

smokeshop



Vol. 8 No. 9
\$1.50

SEPTEMBER 1981

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ED KOLPIN
1820 WESTRIDGE RD
LOS ANGELES CA 90049 MAY82

**Wooden wonders
for tobacconists**

page 22

THE WHIFF OF SUCCESS



Just 4 months, after its launch, Mehari's was Agio's biggest selling size in Britain.

Mehari's has also become the fastest growing small cigar in Holland, Belgium, France and West Germany.

Since its introduction 16 months ago, Mehari's is on its way to becoming the largest selling imported small cigar in the United States.

What are the secrets of its success?

The stylish pack is one. The mild blend of cigar tobaccos wrapped in the finest Cameroon leaf brought to Europe across the burning Sahara, is another.

Then there are its slow burning, cool smoking characteristics created, not by additives, but by packing every Mehari's firmly with natural tobacco only.

Finally, Mehari's is available in extremely attractive display merchandisers.

Mehari's makes profits and customers. Be sure your shop has the whiff of success.

Flyers, easels and price lists available upon request.

Dutch Cigars from a family firm.

U.S. importers—James B. Russell, Inc.

180 So. Van Brunt St.

Englewood, New Jersey 07631

(201) 567-5017 (212) 874-0808



Dutch cigars from a family firm.

Elect Bill Martin president of RTDA

NEW YORK: William E. Martin, owner of the W. Curtis Draper Tobacconist, Inc., Washington, DC, has been elected president of the Retail Tobacco Dealers of America to succeed Charles P. Cates, president of The Tobacconist, Inc., Woodland Hills, Ca. Martin had been a vice president of the association for a number of years.

The election of officers took place during the RTDA's 49th annual convention at the Hilton Hotel the middle of August.

To serve with Martin during the coming year are first vice president Edward L. Grant (Grant's Pipe Shop, San Francisco), second vice president Ira B. Fader, Jr. (A. Fader & Sons Co., Baltimore), secretary Ellis H. Milan (Milan Brothers, Roanoke, Va.), treasurer Arnold Goldstein (Arnold Tobacco Shops, New York) and managing director Malcolm L. Fleischer (New York).

Goldstein also serves the association as chairman of the policy committee and Fleischer as general counsel.

The convention elected the following tobacconists as directors for 1981-82:

Bruce D. Abbey (Fort Myers, Fl), Al G. Andrea (Kenosha, Wi.), Sidney Augenstern (Newtonville, Ma.), Herbert L. Brav (Boston), Charles P. Cates (Woodland Hills, Ca.), William Cockerell (Houston),



Fleischer



Martin

Harold C. Dean, Jr. (Wilmington, De.) Morton M. DeVoren (Philadelphia), and Mary Edwards (Saginaw, Mi.).

Also Ira B. Fader, Jr. (Baltimore), Malcolm L. Fleischer (New York), Diana Gits (Chicago), Gene A. Globig (St. Louis), Arnold Goldstein (New York), Jerry Goodman (Denver), Edward L. Grant (San Francisco), Morris Hochberg (New York), William E. Martin (Washington) and Daniel J. Mathias (Buffalo).

Also William Maute (Chicago), Ellis H. Milan (Roanoke, Va.), Harry Ostrach (Providence, RI), Jack Schwartz (Chicago), Larry Simpson (Santa Monica, Ca.), Bernard J. Smith (Corning, NY), Peter R. Sobelton (Bloomfield Hills, Mi.), Paul T. Spaniola (Flint, Mi.) E.K. Taggatz (Minneapolis) and Godfrey S.M. Tint (Philadelphia).

Policies adopted by Retail Tobacco Dealers of America

1. Cigarette Sales Acts:

State Cigarette Sales Below Cost Statutes now in effect in 21 states provide equitable safeguards against the "loss-leadering" of cigarettes at the retail and wholesale levels and have a stabilizing effect on the economic well-being of the entire industry. We advocate the enactment of cigarette sales acts in those states that do not have them and oppose any effort to repeal these acts.

2. A Free and Fair Competitive System:

We regard the Federal Trade Commission as a friend of small business and applaud the Commission for its efforts to maintain a free and fair competitive economic system in our country and we are opposed to any legislation to repeal or weaken the Federal Robinson-Patman Act which is protective of the interests of the independent merchants of the country.

3. By-Passing the Retailer:

We object to all sales methods used by some sup-

pliers in our industry to deal directly with the consuming public, thus by-passing the retailer and causing serious loss of retail sales and consumer traffic.

4. State and Local Cigar and Smoking Tobacco Taxes Are Regressive:

We are opposed to all state and local cigar and smoking tobacco taxes, so-called tobacco products taxes, because of their unfairness to the retailers and distributors within the taxing state and because these taxes are regressive in nature and result in decreased sales, and pledge our full support to all efforts of the cigar and tobacco industry to repeal such taxes and prevent the enactment of new ones, and proudly call attention to RTDA's participation in the successful repeal of tobacco product taxes in New York, Michigan, Rhode Island, New Hampshire and other states as well as the defeat in 1980 of a proposed cigar and smoking tobacco tax in New York City.

(Continued on page 79)

BACCARAT

An Innovation in Pleasure

Richly Blended Tobaccos
Completely Hand Made—100% Long Filler—
Sensibly Priced
High Profits

BACCARAT

BACCARAT

BACCARAT



imported from
Honduras

LONG FILLER HAND MADE
PRODUCTO CENTRO AMERICANO
HECHO EN HONDURAS

"You're Always the Banker" with

BACCARAT

6 sizes—65¢ — \$1.40

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326 Lincoln Road
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smokeshop

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September 1981

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SMOKESHOP/SEPTEMBER 1981

Ben Wade is ubiquitous.

Back in 1860 Ben Wade made his first briar pipe. It was a masterpiece; designed with consummate skill and integrity.

Now, more than 100 years later, the name Ben Wade is even more important than ever. Every Ben Wade pipe is sculptured from carefully selected, naturally seasoned briar. Each pipe is perfectly balanced, beautifully grained and lustrously finished.

The special care and natural production techniques used in creating Ben Wade pipes gives each one a sweet, clean, cool smoke so that it has a universal appeal to all kinds of people.

That's why you see them wherever you go. Ben Wade pipes are truly ubiquitous.

Lane Limited

111 Eighth Avenue, NY 10011



Ben Wade Sand



Ben Wade
Selected Walnut



Ben Wade Ovati

New York's #1 Premium Cigar. Now how do you top that act?

By making Te-Amo the #1 premium cigar in the entire country. That's how.

Wherever you are, we're ready to bring Te-Amo to you. So your customers can discover the extraordinary flavor of these hand made cigars from Mexico's renowned San Andres Valley. You'll find that where Te-Amo cigars go, cigar smokers go for them.

For information write to Dick Passanesi, Te-Amo Geryl, Inc., 34 Exchange Place, Jersey City, N.J. 07302. Or call Dick at (212) 233-2420 or (201) 333-3710.



Number One's Going National



Stanley Loeser believes his 87-year-old shop is the oldest cigar store in Chicago

By Suzy Fucini

How Chicago's 'oldest cigar store' stays young at 87

Back in 1894 — when Grover Cleveland was president, the electric light a novelty, and the automobile an idea whose time was yet to come — Rubovits Cigars opened its doors on LaSalle Street in downtown Chicago. Today, the venerable store (which is still on LaSalle but in a different location) remains a fixture with Windy City cigar smokers.

After almost nine successful decades in business,

Rubovits Cigars might be tempted to rest on its laurels and "lock into" a set way of doing things. Stanley Loeser, who owns the 1100 sq. ft. store, has had no trouble resisting such a temptation. The affable Chicago native runs his store with all of the enthusiasm and energy of a brand new tobacconist.

"I've been in the tobacco business all of my adult life, except for a stint in the service during World War II," says Loeser, whose father, Joseph Loeser, purchased Rubovits from its original owners. "The main thing I've learned about this business is that it's always changing — and you have to change with it.

"This store has seen its share of history. Back in the days when railroads were big, a lot of dignitaries would stop by and pick up cigars on their way to and from the LaSalle Street station. We've sold cigars to presidents, film stars and famous writers. It's interesting to look back, but you can't live or run a business in the past.

"Throughout my years in this business, I've never quit trying to keep my shop up with the times," he continues. "I've done this by stocking the product mix that meets my customers' demands. Of course, those demands are constantly changing, so you have



One of the thousands of women in the Chicago Board of Trade Building is served by Mary Lerner

to be willing to experiment with different ideas until you find one that hits."

Jewelry section

One idea that "hit" just right for Loeser recently has been the addition of a jewelry section to Rubovits. The jewelry section occupies a small counter area at the store's main entrance and includes a variety of pieces — primarily 14 kt. gold.

"We added jewelry about two years ago (when a jewelry store next door went out of business), because pipe sales had gotten soft," recalls Loeser. "My pipe inventory now is only about 20% of what it was a few years back, so I obviously needed something to fill this void.

"My rent here is high, and I couldn't afford to have the space that used to hold pipes sitting idly. It was essential to find a good moneymaker to put in that space. I experimented with several items for awhile — such as sunglasses, chess and backgammon sets, and wine carafes — but none of them worked out until I added jewelry."

Start-up problems

Loeser acknowledges that he did encounter some problems when setting up his jewelry section. The

veteran tobacconist says that two of the more difficult obstacles were building up a reliable network of suppliers and determining the right mix of jewelry fashions to suit the demands of his market.

"It isn't easy to get started in the jewelry business — don't kid yourself," he warns. "With jewelry you're dealing with a product that's very costly, so you can't afford to make too many mistakes. Some of the jewelry suppliers are difficult to establish good working relationships with. I even had trouble getting into a show here in Chicago because I wasn't a jeweler. Then there was the fact that I wasn't familiar with the style trends in the jewelry market.

"However, I have to say that overall I was very fortunate. I made some good contacts, and now I have excellent jewelry suppliers in New York and Chicago. My wife, Gertrude, has a great eye for style, and that was a big help. She and I went to a lot of shows to familiarize ourselves with the market, and now she's our jewelry buyer."

Security's a concern

Another "problem" involved with jewelry, says Loeser, is the added security risk it creates. He points out that Rubovits has had several encounters with thieves looking to steal jewelry.

"Fortunately, we haven't had a great number of

Ritmeester

The Dutch word for a good cigar . . .



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GEORGE BENSON & SON
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SAN FRANCISCO, CALIF. 94124
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IN CALIF. CALL COLLECT (415) 822-2660

EAST
CENTURY TOBACCO CO.
224 MIDLAND AVE
SADDLE BROOK, N.J. 07662
CALL TOLL FREE (800) 526-5310
IN N.J. CALL COLLECT (201) 340-3500

Chicago's oldest cigar store

incidents," he comments, "but the problem always is there. After all, jewelry is a prime target of thieves, so you have to take added security measures if you stock it. We had one occasion where a guy pulled a gold chain right off our sales clerk's wrist as she was showing it to him and ran out of the store.

"You learn to take precautions against this sort of thing happening," adds Loeser. "In any event, the benefits of having a jewelry selection far outweigh any problems. The response to our jewelry has been



Antique fixtures in the Rubovits store are kept clean and well stocked

terrific. I do a better volume in jewelry in three months than I did in pipes in three years. Jewelry has been a very profitable diversification for our store."

Attracts women

Among the biggest benefits of the jewelry section is the fact that it has enabled the store to draw more women. Rubovits is located in the lobby of the mammoth Chicago Board of Trade Building, where it has very visible exposure to a high volume of office workers. Until jewelry came along, this exposure was "wasted" on the thousands of women who worked in the 44-story building.

"We really never had anything that pulled women into the store," says Loeser. "Our lease prohibits us from selling candy, so we couldn't go the candy store route. I always wanted something that could draw women, because I figure it was foolish to pay all this money in rent and miss such a large portion of the people who work in the building.

"Most of the women who work here are secretaries, receptionists and workers of that nature. They don't have a lot of money to spend, so we gear our jewelry selection to fit their budgets.

"We stay away from big diamond rings and your super-expensive items. These are priced over most of our customers' heads and are better handled by a jewelry store. On the other hand, we generally don't go in for cheap costume or gold-filled pieces, since most of the women want something nicer."

Moderate price level

The bulk of Loeser's jewelry inventory is in what he terms "middle-level, moderately-priced pieces." He buys jewelry from 15-20 suppliers and reports that his five best-selling items are gold chains, gold bracelets, charms, earrings, and colored-stone rings.

"Our jewelry section has gone over very well, because we've been able to pinpoint what the women who work here want," he explains. "We carry a nice selection of 14 kt. gold pieces, rubies, emeralds and other precious stones.

"Generally speaking, we're lower in price than a jewelry store. This has helped us reach the working woman who is on a limited budget. A lot of women buy jewelry from us on layaway. We also do ring sizing and minor jewelry repairs, which has given us a good reputation for service with people in the building."

Loeser calls his jewelry section "The Jewelry Corner," and he merchandises it effectively with signs and attractive display cases. To promote the

Third Edition



Lane Limited Cooperative Advertising Service

Lane Limited, 111 Eighth Avenue, New York, New York 10011
Blenders of luxury tobaccos for over three generations.

Creators of such superior blends as
BC-A, 1-Q, RI.P-6, PI.C, R-18, HS-3, TK-6 and HG-2000

This is the Third edition of the Lane Limited cooperative Advertising Service. Since hundreds of dealers have been using our materials, we have now created a variety of additional themes for use in the cooperative advertising program.

Many of you know by now that our plan works quite simply: we will help you advertise your private label tobacco and pay 50% of the cost of the ad for as long as our program exists and you conform to its requirements.

The purpose of this cooperative program is not to promote anything but those Lane blends which you use in your shop: that includes BC-A, 1-Q, RLP-6, LC, R-18, TK-6, HS-3, HG-2000 and Burley-Light-Without-a-Bite.

No others are eligible for the program. And they must be sold straight—not as part of any other mixture. We want to make it especially clear that our plan will not be operative if other items appear in the ad. That includes pipes—even our own Charatan and Ben Wade lines.

Ads that promote a particular store and then mention the tobacco blend will also not be eligible for cooperative funds.

The sole thrust of this cooperative program is to sell tobacco—your tobacco. And nothing else. That way we believe we can have the most effective program for

both of us.

There are several other considerations: media is restricted to your local print publications or local radio stations and the print ads should be no larger than 300 lines. We also prefer that you use the themes presented in this cooperative service.

We are presenting both completed ads, which your newspaper can follow and reproduce, as well as elements for you to help in the creation of your own ads. If radio is planned, we don't have to see any advance scripts for approval as long as they conform to our guidelines. However, when you submit invoices for radio please be sure to include copies of the radio station's sworn affidavits of the broadcast time purchased as well as tape cassettes of the radio commercial.

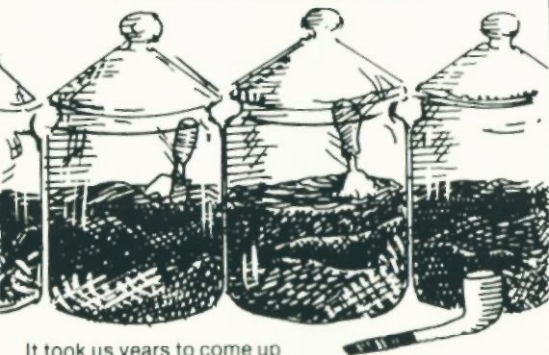
If you follow these procedures we will pay 50% of the cost of the ad or the commercials that you run. All applications for reimbursement are to be sent to our Field Representatives first, as they can certify the blends advertised. If you have any questions our Reps are the people with the answers. Don't hesitate to call on them for help in putting this unique Lane Limited service to work for you.

Read on and learn, as hundreds of retailers have already learned, how to put advertising to work for you—with a big \$\$ boost from Lane Limited.

**If our special
bite-free tobacco
doesn't make you
happy, then forget
about pipe-smoking.**

**Come in and ask
for**

Fill in name of your brand



It took us years to come up with our special cool-smoking, bite-free Blend X. But now that we've got it we've also got the happiest pipe smokers in town. Stop in and try a couple of pipefuls on us. We guarantee that once you do, you'll join the ranks of the happy smokers.

As we said above, if our Blend X doesn't make you happy, then we don't know what will do the trick.

(STORE NAME)

(Note: The newspaper can set this for you; and be sure to include the name or names of your Lane Limited blends where we put Blend X)

NOTE:

Any immediate questions on this program can be answered for you very quickly if you call us at (212) 741-7800. Let's keep up the work to bring that one-time pipe-smoker back into the fold, as well as make new ones.

Dick DiMeola,
Lane Limited

**Join the happiest
pipe smokers in
town. Stop in and
try a couple of
pipefuls of our cool,
bite-free Blend X.**

If our Blend X doesn't make you
happy then we don't know what
will do the trick.



(STORE NAME)

*If you're
going to smoke
**Smoke
a pipe...***

*and fill it
with our fine
bite-free
Blend X*

Come in for free sample

(STORE NAME)

Our Blend X smokes mild, doesn't bite and what's more You don't have to inhale to enjoy it. Come in and ask for Blend X.



Radio Commercials

Local radio commercials can be frustrating: for instance you can get the best announcer in town to do your commercials. Every word will be sounded out perfectly; everything just perfect. And it won't work. Or, you can do the commercial yourself (and don't worry about the fact that you don't sound like a trained announcer) and come up with a winner. We suggest you might consider doing just that. One of the commercials below is designed for that; the other for the best announcer in town, whoever he or she may be. (Of course, you can adapt this in your own words, but be sure to include the script when applying for reimbursement.)

60 Second Commercial

People ask me: is there a perfect pipe tobacco? I guess if anybody in (name of city) would know, I should know—I'm Tom Jones of the (store name and address). The perfect pipe tobacco has to have a good tobacco flavor. Nobody likes to smoke a pipe and just wind up with the taste of the smoke. But the tobacco can't be too sweet or too strong. Some pipe tobaccos are so bitter, your tongue feels like a chili pepper! The perfect blend smokes cool and bite-free—and it burns nice and even too. The perfect pipe tobacco has an aroma that won't make strong men weep—and women faint. In fact, it should smell so great that people will ask you to smoke your pipe more often. So...is there a perfect pipe tobacco that's flavorful, bite-free and smells great? Of course! It's my Blend X. Blend X is available only at (store name and address). Come in and ask for me, Tom Jones, and I'll give you a free sample of Blend X—so you'll know what I mean by the perfect pipe tobacco.

30 Second Commercial

Hi, I'm Tom Jones of (store name and address). Lots of pipe smokers come in and ask for advice; and lately I've been recommending my very own special mix—Blend X—a cool-smoking, bite-free pipe tobacco. Blend X has such a nice aroma, it makes the people around you smile. Everybody who tries Blend X likes it—it's as simple as that. So come into (store name and address) and pick up a free sample of Blend X.

You'll be on your way to some very happy pipe smoking.

60 Second Commercial

I was talking to Tom Jones the other day at (name of store and address). I asked him if there was a perfect pipe tobacco. He said there sure was: said it's full of flavor, but not too sweet. Not too strong either, or bitter. Bitterness, Tom said, is what makes your tongue feel like a chili pepper. He said it smokes cool and bite-free and burns nice and even. He even claimed that this perfect pipe tobacco smells so good, people ask you to smoke your pipe more often! I said this was hard to believe, but a couple of customers in the shop said Tom was telling the truth, and Tom showed me this container full of what he calls his own Blend X. It sure smelled good. Anyhow, Blend X is Tom's own creation, and the only place you can get it is at (store name and address). So if you want to try the perfect pipe tobacco for yourself, go see Tom Jones for a free sample of Blend X—and you'll be on your way to finding the perfect pipe tobacco.

30 Second Commercial

This is a message for all you pipe smokers out there looking for a perfect pipe tobacco. There's a place in town that's got it: the (store name and address). Tom Jones of (store name) has something he created called Blend X. Blend X is one of the new breed of pipe tobaccos that smoke cool, mild and bite-free every time. So for a free sample of Blend X, see Tom Jones, or one of the other friendly people, at (store name and address). You'll be on your way to some very happy pipe smoking.

Ads don't have to be monster-sized; and even when they're small, don't have to be all cluttered up which makes reading tough. The ad shown here is 50 x 1. That means it's 3-5/8" deep and 1-3/4" wide. Some newspaper sizes vary but this is a standard size. You can check with your local newspaper rep. As you can see, even a small ad like this can work very nicely: be sure, of course, to add in the name of your store.

We've got more mixes at our tobacco bar than the Bartender's Manual. But our favorite bite-free blend (Fill in name of your brand). **is the best thing since bourbon! Boy, has pipe-smoking changed!**

Come on— Admit it.

Your pipe tobacco just isn't as great as you'd like it to be.

We've got a pipe tobacco for you that's as great as you want it to be.

Come on in and try our bite-free
Blend X.



The next time your tongue feels like a chili pepper after smoking a pipe...

come by and try our cool-smoking, bite-free

Blend X.

STORE
NAME



If you're going to smoke
Smoke a pipe!



*and fill it
with our fine bite-free*

Blend X.

Pipe smoking is great and we make it greater with our cool, mild Blend X mixture. It's custom-blended of the finest tobaccos and your first puff will tell you—you've found your tobacco forever.

(STORE NAME)

If our special bite-free tobacco doesn't make you happy, then forget about pipe-smoking. Come in and ask for (Fill in name of your brand).

Our special bite-free blend of tobacco is so sinfully insinuating—the women in your life will beg you to smoke it. Come in and ask for (Fill in name of your brand).



**If you
want a
good, solid
American
tobacco,
try our**
(Your brand
here)



We've done it. We've taken the bite out of the traditional burley tobacco—yet kept the burley taste so many smokers love. We've also taken away that Old Overshoes smell and come up with a burley aroma that's going to make everyone around you happier than ever. Come in for a free sample of our great new (Your brand here) and find out all over again how great a great burley can be.

STORE NAME

**You've been smoking
Prince Albert all
your life...Right?**



**Come
in and
sample
our**
(Your brand goes here)

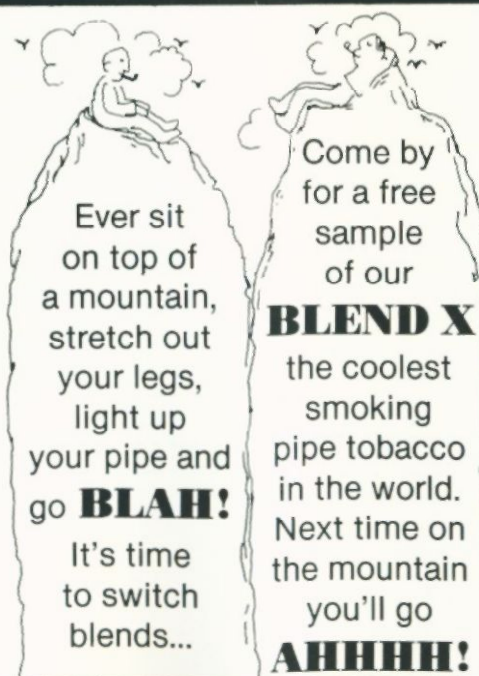
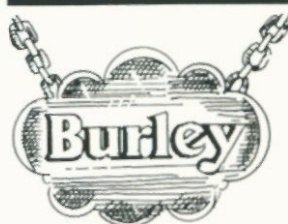
**We think you'll change
your brand forever.**

We've done it. We've taken the bite out of the traditional burley tobacco—yet kept the burley taste so many smokers love. We've also taken away that Old Overshoes smell and come up with a burley aroma that's going to make everyone around you happier than ever. Come in for a free sample of our great new (Your brand here) and find out all over again how great a great burley can be.

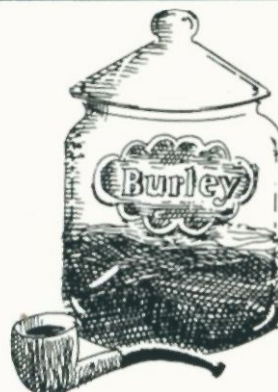
STORE NAME

**You think your
tobacco is biting
you and people
complain you're
smoking you-
know-what.**

**It's time for
a change to
Your brand here.
Enjoy smoking
all over again.**



STORE NAME



Maybe you grew up
on burley tobacco.

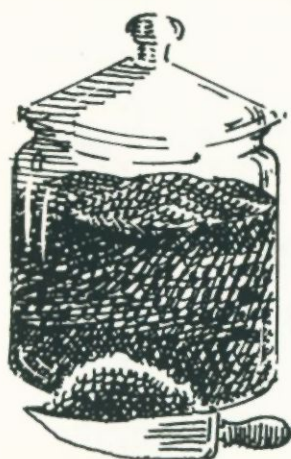
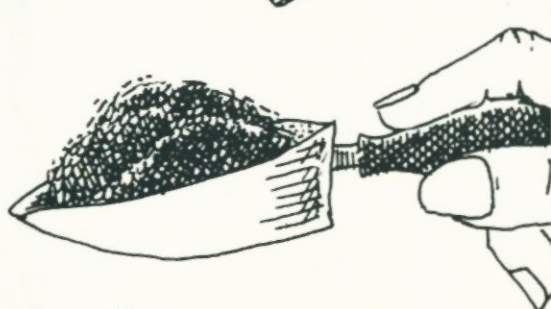
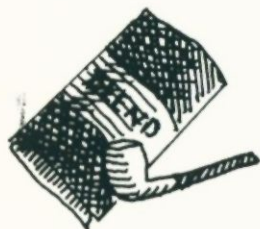
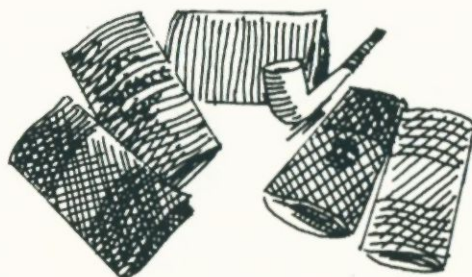
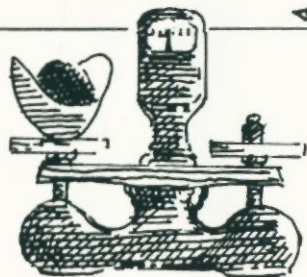
But you always
wished it tasted the
way our burley does.
Come in and sample
our [Your brand here.]

You'll want to
grow up all over again.

Store Name

Here's your chance to be creative. This artwork will reproduce very nicely in your local newspaper, so please feel free to pick up any element and use it (or them) with any headline of your choice. You'll find they go together well. All you have to do is cut out the artwork you want, paste it on a separate sheet, or just circle it and tell your newspaper rep that you want to use that work. If you need other illustrations, let us know and if we can supply them—we'll do it.

ART WORK



The 1980 Smokeshop Survey shows that Cigar Customers Account for a Whopping 24.62% of total Smokeshop Sales Volume!

—It's a \$128.7 Million Dollar Reason to Join and Give Your total Support to "FRIENDS OF THE CIGAR"!

WHAT IS "FRIENDS OF THE CIGAR?"

"Friends Of The Cigar" is sponsored by the Cigar Association Of America, a non-profit National Organization. Its objective is to bring together the estimated ten million cigar smokers in America — to band them together with industry members into a "voice of thousands" in a massive public relations effort designed to create new awareness, and acceptance of the great dignity and unparalleled enjoyment to be found in cigar smoking.

HOW CAN I JOIN "FRIENDS OF THE CIGAR?"

"Friends Of The Cigar" urgently solicits your membership as a member of the Executive Committee. All you have to do is fill in the coupon, enclose it, together with your check (in the amount of \$25.00) made out to "Friends Of The Cigar," in the postage paid envelope opposite this page. You will receive a personalized plaque which you can display to proclaim your endorsement and support of the rights of all your cigar customers. We will also send you a wallet I.D. card, an informative Cigar Encyclopedia booklet, a specially imprinted "Friends Of The Cigar" quality disposable lighter, and, on a regular basis, The Cigar Band, a Newsletter devoted to the what, where, when, and why of all that is happening in the world of cigars.

HOW DOES "FRIENDS OF THE CIGAR" PLANT TO REACH CIGAR SMOKERS?

"Friends Of The Cigar" will distribute millions of membership solicitation forms directly to cigar smokers by cigar manufacturers in their boxes and packs starting in August 1981. In addition, "take-one" coupons will be made available for prominent display by retailers everywhere.

HOW WILL THIS PUBLIC RELATIONS CAMPAIGN WORK?

"Friends Of The Cigar" has retained Carl Byoir & Associates, a prominent public relations firm, to execute a massive pro-cigar saturation effort in every type of media. This will be a positive campaign — designed to position cigars as a symbol of success, well being, and total enjoyment. Its objective is to promote and encourage the smoking of cigars as a traditional and gentlemanly symbol . . . a symbol of the American quality of life.

Friends Of The Cigar
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Clinton, Iowa 52736

Enclosed find my check in the amount of \$25.00. Please enroll me in the Executive Committee of "Friends Of The Cigar." Send my membership material to the following:

NAME _____

NAME OF SHOP _____

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STATE _____

ZIP _____

Join "FRIENDS OF THE CIGAR" — it's your business!

Chicago's oldest cigar store

addition of jewelry to his store, the tobacconist passed out handbills on LaSalle Street and conducted three coupon drawings for free chains, bracelets and charms.

Gift business

An added benefit of the jewelry section has been the gift business it has created among Rubovits' cigar customers, says Loeser. Although most men don't buy jewelry for themselves at the store, many appreciate the convenience of having a place to pick up Christmas and anniversary presents for their wives.

"Most of our higher ticket jewelry sales are to executives who are buying a gift for their wives or daughters. They spend more than the secretaries who buy from us do, so we adjust our inventory to include more expensive items around Christmas and Valentine's Day.

"We weren't prepared for the gift-buying rush we got during our first Christmas season with jewelry. The store was swamped with men looking for gifts. Jewelry has been an extremely rewarding sideline for us."

Cigars are first

Despite its success with jewelry, Rubovits is (as it has been since 1894) a cigar store first and foremost. Loeser stocks more than 250,000 cigars in the store, using a 175,000-capacity back-up humidor in his storeroom, as well as a large walk-in humidor and six reach-in wall units on his sales floor. All humidors are kept at 68 degrees and 72% humidity.

"This is the oldest cigar store in Chicago," he proclaims. "People associate us with cigars, and cigars are the backbone of our business."

Holiday Specialty Items

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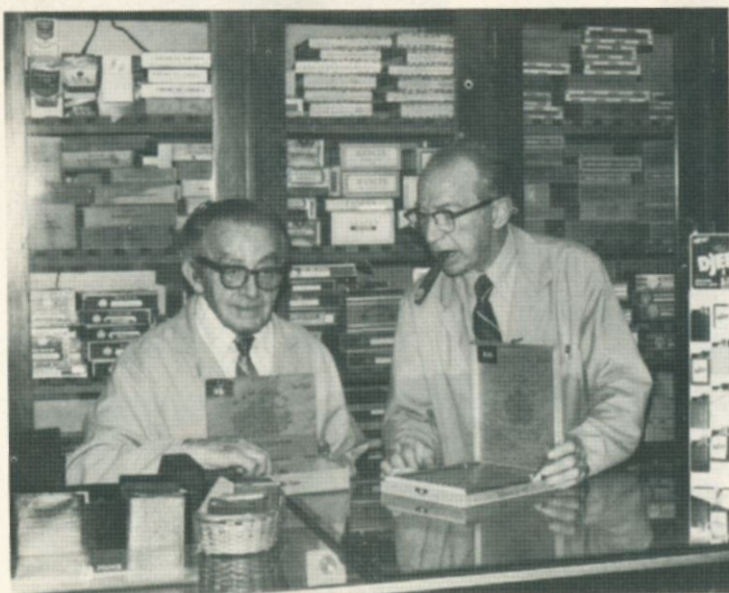
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Jake Kravitz and manager Charles Dubsky straighten cigars before returning boxes to showcase.



In keeping with Rubovits tradition, salesman David Mohr offers box for customer selection

The more than 125 different cigar labels included in the store's inventory cover a wide range of tastes and prices. However, the selection is tilted heavily toward the higher-grade cigar.

"We have a broad selection that ranges from fairly inexpensive cigars to ones that sell for as much as \$5," he observes. "The vast majority of cigars here, however, are high grades. You won't see many cigars that retail for less than 80¢ in our humidor."

"Here again, this is a matter of stocking the merchandise that the customer wants. Our customers tend to be affluent men in their fifties or older who don't mind spending a little more for a good smoke. The quality-oriented cigar smoker who works downtown associates us with high grades, and he'll make it a point to come here for his cigars. This is one of the advantages of being in business as long as we have."

As a result of his reputation for service and quality, Loeser has established a solid mail order business with high-grade cigars. He sells through the mail to cigar smokers across the country, many of whom are on automatic shipment.

Although pipe sales have been "depressed recently," according to Loeser, he reports that he still sells a good volume of moderately-priced pipes — particularly private labels which retail for under \$20. Rubovits' pipe selection is displayed in neatly arranged glass cases in the middle of the sales floor. The store also stocks a small selection of mixed tobacco.

Pipes will revive

Loeser, who has seen his share of trends come and go in the tobacco industry, is optimistic about the future of pipes and cigars. "Things go in and out of style, so I'm not overly worried about my pipe business," he observes. "As far as cigars go, I believe that they have a bright future. Recently, I've noticed that more and more young men are experimenting with cigars. Some of these guys will eventually become confirmed cigar smokers."

"The important thing for a tobacconist to remember is to roll with the punches. When a product goes down in sales, bring something else out to make up for the loss."

"This is what I like about the trend to diversification. It gives the tobacconist more options. One of the best things about the tobacco business is that it's always changing. The other thing I've always valued about this business is the opportunity it's given me to meet some very wonderful people. As far as industries go, I think ours is one of the friendliest."

If the tobacco industry is indeed "one of the friendliest," it's because it has been able to attract and keep people like Stanley Loeser. His outgoing, energetic personality has had a lot to do with keeping the Windy City's "oldest cigar store" going strong after 87 years. □

The Borkum Riff Sweepstakes.

You can't profit if you don't participate.



High-Impulse Point-of-Purchase Display.

20% free goods for you. (Buy 12 pouches and get 3 free!)

National Advertising.

Consumer advertising of the Borkum Riff Sweepstakes right where your customers read: *Playboy*, *Newsweek*, *Sports Afield*, *Smithsonian* and *Business Week*, delivering 30,000,000 male readers.

Proven Interest for Your Customer.

Exciting prizes. Over 1,000,000 entries last year. Even more this year, with national ads.



How to Increase Your Borkum Riff Sales.

It's practically a built-in sales increase with the Borkum Riff Sweepstakes. It's America's best-selling imported pipe tobacco, to start with. It's a great sweepstakes—with exciting prizes. It's got national advertising pushing behind it. It's got customers coming into your store—looking to participate. It's got everything—and you can have it—if you're a participating dealer.





By John A. Borden



Chainsaw sculptor brightens smokeshops with colorful creations

This month's RTDA convention in San Francisco will mean something special to John Roberts, a burly, soft-spoken taxidermist from Oregon. That's because Roberts, who has been carving cigar-store Indians with a chainsaw for some two years, will get a chance to show off some of his colorful wares at the George Bensen & Son booth at the show.

If John's half-dozen creations, such as the solemn gent on our cover, attract a good deal of interest, the 40-year-old resident of Klamath Falls, Or., pop. 16,000, says he may move further into the woods with his wife, Virginia, and start turning out those Indians on a much larger scale. He may also hire a few assistants to "rough out" those huge blocks of wood.

SOBRANIE MAKES THE DIFFERENCE

Often imitated but never duplicated, Balkan Sobranie pipe tobacco and Sobranie cigarettes are truly the essence of English luxury and quality. They are coming to be recognized as the very best British tobacco products in the world.

There are, of course, sound reasons for the Sobranie success story. These products have been made under uncompromisingly high standards for over 100 years. They are produced to be distinctive with quality unmatched by competitive products. Their packaging has

been designed to tell the smoker that the contents are in a class by themselves.

Sobranie cigarettes and Balkan Sobranie pipe tobacco blends are enjoyed by an ever increasing circle of discerning smokers. We say stock and feature all Sobranie products, acknowledged leaders in English luxury cigarettes and pipe tobaccos. And luxury seeking smokers will beat a path to your door... Sobranie definitely makes the difference!



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COCKTAIL 100's: Gold filtered tipped and presented in five decorator colors, they make any occasion special. No party can be dull when these beauties are passed around!

SOBRANIE JASMINE: Gold filtered tipped. Perfect for the smoker who wants something different. They contain the finest tobaccos—gently perfumed—and are in a class by themselves.

BALKAN SOBRANIE NO. 759 MIXTURE: Offering the extra richness of Blue Mountain Latakia... mild smoking, with a full aroma.

BALKAN SOBRANIE SMOKING MIXTURE: A classical Latakia mixture with rare yenedje added.

BALKAN SOBRANIE SCOTTISH NO. 3 RESERVE: An original mixture, blended by hand of light and dark Virginia Tobacco.

BALKAN SOBRANIE NO. 7 RESERVE: A rubbed-out ready Virginia, once made exclusively for the Directors of Sobranie.

BALKAN SOBRANIE VIRGINIAN NO. 10: A connoisseur's blend, mild yet with an aroma that lingers on.

BALKAN SOBRANIE ORIGINAL FLAKE: A blend of two carefully selected Virginias enriched for even more flavor.



BALKAN SOBRANIE

Imported London Made Quality Tobacco Products. U.S. Distributor: James B. Russell, Inc. 180 South Van Brunt Street, Englewood, NJ 07632 (212) 586-4276

"I'll just have to wait and see what happens at this convention," John told us from his shop, John's Taxidermy. "After all, I've carved these Indians at state fairs and places like that. And you get a lot of people who say, 'Gee, that's nice,' but they don't buy. But this thing could work out well."

Right now, John has an informal agreement with Tom Bensen, the president of George Bensen & Son, under which Bensen acts as John's distributor for a small commission.



"This could be a whole new world for him," says Joanne Kluck, who owns the West Portal Smoke-shop in San Francisco. Not surprisingly, John was reported hard at work on an Indian for Joanne's shop at press time. "His arms'll be folded like a chief," Joanne says, "and he'll be a little bigger than me; I'm five-foot-two. And he'll be put on a pedestal with casters; that way, I'll be able to handle him."

Tom Bensen was sufficiently impressed by John's work to have at one time considered flying one of his Indians with him across the country, to appear at RTDA's New York show in August. But the decision was made instead to show off that Indian with a few of his comrades in San Francisco.

It was perhaps inevitable that John would wind up carving these giants, given his background. "As a boy, I always had a pocket knife and would whittle toys or tools or whatever I needed, without giving any thought to the artistic aspects of it," he says. "If I had something made of wood that I wanted to have a different shape, I'd just take out my knife and have at it." John's father, who also whittles small characters, let his son use his woodworking shop, and so John learned to create what he calls "projects in wood."

Art of carving

But it wasn't until John finished a hitch in the Navy, married and settled down that he realized just how much of an art wood carving really is. By this time, around 1967, he had set up his taxidermy business, and had taken oil painting lessons and had some success as a wildlife artist. One day a local wood carver came into his shop to buy some glass eyes for a wooden duck he had carved and painted. "It was beautiful!" John recalls. "And, needless to say, it wasn't very long before I had a block of sugar pine and was carving my own."

After some months and dozens of carvings, John entered California's "open decoy carving contest" in 1979, and picked up a third place prize for one of his mallard decoys.

That same spring, while displaying some of his taxidermy work at a county fair, John met chainsaw sculptor Art Stone, and became instantly fascinated by his work. "When Art saw the decoys I'd carved, he told me that I wouldn't have any problems carving with a chainsaw," John remembers, "because the

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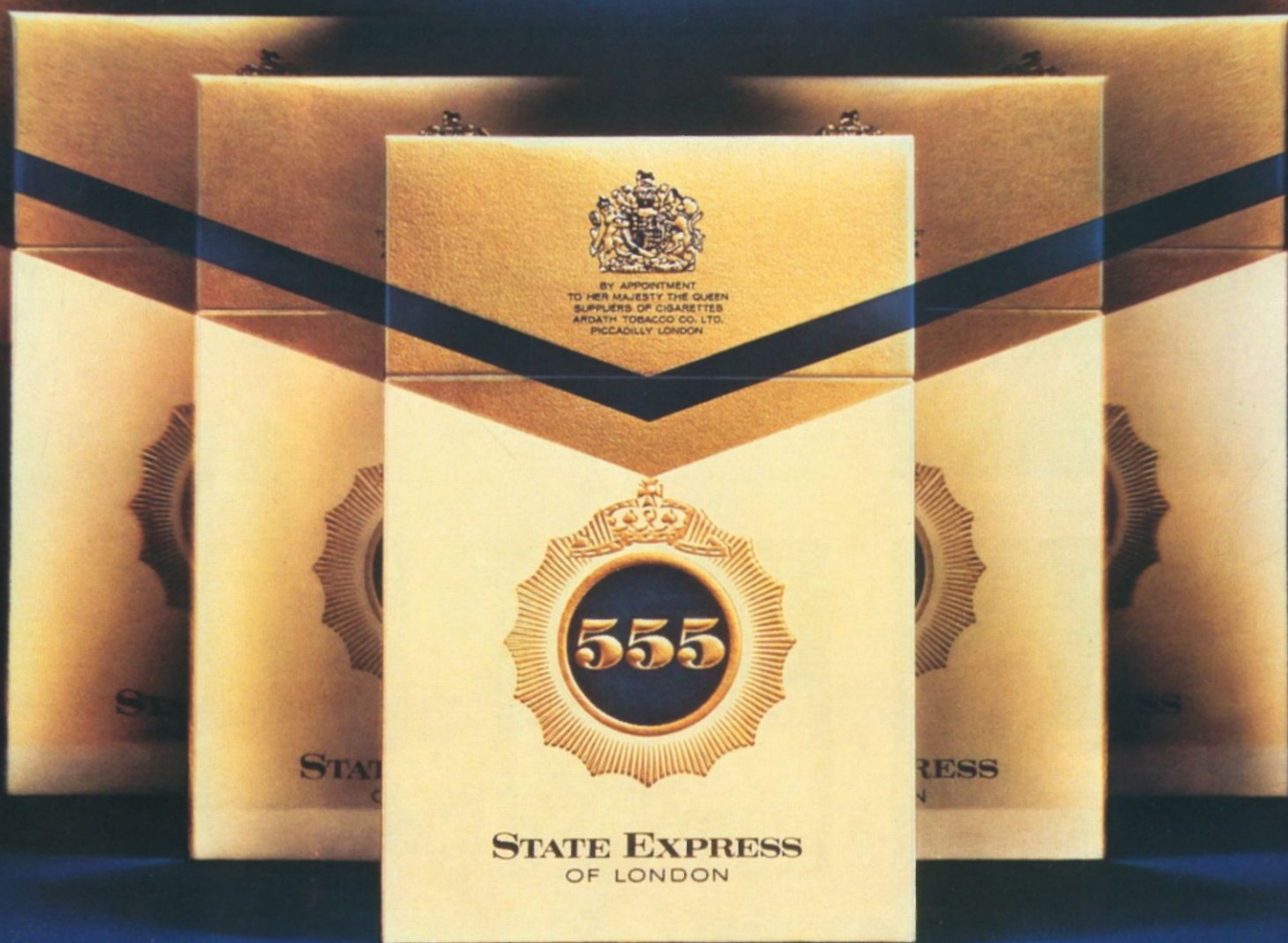


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principle of carving is the same, regardless of what tools you use."

Encouraged by Stone's work, John got out his own small chainsaw and carved a small boot from some firewood. Stone was impressed by what he saw. "What are you standing here for?" John remembers him saying. "Get out on the beach and gather some driftwood and start carving!"

Pelicans and owls

John kept busy, learning his craft by creating small figures like pelicans and owls. By the spring of 1980, he was carving at a couple of timber carnivals and the county fair. "It was fun," he recalls. "As soon as I fired up my saw, a crowd of people would gather to watch. Unfortunately, when I shut it off, they'd dissipate just as fast, I suppose in fear of me grabbing them and making them buy something." But John's efforts weren't in vain; he did chart some sales.

After working on some original wildlife carvings from redwood, John was approached by Harold Stewart, a local saw shop owner, to carve a life-size character of a logger for a display for his shop. His next human figure was a wooden Indian — "which I promptly sold to a local Indian family for display in front of their new home."

At about this time, Chester Beers, a Klamath Falls tobacconist (see related story in this issue), commissioned John to carve a female wooden Indian for his new shop. "Chester had already made plans for his grand opening, with radio coverage and all," John recalls. "He wanted to have the carving done in time for the opening, but time wouldn't permit. So I suggested that I could carve her on the premises during the grand opening. I carved the head beforehand so people could tell what I was doing at first glance. Chester had the radio and TV announce that I'd be there — and the grand opening went off in grand style."

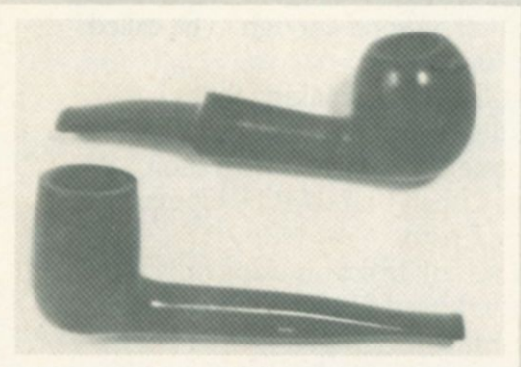
John has finished off a few more Indians since then. It takes him anywhere from 20 to 50 hours or more for each creation, and depending on what the customer wants him to do, each carving can vary in price from about \$700 to \$1800 or more.

"What would I say to an old-time carver?" John says. "Well, I've met several who use chisels, and they all seem to judge by the finished product, not by the means."

"Now, I'm sure there are those who, like fly fishermen, are purists who consider their way the only way — but you and I know there's more than one way to catch a fish." □

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Selling's great when you demonstrate

By William J. Tobin

Every one knows what a product feature is. When you talk of the characteristics, the good qualities of what you are offering, whether they be in connection with your product, your company or your proposition, you're talking *features*.

A product feature is the shape, size, color, form that the product takes, in all of its parts or whole. A product feature is the thing itself.

And it's *you*, too. You are part of every product or service you sell. Without you, the product would never sell. No salesman, no sale. It's as simple as that.

And everyone knows what a customer benefit is.

A customer benefit gives a customer a sense of relaxation, security, happiness, safety, love, comfort, accomplishment, joy, freedom from worry — and a hundred other highly desirable, and wonderfully pleasant, reassuring, customer awards.

Now how does a product feature become a customer benefit?

You just may have guessed. *PERFORMANCE*.

Think about it for a minute. What happened when you made the last purchase of a hat or suit? What happened when you said yes to a salesman's proposal that you buy? What happened when you purchased a ticket to the latest hit show?

You enjoyed a flock of customer benefits!

But *only* because the product or service did something, because it performed, because it worked, because something happened. *And that's how product features become customer benefits*. Something happens, something performs, something works. The hat fits your head exactly. The theatre ticket, quite literally, gets you a performance. The new service or product you purchase for your home or office fits in somewhere, moves in a certain right manner, stacks just so, is easy to handle, exactly as promised.

All this did something *to you*.

You felt satisfied, pleased, comfortable.

You reaped the customer benefits.

The customer benefits weren't the result of the product features. They were the result of the *per-*

We can't make them fast enough because we don't make them fast.

Primo del Rey is one of the fastest growing premium cigars sold in America.
But we can't always keep up with the orders.



Because if we made them fast enough, they wouldn't be good enough to be called Primo del Rey.

We still insist on making them by hand—under the skilled supervision of experts formerly associated with such prestigious Cuban brands as H. Upmann and Monte Cristo.

And we still insist on using only hand-selected, aged filler tobacco grown from seed of Cuban origin. Which is why cigar aficionados agree: Primo del Rey equals and, some feel, even surpasses the finest pre-embargo Havanas.

Moro Cigar Company.

Sales Office, 17th Floor, 15 Columbus Circle, New York, New York 10023.

NINE FACTS THAT ARE CONVINCING MORE SMOKESHOPS TO MOVE UP TO MARUMAN, THE LIFETIME LIGHTER.

By all measures, there's a trend bringing more and more smokeshops to Maruman lighters. If you're not yet familiar with the Maruman brand, or the opportunity it offers your business, we'd like to share some of the reasons our new accounts give for our growth...and their enthusiasm.

First, Maruman lighters have an extra look and feel of quality. It comes from our rigid quality standards, both inside and outside our lighters.

Maruman's high quality standards are possible because we're a prime source. We manufacture our own lighters at our own modern factories in the Far East, as we've done for 30 years.

Maruman lighters are backed in writing by our Limited Lifetime Warranty, a commitment to uncompromising quality.

Our repair service is fast, friendly and efficient, with an average turn around time of 10 days.

You can count on Maruman for new designs and products every season. Maruman is the company that introduced both Quartz technology and Integrated Circuitry electronics to the lighter industry.

Maruman has the right image. We're directing our sales and marketing activities only to better stores, like yours.

Our solid merchandising programs are designed to appeal to your kind of customers, and to make selling easier for you.

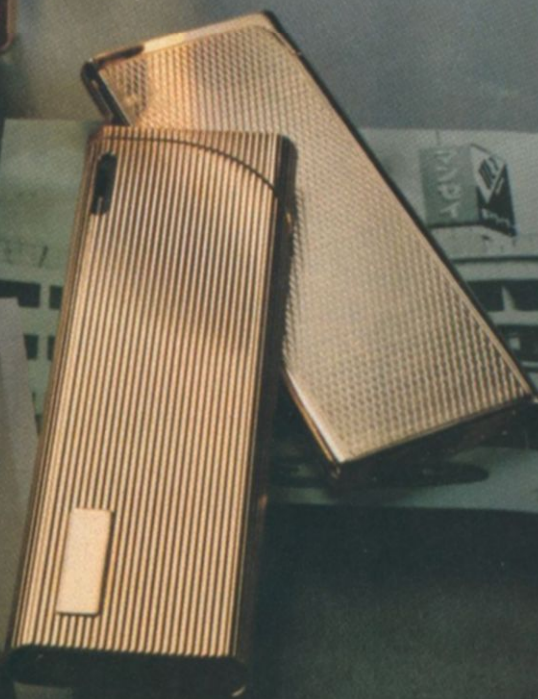
Even with all of these programs, we're still able to bring you a lighter collection at popular prices, and with terms that will mean more profit for you.

Our inside staff and our sales force know and respect the value of your good will and support...and work hard to earn it.

Maruman offers the kinds of lighters your customers come into your store to buy. They are products with a real point of difference. In a word, that difference is quality.

There's never been a better time, or more reasons, to move up to Maruman. Call toll free: 800-243-2890 or write: Maruman, 61 Woodmont Road, Milford, CT 06460.

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formance of the product features.

Why do customers buy your products? As important as product features are, they are not the true sales motivators!

Basically, fundamentally, people buy *customer benefits*.

People buy "What's in it for me!" And the "me" is a very, very, personal "me."

- Can you be *more demonstrative* next time you talk to a customer?
- Can you put on a more exciting, *working*, display of your product?
- Can you win the customer's enthusiastic *participation* in the sales talk?
- Can you get him to *feel, handle, touch, smell* the product?
- Can you devise a *plan of action* that makes a product feature come alive, so that the customer clearly understands "What's in it for him"?
- Can you *fit the product to the customer* by giving him exactly what he wants?
- Can you *show and illustrate* how the product satisfies a customer need?
- Can you act out, *actively prove*, your product or service claims?
- Can you make something *happen* to the product and/or to the customer?

• And when it doesn't physically move, can you explain how the product "works"?

You want to prove, document, show! You want to: Demonstrate! Demonstrate! Demonstrate! The proof of the pudding is in performance. Will the product work as you say it will? Will it perform? Will it actually produce the results you promise? Is the product dependable? Will customer benefits materialize once the product or service is purchased and used?

Product features, when they *perform* as they are meant to perform, produce customer satisfactions, enjoyments, pleasures. They soothe the customer's feelings, relieve his anxieties, and generally improve his emotional and psychological climate. He is pleased, satisfied and convinced that he is making a wise buying decision.

It can be truly said: Selling is a sensational business! Because selling at its optimum best involves all of a customer's key senses in an exciting, stimulating, dramatic give-and-take.

Selling's great — and wonderfully profitable — whenever you accurately explain, show, *demonstrate*. Product features and product performance, *together*, create customer benefits. Can you be a more effective salesmaker? You surely can *IF* you remember how to turn product features into customer benefits. □

B.A. Pargh asks: Are you open to new marketing ideas?



MALCOLM L. FLEISCHER, Managing Director

Charles P. Cohen, President
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RETAIL TOBACCO DEALERS OF AMERICA, INC.
NEW YORK: STATLER, 76 Avenue A 3rd Street, New York, N.Y. 10009 • Telephone: (212) 244-6670

OPEN YOUR MIND More than ten years ago RTDA sponsored a modernization program for the retail tobacco trade and spread the word with some 10,000 copies of a brochure entitled "OPEN YOUR DOOR". It served as a catalyst for the modernization of the professional tobacconists' establishments and stimulated a rebirth of new pipe and tobacco shops which now dot every city and important shopping center in the land. Today the nationwide availability of fine tobacco products is an acknowledged fact - an image that is essential for the future welfare of our entire industry.

PROMOTION A key to the future prosperity of our business will be the full utilization of successful marketing concepts for moving merchandise out of our shops and into the hands of the consumer. Here are a few basic promotional principles for aggressive selling in the 80's.

1. Give the buying public real value at truly competitive prices. This requires revising traditional mark-ups to increase volume and turnover. It is absolutely essential to improve your cash flow to cover the escalating costs of operation.
2. Promote all year. "Promote" is not only for holidays and special occasions.
3. Invest in product help for window and in-store advertising to move yesterday's merchandise into the smoke room for tomorrow's customers. Take pride in the graphics and signs you use, and change your displays as they become obsolete.
4. Develop ways to put your tobacco blends in the hands of more customers to increase return visits to your shop.

DIVERSIFICATION The boutique idea of "shops within a shop" adopted by the outstanding department stores in the country is the most successful innovation for sophisticated retailing. There are ways for you to use separate distinct departments in your shop with related items close to each department. Obviously, this requires careful thought and a skillful adaptation of your fixtures. This form of retailing dovetails with your need for compatible new lines. However, while on the lookout for new lines do not neglect the many lines you now sell which are, comparatively speaking, new lines. Make the most of diversification for it attracts greater traffic. Here are some examples:

1. The primary gift item in the tobacco shop today is lighters. Are you giving lighters the attention they deserve? More space, better service will satisfy more customers. Don't go half-way - go all the way with this profitable new line!
2. Do not measure gifts in the broad sense, but rather ask the question - do these lines satisfy the needs of my customers? Do not be afraid to experiment or try new lines. Whether it is watches, pens, hair brushes etc. go into it with both feet and not half-heartedly and give each line a fair trial. Learn all you can about new products and educate your personnel, and do not be timid about borrowing ideas from your fellow retailers.
3. With knowledge, proper display and enthusiasm your customers will regard you as the professional you are. Too many retailers hide their pouches, cigarette and cigar holders, cigar cutters, pipe tools and cleaners and other allied products. Display them and they will sell for we are the recognized specialists for these items.

SUPPLIER INVOLVEMENT The retailers in our trade have an on-going partnership with their traditional suppliers. Without them, we are out of business. Without us, there is no business. And so, at this point we address our suppliers. Does it not make good sense that we work together to build a stronger relationship within our own industry? Let's face it, we are a minuscule part of the gift industry. With the right mix we can sell compatible new lines to our advantage. You, our suppliers, have the resources and know-how to seek out the new avenues we need for increased volume. Surely, it is in your interest to be working along parallel lines with us. No one knows us better than our traditional supplier, and whatever you do to strengthen us, you in turn are strengthened. There is greater need than ever for more frequent and closer communication flowing from supplier to retailer to analyze the fast changing trends in our trade and to assist the retailer in making sound decisions. We face the future together. Let us make it a more prosperous one for all.

Respectfully,

MALCOLM L. FLEISCHER
Managing Director

ARNOLD GOLDSTEIN
Chairman, Policy Committee

Dated May 1981

Dear Fellow Tobacconist,

I am sure you read with great interest the letter from RTDA's Mr. Fleischer and Mr. Goldstein.

We at B.A. Pargh Company salute the innovative marketing ideas of the Retail Tobacco Dealers of America.

Because we require no minimum quantities for an order, B.A. Pargh Company can help you experiment with new product ideas. In addition, our 300-page catalog provides a wide range of products - from fine lines of premium tobacco and smoking accessories to gift items, housewares and electronics - all available to you with a toll free telephone call.

If I can be of any assistance to you in your diversification efforts, please let me hear from you.

Sincerely,

Scott Moskovitz
Vice President

DIVERSIFICATION The boutique idea of "shops within a shop" adopted by the outstanding department stores in the country is the most successful innovation for sophisticated retailing. There are ways for you to use separate distinct departments in your shop with related items close to each department. Obviously, this requires careful thought and a skillful adaptation of your fixtures. This form of retailing dovetails with your need for compatible new lines. However, while on the lookout for new lines do not neglect the many lines you now sell which are, comparatively speaking, new lines. Make the most of diversification for it attracts greater traffic. Here are some examples:

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B.A. Pargh
company, inc.

1280 Murfreesboro Road
Nashville, Tennessee 37217

SANTA JULIA

Handmade
ALL CUBAN
Seed Cigars



Santa Julia is the imported cigar for men who are serious cigar smokers. Each Santa Julia is handmade in Santo Domingo from only aged Cuban seed tobaccos from Santo Domingo, Honduras and Nicaragua. These distinguished cigars are available in impressive cedar wood boxes. Offer your customers a fine cigar...imported Santa Julia cigars.

Charles Fairmorn, Ltd.

NEW YORK • HAMBURG • LONDON
P.O. Box 78, West Scranton Station, Pennsylvania 18504
Call Toll Free: (800) 233-4173. In Pennsylvania Call: (717) 344-8566

Tobacco auctioneers to compete

DANVILLE, VA: The ears of America will be tuned to Danville, Va., in September when tobacco auctioneers from across the nation sound off in the world's first Tobacco Auctioneering Championship.

The event, sponsored by R.J. Reynolds Tobacco Co., will get under way in Danville at 7 p.m., September 12. It is expected to draw thousands of spectators from the nation's 22 tobacco-producing states.

The winner of the contest will take home a \$2,500 cash prize and a replica of a four-foot-high trophy that will remain on display at the National Tobacco and Textile Museum in Danville. The runner-up will receive a \$1,500 cash prize and the third-place winner will receive \$1,000.

Reynolds Tobacco, working closely with the Danville Tobacco Association, developed the championship, as part of its "Pride in Tobacco" program, to recognize the professional tobacco auctioneer.

The auctioneer is one of the most colorful parts of the tobacco auction system, which came into being 123 years ago at Neal's Warehouse in Danville.

It is the auctioneer's job to sell the farmer's tobacco as rapidly as possible and at the highest possible price. Chanting at a rate of about 400 words a minute, a good auctioneer usually can sell at least 500 piles — or 100,000 pounds — of tobacco an hour, or about eight piles a minute.

Because of the speed involved in the auction system, the auctioneer must be able to quickly recognize signals from the buyers. Those signals can range from an uplifted fist to a nod of the head, a wink or a sharp yelp.

Contestants will be judged on the basis of their chants, ability to catch bids, pace and salesmanship.

The contest will be held in conjunction with Danville's annual Harvest Jubilee festivities, September 11-13.

Te-Amo regional managers named

JERSEY CITY, NJ: The appointments of two regional managers for Te-Amo Geryl Inc.'s line of Mexican-made Te-Amo cigars have been announced by national sales manager Dick Passanesi. Robert Doody will supervise sales representatives in the Midwest and Frank Primm will supervise sales representatives in the West.

The promotions of Doody and Primm are in line with Te-Amo's plan to heighten its national representation and sales.



From the Haymarket, London.
Comes an International cigarette of the
finest British quality. Est. 1720.

Fribourg & Treyer. Established 1720.
Imported by JAMES B. RUSSELL, INC. - 180 South Van Brunt St., Englewood, N.J. 07631

What's in a name? Business, maybe

By Alan W. Farrant

The name of a retail business should be easily and quickly associated with the nature of the business — and easily remembered.

The best bet is a highly descriptive phrase rather than something as drab as "Bill's Tobacco" or "Franklin Avenue Tobacco Store."



Over the past year, we've been telling you a lot about the special care and skills that go into making every Muniemaker cigar. You'll be wanting to place an order, so you should talk to one of our sales representatives. These are the people who will meet you eye-to-eye, just to tell you about our fine line of Connecticut Valley broadleaf cigars. Here George Mastrangelo shows Catherine P. St. John, owner of the Owl Shop, New Haven, the finer points of the F.D. Grave and Son Muniemaker cigar. She's pleased because she knows that every 100% natural tobacco Muniemaker cigar will be a favorite with her customers. We'll be glad to give you the reasons why Muniemakers will enhance your line of cigars.

Muniemaker

®F.D. Grave and Son, Inc.



Founded in 1884 by our Grandpa, Frederick D. Grave.
210 State Street New Haven, CT 06510

For more information on our full line of cigars call collect (203) 624-9893.

Telephone directories in California list many names which I consider effective: Tobacco Village, Smoke 'n Stuff, Tobaccoland, Puff 'n Place, The Humidor, Pasadena Smokehouse, Tobacco Pouch Ltd., Pipe Hutch, Smoke Rings 'N Things, The Tobacco Barrel.

A good name quickly identifies the business in the mind of the prospective customer; it sets the business apart from others engaged in the same activity. With scores of retail outlets bidding for the consumer's buying attention, anything which separates the firm from the anonymous mass can only help.

Should your business need a more striking appellation and you act upon that need, make sure you tell all your customers about the impending change a few weeks before it is to happen and emphasize that you and your personnel will still be there. Inside the store, have signs reading, "Our name is changing — ask us about it." This will create interest. When those who stop in tell their friends, you get a lot of free advertising.

Once the change is official, have a sale, a Change of Name Sale. Use it to get rid of old and slow-moving items and, at the same time, bring in new customers.

A new name gives you an ideal reason to advertise. And putting a small photo of your storefront in each display ad is a good idea — it allows people to recognize your business as they pass by.

Be generous with your new business cards. Hand them out to everyone; leave a couple on the counters of nearby stores.

Your business name should be reproduced in every imaginable manner for its cumulative effect. All your print advertising should carry it in large letters, and that goes for your interior and exterior business signs too.

Changing your name could be the start of something big.

savinelli pour homme

... uomo, fumo, profumo.



cologne
cologne-spray
after-shave
deodorant-spray
deodorant-stick
foam shaving cream
body bath
body shampoo
soap



Distributed by **SAVINELLI** Decatur, Indiana

Introducing . . .

savinelli pour homme

A prestigious new collection of the finest in men's care products.

Created by Europe's finest masters . . . a new and exciting fragrance has been developed, not just for the European continent but also with the American male in mind.

A truly superb fragrance, destined to become a classic. From the luxurious cologne to the "NEW CONCEPT" refreshing towelette (allows application any time — any place).

Each item in the collection brings you the finest in men's care products. Handsomely packaged and available in attractive sizes.

For a complimentary sample and additional information, write to:

Savinelli Pour Homme
Box 527
Decatur, IN 46733



By Mary Sherry

You get the most from your ad rep when he gets the most from you

As an advertising consultant to small business, whenever I take on a new client, the first thing I do is to spend several hours reviewing the advertising he or she has done in the recent past. When a carpet retailer recently hired me to write and design his advertising, I looked over his past ads and studied one with special interest. It was a two page newspaper spread with an attached note from the space sales rep that said, "This was one of Mr. Warner's most successful ads!"

The ad was blandly arty and very expensive. I noted also that the newspaper circulated out of the normal trade area of Mr. Warner's store. Sales figures reinforced my suspicions: that ad was very successful — for that ad rep.

We are all very close to our businesses and products, too close sometimes. For this reason we often find it hard to deal objectively with all those enthusiastic people who want us to hire them to tell others how wonderful our products and services are.

You're the salesperson

Before you begin to listen to someone who wants to sell your product through his advertising medium, you should first stop and realize that *you* are the best salesperson. *You* have sold your bankers, your distributors, your family, your friends. *You* have convinced them that *you* have a good product or service to sell.

A story about my first client, a plant and tree nursery owner, emphasizes the relationship between your personal sales ability and your advertising.

Once a week I attended a staff meeting with the owner and his two sons who worked for him. At this meeting they would talk about a tree or shrub or greenhouse plant that they wanted me to promote.

HAND MADE ENCANTO

Puros Finos

Imported from Honduras,
Exclusively distributed by
BRICK HANAUER CO.

*other quality brands
for additional profits
from Brick Hanauer:*

- Royal Manna • Don Diego
- Jon Piedro • H. Upmann
- B/H Cigars • Hoja del Regal

for a free sample of
our Encanto brand,
just write or call:

Brick Hanauer Co.
190 Fulton Street
Waltham, MA 02154

Tel (617) 899-1002

Since they were horticulturists at heart, they would get very excited about the wonderful characteristics of a particular plant. Invariably, they would go on and on describing the item, often using Latin terms. Later, I looked up the Latin, took the most vivid description that they gave, condensed it, and used it in an ad.

"I wish I could say it like that," the owner would tell me when he saw the ad.

No matter how I tried, I couldn't convince him that he HAD said it like that!

You want to use the same sales enthusiasm you have with an individual listener to reach a wider audience through advertising. You can get your ad reps

to help you translate your salesmanship (presuming you're sticking to English) into your ads. But to do this, you have to get your ad reps to hear what you have to say about your products and services. And first you have to get their attention.

The easiest way to get an ad rep's attention is to take control of the advertising sales call. Taking control means getting your ad salespeople to think about yours sales needs first, and their sales needs second. It also means getting them to see that there is a clear relationship between the two.

Control the call

The six points that follow are ways to gain control of an advertising sales call.

1. Ask your ad salespeople to call on you at a specified time during the week. Establish that as the time when your mind will be on advertising regularly — say Mondays before 11:00 a.m. or Thursdays after 4:00 p.m. — whenever it will be routinely convenient for you. This will save everyone's time — the ad reps, yours, and that of your customer who might be interrupted by an ad rep's sales call.

2. Listen to the presentation. You may hear more than you expect. Is your competition advertising? Is

Another increase in interest rates for U.S. Savings Bonds.



That's the good news about U.S. Savings Bonds.

The Series EE Bonds you buy today grow bigger, with an increased interest rate of 9%. And they do it faster, with a shortened maturity period of only 8 years. Interim rates have been improved, too. Bonds earn 6% after 1 year and 8½% if held 5 years.

These changes make Bonds much more desirable. And with the Payroll Savings Plan, it's easier to save more, in a shorter time.

In fact, almost all outstanding Savings Bonds will benefit from a 1% increase to their next maturity.

So take another look at Bonds. They're still easy to buy through the Payroll Savings Plan; they're safe, guaranteed. Take a look at the tax benefits. The new interest rates. The shortened maturity. And you'll see Bonds do make sense.

For you, and for your country.

**Take
stock
in America.**



**"If You Think
Fast Turnover
Is Important...
...Contact Me!"**

Mitch Jacobs
MITCH JACOBS
President
Pan American Cigar Co.

ROYAL JAMAICA
Jamaica, W.I.

SUERDIECK
Brazil & W. Germany

DON MIGUEL
Dominican Republic

FLOR DE MEXICO
Mexico

ORNELAS
Mexico

LA RANA
Jamaica, W.I.

DANLYS
Honduras



SMOKE SHOP SURVEYS SHOW PREMIUM CIGAR SALES GROWING!

Pan American Cigar Co. 300 Observer Highway - Hoboken, N.J. 07030

☒ **Yes! I Would Like Complete Information!**

(201) 792-3838

STORE NAME _____

ATTENTION _____

STREET _____

CITY _____ STATE _____ ZIP _____

Get the most from your ad rep

your competition dropping advertising with this company? Are there special discounts being offered? If so, why?

3. Don't buy advertising during a presentation. Having this as a firm policy will keep you from spending your ad money impulsively. Try to work so you will listen to a salesperson's presentation a week or two before you decide to buy or not buy. This will give you time to think over your choice. It will give you time to read that newspaper whose space you are asked to buy; to listen to that radio station; to watch that TV program. It will give you time to be sure you know what you are buying.

Ask the salesperson to call you at a specified time for your decision. Even if you decide to say "no", say so directly and don't put the salesperson off. It's easier in the long run to be direct, and it's good business. Ad reps appreciate your consideration for their time.

If a salesperson presses you and tells you that the deadline is today, don't let yourself be pushed into a purchase. Explain that you prefer to work several weeks in advance. A firm *no* at this point will make him come back earlier next time.

4. When you order an ad, be sure to get a guarantee that you will be satisfied with its final appearance or sound. You want your customers to be satisfied, and so do the companies selling advertising. Before they can promise you satisfaction, though, advertising companies will require that you look at a proof of a print ad, audit a tape or a radio commercial or preview a TV ad. This is well worth the little time it takes. You may catch an error or sense an effect you don't intend to project. Errors made after a proof or tape is approved by an advertiser are the responsibility of the company that sold you the ad. You can demand and expect a refund or adjustment if errors are made after this point. Errors made prior to a proof and not corrected by you are your responsibility.

5. Listen to the claim that "this method really works!" with the skepticism it deserves. There is no guarantee that *any* method of advertising *always*

works. Some things work sometimes, and other things work other times. Some things work once, but not again. Some things, that, by all logic should be terrific, never work at all. A successful retailer once said many years ago, "I know that 50% of my advertising is effective, but I don't know which 50%." Be realistic and listen to a presentation with the thought that that particular idea *MAY* work.

Beware of the ad rep who urges you to expand your ad budget on a one-shot-pull-out-all-the-stops promotion. One thing is known for sure about successful advertising: it needs to be repetitive. You don't want your competitors advertising modestly, yet repeatedly, long after your ad budget is gone.

6. Don't be overwhelmed by jargon. Your trade has its buzz words as does every business, including advertising. An ad rep's hype (an appropriate buzz word here) can be unintelligible to those outside the advertising community. Sometimes jargon is used with the assumption that people do understand, but sometimes it is used merely to intimidate a buyer. If you don't know what a term means, stop the rep immediately and ask for a definition. Pretending to be knowledgeable when you're not, could cost you money.

Be nice but firm

Most of the time you have to say no. People, especially those in any kind of sales, never find this easy. Yet, there are some nice, but firm ways to refuse a salesperson without crushing him for his next call.

Tell the rep that your budget is committed for the next quarter, or the next six months. Tell him or her that the audience is too large, too small, too specialized for you. Add the point that should you have a special need to reach that audience, you would like to talk again.

When a salesperson calls for an appointment to sell you a medium in which you have no interest, say so over the phone. You will save everyone's time. If you are curious but not interested enough for an interview, ask him or her to send you some literature and say that if you want to know more, you'll set up an appointment.

Be careful that you don't make a refusal that could be turned into a rumor. You don't want your competitor to hear that you're in trouble because you are "too poor" to buy advertising!

Once ad reps recognize you are an advertising buyer who carefully controls his advertising spending they won't waste their time or yours trying to get you to buy ad time or space on impulse. They will realize

GOOD NEWS! WE DO WHAT A LOT OF PEOPLE DO.

George Bensen and Son does, under one roof, what it usually takes a lot of different importers, manufacturers, and distributors to do.

You see, George Bensen and Son has one of the largest inventories of imported cigars, cigarettes, tobacco and tobacco related products in the U.S. But one of the best things about dealing with George Bensen and Son is that we have only one minimum order charge that can be spread

among all the different products we carry. By doing business with one company that can fill all your needs, like George Bensen and Son, you don't have to spend a bundle on a lot of different minimum orders that can overload your inventory with a lot of product that can go stale. And, you also simplify

your billing procedures.

If all that weren't enough, you might also keep in mind that George Bensen and Son is licensed to handle taxes in just about every state.

By consistently giving fast, quality service since 1906 we have kept an awful lot of clients satisfied, so for more information, send for our price

catalog or give us a call—toll-free.
Tel. (415) 822-2660.
In California, call collect. Outside California call 800-227-3277.

George Bensen and Son
1350 Van Dyke Avenue
San Francisco, CA 94124

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

George Bensen & Son
Since 1906

Get the most from your ad rep

that if they want to have your business, they will have to earn it on your terms.

Treat rep like customer

Now that you have this kind of attention from your ad reps, treat them as customers. Show each one your store. Tell them why you have chosen the lines you carry. Give them some examples why your service is outstanding. Sell them. Sell them as you have sold your banker, your family, your friends and your satisfied customers.

The good ad salespeople will hear the sales message from your best salesperson. They will listen, and they will help you transmit it to a larger audience. Your ads will sound more like you. They will be successful ads. And they will be successful ads, not just for the reps who sold them to you, but for you. □

King size gets new meaning at Manila



R.J. Reynolds Tobacco International, Inc., may have set the record for "king size" when it launched this 70-foot high balloon recently in Manila. The hot-air balloon was anchored over a scoreboard during the Philippines Open professional golf tournament at the Wack Wack Golf & Country Club. The balloon measures 48 feet wide and 18 feet deep.

WHY C.A.O.® INCREASES YOUR MEERSCHAUM SALES...

•SUPERIOR MERCHANDISE:

- a) Best Quality
- b) Featuring I. Bekler and other exclusive Top Carvers
- c) Original Designs & Shapes
- d) Original Mouthpieces

•PERSONALIZED SERVICE:

- a) Pipes selected & inspected by Mr. Meerschaum, Cano Ozgener
- b) You can hand pick your pipes from a wide selection

•PROMOTIONAL HELP:

- a) Meerschaum Displays - (Free display material with purchase)
- b) In-store advertisement - Pamphlets, Hand-outs, Records
- c) Most complete catalog to choose from and to show customers
- d) Meerschaum Shows

•BEST PRICE FOR THE MOST QUALITY

•SATISFIED CUSTOMERS - Repeat business

•SHORTER SHELF LIFE

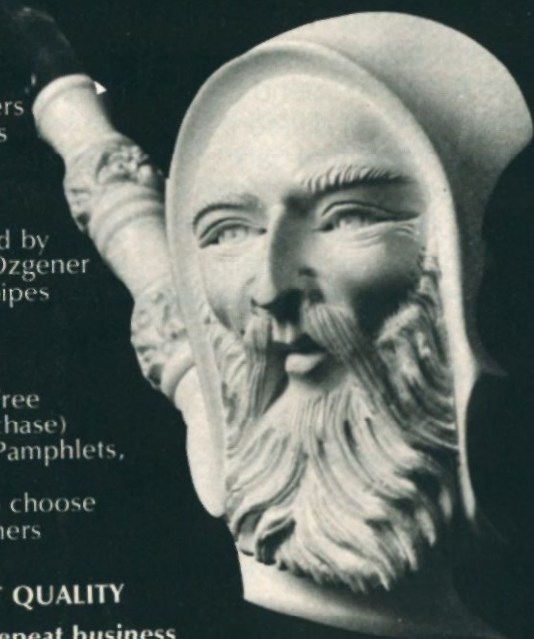
FOR PROGRAM WITH PROVEN SUCCESS

CANO OZGENER - PRES.

C.A.O. MEERSCHAUMS
830 Kendall Drive
Nashville, Tn 37209

TEL.: (615) 352-0587

CAO®



Pouch for smokeless



Pinch Pouch, in brown or black leather, holds one can of smokeless tobacco to wearer's belt. Copenhagen, Skoal, Happy Days or Snuff is imprinted on the flap. Suggested list is \$7.98. From The Leatherworks, 350 Coogan Way, El Cajon, Ca. 92020.

EXTRA!

THE BACKWOODS JOURNAL

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VOL. CXC VII NO. 6 ★ ★ ★

WEDNESDAY, JULY 1, 1981

1 GULF • WESTERN PLAZA N.Y., N.Y.

WILD 'N MILD SMOKES ARE BURNING UP NEW MARKETS.

*Backwoods set to
go national in September.*

New Backwoods Smokes look wild, taste mild and sell like crazy. That's the report coming in from the markets where Backwoods Smokes were introduced in January and February. These markets represent some 35% of the country.

Sample some of the unsolicited rave reviews received from our customers:

"Congratulations, someone finally came up with a 15¢ cigar that tastes like it should cost \$2.00"

Maple Hts., Ohio

"I have recently tried your new Backwoods-Wild'n Mild Smokes. Congratulations, they are fantastic"

Sun City, Ariz.

Starting in September, the national rollout of Backwoods will be promoted with 18 weeks of blockbuster network TV advertising. The fall flight will deliver the Backwoods message to 82% of all men, 18 to 49 years of age. The schedule starts on Monday Night Football and will continue with other highly rated sports programs like the World Series, NFL Football, NCAA Football and the Wide World of Sports.

The target is young smokers, including cigarette and occasional cigar smokers — because they responded so well to Backwoods in every test market.

As one insider remarked, "If you're a wholesaler or retailer, you better place your order and

stock up now. Because it's going to be wild 'n mild at your counters."



*How can anything that
looks so wild taste so mild?*

Lighter boutique is a shop

CHICAGO: It is not unusual for a retailer to establish within his shop a boutique to concentrate and dramatize a particular class of merchandise. But Krikor Terzian has carried the concept a mite farther.

On the mezzanine level of the Atrium Shopping Mall in the Water Tower Place on North Michigan Avenue, the Lebanese-born watchmaker has established opposite his successful Watchworks shop a totally separate retailing entity called Lighterworks.

Lighterworks, which opened a year ago is a unique smokers' accessory shop featuring hundreds of high-quality lighters, ashtrays, pipeholders and cigarette cases, as well as fine writing instruments, opera glasses and other gift items.

"Lighters and other smokers' items have always been a part of our Watchworks merchandise," Terzian explained. "They proved to be so popular that it seemed only natural to give them an exclusive shop of their own."

Designed by Terzian's brother Rouben, Lighterworks features the same ultra-modern look and high visibility as its sister shop.

"The new store has high-gloss lacquer-finish

cabinets with glass sliding doors, dark brown velour interiors and Lucite stands," the owner explained. "The walls are suede, and the floor is covered with fine Axminster carpeting."

Approximately 300 square feet in size, Lighterworks stocks literally hundreds of pocket and table lighters, many imported, as well as numerous related items. Prices start at \$10.

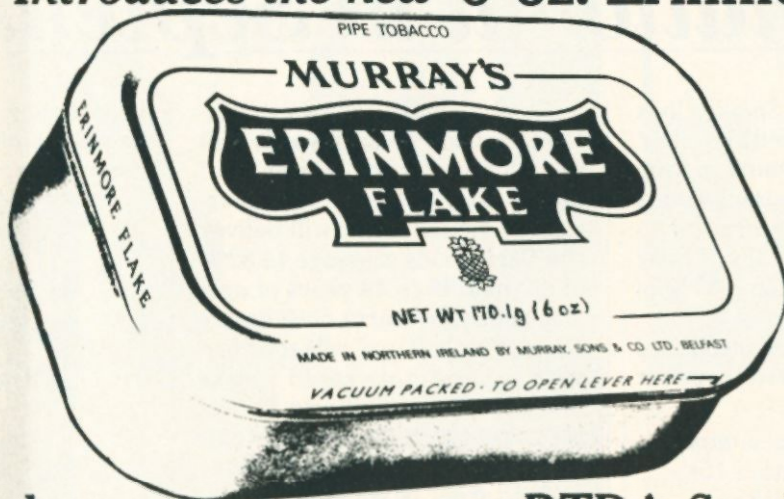
Two new Te-Amo shapes offered



Te-Amo Geryl Co., Inc., importer of Mexican-made Te-Amo cigars, is introducing two new shapes — the \$1.25 Charro and the \$1.40 Magnifico. The Charro is a 46-ring, 5½" cigar and the Magnifico a 46-ring, 6½" cigar. National sales manager Dick Passanesi believes the size and shape of the handmade products will make them instant successes for cigarists.

NEW SIZE - BY POPULAR DEMAND

Introduces the new 6 oz. Erinmore Flake



See our salesmen or come to our RTDA San Francisco
Western 1981 National Trade Show Booth No. 95-98
For our introductory free goods offer

George Bensen & Son

Since 1906

**IF YOU NEED GRASS SEED, CHARCOAL, TELEVISIONS,
HAIR DRYERS OR BAND-AIDES. . . DON'T CALL US!**

**** BUT ****

IF you require a supplier with a full line of high grade imported cigars, cigarettes, tobacco and tobacco related products, send for our catalogue. For more information, call collect in Calif. 415-822-2660 or toll free outside Calif. 800-227-3277.

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____



PIPE UP. AMERICA'S ONLY \$1.98 DISPOSABLE PIPE LIGHTER.

It's engineered like the high priced ones. With an adjustable flame that comes from the side to put the flame deep into the bowl. So it lights tobacco without charring the pipe.

Pipe Up's counter display is a real stopper. It holds 36 lighters mounted on colorful blister pack cards. Customers see them. And buy them on sight.

At \$1.98 Pipe Up is bound to be a hot seller with repeat sales built right in. So stock up on Pipe Up. And see how much better profits can be.

☐ Send information. ☐ Have a salesman call.

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

10% OFF



**STATE EXPRESS
OF LONDON**

the office I rummaged 18, 19 ... there were 43. Smoking colleague. "Why

up vacations, maybe. But nellis, the GBDs? I began any. True, I can't go any-often two or three. I stuff them in the glove compart-'s purse at dinner parties. I hated my suit during our I don't know whether I was be cleaner.

mania

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of my mouth in 25 years,"

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**at
cigar?**

time a customer asks you for ed cigar, tell him about e'll appreciate knowing why gars are such a great value gars that use imported After all, he really isn't in paying extra just to have a cigar made in a foreign country.

tobacco.

Lighter boutique

CHICAGO: It is not unusual within his shop a boutique dramatize a particular class of work. Terzian has carried this out.

On the mezzanine level of the Water Tower Shopping Mall in the Water Tower Building, the Lebanese-born Terzian has established a boutique opposite his successful retailing operation.

Lighterworks, which operates as a smokers' accessory shop for quality lighters, ashtrays, pens, cases, as well as fine watches, glasses and other gift items.

"Lighters and other smoking accessories have been a part of our Watchworks since 1965," Terzian explained. "They proved to be a natural extension of our business."

Designed by Terzian's son, Michael, Lighterworks features the same quality and visibility as its sister shop, Watchworks.

"The new store has

PLACE
STAMP
HERE

George Bensen & Son
1350 Van Dyke Ave.
San Francisco, California 94124

SS 91

PLACE
POSTAGE
HERE

Pipe Up
Firebird Division of Park Lane Assoc.
Attention: B. Salinger
50 Park Lane
Providence, RI 02907

NEW S



SS 91

RETAILERS: Receive a 10% discount on any purchase of 555 STATE EXPRESS Cigarettes.

HOW?

Complete this coupon, send it to your participating STATE EXPRESS distributor with your order of up to 20 cartons, any combination, of STATE EXPRESS 555 FILTER KING or STATE EXPRESS 555 INTERNATIONAL and receive 10% off of the wholesale price.

Offer valid on one-time purchase of STATE EXPRESS cigarettes from September 10, 1981 through November 15, 1981.

STORE NAME _____

STREET _____ CITY _____ STATE _____ ZIP CODE _____

STATE EXPRESS DISTRIBUTORS:

To receive reimbursement in accordance with the terms herein, send this coupon with your invoice detailing the total 10% discounts given, by brand, to: Brown & Williamson International Tobacco, U.S. Duty Paid, 3000 First National Tower, 101 South Fifth Street, Louisville, Kentucky 40202.

Any use or transfer of this coupon not in compliance with the terms herein constitutes fraud. No facsimiles or reproductions of this coupon will be accepted. Valid only for retailer purchases of STATE EXPRESS Cigarettes in the continental U.S.A., Hawaii and Alaska. Offer expires November 15, 1981. Invoices evidencing your purchase of sufficient stock to cover coupons accepted must be shown on request. Cash value when redeemed other than in accordance with the terms herein is 1/20 cent.

SS 91

See our sales
Western 19
For

ARE YOU IN THE PIPE SHOP DIRECTORY?

AIC makes available to thousands of pipe smokers all over the U.S.A. a listing of smokeshops in the PIPE SHOP DIRECTORY. If you want to be included in our next edition, list your store name and address exactly as you wish it printed below.

☐ **YES, I want my shop in the PIPE SHOP DIRECTORY**

AIC/Peterson OF DUBLIN is sponsoring the great Irish Sweepstakes where the grand prize is a free trip to Ireland in Spring 1982. Many other prizes too.

☐ **YES, send me details on how I can win a trip to Ireland.**

Store Name _____

Street _____

City _____

Telephone _____

Topper Cigars. 100% All Tobacco Cigars, offers you an It's A Boy / It's A Girl cigar you can sell with confidence and at a profit.

Conn. Shade Wrapper
Imported & Domestic
100% Tobacco Filler



Also Available
Thru
B. A. PARGH

"Special Offer"

Buy 10 Boxes, get one free

NET

10 1/20th Boxes 85.10 ☐

10 1/40th Boxes 47.40 ☐

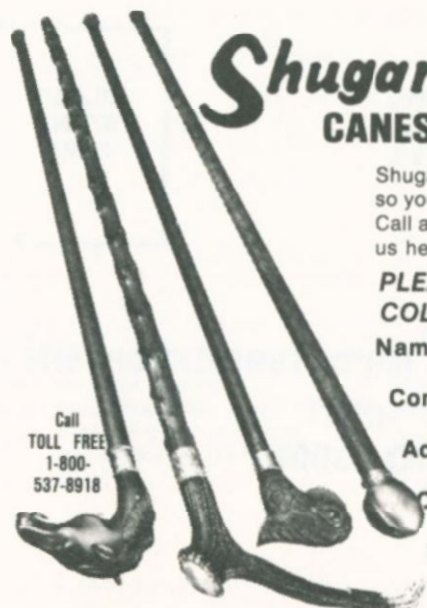
Shipped Prepaid

Store Name _____

Street _____

City _____ Zip _____

Phone _____



Shugarman® CANES and WALKING STICKS

Shugarman Canes are your profit makers, priced so you can double and triple your money on them. Call and discuss our "In-Stock" cane program. Let us help you make money!

**PLEASE SEND ME YOUR FULL
COLOR CATALOG AND PRICE LIST**

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Call
TOLL FREE
1-800-
537-8918

the office I rummaged
18, 19 ... there were 43.
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nellis, the GBDs? I began
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often two or three. I stuff
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's purse at dinner parties.
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be cleaner.

mania

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Myron Farber when I
hotel. Farber spent some
court a few years ago after
notes in a celebrated New
they wanted the damned
had to do was put me in a

at
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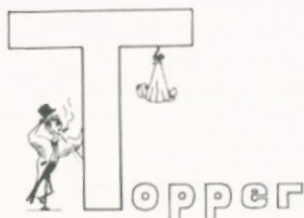
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Lighter boutique

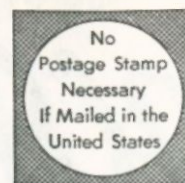
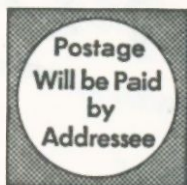
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Lighterworks, which operates as a smokers' accessory shop, sells quality lighters, ashtrays, pens, cases, as well as fine watches, glasses and other gift items.

"Lighters and other smoking accessories have been a part of our Watchworks since it was founded," Terzian explained. "They proved to be a natural extension of our business."

Designed by Terzian's son, the new store features the same visibility as its sister shop. "The new store has



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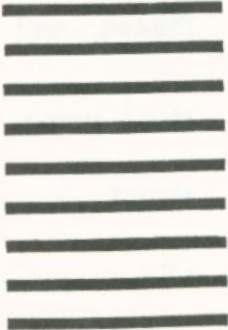


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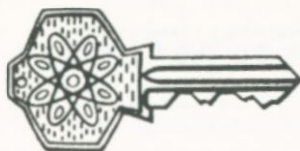
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Lighter boutique

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"Lighters and other smoking accessories have been a part of our Watchworks since its inception," Terzian explained. "They proved themselves only natural to give to their own."

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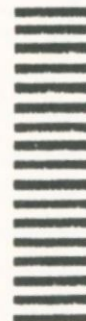
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By Philip Smith

In pursuit of dream pipes...and some pipe dreams

A pipe, says my friend Arnold, gives a man time to "dink."

"When the wife yells, you have time for dinking," the 76-year-old tobacconist told me one day in his rich German accent. "First you have to remove the pipe from your mouth. Then you have to blow out the smoke. In this time, you dink of an answer, you see."

I tapped my Comoy on the counter and began to dink about my own pipe-smoking habits for the first

time in 20 years. Back at the office I rummaged through my pipe drawer—18, 19 ... there were 43. "Good God!" said a nonsmoking colleague. "Why don't you get rid of a few?"

Sell my stereo, yes; give up vacations, maybe. But dump the Dunhills, the Savinellis, the GBDs? I began to wonder if I owned too many. True, I can't go anywhere without a pipe, and often two or three. I stuff them in my clothes, stash them in the glove compartment, hide them in my wife's purse at dinner parties. She told me that when I patted my suit during our wedding ceremony, she didn't know whether I was looking for the ring or a pipe cleaner.

Pipe mania

Was mine the worst case of pipe mania I'd ever find? I decided to check around.

"I haven't had a pipe out of my mouth in 25 years," said the *New York Times*' Myron Farber when I reached him in an Atlanta hotel. Farber spent some time in jail for contempt of court a few years ago after he refused to surrender his notes in a celebrated New Jersey murder trial. "If they wanted the damned notes," he said, "all they had to do was put me in a nonsmoking cell."

What's important in an imported cigar?



The tobacco!

The most important part of an imported cigar is the tobacco. The most important part of a Bering cigar is its imported tobacco. The big difference between a moderately priced Bering and an expensive imported cigar is where it's made, not what's in it. Bering cigars have been made in Tampa for more than 70 years, where fine cigars have been made for generations.

Every tobacco retailer should be aware of why so many experienced cigar smokers prefer Berings. They know that every Bering 30¢ and up is made of the finest imported long filler natural leaf tobacco. What a Bering smoker is smoking is as "imported" as any imported cigar.

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Bering

Maker of fine cigars of imported tobacco.

In pursuit of pipe dreams

I caught Senator John Warner, the Virginia Republican, on a slow Friday afternoon. "Well, my wife [actress Elizabeth Taylor] doesn't like me to smoke in the house. I respect that," he said. "I also don't smoke two days a week. Resuscitates the oral cavity." How many pipes does he own? "About 50."

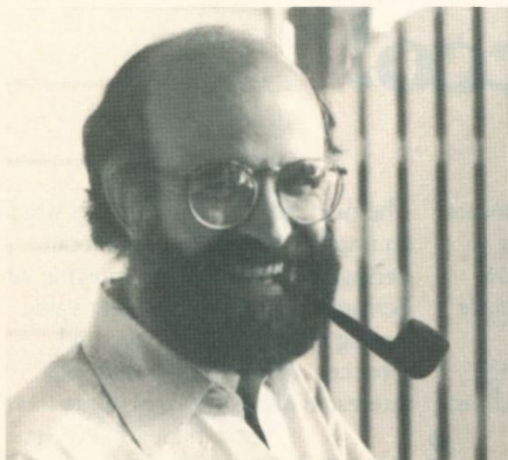
Arnold had said it's a sad thing to see a man who has lost a pipe. "They lose a pipe, it's like they lose a hand," he said. "We get tears. This is unbelievable."

A retired Army paratrooper told me he had smoked a pipe whenever he went up for a jump. It soothed him before the drop. Just before he jumped, he'd stick the pipe in his boot. Most of the time when he hit the ground, the pipe was gone. He never found a solution, but he never gave up his pipes, either.

What about packing a pipe wherever you go?

Plenty of backups

"I carry three in my briefcase on assignments," said Farber. "I keep six on my desk, and I have 15 or 20 backups." Warner agreed. "I tend to buy smaller pipes now. That way I can stick them in my vest," he said. "Of course, it's pure hell on your pockets."



Phil Smith

Warner has been known to send word from a committee hearing that he's left his briefcase somewhere and he's pipeless. A secretary packs a bowl with tobacco and hustles it over. An aide said Warner likes his staff to line up at least one antique shop that he can visit on every political swing through Virginia. Does this penchant for old pipes inconvenience the staff? "He loves his pipes," said the aide.

"Look, a pipe is a very, very personal thing," said Bill Martin, a Washington, D.C. tobacconist. It's one reason aficionados buy so many, always looking for the perfect one. Some are beautiful from the beginning; others start out wrong and are always wrong.

"I was sitting in a restaurant in Manhattan having dinner with my brother," Farber said, "when I saw a man two tables away take out a Dunhill with an unusually large bowl." Intrigued, Farber introduced himself and they chatted until Farber's brother had to leave. As soon as the brother disappeared, Farber dashed back inside to continue the talk. The Dunhill owner was gone.

Outside, Farber drove down the street, until he spotted the man on the sidewalk. "He was an IRS agent from Philadelphia, and staying in a hotel on the West Side of New York," Farber recalled. Farber was invited back to the room, where the agent produced several more Dunhills.

"But I have better pipes," the agent said. He brought out a batch that had been handmade by a craftsman in a town in southern New Jersey.

Busily at work

A day or two later, Farber and his wife climbed into the car and sped south from New York. They found the pipe maker hunched over his workbench, surrounded by rows of his handiwork. The pipes were exquisite and the price more than reasonable. Farber bought. "I've never had a better one," he said in a satisfied voice.

That's what it's all about, I concluded. The pleasant smoke, the quality workmanship, the fraternity of men, as Arnold said, giving themselves time to dink. I closed my desk drawer, determined to leave it as it was.

The next morning at breakfast, my wife announced she was quitting cigarettes. For pipes.

Philip Smith has gone through those 43 pipes during the last 10 years as a staff writer for the *Washington Post*. This article originally appeared in the July issue of *Smithsonian*. □

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In San Francisco

Pipe lovers of all stripes celebrate the heritage of smoking

Pipe collectors and pipe lovers from around the country, Canada and England convened in San Francisco in July for the Second National Pipe Collectors Exposition.

Sponsored by Drucquer and Sons Ltd. of Berkeley, Ca. this year's big event attracted more than 40 exhibitors and entertained the public with perhaps the greatest showing of collectable pipes ever assembled in the United States.

Our trade and craft

"We're here to celebrate the heritage of our trade and craft," enthused Robert Rex of Drucquer and Sons, "and we're having a great time."

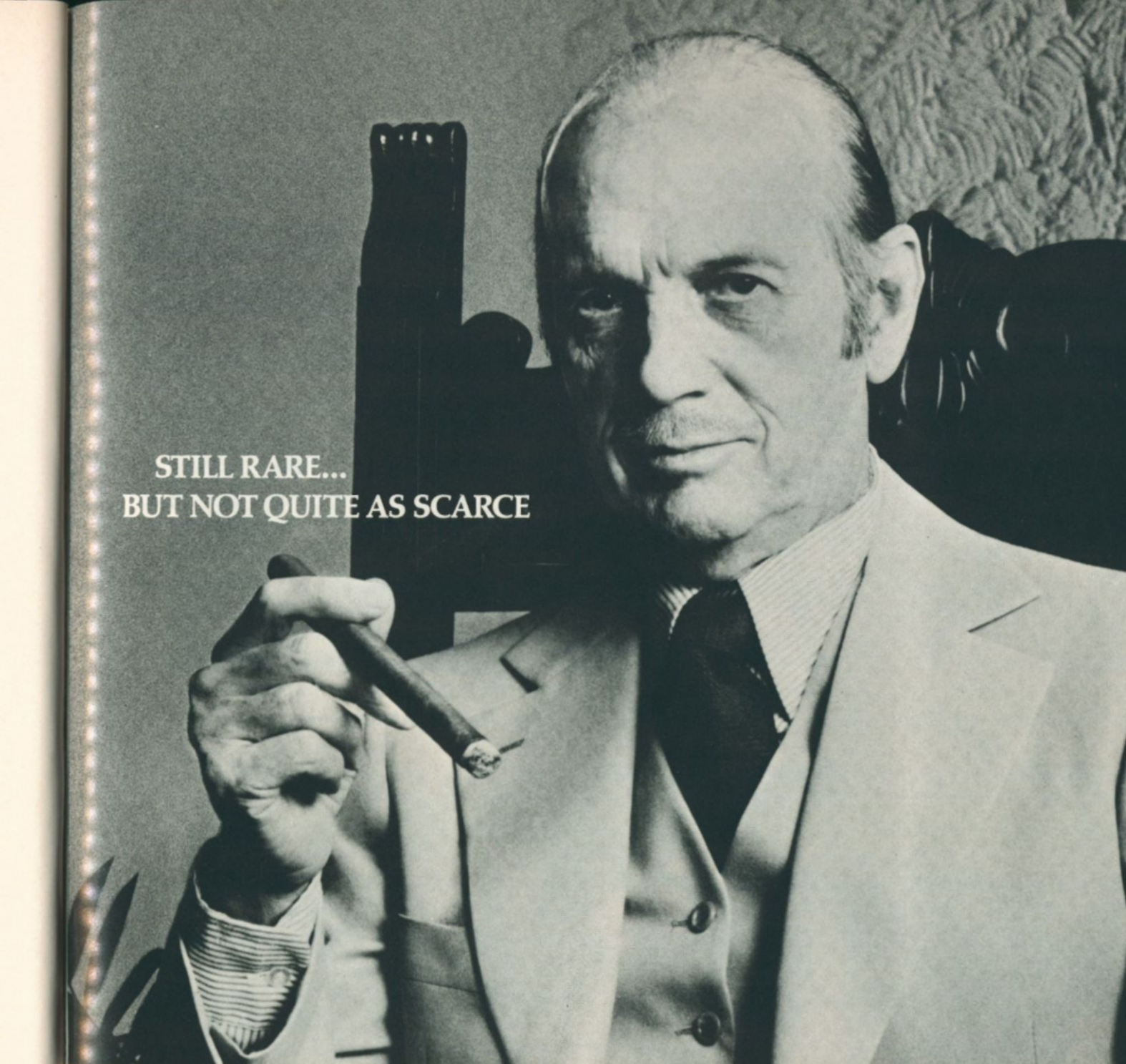
"It's great to finally meet in person people whom I have known over the years only through correspondence," commented Breck Turner of Lake Placid, N.Y., who took top honors for best literature collection. "The wood on display here is simply mind-boggling; I wouldn't have missed it for the world," added Michael Rochman, of St. Louis, Mo.

Rich aromas of Latakia and matured Virginia filled the exhibition hall as 1920 Dunhills, Charatan FH Supremes, straight-grain Castellos, 19th century meerschaums and collectables of every sort were bought, sold and traded.

Pipe auction

This year's show was highlighted by an auction of rare pipes. This Saturday night affair brought about a few surprises, as some outstanding straight grains and unique sets were passed over without an opening bid. Minimum bids took such collectables as prewar Dunhills, 8-dot Saseinis, two seven-day sets of prewar Kaywoodies, a fantastic Mariner free-hand and many other fine pieces.

Dunhill of San Francisco provided this year's Expo with a special attraction in the person of Ken Lowe, a master craftsman from their London factory. Some beautiful straight-grain pipes were turned from a box of briar *ebuchons*. Throughout the turning of the bowls and the handcutting of the stem, Lowe carried on conversations on the work at hand and



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pipe trivia with his audience. Ken and his traveling pipe factory were the real hit of the show.

Drucquer and collectors

Drucquer and Sons Ltd. and the fraternity of Bay Area pipe collectors are to be congratulated for a great event which could have come about only as a

result of a great deal of planning and organization. The Second National Pipe Collectors Exposition brought together some renowned collections and many warm and friendly people. This sort of involvement in pipe smoking increases public awareness and is beneficial for the trade. It sustains the great tradition of pipe making and pipe smoking. □



Dr. Phil Bennett with his Dunhill Magnum, judged to be the show's best briar



Christopher Hall, of the new Ashby Hall Pipe Co., traveled from London to display some straight grains



For the second straight year, Steve Lynch won the award for the show's top pipe, a unique Karl Erik

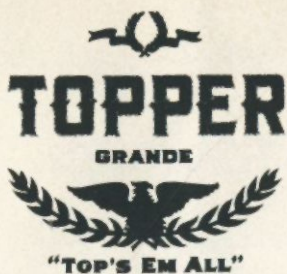


The pleasures of a Parker pipe.

Parker of London selects hand-finished bowls with magnificent grain patterns and unique shapes. Shown here with the Billiard and the Apple pipes is the Campaign Churchwarden, an exclusive new series. This silver-banded pipe in a handsome polished finish, comes with interchangeable mouthpieces: standard length and churchwarden stem.

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Lew Rothman

Three-D billboard for Golden Lights



A giant three-dimensional hand removing a Golden Lights cigarette is the latest billboard design for Lorillard by Foote, Cone & Belding. The inflatable hand extending 10 feet into space at Bruckner Boulevard and Westchester Avenue in New York makes the company the first cigarette manufacturer to utilize this concept in outdoor advertising. The display was produced by Robert Keith & Co. of San Diego.

Be unpredictable to avoid robbery

Being unpredictable is the single most important robbery avoidance tactic when moving cash, claims one security executive.

Robberies can be planned and executed with ease only when owners, managers or messengers take cash to the bank by the same route, at the same time of day and with the same method of concealment, he said.

Harvey Yaffe, president of Dale System, a security firm with headquarters in Garden City, N.Y. and offices in principal American cities, offers these additional robbery avoidance tactics:

- Frequently switch persons assigned to carry cash.
- Vary the exit used as well as the route.
- Avoid a route that contains an elevator.
- Move money only during daylight hours.

"Not being 'regular' may go against the grain of the average businessman but it is a good strategy to keep his cash safe while in transit," Yaffe says.



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By John A. Borden

Western tobacconists believe a good Christmas season is on the way

Tobacconists from all over the western United States, buoyed by general optimism about the economy and by the Sun Belt's continuing prosperity, will be converging on San Francisco this month for the RTDA trade show — and a sampling of the members suggests that they'll be doing a good deal of buying there.

Linda Squires, who runs The Pipe Squire with her husband Barney in Santa Rosa, Ca., some 60 miles north of San Francisco, didn't have to be pressed when asked what she thought the rest of 1981 would bring. "Well, I'm an optimist, and I'll tell you why," she says. "You see, 1979 was not the best year for us; we had the smallest increase in sales that we've ever had, and we've been here seven-and-a-half years. So, we were a little leery of what would happen in 1980. But the 1980 fall and Christmas season was incredible. It was so good that we had to pick up the phone every week and do some more ordering."

The rise in sales didn't end for the Squires after the holidays; Linda reports that 1981 has been one of their best years yet. The local economy is booming — Macy's opened one of its department stores there in July, and Santa Rosa's first TV station started broadcasting this year. "Hewlett-Packard is here, too; they're growing," adds Linda. "And every time you take a drive here, it seems there's a new vineyard."

Less cautious

Because of Linda's and Barney's success, she says they'll be less cautious about what they buy at the RTDA show. "I'm going to get a lot of lighters," she says. "They're our main accessory item." The shop will concentrate on lighters in the \$30 to \$45 price range, and on touch-sensor lighters priced from \$60 to \$80.

But one product area the Squires won't be interested in are non-tobacco-related gift items, because German beer steins are the only items of that type that they prefer. "I'm looking for lighters, and interesting items priced at around \$15, that can be bought as stocking stuffers, such as pipe tools and other pipe-related items," she says. "GBD came out with a pipe knife recently," she adds. "They were very popular last Christmas; I couldn't get enough of them"

Linda will also be looking around for items similar to such tried-and-true items as pewter mugs, "little ceramic pipe rests, for about \$15," and hand-painted Italian mugs.

Radio ads

The tobacconist, despite her success from word-of-mouth, plans to do a lot of radio advertising during the Christmas season. "I do my own radio ads," she says. "I record them myself. But they won't deal with sales. Our shop doesn't need sales per se during Christmas; what we need is advertising and promotion." Linda says she may also consider doing commercials for airing on that new TV station, although she says their rates aren't cheap.

Perhaps because a lot of Linda's customers are affluent ex-residents of San Francisco, she's noticed that there's more emphasis on quality items. "Whatever they buy, they want it to last," she says, "whether it's a lighter, a nice pipe, or a pipe tool."

When we talked to Linda, she was just getting ready to fly out to the RTDA's show in New York last month. That's why she didn't want to discuss new pipes and cigars at any length. "I'm not sure about that," she says. "I want to check out what's in New York first."

A good Christmas season

Several hundred miles away in Phoenix, Az., Gary Crawford, who owns the Smokers Gallery, says he's also optimistic about the fall and Christmas season for his shop. "The traffic here is growing all the time," he says, and not just because the Gallery is sandwiched in between three department and 155 retail shops in one of the state's biggest malls. "There's no question about it; home construction has been increasing here," he says. "The population is growing so rapidly. The airline and trucking industries are big here, and so are the electronics and computer firms — Motorola, Digital, Intel." Small wonder, then, that Gary is predicting that this Christmas season will see a 20% to 25% increase over last year's sales, in dollar volume.

Gary says that he's been doing exceptionally well in two product areas: lighters in the \$30-to-\$40 range, and high-grade cigars. He carries 200 varieties of the latter. "The sensor-type lighters are popular, too," he reports, even though the average price is around \$80 or \$90."

The tobacconist says that he experiences some mild supply problems with his cigars every month or so. "But it's not a major problem," he explains. "Cigar smokers are strange, in that they'll try something else. They are particular, but they're willing to check out other brands if their favorites aren't in stock. I think it has a lot to do with the trust they have in us."

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Lew Rothman

In spite of the popularity most cigars enjoy at Smokers Gallery, Gary plans to phase out one well-known brand because it simply isn't popular in Phoenix, for some reason. "I don't know why that is," he says. "The salesman says it's very strong in the East, so it's surprising. A lot of Easterners come out here, of course, but they haven't picked it up."

No ads this fall

Gary doesn't plan on running any ads this fall or winter. "I don't have to advertise," he explains. "With the overhead I have here, I think it's up to the mall to bring the customers in." He does plan, however, to run a pipe sale by offering some \$25 pipes at perhaps five dollars off, but that'll be it. "We're very strong on repeat business," he points out. "We see the same people several times a week."

Mrs. Fern Edgecombe, who's been operating the Dexter Horton Cigar Store up in Seattle since 1963, is predicting a fall and Yule season that will go "at least as well as last year" — but a lot will depend, she says, on how well her state's building and lumber industries fare economically. "The lumber industry isn't where it should be, and housing starts are down," she says. "People are putting their money into money markets these days, instead of into homes."

But Mrs. Edgecombe is doing quite well, thank you. "We just can't keep enough top-grade cigars in stock," she says, especially Macanudos, Royal Jamaicans, Punchs, and Don Estebans. American cigars, though, are another matter. "They may do well in discount or cigar stores," Mrs. Edgecombe says, "but not here. We don't carry too many of those."

Pipe sales dip

Sales of high-grade pipes, she added, have dipped a bit from last year. "That's simply because pipe sales go in spurts," she explains. "People just lose one, or need an extra, or a birthday comes up." She sells only briars, most of which are in the \$20-to-\$40-range.

Mrs. Edgecombe minces no words about the subject of running a sale, whether during the Christmas season or whenever. "I haven't run any sales in the 18 years I've had this shop," she says. "I keep my markup down, and sell at suggested retail. I don't need sales." However, if a customer buys two pipes at once, she'll slash 10% from the price tag of a third;

Everyone claims to have the top line in cigars... but our brands prove it on your bottom line.

If you carry our premium cigar brands, you already know it. Bances, Punch, and Hoyo de Monterrey have an almost fanatical following among some of your best customers. Each brand has its own special flavor and character, as well as its own special breed of loyal smoker.

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fully grown and nurtured from the legendary Cuban seed under the most exacting quality standards in the industry.*

Of course, you'll always stock the ordinary brands for your uninitiated customers. But when the connoisseur walks into your store, he won't settle for anything less than the *real* top line—the one that makes your bottom line profitable!



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A good Christmas season

the same goes for someone who buys a box of cigars.

The Seattle tobacconist also expects to see brisk sales of her Colibri, Dunhill and Maruman lighters later this year, as always. "I have the largest lighter sales of anyone in Seattle; a sales representative told me that," she says.

Ken Reid, who runs Bob's Smoke Shop with his father as a concession inside San Francisco's posh Emporium, a department store, feels that this fall and Christmas will be a real test for them. The reasons: months of remodeling inside the Emporium, and a location that leaves a bit to be desired, seem to have hindered sales. But Ken feels that if it hadn't been for all that, the shop, which has been in the downtown area since 1927, would be doing much better.

"We're going to run some pipe sales this Christmas, and some sales on lighters, although not to the same degree, because we do so well with them," he explains. "The Colibris and the others make up 60% to 70% of our business." The most popular models are in the \$25-to-\$50 price range, he reports, and the shop has a policy with its Comoy, GBD, Lorenzo and other pipes, namely: no price tags above the \$45 level.

So it would appear that many smokeshop people will be showing up at the RTDA show with some fairly long shopping lists. In fact, the only problem a visitor might have is finding retailers with too many sad stories to tell. □

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Lew Rothman

British explorers have Dunhill support



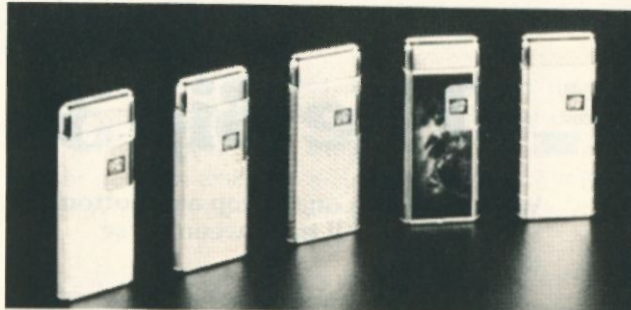
Robert Hartwell (l), manager of Alfred Dunhill of London's Beverly Hills shop, welcomes George Findlayson, the British Consul General in Los Angeles, to the Dunhill booth during the Transglobe Expedition Exhibition in Los Angeles. An Expedition supporter, Dunhill provided the British team with smoking requisites and writing instruments for its two year journey. The team will circumnavigate the globe longitudinally.

Consolidated promotes two execs

NEW YORK: James P. Brown, senior vice president of operations of the Consolidated Cigar Co., has been named senior vice president of marketing to succeed the resigned John J. Roarty.

Succeeding Brown as senior vice president of operations is Jack C. Farn, previously executive vice president and general manager of the Schrafft Candy Co.

New lighters from Colibri



Colibri's new 2500 lighter series was designed with elegant jewelry finishes, and individual units retail from \$39.95. They operate on solid state integrated circuitry, and "light with a feather touch," according to Colibri.

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Publisher's Memos

By Irwin Breitman



Constructive suggestions are in order

It was somewhat disappointing at the New York convention of the Retail Tobacco Dealers of America to witness so few tobacconists enroll as members of the Executive Committee of the newly-formed Friends of the Cigar.

Representatives of the Cigar Association of America and of the Carl Byoir public relations agency explained the program at the RTDA's Industry Recognition Awards breakfast and the CAA, then opened a registration-area booth to accept applications for

membership. Very few tobacconists signed up there.

As we stated in this column in June, it is our belief that the smokeshop — as the primary outlet for fine cigars in the United States — stands to be the major beneficiary of this industry-supported effort to improve the image, awareness and acceptance of cigars.

The objectives of the Friends of the Cigar are to increase cigar consumption among current smokers and, second, to persuade cigar smokers to speak out on behalf of cigars whenever the social reformers attack the pleasure of cigar smoking.

The Byoir agency is to execute a massive pro-cigar saturation effort in every type of media. It will campaign to position cigars as a symbol of success, well being and total enjoyment. Friends of the Cigar will promote and encourage the smoking of cigars as a traditional and gentlemanly symbol — a symbol of the American quality of life.

There is no question that cigars are important to the smokeshop trade; 40 different companies offered cigars at the RTDA convention's trade show. So, why then, if cigars are so obviously important to the tobacconist, was there so little immediate retailer response to the CAA's invitation to become a member of the Friends of the Cigar?

Was it because only a relatively small percentage of the convening retailers heard the CAA's and Byoir's presentation? Was it because the tobacconists weren't really aware of the registration booth specifically for persons interested in enrolling? Did the \$25 Executive Committee membership fee turn them off? Is it that they had reservations about cigar-smoker response to an industry promotion that requires the smoker to pay \$10 dues? Or was there some other reason?

If you have any suggestions regarding membership enrollment in the Friends of the Cigar, why not make them available to the Cigar Association of America. Its address is 1120 19th Street NW, Washington, DC 20036.

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What to look for when hiring a sales person

By Joseph Arkin

Step Number 1 in hiring any sales person to represent your company is to determine what your needs are. Define the type of selling that the job requires and specify the technical background or the aptitude for learning a candidate must possess.

Select for initiative and perseverance. Successful sales persons must be self-starters; they are among the least supervisable of employees even when they are on the sales floor.

How much of a self-starter you need depends upon the job to be done. Floor sales people should be alert to the need to push slow-moving items, and advised of the details of sales and bargain offerings.

Look for reliability. Sales persons must be reliable because they are trusted to do their job. Winning the confidence of customers requires that they be seen as straight-shooters.



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Seek mental ability. The amount of brainpower a sales person needs depends, of course, on the selling job, but usually the difference between large and small sales volume lies in the ability of the sales person to quickly understand and solve customer problems.

Look for thick skin. Sales people take a lot of flak and abuse from hard-to-please customers, and it is important that they be able to retain their composure in stressful situations. A genuine liking for people helps cushion the pressure.

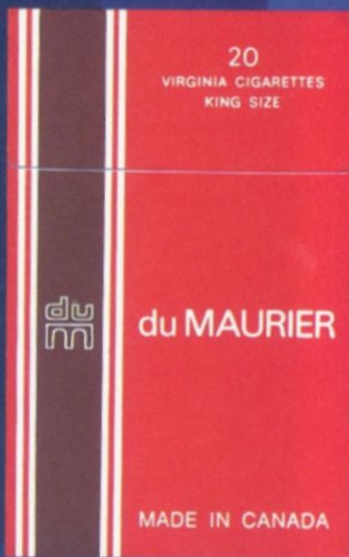
Be aware of mental maturity. Sales people who are preoccupied with their own problems don't properly consider the needs and wants of customers. Sales people also have to be emotionally mature to handle success, to resist the temptation to coast during good times.

If your company is new, you may have to hire experienced sales persons, but if you already have a successful sales organization, your best bet is probably to select people who can be trained in your methods. A person who knows your industry and the needs of your customers can usually be taught the necessary selling techniques rather quickly. Generally it is easier to teach a novice than it is to unteach a veteran.

Don't pick on the basis of applicant's *following*. If you're inclined to hire people from competitors on the theory that they'll bring business with them, keep in mind that most sales people tend to exaggerate the strength of their relationship with buyers.

Don't hire for competitor's secrets. Benedict Arnolds will sell you out just as fast as they'll sell out your competitor. They're always available to the highest bidder.

Do your own thinking about the type of sales personnel you need and then develop procedures that will help you select individuals who best satisfy your requirements. And before you accept any applicant, get on the phone to former employers and query them about the applicant. Generally, they're more willing to discuss your applicant's personality, manners and work-record orally than they are to write anything down in black and white. □



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By John A. Borden

A retailer from Calif. introduces Oregonians to finer tobaccos



Chester Beers with his pride and joy: a custom-made wooden Indian

A few years ago, Chester Beers, who had worked as a salesman in smokeshops from Anchorage, Ak. to Burlingame, Ca., gave up the business to raise horses, cattle and hay on 80 acres of prime grazing land in southern Oregon. But suddenly last fall, when Chet learned of a top business opportunity nearby in Klamath Falls, there was just no stopping him.

"I jumped at the chance," he recalls, explaining that he wanted to supplement the income from the ranch, which he now shares with a partner. Also, the shop, A-Square Tobacconist, has Klamath Falls (pop. 17,000) and the area pretty much to itself. "The nearest smokeshops of any size lie over the Cascade Mountains, in Eugene and Medford," he says. "That's a hundred miles away."

"There's one other thing, too," he says. "I thought I had the right experience." Chester was "just an avid pipesmoker" when he was working for others in Alaska and California, and didn't give much thought to having his own shop then.

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Oregonians and tobaccos

But he learned a lot all the same. "I've found it's not so much a matter of learning what to *buy* as knowing what to *sell*. You've got to size up a customer's background and what his tastes are rather quickly, and be able to advise him on how to enjoy a pipe — and how to select one."

Work pipes

Although Chester stocks a number of pipes in the \$30-to-\$60 range, he's found the top sellers in his neck of the woods are what he calls "work pipes," made of briar, that retail in the high teens and early 20's. Over favorites include a variety of Dutch pipes, and Hilson Fantasia, a Belgian porcelain pipe with a meerschaum bowl.

"Another important thing is that people up here are used to package tobacco and cheap cigars," he says. "I'm originally from the San Francisco area, so I'm used to some of the better stuff. That's what I'm trying to introduce to the folks up here — products like bulk tobacco and natural flavoring."

Mail order business

Some of his top customers are tourists from California and people from isolated areas of eastern Oregon who don't visit often — two reason why his



The shop's interior has plenty of room for items like Briar "work pipes"



Chester offers free coffee while customers shoot the breeze



Chester's friend John Roberts at work on new creations

Mocambo Cigars
FAST, FRESH, CHEAP
(800) 431-2380
Lew Rothman

small mail order business is growing. Another minor plus is the fact that Oregon has no sales tax. "That's less paperwork for us."

As you might expect, the atmosphere inside A-Square is very laidback; Chester serves free coffee and shoots the breeze with the regulars at the tobacco bar. Nearby are all sorts of gift items, such as coaster sets, carvings, stained glass and macrame, made by some of his neighbors in their homes. "By this Christmas, I want to get some European and California wines in here," he adds. "There are some good wines from this state too, you know."

Off the beaten track

Since his shop is out of the way, few salesmen call. That means he must rely mostly on his own experience and memory. Four years ago, for example, he worked parttime at a smokeshop near San Francisco, whose former owner had an authentic wooden Indian out in front. "So I decided to embellish the facade of my own store," he says. "I enlisted a local chainsaw artist, John Roberts, to carve a life-size figure out of redwood." His showcases and humidor are carved from weathered lumber. Some walking canes, belt buckles and those homemade gifts round out the shop.

Just starting

Chester is candid about how he's done so far. "We're just starting to develop a clientele," he says. "I'm just hanging in there; there are those who've yet to discover us. This Christmas season should give the shop a big boost." Advertising on local radio just before such times as Father's Day seems to have been worth the money — not to mention the time last May, when he placed some ads during the Indianapolis 500 national radio broadcast. "That really helped us; we've got a lot of racing enthusiasts out here."

That's not to overlook contributions made by the parttime help. Tawnya Ashton, for example, smokes a pipe and has introduced quite a few women to that fine art.

Chester doesn't regret having reentered the world of tobacco. He was asked on the phone about this, and suddenly there was a loud ring in reply. "Well," he said then, "I'm in the middle of a sale right now. How's that?" ☐



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E

Clearing the air about depreciation

By J. Phillips Grant

Depreciation is a systematic method used to spread the cost of fixed assets, less any salvage value, over the useful life of those assets and that reflects that cost in the business' income statement. Proper determination of depreciation can find use in many areas of the business. It will, for example, help in the following areas:

1. Determination of income tax liability.
2. Establishing selling prices for goods and services — your markup must be high enough to cover all expenses of the business, including depreciation.
3. Establishing values for a variety of purposes such as purchase, sale, consolidation, insurance, and tax assessments for general property taxes.

4. Making lease or purchase decisions.

While any one of a variety of depreciation methods may be used, the following methods are among those commonly used:

1. Straight-line Method (SL)
2. Sum-of-the-Years' Digits Method (SYD)
3. Double-declining Balance Method (DDB)

STRAIGHT-LINE METHOD. The SL method of depreciation is the simplest of the three. It is straightforward and easily understood in that it allocates the cost of a fixed asset, less any salvage value, evenly over the useful life of that asset. It is calculated as follows:

$$\frac{\text{Cost of Assets} - \text{Salvage Value}}{\text{Useful Life of Asset}} = \frac{\text{Depreciation Expense}}{\text{Per Period}}$$

For the purpose of illustrating each of the three methods, assume that a given piece of equipment, such as a cash register, has a cost of \$850, a salvage

value of \$50, and an estimated useful life of five years.

Using the SL method, the annual depreciation charge would be figured as:

$$\frac{\$850 - \$50}{5 \text{ years}} = \$160 \text{ per year}$$

Table 1 summarizes the depreciation charges over the life of the asset. Note that the book value of the asset, net of depreciation, at the end of five years is equal to the salvage value of the asset.

STRAIGHT-LINE METHOD

End of Yr.	Annual Dprn. Exp.	Accumulated Dprn.	Net Book Value
0	—	—	\$850.00
1	\$ 160.00	\$ 160.00	690.00
2	160.00	320.00	530.00
3	160.00	480.00	370.00
4	160.00	640.00	210.00
5	160.00	800	50.00
	<u>\$ 800.00</u>		

Table 1

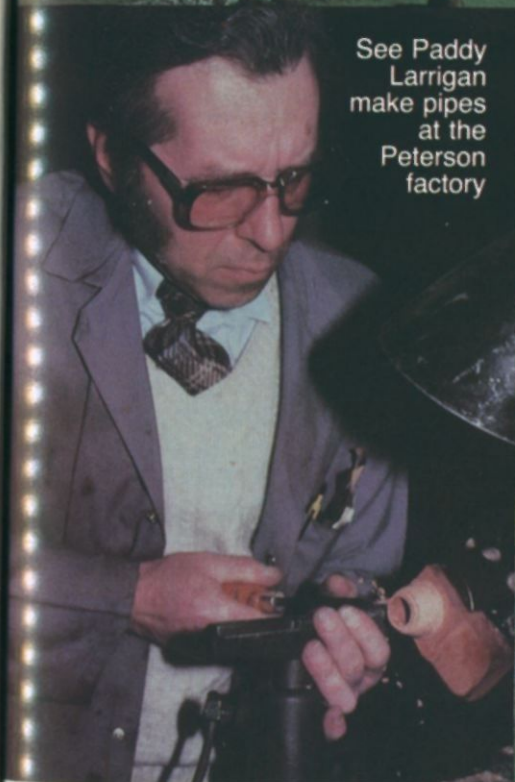
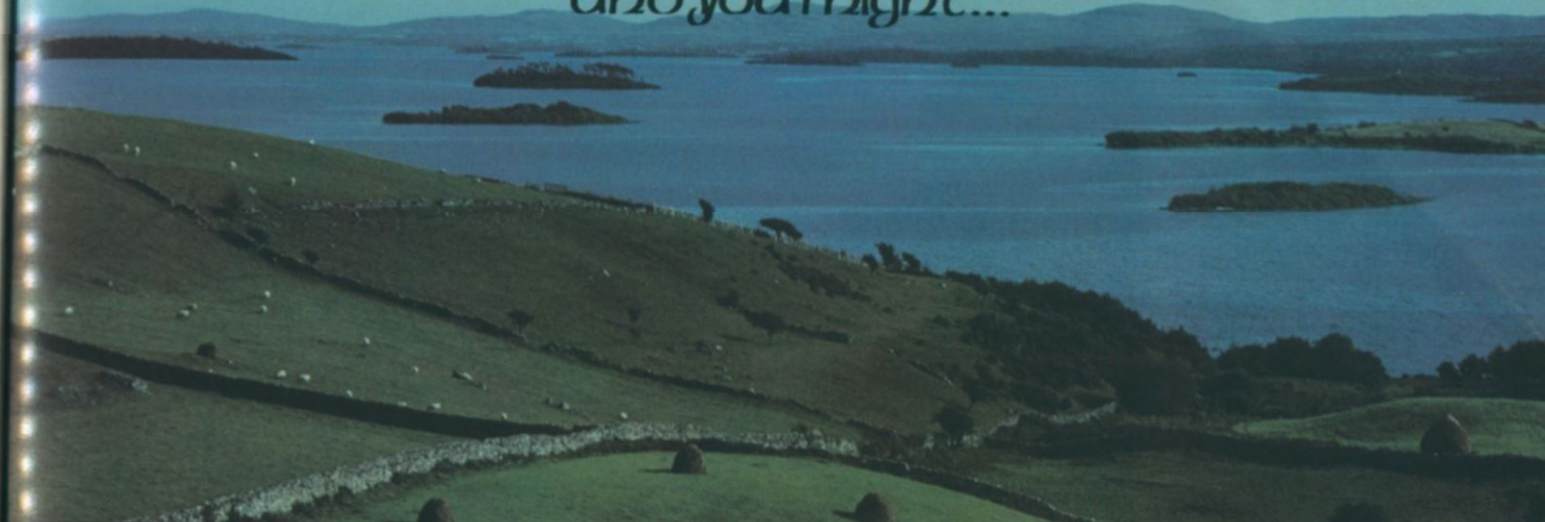
SUM-OF-THE-YEARS' DIGITS METHOD. The SYD method is a method of "accelerated" depreciation in that it recognizes depreciation at a faster rate than does the SL method. It is calculated by applying a decreasingly smaller fraction to a constant dollar cost, specifically, the cost of the asset less than salvage value. The denominator of the decreasing factor equals the sum of the digits of the expected useful life of the asset. Hence the name, sum-of-the-years' digits.

For example, the denominator to be used for calculating the annual depreciation expense for the illus-

enter the Peterson of Dublin

Irish sweepstakes

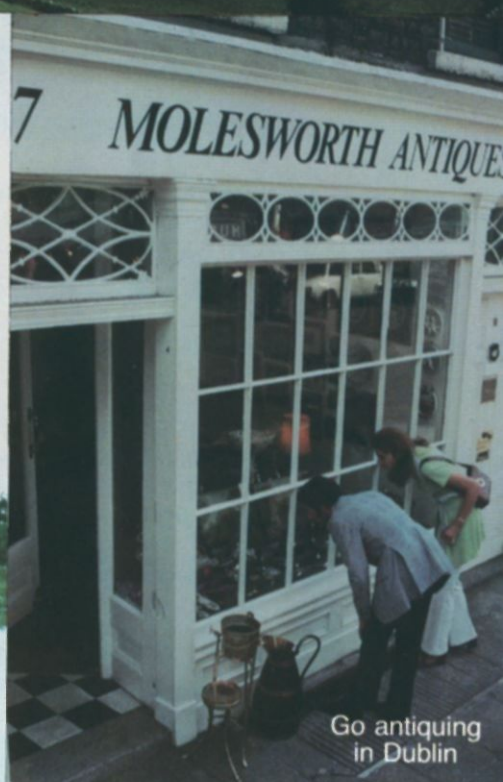
and you might...



See Paddy Larrigan make pipes at the Peterson factory



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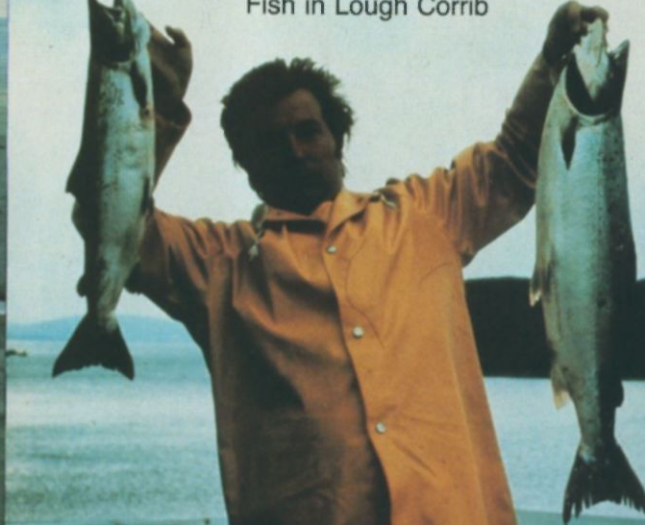


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Play golf in county Clare



Fish in Lough Corrib



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The Grand Prize winner of the Peterson of Dublin Irish Sweepstakes will receive:

Round trip tickets for two on Air Lingus from New York City to Dublin's Fair City

Accommodations for 3 nights at the famous Shelbourne Hotel overlooking beautiful St. Stephen's Green

A tour of the Kapp & Peterson factory and a Peterson Freehand made especially for the occasion

Tickets for two to the historic Abbey Theatre
\$500 in "walking around" money

- 2 First Prize winners will receive a Peterson Gold Mounted Supreme System, the flagship pipe of the Peterson line
- 3 Second Prize winners will receive a Peterson Deluxe System
- 4 Third Prize winners will receive a Peterson Star System
- 5 Fourth Prize winners will receive a Peterson Dunmore System
- 10 Fifth Prize winners will receive a Peterson Standard System

You have an excellent chance of being one of the 25 WINNERS of this Sweepstakes sponsored by Associated Import Corporation. Here's how it works:

- For every \$250 (at cost) of Peterson pipes you buy between August 13 and December 31, 1981 you get one ticket automatically entered in the Sweepstakes

which gives you one chance to win a prize in the drawing next January

- For every \$250 (at cost) of any other merchandise you buy from AIC during the same period you get one ticket.
- The more merchandise you buy the more tickets with your name on it are entered in the Sweepstakes and the greater your chance of winning.

official rules

Open to all retail smokeshops/tobacconists except where prohibited or restricted by law. All orders written between August 13th and December 31st will count toward Sweepstakes entries. The number of entries will be determined by dividing total purchases of Peterson pipes by \$250 and separately dividing total purchases of all other AIC products by \$250. There will be no fractional entries. Winners will be determined by a random drawing conducted by AIC's accounting firm before January 25th, 1982. The odds of winning are determined by the number of entries received. All prizes will be awarded and winners will be notified by telephone and mailgram. Only one prize per outlet will be awarded. Prizes are not transferable and not redeemable for cash. Liability for taxes is the sole responsibility of the winning retail outlet. The winner of the Grand Prize will be given a broad range of departure dates between February 1st and July 1st, 1982.

IMAGINE YOURSELF EATING DUBLIN BAY PRAWNS AT BAILEY'S, TOURING THE GUINNESS STOUT FACTORY, LOOKING FOR ANTIQUES ALONG THE RIVER LIFFEY, WATCHING THE RACES AT PHOENIX PARK, EXPLORING HISTORIC RUINS, OR JUST STROLLING OVER THE BEAUTIFUL GREEN FIELDS OF THE EMERALD ISLE. ENTER NOW! AND ENTER AGAIN ALL THIS FALL! THE LUCK OF THE IRISH MAY BE YOURS!

Just a few of the exciting new lines at A.I.C.

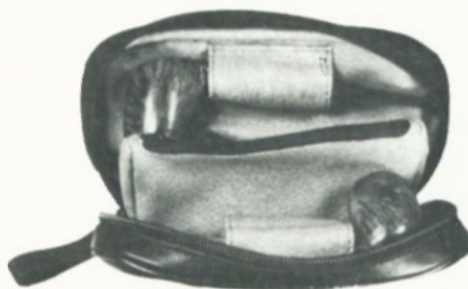
La Aventura, an adventure in cigar smoking pleasure



Tanita reliability in a thin quartz lighter



K&P pouches, uniquely designed



Peterson quality in a lightweight pipe



trative asset would be:

$$1 + 2 + 3 + 4 + 5 = 15$$

The fraction to be used for the first year would be 5/15; 4/15 the second year; 3/15 the third; etc. Applying the fraction to the cost of the asset less salvage value, the first year's depreciation charge would be:

$$(\$850 - \$50) \times 5/15 = \$266.67$$

Annual charges using the SYD method are summarized in Table 2.

SUM-OF-THE-YEARS' DIGITS METHOD

End of Yr.	Annual Dprn. Exp.	Accumulated Dprn.	Net Book Value
0	—	—	\$850.00
1	\$ 266.67	\$266.67	583.33
2	213.33	480.00	370.00
3	160.00	640.00	210.00
4	106.67	746.67	103.33
5	53.33	800.00	50.00
	\$ 800		

Table 2

Note that at the end of year five, the same amount of depreciation has been recognized as was recognized under the SL method. However, a greater amount of depreciation has been recognized in the earlier years, i.e., the rate of depreciation is accelerated over the SL method.

DOUBLE-DECLINING BALANCE METHOD.

Another form of accelerated depreciation, the DDB method makes use of a maximum allowable rate of twice the straight-line rate. The SL method illustrated here uses a rate of 20% per year — $\frac{100\%}{5 \text{ yrs}} = 20\%$.

Thus, 40% is the maximum allowable rate under the DDB method for illustrative purposes.

While this rate is applied to the cost of the asset without regard to salvage, the asset may not be depreciated beyond its salvage value. Additionally, at any time after the midpoint of the expected life of the asset has been passed, a switch can be made to the SL method without IRS approval.

To illustrate this method, results are summarized in Table 3.

DOUBLE-DECLINING BALANCE METHOD

Year	Beginning Book Value	Rate	Annual Dprn. Exp.	Ending Book Value
1	\$850.00	40%	\$ 340.00	\$ 510.00
2	510.00	40%	204.00	306.00
3	306.00	40%	122.40	183.60
4	183.60	40%	73.44	110.16
5	110.16	40%	44.06	66.16
			\$ 783.90	

Note that the DDB method has recognized depreciation expense in an amount somewhat less than the cost of the asset less its salvage value. To overcome this shortfall, it may be desirable to switch to the SL method at some point after the midpoint of the life of the asset. To calculate the new amount of depreciation expense after the switch, divide the Cost of Asset - Accumulated Depreciation - Salvage Value by Remaining Life of Asset.

If a switch had been made in the foregoing illustration after the third year, the annual charges for depreciation would be:

DDB WITH SWITCH TO SL

Year	Annual DDB	Annual with Switch to SL	Actual Dprn. Sustained
1	\$340.00	\$ 340.00	\$ 340.00
2	204.00	204.00	204.00
3	122.40	122.40	122.40
4	73.44	N/A	66.80
5	44.06	N/A	66.80
	\$ 783.90		\$ 800.00

The three methods are summarized and compared in the following table:

METHODS OF DEPRECIATION

Year	SL	SYD	DDB/SL
1	\$ 160.00	\$ 266.67	\$ 340.00
2	160.00	213.33	204.00
3	160.00	160.00	122.40
4	160.00	106.67	66.80
5	160.00	53.33	66.80
	\$ 800.00	\$ 800.00	\$800.00

Why favor one method of depreciation over another when the final effect of all three methods is exactly the same? Again, depreciation is recognized as an *expense* of doing business even though it does not require the payment in cash that other expenses require. However, the effect of *all* expenses when recognized on the income statement is to reduce the amount of income on which income taxes must be paid on, hence the tax bite the business must face is reduced.

Secondly, there is a time value to money. A dollar today is worth more than a dollar tomorrow — not only because of the effect of inflation but also because it can be put to use in the business now to earn more profit. Consequently, in general it makes sense to recognize as much depreciation expense as can be recognized as early as possible. This would tend to support the DDB/SL method.

Recognition of depreciation of fixed assets is not limited to the three methods illustrated. A certified public accountant can examine the business and establish a proper method of depreciation to meet the individual requirements of the business. Depreciation is a real cost of doing business and should be recognized as such. □

Re: Open Letter in May Smokeshop

It would appear to me that many reasons for the demise of the small business entrepreneur from the retail scene of today can be found in the views expressed in the "Open Letter to Smokeshop readers", May issue. He is being replaced by the big chains, where big ideas and big money prevail. The *only* gauge for success in these businesses is the bottom line of the P & L statement. The retail industry was built by the small businessman, specializing in one field, and displaying the most important commodities of all — product depth, product knowledge, sincerity in business and a true concern for the welfare of his customers' needs and desires.

In this hodge-podge world today, I as a consumer need the knowledge of the "pure" pharmacist, the choice of product of the "pure" meat market and the stability and services provided by the "pure" tobacconist. One reason for the failure in the growth of our industry is the tobacconist who "runs scared," looking for the quick fix to shore up that all-adored bottom line. Instead of looking for ways to increase his pipe, tobacco, cigar and accessory business, he jumps on any wagon that is painted a little brighter — without looking at the direction the wagon is headed.

Mr. Rothman's and Mr. Sobelton's positions (in previous letters) are well stated. Diversity is fine. Allied products, when properly chosen and displayed, can enhance the look — and help the growth — of any business. These products can bring in any consumer, man or woman, whether they smoke or not. But to stray too far from the tobacco field, which is the

reason for our being, can mean the loss of the store's "identity." A constant shift or change in identity will only confuse and frustrate the loyal customer. When the products and services he originally sought are no longer around, he will seek out the merchant who does have them. Polo shirts, beer steins, sun glasses etc. can be found in thousands of stores. Tobacco, cigars and pipes — and the knowledge and expertise to dispense them — cannot.

Is it necessary, with the proliferation of malls and shopping centers throughout the country, for each to have a Tobacco Shop? It's not a matter of any of the "pure tobacconists" dying because they have ignored the public's needs or mistreated *any* segment of the population. The plain fact is our industry serves only a small percentage of that population. The rapid growth of the pipe shops in the last 10 years has sliced the pie into smaller and smaller pieces.

But I will guarantee this: The "pure tobacconist" in this country *has gotten* "off his collective royal duff" — and was long before that big "chain" of wagons rolled into town. And if some retailers don't like traveling this road — so be it! The traffic is getting too heavy anyway.

My only question is: When all the changes have taken place in these stores, "adjusting inventory to meet demand" and thereby "serving the general public's needs," don't you think a change in store name would be appropriate? Why don't you call them *S.S. Kresge*? I understand it's available.

James D. Gilpatrick
Vice President - Sales Manager
A. Fader & Son, Baltimore, MD 21202

Sheaffer adds new models

PITTSFIELD, MA: Sheaffer Eaton Division has expanded its Targa by Sheaffer Laqué line to include fountain and ballpoint pen sets in six different lacquered finishes.

New are the briarlike Green Ronce and Thuya Brown and solid colored Imperial Red and Imperial Black. The established Red and Blue Ronce models complete the line.

Each Targa by Sheaffer Laqué is trimmed in 24k gold electroplate with the Sheaffer white dot symbol on the clip. The fountain pens are available in extra, fine, medium and broad point 14k gold inlaid nibs, and the ballpoints are available in fine and medium points.

The Red, Blue and Green Ronce and the Thuya

pattern fountain pens retail at \$120; the ballpoint models at \$85.

The Imperial Red and Black fountain pens are \$100 and the ballpoints at \$65. All are packaged in a gift box and are available singly or in sets.

Company Store names two managers

DEL MAR, CA: Mrs. Beth Miller has been appointed manager of The Company Store's new permanent showroom in the Denver Merchandise Mart and Mrs. Leonore Perrino has been appointed manager of the new permanent showroom in the Chicago Merchandise Mart.

RTDA Policies

(Continued from page 3)

3. State and Local Cigarette Taxes are Discriminatory and Breeders of Crime.

We are opposed to high State and Local cigarette taxes which have resulted in cigarette bootlegging which deprive state and local taxing authorities of hundreds of millions of dollars annually and have destroyed the businesses of untold numbers of tobacco retailers and wholesalers and caused a serious drop-off in legitimate cigarette sales, and we deplore, on high moral principles, the illegal traffic in cigarettes to evade state and local taxes thereby permitting the use of millions of dollars annually by the underworld for illicit purposes.

6. Laws and Regulations to Ban Smoking are Discriminatory:

We are opposed to smoking ban statutes, ordinances and regulations being considered by bodies politic in all parts of our country which have for their aim the deprivation of private and property rights by restricting smoking, and which seek to impose the will of a few on the many to ban the enjoyment of a legitimate product.

7. Taxes on Inventory are Detrimental:

Inventory taxes of every description have a repressive and detrimental effect on all business enterprise and particularly on small retail businesses which cannot possibly avoid such taxes by removing their varied stocks of merchandise to areas beyond the scope of the levied tax. Inventory taxes breed dishonesty and disrespect for the taxing powers of our state and municipal governmental bodies and are a relic of an ancient past which has long outlived modern industrial business in the United States.

8. Code of Cigarette Sampling Practices:

We applaud the adoption in April 1981 of the Code of Cigarette Sampling Practices by the cigarette manufacturers - members of the Tobacco Institute - which is responsive to the highest standards of advertising. We urge that cigarette sampling be made with not more than four (4) cigarettes per sample packs and not with full packages, and that the sampling of consumers near any one particular retail cigarette outlet not exceed one day, otherwise it results in a very serious decline in cigarette sales and customer traffic for the particular cigarette retailer. □

*an
invitation
you are
cordially invited
to see —
touch —
smell —
sample —
the most
fabulous creation
ever —*

THE ? BLEND

Peter Stokkebye

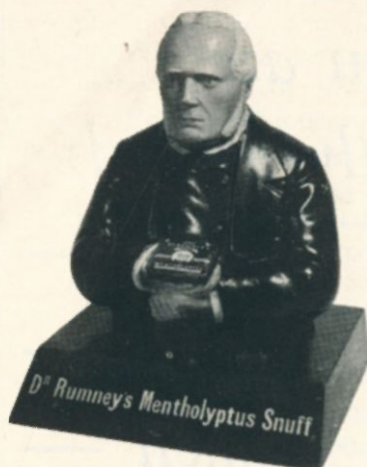
Jim Danna



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INTERNATIONAL LTD.**

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California customers call collect: 408/866-6511
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Dr. RUMNEY'S SNUFF

Still made the same olde way
since 1867.

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SPECIALIZED REPAIRS

RESTORING ALL MAKE
ANTIQUE LIGHTERS
SERVICING THE TRADE
FOR 20 YEARS
ALL MAKE JAPAN PIEZO
OR BATTERY BUTANE
LIGHTERS REPAIRED
WE QUOTE ESTIMATES
ON ALL REPAIRS

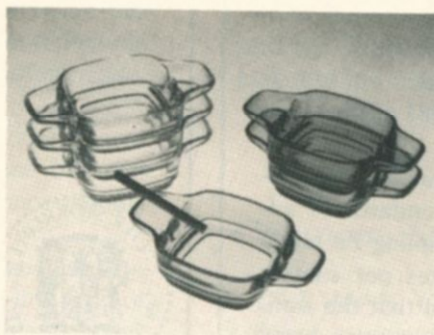
143 EAST 60th STREET
NEW YORK, N.Y., 10022
TEL: A.C. 212-759-9765

Cigar imports in June

COUNTRY OF ORIGIN	June 1981	June 1980	1981 6 months	1980 6 months
Austria	—	—	4,000	—
Belgium	—	—	40,000	139,500
Brazil	633,300	119,000	2,154,950	1,062,200
Canada	—	—	2,500	—
Canary Islands, Spain	647,040	738,940	3,581,290	5,490,800
Costa Rica	169,770	140,900	878,645	624,758
Denmark	25,090	55,000	97,190	147,750
Dominican Republic	3,973,073	1,326,815	17,248,126	8,169,555
France	—	—	16,400	275
Honduras	2,119,347	2,337,445	11,732,065	12,330,198
Ireland	—	—	12,000	—
Jamaica	1,631,361	1,262,672	8,365,338	7,639,293
Mexico	1,157,145	829,450	5,907,244	5,214,277
Netherlands	256,250	165,000	2,639,590	2,263,608
Nicaragua	1,475,125	192,115	4,969,745	2,285,890
Philippine Republic	—	—	335,475	283,875
Switzerland	49,000	54,000	319,300	257,500
United Kingdom	4,500	—	71,500	6,750
West Germany	457,000	100,000	1,549,965	1,171,350
Total All Countries	12,598,001	7,321,337	59,925,323	47,087,579

Source: Cigar Association of America

Safety ashtray



*Safty-Plus ashtrays automatically
snuff out the untended cigarette
when the lighted end reaches the
tray's V-notch. Offered in crystal,*

*honey gold or high-impact, burn-
resistant black plastic. From Mark
Designs International, Inc., 812
Wilshire Blvd., Kalamazoo, MI
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Counterfeit detector

The Paper Tiger is a 4 oz. pocket-
size counterfeit bill detector which
recognizes within 1/10th second
whether U.S. currency is genuine
or phoney. Operates on an ordinary
9-volt battery and carries a 5-year
warranty. Sells around \$50. From
Zonn Enterprises, Inc., 3050 Bis-
cayne Boulevard, Miami, Fl. 33137.

Peterson's

Elegant Tobacco Pouches

Introducing a return to fine constructed full leather lined tobacco pouches. Soft supple leather fashioned in the manner in which tobacco pouches used to be made. A limited edition series that is sure to satisfy the most discriminating smoker.



A



B



C



E



D



- A. 71090 Black Baby Lamb Combination
- B. 71092 Burgundy Baby Lamb Combination
- C. 71080 Black Baby Lamb Two Button
- D. 71087 Black Baby Lamb Roll Up/Corner
- E. 71085 Burgundy Baby Lamb Roll Up

Peterson's Ltd.

75 Triangle Blvd., Carlstadt, N.J. 07072 (201) 939-5400/Telex 133
Cable Address: Petelim, N.Y. Toll Free Order Number 800-526-63



50 Cigar Size Humidors

- G. 76170 Cigar Humidor Centennial Brass
- H. 76165 Cigar Humidor Brass Corner
- I. 76175 Cigar Humidor Campagin Brass

Peterson's Imported Humidors

25 Cigar Size Humidors

- A. 76050 Cigar Humidor Round Edge
- B. 76025 Cigar Humidor Square Edge
- C. 76000 Cigar Humidor Stepped Edge



50 Cigar Size Humidors

- D. 76150 Cigar Humidor Round Edge
- E. 76125 Cigar Humidor Square Edge
- F. 76100 Cigar Humidor Stepped Edge

Not Illustrated

- 76300 Humidifier For Box of 50
- 76301 Humidifier For Box of 25
- 76305 Self Stick Brass Plates

RTDA Western Exhibitors

September 17-20, 1981

San Francisco Hilton Hotel

(Companies in boldface have advertisements in this issue)

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Daniel Farrar

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Westbury, N.Y. 11590

(516) 333-4080
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Mark Gurewitz, Jerry Wasser

Cigarette Papers

BEN-SIM COMPANY

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Bethesda, MD 20014

(301) 929-9646
Booth 51

Victor Benaroya, Gwen Benaroya

Meerschaum Pipes, Accessories

GEORGE BENSEN & SON, INC.

1350 Van Dyke Ave.
San Francisco, CA 94124

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Hyde, Joanne Kluck, Russ Kunkle, Al Maturo, Lucien Quintin, Robert
Rashaw, Tim Walker, Louis Zarosi, Thomas Bensen

Cigars, Cigarettes, Tobaccos

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Louisville, KY 40402

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Imperial Tobacco Ltd/Limtee
R. Ross

Cigars, Cigarettes

C.A.O. MEERSCHAUMS

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Meerschaum Pipes, Accessories

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Miami, Fla 33130

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Ernesto Perez-Carrillo, Jr., Elena Perez-Carrillo, Felicia Roque
Cigars

Don Pepe Cigars

FAST, FRESH, CHEAP

(800) 431-2380

Lew Rothman

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Cambridge, MA 02142

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Pipes, Cigars, Tobaccos

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See us in Booth No. 44 & 45 at the San Francisco RTDA Show and receive, absolutely free, a small hand-carved meerschaum pipe.

One pipe per store please.

Use this coupon or facsimile.

GOOD FOR ONE MEERSCHAUM PIPE

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Owner or Mgr. _____

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Elmer Finney, Lewis Bell

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MASTERCRAFT PIPES, INC.

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Lititz, PA 17543

(717) 626-0505
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Sidney Knapp

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NORDING/WARDEN LTD.

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Palos Verdes, CA 90274

(213) 544-0966
Booth 3

Bud Warden, Bob LaVon

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A. OPPENHEIMER & CO.

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Saddle Brook, N.J. 07662

(201) 791-8480
Booths 81, 82, 83, 84

Neil Henry, Jack Risser, Tim Kuhn, C.B. Silveria

Pipes, Cigars, Accessories

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Hoboken, N.J. 07030

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Mitch Jacobs, Fred Jacobs

Cigars



WITH PERFECTION
IN SUCH SHORT SUPPLY,
ONE NAME IS ALWAYS
IN DEMAND.

It took centuries to perfect the delicate and demanding art of Chinese lacquering. Today the master of this exquisite art is S. T. Dupont of France. So now those who are fortunate enough to deal with people of discerning taste may offer this perfection to their clientele. For, while S. T. Dupont Chinese lacquered accessories are exquisitely pleasant to own, they are also pleasingly profitable to sell. Available in limited quantities to selected tobacconists.

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The new product is being backed with aggressive advertising in regional editions of national magazines, Sunday supplements, newspapers and outdoor.

In an associated move to contemporize the Kool product line, B&W has reformulated, renamed and repackaged its low-tar Kool. Kool Super Lights are now Kool Lights and deliver 9 mg. tar in kings and 10 mg. in 100s.

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Bic Lighter Display Contest

GRAND PRIZE ... \$6,000

2nd PRIZE ... \$3,000 • 3rd PRIZE ... \$1,000

ALL PRIZES WILL BE AWARDED

OFFICIAL RULES AND ENTRY FORM

Here's how to enter:

1. On an official entry form or plain piece of paper, no larger than 8½" x 11" (one side only) hand print your name, address and zip code, and complete the last three lines of this limerick: (Lines 3 & 4 must rhyme; Line 5 must rhyme with lines 1 & 2.)

***"People flick their Bics so darn fast,
That on your shelf they will not last."***

2. Mail your entry to Bic's "Lighter Display Contest," P.O. Box 8732, Blair, Nebraska 68009. Enter as often as you wish, but each entry form must be mailed separately.
3. All entries must be received by JANUARY 15, 1982.
4. Each entry submitted must be accompanied by a photograph of Bic's Limerick consumer contest point-of-purchase material (floor merchandiser, counter unit or shelf talker) and Bic Lighter merchandise displayed in your store. (Floor merchandiser must have header card attached).
5. All entries received will be judged based upon the following criteria under the supervision of the D. L. Blair Corporation, an independent judging organization, whose decisions are final on all matters relating to this promotion: Creativity—50%; Appropriateness to Subject Matter—25%; and Sincerity—25%.
6. All entries become the property of Bic Pen Corporation and none will be returned. This contest is only open to retailers of Bic Lighter and their employees who are residents of the U.S.A., unless prohibited by store policy. In the event of such prohibition, the value of the prize won will be awarded to store management or alternately, will be donated to a recognized charity on behalf of the retailer. Employees of Bic Pen Corporation, its affiliates, subsidiaries, advertising and promotion agencies and the families of each are not eligible. Void in the State of Vermont and wherever prohibited by law. All Federal, State and Local laws and regulations apply. Taxes on prizes are the sole responsibility of the prize winner. Limit one prize per family. All prizes will be awarded. Duplicate prizes will be awarded in the case of a tie. No substitution of prizes is permitted.
7. For a list of major prize winners, send a SEPARATE, stamped, self-addressed envelope to: Bic's "Lighter Display Contest," P.O. Box 6563, Blair, Nebraska 68009.

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RETAILER'S NAME



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