

# TOBACCO

November 1976, number 1150, Sixty pence



Get ready for the gold rush.

For the past 8 Christmasses, Benson & Hedges have outsold all other King Size brands put together.



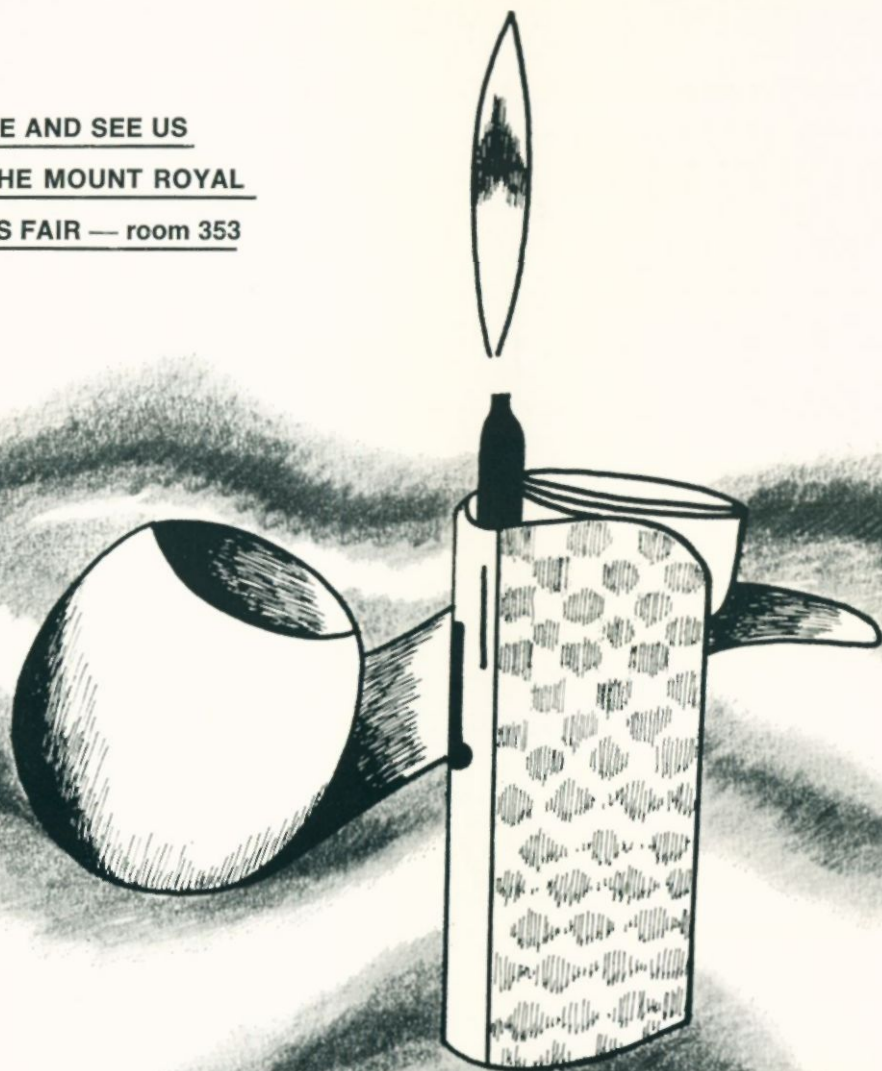
# *Kingsway*

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Telex 883969



# TOBACCO

Number 1150

60p

November 1976

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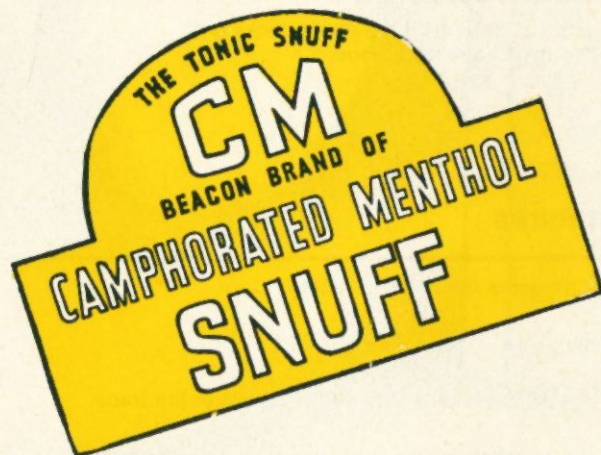
# 18th Wholesale Buyers' Gifts Fair 1976



**Mostyn Hotel,  
Mount Royal Hotel  
Oxford Street London W.1.  
21st. November to 25th. November**

Organised by Trade Promotion Services Limited

Exhibition House 6 Warren Lane London SE18 6BW Tel: 01 855 9201 Telex: 896152



Packets 11p  
Tubes 13p  
Round Boxes 16p and 33p

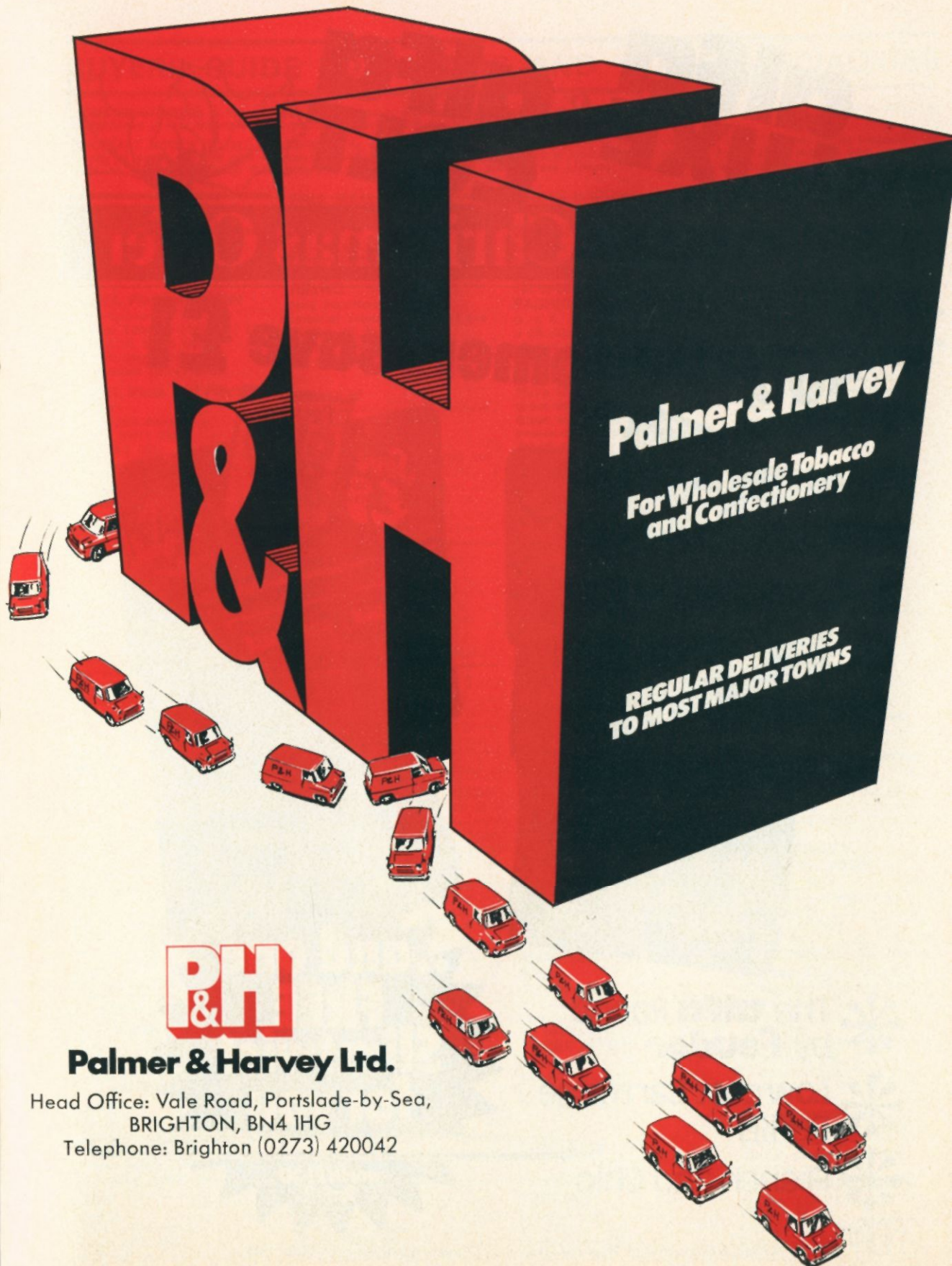
Also packed in  
1 lb tins

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# BUYERS GUIDE TO BRANDS AND TRADE SPECIALITIES

**TO MANUFACTURERS** Your brands—giving name, address and telephone number, and the words 'Regd.' or 'Patent' if applicable, can be published in this feature for one year, at a cost of £15 per entry, per annum.

**IMPORTANT NOTICE TO ALL READERS** — As is well known, the tobacco industry is now world wide. Brand names, whilst indicating the country of origin, do not now necessarily indicate the country in which the product is manufactured. Potential purchasers who are in any doubt as to the country of manufacture or manufacturer of any product are advised to contact the advertiser concerned.

## Cigarettes

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#### CAMEL Plain and Filter

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

#### CAMEL Plain and Filter

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

#### CHESTERFIELD Plain and Filter

Solomon  
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London SW11 3SU  
Tel 01-223 3911

#### KENT CIGARETTES

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

#### LARK Charcoal Filter

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

#### L & M FILTER Box and King

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London SW11 3SU  
Tel 01-223 3911

#### LUCKY STRIKE Plain and Filter

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

#### MACDONALDS GOLD STANDARD EXPORT A

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

#### MARLBORO FILTER

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Tel 01-223 3911

#### MORE

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

#### MORE

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Tel 01-223 3911

#### PALL MALL Plain and Filter

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London SW11 3SU  
Tel 01-223 3911

#### REYNO

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PO Box 18, North Way  
Andover, Hants SP10 5AX  
Tel Andover (0264) 61131

### BELGIUM

#### ST MICHEL

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

### CUBA

#### HAVANA

H. G. Mould  
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Ruislip, Middx  
Tel 36585

### FRANCE

#### BASTOS Filter

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London SW11 3SU  
Tel 01-223 3911

#### DISQUE BLEU

Solomon  
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London SW11 3SU  
Tel 01-223 3911

#### GAULOISES

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360-364 City Road  
London EC1V 2PY  
Tel 01-278 2612

#### GAULOISE Plain and Filter

Solomon  
50 Lombard Road  
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Tel 01-223 3911

#### GITANES

Autran & Seta Ltd  
360-364 City Road  
London EC1V 2PY  
Tel 01-278 2612

#### GITANES Plain and Filter

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London SW11 3SU  
Tel 01-223 3911

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#### ERENTE 23 Filter

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### GREAT BRITAIN

#### BALKAN SOBRANIE

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London N9 9DJ  
Tel 01-807 0141/0157

#### FASHION

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London N9 9DJ  
Tel 01-807 0141

#### MARLBORO

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Great West Road  
Brentford, Middx TW8 9DF  
Tel 01-568 4191

#### MILD PRIVATE STOCK

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London N9 9DJ  
Tel 01-807 0157

#### No 1 FILTER DE LUXE

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London SW1Y 4HB  
Tel 01-804 5117

#### PRIVATE STOCK FILTER

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London N9 9DJ  
Tel 01-807 0157

#### ROYAL YACHT

Osborne Tobacco Co Ltd  
6 Chichester Road  
London N9 9DJ  
Tel 01-807 0141

### IRELAND

#### CARROLL'S No. 1 Filter

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Tel 01-223 3911

#### HIGH KINGS Filter

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

#### MAJOR EXTRA SIZE Filter

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

#### SWEET AFTON

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

### TURKEY

#### YENIDJE (REGIE TURQUE)

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Tel 01-223 3911

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#### SULLIVAN POWELL & CO LTD

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Tel 01-807 0157

### Snuffs

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The 'Kendal Brown' House  
Kendal LA9 7BY  
Tel 0539 20117

#### BB BOUQUET

Gawith, Hoggarth & Co Ltd  
Lowther Street  
Kendal LA9 4DW  
Tel Kendal 20047

#### CARROLL'S SNUFFS

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel Kendal 21898

#### C.M. CAMPHORATED MENTHOL

Gawith, Hoggarth & Co Ltd  
Lowther Street  
Kendal LA9 4DW  
Tel Kendal 20047

#### DOCTOR VEREY'S (Medicated)

Samel Gawith & Co Ltd  
The 'Kendal Brown' House  
Kendal LA9 7BY  
Tel 0539 20117

#### DR RUMNEY'S EXPORT (Blue Tin)

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

#### DR RUMNEY'S MENTHOLYPTUS (Brown Tin)

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

#### DR RUMNEY'S PLUS (Green Tin)

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

#### GOLDEN CARDINAL

G. Smith & Sons  
74 Charing Cross Road  
London WC2H 0BG  
Tel 01-836 7422

Sole UK Distributors  
Gawith, Hoggarth & Co Ltd  
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Kendal, Cumbria LA9 4DW  
Tel 0539 20047

#### HEDGES 'L260' SNUFF

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



## Snuffs—cont.

### IRISH

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### K67

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### KENDAL BROWN

Illingworth's Tobaccos Ltd  
Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### KENDAL BROWN ORIGINAL

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The 'Kendal Brown' House  
Kendal LA9 7BY  
Tel 0539 20117

### KENGLOW

Illingworth's Tobaccos Ltd  
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Kendal LA9 7BY  
Tel 21898

### L260 ORIGINAL (FULLY MEDICATED)

Hedges L260 Snuff Ltd  
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1205 Stratford Road  
Birmingham B28 9AG  
Tel 021-777 5285

### MAX SPECIAL MENTHOL

Gawith, Hoggarth & Co Ltd  
Lowther Street  
Kendal LA9 4DW  
Tel 0539 20047

### MASTIFF

Samel Gawith & Co Ltd  
The 'Kendal Brown' House  
Kendal LA9 7BY  
Tel 0539 20117

### McCHRYSTAL'S SNUFF

McChrystal's (Leicester) Ltd  
Morris Road, off Oakland Road  
Leicester LE2 6BR  
Tel 0533 707230

### MEDICATED 99

Joseph & Henry Wilson Ltd  
Westbrook Mill  
Sheffield S11 8YY  
Tel 051-263 2231

### MENNEX

Alfred Preedy & Sons Ltd  
Coneygre Industrial Estate  
Burnt Tree  
Tipton, Staffs DY4 8XW  
Tel 021-557 3988

### OTTER HOUND

Samuel Gawith & Co Ltd  
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Kendal LA9 7BY  
Tel 0539 20117

### PEPPERMINT SNUFFS

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Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### PLAIN AND SCENTED

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Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### SAM'S OWN MEDICATED

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The 'Kendal Brown' House  
Kendal LA9 7BY  
Tel 0539 20117

### SANSNUFF A33

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Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### SP (No 1)

Joseph & Henry Wilson Ltd  
Westbrook Mill  
Sheffield S11 8YY  
Tel 051-263 2231

### SHARROW SNUFFS

Wilsons & Co (Sharrow)  
GPO Box 32  
Sheffield 11  
0742 662677

### SPARTAN MENTHOL

EUCALYPTUS  
Gawith, Hoggarth & Co Ltd  
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Kendal LA9 4DW  
Tel 20047

### 'STURCO' MENTHOL

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Leicester LE2 6BR  
Tel 0533 707230

### SUPER MENTHOL

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Aynam Mills  
Kendal LA9 7BY  
Tel 21898

### TOP MILL (No 1)

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Westbrook Mill  
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Tel 051-263 2231

### WESTERN GLORY

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Tel 20047

## Cigars

### AMERICA

#### KING EDWARD

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

#### ROBERT BURNS

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

### GREAT BRITAIN

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Tel 01-807 0157

#### CORVANNA (HAVANA)

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#### PARLOUR PANATELLAS

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Tipton, Staffs DY4 8XW  
Tel 021-557 3988

### SPEAKER PANATELLAS

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Coneygre Industrial Estate  
Burnt Tree  
Tipton, Staffs DY4 8XW  
Tel 021-557 3988

### ST MICHEL

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

### BELGIUM

#### ALTO

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

#### VIEIL ANVERS

R. J. Reynolds Tobacco (UK)  
Ltd (Dickens & Grant)  
Eagle Place  
London SW1Y 6HT  
Tel 01-734 1477

### BRAZIL

#### DANNEMANN

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1083-5 Finchley Road  
London NW11 0QH  
Tel 01-455 9614

#### SUERDIECK VALENCIA

Dickens & Grant Ltd  
4 Eagle Place  
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### BURMA

#### PWE BURMA CHEROOTS

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London EC1N 2JP  
Tel 01-405 4857

#### SCOTT'S IMPERIAL

#### BURMA CHEROOTS

Sole Importers  
Melbourne Hart & Co Ltd  
Barnards Inn, Holborn  
London EC1N 2JP  
Tel 01-404 4857

### CANARY ISLANDS/

### LAS PALMAS

#### CONDAL

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

#### TABACOS JEAN/SPANISH

#### MAIN

Lainz Anglo Iberian  
Distributors Ltd  
3 Links Way  
London NW4 1JR  
Tel 01-203 3431

### DENMARK

#### LARSEN LARGO

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

### NOBEL PETIT CIGARILLOS

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

### HOLLAND

#### AGIO

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10 Snow Hill  
London EC1A 2EB  
Tel 01-236 0741

#### CARL UPMANN

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

#### CLAASSEN

Anglo-Dutch Cigar Co Ltd  
3 Shakespeare Road  
London N3 1XG  
Tel 01-349 2011

#### HENRI WINTERMANS

Sole Distributors for United  
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Tel Andover (0264) 61131

#### HOFNAR

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Monument Way West  
Woking, Surrey GU21 5ET  
Tel Woking (04862) 70606

#### JOLLY KNIGHT

#### PANATELLAS

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Tipton, Staffs DY4 8XW  
Tel 021-557 3988

#### KAREL I

Anglo-Dutch Cigar Co Ltd  
3 Shakespeare Road  
London N3 1XG  
Tel 01-349 2011

#### LA PAZ

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

#### LITTLE DUTCHMAN

#### WHIFFS

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4 Eagle Place  
London SW1Y 6HT  
Tel 01-734 1477

#### LORECA

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

#### PALADIJN

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

#### PANTER

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



## **'PROCTOR' DUTCH PANATELLAS**

R. J. Reynolds Tobacco (UK)  
Ltd (Dickens & Grant)  
4 Eagle Place  
London SW1Y 6HT

Tel 01-734 1477

## **RITMEESTER**

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Loretta House  
1083-5 Finchley Road  
London NW11 0QH  
Tel 01-455 9614

## **SCHIMMELPENNING**

Solomon  
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London SW11 3SU

Tel 01-223 3911

## **TROPENADEL**

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Burnt Tree  
Tipton, Staffs DY4 8XW  
Tel 021-557 3988

## **WILLEM II**

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London N3 1XG  
Tel 01-349 2011

## **HAVANA**

### **AMOR DE CUBA**

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### **BOLIVAR**

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Woking, Surrey GU21 5ET

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Tel 01-236 0741

### **EL REY DEL MUNDO**

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Monument House  
Monument Way West  
Woking, Surrey GU21 5ET  
Tel Woking (04862) 70606

### **GISPERT**

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130 Sharps Lane  
Ruislip, Middlesex  
Tel Ruislip 36585

### **HOYO DE MONTERREY**

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Barnards Inn, Holborn  
London EC1N 2JP

Tel 01-405 4857

### **JUAN LOPEZ**

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Nottingham NG7 1LU  
Tel 0602 77132

### **JUAN LOPEZ, FLOR DE**

Sub Agents  
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Andover, Hants SP10 5AX  
Tel Andover (0264) 61131

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Tel 01-405 9778

## **POR LARRANAGA**

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Barnards Inn  
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Tel 01-405 4857

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## **RAFAEL GONZALEZ**

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Tel 01-486 7086

## **RAMON ALLONES**

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London EC1A 2EB  
Tel 01-236 0741

## **ROMEO y JULIETA**

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Sir John Lyon House  
High Timber Street  
Upper Thames Street  
London EC4V 3PA

Tel 01-236 4591/2

## **ROMEO y JULIETA**

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

## **ROMEO y JULIETA**

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Tel 01-405 4857

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London WC2H 0HR  
Tel 01-836 6078

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London EC4Y 0HP  
Tel 01-353 6306/7

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

## **INDIA**

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Bombay 400 093

## **ITALY**

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Ruislip, Middlesex  
Tel Ruislip 36585

## **JAMAICA**

### **AMORVANA**

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

## **CARIBE**

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

## **CARIBE**

Knight Bros  
Sir John Lyon House  
High Timber Street  
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Tel 01-236 4591/2

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Tel Woking (04862) 70606

## **FLOR DE LORECA**

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1083-5 Finchley Road  
London NW11 0QH  
Tel 01-455 9614

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Tel Andover (0264) 61131

## **MACANUDO**

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Barnards Inn, Holborn  
London EC1N 2JP  
Tel 01-405 4857

## **MONTE VEGA**

H. & W. Hill (Cigars) Ltd  
40 Temple Chambers  
Temple Avenue  
London EC4Y 0HP  
Tel 01-353 6306/7

## **ROYAL JAMAICA**

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

## **ROYAL JAMAICA**

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

## **SYDRAHS DE LUXE**

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

## **TEMPLE HALL**

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

## **TEMPLE HALL**

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

## **LAS PALMAS**

### **DON DIEGO**

H. & W. Hill (Cigars) Ltd  
40 Temple Chambers  
Temple Avenue  
London EC4Y 0HP  
Tel 01-353 6306/7

### **FLAMENCO**

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

## **MANILA**

### **ALHAMBRA**

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

### **MAHABA REGALIZ**

### **Original Manila Cigarillos**

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

### **MANILA PRINCE**

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

## **NIGARAGUA**

### **EL RONBAR**

R. J. Reynolds Tobacco (UK) Ltd  
(Dickens & Grant)  
Eagle Place  
London SW1Y 6HT  
Tel 01-734 1477

### **JOYA DE NICARAGUA**

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

## **SWITZERLAND**

### **BRANIFF MEXICAN**

### **CHICOS**

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

### **BRISAGO BLAUBAND**

### **AND STUMPEN**

H. G. Mould

130 Sharps Lane

Ruislip, Middx

Tel Ruislip 36585

### **BURGER SWISS BLEND &**

### **LONG**

(Rolled in West Germany)

Sole Importers

Imperial Tobacco (Imports) Ltd

PO Box 18, North Way

Andover, Hants SP10 5AX

Tel Andover (0264) 61131

### **GRAND MASTER SWISS**

### **CIGARS**

Melbourne Hart & Co Ltd

Barnards Inn

London EC1N 2JP

Tel 01-405 4857



## Cigars—cont.

### HUNTERS 1790 STUMPEN

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

### MAHAWAT CIGARILLOS

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

### ORMOND Gigarillos and Cigars

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

### ROSSLI (BURGER) Cigars and Stumpen

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

### VILLIGER

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

### WEBER

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

## WEST GERMANY

### HANDELSGOLD

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

## Matches

### ADVERTISING BOOKLETS & BOXES

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

### ADVERTISING BOOK & BOX MATCHES

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

### ADVERTISING BOOK MATCHES & MATCHBOXES

Matchbox Publicity  
Publicity House  
64 Bell Street  
London NW1 6SS  
Tel 01-262 1491

### CAMP

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

## INDEX

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

### ITALIAN WAX Matches (Cerini)

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

### NORVIC

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

### OWN LABEL BRANDS

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

### OWN LABEL BRANDS

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

### S BRAND

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

### S BRAND SUPREME

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

### SCISSORS

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

### TULIP

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

### THREE TORCHES SAFETY

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

### THREE TORCHES Strike Anywhere

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

### VALIANT

The Union Match Co Ltd  
John Kirk House  
John Street  
London WC1N 2AT  
Tel 01-405 9431

### VELVET

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

### VICTOR

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

## Hand Rolling Tobaccos

## HOLLAND

### DUMA

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

## Pipe Tobaccos

## AMERICA

### EDGWORTH

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

### GRANGER

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

### HALF & HALF

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

### JOHN ROLFE

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

### PALADIN BLACKCHERRY

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

## GREAT BRITAIN

### BABY'S BOTTOM

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

### BALKAN SOBRANIE

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

### BARLING

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

### BLENDING TOBACCOS

C. E. McConnell Ltd  
164-168 Barking Road  
London E16 4DA  
Tel 01-476 1044

### BOAR'S HEAD

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

## CHARATAN PIPE TOBACCOS

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

### CHARLES FAIRMORN MIXTURE 242 and 357

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

### CONFERENCE

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

### GENTLEMAN'S MIXTURE

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

### OLD LONDON

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

### ORLIK English Navy Cut

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

### PRESBYTERIAN MIXTURE

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

### ROBERT McCONNELL

Robert McConnell Ltd  
164-168 Barking Road  
London E16 4DA  
Tel 01-476 1044

### SOBRANIE RESERVE BLEND VIRGINIA

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

## CHANNEL ISLANDS

### PLUM CAKE

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

## DENMARK

### DUNBAR, Red

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

### MACBAREN'S CAVENDISH

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



## MACBAREN'S MIXTURE AND GOLD BLEND

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

## ROYAL SCOT

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

## HOLLAND

## AMPHORA FULL AROMATIC and REGULAR

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

## BISON—ROLL YOUR OWN

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

## TROOST AROMATIC and SPECIAL

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

## IRELAND

## PETERSON Original, Full or Aromatic

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

## WEST GERMANY

## EICKENS

Flakes & Mixtures  
Charles Fairmorn  
Tobacco Co Ltd  
Stocklake, Aylesbury  
Bucks HP20 1DN  
Tel 0296 89266

## Briar pipes

## AIRBORNE (Regd)

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
01-451 0222/3

## ALADDIN

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

## ALCO PIPES

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

## ARISTOCRAT

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

## ASTORIA

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## BARI

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

## BARLING

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

## BBB TWO STAR

The Civic Co  
3 Eldon Way, Spa Road  
Hockley  
Essex SS5 4AE  
Tel Hockley 2691

## BEN WADE LTD

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

## BLAKEMAR

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

## BRILON COMMANDO

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

## BRENTFORD PIPES

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

## CANTON

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## CAPTAIN BLACK

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

## CHATSWORTH

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## CHARATAN PIPES

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

## CIVIC BRIARS

The Civic Co  
3 Eldon Way, Spa Road  
Hockley, Essex SS5 4AE  
Tel Hockley 2691

## CLEVELAND

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## CITY DE LUXE

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

## CLIFTON

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

## COLIN BYFORD

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

## COMOY'S

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

## COLT

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

## COLT

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

## DADSON DRY SMOKE

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

## DELTA DRI-FASHION

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

## DR MAX

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

## DR PLUMB'S

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

## DR WATSON

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## DUNCAN DENTAL

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

## DUNCAN

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

## EAGLE

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## FALCON PIPES

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

## GBD

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

## GOLDEN KEY

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## GEORG JENSEN

Merton Pipes (London) Ltd  
Unit 17, 784-792 High Road  
London N17 0DA  
Tel 01-808 9954

## HARDCASTLE'S

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

## HARLEKIN

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

## HIPPO

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## HURRICANE

Roy Tallent Ltd  
17-18 Old Bond Street  
London W1X 3DA  
Tel 01-493 6431

## IMPERIAL

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

## JAX QUAIN

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

## JEAN LACROIX

JAS Agencies  
63 Surbiton Hill Park  
Surbiton  
Surrey KT5 8EH  
Tel 01-399 6065

## JUDGE

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

## KEYSER HYGIENIC

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

## KIMBERLEY

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

## LOEWE

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

## LONDONER

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

## LORENZO

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



## Briar pipes—cont.

### MAN

Manxman Pipes Ltd  
The Quay, Old Laxey  
Isle of Man  
Tel Laxey 511

### MEDICO

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

### ORLIK

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

### PARKER

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

### PETERSON

Kapp & Peterson Ltd  
74-77 White Lion Street  
London N1 9PL  
Tel 01-837 4872

### POLO

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

### RATHBONE

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### RAVEN

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### REDMAN

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

### RHINO

Louis S. Glass & Co Ltd  
352 High Road  
London W10 2EG  
Tel 01-451 0222/3

### SASIENI

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

### SAVINELLI

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

### SIAM

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

### SKIPPER JACK

R. Jack & Sons (Southern) Ltd  
206 Portland Road  
Hove, Sussex BN2 5QN  
Tel 0273-73391

### SMITH'S DRY SMOKER

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

### SMOKECRAFT (Regd)

Adolph Elkin & Co Ltd  
788-794 Finchley Road  
London W11 7UR  
Tel 01-455 9841

### SOCCER

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

### STANWELL

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

### STARLIGHT

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

### SUPREME LSG

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### SUPERDENT

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### TALISMAN

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

### TITAN

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

### 1 OZ

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

### TREBLE IMPERIAL

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

### TRUBENT

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### VARSITY

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

### VERMONT

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### VESTA

WAISTCOAT POCKET  
Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

### WHIPPET

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

### WILLMER

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

### ZENITH CERAMIC

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

### CHERRYWOOD PIPES

### ROPP CHERRIES

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

### CLAY PIPES

### BARLING

B. Barling & Sons Ltd  
PO Box 78A  
Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231  
**JOHN POLLOCK & CO**  
Kirk Factory  
2 Stott Street  
Manchester M11 3EW  
Tel 061-223 8089

### CORN COB PIPES

### BUESCHERS AMERICAN

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

### MEERSCHAUM PIPES

### AMBOSELI BLOCK

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

### ANDREAS BAUER

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

### BARLING BLOCK

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

### CITY DE LUXE BLOCK

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

### DR PLUMB MEERSCHAUM

### LINED

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

### HARDCASTLE'S MEER-

### SCHAUM LINED

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

### JAMBO AFRICAN BLOCK

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

### MAN BLOCK

Manxman Pipes Ltd  
The Quay, Old Laxey  
Isle of Man  
Tel Laxey 511

### MAN MEERSCHAUM

### LINED

Manxman Pipes Ltd  
The Quay, Old Laxey  
Isle of Man  
Tel Laxey 511

### MP

Arthur Gunfield & Co Ltd  
13 Wilson Street  
London EC2M 2TP  
Tel 01-606 5268

### TURKISH BLOCK

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

### SPECIALITY PIPES

### JIMA PIPE

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

## Pipe accessories and repair services

### SMOKERS' REQUISITES

### WHITECROSS

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

### PIPE CLEANERS

### NICOMOP

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

### REDONIAN

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

### SMOKECRAFT (Regd)

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

### PIPE FILTERS

### DRI-KULE HYGIENIC WIRE MESH FILTERS (Regd)

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Hove, Sussex BN3 5QN  
Tel 0273-733991

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Highfield Industrial Estate  
Eastbourne, Sussex  
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## PIPE PAPERS

### R. J. SMOKERS CIRCLES

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## PIPE REPAIR KITS

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Tel 70 46739

### THE PIPE SMOKER'S REPAIR SERVICE

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London E1 8AD  
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### PETROL PIPE LIGHTERS

#### FALCON NIMROD

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

### POCKET PETROL LIGHTERS

#### HUSKY

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

#### ZIPPO

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London W1Y 7TG  
Tel 01-493 7471/2

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J. Parker & Co (London) Ltd  
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Beresford Avenue  
Wembley HA0 1YX  
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#### BRAUN

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

### TOBACCO NOVEMBER 1976

## CONSUL

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Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231

## DIPLOMAT

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PO Box 78A  
Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231

## MARUMAN

Maruman UK  
Dwell House  
637 Holloway Road  
London N19 5SS  
Tel 01-263 0011

## PANTHER

Panther Lighters London Ltd  
Unit 8, Ascot Road  
Clockhouse Lane  
Feltham, Middlesex  
Tel Ashford 42113

## ROWENTA

P. H. Vogel & Co Ltd  
10 Golden Square  
London W1R 4BX  
Tel 01-734 6564

## SAROME-KINGSWAY

Kingway Mills Ltd  
5-11 Worship Street  
London EC2A 2DR  
Tel 01-628 6157

## SIM/SUPER SIM

Sole Importers  
S'Elite Ltd  
Summit House  
Moon Lane  
Barnet, Herts  
Tel 01-440 9444

## SIMPLON (Electronic)

Louis S. Glass & Co Ltd  
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London NW10 2EG  
Tel 01-451 0222

## POCKET GAS LIGHTERS

### BIC DISPOSABLE

Biro Bic Ltd  
Whitby Avenue, Park Royal  
London NW10 7SG  
Tel 01-965 4060/8

### BRAUN

B. Barling & Sons Ltd  
PO Box 78A  
Boundary Lane  
Liverpool L69 1DT  
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### CLIPPER

Colibri Lighters Ltd  
Colibri House  
68 Warren Street  
London W1P 6AD  
Tel 01-387 7833

### COLIBRI

Colibri Lighters Ltd  
Colibri House  
69 Warren Street  
London W1P 6AD  
Tel 01-387 7833

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

## COSMIC

1 Purley Road  
Purley  
Surrey CR2 2HA  
Tel 01-668 8188

## CRICKET

### DISPOSABLE

Gillette Industries limited  
Great West Road  
Isleworth, Middlesex  
Tel 01-560 1234

## CRICKET DISPOSABLE

Solomon  
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London SW11 3SU  
Tel 01-223 3911

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PO Box 78A  
Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231

## S. T. DUPONT

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

## FEUDOR FLAT (disposable)

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Boundary House  
Jewry Street  
London EC3N 2HN  
Tel 01-481 1234

## FEUDOR STICK (Disposable)

J. John Masters & Co Ltd  
Boundary House  
Jewry Street  
London EC3N 2HN  
Tel 01-481 1234

## FEUDOR TROPIC (Disposable)

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Boundary House  
Jewry Street  
London EC3N 2HN  
Tel 01-481 1234

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## IMCO

Sole Importers for  
the United Kingdom  
Oppenheimer Pipes  
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Hockley, Essex SS5 4AE and  
The Civic Co  
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Hockley, Essex SS5 4AE  
Tel Hockley 2034

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Beresford Avenue  
Wembley, Middx HA0 1YX  
Tel 01-903 5211

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London EC2A 2DR  
Tel 01-628 6157

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Dwell House  
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London N19 5SS  
Tel 01-263 0011

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Clockhouse Lane  
Feltham, Middlesex  
Tel Ashford 42113

## ROLAND

Duncans Briars Ltd  
Moss Industrial Estate  
Leigh, Lancs WN7 3QD  
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London W1R 4BX  
Tel 01-734 6564

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Sole Importers  
S'Elite Ltd  
Summit House, Moon Lane  
Barnet, Herts  
Tel 01-440 9444

## SMOKECRAFT

Adolph Elkin & Co Ltd  
788/94 Finchley Road  
London NW11 7UR  
Tel 01-455 9841

## TANITA (ELECTRONIC)

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222

## WIN

Hagemeyer (London) Ltd  
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London W3 0BY  
Tel 01-993 1067

## ZAIMA

1 Purley Road  
Purley, Surrey  
Tel 01-668 8188

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Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231

## S. T. DUPONT

Sole Distributors  
H. Comoy & Co Ltd  
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Leigh-on-Sea  
Essex SS9 1PR  
Tel Southend (0702) 72344

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Boundary House  
Jewry Street  
London EC3N 2HN  
Tel 01-481 1234

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London EC3N 2HN  
Tel 01-481 1234



**IMCO G11 & G22**

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Hockley, Essex SS5 4AE and  
The Civic Co  
3 Eldon Way, Spa Road  
Hockley, Essex SS5 4AE  
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London EC2A 2DR  
Tel 01-628 6157

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Tel Iver (0753) 652406

**NEWPORT**

Keen (World Marketing) Ltd  
Ridgeway  
Iver, Bucks SL0 9HW  
Tel Iver (0753) 652406

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Boundary Lane  
Liverpool L69 1DT  
Tel 051-263 2231

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Sullivan Powell & Co Ltd  
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London W1R 6BX  
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**BUTANE GAS****DISPENSING MACHINES****BUTAFIL**

Butafil Ltd  
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Burnt Tree  
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Coneygre Industrial Estate  
Burnt Tree  
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Treforest Industrial Estate  
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**RIZLA LTD**

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Treforest Industrial Estate  
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Rizla Ltd  
Severn Road  
Treforest Industrial Estate  
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**FILTER TIPS****RIZLA**

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Treforest Industrial Estate  
Pontypridd, Glam CT37 5SP  
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Roy Tallent Ltd  
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London NW1 5PG  
Tel 01-935 3975

**JOHN REDMAN LTD**

123/7 Whitecross Street  
London EC1Y 8JJ  
Tel 01-253 0899

**CIGAR CUTTERS****BERNHARDT & MYERS**

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London NW1 5PG  
Tel 01-935 3975

**LSG**

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352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

**CIGAR HUMIDORS****DECATUR**

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

**CIGARETTE CASES****BERNHARDT & MYERS**

16 Glentworth Street  
London NW1 5PG  
Tel 01-935 3975

**LEATHERLITE**

Harman Bros Ltd  
257 Gt King Street  
Birmingham B19 3AT  
Tel 021-554 9391

**SMOKECRAFT (Regd)**

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

**CIGARETTE HOLDERS****BERNHARDT & MYERS**

16 Glentworth Street  
London NW1 5PG  
Tel 01-935 3975

**GERRARD**

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

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

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

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Roy Tallent Ltd  
17/18 Old Bond Street  
London W1X 3DA  
Tel 01-493 6431

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33 Cleveland Avenue  
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**PIPE RACKS****DECATUR**

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

**TOBACCO POUCHES****AIRLOK**

A. Lewis (Airluk) Ltd  
3/11 Westland Place, City Road  
London N1 7LP  
Tel 0-253 5733

**CLIFTON**

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

**CIVIC**

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

**COMOY'S**

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

**EASYFILL**

Louis S. Glass & Co Ltd  
352 High Road  
London NW10 2EG  
Tel 01-451 0222/3

**GBD**

Oppenheimer Pipes  
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Tel Hockley 2691

**OPL**

Oppenheimer Pipes  
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Hockley, Essex SS5 4AE  
Tel Hockley 2691

**PARKER**

Parker Hardcastle Ltd  
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London E17 6BQ  
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**ROLL-TOP**

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London EC1Y 8JJ  
Tel 01-253 0899

**SMOKECRAFT (Regd)**

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

**WINDSOR**

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123/7 Whitecross Street  
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Tel 01-800 7126

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London NW1 5PG  
Tel 01-935 3975

**WILSONS & CO****(SHARROW)**

GPO Box 32  
Sheffield 11  
Tel 0742 662677

**WALKING STICKS****CIVIC**

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3 Eldon Way, Spa Road  
Hockley, Essex SS5 4AE  
Tel Hockley 2034

**CLIFTON**

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

**R. JACK & SONS**

(SOUTHERN) LTD  
206 Portland Road, Hove  
Sussex BN3 5ON  
Tel 0273 733991

**SMOKECRAFT**

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





## Smokers of quality cigars have a lot to thank Lomé for

"A woman is only a woman, but a good cigar is a smoke", wrote Kipling. Nowadays, Kipling might have said something about Lomé. For the record, Lomé is the capital of Togo in Africa where the Convention between the European Community and 46 African, Caribbean and Pacific countries was signed in 1975.

All very good, you may say, but what has that got to do with me?

Simply this. As a result of the Lomé Convention, Jamaican hand-

made cigars are exempt from the Community import tariff. And this is reflected in the retail price!

So you can enjoy the finest quality hand-rolled cigars from a Commonwealth source made to the requirements of the British market – at a price smokers will find doubly welcome – Kipling would be pleased!

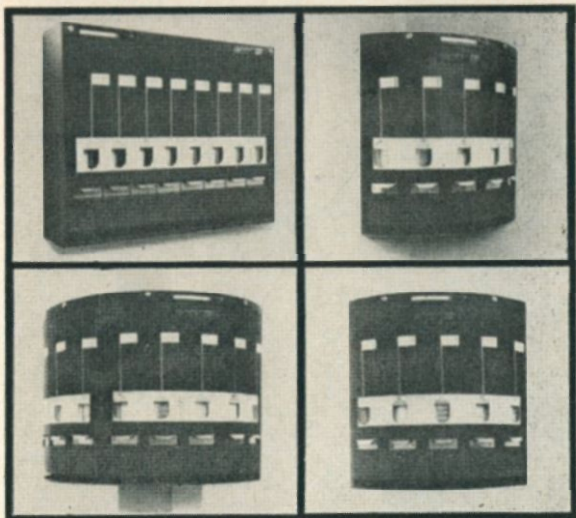
**Jamaican Hand Made Cigars**

*Fine Cigars for every occasion.*

Ring Jamco on 01-629 5477



# EUROMAT



## For an all-round increase in cigarette sales!

The Euromat is the first cigarette machine designed to bring maximum sales from any available space. It fits round corners, columns, on flat surfaces, or can be free standing. It's flexible in other ways too. It is available with any number of columns to suit demand and the interchangeable columns stock all packet sizes up to 100mm. It operates on 50p and 10p coins, and price changes are easy without extra parts. And you get the top security of an all metal machine at little more than a dispenser machine price. In addition, the Euromat is available ex-stock with free deliveries for quantities in excess of 10. Sooner or later, you'll come round to the Euromat, why not send for literature now and maximise your profits?

**EUROMAT** the first versatile all metal machine at the price of an ordinary dispenser — only from

**FAGS(machines) Limited**

22 Cobden Street  
Salford M6 6NA  
Tel: 061-737 6015/8

Scissors icon: To: FAGS (Machines) Limited, 22 Cobden Street, Salford M6 6NA. Please send further details of the EUROMAT.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
To \_\_\_\_\_

## An international event in the world of stationery and smokers' requisites

An event you cannot afford to miss — the International Spring Fair — the largest consumer goods trade exhibition to be held in Britain will present the products of more than 2,000 companies from every part of the world at Europe's finest venue. The Giftware section of the International Spring Fair covers a very

wide range of products including precious and fashion jewellery, silver, watches, clocks, fine china and glass, leathergoods, luggage and small leathergoods, fine art, cutlery, stationery, smokers' requisites, and every kind of giftware.

For further information complete and return the coupon below.



## International Spring Fair 1977

National Exhibition Centre  
Birmingham, England  
Sunday 6 to Thursday 10  
February 1977

To: Director of Public Relations  
International Spring Fair (Condor)  
299 Oxford Street, London W1R 1LA, England

Please send me further details.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

GB8



# HEDGES L260

**REGD.**

**THE LEADING  
AND  
Original  
MEDICATED  
SNUFF**

PACKED IN THREE SIZES  
SMALL, MEDIUM AND LARGE TINS

(Prices on application)

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For everthing  
the smoker  
needs

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REDMAN**

has the  
answer!

London Offices:  
123/5/7 Whitecross Street,  
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Telephone: 01-253 0899

For 1977 there will be  
many new lines of fancy  
goods, leather note cases,  
ashtrays, tool kits,  
jewel boxes, etc.  
Spanish decorated giftware

**Pipes • Pouches • Fancy Goods  
Leather Notecases • Holders  
Pipe Cleaners**

#### **John Redman's London-made Briars**

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

#### **Imported Briars**

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

#### **Corncobs**

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

#### **Tyrolean Pipes**

These are a speciality of ours; we stock a wide assortment of models including carved Tyroleans. Prices £1.50 to £4.

#### **and Meerschaums and all . . .**

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

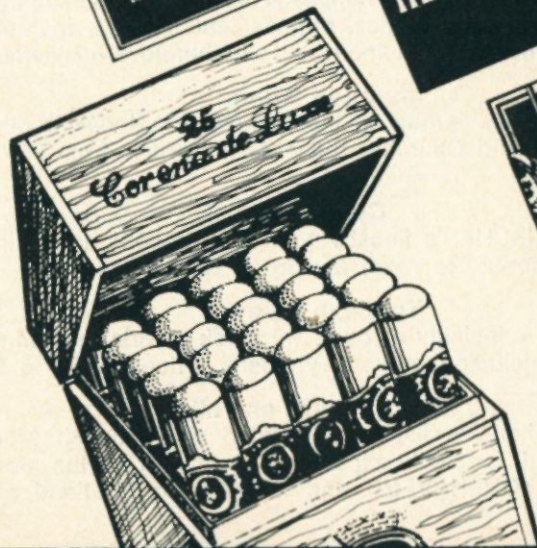
**COME AND SEE US AT THE MOUNT ROYAL SHOW—ROOM 386**



Eleven months  
of the year, a very  
good selling range.  
And December? Exceptional!

# HENRI WINTERMANS

Britain's best selling  
Dutch cigars.  
Stock the full range  
this Christmas.



 **Imperial Tobacco** **Imports** Limited

BOX 18 / NORTH WAY / ANDOVER  
HAMPSHIRE SP10 5AX  
TEL: ANDOVER (0264) 61131  
TELEX: 47109



# MONITOR

Presents the News in Relief

## 'BLITZ' INSPECTIONS — 8 TOWNS UNDER FIRE

The first phase of the Wages Inspectorate's programme of saturation inspections in certain key areas found that over a third of Wages Council employers covered were paying below the statutory minimum wages or holiday pay.

A total of £36,720.45 was assessed as being owed by 350 employers in the eight towns subject to this first part of the Department of Employment's drive against low pay. Of the 4,678 employees whose wages were examined, 776 were being underpaid.

The programme of saturation inspections was launched on 13 September, in Blackpool, Burton-on-Trent, Cheltenham, Dundee, Luton, Wakefield and Sunderland. Newport was included the following week. The 'blitz' inspections have now been completed in all eight towns.

The Wages Council trades with the worst records of underpayment were covered — retail, hairdressing and catering. The numbers of employers underpaying in each trade varied: almost two-thirds in book-

selling, and over half in licensed restaurants were the worst; the lowest proportions underpaying were about a fifth in the two Retail Foods Wages Councils.

The proportion of employers underpaying in Sunderland and Cheltenham was just over a third, compared with almost half in Blackpool, and about a quarter in the other five towns.

Of the total amount of underpayment assessed, £10,625.41 was in Sunderland, over a three-week period, compared to two weeks in all the other towns. The largest amounts of underpayment over a

two-week period were found in Cheltenham and Dundee at £6,265 and £5,659 respectively, but in Burton-on-Trent and Wakefield amounts were around £2,000.

Details from figures released by the Department of Employment show how the CTN trade fared.

The programme of saturation inspections by the Wages Inspectorate will continue over the next few months. Each phase will be announced, and the towns that it covers, as it begins. Surprise is obviously an important element so that these inspections cannot be announced in advance.

Wages Councils are statutory bodies continued or established under the Wages Council Act 1959. The main function of a Wages Council is to fix the statutory minimum remuneration to be paid by employers, either generally or for any particular work, and other terms and conditions of employment of all employers of the workers concerned, and are enforceable at law.

There are now 43 Wages Councils in existence covering almost 3 million employees in all. Of those about one million are covered by the ten retail Councils, and 900,000 by the three catering Councils.

	Employers		Employees		Amount Underpaid £
	Inspected	Underpaying	Examined	Underpaid	
Newsagency and Tobacco (East & West)	128	48	442	99	2,369.00
Newsagency and Tobacco (Scotland)	21	7	87	14	825.00



## ROYAL VISIT TO WILLS

Her Royal Highness Princess Margaret visited the Wills Hartcliffe complex in Bristol last month. After flying into Filton airport, Her Royal Highness was driven to Hartcliffe

where she was met by the Lord Mayor of Bristol and chairman of Wills Mr John Wilson.

The Royal party spent nearly four hours touring the largest and one of the most modern tobacco factories in Europe. First stop was made in the kitchen and restaurant area which earlier this year was awarded the British Steel/Egon Ronay clean kitchen award.

The Princess also visited the Wills research and development department, the occupational health unit, and made a tour of the production processes.

## JOB DISCRIMINATION

Further advice on the framing of job advertisements has been issued by the Equal Opportunities Commission.

Where a job is generally known by and advertised under a description with a sexual connotation, it is necessary unless an exemption applies, for advertisers to make clear from the wording of the advertisement that the post is open equally to men and women.

In such cases, says the Commission, neutral words such as 'candidates', 'people', 'applicants', and the like do not suffice. The advertisements should, by their wording make it clear that applications are sought from both sexes.

In general, the Commission does not consider the abbreviation 'm/f' sufficient to satisfy the requirements of the Sex Discrimination Act, but it is unlikely that any objection would be taken to its use in classified advertisements of up to five lines.

The Commission takes the view that a reader's understanding of his



or her eligibility for a certain post will be affected not only by the form of words used and the existence of masculine or feminine forms of that word, but also if a heavy preponderance of either men and women have in practice previously held posts of the kind described.

A word such as 'manager' could, in the Commission's view, reasonably be understood at the present time as indicating an intention to discriminate unless the advertisement in question makes it clear that this is not so.

The same applies to words such as 'secretary', 'engineer', 'cook', 'accountant' and 'receptionist'. Wherever there is doubt, the Commission advises that the text be clarified by such words as 'candidates, men or women . . .' or 'applications are invited from candidates of either sex . . .'

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## NO HOPE FOR SELF EMPLOYED PENSION RIGHTS IN 1978

When the Government's earnings related pension scheme begins in April 1978, self employed people will not be eligible to join.

It has long been a subject of contention among the self employed that they are excluded from benefits available to all those employed by other people, such as sickness and unemployment pay. But perhaps the most bitter pill for the self employed to swallow has been over the question of pensions and the complete veto on the self employed joining any government backed scheme to supplement the standard pension allowances. Many self employed were quite willing to pay more contributions, and only asked for the option to join the scheme.

Following pressure from various groups representing the self-employed, an inter-departmental group was set up last year to study methods of including the self employed in the new pension deal for 1978.

The Government have now announced that participation of the self employed would be impractical on the grounds of cost, and the working group has now been formally dissolved.

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## ASH CONFERENCE

Action on Smoking and Health staged a conference last month with

the theme 'Smoking and the Media'.

The day long programme reflected many shades of opinion, from that which calls for a total ban on cigarette advertising, through criticism of Sports Minister Denis Howell's 'open acknowledgement' of tobacco sponsors in sport, to a defence on behalf of cigarette advertising on the grounds that 19 million British smokers are entitled to know what cigarettes are available and how much they cost.

Speakers were variously emotional, witty, realistic, factual, crusading, reasoned.

Admittedly, everybody was given a chance to state their case, but Sir George Young, MP, joint secretary of the Conservative Committee on Health and Social Security, whose job was to summarise the day and make the concluding address, nevertheless told his audience that the tobacco debate would end in legislation, just as debates over car seat belts and helmets for motor cyclists had done. He did not answer the Sports Council's case that sport needed money and was grateful for it, although each individual sport could decline tobacco sponsorship money if it felt fit, or the Advertising Standards Authority's view that it would be wrong to forbid the advertising of goods legally manufactured and legally sold, as cigarettes are in this country at the moment.

The guilt of cigarettes was presumed, and the conference merely seemed to be deciding the sentence.

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## DOOR SECURITY REPORT

The National Association of Shopfitters is making available the report on aluminium door security for shops and stores, which has just been completed by the Advisory Committee set up by the West Midlands Crime Prevention Panel. Copies, price 25p, can be obtained from the National Association of Shopfitters, NAS House, 411 Limpsfield Road, Warlingham, Surrey.

The report sets down minimum standards for aluminium framed entrances if adequate security is to be provided in retail and other commercial property and is endorsed as a recommended minimum standard by the National Association of Shopfitters. It deals with four aspects, namely the strength and form of the aluminium used for doors and door frames, the quality of lock necessary, the strength of the door frame, particularly at the point where it receives the bolt of the lock, and

the thickness of glass and method of glazing the door panel.

The report points out that British Standard 3621 (1963) specifying thief resistant locks for hinged doors was drafted mainly for locks on wooden doors. Different considerations apply to aluminium doors and frames which have since then come into more general use.

In making its recommendations, the Advisory Committee held consultations with crime prevention officers in many districts, the NAS, members of the Master Locksmiths Association, the British Lock Manufacturers Association, the Architectural Aluminium Association, the Birmingham Security Surveyors Society and many other interested parties.

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## LESS DOLLARS FOR GALLAHER'S POUNDS

American Brands Inc report that their subsidiary in the United Kingdom, Gallaher, reached a new operating income high during the first nine months of 1976. Although operating income was up by 15.9 per cent, American Brands record that the British company's contribution showed a decline in US dollars due to lower exchange rates.

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## SIEMSSSEN HUNTER INTERIM RESULTS

Interim results for Siemssen, Hunter Ltd show a reduction in the group's turnover during the first half of 1976. The reduction reflects the disposal of Siemssen, Threshie and Company Ltd, the group's former tobacco leaf merchandising division.

The chairman of Siemssen Hunter, Mr Roy Siemssen, reports that sales of Havana cigars and other tobacco products are running ahead of the levels achieved by the end of June 1975, and that there has been a considerable improvement in the group's educational and specialist publishing activities.

The group are confident that the end of 1976 will see profit before tax in excess of £500,000. The group's profit for the year to December 1975 was £420,478.

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## FORT/LINK

Following the news that the Federation of Retail Tobacconists is to merge with the Retail Confectioners Association, the chairman of the Link Confectionery Buying Group, Mr John Kennedy, announced



## Fill the gap in your selection

For customers who prefer a full size cigar which is REALLY MILD

### U.S.A. KING EDWARD Invincible de luxe (5 $\frac{3}{8}$ " long)

A distinctive blend of Fine Tobaccos

5 pack £2.80    **WOODEN Cabinet box of**    25 £14.00    *Recommended  
Retail Price*

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or direct from the Sole Importers:

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1083/5 FINCHLEY ROAD, LONDON NW11 0QH    Telephone: 01-455 9614



The box of 25  
which is the  
**right price**  
for all occasions



# Rizla cigarettes are available in a choice of blends.

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Old Holborn.



Samson.



Golden Virginia.



Boar's Head.



Sun Valley.



**Nobody can make a cigarette like you and Rizla.**

Rizla Limited, Severn Road, Treforest Estate, Pontypridd, Glamorgan, CF37 5SP, UK



that members of the FORT will immediately become eligible for membership of the buying group.

The buying group, which was set up by the RCA for their members, is to change its name to the Link Buying Group in recognition of the imminent merger between the confectionery and tobacco associations.

## EXHIBITION PLANS FOR CTN 77

More buyers, more overseas attendance, more retail visitors and a larger exhibition with better facilities, are the plans for CTN 77, the international confectionery, tobacco and newsagency exhibition to be held at Olympia, and which will run from Sunday, 15 to 18 May, 1977.

'Olympia gives us twice as much space as previously,' said Mr Colin J. Southam, organising director, CTN Enterprises Ltd. 'And we are doing everything possible to make the exhibition doubly successful. Even now (October), before the sales campaign has begun, nearly 70 per cent of the ground floor space has been taken and early in November we shall be mailing brochures with full details to 1,500 potential exhibitors at home and overseas.'

To increase the valuable major buyers and overseas visitors section of the attendance at CTN 77, the organisers are planning a worldwide mailing of multilingual brochures; negotiating with air and rail carriers to promote attractive package trips to London, both for overseas and UK visitors; and have changed the opening date to a Sunday.

'By opening on a Sunday, we have made it possible for retailers and their partners to take a cheap weekend trip to London during Silver Jubilee Year,' said Mr Southam. 'Apart from this, they will not lose trade by having to shut the shop or go to the extra expense of finding somebody to stand in.'

The CTN exhibition is sponsored by the newly amalgamated Retail Confectioners and Tobacconists Association and the National Federation of Retail Newsagents.

## DEALING WITH COMPLAINTS

What ought to be done when customers complain? Should there be a rigid 'store pattern' to deal with complaints? Ought there to be a fully understood complaints procedure? How should complaints be routed? How can one recognise a genuine complaint?

In 'How to handle customer complaints' by Chris Moore these and many other questions are answered.

Consumers' legal rights and firms' legal responsibilities are discussed and clear diagrams are used to illustrate matters such as complaint logsheets, letters of complaint, etc.

This is a practical manual for anyone responsible for ensuring that the increased powers conferred on the consumer by present legislation are matched by heightened awareness on the part of staff as to how to deal with customer dissatisfaction.

## BBC ADVERTISING POLICY

A small note in the diary section of London's Evening Standard posed an interesting question.

'Why is the BBC showing the Japanese Grand Prix on television after its well publicised, righteous decision to pull out of the coverage of motor racing because of the unacceptable size of the advertisements on the cars?' asked the columnist.

'For a moment I thought the BBC had changed its policy because it did not want to leave the field clear for ITV to cover James Hunt's efforts to capture the world title in what must be the best Grand Prix for years.'

Not so, says the BBC. It is showing the race in recorded form and can therefore edit out the shots which show up the advertisements in too good a light. I wonder why they have never thought of that before?

## EMPLOYMENT PROTECTION ACT

Mr Albert Booth, Secretary of State for Employment, last month announced the dates on which most of the remaining sections of the 1975 Employment Protection Act will come into force.

In a written answer to a question from Mrs Audrey Wise MP (Coventry South West) who asked which sections of the Employment Protection Act were not yet in force and when they were expected to come into force, Mr Booth said that the following provisions of the Act are not yet in force: Sections 17-21—Disclosure of Information; Sections 22-28—Guarantee Payments; Sections 36-47—Maternity Pay and the Maternity Pay Fund; Sections 57-60—Time off work for trade union duties and activities and for public duties; Sections 81-84—Itemised Pay Statements;

Section 98 and Schedule 11—Extension of Terms and Conditions; Section 111—Abolition of Grade, Class and Financing provisions of the Trade Dispute Disqualification from unemployment benefit; Part of Schedule 16 Part II—Reduction of part-time qualifying hours.

Commencement orders to bring into operation from 6 April 1977, the provisions relating to Maternity Pay and the Maternity Pay Fund, and Itemised Pay Statements were made on 1 April 1976, and 23 August 1976.

Mr Booth now proposes to bring into operation the provision relating to the extension of terms and conditions of employment from 1 January, 1977, and those relating to Guarantee Payments, the removal of the grade, class and financing disqualification and the reduction in part-time qualifying hours from 1 February 1977.

Under the trade dispute disqualification rule of social security legislation, workers are disqualified from the right to unemployment or supplementary benefit if, among other things, they are of the same grade or class as others engaged in a trade dispute at their place of employment or are held to be financing the dispute because of membership of the same union. These 'grade, class or financing' provisions will be abolished from February next year. Trades dispute disqualification will then apply only to those who are participating in a dispute or have a direct interest in its outcome.

A large number of part-time workers will be entitled to the same individual rights and job security as full-time employees. They will become entitled to rights under the Contracts of Employment Act, Redundancy Payment Act, Employment Protection Act and will be able to complain of unfair dismissal. These provisions previously applied to employees working at least 21 hours a week. They will now apply to part-time employees working at least 16 hours a week for the same employer. They will also apply to a part-time employee who has worked at least 8 hours a week for five years for the same employer.

Only two provisions of the Act will remain to be implemented. These concern disclosure of information for collective bargaining purposes and time off work for public duties and trade union duties and activities. These provisions will be brought in with the minimum of delay once the necessary codes of practice have been completed and approved by Parliament.



## DITB CHANGES GRANT SCHEME

The Distributive Industry Training Board is proposing to the Manpower that its Basic Grant Scheme should be replaced from August 1977 by a Levy Remission Scheme which will mean that firms can earn remission which will be credited automatically for a large proportion of the basic training they carry out.

Levy Remission will be part of a new levy/grant exemption package designed to meet the objectives of the Employment and Training Act 1973. It comes in two parts.

The first part concerns Levy Remission. This leads to a 100 per cent levy exemption and is intended to encourage firms to train to meet their own needs.

Part two consists of Key Training Grants, the first of which will be announced before August 1977, and will be framed to encourage firms to train in vital industry-wide skills or special occupations.

Director of the DITB, Mr John Mandelberg, comments: 'We are making this early announcement of the proposed new package in order to give the industry as much time as possible to become familiar with the new procedures.'

'Although at first sight the changes may appear revolutionary, they are in fact a logical development of previous DITB grant schemes. Broadly speaking, Levy Remission replaces our Basic Grant Scheme and will, we hope, become a more effective incentive towards systematic training, while Key Training Grants, more firmly geared to training for the good of the industry, will replace the Bonus Grants we have offered since 1971.'

'Firms which in the past have followed our training advice will not find themselves required to make any sudden changes in course. A systematic approach to training has been rewarded under all our previous grant schemes and the same philosophy remains firmly embodied here. The criteria which lead to levy exemption and the Distributive Training Award are unchanged.'

'There are three reasons why we believe our new package will appeal to the industry. Firstly, because there is now, to a much greater extent than in the past, emphasis on training to meet a company's own needs. Secondly, because Levy Remission will mean that firms will no longer have to complete a

lengthy grant claim form for basic grants. And thirdly, although the Board has not yet made detailed decisions, because Key Training Grants are likely to make worthwhile contributions towards the training needs of the industry as a whole which have, perhaps, not been adequately rewarded in the past.'

## STTF TO JOIN FORT

Although no Scottish Tobacco Trade Federation members were able to participate at the Federation of Retail Tobacconists annual Conference in Solihull last month because they had no status within the latter organisation, news has reached us that the STTF will be joining the FORT at the beginning of next year.

Two special conferences were called during September to clear the way for amalgamation, after an abortive attempt at amalgamation earlier this year. The conferences were held on the same day; the first was destined to put STTF financial affairs on a more realistic footing and the other to pave the way for the STTF to join any national body whose main interest lay in serving those engaged in the retailing of tobacco goods and smokers' requisites.

Both resolutions were very keenly debated. The first was carried unanimously. This altered rules whereby if and when the STTF were disbanded all assets would be distributed to charity. The second conference resolution suffered a rougher journey, according to a report from the honorary treasurer, Mr J. W. Sutherland, but eventually secured the necessary majority.

With the way now technically clear for amalgamation with the FORT, the Scottish president, Mr Steve Kearney, then moved that the STTF make a formal application to join the Federation of Retail Tobacconists on 1 January 1977.

Scotland will become an area of the Federation, but it is anticipated that the Scots will still retain much of their identity. Income from a trust fund using STTF assets will finance all Scotland's domestic activities which include meetings and contacts with local representatives of the manufacturers. The Scottish Tobacco Trade News, the STTF's own monthly journal, will continue publication for the time being.

Writing in the September issue of

STN, president Mr Steve Kearney says it has been a long hard road ironing out all the problems which cropped up during negotiations over amalgamation with FORT. Replying to criticism about delays over amalgamation Mr Kearney pointed out that several years have preceded the merger between tobacconists and confectioners and the two groups should know only too well the difficulties involved in this kind of negotiation.

The last word came from Mr Sutherland: 'Our president Steve and members of the STTF send their best wishes for a happy and successful Conference to president Cliff Woollas and to their friends over the Border'.

## AITs EXPAND ACTIVITIES

The Association of Independent Tobacco Specialists is continuing to expand its activities. The group are already buying certain lines from suppliers on a bulk order basis, and mutually beneficial schemes on certain lines have been arranged with suppliers.

In preparation for when the group introduce their own branded goods, the name Craftsman has been registered. It is expected that the first products to carry the Craftsman name will be a range of pipes.

Birmingham is still proving to be the most convenient place for ITS meetings which take place three times a year, in February, June and September. The committee meets six times a year outside the full meetings, so that a good spread is achieved over the year.

Mr Don Higgins, of Bristol, is still acting honorary treasurer of the association, but discussions are taking place with a view to appointing a professional secretary, possibly in a part time capacity with accessible storage capacity, to look after the flow of ITS goods around the country.

Membership has reached 25, but potential new members are still being screened.

The association is in the process of arranging a trip to the Netherlands for members which will take in visits to Dutch cigar and tobacco manufacturers. An inclusive cost of about £110 is envisaged for the six day trip which will take place next March.

Another overseas visit which is high on the association's list will be to the home of French briars, St Claude.



One of these **FLEXOLITE BUTANE GAS** can fill almost all the gas lighters in the world.

**TWICE FILTERED**



**REFILL for GAS LIGHTERS**



And one of these all the petrol lighters in the world. Pardon our pun; but by all we mean all makes.

Flexolite Butane Gas from  
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Trubshaw Cross, Stoke-on-Trent, ST6 4LW Telephone: (0782) 87227

Contact our Sales Manager for good terms.





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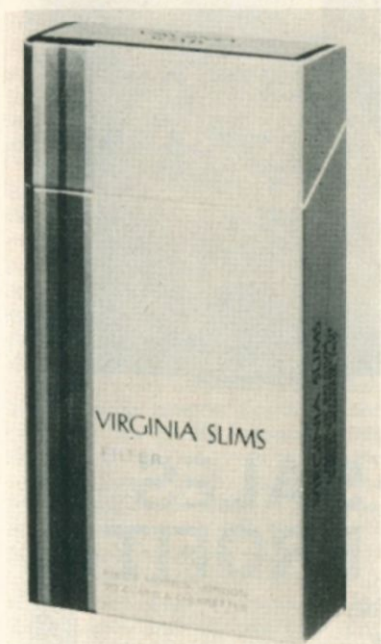
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# WHAT'S NEW



## Virginia Slims launch

A new Philip Morris brand, aimed exclusively at women smokers, was launched in the Greater London and Home Counties area last month. The company say that the budget for the new brand will exceed that of their other major brand in this country — Marlboro.

The new brand, Virginia Slims, is longer (97.4 mm) and slimmer than king size cigarettes and retails at a recommended 47p for 20. The brand is expected to go national some time in the new year.

The brand was first introduced by Philip Morris in the United States, with the punchy, womens-lib-orientated copy line 'you've come a long way baby' which accompanied vivid illustrations of the way women's roles have changed since the turn of the century.

Philip Morris have adapted both the cigarette's blend and the advertising campaign to appeal to the estimated 8½ million women smokers in the United Kingdom. The long, slim pack is predominantly cream in colour with toned red and gold stripes down one side.

The Virginia cigarettes, in the low to middle tar group, are made in Belgium for the UK market, and the UK launch is the first major European launch for the brand.

The UK advertising campaign uses the slightly adapted slogan of

'we've come a long, long way' which cuts out the American overtones by eliminating the word 'baby', and enables greater identification for women by substituting 'we' for 'you'.

At the brand's launch Philip Morris UK director of marketing, Mr David Grant, explained that his company's research indicates that 58 per cent of UK smokers are women. 'We think it is about time that a cigarette was introduced that women can call their own,' said Mr Grant, who made the launch presentation with UK sales director, Mr George Mackin. Managing director of Philip Morris UK, Mr Robert Hermans, describes the launch as an important step in the development of Philip Morris in the UK. Although the company traces its origins to a shop in London's Bond Street 150 years ago, Philip Morris' recent cigarette operations in this country are only four years old.

The British subsidiary was formed in 1972 to sell the company's main brand — Marlboro, a brand which is claimed as the world's number one best seller and which has vigorously promoted a very masculine image by using the cowboy/Marlboro country theme around the world. Ironically enough, Marlboro was originally launched as a

women's brand.

The heavy advertising campaign which began in the middle of October in the Greater London area sends up old-fashioned ideas like 'women are lousy drivers' and 'women should dress to please men', although some may not agree that the sentiments expressed are particularly old fashioned.

Poster sites both indoors and outdoors, at London Transport stations, in underground trains and advertisements in glossy women's magazines will all be carrying the message to women: 'at last, a cigarette we can call our own'.

A major ladies' tennis tournament in the United States is sponsored in the name of Virginia Slims, and several British players have recently done well on the Virginia Slims circuit which offers over £500,000 in prize money.

Mr Hermans summed up the Philip Morris approach: 'We are putting a lot of money behind this brand. Virginia Slims is an exciting product with just that little bit of extra style and panache that makes a cigarette successful. We believe in its chances, and indeed we have the same confidence in the UK as being an attractive country for this investment.'



## New Castella box

Latest stage in the programme to up-date Castella Panatella cigar packs designs is the appearance of a new look for the fives box.

The design is similar to the threes hull and slide pack and incorporates the familiar woodgrain effect with a red framing line around the edges. Beneath the brand name the words Five Panatellas appear in

red lettering.

The fives boxes are now being sealed with a paper lock-label instead of being wrapped in a clear rayophone sleeve. There will be a gradual changeover to the new design over the next few months until existing stocks of boxes are exhausted, say Wills.

Research has shown Wills that the lock-labels add to the consumer appeal of the fives box.





**McChrystal's**

**BEST for SALES  
BEST for PROFIT**

MCCHRYSTAL'S (LEICESTER) LTD.  
MORRIS ROAD, OFF OAKLAND ROAD,  
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Also Riley's B.M. Snuff (in Bulk)  
and Bradshaws Menthol Snuff

**Your customers want SHARROW**

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

**WILSONS & CO. (SHARROW)**

1 lb LOOSE (also 2 lb 1/2 lb & 1/4 lb canisters)

POCKET SIZE

MINI

1 oz VACUUM-SEALED

WILSONS' S.P. SNUFF

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

or in READY FILLED BAGS

**WILSONS & CO. (Sharrow)**

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

EST. 1737



## Design preferences

Bryant & May, the British match manufacturers, have since the beginning of this year, been testing the reactions of consumers — to the type of matchbox designs they would prefer. The results have been very surprising.

Initially, several new designs were submitted for comparison with the existing designs. When the results were studied they showed that consumers were heavily in favour of designs which reassured them of the quality, tradition and reliability, generally associated with Bryant & May's products.

The company selected two of their seven famous brands, Captain Webb and Pilot for further research into the type of designs preferred by the public. Researchers toured the country with four different versions, including one which was based on a design used many years ago.

The results were quite staggering: 22 per cent were in favour of the current box, but 45 per cent preferred the design of yesteryear.

Similar research was conducted on the remaining Bryant & May standard brands. The results were



always the same. Consumers all over the country wanted reassurance, tradition, reliability and nostalgia.

Consequently in response to consumers' views, Bryant & May have from October, introduced Captain Webb, Puck, Pilot, England's Glory and Bluebell in all their old designs,

proving that the match users of Great Britain do have brand awareness.

Promotional support for these latest designs includes the highly successful Bryant & May mirrors featuring the individual brands, shelf strips, till/window stickers and cash and carry display cards.

## New low tar king size

Carreras Rothmans last month launched a new king size cigarette aimed at the low tar market — Peter Stuyvesant Extra Mild. It is a full-length king size cigarette and includes a revolutionary new triple filter. The mild brand falls in the low tar group.

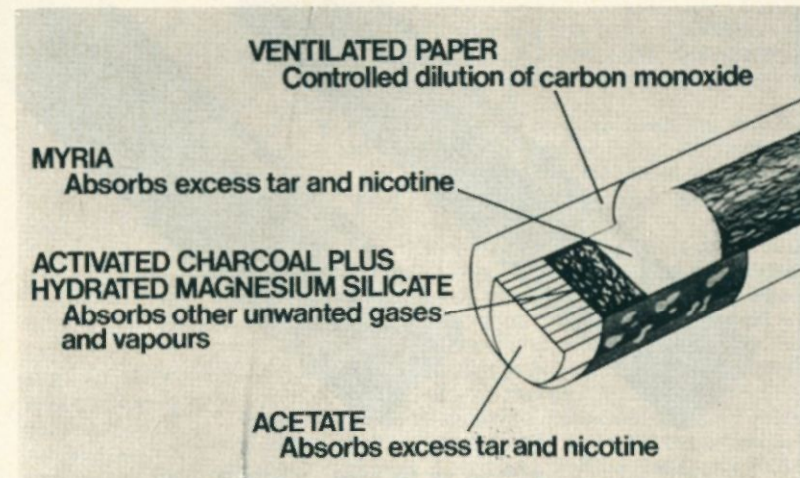
The cigarette is being introduced at a special price of 43p for 20, and the company hopes to maintain this 2p off introductory price for some months.

The triple filter is, according to Carreras Rothmans, 'the most advanced cigarette filter in Europe.' The three different sections all play a part in the absorption of excess tar and nicotine to provide a truly balanced flavour from the specially selected tobaccos.

Both the filter and tobacco are encased in ventilated paper which reduces the concentration of carbon monoxide.

The new brand is aimed at two growing sectors of the British cigarette market — low tar and king size.

Total sales of king size cigarettes have risen by 50 per cent since the budget according to Rothmans. During the past year the share of the



market held by low tar brands has risen from 5 per cent to 7 per cent.

Peter Stuyvesant Extra Mild is a companion to the long-established Peter Stuyvesant King Size, currently on offer at a special price of 43p. Sales of this brand have increased 60 per cent in the past two months, say Carreras Rothmans.

The company feel that Peter Stuyvesant Extra Mild is well positioned to take advantage of these changes, which are currently taking place in the UK market in antici-

tion of tax harmonisation within the EEC.

Peter Stuyvesant Extra Mild is sold in a three-row, hinged-lid hard pack, predominantly white with blue, gold and red markings. A specially-designed 200 merchandising dispenser unit is being made available to the trade.

Promotional support includes a national press advertising campaign in both colour and black and white, which broke in October, and a range of point-of-sale material.



# VIVA- BOLIVAR



*THE Cigar  
from Havana*

*all enquiries to*

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Monument House, Monument Way West, Woking, Surrey GU21 5ET. Tel: Woking (048 62) 70606





# COUNTER POINT

By Toby

*A retailer looks at  
the month  
in the trade*



OH, WHAT A FUNNY COUNTRY WE LIVE IN! LAWS and regulations appear to be passed without any consideration of the effect that they may have on anyone who is not directly involved in their drafting. In this connection I would like to refer to the passing, by the Bank of England, of the ruling that the minimum bank rate was to rise by 2 per cent.

When I bought my business I costed out that 12 per cent interest had to be paid to the bank. Now I find that I must pay 18 per cent. In my case I will have to find it out of profits which, I emphasise, are my wages.

So, as well as my mortgage costing me another 1½ per cent, I have had to find a lovely lot of additional money. And they want industry to expand!

In my post the other day I received a report of the conference of the National Chamber of Trade from my local Chamber. One of the items concerned the new Employment Protection Act.

What a biased and unfair Act this would appear to be.

From the information that I received, I must firstly verbally warn my staff, then confirm the warning in writing, then give them another chance before I can sack them for any offence that may occur in the shop, and for which I would normally give instant dismissal.

Should I sack for dishonesty, and not be able to prove it in a court. I would be liable for a sum which is so large that it could finish me in business for ever.

We are not lawyers and cannot afford to take a chance interpreting the law for ourselves. On one hand, therefore, the staff can do almost anything they like and on the other hand the law puts the onus on us to prove ourselves innocent.

I have noticed that business is dropping off when, in fact, it should be rising, and turnover is now only a few points above last year. For the first time for many moons I have not reached my target figures, and what with the rise in bank rate I am getting a little worried.

I have not yet established what is causing this, perhaps it is a case of the public at last running short of money. But my big fear is that the price cutters are increasing their share of the market.

I will always remember Ted Wood of Imperial saying at a Federation of Retail Tobacconists conference a couple of years ago that the amount of cigarettes being sold at less than the recommended retail price was about 21 per cent. I questioned that figure at the time, and I would like to bet that you could triple it today. My estimate of tobacco goods going through shops at less than the recommended price is between 30 and 60 per cent.

Retail tobacco shops must be losing a lot of business and the time could arrive when it will be unprofitable for them to sell cigarettes.

I just do not like what is happening in the trade, and I fear for the next 15 months when the ad valorem tax turns prices and buying patterns upside down.

I have heard that amalgamation between the Federation of Retail Tobacconists and the Retail Confectioners Association has now been approved. All that remains to be done is the setting up of the new organisation early in 1977.

I have heard that amalgamation between the Federation and only a few traditionalists had any, but slight, reservations. For my part I feel that the forward thinking members of each organisation considered the position inevitable.


I look forward to being a member of the new association. Active, forward-looking officials can do a lot towards making this association a great benefit to the retail trade. It does, however, depend on the support of us all — manufacturers, wholesalers and retailers. It is up to us all to make sure that it succeeds — otherwise yet another nail will be banged into our coffins.

Whenever I travel about the country I normally make straight for the shopping area to see what the shops are all about. Inevitably, I now find that the traditional shops have disappeared and made way for a completely new shopping precinct. Some will say this is a good thing whilst others will say that it is a loss to the town.

What really does bother me, though, is the new mix of shops and the type of shops involved. I find in almost every new shopping area that the local shopkeeper has disappeared to be replaced by the same groups of multiples. To see a tobacconist in these new areas is most unusual unless it is a branch of a multiple CTN group, with comparatively small cigarette and tobacco ranges.

This loss must be having its effect on distribution, even though no one is prepared to admit it. Local shopkeepers should never be lost to an area, because they know more about local conditions than anyone.





# Illingworth's Snuffs

World famous since 1867

Illingworth's are proud of their worldwide reputation for milling and blending superior Snuffs. The result of more than 100 years' experience, these Snuffs offer a wide choice of famous branded lines. Better value for your customers. Good trade margins. Increased profits for you with the extra turnover of good selling snuff lines.

**Illingworth's Tobaccos Limited**  
Aynam Mills, Kendal.  
Telephone Kendal 21898/9



# The nuisance that's become a necessity for the distributive trade

Part two of Distributive Industries Training Adviser Diane Bailey's study of the problems associated with employing part-time staff.

Essentially the only difference between full and part-time staff is in the number of hours worked. In the main, part-time staff are employed to undertake the same tasks and responsibilities as their full-time colleagues.

In view of this it can readily be appreciated that part-timers need the same knowledge and skill and expertise as full-timers. This is particularly true of staff who deal directly with customers.

They, the customers, are not interested in whether the person serving them as a sales assistant or check-out operative works for four, 10, 20 or 40 hours a week. They are concerned only with efficiency and good service.

One other important fact to bear in mind is that mistakes made by part-time staff are just as costly in all ways as those made by full-time staff.

Thus, if part-time staff are regarded as people whose skill and knowledge are to be used for shorter periods of time than other employees we can identify the problem. This is a question of how best to provide the necessary range of skill and knowledge to people working less than full-time and who are of necessity employed when trade is at its busiest.

Part-time staff are not employed simply as bodies but because their abilities are needed to carry out tasks. These tasks can be completed successfully only if part-time staff know exactly what they are employed to do and if they are fully equipped to do it — exactly the same as with full-time staff.



## Our view

The DITB is firmly committed to a policy of systematic training for ALL staff. The reasons for systematic training are that:

- The company gets a better return on the training time involved while ensuring that time used is minimised.
- Systematic training ensures predictable levels of performance at standards set by the company.
- Staff are more productive at an earlier stage and costly mistakes are kept to a minimum.
- Greater planned flexibility is possible to cover contingencies.
- With a known and recognised training policy, companies can attract (and keep!) capable and suitable staff of all types.

Systematic training and the consequent job satisfaction ensures efficient working and in some cases can encourage staff to accept more responsibility.

Training of all staff should be based on established job descrip-

tions and performance standards. If this is done progress can be measured and achievable targets of performance established.



## Induction

In view of their shorter working hours and in many cases the greater pressure on them while working, effective induction is even more important for part-time staff than for their full-time colleagues.

Shorter working hours and greater pressure while they are working means that safety induction can be particularly important.

*continued on page 33*

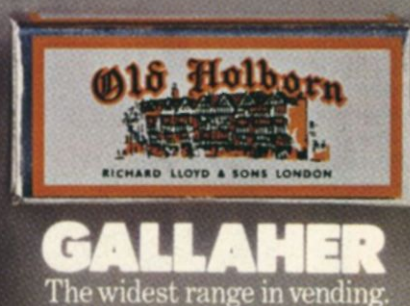
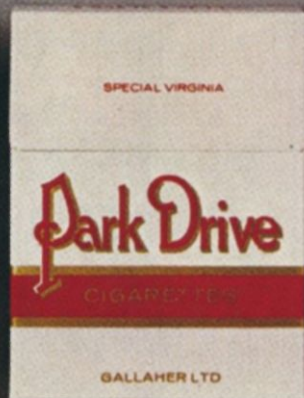
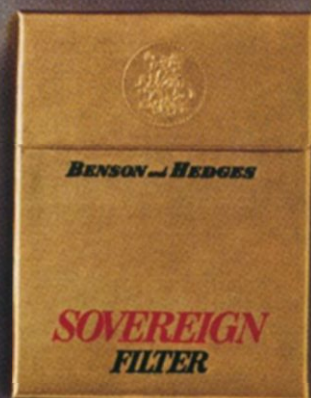
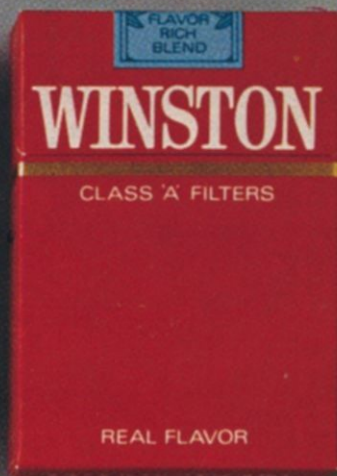
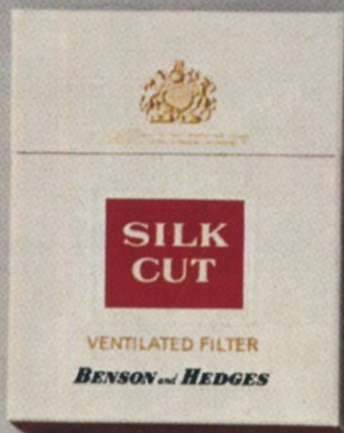
# OPEN

Monday	8.30 — 7.00
Tuesday	8.30 — 7.00
Wednesday	8.30 — 7.00
Thursday	8.30 — 7.00
Friday	8.30 — 7.00
Saturday	8.30 — 7.00
Sunday	8.30 — 12.30



# Our Vending Packs:

As fast as you put them into the machine, your customers will take them out.



Gallaher Ltd, Vending Division, Rowdell Road, Northolt, Middlesex.





### Job training

There are various methods of instructing people how to do their jobs, and the method chosen and its use will depend on the job involved and the degree of skill required.

The main problem involved in training part-time staff is that of time: they are employed mainly at peak periods and this makes it difficult to release time and people for their training on the job.

One way of overcoming this problem is to use one or more normal periods of employment purely as training sessions and where possible to conduct this initial training off-the-job, where necessary before work begins.

This needs to be reinforced by coaching on the job — that is, a situation where the part-time employee is supervised by a person trained in instructional techniques and to correct methods. It is advisable that, in the main, coaching takes place during a probationary period in which the employee seeks to achieve the agreed standard of performance.

A 'sponsor' should be given responsibility for supervision and assisting the part-timer until all aspects of the job have been covered and expected standards achieved.

Other training methods, such as half-hour training sessions, off-the-job lectures, outside courses, etc., are more difficult to programme for the part-timer, but clearly where possible and appropriate the part-timer should be included in any general training sessions.

Where available, self-instructional training material such as books or programmed instruction texts should be provided to augment the direct instruction given.

Quite often, if it is recognised as a need and seen to be for one reason only, part-time staff will reorganise their commitments to allow them to attend pre-employment training sessions or special short courses.



### Development

A reliable part-time employee is a valuable asset to a firm and deserves to be given the same training opportunities as full-time colleagues. Regular face-to-face performance appraisal should be part

of every part-timer's working life and form the basis for any future development training.

Regular appraisal can be particularly valuable in that you may identify people with potential for greater responsibility whom you would like to encourage to join your full-time staff or the people themselves may seek to become full-timers and you will have a record indicating their suitability for a possible range of tasks.



### Summary

Systematic training of part-time staff ensures that they have:

**Better** acceptance of the job and the company.

**Greater** confidence which results in better staff/company relations.

**Less** likelihood of being bored or discontented.

**Greater** job satisfaction because they can contribute more.

**More** interest in work because of greater variety possible to them.

**Greater** security and a more clearly defined role within the firm.



## vending slot

The following are new NACMO members.

Turner (Vending) Ltd, 39 Southgates, Halifax, Yorkshire.

R. Duckworth (Blackpool) Ltd, South King Street, Blackpool.

Teesside Cigarette Machines, Lawson Street, Trimdon, County Durham.

The following have applied for membership to NACMO.

Fenton Vending Services, Bramer, Hopton, Stafford.

Roberts Vending Company, Elstree Studios, Borehamwood, Herts.

The technical committee of NACMO is prepared to accept constructive comment regarding technical problems experienced by members, although it will not consider criticism aimed at specific machine manufacturers. On the committee are Eddie Smith of ISS, and Bernie

Jacobs and Keith Tuson of Bookfare Ltd, 30A Wimpole Street, London W1M 7AE.

Future meetings of the Southern section of NACMO will be held in the London Airport district to make it easier for members in West London to attend. Further details of meetings are available from section secretary, Bernie Jacobs.

General secretary of the National Association of Cigarette Machine Operators, John Shorrock, has now fully recovered from a car accident he was involved in early last June, and wishes to thank friends in the trade for their good wishes.

Apart from a few funny noises emerging from various joints, Mr Shorrock says he hardly notices the difference, and is now back in business coping with operators' queries and complaints as well as offering a 24 hour service. His address is 15 Church Plain, Loddon, Norwich. Telephone Loddon (05082) 699.

The National Executive of NACMO is still concerned about reports of 'poaching', and are in the process

of defining the expression to accord with item four of the Association's code of ethics which states: 'We will not "poach" either directly or indirectly on a site occupied by Association members'.

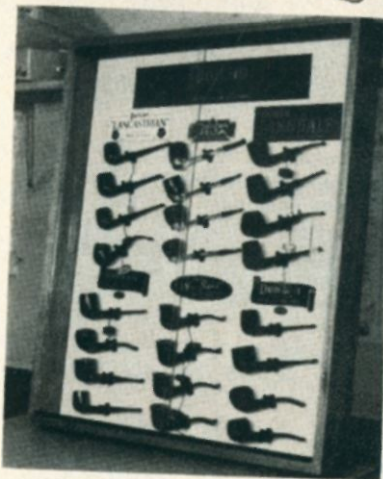
General Secretary, John Shorrock, warned recently that fair and reasonable competition is the lifeblood of any service industry.

Dick Saunders of Lothian Vending takes over from Tony Pelosi of Pelosi Brothers as secretary of the Scottish NACMO section. Thanks are extended to Tony for all the hard work he has done for NACMO members North of the Border during the last few years.

Mr Saunders operates between Glasgow and Edinburgh.

The next annual conference and exhibition of the National Association of Cigarette Machine Operators will take place at the Grand Hotel in Leicester on 26 April 1977. The exhibition is being organised by John Butcher and John Myatt, who are now taking bookings for space.





### For display

A glass fronted wall display case is being supplied on free loan by Duncans Briars to retailers who purchase a minimum of 60 Duncan pipes.

The cases are made to any size to suit each retailer's individual requirements. Duncan say the display cases can often be used to fill a gap in existing display fittings.

### St Bruno ads

Ogden's have launched the biggest-ever advertising campaign for St Bruno. The campaign began with an initial £1.1 million television promotion, concentrated in a four-week intensive schedule. The television commercials are being nationally networked with 45-second spots, in both peak and off-peak viewing times.

The campaign is to be supported by a national trade incentive scheme for retailers purchasing direct from Ogden's, details of which are being issued by Ogden's sales force.

Spearhead of Ogden's big sales drive is the massive national TV campaign which initially comprises seven different commercials with further advertising appearing before

Christmas. The commercials represent the first major shift in St Bruno's television advertising strategy since the famous campaign featuring the St Bruno 'hero' protected from admirers by his bald-headed henchman, a popular campaign that ran for over six years.

The new television commercials introduce a fresh approach in the shape of the St Bruno girl, Sulina.

Sulina — tipped to be one of the new faces of the seventies — will commence a tour of the entire country on 22 November visiting the 37 prize-winning retail stores in Ogden's trade competition.

### The reasons why

Carreras Rothmans have decided to end their sponsorship of the Piccadilly World Matchplay Championship and the Piccadilly Medal. This decision has been taken after a detailed examination of the company's golfing programme, said a spokesman. However, part of the company's programme is to be maintained and details have also been announced of two new golfing events.

In 1977 the Carreras Rothmans' golf programme will consist of the now well-established National Golf Club Championship. The two new events are a Golf Club Steward Championship and a Ladies' National Golf Club Championship. The new Carreras Rothmans programme will be sponsored as Piccadilly Rothmans events.

Discussions with the relevant organisations concerning the new championships have already started. The Professional Golfers' Association has been informed of the company's decision to withdraw from the Medal and Matchplay events.

Carreras Rothmans feel that while events like the Piccadilly World Matchplay Championship begun 13 years ago, attracted international

players of outstanding ability this type of event had increasingly moved away from the realities of club golf. When the event was launched the international golf scene in Britain was limited to a few major events. Now the golfing year in this country has become crowded with events aimed primarily at the golfing superstars who require larger and larger purses to compensate for Sterling's regrettable downward drift. In future the company intends to support the game in areas where good club players can benefit.

Apart from considerations of spreading golfing sponsorship to a wider section of the golfing community, Carreras Rothmans say they were also influenced by the changing marketing situation in this country. Carreras Rothmans were the first tobacco company to reduce the price of king size cigarettes in anticipation of duty harmonisation with the Common Market.

The impact of the new taxation system, which was introduced in part in the last Budget and is due to be in full operation by 1 January 1978, will be spread over every single element of costs, including coupons and sponsorships.



### Masters' promotion

Based on the success of their 'Buy One Get One Free' promotion, J. John Masters, the distributors of





## All yours

Pile up some extra profit in 1977 - by joining the many leading companies vending Wrigley's Spearmint gum.

It's a fast-seller. It's a top profit-maker.

Most machine manufacturers have big merchandisers for vending snacks, confectionery and other Wrigley favourites. So why not make some profit out of Doublemint, Juicy Fruit and Freedent too?

**Call George Sandy on 01-903 5912.**





Feudor lighters, last month introduced a 'Buy one, Win one free' promotion.

This 'on pack' promotion covers the Stick, Flat and Tropic disposable lighters. Each lighter has a leaflet attached featuring the offer and on the reverse side of the leaflets are details of the competition.

To obtain the free lighter the purchaser has to solve a simple cut-out competition and forward this to the address given. Providing that the solution is correct, J. John Masters will send a free Stick, Flat or Tropic disposable lighter by return of post.

To support this promotion special headboards for display trays of Feudor lighters and window bills will be available.

J. John Masters believe the promotion will expand the existing market of disposable lighters and will strengthen Feudor's already dominant position as brand leader.

### Player's promotion

A massive national Press advertising campaign has been launched by Player's to promote John Player King Size Extra Mild.

In addition to black and white press advertisements currently appearing in national and Sunday newspapers, extensive colour advertising in selected daily newspapers, London evening newspapers, Sunday newspapers and colour supplements, women's and general interest publications, *TV Times* and motoring magazines began at the end of last month.

This month, a nationwide poster campaign will support the Press advertising. John Player King Size Extra Mild was launched in September at the special price of 43p for 20.

## Feudor tee shirts

Stockists of Feudor disposable lighters are being supplied with order forms for Feudor lighters to distribute to customers.

The distributors of Feudor disposable lighters, J. John Masters, say they have received hundreds of requests from the public to produce a Feudor tee shirt. These requests were the result of the four colour window bill which features a girl in a Feudor tee shirt and which has been recently distributed by their sales force to the retail trade.

A J. John Masters spokesman said: 'Naturally we were very flattered when these requests came rolling in. We have now produced a two-colour tee shirt exactly as illu-

The tee shirts can be bought for £1 including postage and packing and they are available in three sizes.

## Ogden's campaign

A brand new campaign is being launched by Ogden's for their popular pipe tobacco Player's Whiskey.

The campaign started with big space advertising in the national daily

Well, the Rural Dean and Hecuba will be dropping by for a spot of supper on Christmas Eve.

Then Araminta's people  
and Hugo and Cissie are  
motoring up from the Wallops  
for the festive luncheon.

Later I think the Brigadier's coming round to watch Billy Smart's Circus on Ice in colour - and I dare say for a brandy and soda or two.

Boxing morning, of course, the Hunt meets in the arboretum, and after the chase, the Joint Masters are remaining for a few...ah...chasers.

Then on the 27th, it's tradition that some of the more how shall we say, reliable tenants join us for an informal buffet.

THE CIGAR JAR FROM **H. UPMANN** FINE HAVANA CIGARS

The novel hard, matte Resene epoxy varnish is a water-based, health-hazard-free varnish for use on all types of woodwork, furniture, floors, etc. It is available in a range of colors and finishes. For more information, contact Resene Ltd, P.O. Box 100, Auckland, New Zealand.

## Cigar jars

Hunters & Frankau have announced that their Christmas advertising campaign for H. Upmann Havana cigars will be their biggest and most powerful promotion yet launched.

Full page, full colour advertisements featuring the famous cigar jar will be appearing fortnightly in the *Sunday Times Magazine* from the beginning of November through to Christmas. The advertisement was designed especially for the sophisticated Sunday Times audience and Hunters & Frankau believe it is bound to attract a lot of attention in the festive gift buying season.

Full colour advertising support will also be appearing in *Country Life*, *Punch*, *Illustrated London News*, *Tatler* and *The Economist*.

Special Sunday Times showcards and attractively designed crownners for the cigar jar will be available as point of sale material.

As a Christmas extra H. Upmann cigar matches are now readily available to tie in with ample supplies of the cigar jar containing Coronas or Petit Coronas in 50s or Noellas in 25s.

Suggested retail prices including the cost of the jar, are: £64.50 for 50 x 5½in Coronas; £28.65 for 25 x 5½in Noellas; and £52.50 for 50 x 5in Petit Coronas.

and Sunday press from the end of September.

This marks a return to press advertising for the brand after a gap of some years and coincides with the name change from Player's Whiskey Flake to Player's Whiskey.

The tobacco's packaging has also been updated to reflect the new image. The campaign is intended to give Whiskey constant national exposure until the end of 1977.



# Retail Confectioners and Tobacconists Association all set for 1977

After two years of negotiation the Federation of Retail Tobacconists and the Retail Confectioners Association are to merge—at the earliest possible date in 1977.

The final go-ahead for amalgamation was given at Solihull last month when members of the FORT met for their annual conference. Most important item on the conference

agenda proposed amalgamation with the confectioners, and represented the last hurdle in the amalgamation stakes. The previous week the RCA had approved the terms of the amalgamation proposals. Both the confectionery and tobacco retail trades were waiting on the FORT to decide the future course of two long-standing trade associations.

THE AMALGAMATION RESOLUTION was debated in open session. Many delegates took to the floor to express their feelings about the issue. To give members every opportunity to speak, standing orders were suspended.

Proposing the resolution, national president of the FORT, Mr Cliff Woollas recalled the history of negotiations with the RCA, and urged members to make the conference a turning point in CTN outlook and the CTN scene by voting for a new association to be known as the Retail Confectioners and Tobacconists Association.

Mr J. M. Goodacre of the Midland area formerly seconded the resolution.

As members took their turn to speak, many shades of opinion were voiced. Some, like Mr Don Higgins, a national council member from the South West Area, confessed they had once been against amalgamation, but Mr Higgins believed that the Federation had to look forward to the future and he considered that the future lay in the combined strength of the two bodies.

Another South West Area delegate, Mrs Mary Rudd, put forward a more practical argument for amalgamation. She, like many other retailers, already belonged to both associations. But why not pay one membership subscription and gain the benefits of belonging to both organisations, she asked.

There were others who were strongly against amalgamation. Mr Alan Darbey of South Wales, who 'took leave to doubt' that amalgama-

tion was going ahead for the right reasons, said that he had served on a committee 16 years ago which had made an 'exhaustive examination' into whether or not the two organisations should merge. The decision then had been no, and Mr Darbey did not consider that the situation had changed much in the meantime. Referring to membership and financial weaknesses, Mr Darbey declared that he did not see any strength being gained by a merger.

Also on the financial side, two trustees, Mr J. Hendy and Mr H. Pollard, charged members to make the first call on the new association the immediate discharge of the building fund loan on the FORT premises in London's Commercial Road. £4,900 of the £8,000 originally lent to the FORT in 1965 by Imperial to enable the FORT to purchase new accommodation in London was still owed.

Mr V. Rose of London called for more facts — 'facts, hard facts, and cold figures' — about amalgamation. And he warned delegates that they would carry the burden of blame if things went wrong in the future. He nevertheless agreed to accept the majority decision.

Mr Rose's call for more information was echoed by several other delegates, among them Mr A. Brown of Darlington in the North East, Mr J. R. Yule from Plymouth, Mr K. Oldham of the North West, and national treasurer, Mr H. Ravenscroft.

However, by no means all members had so many reservations about amalgamation. Mr G. Lando of

London felt there was no alternative to amalgamation if the changes of the next few years were to be tackled successfully.

Immediate past president, Mr Harry Owen, sought to reassure members. Financial questions could be cleared up in a very short time, he said. And he added that there is sufficient expertise in the FORT to overcome any future difficulties. Mr Owen pointed out that both associations had the same objectives: to unite and organise, to represent, to obtain benefits for members. And amalgamation had proceeded solely in the interests of members.

Last word came from vice president Mr H. Tipple of London, who visibly swayed the course of the resolution with his strong, no nonsense approach. Taking the theme of marriage, Mr Tipple pointed out that the two bodies had now reached the end of their engagement period and had to decide whether to go ahead or not. No marriage ever worked with one partner making only a half hearted effort, said Mr Tipple, and every marriage had its fair share of arguments. But only through marriage do two people ever find out more about each other. 'I am convinced that nothing but good can come of amalgamation. I am for it,' concluded Mr Tipple.

When the vote was taken there was only one delegate against the resolution and one abstention, out of 31 delegates present.

Among the first to learn the good news were the president and general secretary of the RCA, Mr Alan Glaholm and Mr Colin Southam, who came to Solihull as guests of the FORT.

## The Setting

FORT delegates, their wives, and representatives of manufacturers assembled at the St John's Hotel, Solihull, for the 59th Annual Conference on the Sunday evening. The tobacconists practically took over the conference unit of the hotel which contained a separate reception area, bar, the conference hall itself, and an exhibition room where



# SILENCE IS GOLDEN

## JP

### JADE SERIES

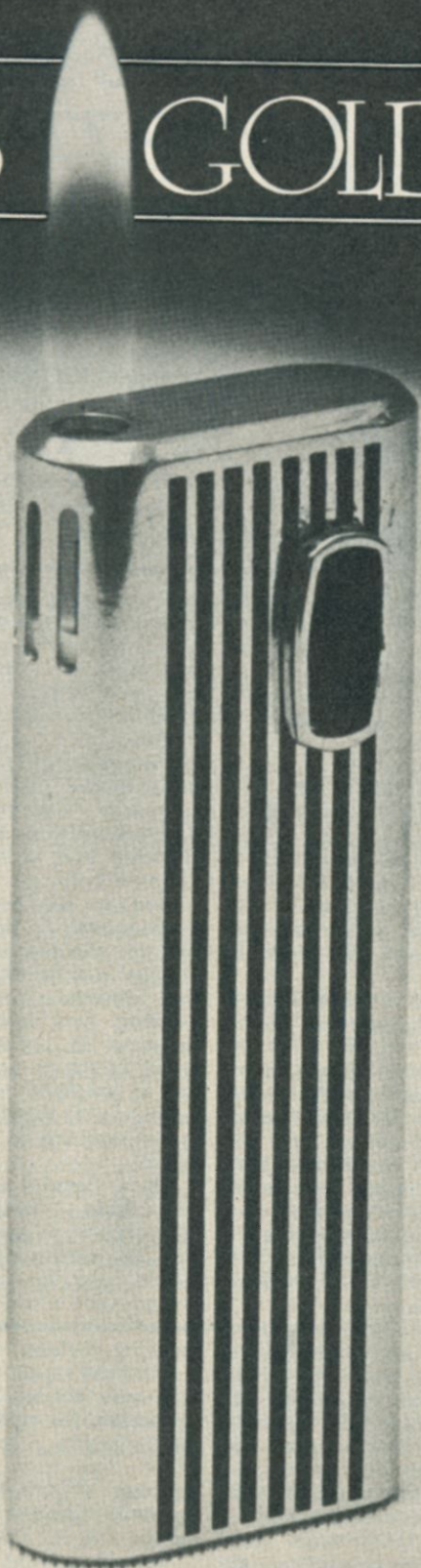
J P Series lighters are precision built by craftsmen in Japan to light with a whisper. Their extraordinarily silent operation comes from one longlife 12 volt miniature battery — a product of advanced technology which makes the Jade Series so modern, slimline and lightweight that all other battery lighters look old fashioned by comparison.

J P Jade lighters are superbly finished and each one comes in an attractive, velvet-lined presentation box. See them, try them, compare them with lighters in the £20 range — then compare the price! It makes J P Jade the best lighter value in Europe.

Send now for our full colour 1976 catalogue.

**J.PARKAR**  
& COMPANY (LONDON) LIMITED

Parkar House, Beresford Avenue,  
Wembley, Middlesex HA0 1YX  
Tel: 01-903-5211  
Telex: 923810  
Cables: Binatone, Wembley







At the Solomon cocktail party, from left to right: Cliff Woollas, Mr. & Mrs. J. Solomon and J. Medcalfe.



The RCA party, from left to right: J. Kennedy of Link, Colin Southam and Alan Glaholm.

one of the best displays of merchandise for the tobacconist ever seen at a FORT conference was displayed. Exhibitors included Orlik Pipes, Parker Hardcastle, Wills, cigar importers Hunters & Frankau, Comoy Pipes, Player's Loretta Cigars, and Kapp and Peterson.

The Midland Area president, Mr P. G. J. Widdowson, welcomed everybody to Solihull before the Right Worshipful the Lord Mayor of Solihull declared the conference open and thanked the tobacconists for choosing Solihull as the setting for their conference.

#### The President's Address

After the opening formalities, Mr Cliff Woollas gave his presidential address. His review of the previous year covered the increasing complexities of legislation which the Federation had to deal with. Mr Woollas also gave a strong warning about the necessity for vigilance concerning events which are taking place across the Channel. During the year under review the FORT had joined the Confédération Européenne des Détaillants en Tabac, and had already averted one potentially disastrous decision being implemented. European tobacco retailers had been of the opinion that tobacco goods should not be sold from the same premises as foodstuffs. 'By food—stuffs they meant confectionery,' said Mr Woollas, 'yes, confectionery, what we know as sweets and chocolate.'

Mr Woollas also called on manufacturers to protect the interests of British retailers within the EEC. He asked everybody present to 'keep their weather eyes trained on Europeanisation'.

Mr Woollas concluded by making a call for each and every member of the FORT to demonstrate a revival of the determination, spirit, energy and will to act which was shown by the tobacconists who founded FORT sixty years ago.

After the presidential address

members and guests were treated to a magnificent buffet supper by Ogden's, Player's and Wills.

#### Down to Business

Business started in earnest on Monday morning, promptly at 9.00 am.

The programme, smartly presented and generously provided by Gallaher, had been amended slightly to allow the amalgamation resolution to be debated in open session.

After the momentous decision had been taken, the meeting adjourned for coffee and ice cream, supplied by Walls, who carried on this excellent service throughout the conference, dispensing two of their latest lines, Dark Secrets and Cornettos, adjudged delicious by even the most hardened tobacco men present.

After the coffee break, delegates only returned to the conference hall for a closed session dealing with domestic matters.

#### The Speakers

First speaker after lunch was Mr Arthur Nabb of Rizla, who kicked off the programme of seminars. With the assistance of some very well produced films Mr Nabb gave the retailers a complete run-down on the Rizla company, their products, and the market they serve. 'A very simple little product,' as Mr Nabb described cigarette papers, feeds a big industry aimed at satisfying the



Informal discussion between retailers A. Darbey and A. Coster and P. Hughes of Parker Hardcastle.

personal choice of the smoker.

A very welcome new presence at a FORT conference was the representative of the Distributive Industry Training Board, Mr J. Eyre. When introducing him to members Mr Woollas emphasised how much the DITB has to offer retailers.

Before showing a very amusing film which dealt with many serious areas of education needed in retailing, Mr Eyre gave a plug for one of the DITB's latest publications, 'Mind your own business'.

Mr Eyre explained that there is a much broader perspective to training than merely teaching staff to operate the till. It is to be hoped that plans for an association training school in conjunction with the DITB to materialise, because the Board obviously has a lot to offer the retailer.

Next speaker was a self described enthusiastic amateur, addressing retailers on another subject of immediate relevance to their business — the wholesaler. Mr Tony Ostick, a past president of the Wholesale Tobacco Trade Association, was nominated by the WTTA to talk to retailers about 'The wholesaler and his role in the trade'.

Mr Ostick's talk was a thoughtful blend of WTTA policy and personal views, with which he put the case for a retailer dealing with a local wholesaler rather than direct with manufacturers. He admitted, however, that he was dealing with the elite of the retail trade who, historically, had always prided themselves on dealing direct, but he urged retailers during this time of change to put their cards on the table with a good, local wholesaler and see what he had to offer. 'After all, what have you got to lose?' argued Mr Ostick. 'You can always say no, but you may be agreeably surprised'.

Last speaker on Monday afternoon was Mr Ray Higgs, general sales manager of Carreras Rothmans.

This company have made end product taxation their speciality



A black and white advertisement for Embassy Regal cigarettes. The central focus is a cluster of cigarette packs and a single cigarette. One pack is open, showing cigarettes with filters. The packs are labeled 'Embassy REGAL' and 'FILTER'. The background features a large, circular, textured shape resembling a sun or moon, with a stylized skyscraper visible through it. The entire scene is set against a dark, textured background.

Embassy Regal  
today's outstanding value

T/ER21





The packed conference hall of the St. John's Hotel in Solihull where the amalgamation decision was taken.

during the past couple of years, and Mr Higgs' presentation was the latest in a series of slick, informative talks on the subject for which the company have built themselves a sizeable reputation.

Mr Higgs' main message concerned change, but he pointed out that the nature of the changes ahead is by no means certain, making forward planning very difficult indeed. However, he hoped that retailers would seize the challenge and opportunity presented by the changes.

On this optimistic, if slightly complex, note the first day's business ended.

No formal arrangements were made for Monday evening, but delegates were invited to visit the New Cresta restaurant for dinner, cabaret and dancing at a very attractive price made possible by the hospitality of Autran Seita and British-American Tobacco.

The success of Monday evening in no way deterred delegates from making a prompt start to the second day's business which began with a presentation by the Havana Cigar Information Centre.

Representing the Centre were Mr Barry Coughlan and Mr Simon Ayre. Mr Coughlan urged retailers to give more thought to stocking Havanas; with the increased interest in cigars currently being generated by British manufacturers, the cigar market as a whole was growing, and customers would only be able to progress to Havanas if they were on the shelf.

Mr Ayre explained the philosophy of the Information Centre which promotes Havana cigars in a generic sense through extensive below the line activity, and invited retailers to contribute to a series of consumer competitions through local newspapers. Any retailer who would like further details can contact Mr Ayre at the Centre.

#### Questions and Answers

A lively question and answer session with a panel of manufacturers

followed another ice cream break.

Represented on the panel were: Carreras Rothmans by Malcolm Smythe; Wills by Peter Middleton; Ogden's by Gerry Jones; Gallaher by Reg Garlick; and Player's by John Astle-Fletcher.

Most of the retailers used the opportunity as an information gathering exercise, in strong contrast to previous years when heated demands by retailers often met with evasive, delaying replies from manufacturers' representatives. Suggestions were made by both sides and noted for future action. All in all it was a very constructive session, pleasantly conducted, which benefited retailer and manufacturer alike.

Before lunch on Tuesday, William P. Solomon hosted a reception for everyone at the conference, which gave everyone a chance to continue formal discussions in a more informal atmosphere.

#### Domestic Business

All that remained to be done during the last afternoon of the conference was a certain amount of domestic business.

Two emergency resolutions were added to five already on the agenda.

The resolution calling for the return of resale price maintenance now that the FORT is part of the wider European organisation was carried, as well as a call for manufacturers to institute a fair and equitable system of supply when future



Barrie Coughlan and Jack Hodgson at the Hunters & Frankau stand.



The Kapp and Peterson stand staff.

ad-valorem changes take place. As a counter measure to the activities of large scale price cutters who deal mainly in cigarettes another resolution calling on manufacturers to improve margins on tobaccos was also carried. However, a resolution calling for the Department of Health to assume greater responsibility for publicising restrictions regarding cigarette sales to under 16 year olds was lost.

The injustices of the Employment Protection Act were the subject of another resolution which was carried unanimously.

The two emergency resolutions concerned that building fund debt and a proposal to recognise the past presidents of the FORT by awarding them a badge.

On the first resolution Mr Colin Southam asked to speak, and gave assurances that the new association would take over all liabilities and assets of the FORT, and that this particular debt would be honoured.

The second resolution provided a tangible demonstration of the dedication and loyalty which exists in the FORT, and must have touched the hearts of many who were present. Mr Trevor Hartley of the Yorkshire area asked the conference, the last the FORT would ever hold, to make a gesture from the heart to the past presidents of the Federation in recognition of their work and the personal sacrifices they had made.

Mr Darbey, one of eight past presidents present at the conference, spoke for all of them in asking for the resolution to be dropped. 'We do not need badges. We have wonderful memories. We are very privileged to have served in what little way we could,' said Mr Darbey. Reluctantly, and with some sadness, Mr Hartley agreed to the withdrawal of the resolution.

Auld Lang Syne was sung with possibly more feeling than usual after the re-election of officers, accountants and auditors, and trustees.



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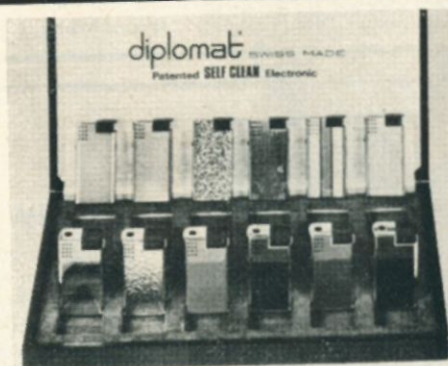
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# CHRISTMAS SHOWCASE

The last in the series of packs and product ideas for the gift buying season



## SPECIAL SWISS LIGHTERS

Swiss made Diplomat lighters were only recently introduced to this country by Barling. The Diplomat is available in 12 finishes and retails between £8.45 and £11.65. A special feature of the Diplomat is a set of small brushes which clean the ignition area each time the lighter is used.



## PETERSON QUALITY

Kapp & Peterson use the very best briar for their Supreme gold mounted briar. The pipe is not cheap — it retails at £33 — but the selected shapes are a reflection of the Peterson quality.



## NEW 5s PACKS

Three popular sizes of Partagas Havana cigars are available in new 5s packs this year from Morris and Morris. Recommended retail prices are: 5 Coronas for £6.40; 5 Petit Coronas for £5.20; and 5 Epicures for £4.35.

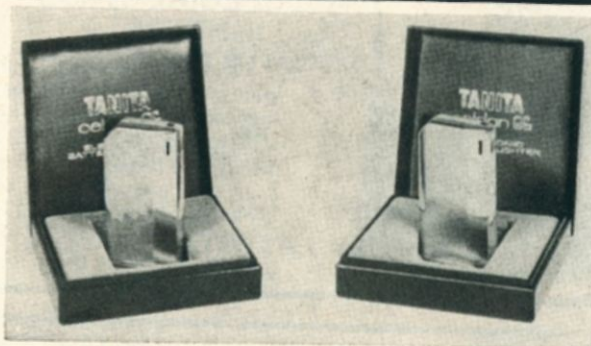


# CHRISTMAS SHOWCASE



## CHRISTMAS CASTELLA

For Christmas, Castella No 5 and Castella Panatella cigars are overwrapped in red with excerpts from traditional carols printed in gold. Recommended retail prices are 49p for five and 19½p each respectively.



## FREE NEW CATALOGUE

The full range of Tanita lighters is illustrated in colour in the latest Louis Glass catalogue which also contains 79 pages of smokers' requisites and fancy goods for the Christmas season. Copies of the catalogue are available free on request.



## RIZLA'S RANGE

Eminently suitable for Christmas gifts and stocking fillers are the various items in Rizla's range, including this Rolling Box, which at a retail price of £1.25 is the most expensive item made by the company. Also pictured is the two-language display outer.



## DECORATIVE MATCHES

A wide range of Christmas novelty matches are available from Venture Matches Ltd, either as long books or in packs of three smaller books. They make nice tree decorations.





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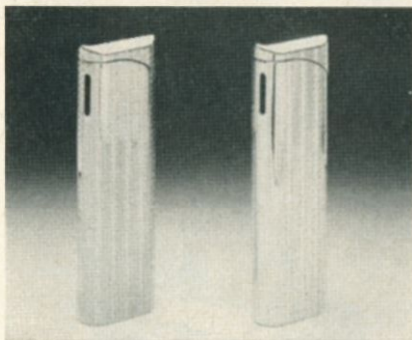
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# CHRISTMAS SHOWCASE



## COLIBRI ELEGANCE

Colibri describe this range — the Moletric Super Envoy 87 — as 'the most elegant shape in lighters' and have introduced two new engine turned all-round finishes in hard gold plate and silver plate, both at below the £20 retail selling price level.



## NEW PIPE TOBACCO

Latest addition to the Robert McConnell range of pipe tobaccos is Glen Piper, retailing at £1.42 for a 50 gr tin. The tobacco is described as gently pressed, heated and hand rubbed before vacuum packing, cool, mild smoking, good looking and economical.



## QB POPULAR PIPES

The new Popular QB assortment of bent and quarter bent pipes from Duncans Briars has been introduced as a result of public demand for this style of pipes. Available with or without the Duncan dental mouthpiece, the Popular QB pipe retails at £2.99.



## CIGAR NOVELTIES

Three Embassy Slim Panatella cigar novelties for Christmas: Father Christmas, Snowman and Carol Singer. The display outers contain four of each of the novelties. Recommended retail price: 54p per tube of five cigars.

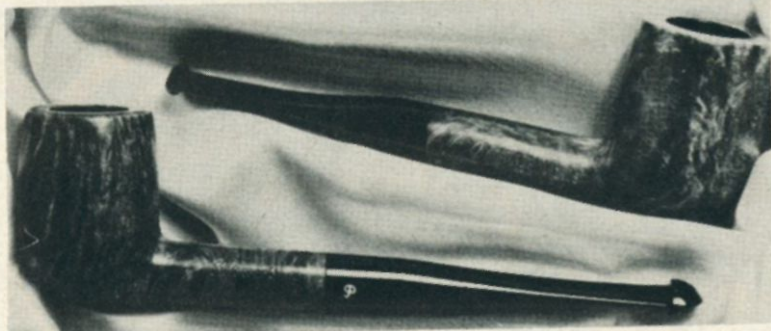




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# CHRISTMAS SHOWCASE



## KILDARE CLASSIC

The Kildare Classic range of pipes introduced earlier this year by Kapp & Peterson has proved very popular. This rich, semi matt finish pipe in six popular shapes retails at £5.75 and a display case is available.



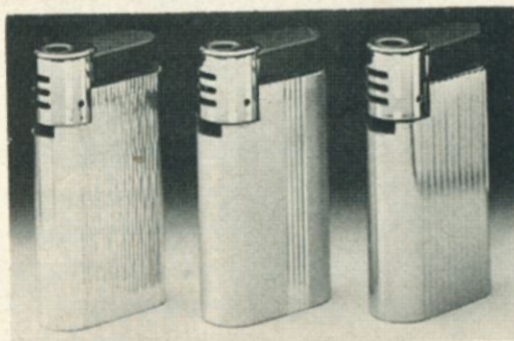
## RIZLA POUCHES

These Rizla pouches, finished in either various tartans or denim, are popular at Christmas as well as at other times because they are ideal for slipping into stockings.



## EMBASSY GIFT WRAP

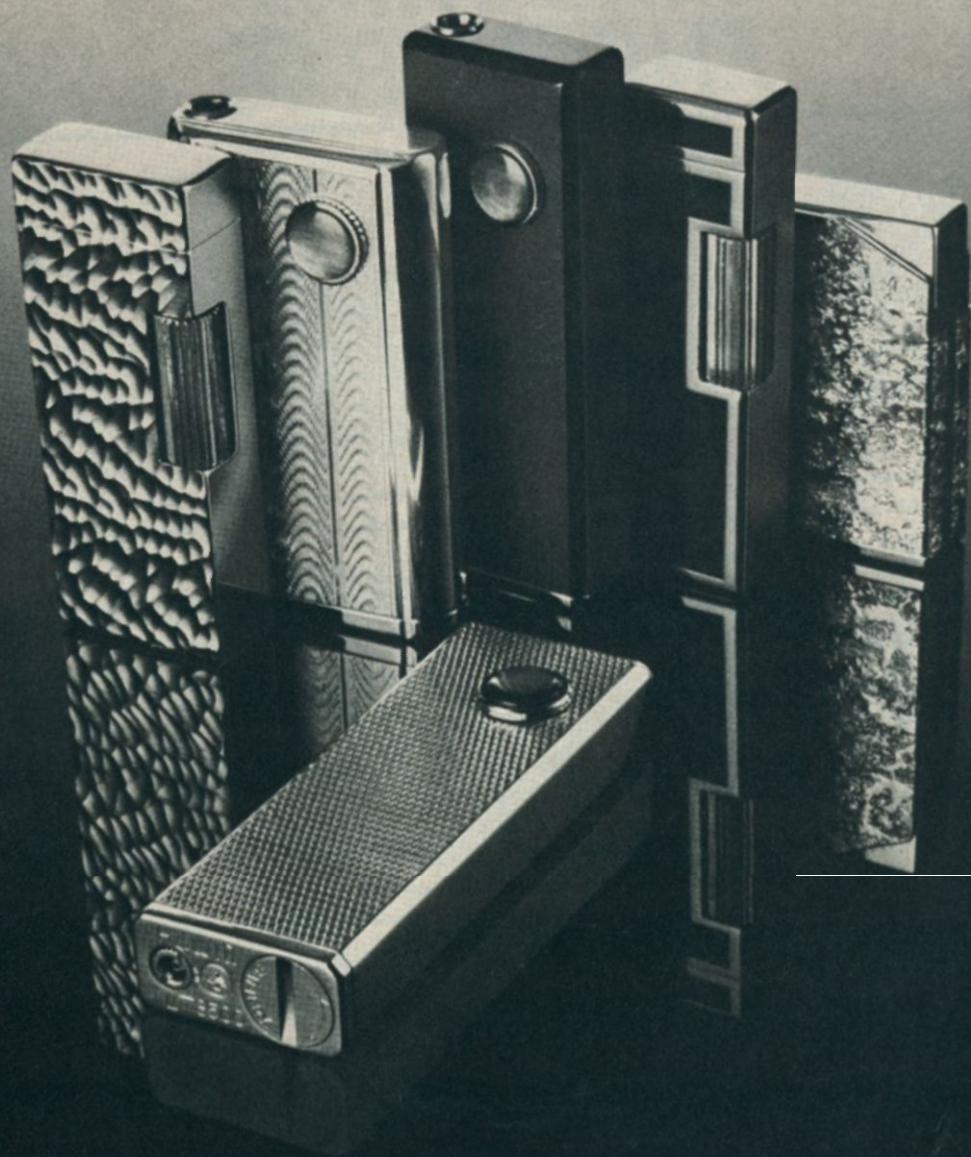
On the far left are the smart Christmas 40s sleeves for packs of Embassy Filter and Embassy Regal, while alongside is the Embassy lantern to be distributed by Wills representatives for use with customers' own stock. It can be filled with three 20s packs of either Embassy Filter, Regal, Extra Mild or Envoy.



## MOLECTRIC LIGHTERS

Silver and gold coloured metal shelled versions have been added to the Molectric Sport 77 range of lighters from Colibri. Like all Molectric lighters they do not need a battery, and the recommended retail selling price is £6.95.





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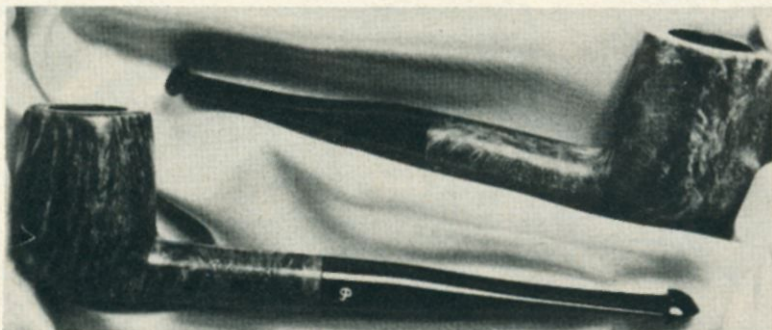


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# CHRISTMAS SHOWCASE



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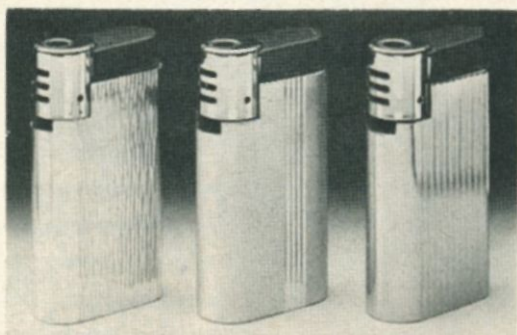
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# CHRISTMAS SHOWCASE



## CHRISTMAS CIGARS

Christmas livery has been given to newly launched range of Napoleon cigars by Player's. Holly berries and leaves in red and gold on a black background are combined with normal pack colours. Available to stockists in London and Southern television areas only.



## NEW RONSON LINES

New Christmas lines from Ronson include (from left to right): a silver plated finish in the Electronic 1 range which retails at £15.95; and Comet lighters in either Blue Morocco or Walnut Buffalo calf retailing at £4.25; another Ronson winner in the Comet range is the Zodiac series retailing at £3.90. Good for Christmas and birthdays.



## DUNMORE RANGE

Kapp & Peterson released the Dunmore range only two months ago. Available in six shapes, in either a smooth matt or deep red rustic finish, the pipes retail at £6.25 each and feature a push fit mouthpiece.



## GOOD VALUE CIGARS

A popularly priced cigar from importers Hunters & Frankau is Royal Jamaica Gold Medal Selection. Hand made cigars, Royal Jamaica benefit from EEC tariff concessions, and provide a more economical alternative to Havana cigars.



# CHRISTMAS SHOWCASE



## SPECIAL WOOD

A Christmas addition to the Ronson table lighter range is the rectangular Claridge, fashioned from Sapele wood which Ronson import all the way from the Ivory Coast. Recommended retail price £8.95.



## GREETINGS SLEEVES

The 40s greetings sleeve with tied ribbon effect for packs of Embassy Envoy, Christmas orders for which will be taken from November. Like Embassy Filter, Regal and Extra Mild, this brand is available in a novelty lantern which can be filled with three 20s packs.



## HAVANA VALUE

Despite price increases Havana cigars still make a most acceptable and popular Christmas present, say cigar importers Hunters & Frankau Ltd. H. Upmann Grand Coronas and Tres Petit Coronas are particularly recommended for good value.



## FLAMINAIRE 16 IN FOUR COLOURS

The Flaminaire 16 range of refillable lighters from Colibri's Clipper product range, comprises four colours in a simulated leather finish. Positive action, light weight, large gas capacity and long flint make the lighters good value at a retail price of £2.95.



# names in the news



*The entire Panto Spot the Winner Party pictured outside the Hotel Frantel Rungis in Orly where lunch was provided. Stuart and Ian Panto are centre front.*

The Panto Spot the Winner day at the races took place last month when ninety tobacconists, confectioners, newsagents and general store owners visited the famous Prix de l'Arc de Triomphe meeting in Longchamps, Paris.

They joined around fifty thousand others to see Europe's richest horse race and to witness a dramatic victory by the French owned filly Ivanjica.

The group of retailer winners — all of whom had successfully identified

positions in racing photographs from which winning horses and riders had been removed — were joined by Panto's top ten sales representatives, and managers from their five most successful branches.

Representatives from the ten sponsoring companies — Carreras-Rothmans, Needlers-Batger, Cadbury, KP Foods, John Player, Nestle/Keiller, Mars, J. John Masters, Imperial Imports and Trebor-Sharps—also joined the party.

The winners assembled at Liverpool and Gatwick airports early on the Sunday morning, travelled across to Orly on specially chartered champagne flights, and then all came together to meet their hosts — **Ian** and **Stuart Panto** — for lunch at the Hotel Frantel Rungis near Orly airport.

Then the party travelled across to the Longchamps course in the Bois de Boulogne to see a full day's racing à la Français. This turned out to be a different spectacle to the average British racecourse, with its familiar bookmakers, tipsters and hurly burly. Many of the Panto party had a hard time understanding the French Pari-Mutuel 'tote' system. Perhaps this saved some of them a small fortune.

The event proved so popular that many retailers asked Panto to arrange a repeat performance next year on a fare paying basis, just in case they were not so lucky in a competition.

No plans have yet been announced about further Panto promotions, but clearly an event of this kind could quickly establish a reputation for itself.



*A lighter moment during the TTBA annual general meeting, from left to right: Stanley Lowe, R. J. Freeman, Digby Morgan-Jones and Denis Groom.*

At the annual general meeting of the Tobacco Trade Benevolent Association, held this year at a new venue near Victoria Station, council members were urged to redouble their efforts to raise money, by signing on new subscribers either by a deed of covenant or a banker's

order.

In his annual report for the year 1975/76, chairman of the TTBA, **Stanley Lowe**, said that the increase in the amount of disregard for supplementary benefit (from £1 to £4 a week) had placed considerable strain on the Association's resources, and he had to record a substantial deficit in the accounts for the year — the first deficit for many years.

Escalating administration costs had aggravated the increased financial burden brought about by the raising of the disregard level.

Honorary treasurer, **John Solomon**, pointed out in his annual report that the disregard level had only been raised half way through the year under review. 'With a full year we must clearly anticipate a greater problem for the future,' warned Mr Solomon.

However, Mr Solomon also reported that during the year subscriptions had shown a most encouraging increase over the previous year, for which he thanked the efforts of honorary collectors and the investment committee.



Moving the annual report, Mr Lowe referred to the 'concern to all of us that our usual buoyant financial position is in some disarray'.

Mr Lowe continued: 'I make no apologies for insisting on the utmost efficiency and strict economy in the administration of the Association's

work by our secretaries and I am glad **Digby Morgan-Jones** shares my views and has promised to co-operate even more closely to avoid waste of effort or material in these difficult times'.

Mr Lowe also acknowledged the considerable help he receives from

members of the executive who have been joined this year by **John Adler**.

Following the resignation of **Derek Harris** as vice chairman of the Association, due to business commitments, Mr Lowe reported that **Denis Groom** had been elected to take over this important position.



Attendance figures at this year's Wholesale Tobacco Trade Association Annual Dinner Dance were the highest for some years. More than 280 wholesalers, manufacturers' representatives and guests arrived at the Dorchester in Park Lane, for the seventy fifth anniversary dinner of the WTTA.

The chief guest of the evening, managing director of Carreras Rothmans **K. S. Blair**, spoke for everybody present when he defended 'our rights to publicise our products — entirely legal products'. He pointed out that total taxation raised by tobacco goods during the financial year to April 1976 amounted to £2.4 billion — nearly the same amount which the Government was seeking to borrow from the International Monetary Fund before 9 December in order to repay pressing debts and maintain the country's economy in a viable state.

Mr Blair applauded the new Minister of Health **Roland Moyle**, as 'more reserved and less emotional' about the smoking and health issue, and expressed the hope that Mr Moyle would give thought to both the national health and the national wealth in contrast to his vociferous and frenetic predecessors.

Other uncertainties which beset the tobacco industry were also mentioned by Mr Blair: the possibility of an increase in the VAT rate, the next Budget, new differential tax rates reflecting both size and tar levels of cigarettes.

Mr Blair told guests that thanks to price cuts following this year's Budget, many of them initiated by his company, cigarette consumption had increased by 1½ per cent. Despite reservations in the trade about price

cutting, therefore, the aim to keep people smoking had been achieved.

Replying on behalf of the WTTA, national president **Noel Satow**, thanked Mr Blair for doing the Association so proud with his toast, and also thanked all manufacturers for their help over the last 75 years since the foundation of the Wholesale Tobacco Protection Association, as it was then known.

The help and co-operation of the manufacturing trade had helped build up a good relationship between supplier and distributor which would stand the tobacco trade in good stead during the coming 18 months as Britain approached the date for full harmonisation with the European Economic Community on tobacco taxation, said Mr Satow.

Mr Satow did not forget a more specific aspect of manufacturers' support — their welcome presence at functions like the annual dinner dance.

'Some ask if the expense of attending a function of this sort is money well spent,' said Mr Satow. 'But it gives an invaluable opportunity for different companies to meet on common ground'.

In recognition of immediate past president, **Robin Betser's** contribution to the strengthened understanding which now exists between wholesalers and suppliers, Mr Satow made a presentation to him (above right), with apologies for the small package which marked the ceremony. Robin Betser explained, however, that a magnificent picture donated to him by his fellow members was too precious to risk damaging during a car journey — hence the token presented to him by Mr Satow.

Among the many guests singled

out for special mention by Mr Satow were: **Ken Rich**, a past president of the WTTA and this year's president of the Wholesale Confectioners' Association; **Peter and Mrs Van der Waterbeemb** from the Netherlands; **Mr and Mrs Burger** from Switzerland. For the first time this year, the wholesalers also numbered among their guests a president of the European Wholesalers Association (ETV) in the form of another past president of the WTTA, **George Widdowson**.

In conclusion, Mr Satow reminded members and guests alike of the tremendous amount of work required to make the evening such a success which had been contributed by the secretaries of the WTTA, in particular **Digby Morgan-Jones** and **Mrs Gee**.

Last — but not least — speaker of the evening, who replied on behalf of the guests, was **Alan Tasker** of Imperial Tobacco (Imports).

Mr Tasker had brought his own props along (see above left), together with a battery of jokes which spared neither his company's guests from the Netherlands and Switzerland nor his competitors. (A brief but typical example: *Idi Amin* has been appointed brand manager for *Black Cat*.)

Thanking the wholesalers for their hospitality, Mr Tasker spoke for all guests present when he told his audience that manufacturers remember the evening with affection year after year.

**Laurence Elliott**, manager of Player's Radford factories, Nottingham, retired at the end of October

*continued on page 56*



# TRAVELLERS' REST

London travellers took on Kent, Surrey and Sussex travellers at football in September. The match was staged at Whyteleafe Football Club in Surrey, and over 100 people were present.

Both players and spectators enjoyed the match, reports **John Hawkins**, who adds that the weather conditions were superb.

The result was a 0-0 draw which means that the J. John Masters Trophy will be retained by last year's winners, Kent, Surrey and Sussex men.

London travellers recently visited the Warsop Colliery in Derbyshire, where they spent a most interesting and unforgettable day.

The party is pictured right with two colliery deputies (in the lighter helmets) who looked after the travellers, including **Arthur Hobbs**, **Robert Payne**, **Frank Boreham**, **John Hawkins**, **Glyn Davies**, **Roger Isons**, **Alan Poone** and **Roger Fabron**.

The party travelled more than three miles underground, mostly on foot but with the occasional ride on the miners' trains and a fantastic ride on a conveyor belt, about 2½ ft wide and moving at approximately 15 miles per hour. The belt had to be boarded while it was moving. **John Hawkins** reports that the vibrations while lying down on the conveyor belt could become quite habit forming . . .

Arrived at the coalface, the visitors had to crawl on hands and feet, over 250 yards, through an opening measuring 3ft by 2½ft.

The party was underground for nearly five hours, and the men were only too pleased to have showers



*Pictured at the Kent, Surrey and Sussex Annual Banquet and Ball, from left to right: M. J. Ford and Mrs Ford and W. H. Lingley and Mrs. Lingley.*

The Annual Banquet and Ball of the Kent, Surrey and Sussex branch of the TTTA took place in October at the Metropole Hotel, Brighton. A most enjoyable evening was had by the 259 people attending and a substantial sum was raised by the tombola, reports **G. C. T. Cauchman**.

The chairman for the evening was

**M. J. Ford** of Gallaher, and the principal guest was **W. H. Lingley**, general sales manager of Gallaher and a director of J. R. Freeman. Also present were **F. S. Boreham** of Wills, president of the London branch of the TTTA, and **H. Lilley** of Wills, chairman of the Thames Valley Branch.

There was a high standard of speeches.

**G. F. Wrangles** of Wills gave a resumé of current cigarette prices as a stock exchange financial report, both topical and highly amusing.



and change clothes when they surfaced. Another pleasant surprise was awaiting them at the surface: a 'sumptuous repast' offered by the

colliery management.

Much credit for the success of the day goes to organisers **Arthur Hobbs** and **Robert Payne**.

## Personnel

**Brian D. Miller** has been appointed marketing director of Bryant & May Ltd, with responsibility for sales, marketing and new products.

Mr Miller's business career began as a Unilever management trainee with Birds Eye Foods Ltd. He was employed for seven years with Imperial Foods including two years on a marketing assignment in America.

Before joining Bryant & May, Mr Miller was, for the past four years, head of the UK marketing subsidiary of P. Ferrero and Company, the Italian confectionery manufacturers best known for their Tic Tac and Mon Cheri brands.

**Sir Campbell Adamson** has been appointed a member of Imperial

Group Ltd board as a non-executive director.

Sir Campbell was director-general of the Confederation of British Industry from 1969 until this summer. Prior to that he was co-ordinator of industrial advisers to the former Department of Economic Affairs. His previous career was spent in the steel industry.



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# EXPRESS

## CIGARETTE ROLLING MACHINES

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after more than 44 years with the company.

Mr Elliott joined Player's sales office in 1932 and later became foreman of the cigarette packing department. In 1948 he was appointed acting factory manager in London, and he returned to Nottingham one year later as deputy manager of Player's No 2 Factory. He was appointed manager of No 3 Factory in 1965.

## Obituary

News has reached us from Scotland about the death of **Alf Gale**, Glasgow tobacco wholesaler and retailer.

Alf, along with his brother **Stuart** successfully conducted from Dundas Street and branch shops, the business of Alfred Gale and Company Ltd, from the early 1920's until the early 1970's.

Like his father Alf was a staunch supporter and a hard worker for the Scottish Tobacco Trade Federation,

and fought well to improve the lot of the retailers. He was a vice-president of the STTF and also represented this body as a national councillor when the council of the then National Union of Retail Tobacconists met in London.

Apart from business and Federation work, Alf was a keen golfer and played regularly in the matches arranged by the Tobacco Trade Golf Clubs, both locally and in inter-city matches. After his retirement he continued to derive much pleasure from the game.

**Brigadier Raymund John Maunsell** died peacefully at his home in St Aubin, Jersey, last month. He was a director of Gallaher before his retirement.

**Leslie Pickering**, for many years a prominent figure in the tobacco leaf trade, died after a short illness in September.

Mr Pickering had only shortly retired from Andrew Chalmers. He was formerly with Elia Zalzman.

**John William 'Jack' Cole** died at his home in France in September following a brief illness.

Jack Cole joined Oppenheimer Pipes at the end of the First World War, but before the turn of the de-

cade he was sent to France to improve his knowledge of the French language. That short stay turned out to be a 55 year residence, and in 1925 he married a French girl.

He retained his connection with Oppenheimer and opened up various markets for the company's French factory. Mr Cole was the originator of Dr Plumb's briar pipes and sold them all over the world. The Spanish and German pipe markets also opened up considerably as a result of his efforts.

He escaped from France in 1940 with his wife and family by undertaking an epic journey through Spain and Portugal. A brief spell with Oppenheimer in Finsbury Square preceded service with military intelligence until he returned to France in 1945.

After the last war Jack became managing director in France, concentrating on the French made GBD and Dr Plumb ranges of pipes.

He retired five years ago, and since then had written a book on the history of GBD pipes in France which is to be published shortly by Codagan Investment Ltd. He was also a master pipe maker of the Confrérie des Maitres Pipier of Saint Claude. He leaves two sons: **Jacques** (still in the pipe trade) and **Alain** (now in Brazil).

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