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What it takes to be No.1

by Vince Lombardi

You've got to pay the price.

Winning is not a negative thing. It is an all-time great thing. You don't win every time, you don't do things right every time, you do them right all the time. Winning is a habit. Unfortunately, so is losing.

"There is no team for second place. There is only one place in my game and that is first place. I have treated second place as my tip-off game. But and I don't want to, to finish second again. There is a second place bowl game, but it is a game for teams played by teams. It is and always has been an American and to be first in anything we do and to win and to win and to win."

Every time a football player goes out to play his trade he's got to play from the ground up. From the sides of his feet right up to his head. I was sick of him like to play those guys play with their heads. That's OK. You're got to be smart to be No. 1 on any business. But these important, you're got to play with your feet — with every inch of your body. If you're lucky enough to find a guy with a lot of head and a lot of feet, he's a rare gem to have on the field around here.

"Running a football team is no different from running any other kind of organization—an army, a political party,

a woman. The principles are the same. The object is to win — or beat the other guy. Maybe that would be a good one. I don't think it is.

"It's a reality of life that men are competitive and the most competitive games draw the most competitive men. That's why they're there—to compete. They know the rules and the objectives what they get in the game. The objective is to win—fairly, squarely, decisively, by themselves if you will."

"And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the good, the discipline. There is something in good men that really counts for, needs discipline and the hard reality of head-to-head combat."

"I don't say these things because I believe in the superiority of man or that man must be brought to be complete. I believe in God, and I believe in human dignity. But I firmly believe that any man's finest hour—his greatest fulfillment in all he holds dear—is this moment when he has worked his heart out in a good cause and the clock strikes on the bell of life—retirement."

Cockerell Tries Harder and Succeeds

Private Labels: Another Viewpoint

Private Label Specialists



- LUCITE
STEM PIPES

- MATT FINISH

- NATURALS

- Many Other
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FINISHES



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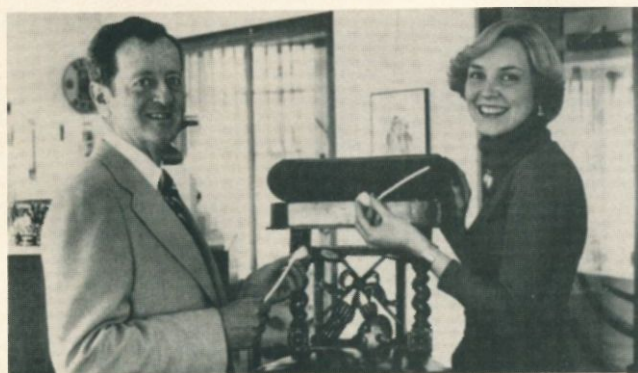
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U.S. Tobacco Museum Displays Antique Smoking Paraphernalia

Greenwich, Ct: The United States Tobacco Co. has opened in a cottage adjacent to its headquarters here a museum housing one of the world's great antique pipe collections and other artifacts related to the tobacco industry.

In announcing the museum, U.S. Tobacco president and chairman Louis F. Bantle said that it was fitting that it be in New England because Connecticut has been and still is an important source of tobacco.



U.S. Tobacco president Louis F. Bantle and museum curator Jane Brennan show early English clay pipes. Between them is a 17th century English chair with a carving depicting tobacco and pipes.

The collection contains over 1,000 pipes and has examples from every culture. The oldest items, estimated to be over 700 years old, are Iroquois mound pipes. Other American Indian pipes include peace pipes, tomahawk pipes, and intricately carved Argylite black slate pipes from the Northwest Haida Indian tribe.

The African segment of the collection features primitive pipes made of many materials—brass, horn, wood, gourds—often carved in the shapes of animals and god-figures.

Japanese opium pipes are also included. They were sometimes carried in an elaborate case, attached to a grotesque dwarf figure which contained the smoking mixture of opium and tobacco.

English clay pipes from the days of Sir Walter Raleigh are in the museum collection, as are pipes made of porcelain, glass, pottery, staghorn and meerschaum. Briar pipes are of course, an important part of the collection.

Other items in the museum's collection include tobacco store figures, cigar making tools, cigar box labels, tobacco and snuff jars and boxes, tobacco tins, spittoons, prints, drawings and paintings and a library on tobacco-related subject matter.

UPS Seeks To Up Rates

United Parcel Service has asked the Interstate Commerce Commission for a series of rate increases, effective July 3, that would increase the present base package charge from 65 to 70 cents and generate nearly \$150 million in additional revenues.

Weight charges on traffic would be increased as follows: from 6.5 to 7 cents per pound in Zone Two; from

8.1 to 8.8 cents per pound in Zone Three; from 10.9 to 11.8 cents per pound in Zone Four; and from 13.6 to 14.7 cents per pound in Zone Five.

The new rates for Zone Six, Seven and Eight would be 18.8, 23.4 and 28.6 cents per pound respectively.

The carrier said the boost is needed to offset wage increases presently going into effect. UPS predicted that if the increase is not approved it would be unable to break even on its shipments.

NRMA Guide to Shopping Malls

The three most successful mall types and how to select the right one is among the important topics in "Retailers' Guide To Shopping Center Leasing." This new publication from the National Retail Merchants Association (NRMA) helps readers make successful decisions prior to entry, or expansion into centers, and when renewing leases.

In the book's seven chapters are in-depth details on markets and finances; store design and construction; negotiating and analyzing leases, and the risk of loss problems arising from lease provisions.

The section on site selection, in addition to choosing a prime center, also covers a wide variety of factors influencing markets.

Financial aspects, discussed in another chapter, include pre-opening expenses, cash flow projections, obtaining funds for expansion and the advantages of term loans and revolving credit.

"Negotiations are like golf. You make the best deal before you tee off and then you reap the consequences the rest of the game." Thus, in the chapter on lease negotiating, readers are introduced to computing space; securing the best location in the center; evaluating the parking ratio, and keeping the landlord from changing leases after signing.

Legal and economic terms are given in easy-to-understand language. Specifics on construction is another topic.

The hard cover book costs NRMA members \$9.75; \$14.75 to non-members, payable in advance. It is available through Book Order Department, NRMA, 100 West 31st Street, New York, N.Y. 10001.



In May of this year, Malcolm Fleischer, left, executive director of the Retail Tobacco Dealers of America, was welcomed into the membership of the Confrerie des Maitres Pipiers, by Bernard Vuillard, right, its former president. In recognition of his many years of service to the tobacco industry, Mr. Fleischer was inducted into the 100 year-old organization, headquartered in Saint-Claude, France, with members in almost every country of the world.

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Blending Components: Or perhaps you'd rather do your own blending. Buy the components from us and create your own blends of brands. Mix and blend for the specific tastes of your dual customers too!

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Contact our blending expert:

Mr. Aubrey Evelyn
U.S. Tobacco, Private Brands Division
P.O. Box 1134, Richmond, Virginia 23208
Phone: (804) 233-8301

smokeshop

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Publisher
IRV BABSON

Associate Publisher
IRWIN BREITMAN

Editor
GERARD P.
SULLIVAN

Advertising Sales
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SID COTTIN
HEDY HALPERT

Dir. of Publication
HARRY N.
TRAUGOTT

Asst. to Publisher: JOANNE GOLDSTEIN

Midwest Manager: CURTIS W. BROWN
BMT Publications Inc., Room 500
625 N. Michigan Ave., Chicago, Ill. 60611

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*John
Weitz*

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reserved for
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But it's on
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the Capitán
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"The maroon
color was
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go with
anything
you wear."

"You'll agree this is what
good looks ought to taste like."

"This is the
actual size
of a No. 3."

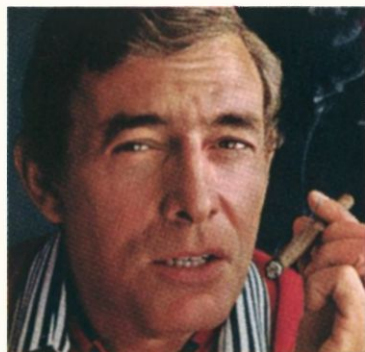


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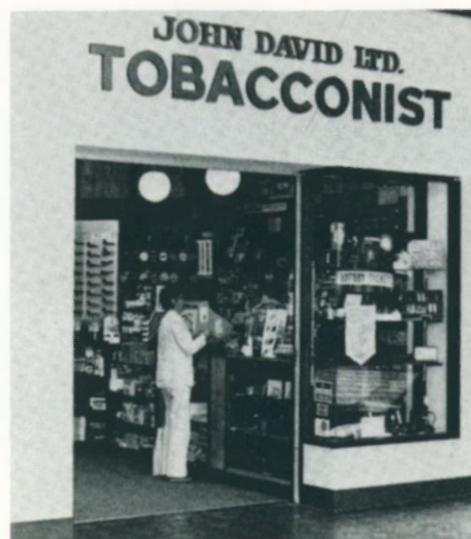
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How the John David Shops Fine Tune to Their Markets

By Phil Lance



When John D. Herz decided to open a smokeshop in the Montgomery Shopping Center, Rocky Hill, N. J., six years ago, his intent was to make it the finest pipe shop in New Jersey.

"I wanted to make it the highest class pipe shop in New Jersey because I felt that there was a definite need for one - particularly in the area in which I was going to locate it," says the president of John David, Ltd.

"We are only minutes away from Princeton which is located in Somerset County, the 13th wealthiest county per capita in the country. Commuter traffic between Princeton and New York City is also extremely heavy and we felt that an exclusive smokeshop would fill a definite need in this area. And it did."

Each year has been an increase over the previous one. Herz credits this to his quality lines of merchandise and the depth of his inventory. Particularly in pipes.

"We cater to a knowledgeable class of pipe smokers and they know quality," explains Herz.

"But we are also interested in serving the commuter who can buy in discount stores.

"In building our customer potential, we have emphasized quality, variety and service. We feel that we have one of the finest inventories of pipes to be found anywhere. We literally have thousands on display and no matter what a customer may be interested in, we are almost sure to have it."

Included in the large selection of pipes featured in the smokeshop are Charatan, Stanwell, Ben Wade,

Jobey, Danmor, Savinelli, Comoy, GBD, W. O. Larsen, Caminetto, Peterson, Bari, Sasieni, Lorenzo, Hilson, Jarl and Kirsten.

Between 1700 and 2000 pipes are always on display. Prices range from a promotional variety at \$4.95 up to \$250. At different times throughout the year, many higher priced pipes are sold.

"We sell more pipes that range between \$50 and \$100 than we do the \$4.95 variety," continues Herz.

"Our most popular pipes sell for \$20 to \$25. Pipe smokers want quality and will pay for it. For the most part, our customers know brands and as long as they can find what they want, they will gladly pay for it."

Exposure and ease of handling were paramount in Herz's mind when he planned his smokeshop. At the time he opened, the Montgomery Shopping Center was one of the most popular in the area. And even though traffic of late has been lost to other malls and shopping centers, this smokeshop has still retained its clientele.

The 1500 sq. ft. smokeshop places its heaviest emphasis on pipes and tobaccos, followed by cigars, cigarettes and such sundries as smoker's accessories, leather goods (attaché and brief cases) and even backgammon games.

More than 25 feet of wall and display cases are devoted to pipes. A special octagon-shaped display featuring antique meerschaums draws great interest from customers.

Pipes in the cases are displayed by brand. There are also a few shadow box displays of the higher

quality lines. And after each pipe sale, the customer is asked to sample any of the 25 blends of tobacco featured in the tobacco bar.

"If the customer doesn't want to fill up his bowl or if the pipe has been purchased as a gift, we'll give a sample quantity of tobacco to go along with the pipe," says Herz.

"We want customers to return here for their tobacco and we have found that sampling is one of the best ways of accomplishing this."

"We will spend as much time as the customer is willing to spend when it comes to talking about pipes or tobaccos. This helps to build a closer relationship and also stimulates the pipe smoker's interest in additional pipes and tobaccos," Herz says.

"Some pipe smokers may have as many as 100 pipes in their collection. And many have told us that the majority of these pipes have been purchased from our smokeshop. But once a pipe is purchased, it is the tobacco that brings the smoker back and we in no way underestimate the importance of tobacco sales to our smokeshop."

Windowed Humidor

Customers can see into the humidor room that keeps the cigars fresh. A heavy plate glass fronts the 60 sq. ft. cedar-lined humidor room to give complete exposure of its interior.

"We concentrate on the higher quality variety of cigars," Herz says, "because this is our specialty and the choice of the type of customer who patronizes our shop."

"We do a volume job with cigars



John David Herz in the Quaker Bridge Mall

that are priced at \$1 and up. But to satisfy everyone, we also stock other varieties.

"Through trial and error, we have arrived at a selection of cigars that are basic to our business. We do our biggest job in loose cigars and boxes. We handle packs on a limited basis. Customers can buy them almost anywhere and, for the most part, they don't come here to buy them.

"We do stock a selected variety of them, however. For the customer who comes to this shopping center. Sooner or later, he'll decide to smoke something of a higher quality and this quite often converts him to a better cigar thereafter."

Between 80 and 90 brands of cigarettes are stocked. Emphasis is placed on the most popular variety and at least six different displays are always on the display counter.

"Counter allowances are nothing to be sneezed at, particularly since we have three stores," explains Herz.

Originally a Franchise

"Our original store was founded some 10 years ago in the Menlo Park Mall, Edison, N. J., by my father and mother, Moe and Mildred Herz.

"Originally, they operated a Tobacco Village franchise which is now defunct. The business then became known as John David, Ltd., my name.

"We were originally from Trenton which is the reason why I looked for a location here when I decided to open my own smoke-shop. It was a growing area at the time and was one of the most popular in the vicinity.

"When the Quaker Bridge Mall

opened in nearby Lawrenceville a year ago, we also opened a smoke-shop there. And because of our product mix, it has been very successful."

The mall shop is a miniature of the original one. Containing only 700 sq. ft. of selling area, it is a take-off of the Montgomery shopping center store—although a larger variety of products and accessories in a promotional price range is featured.

"Both smokesops do an excellent job with accessories such as pipe racks, ash trays, tools, etc. Lighters have proven to be extremely popular and a big job is done with this product in all of the locations.

Accents Vary

"In Menlo Park Mall, my parents place the accent on the promotionally-priced merchandise which the area calls for," explains Herz.

"In the Montgomery Shopping Center, our accent is on quality and in the Quaker Bridge Mall, we reach the in-between customer.

"We feel that we make the most of each of our locations because we not only keep our finger on the pulse of the business, but we try to be the pulse," remarks Herz.

"Take for example, our Montgomery Shopping Center store.

"Here we merchandise high quality leather goods and backgammon sets. The area simply calls for it and we stock this variety of merchandise.

"But in all of our locations, personalized service and courteous attention is given everyone and this we feel helps us to make the most of the potential that each location has to offer."

When Herz first opened his

smokeshop in the Montgomery Shopping Center, he featured an open house that attracted hundreds. Since then, he has had the same type of promotion that has featured CAO meerschaum, Charatan and Ben Wade.

Pipe Savings

A pipe savers club has proven to be very popular. Featured only in the Montgomery Shopping Center store, customers get a reduction of 25% on any fourth pipe that they purchase.

"The first three can be purchased at any price and at any time," explains Herz.

"In the course of a few months, for example, one customer purchased three pipes at \$20 each. For his fourth purchase, he purchased a \$50 pipe because the higher his purchase, the greater the discount he enjoyed on his fourth pipe."

At least one mailing is made to more than 1800 pipe smokers annually. The mailing is a composite of names from the pipe savers club and customers who have registered for the mailing in the store. And the response to this mailing is unusually good.

"We offer the unusual, some outstanding buys and some excellent values in order to get readership and a healthy response to our mailings," continues Herz.

"And usually, we try to have one around the end of the year which is one of the most popular sales periods for our smokeshop.

"We also do some newspaper advertising from time to time, but we depend upon satisfied customers and word-of-mouth for our basic traffic. And customers who have visited us once, invariably



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return and continue to remain steady customers of ours."

Herz is somewhat critical of the suppliers of the tobacco industry. He feels that many have bypassed the needs and requirements of the smaller tobacconist and are giving greater attention to the mass merchandisers.

"I heard a lot of complaints at the New Orleans convention of TAA which were similar to the ones that I have," says Herz.

"Without question, we feel that the future of the high-grade line of tobaccos and tobacco products starts with the smaller retail tobacconist. And that it would behoove many suppliers to give us a little more consideration than they have in the past.

"It must be remembered that tobacconists such as the past and the current generation have made this business what it is today. And they are also the backbone of the tobacco industry where high-grade lines of products are concerned.

"We're doing our part; the suppliers should do theirs. Together we can continue building a very successful activity and we, for one, are certainly doing our part to make it so," Herz says.

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Private Labels: Another View

By Mel Rosenberger and Bert Gottfried

May we join the fray—the fray over private label pipes that has been going on the past few months in Smokeshop?

As specialists in the manufacture of private label pipes, we think we can offer a reasoned approach to the subject—one that neither totally agrees nor totally disagrees with previously expounded viewpoints.

You may recall that the discourse was ignited when one prominent tobacconist—a participant in Smokeshop's management roundtable—observed that he might be better off promoting a private label of his own than promoting the products of brand-name pipe manufacturers who gave him less than adequate support.

You may recall a second prominent tobacconist portraying private label pipes as Loreleis that beguile the unsuspecting retailer and lead him to crash his vessel on the shoals of greed.

You may recall an important industry resource likening private label pipes to the wastes of hallowed branded goods producers.

We think, perhaps, that emotion influenced the words of all three.

Here is how we envision the proper role of the private label pipe, and how we view it as a product.

It has been indicated by participants in this discussion, or at least by one of them, that private label pipes are the rejects, the second turns of the branded pipe manufacturers. This is not the whole truth. There are specialists in the manufacture of private label pipes who produce and market pipes that are of equal and

even superior quality to branded goods that retail at two or three times as much.

What is true is that the private label pipes offered by the branded goods manufacturers are the rejects and second turns of their factories. A brand manufacturer necessarily must be concerned about the quality of the merchandise to which he affixes his name. At the same time, it is understandable why he will not sell a particular pipe at \$45 a dozen with no name on it when he can sell it for \$84 or \$96 with his name on it. He needs some of his extra margin to finance his expensive packaging, selling sheets, trade show participations, etc.

We purposely neglected to mention advertising costs among the expenses of the brand name manufacturers. The reason should be obvious. Pipe advertising today consists almost totally of in-store promotion—the name on the felt-lined box in the showcase, the name card the retailer has placed on his pipe panels, the brochures the retailer has on his counter. We hear pipe suppliers talk about nationally advertised brands. What makes them nationally advertised is the retailer. He and his fellow retailers who stock the same brands are the ones who give the brands their presence on a national scale.

How often, if ever, do we see smokeshop quality pipes advertised in national consumer magazines? How often do we see them advertised on national television? We do not suggest that the economics of the matter permit such advertising. We simply think it is stretching a point for any pipe marketer—other than a few direct-to-consumer marketers—to present himself as a national advertiser, or his brands as nationally advertised. Unless, perhaps, they count cooperative advertising participation in tobacconists' Yellow Pages advertising. And we don't think this is the context most attach to *nationally advertised*.

Perhaps you are wondering why a pipe manufacturer would specialize in producing and selling private label goods when he could brand his merchandise and sell it at a higher price and profit margin. It's really very simple. Such a manufacturer has determined, first, that there is a marketing opportunity in private labels. Second, that his true expertise is in manufacturing. Not everybody, after all, is proficient in every phase of marketing.

In our case, we happen to think we are expert in



Mel Rosenberger and Bert Gottfried

IF YOU DON'T HAVE 1-Q ON YOUR TOBACCO BAR, YOU DON'T HAVE THE FASTEST GROWING BULK TOBACCO IN THE BUSINESS

We've been promising you for the past year that if there's going to be a better selling bulk tobacco than Lane Limited's BCA—it's going to be 1-Q.

You all know BCA. You know that we pioneered the introduction of the finest bulk black tobacco. Right from the beginning it became a runaway best seller because BCA is a super quality product made from a pure base of Green River tobacco.

Well, last year we introduced 1-Q and we promised you the same results for 1-Q. Now we've been proved right; 1-Q is the fastest growing bulk tobacco in independent tobacco bars all around the country. If you still don't have 1-Q check the P.S. below for how to get your sample.

Lane Limited's 1-Q

The new blend is 1-Q, a remarkable mixture of selected, matured light Cavendish tobaccos with just a sprinkle of fire-cured. The result is such a mild, bite-free mix that you're going to have just about the best repeat sales you've ever had.

What's more, 1-Q smells so good, you and your customers will probably want the world to smell that way.

If all this sounds extravagant. . . try it and see. Like we said, if there's going to be a better selling bulk tobacco than BCA—it's going to be 1-Q.

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pipe manufacture, so that is where our focus is. Other companies are more into merchandising, packaging, promotion, advertising, etc. and they can compete successfully on this plane. In private label marketing, these particular functions are assumed by the tobacconist and he is compensated for performing these functions by the generous margin that's offered on private label goods.

It may properly be inferred here that if the tobacconist does not possess the talents or the ambition to plan and implement a private label program, or if he is averse to hiring someone who can, he should not venture into it to any significant degree. Better that he content himself with a limited private label line; perhaps one that fills in the price voids left by the brand producers.

Grosses and Grosses

Contrary to cautions issued by recent Smokeshop commentators on the subject, it is not necessary for tobacconists to order grosses and grosses of pipes to have a successful private label business. There are programs offered by private label pipe factories that can be profitably conducted with no more than a \$500 investment in stock—and restocks can be regulated in such a manner that this investment need never exceed \$500. The condition of excess stocks, mentioned by others in recent issues of Smokeshop as a major contributor to slackened dollar turnover, usually arises when the tobacconist purchases the unbranded production of the brand-name factories. The transaction in this instance involves tonnage the factory is dumping. And the styles are usually very limited, so the tobacconist cannot effectively display them. This is the principle reason basements and back rooms are glutted with private label goods.

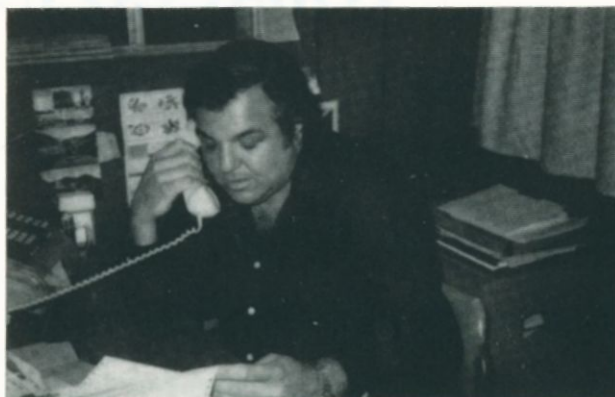
It is wrong and unfair to suggest that private label merchandise and inventory glut are a cause and effect relationship. The fact of the matter is that a retailer buying pipes from a private label factory does not buy a carload of one or two shapes. A factory that specializes in private labels can and does include six or seven styles in a one-gross order. All the merchandise can be put out for display and sale. And he can offer a range in prices as well, perhaps from \$5 to \$30. So private labels can not only fill in the lower price classes that the branded pipes miss, but the higher price can compete successfully with branded goods selling up to and well above \$30.

It has been observed by previous writers and speakers on the subject that branded goods give credibility to a tobacco shop. There is no argument. It is true. Smokeshops owe a considerable amount of credit for their success to the Charatans, the Dunhills, the Savinellis, etc. These names have contributed to the respectability of this business, to the success of this business. But the fact that such brands have meant so much to the business does not mean a shop shouldn't have its own identity, its own following. The fact that

advertised tobaccos also helped the tobacconist to develop his business did not mean he should avoid marketing private label tobaccos. Branded and private label products each have their place. The challenge to the tobacconist is to balance them.

Tobacconist Makes The Brand

Even on a branded pipe, it is the retailer who makes the brand. He makes the brand by stocking it in his store, by displaying it, by showing it to his customers and by selling it to them. It is then the smoker's approval that makes it a brand.



Checking Computer Printout

By the same token, the retailer promoting his own brand will build an identification for that brand—except that it is an item that can only be purchased in his store.

If the tobacconist sells a branded pipe or any branded merchandise, he has made a sale. If he sells his own brand, he has made a sale. The difference is that when he sells and builds his own brand, he gains a larger profit margin.

The Supermarket Analogy

In cautioning tobacconists against private label pipes, it is frequently pointed out by brand name marketers that supermarkets that have emphasized private labels have had financial difficulties. This is true, but the example is not convincing. The supermarket is a self-service operation. There is no one to explain the virtues of the private label merchandise or to discuss the relative merits of the private label vis a vis the branded product. In the supermarket the consumer has to sell himself and he does not have as much faith in his judgment of unknown merchandise as he does in the judgment of a specialist. It is a totally different buying atmosphere in the smokeshop. The customer respects the tobacconist and his judgment. When the tobacconist invites the smoker to heft the private label pipe, to notice the graining, to examine how it has been drilled, to see how the bit mates with the shank, it is a completely different experience from the one in the supermarket where the product must sell itself without any romance other than what's on its package.

What's good for the supermarket is not necessarily

JOHN MIDDLETON, INC. IS NOW IN THE BULK TOBACCO BUSINESS VERY SERIOUSLY

With Middleton quality, a complete product line ... and the industry's most attractive package of prices and terms.

We bring to the business 121 years of tobacco blending experience and a total commitment to quality.

That experience and commitment are now built into a bulk line that covers all the bases. From robust, traditional tobaccos to highly aromatic blends, to a natural black that's superb as a blending base.

We also have a flavored black tobacco we're especially proud

of. We've worked on it until it's as good as the best ... at a much better price.

Our prices start low and go lower. Quantity discounts average better than 7 1/2%. On top is a 5% cash discount for payment within 30 days ... 10% for cash with order.

We ship all orders within a day of their receipt and we pay the freight. Decide now to learn more about Middleton bulks.

MAIL COUPON FOR SAMPLES AND PRICE LIST

John Middleton, Inc.

Over 120 Years of Fine Tobaccos/King of Prussia, Pa. 19406

Gentlemen: Please send 6 Oz. samples of the bulk tobaccos checked:

- ☐ **Club Mixture** — Extremely mild, aromatic mixture of cross-cut burleys and other fine tobaccos. Packs well. Burns evenly.
- ☐ **Black, Natural** — Blend of selected broad-cut burleys. Singularly mild and smooth. Good base for custom blending.
- ☐ **Black, Vanilla Flavored** — Same as Natural Black with a generous measure of vanilla. An excellent smoke as is.
- ☐ **Brandywine** — Burleys, flue and fire-cured tobaccos. Cavendish cut and flavored with cognac. Hearty with a soft, pleasant aroma.
- ☐ **Bin 56** — Sweet and spicy. A slow-burning, aromatic blend of cross-cut burleys mixed with fine flue-cured blending tobaccos.
- ☐ **Philadelphia Mixture** — A robust, traditional blend of 11 choice burleys mixed with Latakia, Perique and other blending tobaccos.

- ☐ **Cambridge Mixture** — Mildly aromatic, but hearty. Burleys, flue-cured and blending tobaccos in cross and ribbon cuts.
- ☐ **Alden Park** — Cool, slow-burning, nonaromatic blend of cross-cut burleys. Good blending base or smoke as is.
- ☐ **Alden Park Cavendish** — The same fine qualities as Alden Park in a Cavendish cut for even, easy burning.

☐ **JM Black Blend** — Black and deep brown burleys in a combination of ribbon and Cavendish cuts. A touch of vanilla for distinctive taste. Exceptionally mild.

☐ **JM-QT** — Nutty vanilla flavored blend of black and brown burleys and lemon-yellow flue-cured tobaccos. Taste and aroma are out of this world.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

S-7/77



Stamping Private Labels

good for the smokeshop, and vice versa. So, forget the analogy. It's meaningless.

Now, it should also be pointed out that the trusted tobacconist does not snow his customer about the origins of his private labels. He does nothing to suggest that he owns the pipe factories that produce the pipes. He simply suggests to the smoker that the pipes in his shop—the branded goods as well as the house brands—are the pipes that he has elected to sell in his shop because his experience tells him these are the qualities and styles that his customers want. It is a reasonable and accepted explanation.

Rationalizing

It has been suggested by marketers of branded pipes that the up-scale pipe smoker is a traveller who visits smokeshops in different cities and sees the fine branded merchandise these shops sell. And, it is said further, if this travelling pipe smoker's hometown tobacconist doesn't wise up and sell the same brands sold in other cities then this travelling smoker is going

to abandon him as a source for pipes. Isn't this reaching? A desperate rationalization? Doesn't it stand to reason that if a smoker has enough faith in his tobacconist to purchase his private label tobaccos that he also has enough faith in that tobacconist to purchase his private label pipes?

The way to keep customers interested in a shop is to keep showing him different and new merchandise. It's the same whether the merchandise is a manufacturer's brand or a retailer brand. And it is possible to present new, different and exciting private label merchandise when the private label source is a private label specialist. This specialist offers dozens and dozens of different styles as shapes, the same as the major brand goods manufacturer does. The tobacconist can display six or eight styles for a time and then replace them a few months later with six or eight different styles, and he'll always have fresh-looking merchandise.

One further observation and we will vacate the soap box.

When a manufacturer or importer of branded pipes wants to put down or demean private label pipes, he does it by asking how anyone could hope to do as well promoting Joe's Specials as he could do promoting the branded item. This, of course, is a debating trick and nothing more. There is no rule that says a tobacconist has to call his private label Joe's Special or any other unprestigious name. Alfred Dunhill didn't name his pipes Al's Specials. Mr. Ehrlich in Boston didn't call his private labels Dave's Specials. And who will say that in Bertram's town or Malaga's town that those names aren't every bit as respected as the names of the nationally marketed brands?

What it all boils down to is that there is a place in the smokeshop for the store brand and the manufacturer's brand. . . and what consumers really buy is the shop and the people who operate it. *And that's the truth.*

Dunhill Acquires Pen Interest

New York, N.Y.—Alfred Dunhill of London has acquired approximately 60 percent of the stock of Montblanc-Simplo GmbH, Hamburg, Germany, manufacturer of high quality writing instruments.

The Montblanc managing shareholders, W. Dziambor and Dr. J. Rosler remain as the other shareholders.

The partnership is another step by Dunhill to broaden its base in the market for luxury merchandise.

The combination of the Dunhill name internationally with the specialist skills and reputation of Montblanc in the field of quality writing instruments are expected to provide an extremely powerful base for the development of worldwide marketing opportunities.

The existing management of Montblanc, which will remain unchanged, will progressively assume increasing responsibility for the development of writing instruments under the Dunhill name.

At the contract signing Mr. Dziambor and Dr. Rosler said they were delighted to be joining with Dunhill in this venture. "We believe that this partnership will provide a bright future for both companies and their employees," they said.

Smokers Get \$1 Back from Cricket

Boston: Gillette's safety razor division will promote Cricket lighter during July and August by offering consumers a \$1 cash refund with proofs of purchase of a regular Cricket and any carton of cigarettes.

The Cricket/Cigarette refund offer will be announced in four-color print ads scheduled to appear in late July in Sunday supplements reaching nearly 40 million circulation. Refund certificates will also be included in each ad. In addition, coupons will be available at special point-of-purchase displays Gillette has designed for the promotion. All refunds will be made via direct-mailback.

The two special Cricket/Cigarette displays have been created by Gillette to accommodate retailer needs in terms of space saving and dollar return per cubic foot. One of these is a floor stand containing 12 dozen Cricket lighters and refund certificates; the other is a counter display with four dozen Crickets and refund certificates.

Gillette is also offering retailers participating in the Cricket/Cigarette promotion a 16½ per cent off-invoice allowance, as well as co-op ad allowances.

Cigar Retailers: Start your Christmas shopping today!

Announcing The Primo del Rey Christmas Club.

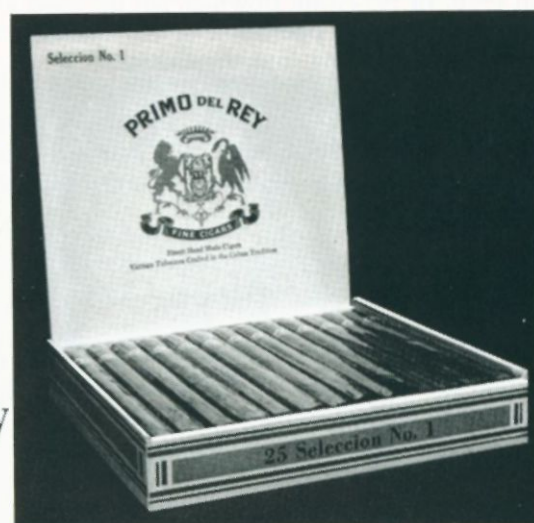
It's not too early to think about Christmas shopping, especially when your customers are buying gifts for *you*. That's the whole idea behind Primo del Rey's new promotion: The Christmas Club.

Here's how it works. From now through November 15, every box of Primo del Rey cigars will come packed with Christmas Club coupons, coupons for you to save and exchange later for a selection of top quality men's clothes. These will



include many famous maker fashions: Jaymar jackets and slacks, Hathaway shirts, Lord Jeff sweaters and French Shriner shoes. You'll be able to make your selection from the special incentive catalogue we'll send you.

Naturally, the more Primo del Rey cigars your customers buy, the more boxes you'll order. And the more you order, the more coupons you'll collect. The Primo del Rey Christmas Club promotion. It's like getting presents from your customers.



PRIMO DEL REY

Moro Cigar Company, 15 Columbus Circle, New York, N.Y. 10023

Trying Harder and Succeeding

By William M. Hall

There is a touch of the old Vince Lombardi philosophy in the story of Bill Cockerell, president of Pipe Pub, Inc., one of the fastest-growing and most successful retail sellers of fine pipes, cigars and custom blends of tobaccos in the Southwest.

From a young man who just seven years or so ago didn't know whether a package of Amphora was a box of cigars or a chunk of chewing tobacco, to the head of Pipe Pub's eleven beautifully successful stores in Houston and other Texas cities, is really quite a story.

Cockerell was a retail salesman for Goodyear in Ennis, a small town close to Dallas, before starting his venture in tobacco merchandising. He did not like his job. He felt he was getting nowhere, and he was just floundering around waiting for something to come along. And it did.

"My brother-in-law, Sam Bowman, was president of the Northwest National Bank in Houston at the time," Cockerell says. "Sam learned that the owner of the old Tobaccoland franchise in the Northwest Mall wanted to sell out and retire. Sam asked me if I would like to get into the tobacco business."

Cockerell jumped at the chance. What he didn't know about the tobacco business, he was ready and willing to learn. That, with plenty of hard work and determination would have to do until he could acquire sufficient knowledge of the business to make it go.

Pipe Pub opened its first store in the Northwest Mall in 1970. In 1974 Sam Bowman left the bank and joined Cockerell in the operation of the business. Prior to Bowman's coming into the business, a second store was opened in August, 1971, in which Rex Smith was placed in charge. This store was located in Austin.

The three have become an effective team. In the course of seven years they have expanded the chain into eleven stores, all in Texas. There are at present eight stores in Houston, one in Lake Jackson, and two in Austin. Two additional stores are expected to open in August of this year. One will be in Temple, the other in Fort Worth.

"We are looking for additional locations," Cockerell says. "We plan to reach out wherever we can find suitable places. But we are very selective in where we locate, preferring malls. The developers of malls are now going to the smaller cities, where there is usually just one shopping center that serves as the central trading area. Malls in such centers are ideal for our business."

Cockerell, in placing heavy emphasis on the importance of good locations, says it is very hard to get into the market in large cities. There are already multiple stores, and competition for choice spots is keen.



Bill Cockerell

"However, the developers like our kind of business, as profits in tobacco stores is very good. Many of these developers are beginning to seek us out when they are in the planning stages of a new development."

Cockerell says it probably will be a couple of years before new malls are opened in Houston. "When they are, we expect Pipe Pub to be in them," he says.

There has never been a time within the seven years of Pipe Pub's existence when business did not grow, Cockerell says. "The Houston economy is good today, and even when it was not so good, we managed to make headway. When people have to cut down on entertainment and other things they normally spend a lot of money for, the pipe smoker smokes more than ever. He may not be able to buy more expensive pipes and the most exotic blends of tobacco, but he can keep the old briar burning with whatever kind of tobacco he can afford."

Pipe Pub does not cater exclusively to the smoker who buys hundred dollar pipes and the most expensive blends of tobaccos. "Of course, we do try to encourage the purchase of better pipes, more expensive tobaccos and cigars. But we also sell four dollar pipes and the lower priced packaged tobaccos that normally go with them. If a customer wants Half & Half, Prince Albert or Granger, we have it and sell it with the same interest and concern for the smoker as we give those who want better quality in their smoking pleasure."

Cigarettes are sold in all Pipe Pub stores. But they are merely for a convenience. "Actually, the ban on cigarette advertising and the scare put into the hearts of cigarette smokers has increased pipe smoking," Cockerell says. "Our emphasis is on pipes and pipe tobacco and cigars. We sell some 30 different custom blends of tobaccos, as well as the lower priced package varieties."

Management plays a major role in the successful operation of Pipe Pub. Cockerell, as president of the company, does all purchasing and works on promotions. Rex Smith, executive vice president, handles personnel, hiring, etc., while Sam Bowman, chairman of the board, is responsible for the accounting end of the business. Between them, they work in an atmosphere of complete unity, pooling their knowledge and concern for the company's best interests.

Pipe Pub has a single goal. That is to be No. 1 in the retail market of quality pipes, cigars and tobaccos wherever their stores may be located.

On the wall of the office, prominently displayed near the entrance to Bill Cockerell's private office, there is a hint of the basic philosophy back of Pipe Pub's modus operandi. That is a framed statement of "What it takes to be No. 1," by the great football coach, Vince Lombardi of the Green Bay Packers.

Lombardi says "winning is not a sometime thing. It's an all the time thing. You don't win once in awhile, you don't do things right once in awhile, you do them right all the time."

He says further, "Winning is a habit. Unfortunately, so is living. There is only one place in my game, and that is first place!"

Pipe Pub is No. 1 in pipe and tobacco sales in Houston and is determined to keep it that way. Like Lombardi says, "There is only one place in my game, and that place is No. 1! There is no room for second place."

The selection of the right man for the job, whether as store managers, sales assistants or other workers, is a key factor in Pipe Pub's ability to stay on top—to be No. 1 in the business.

"We have been very successful with our store managers," Cockerell says. "While we are only seven years old, we have some store managers who have been with us five of those years. They have grown with the company, have gone through good and bad times with us and remain loyal to the aims of the company."

"They are hardworking, dependable and ambitious young men who see a good solid future in their association with Pipe Pub."

One of the bright features about employment with Pipe Pub is the fact that, being a young and small company, with only two or more employees in each store, management is able to work personally with each of its employees. Each worker is treated as an individual instead of a cog in the wheel of some conglomerate.

"We can work closely with every employee, try to understand his problems, and give him our personal help and attention. That goes a long way in assuring us of the kind of management-employee relationship that works for the good of both," Cockerell says.

Prospective employees are carefully screened, both as to character and general aptitude for the job. Experience in tobacco sales is desirable, but not mandatory. Retail sales experience is almost always a requirement. But no hard and fast rules are set.

Finding the kind of workers Pipe Pub demands is not always easy. Some of them are obtained through the acquaintance of management or other employees. Occasionally ads are run outlining the requirements for the job.

"I would say, however," says Cockerell, "the



Cigars are kept in walk-in humidor rooms. Real growth in sales in last year or so has been in cigars of the higher quality and price. Even so, the less expensive brands are also made available.



Along with more expensive pipes, Pipe Pub handles 30 custom blends of fine tobaccos permeating Pipe Pub stores. Customers are given free samples on occasion to stimulate their desire for a new or better blend for themselves.



The better brands in quality pipes are featured in all Pipe Pub stores. They are displayed in clean and attractive glass-enclosed cases. Pipe Pub encourages the use of fine pipes, but does not discriminate against the smoker of lower priced pipes.

majority of our employees have come through an agency or an ad in the paper. "We prefer workers who



smoke a pipe, but certainly that is not a requirement. Mainly we look for younger men with the right kind of character and who are ambitious, aggressive and filled with confidence in their ability to do the job."

Pipe Pub is a young company, not only in point of view of its existence, but as it applies to those associated with the firm. Most of them, including management, fall within the range of perhaps 25 to 35 years. A few are older, more mature in age, but those hired as new stores are opened are expected to be within the young man category.

"There is a very definite increase in pipe smoking among younger men," Cockerell says. "And significantly, many of the newer pipes are designed with younger smokers in mind. Also, the older generation of pipe smokers was often those who smoked Granger and Sir Walter Raleigh in corn cob or low priced briars. Today's younger crop of pipe smokers is more inclined to go in for the higher priced pipes and the better grades of tobaccos."

There isn't much chance of converting the oldtime pipe smoker to the more expensive pipes and tobaccos. But Pipe Pub caters to their wishes just the same. Like teaching old dogs to do new tricks, it can sometimes be done, though not often.

But Pipe Pub values the business of every pipe

The Approach Is Basic, Not Flashy

Rick Stone is the manager of Pipe Pub's original store in Houston. The store, located in the Northwest Mall, is doing a booming business, and both Rick and his assistant, Karry Simmons, feel the secret is in keeping customers happy and coming back year after year.

Rick finds that the best sales technique for keeping old customers coming back again and again is really no technique at all. "It is just knowing what your customers want, what they smoke, having it ready for them, and being friendly and helpful."

Anything more than that Rick calls, phony. "Most stuff that is unique, flashy or unusual or out of the ordinary, comes through to me as being unreal," he says. "And I think my customers feel like I do. So I think it's mostly a matter of knowing what a customer smokes, and when he comes in, maybe with a friend or two, you give him what he wants, treat him as a friend, and he goes away feeling about two feet taller."

In the tobacco business you have to be really knowledgeable about what it takes to give your customer what he wants, to answer his questions, and to be able to help him select better pipes, the kind of tobacco he wants, and to make him appreciate your knowledge of your product, according to Rick Stone.

"You've got a trapped clientele that must come to you when he finds he cannot get his favorite pipes or tobaccos from the corner drug

store," Rick says. "So, unless you alienate him, he will be around when he needs what you've got to sell. Give it to him, quickly, courteously and with sincere appreciation for his business, and you've got a customer who will be back."

Rick does not believe in gadgets or gimmicks—just good old-fashioned interest in people and a genuine desire to serve their needs. That's the kind of sales technique that has kept Pipe Pub's original store a popular place for Northwest Houston's more discriminating tobacco products patrons.

Rick has been with Pipe Pub five years, the past year and a half as manager. His assistant, Karry Simmons, shares Rick's enthusiasm for Pipe Pub's style and merchandise.



Rick Stone



Karry Simmons

They're Talking About Us!

'The personal service and cooperation of International Brands along with superior Cavendish blends from Peter Stokkebye have enhanced our sales. We have experienced excellent success selling these tobaccos both straight as well as using them for a blending base.'

Bill Monahan, Partner
M & J Company, Inc., Memphis, Tenn.

'Peter Stokkebye's tobaccos have increased our bulk sales business and created an excitement among our customers. We have three blends that are unbelievably successful.'

Tom Connolly, Vice President
Tobacco Bowl Inc., Cedar Rapids, Iowa

'Peter Stokkebye's blends have always been consistent high quality products. That is why they play a major role in our bulk tobacco sales in every store. Keep up the good service and thanks for the help on the labels.'

Jim Gilpatrick, Vice President
A. Fader & Son, Baltimore, MD

'Peter Stokkebye . . . Is Mr. Tobacco! . . . The aromatic genius in the art of creating blends.'

Larry Dyer, Vice President
Humidor Inc., San Antonio, Texas

'I am now stocking every Peter Stokkebye blend. These tobaccos are absolutely great. The marketing knowledge of Lee Danna and the product knowledge of Peter Stokkebye is a great combination.'

John Fitterer, President
Mr. J's Tobacco House, Shreveport, LA

'Peter Stokkebye is the master of tobacco blending for 'todays pipe smoker.' To say the least, we would not be without them.'

Jim King, President
Leaf N' Match, Greenville, SC

'Customer reaction to the Peter Stokkebye Blends have been fantastic. Their mildness and pleasant aroma is unsurpassed.'

Chris Bufis, Vice President
Briar Root, Inc., Syracuse, NY

International Brands and Peter Stokkebye Thank You!

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Lady Manager Claims to Be No. 1

Katherine Ball, manager of Memorial City Shopping Center Pipe Pub, finds nothing unusual about a woman selling pipes. Nor, for that matter, in their buying them for their husbands, their friends or even themselves. "A pipe is one of the few things that are neither male or female," she says.

"Women have always smoked pipes," she says, "whether they were corn cobs, clay, or today's more sophisticated Dunhills, Comoy's, or even the beautiful \$400 GBD Unique Straight



Fred Steere and Katherine Ball

Grain—a gem of a smoke for any pipe smoker, man or woman!"

Mrs. Ball sold one of the \$400 GBD's, but she's not sure if the woman who bought it purchased it for her husband, for a friend, or for herself.

It may or may not be true that men who smoke pipes are "Men of Distinction"—like those in the liquor ads—but according to Katherine Ball, there is something about men who smoke good pipes that appeals to women.

"Men have always loved their women, and they are crazy about their cars," she says. "But they *caress* their pipes! A true pipe smoker adores his pipes, and his woman finds an alluring appeal in the sensitive, delicate odor of good tobacco burning in a really good pipe," she insists.

Mrs. Ball, who worked in retail sales for a number of years, has been with Pipe Pub six months. She finds her job interesting, profitable and satisfying.

"There is very little difference in selling pipes and tobacco products and any other kind of retail sales," she says. "It's mostly a matter of knowing your merchandise, knowing the principles of selling, knowing and loving people, and having confidence in your ability to do the job."

Katherine Ball is doing her share to make and keep Pipe Pub number one, and helping her is assistant manager Fred Steere.

"I am the best salesman Pipe Pub has, and Fred is right behind me," she smiles. "We have the best store, in the best location, and we work hard to uphold our reputation."

smoker, regardless of what he pays for his pipes and tobaccos. "Besides, they sometimes have sons, and their sons have friends who may be educated to the better grade of pipes and tobaccos," Cockerell says."

Advertising plays a relatively small role in Pipe Pub's operation. There is some institutional advertising in newspapers, and on radio when new stores are opened. Special occasions, especially Christmas and Father's Day, come in for promotional ads, and there is some point-of-sale advertising in some of the stores.

For the most part, business comes through store traffic, repeat customers, and word of mouth approval expressed by those who are sold on Pipe Pub's reputation. Because of the convenience, comfort and heavy traffic that malls afford, they just naturally are the best locations for generating a steady volume of sales.

Pipe Pub does not go in for the hard sell. Cockerell says, "We like for people to come in, shop around casually, and we make ourselves available to assist them in any way we can. But the approach is always the soft sell. We try to make friends of all who come in our stores. It is a personalized process, coupled with a product knowledge that enables our salesmen to deal effectively with our customers."

Greatest growth in the last year or so has been in higher grade cigars and tobaccos. "We have walk-in humidor rooms in all our pipe shops," Cockerell says. "Cigar smokers are buying the highest grades, and that's the kind we are making available to them, always kept fresh, attractively displayed and always available."

That does not mean, however, that only very expensive cigars are sold. "As with pipe smokers, regardless of the price they wish to pay, their business is valued highly. So too is it with smokers who prefer lower priced cigars. "I think this is why we are successful in cigar sales," Cockerell says. "We may not carry a great variety of the lower priced cigars, but we don't want any smoker coming in and concluding that we do not appreciate his business because he doesn't buy the most expensive cigars."

There are other pipe and tobacco shops in Houston, of course. Pipe Pub does not claim to have all the trade tied up. But Cockerell says, "Geographically, Pipe Pub does have greater coverage throughout the city. We are in good shape, location-wise, and that is in our favor. We do have competition, and we do not minimize it. We just try to keep ahead of it. There is business enough for all in Houston's healthy economy. With some 85,000 people coming in each year, there can only be increased business as time goes by, and we aim to stay on top of the game."

There is really no secret in Pipe Pub's rapid rise to prominence in the retail tobacco trade in Houston and other Texas cities. It can easily be summed up as a determined combination of hard work, careful management, selective locations in high traffic areas, close scrutiny of employee selection, and a high regard for the old Vince Lombardi philosophy of being satisfied with nothing less than first place.

This kind of application, mixed with the conviction that there really is no second place for those who are willing to pay the price for being No. 1, pretty well spells out Pipe Pub's formula for staying on top of the game.

Tucson Spit Going Annual

Tucson, Ariz.—“It was so successful that we are scheduled to run it every year,” says Sid Taiz, the sponsor and master of ceremonies of the Spit Out at High Noon—the first-ever tobacco spitting contest in Pima County. It was held during the recent Pima County Fair.

Taiz, the tobacconist who trades as Taiz of Tucson (1062 N. Campbell Ave.), declared persons of any age of either sex, of amateur or professional status, eligible competitors. He signed up the early registrants at his tobacco shop and last-minute entrants at the fair grounds—a total of 21 contestants. He offered three tobaccos—flavored with orange, mint and vanilla—bourbon, peach and anise—but permitted contestants to bring their own chaw. He emceed the contest in two sections—one for accuracy and one for distance. He supplied the first prize—a

Th

The chief judge of the contest was John Thurber, head of the Pima County Fair Commission. It was his first time as a judge of tobacco spitting. Wadsworth, who has been under investigation for several years, was not

When the *Daily* newspaper reported the contest, it was part of a series of articles on the fair.

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**50 years after
Ronson introduced
the first
automatic lighter...**



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Ronson introduces the Jewelry Line.

63 new ways to light are under your sales.



MOTION DISPLAY JD36

- 36 gems selected from the Ronson Jewelry Line, in a continuously-moving, high-fashion setting
- Revolving display attracts browsing and walk-through customers
- Presents entire collection once every 40 seconds
- Uses only 11 1/4" counter space (11 1/4" x 11 1/4" x 6 1/2")



VARACHEM DISPLAY CHEM9

- 2 Ronson Penlighters, sleek as rockets poised for take-off. And just as advanced in design
- PLUS 7 intriguing Ronson Trendsetters
- Display needs less than 18" of counter space (17 1/2" x 8 1/4" x 6 1/2")
- Bonus! You get 1 Trendsetter (Retail \$40.00) FREE

In 5 completely-new styles from Ronson.

High-fashion has come to the world of lighters! Ronson, 1st with the automatic lighter, is first again with couturier styling. The entire exquisitely-new Ronson Jewelry Line sparkles with burnished gold, brilliant chrome, the buffed beauty of high-finish enamels. Some styles are vibrant. Some are subdued. All are set in gracious jacquard gift boxes.

As companions-in-elegance, Ronson presents the exclusive Varachem Penlighters and Trendsetters, the lighters that light without flint or batteries, thanks to Ronson's unique Varachem ignition system.

Flatter your clientele by offering lighters that live up to their taste. And, of course, make sure that you have all the stock you need. The new Ronson Jewelry Line is a beautiful way to make money.

Lady Mar to Be

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smoker, regardless of what he pays for his pipes and tobaccos. "Besides, they sometimes have sons, and their sons have friends who may be educated to the better grade of pipes and tobaccos," Cockerell says."

Advertising plays a relatively small role in Pipe Pub's operation. There is some institutional advertising in newspapers, and on radio when new stores are opened. Special occasions, especially Christmas and Father's Day, come in for promotional ads, and there is some point-of-sale advertising in some of the stores.

For the most part, business comes through store repeat customers, and word of mouth approval by those who are sold on Pipe Pub's reputation for the convenience, comfort and heavy-duty quality it affords, they just naturally are the best at generating a steady volume of sales.

They do not go in for the hard sell. Cockerell says, "We let people come in, shop around and we make ourselves available to assist them. But the approach is always friendly. We are friends of all who come in. The process, coupled with a good selection of our salesmen to deal

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Cockerell says.
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always
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RONSON®

The people who keep improving flame.



Tucson Spit Going Annual

Tucson, Ariz.—"It was so successful that we are scheduled to run it every year," says Sid Taiz, the sponsor and master of ceremonies of the Spit Out at High Noon—the first-ever tobacco spitting contest in Pima County. It was held during the recent Pima County Fair.

Taiz, the tobacconist who trades as Taiz of Tucson (1062 N. Campbell Ave.), declared persons of any age, of either sex, of amateur or professional status, as eligible competitors. He signed up the early registrants at his tobacco shop and last-minute entrants at the fairgrounds—a total of 21 contestants. He supplied the tobaccos—flavored with orange, mint, cherry with bourbon, peach and anise—but permitted candidates to bring their own chew. He emceed the competition in two sections—one for accuracy, one for distance. And he supplied the first prize—a \$25 spittoon.

The Rules

The chief judge of the competition was Harold B. Thurber, head of the Arizona Quarterhorse Association. It was his responsibility also to qualify the projectiles. Wads smaller than a dime could not be counted under international rules. Sprays were also disqualified.

When the Spit Out at High Noon was over, *Tucson Daily Citizen* staff writer Thomas P. Lee reported, in part, to his readers:

"The thick ball of brown saliva that shot out of Chuck Hindsley's lips arched high over an eight-foot path and plopped right in the middle of the plastic cup sticking out of the bull's eye. It was a masterpiece.

"Hindsley's skill in the art of spitting humbled everyone....

"In the distance competition, pint-sized buckaroo Jeff Holt, 14, bashfully stepped to the foul line, chewing a golfball-sized wad of mint flavored chewing tobacco. He used the tongue-behind-the-teeth style and let out a 'zeet' that propelled his wad a respectable 20 feet. It won, but it was nowhere near the world's record of 34 feet, one quarter inch.

"About 75 people enjoyed the Spit Out at High Noon, a rather peculiar thing to do when other people are having lunch....

"Some of the 20 other spitters were not so adept at the art. A middle-aged tourist from California tried his luck, but his missile vanished in the air. A brown spot later turned up on his white shoes.

"I tried it, but wound up showering a couple of photographers and a pretty girl in the crowd. It's tough keeping your spit together," Citizen reporter Lee observed.

Sponsor's Advice

Pre-contest literature handed out by Sid Taiz prior to the competition noted that the world record of 34 feet and one quarter inch was set July 13, 1973 at Central City, Colo., by Harold Fielden. The second longest tobacco spit on record, 31 feet and one inch, was made July 26, 1975 at Raleigh, Miss., by Don Snyder.

Taiz's literature offered this advice:

"Distance depends on the quality of the salivation, absence of crosswinds, and the coordination of quick hip and neck snaps."

SMOKESHOP/JULY '77

Industry Leaders Receive Primo Award

New York, N.Y.—A group of outstanding American businessmen have received the recently established Primo Award, presented to an executive in each of 11 industries who have shown exceptional leadership qualities. Nominations are made solely by editors of business publications.

The program is sponsored by Consolidated Cigar Co., makers of Primo del Rey cigars. Scrolls were presented to each executive by George Gershel, senior vice president in charge of premium brands at Consolidated Cigar, who noted, "I was delighted to see that many of the recipients are cigar smokers. The award is named after a fine cigar, and its purpose is to honor some of our finer executives."

This year's recipients are Robert Woodruff, chairman, Coca-Cola Co. Atlanta; Walter Wriston, chairman, Citicorp, N.Y.; Lawrence Lachman, chairman, Bloomingdale's Department Stores, N.Y.; Harry Cunningham, honorary chairman, S.S. Kresge, Troy, Mich.; Eric Pleskow, president, United Artists, N.Y.; Maxwell Dane, retired founder, Doyle Dane Bernbach, Inc., N.Y.; Arthur Imperatore, president, APA Transport Corp., North Bergen, N.J.; Wayne Fisher, chairman, Lucky Stores, Inc., Dublin, Calif.; Gaylord Donnelly, chairman, R.R. Donnelley & Sons, Chicago; Paul Galeese, chairman, American Hotel & Motel Association, N.Y., and Nathaniel Rogg, retired executive vice president, National Association of Home Builders of the U.S., Washington, D.C.

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Disposalite Is Top Performer

Garden City, NY: Roy Hanson, the "money" editor for Long Island's Newsday, recently tested five disposable cigarette lighters to see how long they'd perform before they had to be thrown away. On the basis of his testing procedure, he concluded that the star performer among the five was Garrity Industries' Disposalite. He quipped that it "stood out like a sore thumb."

Before revealing the results of his testing, Hanson explained how his test was conducted:

The test considered the ease or difficulty of getting the lighter out of its plastic wrappings, general performance and number of failures during the series of lights, and—the bottom line—the number of lights given before the lighter was flicked out.

Each lighter was tested in the same way. The lighter was lighted in bursts of 10 consecutive lights, with a short rest in between. The lighters were alternated after 200 lights, to minimize the possible effect of thumb fatigue. Failures to ignite were recorded, but the grand total for each lighter is the actual number of lights, not of tries. The lighters were lighted only long enough to produce a flame, and then allowed to go out. The flame on each lighter was set at medium height and adjusted during the tests as necessary to maintain that height. It was arbitrarily decided that a lighter would be deemed to have failed if it failed to light on 10 consecutive tries.

The test method of lighting is not the same as normal usage, when the flame would have to stay lighted

somewhat longer to get the cigarette going. So the figure you would get, if you decided to count every time you lighted a cigarette, would probably be different from the test results. But since all five lighters were tested in the same manner, the ratio of successes should be roughly the same. The test was conducted indoors, under artificial light.

Here's how Hanson reported the winner's performance:

Disposalite—Made by Garrity Industries, price on container, \$1.49, retailed at \$1.39. Getting Disposalite out of its wrapping is a challenge. (Jumping up and down on it is tempting, but not recommended.) No dotted lines, no thumb-holes, just a seemingly impenetrable plastic barrier. Once uncased, however, Disposalite began a steady run. Failed on try No. 163, again on 166. But kept on going, running off strings of 50 and 100 successes, stumbling occasionally but never twice in a row. Until, after 1,170 lights, it falters, records seven misses out of 10 tries, things look bad but Disposalite recovers. There are further stumbles along the way, but they don't happen as consistently as those in that bad period. And Disposalite goes a long way further. With victory long since a certainty, Disposalite dropped dead. Its flint just gave out. (This was the only lighter in which the flint was used up before the fluid.) But even at the end, the lighter was giving a steady, even, usable flame and the test conclusions could only show that Disposalite had out-struck. Total lights: 2,530.

(*Ed Note: Disposalite gave Hanson 51.4 per cent more lights than the runnerup.*)

Buescher's Appoints Catlin

Washington, Mo.—Buescher's has announced the appointment of Mel Catlin to represent Buescher's Industries for the State of Wisconsin, and Chicago, Ill. and its surrounding territories.

Mr. Catlin started his career as a jobber in Eau Claire, Wisc., in 1947. He later joined the Hershey Corp. and Peter Paul Inc. When Peter Paul began employing food brokers, Mr. Catlin became an independent broker.

In addition, Mr. Catlin has served in various industry organizations, including past president of the Badger Candy Club of Wisconsin, an NCWA sponsored Candy Ambassador, and a member of the Western Confectionery Salesman's Assn.

One That Got Away—Once

Fairfax, Va.—A year ago Dwight James, proprietor of Ed's Bait & Tackle shop, here, ordered 500 Bic advertising lighters imprinted with his name and address. Twelve months later, on April 8, a fisherman caught a six and one-half pound largemouth bass on Lake Anna near Fredricksburg, Va.


"After cleaning the fish at the lake," reported Mr. James in a letter to Bic at Milford, Conn., "he found the Bic lighter with my advertising message in the stomach and it still lit, just like new."

Mr. James advised the company that the lake was more than 100 miles from his store and the fish was caught by a man from Arkansas.

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Stokkebye Acquires Larsen Factory

Gelsted, Denmark: Peter Stokkebye has acquired the Jorgen Larsen pipe factory in Denmark and has appointed International Brands, Inc., as exclusive worldwide distributor for its lines—Peter Stokkebye handcrafted pipes and Jorgen L. pipes.

Jorgen Larsen will continue with the company as chief designer and manager. He learned from his father how to select and fashion briar into distinguished shapes and before starting his own business of creating straight-grain pipes of Corsican briar, he spent four years as factory manager for Stanwell and five years as chief designer and technical manager for Kriswell.

"The grain of each piece of briarwood is different and this is what fascinates Jorgen," says Peter Stokkebye. "Each piece must be meticulously cut in different angles to create the artistic design he desires. Even his stems are hand-

crafted. He buys pressed caoutchouc in rods and drills and forms each stem to suit each particular pipe. The 24K gold crest is then set into each stem."

Larsen photographs each pipe to evaluate his artistic abilities and his progress. He claims that if he is ever unable to create new designs for his pipes, he shall abandon the art. He has supplied the late King Frederick IX of Denmark and other world famous personages.

Lee J. Danna, president of International Brands, Inc., says his company will market the pipes under the trademark of Peter Stokkebye handcrafted pipes in the United States and under the Jorgen L. name in other countries. The pipes will carry a suggested retail of \$90 to \$400 and will be distributed only through pipe shops. Terms and discounts are the same as on other pipes distributed by International Brands.

Barry Nova Heads U.S. Tobacco Dept.

Greenwich, Ct: Barry J. Nova has been appointed director of marketing for United States Tobacco Co. He will supervise market planning, advertising, sales promotion, product publicity, research, special events, communications projects and art services.

Nova joined U.S. in January 1974 as director of public relations and sales promotion. Prior to that, he was a senior vice president at the Lennen & Newell advertising agency where he supervised the Muriel cigar and Ballantine beer accounts.

Perkins Bows Honduran

Boston (AW): C.B. Perkins Tobacco Shops, marking introduction of the new C.B. Perkins Honduran handmade cigar, advertised three cigars for the price of two for a limited time at any of the chain's mall or downtown Boston stores. Ads invited cigar aficionados to "sample this new taste in cigar-smoking pleasure."

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See Cartier Boutiques in Smokeshops

It seemed curious. A beautiful full-color, full-page cigarette lighter in Smokeshop magazine—with no details. Not one feature of the product was mentioned. There was no price. No verbal suggestion that the reader buy it. No coupon. Nothing. Just the line “les must de Cartier” and an address.

We nasalled up our best Brooklyn French and asked Kathy le Cube, vice president of the marketing division of the famed Fifth Avenue jeweler, what was meant by “les must de Cartier.”

“Must,” she explained, “is the English *must* and the expression could translate to ‘must articles from Cartier.’”

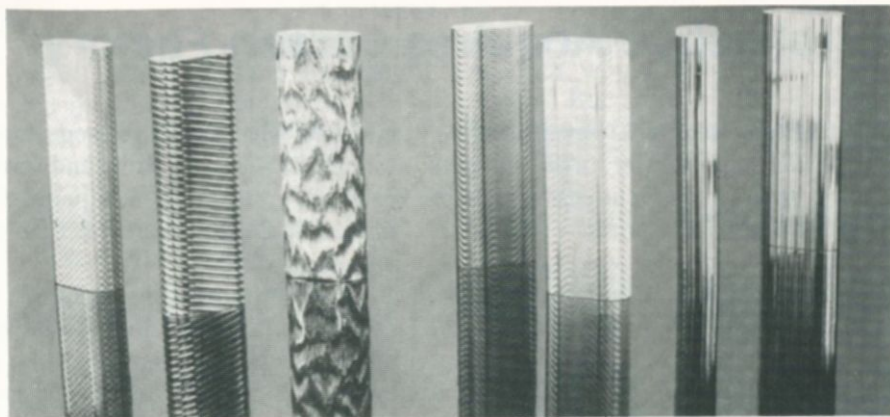
She then suggested that tobacconists with the right type of shop, the right type of clientele and the right orientation would immediately grasp the message of the advertisement and, therefore, it was unnecessary to spell it out in detail in the ad.

The Cartier official estimates that there may be a few hundred tobacconists in the entire country who are properly situated for the program that is “les must de Cartier.”

What she has in mind is establishing a Cartier center in their smokeshops—boutiques that would offer, in addition to the Cartier lighter, such additional products as Cartier clocks, watches, leather goods and pens. Perhaps even some jewelry pieces.

The concept of “les must de Cartier” was born in 1968 when Cartier introduced its cigarette lighter in Europe. When people began referring to it as “the lighter you must have,” the jewelry company decided to create “must” to market a new range of products—the products mentioned above.

Cartier discovered that longside the fine jewelry clientele was another wider-based clientele which wanted luxury products at an affordable price, a clientele that wanted the pleasure that comes with owning beautiful objects that carry a prestigious name.



The first “must” article, the Cartier cigarette lighter, is aesthetically pleasing and functionally superior. Each minute detail—the invisible mechanism, the feel to the hand, the noise of the closing cap—were all carefully considered. The lighter, from \$180 up, features clean lines and precious metals and stones.



Luggage and small leather goods are a revival from Cartier's turn-of-the-century business. There are 19 pieces in the luggage collection and 16 in the small leather goods group. The former are priced from \$150 to \$1000; the latter from \$35 to \$290. All pieces are executed in rich Burgundy tones with brass hardware.



Cartier watches, of which there are 27 models, feature 18K solid gold cases; self-opening 18K gold buckles, white enamelled faces, roman numerals, sword-shaped steel blue hands, and sapphire winding stems. They link aesthetic perfection with exceptional mechanical performance and are priced from \$850 to \$1550.

Mrs. le Cube adds that each item in the “must” collection is created and signed by Cartier; is made of the finest, luxury materials; is protected by patents to avoid imitation; carries an unlimited inter-

national guarantee, and provides worldwide after-sale service.

She's confident that the special tobacconist she is seeking and Cartier have something to offer each other.



A guide to the ultimate in cigars.

Some connoisseurs label Macanudo the finest cigar in the world.

Take a look at the label and you may understand why. Three words sum it up: "Handmade in Jamaica."

That means every cigar, from the popular Baron de Rothschild, to the long, sleek Somerset, is crafted entirely by skilled "tabaqueros."

Pick up a finished Macanudo. There's a large selection of traditional sizes and shapes to choose from: in

Café, the brown wrapper; or Jade, the green wrapper.

Look at it before lighting it. It's a pleasure to the eye just as it's a pleasure to your palate.

Roll it between your fingers. Feel its suppleness. Bring it to your nose. The wonderful aroma is the result of the world's premium imported tobaccos brought together in one cigar.

Now light your Macanudo. Cherish the taste as it lingers on the tongue.

Then sit back and enjoy the fragrance, the aroma...the entire bouquet.

If all this sounds like a bit of a ritual, it is. Remember, this is the ultimate way to smoke a cigar.

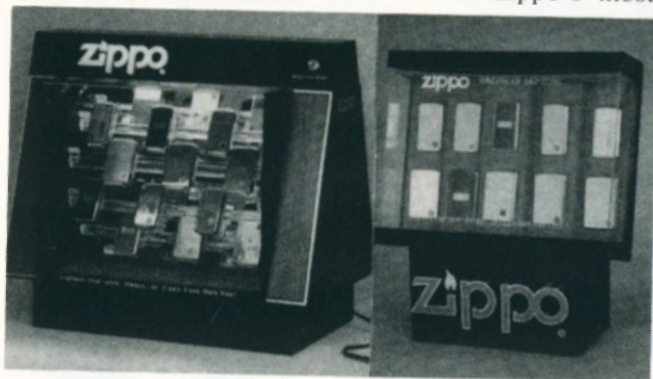
Which is only appropriate since you're smoking the ultimate cigar.

MACANUDO
The ultimate cigar.

At select tobacconists, exclusive restaurants and the distinguished humidor of Alfred Dunhill of London.
If you have trouble finding the ultimate cigar, please write Montego y Cia, P.O. 418, Murray Hill Station, New York, New York 10016.

Zippo Lighter Displays

Bradford, Pa.—The Zippo Manufacturing Co. has introduced two new lighter displays—the ZM-23100, a light-and-motion showcase for 30 of Zippo's most



popular models, and the ZD-7680, a compact unit that features the company's 10 best-selling models.

The ZM-23100 is a well-lighted, rotating unit that features 15 regular and 15 slim Zippo Lighters. Each lighter is individually cradled on a clear plastic holder and the entire assortment sparkles from the light of a single fluorescent tube mounted at the top. The unit measures 16"X10"X14½" and features a convenient "press-to-stop" button for easy selection, a rear door that locks securely, and a lockable drawer for back-up stock and gift boxes. The display is furnished free with an assortment of 60 lighters retailing from \$4.75 to \$7.75 and is available immediately.

The ZD-7680 features a pilfer-resistant display area

mounted against a background of cardinal red velour and measures only 10¾"X5"X12½". It also has a convenient storage area in the rear that holds both the gift boxes for the lighters on display and the back-up stock. The display is furnished free with an assortment of 20 lighters retailing from \$4.75 to \$7.75.

Contact either your wholesaler or Zippo Manufacturing Co., Bradford, Pa., 16701 for information about the displays.

Siesta Ware Gift Sets

Jacksonville, FL.—John C. Cavanagh, president of Jacksonville Ginter Box Co., has announced that the company is now handling for immediate delivery, the



complete line of Siesta Ware coffee mug, beer mug, salt 'n pepper, cooler, tankard, and jars 'n jugs sets.

The sets feature distinctive styling, a varied array of colors and a wide variety of designs. They come with either a serving tray, or rack, customized to complement the overall pattern.

Prices range from \$4.50 to \$29.95 and the sets may be imprinted for gifts and premiums.

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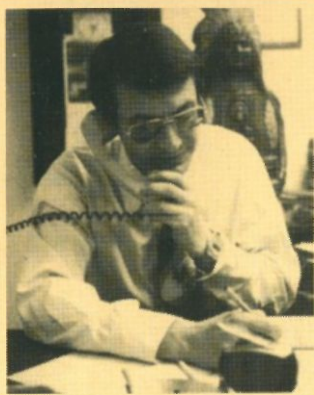
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6	Self Stick Humidifier	.89	5.34
4	Cork Pipe Kicker	.69	2.76
4	Stick Anywhere Pipe Stand	1.79	7.16
12	Pipe Companion	.49	5.88
12	Yellow Plastic Pouch	.89	10.68
6	Tartan Stripe Pouch	1.89	11.34
6	Expanded Vinyl Pouch	2.59	15.54
6	Zipper Pouch	2.39	14.34
12	Pipe Screens - Packs	.59 pack	7.08
12	Flint Packages	.39 pack	4.68
			<u>\$106.09</u>
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Distributed by



Publisher's Memos

IRV BABSON

On the Wednesday immediately prior to Father's Day, The New York Times published in "The Living Section" an extensive George Volsky article that recommended "For His Day, A Good Cigar."

From the industry's standpoint—with the exception of a single reference to smoking-and-health—it was a very positive piece. It reminded of the type of publicity the industry once could expect—back in the days of the Cigar Institute of America.

"The portly paterfamilias of yesterday, who modeled himself after

the local wardheeler with stogie clamped between his jaws, has been replaced by the trend-conscious young executive who takes his cigar-smoking cues from Washington, Hollywood and such cigar-smoking celebrities as Vice President Mondale, Senator Edward Kennedy, Robert Redford and Jack Nicholson.

"Although cigar-smoking today is a nub of what it once was—down 50 percent in the last half century—experts say the practice is growing among young men, who typically favor expensive handmade versions of the product.

The article then went on to explain the different leaf that is used in cigars and the colors, the sizes and the shapes that cigars come in. Then Volsky offered this advice:

"Connoisseurs say it is preferable to smoke a smaller cigar after lunch and a longer, stronger one after dinner. Smokers should decide first on the size of the cigar. Beginners would do well smoking smaller, milder and mellower cigars.

"Cigar buyers should examine the wrapper before choosing a size. Ideally the wrapper should be silky, even-colored and smooth, devoid of veins. The cigar should be firm and without hollow spots and should have a well-formed round head..."

Volsky went on to say that cigars should be cut open with a cutter, lighted with a wooden match or a gas lighter, and smoked slowly.

He also listed eleven New York tobacco shops and their cigar recommendations.

It was a piece that a Cigar Institute would have been proud to have been associated with. The industry could use more of them.



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Name Hedy Halpert To Direct Ad Sales

Hedy Halpert has been appointed director of sales for the United States Tobacco Journal and Smokeshop magazines.

She has also been named director of advertising sales for Convenience



Hedy Halpert

Store News and advertising manager for Radio & Television Weekly.

All are properties of BMT Publications, Inc.

Ms. Halpert, who has been with BMT since September 1975, joined the company as an advertising sales representative for Convenience Store News and Smokeshop. In April of the following year, she was given the additional responsibilities of advertising sales representation for the United States Tobacco Journal and Radio & Television Weekly.

Ms. Halpert has a BA degree in political science from Queens College, City University of New York, and her masters in political science from the University of York in England.

Prior to joining BMT Publications, she was a high school social studies teacher in the New York City public schools system.

Imports from the Canaries Double

Washington, DC: U.S. imports of Canary Islands cigars in the first three months of 1977 almost doubled their imports in the first quarter of 1976, according to the latest figures released by the US Census Bureau.

A total of 6,637,320 cigars came into this country from the Canaries in January-March 1977 as against 3,410,525 in the first quarter a year ago.

March imports from the Canary Islands were 2,150,975 against 586,600 a year ago.

First quarter import gains were also recorded for cigars from Jamaica (up from 2,474,310 in 1976 to 3,106,091 this year), from Honduras (up from 2,190,410 to 2,905,535), from the Dominican Republic (from 1,041,102 to 1,178,725), from West Germany (from 492,835 to 601,820), from Denmark (from 60,000 to 239,635), from France (from zero to 488,000—all in March), and from Costa Rica (from 104,045 to 203,635).

First quarter losers among cigar exporting countries to the U.S. were Brazil (from 1,821,100 to 1,401,800), Belgium (from 105,000 to 55,325), Mexico (from 1,450,300 to 1,233,130), Netherlands (from 1,182,970 to 523,803), Nicaragua (from 2,614,665 to 2,360,695), and Philippine Republic (from 1,350,450 to 218,439).

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Broker Reps Needed

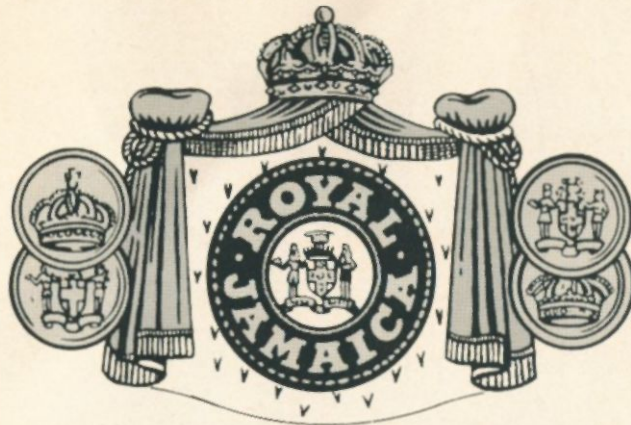
All territories for high quality imported pipes, smoking tobacco and accessories. Please contact P.O. Box 012 Smokeshop Magazine, Ninth Floor, 254 West 31st St., New York, N.Y. 10001.

REPRESENTATIVES WANTED

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REP OPPORTUNITY

SOMETHING SPECIAL! Tobacco salespeople, add MINIT BIDIS, a fine herbal smoke made in India, to your line. MINT BIDIS are a blend of six herbs rolled in a leaf providing a pleasing, nicotine-free, good-tasting smoke. Contact Herbal Pathways, P.O. Box 815, Wayne, N.J. 07470.



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