

TOBACCO

October 1972, number 1101, thirty pence

Gold can do more
for your balance of payments
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Benson and Hedges have outsold
all the other King Size brands
put together.

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bank balance.



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*the cigars that made
Dutch Cigars famous*



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



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The magazine for the British importer, exporter, manufacturer, wholesaler and retailer of tobacco circulating in the United Kingdom and in 85 countries overseas. Founded 1881.

Annual subscription includes the Tobacco Trade Year Book and Diary, and the Smokers' Handbook.

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The Adelphi

John Adam Street, London WC2N 6AY

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Special features

HOW RETAIL ARBITRATION WORKS

Alan Fiber describes the role of the newly-appointed arbitrators in settling disputes.

WHOLESALE TAKE STOCK AS THE PACE STEPS UP

Ken Rich looks ahead with the W.T.T.A.

PRICE AND MARGIN CHANGES

A comparative study of the new tobacco price lists.



NATIONAL PIPE SMOKING FORTNIGHT

An all-industry effort to encourage pipe and tobacco sales.

A TIME OF CHANGE FOR PIPE TOBACCOS

'Tobacco' interviews Hugh Wakefield of Ogden's.

IT'S A SMOKERS' WORLD

The startling growth of a new retail chain could mean that specialist shops are on the way back.

IT PAYS TO BE IN WITH THE PIPE PEOPLE

Selling pipes and tobaccos can be rewarding in more ways than one.

JOHN CLUNE'S CENTENARY

The Irish family firm celebrates by selling more tobaccos and snuff than ever before.

PIPEMAN OF THE YEAR COMPETITION

Your chance to win an exciting Mediterranean cruise for two.

CHRISTMAS PARADE

The second of 'Tobacco's' special supplements pre-viewing the new Christmas packs and products.

Regular features

17 Monitor—presents the news in relief

23 What's New

27 Parking Space—for travellers

67 Incentive—advertising, sponsorships, promotions

87 Counterpoint—a retailer's view

87 Diary Dates

88 Names in the News

92 Personnel—people on the move

94 The Snuff Scene



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34

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39

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A TIME OF CHANGE FOR PIPE TOBACCOS

41

'Tobacco' interviews Hugh Wakefield of Ogden's.

IT'S A SMOKERS' WORLD

51

The startling growth of a new retail chain could mean that specialist shops are on the way back.

IT PAYS TO BE IN WITH THE PIPE PEOPLE

55

Selling pipes and tobaccos can be rewarding in more ways than one.

JOHN CLUNE'S CENTENARY

59

The Irish family firm celebrates by selling more tobaccos and snuff than ever before.

PIPEMAN OF THE YEAR COMPETITION

62

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70

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92 Personnel—people on the move

94 The Snuff Scene

Carrolls Number 1 the taste of good tobacco in Ireland's best selling cigarette



26p for twenty

BUYERS GUIDE TO BRANDS AND TRADE SPECIALITIES

Index to Headings

| | |
|------------------|---------|
| Ash Trays | 10 |
| Brier Pipes | 7, 8 |
| Cherrywood Pipes | 8 |
| Cigars | 4, 5, 6 |
| Cigar Cases | 10 |
| Cigar Cutters | 10 |
| Cigar Holders | 10 |

| | |
|----------------------------|----|
| Cigarettes | 3 |
| Cigarette Cases | 10 |
| Cigarette Filters | 10 |
| Cigarette Holders | 10 |
| Cigarette Papers | 10 |
| Cigarette Rolling Machines | 10 |
| Clay Pipes | 8 |
| Corn Cob Pipes | 8 |
| Gas Lighters | 9 |
| Leather Gifts | 10 |

| | |
|-------------------------|----|
| Lighters | 3 |
| Lighter Accessories | 10 |
| Lighter Fuels | 10 |
| Matches | 10 |
| Meerschaum Pipes | 10 |
| Musical Cigarette Boxes | 8 |
| Pipes | 8 |
| Pipe Accessories | 8 |
| Pipe Repair Kits | 9 |
| Pipe Gloves | 10 |

| | |
|-------------------------|------|
| Pipe Racks | 10 |
| Pipe Tobaccos | 9 |
| Pocket Lighters | 9 |
| Private Name Cigarettes | 3 |
| Smokers' Requisites | 8 |
| Snuffs | 3, 4 |
| Snuff Boxes | 10 |
| Table and Desk Lighters | 9 |
| Tobacco Pouches | 10 |
| Walking Sticks | 10 |

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

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

CALYPSO

Pritchard & Burton Ltd
Boars Head House
Thameside Industrial Estate
Factory Road
London E16 2HB
Tel 01-476 4316

FASHION

B. & R. Goldfarb Ltd
N9

M. LANDAW HAND MADE CIGARETTES

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

PRIVATE STOCK FILTER

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

ROYAL YACHT

Osborne Tobacco Co Ltd

AMERICA

CAMEL

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

CAMEL FILTER TIPPED

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

CHESTERFIELD

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

CHESTERFIELD FILTER TIPPED

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

KENT

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London SW1P 2QW
Tel 01-834 8063/7

LARK Charcoal Filter

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

L. & M. FILTERS

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

LUCKY FILTERS

Ogden's
Boundary Lane
Liverpool L69 1DT

LUCKY STRIKE

Ogden's
Boundary Lane
Liverpool L69 1DT

PALL MALL (Filter Tipped)

Ogden's
Boundary Lane
Liverpool L69 1DT

PALL MALL (King Size)

Ogden's
Boundary Lane
Liverpool L69 1DT

REYNO (MENTHOL)

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

AUSTRIA

SMART FILTER

William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

CANADA

MACDONALD'S EXPORT 'A'

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

CUBA

HAVANA

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

FRANCE

FRANCAISE FILTRE

H. Autran Ltd
66 Leonard St
London EC2
Tel 01-253 6507

GAULOISES

H. Autran Ltd
66 Leonard St
London EC2
Tel 01-253 6507

GITANES

H. Autran Ltd
66 Leonard St
London EC2
Tel 01-253 6507

GERMANY

ERNTE 23 Filter

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

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Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

IRELAND

CARROLL'S No. 1

William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063

HIGH KINGS

William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063

MAJOR EXTRA

William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063

SWEET AFTON

William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063

MANILA

MAHABA REGALIZ

Original Manila Cigarettes
Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-406 4857

SWITZERLAND

MAHAWAT

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

TURKEY

YENIDJE

Sole Importer
William P. Solomon Ltd
26-29 Maunsel Street
London SW1P 2QW
Tel 01-834 8063/7

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SULLIVAN POWELL & CO LTD

Chichester Road
London N9 9DJ
Tel 01-807 0157

Snuffs

AFTER GLOW Peppermint

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

ANISEED NO 42

Gawith, Hoggarth & Co Ltd

Snuffs—cont.

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

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Illingworth's Tobaccos Ltd

BLUE LABEL MENTHOL
Illingworth's Tobaccos Ltd

CARNATION
Gawith, Hoggarth & Co Ltd

COCK OF THE NORTH
Illingworth's Tobaccos Ltd

C. M. CAMPHORATED MENTHOL
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Lowther Street
Kendal
Tel Kendal 20047

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The 'Kendal Brown' House
Kendal
Tel 20117

DR RUMNEY'S EXPORT (Blue tin)
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

DR RUMNEY'S MENTHOLYPTUS (Brown Tin)
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

DR RUMNEY'S PLUS (Green Tin)
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

FLEURETTE
Gawith, Hoggarth & Co Ltd

FIDDLER
Illingworth's Tobaccos Ltd

GOLDEN CARDINAL
G. Smith & Sons
74 Charing Cross Road
London WC2H 0BG
Tel 01-836 7422
Sole UK Distributors
Sullivan Powell & Co Ltd
Chichester Road,
London N9 9DJ
Tel 01-807 4343

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

HEDGES 'L260' SNUFF
Hedges 'L260' Snuff Ltd
PO Box No 71
1205 Stratford Road
Birmingham B28 9AD
Tel 021-777 5285

IRISH
Illingworth's Tobaccos Ltd

JOCKEY CLUB
Illingworth's Tobaccos Ltd

K 67
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

KENDAL BROWN
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

KENDAL BROWN
Gawith, Hoggarth & Co Ltd

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

LAVENDER
Illingworth's Tobaccos Ltd

LIGHT AND DARK PRINCES
Illingworth's Tobaccos Ltd

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

McCHRISTAL'S SNUFF
McChrystal's (Leicester) Ltd
Morris Road, Off Oakland Road
Leicester LE2 6BR
Tel 707230

MENEX
Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
Tel 012-557 4751/5

M4X
Gawith, Hoggarth & Co Ltd

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

PEPPERMINT—GREEN LABEL
Illingworth's Tobaccos Ltd

PEPPERMINT—ROOSTER
Illingworth's Tobaccos Ltd

PEPPERMINT—WHITE LABEL
Illingworth's Tobaccos Ltd

PEPPERMINT—WHITE LABEL
Gawith, Hoggarth & Co Ltd

SAM'S OWN MEDICATED
Samuel Gawith & Co Ltd
The 'Kendal Brown' House
Kendal
Tel 20117

SANSNUFF A33
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

SP (No 1)
Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

SHARROW SNUFFS
Wilsons & Co (Sharrow)
GPO Box 32
Sheffield 11
0742 62677. Est 1737

'STURCO' MENTHOL (Sturges)
McChrystal's (Leicester) Ltd
Morris Road, Off Oakland Road
Leicester LE2 6BR
Tel 707230

SUPER MENTHOL
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

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Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

WESTERN GLORY
Gawith, Hoggarth & Co Ltd
Lower Street
Kendal
Tel Kendal 20047
ZEST MEDICATED
Illingworth's Tobaccos Ltd

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

KING EDWARD Cigarillos and Invincible de Luxe
Loretta Cigars (London) Ltd
Loretta House
1083-5 Finchley Road
London NW11
Tel 01-455 9614

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

GREAT BRITAIN

NAPOLEON
Churchmans
Member of Imperial Tobacco Group Ltd
PO Box 45
Ipswich

PARLOUR PANATELLAS
Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
Tel 021-557 4751-5

SPEAKER PANATELLAS
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Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
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VARANO CIGARS AND PANATELLAS
Abrahams & Gluckstein
55-57 Tabernacle Street
London EC2
Tel 01-253 4010

VILLA VANA
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130 Sharpe Lane
Ruislip, Middlesex
Tel Ruislip 36585

VELIANVERS
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Piccadilly
London SW1
Tel 01-734 1477

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Piccadilly
London SW1
Tel 01-734 1477

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

DENMARK

ADVOKAT CIGARS
J. John Masters & Co Ltd
Boundary House
Jewry Street
London EC3N 2HN
Tel 01-481 1234
ANDANTE AND DUCADOS
AM Hirschsprung Royal Danish Cigars
Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

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

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

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

LARSEN LARGO
Small Panatellas and LICHTINGER Cigars
Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
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HOLLAND

AGIO
Hunters & Frankau
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Tel 01-236 0741

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

GAINSBOROUGH WHIFFS
Abrahams & Gluckstein Ltd
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London EC2A 4AA
Tel 01-253 4010

HENRI WINTERMANS
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North Way
Andover, Hants
Tel Andover 61131

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HUDSON

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London NW11
Tel 01-455 9614

JOLLY KNIGHT PANATELLAS

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

KAREL I

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

LITTLE DUTCHMAN WHIFFS

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

LORECA

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

PALADIJN

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

PANTER (the new range)

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

PARCIVAL

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

RITMEESTER

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

SCHIMMELPENNING

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

TROPENADEL

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

WILLEM II

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

YORK ROYAL PANATELLAS

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

HAVANA

AMOR DE CUBA

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

BOLIVAR

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

DAVIDOFF

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

EL REY DEL MUNDO

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

GISPERT

Sole Importers

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

HOYO DE MONTERREY

(In tubes)
Churchmans
Member of Imperial Tobacco
Group Ltd
PO Box 45, Ipswich

HOYO DE MONTERREY

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

HOYO DE MONTERREY

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

MONTECRISTO

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

PARTAGAS

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

POR LARRANAGA

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

PUNCH

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

RAFAEL GONZALEZ

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

RAMON ALLONES

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

ROMEO y JULIETA, all sizes

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

ROMEO y JULIETA

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

ROMEO y JULIETA

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

SAINT LUIS REY

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

SANCHO PANZA

H. & W. Hill (Cigars) Ltd
1/2 Milk Street, Cheapside
London EC2
Tel 01-606 0251/2

H. UPMANN

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

ITALY

TOSCAN-I AND ELLI

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

JAMAICA

AMORVANA

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

CARIBE

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

CARIBE

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

COSTA RICO

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

CULAMOR

Morris & Morris
M. Landaw Ltd

EL RONBAR

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

FLOR DE LORECA

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

FLOR DE LANCHIA

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

FLOR DE MERCANTES

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

GOLOFINA

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

JAMAVANA

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

LA DIADEMA

Sole Importers
Benson & Hedges Ltd
13 Old Bond Street
London W1
Tel 01-493 1825

LA INVICTA

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

LARANA

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

LA TROPICAL DE LUXE

Sole Importers
Churchmans
Member of Imperial Tobacco
Group Ltd
PO Box 45, Ipswich

MACANUDO

Sole Importers
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Tel Stoke 87227

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Turner's Lighter Spares &
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Alfred Dunhill Ltd

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Flaminaire (Great Britain) Ltd
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Regent Street
London W1V 2AU
Tel 01-734 4227

DOMESTIC GAS LIGHTER FLINTS

SMOKECRAFT (REGD)

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A. Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
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Permaflex Ltd
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Tel Stoke 87227

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Tel 021-554 9391

HAR-BRO

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

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John Redman Ltd

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SMOKECRAFT (Regd)

Adolph Elkin & Co Ltd

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123-5-7 Whitecross Street
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CIGARETTE CASE BANDS

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CIGARETTE HOLDERS

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Adolph Elkin & Co Ltd

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GERRARD

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Tel 0272-25466

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Essex SS9 1PR
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Louis S. Glass & Co Ltd

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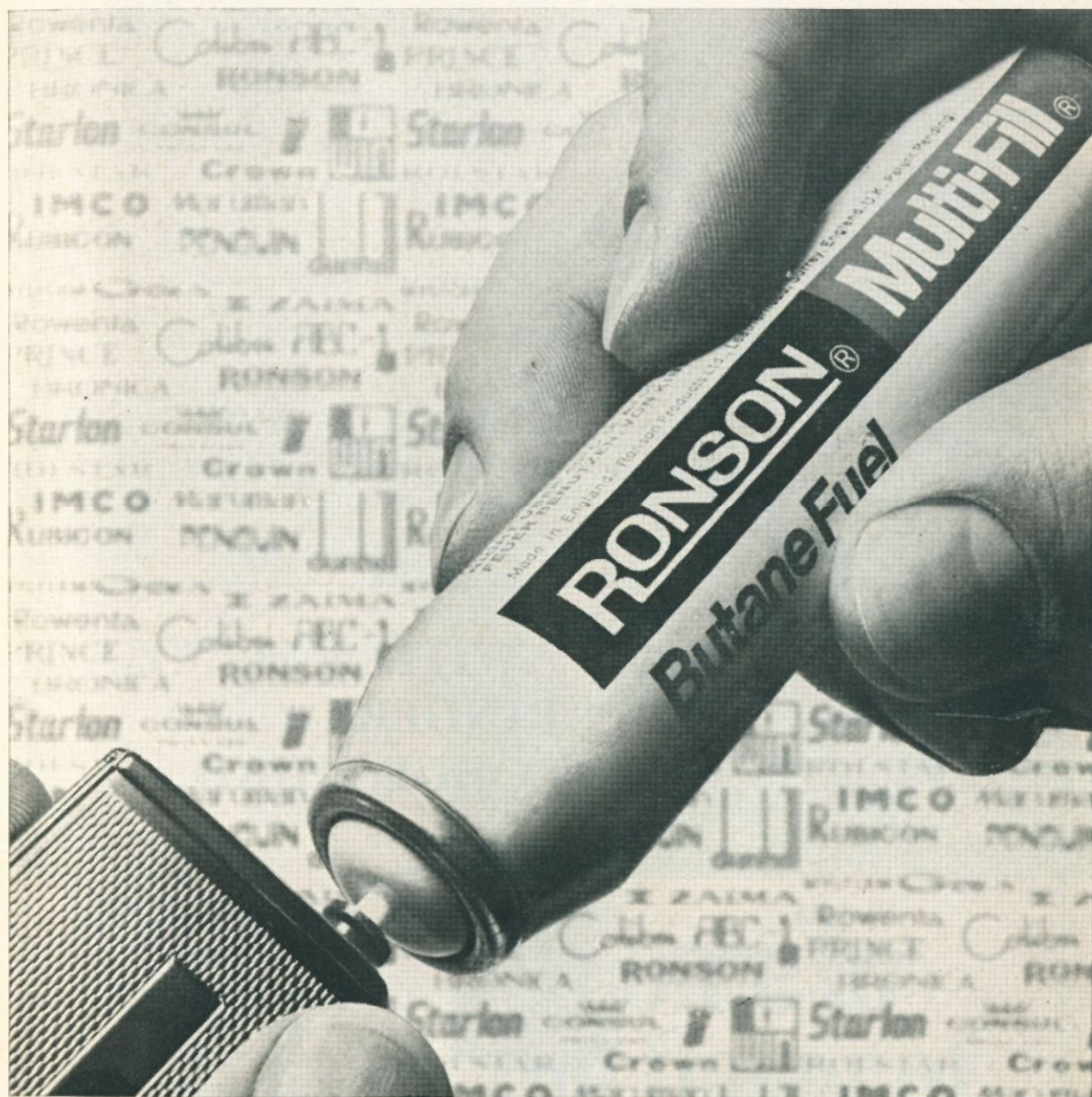
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New Ronson Multi-Fill Refill
works with every leading brand of gas lighter



More profit too!

Now a new Universal Multi-Fill refill from Ronson. It will meet the needs of virtually every customer requiring a gas lighter refill tube.

The Ronson refill gives you more profit per gramme. And gives

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It's available in both large and standard sizes.

Millions of Ronson lighter owners have already made Ronson the

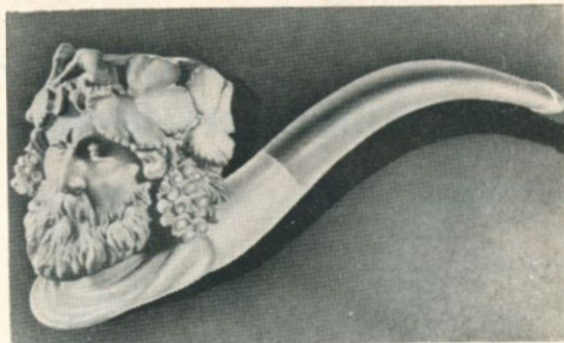
overwhelming brand leader in gas refills. Now you have the new Ronson refill, why stock others?

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by Andreas Bauer

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EXECUTIVE PIPE STAND

The modern stand for every shape of pipe. Specially designed gilt pipe rest is mounted on a circular tiered plinth finished in black and gilt, and the weighted base is covered with baize. Individually boxed. Recommended retail price **£1.20.**



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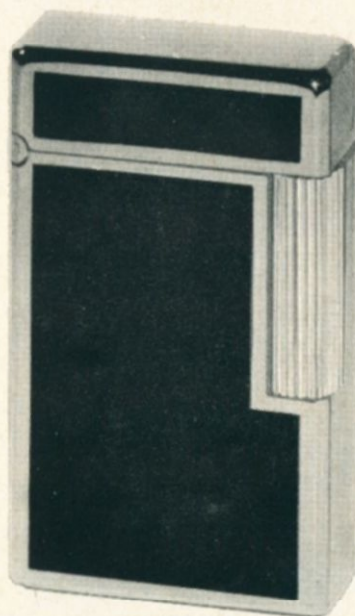
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21p

30p

26½p

Recommended Retail Prices

The mild cigarette.

MONITOR

Presents the news in relief

B.A.T. CIGARETTE BRANDS LEAD IN 40 COUNTRIES

Speaking at a seminar for European investment managers held by de Zoete and Bevan recently, Mr. C. H. Stewart Lockhart, the B.A.T. director responsible for the B.A.T. Group's interests in Europe, reviewed the Group's tobacco operations in the existing E.E.C. countries and in Finland, Sweden and Switzerland.

Mr. Stewart Lockhart said that if Europe followed the 3 per cent. norm world consumption increase, a further 850m. cigarettes a month would be consumed in these countries this year. The majority of these cigarette sales were by international groups and B.A.T. Group sales were now showing a faster growth than total international group sales.

He went on to say that last year B.A.T.'s European sales volume rose by 5½ per cent. and trading profit, assisted by exchange movements, by more than 12 per cent.

B.A.T. in Europe, including the U.K., provided 20.5 per cent. (£34.6m.) of the Group's trading profit and investment income.

In Germany B.A.T.'s subsidiary company had the leading brand, H.B., which alone had nearly 20 per cent. of the German cigarette market and was today the largest selling filter brand in Europe.

In addition to Germany, B.A.T. had subsidiary tobacco manufacturing companies in Benelux, Finland, Denmark and Switzerland. In all, B.A.T.

had ten cigarette and three cigar factories in Europe. In addition there were B.A.T. selling companies in France, Sweden and the Channel Islands.

Mr. Peter Macadam, director of B.A.T., in his address to the seminar, said that the British-American Tobacco Group's cigarette sales were more than twice those achieved by any other tobacco group, excluding state-owned industries.

In 40 countries in the world the leading cigarette brand is a B.A.T. product.

Mr. Macadam said that the nine largest of the international groups had some 60 per cent. of the tobacco business in the areas of the world where the industry is open to private enterprise and B.A.T. had almost one-third of the total sales of these nine groups.

B.A.T.'s subsidiary in the U.S.A., Brown and Williamson, had all time record cigarette sales in July easily surpassing its average monthly figure of 8,000m. for the quarter ended June 30, 1972, recently published in the Maxwell International Estimates. This figure was approaching the total cigarette consumption in one month in the U.K. (10,000m.).

WILLS WORK OVERTIME

Wills, in a statement on the supply position, say that since the industrial troubles in June and July, they have steadily increased the allocations of all major brands, which are strictly determined on the basis of traders' previous orders.

While the dispute lasted, traders were drawing heavily on their reserve stocks, and with the end of the holidays many of them are now finding the present allocations insufficient. Some wholesalers and cash and carry outlets are further embarrassed by increased orders from Wills' own retail customers who cannot get all they want from them.

The inconvenience to traders is much regretted, and Wills are making every effort to refill the pipeline as quickly as possible by means of regular overtime in their factories both in the evening and at weekends.

Priority will continue to be given to the production of 10's and 20's, especially of Embassy Filter and Embassy Regal. As a result, no orders will be accepted this year for 40's packs in Christmas sleeves, although sleeves will be available through their representatives in good time for gift sales.

WORLD WIDE CIGARETTE PRODUCTION—BY AREAS

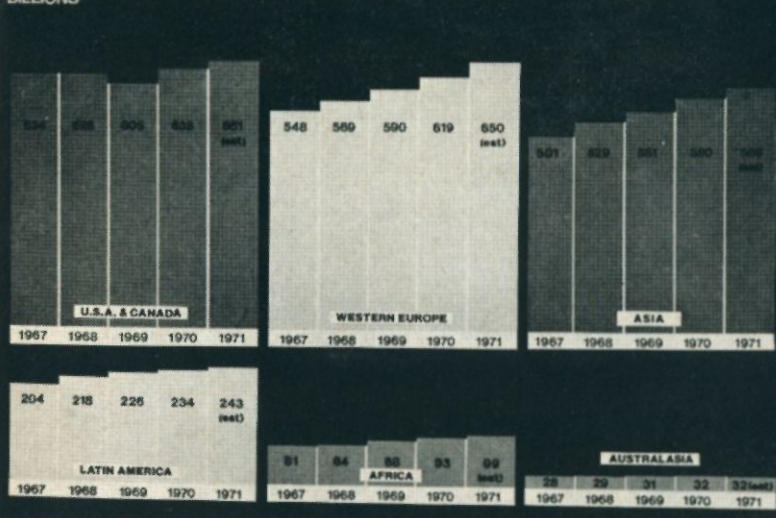


Chart of world cigarette production (excluding Eastern Europe and China) shown to European investment managers by Mr. Peter Macadam, director of British-American Tobacco Co. Ltd., at a seminar organised by De Zoete and Bevan.

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TRAINING BOARD'S PROGRESS

The annual report of the Distributive Industry Training Board shows that the period up to the year ended March 31, 1972, was a year of marked progress. The Board is confident that a continuation of its present policies will mean further improvement in both the quantity and quality of training in the distributive industry.

The Board notes that its special grants scheme for firms with an annual payroll of £60,000 and under is being increasingly adopted. The scheme simplifies the introduction of a systematic approach to training and it is expected that some 40 per cent. to 50 per cent. of firms eligible will adopt it during the first year of its operation.

Reporting on the development of Group Training Schemes the Board says that there are now 16 formal groups in operation covering 237 firms and more than 18,000 employees, as well as 30 informal groups. The Board has continued its policy of providing financial aid during the year to Trade Associations to help develop and maintain their training activities. The aid amounted to almost £135,000.

The Board estimates that for the training year ending July 31, 1971, it will make training grants totalling more than £7,200,000. The total levy income for the year was £7,676,000. This represents an average of £5.35 per employee on firms who pay levy and a total grant expenditure averaging £5.16 per employee.

The estimated number of employees on the Board's register of firms who pay levy is 1,250,000.

CARRERAS NOW ROTHMANS—official

At the extraordinary general meeting of Carreras Ltd., held on September 4, the resolutions concerning stock holders were passed; the name of the company was officially changed to Rothmans International Ltd. on September 7, and the merger became effective on September 11, with the placing of £20m. Senior Bonds.

Permission to deal in and quotation for the whole of the issued Preference and 'B' Ordinary Shares and the Senior Bonds of the Company has been granted by the Stock Exchange.

TOBACCO OCTOBER 1972



NEW PARKAR HEADQUARTERS

This handsome building in Wembley houses the new premises of J. Parkar & Co. (London) Ltd. As reported in *Tobacco* last month, the company, which was formed in 1958, continues to expand with their imported products including Win lighters, watches and hi-fi equipment. There are service departments for all three lines at Parkar House, two showrooms and ample warehousing space.



ESSEX PIPE CLUB AT GOUDA

The first open international Gouda pipe smoking championship was held recently in the Town Hall at Gouda, and an exciting event it turned out to be. Victory went to Mr. P. Vink from Moordrecht, who kept his pipe alight for exactly 72 minutes 45 seconds.

The championship was held to mark Gouda's 700th anniversary. To ensure that things were done properly the city had called in the expert assistance of the Niemeyer Advice Centre for Pipe Smokers.

There was wide public interest in the event. The stands were filled to capacity and the doors had to be closed soon after the start.

Nor was there a lack of competitors.

All the available places were filled, with a total of 50 men and three women. Two of the women were English, who together with two men represented the North Essex Pipe Smokers' Club, which was captained by David Wardrop.

In spite of all their preparations some competitors dropped out almost at once. The booby prize went to Mr. J. A. Hofman, whose Gouda pipe, which was stopped with 3.3 grammes of Vier Heeren Baai, went out after only 2½ minutes.



RETAILER INTO WHOLESALER

Charles Miller of East Main Street Blackburn, was a tobacconist/news- ▶

VIVA- BOLIVAR



THE Cigar from Havana

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agent with two shops and a problem; it cost him half a day to visit the cash-and-carry warehouses in either Glasgow or Edinburgh and that was time that he could not afford to waste.

He reckoned that other retailers in Central Scotland, south of the M8, must be in the same position.

The solution which he adopted was to open his own cash-and-carry, selling wholesale to himself and to the hundreds of other retailers who operate in the area.

He took over some 3,000 sq. ft. of former co-operative society premises, gutted them and renewed them personally.

Basis of his stocking policy in the business has been that applied in his own retail shops; if it sells in these two shops it should sell elsewhere in the area, and experience has shown this to be the case.

Customers who want a particular brand will go out of their way to buy it, he says, and he should know, for he has some 58 brands of cigarettes at Blackburn as well as a very big range of cigars.

MANCHESTER T.T.B.A. JUBILEE DINNER

The annual dinner-dance of the Manchester Tobacco Trade Benevolent Association is to be held this year on Friday, November 10, at the Hotel Piccadilly, Manchester.

This year is the branch's 50th anniversary—their Golden Jubilee Year, so they hope to make it even more successful than previous years.

Limited accommodation has been reserved at the hotel and a reduction on the apartments charge has been agreed and confirmed at half the normal tariff for a limited number of additional tickets.

BRIERLEYS' NEW STORE

A big new discount hypermarket for the sale of a wide range of food and non-food items, including cigarettes and tobacco, has been opened by Brierleys Ltd. in a building on the site of the former ten-pin bowling alley in Franklin's Gardens, Northampton.

The new store, the first in the area, has some 25,000 sq. ft. of floor area all on street level, and there is also a free car park for customers. The company have a number of discount super-markets in the Midlands area and first started discount trading at a store in Gold Street, Northampton, about 12 years ago.



PLAYER'S LAUNCH CARLTON BRAND FAMILY

In a bold move, which pursues a whole series of marketing objectives with a single launch, Player's last month introduced the Carlton Collection.

The Carlton Collection consists of a King-Size at 30p for 20, Long-Size at 23½p for 20 and Premium at 18½p for 20. Long-Size and Premium are also available in 10's.

All three sizes carry coupons; there are seven in the King-Size, five in the Long-Size and Premium, and two in each of the 10's packs. All coupons are interchangeable with those of all other Player's brands.

This is the first time in Britain that a brand family has been launched at the same time, which must indicate that trailing a brand through the various price sectors, as other companies have done in a piecemeal fashion, does not have the image-damaging effect on the higher-priced brands it was previously thought to have.

The simultaneous launch of three sizes of Carlton cigarettes enables the company, said marketing development manager Ritchie Harrison, to take up three major marketing opportunities at some economy of launch costs.

It would be fair to say, said Mr. Harrison, that with this three-in-one launch Player's were looking sideways and ahead. They need a strong King-Size brand to support John Player Special as well as a brand in the growing 23½p sector where they were not previously represented. A major factor in the marketing philosophy of the launch was the changes in the market structure which will follow entry into the EEC.

On all direct account orders for the Carlton Collection invoiced from October 2 to November 8 there will be an introductory rebate of 10p per thousand—this will be increased to 20p per thousand when all three sizes are ordered at the same time. All orders will be invoiced at Q2 (or better terms.) All orders will be carriage paid and there will be extended credit for one accounting period.

As a launch incentive, smokers are invited to send their first 35 coupons to Player's. In return, they receive a free packet of 20 Carlton King-Size, a token worth 100 coupons, and another worth 35 to replace the original coupons. Details of the promotion are carried in consumer Press advertisements, display leaflets at point-of-sale and on the coupons in the packs. The offer closes on January 31, 1973.

The launch is to be backed by a nationwide consumer advertising campaign, starting in the week beginning October 22. There will be single pages in the national newspapers and double-page spreads in colour supplements and national women's weekly magazines. One hundred super-site posters will add weight to a national poster campaign.

A team of 150 demonstrators, wearing specially-designed uniforms and driving a fleet of liveried cars, will sample and sell the Carlton Collection throughout the country for five weeks from November 6. The point-of-sale support for this brand includes a shelf display unit, leaflets giving details of the brand and the promotional offers and leaflet dispensers, showcards, window bills and shelf strips.

New Vogue Britain's first satin tipped cigarette.



30p for 20
38p for 25
Recommended prices

From Carreras Rothmans Distribution Services Ltd, Christopher Martin Road, Basildon, Essex.

WHAT'S NEW



Benson & Hedges small cigars in 5's

Launched nationally in March 1971, Benson & Hedges Small Cigars have become an established brand in the small whiff market and smokers can now buy these cigars in packs of five, selling at a recommended retail price of 15p.

The 5's pack, similar to the existing gold 10's pack, has a single row hull-and-slide and will be packed in outers containing 50 cigars.



Classical Colibri

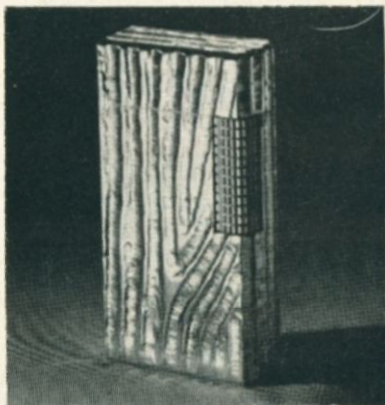
The new Monomatic automatic-action lighter from Colibri is based on the

TOBACCO OCTOBER 1972

simplest classical shape, the square with a special slide-back action and original jewellery finishes and patterns to set it off.

This new Monomatic action, a triangular flush-fitting shaped trigger on one corner of the lighter, is the specially designed feature for this economically priced range. It slides back and down for a light—and that's all. All mechanism is completely hidden. The flame pops up from deep inside. Safely concealed under the removable base plate are the refuel valve, flint replacement screw and flame height adjuster.

The two ranges announced today are called Monomatic GT and Monomatic Lightweight. The GT models are in finishes of gold plate or chrome with an unusual selection of patterns such as pyramid squares, vertical lines and tartan. One model has been given an original heavily encrusted gold nugget effect. Prices for the GT range are from £3.45 to £4.95.



Bark-finish Dunhill

A 'Bark' finish has recently been added to the 'Dunhill 70' lighter range.

Prices for this lighter are: Silver Plated, £23.50; Gold Plated, £26.

Ronson's reminders

Ronson have produced a catalogue of their lighters which can be engraved or silk-screened with a company's name or logo for as little as £1. This makes a permanent reminder for valued customers. Write to Ronson at Leatherhead, Surrey, or phone requirements to Leatherhead 74444.



Wills HB Crown re-introduced

Wills have reintroduced HB Crown as a king-size filter cigarette made from a blend of Virginia, Burley and Oriental tobaccos.

It is in a three-row soft pack—the traditional continental packing—and the recommended retail price is 30p for 20.

The 200's display outer is also an automatic dispenser and can be fixed to a cash register or shelf by means of the adhesive pads provided.

Distribution will be limited to outlets with a demand for imported and continental-style cigarettes, which at present account for less than half per cent. of the U.K. market.

National press advertising, mainly in full colour, will commence this month. The *Sunday Times*, *Observer* and *Daily Telegraph* magazines, *Guardian*, *Evening Standard* and *Punch* are included in the schedule.

Advertising agents for HB Crown are Masius Wynne-Williams Ltd.

Vautier goes national

The rapidly growing taste for imported cigars amongst U.K. smokers has prompted Ogden's of Liverpool to add two well established continental brands to their range of Panter cigars for the U.K. market, namely Vautier and Balmoral de Luxe.

The internationally famous Swiss cigar Vautier, has already been test marketed very successfully in selected



Happiness is the profit you can make from a cigar called Hamlet.

Over the years it has been our intention to make life a little happier for everyone concerned with selling Hamlet.

And this year is no different. Between January and July we spent the largest amount of money on T.V. advertising that has ever been spent on Hamlet. Sales went up, so everyone made some money, and life was a little happier.

Then, at the beginning of August, came the money-off promotion. Sales went up, so

everyone made some more money and life was a little happier still.

Now comes the chance for you to get, forgive our turn of phrase, deliriously happy.

Because no sooner will the promotion be over and your stocks depleted than we're going to invest even more money in Hamlet. This time on our Christmas T.V. campaign.

Consequently Hamlet cigars will be pouring out and the profits pouring in.

Who said money doesn't buy happiness?

Hamlet. The mild cigar from Benson & Hedges.

WHAT'S NEW



outlets in London, and is now available in two versions, plain and filter, each containing the same quantity of tobacco, and between a whiff and slim panatella in length.

Vautier Filters have a mouthpiece which incorporates the filter and are one of the few filtered cigars on the British market.

Both versions are marketed in an attractive 5's carton window pack, enabling the purchaser to see the contents, and presented in display outers of 50 cigars. Prices are as follows: plain/filter, 5's, best terms per 100, £4.39; trade margins cash, £1.21 (21.61 per cent.) Small parcel terms per 100, £4.75, 85p (15.18 per cent.) Recommended retail price, 28p for five, £5.60 per 100.

Balmoral de Luxe luxury cigars which are hand-made in Holland from top quality Java, Brazil and Havana tobaccos, are wrapped in choice Sumatra leaf. They are nearly 5in. in length, individually tubed and make the perfect after dinner smoke. Retailing prices are: 28p for one, and £28 per 100.

John Sterling— in gold

Lighters for people with extravagant tastes have just been introduced by Colibri. They supplement the company's miniature John Sterling range of roller action lighters, but the materials, workmanship and subsequent price, put them in a luxury class of their own.

Sheathed in 18ct. or 9ct. gold, each

model is individually made—lids are of solid gold and every lighter is London hallmarked. There is a choice of barley or hobnail pattern finishes.

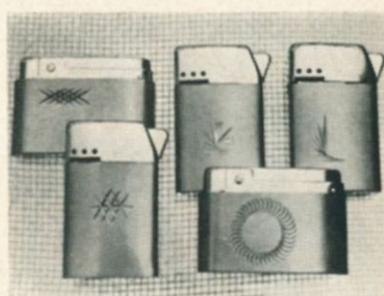
Recommended retail prices for Gold Sheathed John Sterlings are £185 for the 18ct. model and £135 for 9ct.



Rothmans introduce International

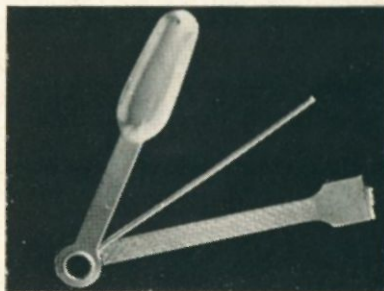
Carreras-Rothmans Ltd., a member of the recently formed Rothmans International tobacco group, brought in its first brand since the merger which took place last month. Called Rothmans International, it will sell in the United Kingdom for 32p for 20.

A special feature of the cigarette is the damascene high point gold band at the beginning of the filter which gives the product the extra elegance which more and more of the world's smokers are seeking. Rothmans International cigarettes which are presented in a distinctive blue and gold two-row hinge-lid pack, are made to the company's highest specification with more than 80 years of experience in tobacco blending behind them.



New-styled Sims

Five new Sim lighters are now available, three Sim and two Super Sim. Their new styling—diamond cut on satin chrome—is particularly noteworthy. Price: £1.85.



Grenville's gadgets

A new line from Grenville is this metal smoker's companion, consisting of a tamper, scraper and cleaner. They come carded in dozens on an attractive show-card. Obtainable through normal wholesale channels.

McConnell's air-tight pouch

Robert McConnell's original Scottish Blend smoking mixture is now available in a vacuum-sealed pouch, the first of its kind on the market. The pouch is made of a nylon/polythene bond which is completely impervious to atmospheric and climatic conditions. The shelf life of the tobacco is extended indefinitely, the pouches can be stored much more compactly and bulk weight is reduced by over 50 per cent.

The pouch, containing 50 g. of tobacco retails at 80p.

NOW! Another Winner from Illingworth's... **K67** *the* Medicated Snuff



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P

PARKING SPACE



The Travellers' Column by Midge Hewson

I SUPPOSE WE COULD ALL HAVE hazarded a guess that at some time this year there would be a price rise in tobacco goods. Well, it's happened, though not perhaps exactly as expected, for some of the price lists show some unusual moves.

These of course need explaining by that fountain of knowledge, that redoubtable diplomat, that financial wizard—the representative.

I was surprised by the reaction of some sections of the trade. The vending operators and the L.V. outlets have, in some cases, been quite put

out because they now have to charge the right price instead of making that extra 1p or 1p on convenient rounded up prices. Even though manufacturers have courted the vending trade by making special packs of 19's and such like, in the past, they seem to have ignored this section of the trade at the moment.

Recent rises are such that no alteration can be made in the vending price and so all the rise is borne by the machine operator. (I can already hear the cheers of the conventional retail trade!) It seems to suggest changes in overall policy or perhaps variations in special packs are shortly coming forward.

AT THE START OF THE YEAR, 1972 I mean, I wrote about the things to 'look forward to'. I don't expect anyone to remember this—I had to look up the January issue myself to find out. I spoke of this and vat as something that would be coming forward. It's a long time coming.

I've read V.A.T. 700, I've read V.A.T. 701, I've read various supplements, and although in January I said 'the outlines of V.A.T. are beginning to be clearer' I can only say now—wrong again—It is almost as though we were the forgotten trade. I know that's not true but I'm afraid of what might be coming.

It may be a nasty shock. It may be a pleasant surprise. Either way I would like to know.

Anyway I wish someone would tell us something. Not just 'us' but the smoking public (bless 'em) as well. So often, to my own surprise, the feeling seems to be expressed that V.A.T. and the Common Market combined will bring our cigars, cigarettes and tobacco to the prices enjoyed on holidays abroad. Of course this obviously won't be true. Will it?

AT THE START OF THE YEAR WHO could have foreseen all the supply difficulties we've had: the industrial actions which upset the flow from some houses, or the dock strike which messed up others of us. In fact these problems are still far from cleared up and the flow of goods is not yet back to normal.

This brings in its wake, of course, another job for the traveller when it's all over and settled. Stock holding and shelf stock must be brought back up to a working level. During any shortage time 'the last 200' is often the case and can only be followed by 'not available'. No one likes this situation. Obviously the manufacturers and importers want

to supply—the wholesaler in his turn wants to supply and the retailer depends on that supply to satisfy his customer.

In this situation everyone feels they are losing ground, there is a slightly false demand and consequent frustration. However, at the end of it all when the dust settles, do we all exactly remember our normal working stocks? As I say it's up to the representative to get this right, for we all know comments like 'to follow' or 'not available' so often mean lost sales.

IT'S COMING UP TO CONFERENCE time—I don't mean the party conferences at Brighton or Margate, etc.—but company conferences.

There will be—or already have been—dozens of meetings to discuss future marketing and advertising policy, and plans for Christmas cigarette and cigar sales. On these occasions many will see for the first time this year's special sleeves, etc. (if any). But perhaps the most important part to many travellers will be the chance to meet their colleagues.

I've got to admit that whatever the subject of any meeting called, I've always looked forward to and enjoyed most meeting 'the boys' socially. This is a feeling enjoyed by most travellers I know and plays an important part in our work. It is always good to know the other bloke has the same troubles and snags and the same laughs and successes.

I expect this is because at heart none of us want to be different although of course we all know we're the best. I suspect that management well appreciate this feeling otherwise the usual party would not be organised. Anyway half the doings at any conference could be communicated by memo or letter—providing communications don't break down or go wrong.

I have mentioned 'communications' in the past. I know the cigar house concerned won't mind me reporting upon a recent circular letter sent to their travellers.

The 'Boss' dictated a letter calling a sales conference, the final sentence was supposed to be... 'here's to a happy and useful meeting'. However, it came out as... 'a happy and youthful meeting'.

I am told on very good authority that half the travellers wondered if they were invited to join or if it was a letter for information only. The result was O.K.—they all turned up and it was a 'youthful' meeting for, like most of us, they are just some of 'the boys'.

Oh well happy start to Christmas selling.

Arbitration and conciliation are now constantly in the news, especially concerning industrial relations. We have therefore interviewed our regular contributor ALAN FIBER, who is both a Fellow of the Institute of Arbitrators and head of Business Management Advisory Services, the major management consultancy specialising in retailing, to unravel what arbitration can do for the tobacco dealer, and examine what is involved in this rapidly growing method of settling disputes.

HOW RETAIL ARBITRATION WORKS

WITH THE CONSUMER PROTECTION MOVEMENT now quickly gaining momentum, customers are becoming more knowledgeable, and occasionally more disputatious. Staff, too, may now sometimes be more argumentative than formerly on such major matters as their dismissal, or the alleged infringement by the tobacco dealer of some understanding, written or tacit, concerning the employee's rights, prospects, and so on.

Other trends in retailing also increase the risk of the tobacco dealer becoming involved in serious disputes.

For example, with the average shop now needing much more capital than formerly to operate successfully, many retailers need to borrow larger sums, often from a greater number of sources, and are faced with more bills, of higher average amount, from suppliers of shopfittings and other capital equipment, from decorators, from suppliers of goods for resale, etc.

Most disagreements can be settled without invoking the law—though perhaps at considerable expense to the tobacco dealer, who often feels it wiser to submit to threats from customers, staff or suppliers rather than get a bad name, however unjustly, in the locality or in the trade, or in preference to becoming involved in a legal action in the Courts.

Proceedings are private

This, Mr. Fiber points out, is precisely the situation where arbitration is the answer. The fact that a dispute exists and is being heard is a private matter, and so is the result. There is no parallel to the official 'hearing' lists published for the Courts.

The dispute is heard without strangers—including reporters from the local paper—being admitted to the proceedings, even if they knew where and when to come.

What is more, the time and place of the arbitration can be decided to suit the retailer and the other party—such as on early-closing day, on a Sunday, or even after the shop has closed in the evening. The dispute can be heard anywhere convenient to the parties: in the shop itself or a nearby hotel room, for example.

There is no hope of such flexibility with a Court hearing, which not only takes place at difficult times for tobacco dealers but which also tends to be a very long-drawn-out affair.

Court hours are often only 10.00 till 4.00, interrupted by at least a full hour for lunch, but what is worse, because one

case follows another and it is impossible to know how long those preceding will take, the retailer may have to travel to the Court and hold himself in readiness for perhaps some days before his case can be begun. By then, he is often a nervous wreck, and has already lost valuable time, and income, by being away from his business.

Arbitration is informal

The great advantages of arbitration for the tobacco dealer do not end there. Court proceedings are formal—and understandably rather frightening. Arbitrations, on the other hand, can be as informal as the parties agree among themselves.

Most arbitrations involving tobacco dealers do not need Counsel at all—and many do not even need solicitors. The arbitrator always ensures that each side knows in advance whether the other intends to be assisted by a barrister or solicitor so that there is fairness on both sides, but quite often all that is needed is for the retailer, his disputant and the arbitrator, to meet together without legal fuss—in working clothes, using everyday language, sitting round a table in a quiet room.

The arbitrator acts as chairman and hears the dispute in full, explaining informally what he is doing, and why, at each stage of the hearing.

At the end, he either gives his decision at once, or says he needs to think about what he has heard and states by when he will give his findings—often a few days later, by post to each party.

The tobacco dealer can see that arbitration is thus usually very much cheaper than going to law, especially in all the cases where there is no need for barristers, expert witnesses or solicitors.

Mr Fiber points out that arbitration brings further benefits to the tobacco dealer, as the hearing takes place quickly after the arbitrator has been appointed, whereas it may take months before the hearing of a dispute gets its turn in a Court. This can be specially helpful to the retailer, whose memory of the events leading up to the dispute is then still fresh, and who is spared the months of anxiety about the hearing itself and the outcome.

Where it has a practical bearing on the dispute, the arbitrator visits the shop to see things for himself—avoiding the tedium of long written statements and expensive-to-prepare diagrams which may be demanded by a Court judge.

The Courts welcome arbitration, and actually refer some

of their more complicated and specialist legal actions to arbitrators. The arbitrator holds a judicial inquiry and his decision can be enforced directly by the Court.

This is different from the position of a valuer, for example, whom the parties may have agreed to ask for his opinion on some matter. A legal action may have to be brought to enforce a valuer's decision if one party refuses to accept it, but all the authority of the High Court is behind the arbitrator's decision if, for example, the disputing customer refuses to pay the retailer the sum awarded.

Reaching a settlement

What disputes can be referred to arbitration?

Any civil—that is, not criminal—matter whatever where the tobacco dealer and his disputant cannot reach a settlement.

In retailing, this often involves payment of a sum of money by one party to the other, or return of a sum previously paid; credit for faulty goods or workmanship supplied either to or by the retailer; confirmation to an aggrieved party that a given course of conduct is fair, or unreasonable; or adjustment to terms over which the parties cannot agree in settlement of some previous dispute.

The arbitrator's fee is stated before he is appointed and, in general, the loser pays the costs. Bearing in mind that there are no Court fees, no barristers' fees, probably no fees for expert witnesses and perhaps not even any solicitors' charges, disputes involving as little as £50 may be effectively dealt with. In some disputes, costs can be reduced further by each side setting out its case in writing rather than delivering it verbally to the arbitrator.

Arbitrator is a professional

'What are the essential qualifications of a good arbitrator?', we asked Mr. Fiber.

Firstly, he must be independent, with a strong personal sense of justice; secondly, he must be well informed about retailing, so that he knows what is best practice in the trade, and understands all manner of technicalities in the dispute whether it be with a customer, supplier, partner or former employee; thirdly, he should ideally be a Fellow of the Institute of Arbitrators, the only professional body of arbitrators in Britain, thus ensuring a knowledge of the law in general and of the law and conduct of arbitrations in particular, as well as having a trained mind able to sift facts and see matters in the correct perspective.

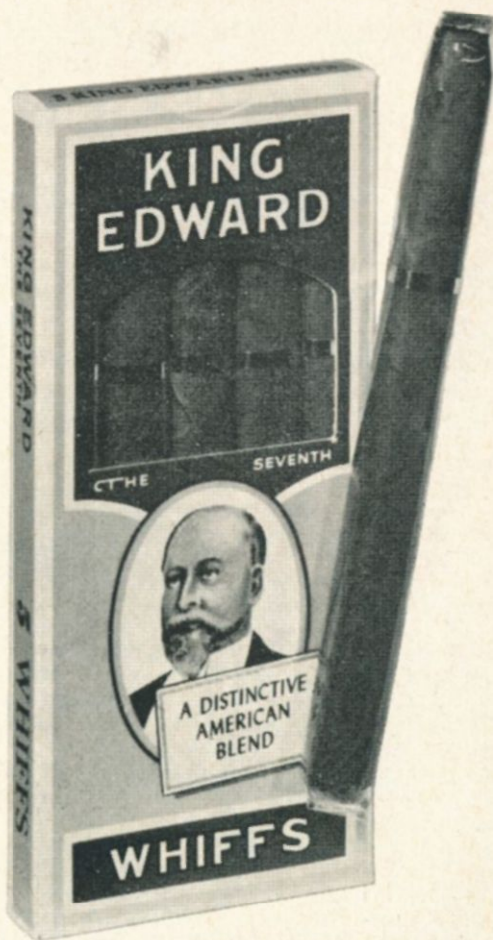
Mr. Fiber points out that such trebly qualified arbitrators are rare, but that if the retailer is to entrust settlement of his dispute to anyone, the more qualified the better. The fees he gets are modest, arbitration being in his case a natural and at-cost offshoot of independent retail consultancy which he sees simply as a further service to the tobacco-dealing trade.

It is clear that arbitration has everything to commend it—speed, simplicity, privacy, convenience, lower cost and specialist knowledge—as the means of settling the more serious disputes with customers, suppliers, partners, and former staff, and deserves to grow rapidly.

Alan Fiber's comprehensive work, 'Complete Guide to Retail Management', has just been published in a hard back edition by Management Books at £2.95. The Pelican paperback is already available.

TOBACCO OCTOBER 1972

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Wholesalers take stock as the pace steps up

KEN RICH, W.T.T.A. President, interviewed by Oliver Beckett

HAVING WITNESSED KEN RICH being duly invested with his presidential chain of office at the Wholesale Tobacco Trade Association Convention at Eastbourne, I went down to Harrow to find out how he views the problems and difficulties facing the wholesale trade. I found that Ken, tall, affable and on-the-ball, who now finds himself head of this important association, has some clear ideas of what he wants to do in his year of office.

'I want to visit all our 10 sections', he said, 'to meet as many individual members as possible. It is probable that I will meet many of them this autumn and winter when the social events take place throughout the country but I should welcome the opportunity of attending local business meetings as well. In this way I would hope to learn more of members' problems and how they feel the W.T.T.A. can best help them in the future'.

The headquarters of this family firm, Rich of Wealdstone Ltd., is situated in Station Road, Harrow, opposite an impressive new civic centre and well placed to service the wide range of customers in Middlesex and adjacent areas.

Meeting him in his office in the warehouse, it was soon clear that Ken keeps his finger on the pulse of the business, with all the modern aids such as a miniature closed-circuit TV set on his desk, which monitors the unloading supply bay. He told me that the first day this was installed he noticed the checker scratching his head after a certain number of boxes had been off-loaded, so he switched through and said, 'that makes 34, Frank', much to the astonishment of his man.

People sometimes seem surprised that Ken, a young looking 46, should have attained such eminence, but as he told me, he has been in the business for some 30 years.

He left school at Berkhamsted in 1940 at 15 to join his father coping with war-time conditions—'my biggest percent-



Ken Rich, the W.T.T.A.'s new president, is going to Cologne this month with the association's secretary, Basil Sheasby, to meet Europe's wholesalers and discuss their common future.

age overnight pay rise', he quipped, 'I went up 600 per cent., from half-a-crown to 17s. 6d. a week as more or less an office boy'.

They suffered from one of the few bomb attacks on Harrow when their warehouse was completely demolished. The business was carried on without interruption from nearby premises and the present modern warehouse was completed in 1955, back on the original site.

During wartime service in the R.A.F. he was lucky enough to see something of the world including Australia and the United States.

His wife Doris, herself, comes from New South Wales; they were married in 1952 and have girl and boy twins, also a younger boy and girl. Ken and his wife paid a visit to Washington last year and he very much admires the American way of life and also their business acumen.

'We would do well', he commented, 'to study their methods more closely—

they all seem to finish up with three times our disposable income'.

The Rich family live nearby in Harrow-on-the-Hill and Ken has long been a member of the London section of the W.T.T.A. He has seen the business grow steadily in the last few years. It was started by his grandfather in a small retail shop in East London in 1900 and was moved to this district shortly before the first war.

At one time they had two retail shops beside the wholesale business but these were given up about 10 years ago. Ken is of the opinion that retailing is a specialist operation demanding full-time attention. Despite what he refers to as 'a splendid staff—several have worked for the firm since my grandfather's time', he finds wholesaling keeps him fully occupied.

Ken calls his business a medium sized one; they had a turnover of £1,800,000 and this figure, of course, includes their ancillary lines of confectionery and other goods.

It is interesting to go round the warehouse and see how the space is allocated. Some 80 per cent. is occupied by confectionery, and yet the small section devoted to tobacco goods accounts for about 80 per cent. of the turnover.

All the shelves are erected on Dexion sections, and the girls go round the corridors collecting orders on trollies.

It is amazing what a variety of sweets are produced for children—one currently popular line is a bubble gum made in Japan. The firm has dealt with much more confectionery since the war and Ken visualises further diversification for most wholesalers.

Where does the W.T.T.A. come into all this, I asked?

'Well my father never took much interest in it', Ken replied, 'but I think it is a brave man who does not belong to it now.'

'Everybody responsible for running this type of business within such narrow margins—and with constantly rising costs—must seek every possible



*Our girl in Havana rolls
the wrapper onto the 'bunch'*

HUNTERS & FRANKAU 10 Snow Hill, London EC1A 2EB

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THEN and NOW

(Below) An historic photograph of the original Rich retail shop in East London—with contemporary head-lines on the bill-boards, and Ken Rich's father as a small boy wearing a sailor's hat, on the extreme right. (Left) Rich of Wealdstone's modern offices and warehouse which were re-built in 1955.



means of greater efficiency. I am sure I have gained much in this respect from active membership of the W.T.T.A.—certainly far more than the modest subscriptions have cost me. This is part from the vital work of the W.T.T.A. in making representations to manufacturers to secure fair margins, which again has been to the great benefit of all wholesalers. Although I believe there are now few genuine wholesalers who do not belong to the W.T.T.A., I think it is morally indefensible for any wholesaler to receive the benefits of the W.T.T.A.'s activities without bothering to belong.

I believe the W.T.T.A. could do even more for its members in the future and feel strongly that an adequate income, based on realistic subscriptions, would enable it to make even greater benefits available to its members. An Association is as valuable as its members make it.

He remarked that he thought the Association's business would be got through more expeditiously now that they have a streamlined National Executive Council, larger than the previous executive committee but not so large as the full Council used to be.

Each of the 10 sections elect one member direct on to the Council, but London and the North Western sections, on account of their size, send two members each.

'The P.A. report has given wholesalers plenty to think about but it was not possible to wave a magic wand and rearrange overnight a trade that has developed over the past century. But we did feel very strongly that it would be very much to the manufacturers' advantage to use the wholesaler more.

'Our ideal manufacturer is Mars, the leading confectionery company—they really use the wholesaler and encourage him to do an efficient distribution job for them.'

I raised the question of co-operation with European wholesalers, and Ken told me that discussions were taking place and he would be going to a meeting in Cologne in October to discuss closer liaison with them, in preparation for entering the Common Market.

The question uppermost in his mind, however, was the changeover to V.A.T. which he thought could create very serious problems.

As regards the eventual operation of V.A.T. itself, he had few qualms. There would have to be some changes in accounting and invoicing but he felt sure these would raise no great problems. But under the proposed 'tax holiday' wholesalers could suffer big losses on their stocks at the date of its introduction.

Basil Sheasby, the secretary to the W.T.T.A., arranged a meeting with Customs and Excise in September to clarify the situation.

The Association pointed out that their members have a net profit of less than 1 per cent. and cannot therefore stand the sort of loss in stock value that will result from a so-called tax holiday prior to commencement of V.A.T.

Failing an equitable solution, he visualised drastic reductions in working

stocks as the date of V.A.T. neared with consequent serious disruption of supplies to retailers and the public.

Lastly, he wished to reassure some members who wanted to amalgamate with other associations that close co-operation already exists between the various bodies by means of joint committees formed to deal with specific questions.

His personal feeling was that there was a continuing place for specialist bodies covering such matters as vending, retailing, confectionery wholesaling, etc., in some or all of which most wholesale tobacconists were engaged.

He believed members were best served by belonging to whatever bodies covered the principal activities in which they were engaged—but this was a changing world and he had no doubt the subject of amalgamations would continue to figure in their future deliberations.

He welcomed the leading manufacturers' recent introduction of a 'super-rate' for large orders. Wholesalers have sought this change for many years and consider this a considerable step in the right direction.

From our conversation it was plain to me that the W.T.T.A. have a vigorous, clear-headed champion for 1972.

Coupon

Please let me have
a sample of I-Menthol H&R
together with a data sheet

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Company

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Piecemeal approach proves a mixed blessing for distributors

FOR OVER TWO YEARS RECOMMENDED RETAIL tobacco prices have been held steady. Now, all the principal manufacturers have been forced to increase prices in an effort to contain the pressure of rising costs. But even now the prices of tobacco and cigarettes are much lower in comparison with the cost of living than they were pre-war.

In most cases the increases are not great, in fact not as great as most traders would have wished. Nevertheless, manufacturers have endeavoured to improve profit margins both to wholesalers and retailers: the justice of the case put forward by traders, whose own costs have rocketed in the past 18 months, has been acknowledged.

The pattern of the $\frac{1}{2}$ p and 1p manufacturers' increases for different sectors of the cigarette market is in contrast to the across-the-board increases of former years but, broadly speaking, the cheaper ranges have gone up by a $\frac{1}{2}$ p and the more expensive by a 1p. In general, pipe tobaccos go up by 1p per oz. and cigars by varying amounts from 1p each, 1p for five or 1p for ten.

In the king-size sector both Imperial and Gallaher pegged their prices while Carreras, with relatively more at stake, made selective increases of 1p on 20.

There are three reasons for this. First, this is the growth sector of the market, as was pointed out in *Tobacco* some months ago. Demand for king-size was growing in 1969 at 6 per cent. whereas it soared to 34 per cent. in the corresponding months of 1971.

Secondly, with the tax structure on tobacco products due to change on entry into the E.E.C., the relative price difference between cheap and expensive brands of the type we now know is expected to decrease.

Thirdly, the lesson of the success of Rothman's policy in not increasing the price of their king-size at the time of the last manufacturers' increase has not been lost on the other houses. And retailers still get the benefit of better rates on the old price.

No king-size brands, until the launch of the Carlton range of brands last month, had coupons, and it seems likely that the new tax structure will probably, in time, mean their disappearance. This cannot but help weaken the brand loyalty of smokers of couponed brands at a time when king-size smoking will be becoming easier to afford.

Traders will by now have had their revised price lists and will have noted that recommended wholesale prices have been discontinued. The manufacturers' improved terms range across the board.

The following information culled from a comparative study of old and new price lists is designed to give a broad picture of the present situation.

CARRERAS ROTHMANS

The new Carreras Rothmans structure, which increased the recommended retail prices of certain of the company's products, also simplified retailers' accounts procedures at a time when the trade is beginning to cope with the complications of V.A.T.

Trade margins, which previously varied by price class and volume, giving the trader about 40 marginally different percentages to calculate and check, are now reduced to one percentage for each of five volume rates.

The company's king-size brands at 30p for 20 (Piccadilly King-Size, St. Moritz and Vogue) remained at that price. Rothman's King-Size and Peter Stuyvesant moved from 29p to 30p. Dunhill International was increased from 31p to 32p. The recently-introduced Louis Rothmans Select remained at 35p.

With the exception of Rothmans Masters, which remains at 27p, all other brands in the price range from 19 $\frac{1}{2}$ p to 27 $\frac{1}{2}$ p went up by $\frac{1}{2}$ p. These include Guards (new price 25p) and Piccadilly Filter (new price 26 $\frac{1}{2}$ p).

Pipe tobaccos, which include Erinmore, Punchbowl, Murrays Mellow Mixture and John Sinclair Flake and Ready Rubbed, went up by 1p per oz.

The price of cigars rose by 1p to 2 $\frac{1}{2}$ p depending on size. The company's brands include the Rothman's range of Whiffs and Panatellas, Cambridge Gold and the Schimmelpenninck range.

In cases where the price net of duty is increased by more than 5 per cent., specifications will be amended appropriately.

The new price structure gives the tobacco trade larger increases in margins and better overall terms on Carreras Rothmans' brands in the king-size and standard sectors, the two areas of the market showing considerable current growth and future potential.

In addition, the company are introducing a new large volume rate of 75,000, on which the standard margin will be 11.75 per cent.

SOBRANIE

As manufacturers of specialist tobacco products Sobranie had to increase the prices of their pipe tobaccos by 1p to 1 $\frac{1}{2}$ p per oz. and of their cigarettes by between $\frac{1}{2}$ p and 1 $\frac{1}{2}$ p. Sobranie Ltd. have also increased margins.

All their pipe tobaccos (except B.S. No. 759) have gone up from 11 per cent. to 11.7 per cent. The 759 has risen from 11.1 per cent. to 11.7 per cent. Best terms have increased and these apply to small parcels of 4 lb. tobacco or 2,000 cigarettes—which is unusually generous in the trade.

Other brands as follows: Sullivan Powell Special No. 1 Turkish Filter (10's and 20's) 12 per cent. to 12.7 per cent.; Ovals, 11.1 per cent. to 11.8 per cent.; Balkan Sobranie Turkish Filter (12's) 15.0 per cent. to 15.4 per cent.; 20's, 16.1 per cent. to 16.5 per cent.; Balkan Sobranie medium size (10's) 14.5 per cent. to 14.9 per cent.; 25's, 15.3 per cent. to 15.7 per cent.; Black Russian Filter (12's) 16.7 per cent. to 17 per cent.; 20's, 16.1 per cent. to 16.4 per cent.; Plain (12's) 15.8 per cent. to 16.1 per cent.; 25's, 15.7 per cent. to 16.04 per cent.; Cocktail Sobranie Filter (10's and 20's) 16.2 per cent. to 16.7 per cent.; Sullivan Powell Private Stock Filter (20's) 12 per cent. to 12.3 per cent.; Sullivans Special Export Virginia (25's) 13.3 per cent. to 13.6 per cent.

PRICE CHANGES

OGDEN'S

Ogden's with the increases in recommended retail prices have improved distributors' margins and on imported cigarettes have improved them at the Q3 and Q4 levels. They have also introduced a new Q5 trade price for single deliveries at one address of at least 100,000 imported cigarettes. They, too, have discontinued recommended wholesale selling prices, and have amended handling charge terms which will now be made on parcels of less than £30 in value.

Of the new pipe tobacco prices most of which have gone up by one penny per oz., Gold Block for instance, is now 46p per oz., retail is supplied at a prompt settlement price of £6.79 (Q1 under 14 lb. rate) and £6.58 (Q2, 14 lb. rate). St. Bruno Rough Cut is now 40p per oz. for 16's and 8's (airtight) and 40½p for 16's airtight, with equivalent Q1 prices of £5.92 and £5.99; Q2 £5.74 and £5.81.

As regards Ogden's imported cigarettes which have all gone up by ½p per 20, the position is as follows:

Ogden's Imported Cigarettes

| Brand | Q5 100,000 rate £ per 1,000 | Q4 50,000 rate £ per 1,000 | Q3 10,000 rate £ per 1,000 | Q2 5,000 rate £ per 1,000 |
|--|--------------------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| Pall Mall King-Size (41 ½p for 20) | 17.82 | 17.84 | 18.00 | 18.23 (18.83 under 5,000) |
| Pall Mall (tipped) (39p for 20) | 16.73 | 16.75 | 16.91 | 17.15 (17.73 under 5,000) |
| Lucky Strike (35p for 20) | 15.07 | 15.09 | 15.22 | 15.44 (15.93 under 5,000) |
| Lucky Filters (33p for 20) | 14.19 | 14.21 | 14.35 | 14.54 (15.04 under 5,000) |

The Panther and Vautier ranges of cigars sold by Ogden's remain unchanged in price but attract Best Terms Rates on £20 minimum orders. Special Quantity Rates carry discounts as follows: orders of £40 value, 1 ½ per cent.; £100, 2 per cent.; £200, 2 ½ per cent.; £400, 5 per cent.

GALLAHER

Gallaher have also made an upward adjustment of cigarette prices by ½p per 20 in line with the others, but, here again there are exceptions. Benson & Hedges king-size, Silk Cut king-size and Sobranie Virginia prices remain the same at 30p, 30p and 31p.

As before, the price at which goods are invoiced and shown in the price list is the prompt settlement price which is the gross price less a prompt settlement discount equal to 2 per cent. of the prompt settlement price.

There is a new terms structure for single deliveries to one address of 200,000 and over cigarettes. Most margins were improved.

The qualifying level for Best Terms cigar orders is increased from £50 to £60 (calculated at small order terms). Gallaher have also abandoned any recommendation as to wholesale selling price.



Puraflame

FOR GAS LIGHTERS

Quality and Quantity with Puraflame

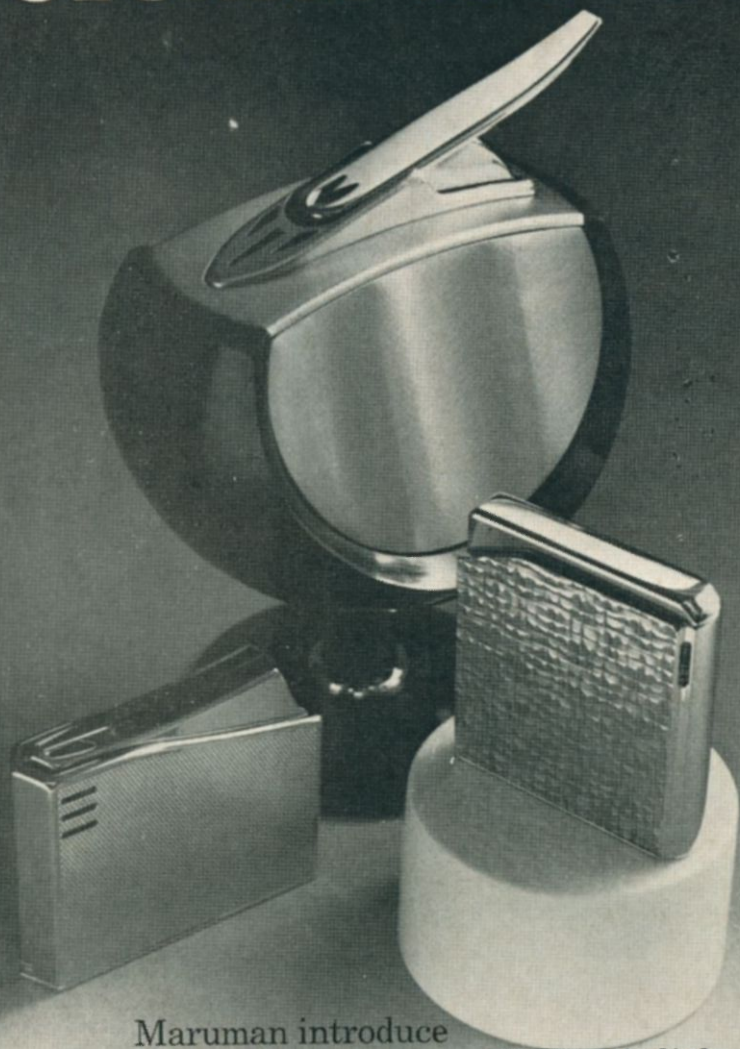
Write for full details to sole distributors

Sullivan Powell
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8 CHICHESTER ROAD, LONDON N9 9DJ. TEL: 01-807 0141

PROFIT WITH PURAFLAME

The shapes of sales to come



Maruman introduce
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And they're being advertised in Christmas Gift-features in the
Sunday Times, Sunday Express, Observer, Sunday Mirror,
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So be ready for the Christmas demand - stock up now!

Maruman

Sole Distributor: S. L. Green (London) Ltd.
Glider House, Cricklewood Trading Estate, Claremont Road, London N.W.2.
Telephone: 01-450 5484

Order now, here are just some of the wholesalers:-

Abelson's,
38 Shudhill, Manchester M4 1EY.

Civic Co. Ltd.,
3 Eldon Way, Spa Road,
Hockley, Essex.

Mark Collins Ltd.,
Marcol House, 11 Shudhill,
Manchester 4.

C. L. Edwards & Sons,
143/147 Abbey Road, Blackpool,
Lancs.

Adolph Elkin Co. Ltd.,
788/794 Finchley Road,
Temple Fortune, London N.W.11.

G. Feavers & Sons,
2 Cadney Croft, Powell Street,
Halifax, Yorkshire.

Louis S. Glass & Co. Ltd.,
62 Oxford Street, London W.1.

Hall and Fitzgerald,
8-30 Howell Road, Bristol.

J. Jack & Company,
133 London Road, Teynham,
Nr. Sittingbourne, Kent.

R. Jack & Son Ltd.,
206 Portland Road, Hove, Sussex.

Jandow Ltd.,
29/33 Goswell Road, London E.C.1.

Lawson Associated Industries Limited,
St. Clements Road, Jersey, C.I.

Peter McRostie & Co. Ltd.,
164 Howard Street, Glasgow C.1.

Oppenheimer Pipes Ltd.,
2/3 Eldon Way, Spa Road,
Hockley, Essex.

H. V. Porter,
694 London Road, North Cheam,
Surrey.

Alfred Preedy & Sons,
Coneygre Industrial Estate,
Burnt Tree, Tipton, Staffs.

M. A. Rapport & Co. Ltd.,
Ivor House, Bridge Street,
Cardiff CF1 2TH.

Staintons Ltd.,
47 Vyse Street, Birmingham
B18 6HQ.

Roy Tallent,
17 Old Bond Street, London W.1.

Ben Wade Limited,
21/29 Mansell Street, London E.1.

Winnicott Bros. Ltd.,
48 Ebrington Street, Plymouth.

Or for your nearest wholesaler contact

Maruman Division,
S. L. Green Ltd., Glider House,
Cricklewood Trading Estate,
Claremont Road, London,
N.W.2. Tel 01-450 5484

PRICE CHANGES (cont.)

Miniature cigars are increased in price by 1p for 10, with the exception of Benson & Hedges small cigars which remain at 30p for 10. Other small cigars such as Hamlet Panatellas and Manikin increase by 1p for five, and will now sell at 27½p for five. Senator (the cigar with the holder) remain at 18p for five. Panatellas such as Benson & Hedges Specials and Manikins increase by ½p each.

Old Holborn Roll-Your-Own cigarette tobacco increases by 1p per oz. and will now sell at 37p per oz. All pipe tobaccos increase by 1p per oz. and in the case of imported tobaccos, by 1p per pouch.

Gallaher

| Brand | 200,000 and over £ per 1,000 | 50,000— under 200,000 £ per 1,000 | 10,000— under 50,000 £ per 1,000 | 5,000 under 10,000 £ per 1,000 |
|---|---------------------------------|--|---|---|
| Benson & Hedges Special Filter King-Size (30p) | 13-31 | 13-33 (13-40) | 13-43 (13-48) | 13-62 (13-62) under 5,000 13-93 (13-93) |
| Kensitas (tipped) (26p for 20) | 11-73 | 11-75 (11-57) | 11-85 (11-65) | 12-04 (11-79) under 5,000 12-31 (12-00) |
| Senior Service (plain) (31½p for 20) | 14-19 | 14-21 (14-03) | 14-31 (14-11) | 14-50 (14-25) under 5,000 14-78 (14-47) |

Previous prices are shown in brackets

IMPERIAL

Player's, Wills and Churchmans have raised the prices of 20's packets of all brands other than king-size by ½p, e.g. Player's No. 6 was 20½p—now 21p. But Player's No. 6 King's, Wills Embassy King's remain unchanged at 29p for 20 and John Player Special Filter, Player's Perfectos Filter de Luxe and Sotheby's Special Reserve remain at 30p for 20, while Kool Menthol Filter King's remain at 29p for 20.

Distributors' margins have been improved at the most popular level of orderings at the Q4 (50,000) and Q3 (10,000–50,000) levels. There is a new single delivery rate of 250,000 or over—Q5.

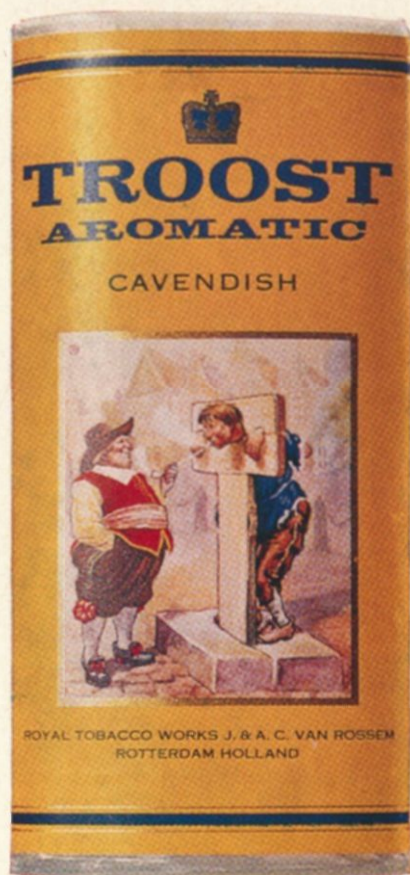
Prices of British-made cigars go up by 1p per 10 for miniatures, 1p per five for whiffs and 1p each for larger cigars but Castella Panatellas and Doncella Dukes by only ½p each (10½p to 11p and 9½p to 10p).

All Wills, Player's and Churchmans pipe tobaccos go up by 1p per oz.

Player's

| Brand | Q5 250,000 or over % | Q4 50,000— under 250,000 % | Q3 10,000— under 50,000 % | Q2 5,000— under 10,000 % |
|--|-------------------------------|--|---------------------------------------|--------------------------------------|
| Player's No. 6 (up to 21p for 20) | 12-10 | 11-90 (11-51) | 10-95 (10-73) | 9-24 (9-46) |
| John Player Special (30p for 20) | 11-27 | 11-13 (10-67) | 10-47 (10-13) | 9-20 |
| Gold Leaf (up to 26½p for 20) | 11-47 | 11-32 (11-00) | 10-57 (10-38) | 9-13 (9-31) |

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**Holland's
most
comfortable tobacco**

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SOLOMON

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Telephone: 01-834 8063/4/5/6/7

PIPE-SMOKING FORTNIGHT—OCT. 14-28

The slogan—

BE A HE-MAN—JOIN I.P.P.

(Independent Pipe People)

The competition—

TO NAME THE PIPE-SHAPES

Prove you're a real IPP! Win a leather pouch and 2 oz. of quality tobacco—1,000 prizes to be won. The Briar Pipe Trade Association has devised a competition in which there will be 1,000 winners of 2 oz. of quality tobacco and a leather tobacco pouch.

THE FIRST-EVER 'NATIONAL PIPE SMOKING Fortnight' organised by the Briar Pipe Trade Association which will run from October 14–28 this year as announced in *Tobacco* last month, is being backed by the manufacturers, Benson & Hedges, Churchmans, Gallaher, C. E. McConnell, Murray Sons, Ogden's, Player's, Sobranie and Wills. Aims of the Fortnight are to dust off the slipper-loving image of the pipe-smoker and to assert the independent mindedness of Britain's 2.8m. pipe smokers.

Point-of-sale material is being provided in the shape of posters, with the wording, 'Be a he-man—join IPP!' (Independent Pipe People), and pipe-bowl-shaped stickers with the legend 'Up with IPP'. There will also be a competition to identify six pipe shapes, open to anyone who buys a pipe during the Fortnight. Prizes are a thousand leather tobacco pouches and a thousand 2-oz. tins of tobacco. Retailer chains are staging their own promotions during the Fortnight and events are also planned for the local branches of the Pipe Club of Great Britain.

The pipe tobacco market is considerably ahead of the cigar market in retail value (5.5 per cent. of all tobacco sold as against 2.5 for cigars). Besides over 200 kinds of assorted pipe tobaccos, there are dozens of accessories required by the pipe smoker and an immense range of pipes in trendy and conventional shapes. Total pipe retail sales run at over £3m. a year.

Tobacco companies and retailers have become aware that increases in pipe smoking are now marked in the younger age groups. Advertising expenditure for all brands remains consistent at around £1.1m., but a number of successful promotions show an expansive situation.

The announcement of this competition opens a Tobacco Section specially designed to stimulate interest—and business, concerned with pipe-smokers and pipe tobacco.

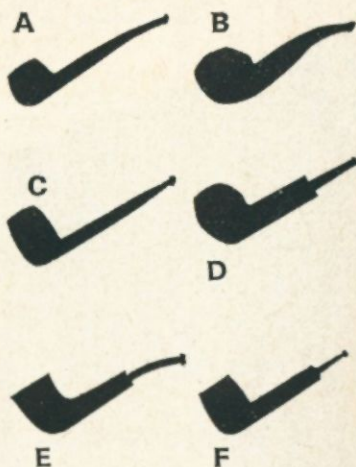


When a customer
buys a pipe



give him a form!

PIPE OUTLINES



PIPE NAMES

- 1 Bulldog
- 2 Zulu
- 3 Rhodesian
- 4 Prince
- 5 Lovat
- 6 Lumberman

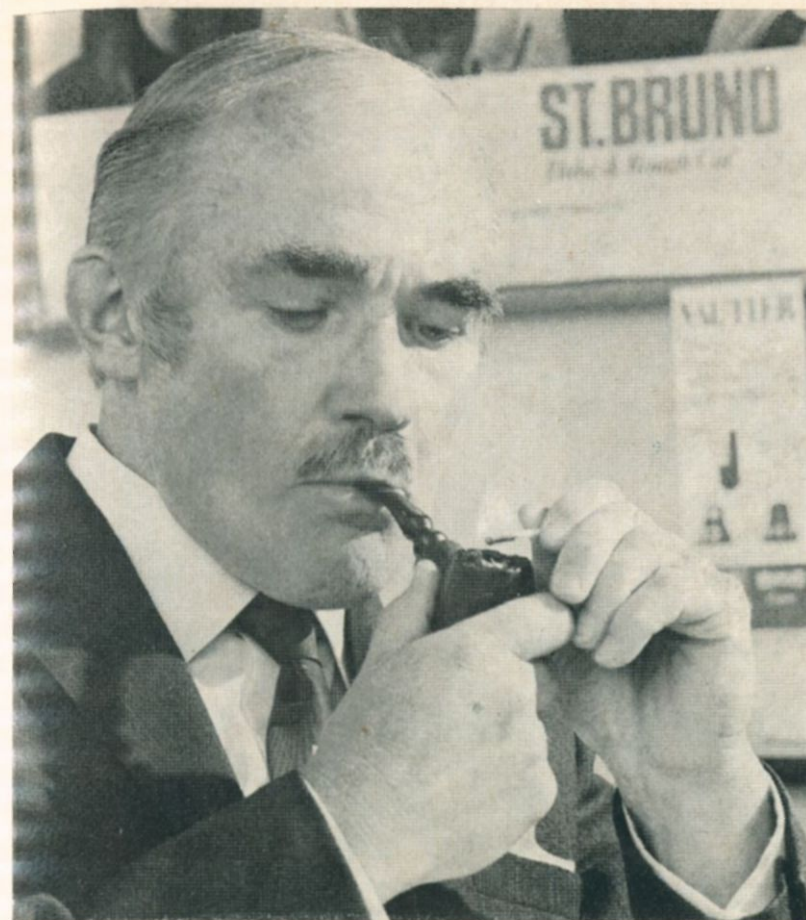
Ogden's defined

...ence, to cause displeasure.
...the offensive, to attack first.
...against, *fendere, fensum*, to strike.
...v.t. to hold out, or put forward.
...stance or refusal (e.g. a gift,
...sale, payment, a suggestion):
...one is willing (to do some-
...to offer to help): to give some-
...e.g. a choice, a chance): to
...stance).—v.i. to present
...e.g. If the opportunity
...act of offering: a bid:
...used.
...t: a church collection.
...verses or anthem said
...offerings of the con-
...collected: the money
...is service.
...to bring.)
...where business is
...of such a place:
...use apart from
...rooms: a duty,
...y, esp. in the
...of help or
...through the

...ing, *offspring*, etc. See *off*.
...oft, *oft*, *often*, etc. [O.E.]
...many times, frequently.
...Ogdenful, *adj.* (lit. full of Ogden's)
...of being replete with an Ogden's pipe
...tobacco (I am feeling nicely Ogdenful):
...filled to utmost capacity with an Ogden's
...pipe tobacco (My pipe is Ogdenful): stirred
...with deep feelings for, overcharged with
...emotion for an Ogden's pipe tobacco:
...marvellous, exceeding what was expected
...from a pipe tobacco.
...Ogdenly, *adj.* with, from or by Ogden's
...pipe tobaccos: pertaining to excellence
...in pipe tobaccos (This is a very Ogdenly
...tobacco).
...Ogden's, *n.* Britain's largest producers of
...pipe tobaccos: makers of St. Bruno Flake
...and Rough Cut, Barling Royal Hunt,
...Gold Block, Rich Brown Flake, Sweet
...Briar Flake, Tom Long, Old Gold Ready
...Rubbed, Aintree Mixture, Redbreast
...Flake, Walnut Flake etc.
...Ogdenwise, *adj.* in manner, guise, way of
...well versed in art of choosing the finest
...pipe tobaccos. (See OGDEN'S. See also
...TOBACCONIST).
...ogle, *o'gl*, v.t. to look at fondly (esp. too
...familiarly) with side glances.—Also v.i.
...[Conn. with Ger. *augeln*.]
...ogre, *o'ger*, *n.* a man-eating giant or mon-
...ster of fairy tales. [Fr.]
...oil, *oil*, *n.* the juice from the fruit of the
...olive tree: a greasy liquid (of animal,
...vegetable, or mineral origin) which will
...dissolve in ether or alcohol but not in

...skin, *n.* cloth
...means of oil: a ga
...oil well, a hole dr
...leum.
...[L. *oleum*—Gk. *elaide*,
...ointment, *oint'ment*, *n.*
...put on the skin to heal
...[Through O.Fr.—L.
...anoint.]
...O.K., *okay*, *ô-kâ*, v.t. to m
...right.—Also *n.*, *adj.*, and
...[Prob. (Old) Kinderhook;
...in U.S. presidency campaign;
...born in that place.]
...old, *old*, *adj.* advanced in age
...certain age (e.g. He is ten years
...new—having been long in
...worm or worn out, out-of-d
...fashioned: belonging to far-o
...long practised (e.g. an old hand,
...with much experience).
...old-fashioned, *adj.* in a style co
...in the past: out-of-date.
...old-hat, *adj.* out-of-date.
...old age, the later part of life.
...Old English. See English.
...old maid, an oldish woman unlikely e
...to marry.
...Old Norse. Old Testament, Ol
...World. See Norse, Testament, World.
...old, long ago.
...E. (e)ald; conn. with Ger. *alt*.]
...inous, *ô-lé-aj'in-us*, *adj.* oily.
...me L. root as oil.]
...ory, *ol-fak'tôr-i*, *adj.* having to do
...or used in, smelling.
...facère, to smell—olère, to smell.]
...hy, *ol'i-gâr-ki*, *n.* government by a
...people in power.
...figos, few, arché, rule.]
...st, *n.* a tree
...ranean for
...brown
...live

...on,
...e
...ge.
...Co
...e.g.
...used
...follow
...to sh
...advance
...money;
...person):



Hugh Wakefield

A time of change and challenge for pipe tobaccos

The pipe tobacco market is not as quiet as it
seems as this interview with Ogden's
marketing manager shows

Vivian Raven

Over the past few months we have had a lot of speculation about the effect of Common Market entry on the British cigarette market, but as far as I have been able to see, practically nothing has been said on the future of pipe tobacco. Does this silence mean you don't anticipate any significant changes?

H. K. Wakefield

No, this is not so. I believe that over a period of time, entry into Europe will bring about considerable change both in methods of manufacture and marketing. Undoubtedly this will pose problems, equally it will offer opportunities. It will be a time of challenge and we are well placed to meet it.

VR

Would you explain the nature of these changes?

HKW

Well, first of all there is the relaxation in the existing restrictions relating to the use of additives. This in turn should lead to the introduction of more pipe tobaccos of the continental type, and it seems likely that in the end these tobaccos will retail at prices not dissimilar to the current popular pipe tobacco brands.

And secondly, the E.E.C. tax system may well narrow the price range between the currently 'high and low priced' tobacco brands.

VR

Do you think that mild pipe tobaccos with additives, like some of the continental brands, will appeal to the British smoker?

HKW

This is a difficult question and it is not one which is easy to solve. For what it is worth we have conducted considerable research into this problem and our findings suggest that the bulk of British pipe smokers are not immediately attracted to the continental types of tobacco. British smokers are conservative, most do not like change, and they prefer the fuller flavoured brands. Nevertheless, I believe a market will develop for the milder aromatic tobaccos which can quite easily be produced in this country and which, I am sure, will have considerable appeal, particularly to the younger smoker, but what the ultimate size of this market will be is almost impossible to say. Equally, I believe that the current trend to cut tobaccos as opposed to flakes will continue and, in a E.E.C. situation, may well accelerate.



T/TN2

We're supporting anybody who trades with the Chickasaw Indians.

It was the Chickasaw Indians who first discovered Perique tobacco, which today is the 'dark secret' of Three Nuns.

This year we're continuing to feature the Chickasaw Indians in our advertising.

They will appear in a new continuous colour campaign throughout the year.

It means more pipe smokers will be discovering the dark secret of Three Nuns.

And Three Nuns will continue to increase its share of the pipe tobacco market.

So if you haven't started trading with the Chickasaw Indians, now's the time to start.

And we'll support you all the way.

Three Nuns-rich tobacco with a dark secret.

Three Nuns—1 oz. tin 42p. Empire Blend 1 oz. tin 40½p. Recommended Prices.

VR

You mention that the price range of pipe tobaccos will narrow. How will this affect the market?

HKW

To start with, nobody yet knows the details of the new tobacco tax system and how it will affect the price of pipe tobaccos, but assuming the price range between the more and the less expensive brands narrows, then I would expect pipe smokers to trade up to the better quality brands.

VR

I see Lord Shinwell attended a luncheon you gave to Gold Block prizewinners in the Board Room of the *Times*. What benefit do you get from these competitions set by MENSAs?

HKW

First and foremost, an immediate increase in sales, secondly it adds interest and excitement to an advertising programme, which must have a favourable long-term effect.

VR

But why such a difficult competition as that set by MENSAs—perhaps you would explain what it is.

HKW

MENSA is a society whose aims are the fostering of intelligence for the benefit of humanity. It is said that members are recruited from the top 2 per cent. of the population for intelligence and to join you must have an I.Q. of at least 148.

With a brand like Gold Block we have proved that pipe smokers welcomed the opportunity of entering what, by normal standards, must be considered a fairly difficult competition.

VR

But surely the response to such a competition must be limited?

HKW

Quite the contrary in fact. We estimate that there are some 60,000 smokers of Gold Block and around 5,000 of them have entered each of the last two competitions.

VR

Presumably very few get it right?

HKW

Surprisingly enough, just under half of those who entered last year submitted correct answers and a great deal of time was spent by the judges in examining the tie-breaker before the 10 major winners were selected.

I might add that from the list of prize-winners it was obvious that the



Services, the Diplomatic Corps, the Clergy and the Medical Profession were well represented.

VR

You mean Gold Block is smoked only by the upper classes?

HKW

No, I did not intend to convey that impression. Although the social profile is weighted heavily to the AB smoker, there are a surprising number of C1 and C2 men who are also smokers of the brand.

VR

How can they afford it at 46p an ounce?

HKW

At about two-thirds the price of silver! Yes, it is expensive—but, curiously, it is also an economical tobacco. It's a funny thing about Gold Block, and I do not believe it applies to any other tobacco on sale in the U.K.: smokers of the brand find it so exceptional that they tend to derive their pleasure from a lesser number of pipefuls than do most other pipe smokers.

For the regular smoker, therefore, Gold Block is a surprisingly economical tobacco and this probably explains the large number of C1 and C2 smokers.

VR

It's made in a bonded factory—what's so special about that?

HKW

Ogden's operate one of the very few bonded plants in the U.K. Quite simply, this permits us to add to the blend certain unusual and in many ways unique flavourings and aromatic sub-

Lord Shinwell has a parting jest for one of the winners of the Gold Block competition at the prizegiving reception in London.

stances which give Gold Block its very special taste, flavour and aroma.

In some senses the process is not dissimilar to that used by tobacco manufacturers in Europe and the United States.

VR

This means surely that Gold Block is vulnerable in a Common Market situation?

HKW

Some time after we enter the E.E.C. the rules governing the use of additives will be relaxed and, not unnaturally, we

Some of the more unusual pipe shapes in the Barling pipe range. Barling is an Ogden subsidiary.





B.B.B. STEP INTO FASHION WITH FOUR ATTRACTIVE NEW MODELS

B.B.B. MOON ROCK

Hand carved in true B.B.B. tradition, an exciting new range in an assortment of unique shapes.
Rec. Retail £3-75

BRITAINS

B.B.B. TORTOISE

In a delightful light grain finish with a white Onyx effect in acrylite for the mouthpiece. Shapes in the new 1972 range.
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BEST BRIARS

B.B.B. TIGER GRAIN

The superb yellow ochre colouring of this unusual pipe with a light blue acrylite mouthpiece achieves the desired effect.
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A new range of pipes with a very distinctive graining. Medium to large shapes.
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THE CIVIC COMPANY LIMITED 3 ELDON WAY, SPA ROAD, HOCKLEY, ESSEX Telephone Hockley 2034

If your pipe has only two parts



you're missing a vital part:
the Medico filter



REGULAR



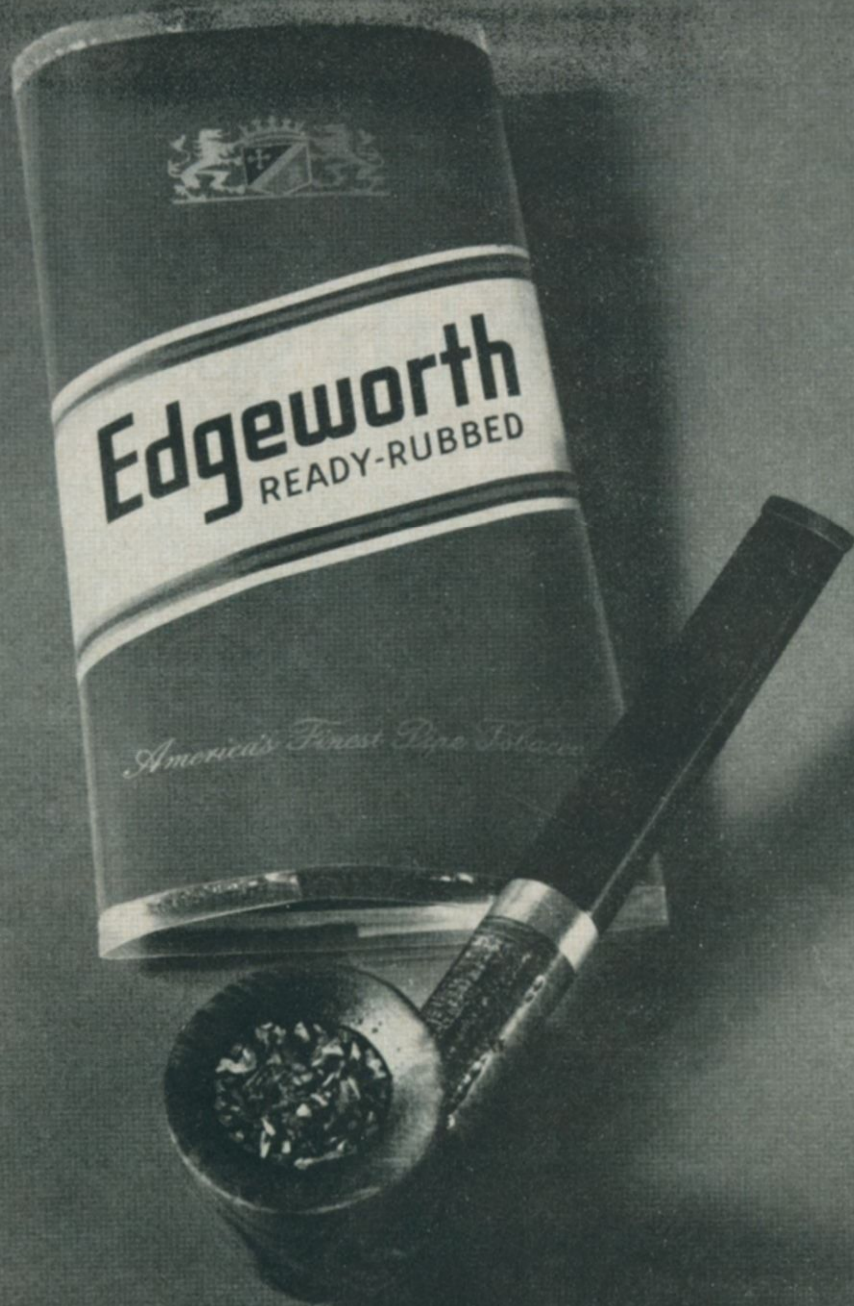
The 66 Baffles in the disposable, absorbent Medico filter traps the tars and nicotine. They keep your mouth cleaner and cooler. Change the filter and your pipe is clean.

Four models available each in assorted shapes
MEDALLIST £1-65 STANDARD £1-25
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Filters now available in menthol and charcoal to add to the regular filters at 10p per packet.

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GIVE PLEASURE AND PEACE OF MIND

Sole importers for the U.K. — Oppenheimer Pipes Ltd. and The Civic Company Ltd., Hockley, Essex.



AMERICA'S FINEST PIPE TOBACCO.

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They'll stay with it ...and with you

Erinmore is the natural first choice for their first briar. Because from the very first smoke the unique Erinmore flavour and those rich, dark tobaccos give a man a cool, smooth, satisfying smoke. And the kind of contentment he's been looking for in a pipe.

So when your customers take up a pipe, start them with Erinmore. They'll come back to you for more. And more. As sure as Erinmore.





The entry of special Gold Block tobacco to the bonded factory being recorded by a H.M. Customs watcher.

will be in more active competition with brands imported from Europe.

We have already taken a close look at this problem and we have undertaken considerable research. The surprising thing is that the Gold Block smoker does not appear to like continental brands of tobacco; the reason for this is not clear, but it may well be the sheer uniqueness of Gold Block which, so far as I am aware, has no counterpart in Europe.

VR

I find this a little odd, particularly as the Gold Block pack carries a Customs label, which may suggest to some smokers that the brand is imported.

HKW

Strictly speaking, the labels we now use are not issued by Customs and Excise and it would seem that there is no longer the requirement for a trader to break the seal before handing the pack to his customer, which was a ruling at one time. The labels we use, though, do bear the officially approved wording for tobacco manufactured in bond.

VR

How is the brand performing in the market place?

HKW

Gold Block is increasing its share of the total market and, in absolute terms, poundage is well up on last year, which in itself was an exceptional year for our major brands, due no doubt to the publication of the R.C.P. Report on Smoking.

Gold Block has a young age profile with around a quarter of its smokers in the 18-34 age group, and another half in the 35-59 bracket, which in the pipe tobacco market is an encouraging sign.

VR

And what is your marketing strategy?

HKW

This is a rather difficult question; and to answer it I would like, if I may, to

back-track a little to the fundamentals of our business.

What have we to offer the smoker?

I believe we are selling a rather intangible proposition, simply expressed as 'smoking pleasure'. From the pipe smoker's point of view, ultimately the only thing of real importance, he is seeking pleasure and enjoyment; for this surely is what pipe smoking is all about. In addition he needs to be reassured that his next purchase of tobacco is going to be as good as his last. When a pipe smoker comes to judge a tobacco which may be new to him, he has to have some sort of yardstick, some sort of measuring device to test how the tobacco measures up to his requirements.

To assist him with this problem he may have heard of the tobacco through comments by other smokers or tobaccoconists or by advertising; he can look at the tobacco and make a visual judgement as to its presentation and quality, and much more important he will smoke an ounce or two and make his own assessment, using his nose and palate as a measuring device, and to say the least, they can be variable and imprecise.

Three great Danes



A ready-rubbed Scottish blend of fine matured tobaccos, giving a sweet, mild aroma. Retail at 45p for 25 gm. pouch.



A blend of six specially selected qualities – with special emphasis on golden virginia tobacco. Retail at 47p for 25 gm. pouch.



Ready-rubbed – mild and aromatic. A careful blend of burley and matured virginia. Retail at 45p for 25 gm. pouch.

Mac Baren's Danish Tobacco, available from:

SOLOMON

William P Solomon Limited
26-29 Maunsel Street London SW1 Telephone: 01-834 8063/4/5/6/7

This picture illustrates two of the elements used in the Ogden drive to update the image of pipe smoking. The St. Bruno rally car is one of a number of promotions the company have mounted, and the girls are part of a permanent and growing team.

Nevertheless, the pipe smoker will reject, out of hand, some brands which, after the first pipeful, are utterly unsuited to his taste; with other and more suitable brands he may persevere for some time. Whether subsequently he stays with the brand will depend on availability, value for money, or rather, satisfaction for the outlay made, occasional comments made by others particularly about the aroma, and his total knowledge of the 'imagery' of the brand, its reputation and popularity and the standing of the manufacturer.

If this supposition is anywhere near the mark, then our marketing strategy—our job—must be to reinforce the pipe smoker's belief in the excellence of the brand for his purpose. Essentially we must make absolutely certain that Gold Block continues to be manufactured to the highest possible standard of quality and that it is well presented to the consumer in fresh condition. We must ensure that it is in good distribution, particularly in the best tobacconists, and that the promotional support, in all its respects, reflects the luxury quality of this product.

If you like, Gold Block must be, and must be seen to be, the aristocrat of pipe tobaccos, which lesser mortals can also afford by reason of its surprisingly economical smoking properties.

VR

On a more general note—the pipe tobacco market has been going downhill for many years—what of the future?

HKW

Over the years there has of course been a drop in the volume of tobacco smoked in a pipe and Ogden's have been active particularly in efforts to update the image of pipe smoking as well as directing their appeal to the younger smoker.

St. Bruno advertising is a case in



point—which while contributing to a very healthy increase in the sales of this brand and its market share, particularly the Rough Cut variety, has also directed its appeal to the younger smoker. Our teams of girl demonstrators have also done much to enhance the image of pipe smoking.

But this of course does not answer your question.

If you believe, as I do, that trends in the United States tend, sooner or later, to reach the United Kingdom, then it appears likely that there will be more pipe smokers in the younger age groups than there are at present and, as in the States, they may well prefer the more flamboyant and fashionably shaped pipes similar to the new Barling Bruno range, and naturally some will be Gold Block smokers. This, I believe, will lead to a revival in the habit, and the indications already are that the rate of decline in the market is showing marked signs of slowing up.

VR

Finally, what advice would you give

to someone who wishes to take up pipe smoking?

HKW

First of all, find a dedicated pipe smoker—they can often be discovered behind the counter of the better tobacconists—and be guided by his advice. If for any reason this is not possible, then the beginner should buy a good quality briar, say around £2, and an ounce of St. Bruno Rough Cut or Gold Block. There's no need to fuss with a long list of rules on what to do next—pipe smoking should be a simple, uncomplicated pleasure.

Just fill the pipe bowl, but, at first, not right to the top, pressing the tobacco down very gently as you go. Make sure the pipe is well alight and if it goes out, as it may well do, then just relight it.

Above all, smoke slowly and gently, sit back, relax and take your time. A good tobacco in a reasonable size pipe should last well over half an hour.

I would summarise pipe smoking quite simply as a very pleasurable way of enjoying good tobacco.

Juan Lopez

HABANA CIGARS



WE PARTICULARLY RECOMMEND PANATELAS DE LUXE 25s
A TRUE PANATELA SHAPE 5½" CIGAR AT £6.00* FOR 25.

WE ALSO HAVE AN EXCELLENT RANGE OF SMALL PACKINGS ESPECIALLY SUITABLE FOR
THE CHRISTMAS TRADE INCLUDING:—

| | | | |
|-------------------|-----|---------|--------|
| CLUB CORONAS | 10s | | £3.60* |
| TITANIAS | 10s | | £3.10* |
| PETIT CORONAS | 5s | | £2.20* |
| CLUB CORONAS | 5s | | £1.75* |
| PATRICIAS (tubed) | 3s | | £1.14* |
| JUANITAS | 6s | | £1.10* |

* ALL SUGGESTED RETAIL PRICES

A. JIMENEZ & SONS — 158 DERBY ROAD, NOTTINGHAM — 0602-77132

CORVANNA



100% ALL HAVANA TOBACCOS
GROWN IN CUBA—ROLLED IN THE U.K.



CORVANNA CROWNS:—

A delightful casket of 12 cigars
which makes an excellent gift
at £1.65

CORVANNA BAMBINOS

A sealed ring-pull airtight tin of 25
small cigars at £1.65

Also available in packs of 10 and 5.

Many other sizes and packings are
produced in the CORVANNA range.



E. ALTON & CO. LTD. — 158 DERBY ROAD, NOTTINGHAM — 0602-77132

IT'S A SMOKERS' WORLD —

new shops put the emphasis on pipes

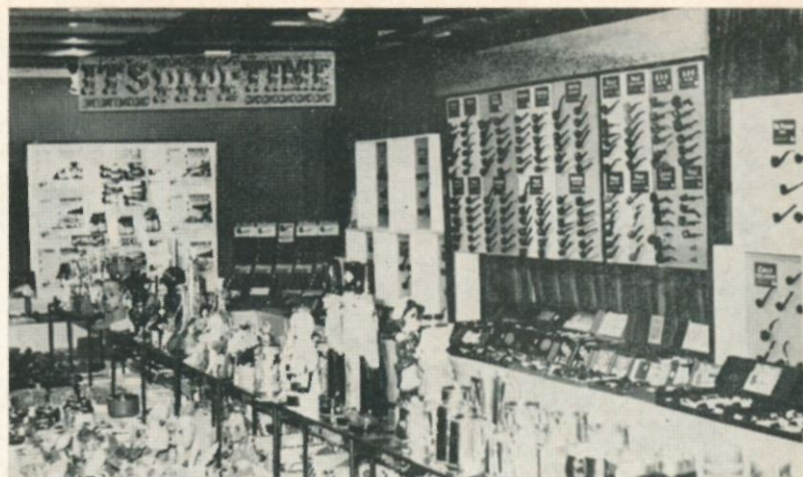
AN ATTRACTIVE AND WELL-attended display of pipes, smoker's sundries and novelties was organised in September by Oppenheimer Pipes Ltd. and Civic Co. at the Kenilworth Hotel, in London.

This was only one of the 70 similar miniature 'Fairs' put on jointly by the two companies recently at centres all over the country, and the sales director, Mr. Peter Jenkinson, said that they had all been successful.

Oppenheimer, he said, were making particular efforts to supply eye-catching display units to the trade and this was the best way of showing their wares, which were too numerous and bulky to be carried round by car.

It is part, too, of their campaign to up-grade the general standard of pipe and tobacco retailing, which has languished in a back water for too long. They believe that a fresh initiative is long overdue in this sphere.

The trend has been rather away from



A view of the stunning display of pipes and smokers' sundries at Oppenheimer's trade fair in London.

specialist shops towards triple trading, but they are proving that this decline can be arrested.

They have led the way by opening several new specialist shops in centres where there were none. They have been careful to avoid overlapping areas served by established businesses, who may indeed be their own customers and instead have broken new ground or taken over concerns in a particular area which they feel may offer good opportunities for expansion.

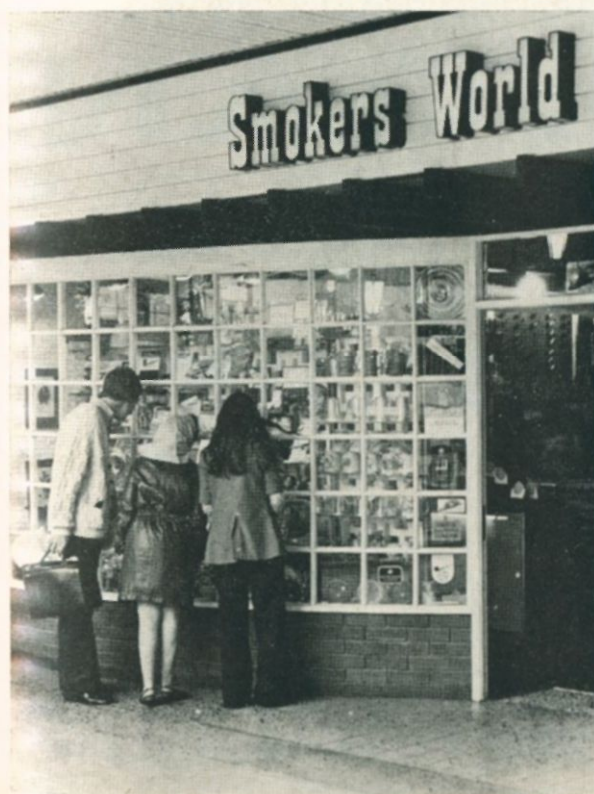
As the company is based at Hockley in Essex, they have sought to pioneer

in that area. Their first new shop was opened last year at Southend-on-Sea and they coined the catchy title of 'Smokers World' as their trademark and spent some £10,000 on fitting up the premises. Although Southend is a popular resort and residential area there were no specialist tobacconists in the town.

A bow-fronted shop of a traditional pattern has been adopted as standard, but within, the premises are as convenient, modern and well-lit as can be wished. Other shops were soon opened at Romford, Chelmsford and Maldon.

This year they have gone into Surrey, with a Smokers World at Camberley, and followed this up by taking over Skan of Worcester, and Charles Dickins of Cheltenham (as from October 1).

If enthusiasm can bring success, the keenness of Oppenheimer's staff on this development will bring its reward. Certainly, for the tobacco retailer who can only count on about an 11 per cent. return on cigarettes, the 33½ per cent. on pipes—or better—must be an attractive proposition.



Left, the bow-window shop front of a Smokers World shop, and below, the clean uncluttered interior.



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



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

POCKET
SIZE

MINI



1 oz VACUUM-
SEALED



or in READY
FILLED BAGS

WILSONS & CO. (Sharrow)

SHARROW MILLS, P.O. BOX 32, SHEFFIELD, TELEPHONE 62677 (STD 0742)



EST. 1737

INTERNATIONALLY FAMOUS FOR STRAIGHT GRAIN HAND MODELS

CHARATAN

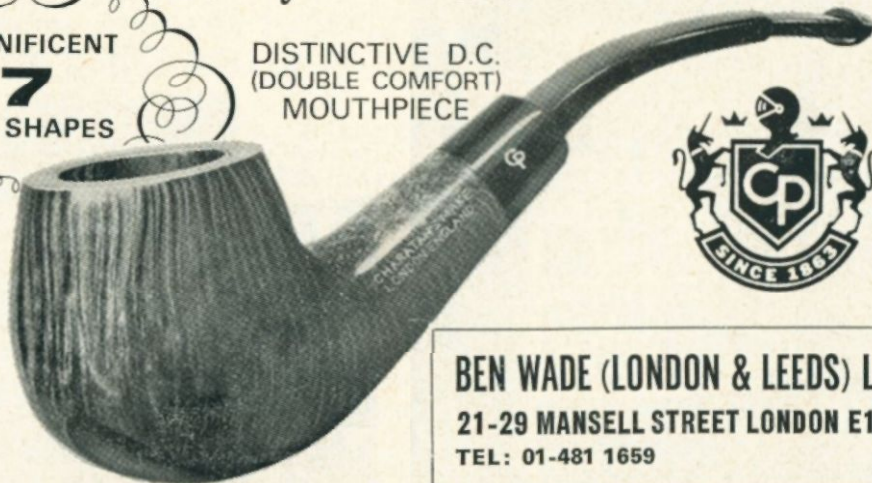
Perfection in Pipes

MAGNIFICENT

7

NEW SHAPES

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(DOUBLE COMFORT)
MOUTHPIECE



BEN WADE (LONDON & LEEDS) LTD.

21-29 MANSELL STREET LONDON E1 8AD

TEL: 01-481 1659

CHARATAN ARE ENGLAND'S OLDEST BRIAR PIPE MAKERS



By Appointment
to Her Majesty the Queen
Suppliers of Smoking Accessories
ALFRED DUNHILL LTD LONDON

dunhill
LONDON



means more...

MORE SALES... MORE PROFITS...

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

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

Many pipes are made

*but Stanwell
are created*



U.K. AGENT **B. BARLING & SONS LTD.**

P.O. Box 78a, Boundary Lane,
Liverpool, L69 1DT.

It pays to be in with Pipe People

ANY TIME IS A GOOD TIME FOR SELLING PIPES, tobaccos and accessories, but some times are better than others. Advertising campaigns generate a lot of interest in a particular product during the period the public are exposed to them and this month the nationwide support manufacturers are giving the National Pipe Smoking Fortnight provides astute traders with a golden opportunity to maximise their pipes, tobacco, and accessories sales.

But this is not to say that all the tobacconist has to do is to sit back and wait for the customers to roll in. He, too, has to make a positive effort to exploit the interest aroused by the promotion all over the country. Basically the pipe and tobacco specialist deals with two types of customer, both of whom are equally important to him in terms of continuing sales. First is the man who already knows his way around the world of pipes. Often his knowledge is equal to, and in some cases, unfortunately, greater than the traders. When this becomes apparent the customer cannot help but lose confidence in the tobacconist and any attempt to create that atmosphere which might make a casual customer into a regular is doomed from the start.

The sort of exchange that makes a customer wonder if he has come to the right shop sometimes takes place when he asks for an alternative to his favourite brand. All too often the shopkeeper simply points to the other brands on display and murmurs something like 'We sell a lot of this', or runs through other brands at the same price. For the sake of doing a little homework he runs the risk of losing a regular customer.

Most pipe smokers buy at least one new pipe a year, pouches do not last for ever and there is a steady need for cleaners and matches. Multiply one man's requirements by the number of pipe smokers you have—or could have—and you will see that you can make a lot of money in a year before you even sell an ounce of tobacco.

Take them by the hand

The tobacconist needs the same sort of expertise when dealing with a new pipe smoker but, if anything, in this case, it is even more essential that he is able to provide help and advice and is able to reassure the new recruit that it takes a little time to become accustomed to a pipe.

Most men who smoke try a pipe at one time or another, but a large proportion give up after a little while for one or more of a number of reasons. But the reason which stands out as a silent reprimand to some tobacconist somewhere is when a man says he stopped because he did not like it. In almost every case this means he had bad advice. It has been said many times—and it becomes no less true with repetition—that the first ounce of tobacco a man smokes is the most important.

Offer him a brand of medium strength and medium cut which keeps alight pretty well but does not smoke too hot. It may well not satisfy him completely, but will get him accustomed to a pipe. When he comes back—and this is the important thing, to get him interested enough to come back—you can then listen to his criticism and suggest an alternative.

It must be right

The right pipe is also important. Certain weights and shapes of pipe suit certain types of face. And as there is more than a chance that that first pipe will not be treated with the care and respect it deserves, it is wise to recommend a strong one. Often the new smoker subjects his pipe to far more bashing about than is good for it before he comes to appreciate its limitations.

The right price, too, is something that has to be approached with care. Explain why some pipes are more important than others, but do not try and sell a pipe too expensive for your customer's pocket. Price is not everything as far as enjoyment is concerned and the comparatively low cost of a manufacturer's reject may be just right for the man with not too much money to spare. Remember always that this first experience has to be right in every respect. If everything goes well, he is almost certain to graduate to better things. Once the proprietor of a shop has acquired this specialist knowledge of pipes and tobaccos he should make every effort to pass it on to his staff. He cannot always personally attend to every customer and nothing is more infuriating to a customer than to be told: 'Mr. Smith will deal with you as soon as he's free'.

The desirable minimum of knowledge should include an acquaintance with the different pipe shapes available and the smoking qualities of the leading brands of tobacco stocked.

Surprisingly many confirmed pipe smokers do not know the names of the pipes they buy. But they usually know what they want and it is an altogether different matter when their own lack of technical knowledge is shared by an assistant from whom they are seeking guidance and advice. For some unfathomable reason women are particularly blameworthy in this respect.

Perhaps they feel it unfeminine to show mastery of such a masculine preserve. But whatever the reason, be it stated or implied, the retailer should firmly point out that this elementary expertise is an essential part of the job.

The assistant should be told that a discreet display of knowledge of shapes and names by the seller tends to inspire confidence in the buyer.

There are numerous variations in size of bowl and length of mouthpiece which should be considered in recommending a shape to a prospective buyer.

A retailer selling a pipe, especially to a novice who does not quite know what he wants, should consider the type of face and general build of the buyer when recommending. For example, a bent Rhodesian would not be the best suggestion for a slim, thin-faced man. Only a detail perhaps but these things count in the creation of goodwill which can help future sales.

There are many excellent booklets on pipes and tobaccos distributed by manufacturers and wholesalers, but the man behind the counter is the most obvious source of information and should be able to explain the virtues of each brand to enquiring customers.

Ideally he should be a pipe smoker, and should have tried most of his range, but obviously this cannot always be the case so many have to rely on a little 'book learning'.

continued on page 57

FALCON

One great name. Three great pipes.

FALCON from £2.10p*

ALCO from £1.10p*

BRENTFORD 75p*

*recommended retail prices.



Falcon provide your customers with the largest selection of pipes in the world!

Let them choose from twenty-eight shapes of frame; eight shapes of bowl in smooth, rustic, meerschaum lined or leather covered.

Alco and Brentford pipes are also scientifically designed to smoke cool and dry.

Get a Falcon No. 18 showcase as a 'starter-display' for the National Pipe Fortnight and you will sell Falcon throughout the year.



*No. 18 Showcase
black leather-grained
paper covered with
break-back lid to hold
12 pipes in assorted
shapes and finishes
with 6 spare bowls.
The base is red flocked
foam—with the luxury
look of velvet.*

Insist on

FALCON

The cool original

Write or telephone for price list to:

THE FALCON PIPE GROUP LIMITED
Commerce Road, Brentford, Middlesex.
Telephone: 01-568 7272

A member of the
London & Midland Industrials Group

Make National Pipesmoking Fortnight—FALCON Fortnight

There are four main groups of pipe tobaccos: flakes and navy cuts, plugs, mixtures and shags. Of these flakes and navy cuts are the richest. Plugs are similar, normally full-bodied, though less rich than flakes but all three are pressed and usually baked tobaccos.

Mixtures are blends of three distinct types of leaf: light with light, light with dark, or with special tobaccos such as Latakia, Cavendish and Burley. Shags are mostly used for hand-rolled cigarettes and are not generally recommended for a pipe.

Tobaccos are usually cut in one of three thicknesses—fine, medium and broad (or coarse). Navy Cut closely resembles medium cut in this respect. Shag is a fine cut of cigarette consistency. Curly cuts are normally about medium, but made in circles ready to be put straight into the pipe without being rubbed.

The difference in cut is comparable with the speed at which the tobacco burns. A fine cut burns quickly, but the coarser the cut the slower and consequently the cooler it will smoke.

A man working out of doors, with the wind to keep his pipe alight, will probably need a broader cut than a man in an office all day.

Each group of tobacco is further divided into mild, medium, and strong varieties. Just as it is unwise to suggest a mixture to a flake smoker, other than to a novice who wants a change, so it can be fatal to give a mild smoker a strong brand.

If a customer wants a slower burning tobacco it will be found among the broad and coarse cuts, or, if he smokes a ready rubbed variety, among the flakes, navy cuts and plugs which are only sliced. In many cases you can offer the same brand in its unrubbed form. Similarly a smoker who complains that his pipe is always going out should be offered a ready-rubbed or a finer cut than he smokes at present.

One of the best examples in the country of a successful specialist tobacconist is Coster & Son Ltd. of Marlow. Owner Alan Coster is a firm believer in the value of promotions like the Pipe Smoking Fortnight. In the past he has held similar promotions of his own.

There are manufacturers' leaflets to guide tobacconists as to the strengths of their products and if a customer simply wants a cheaper brand then select a tobacco of the same group, strength and cut, preferably by the same manufacturer, which is less expensive.

The best way to encourage the new pipe smoker is to provide him with a tobacco ready for filling—a mixture or ready rubbed. New pipe smokers tend to smoke too fast and if they start with a tobacco mild in strength it will get very hot and burn the tongue. A strong variety will have even more disastrous results. Offer him then a medium strength brand, medium cut in ready rubbed form. And start him off on a medium-priced brand. He will very likely pick more expensive brands from you later on, but it is easier for him to go up the price scale than come down.

Imported appeal

You should encourage your novice to experiment with the rich variety of tobaccos on the market.

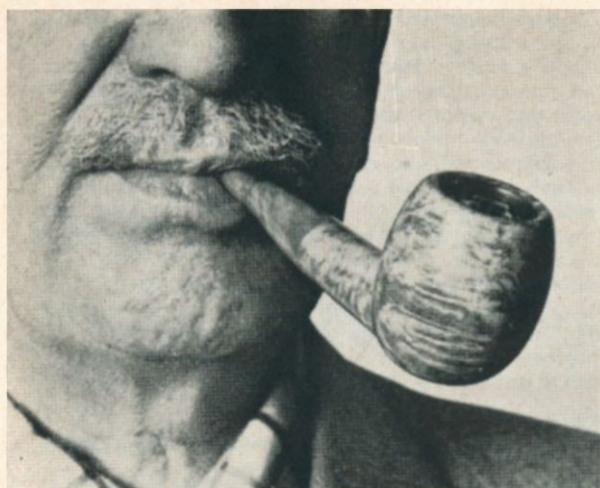
Imported tobaccos, which are generally milder and offer different taste and aroma characteristics to the British products, have been particularly successful with the new and younger smokers over the past year or two, as well as widening the choice available to the old hands. The convenient pouch packings in which they are sold has proved attractive to younger smokers and pouch overwraps on the major brands assure the retailer of a high shelf life.

Imported tobaccos are invariably at the upper end of the price scale but at a time of galloping inflation such price differences as there are become less and less important to the consumer. There is little doubt that imported tobaccos have a bright future in the U.K. market.

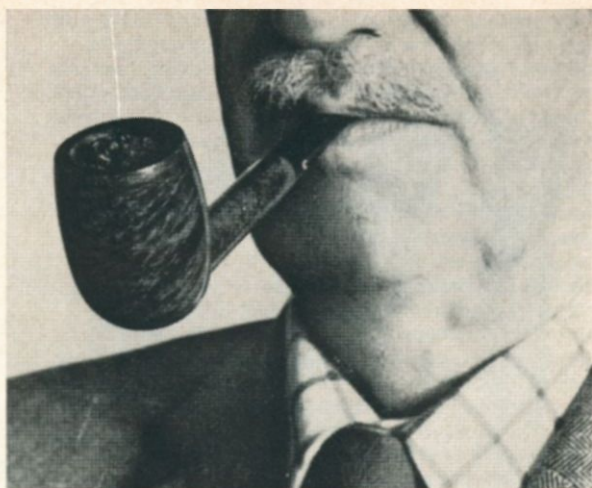
In time he may join the ranks of smokers who claim that the particular tobacco of their choice is the best tobacco in the world. And, of course, he will be right.

The aim of National Pipe Smoking fortnight is to provide a focus for a concerted effort from all suppliers of pipe smoking products. The manufacturers are playing their part, and it is up to all go-ahead retailers to make the most of this splendid opportunity.





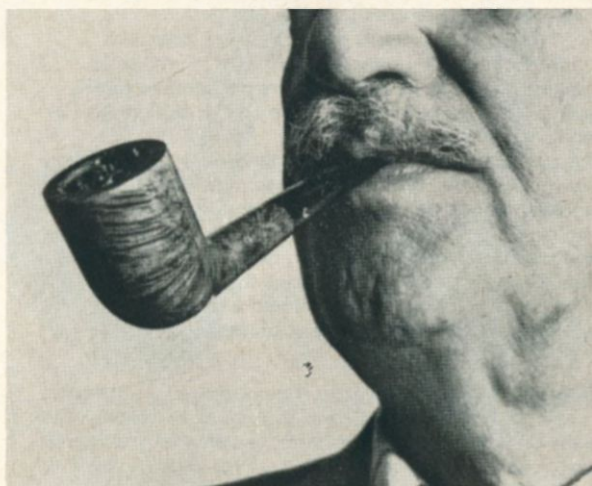
SILHOUETTE £10.50



MARK 2 £8.50



ROYAL £7.75



LONDON PRIDE £11.50

We would be the last to claim that these pipes are inexpensive. We know, and you know, that they're extremely costly.

But fortunately for us—and you—there is to be found in this country a special type of man.

Gentlemen with impeccable breeding, immense sophistication, ineffable elegance, and thumping great bank accounts. Men who don't think twice about the price, as long as

they have, gripped between their perfect teeth, the very finest examples of the pipemakers art.

Which, of course, these pipes demonstrably are. Incorporating as they do the most superior wood, immaculately finished, and a most respected reputation.

They offer, in effect, expensive taste for men with expensive tastes.

For the man who puts his money where his mouth is



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

John Clune celebrate by selling more tobaccos and snuff than ever

(With acknowledgments to the Irish Independent)

CLUNE'S OF LIMERICK HAVE attained their century. They have been manufacturing tobacco and snuff in the Shannon-side city for 100 years.

A noteworthy achievement, judged by any standards. Seen in the light of a family owned business, not only surviving through such a long span of years but pressing forward into its second century with all the buoyancy and vigour of youth, it makes the record all the more remarkable.

The ability to adapt to the changing times—and what a turbulent hundred years they have been—has enabled this well-known and 100 per cent. Irish firm to retain its identity intact even in an age of mergers, takeovers and giant combines.

But, then, its foundations were firmly laid and the superstructure erected on them was eminently sound and durable. From the start, the emphasis has been on quality. Clune's have never failed to respond to the change in public taste that time inevitably brings—without any lowering in quality standards.

The range of Clune's products has always been wide enough to cater for all tastes when it comes to pipe smoking. Their increasing share of the Irish market in this regard is ample proof of the viability of this family business in a highly competitive field.

Another important factor in their suc-

cess story has been the involvement of those guiding the firm's destinies, not only in the industry itself but in the commercial, cultural and social life of Limerick City and area generally.

The pattern was set by John Clune founder of the business of manufacturing and retailing tobacco and snuff in the historic city. This remarkable man went to Limerick from Quin, the picturesque Co. Clare village.

John Clune made an immediate impact on his adopted city. When still in his early twenties he set up the business that was to bear his name for the next 100 years. The year was 1872. He became one of Limerick's foremost citizens.

At the turn of the century, John Clune was joined in the firm by John F. Hurley, a native of Kilcolman West in the Shanagolden area of West Limerick.

John F. Hurley, who was born in 1879, became one of Ireland's leading authorities on tobacco matters.

A close bond developed between the two men which was to continue until John Clune's death in 1906 at the early age of 56. Both had an unusual flair for business as well as an unrivalled knowledge of tobacco.

Under the capable management of

John Hurley, the business continued to expand. The manufacturing, then, as now, was carried out in the large factory premises in Denmark Street, and the retail and wholesale end of the business in their well-known William Street premises.

There were at least eight tobacco manufacturing firms in Limerick in those early years—Clune's is the only one which has survived to this day. The old school textbooks recorded Limerick as famous for its 'lace, bacon curing and tobacco manufacture'.

The climatic and humidity conditions prevailing in Limerick City made it—and still make it—particularly suitable for tobacco manufacture.

Unlike most of the factories in towns which served only the local area. Clune's expanded their business throughout the country. Thus when the factory at Bagenalstown, Co. Carlow, closed, Clune's took over most of its trade. This was repeated in other areas when local concerns went out of production.

This countrywide expansion, dating from the turn of the century and even earlier, made Clune's a viable company

continued overleaf



A view of the interior of Clune's retail shop at 59 William St., Limerick, where Arthur Moore and William Hickey have jointly given 84 years' service.



Plug manufacture in progress at the factory in Denmark St. under the supervision of Michael Hussey, factory manager, and William Moore, the foreman.

Teresa... the worse for her
...had been taking
...the well at his
...home at March.
...to water plants. Teresa
...without a murmur.
...her grandmother Mrs.
...Easey. She loves
...at her reflection in
...and it was what she
...probably trying to do.

armed hijack

lorry containing about
...000 worth of TV sets,
...on and record players was
...acked at gunpoint on the
...near Cheltenham,
...oucestershire.

THERE will be no more
pop festivals on the
controversial site at
Bardney, Lincs.

Great Western Festivals,
who organised the four-
day gathering on Spring
Bank Holiday, yesterday
promised not to hold any
more events there.

And, in return, Lindsey
County Council agreed in the
Appeal Court to cancel the
"no nuisance" order it had
asked to be put on the festival.
Afterwards Mr. Barry
Solkinz, a director of Great
Western, called it "a victory
for common sense."

festival village

Great Western, whose direc-
tors also include Lord Harech
and actor Stanley Baker was
in the seventh day of its
appeal against the High Court
order.

COSTS

The Attorney-General had
opposed the suit on behalf of
local authorities and other
objectors.
Legal costs are believed to
be more than £40,000.
Outside the court, Mr.

Spinks said part of the
agreement was that the objec-
tors would not take any pro-
ceedings for alleged contempt
of Mr Justice Ousings "no
nuisance" order.

The appeal against the order
had been made because he
had been made because he
firm wanted to run other pop
festivals—but not at Bardney.
The site owner, Mr. Charles
Hardy, is continuing his
appeal, claiming the order
ought not to have been made
against him.

THE NEW RONSON PIPE

saves you a ton of money on tobacco!



RONSON
BPTU

Why is the New Ronson Pipe so
economical?
Because its cunning stem system
extracts the moisture from the tobacco as you smoke.
Making your whole smoke cooler, drier and flavourful
down to the last shred. No soggy dottle!
Trouble-free, easy to clean and available in a range of
stems and bowls—that's the New Ronson Pipe.

The New Ronson Pipe from £2.40

This is one of the ads they'll see.
Make sure it's your window they see
the Ronson Pipe in.

Ronson are supporting Ronson Pipes stockists with frequent
ads like this in the Daily Express with its whopping 3½ million
circulation. Plus ads in Angling Times and Angler's Mail —
the specialist fishing papers read by hundreds of thousands
of anglers (angling is Britain's biggest sport). So make sure
you show the Ronson Pipe prominently in your window.

RONSON

TOBACCO OCTOBER 1972



(Left) The family in conference. (Left to right) Bryan Hurley, director, his brother Dermot Hurley, chairman and managing director, and Dermot's son, Richard, sales director. (Above, left to right) Edmund Kirby, area representative for Limerick, Clare, Cork etc. Tom Hussey, factory manager, and Tom Hughes, area representative for Waterford, Wexford, Carlow, etc.

not entirely dependent on local support.

The next important development took place in 1920 when the business was bought out entirely by John F. Hurley. It was at the time of 'the troubles' in this part of the country and for the next few years Limerick was often a city of turmoil. Nevertheless, the firm was determined that the people would not be deprived of 'the solace of tobacco' in those anxious times and continued manufacturing under extremely difficult and hazardous conditions.

In 1929, John F. Hurley was joined in the business by his eldest son, Dermot (now chairman and managing director), who, four years later, had the opportunity of gaining first-hand knowledge of the growing, harvesting and curing of American tobacco, under the tutelage of a Mr. Ramsey Martin of Kentucky, one of America's foremost tobacco authorities.

His second son, John F. Hurley junior, having attended U.C.D. (he matriculated at the early age of 16), joined the firm a few years later. In 1935, Clune's was formed into a limited company under its present title John Clune Ltd. The third son, Bryan joined the company and became a member of the Board of Directors in 1941.

All three sons, like their father, became widely known to the firm's customers through personal contact which has been a hallmark of the Clune business all down the years.

John F. Hurley, senior, died in 1955, at the age of 76. John F. Hurley, junior, died in 1967, his untimely death being a great loss to the firm.

The next phase in the Clune company's development was when their son, Richard, after a period of training in London, entered the family business in 1968.

With his father and uncle, Richard, the youngest member of the family business, is one of an active management team that is an ideal blend of experience and youthful drive and initiative, representing four generations of an Irish family-owned business.

The family have always played a prominent part in the life of Limerick city. Dermot Hurley is a member and past-captain of Limerick Golf Club.

Bryan Hurley is well known in rowing, rugby football and musical circles.

All three brothers were at various times president of Mungret College Past Pupil's Union.

Richard Hurley is a member of the West Coast Surf Club Lahinch, and of Old Crescent Rugby Club, and is secretary of Mungret P.P.U.

The blending of Western (or darker) type leaf, which comes from Kentucky, with semi-bright and bright leaf which comes from Tennessee and Virginia, gives the distinctive flavour of Clune's tobaccos. The firm's use of American leaf is unique; non-American leaf would cost only about half the price, but quality is Clune's first consideration and so the Irish smoker can enjoy the outstanding quality of American tobaccos at no extra cost to him.

Clune's well-known tobacco lines include Sarsfield Mixture, Ireland's Pride Flake, Thomond Plug, Kinora Plug and XL Twist.

In recent years, to supply a much-needed demand at a reasonable price, they have introduced a new mixture, Clune's Continental. This is flavoured to assimilate the characteristics of the best-known Dutch and Danish tobaccos which sell so expensively in this country, whereas Clune's Continental can be bought at the normal price.

Snuff is made from the stalk of the tobacco leaf, and it therefore follows

that whoever has the best tobaccos must also have the best snuff. Clune's manufacture snuff in plain and scented varieties as well as Special White.

In addition to manufacturing activities (at Denmark Street), the Clune shop, at 59 William Street, Limerick, carries a most extensive range of smoking pipes (up to 6,000), assorted smoking pouches, petrol and gas lighters (inexpensive or otherwise).

In the same building is the very well furnished Cigar Bar where all the leading brands of Havana, Dutch, Danish, Swiss, American and British-made cigars are available for purchase.

Doing an extensive wholesale as well as retail trade, in the above mentioned items, as well as in cigarettes, their stocks are replaced every week, so the customer always gets goods in factory-fresh condition.

The following details of pounds of tobacco sold in the year ended December 31, 1971, compared with the year ended December 31, 1970, show the continued upward trend of Clune's sales:

Plugs and twist—National total, down 1.77 per cent.; Clune's total, up 8.76 per cent.

Flakes, mixtures, etc.—National total, up 29.9 per cent.; Clune's total, up 36.1 per cent.

In snuff sales, Clune's showed in the same period a 19.27 per cent. increase compared with a National decline of 8.84 per cent.

Tobacco duty provides nearly one-third of the total tax revenue of the State. The landed cost of a typical cask of American tobacco is £376. The duty on it is £5,030. The figures speak for themselves.

Excellent staff relations exist in Clune's. Some of the staff have been with the firm for upwards of 40 years, like Arthur Moore, who entered the firm in 1929 (his brother, William, has been there since 1940) and William Hickey who joined the staff in 1933.

PIPEMAN OF THE



WHO ARE THEY?
AND WHICH ONE WILL BE YOUR CHOICE FOR
PIPEMAN OF THE YEAR?

YEAR COMPETITION

As announced in last month's *Tobacco*, the first prize in this year's exciting competition is a sunshine cruise for two in the Mediterranean on the luxurious P. & O. liner, the *Oriana*. Ports of call include Elba, Naples, Barcelona, Palma, Casablanca and Lisbon. This prize is generously donated by Benson & Hedges, and in addition to the two all-in cruise tickets worth £259 each, there is also £80 spending money for the first prize-

Second prize is a cassette tape recorder from the Briar Pipe Trade Association.

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

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

Winners of the competition will be chosen by a panel of judges, comprising the Editor of *Tobacco* and representa-

those entries which correctly identify all the Pipemen nominees and have fulfilled part two of the competition by voting for the three nominees, in order of merit, who in the opinion of the entrant have contributed most to pipe smoking over the last year. In the event of a tie part three of the competition will act as a tie-breaker.

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

'Pipeman of the Year' Competition 1972

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

- ☐ **FRED PERRY**
☐ **PERCY THROWER**
☐ **BLASTER BATES**
☐ **JIMMY HILL**
☐ **JACK DE MANIO**
☐ **FRANK MUIR**
☐ **JOHN FAIRFAX**

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

1.
 2.
 3.

3. My brief description of the pleasure of pipe smoking is:-

Name and address
 (BLOCK LETTERS, PLEASE)

Position in trade

a tie-breaker, write description summing up e of pipe smoking e indicated on the

le as that. So fill in aid card and make e receive it no later nber 13.

FRED PERRY—If it's not a tennis racket in his hand it's a pipe

PERCY THROWER—Evergreen horticulturist

BLASTER BATES—Demolition man extraordinary

JIMMY HILL—A familiar face in the football world

JACK DE MANIO—Listen hard enough and you may hear him puffing away on the radio

FRANK MUIR—Perhaps it's the pipe that puts bite in his quips

JOHN FAIRFAX—Long distance oarsman whose best companion is his pipe

PIPEMAN OF THE



Postage
will be
paid by
licensee

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

BUSINESS REPLY SERVICE
Licence No. WC 1546

TOBACCO

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

2

WHO ARE THEY?
AND WHICH ONE WILL BE YOUR CHOICE FOR
PIPEMAN OF THE YEAR?

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Second prize is a cassette tape recorder from the Briar Pipe Trade Association.

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

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

Winners of the competition will be chosen by a panel of judges, comprising the Editor of *Tobacco* and representatives from Benson & Hedges and the Briar Pipe Trade Association, from

those entries which correctly identify all the Pipemen nominees and have fulfilled part two of the competition by voting for the three nominees, in order of merit, who in the opinion of the entrant have contributed most to pipe smoking over the last year. In the event of a tie part three of the competition will act as a tie-breaker.

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

HOW TO ENTER

1. Part one of the competition is designed to test your knowledge of the current pipe smoking scene. Match each of the names listed below with the appropriate photograph on this page opposite. For example, if you think picture A is of Fred Perry write the letter A alongside his name on the entry card, and so on.
2. As in previous years, the responsibility for choosing Britain's number one pipe smoker rests with you, the readers of *Tobacco*. Select from the seven nominees the three, in order of merit, who you think have done most by their example to promote the cause of pipe smoking, and list them on the entry card. It is a condition of entry that you vote.
3. Finally, as a tie-breaker, write a brief description summing up the pleasure of pipe smoking in the space indicated on the card.
It's as simple as that. So fill in the reply paid card and make sure that we receive it no later than November 13.

FRED PERRY—If it's not a tennis racket in his hand it's a pipe

PERCY THROWER—Evergreen horticulturist

BLASTER BATES—Demolition man extraordinary

JIMMY HILL—A familiar face in the football world

JACK DE MANIO—Listen hard enough and you may hear him puffing away on the radio

FRANK MUIR—Perhaps it's the pipe that puts bite in his quips

JOHN FAIRFAX—Long distance oarsman whose best companion is his pipe



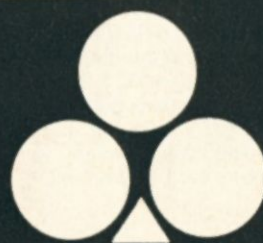
MCCHRYSTAL'S (LEICESTER) LTD.
MORRIS ROAD, OFF OAKLAND ROAD,
LEICESTER LE2 6BR TEL. 707230

**BEST for SALES
BEST for PROFIT**

Also Riley's B. M. Snuff (in Bulk)

KAYWOODIE

London made Briar Pipe



Clean, cool and dry
synchro system screens
tars and irritants

The exclusive synchro-stem and Kaywoodie system assures smoking that is clean and dry. Synchro-stem prevents binding and sticking. One turn removes the mouthpiece for cleaning, even when hot. Metal strengthens the stem and protects against breakages. The system reduces the tars in the smoke by approximately 50%. It stops moisture, it cools the smoke and prevents unburnt particles contaminated with tar from reaching the smoker's mouth. The exclusive synchro-stem is available in Flame, Custom, Standard and Relief.

KAYWOODIE OF AMERICA (London) LTD.

Leigh Cliff Building, Leigh Cliff Road, Leigh-on-Sea, Essex

Tel: 0702 72344

ROWENTA presents:

the crystal electric lighter — a remarkable new technical development from the ROWENTA Design Division.



Now you can offer your customers this ultra-modern, quality engineered lighter, incorporating the very latest advance in lighter design. Crystal electric action. No flint is needed, and with the lightest pressure, the gas is ignited by crystal electric energy — every time.

In satin finish or in leather, this superb lighter is available to you now. So cash in on progress, sell the ROWENTA 404.

Rowenta lighters — as charming as the girls from the Paris Lido.



U. K. Distributor:
P. H. Vogel & Co. Ltd.,
10, Golden Square,
London, W. 1.
Telephone: 01-734 6564

Robert McConnell



IN 50-GRAMME VACUUM AIRTIGHT POUCHES
TO RETAIL AT 80p PER POUCH — TRADE PRICE £7.00 PER ½ KILO

ABSOLUTELY FACTORY FRESH ON OPENING
THE ORIGINAL SCOTTISH BLEND

C. E. McConnell Limited 164-168 Barking Road, London E16 4DA Telephone: 01-476 1044

GENUINE BLOCK MEERSCHAUMS

from
City de Luxe
LONDON



PREHISTORIC BLACK
REC. RETAIL £3-75



PREHISTORIC WHITE
REC. RETAIL £4-75



RED BARON
REC. RETAIL £4-50



GOLDEN EMPEROR
REC. RETAIL £7-50



TAWNY KNIGHT
REC. RETAIL £5-95



OPPENHEIMER PIPES LTD 2 ELDON WAY · SPA ROAD · HOCKLEY · ESSEX Telephone: Hockley 2691



'Guess-how-many' Embassy promotion

A do-it-yourself competition is being used to promote Embassy Regal cigarettes made by Wills.

The display unit (shown above) is an unmanned version of the tumble bin contest in which smokers are invited to guess how many packs of Regal are contained in a large spheroid transparent display sphere. To assist contestants in making their estimate, 100 Regal packets are displayed in the smaller spheroid.

Makers of the display spheres, the Volumatic Company of Coventry, have supplied 320 of the units to Wills for a series of contests.

Each contest lasts for a week with the winner receiving 400 Embassy Regal cigarettes. All the smoker has to do is to post an entry into the box provided and the forms are collected by a Wills' representative.

In the picture Wills' multiple accounts controller, Derek Breadmore and Western Division sales manager, Mr. Peter Sanguinetti, set up a competition unit in a co-operative store in Bilborough, Nottingham.

Rothmans' support for Everest climb

The British Everest expedition of 1972 which is attempting to climb Everest by the yet unconquered South-West face, is co-sponsored by Rothmans of Pall Mall (Overseas) Ltd.

The team is being led by the world famous British mountaineer, Christian Bonington, who is being ably supported by a team of 10, all of whom are acknowledged experts in the world of mountaineering. The support for this team is being provided by an experienced force of 40 Sherpas, without whose assistance no expedition in this area could be mounted.

Rothmans of Pall Mall (Overseas) Ltd.'s support to the expedition will take the form of a cash donation to the general expenses, together with a supply of specially-packed Rothmans king-size filter cigarettes. These will bear commemorative stickers indicating that they have been specially provided for the expedition. In addition to providing enjoyment for the team and the Sherpas these cigarettes will be used for barter trade and part-payment of the Sherpas, as goods are still more widely accepted in exchange for services in this part of the world than currency.

—And Feudor go too

The British Everest expedition have taken with them a supply of disposable Feudor stick lighters.

Graham Tiso, the expedition's equipment officer, named this lighter as the most reliable means of ignition primarily for lighting their cooking stoves, and Barlings, the U.K. distributors, were only too pleased to be associated

in providing help to get the first Briton to the top of Everest.

The Ministry of Defence recently conducted field survival trials with the Feudor lighter and have reported that these lighters passed all tests with flying colours for land-based operations.

Feudor stick lighters are supplied in a display rack of 20 in assorted colours, red, blue, green, white and fuschia; each lighter retails at a recommended price of 79p.



Princess Alexandra presenting the John Player Trophy to Harvey Smith after he had won the event at this year's Royal International Horse Show at Wembley for the fifth time in its 12 year history.

Brymay's bowls

Bryant & May's fourth annual crown green bowls tournament has attracted 512 entrants. The competition opened at Bryant & May's sports ground, next to the company's Liverpool match factory, in August. The final, which will be played under floodlights, is scheduled for October 27.

The winner will receive £100 and a trophy presented by Greenall-Whitley the Warrington-based brewers. Greenall-Whitley and Bryant & May have each put up £50 towards the £300 prize money, the remainder coming from entrance fees.

Look what Ronson have bought you for Christmas!

TV – (of course). All ITV stations will carry tremendous campaigns for the Comet and Electronic. But besides selling these models, they'll be selling the Ronson name – and therefore the whole Ronson range.

Press – the smallest Ronson lighter ad this Christmas will be a whole page – and there'll be 55 of them. The Premier, Milady, Windmaster, Comet 500, Table lighters, Comet and Electronic will all feature in this tremendous campaign.

A list of magazines and papers as long as your arm – with whole pages in: Radio Times, Observer Magazine, Daily Telegraph Magazine, Daily Mirror, Sunday Post, Woman & Home, Annabel, People's Friend, Saturday Tit Bits, My Weekly, She and Good Housekeeping.

Ronson says it for you

RONSON



Player's open information bureau in London

Tourists, sightseers, and people just contemplating a day out anywhere in Britain have a new London-based centre to tell them what they need to know. It's the John Player Information Bureau at 240 Oxford Street, W.1. Telephone 01-629 9266.

Trained staff handle enquiries and provide information on sporting and cultural events, exhibitions, museums, cinemas, theatres, 'sights', transport, catering, tickets and many other services, particularly in the London area.

Trevor King, Player's general brand manager, said the Information Bureau 'complements John Player and Sons' 'Bringing you the best' advertising campaign. This has been appearing in colour supplements and newspapers since June.

Each advertisement has incorporated a calendar of the major sporting, cultural and social events taking place during the following three weeks. Besides sponsored events such as the John Player Grand Prix (motor racing), and John Player League cricket, other events have been featured, such as the Edinburgh Festival, Wimbledon tennis and Test Match cricket.

Current advertisements include details of the Bureau, inviting readers to write, call in or telephone. Information is sent out in a specially designed wallet.

In charge of the Bureau is Suzanne Davis, who has worked in broadcasting, films and journalism. She is assisted by Deborah Tyler, 23, and Carol Moore, 21. All three have been trained for their work by the English Tourist Board.



BONOMI WINS POWERBOAT RACE

The leading places in the Embassy-Express Offshore Powerboat Race were taken by Italian entries, when the Cowes-Torquay and back race finished at Cowes on Saturday, September 2.

The race started at 10 a.m. and of the 45 boats to start, only 30 were to survive the gruelling course.

The winner was No. 9, *Aeromarine IX*, driven by Carlo Bonomi, from Torino, at an average speed of 73 m.p.h. for the 250-mile course.

In second place was former world

champion and fellow countryman, Vincenzo Balestrieri, from Rome, driving No. 4, *Black Tornado*. Balestrieri had an average speed of 71 m.p.h.

The first British boat home was placed third, No. 44, *Yellowdrama*, driven by J. Galliford and K. Cassir, from Cheshire, and their speed was 70 m.p.h.

W. D. & H. O. Wills prizes were presented by Mr. John Wilson, the chairman and managing director. Mrs. Wilson presented the ladies' prizes.



Big response to Rothmans Olympic Fund

Brian Jenkins (right), director of Rothmans of Pall Mall, presenting a cheque for £3,000 making a total of £28,000, raised by smokers, for the Rothmans Olympic Fund, to Christopher Davidge, deputy chairman of the British Olympic Association Appeals Committee.

At a luncheon in London, the Rothmans Olympic Appeal was extended three weeks because of its 'huge success'. By the closing date the total was £50,600.

The 1p vouchers contributed by the public were dealt with by the Rothmans Gift Administration Centre in Manchester where teams of girls were employed in weighing coupons for

many weeks. Additions to the Fund have come from money raised at special functions organised by Rothmans staff, such as a five-a-side soccer competition in the West Country and a dance aboard a British Rail steamer on Lake Windermere.

A cash contribution of £2,500 to the Rothmans Appeal was made by Butlins and this—together with the money raised by special functions—is in addition to the money raised by 1p tokens.

Lord Rupert Nevill, chairman of the British Olympic Association and team commandant in Munich received the final cheque for £22,600 at the end of August.

1p off pipe tobaccos

Benson & Hedges Mellow Virginia Flake pipe tobacco is being offered to smokers throughout the country with 1p off the recommended retail price for a 1-oz. tin, both Flake and Ready Rubbed, until the end of October or while stocks last.

Britain's fourth largest pipe tobacco brand, Mellow Virginia Flake, a mild to medium, cool smoking tobacco, is currently growing at the rate of 25 per cent. a year.

The promotion will be supported by specially designed window bills and television advertising campaign.

CHRISTMAS PARADE

This, the second *Tobacco Christmas Parade* of new packs and new products, highlights the efforts made by manufacturers' designers to give a fresh impact to point-of-sale publicity. Cigars, cigarettes, pipes and lighters, they all make acceptable gifts and attractive presents for stocking or tree. Retailers should order early to avoid disappointment. There will be another Christmas Parade in the November issue of *Tobacco*. The prices in this supplement are as supplied by the manufacturers and distributors but some may have been affected by the recent price increases.



Tom Thumb

Churchmans' popular Tom Thumb ten's tin, always a Christmas winner, appears this year in a gaily-decorated Christmas sleeve. The famous Tom Thumb figure is incorporated in a candle design surrounded by festive baubles on a scarlet background. The sleeve carries a greetings label on the back which makes Tom Thumb an ideal additional gift. The brand, which has about one-quarter of the miniature market, will be backed by heavy national TV advertising throughout the Christmas period. The miniature market is expected to reach a sales peak again this Christmas.



Jamavana Trios No. 2

From Morris & Morris this handy pocket pack containing three Petit Coronas from Jamaica. A favourite all the year, it makes a most presentable stocking filler at a recommended retail price of 96p.



Super Sim table lighters in onyx

Super Sim gas table lighter in white onyx. Adjustable flame. Re-fuelled by disposable tank. Recommended retail price £4.30. From general and multiple tobacconists: Bewlay's, Finlay's, John Menzies, W. H. Smith, Lavell's, Leon's, Alfred Preedy (Midlands), etc.



Willem II cigars in opaline jars

The range of Willem II cigars from Holland packed in opaline jars is ever popular. And it is unique. Christmas provides a great chance for traders to sell complete jars as the ideal 'his' and 'hers' gift. The cigars for him, the jar for her as an ornament or for food storage. Eight of the most popular Willem II cigars are available in this range. The attraction for traders lies in the handsome margins offered on all cigars from Anglo-Dutch. Not less than 20 per cent. on retail prices for all cigars bought at the A1 price plus settlement discounts of up to 5 per cent.



Ogden's St. Bruno Rough Cut

This is the Ready Rubbed version of Ogden's famous St. Bruno Flake, but smokes slightly milder. Demand for Rough Cut is becoming even more popular, particularly with younger smokers who appreciate its qualities of convenience and the unique St. Bruno flavour. A 2-oz. tin makes a very acceptable Christmas present for a young man. St. Bruno Rough Cut is available in 1-oz. packets, 1-oz. airtight tins and 2-oz. airtight tins.

CHRISTMAS PARADE



Three of the Gallaher range

Christmas comes to Harlequin with a kaleidoscopic design of red and yellow on a blue background.

In packs of 10—29p.

King Six has an impressive white linen finished Christmas pack and is bound to come up trumps.

In packs of 5—77½p.

Manikin cigars come in a moss-green Christmas sleeve highlighted by a glittering candle.

In tins of 10—53p.



New Havana gift pack

Two years ago, the cedar box of five H. Upmann Quintets Havana cigars was introduced. This pack has been a success, and the demand is increasing.

Now comes a completely new companion, a cedar box of five H. Upmann Grenadiers, launched at the beginning of September, to sell at a recommended retail price of £2.25 per five.

The cigars are 6 in. long, medium girth, and should prove ideal for Christmas gifts, where the giver wants to be absolutely sure of top quality hand-made Havanas at this sort of price. The cigars are contained in a wrapper of glacié paper, with a cedar slat impressed with brand to complete the traditional internal packing.

From Hunters & Frankau, sole importers, 10 Snow Hill, London EC1A 2EB, telephone 01-236 0741.



Churchmans composite

Churchmans have included their four leading cigar brands in a special Christmas composite unit. It features five packs of each of the following: Tom Thumb 10's, Grandee Short Panatella 5's, Imperial Panatella 5's and Grandee Miniature 10's.

(In districts outside the Grandee Miniature launch area the brand has been replaced by Tom Thumb.)

Each brand has its own price panel and the unit gives the retailer a comprehensive range of cigars in a compact colourful outer.

Three of the cigars involved will be featured on television. As always, Tom Thumb will receive widespread and intensive support.



Sasieni Rustic

Two models of Sasieni Rustic Pipes with new military-type mouthpiece with a normal parallel push fitting. The mouthpieces are interchangeable and available in two colours, dark plum and brown, also in 12 different shapes. From Sasieni Ltd., 8 Ellingfort Road, London, E.8. 01-985 1666.

CHRISTMAS PARADE



Jamavana Coronitas

From Morris & Morris a cedar box of five excellent Jamaican cigars which makes an ideal present for the festive season.

Recommended retail price £1.24.



Ultra Sim

Three models from the elegant new Ultra Sim range from S'Elite Ltd. Also shown is the attractive gift case supplied with each lighter. They retail at recommended prices of from £4 (satin chrome finish) to £6.50 (gold plated).

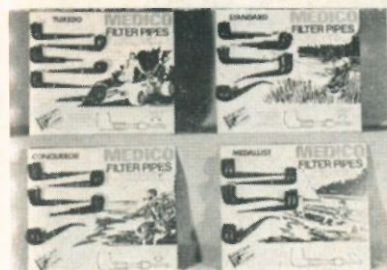


Sobranie after-dinner selection

The ideal party gift pack. The elegant black and gold padded box contains an assortment of Black Russian Filter and Cocktail Filter cigarettes. Retail price 72p each.

This year, like never before the Colibri brand name will be featured in a total saturation advertising campaign.

CHRISTMAS PARADE

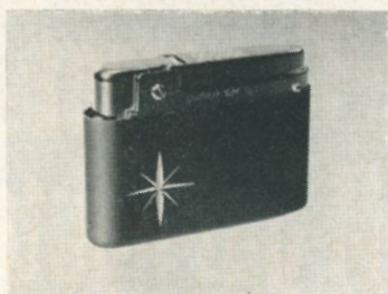


Oppenheimer filter pipes

These four attractive display boards are now available from the Civic Co. and Oppenheimer Pipes Ltd. to help promote one of the fastest selling filter pipes in this country.

The Medico filter pipes are still the best value of all filter pipes, in the popular price range they come in four models, the Tuxedo retailing at £1.05, the Standard at £1.25, the Conqueror at £1.40 and the Medallist at £1.65. Filters will soon be available in Menthol and Charcoal, adding to the Standard filter at 10p per packet.

(Oppenheimer Pipes Ltd., 2 Eldon Way, Spa Road, Hockley, Essex.)



Super Sim

Super Sim gas pocket lighter. Adjustable flame. In chrome with colour enamelled, diamond-cut finish. Six assorted designs and colours. Re-fuelled by disposable tank. Recommended retail price £2.55. From general and multiple tobacconists: Bewlay's, Finlay's, John Menzies, W. H. Smith, Lavell's, Leon's, Alfred Preedy (Midlands), etc.



Juan Lopez Club Coronas

Juan Lopez Club Coronas 5's, imported by A. Jimenez & Sons, are not only a most attractive presentation but possibly the finest value from Cuba today, selling at £1.75 per carton. Club Coronas 5's are packed in display boxes containing five packs, as seen above also Juan Lopez Panatellas de Luxe. In great demand, as they sell at only £6 for 25, they are in short supply.



New Monomatic
The totally new concept in lighters.
Fashioned by Colibri of course
£1.95-£4.95 (£1.575 gold with diamonds)



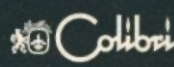
Multicirc-Piezo-Electronic
No fire. No battery.
The most advanced lighter.
£5.95-£18.90



John Sterling
Perfection in
roller-action lighters.
£5.90-£175.00



Monoges
Colibri's famous positive
action Pocket and Table
£2.95-£45.00



The great SIM gas lighter campaign

starts on **November 9th**
in the
DAILY EXPRESS
DAILY MIRROR
THE SUN

and continues throughout November and December.
Stock up – display – and get your profits from SIM
all year round fast-selling lighters!

**ORDER SIM/SUPER SIM/AND
ULTRA SIM NOW AND CASH IN ON
THIS GREAT PROMOTION**

AND REMEMBER: SIM AUTOMATIC GAS LIGHTERS BRING YOU
REPEAT ORDERS IN REFILLS—RIGHT THROUGH THE YEAR!

Ask your wholesaler for the special order catalogue or contact:

S'Elite Ltd, Cordent House, Torrington Park, London N12. Tel: 01-445 4027

**Sim. Simply a unique
gas lighter**

Give a gas lighter that's really different from all others. Give a Sim. It's so cleverly constructed: just three parts—the mechanism, the body and the gas tank. To fill it, just drop in a fresh gas tank. To replace the flint, just flick up a lever. No fumbling with caps, cans or screws. And just press to light: it's fully automatic. The choice of designs to shimmering satin is enough to satisfy anyone on your gift list.




12 month's full guarantee Prices from £1.35

See the other Sim lighters:
Elegant Super Sim from £1.75
Superb Ultra Sim from £4.00

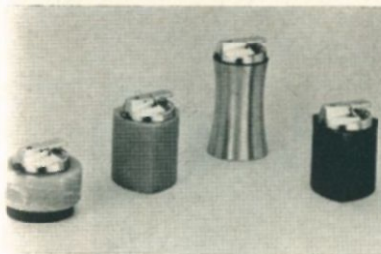
SIM
GAS lighters

CHRISTMAS PARADE



Sobranie luxury

Sobranie luxury cigarettes are ideal for the Christmas gift season, bringing additional business at higher than normal profit margins and introducing new and regular business all the year round. Unique, distinctive and surprisingly mild, Black Russian Filter are becoming more and more popular with both men and women as an evening and weekend cigarette. Dressed in black, gold tipped and gold crested, Black Russian Filter are presented in elegant black and gold hand-finished boxes of 12's at 26p and 20's at 42½p (retail prices).



Four Ronsons

The four new Ronson table lighters, each with streamlined snufferless fitment, are left to right:

Marina (BM 497)—latest addition to the Ronson onyx marble collection. With a base of green onyx marble set on a black plinth, it has a luxurious gold-plated snufferless action. Priced at £6.50.

Mayfair with flame colour (BM 211) melamine base. Chromium-plated fitments have streamlined snufferless action and handy spare flint carrier. Priced at £4.25.

Moderna (BM 20)—a striking, concave, cylindrical base in matt finish brushed chromium. Priced at £5.95. (Right) Mayfair (BM 210) in black, at £4.25.



Falcon pipe sets

Falcon and Alco pipes and spare bowls are available in a wider choice this Christmas. Each gift set is attractively packed in purple and silver boxes with velvet-textured flocked foam base.

Additional smoker's accessories included in this range are Falcon dual reamers and Nimrod pipe lighters. Falcon gift sets start at £3.10, Alco from £1.75 and Brentford from £1.15. The ideal gift for complete smoking pleasure.

Centre: Falcon pipe, spare bowl and dual reamer—Ref. FDR £3.60;

Falcon pipe and Nimrod pipe lighter—Ref. FN £4.05;

Falcon pipe and spare bowl—Ref. F £3.10;

Brentford pipe and spare bowl, in gift carton with Cellophane top—Ref. B1 £1.75.

Left: Alco pipe and spare bowl—Ref. A1 £1.75.

Right: Alco pipe and two spare bowls—Ref. A2 £2.40.

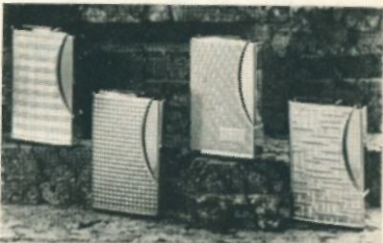
All prices quoted are recommended retail price. Full details of gift sets and all Falcon products from your wholesaler.



Tremblay

An attractive new triple-purpose cigarette case designed to hold a flip-top box, king-size packs and 100mm. loose cigarettes has been produced by Tremblay of Paris, and is now available through Bernhard & Myers Ltd., of 11 Glentworth Street, London NW1 5PG.

The case is made in two sections of white ivory covered with genuine leather in various colours, or petit point. It is also available in standard size. Recommended retail price is £2.75.



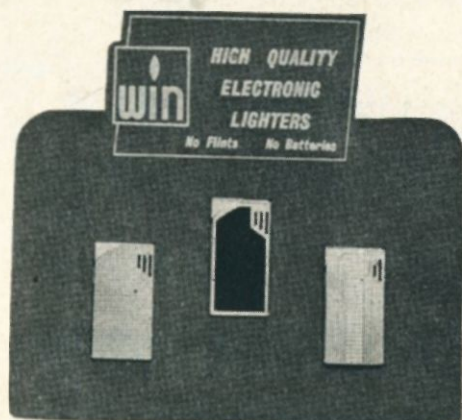
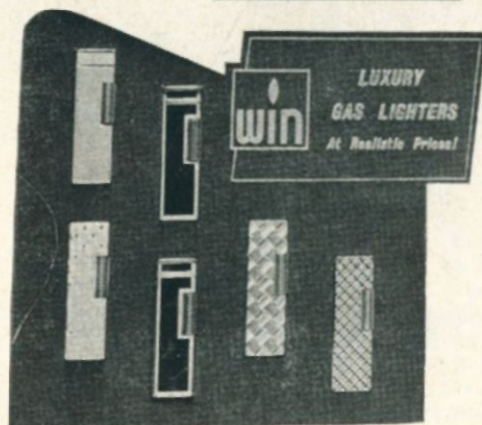
Flaminaire

Four finishes from the latest range of Flaminaire '20' automatic butane gas pocket lighters.

The Flaminaire '20' is lightweight, elegant and makes an attractive as well as useful gift. It is easily refilled and has an adjustable flame. The finishes available include chrome, gilt, anodised, python skin covered and lacquered and the prices range from £4.30 to £6.75.

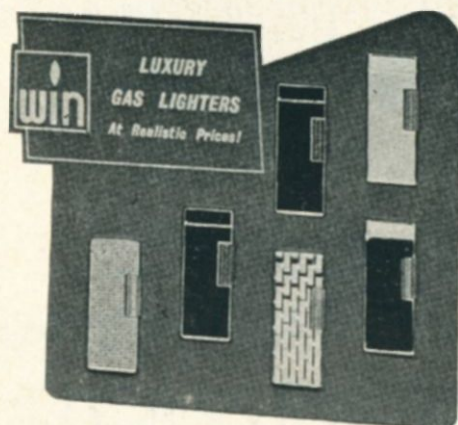
Show more-Sell more

with  *lighters*



FREE

Display cards are
now available for
Win gas and
electronic lighters



- * **GOOD PROFIT MARGIN**
- * **IMMEDIATE DELIVERY FROM STOCK**

Available from your local wholesaler. In case of difficulty
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Parkar House, 1 Beresford Avenue, Wembley, HA0 1YX, Middlesex. Tel: 01-903 5211

See us at the 14th Wholesale Buyers Gift Fair in Room 747/748

CHRISTMAS PARADE



Doncella and El Sol

Doncella Dukes and Coronets, and El Sol cigars, will again be available in an attractive and novel range of Christmas packings from October 1. Player's, who market the Doncella and El Sol range, are now taking forward orders.

In red and gold sleeves, the packages carry a series of black and gold illustrations, of a stagecoach, a horse-drawn charabanc, a galleon, an air balloon and an early locomotive. Doncella Dukes and Coronets in bright red, yellow and orange crackers have proved particularly popular in previous years. They make a first-rate present for father on the Christmas dinner table. With Christmas and New Year in mind, Coronets are offered in gift packs containing a pack of Doncella playing cards or a pocket diary. The range is displayed in gay floral-design outers of pink, red and gold—eye-catching on any counter. Prices of these novelties are: Coronets crackers, 40p for 5; Coronets diaries, 70p for 10; Coronets playing cards, 46p for 5; Dukes crackers, 15p each.

Prices for the standard packings, Christmas-sleeved, are as revised on September 4. The sales drive is being heavily supported by colour advertising in daily, weekly and monthly consumer press, between November 15 and December 16. Publications include the *Daily Express*, *Reader's Digest*, *Ideal Home* and *TV Times*.



Umbrella stand

This 'pilfer proof' umbrella stand occupies $15 \times 7\frac{1}{2}$ in. of counter space and can be placed at check-out points as a point of sale for impulse buying, when there is a sudden shower of rain.

The stand holds 20 umbrellas, the umbrellas are telescopic and measure only 11 in. and come in five assorted colours, and the price is £1.50. Binatone products by J. Parkar & Co. (London) Ltd., Parkar House, 1 Paul Street, London EC2A 4JQ.



Henri Wintermans

Herbert Merchant have produced an eye-catching composite pack for the Christmas selling period which holds the four leading Henri Wintermans cigar brands.

The unit holds nine Senioritas 5's packs, three Senioritas 10's, five Cafe Creme 10's, four Slim Panatellas 5's, and three Half Coronas 5's. Each packing is clearly priced and the unit provides a neat functional silent salesman.



Churchills

The design and finish of this Churchills presentation cabinet, and the cigars it contains, are designed to be worthy of their great name. The heavy girth, hand-made Havana cigars are $6\frac{3}{8}$ in. long, and are unpressed, i.e. in their original round shape, as they came from the maker's hand. The 25 cigars are arranged in three rows of 8, 9 and 8 faced with ribbon, in a polished cedar cabinet with rounded sides and a clasp fastening. Ramon Allones Churchills 8-9-8 Cabinet Selection are specially suitable both for connoisseurs, and to fill the demand for an exclusive gift.

From the sole importers: Hunters & Frankau, 10 Snow Hill, London EC1A 2EB

John Player introduce the Carlton Collection

John Player announce an important cigarette—the Carlton Collection. One brand, beautifully packaged, presenting cigarettes in three sizes. All of the same high quality—all having Player's coupons.

Launch Promotion To launch the Carlton Collection, John Player are giving a free pack of 20 Carlton King Size and 100 introductory coupons to any of your customers who collect

and send in 35 coupons from Carlton packs. This promotion will be featured on point-of-sale material, in packs, and in press advertising. And the brand will be backed with posters nationwide.

Stock Now It's all designed to make the Carlton Collection one of your most successful brands—your customers' choice for every occasion.



*Recommended prices

CHRISTMAS PARADE



Three Rowentas

Three attractive designs from the Rowenta range.

(Top left): The ultra-feminine Rowenta Petit lighter is elegant and reliable. This beautifully-styled, compact model is the ideal companion for 'the girl who knows where she's going'.

Over a dozen different Petit models are offered in gold, chrome, lacquer and leather.

The Petit lighter is available in a range of pouches including wet-look, crushed leather and buffalo leather. Prices start at £3.75.

(Top right): For the man who already owns an expensive lighter, the Rowenta Clac fulfils a useful role as a low-priced, rugged, second lighter.

Sportsmen, campers, motorists—all open-air lovers—will appreciate the Clac storm guard which protects the flame in bad weather. The lightweight Clac comes in six different colours; red, blue, green, yellow, black and grey.

Suggested selling price of this outdoors model, with plastic finish, is only £1.95.

(Below): Thousands of Europeans regard Rowenta's lightweight Noblesse lighter as a perfect status symbol for the man who has arrived. These lighters for the young and young-at-heart offer many popular designs from the chromium-plated Noblesse (suggested selling price £4.50) to the gold-tone, diamond cut or gold-tone with tortoiseshell lacquer (£5).



Ogden's Gold Block

Competitions connected with Gold Block at Christmas time have become very popular with smokers, who have been entering in growing numbers. There is to be another competition this year.

As in the past, the 2-oz. tin will appear in a seasonal sleeve incorporating an entry form for the competition. To enter, proof of purchase of 4-oz. of Gold Block in 1-oz. or 2-oz. packings, is required, and 50 first prizes of a luxury Braun T2 stainless steel table lighter, which uses neither flint nor battery for ignition, can be won.

Gold Block is available in 1-oz. packets and 2-oz. airtight tins.



Sobranie Cocktail Filter

In five attractive colours and gold tipped for luxury, fascinating Cocktail Filter are specially mild—perfect for parties.

In attractive hand-finished boxes, 39p for 20, 19½p for 10—and a special Christmas box of 50 for 95p (retail prices).



John Player Special

For the first time, a range of superbly packed Christmas presents has been designed around John Player Special cigarettes.

John Player have gone for something special in taste, elegance and styling, with black and gold gift packs containing packs of 20, drums of 25 and 50 cigarettes. The drums, in black plastic with gold embossing, sold particularly well last Christmas.

Now, a new size contains 75 appropriately-coloured matches. A gift pack containing a drum of 50 John Player Special cigarettes, a glazed black pottery ashtray, and a drum of matches, makes a first-rate present for any smoker.

The John Player Special range of gifts, supported by outers and point-of-sale material, is designed not only for regular tobacco outlets, but for large stores and gift shops specialising in tasteful Christmas presents.

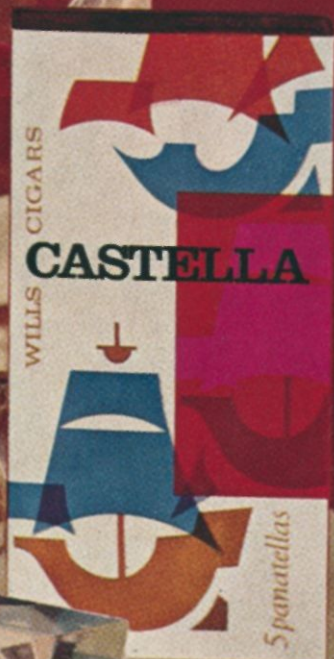
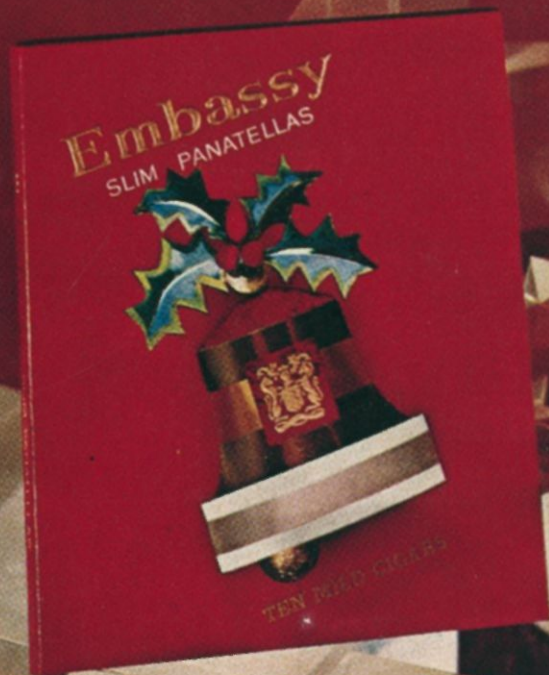
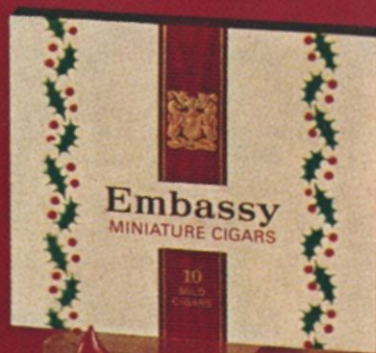
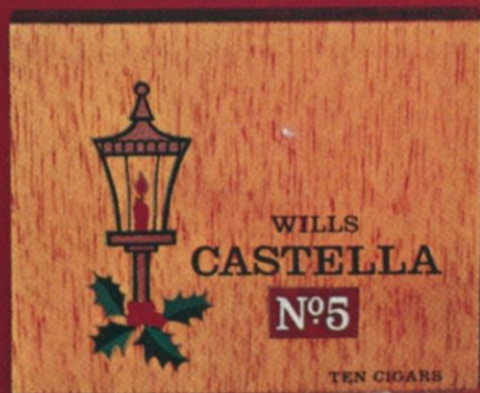
Full-page colour advertisements will appear in the *Daily Express*, *TV Times*, and *Sunday Times*, *Observer* and *Daily Telegraph* colour supplements.

John Player representatives will be taking forward orders from October 2.

Prices for gift box items are: 50's drum, 80p; 25's drum, 40p; Three 20's packs, 95p; 50's drum, matches, ashtray, £1.30p; 75-match drum, 7p.

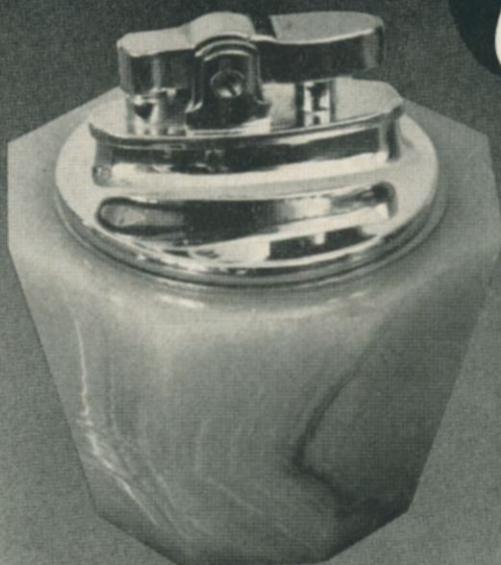
Prices for standard packings are as usual.

Season's Greetings from Wills 1972





ROLSTAR

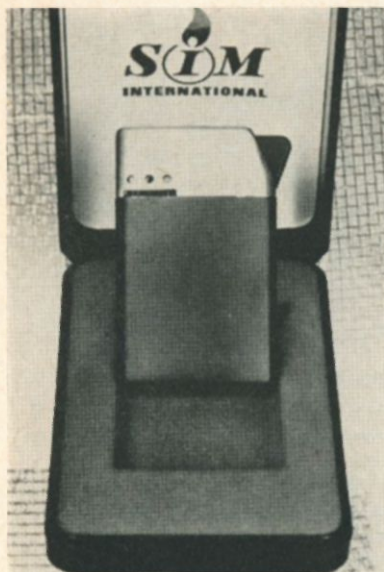


Division of
Howard Wall Ltd
25/37 Hackney Road
London E2 7PA

CORNICHE

Gold plated Lighter, set in simulated onyx.
Retail £2.50

CHRISTMAS PARADE



Sim International

The Sim International. This new Sim lighter is structurally similar to the others in the Sim range. Designed specifically for gift purposes, however, it has a smart, black matt surface finish and comes in an attractive gift box. Price £1.85.



Kaywoodie in boxes

(Top left): Kaywoodie Uncle Paul—Available in one special large bent shape only.

(Top right): Kaywoodie Lightweight—Available in six very small assorted shapes only. Each pipe is fitted with a metal filter. Price £2.25 each.

(Below): Kaywoodie Traveller—This pipe is available in one special shape only and is fitted with an acrylic champagne coloured mouthpiece. The briar is finished in a rich burgundy grain-revealing colour. Price £4.75 each.



'Private Stock' Filter

'Private Stock' Filter—the quality Virginia cigarette from Sullivan Powell—is gaining increasing popularity both with the cigarette smoker in search of a mild, yet satisfying cigarette of character, and with the retailer who finds it a more profitable line.

Now, a very attractive and highly saleable anodised gold metal drum holding 37 'Private Stock' Filter cigarettes is available from Sullivan Powell. Ideal for those who appreciate quality, it looks perfect on a desk or bureau and adds an air of elegance to the dinner or conference table. As an added bonus, the after-use possibilities for the beautiful golden canisters are endless.

Introduced in time for the Christmas gift season, Sullivan's 'Private Stock' Gold Drum is expected to become a profitable all-the-year-round line, complementing the already successful hand-finished 20's box. Prices are: 'Private Stock' Filter Gold Drums, 72p each (retail), and 'Private Stock' Filter 20's, 35p. 'Private Stock' Filter and other Sullivan's cigarettes are available from: Sullivan Powell & Co. Ltd., Chichester Road, London N9 9DJ.



Willem II cigars in wooden boxes

Olinda: five cigars retailing at 50p.

A long-time favourite.

Diplomat: five large cigars, individually cartoned and packed in a cabinet box, retailing at 90p.

Majestic: A box of 10 large cigars retailing at £1.70, a handsome Christmas gift line.



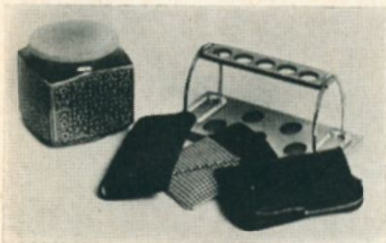
Swiss Rossli dispensers

Loretta Cigars (London) Ltd., 1083 Finchley Road, London, N.W.11, sole importers for Swiss Rossli cigars, are now introducing the very attractive sales dispenser No. 60 illustrated above, to feature the re-designed 5's pack for the popular 'Havana-Flavour' size.

As can be seen from the dispenser, this size of Rossli cigar is available in three different shapes, each with a different flavour, mild, medium and rich.

This unusual feature is in itself an attraction for cigar smokers who are tempted to buy the 5's pack or singles from this dispenser.

CHRISTMAS PARADE



Duncan sundries

Duncan Briars Ltd. are marketing various pipeman sundries for Christmas.

No. 65 Fold-over Pouch. This pouch is available in black or brown Persian gloving leather and is fitted with a rubber lining, the 'box style' of this pouch allows ample room for the smoker to insert his hand and pipe whilst filling. The recommended price of this item is £2.15.

No. 256 Check/gloving leather pouch. This pouch is available in an assortment of checks and gloving leathers and retails at £2.35.

No. 4564 Button style combination pouch. For years the smoker who prefers to use a combination pouch has been forced to use the zip style. They have now produced a rubber lined pouch which has a button style tobacco compartment and the usual zipp style pipe compartment. This pouch is made in gloving leather and retails at £2.55.

No. 5009 Stirrup/Leather Pipe Rack. This rack is available in either black coach hide or pigskin with chromium plated stirrups and retails at £4.75.

No. 8442 Square Pottery Storage Jar. This jar is available in either green, amber or blue and is fitted with a wooden airtight lid and retails at £1.40.



Savinelli pipes

Some of the pipes from the vast range of Savinelli. These pipes have a very high opinion of themselves . . . and rightly so . . . they are Savinelli pipes. Fully descriptive and illustrated catalogues and price list available and will be sent on request by the sole U.K. distributor Merton Pipes (London) Ltd., Unit 17, 784-792 High Road, London N17 0DA. Telephone 01-808 9954.



Agio dispenser

Hunters & Frankau have introduced two new dispenser cabinets, designed by them, to hold respectively 290 and 435 Agio Dutch cigars. Both take up the minimum of counter space and yet offer a remarkable range of sizes and packs.

Overall measurements of Cabinet 290 are: height, 12½ in.; width, 13½ in.; depth, 8½ in. Cabinet 435 shown above 12½ in.; 18½ in.; 10 in. Cabinet 290 contains six sizes with a total value of £21.90, and Cabinet 435 seven sizes with a total value of £31.41.



Two Rowenta piezos

Two piezo-electric models from Rowenta, the Rowenta RO 456 (left) and the Rowenta RO 404 (right) which both employ a crystal-electric ignition system that makes attention and servicing of the lighter so rare as to be almost completely obsolete. All the lighters require, from time to time, is a refill with Rowenta gas to remain in perfect working order. The crystals last as long as the lighter. With the Rowenta RO 456, the lighter is picked up and the large ignition panel on the side of the lighter case is pressed. A gentle click, and the clean Rowenta gas is instantly ignited by crystal-electric energy—no flint, no friction, no battery—and a fully adjustable flame appears.

It can then be passed effortlessly from person to person—as once the panel is depressed, the flame burns steadily for as long as required with no prolonged pressure necessary. It puts itself out when it is replaced on a table or desk. A hidden button in the base performs this task efficiently every time. The photograph shows a RO 456 with black case, chromium plated ignition panel and mechanism cover. Recommended retail price is £8.50. The Rowenta RO 404 lightweight pocket lighter also dispenses with the conventional friction wheel, and by pressing the ignition panel on the lighter top, an electric charge is released from the piezo crystals which ignites the gas every time. It is available in a choice of finishes. Photograph shows a model in matt black finish with a recommended retail price of £4.45. Models in light or dark brown, red or green leather cases have a recommended retail price of £4.95.

Your Christmas profits grow on trees!

All four Churchmans Cigars have had big, big successes this year.

And with special seasonal advertising support, at the highest buying time, profits will be top of the tree this year!

Tom Thumb.

Holds one-third of the miniature market—the most popular Christmas buy. National TV Christmas campaign—and a special Christmas pack.

Imperial Panatellas.

Sales up by 83%! Special Christmas TV support through until the New Year.

Grande Miniatures.

Holds 11% share of the market and sales still growing.

Grande Short Panatellas.

Sales have risen by approximately 18%, three times higher than the market growth. Heavy TV advertising starts in November!

Churchmans fine cigars.





HARCOURT

Over 40 ways to sell
a top quality pipe.

Harcourt now introduces a range of over 40 pipe shapes, all at a standard price, to suit the man who seeks a higher quality pipe at a reasonable price.

All Harcourt Pipes are fashioned from the finest briar root obtainable and are available in both smooth and rough finishes.



PIPE
SHAPE CHART
AND
PRICE LIST



9" x 6" SHOWCARD

Strong display and merchandising support is provided to attract the attention and interest of your customers, and a comprehensive range of accessories is also available to meet the requirements of the discerning pipe smoker.

Contact us now for full information.

Distributed by: Alfred Dunhill Ltd.,
30 Duke Street St. James's, London SW1Y 6DL
Telephone: 01-493 9161. Telegrams: Salaams London S.W.1.



PRESENTATION CASE
FOR 12 PIPES

COUNTER POINT



By Toby

*A retailer looks at
the month
in the trade*

THANK HEAVENS FOR CARRERAS! They have paved the way by offering a better price on small quantity cigar and tobacco orders which accompany large quantity cigarette orders. The sight of the new Carreras price list in its new pink format was for me the only ray of sunshine during an otherwise astounding week of penny-pinching—nay, half-penny-pinching.

Just what do the manufacturers think we can do with a third of a half-penny? I don't know though—it won't be difficult to spend. To hear the mighty tobacco moguls muttering about 25 million pounds a year cuts no ice with me. I am only interested in what finishes up in my back pocket.

By coincidence, the same post that brought the new price lists also brought rate demands which have literally doubled over the last few years. It may be that I am the unfortunate one, but I rather fear that my case is not nearly so bad as some. It is obviously no good my rambling on here about increased overheads—it has all been said before much more eloquently by so many other people.

However, in the course of drowning my sorrows on that fateful Saturday I went to my local. I ordered a pint of the regional brew and I decided to match it with a Castella. Do you remember when the adverts used to tell us that a Castella cost the price of a pint? Ha, ha—the pint cost me just double the price of the Castella.

Who has fallen off the bandwagon before it has even moved off? Far from running after it we now seem to have been run over by it and will now have to wait for next year's. Well, I for one am not prepared to come back in a year's time hoping for some magnificent

handout. I am fortunate in that I have recently succumbed to three years of pressure and have sold one of my properties for development. By selling now instead of three years ago I have made more profit for my back pocket than I could ever make during a lifetime in the retail tobacco industry.

But what about the less fortunate? What about the chappie who has no property to gazump? He just keeps on paying his rent and rates and repair bills and constantly dipping into his Number Two account to do so. Sad isn't it?

All this follows that devastating period of shortages about which everyone seems to have kept ridiculously quiet. There was one exception: a spokesman for the Imperial Tobacco Group was quoted in the Press as saying that 'supplies were now back to normal' some six to eight weeks before they were. Was this an off-the-cuff comment which subsequently became garbled, or was it an attempt to throw the blame for shortages back onto the shoulders of the retailer once again? A straightforward press hand-out would have filled the bill very nicely on that occasion!

Even Gallaher ran short at times, although they were apparently not involved in the dispute. Carreras on the other hand, seemed to turn up time and time again without fail, regardless of the quantities ordered, and I hear that even people who stockpiled on their Carreras orders got all of them and now have to face paying for them.

Ah well, we can't win all of the time or—it seems—any of the time, but nevertheless I must say it again—thank heavens for Carreras!

DATES for your Diary

1972

W.T.T.A. Dinner-Dance, Dorchester
Newcastle upon Tyne T.T.T.A. Annual Tobacco Ball, Civic Centre, Newcastle
Thames Valley T.T.T.A. Annual Dinner-Dance, Grosvenor House Hotel, Reading
W.T.T.A. (E. Midlands) Dinner-Dance, Nottingham
Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders Dinner, Mansion House
W.T.T.A. (S. Wales) Dinner-Dance, Cardiff
T.T.B.A. (Manchester Committee) Dinner-Dance, Manchester
T.T.T.A. Dinner-Dance, Connaught Rooms
North Wales Branch N.U.R.T. and North Wales Tobacco Club Annual Dinner-Dance, St. George's Hotel, Llandudno

Oct 11
Oct 18
Oct 20
Oct 25
Oct 26
Nov 1
Nov 10
Nov 17
Nov 24

1973

W.T.T.A. (Southern Section) Dinner-Dance, Brighton
W.T.T.A. (Sheffield Section) Dinner-Dance, Sheffield
W.T.T.A. Management Course, Ware
W.T.T.A. (West of England Section) Dinner-Dance, Grand Hotel, Bristol
B.P.T.A. Dinner-Dance, Savoy
Central Yorkshire T.T.T.A. Annual Banquet and Ball, Lawnswood Arms, Otley Road, Leeds
Warham Grange, Annual Meeting, Croydon

Feb 2
Feb 15
March 4-7
March 7
March 10
March 14
April 2

names in the news

Close finish to John Player Cricket Final

An exciting final for the Tobacco Trade Athletic Association's John Player Cricket Cup was fought out at Molins Sports Club, Monks Risborough, between Carreras and Imperial Tobacco Group, which resulted in a tie, with each side making 127 runs.

Carreras had qualified by beating Molins (Saunderton) London Zone, in the semi-final, and I.T.G. had beaten Wills, Western Zone.

Carreras were put in to bat, and **Staff** made a confident start with a useful knock of 93 including several boundaries and one six. Despite a good stand of 44 between **Fynn** and **Alexander**, however, I.T.G.'s **Dimambro** bowled so well that he returned an analysis of 4 for 21.

Facing a target of 3.2 runs per over to win, I.T.G. struggled hard for runs against accurate bowling by **Staff** and **Wright**, and the last pair had to make 7 runs in the last over to win but only managed 6 with a desperate run-out, making a tie.

M. E. A. Read, factory manager, Molins (Saunderton) welcomed the guests, including **Stanley Lowe**, **Mr. and Mrs. Harry Curwen**, **J. A. Mills**, managing director Tobacco Division, Molins, and the Association's secretary, **Graham Scott**, then Mrs. Read presented the trophy prizes and medals, which were shared between the two teams.

His many friends and former colleagues in Ronson and the trade generally will be sorry to hear that **R. F. Scott-Kiddie** had a serious operation in July. 'Scottie' retired to Jersey five years ago for health reasons and he and his wife run a successful agency there.

He had been making preparations for a visit to Canada for a reunion of 617 Squadron when he was told he would have to cancel the trip and go into hospital. When he was in the St. Helier Hospital, Carshalton, Surrey, his wife Penny was dashing over to

see him at weekends, but she writes to say that after a brief recuperation with his daughter in Sussex, he is now going on well. They hope to take a holiday in Spain soon.



The first ever window display competition run by the Society of Snuff Grinders, Blenders and Purveyors, attracted forty entries, and the first prize of £100 went to **J. M. Edwards**, Fountain Square, Hanley, Stoke-on-Trent.

The £60 second prize was won by a display arranged by a lady, **Miss Mary Moreton** of Marston's Tobacco Shop, Nuneaton, seen above. Third prize of £40 went to **B. Russell**, Russell's Newsagents, Gloucester.

In making the awards, **Bob Cottam**, of Illingworth's, president of the Society, said they had looked especially for originality in selecting the winners, and had been impressed by the standard of the entries.

Roger Frost, 34-year-old tobacconist, won a jet-set trip to Germany with all expenses paid as his prize for becoming the first individual retailer to order 100 of the new Rowenta RO 404 crystal electric pocket lighters.

Mr. Frost, who trades as Butts, 34 Market Place, Heanor, Derbyshire, placed the winning order with Rowenta sales agent Anthony Johnson shortly after the competition was announced in July.

His trip as the guest of Rowenta included a visit to the Frankfurt

Autumn Fair where Rowenta were exhibiting. Mr. Frost was accompanied by **Mr. Paul Vogel** of P. H. Vogel & Co. Ltd., Rowenta's U.K. distributors, on a tour of the factory at Offenbach and enjoyed generous hospitality.

The Triple Traders Golfing Society had perfect playing conditions at Walton Heath, for the Wills Castella Rose Bowl event which was won by **Ken Hancock** with 36 points from **Mike Gillingham** with 32 points. Third was **Ron Beavan** on 31 points. The afternoon Greensomes was won by **Alan Maugham** and his guest **T. White** scoring 41 points to win the Panto tankards. Runners up were **Ken Hancock** and his guest **Paul Irish** who scored 40 points. The 18 handicap prize was won by old faithful **Fred Hart**, with 30 points. **Ron Pakeman**, Wills London Division manager, presented the prizes.

At a recent meeting of the Newcastle Branch of the Tobacco Trade Travellers Association the following were elected to office: chairman, **A. J. Michael** (Wills); senior vice-chairman and secretary, **Peter Drew** (Wills); junior vice-chairman and treasurer, **John Hopper** (Player's); social secretary, **M. W. Handley** (Wills); golf secretary, **Gordon Storey** (Gallaher); Press officer, **Trevor Nicholson** (Player's); committee, **J. C. Hall** (Gallaher), **F. Ellis** (Player's), **Peter Hogg** (Wills), **George Wiskin** (Wills), **G. Sutton** (Robert Sinclair), **R. Cook** (Robert Sinclair), **V. Grove** (Ogden's), **J. Vile** (Rothmans), **G. Storey** (Gallaher), **Trevor Nicholson** (Player's).

It was decided that the Tobacco Ball should be held at the Civic Centre, Newcastle upon Tyne on Wednesday, October 18, 1972.

The Autumn Golf Tournament of the Central Yorkshire Branch T.T.T.A., was held at the Otley Golf Club on September 6, attracting perfect golfing weather, and a record number of contestants (124) from as far afield as Nottinghamshire and Derbyshire.

Members' wives, as usual, did a great job on the Competition desk, and the club's lady members, who maintained a refreshment tent, very well patronised near the tenth tee, also kept a careful check on the hole-in-one competition



Seven...



Six...



Five...



Four...



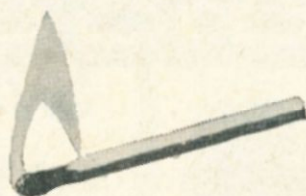
Three...



Two...



One...



IGNITION

Boost your sales with Bryant & May

"L.260" *The Original Medicated* SNUFF

THE SNUFF THAT MADE SNUFF TAKING
POPULAR.....

NOT A WHITE SNUFF
ALTHOUGH MEDICATED

Delightfully pungent and pleasantly aromatic

PRICES

RECOMMENDED
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for which a sterling silver table lighter by Colibri was the prize, the nearest, **Don Evans**, received a bottle of champagne.

There was a good array of trophies, and a very generously supported raffle for the Benevolent Fund.

What makes a secretary? There are a variety of answers. The music hall comic would probably lean towards legs, whereas the business world would suggest shorthand and typing.

In the Tobacco Trade Travellers Association they suggest a man who is willing to put into the Association more than he can take out.

They were lucky in 1970 with **Frank Boreham**, a man born in Hertfordshire where he went to school and perhaps, only naturally, started work on a farm. Some time later Frank joined Woolworth's and then went to a van sales job. The sales side obviously appealed to his imagination and in 1964 he joined W. D. & H. O. Wills. Working through the ranks, as is normal, Frank soon became the traveller for a North London ground and so joined the membership of the T.T.T.A.

He is a keen Arsenal fan (no accounting for taste) and D-I-Y enthusiast, although his wife maintains he never quite finishes anything. There is also Frank Boreham the actor, for amongst his other activities amateur dramatics are listed high.

When secretary **Jeff Bee** moved North, Frank stepped in, and rapidly became an efficient and popular officer of the Association. Popular not just in London for he became known to many other centres of the T.T.T.A. So it is with much regret that because of a change in territory (look out Bucks) the London travellers have to accept the resignation of Frank Boreham. It is with the best wishes and thanks of all officers and members that he goes on his way.

So that is what makes a secretary. Now it is for **David Knifton**, who has taken over to prove it again.

He was born in Croydon and went to school in St. John's Wood. In his first job he trained and worked as a credit assessor (very useful for those new accounts). David is married with two daughters to his credit. Swimming is his sport and record collecting his hobby. Not just any old record—not the best choice of phrases—for the collection is of 78's and what is known as revived 45's.

David joined Player's in 1967 and started work in the Surrey area. It can only be coincidence that when secretary Jeff Bee moved north David Knifton took over the East London territory.



Dr. Pierre Schiltz of the Tobacco Research Institute of S.E.I.T.A., the French Tobacco Monopoly, is first winner of the newly established Philip Morris International Award for Distinguished Achievement in Tobacco Science, worth \$2,000. Dr. Schiltz is a specialist in plant genetics and pathology and was instrumental in the development of mildew-resistant tobaccos.

letters to the editor

I should like to support most strongly the view implicit in your article on Tony Irving and his forthcoming new 'House of Pipes' at Bramber that his collection should be preserved for posterity by some means or other.

Your estimate of Tony as a friend is an excellent one, too, for he has indeed been a friend both to the headquarters staff of the P.C.G.B. and to individual members of many of our local affiliated clubs.

Peter Macnab,
DIRECTOR, THE PIPE CLUB OF
GREAT BRITAIN. LONDON

Obituary

As announced last month that very well-known tobacco man **Len Langley** has died. 'Well known' is not just a convenient phrase it is a bald statement of fact. Len was an Honorary Life Member of the Tobacco Trade Travellers Association; and a Past President of the T.T.T.A. For many years he served on the Banqueting Committee and did much to give this annual function the high standing it now enjoys. He was a council member and an ardent worker for the T.T.B.A.

Len Langley also achieved a great measure of success in his business career. In 1927 he began to make his mark in the greater London area serving the Ardath organisation. Then in 1934 Len, like so many, thought a change would not come amiss and so went to Dobie's. It was perhaps with this House that Len Langley became the tobacco man so many knew and respected. In 1956 changes at Dobie's then took Len to cigar importers Joseph Samuel where he worked until the short illness before his death.

It would be easiest to sum up his achievements in the cigar world by quoting his managing director Walter Khan, 'Len was instrumental in putting Villiger and Hofnar on the map'.

There will be many friends, colleagues and customers who will remember Len Langley for many things not mentioned in this tribute. They will be right to do so, for he was a man who lived his life with all the good will and sincerity in the world.

R. N. Shelbourne, an ex-member of Clagett Brachi Co. Ltd., died recently.

'Shelly' was well known in the leaf trade both here and overseas, and had served with many companies including Imperial and Gallaher in Africa and had been associated with the introduction of Thai tobacco to the export markets for Elia Salzman.

Jack Mullett, the West End of London representative of L. Orlik Ltd., died last month at the age of 70.

He had been with the company for 23 years up until his retirement last Christmas. Prior to that he worked for Parker, another pipe manufacturing company.

He was a former secretary of the Tobacco Trade Travellers and one of its most popular members.

Personnel

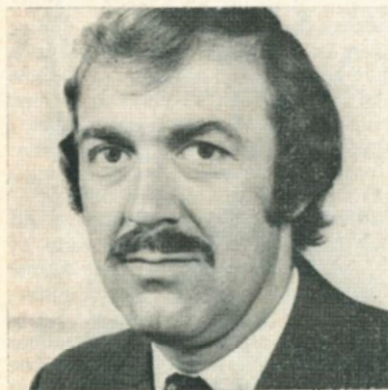


The increasing size of the Anglo-Dutch selling team has brought promotion to two long-established representatives; **Bob Clark**, who joined the company in 1965 and covers North London, Hertfordshire and Bed-

in publishing, cosmetics and the licenced trade.



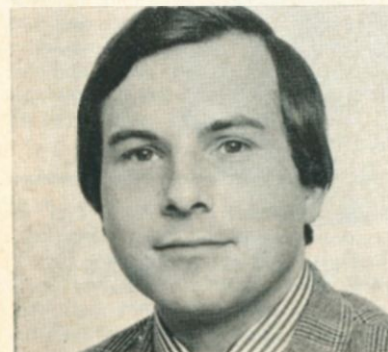
Philip Grant has been appointed to the West and North-West London area. He has had wide experience in retail selling and management.



fordshire, and **Colin Barnett**, who came to Anglo-Dutch in 1967 and now covers Staffordshire and Derbyshire.

They are both now taking on additional responsibilities as sales trainers.

Four new appointments complete Phase 2 of the 1972 expansion programme.



Bruce Angus becomes the company's representative in S.E. and S.W. London following selling experience

Edward Hurlbert takes over the West of Scotland territory, after many years of successful selling in the grocery and chemist's goods fields.



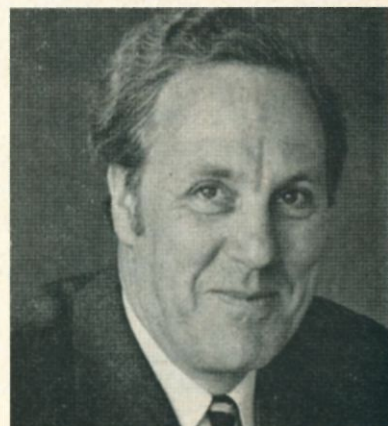
James Heron has been appointed to cover the East of Scotland. Previously in textiles and tyres he has a wealth of experience in sales and sales management.

The next group of appointments to Anglo-Dutch's expanding sales team will be announced in February 1973.



Martin Rowland, 28, has been appointed press relations and information officer for Player's.

Mr. Rowland is a former newspaper reporter and graduate of Durham University. He was previously with IPC Newspapers and 3M (United Kingdom) Ltd., in advertisement sales market planning and public relations.



Philip H. Saxon, 50, has been appointed the new director of the Food, Drink and Tobacco Industry Training Board in place of Basil Haining, and took up his post on October 5, 1972.

Mr. Saxon was personnel director of Express Dairy Foods Co. and has held senior appointments with the Express Dairy Co since 1961. In more than 20 years' experience of industrial management he has also worked for Bowater Packaging Ltd., the Wellcome Foundation and Thomas Hedley & Co.

Mr. Saxon, who is a graduate of St. Catharine's College, Cambridge, served with the Royal Air Force from 1941 to 1946. He is a Governor of Hendon College of Technology and of the new Middlesex Polytechnic.

Married, with two children, his home is at Chislehurst Kent.



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The Snuff Scene

By CHARLES ADDISON

WINDOW DISPLAY COMPETITIONS HAVE LONG BEEN encouraged by manufacturers as a means of creating more interest in their products, so I was interested to learn of the one organised quite recently by the Society of Snuff Grinders.

Up and down the country, tobacconists with creative flair were scratching their heads, worrying their suppliers, to find some means of winning one of the prizes, £100, £60 and £40. Not large, you might say, but certainly prestigious. When has there ever been a snuff window display competition before?

After much discussion, I am told, the judges, who had a very difficult task before them, decided on the all-out winner. He was Mr. J. M. Edwards of Hanley, Stoke-on-Trent, and in presenting him with the £100 prize, Bob Cottam said that there had been 40 entries, the standard had been high and the prizes were awarded for originality.

Mr. Edwards' local paper *The Evening Sentinel*, covered the presentation with a headline, 'Tobacconist gets £100 cheque for display'.

Yes, summer is a-going and with the shorter days ahead all sorts of ideas are being dreamed up to pass the winter evenings.

Councillor Garry Cox, chairman of Wellington U.D.C., secretary of Wellington Charity Committee, and a snuff-taker since the end of the Second World War, and proud possessor of a collection of 70 snuffboxes from all over the world, is organising a snuff-taking contest with a silver trophy for the winner.

The contest, which is in aid of charity, will be staged in Wellington early next year. Mr. Cox said in an interview with the *Bridport News* that he expects an entry of between 100 and 200 from all over the country. There will be a choice of 100 different brands of snuff.

The 10 contestants who last the longest without sneezing or coughing will go into the next round from which four will emerge for the final. This could go on *ad pinchinitem*!

Someone once said to me that he thought snuff-takers were characters. A bit of a generalisation, I think, but there's no doubt that many characters take snuff. I am reminded of a well-known judge who always carried his snuff box with him into court.

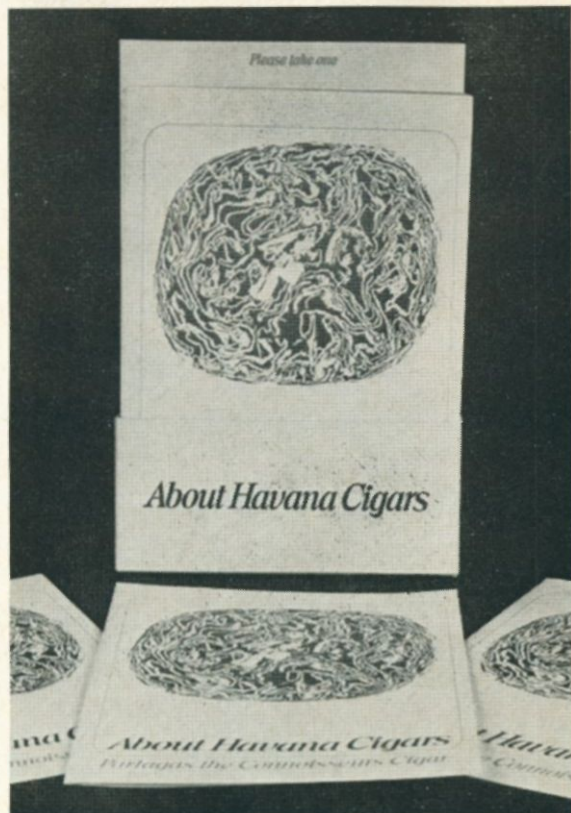
During a heated moment in a famous trial he spilled his snuff over his papers and cleared the court until he had retrieved every single grain. That is a true story by the way.

The other week, staying overnight in an hotel, I met a real character who was rounding off what must have been a splendid meal with a cup of coffee. He shook a wisp of silver hair from his eyes and sat back replete.

Then his hands started to stray over his suit. From an inside pocket he produced an enamelled snuff box. He shook his head and put it away. From another pocket he produced a silver snuff box, opened it, shook his head and put that one away. He repeated this performance seven or eight times until he found the snuff he wanted.

Later that evening we joined in conversation and he explained that he always carried a variety of snuffs with him on his travels because he related snuff to his meals as well as to his moods. Even on the golf course he used a related snuff as he called it—something sharp, abrasive and heady that made him see straight and point his driver in the right direction.

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| Alton, E., & Co. Ltd. | 50 | Keen (World Marketing) Ltd. | — |
| American Cigarette Co. (Overseas) Ltd. | — | | |
| Anglo-Dutch Cigar Co. Ltd. | Inside Front Cover | LEP Transport Ltd. | — |
| Autran, H., & Co. Ltd. | 14 | Loretta Cigars (London) Ltd. | 29 |
| | | Lorillard, P., & Co. Ltd. | — |
| Barling, B., & Sons Ltd. | Insert, 54 | | |
| BDR Machines Ltd. | — | Macdonald, International Ltd. | — |
| Bernhardt & Myers Ltd. | 12 | Maruman Lighters | 36, 37 |
| Brimacombe & Gilbody Ltd. | — | Masters, J. John, & Co. Ltd. | — |
| British-American Tobacco Co. Ltd. | — | Matchmakers (Book Matches) Ltd. | — |
| Bryant & May | 89 | McChrystals (Leicester) Ltd. | 64 |
| Burt, J., (Chiswick) Ltd. | — | McConnell, C. E., Ltd. | 66 |
| | | Merchant, Herbert, Ltd. | 93 |
| Carreras Rothmans Distribution Services Ltd. | 22, 46 | Merton Pipes (London) Ltd. | — |
| Carroll, P. J., & Co. Ltd. | 2 | Morris & Morris Ltd. | 94 |
| Charatan Pipes Ltd. | 52 | Mylflam Metallwaren GmbH | — |
| Churchmans | 85 | | |
| Civic Co. Ltd. | — | National Automatic Machines Ltd. | — |
| Colibri Lighters | 72, 73 | | |
| Comoy, H., & Co. Ltd. | 58 | Ogden's | 40 |
| Consolidated Match (U.K.) Ltd. | — | Oppenheimer Pipes Ltd. | 44, 66, 90 |
| | | | |
| Desk Advertising Co. Ltd. | — | Palmer & Harvey Ltd. | — |
| Dewsnap, P. J., Ltd. | 95 | Parker Hardcastle Ltd. | — |
| Duncans Briars Ltd. | — | Philip-Morris Ltd. | 13 |
| Dunhill, Alfred, Ltd. | Back Cover, 53, 86 | Piccadilly Tobacco Co. Ltd. | — |
| | | Playor, John, & Sons Ltd. | 78, 79 |
| Ellisams Ltd. | — | | |
| Everett & Hart Ltd. | 95 | Redman, John, Ltd. | — |
| | | Rex Bloore Ltd. | — |
| Falcon Pipe Group Ltd. | 56 | Ronson Products Ltd. | 11, 60, 68 |
| Flaminaire (Great Britain) Ltd. | — | Rothmans of Pall Mall Ltd. | — |
| Fletcher, Robert, & Son Ltd. | — | Royal Copenhagen Porcelain Co. Ltd., The | — |
| Freeman, J. R., & Son Ltd. | 24 | | |
| Frischers Ltd. | — | Samaco Ltd. | — |
| F. P. Agency Ltd. | 15 | Samuel, Joseph, & Sons Ltd. | 20 |
| | | Sasieni Ltd. | — |
| Gallaher Ltd. | Front Cover, 16 | S'Elite Ltd. | 74 |
| Gawith Hoggarth & Co. Ltd. | — | Sobranie Ltd. | Inside Back Cover |
| Gawith, Samuel, & Co. Ltd. | 12 | Solomon, W. P., Ltd. | 38, 45, 48 |
| Glass, Louis S., & Co. Ltd. | — | Sullivan Powell & Co. Ltd. | 35 |
| Green, S. L., (London) Ltd. | 36, 37 | | |
| Grunfeld, Arthur, & Co. Ltd. | — | Trade Promotion Services Ltd. | — |
| | | Tremblay, Ets | — |
| Haarmann & Reimer Ltd. | 33 | | |
| Hedges L.260 Snuff Ltd. | 90 | Union Match Co. Ltd. | 18 |
| Hunters & Frankau | 31 | | |
| | | Vogel, P. H., & Co. Ltd. | 65 |
| Illingworth's Tobaccos Ltd. | 26 | | |
| Invicta Plastics Ltd. | — | Wade, Ben, (London & Leeds) Ltd. | — |
| | | Wall, Howard, Ltd. | 82 |
| Japan Imports Ltd. | 76 | Wills, W. D. & H. O. | 42, 81 |
| | | Wilsons & Co. (Sharrow) | 52 |
| | | Wright, R. C. A., (Cigarette Vending Services) Ltd. | — |

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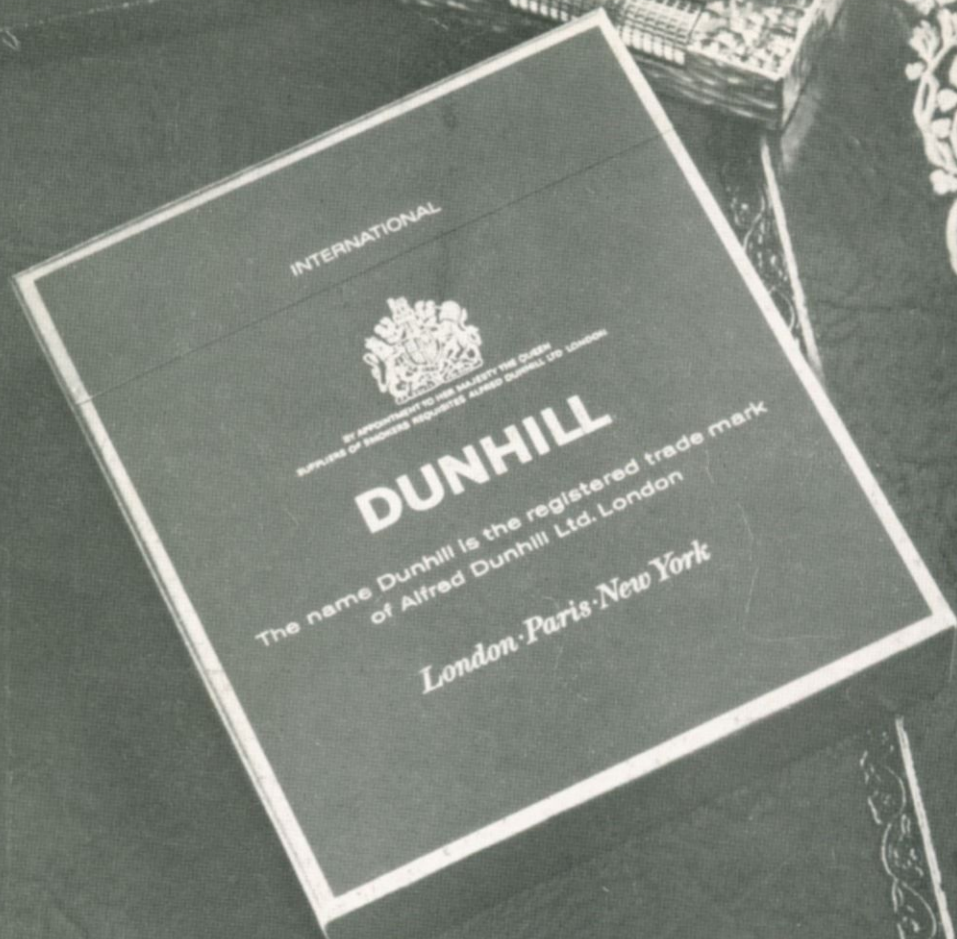


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