

TOBACCO

May 1975, number 1132, Forty pence

See to L.S. L.T. & return



Some moments are pure gold.

Rizla cigarettes are available in a choice of blends.

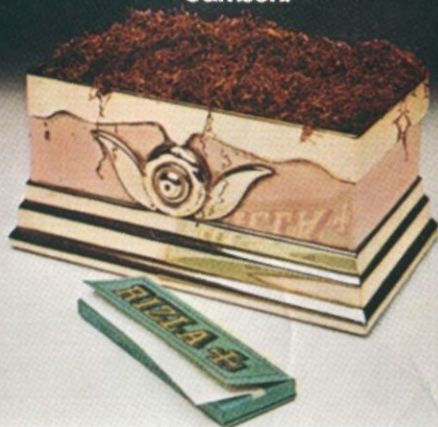
Al.



Old Holborn.



Samson.



Golden Virginia.



Boar's Head.



Sun Valley.



Nobody can make a cigarette like you and Rizla.

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



TOBACCO

Number 1132

40p

May 1975

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Publisher **J G Lowth**

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The magazine for the British wholesaler, retailer, manufacturer, importer and exporter of tobacco, circulating in the United Kingdom and in 82 other countries.
Founded 1881.

Annual subscription includes the Tobacco Trade Year Book and Diary, and the Smokers' Handbook.
Single copy 40p (by post 49½p)

Published by International Trade Publications Ltd,
Queensway House, 2 Queensway, Redhill, Surrey RH1 1QS
Telephone Redhill 68611
Telegrams Topjournals, Redhill, Surrey
Telex 948669

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Printed by H O Lloyd & Co Ltd,
7/9 Elliott's Place, London N1 8HX

Special features

BRITAIN AS A MARKET FOR INTERNATIONAL BRANDS

5

Managing director of William P. Solomon, John Solomon, takes a look at cigarette and tobacco brands of the world, and how national trends have developed. The British market has already absorbed many types of cigarettes and tobaccos. 'Is there room for more?' asks John Solomon. This survey is based on a talk given at the National Union of Retail Tobacconists conference towards the end of last year.

GROWING UP—QUICKLY

42

An exclusive report from last month's National Association of Cigarette Machine Operators annual conference and exhibition. The timing of the meeting—just one week after the Budget—was particularly appropriate, and enabled the industry to take full advantage of the chance to meet cigarette and machine manufacturers in an atmosphere of mutual co-operation.

ALL SET FOR CTN '75

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A preview of the confectionery, tobacco and newsagency trades' very own exhibition which takes place at Earls Court in London later this month. Particular emphasis is placed on the tobacco and smokers' accessories category of stands.

OVER SEVENTY YEARS OLD AND STILL FIGHTING FIT

49

Continuing our series on tobacco trade associations, we look this month at the activities and personalities of the Tobacco Trade Athletic Association, founded in 1904 and now stronger than ever.

Owing to a national industrial dispute affecting printers this issue of Tobacco will probably reach you later than normal. We apologise for any inconvenience caused. As yet there are no indications of an end to the dispute, so subsequent issues may also be affected.

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COME... AND IT WILL PAY OFF...



Frankfurt International Fair
24th - 27th
August 1975

Information and Buyers' passes from:
LEP Transport Ltd., (Frankfurt Fairs Department)
Sunlight Wharf, Upper Thames Street, London EC4P 4AD
Telephone: 01-236 5050, Extension 147. Telex: 887282-3

Your profits lie on the buying side — a maxim that is as old as trading itself. Right buying today means maximum turnover tomorrow. Frankfurt presents what the whole world has to offer — grouped by branches. You can see, hear, compare, order. This is the only way to stay competitive.

So come to Frankfurt!

Groups of Merchandise

Glass, ceramics, international china specialities

Fine metalware, table utensils and ornamental articles, flatware, cutlery, silverware, pewter

Arts and crafts articles

Home decor and accessories, utility articles of glass, ceramics, porcelain, metal and wood

Lighting fittings and lamps

Small, single and wicker furniture, wickerwork and canework

Paper, office supplies, stationery

Style (costume) jewellery, precious stones, jewels, precious stone jewellery, watches

Smokers' requisites

Hairdressers', scent shop and drugstore requisites and products

Show-window decoration, store decoration, advertising articles

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



WILSONS & CO. (Sharrow)

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

or in READY
FILLED BAGS



EST. 1737

BUYERS GUIDE TO BRANDS AND TRADE SPECIALITIES

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TO MANUFACTURERS.

Your brands—giving name, address and telephone number, and the words 'Regd.' or 'Patent' if applicable, can be published in this feature for one year, at a cost of £12 per entry, per annum.

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

Cigarettes

AMERICA

CAMEL

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

CAMEL FILTER TIPPED

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

CHESTERFIELD REGULAR

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

CHESTERFIELD FILTER TIPPED

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

KENT CIGARETTES

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

LARK

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

L & M FILTERS

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

LUCKY STRIKE FILTERS

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

LUCKY STRIKE REGULAR

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

PALL MALL (Filter Tipped)

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

PALL MALL KINGS

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

REYNO (MENTHOL)

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

BELGIUM

ST MICHEL

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

CANADA

MACDONALD'S GOLD STANDARD EXPORT A

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

CUBA

HAVANA

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

FRANCE

BASTOS Filter, Regular and King Size

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

GAULOISES

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

GITANES

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

GERMANY

ERTE 23 Filter

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

GREAT BRITAIN

BALKAN SOBRANIE

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

FASHION

B. & R. Goldfarb Ltd
N9

MARLBORO

Phillip Morris & Co Ltd
Nicholson House
Nicholson Walk
Maidenhead Berkshire SL6 1LD
Tel Maidenhead (0628) 37641

PRIVATE STOCK FILTER

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

ROYAL YACHT

Osborne Tobacco Co Ltd

IRELAND

CARROLL'S No. 1

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

HIGH KINGS

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

MAJOR EXTRA

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

SWEET AFTON

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

MANILA

MAHABA REGALIZ Original Manila Cigarrillos

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

TURKEY

YENIDJE (REGIE TURQUE)

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

MANUFACTURERS OF PRIVATE NAME CIGARETTES

SULLIVAN POWELL & CO LTD

Chichester Road
London N9 9DJ
Tel 01-807 0157

Snuffs

AFTER GLOW Peppermint

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

BB BOUQUET

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

BEST SP

Illingworth's Tobaccos Ltd
BLUE LABEL MENTHOL
Illingworth's Tobaccos Ltd
COCK OF THE NORTH
Illingworth's Tobaccos Ltd

C. M. CAMPHORATED MENTHOL

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

DOCTOR VEREY'S (Medicated)

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

DR RUMNEY'S EXPORT (Blue Tin)

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

DR RUMNEY'S MENTHOLYPTUS (Brown Tin)

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

Snuffs—cont.

DR RUMNEY'S PLUS

(Green Tin)

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

FIDDLER

Illingworth's Tobaccos Ltd

GOLDEN CARDINAL

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

HEDGES 'L260' SNUFF

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

RISH

Illingworth's Tobaccos Ltd

JOCKEY CLUB

Illingworth's Tobaccos Ltd

K67

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal
Tel 21898

KENDAL BROWN

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

KENDAL BROWN ORIGINAL

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

L260 ORIGINAL

(FULLY MEDICATED)
Hedges L260 Snuff Ltd
PO Box 71
1205 Stratford Road
Birmingham B28 9AG
Tel 021-777 5285

LAVENDER

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

MAX SPECIAL MENTHOL

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

MASTIFF

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

McCHRYSTAL'S SNUFF

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

MEDICATED 99

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield S11 8YY

MENEX

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs DY4 8XW
Tel 021-557 4751/5

OTTER HOUND

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

PEPPERMINT—GREEN LABEL

Illingworth's Tobaccos Ltd

PEPPERMINT—ROOSTER

Illingworth's Tobaccos Ltd

PEPPERMINT—WHITE LABEL

Illingworth's Tobaccos Ltd

SAM'S OWN MEDICATED

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

SANSNUFF A33

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

SP (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield S11 8YY

SHARROW SNUFFS

Wilson's & Co (Sharrow)
GPO Box 32
Sheffield 11
0742 662677 Est 1737

SPARTAN MENTHOL

EUCALPTUS

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

'STURCO' MENTHOL

(Sturges)

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

SUPER MENTHOL

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

TOP MILL (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield S11 8YY

WESTERN GLORY

Gawith, Hoggarth & Co Ltd
Lowther Street
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Tel 20047

ZEST MEDICATED

Illingworth's Tobaccos Ltd

Cigars

AMERICA

KING EDWARD Cigarillos and

Invincible de Luxe

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

ROBERT BURNS

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

GREAT BRITAIN

CITIE DE ROTHSCHILD

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

CORVANNA HAVANA

TOBACCO CIGARS

E Alton & Co Ltd
158 Derby Road
Nottingham NG7 1LU
Tel 0602 77132

PARLOUR PANATELLAS

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs DY4 8XW
Tel 021-557 4751/5

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Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs DY4 8XW
Tel 021-557 4751/5

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London EC1A 2EB
Tel 01-236 0741

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PANATELLAS

Abrahams & Gluckstein
10 St Cross Street
London EC1N 8UE
Tel 01-242 7873

VILLA VANA

Alfred Preedy & Sons Ltd

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Sole Importers
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130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

VEIL ANVERS

Dickens & Grant Ltd

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London N9 9DJ
Tel 01-807 0141

SUERDIECK VALENCIA

CIGARS (all sizes)

Dickens & Grant Ltd
4 Eagle Place
London SW1
Tel 01-734 1477

SUERDIECK VALENCIAS

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

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PWE BURMA CHEROOTS

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

SCOTT'S IMPERIAL BURMA

CHEROOTS

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

CANARY ISLANDS/LAS

PALMAS

TABACOS JEAN/SPANISH

MAIN

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

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NOBEL PETIT CIGARILLOS

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

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AGIO

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

CARL UPMANN

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

CLAASSEN

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

GAINSBRO' WHIFFS

Abrahams & Gluckstein Ltd
10 St Cross Street
London EC1N 8UE
Tel 01-242 7873

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

HUDSON

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

JOLLY KNIGHT PANATELLAS

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs DY4 8XW
Tel 021-557 4751

KAREL I

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

LA PAZ

Imperial Tobacco (Imports) Ltd
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Andover, Hants SP10 5AX
Tel Andover (0264) 61131

LITTLE DUTCHMAN WHIFFS

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4 Eagle Place, Piccadilly Circus
London SW1

LORECA

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London NW11 0QH
Tel 01-455 9614

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London EC1N 2JP
Tel 01-405 4857

PANTER

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

PARCIVAL

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

'PROCTOR' DUTCH PANATELLAS

Dickens & Grant Ltd

Cigars—cont

RITMEESTER

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

SCHIMMELPENNINGK
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 DY4 8XW
Tel 021-557 4751/5

WILLEM II

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

HAVANA

AMOR DE CUBA

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

DAVIDOFF

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

GISPERT

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

HOYO DE MONTERREY

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

JUAN LOPEZ

A Jimenez & Sons
158 Derby Road
Nottingham NG7 1LU
Tel 0602 77132

JUAN LOPEZ, FLOR DE

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

MONTECRISTO

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

PARTAGAS

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1N 8UE
Tel 01-242 7873/5

POR LARRANAGA

Morris & Morris Ltd
10 St. Cross Street
Hatton Garden
London EC1N 8UE
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 Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

ROMEO y JULIETA

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

ROMEO y JULIETA

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

SAINT LUIS REY

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

SANCHO PANZA

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

H. UPMANN

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

ITALY

TOSCAN-I AND ELLI

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

JAMAICA

AMORVANA

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

CARIBE

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

CARIBE

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

CULAMOR

Morris & Morris Ltd
EL RONBAR
Dickens & Grant Ltd

FLOR DE LORECA

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

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 EC1N 8UE
Tel 01-242 7873/5

LA DIADEMA

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

LARANA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1N 8UE
Tel 01-242 7873/5

LA TROPICAL DE LUXE

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

MACANUDO

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

MONTE VEGA

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

MONTPELIER

Think Jamaica Ltd
Regency House
Esher, Surrey KT10 8QU
Tel 09328 61231

ROYAL JAMAICA

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

ROYAL JAMAICA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1N 8UE
Tel 01-242 7873

SYDRAHS DE LUXE

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

TEMPLE HALL

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

LAS PALMAS

DON DIEGO

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

FLAMENCO

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

MANILA

ALHAMBRA

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

MANILA PRINCE (La Insular)

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

NIGARAGUA

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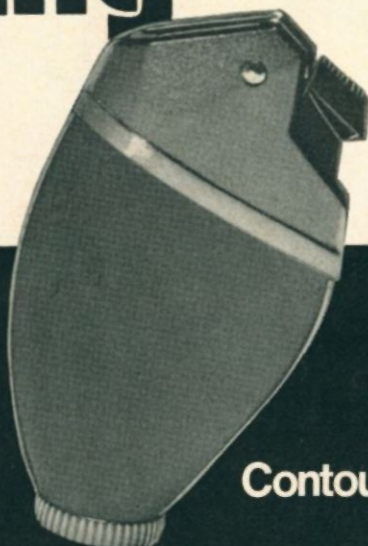
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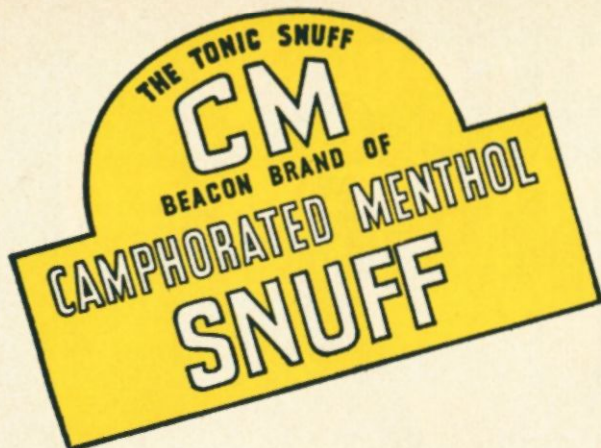
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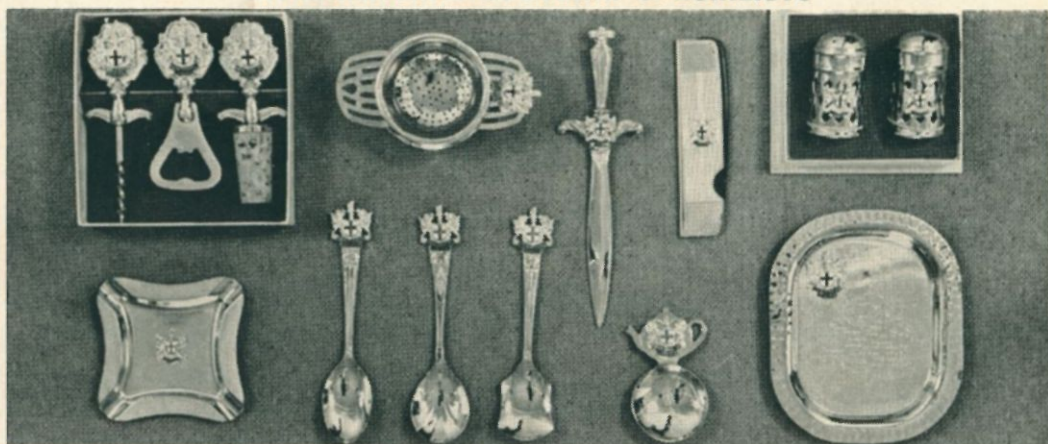
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MONITOR

Presents the News in Relief

MULTIPLE BLOWS FOR THE TOBACCO TRADE

It had to happen, and it did. A whacking increase of £2.05 per pound weight on tobacco duty. The Chancellor had promised to restore the real value of duty revenues, and he certainly did his best last month. The new rate applied to all withdrawals from bond after midnight on Tuesday, 15 April.

The duty increase means retail price rises ranging between 5½p and 10p for 20 cigarettes, 4½p on the price of 10 miniature cigars, and more than 11p extra for each ounce of smoking tobacco.

The price increases also hide extra VAT, which remains static at 8 per cent but nevertheless increases because it is calculated on the value of goods, which in this case has risen by over 20 per cent—at a stroke, to coin a phrase. In all the tobacco duty increase is expected to raise another £275 million during the year April 1975 to March 1976. This figure implies an anticipated drop in tobacco sales of 13 per cent since it represents a 19 per cent increase in revenue against the 37 per cent duty rise.

Tobacco certainly seems to have borne the brunt of the duty increases. If the Chancellor's sole intention had been to restore the real value of duty revenue, the increases on 20 cigarettes and a bottle of spirits should have been 10p and £1.50 respectively. The increases of 7½p and 64p respectively mean that tobacco goods have suffered, on a percentage basis, much more than drink.

It took several months for cigarette sales to recover from the 1974 duty increase of £1.50 a pound. Most forecasts put the recovery rate at a much slower rate this time, however. Continually rising living costs together with projected unemployment on a larger scale than has been seen for many years, may further hinder the recovery of tobacco goods sales. The isolated optimist argues that while wages are rising so much more quickly

than prices there will still be plenty of money about for products like cigarettes and drink, but this can only be short term optimism because the inflationary spiral must be stopped sooner rather than later. Estimated possible drops in cigarette sales vary between 12½ and 20 per cent. Retailers noticed a drop in sales immediately after the Budget, before the new prices had reached the shops. The impact of a highly critical series of television programmes also seems to have been felt at the retail end of the trade.

Manufacturers acted much more quickly this year in getting new price lists out. Within 10 days of the Budget all major British manufacturers, with the exception of Carreras Rothmans had their new prices ready. Although old stocks had to be sold at old prices,

invoices at new prices followed fairly promptly. Oddly enough no specific instructions were issued by Government departments this year about selling old stock at old prices. This year some flexibility is probably needed, particularly in view of further complication which set in following the Budget. Cigar prices are not yet available. All goods invoiced at the new prices are being clearly marked by all manufacturers.

Manufacturers themselves are clearly shocked by the increased burden on their capital resources. Players', Wills and Ogden's alone are now going to have to raise in excess of £40 million to cover the duty increase, since they pay the duty about seven weeks before they are able to get it back from distributors.

During 1974 tobacco manufacturers, made strong representations to Government requesting that, if the duty on tobacco were to be increased on a future occasion, changes should be made in the timing of duty payments to avoid any further increase in the already severe capital burden borne by tobacco manufacturers. However, in spite of these representations, the Chancellor evidently did not make any attempt to change the duty payments procedure. The industry does not seem to have many friends in the present Government.

This additional burden will have significant repercussions on tobacco manufacturers and distributors, and one immediate result was Imperial's announcement of further steps to

THE PRICE RISES AT A GLANCE

PRICE GROUP (per 20)	POPULAR BRANDS WITHIN THE PRICE GROUP	Increase
Plain cigarettes		
Below 32p	Woodbine, Park Drive, No. 6, Weights	+7p
From 30½p	Player's Medium, Senior Service	+10p
Filter cigarettes		
Below 24½p	Player's No. 10, Sovereign, Embassy Gold	+5½p
25p-27½p	No. 6, Cadets, Park Drive, Woodbine	+5½p
28p-30½p	Guards, Embassy Regal, Cambridge, Gold Bond	+7p
31p-34p	Embassy, Gold Leaf, Kensitas, Sterling, Silk Cut	+7½p
From 34½p	B & H Special Filter, John Player Special, Ambassador, Marlboro, Disque Bleu	+8½p

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TPC5F

All cigars rolled in Great Britain.

TOBACCO MAY 1975

tighten credit to trade customers. In addition to the measures announced last February, they intend changing towards the end of June to a four-weekly, instead of a five-weekly, journey account cycle.

Gallaher announced shortly afterwards that their settlement date for monthly accounts would soon be brought back from the 14th to the 10th of the month. Further announcements are expected.

Other steps, of a more domestic nature, are being taken by manufacturers. These include strict control of work in progress, the level of finished goods and other stocks and capital expenditure. This probably explains why pre-Budget stocks were exhausted so much more quickly this year.

Coupled with the new credit restrictions came news from Imperial companies of revised quantity levels which helped soften the blow.

Q4 terms will start at 40,000 cigarettes instead of 50,000 and Q5 terms at 200,000 instead of 250,000. There will be no change in the minimum qualifying levels for Q2 and Q3 terms in the case of cigarettes, but those for tobaccos will be reduced to 12 lbs. and 50 lbs. respectively.

There will be no change in the £70 value qualification for Q2 terms on cigars. But this will represent a reduction when the post-Budget trade prices (not yet announced) are taken into account.

The changes in terms will apply to all traders dealing directly with Players', Wills or Ogden's, including those whose accounts are at present conducted on a monthly basis.

Carreras Rothmans' new price list pegs key brand price increases. Rothmans King Size, for example, is now retailing at 45p for 20. The company have also neatly side stepped the trade margin problem when duty is increased by introducing three new brands (for details see What's New on page 24).

As far as the rest of the Budget is concerned, there was general approval for corporation and capital gains reliefs for small businessmen. Controls on local authority expenditure will hopefully provide a check on the excessive rate increases which are crippling independent retailers. The 25 per cent value added tax will not effect retail tobaccoists unless lighters or any other fancy goods they sell, incorporate (whether or not in addition to base metal) precious metal, precious stones mounted, set or strung, or real or cultured pearls. An unlikely eventuality. Customs and Excise say the above description means that gold or silver plated lighters remain at 8 per cent.

Pressure must now mount for a change in the price code rule which

requires traders to deduct duty from sales before calculating profit margins. No doubt steps will be taken to redress the balance of profit margins when manufacturers next apply for price increases. All have undertaken to do this.

The Smokers' Handbook, a Guide to Brands and Prices, incorporating all the new recommended retail prices, will be published shortly.

MORE GLOOM

Apart from the pounding received last month in the Budget, cigarettes were also the target for a renewed campaign by anti-smoking groups.

Two consecutive This Week television programmes made suitably harrowing viewing at peak time on Thursday evenings. The Minister of State for Health, Dr David Owen, appeared and strongly criticised cigarette manufacturers. He also gave a strong hint that the Chancellor would not be unmoved by the need to discourage smoking when deciding what measures to announce at the forthcoming Budget.

Coincidentally, he was also answering questions in the House of Commons on the same subject. This is the text of his written reply to a question by Mrs Audrey Wise MP to the Secretary of State for Social Services.

'On the 17 July 1974 I made a number of detailed proposals to the industry with a view to securing their voluntary agreement to new measures designed to bring home to the public the very serious dangers to health of cigarette smoking. The industry reported their response to me at a meeting in February and there have been further meetings since then.

'Firstly, I proposed that the tobacco industry should voluntarily contribute a sizeable percentage of its total expenditure on promotion towards public education about the danger to health of smoking. The industry do not reveal their promotional expenditure but in 1974/75 we estimate that expenditure on press, poster and cinema advertising in the United Kingdom was about £15½ million, on sponsorship between £2-£4 million, and the value of gift coupons over £50 million which is of course reflected in the price of the cigarettes. The total figure for promotion in 1974/75 was probably therefore around £70 million; health education expenditure at national level on smoking in the United Kingdom was only £330,000. The industry, I regret, decided to reject the proposal for a voluntary contribution.

'My second proposal was that the advertising of cigarettes in cinemas be abolished. The industry offered in February to withdraw advertisements from 'U' films, but as these represent only a small proportion of films and children may see 'A' and 'AA' films I have asked the industry at the minimum to extend their withdrawal to these films also.

'My third proposal was that tighter control be exercised over the way sponsored events were used by cigarette manufacturers to promote their products. In particular, I asked that names of brands of cigarettes should not be given to sponsored events or shown on racing cars since this circumvented the ban on television advertising. I regret that the industry are not yet ready to agree to stop using brand names in this way.

'My fourth proposal was for a speedy conclusion to the discussions that have been going on for some time on the showing on cigarette advertisements and packets of the tar yield of the brand. Since July, agreement has been reached on showing tar yields on press and poster advertisements within five broad groups ranging from 'low' to 'high', but no progress has been made on the inclusion of the tar group on packets.

'My fifth proposal related to the health warning and was that the position on the packets should be changed and put on the flap so that it would be seen more easily and that the wording of the health warning on packets and advertisements should also be changed. The industry said in February that a change in the wording would not be difficult if the amount of wording was the same but to change the position of the warning would mean a redesign of the whole packet and this would be a major, lengthy and expensive operation. I accepted that if we could reach agreement on a new position it should last for at least five years but as there had been no change since 1971 I felt to change the position of the wording in 1976 was quite reasonable. On 3 March I wrote to the industry asking for agreement that from the earliest possible date both cigarette advertisements and packets should carry the same message as will be carried in future on the Department's posters and leaflets about tar and nicotine yields of brands of cigarettes. This message will be: "Danger: cigarettes cause lung cancer, bronchitis, heart disease."

'I accepted that the industry would want the revised warning initially to be carried in the same space in cigarette advertisements and packets as the current warnings but so far they have not agreed to this.

'My sixth proposal was that gift coupons should be abolished or limited to brands with 'low' or 'low to middle' tar yields; the proposal was rejected.

It is a matter of great regret to me and, I think, to all who are concerned about the real dangers to health which come from smoking, which currently accounts for at least 50,000 premature deaths a year, that the industry was not able to agree to any of the above proposals.

'The industry have agreed that press advertising of free samples should end and that control over the code of practice for the advertising of cigarettes should be taken out of their hands and exercised by the Advertising Standards Authority; the code of practice has also been clarified.'

The new advertising code for cigarettes was approved by the TAC over two months ago, and was then sent by the ASA to the Department of Health for their approval. At the end of last month a spokesman for the ASA said nothing had as yet been heard from the Department on the new code. Even if the go-ahead were given the next day, it would take something in the region of a month to prepare, print and publish the code.

Although the industry had turned down invitations by the Thames Television team working on the This Week programme to appear in a staged debate on who should take responsibility for health and smoking (the programme subsequently appeared in a different form), the Tobacco Advisory Committee, representing all British manufacturers, were swift to reply to Dr Owen's criticisms, particularly the accusation that the industry had turned down out of hand proposals put to them by the Minister.

The TAC said: 'Of all the points put to the industry by Dr Owen, the only one which has been firmly rejected so far is the suggested donation of £7 million per annum for health education. This was unacceptable, and it should be remembered that the Government already derives from the tax on smoking some £1,250,000,000 a year.'

'The other points are still under consideration jointly with the officials of the Department of Health and Social Security. The industry is and always has been anxious to co-operate with the Government, but expects to be allowed enough time to complete the investigation of the complicated and detailed issues which these proposals raised.'

Although not all members of TAC have yet agreed, Imperial Tobacco (by far the largest member) told Dr Owen before he made his statement that they were prepared to halt all cinema advertising except in all-X programmes and to remove all brand names and

insignia from racing car teams, notably John Player Special and Embassy.

Dr Owen's statement received a fair amount of publicity in the Press, and the manufacturers were generally depicted as the villains of the piece. In such a hostile climate a low profile approach by the manufacturers was possibly the best course of action. Apart from any other considerations, it is a fact that tobacco is one of many legally permitted drugs sold in this country, and while it remains so it seems only fair to let the manufacturers—and indeed retailers, wholesalers and the whole gamut of people involved in tobacco—get on with earning their livings.

IT'S OFFICIALLY FORT

After several months of whether to NURT or FORT, the new name for the National Union of Retail Tobacconists has been officially announced. From the beginning of this month the organisation will be known as the Foundation of Retail Tobacconists

Mr Gordon J. Alden, who was appointed administrative officer when former general secretary Mr Geoffrey Evans resigned earlier this year, has now been appointed general secretary of the Federation.

MARLBORO COUNTRY HERE COME MOFFAT

Managing director of the Moffat Wholesale Group, Mr E. R. Gillespie, had warm praise for the co-operation his company had received from Philip Morris when he attended a reception held at the beginning of this month to mark the first draw for wholesalers' representatives in the massive 'Marlboro country' competition currently being staged.

Ten names were picked out of a formula one racing car tyre by

Marlboro's—and the world's—number one racing driver, Emerson Fittipaldi, who flew in from Switzerland to attend the reception which took place at the American Embassy.

Each of the representatives gets a ticket to join Philip Morris and 39 other guests for a long weekend in Texas next November. The lucky winners will stay at the Lost Valley Ranch near San Antonio, Texas, and get a real taste of cowboy country living.

Moffat are one of three large wholesalers whose salesforces are taking part in incentive schemes linked with the consumer competition to 'make Marlboro your brand'. There is also a draw for retailers.



Robin Betser (right), trading and tobacco executive with Moffat and also new president of the Wholesale Tobacco Trade Association, gets down the ten lucky names as they are drawn by Emerson Fittipaldi (left) with the assistance of UK sales director of Philip Morris, George Mackin.



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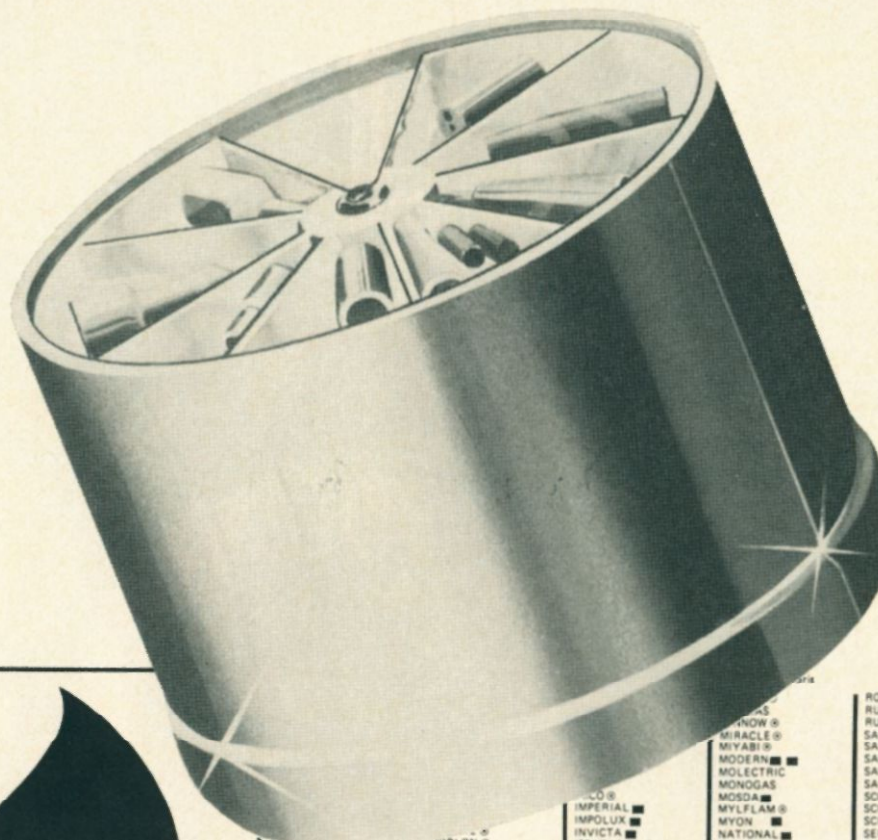


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PLUSFLAME
POLLY GAZ
POLO
PONCHO
PRESEN HOLM
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Iver, Bucks, England
MADE IN ENGLAND

IMPERIAL START BAT SALE

The Budget had one fairly immediate effect on Imperial last month.

The apparently unsolvable embarrassment of a 26 per cent shareholding by Imperial Group in British-American Tobacco, suddenly became slightly more solvable.

Now that Imperial and BAT are going their separate ways and, theoretically, are competitors, Imperial's considerable share in BAT has to be disposed of somehow. But even two months ago there were no plans for disposal of any of the shares. Then came the Budget, and a need to invest additional capital in the company.

To keep clear of European anti-trust laws, Imperial really should have reduced its shareholding to less than 15 per cent, but as things turned out they disposed of only ten per cent, and thanks to a rising stock market they pocketed a handy £77 million, which is subject to capital gains tax and certain handling costs.

BAT must also be glad that the operation went so smoothly. Their shares had been performing under the shadow of Imperial's holding, but BAT too had appeared resigned to sitting out the potentially painful practical problems of the EEC-inspired divorce rather than take risks on a bad stock market, with tax men waiting to pounce under distribution clauses, and the high costs involved in offering the shares for sale.

Neither company is out of the wood yet. There is still a 16 per cent slice of BAT's shareholding that Imperial must still want to dispose of, in part or in whole, but no further action will be taken during 1975 according to Imperial.

ADS DROP

According to findings by Media Expenditure Analysis Ltd (MEAL), tobacco goods advertising during the first three months of this year are down 19 per cent on the same period in 1974, despite a 15 per cent rise in overall advertising expenditure. The first three months of 1974 were affected by the three-day week, but the total 1975 figures are still 6 per cent higher than in the corresponding period of 1973.

The figures do not take inflation into account, but for comparison, financial advertising is 13 per cent down, motor cars expenditure is up by 62 per cent, clothes 60 per cent, institutional and industrial 44 per cent.

TOBACCO MAY 1975

THICKENING LEGAL MAZE

More legislation came into effect at the beginning of last month in the shape of the Health and Safety at Work Act. From 1 April all persons at work—employers, employees and the self-employed—assume responsibilities under the Act. Responsibilities are placed upon those persons also where their activities affect members of the public.

A great deal of free literature is available. 'The Act Outlined', 'Advice to Employers', 'Advice to Employees', and 'Advice to the Self-Employed' are among the titles available from HMSO.

Alternatively, for £5, you can buy a copy of 'Health and Safety—the New Law' written by a leading expert on labour law under the pen name of James Jackson. The book consists of 31 short chapters, the full text of the law, and a special appendix on criminal responsibility. Published by the Commercial Publishing Company, 1076 Harrow Road, London NW10 5NL, the second edition should be available early this month.

AND THICKER

Legislation comes so thick and fast these days that it's very easy to miss it until you fall foul of it. The Sex Discrimination Bill published mid-March could present a few headaches to the female intensive retail trade.

The Bill makes discrimination on the grounds of sex in employment, training, education, provision of housing, goods, services and facilities such as credit mortgages unlawful. In employment and training discrimination on grounds of marital status is also unlawful. This Bill supplements the Equal Pay Act which in itself is causing a few headaches for hard pressed employers. There always has been a higher wage rate for male employees in retail newsagency, tobacco and confectionery shops laid down by the Wages Councils Act, but this is rarely implemented because few men are attracted to the trade as employees.

Although the new Bill, which could be law by Autumn, does not oblige employers to take on a quota of men, it does prevent employers advertising specifically for 'female' assistants, and if a man turns up for the job he could not be turned down on the grounds of his sex.

The Department of Employment newspaper points out that exceptions are permitted if a person's sex can be

shown to be a 'genuine occupational qualification', and illustrates the point by saying that a Playboy bunny's sex would be a genuine occupational qualification, whereas a restaurant could not advertise specifically for waitresses.

Similar to the Race Relations Act, although tougher in its provisions, is how the Bill is described by the Department of Employment. An Equal Opportunities Commission with powers to investigate abuses is also envisaged. As few as five employees brings your business under the scope of the Bill.

letters to the editor

President of the Briar Pipe Trade Association, Mr P. Comoy, replies to Toby's comments in the March issue.

I refer to the article by Toby in the March issue in which he takes the BPTA to task for not increasing the retailer's profit margin on pipes and fancy goods. At the same time, he admits that it is illegal for the BPTA to discuss prices and profit margins or even guidelines. What then would he have us do?

It is certainly true that the percentage profit had not increased in recent years although the cash profit has risen as prices have gone up. Toby knows, of course, that the retail prices indicated by manufacturers are only recommendations and that any retailer desiring more profit is at liberty to sell at higher prices. I realise this is probably not the answer to Toby's problems since his sales would no doubt suffer as a result.

Although Toby realises that the BPTA is powerless as a body to influence prices, I am sure that manufacturers would welcome constructive suggestions or criticisms as distinct from the destructive comments contained in the article.

Pierre Comoy
President
Briar Pipe Trade Association

WHAT'S NEW

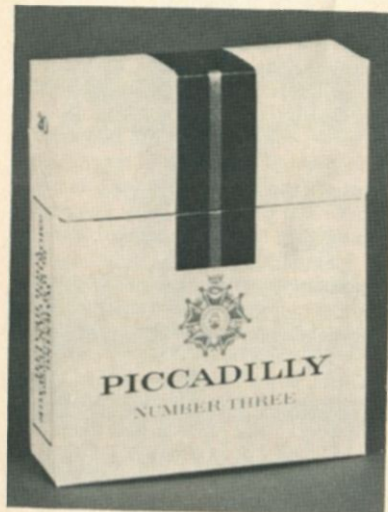


Budget beating

Carreras Rothmans have announced the introduction of three new beat-the-Budget brands which are smaller versions of established cigarettes and offer new improved margins.

The new brands and their recommended selling prices are: Consulate No 2 (39p for 20), Piccadilly No 3 (38p), and Guards Select (33p). The parent brands and their new recommended selling prices are Consulate Menthol (43p), Piccadilly Filter (41p) and Guards Filter (36½p).

The three new brands, introduced after successful test marketing operations, started selling in within a couple of weeks of the Budget. They are all



presented in three-row hinge lid packs, and in each case the packs follow the basic design of the parent brand.

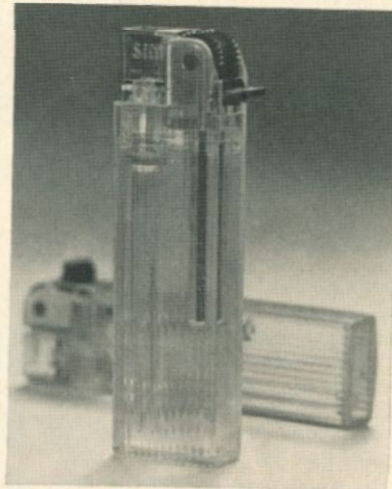
Piccadilly No 3 and Consulate No 2 are being distributed nationally, but Guards

Select is available only in the South. Consulate No 2 is a menthol cigarette. Its tar yield is in the 'low to middle' group. Piccadilly No 3 is in the 'middle' group. Guards Select includes 6



Guards coupons, as does Guards Filter. Guards Select is also in the 'middle' tar group.

Advertising support for the three new brands includes both colour and black and white advertisements in national newspapers and magazines, as well as poster advertising. It begins at the end of this month and runs throughout June.



Sim disposable

S'Elite are launching the lowest-priced disposable lighter on the UK market in early June.

With a recommended retail price of 75p, the new lighter is called the Sim Solo.

Available in five distinctive colours, red, green, blue, black and white, the Solo has a hand-contoured design and is ridged for non-slip grip. It has adjustable flame control with an automatic fuel cut-off.

S'Elite say the new Solo's action is easy yet positive, and it has a 'life of the lighter' flint. It has a full-sized butane gas fill and the fuel level is always visible.

The Solo is fully guaranteed by S'Elite and will be available through the usual wholesalers in early June, with competitive trade margins. A colourful display pack, with a standing/hanging card, will be in two vacuum-formed plastic trays, each holding ten lighters.

S'Elite's marketing manager, Mr David Keyzar, says that Sim has held its second place in UK refillable lighter sales for the third year running because of the excellent value offered to the consumer. 'Now we offer a square deal in disposable lighter value with the new Solo. After all, just how much should the consumer pay for a 'disposable'?'



Cricket's book

Playfair Cricket Annual 1975 was out on the bookstalls on April 30th, and for the first time in its 28-year history it is being sponsored.

Gillette, already a big name in the cricket world, are giving their support in order to stave off what might have been a crippling price increase.

Gordon Ross, Editor of Playfair, said that the increase in the cost of the book of only 15p would have been much higher without the support of Gillette.

20 CLASS A
CIGARETTES

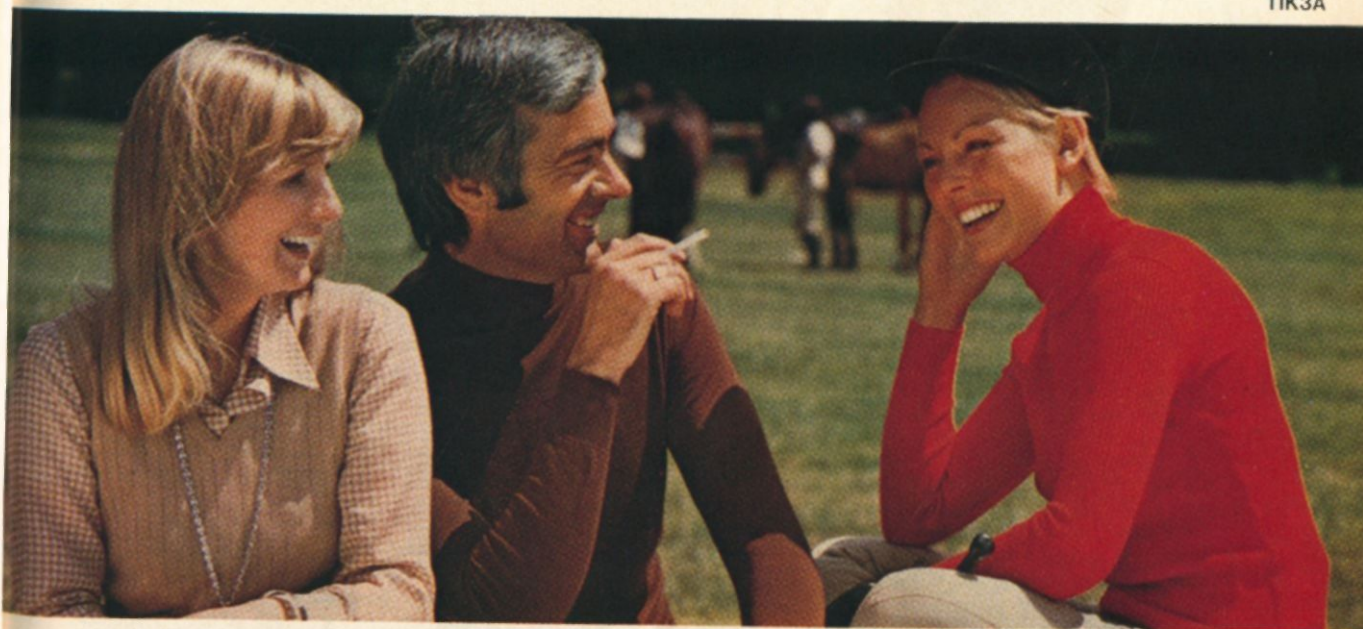


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**What a good time for a Kent.
The good American flavour.**

TIK3A



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COUNTER POINT

By Toby

*A retailer looks at
the month
in the trade*



I WROTE TWO MONTHS AGO WARNING THAT WE must not be too complacent, and that the bubble might burst. In my opinion it has—with a large bang.

Take Easter eggs—disastrous sales, and hundreds of eggs left over. Why? Anyone's guess, but mine is that as they are only sold once a year and the difference in price over last year was enormous. I am sure that this is the same reason why our sales of packets of 50s and 100s of cigarettes, and our cigars did not sell last Christmas.

Then we had the anti-smoking film on television. In my case, it cannot be coincidence that sales have dropped.

How about the budget? I can only imagine what is going to happen to my sales of cigarettes, but having a vivid imagination I feel very sorry about my pipe tobacco sales. Even the hardened smokers will flinch at the new prices. How the trade will recover I do not know.

Having got all this off my chest, I have just had in my new rates demand, the electricity bill and the rent review from my landlord. These are just stupid. Together with the new wage increases, which I estimate will cost me 1p for each packet of 20 cigarettes sold, the increases leave me staggering. I cannot even drown my sorrow in beer, which has gone up—or whiskey.

I am usually a very optimistic person, but these blows over which we have no control are no longer funny. I am sure that one or two will not suffer but for Mr Average these problems will take a lot of the profit from the business.

Look what these factors have done to people like W. H. Smith or Woolworths. Turnover up, net profit down. If it can happen to them, why not us? It is no wonder that so many shops are closing. It is a tragedy that people who have worked all their lives find that all they are really working for is the landlord and their staff. In fact, I would go so far as to say, take away the living accommodation from the business, and it is just not worth a candle.

Now to start the recriminations. First must be the manufacturers.

Profit margins in the past have been ridiculously low. I admit we had protection, but protection from what? The first minute inflation or prices are abnormal everything goes haywire, and I can only blame the manufacturers for this. Years ago I remember the general sales manager of one of the leading companies saying: 'You moan a lot but cigarettes still give you a nice comfortable living'. How stupid of us to allow ourselves to be placed in this position.

I personally condemn the manufacturers for their past attitude when they had it in their power to put us in the same category of profits as our next door neighbour. I condemn them for worrying too much about their sales and their value for money attitude, and taking too little interest in making the retail trade a viable one and not one dependant on the whims of the manufacturers.

In time to come I see manufacturers clinging to the supermarkets for sales and we all know that the supermarkets' only interest in cigarette sales is for cash flow and loss leading purposes. Now their excuse is that the government will not allow price rises. I condemn the manufacturers for keeping the prices of cigarettes artificially low, at our expense, when they used to raise the price by the lowest coin available.

Now we suffer through the failings of yesteryear. Truthfully, the situation is now serious. We need another large manufacturers increase, and this in its way will kill trade for a few more of us. I believe that the only independent who will survive all this will be those retailers who have old leases and do not employ staff.

Taking those that are left, the future is going to be hard for the rest of 1975. It has been said that the trade always comes back, but this time my profit for the year will only come from price increases in stock values on a rising price market, and that spells inflation.

Another factor not mentioned often is the cost of financing the stocks to run the business and the corresponding insurance premium increases. Incidentally, don't forget to increase your stock valuation, better be safe than sorry.

I estimate the ITG alone will need another £50 million for duty payments. Let's hope that they do not try and reduce the credit any further, or that will hurt!

Getting back to the *This Week* television programme and cigarette advertisements, I understand the reluctance of the manufacturers to make a fight of this issue and to bring the matter further into the open. However I feel that the campaign of ASH and certain Members of Parliament is based on politics. All these do gooders have jumped onto a political platform. Ask these same MP's and doctors why they do not campaign against VD, or drug addiction, or alcoholism, or even immorality, within the same public sector. I wish someone, somewhere would stand up and criticize our critics. Why not tell the public, for a change, about the good points of smoking. The pleasures, the sociability, the stimulation, or the fact that after all these years the damage caused by cigarettes has still not been proven conclusively any more than the damage caused by oil fumes from cars and vans.

All we have is a political bandwagon, and that makes me sicker than watching the film. Go to the hospitals and show films of child beating or drug addiction. but that will not pull in the votes.

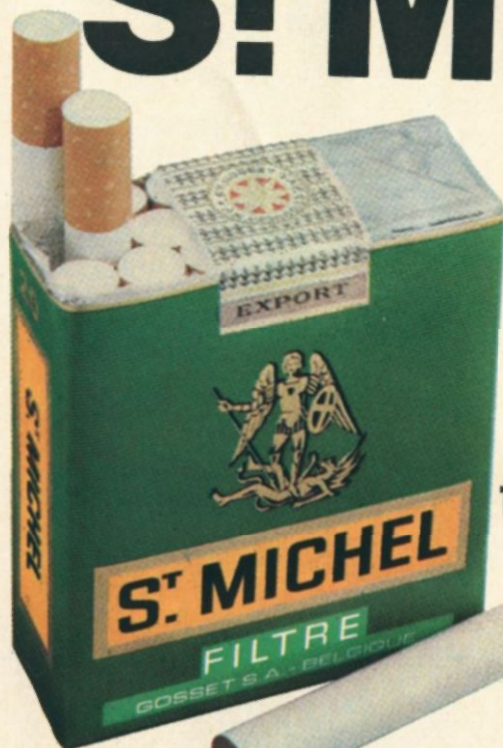
Will no one answer them back—just once.





ST MICHEL

FILTRE



franche et authentique





Britain as a market for international brands

In the picture above are various international cigarette brands on display in a typical tobacconists shop. Each brand is the product of a national preference in taste and blend which has traversed national frontiers and gained international recognition. The British market has already absorbed many types of cigarette and tobacco brands. John Solomon, managing director of William P. Solomon, traces the development of these brands.

INTERNATIONAL CIGARETTES AND tobaccos are a factor of rising importance in the United Kingdom. The word 'international' is deliberately chosen in preference to 'imported', for reasons that emerge later.

How did the growth in international brands in this market come about?

If we go back to the earlier days of this century, we find a situation that was entirely parochial. In Britain we had our standard Virginia type of cigarette. In the United States they had what we may call the standard American brand. In France they smoked cigarettes made of black tobacco. In Germany the major brands had a distinct Turkish element.

In nearly every country in the world there were hundreds of factories, small and large, making local brands for the local populace, the blends to a great extent being dictated by the convenient availability of the tobacco itself.

With perhaps one major exception, the basic preferences of individual countries for a particular blend of cigarettes have remained unchanged, but whereas in those earlier days export was extremely limited—indeed, with many countries it was non-existent—a change came about as manufacturers grew in size. The improvement in manufacturing techniques, the new generation of machines which speeded production, demanded new outlets to increase production even more and to justify the

expense of those new machines which needed volume if they were to bring costs down.

I doubt that many manufacturers, looking at markets across the seas, would have had a significant success had it not been for one factor—the last war. Hundreds of thousands of troops moving around the world needed things familiar. Military supply organisations like the PX did their best (and with considerable success) to supply their needs, including, of course, their own familiar cigarettes and tobaccos. As a result, and particularly because of the occupation forces which existed for so long after the war, a wider variety of brands circulated in nearly every market and became familiar to people who otherwise might never have tried them.

I mentioned earlier that the major countries, with one exception, still maintained their basic preference for a particular blend. The exception I was referring to is Germany, which before the war favoured a Turkish type of cigarette, but which now has largely changed to an American type. One wonders, during the occupation of Germany after the war, how many transactions, official or otherwise, were paid for with a carton of American cigarettes.

By about 1950, the Americans had captured a significant percentage of the market in the Far East, not only because



Extra flavour- through extra thickness..

Major Extra Size
give you more of
the flavour of finest
quality tobaccos.



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their troops were there for a considerable time, but also because a substantial percentage of the local people found their cigarettes acceptable.

Not to be outdone were the British American Tobacco Co, who handled the export sales of major British manufacturers. Despite having factories in numerous countries throughout the world, BAT also exported, or made under licence, a great many brands of standard British cigarettes, which they gradually introduced into many markets of the world.

Perhaps the only other country to follow this example, and that comparatively recently, is France; black tobacco cigarettes are now finding acceptance in a number of countries.

That, then, is a brief look at the situation as it has developed over a good many years.

In the United Kingdom, we have been much slower to accept any change in our smoking pattern. International cigarettes have been available in Britain since the very early 1900s.

The main American cigarette brands of the time were, of course, all plain cigarettes. To the average Virginia smoker they seemed rather strong, were not generally liked, and sales therefore remained at a very low level. It is interesting to note here that whereas most English people think of American cigarettes as being strong, most Americans think that Virginia cigarettes are strong, so I suppose it is all a matter of what you are used to.

Soon after the war came the introduction of the new filter brands, which greatly diluted the strong American blend and so cigarettes became available which were much more acceptable to most smokers.

In those days, companies were searching for new brand names; so we had the introduction of these brands in Britain (*L&M, Kent, Lark, Marlboro* and some others, such as *Winston*, which have never been available here).

Manufacturers were finding increasing difficulty in thinking of new names, and so before long we found new brands being introduced which were merely filter versions of the old traditional American cigarettes (*Camel, Chesterfield, Lucky Strike, Pall Mall* and so forth).

There is a pitfall here which should be recognized: to most Virginia smokers, one *Chesterfield* or *Lucky Strike* in their plain versions is enough. They do not realize that the filter versions are a very different type of cigarette, which is quite acceptable to the majority of Virginia smokers, and it only takes two packets to convert a consumer to a new brand.

Lastly, among American brands, I must mention menthol. Several inter-



John Solomon

national brands have been tried, but in this specialized market only *Reyno* has achieved a fair success and continues to grow in this country.

The black tobacco cigarette market is dominated by the French brands. One interesting difference in cigarette smoking in France, compared with most other countries, is that in France

the plain cigarette still accounts for almost 50 per cent of the market, whereas in most other countries it is only about 20 per cent.

Other recent introductions of this type of cigarette include *St Michel* from Belgium, *Bastos* from France and there will no doubt be others to come in due course.

The next largest group of International cigarettes are those coming from the Republic of Ireland—very fine Virginia cigarettes, but more similar perhaps to those produced in the UK before the war. They are much fuller-flavoured Virginia cigarettes, which are finding a growing acceptance by consumers, some of whom complain that the average British cigarette is tasteless and unsatisfying.

Finally, there are a few smaller brands available, such as *Ernte 23* from Germany, and *Yenidje* from Turkey (incidentally the only genuine Turkish cigarette on the market straight from the Turkish Monopoly). These brands are small at the moment.

Many brands of pipe tobaccos have been available in Britain for very many years. *Edgeworth, Granger, Prince Albert* and *Half and Half* are all long-standing American brands.

It is generally thought that the pipe tobacco market is much more traditional and conservative, and that pipe smokers are not willing to accept change in the way that cigarette smokers are, but I wonder in fact if that is really so. It was perhaps ten years or so ago that Dutch tobaccos suddenly made an impact in this country; *Clan* and *Holland House*



It's the non-stockists who are fuming.

PROGRESS



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and gradually others such as *Troost* and *Amphora*, became very popular indeed. The flavourings they used—honey, molasses and syrups—give a distinct aroma to these brands, which particularly find favour with new pipe smokers.

As a result of these successes, the Americans started to introduce similarly-flavoured versions of their own tobaccos—*Edgeworth* aromatic, *Half and Half* cherry blend, *Paladin* with black cherry, *John Rolfe* with peach brandy, and so forth. These brands contain a much stronger quality of tobacco than do the Dutch tobaccos and this, in part, is the reason for their comparatively high price.

Finally, there are a number of other brands, *Dunbar* and *Royal Scot* from Denmark, *Plum Cake* from the Channel Islands, *Wayside* from South Africa, which all have a regular market of their own.

While I have covered almost all the international brands of cigarettes and tobaccos available on the British market at the moment, manufacturers in a number of other countries are looking outwards more and more for export markets, and there is no doubt that many new brands will be appearing on the United Kingdom scene in the next months and years.

Who is it in Britain that buys international brands? No so long ago, it used to be thought that visitors accounted for the purchase of these cigarettes. That was never really true, and today one can say that tourists account for a very insignificant amount of the sale of these brands.

Consumers come from all ages, both sexes, and most walks of life, but a recent survey we at Soloman conducted indicated that 40 per cent of our consumers are less than 35 years old and 80 per cent are under 45. The largest section is, we believe, in the younger age group, from 18 to 30. This is very significant, since youngsters coming into this age group are influenced by their contemporaries and our market is continually growing.

How big, then, is the market? It has trebled in the last five years and it trebled in the five years before that. It is currently running at about 1,000 million a year, with sales of nearly £20 million a year.

More fundamental than 'who buys?' is the question: 'why do they buy these brands?'. No doubt for a number of reasons. To be different? Yes, no doubt there are a number who like some individual trademark. Younger people, particularly, when entertaining their girl-friends, will frequently buy an international brand for the evening. But more than anything else there is the growing search for *flavour*.

Within the considerable variety of

brands that are now available, there is a complete range from the fuller-flavoured Virginia of the Irish cigarettes, through the mild flavour of the American and some Continental brands, to the fuller, distinctive taste of the black tobacco lines.

How do they buy them? One may simply suppose the answer is 'by going into a retailer and asking for the brand they like.' But it is not always so easy.

Too frequently, I am afraid, it is impossible to see whether a retailer stocks any of these brands. When asked for one of the more popular ones, he dives down below the counter to produce a dusty packet. Of course it's dusty if he makes no effort to sell them.

It is really very much easier for the consumer if he goes into a shop which looks promising—one with a wide range of international cigarettes and tobaccos grouped all together, usually on eye-level shelves. This is particularly important if we remember that, in addition to a considerable number of regular smokers of these brands, there are a lot of casual smokers who may not remember the name of the brands they want; what is even more important, there is a considerable amount of impulse buying, and impulse purchases do not take place if the consumer cannot see the brand which suddenly takes his fancy or which perhaps reminds him of some advertisement.

Sales imply distribution. Why should the retailer in Britain sell international brands? I believe there are a number of reasons.

First, they enable him to satisfy more

of his customers. There can be few things more frustrating for a retailer than to have someone ask for a brand he does not stock and then see a potential customer walk out without buying anything.

Second, stocking and displaying international cigarettes and tobaccos give a new look to any retail tobacconist; they brighten his image and help to make his shop look more attractive.

Third, and perhaps most important, is the question of profit. A simple calculation will illustrate what I mean. When buying at a typical wholesale price a British cigarette brand retailing at 36p for 20, the retailer makes £1.49 profit per 1,000; the profit margin on an international cigarette retailing at the same 36p is £1.99 per 1,000—50p per 1,000 more. That is 1p per pack more profit. Now whether the retailer sells 10 packs a day 50 packs a day, or 100 packs a day—and there are retailers who are selling as many as that—it does not take any mathematical genius to work out how much more profit international cigarettes mean to him.

The same is the case with pipe tobacco, which offers a similar profit margin.

There is, of course, a reason why these brands offer a considerably greater profit: it is largely that, in the main, they are not heavily advertised. Some, frankly, have no advertising support, though with the present growth of many brands, much more support is now being given.

In the main, importers rely on the retailers to promote these brands—to show the public that they are stocked, to offer them the choice of something different which so many of them want (or would like to try, if they knew they were available). The higher profit therefore, is considered by importers to be a fair payment for the work that we hope retailers will do.

To help and encourage retailers to promote these lines, all the companies concerned in marketing international brands offer a wide range of materials and selling aids.

I have talked about American, French, Dutch, Danish, German and a few other brands, but you will be aware that some of them—particularly the American ones—do not in fact come from the country that first made them. Hardly any of the American brands come from the US. The reason for this is, of course, the advantages offered by manufacture within the Common Market. But this in no way impairs that brand. Its image is dictated by its blend, its presentation and its name, not by its place of manufacture, which is a question purely of economics.



PROFIT

From Lark

Sales of Lark are soaring

PROFIT

**LARK's patented
triple filter**



Activated charcoal, purifies the taste.

**Excellent Profit Margin,
Sales Trebled in 3 years,
Flavour 'All of it's own.'**

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



Amphora dig in

On 21st May 1975, Sullivan Powell, sole importers of Amphora Dutch Cavendish pipe tobaccos, launch the largest consumer promotion ever mounted in support of this brand in the United Kingdom.

Having reached an agreement with Spear & Jackson – Sullivan Powell are able to offer the consumer up to a 39 per cent saving on a specified selection of garden tools.

In addition, over £1,000 of these same garden tools will be given away to the trade. During the course of the promotion, which lasts eight weeks, every customer who places an order for Amphora with a Sullivan Powell representative will be given a numbered ticket, and will have the chance of winning a set of garden tools worth over £18. The draw will take place during the 3rd week of June.

A colourful range of display and promotional material, which can be seen in the photograph, will be distributed by the Sullivan Powell representatives.

Four full colour half-page advertise-

ments will appear in *Amateur Gardening* and *Popular Gardening* during the month of May, and each advertisement will feature a garden tool offer coupon.

In order to obtain Spear & Jackson garden tools at these attractive prices, the consumer must enclose two empty Amphora pouches with his completed coupon. It is, therefore, vital that all retailers display the window bill as readers of *Amateur Gardening* and *Popular Gardening* will be looking for Amphora stockists.

L & B polo trophy

Very much at the top end of the market is a new Lambert & Butler sponsorship. At this year's Royal Tournament which starts in the middle of July polo teams from the services will compete for the Lambert & Butler Trophy. It is the first time that indoor polo has been featured at the Royal Tournament.

The polo event runs from 21 July to 2 August.

Press awards

The 1974 John Player Awards for British Management Journalism, made in association with the British Institute of Management, were presented at Management House, London, last month.

John Trafford, former editor of the Executive's World page of the *Financial Times*, and now property editor, was adjudged Management Journalist of the Year. The broadcaster award went to the Thames Television team for their This Week programme entitled appropriately, 'Here Comes the Slump'. The Management Author award was shared by three writers; Alan Fox for his book 'Beyond Contract: Work, Power and Trust Relations'; Hawdon Hague, for 'Executive Self-Development: Real

Learning in Real Situations', and David Hussey for 'Corporate Planning: Theory and Practice'.

Each category carries £1,000 and a trophy. The awards are made for the most significant contribution to management thinking and practice.

The awards were announced by Sir Peter Masefield who chaired the panel of judges and presented by Sir Frederick Catherwood, chairman British Institute of Management.

New team for special events

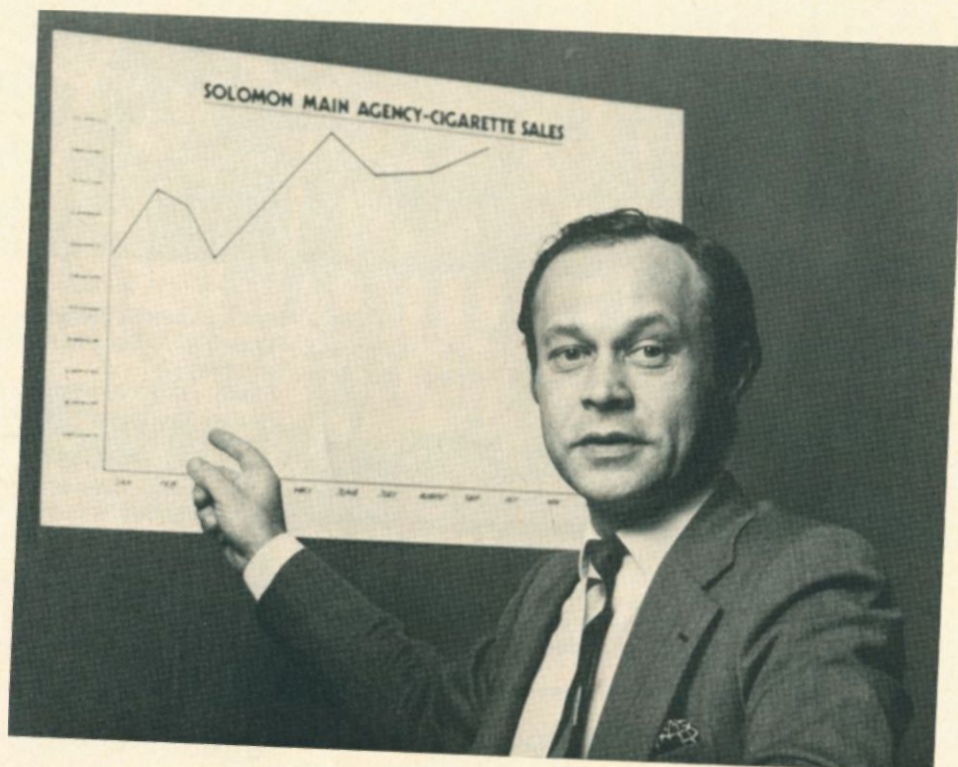
Wills have formed a new sponsored events department to incorporate their Embassy Racing and special events activities.

Embassy Racing manager Mr Peter Dyke has become sponsored events manager, responsible for the entire sponsorship programme, and special events manager Mr James Pearson has left the department to take up a sales appointment in Wills.

Mr Jim Burrows, who has understudied Mr Pearson since last October, will become special events manager, responsible to Mr Dyke.

As Embassy Racing manager, Mr Dyke has been responsible for Graham Hill's Formula One motor racing team, the Embassy offshore powerboats, including the revolutionary gas turbine-powered Miss Embassy, and the Embassy circuit powerboat team. Now he will also take charge of the firm's other major events which this year include four showjumping meetings at Hickstead, offshore and inshore powerboat events, polo, horse racing, rugby league, speedway, rallycross, basketball and angling.

Mr Dyke joined Wills in 1965 from television advertising, and apart from sponsorship he is also responsible for the firm's corporate identity—on



International Cigarettes offer 42 pence more profit on average—if you sell them

1 Pack a day makes
 £0.0084 MORE profit per day
 £0.0504 MORE profit per week
 £0.2184 MORE profit per month
 £2.6208 MORE profit per year

Of course if you sell 10 packs a day that's over £26 a year MORE profit.

Many of our customers sell nearly 100 packs a day—that's £260 odd extra profit.

If you didn't know this we would like to tell you more about Bastos, Carrolls No. 1, Chesterfield, Lark, L & M, Lucky Strike, Major, Pall Mall, Sweet Afton—and many others.

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



vehicles, etc—exhibition and display work.

Mr Pearson has been involved in special events since joining Wills from the army six years ago. He has been special events manager for over two years, and is shortly to undertake a period of training to prepare for an appointment in sales management.

Mr Burrows was a member of the Wills sales force for 14 years before joining special events. He was a representative, cigar representative, multiple accounts controller and district sales manager.

The real stuff

Imperial Tobacco (Imports) lent their support to the CAMRA (Campaign for Real Ale) beer exhibition held in Ryde on the Isle of Wight last month. They supplied enough Henri Wintermans Dutch Cigars for all of the 500 or so lucky ticket holders to sample. And there was a Half Corona competition, with a holiday for two for the winner.

CAMRA reports that the exhibition was an outstanding success, and this was verified by the Imperial Tobacco (Imports) representative who was last

seen staggering towards the hovercraft with a barrel under each arm. He swore that they were buoyancy tanks.



That Condor offer

Two ounce pouches of Condor Ready Rubbed are being offered at 5p off the recommended retail price all this month, or while stocks last.

The promotion will be supported by a four-week national television campaign for Condor beginning on 5 May.

During the last week a special 15 second promotional commercial advertising the 5p-off offer will be transmitted.

During the promotion Condor Ready Rubbed will be flashed, highlighting the offer, packed in special display dispensers. Window bills will be available.

Ronson backing the winners again

Once again, Ronson chairman and managing director Mr W. J. Kenyon Jones had the pleasure of presenting cheques for £150 each to the most promising actor and actress of the year. The winners are nominated by the Royal Academy of Dramatic Art.

Winning actress is Gillian Seamer, from Melbourne, and Richard Cordery picked up the award for most promising actor.

The cheques from Ronson are intended to help the students until they get jobs.



Ireland's own pipeman

Ireland has just voted its own Pipe Personality of 1975. In the shape of Lord Killanin, world president of the International Olympic Committee, a very worthy successor to last year's Pipe Personality, Jack Lynch, leader of the Irish Opposition, has been elected by readers of a leading Sunday newspaper.

W. F. Murphy, managing director of Kapp & Peterson, presided at an amiable get-together of pipemen when Lord Killanin received his award as well as a humidor and a centenary Peterson pipe. Commenting on the ever-rising cost of smoking, Lord Killanin said he

The Irish Pipe Personality Committee and the victorious pipemen, pictured from left to right: J. Grant of J. Grant Ltd, G. O'Malley of Maguire & Patterson Ltd (match manufacturers), Tom Duffy of Players-Wills Ltd, Jack Lynch, W. F. Murphy, Lord Killanin, J. Gibbons of P. J. Carroll, B. Hurley of Clunes Tobacco Factory in Limerick, L. Courtney of Gallaher, P. Shalloo of Kapp and Peterson.

had recently had to fork out a dentist's fee to have all the teeth on one side of his mouth capped, because of his pipesmoking. This was too much for Jack Lynch to resist: 'You should have had the other side Petersoned!' he was heard to say.



St Michel boost

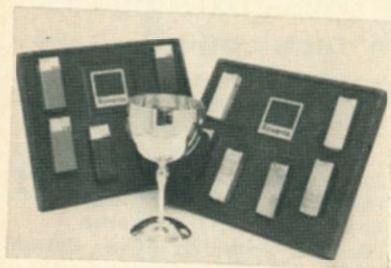
With sales at an encouraging level following the launch campaign last autumn, Imperial Tobacco (Imports) Ltd are mounting a new major outdoor campaign to support St Michel filter cigarettes.

Imperial Imports say the brand has become well established in the rapidly expanding Continental imported market sector.

The full colour campaign will run through spring and early summer with a mix of 16-sheet and 4-sheet posters

at Adshel, Underground and Supasites sites. Distribution has been carefully weighted to give maximum coverage of the brand's target audience in key geographical areas.

As in the previous campaign for this brand the poster has a French copy line. A comprehensive range of in-store display and point-of-sale material is available to retailers.



Goblets offer

Throughout May, all retailers who order six Champion and six Fan models from the Reventa lighter range will receive a craftsman-made goblet which would normally retail at more than £10. The goblet, made in the Birmingham workshops of Rowenta distributors P. H. Vogel, is high quality silverplate on copper (gold plated inside) and weighs over 8 ounces. It holds six fluid ounces.

To qualify for this special gift, the Champion lighters ordered must include two from each of the following ranges—gold tone with red finish (which sells at £7.55 including VAT); gold tone, blue finish (£7.55) and gold tone, dark red leather finish (£8.70). Any six Fan lighters (ranging in price from £9 to £11.99) will complete the 'package'. The Fan is available in four finishes—chromium plated, diamond cut; silver plated, diamond cut; gold tone, diamond cut; and gold tone, black satin finish.

P. H. Vogel say the lighters in the offer are two of Rowenta's most popular models. Both incorporate the piezo crystal ignition system.

Dutch holiday competition

Four-day trips to Amsterdam are being offered as prizes to retailers in a promotion linked with a consumer competition for Henri Wintermans Half Corona smokers in the South East of England. There are several trips to be won by stockists.

First prize in the consumer competition is a British Airways Sovereign

holiday for two, worth £300, with £50 spending money provided. The eight runners up will each receive a £50 Sovereign holiday voucher.

The competition requires six questions to be answered correctly and the completion of a limerick. All entries must be accompanied by a Henri Wintermans Half Corona cigar band. Closing date is 30 June. Entry forms are being distributed to retailers.



Free samples

A promotion to gladden the heart of any pipe retailer begins this month for Niemeyer's Clan pipe tobacco.

The promotion is designed to give smokers the chance to sample Clan for themselves, and creates a particularly suitable opportunity for new pipe smokers to give more aromatic tobaccos a try first. International Tobacco Sales, for one, believe that following the Budget and renewed pressure on cigarette smokers about dangers to health there are bound to be many smokers trying to make the switch to pipes over the next few weeks.

All Niemeyer tobacco stockists who also sell pipes are being offered supplies of free sample pouches of Clan to give to each customer who buys any new pipe. The promotion lasts for five weeks or while stocks are available. The sample pouch contains enough tobacco to give any pipe smoker a good pipeful of Clan.

On the back of the sample pouch is a '5p off next purchase' coupon which will enable smokers to buy a regular pouch of Clan at 5p off the recommended retail price.

The samples are packed in a special display outer, and window bills and till stickers drawing attention to the offer are also available.



Sun Valley's timely offer

A special—and timely—money off promotion begins this month for Sun Valley. Handrolling smokers can buy their half ounce packs for 2p less than the recommended price. Each half ounce pack of promotional stock carries a '2p off' flash, and each half pound parcel is clearly marked.

During the promotional period all orders for Sun Valley 32's are being invoiced at normal Q1-Q3 terms, less 60p per pound.

A back up campaign designed to reach 92 per cent of all handrolling smokers by means of national press advertising is timed to start during the week commencing 25 May in the *Daily Mirror*, the *Sun*, *News of the World*, *Titbits*, *Glasgow Sunday Mail*, *Glasgow Sunday Post* and *TV Times*.

In addition Ogden's are providing a comprehensive range of point of sale material designed for both the wholesaler and retailer.

Ogden's are anticipating strong consumer reaction to their campaign.

New name for racing event

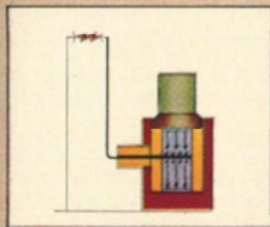
The popular Wills Premier Chase Series is to be run for the seventh consecutive year in the 1975/76 season. The main change in the Series is that it will now be called the Embassy Premier Chase.

Prize money is unchanged, each of the eight qualifiers carrying £1,500 prizes and the final £8,000. Horses finishing in the first four in the qualifiers will be eligible for the Embassy Premier Chase Final, to be run at Haydock Park next January.

The £5,000 Wills Hurdle will be run at Haydock the same day as the final, but under a new title, the Embassy Hurdle.

Exclusive.

The Maruman Piezo system produces a 16,000 volt spark more powerful than that of other piezo lighters. This, working in exact synchronisation with the gas, means Maruman lighters work when damp or in extreme cold.



Not quite exclusive.

Only a couple of other lighters have this spiral burner valve. It carefully mixes gas and air in exactly the correct proportion and then releases it at exactly the right moment.



Exclusive.

Maruman have combined the filler valve and flame adjuster unit so that there is more room for gas than in many bulkier lighters.



The most exclusive cigarette lighter in the world.

All this highly advanced lighter technology is housed miraculously in some of the slimmest most elegant cases on the market.

It's not surprising that Maruman have already sold millions throughout the world.

And now their comprehensive range and choice of styles, backed by the famous Maruman after sales service, is being launched here with a

big consumer press advertising campaign.

There'll be glossy display material, and full colour catalogues.

And with superbly designed Piezo models starting at £4.95 and going up at all the popular price levels, you're going to know what it means to have heavier lighter sales.



The Maruman®

FOR CATALOGUE AND PRICE LIST CONTACT:
MARUMAN U.K. DWELL HOUSE, 437 HOLLOWAY ROAD,
LONDON N19 5SS. TEL: 01-263 0011.

Models start at £4.95.

GALLAHER 1974

Extracts from the Statement by the Chairman, Mr. Mark Norman.

Trading Results

Turnover in 1974 increased by 33% to £724 million compared with £543 million in 1973.

Trading profits before interest increased by 9% to £39.3 million, to which tobacco contributed 75%, engineering 13%, optical 7% and distribution 5%. However profit after interest at £33 million fell by 3% and profit after tax at £16 million fell by 16%. These figures, of higher turnover and lower net profits, illustrate vividly the punishment that higher taxation and inflation of costs coupled with price control have inflicted on the profitability and liquidity of the Group.

Tobacco Marketing and Sales

In a virtually static cigarette market our total volume sales grew by 2% and our filter sales by 5%, thus increasing our market share. SILK CUT range was up by 37%, so maintaining its domination of the 'mild' sector; KENSITAS range grew by 8%; and BENSON & HEDGES SPECIAL FILTER continued to outsell all other King Size cigarettes put together. Our cigar sales were up 4% with HAMLET, BENSON & HEDGES SPECIAL PANATELLAS and SMALL CIGARS showing good growth. The imported RITMEESTER range continued its excellent progress. Although the total pipe tobacco market declined marginally, all our leading brands increased both their volume and their share of market: in particular BENSON & HEDGES MELLOW VIRGINIA made rapid progress. In the roll-your-own market, sales of OLD HOLBORN continued to grow.

Smoking and Health

The Committee set up by the Secretary of State of the Department of Health and Social Security, under the Chairmanship of Dr R. B. Hunter, has continued its discussions with the industry on the methods of testing new smoking materials. Considerable progress has been made in these discussions and we expect that these smoking materials will be used to modify our cigarettes in due course. The investment in research and development continues to increase.

Overseas Tobacco Activities

In Holland, Niemeyer's substantial roll-your-own tobacco business continued to grow with the SAMSON brand and their share of the cigarette market increased with ROXY DUAL FILTER, the leading low tar brand. In other EEC countries, increased sales were achieved especially in Denmark and West Germany where SAMSON is a major contender in the growing roll-your-own market. Ritmeester cigars had a successful year. After some years of declining market share in Holland, Ritmeester is now growing again in a static domestic market. 58% of its production is exported to other EEC countries and to South Africa, Australia and Sweden. In the Republic of Ireland, our sales again increased in all sectors. Exports of our U.K. cigarettes increased by 30%, mainly SILK CUT KING SIZE.

The Mono Group

This group of specialist pump makers and designers, manufacturing in the U.K., Africa and Australia and selling in many world markets, had a record year in turnover and pre-tax profits. Exports from the U.K. were a record 47% of turnover.

The Saunders Valve Group

Demand for all Saunders' products was high in 1974 and ran well ahead of production capacity. Trading profit was up by 38%, with South Africa up 96% and Holland up 91%. Exports, including sales to overseas subsidiaries, were 55% of U.K. turnover.

The F.I.P. companies in Italy also had a successful year with sales up 21% and trading profit up 58%.

The Dollond and Aitchison Group

1974 was forecast as a year of consolidation. The added problem of more severe price controls was not however

foreseen. In the U.K., a 19% increase in turnover was achieved but pre-tax profits rose by only 2% and after tax profits were 10% lower. Dollond International made a good start.

Distribution

In Warriner & Mason and Tobacco Sales turnover increased by 67% to £62 million, and trading profits by 71% to £940,000. A large part of this impressive growth came from additional business in existing Cash and Carry outlets where keener pricing and improved marketing attracted new customers.

Forbuys, (the well-known chain of newspaper, confectionery and tobacco retailers with 372 branches) in nine months achieved a satisfactory growth rate, with sales of £16.8 million and trading profits of £1.1 million in spite of continuing Government restrictions on profit margins.

People

There are some 27,000 people now working in the Group at home and overseas. To those who joined us in 1974 we extend a warm welcome, and record our thanks to all for their contribution to the Group's progress. Good communications between people at all levels and all locations will ensure good relations and understanding of the many human problems that have to be considered and resolved day-to-day. Everyone must play their part so that all can continue to prosper.

Of your Directors, Mr John Harvey and I will be retiring from the Board after the Annual Meeting in April.

At 65 it is time that I retired, after many happy and interesting years with Gallaher. It is the Board's intention then to appoint Mr. Hume Stewart-Moore, the present Managing Director as Executive Chairman of your Company.

Outlook

Gallaher became a wholly owned subsidiary of American Brands on 10th February the logical conclusion of the events which started in 1968 when American Brands acquired the majority shareholding in Gallaher. We look forward with confidence to continuing co-operation with our American parent company in a world where exchange of information and ideas over a wide field will be beneficial to all who work in the Gallaher Group.

In 1975 we shall continue to strive to be efficient and effective in the production, marketing and development of our goods and services: that must be the determination of each one of the 27,000 people working in Gallaher and I believe we shall succeed to the extent that the outcome for the year can be determined by ourselves. But the political and economic conditions in the U.K. and some other countries in which we operate are presently not favourable—and not for long tolerable—for private enterprise and future employment. Particularly in this country taxation, inflation, price control and impending legislation such as the Industry Bill combine to hinder or prevent new or indeed existing enterprise. Net profits are literally insufficient by a wide margin to provide the funds needed to replace the assets—fixed, current and human—which make up a business. Government must remedy these conditions, and soon.

SUMMARY OF RESULTS 1974

Total Sales (excl. of V.A.T.)	£724,044,000
Profit before Tax	£33,468,000
Tax	£17,085,000
Ordinary Dividends	£6,427,000
Profit retained	£11,032,000
Net Assets	£230,807,000

Personnel

Adolph Frankau (the export division of BBB Pipes) have appointed **Peter Curtis** export sales manager. He joined the company in 1968, and has been travelling the home trade and connected with the company's retail shops.

T. P. H. Lachelin has been appointed chairman and **J. W. Ellis** managing director of Imperial Tobacco International Ltd.

Mr Lachelin will continue as financial director of Imperial Tobacco Ltd.

Both Mr Lachelin and Mr Ellis are already directors of Imperial Tobacco International. Their new appointments are brought about by the recent death of **E. P. C. Eyres**, who was chairman and managing director.

Mr Lachelin joined Imperial in 1964. He was appointed financial director of Imperial Tobacco in 1973, and financial director of Imperial Tobacco International Ltd upon the formation of that company.

After war service in the Royal Navy, Mr Ellis joined the overseas staff of British-American Tobacco Company in 1946. After leaving B-AT in 1960 he joined, and later became managing

director of, Seagram United Kingdom Ltd. He joined Imperial Tobacco International in 1974.

G. J. A. Hardy has been appointed a director of Alfred Dunhill Ltd.

Newcomer to the Ronson Flame division sales team is **Derek Fairweather**. He has taken over as senior representative for Cheshire and North Wales.

Mr Fairweather is chairman of the Merseyside branch of the Tobacco Trade Travellers' Association and of the North Wales Tobacco Club Golfing Society. He has just retired after four years as chairman of the North Wales Tobacco Club.

As the new senior representative for the area, he succeeds **David Tackley-Goodman**, who has been appointed field sales manager of the Ronson gas appliance division.

Following the retirement at the end of March of **C. E. Baker**, assistant managing director and technical director at Ogden's, **W. W. H. Foyn** has been appointed assistant managing

director and personnel director.

Mr Baker, who joined the Bristol firm of Edwards, Ringer and Bigg, another member of Imperial Tobacco Ltd, in September 1930, was transferred to Ogden's in 1948.

Mr Foyn, who joined Ogden's in 1948, relinquishes his appointment as production director on taking up his new appointment.

On reaching retirement age **Mark Norman** has retired as chairman of the Gallaher Group and **A. W. H. Stewart-Moore** has been appointed chairman with effect from Wednesday 23 April. Mr Norman has been chairman since 1963.

John Harvey a non-executive director since 1968 who wishes to reduce his commitments has also retired from the board of Gallaher Ltd.

H. B. Glyn and **L. F. G. Pritchard** have been appointed joint managing directors of Gallaher with responsibilities for the tobacco and non-tobacco businesses of the Group respectively.

G. L. Buckingham and **C. W. D. Morgan** have been appointed to the board of Gallaher Ltd.

Obituary

E. P. C. Eyres, chairman and managing director of Imperial Tobacco International died suddenly in March. He leaves a widow and three children.

Mr Eyres joined Imperial Tobacco in 1949 after war service in the Royal Navy. He was appointed manager of Imperial's former London Cigar factory in 1954, assistant managing director of Churchmans in 1964, and chairman and managing director of Churchmans in 1957. In 1972, when Churchmans cigars were integrated with Player's he became a member of the standing committee of the Imperial Group's tobacco division board of management, and in April 1973 became a director of Imperial Tobacco Ltd. In July of that year he was appointed chairman and managing director of Imperial Tobacco International, the company formed to develop the interests of Imperial Tobacco outside the UK and the Republic of Ireland.

Lawrence W. Bale, former chairman and managing director of W. H. Bale & Sons, of Reading, died suddenly on 5 April. He was 63.

Mr Bale succeeded his father, the late W. H. Bale, a former president of the WTTA, and was active in the business until a few years ago when two of his sons took over the management of the company. He was a member of the West of England and the Berks, Bucks, Oxon and North Hants sections of the WTTA.

Derek Merton, a life long friend of the late **Bernard ('Bunny') Elkin** writes:

'It is with great regret that we have to record the death at the age of 71 of "Bunny" Elkin, managing director of Adolph Elkin & Company Ltd. He was a very well known personality in the trade and his loss will be irreplaceable to all business associates who knew him.

'Bunny entered business in 1919, joining the company which his father Adolphus had founded 24 years earlier, and which was based in Houndsditch. At that time, Adolph Elkin were in the main, wholesale tobacco and cigar merchants, but Bunny's great interest

lay in developing the smokers' requisites and fancy goods trade. The company is well known today in this field, a tribute to Bunny's efforts over the last 55 years.

Adolph Elkin joined the Briar Pipe Trade Association in 1933, and on the retirement of his father in 1941 Bunny was made a member of the Council. He held the record for long service as a Council member, in office for 30 years until he was made honorary president in 1971. He was extremely active on the public relations committee of the Briar Pipe Trade Association, which he recognised as being a most important part of the Association's affairs. Bunny was also a founder member of the Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders.

Bunny leaves a widow, a son and a daughter.

The trade has undoubtedly lost a man who inspired confidence in everyone with whom he came into contact. He will be remembered as a kind and courteous man who always had friendly advice to give, especially to the younger generation.

His step-son **David Lennard** succeeds him as managing director of Adolph Elkin & Company.'



One of the exhibition halls in the Grand Hotel.

Marina Thaine reports from the National Association of Cigarette Machine Operators annual conference held at Leicester last month.

THIS YEAR'S NATIONAL ASSOCIATION of Cigarette Machine Operators' exhibition and annual conference was altogether a much more sedate and serious affair than in previous years. In direct contrast with earlier years when they received a rather rough reception from operators, manufacturers seemed genuinely pleased to be back in Leicester for a NACMO conference, operators (not necessarily NACMO members) flocked into the exhibition halls which were packed with conversion kits, more machines than ever before, some capable of selling way beyond the £2.00 mark—perish the thought—and cigarette manufacturers with barely dry lists of new prices, new vending packs, and proposals to help operators overcome the staggering price rises.

Some observers attributed this year's more subdued NACMO meeting to shock at the extent of the price increases. A week after the Budget, it had barely sunk in that a brand like good, old familiar Embassy filter was going to retail at 40½p (how awkward can you get?) for 20. Some operators reckoned that their takes had already dropped, by anything up to 20 per cent. In common with other distributors, they detected that consumer opposition to the price increases had set in before they were effected.

For many operators the preceding week must have been pretty grim as the column counting began to take place, and the true implications of the duty rise assumed some substance. One generally reliable source puts the number of 50p plus cigarette vending columns in operation in the United Kingdom at present at less than one per cent, indeed less than a tenth of one per cent! Even worse, nearly three-quarters of all columns still carry a

maximum 30p vend. It must be said, however, that a great many of these can be converted fairly easily. But many operators expressed concern over whether machine manufacturers would be able to satisfy such large, and sudden, demand.

The shock theory is a very plausible one, but there could well be a far less dramatic explanation for a quieter NACMO meeting. Cigarette vending is no longer treated as some fly-by-night activity on the fringes of tobacco distribution. It has secured itself a very respectable place within the tobacco trade and manufacturers themselves are now on the operating side of the fence. Almost as quickly as prices have gone up, vending itself has grown up, and is working out its own salvation without too much assistance from outside sources.

The Grand Hotel, therefore, provided a meeting ground for businessmen, operators and manufacturers alike, all grappling with similar problems. There were no aggressive demands, no heckling of cigarette manufacturers. It looks as if never again will there be stormy reports emanating from Leicester just after the Spring Budget.

Once again, timing of the conference was impeccable, although general sales manager of Wills, Peter Middleton, did point out that the event does seem to coincide with disaster for the industry. Once again the fine vending balance of price, pack size, change giving and profit margin had been shattered, so operators, machine and cigarette manufacturers took the opportunity presented by the meeting to pick up the pieces and start again.

At last year's NACMO meeting there was a majority decision to continue to work on the basis of a 30p and below vend, despite exhortations by some that

by reducing the contents of vending packs to maintain a certain price level was a short term solution to the long term problem of inflation. A 30p maximum vend now sounds as out of date as the opinion expressed at last year's meeting that by trading up to a 35p or 40p vend operators would secure stability for the next couple of years.

The harsh truth is that operators who thought things had reached crisis pitch a year ago, were only having a mere taste of what was to come. Since then, price increases seem to have become a three-monthly way of life and budgets, with all their associated horrors, are clearly no longer restricted to early Spring. Without detracting from the undeniable upheavals caused by price changes, these are now becoming such frequent happenings that the meaning of the very word 'crisis'—along with currency—is becoming devalued.

And so, to the conference. A private meeting for NACMO members only on domestic matters took place earlier, and then the doors were thrown open for a public meeting. Rex Bloore and NACMO council members were joined on the platform by representatives of the four major manufacturers, Peter Middleton of Wills, Bill Lingley of Gallaher, Malcolm Smythe of Carreras Rothmans, and Bill Rudd of Player's.

Rex Bloore set an informal tone by announcing that he had no set speech to read. 'But the theme of NACMO is co-operation, and that's what we are all here for. So let's get on with it.'

And for once the co-operation was mutual. Peter Middleton referred to the cut back of credit by Imperial companies on journey cycles which will be reduced from five weeks to four weeks next month and frankly explained the situation as far as financing the increased duty is concerned. While

GROWING UP — QUICKLY

nobody welcomed this move, there were no protests; someone in the body of the hall matter of factly asked Gallaher and Carreras Rothmans if and when their credit periods would be cut back. The answer was 'we are thinking about it', but there seems a certain inevitability about this one.

There was also a certain amount of inevitability about price rises. Peter Middleton again spelled it out for operators when he announced that an Embassy filter 14s, suitable for that persistent 30p vend, would not be produced: 'How long will it last?' he asked.

Details of each company's vending package had been circulated earlier from stands so operators had no specific queries, but each manufacturer in turn outlined post budget plans, and stop gap measures until a new range of packings is available. The message came through, loud and clear, however: although manufacturers are doing their utmost to help operators, it is up to the operators themselves to re-equip or convert—as soon as possible, thus taking advantage of the breathing space made for them by manufacturers.

Generally speaking the 'breathing space' involves special bonuses or invoicing at pre-budget prices until new packs are available. There is still heavy emphasis on 30p vend packs. Gallaher broke new ground by announcing a special vending size version of Benson & Hedges Special Filters. Instead of altering the number of cigarettes in the pack, Gallaher have broken with convention and altered the size of each cigarette, lopped a few millimetres off the normal 84 millimetre king size length, and produced a cigarette to sell for a round and convenient 40p for 20. This packing will only be available to vending

machine operators. It will most probably be ready for distribution towards the end of this month, and will then be on a special bonus for three months. Operators will, of course, have to make it clear on columns that the cigarette is of a reduced size or they risk running foul of the Trades Descriptions Act, but the pack is clearly marked 'Special Vending Size'. Close inspection of the smaller sized B & H does reveal a perceptible difference in size, but it will probably not worry most smokers, and there will probably be strong support for this kind of reduction in content against the much more evident and clumsy unit reduction.

Carreras Rothmans were the only manufacturer who did not have the new prices, but they too had prepared a comprehensive list of their brands suitable for 50p to 20p vends. It could well be that they, too will be announcing a break with conventional vending packing in the near future judging by the references to new brands from famous parents in their newsletter to operators.

A further dimension to the vending pack juggling act was added by Bill Rudd of Player's, who said that his company are actively looking at the possibility of a 21s packing to create a round figure vending price, but this is still very much at the planning stage.

Once each person had had his say, the meeting resolved itself quickly. While operators were not exactly falling over themselves in gratitude to manufacturers for what, after all, had been an excellent response on their part to a very difficult situation, there were no criticisms. Manufacturers, presumably, have to be thankful for small mercies.

A few minor points were raised on subjects like the clear plastic wrapping on packets getting snarled up in ultra sensitive electric machines, but these

were of a very minor nature, and better sorted out on a local basis.

The thorny problem of decreased (as a percentage of turnover) margins following the Budget still remains, as it does for all distributors. Some operators paying site owners on a percentage of turnover basis are having to revise figures smartly.

The next manufacturers' price increase will obviously go some way towards correcting the situation, and the manufacturers cannot really be expected to make provisions for those paying commission on turnover. Unit commission makes much more sense in these inflationary times. The new prices were announced much earlier following this year's Budget, and Price Commission regulations permitting, all distributors should have the opportunity to at least make enough money to finance the first invoices at higher prices.

The meeting itself turned out to be a rather unspectacular affair, but the same cannot be said for the exhibition. This event, which only a couple of years ago consisted of a handful of tables and posters at the end of a room, has now overtaken three public rooms in the hotel. There were 41 stands, nearly twice last year's number. Council member David Saxton, also of Automated Cigarette Marketing Ltd, coped magnificently with exhibition arrangements.

Apart from a few nevertheless welcome strays like Cadbury, Wrigley's chewing gum (cunningly packed to resemble the shape of a packet of cigarettes) and hot drinks dispensers, exhibitors fell into two main categories: cigarette manufacturers and distributors, and machine manufacturers. Attendance was exceptional. Normally things quieten down a bit after the afternoon conference, but everybody just poured back into the exhibition area when official business terminated. The NACMO stand alone registered 37 new members.

For anyone with the money to buy them, there were machines galore to choose from. Established British makes like J. Burt, Autonomis, and National Automatic, 'I had better, more versatile machines to offer. Appropriately, for a country where two out of every three packets of cigarettes sold are sold through vending machines, there were many West German models on display. One of the largest West German machine manufacturers, Grunig Automaten, made their debut in this country through newly appointed agents, Lombard Vending Services, a sister company of Solomon.

Both Mayfair Cigarette Company (Gallaher-owned) and Industrial Sales Services Group (Carreras Rothmans-owned) had stands promoting their



Above: one of four NACMO girls (left) with David Saxton watches Mr and Mrs Rex Bloore try their luck at an Embassy Regal competition. Below: open secrets at the Gallaher stand.



respective national operations, and emphasising their independence of parent companies. The independents, Automated Cigarette Marketing, also took a stand to introduce the new group. Members of the group manned the stand, and there were many faces of stalwart NACMO members to be seen there.

Distributors like Autran & Seita, Imperial Tobacco Imports and Sullivan Powell had plenty to offer operators, and despite the crush around the stands of

British manufacturers there were still plenty of operators visiting the smaller stands.

Gallaher certainly seem to be reaping the benefits of Rex Bloore's experience now that he has joined them as consultant. Their stand was (as the picture demonstrates) highly relevant, of practical use, and well thought out.

Gallaher's London headquarters are being remarkably coy about vending activities. Apparently this is due to the fact that they fear they may offend

conventional retailers and wholesalers if they are seen to be lavishing too much attention on vending machine operators.

Gallaher vending division introduced a special newsheet called 'Direct Line' at Leicester which is the first direct mail link between a manufacturer and operator. Direct Line will keep operators informed, whenever necessary, of new special packs, new brands and alterations in packs, prices or terms. Gallaher maintain that their dealings with operators are strictly confidential and do not want details of special bonuses revealed, but these are roughly in line with those of other manufacturers which are admittedly generous, but on the other hand sales through vending machines still account for under ten per cent of the market and a very strict allocation scheme applies in most cases until new packs are available. Many operators are going to need every penny of bonus they can lay their hands on to survive the next few months while machines are converted and new packs produced.

If an anticipated temporary cut back in cigarette consumption occurs, it is going to be the vending machine, situated in leisure outlets, that will possibly provide the first chink in the armour of resolution with which smokers surrounded themselves after the Budget. So it can be argued that it is in the interests of all the trade to ensure the survival of vending.

Gloom and despondency have never been typical traits of operators. The situation is bad despite help from suppliers. A fair amount of investment is required to equip vending for the hyper-inflation ridden seventies. But most operators are now firmly convinced that by the end of the decade a quarter of cigarette sales will be passing through their hands.

At over 40p for 20, cigarette sales handled by bar or hotel staff are going to become an even more unattractive proposition for managers, so the Budget may actually accelerate the growth of vending as more people take the decision to hand over the whole chore of cigarette sales to professionals who are paying money for the privilege of offering a service. Incidentally, the presence of cigars at the NACMO exhibition cannot be entirely coincidental. Imperial Tobacco (Imports) who with Henri Wintermans pioneered so much of the licensed trade cigar business in this country had plenty of room for the brand on their stand, which was primarily for Kent and St Michel cigarette brands.

Optimism remains the keynote of the vending industry despite the problems. Given the co-operation demonstrated at Leicester, optimism seems justified.

Now it makes even more
sense to change to
Embassy Regal



today's outstanding value

Sold in two-row packs in some areas.

T/ER10

ALL SET FOR 'CTN 75!

On 20 May at Earls Court opens the second International Confectionery, Tobacco and Newsagency exhibition—CTN '75. BBC Television personality Frank Bough will perform the opening ceremony. The exhibition remains at Earls Court until Friday, 23 May, and is open from 10am to 9pm each day, except Friday when the hall closes at 4pm. So there is plenty of time for London area retailers to pop along after the shop has closed.

Admission is free to all members of the CTN trade. Tickets are available from the organisers of CTN '75, the Retail Confectioners' Association, 53 Christchurch Avenue, London N1 0DH, telephone 01-445 6344, before the event. Alternatively they can be obtained at the door.

Last year's CTN exhibition was a great success, and the transfer of the event from the Royal Horticultural Hall in Westminster to London's foremost exhibition site underlines the organisers' promise of a bigger and better event this year. The organisers report that all stand space has been sold, and they have now been inundated with requests for admission tickets for home and overseas buyers.

The products of over 200 British and overseas manufacturers will be on display. Products are divided into different categories: publishing, confectionery, stationery and fancy goods, soft drinks and crisps, shopfitting and services, tobacco goods and accessories. TOBACCO has taken a closer look at the 10 stands in the last category, as well as some of the shopfitting services.

FEDERATION OF RETAIL TOBACCONISTS

Stand no 73A

Officers and representatives of the Federation will be at the stand to meet visitors. The FORT, officially recognised by tobacco manufacturers and HM Government as spokesmen for tobacco retailers' will give details of their current work on behalf of the tobacco retailer, including their fight for improved margins and a right to present their own case to Government when seeking price rises.

FRIBOURG & TREYER

Stand no 71

This long-established company will present a travelling exhibition on the history of smoking which traces through changing social fashion the life of the company since 1720.

Fribourg & Treyer are now seeking new outlets for their products which include fine quality cigarettes, cigars, snuffs and tobaccos. A selection of these will also be on display, together with point of sale material being offered to stockists of Fribourg & Treyer lines.

HUNTERS & FRANKAU

Stand no 99

A wide range of cigar brands handled by Hunters & Frankau will be on display at this stand. Included in the range are: at the top end of the market, Havana cigars, H. Upmann, Montecristo, Ramon Allones and Davidoff; a full range of Agio Dutch cigars; and brands from countries all over the world such as

Robert Burns from America, Carl Upmann from Holland, Hunters 1790 from Switzerland, Royal Jamaica, Manila Prince, and Flamenco from Las Palmas.

Hunters & Frankau say they are offering retailers the chance to purchase a complete choice of cigars at many different prices, in various shapes and sizes from many varied countries, all from one supplier.

A new Agio cigar is expected to make its British debut at the show.

At the stand will be Barrie Coughlan, Alan Cooper, Guy Peters and Cees Elstgeest who is export manager for Agio.

IMPERIAL TOBACCO (IMPORTS)

Stand no 4

This company will be showing a selection from their wide range of imported cigars and cigarettes. Two well known Dutch cigar ranges, Henri Wintermans and Panter, head the list which also includes La Paz cigars from Holland, Burger cigars from Switzerland, La Tropical de Luxe range from Jamaica, the Havana Juan Lopez range, Kent cigarettes in the standard king size version and a luxury length 100 millimetre version, and Belgian St Michel filter cigarettes made of characteristically dark, air cured tobacco.

OPPENHEIMER PIPES

Stand no 93

Together with the Civic Company, Oppenheimer Pipes hope to generate

more interest among retailers in selling pipes and smoking accessories.

Two new Dr Plumb pipes will be on show. They are: the Cavalry, a leather-covered pipe retailing at £3.95, and a meerscham-lined Dr Plumb pipe retailing at £6.25. Two new GBD briars will be making a first appearance: the Gulliver for the smoker who prefers a large-bowled pipe, and the Elan.

A refillable but inexpensive lighter, to complete with the throwaways, will be introduced to the trade. Called the Medico, it is produced in six fashionable colours, packed 12 at a time, on an eye catching display card. Recommended retail price is 95p each.

Present at the stand will be sales manager Peter Knight, special accounts manager Douglas Joyce, London representative David Harrod, Home Counties representative Don Rawson, and Clive King of the sales division.

J. PARKAR

Stand no 56

This company will be exhibiting a wide range of imported Japanese lighters, including battery operated and piezo electronic operated models, as well as many smokers' accessories.

PERMAFLEX

Stand no 127

Two other companies have joined forces with Permaflex at this stand. They are Hedges L260 Snuff, exhibiting the Original Medicated Snuff in small, medium and large tins, and snuff producers Samuel Gawith who will be promoting their Kendal Brown, Sam's

Own and Otter Hound brands.

Permaflex will have on display their very comprehensive range of smokers' requisites which includes Flexolite butane gas, lighter/cleaning fluid, flints, pipe cleaners, and fuel capsules. Also in the Flexolite range are lighters, the Junior, Senior and Table models.

Present at the stand will be sales manager G. Honicke, export manager H. I. Burnett, and senior representative K. Tildesley.

RIZLA

Stand no 26

At their stand Rizla are continuing their campaign to get handrolling away from the cloth cap image. A glossy accessory range for the handroller will be on display. Both the familiar Cadet machine and the newer Minimaxi machine will be there. Cheerful pouches and other Rizla equipment, most of it retailing at less than £1, will also be featured prominently. Not to be forgotten is the Rizla paper range which includes reds, greens, blues and liquorice, king size red, Wheelstraw and Job Luxury.

WILLIAM P. SOLOMON

Stand no 20

Solomon, importers and distributors of international cigarettes and tobacco, are using a mock-up shop, constructed with the aid of Beanstalk shelving, to demonstrate the effective merchandising of international brands, some well established, others not so well known.

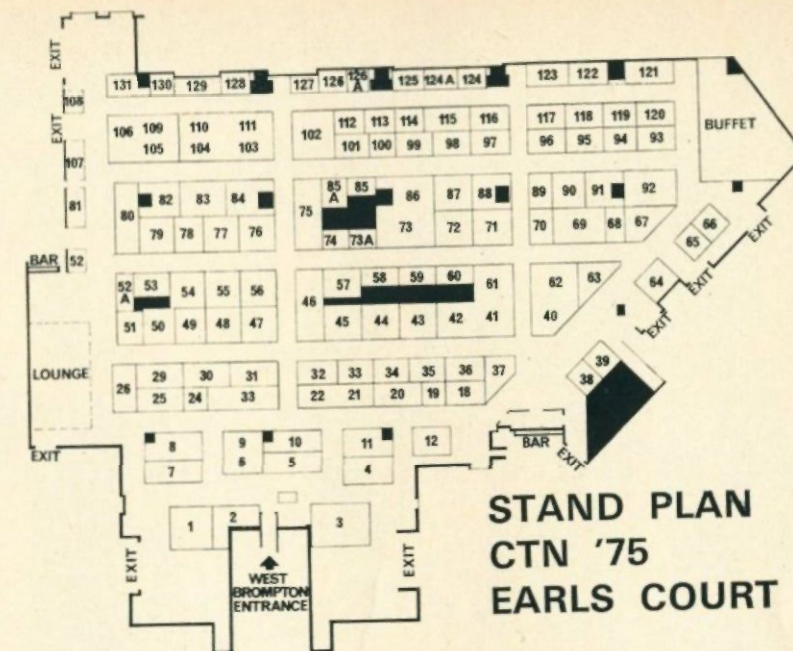
In addition to the cigarette and tobacco brands on display, other products such as Agio cigars, Troost tobacco's delft-blue ceramic pipes, and Gillette's new Cricket disposable lighter will be 'stocked'.

Present at the stand will be regional sales manager John Leith and Alastair MacConnacher, and representatives from cigarette manufacturers P. J. Carroll and Liggett & Myers.

SULLIVAN POWELL

Stand no 44

On display at Sullivan Powell's stand will be their Balkan Sobranie range of pipe tobaccos; the Sobranie range of speciality cigarettes including Black Russian Filter and Cocktail Filter; Sullivan's Virginia range of cigarettes including Private Stock Filter; Sullivan Powell Special No 1 Turkish Filter, Reynolds brands Camel Filter, Camel Regular and Reyno Menthol Filter; Amphora aromatic and regular Dutch



**STAND PLAN
CTN '75
EARLS COURT**

Cavendish pipe tobaccos; Macbaren's pipe tobaccos, Puraflame butane gas lighter refills, and Aerofresh miniature aerosol mouth fresheners.

Present at the stand will be Bob Caulfield, Robin Wrench and Andrew Cole.

stand to meet visitors, on Wednesday L. M. King and V. J. Bavin take their turn, Thursday R. H. Love and E. L. Clubb, and on Friday L. Wanstall and K. Reeves.

SPEEDSIGN

Stand no 15

Speedsign claim that their merchandising poster kit enables anyone to become a professional poster artist. Letters and numerals are broken down into simple strokes that take five minutes to learn.

The kit contains all the elements for making posters and point of sale material, and not only helps cut down costs but also waiting time for printers to deliver material. Up to 2,500 posters can be made from one Speedsign kit.

Present at the stand will be sales manager A. P. Bennett and managing director T. H. Battye.

WILLS

Stand no 46

Wills are exhibiting their range of back fixture units which have been developed to suit all types of CTN outlets. Throughout 1975 there is a £45 cash discount on all orders for units.

Representatives of the display firm Showrax will be at the stand to discuss Wills shop planning scheme, and to follow up enquiries resulting from last year's Blueprint for the retailer scheme. They will be able to give expert advice on the ideal shop layout to meet a trader's particular needs.

BROCKS ALARMS

Stand no 128

With the value of tobacco goods going up month by month, their attraction for burglars must also be increasing. Bearing this in mind, Brocks will be presenting a comprehensive range of security equipment, including transistorised glass break detectors, wall sound detector units, infra red and radar detectors, and fire exit day alarm units.

On Tuesday, 20 May R. H. Godier and R. G. Thomas will be present at the

W. & T. AVERY

Stand no 30

This company is mounting a major display of its latest metric and dual graduated confectionery scales.

The major exhibit will be a fully electronic, price computing counter scale with touchkey price selection, built-in computer, and digital indication of weight, price per kilogramme, and total price to both sides of the counter. It has 10kg capacity with 10 gramme increments, and a price range from 0 to 999p per kilogramme.



We call these our No.1 brands. With good reason...
because each of them is No.1 and brand leader in its own area.
Stock them and they'll sell—you can be sure of that.

BRYANT & MAY

Over seventy years old and still fighting fit

Continuing the series on tobacco trade associations, this month Tobacco takes a closer look at the activities and personalities of the Tobacco Trade Athletic Association.



An important event in the TTAA calendar, the annual athletics meeting.

THE TOBACCO TRADE ATHLETICS Association, now a flourishing and well-supported organisation, was founded in 1904 to promote amateur sporting activities among companies and individuals involved in all aspects of the tobacco and allied trades.

There must be many individuals in the tobacco trade who feel that after a winter spent in centrally-heated offices and factories they really ought to do something about getting into shape for summer. What better way to do this than take up a sport which is enjoyable and at the same time enables the participant to reap the benefits of good, hard exercise? Even the most sluggish of individuals feels a twinge of excitement as spring creeps in, and out come fishing rods, bicycles, and walking boots for that Sunday constitutional.

The Tobacco Trade Athletic Association can provide a suitable outlet for frustrated sportsmen. Even if you don't feel quite as energetic as you once did, or the British summer foils

your plans for the outdoor sporting life, the TTAA caters for such a diverse range of sports, both winter and summer, indoor and outdoor, fast and slow that you are bound to find something right up your street. Try squash—or if you feel that really is too much like hard work, a cool, calm game of snooker or billiards in a convivial atmosphere does much to promote healthy competitive and friendly relationships among members of the trade.

In the early days of the TTAA, cycling was a popular event attracting up to 5,000 spectators to the annual athletics meeting held at Herne Hill in South London. Nowadays, with eighteen sections covering very varied activities, loyalties to one particular sporting event are easily divided. The two latest additions to the TTAA's impressive array of sporting activities are squash rackets and angling, both of which are proving extremely popular with members.

Each of the 18 sports sections is headed by a sectional secretary. A list of these, together with the sports section they head, is shown at the end of this article.

As long as they operate within the rules of the TTAA, the sectional secretaries have almost complete autonomy over the running of their particular sports events. These very dedicated individuals are responsible for organising every aspect of a competition, which involves arranging venues, programmes, collecting entry fees, and purchasing prizes. Sectional secretaries are not paid for this very demanding work—their reward is the enjoyment and gratitude of competitors and spectators at the events.

The TTAA has 31 member houses in London and the provinces. These are, in alphabetical order, the London houses first: British-American Tobacco, Bryant & May, Carreras, Cigarette Components Ltd, Gallaher, Imperial Tobacco, Molins, Ronson, Rothmans of Pall Mall, Sobranie, Tobacco, Tobacco Advisory Committee and the Tobacco Research Council, the Tobacco Trade Travellers' Association, Wiggins Teape, and Wills. In the provinces are: J. & E. Arnfield, Ashton Containers, British American Tobacco, Carreras (Northern Ireland), Robert Fletcher & Son Ltd, J. R. Freeman & Son, Gallaher, Imperial Tobacco, Mardon, Son & Hall, Ogden's, Oppenheimer Pipes, Senior Service Ltd, Player's, Player & Wills (Ireland), St Anne's Board Mill Company, Robert Sinclair Tobacco Company, and Wills.

Each house representative is responsible for promoting a particular sport, or sports, within his own company or house, and putting forward competitors for events arranged by sectional secretaries.

Not surprisingly, the TTAA has a very large number of trophies, not only for each sporting section, but for very many individual events within each section. However, there are five main trophies which are presented each year at the

prize-giving following the annual athletics meeting which will be held this year at Bristol.

These are: the Champion House Trophy—presented to the best house for both outdoor and indoor sports; the Deacon Trophy—presented to the best house for outdoor sports; the Rothmans Cup—presented to the best house for indoor sports; the TTAA Trophy—presented to the best provincial house; and the Senior Service Trophy—presented to the best London house.

To these coveted trophies, must be added the Stanley Lowe Award which is presented to the secretary of the section deemed to have run the most efficient section during the year. This award is presented at the annual dinner in April by Stanley Lowe himself, a distinguished past-president and honorary life member of the TTAA. This award has been won by Bill Rowe, secretary of the hockey section, for the year 1974-75, and was presented to him at the dinner last month.

The TTAA is headed by a president, and is governed by a general committee which consists of the officers of the Association (president—W. Ridley, president-elect—J. A. Mills, chairman—Harry Curwen, vice-chairman—Mark Read, treasurer—until recently—G. Wooldridge, secretary—G. Scott and sectional secretaries), and representatives of the member houses. An executive committee, made up of the officers of the association, together with four house representatives deals with the day-to-day running of the Association's affairs.

A word of praise must be expressed at this stage about the work put into the running of the Association by the present Chairman, Harry Curwen, formerly of Player's, but now retired and doing a full time job for the TTAA.

Catering for summer- and winter-tennis and football.



Chairman Harry Curwen

Whereas the job of president is, to a certain extent, of an ornamental nature (as past presidents, including Dudley Mott of Ogden's who faithfully distributed prizes and trophies at no end of TTAA events last year, will testify), the chairman—even more than the secretary—is the pivotal force of the Association. Harry Curwen takes his responsibilities seriously, and is forever writing letters, chasing up, reminding, liaising and travelling on behalf of the Association.

Long service is a feature of the TTAA, with many individuals holding office for a great number of years.

Stanley Lowe was president of the Association for ten years before his retirement in 1964, and was only the eighth president in 60 years. Perhaps because business makes greater claims on senior men in industry today, or perhaps because there is such a wealth of fixtures on the TTAA calendar, it is the custom nowadays to elect a new president each year. The current in-

cumbent is W. Ridley, chairman of Mardon Son & Hall, who succeeded Dudley Mott, Chairman of Ogden's in December.

The chief executive and chairman, Harry Curwen, is only the fifth individual to hold such office since the inauguration of the Association. His predecessor, the late Digby Sperring, occupied the chair for 26 years—in fact, it was his father, A. E. Ormen Sperring who was the very first chairman of the TTAA.

Sybil Lewin has recently retired from the post of honorary general secretary after 15 years' service, and the TTAA are pleased that Graham Scott, late secretary of the National Union of Retail Tobacconists has agreed to succeed Sybil.

Graham Wooldridge and L. E. Collins, the honorary treasurer and honorary auditor respectively have both recently resigned after a remarkable record of 21 years with the Association. But the TTAA are finding it increasingly difficult to find replacements for such dedicated people as these.

The many varied activities of the Tobacco Trade Athletic Association cost a great deal of money, and the Association relies to a great extent upon donations from manufacturers and vice-presidents, together with affiliation fees from member houses for its cash income. In fact, club membership fees are comparatively low. The lowest rate for club membership (up to and including 30 persons) is only 15p per person per annum, and the top rate for a club membership of 500 persons and over is only £12 per annum.

Although the Association finished 1973 with a deficit of over £200, a special appeal made by the chairman last year enabled the TTAA to close its books for the year ended 30 September, 1974, with a healthy surplus which, provided the level of donations is maintained, should look after inflation for



the next year at least.

In addition to cash income, the TTAA relies on another form of support for their activities which is known as 'hosting'. This term means that a manufacturer or individual will accept the responsibility for providing the venue, officials, and hospitality for all competitors at a particular event. Without this kind of subsidy, the TTAA would most certainly find it a hard task to arrange many of their section events, such as the swimming gala and athletics meeting, which give great pleasure not only to the participants, but also to spectators.

So, if you feel the urge to expend that extra energy by taking up a sport of some kind, have a look at what the TTAA can offer—not only fellowship and good facilities, but an encouraging spirit of competitiveness, and a goal to strive for. As their motto says, 'The important thing is not to win, but to take part. The essential thing is not to have conquered, but to have fought well'.

SECTIONAL SECRETARIES

ANGLING—R. P. FREE, 15 Philip Road, High Wycombe, Bucks, HP13 7JS. Tel: High Wycombe 3659.

ATHLETICS—J. MORLEY, John Player & Sons, Nottingham. Tel: Nottingham 293101.

BADMINTON—R. H. DARK, John Player & Sons, Mollison Avenue, Bilton Way, Brimsdown, Enfield, Middx. Tel: 01-804 0957.

BOWLS—B. MELBOURN, Ashton Containers Ltd, Winterstoke Road, Bristol BS3 2LL. Tel: Bristol 665081.

CRICKET—A. SECRETAN, Imperial Tobacco Ltd, Sign Maintenance Dept, 226 City Road, London, E.C.1. Tel: 01-253 1244.

CROSS COUNTRY—J. MORLEY, John Player & Sons, Nottingham. Tel: Nottingham 77711, Ext. 415.



Something more restful—a game of bowls.

DARTS—Mrs SMITH, E. WELBURN, Gallaher Ltd., Elizabeth House, Bush Lane, London, E.C.4. Tel: 01-623 6791, Ext. 30.

FOOTBALL—D. LLOYD, Electricians Dept, East Street, Bristol 3. Tel: Bristol 664641.

HOCKEY—W. J. ROWE, British-American Tobacco Co Ltd, 7 Millbank, London, S.W.1. Tel: 01-222 1222.

NETBALL—Mrs F. TREADWELL, Gallaher Ltd, 65 Kingsway London WC2B 6TG. Tel: 01-242 1290.

RIFLE SHOOTING—A. KINDER, J. & E. Arnfield Ltd, Martin Street, Audenshaw, Manchester. Tel: 01-236 2345.

SNOOKER & BILLIARDS—E. J. ORAM, W. D. & H. O. Wills, 61 Holborn Viaduct, London E.C.1. Tel: 01-236 2345.

SQUASH RACKETS—J. A. HARDING, W. D. & H. O. Wills,

Operational Research, East Street, Bedminster, Bristol BS99 7UJ.

SWIMMING (GALA) P. K. SCHOLEY, John Player & Sons, Nottingham. Tel: Nottingham 77711, Ext. 719.

TABLE TENNIS—VACANT.

TEN PIN BOWLING—D. J. L. HORSHAM, Imperial Tobacco Ltd, Imperial House, 1 Grosvenor Place, SW1 7HB. Tel: 01-235 7010.

TENNIS—R. W. WILSON, 49 Arnos Grove, Southgate, London, N.14. Tel: 01-886 8057.

WALKING—T. CHORLEY, W. D. & H. O. Wills, East Street, Bristol, 3. Tel: Bristol 664641.

Team games galore—cricket and hockey.



names in the news

Increased overheads and Government intervention at many levels meant that many tobacconists found that it was no longer a viable proposition to stay in business and we are losing so many of our fellow traders every week.

This was said by **Christopher Owen**, president of the Bristol branch of the National Union of Retail Tobacconists, at the Bristol and West of England Tobacco Ball at the Grand Hotel, Bristol recently. The function is sponsored by the committees of the West of England Wholesale Tobacco Trade Association and the Bristol NURT.

The occasion probably afforded a unique occasion. Sitting near him on the top table was Christopher's father, **Harry Owen**, the national president of the NURT.

Christopher Owen claimed that more and more members of the NURT were becoming unpaid civil servants. Much of their time was spent on value added tax and other Government form-filling with no recompense. He added: 'At this time, when everyone is being called on for extra productivity, the Government must be made to see the terrible burden placed on us. I make an urgent appeal to the executive officers. We must join forces and fight to free ourselves from the stranglehold our Government has placed us in. When you think of the success of Unions smaller than ours, and by this I don't mean militancy against the social contract, it certainly makes a case for united thinking.'

He said that the NURT would continue the struggle and likened the union to the British bulldog—it would never let go.

Mr Owen announced at the dinner that in recognition of services to the NURT, the name of **Donald Higgins**,



a past president of the NURT Bristol branch, would be inscribed on the Roll of Honour. He said Mr Higgins had promoted the branch to be one of the most talked-about in the country. His membership drive had been adopted nationally.

L. J. Chamberlain, chairman of the West of England WTTA, proposing a toast to the guests, paid tribute to the work of Harry Owen, 'the Henry Kissinger of Hartcliffe'!

Mr Chamberlain also had a special welcome for **Stanley Lowe**, chairman of the TTBA.

Top to bottom, left to right: Mr & Mrs Len Chamberlain, Mr & Mrs Chris Owen, Mary Rudd, Keith Ayrie, Mr & Mrs R. Packer, Mr & Mrs Harry Owen.

Tony Ostick, national president of the WTTA, said that problems within the trade at the present time were immense for distributors, retailers and wholesalers alike. He referred to difficulties associated with a living wage. What constituted a living wage depended on whether one was giving it or getting it.

Honorary badminton secretary, **Ron Dark**, reports that the 22nd TTAA annual badminton tournament was held at the Carlton Forum, Nottingham, at the invitation of Player's, who were host house, at the beginning of last month.

Over 100 matches were played and there were 96 entries from 12 houses.

Returning after a couple of seasons' absence, **Barry Nilsen** of Sobranie demonstrated how much his game has improved by winning the mens singles, and with his partner, **R. Lloyd**, also of Sobranie, he also won the mens doubles.

Molly Walton and **Tony Carroll** of Wills Bristol recorded their fifth con-

secutive win in the mixed doubles event. And Molly Walton made it four in a row by winning the ladies singles again this year. **Rita Chambers** of Player's playing in her 21st tournament, won the ladies doubles event with **Kath Stewart** for the fourth time running. Rita Chambers has now won a total of 20 titles at TTAA badminton events.

R. J. Harrison, chairman of Player's badminton club, welcomed and thanked everyone for the excellent sporting spirit shown throughout the tournament. Ron Dark responded for the TTAA and extended a sincere thank you to **Phil Scholey** of Player's who was responsible for local arrangements. TTAA chairman **Harry**

Curwen was stranded somewhere on the road to Nottingham with a broken down car, but sent his good wishes to all present.

Mrs Harrison presented prizes to the winners and runners-up. A special welcome was extended to **Kath Turpin**, who has helped at badminton events over many years, but is now on the retired list.

The 1976 tournament will probably take place in London, and Gallaher will be host house. The 25th tournament in 1978 has already been arranged to take place at Melksham and Wills will be host house on that occasion.

Clearly a case of planning far, far ahead.



Trevor Jennett (left) of Stiff & Company, Clapham, is the winner of the Benson & Hedges Mellow Virginia Golf Competition. He received his first prize—a complete set of Peter Alliss golf clubs, a bag, trolley and one hundred golf balls worth over £150—from Gallaher's southern divisional sales manager, **Bill Harper**. Mr Jennett also received a cheque for £100.



Last month **Cyril Denton** celebrated his 50th anniversary with pipe makers **L. Orlik Ltd.**

Mr Denton joined the company in 1925 and was employed in the warehouse and factory, where he gained an extensive working knowledge of the briar pipe trade. He later became a company representative in the London area, and in 1945, moved to Southport, Lancashire, where he covered the north west of England, part of the Midlands, north west Scotland, the Isle of Man and Northern Ireland.

Although now past retirement age, Mr Denton plans to continue as a representative with **L. Orlik Ltd.**, but is considering reducing the vast area which he covers.



Joint manageresses **Jean Prothero** (left) and **May Birks** of the Roman Row, East London, branch of the Anderson Group received a surprise visit recently. Television and radio personality 'Diddy' **David Hamilton** called in after opening a new Anderson branch in Grays Essex to present them with bouquets of flowers and congratulate them on winning £100 first prize in a recent inter-company branch management incentive competition.

The annual dinner and dance of the West Riding and North East Derbyshire branch of the Wholesale Tobacco Trade Association took place at the Grosvenor House Hotel, Sheffield recently. Principal guests were **J. S. C. Fry**, general manager of Wills, **J. A. Ostick**, national president of the WTTA, and **E. A. Tasker** of Imperial Tobacco (Imports) Ltd.

Mr Fry said that he was delighted to have been asked to propose the toast, adding, 'When I moved to the North East, I was told I would be dealing with people who were utterly fair, but who would drive a hard bargain. However, manufacturers hold the WTTA, in very high regard.'

In his speech Tony Ostick reminded members that the work of the WTTA is done by very few, but that all shared the gains. He went on: 'We have never worked so hard. We have never been worked so hard both by the manufacturers and the government.'

Digby Morgan-Jones, secretary of the WTTA, echoed these remarks and said: 'Experience is the knowledge which enables you to recognise a mistake when you make it again.' He also reminded members that they now belong to the European Association of Tobacco Wholesalers.

R. J. E. Mason thanked the principal guests for attending and the national President for the hard work he had done over the past year. Special thanks went to **Miss Mary Berry** who works so hard and so diligently on behalf of the branch.

G. Shaw and **D. Sutcliffe** were responsible for running the tombola, proceeds of which were given to the Society of Mentally Handicapped Children in Chesterfield.

E. A. Tasker's speech was gay and lighthearted. He gave some witty and amusing definitions of various jobs people held in the tobacco trade, and the whole atmosphere of the evening gave the impression that there is little or no despondency in the trade in this area.

The men's competition in the Tobacco Trade Athletic Association's annual hockey competition was won by Wills, Bristol who shot two virtually unstoppable goals in a thrilling final to beat Imperial, Bristol by 2 goals to 1.

The ladies event was won by Player's, Nottingham who beat Player's, Ipswich 3:1 in a game that was fairly even in the first half. In the second half the Nottingham ladies found greater skill and staying power to wear down their opponents.

The presentation to the successful teams was made by TTAA chairman, **Harry Curwen**.

After nearly 38 years with Player's **Michael Fox**, area sales manager for East Anglia, has retired.

He joined the firm in June 1937 as a member of the statistical department staff in Nottingham, where he remained until the outbreak of war. He served in the army throughout the duration.

reaching the rank of major. Shortly after his return to Nottingham in 1946, he was transferred to the sales office, and in 1947 became sales representative for Norfolk and Suffolk. In 1967 he became district merchandising manager, and in 1972 was appointed area sales manager.

TRAVELLERS' REST

Any tales, anecdotes, branch report, pictures, news of get-togethers and points of view are welcome for future issues.

Over 100 tobacco travellers and their friends crowded into The Swan public house in Stockwell, South London, recently for yet another travellers' extravaganza.

Honorary secretary **Dave Knifton** reports that the company were entertained by a veritable bevy of beauties. Compère for the evening was king of television advertisements **Bob Curtis** who really had everybody rocking in their seats with laughter. Three supporting comedy acts were most definitely up to standard.

The tavern laid on a sumptuous feast, and vast quantities of alcohol were consumed, according to reports.

So good was the evening, in fact, that it was unanimously decided another

one should be arranged within the next three months.

Following his retirement as managing director of J. John Masters, **T. Lyth**, has resigned as patron of the TTTA.



Merseyside TTTA has made its contribution to International Women's Year. **Sandra Powell**, one of the first Ogden's girls, has been accepted into this hitherto all-male bastion.

Sandra says about her decision to apply for membership: 'Now that I have been trained as a sales representative, I thought I would like to get more

involved in the wider aspects of my job and this seemed a good way to do it. The very warm reception I received to my enquiries about joining the local branch encouraged me to go ahead.'

Secretary of the Nottingham and East Midlands TTTA, **J. M. Park**, reports that following the annual general meeting of the branch last month the following officers have been elected.

Chairman: **D. Checklin** (Gallaher Ltd), senior vice chairman: **W. E. V. Cuttford** (Ogden's), junior vice chairman: **R. J. Tomlinson** (Player's), Secretary: **J. M. Park** (Preedys), Treasurer: **P. J. Duke** (Gallaher), social secretary: **J. R. Geary** (Gallaher), and minute secretary: **B. Elliott**.

Senior vice-president of the London Travellers, **Roger Fabron**, has arranged a Barbeque for 23 May. The venue is the Warlingham Cricket Club in Surrey. The evening begins at 8.00 pm. A band has been booked, and tickets cost £1.50. Enquiries to honorary secretary, Dave Knifton, at 01-594 1431.

New secretary for the TTTA Thames Valley branch is **Brian Weller**, who lives at 10 Swinbrook Close, Tilehurst, Reading, Berks. Telephone: Reading 27315.

The Snuff Scene

by
CHARLES ADDISON

I AM HAPPY TO SEE A LEADING journal in the catering industry, the *Caterer and Hotelkeeper*, come out in support of snuff as an after-dinner enjoyment. Asked by a reader to suggest an appropriate meal to celebrate his hotel's 400th anniversary, the editor suggested such delicacies as peacock pattie, hare in coffin, roast swan, maid of honour, quince and apple tart with a chalice of mead and a pitcher of claret, followed by music and mirth, strolling players, madrigals, morris dancers and a generous helping of snuff from the ram's horn.

MEMBERS OF THE SOCIETY OF Snuff Grinders, Blenders and Purveyors have been active in a number of ways

recently on behalf of the delectable powder. Samuel Gawith & Company helped a Roaring Twenties Dinner at the Old England Hotel, Windermere, to go with a zip by providing the guests with leaflets and samples of snuff. Mrs Dakeyne-Cannon, Gawith's chairman, later received a letter from the hotel manager saying that the snuff had contributed greatly to the success of the evening and that converts had been made...

VIVIAN ROSE OF G. SMITH & SONS who has enlightened and entertained many newcomers to snuff over the years with his talks on the subject gave an off-the-cuff chat to members of the Kensington Round Table this month. Smart retailers in this area cash in quickly!

ARTHUR ALBIN OF FRIBOURG & Treyer who has broadcast and appeared on television several times in connection with snuff tells me he recorded a half hour interview for Canadian Broadcasting not long ago. This follows an interview he gave a short while back to that very popular weekly *Reveille*. During the interview with *Reveille*

reporter Graham Pearson, a lovely lady called Shelley Winters popped in to buy something. Would she like to try a little snuff? She was a bit dubious at first but encouraged by Mr Albin she took a generous pinch. She was glad she did. 'It's really very pleasant,' she said....

MY VERY GOOD RETAILER FRIEND, Gilbert, phoned me to say he has written to Telly Savalas suggesting he get rid of that awful lollypop that doesn't quite go with the tough understanding cop image. 'Why don't you take snuff instead?' asked Gilbert.

Now wouldn't that be a winner? Why not write to your favourite TV cop or spy and tell him how much better he would look solving his problem with a flourish of snuff?

As a matter of fact, I am myself putting pen to paper straight away. But don't let that stop you. If you by chance have a customer who happens to be a script writer or a TV producer why not get him interested in snuff for his programme? After all, it would help the actor with that awful problem—what to do with his hands. Can you think of anything better?

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