Rizla cigarettes are available in a choice of blends.

A.L.  
Old Holborn.

Samson.  
Golden Virginia.

Boar's Head.  
Sun Valley.

Nobody can make a cigarette like you and Rizla.
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 46
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.

Regular features

17 Monitor—presents the news in relief
24 What's New
26 Counterpoint
35 Incentive—advertising, sponsorships, promotions
41 Personnel
52 Names in the News
53 Travellers' Rest
54 Snuff Scene
COMING...
AND IT WILL PAY OFF...

Frankfurt International Fair
24th - 27th August 1975

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

Information and Buyers' passes from:
LEP Transport Ltd., (Frankfurt Fairs Department)
Sunlight Wharf, Upper Thames Street, London EC4P 4AD
Telephone: 01-238 0560, Extension 147, Telex: 887282-3
# Buyers Guide to Brands and Trade Specialties

## Index to Headings

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ash Trays</td>
<td>10</td>
</tr>
<tr>
<td>Briar Pipes</td>
<td>7, 8</td>
</tr>
<tr>
<td>Cherrywood Pipes</td>
<td>8</td>
</tr>
<tr>
<td>Cigars</td>
<td>4, 5, 6</td>
</tr>
<tr>
<td>Cigar Cases</td>
<td>10</td>
</tr>
<tr>
<td>Cigar Cutters</td>
<td>10</td>
</tr>
<tr>
<td>Cigar Holders</td>
<td>10</td>
</tr>
<tr>
<td>Cigarette Holders</td>
<td></td>
</tr>
<tr>
<td>Cigarette Papers</td>
<td></td>
</tr>
<tr>
<td>Cigarette Rolling Machines</td>
<td></td>
</tr>
<tr>
<td>Clay Pipes</td>
<td></td>
</tr>
<tr>
<td>Corn Cob Pipes</td>
<td></td>
</tr>
<tr>
<td>Gas Lighters</td>
<td></td>
</tr>
<tr>
<td>Leather Gifts</td>
<td></td>
</tr>
<tr>
<td>LIGHTERS</td>
<td></td>
</tr>
<tr>
<td>Lighter Accessories</td>
<td></td>
</tr>
<tr>
<td>Lighter Fuels</td>
<td></td>
</tr>
<tr>
<td>Matches</td>
<td></td>
</tr>
<tr>
<td>MEERSCHAUM PIPES</td>
<td></td>
</tr>
<tr>
<td>Musical Cigarette Pipes</td>
<td></td>
</tr>
<tr>
<td>Pipes</td>
<td></td>
</tr>
<tr>
<td>Pipe Accessories</td>
<td></td>
</tr>
<tr>
<td>Pipe Repair Kits</td>
<td></td>
</tr>
<tr>
<td>Pipe Gloves</td>
<td></td>
</tr>
<tr>
<td>TO MANUFACTURERS.</td>
<td></td>
</tr>
<tr>
<td>Your brand, giving name, address and telephone number, and the words &quot;Regd.&quot; or &quot;Patent&quot; if applicable, can be</td>
<td>published in this feature for one year, at a cost of £12 per entry, per annum.</td>
</tr>
</tbody>
</table>

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

## Cigarettes

### America

- **CAMEL**
  - **Solo Importers**
    - Sullivan Powell & Co Ltd
      - Chichester Road
      - London SW11 3SU
      - Tel 01-807 0141
  - **CAMEL FILTER TIPPED**
    - Solo Importers
      - Sullivan Powell & Co Ltd
      - Chichester Road
      - London SW11 3SU
      - Tel 01-807 0141
  - **CHESTERFIELD REGULAR**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **CHESTERFIELD FILTER TIPPED**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **KENT CIGARETTE**
    - Imperial Tobacco (Imports) Ltd
      - PO Box 18, North Way
      - Andover, Hants
      - SIP1 6AX
      - Tel Andover (0264) 61131
  - **LARK**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **L & M FILTERS**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **LUCKY STRIKE FILTERS**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **LUCKY STRIKE REGULAR**
    - Solo Importers
      - William P. Solomon Ltd
      - 50 Lombard Road
      - London SW11 3SU
      - Tel 01-223 3911
  - **TOBACCO MAY 1975**

### Belgium

- **ST MICHEL**
  - Imperial Tobacco (Imports) Ltd
    - PO Box 18, North Way
    - Andover, Hants
    - SIP1 6AX
    - Tel Andover (0264) 61131

### Canada

- **MACDONALD'S GOLD STANDARD EXPORT A**
  - Solo Importers
    - William P. Solomon Ltd
    - 50 Lombard Road
    - London SW11 3SU
    - Tel 01-223 3911

### Cuba

- **HAVANA**
  - H. G. Mould
    - 135 Sharp Lane
    - Ruislip, Middx
    - Tel 36885

### France

- **BASTOS Filter, Regular and King Size**
  - Solo Importers
    - William P. Solomon Ltd
    - 50 Lombard Road
    - London SW11 3SU
    - Tel 01-223 3911

### Germany

- **ERNEST 23 Filter**
  - Solo Importers
    - William P. Solomon Ltd
    - 50 Lombard Road
    - London SW11 3SU
    - Tel 01-223 3911

### Turkey

- **YENDIJ (REGIE TURQUE)**
  - Solo 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 SW11 3SU
  - Tel 01-807 0157

## Snuffs

### After Glow Peppermint

- Samuel Gawith & Co Ltd
  - The 'Kendal Brown' House
  - Kendal LA9 7BY
  - Tel 0539 20047

### BB Bouquet

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

### Best SP

- Illingworth's Tobacco Ltd
  - BLUE LABEL MENTHOL
  - Illingworth's Tobacco Ltd

### C. M. Campchorated 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 20047

### Dr. Runny's Export (Blue Tin)

- Illingworth's Tobacco Ltd
  - Aynam Mills
  - Kendal LA9 7BY
  - Tel 20880

### Dr. Runny's Mentholypus (Brown Tin)

- Illingworth's Tobacco Ltd
  - Aynam Mills
  - Kendal LA9 7BY
  - Tel 20888
Cigars—cont

**RITMEESTER**
Loretta Cigars (London) Ltd
Loretta House
1083–6 Finchley Road
London NW1 0QH
Tel 01-455 9614

**SCHIMMELPENNICK**
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 021-657 4751/5

**WILLEM II**
Anglo-Dutch Cigar Co Ltd
3 Shakespeare Road
London W3 1XG
Tel 01-346 6595

**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**
J. Jimenez & Sons
158 Derby Road
Nottingham NG7 1LU
Tel 0602 77132

**JUAN LOPEZ, FLORA DE SUB AGENTS**
Imperial Tobacco (Imports) Ltd
PO Box 18, North Way
Andover, Hants SP10 8AX
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

**TOBACCO MAY 1975**

RAFAEL GONZALEZ
Alfred N. Blom Ltd
56–57 Tabernacle Street
London EC2A 4AA
Tel 01–253 8406/7

**RAMON ALONES**
Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-253 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

**SAIN'T LUI'S REY**
N. R. Silverstone Ltd
12 Charing Cross Road
London WC2H 0HR
Tel 01-836 6078

**SANCHEZ PAVIA**
H. & W. Hill (Cigars) Ltd
40 Temple Chambers
Temple Avenue
London EC4V 0HP
Tel 01–353 6308/7

**H. UPMANN**
Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01–236 0741

**ITALY**

**TOSCIAN 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
Dicksen & Grant Ltd

**FLOR DE LORECA**
Loretta Cigars (London) Ltd
Loretta House
1083–5 Finchley Road
London NW11 0QH
Tel 01–455 6814

**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

**JAMAIVA**
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 01–453 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 8AX
Tel Andover (0264) 61131

**MAGANUDO**
Sole Importers
Hunters & Frankau Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01–405 4857

**MONTE VEGA**
H. & W. Hill (Cigars) Ltd
40 Temple Chambers
Temple Avenue
London EC4V 0HP
Tel 01–353 6308/7

**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 Hustlergates
Bredford 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 EC4V 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**

**JOYA DE NICARAGUA**
Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn
London EC1N 2JP
Tel 01–405 4857

**SWITZERLAND**

**BRISSAGO BLAUBAND AND STUMPEH**
H. G. Mould
130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

**BURGER SWISS BLEND & LONG**
(Rolled in West Germany)
Imperial Tobacco (Imports) Ltd
PO Box 18, North Way
Andover, Hants SP10 8AX
Tel Andover (0264) 61131

**CHIASSO LA NAZIONALE TOBACCO AND STUMPEH**
H. G. Mould
130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

**GRAND MASTER SWISS CIGARS**
Melbourne Hart & Co Ltd
Barnards Inn
London EC1N 2JP
Tel 01–405 4857

**HUNTERS 1790 STUMPEH**
Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01–236 0741/2

**OPAL CIGARS, CIGARILLOS & STUMPEH**
Sole Importers
J. & G. Liebert
42 Sharon Gardens
London E9
Tel 01–988 7784

**ORMOND Cigarillos and Cigars**
Loretta Cigars (London) Ltd
Loretta House
1083–5 Finchley Road
London NW11 0QH
Tel 01–455 9614

**ROSSLI (BURGER) Cigars and Stumpeh**
Loretta Cigars (London) Ltd
Loretta House
1083–5 Finchley Road
London NW11 0QH
Tel 01–455 9614

**WEST GERMANY**

**HANDELSGOLD**
Sole Importers
Somportex Ltd
Sunleigh Road
Alperton
Wembley, Middlesex HA0 4PT
Tel 01–902 6146
ADVERTISING BOOKLET & BOXES
The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

ADVERTISING BOOK MATCHES
Bryant & May Ltd
PO Box 23, Fairfield Road
London E3 2OE
Tel 01-980 4321

ADVERTISING BOOK MATCHES AND BOX MATCHES
Matchmakers (Book Matches) Ltd
Academy House
45 Uxbridge Road
Hayes, Middlesex
Tel 01-573 3946

ADVERTISING BOOK MATCHES & MATCHBOXES
Matchbox Publicity
Publicity House
64 Bell Street
London NW1 6SS
Tel 01-262 1491

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

GIFT AND HUMOROUS MATCHES
Matchmakers (Book Matches) Ltd
Academy House
45 Uxbridge Road
Hayes, Middlesex
Tel 01-573 3946

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

ITALIAN WAX MATCHES (Carini)
The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

BESPOKE MATCHES
S BRAND SUPREME
Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957

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

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

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

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

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

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

VIEWS OF BRITAIN MATCHES
Matchmakers (Book Matches) Ltd
Academy House
45 Uxbridge Road
Hayes, Middlesex
Tel 01-573 3946

VIEWS OF LONDON MATCHES
Matchmakers (Book Matches) Ltd
Academy House
45 Uxbridge Road
Hayes, Middlesex
Tel 01-573 3946

YOUR OWN DESIGN MATCHES
Matchmakers (Book Matches) Ltd
Academy House
45 Uxbridge Road
Hayes, Middlesex
Tel 01-573 3946

PIPE TOBACCOS
AMERICA
EDGEOUGHT
S BRAND
Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

GRANGER
S BRAND
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

HALF & HALF
S BRAND
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

JOHN ROLFE
S BRAND
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

MIDDLETON’S CHERRY BLEND
Charles Fairmorn
Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

MIDDLETON’S SUGAR BARRELL
Charles Fairmorn
Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

PALADIN BLACKCHERRY
S BRAND
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

PRESBYTERIAN MIXTURE
S BRAND
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

GREAT BRITAIN
APD
A. Preedy & Sons Ltd

BABY’S BOTTOM
Parker Hardcastle Ltd
32 St Andrews Road
London E17 6BQ
Tel 01-931 7371

BALKAN SOBRANE PIPE TOBACCOS
Sobranie Ltd
Sobranie House
Chichester Road
London N9 9DJ
Tel 01-807 0157

BARLING PIPE TOBACCOS
B. Barling & Sons Ltd
PO Box 78a
Boundary Lane
Liverpool L6 91DT
Tel 051-263 2231

BLENDING TOBACCOS
C. E. McConnell Ltd
184–186 Barking Road
London E16 4DA
Tel 01-476 1044

BOAR’S HEAD
Philip Morris & Co Ltd
Pritchard & Burton Division
Thameside Industrial Estate
Factory Road
London E16 2HZ
Tel 01-476 4316

CHARATAN PIPE TOBACCOS
F. Charatan & Son Ltd
21–29 Mansell Street
London E2
Tel 01-481 2800

CHARLES FAIRMORN MIXTURE 242 and 357
Charles Fairmorn
Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

COMOY’S
H. Comoy & Co Ltd

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

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

ROBERT MCCONNELL PIPE TOBACCOS
Robert McConnell Ltd
164–168 Barking Road
London E16 4DA
Tel 01-476 1044
Distributed by Ben Wade
(London & Leeds) Ltd

CHANNEL ISLANDS
PLUM CAKE
Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

DENMARK
DUNBAR, Red
Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

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

MAC BAREN’S MIXTURE AND GOLD BLEND
Sole Importer
Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

ROYAL SCOT RR
Sole Importer
William Solomon P. Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

FINLAND
KILTA and EXTRA MILD
Charles Fairmorn Tobacco Co
Stocklake, Aylesbury
Buck HP20 1DN
Tel 0296 89266

HOLLAND
AMPHORA FULL AROMATIC and REGULAR
Sole Importer
Sobranie Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

Tobacco may 1975
Pipe tobaccos—cont.

BISON—ROLL YOUR OWN TOBACCO
Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

TROOST AROMATIC and SPECIAL
Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

SOUTH AFRICA

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

WEST GERMAN

CHARLES FAIRMORN
CUSTOM BLENDING MIXTURE 371
Charles Fairmorn Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

EICKENS BLACK & GOLD
Charles Fairmorn Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

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

EICKENS THREE STARS
Charles Fairmorn Tobacco Co Stocklake
Aylesbury, Bucks
HP20 1DM
Tel 0296 89266

Briar pipes

AIRBORNE (Regd)
Louis S. Glass Co Ltd
ALADDIN
R. Jack & Sons (Southern) Ltd

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

ARISTOCRAT
John Redman Ltd

ASTORIA
Louis S. Glass & Co Ltd

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

TOBACCO MAY 1975
Briar pipes—cont.

SASIENI
Sasiemi Ltd
Ellingford Road
London E8 2YA
Tel 01-985 1666

Savinelli
Merton Pipes (London) Ltd
Unit 17
784-792 High Road
London N17 ODA
Tel 01-808 9964

Siamese
(twin bored mouthpiece)
Louis S. Glass & Co Ltd

Skimmer Jack Pipes
R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN2 5QN
Tel 01-493 6431

Smith's Dry Smoker
The Civic Co
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

SmoKecraft (Reg'd)
Adolph Ekin & Co Ltd
788-794 Finchley Road
London NW11 7UR
Tel 01-455 9964

soccer
R. Jack & Sons (Southern) Ltd

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

Starlight
John Redman Ltd

Supreme LSG
Louis S. Glass & Co Ltd

Superdent
Louis S. Glass & Co Ltd

Talisman
R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN3 5QN
Tel 0273-738991

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

2oz
L. Orlik Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-493 6431

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

Trubent
Louis S. Glass & Co Ltd

Turkish Water Pipes
MPB 21020
Brebbia (Varese), Italy

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

Vermont
Louis S. Glass & Co Ltd

Vesta Waistcoat Pocket
Louis S. Glass & Co Ltd

Whippet
R. Jack & Sons (Southern) Ltd

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

Zenith Ceramic
Merton Pipes (London) Ltd
Unit 17
784-792 High Road
London N17 ODA
Tel 01-808 9964

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

Clay Pipes

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

John Pollock & CO
Kirk Factory
2 Stott Street
Manchester M11 3EW
Tel 061-223 8089
Post, Calclay, Churchwarden and all Fine Clays

Corn Cob Pipes
Bueschers American Corn Cobs
John Redman Ltd
123-7 Whitecross Street
London EC1Y 8JJ
Tel 01-253 0899

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

Andrews Bauer
Bernhardt & Meyrs Ltd
16 Glastonbury Street
London NW1 5PG
Tel 01-935 3975

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

City de Luxe Block Meerschaum
Oppenheimer Pipes
2 Eldon Way, Hockley
Essex SS5 4AE
Tel Hockley 2691

Dr Plumb Meerschaum Lined
Oppenheimer Pipes
2 Eldon Way, Hockley
Essex SS5 4AE
Tel Hockley 2691

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

Jambo African Block Meerschaum
London Meerschaum Ltd
PO Box 1
Cowbridge
Glamorgan CF7 7YV
Tel 04463 2774

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

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

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

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

Dr Watson
Louis S. Glass & Co Ltd
Whitecross
John Redman Ltd

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

Pipe accessories and repair services

Smokers' Requisitions

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

Whitecross
John Redman Ltd

Pipe Cleaners
Comoy
H. Comoy & Co Ltd

Flexolite
Permaflex Ltd
Trubehaw Cross
Stick-on-Trent ST6 4LW
Tel 0782 872272

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

Redonian
John Redman Ltd
123-27 Whitecross Street
London EC1Y 8JJ
Tel 01-253 0899

SmoKeCrafT (Reg'd)
Adolph Ekin & Co Ltd
788-794 Finchley Road
London NW11 7UR
Tel 01-455 9841

Pipe Filters
Dri-Kule Hygienic Wire Mesh Filters (Reg'd)
R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN3 5QN
Tel 0273-738991

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

Pipe Papers
R. J. Smokers Circles
W. E. Hall (Manchester) Ltd
1 Samuel Ogden Street
Manchester M1 7BP
Tel 061-237 3969

Pipe Polish
Comoy's Pipe Preen
H. Comoy & Co Ltd

Pipe Racks

Decatur
Bernhardt & Myers Ltd
16 Glastonbury Street
London NW1 5PG
Tel 01-035 3975

Pipe Repair Kits
Keyser 'Do-it-Yourself' Perfect Fit Replacement Stems to fit any pipe
Keyser Manufacturing Co
2 Rochester Gardens
Hove, Sussex BN3 3AW
Tel Brighton 738088
S.T.D. 0273-738088

Pipe Mounters, Repairers

The Pipe Smoker's Repair Service
The Regged School
Kings Street
Chatham, Kent
Tel Medway (0634) 41860

Lighters

Pipe Lighters

Ben Wade 1860
Ben Wade (London & Leeds) Ltd
21-29 Mansell Street
London E1
Tel 01-481 1659

Pocket Petrol Lighters

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

TOBACCO MAY 1975
<table>
<thead>
<tr>
<th>TABLE AND DESK LIGHTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BARREL</td>
</tr>
<tr>
<td>Bernhardt &amp; Myers Ltd</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>BINALITE</td>
</tr>
<tr>
<td>J. Parker &amp; Co (London)</td>
</tr>
<tr>
<td>Ltd</td>
</tr>
<tr>
<td>Parkar House</td>
</tr>
<tr>
<td>Beresford Avenue</td>
</tr>
<tr>
<td>Wembley HA0 1YX</td>
</tr>
<tr>
<td>Tel 01–903 5211</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>BRAUN</td>
</tr>
<tr>
<td>B. Barling &amp; Sons Ltd</td>
</tr>
<tr>
<td>PO Box 78A</td>
</tr>
<tr>
<td>Boundary Lane</td>
</tr>
<tr>
<td>Liverpool L69 1DT</td>
</tr>
<tr>
<td>Tel 051–263 2231</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>COLIBRI</td>
</tr>
<tr>
<td>Colibri Lights Ltd</td>
</tr>
<tr>
<td>Colibri House</td>
</tr>
<tr>
<td>69 Warren Street</td>
</tr>
<tr>
<td>London W1P 6AD</td>
</tr>
<tr>
<td>Tel 01–387 7833</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>CONSUL</td>
</tr>
<tr>
<td>B. Barling &amp; Sons Ltd</td>
</tr>
<tr>
<td>PO Box 78A</td>
</tr>
<tr>
<td>Boundary Lane</td>
</tr>
<tr>
<td>Liverpool L69 1DT</td>
</tr>
<tr>
<td>Tel 051–263 2231</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>DIPLOMAT</td>
</tr>
<tr>
<td>B. Barling &amp; Sons Ltd</td>
</tr>
<tr>
<td>PO Box 78A</td>
</tr>
<tr>
<td>Boundary Lane</td>
</tr>
<tr>
<td>Liverpool L69 1DT</td>
</tr>
<tr>
<td>Tel 051–263 2231</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>S. T. DUPONT</td>
</tr>
<tr>
<td>Sole Distributors</td>
</tr>
<tr>
<td>H. Comoy &amp; Co Ltd</td>
</tr>
<tr>
<td>Maple Avenue</td>
</tr>
<tr>
<td>Leigh-on-Sea</td>
</tr>
<tr>
<td>Essex S59 1PR</td>
</tr>
<tr>
<td>Tel Southend (0702) 72344</td>
</tr>
<tr>
<td>KW</td>
</tr>
<tr>
<td>Bernhardt &amp; Myers Ltd</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>LIGHTHOUSE</td>
</tr>
<tr>
<td>Bernhardt &amp; Myers Ltd</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>MARUMAN</td>
</tr>
<tr>
<td>Maruman UK</td>
</tr>
<tr>
<td>27–28 Mausell Street</td>
</tr>
<tr>
<td>London SW1P 2QS</td>
</tr>
<tr>
<td>Tel 01–828 1344</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>PANTHER</td>
</tr>
<tr>
<td>Panther Lighters London</td>
</tr>
<tr>
<td>Unit 8, Ascot Road</td>
</tr>
<tr>
<td>Clockhouse Lane</td>
</tr>
<tr>
<td>Feltham, Middlesex</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>ROWENTA</td>
</tr>
<tr>
<td>P. H. Vogel &amp; Co Ltd</td>
</tr>
<tr>
<td>10 Golden Square</td>
</tr>
<tr>
<td>London W1R 4BX</td>
</tr>
<tr>
<td>Tel 01–734 6564</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>TANITA</td>
</tr>
<tr>
<td>Louis S. Glass &amp; Co Ltd</td>
</tr>
<tr>
<td>352 High Road</td>
</tr>
<tr>
<td>London NW10 2EG</td>
</tr>
<tr>
<td>Tel 01–451 0222</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>FEUDOR FLAT (disposable)</td>
</tr>
<tr>
<td>Boundary House</td>
</tr>
<tr>
<td>Jewry Street</td>
</tr>
<tr>
<td>London EC3N 2H</td>
</tr>
<tr>
<td>Tel 01–481 1234</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>FEUDOR 'STICK' (disposable)</td>
</tr>
<tr>
<td>Boundary House</td>
</tr>
<tr>
<td>Jewry Street</td>
</tr>
<tr>
<td>London EC3N 2H</td>
</tr>
<tr>
<td>Tel 01–481 1234</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>FLEXOLITE</td>
</tr>
<tr>
<td>Permax Ltd</td>
</tr>
<tr>
<td>Trubshaw Cross</td>
</tr>
<tr>
<td>Stoke-on-Trent ST6 4LW</td>
</tr>
<tr>
<td>Tel 0782 87227</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>SIM/SUPER SIM</td>
</tr>
<tr>
<td>Sole Importers</td>
</tr>
<tr>
<td>S'Elite Ltd</td>
</tr>
<tr>
<td>Summit House</td>
</tr>
<tr>
<td>Moon Lane</td>
</tr>
<tr>
<td>Barnet, Herts</td>
</tr>
<tr>
<td>Tel 01–440 9444</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>TOBACCO MAY 1975</td>
</tr>
</tbody>
</table>
Lighters—cont.

BUTANE GAS DISPENSING MACHINES

BUTAFIL
Butafil Ltd
28 King Cross Street
Halifax
H1X 2SH
Tel 0422–53046

Lighter flints

AVOLIT FLINTS
A. Preedy & Sons Ltd
S. T. DUPONT
Sole Distributors
H. Comoy & Co. Ltd
Maple Avenue
Leigh-on-Sea
Essex SS9 1PR
Tel Southend (0702) 72344

FLEXOLITE
Permaflex Ltd
Trubshaw Cross
Stoke-on-Trent ST6 4LW
Tel 0782 87227

DOMESTIC GAS LIGHTER FLINTS

SMOKECRAFT (Regd)
Adolph Elkin & Co Ltd

Lighter fuels

AVOLIT
A. Preedy & Sons Ltd
Coneygre Industrial Estate
Buntn Tree
Tipton, Staffs DY4 8XW
Tel 021–557 4751/5

FLEXOLITE
Permaflex Ltd
Trubshaw Cross
Stoke-on-Trent ST6 4LW
Tel 0782 87227

LIGHTER FUEL CAPSULES

FLEXOLITE
Permaflex Ltd
Trubshaw Cross
Stoke-on-Trent ST6 4LW
Tel 0782 87227

Cigarette Papers and Machines

CIGARETTE PAPERS

LUXURY PAPERS
JOB CIGARETTE PAPERS LTD
Severn Road
Treforest Industrial Estate
Pontypidd, Glam CF37 5SP
Tel Treforest 21956

RIZLA LTD
Severn Road
Treforest Industrial Estate
Pontypidd, Glam CF37 5SP
Tel Treforest 21956

CIGARETTE ROLLING MACHINES AND KIT

EXPRESS AUTOMATIC CIGARETTE ROLLING MACHINE
Arthur Grunfeld & Co Ltd
13 Wilson Street
London EC2M 2TP
Tel 01–606 5268

CIGARETTE HOLDERS
Bernhardt & Myers Ltd
GERARD
Louis S. Glass & Co Ltd

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

LEATHER GIFT ARTICLES

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

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

Tobaccoists’ Sundries and Fancy Goods

ASH TRAYS
NO–FUME
Roy Tallent Ltd

CIGAR CASES
John Redman Ltd

CIGAR CUTTERS
Bernhardt & Myers Ltd
LSG
Louis S. Glass & Co Ltd

CIGAR HUMIDORS
DECATUR
Bernhardt & Myers Ltd
16 Glenworth Street
London NW1 5PG
Tel 01–936 3975

Tobaccoists’ Sundries and Fancy Goods

SMOKECRAFT (Regd)
Adolph Elkin & Co Ltd
788–794 Finchley Road
London NW11 7UR
Tel 01–455 9841

PIPE GLOVES
(PFEIFENBEUTELS)

STARNEX LTD
277 Green Lanes
London N4
Tel 01–800 7126

SNUFF BOXES

WILSONS & CO (SHARROW)
GPO Box 32
Sheffield 11
Tel 0742–662677

WALKING STICKS

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

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

J. JACK & CO LTD
133 London Road
Teynham, Kent
Tel Teynham 415

R. JACK & SONS
(SOUTHERN) LTD
206 Portland Road
Hove
Sussex BN3 5QN
Tel 0273–733991

SMOKECRAFT
Adolph Elkin & Co Ltd
788–794 Finchley Road
London NW11 7UR
Tel 01–455 9841
The Great Yardstick

There's only one Stick. And that's the one the others have to beat.
Some have copied the shape of Stick.
Others have copied its action.
Everyone has copied the disposable lighter idea.
But there's only one best.
And there's only one best-seller.
And there's only one continuously on T.V.
So stock Stick.
And stick with it.

stick by Feudor

Order from your usual wholesaler or contact
J. John Masters & Company Limited,
Boundary House, Jevington Street, London EC3N 2HN

HEDGES L260

THE LEADING AND
Original MEDICATED SNUFF

PACKED IN THREE SIZES
SMALL, MEDIUM AND LARGE TINS
(Prices on application)

Hedges L260 Snuff Ltd.
1205 Stratford Road
Birmingham England
Tel: 021-777 5285
Gallaher.
The wide range in vending.

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

Ranger 33 (refillable)
Contour
Ensign
Ranger 34

by IMCO

See the full range of Imco Gas Lighters at the C.T.N. exhibition
May 20th - 23rd Stand No. 93
Oppenheimer Pipes & The Civic Company
Packets 11p
Tubes 13p
Round Boxes 15p and 31p

Manufactured by
GAWITH HOGGARTH & CO. LTD. KENDAL

Telephone: Kendal 20047

SQUIRE
INTERNATIONAL SOUVENIR SPECIALISTS

write for our price list or for our representative to call
QUALITY • PRESENTATION • SERVICE

ELLISAMS LIMITED MANUFACTURERS
EXPORTERS, DISTRIBUTORS

Offices and Showrooms: 3 Castle Yard, Richmond, Surrey TW10 6TF. Telephone: 01-940 2896
HENRI WINTERMANS
HALF CORONA

Bring you such quick sales and such big profits.

Imperial Tobacco [Imports] Limited

BOX 18 / NORTH WAY / ANDOVER
HAMPSTEAD SP10 SAX
TEL: ANDOVER (0264) 61131
TELEX: 47109
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, Tuesday, 15 April. The duty increase means retail price rises ranging between 5 1/2p and 10p for 20 cigarettes, 4 1/2p 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 figures implies an anticipated drop in tobacco sales of 1 1/2 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 7 1/2p 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 12 1/2 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 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 Rothsmans 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

<table>
<thead>
<tr>
<th>PRICE GROUP (per 20)</th>
<th>POPULAR BRANDS WITHIN THE PRICE GROUP</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain cigarettes</td>
<td>Woodbine, Park Drive, No. 6, Weights</td>
<td>+7p</td>
</tr>
<tr>
<td>Below 32p</td>
<td>Player’s Medium, Senior Service</td>
<td>+10p</td>
</tr>
<tr>
<td>From 30 1/2p</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Filter cigarettes</td>
<td>Player’s No. 10, Sovereign, Embassy Gold</td>
<td>+5 1/2p</td>
</tr>
<tr>
<td>Below 24 1/2p</td>
<td>No. 6, Cadets, Park Drive, Woodbine</td>
<td>+5 1/2p</td>
</tr>
<tr>
<td>25p–27 1/2p</td>
<td>Guards, Embassy Regal, Cambridge, Gold Bond</td>
<td>+7p</td>
</tr>
<tr>
<td>28p–30 1/2p</td>
<td>Embassy, Gold Leaf, Kensitas, Sterling, Silk Cut</td>
<td>+7 1/2p</td>
</tr>
<tr>
<td>31p–34p</td>
<td>B &amp; H Special Filter, John Player Special, Ambassador, Marlboro, Disque Bleu</td>
<td>+8 1/2p</td>
</tr>
</tbody>
</table>
THE EXPLOSIVE CIGAR COMPANY.

We mean explosive sales, of course. Because in only 2 years, our sales have shot up over 75%. And our share of the market has grown from nearly 14% to 21%. That means the John Player range of cigars is now one of the fastest sellers in the U.K.

So share in our great success. Make sure you stock and display the full range of John Player Cigars.

John Player, the fast-growing name in cigars.
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 direct 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. Where 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 relief 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 tobacco-conists 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 £15 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.

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.
Aromatic Tobacco

Cool... slow burning... easy to draw, this latest tobacco from Dunhill, London, is of the highest quality synonymous with the Dunhill tradition. The superb mixture of Virginia and Oriental leaf is an excellent leisurely smoke and is available in 2oz/4oz tins.

Alfred Dunhill Ltd, 30 Duke Street St. James's, London SW1. 01-493 9161.
The secret of our success.

Newport
Purified Butane
Lighter gas

FOR LIGHTERS
POUR BRIQUETS
FUR FEUERZEUGE
PARA
ENCENDIDORES

102g NET

All lighters are colour coded to indicate correct adaptor.

NEWPORT - the only refill that fills all refillable lighters

Keen (World Marketing) Limited
Ridgeway, Iver, Bucks SL0 9HW England
Tel: Iver 652406 (STD Code 0753)

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.

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

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
Budget beating

Carreras Rothsmanes 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 (36p).

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 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.
What a good time for a Kent. The good American flavour.
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 mean 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.
Everybody's getting onto Camels, now.
ST MICHEL
FILTRE
franche et authentique
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 tobacco. 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.

Imported and distributed by William P. Solomon Limited
50, Lombard Road, London S.W.11. 3SU Tel. 01/223 3911
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 international 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 of so ago that Dutch tobaccos suddenly made an impact in this country; Clan and Holland House
It's the non-stockists who are fuming.

Get your customers fuming by stocking the big selling French brands including new Gauloises Mild.

Rutran & Seita Limited 364 City Road London EC1V 2PY Telephone: 01-278 2612
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.
Sales of Lark are soaring
Excellent Profit Margin,
Sales Trebled in 3 years,
Flavour 'All of it's own'.

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 under studied 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.

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 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 expending 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 Supastores 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.

TOBACCO MAY 1975
Exclu sive.
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 slimmiest 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.

FOR CATALOGUE AND PRICE LIST CONTACT:
MARUMAN U.K. DWELL HOUSE, 637 HOLLOWAY ROAD.
LONDON N1 9SS. TEL. 01-261 0011.

Models start at £4.95.
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% and miscellaneous 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利arding 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 for 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., 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 solved 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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales (excl. of V.A.T.)</td>
<td>£724,044,000</td>
</tr>
<tr>
<td>Profit before Tax</td>
<td>£33,468,000</td>
</tr>
<tr>
<td>Tax</td>
<td>£17,085,000</td>
</tr>
<tr>
<td>Ordinary Dividends</td>
<td>£6,427,000</td>
</tr>
<tr>
<td>Profit retained</td>
<td>£11,032,000</td>
</tr>
<tr>
<td>Net Assets</td>
<td>£230,807,000</td>
</tr>
</tbody>
</table>
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. Foyin 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 Foyin, 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.

Lawrence W. Bale, former chairman and managing director of W. H. Bale & Sons, of Reading, died suddenly on 6 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 irreparable 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 65 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.'
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 40p (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

Marina Thaine reports from the National Association of Cigarette Machine Operators' annual conference held at Leicester last month.
nobody welcomed this move, there were no protests; someone in the body of the hall matter of factly asked Gallaher and Carreras Rothsman 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 Filter. 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 Rothsman 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 vendings. 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 remain, 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, Autonumis, 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 Automatic, 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 Rothsman-owned) had stands promoting their
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.
ALL SET FOR CTN 75!

On 20 May at Earls Court opens the second International Confectionery, Tobacco and 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 6pm. So there is plenty of opportunity 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 telephone 01-445 6344, before the event. Alternatively they can be obtained at the door.

The Royal Horticultural Hall in Westminster to London's foremost exhibition site underlines the stand and space. Hearns and Versace have report that all tickets for hours and Versace have been sold, and they have now been inundated with requests for admission.

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, services.

FEDERATION OF RETAIL TOBACCOCONSORTS

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 tobaccos 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 89

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

Oppeheimer PIPES

Stand no 93

Together with the Civic Company, Oppeheimer 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 Cavendish, a leather-covered pipe retaining at £3·95, and a meerschaum-lined. The Dr Plumb pipe retaining at £6·25. Two new GBD blisters will be making an appearance: the Gulliver for the smoker who prefers a large-bowled pipe, and the Elan. A responsive lighter, to complete with the throwaways, will be introduced to the trade. The Medicus, it is produced in an eye-catching display card. Recommended retail price is 36p.

William P. Solomon

Stand no 20

Solomon, importers and distributors of international tobaccos, are using a mock-up shop, constructed with the aid of members of P. J. MacBaren's, to demonstrate the effective mechanism 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 electric, disposable lighter will be 'stocked'.

William P. Solomon, special accounts manager Douglas Joyce, London representative David Harrod, Home Counties district manager, 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 models, as well as many smokers' accessories.

PERMAFLEX

Stand no 127

Two other companies have joined forces to create a new brand at London's Earls Court. They are Hedges L260 Snuff, exhibiting the new range of Specialty cigarettes including Black Russian Filter and Cocktail Filter; Soft but full range of Supperlights; including Private Stock Filter; Sullivan Powell Special No 1 Turkish Filter; Pipeline and Roll-your-own brands, Regular and Reyno Menthol Filter; Amphora aromatic and regular Dutch Cavendish pipe tobaccos; Macbaren's pipe tobacco, Purafume butane gas lighter refill, and Aerospray moisture aerosol mouthwash.

Present at the stand will be Bob Cawfield, Roven Wrench and Andrew Cole.

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 specialty cigarettes including Black Russian Filter and Cocktail Filter; Sobranie but full range of Supperlights; including Private Stock Filter; Sullivan Powell Special No 1 Turkish Filter, Pipeline and Roll-your-own brands, Regular and Reyno Menthol Filter; Amphora aromatic and regular Dutch Cavendish pipe tobaccos; Macbaren's pipe tobacco, Purafume butane gas lighter refill, and Aerospray moisture aerosol mouthwash.

Present at the stand will be Bob Cawfield, Roven Wrench and Andrew Cole.

STANDARD CTN 75 EARLS COURT STAND PLAN W. & T. AVERY

Stand no 30

This company is mounting a major display of its latest metallic and dual gradient security cigarette packs. The major exhibit will be a fully electronic, price computing counter scale with touchkey price error recovery built-in computer, and digital indication of weight, price per kilogramme, and total price at both sides of the counter.

It has 10kg capacity with 10 gramme increments, and a price range from 0 to 999p per kilogramme.

Oppeheimer PIPES

Stand no 93

Together with the Civic Company, Oppeheimer 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 Cavendish, a leather-covered pipe retaining at £3·95, and a meerschaum-lined. The Dr Plumb pipe retaining at £6·25. Two new GBD blisters will be making an appearance: the Gulliver for the smoker who prefers a large-bowled pipe, and the Elan. A responsive lighter, to complete with the throwaways, will be introduced to the trade. The Medicus, it is produced in an eye-catching display card. Recommended retail price is 36p.

William P. Solomon, special accounts manager Douglas Joyce, London representative David Harrod, Home Counties district manager, 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 models, as well as many smokers' accessories.

PERMAFLEX

Stand no 127

Two other companies have joined forces to create a new brand at London's Earls Court. They are Hedges L260 Snuff, exhibiting the new range of Specialty cigarettes including Black Russian Filter and Cocktail Filter; Soft but full range of Supperlights; including Private Stock Filter; Sullivan Powell Special No 1 Turkish Filter, Pipeline and Roll-your-own brands, Regular and Reyno Menthol Filter; Amphora aromatic and regular Dutch Cavendish pipe tobaccos; Macbaren's pipe tobacco, Purafume butane gas lighter refill, and Aerospray moisture aerosol mouthwash.

Present at the stand will be Bob Cawfield, Roven Wrench and Andrew Cole.

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 specialty cigarettes including Black Russian Filter and Cocktail Filter; Soft but full range of Supperlights; including Private Stock Filter; Sullivan Powell Special No 1 Turkish Filter, Pipeline and Roll-your-own brands, Regular and Reyno Menthol Filter; Amphora aromatic and regular Dutch Cavendish pipe tobaccos; Macbaren's pipe tobacco, Purafume butane gas lighter refill, and Aerospray moisture aerosol mouthwash.

Present at the stand will be Bob Cawfield, Roven Wrench and Andrew Cole.

STANDARD CTN 75 EARLS COURT STAND PLAN W. & T. AVERY

Stand no 30

This company is mounting a major display of its latest metallic and dual gradient security cigarette packs. The major exhibit will be a fully electronic, price computing counter scale with touchkey price error recovery built-in computer, and digital indication of weight, price per kilogramme, and total price at both sides of the counter.

It has 10kg capacity with 10 gramme increments, and a price range from 0 to 999p per kilogramme.
Good openings with light prospects

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.

The Tobacco Trade Athletic 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.

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 incumbent 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

Catering for summer- and winter-tennis and football.
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 3669.
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.

FOOTBALL—D. LLOYD, Electricians Dept, East Street, Bristol 3. Tel: Bristol 664641.
NETBALL—Mrs F. TREADWELL, Gallaher Ltd, 65 Kingsway London W.C.2B 6TG. Tel: 01-242 1290.
RIFLE SHOOTING—A. KINDER, J. & E. Arnfield Ltd, Martin Street, Audenshaw, Manchester. Tel: 01-236 2345.
SQUASH RACKETS—J. A. HARDING, W. D. & H. O. Wills, Something more restful—a game of bowls.

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: 01-236 7010.
WALKING—T. CHORLEY, W. D. & H. O. Wills, East Street, Bristol, 3. Tel: Bristol 664641.

Team games galore—cricket and hockey.
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 the 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.

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 consecutive 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.

TOBACCO MAY 1975
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.

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 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 reports, 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 (Preedy’s), 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.

---

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 pate, 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 conversions 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?
**TRADE MARKS**

The Trade Marks set out below were assigned on the 2 July 1971 by Myflam Metallwarenfabrik Dr Waltner KG of Bockenheimer Landstrasse 22 Frankfurt am Main, Germany to Myflam Metallwaren GmbH of 6 Frankfurt (Main)—1 Unterlindau 1, Federal Republic of Germany, WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.

<table>
<thead>
<tr>
<th>REGISTRATION NO</th>
<th>MARK</th>
<th>GOODS</th>
</tr>
</thead>
<tbody>
<tr>
<td>718107</td>
<td>MYFLAM</td>
<td>Pyrophoric lighters for smokers</td>
</tr>
<tr>
<td>868440</td>
<td>MYFLAM device</td>
<td>Lighters and parts and fittings therefore, all included in Class 34, and flints for pyrophoric lighters.</td>
</tr>
<tr>
<td>B868441</td>
<td>a flame device</td>
<td>Lighters and parts and fittings therefore, all included in Class 34, and flints for pyrophoric lighters.</td>
</tr>
</tbody>
</table>

**BUSINESS OPPORTUNITIES**

**WANTED**

CIGARETTE VENDING OPERATIONS ANYWHERE IN THE U.K.

HIGHEST PRICES PAID

Annual turnover must be at least £30,000

Write in strictest confidence to

The Development Executive

Box No. 5541 'Tobacco' Offices

**MISCELLANEOUS**

SPILLS—multicoloured wooden spills, approximately 100 per bundle, £4.50 per hundred bundles plus carriage and VAT. Melita Products Ltd, 50 Whitehall Park, London N19 3TN (01-272 3806).

**VALUERS**

JOHN TARRYER & CO., F.S.V.A., specialist Valuers to the tobacco and allied trades, for periodical stocktaking, valuations and business sales throughout the country. — John G. Tarryer & Co., 121 Bridge Road, East Molesey, Surrey. Tel: 01-979 5599.

**SITUATIONS VACANT**

HUMBERSIDE—based Salesman, 39, extensive connection clubs, pubs, newsagents, tobacconists, Lincs/Yorks/Notts, invites offers. Box No. 5557 Tobacco Offices.

**SALES REPRESENTATIVE**

A well known firm of London-based fancy goods wholesalers requires a Sales Representative to cover the area London, Bucks, Hants and Oxfordshire.

Present connections preferred.

Excellent prospects.

BOX NO. 5556 TOBACCO OFFICES

**BUSINESS FOR SALE**

TO SELL YOUR BUSINESS without worry or publicity

CONSULT

EVERETT & HART

12 PANCRAS LANE, LONDON EC4N 1TD

Tel. 01-248 7731/3

Competent Staff available for Valuations and Annual Stocktaking

**the**

**ever**

**helping hand**

OF THE TOBACCO TRADE

BENEVOLENT ASSOCIATION

Provides Pensions, Temporary Relief and Residence at our Old People's Homes

Do you know of anyone who needs this help?

If so, please write to the Secretary at

18 Fleet Street,
London EC4

(Subscriptions and Donations would also be gratefully received)
<table>
<thead>
<tr>
<th>Advertiser Name</th>
<th>Page Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abrahams &amp; Gluckstein</td>
<td></td>
</tr>
<tr>
<td>Airport Bonded Warehouses</td>
<td></td>
</tr>
<tr>
<td>Anglo-Dutch Cigar Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Autran &amp; Seita Ltd.</td>
<td>32</td>
</tr>
<tr>
<td>Barling, B., &amp; Sons Ltd.</td>
<td></td>
</tr>
<tr>
<td>Bernhardt &amp; Myers Ltd.</td>
<td></td>
</tr>
<tr>
<td>Biro Bic Ltd.</td>
<td></td>
</tr>
<tr>
<td>Braun Electric (UK) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Brimacome &amp; Gilbody Ltd.</td>
<td></td>
</tr>
<tr>
<td>British American Tobacco Co Ltd</td>
<td></td>
</tr>
<tr>
<td>Bryant &amp; May Ltd.</td>
<td>48</td>
</tr>
<tr>
<td>Burt, J., (Chiswick) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Carreras Rothmans Distribution Services Ltd.</td>
<td></td>
</tr>
<tr>
<td>Carroll, P. J., &amp; Co. Ltd.</td>
<td>30</td>
</tr>
<tr>
<td>Charatan, F., &amp; Son Ltd.</td>
<td></td>
</tr>
<tr>
<td>The Civic Company</td>
<td>13</td>
</tr>
<tr>
<td>Colibri Lighters (UK Sales) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Comoy, H. &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Dunhill, Alfred, Ltd.</td>
<td>21</td>
</tr>
<tr>
<td>Elkin, Adolph, &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Ellis, Son &amp; Hitchman Ltd:</td>
<td></td>
</tr>
<tr>
<td>Ellisams Ltd.</td>
<td>14</td>
</tr>
<tr>
<td>Everett &amp; Hart Ltd.</td>
<td>55</td>
</tr>
<tr>
<td>F.P. Agency Ltd.</td>
<td></td>
</tr>
<tr>
<td>Fairmorn, Charles, Tobacco Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Falcon Pipe Group Ltd.</td>
<td></td>
</tr>
<tr>
<td>Frankau, Adolph, &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Freeman, J. R., &amp; Son Ltd.</td>
<td></td>
</tr>
<tr>
<td>Frischers Ltd.</td>
<td></td>
</tr>
<tr>
<td>Gallaher Ltd.</td>
<td></td>
</tr>
<tr>
<td>Gawith Hoggarth &amp; Co. Ltd.</td>
<td>14</td>
</tr>
<tr>
<td>Gawith, Samuel, &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Gillette</td>
<td></td>
</tr>
<tr>
<td>Glass, Louis S., &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Hedges L.260 Snuff Ltd.</td>
<td>11</td>
</tr>
<tr>
<td>Hunters &amp; Frankau Ltd.</td>
<td></td>
</tr>
<tr>
<td>Illingworth’s Tobaccos Ltd.</td>
<td></td>
</tr>
<tr>
<td>Imperial Tobacco (Imports) Ltd.</td>
<td>16, 25, 28</td>
</tr>
<tr>
<td>Industrial Sales Services</td>
<td></td>
</tr>
<tr>
<td>Jamco Ltd.</td>
<td></td>
</tr>
<tr>
<td>Kapp &amp; Peterson Ltd.</td>
<td></td>
</tr>
<tr>
<td>Kaywoodie of America (London) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Keen (World Marketing) Ltd.</td>
<td>22</td>
</tr>
<tr>
<td>Lep Transport Ltd.</td>
<td>2</td>
</tr>
<tr>
<td>London Meerschaum Ltd.</td>
<td></td>
</tr>
<tr>
<td>Loretta Cigars (London) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Maruman Lighters UK</td>
<td>39</td>
</tr>
<tr>
<td>Masters, J. John, &amp; Co. Ltd.</td>
<td>11</td>
</tr>
<tr>
<td>McChrystals (Leicester) Ltd.</td>
<td></td>
</tr>
<tr>
<td>McConnell, C. E., Ltd.</td>
<td></td>
</tr>
<tr>
<td>Melbourne, Hart &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Merton Pipes (London) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Morris &amp; Morris Ltd.</td>
<td></td>
</tr>
<tr>
<td>National Automatic Machines Ltd.</td>
<td></td>
</tr>
<tr>
<td>Ogden’s</td>
<td></td>
</tr>
<tr>
<td>Oppenheimer Pipes</td>
<td>13</td>
</tr>
<tr>
<td>Orlik, L. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Palmer &amp; Harvey Ltd.</td>
<td>15</td>
</tr>
<tr>
<td>Pan-Am</td>
<td></td>
</tr>
<tr>
<td>Parkar, J., &amp; Co. (London) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Parker, Hardcastle Ltd.</td>
<td></td>
</tr>
<tr>
<td>Permaflex Ltd.</td>
<td></td>
</tr>
<tr>
<td>Philip-Morris Ltd.</td>
<td></td>
</tr>
<tr>
<td>Pipe Repair Service</td>
<td></td>
</tr>
<tr>
<td>Player, John, &amp; Sons</td>
<td>18</td>
</tr>
<tr>
<td>Rex Bloore Ltd.</td>
<td></td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco UK Ltd</td>
<td>27</td>
</tr>
<tr>
<td>Rizia Ltd.</td>
<td></td>
</tr>
<tr>
<td>Ronson Products Ltd.</td>
<td></td>
</tr>
<tr>
<td>Rowenta</td>
<td></td>
</tr>
<tr>
<td>Samuel, Joseph, &amp; Sons Ltd.</td>
<td></td>
</tr>
<tr>
<td>Sasiem, Ltd.</td>
<td></td>
</tr>
<tr>
<td>Scripto Pens</td>
<td></td>
</tr>
<tr>
<td>S’ Elite Ltd.</td>
<td></td>
</tr>
<tr>
<td>Smith G. &amp; Sons</td>
<td></td>
</tr>
<tr>
<td>Solomon</td>
<td>34, 36</td>
</tr>
<tr>
<td>Sullivan Powell &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Trade Promotion Services Ltd.</td>
<td></td>
</tr>
<tr>
<td>Union Match Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Vogel P. H. &amp; Co. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Wade, Ben, (London &amp; Leeds) Ltd.</td>
<td></td>
</tr>
<tr>
<td>Willmer, H., &amp; Son Ltd.</td>
<td></td>
</tr>
<tr>
<td>Wills, W. D. &amp; H. O.</td>
<td>45</td>
</tr>
<tr>
<td>Wilsons &amp; Co. (Sharrow)</td>
<td>2</td>
</tr>
<tr>
<td>Wilson, Joseph &amp; Henry, Ltd.</td>
<td></td>
</tr>
</tbody>
</table>

Published by the Proprietors: International Trade Publications Ltd at Queensway House, 2 Queensway, Redhill, Surrey RH1 1QS Telephone Redhill 68611 Printed by H. O. Lloyd & Co Ltd 7/9 Elliott Place London, N1 8HX.
When you display SOBRANIE you meet your customer's best expectations.

To display Balkan Sobranie Tobaccos and Sobranie Luxury Cigarettes tells him that you are a 'specialist tobacconist'. Displaying them in the 'Sobranie Shelf Units' offers you many further advantages.

It encourages impulse and weekend buying, from which further regular quality custom builds.

The units occupy no more space than normal shelf stock, yet carry the comprehensive range of Balkan Sobranie Tobaccos and Sobranie Luxury Cigarettes.

They create additional Sobranie sales which afford a margin as handsome as the units themselves.

Yes—your specialised knowledge should not only be possessed: it should be displayed and profited by.

Your enquiries to our UK Distributors, Sullivan Powell & Co. Ltd.
Chichester Road, London N9 9DJ. Telephone: 01-807 0141.
The Piccadilly Promise

Britain's finest cigarette.