

# smokeshop

DECEMBER 1981

Vol. 8 No.  
\$1.50

**Make a name  
making initials  
-- page 20**

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## Hayes opens shop in Fairfax, Va.

FAIRFAX, VA: John B. Hayes, former vice president and general manager of the Georgetown Tobacco and Pipe Shops, has opened a 700 square foot shop in the Fair Oaks Mall here. The mall, one of the largest in the country, is anchored by six major department stores and has 200 retailing establishments including John B. Hayes Tobacconist. It serves the moneyed Middlebury hunt country of Virginia.

The new tobacco shop features turn-of-the-century mahogany fixtures that were acquired by Georgetown Tobacco three years ago when Washington jeweler J. Clinton Tribby closed the shop he had operated since 1900. Georgetown put the fixtures in storage when a location it wanted became unavailable. Hayes acquired them as part of his settlement when he left the Washington tobacconist.

The new shop is featuring Dunhill, GBD, Charatan, Savinelli and Barontini pipes, Villazon and Pan American cigars, and Colibri and Dunhill lighters. The tobacco bar will be its prime profit center.

In announcing the opening of his new shop, Hayes expressed his gratitude to Georgetown president David Berkebile, his associate of the past 13½ years, for his generous help and support. "Separating is never easy," the 32-year-old tobacconist said, "but our friendship has stayed intact." He also thanked the people in the industry for the support they had given him in putting the business together. "I really found out what kind of people there are in this industry. Everyone I spoke with was extremely helpful, and I deeply grateful," he said.

## A Baltimore tobacconist's thank-you

### Dear Editor:

My belated thanks for the story about the A. Fader & Son, Inc. pipe exhibition which we conducted a few months ago in the Quality Inn in Towson, Md.

Regrettably in reporting on the fine lines that were displayed, the Savinelli brand was overlooked. The Savinelli people and all the other participating pipe manufacturers were most helpful in making our presentation possible and we are indeed grateful to them for their cooperation.

**Jim Gilpatrick, Vice president  
A. Fader & Son, Inc., Baltimore**

## Savinelli names Littlejohn for NE

DECATUR, IN: Bob Littlejohn, who joined Savinelli Pipes as southeastern sales representative five years ago, has been named Northeastern manager. He is responsible for the marketing and sales of Savinelli pipes, Decatur wood goods, Camacho cigars and Corina lighters in an eight-state region.



From his Morris Plains, NJ, offices, Littlejohn will supervise direct factory representatives in serving smokeshops, jewelry stores and the men's departments of department stores.

## AIC markets Twain collector's pipe

LYNBROOK, NY: Associated Import Corp. is marketing a limited edition reproduction of an 1896 Peterson System pipe that was smoked by Mark Twain. Each of the 400 pipes being marketed as Peterson Mark Twain Limited Edition comes with an etching signed by the artist and bearing the same number as the pipe. This collector's series will retail at \$300 each.

An additional 2400 pipes, each retailing at \$75, will be offered as Deluxe Quality Peterson Mark Twain pipes.

The retail package includes one Limited Edition and six regular Mark Twain pipes, plus in-store selling aids.

## California shop wins Jobey set

SAN FRANCISCO: The Saddle Apple Pipe Shop at 6658 Carnelian, Alta Loma, Ca., was the winner at the recent West Coast RTDA trade show of the Jobey matched set of three straight grain briar pipes. The set, in a leather case, is valued by Holco at \$1500. RTDA managing director Malcolm L. Fleischer drew the winning retailer's name at the conclusion of the trade show in the San Francisco Hilton.





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# smokeshop

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Volume 8 No. 12

December 1981

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**TE-AMO New York's #1 Premium cigar.**





By John A. Borden

## Hours of tips on how to sell better pay off for N.Y. chain

The New York area sales manager for General Cigar, Sy Goldstein, was one of the "stars" of the show; several people thought he was very amusing. Dick Passanesi, of Te-Amo, was on the bill too. So was Milton Sherman. And Bill Class of Arturo Fuente. And Alan Davide, Alfred Dunhill's New York sales manager. And Sam Awand of Bayuk, and Bob Swilling of Villazon. And last, but certainly not least, for a reason you will learn shortly, Sal Fontana, of United Products International.

They all came and talked about the most important aspects of tobacco retailing, and the dozen people who listened were a lot richer for the experience. They are employed as managers of the Smoke Stax shops on Long Island, run by Ken Nemeroff.

This hasn't been the first time Ken has run a smoke-shop seminar, but one thing's for sure: it's many times more than most shops. Mel Baker, who runs the six-store Tobak Ltd. chain in Chesapeake, Va., recently organized a similar affair, and very well too, but he had two or three industry representatives at his seminar, whereas Ken had eight. (More on Mel's seminar in an upcoming issue.)

### *Many are women*

Asked to assess the seminar, Ken pointed out one thing that no one else did. "Fifty percent of my customers are women," he noted. "We've found that when a salesperson has learned more about his products, he or she feels more confident, and that makes the women feel at ease.

"It was all very informal," Ken recalled. "It ran from about 8:30 on a weekday morning until about four, and there was coffee and cake." He didn't think his people were surfeited by all the information they heard: "I didn't want them to pick up specific state-

ments; rather, I wanted them to gain a general, but thorough, product knowledge. Each person had an hour or so to speak. And," he added, "I think it's paid off! I've noticed that sales of a lot of our lines have picked up nicely since we had those people in."

"The most important thing about this seminar," said Sal Fontana, "is the fact that the owner knows that it's highly important for his people to really *know* what they're selling. They have to get into the intricacies of cigars, and where they come from, and so on. The fellow behind the counter has to be familiar with all this, because the consumer wants to know all about what he's buying. The buyer wants to talk about it, if nothing else. And if he feels he can talk intelligently with the clerk, then he feels more secure, and he can say to himself, 'Gee, I want to go back; I want to ask that clerk a few more questions.'

Fontana wants to see more of these seminars set up, on a regular basis, at shops from coast to coast; in fact, he's the one who called *Smokeshop* and asked us to do a story on it. "This should be publicized, and the idea brought across to as many tobacconists as possible. At the very least, the owners should realize how important this is."

### *Very informative*

"The seminar was very enjoyable," was the verdict delivered by Rae Hassett, who is merchandising manager for the chain. "I've been in the business for five years and thought I knew just about everything, but I found it was very informative."

One reason Rae took a lot of mental notes at the meeting was because several people discussed how to introduce younger men to cigars. "After all, the general cigar smoker is an older man," she noted, "but I see that younger men are coming into it. They want to get away from cigarettes, largely, I guess, from all that anti-smoking stuff that they hear. So, when the college-age kids come up to that counter and say, 'I want a nice small cigar,' and that manager understands little or nothing about cigars, he's in trouble."

Rae enjoyed the messages about how a cigar is made, and talk about long and short fillers, and how a man who's a chewer should not smoke something with a short filler. She also appreciated the fact that most of the people talked in general about cigars, and didn't concentrate on why X brand is better than Y brand. "You see, my knowledge of what makes a good cigar comes from my customers, and not so much from the manufacturers," she said. "We're





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salespeople. "Another 20% come from Honduras, and some 15% from Jamaica. Mexico accounts for 10%, Nicaragua for eight percent, and a number of other countries make up the rest."

"There are two kinds of premium cigars, of course. There's the completely hand made cigar. Tobacco to be used as a filler is blended by using five or six different types of tobacco. The hand roller then molds the filler in his hand and wraps it in a binder. It's then placed in a pressure mold for about 20 minutes, which gives it its roundness. Then it's covered with an outer wrapper, also by hand.

"In the other kind of cigar, a machine does all the processing, up to the point where the material is placed in the pressure mold, and then the outer wrapper is put on by hand. Even though this is a machine bunched cigar, it can be classified as hand made as long as the wrapper is put on by hand.

"Then you have the long and the short fillers. With long fillers, the full tobacco leaves are used, and in the other case, pieces are used to make up the filler.

### Why the cost?

"You might well ask why imported hand made cigars are expensive. You probably know some of the reasons, but let's list them all. First of all, the cost of tobacco, like everything else, has been skyrocketing. Second, the demand for it far exceeds the supply. Third, you can only harvest tobacco once a year, usually around October. Fourthly, you have the blue mold and fungus problems.

"There are two other reasons, too — good ones. A good hand roller, the best, can only make about 200 cigars every day. You just can't avoid that fact. And don't forget that some of these source countries have problems with inflation — and some of them have had a few revolutions to contend with, too.

"Remember, finally, that the taste of a cigar is like love — it's in the eyes of the beholder. Each person has his own idea of taste, bouquet, mildness and aroma. So you should sell a cigar as a form of pleasure, pleasure which comes from knowing how to relax and enjoy a good smoke."

When all the little speeches were made, and all the salespeople had time to digest what was said, everyone we questioned had the same thing to say about this little adult education course; namely, that it provided the sales managers with a wealth of useful information, with new expertise that would mean extra dollars in the future. There was one other point that nearly everybody made: Why are Ken Nemeroff and Mel Baker practically the only tobacconists who educate their people this way? □



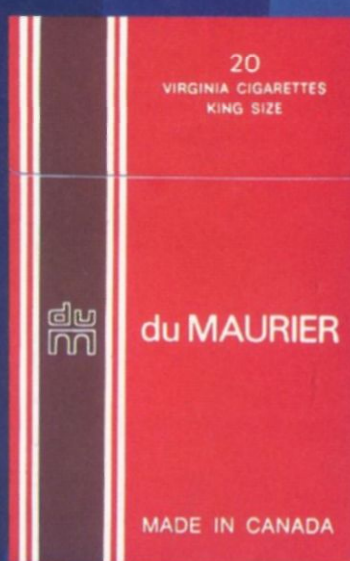
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## Shop in the Florida Keys moves

MARATHON, FL: Lois V. Flaherty, who runs the Meerschaum Pipe Shop with her husband Jim, has moved the shop from 1733 to 5103 Overseas Highway, Marathon, FL 33050.

Overseas Highway is Route 1, and Marathon is located on the road about midway between Key West and Key Largo, the easternmost point of the Florida Keys. "We moved to get into a better traffic area, where there are some other shops," Mrs. Flaherty said. "Before, we were more or less off by ourselves. We also have a larger humidor, which is 12 by 12 feet."

Mrs. Flaherty's new shop, at 600 square feet, is a bit smaller than her former location.

## Jesse J. Rich, 87, dies

PORTLAND, OR: Jesse J. Rich, former owner of Rich's Cigar Store, a Portland fixture since 1984, died recently here. He was 87.

Rich's father, Simeon, and his uncle, B.B. Rich, founded the cigar store, which was at the same location for 45 years until it was moved to another area, and then another. In 1977 Rich sold the shop to one of his employees, Tom Moran.

Rich is survived by his wife, Minerva, a daughter and a brother.

## New from Te-Amo Geryl



Te-Amo Geryl's Camino Real luxury cigar, the fillers of which are grown in Mexico's San Andres Valley, are now available, and in six shapes. A special introductory offer to retailers involves the company offering 10% in gratis merchandise, in addition to the regular discount of 12% and 2%, on an order of 200 cigars combining four sizes. All re-orders will get the 10% gratis merchandise as long as the retailer shows four sizes of Camino Real in his display.

## A truly unique Yule pipe



The first edition of an annual series of handcrafted Delft Blue pipes from Associated Import Corp., Lynbrook, N.Y., was released last month, in November. Each one, retailing at \$40, will be marked "Kerstmis 1981." Kerstmis is Dutch for "Christmas." Only 2,000 of these pipes will be made. "The value of the first issue is bound to increase as only these 2,000 owners can build a complete collection from the first edition," Associated says. The pipe's retail package will consist of three Christmas pipes and a counter display.

## Gift show dates set

NEW YORK: George F. Little Management, Inc., and Little Bros. Shows, Inc., have announced the following shows for the first half of 1982:

Atlantic City China & Glass Show, January 10-14, Atlantic City Convention Center; Washington Gift Show, January 17-20, Sheraton Washington Hotel; Chicago Gift Show, January 31-February 4, Expo-center and McCormick Place; New York Gift Show, February 28-March 4, New York Coliseum and New York Sheraton; Boston Gift Show, March 21-25, John B. Hynes Veterans Auditorium; and National Stationery Show, May 16-19, New York Coliseum.

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**Lew Rothman**



By Allen M. Widem

## Contest-conscious tobacconist pulls 'em in with sales, games

One could say that Jose Melendi, who runs the De La Concha shop in the 50-store Hartford Civic Center, is the most contest-conscious tobacconist in Connecticut. After all, he's managed to create quite a few "events" (cigar smoking contest, special sales, pipe smoker's clubs) which have gotten a lot of attention from the local media, and a lot of cooperation from his neighboring merchants. And he's accomplished the latter without the help of a storekeepers'

association; the Civic Center doesn't have one.

To Melendi, getting all the details for a contest organized isn't as frustrating a task as one might expect. "It's a test," he says with a grin, "of how far the smokeshop operator can stretch his imagination. And being in business right smack in the middle of 50 promotion-minded shops means getting a tremendous amount of cooperative effort from these fellows, time and again!"

There are many ways a smokeshop can get the public's attention, Melendi says. "We've used, and will continue to use, the conventional advertising approach, such as newspapers and radio. As a matter of fact, my wife, Wendy, has written some very attention-getting copy for spot ads on WPOP, which is the all-news station in Hartford, and we've got response from this to the point where a regular customer will come into the shop and speak to Wendy for a moment and then exclaim, 'Hey, I've heard your voice on radio!' We generally spot ads for sports programming.

### Mailing list

"And, too, we've built up a mailing list in the hundreds of names from customers who keep coming

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#### On Tax Credits

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Check your tax instructions for details.

A public service message from the Internal Revenue Service

### IRS TAX TIPS

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Child and Dependent Care Credit—If you pay for the care of your child or a disabled dependent so you can work, you may be able to claim a credit up to \$400 if you have one qualifying dependent, or up to \$800 if you have two or more qualifying dependents.

Home Energy-Savings Credit—If you paid for insulation or other energy-saving devices, you may be able to claim a credit for these expenses.

Earned Income Credit—If you had less than \$10,000 of total income and have a child, you may be able to claim this credit if you file as married filing jointly or as head of household.

Check your tax instructions for details.

A public service message from the Internal Revenue Service

### IRS TAX TIP

#### On Tax Credits

Tax Credits are amounts you can subtract directly from the tax you owe, thereby reducing the amount of your tax on a dollar-for-dollar basis.

Check your tax instructions for details.

A public service message from the Internal Revenue Service

### IRS TAX TIP

#### On Tax Credits

Credit for the Elderly—If you are age 65 or older, or received a pension from a public authority, you may be able to claim a credit of up to 15% of your income. See Schedules R and RP for details.

Check your tax instructions for details.

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### IRS TAX TIP

#### On Tax Credits

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## *Pulling in customers*

back because we make an honest attempt to serve them with what they want when they want it. We've had a Pipe Smokers' Club. We've scheduled informal talks by tobacco fanciers at the colleges and universities in Connecticut, and we've gone out of our way, working with the Hartford Visitors and Convention Bureau, to make convention groups in

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**Lew Rothman**

particular feel at home here by offering discounts on large purchases of cigar boxes, for example. We're proud of these things, certainly, but what's helped tremendously to make De La Concha even more of a 'name' has been our habit of staging contests, competitions, call 'em what you will, in the mall's Center Court. This has proved to be a top, top drawing card."

In addition, he is proud of Lane Ltd.'s designating his shop grand prize recipient of Lane's 1979 national tobacco blending bar competition ("for excellence in tobacco blending bar merchandising and expert tobacco blending techniques") and his shop's continuing participation in all co-operative mall advertising.

How does his shop's approach to contests differ from others?

"For one thing, in this mall, we've got a grouping of strong promotion-minded merchants," he says. "When we stage, say, one of our cigar-smoking or pipe-smoking competitions, there isn't a single merchant among the 50 tenants unwilling to lend a hand." When the Center Court is used for a Melendi competition (an activity enthusiastically covered by the Connecticut media), none of the other tenants in the mall schedule promotion activity that might detract from it.

## *Good friends*

"I've got friends, very good friends, among the tenants here," Melendi continues. "Al Franklin's Music Shop will provide appropriate tapes for background music, and a florist will come up with appropriate plants. And I've got to commend U.S. Tobacco Co., which is just down the road, in Greenwich, for providing input, too. The company's allowed some treasured vintage pipes from their Greenwich museum to be displayed up here, and they've also provided competition prizes. U.S. Tobacco is very much aware of how vital a smoke-shop's continuing promotion is to the future of this industry."

While the conventional contest associated with a smokeshop is pipe smoking, the concept of cigar smoking has also intrigued Melendi. "We offered a competition," he says, "that asked the participant to try to 'smoke a cigar until your ash falls off' and 'let us measure your butt!' The response was strong — 25 entrants vied for boxes of Don Tomas Cigars (courtesy of U.S. Tobacco) and other prizes. The public turnout? Over 300, in the Center Court at high noon on a Saturday.

"More than ever," Melendi asserts, "it's very



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## Pulling in customers

important for a smokeshop to be talked about. And what better, really, than a year-long array of competitions, pipe, cigar, whatever? I've found that telling the media well in advance what we're planning and then following through with the pertinent information can mean a lot of special attention for us."

### Good location

Being located in a downtown complex near the Hartford Sheraton hasn't hurt the business either. In fact, Melendi says, it's helped spread the shop's name for many miles around. "Folks attending a convention there walk into the shop. We regularly mail order throughout the U.S. and Canada, and Puerto Rico."

The shop, in business now for six years, doesn't overlook its responsibilities of being a good neighbor. Melendi makes sure the shop is involved in the Civic Center's promotions, over and above the cooperative newspaper advertising. When the mall held its annual anniversary sale recently, De La Concha provided

free champagne and hired a band to play some music in the Center Court.

The shop doesn't overlook the sports teams who play in the nearby Veterans Memorial Coliseum, either. It saluted the Hartford Whalers hockey team by offering 50% off the price of its Rum Whaler pipe tobacco; a regular two-ounce packet at \$1.35 was sold for 65¢ on the opening day of the sale.

In spite of his liking for special smokeshop "events," Melendi realizes that they're not the be-all and end-all of tobacco retailing. "Contests and competitions aren't the only way to bring in trade," he notes. "They can call a lot of continuing attention to us and that's good. But in our daily service to people, regular customers, new customers, whatever, we give them what they want when they want it. Courtesy is always important. Knowledge about tobacco is also important. Displaying pride in the industry, in the shop, is what we sell and *how* we sell — *that's* keeping an eye on the future!" □

## Chicago tobacconist moves

CHICAGO: Victory Pipe Craftsmen/Cellini Pipes has moved from the downtown area to 5630 W. Dempster, Morton Grove, IL 60053, a block west of I-94, according to Elliott Silber, the vice president.

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time we've been so deluged with orders that we couldn't keep up.

Now, Sasieni is distributed in the U.S. by RBA/Rizla and we'll be ready to fill all of your orders starting in May; even the large ones you need in a rush. Of course

we're doing our best to keep you stocked with the most popular finishes.

And soon, you'll have all the Sasienis you can sell... where and when you want them (puff, puff).

#### **Englandaire**

No stain, no frills. Just pure smoking pleasure in either dull matt or semi matt finish for the no-nonsense smoker.  
**Retail price—\$30**

#### **4 Dot Natural**

The class of the field... our 4 Dot Natural represents the pinnacle of the pipe-crafter's skill for the ultimate in smoking pleasure. Each bowl is individually selected for flawlessness and beauty, with individually fitted mouthpieces of polished Vulcanite. There's nothing like it anywhere in the world.  
**Retail price—\$135**

#### **Old England**

For discriminating smokers with discriminating budgets, the Old England is available with either a smooth Mahogany or unique Rustic finish.  
**Retail price—\$25**



# Sasieni

RBA/Rizla 485 Lexington Avenue, New York, N.Y. 10017 (212) 682-6760



## *Tobacconists making a name engraving customer's initials*

When the late Manny Levy owned the Royal Cigar Co. smokeshop on Forsyth Street in downtown Atlanta, any customer who wanted initials engraved on a gift lighter had only to request it. Manny was happy to oblige. No charge.

The tobacconist, who had sharpened his manual skills with the Seabees in the South Pacific during World War II, loved working with his hands. Inscribing lighters and cigarettes cases — and the brass plates of the cigar humidors and pipe racks he fashioned in the basement of his home — was his pleasure. But his engraving exercise didn't lack for commercial significance. Manny was, after all, a businessman.

At RTDA conventions in the Fifties and Sixties, the outgoing Atlantan extolled free engraving as one of the most appreciated of all customer services a tobacconist could offer. "Gift wrapping is good, but engraving is better," he'd say.

Then he'd wink and — in his inimitable gravelly stage whisper — he'd confide, "You ever hear of anybody asking for their money back or an exchange for a lighter with their initials on it? Man, when you engrave a lighter, it's sold; the money is yours."

A number of tobacconists around the country have engraving machines in their shops — some in the

store in full view of patrons; others in the back room. Manny Levy had his engraver right up near the front window on Forsyth Street. That area was his stage. He played to audiences of passersby who marveled as the cutting tool dug into the metal. Manny's strong hands guided the stylus gracefully and unerringly along the flourishes and swirls of his template, but the onlookers weren't mindful that he was simply tracing patterns. All they could see was the beautiful lettering emerging on the surface of the lighter, and they were enthralled.

Manny's gone now, but there are other tobacconists who are creating the same kind of excitement and following with an engraving machine that he did. And the number of such tobacconists will be multiplying under the influence of such suppliers as Colibri lighter, Parker Pen and A.T. Cross Co.

Earlier this fall, A.T. Cross offered retailers \$50 when they purchased a kit to convert their New Hermes standard engraving machines to rotary engraving machines. Rotary engravers produce a high quality cut on the epoxy of the company's Classic Black pen whereas diamond drag engraving did not adapt well at all.

At the August trade show of the Retail Tobacco Dealers of America in New York, first time exhibitor Parker Pen Co. was telling retailers of the benefits of having an engraving machine in their shop to personalize lighters and pens. Colibri went a giant step further. It had an engraving machine at its display booth and had one of its personnel demonstrate how easy it was to master the machine and produce first-rate engraving.

*Seeing is believing*

Walter G. Fontaine, vice president of operations for Colibri, explained the presence of the engraving machine in his booth:



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**EXTRA!**

# THE BACKWOODS JOURNAL

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VOL. CXC VII NO. 9

★ ★ ★

1 GULF • WESTERN PLAZA N.Y., N.Y.

# BACKWOODS BURNING UP THE COUNTRY!

The nationwide rollout of new Backwoods Smokes is being called a resounding success throughout the cigar industry. Many trade sources report overwhelming response to the new brand:

"We all feel that Backwoods will become the No. 1 cigar on the market in a very short period of time."

*Springfield, Ma.*

"The demand for new Backwoods is absolutely phenomenal!"

*Denver, Colo.*

Hundreds of consumer letters continue to pour in confirming the positive response the exciting new product has received in virtually every market:

"In my opinion, they are the best smokes I've ever had for taste and price."

*Portage, Pa.*

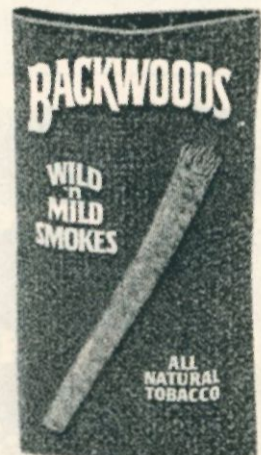
"After one pack, I'm a Backwoods smoker forever."

*Columbus, Ohio*

Surely, one good reason for the Backwoods success story is its effective ad campaign. The tv commercial is doing a bang-up job of driving home the "Wild 'n Mild" message to men 18 to 49 years of age. And the strategy of using a blockbuster schedule of only the highest rated sports programs has really paid off for Backwoods.

Wholesalers and retailers alike are scrambling to stock up on the sensational new smoke. But that's

no surprise, because it's not just a new smoke, it's new Backwoods!



*How can anything that  
looks so wild taste so mild?*



"After having received many calls from retailers about the engravability of Colibri products, we decided this was a good way to demonstrate the type of engravements that are achievable on our types of products. We are not in the engraving business and we are not in the engraving machine business, but, when our retailers know what can be done to personalize Colibri products, our sales should increase.

"Incidentally, a Father's Day promotion or a Valentine's Day promotion could pay for the machine (\$900) in one day. When I say Valentine's Day promotion, I mean offering a lighter or a cigarette case that perhaps has been engraved 'To my Valentine' using one of New Hermes's standard templates. A standard template generally runs between \$25 and \$30, and customized templates are somewhat more."

Fontaine added that the demonstration at the RTDA trade shows made people aware of the wide range of products that can be accommodated by the rotary engraving machine, ranging from lacquer lighters and cigarette cases, to pens and pocket-knives, to pipes and money clips. And also, he said,



*Colibri's Walter Fontaine*

the demonstration showed why Colibri says that within a half-hour a 15-year-old could become a very good engraver on this machine.

The interest displayed in the engraving machine at the Colibri booth, might foretell the next major effort of tobacconists to make a name for themselves: Engraving names and initials for their customers. □

## Statues enhance Bekler pipe values

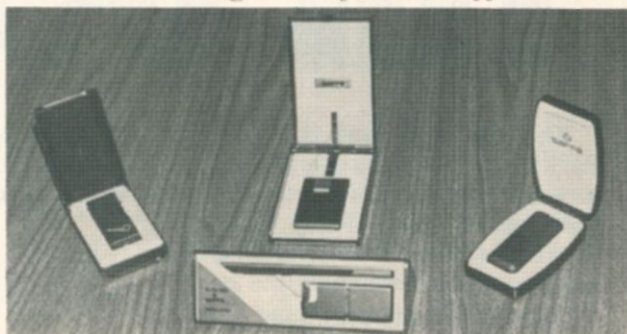
NASHVILLE, TN: The value of Bekler-sculpted meerschaum pipes should multiply now that the artist is producing statues in that medium, according to Cano Ozgener, president of C.A.O. Meerschaums here.

"Non-smokers who were impressed with Bekler's artistry asked us to have him create meerschaum statues and he agreed," Ozgener says. "He created 12 bust designs that are greatly admired by the managers of art galleries to whom we showed them. Each sculpture is signed and catalogued and is accompanied by a brochure which explains who Ismael Bekler is.

"Meerschaum is a new medium for the art gal-

leries and Bekler Signature sculptures are assured a prominent place in the market," Ozgener believes. This should benefit tobacconists, since Bekler is noted for his pipe carvings. His smokable art works should appreciate three, four, five or more times over the years."

## New lighters from Saffa



The lighter division of Saffa recently introduced these new products: (top, left) a pipe lighter in anodized black aluminum; (top, center) a Spazio lighter in a matte black finish and (top, right) the Saffa 5 lighter with a matte black finish. Suggested retail price on these products are \$15, \$67 and \$29 respectively. At center is a new pen and pencil set, for \$99. All products come with a lifetime guarantee; they'll be fixed free or replaced. Contact George Murphy, Prime Designs Corp., 76 Holmes Ave., Darien, Ct. 06820.

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Of course, you'll always stock the ordinary brands for your uninitiated customers. But when the connoisseur walks into your store, he won't settle for anything less than the *real* top line—the one that makes your bottom line profitable!



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\*FACTORIES IN TAMPA, FLORIDA, SAN PEDRO SULA AND DANLI, SPANISH HONDURAS



By Irving L. Blackman

## How you can make taxes less taxing

### *The New Depreciation Look*

Under the new law (Economic Recovery Tax Act of 1981) depreciation has a new look and a new name — Accelerated Cost Recovery System (ACRS).

You'll like ACRS. It is much simpler than the old system. Delightfully, the old concept of "useful life" has been scrapped. Technically, under ACRS you don't depreciate property, you recover capital costs over "statutory recovery periods."

The recovery period depends on the "class of property." There are four classes of recovery property: 3-year, 5-year, 10-year or 15-year. The prime examples of 3-year property are automobiles, light trucks and machinery and equipment used in connection with research and development. Real estate, whether residential or commercial, is 15-year property. Few readers, if any, of this column would ever own 10-year property which includes such property as railroad cars and public utility property.

The definition of 5-year property is interesting — it includes, generally, all recovery property that is not 3-, 10-, or 15-year property. It would include everything from a desk to a giant printing press.

A few new ground rules aid in the simplification of ACRS. The same recovery period is used for old and new property. This is true for real estate as well as personal property. The component method of depreciation for real estate is dead.

Basically, under the new law there are only two methods of cost recovery — "the statutory percentage" or a straight-line election. The statutory percentage automatically gives you the benefits of accelerated depreciation via a series of official IRS tables. There are actually three tables, for each class of property, depending on the year the property is placed in service: (a) 1981 through 1984; (b) 1985; and (c) after 1985. The most important thing to remember is that all the new rules apply to all recovery property acquired in 1981.

The best way to follow the new rules is through an example. Assume Joe Taxpayer acquired a new piece of equipment for \$10,000 on January 22, 1981. It is 5-year property. The statutory percentages (on the 5-year property table for 1981 through 1984) are 15% for year 1 (1981, in this example), 22% for year 2, and 21% for years 3, 4 and 5. The depreciation for 1981 (year 1) is simply \$1,500 (15% of \$10,000). The depreciation would have been the identical amount if the equipment had been acquired and put into service on December 31, 1981.

If you desire, the law provides for a straight-line election. For example, for 5-year property you can elect a straight-line life of either 5, 12 or 25 years.

This article covers the most critical new rules in the depreciation area. However, there are a number of important nuances you should review with your professional tax adviser. For more information on the new depreciation rules and other areas of the new tax law, send for "The Reagan Tax Cut . . . How To Turn Your Closely-Held Business Into A Private Tax Shelter." It's \$16 from Blackman, Kallick & Co., Ltd., Tax Cut, 180 N. LaSalle Street, Chicago, IL 60601.

### *IRS Gets Tough With Tax Shelter Promoters*

The Reagan Administration has made one point very clear concerning tax shelters — it is going to

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**Lew Rothman**

Irving L. Blackman is senior tax partner of Blackman, Kallick & Co., Ltd., certified public accountants with offices in Chicago (180 North LaSalle Street, Chicago, IL 60601) Miami and Houston. Blackman, also an attorney, is a nationally recognized author and seminar leader. He consults to turn the closely-held business into a tax shelter. He knows and understands closely-held business.



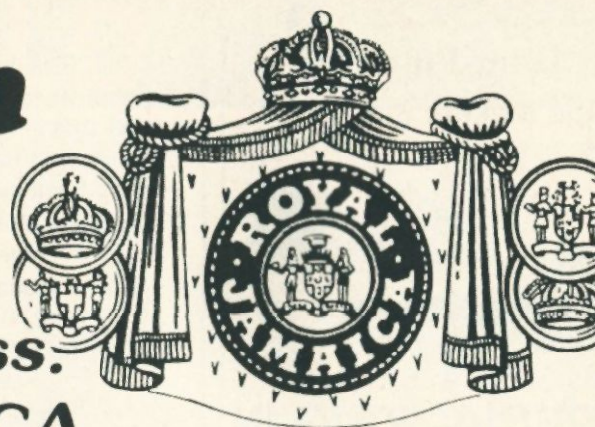


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No. 2 TUBE (aluminum)	1/40	1.35	1012.50
No. 3 TUBE (aluminum)	1/40	1.25	937.50
No. 4 TUBE (aluminum)	1/50	1.70	1275.00
TRES TUBOS	30 cigars in alum. tubes 10 each, No. 1, No. 2 & No. 3		1050.00
QUATROS (4-pack)	1/20	4/2.50	470.00
PIRATES (3-pack)	1/20	3/2.25	565.00
MINOR CORONA	1/40	.85	637.50
CORONITA	5-pack & 1/40	.90	675.00
BUCCANEER	1/40	1.00	750.00
PETIT CORONA	1/40	1.10	825.00
CHURCHILL MINOR	1/40	1.15	862.50
FLOR DE JAMAICA (tissue)	1/40	1.20	900.00
RAPIER	1/40	1.25	937.50
CORONA	5-pack & 1/40	1.30	975.00
IMPERIAL	1/40	1.30	975.00
DOUBLOON	1/40	1.35	1012.50
DIRECTOR #3 (cedar)	1/40	1.35	1012.50
ROYAL CORONA	1/40	1.40	1050.00
NAVARRO	1/40	1.40	1050.00
PARK DRIVE	1/40	1.40	1050.00
NEW YORK PLAZA (tissue)	1/40	1.45	1087.50
MUSKETEER	1/40	1.45	1087.50
MAGNUM	1/40	1.50	1125.00
CORONA GRANDE	*1/100 & 1/40	1.55	1162.50
CORONA IMMENSA	1/40	1.55	1162.50
ASCOT	1/40	1.60	1200.00
DIRECTOR #1 (cedar)	1/40	1.70	1275.00
PARK LANE (tissue)	1/40	1.70	1275.00
FANCY TALE	1/40	1.70	1275.00
DOUBLE CORONA	*1/100 & 1/40	1.75	1312.50
DOUBLE CORONA CABINET (no cello)	1/20	1.75	1312.50
GIANT CORONA	*1/100 & 1/40	1.90	1425.00
CHURCHILL	*1/100 & 1/40	2.25	1687.50
No. 10 DOWNING ST.	1/100	3.10	2325.00
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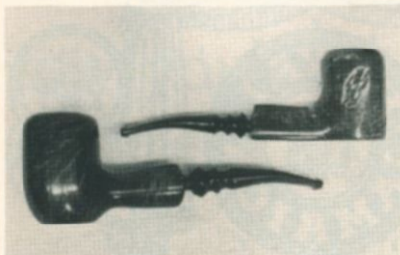
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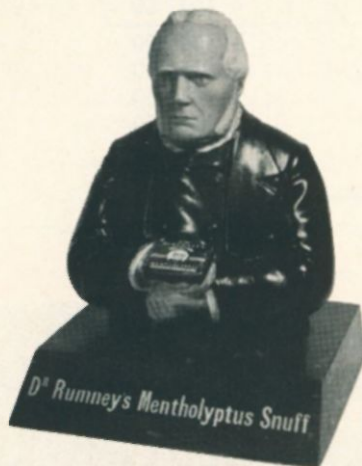
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continue the policy of the Carter administration — tax shelter cheats are going to jail.

A recent report indicates that the IRS has 163 tax shelter operators and promoters under criminal investigation. In the past 30 months, 39 others have been indicted. Be forewarned. The country abounds with tax-shelter schemes looking to soak up your hard-earned dollars. Two points should help you steer clear of the wrong kind of tax shelters: (1) If the deal does not make economic sense on its own merit (without the trumpeted tax savings), PASS IT. (2) If the deal passes the economic test, rely only on the tax opinion of someone you know (other than the promoter).

### *Don't Blow Your Interest Deduction*

There is an interest tax trap that most people don't know about.

Suppose you owed the NICE BANK \$20,000 for 90 days. The \$1,000 interest comes due. The bank allows you to pay the interest and the old note by signing a new 21,000 90-day note. According to the IRS, the \$1,000 is not deductible. "Why?" you scream. Because the IRS says the interest is not really being paid if you borrow the interest due from the original lender. Unfortunately, the Court agreed. Is there a way to avoid this result? Borrow the \$1,000 from a second lender to pay off NICE BANK.

### *Track Coach Loses Race With IRS*

This item might make you mad — for two reasons. First, the law is bad. Second, and more importantly, this case will impact on almost everyone reading this. You are stopped from taking a legitimate deduction when you work at home.

In this case, a high school track coach was denied a deduction for the cost of maintaining a room in his home in which he reviewed films of his athletes' performance and did relevant paperwork. Now get this. That was the result even though the coach had no office in the school at which he coached. Outrageous! The Tax Court decided that the principal place of business was the school athletic facilities. The home office was "incidental although important."

Unfortunately, the court's decision under the present law is correct. Generally, under this law, you can only get a deduction for home office expense if the portion of the home is used (1) exclusively and (2) on a regular basis as either (a) the principal place of business or (b) a place of business that is used by patients, clients or customers in meeting with the taxpayer in the normal course of business.

Congress passed that law in 1976. It is time for a change. ☐

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Studies reported in The Journal of the National Cancer Institute have shown that tobacco smoke filtered through a water pipe contains less tar and other toxic components than smoke from standard pipes, cigarettes and cigars.



By Katy Danco

Vice President, The center for Family Business

## Women Own The Business, Too

We come in many different forms, we women in family businesses.

We can be business owners, of course. But most likely, we're mothers, daughters, daughters-in-law, sisters, wives, and widows of business owners. We can be full working partners, potential successors, part-time officers, fictional directors, or not involved at all.

But whatever our role, we are *not* second-class citizens who exist just to be bought off with offerings, or placated with winter tans and fashion shows, or amused with Polynesian cooking classes at conventions.

We aren't the women *behind* the men, as so many seem to assume. We are women *with* our men. What we are behind is the business — and if we weren't behind it, it just wouldn't work.

A family business will succeed only as far as we are willing to accept considerable and continuing demands on time, talent, and energy — ours and our spouses'.

We face some perplexing and important questions:

- 1) *How can we help our husbands if they won't talk to us?*
- 2) *How do we become good listeners without surrendering our own right to be heard?*
- 3) *How do we define our relationship to the business so that we feel fulfilled?*
- 4) *How can we become comfortable with the fact that we own the business together?*

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- 5) *How do we understand and divide our various roles, so that some of us can bring our work and our leadership, while others can feel comfortable being supportive behind the scene — all tempered and amplified by love?*

Without answers to these and many other questions, a family in business just won't succeed.

### OUR ROLE AS "SUPPORTERS"

Even if we don't work actively in the business, our understanding, encouragement, and support are critical to the health of that business. And heaven knows our spouses need our help. Just look at the problems they have:

- 1) *They hold on to their work too tightly and too long because they love what they've created.*

For The Boss, building a business is a little like having a baby. Raising and nurturing that business requires great intellectual skill and emotional energy, but it also provides deep satisfaction. It's a bit of immortality, and this is why he can't or won't give it up or pass it on without a struggle.

He forgets he doesn't have a management contract with the Lord — so it becomes our job to remind him he must plan for succession, all the while assuring him (and making sure) that his abilities aren't being dumped on the scrap heap.

When Dad's successor tries to take over, Dad sees it as a form of kidnapping, not a normal and necessary transfer of power. We must help our children and their spouses to understand why they can represent a threat to their father. We have to understand this ourselves so that our conflicts and needs don't add to an already difficult problem.

- 2) *Both The Boss and his successors are over-worked and frustrated.*

The owner-manager is a — if not *the* — major asset of the company. He almost naturally works harder than everybody else — and probably does the job better than anybody else. But doing it all himself, he finds he can get less and less done.

His successors, for their part, are under pressure



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to do more than their father, yet they are kept from doing so by circumstances seemingly beyond their control. As Dad puts it, "They aren't ready yet."

Somehow we, their spouses, have to understand why and how our husbands tend to take so much onto their shoulders. We have to recognize why and when they take the usual way out — escaping by smashing golf balls out of sight, or drinking too much, or simply crawling into a shell.

Our role as supporters is to help them find relaxation, not an escape. We have to teach them how to slow down, how to enjoy what they have, especially their families. But first we have to encourage them to share their concerns. They are not workaholics. They are "workalovics."

*3) They are alone.*

Many men feel that calling on others for help is being indecisive or an admission of weakness. Our husbands love us and want to maintain our respect, so some feel they can't tell us when they hurt. Other husbands feel the business and all the problems are just too complex for anyone else to understand, that their business and their pains are "different."

Many times, too, they feel they have learned not to mention problems to us because we only get upset and make matters worse. Our role here, as wives, is first to set up circumstances where our husbands can feel that we want to hear their concerns and, second, that we see doubt as a sign of their strength, not weakness.

*4) Their priorities are constantly confused.*

In any issue involving both family and business, the decision has to be made about which comes first. It's not a simple decision because each is so important to the other. We have to find ways to help our working spouses sort these priorities out so that neither the business nor the family is neglected.

*5) They're getting older.*

Maybe this is a more immediate problem for The Boss, but his successors fight it, too. Our aging males become more and more concerned with the time that is passing, the things that aren't being done, and the dire possibilities looming in the future.

The aging male equates his passing the business on to his successor to "giving up." He thinks after that he'll have nothing to live for. His successors, on the other hand, are convinced nothing can happen until Dad leaves — and time is a wasting.

This is where we can help. The Boss has to know that letting go of the business is not equivalent to entering a nursing home. Successors have to understand that patience is not the same as wasting their lives waiting. And we have to help them both understand each other.



Katy Danco, vice president and treasurer of University Services Institute and The Center for Family Business, has served as both senior seminar director and as faculty for the Institute's invitational seminars for business owners and their spouses since their inception in 1970. In conjunction with her husband, Dr. Leon A. Danco, she has had extensive experience as a lecturer and consultant to family-owned businesses. Katy places her special emphasis on intrafamily relationships and the need for better planning to achieve both growth and continuity within the family company. She is the author of "FROM THE OTHER SIDE OF THE BED: A Woman Looks at Life in the Family Business", and her syndicated column is a regular feature in the Institute's newsletter and numerous business publications.

Interested readers may feel free to contact Katy at The Center for Family Business, P.O. Box 24268 Cleveland, OH 44124. Copies of her book can be purchased through The Center.

*6) They're unreviewed.*

The business owner tries to build a world around himself where nobody can question his policies and his decisions. He thinks he's comfortable that way. Successors are unreviewed, too. Often it seems to them that nothing they do, or can do, will make any difference to Dad or their place in the company — and we wives are caught right in the middle.

This situation leads to The Boss asking us for agreement and acceptance and a successor asking for support and encouragement. Neither one of them is too crazy about asking for — or accepting — advice or criticism. (From a woman, yet...)

*7) They don't know how to explain.*

Sometimes I think they don't even know they're supposed to explain. Now, there's no question that the business is complex, but, if our males can understand it, so can we. If they remain silent in their shells for too many years, however, they'll prove

*(Continued on page 36)*





## When this man left Cuba, the secret of Partagas left with him.



The secret of Partagas is an extraordinary man named Ramón Cifuentes. He has devoted his life to making Partagas cigars by hand, just as his father did long before him.

Now, more than 20 years after Ramón Cifuentes was literally exiled from Cuba, he continues to make each Partagas cigar a work of art in the Dominican tobacco center of Santiago.

To make a Partagas is an act of love. And to smoke a Partagas is to savor the rich aroma of the finest tobacco leaves from all over the world, as only Ramón Cifuentes and his colleagues can select them, cure them, age them, bunch them, mold them, roll them, wrap them, age them again, and finally give them their blessings, one Partagas at a time.

From harvesting the leaves of a Partagas to inspecting the fullness, softness and resilience of the finished cigar itself in its expensive Cameroon wrapper takes almost three years.

Partagas Premium Cigars are available in many distinctive sizes. And you can purchase them singly, in packets of 10 and in hand-made cedar boxes.

Ask your best customers to try the Partagas in the length and the ring gauge that was made for them. It will take only a moment or two to tell that the feel, the taste and the aroma of this rich, hand-made cigar is unlike anything their senses have ever experienced.

Ramón Cifuentes will have it no other way.

# PARTAGAS





## *P.A.P.A. holds the key to composing effective ad copy*

"If the benefit doesn't click with the target audience, you laid an egg." ....David Malickson and John Nason, *Advertising, How to Write the Kind That Works*.

People don't read advertising, they only read those things which are of interest to them. It's a truism that we in advertising would do well to remember whenever we are preparing an advertising message.

To appeal to the reader's self-interest, many professional advertising practitioners use the "P.A.P.A." formula. It's a method of writing an ad that takes the reader through the message, continually reinforcing the basic benefit. P.A.P.A. stands for Promise, Amplification, Proof and Action.

Here's how it works:

### PROMISE (Headline)

The headline promises a direct benefit that will attract the reader's attention and interest him or her right away. In *Practical Advertising*, Harry P. Bridge said, "The successful advertisement has to be good enough to reach out and say in effect: 'See here, this is interesting. It is something you ought to know more about — for your good, or the good of your family.'"

**Palomino Cigars**

**FAST, FRESH, CHEAP**

**(800) 431-2380**

**Lew Rothman**

For example: "Introducing Gro-Mop, guaranteed to grow hair on bald heads." What person with the problem could resist such a headline? Note that in addition to getting the main benefit across, three good points were made:

1. It flagged the appeal to the particular group that would be most likely to respond.
2. It added news value by stating that the product was new on the market.
3. It mentioned the product's name immediately for those readers who only skim ads.

Once you have the reader's attention, you want to keep him reading your ad. So, the next step is to amplify on the original promise.

### AMPLIFICATION (Subhead)

Amplification is done in the subhead, which usually follows the headline and is set in a smaller type size. In our fictitious example, it would continue like this: (Headline) "Introducing Gro-Mop, guaranteed to grow hair on bald heads." (Subhead) "In just two short weeks you can have a full head of hair that girls will enjoy running their fingers through." The original promise has been reinforced by adding two appealing points:

1. The product works fast, only two weeks.
2. It suggests the user will be attractive to the opposite sex.

At this state in the ad, the reader's curiosity would want to know if the product "really" works. Logically, you should go on to prove the product can deliver on its promise.

### PROOF (Body Copy)

In the main body copy area, there's usually more space, allowing the opportunity to go into some detail. Our fictional example would establish proof along these lines. (Headline) "Introducing Gro-Mop, guaranteed to grow hair on bald heads." (Subhead) "In just two short weeks you can have a full head of hair that girls will enjoy running their fingers through." (Body Copy) "Independent laboratory studies, conducted over the past ten years, have proven conclusively that, when used as directed, Gro-Mop can even grow hair on such hard surfaces as billiard balls, etc., etc."

This would be a good point at which to feature "before and after" demonstration-type photographs, unretouched of course. The "before" photo could show a single, smooth surfaced billiard ball; while the "after" photo would depict the same billiard ball, two weeks later, with a Liberace-like crop of hair. Be

(Continued on page 36)



# ADVERTISEMENT

**He discloses his most successful marketing techniques.**

**He tripled the profits of Waring Blenders in one year.**

**He has introduced more new products and successfully repositioned more goods, than perhaps any other marketing man in America!**

## NEW PRODUCT SUCCESS GUARANTEED ...OR YOUR MONEY BACK

- How Schoenfeld put boxes of Arm and Hammer Baking Soda in half the refrigerators in America (page 48).

- The one most important thing you'll need to know before launching a successful new product (page 5).

- How to get distribution fast for your new product (page 85).

- How to discover "hidden markets" for both your new and old products (page 19).

- The difference between mediocre and brilliant advertising and how to get the latter (page 76).

- A simple step that you should know about that can eliminate practically all of the reasons most new products fail (page 24).

- How to choose the most effective advertising medium for your new product.

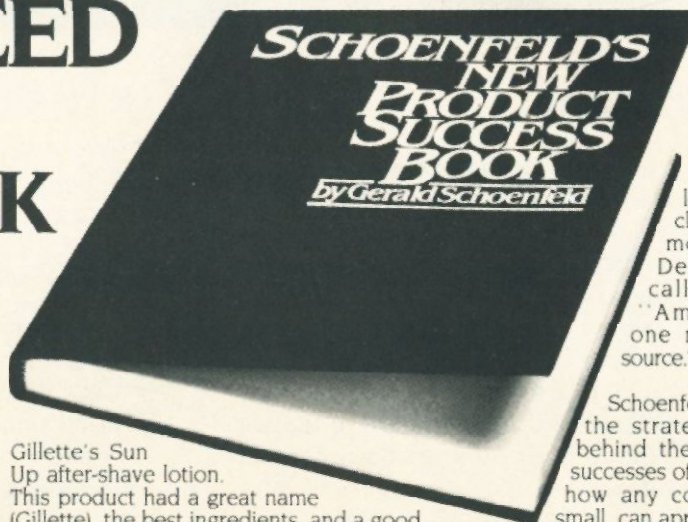
- How to eliminate potentially disastrous guesswork at every stage.

- How to find the "weak spot" or "gap" in any given product category and exploit it to the hilt.

- How to turn your competitors into your greatest unwitting allies in bringing your successful new product to the marketplace.

**Launching a successful new product** can be the most thrilling experience of your business life. When your company's sales and profits begin to soar, you are the winner too! One big new product success can make a marketing executive's career, and it can turn an entrepreneur into a multi-millionaire.

Yet, the odds against success are overwhelming. A full 8 out of every 10 new products fail! These products are not necessarily inferior products, as in the case of



Gillette's Sun Up after-shave lotion. This product had a great name (Gillette), the best ingredients, and a good scent—but the product was destined to fail. However, according to Gerald Schoenfeld, America's foremost new product expert, you can shift the odds dramatically in your favor.

Apply these techniques, and your new product will have an excellent chance of becoming the blockbuster that takes off and makes millions. At the very least, it will make money and enhance your reputation as an executive who consistently brings in winners.

### Techniques of America's Leading New Products Expert

These are not mere theories. Gerald Schoenfeld has proven his ideas in one spectacular marketing success after another. He's the architect of the strategy that helped a small New York dairy company run by Charles Schwartz come up with one of the biggest new product successes of modern

times—LeShake Yogurt Drink, which Schwartz recently sold to Kellogg for an undisclosed fortune. Famous adman Jerry Della Femina, has called Schoenfeld "America's number one new product resource."

Schoenfeld will teach you the strategies and tactics behind the great marketing successes of recent years—and how any company, large or small, can apply them.

You'll learn how Polaroid captured the instant picture market... How Tide built its enormous and fiercely loyal customer base... The strategy that enabled Charles Revson to build his cosmetics empire (it's a method that any entrepreneur can use with success).

### New Products Sell Themselves

You can succeed with a new product—it's not that difficult because consumers really want to try new products if you don't place obstacles in their way. All over America, says Schoenfeld, companies large and small are successfully launching new products with innovative thinking. You can succeed too, through the application of Schoenfeld's techniques. They'll give you your best shot at hitting that big winner that can vastly increase your personal wealth or catapult your career to new heights.

### RESERVATION FORM

Send order to:  
Boardroom Books, 500 Fifth Ave. NY, NY 10110

Please send \_\_\_\_\_ copies of SCHOENFELD'S NEW PRODUCT SUCCESS BOOK (regularly \$50) at the special rate of \$29.95. If not pleased in every way, I may return it within 30 days for a prompt refund.

☐ Check for \$\_\_\_\_\_ enclosed      Name \_\_\_\_\_  
☐ Charge credit card:      Address \_\_\_\_\_  
☐ MasterCard      City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
☐ American Exp.  
☐ VISA

Credit Card No. \_\_\_\_\_ Card Expires \_\_\_\_\_

NY residents add appropriate sales tax.  
We pay postage and handling.

10F013

**BOARDROOM BOOKS**  
500 Fifth Avenue, New York, New York 10110

### PROVEN MARKETING MAGIC!

- Secrets of the most successful marketing campaigns of the twentieth century.

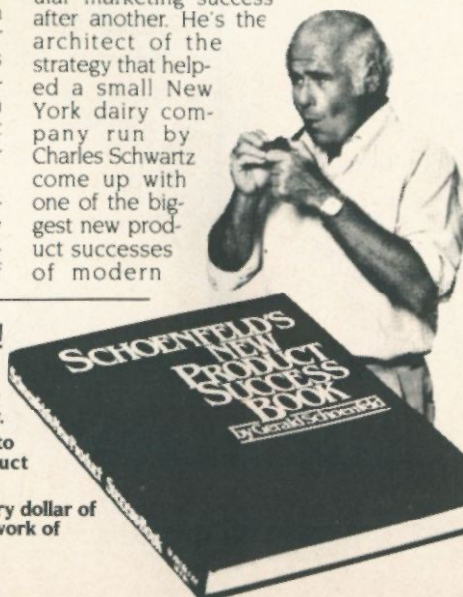
- How to force wide-spread and fast distribution of your new product.

- How to test your advertising without spending a dime.

- How to give consumers the new products they'll buy.

- The best ways to give an old product new life.

- How to make every dollar of advertising do the work of two or three.





# Publisher's Memos

By Irwin Breitman



## The age of elegance

When they launched Gemline lacquer lighters (\$325-\$340) and Gemline writing instruments (\$85-\$195), Alfred Dunhill's Richard Dunhill and Michael Walter referred to them as "fashion products directed to the age of elegance ... to this period of widespread appreciation of excellent quality ... when everything a person carries reflects his character."

The American smokeshop, they suggest, has participated in and encouraged the return of the age of elegance by trending in recent years towards more fashionable products.

## GO WITH THE #1 CLOVE



Filter and  
Regular



New Thin



Filter and  
Regular

- Most Sales...The #1 selling brand of clove cigarettes in America is Krakatoa.
- Most Profitable...The #1 line has more margin for you.
- Most Informative...The #1 line has all the information you need and all the tools to sell America's newest smoking experience.

*George Benson & Son*  
SINCE 1906

1350 Van Dyke Avenue  
San Francisco, CA 94124  
Tel. (415) 822-2660  
In California, call collect.  
Outside California, call 800-227-3277.

## RTDA director protests tax hike

*The following is the text of a letter sent to Treasury Secretary Donald Regan recently by Malcolm Fleischer, managing director of RTDA.*

Dear Secretary Regan:

In this morning's New York Times you are reported to have made the statement that the Administration was considering an increase in the federal excise tax on cigarettes and were quoted as saying — "it's a painless way."

Painless to whom? To the fifty million American cigarette smokers? To the hundreds of thousands of small retail tobacco dealers nationwide who count on cigarette sales for their livelihood and for traffic to bring consumers into their shops? Is this administration intent on destroying small business?

In our trade we have been punished enough with exorbitant federal, state and municipal cigarette taxes which have generated consumer resentment and in many areas cigarette bootlegging to our despair.

It may seem the easy way out to levy a tax on cigarettes but it is entirely unfair to overburden a single industry. We, the tobacco retailers, are the ultimate collectors of billions of dollars of federal, state and municipal cigarette taxes annually. We have yet to hear, from those who would in a cavalier manner recommend increased cigarette taxes, as to why the small businessman should be compelled to pull in his belt and bear a burden that is disproportionate and outrageous.

We hope that the members of the U.S. Congress will remind the Administration that small independent business people are a bulwark against the demise of the American capitalistic system of which we are very proud and which is so essential to our democratic society.

Respectfully,  
Malcolm Fleischer



## NINE FACTS THAT ARE CONVINCING MORE SMOKESHOPS TO MOVE UP TO MARUMAN, THE LIFETIME LIGHTER.

By all measures, there's a trend bringing more and more smokeshops to Maruman lighters. If you're not yet familiar with the Maruman brand, or the opportunity it offers your business, we'd like to share some of the reasons our new accounts give for our growth...and their enthusiasm.

First, Maruman lighters have an extra look and feel of quality. It comes from our rigid quality standards, both inside and outside our lighters.

Maruman's high quality standards are possible because we're a prime source. We manufacture our own lighters at our own modern factories in the Far East, as we've done for 30 years.

Maruman lighters are backed in writing by our Limited Lifetime Warranty, a commitment to uncompromising quality.

Our repair service is fast, friendly and efficient, with an average turn around time of 10 days.

You can count on Maruman for new designs and products every season. Maruman is the company that introduced both Quartz technology and Integrated Circuitry electronics to the lighter industry.

Maruman has the right image. We're directing our sales and marketing activities only to better stores, like yours.

Our solid merchandising programs are designed to appeal to your kind of customers, and to make selling easier for you.

Even with all of these programs, we're still able to bring you a lighter collection at popular prices, and with terms that will mean more profit for you.

Our inside staff and our sales force know and respect the value of your good will and support...and work hard to earn it.

Maruman offers the kinds of lighters your customers come into your store to buy. They are products with a real point of difference. In a word, that difference is quality.

There's never been a better time, or more reasons, to move up to Maruman. Call toll free: 800-243-2890 or write: Maruman, 61 Woodmont Road, Milford, CT 06460.

**Maruman**  
THE LIFETIME LIGHTER





## Composing effective ads

(Continued from page 32)

factual in your demonstration and establish believability for what you say; any hint of falsehood will negate the entire advertisement.

"A good solid demo is proof positive of the claim made. It lifts the claim out of the controversial world of opinion and positions it firmly within the realm of absolute fact," said adman Hank Seiden in his book, *Advertising Pure and Simple*.

Let's continue. So far we have made a strong promise/benefit for our product, amplified on that promise and establish proof for the claims. The next step is to ask the reader to take some sort of action.

### ACTION

Don't be vague about what type of action you want the reader to take. It's surprising how so many national advertisers, spending so much money on so many ads, fail at the end by not asking the reader to respond. They mistakenly assume the reader does not need prodding; what a waste.

Your call to action should also offer the reader a benefit. For instance, "Act now and save, etc." For our Gro-Mop example it might read, "Send today, for a free sample...." or "Bring this coupon to the store nearest you for a...." Get the reader to "Act now."

There you have P.A.P.A., an easy-to-remember guide for writing an ad that will appeal to your reader's self-interest.

Write "P.A.P.A." in bold letters on a sheet of paper, and put it in your desk drawer. The next time you have to write an ad, take it out and let P.A.P.A. work for your benefit. □

Copyright 1981, Betancourt, Advertising & Art

## CLASSIFIED ADVERTISING

### Broker Representatives For Sasieni Briar Pipes

Due to the rapid growth of Sasieni Briar Pipes in the U.S., the House of Rizla+ Company has several opportunities for Broker Representation in various parts of the country. We are seeking candidates who are well versed in selling high quality briar pipes direct to Smokeshops and preferably currently calling on Smokeshops. Please forward resumes and inquiries to: James V. Mazzone, Vice President — Sales, The House of Rizla+, 485 Lexington Avenue, New York, N.Y. 10017. (212) 922-1800. (800) 221-2234/2235.

## Women own the business, too

(Continued from page 30)

themselves right — there's no way they can educate us all at once.

If we seem a little dumb sometimes, it's because the boss has made us so by keeping us in the dark.

These are but some of the places where we can help the men in our lives adjust to and thrive in the world they inhabit. But if this was all we had to be concerned with, there wouldn't be much more to say about this subject of "women in the family business."

There's more to our lives as joint business owners than just helping "our men" succeed. We women face just as many problems and challenges as they do. I've been privileged to meet thousands of women involved in family businesses, women who have bravely and ably lived and coped with every challenge thrown in their paths.

The best of these women believe they must work with the man they have. Through this faith and loyalty, they have managed to help their husbands, their brothers, and their fathers-in-law to better enjoy the fruits of their considerable labor. But, at the same time, they have managed to take control of their own lives, to become vibrant, growing persons in their own rights.

These are the "unsung" heroines of this most important sector of our economy. I believe it is time that their story is told. □

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### Smokeshop for Sale

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In affluent area. \$30,000 stock. New fixtures, office equipment. 1200 square feet. All for \$40,000. Incredible bargain. Wife died. \$100,000 volume in just three years. Excellent cigar sales. Smoke Shop, Box 24515, St. Louis, MO 63141. (314) 434-9310.

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### Smokeshop for Sale

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Pipe Dreams — Everything for the smoker. Located in highly traveled area in Athens, Ohio, across from the Ohio University campus gate. As high as 300 customers per day. Thriving business. Contact John White Realty, 488 Richland Avenue, Athens, Ohio 45701.



# THE WHIFF OF SUCCESS



Just 4 months, after its launch, Mehari's was Agio's biggest selling size in Britain.

Mehari's has also become the fastest growing small cigar in Holland, Belgium, France and West Germany.

Since its introduction 16 months ago, Mehari's is on its way to becoming the largest selling imported small cigar in the United States.

What are the secrets of its success?

The stylish pack is one. The mild blend of cigar tobaccos wrapped in the finest Cameroon leaf brought to Europe across the burning Sahara, is another.

Then there are its slow burning, cool smoking characteristics created, not by additives, but by packing every Mehari's firmly with natural tobacco only.

Finally, Mehari's is available in extremely attractive display merchandisers.

Mehari's makes profits and customers. Be sure your shop has the whiff of success.

Flyers, easels and price lists available upon request.

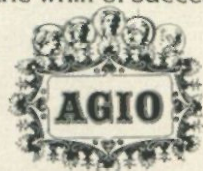
Dutch Cigars from a family firm.

U.S. importers—James B. Russell, Inc.

180 So. Van Brunt St.

Englewood, New Jersey 07631

(201) 567-5017 (212) 874-0808



Dutch cigars from a family firm.



# SOBRANIE MAKES THE DIFFERENCE

Unlike other cigarettes, 90% of Sobranies are sold in smokeshops. These are, of course, the essence of English luxury and quality. They are favorites of sophisticated smokers who crave the very finest cigarettes money can buy.

If you want to become and remain *the* distinctive smokeshop in your area, stock and feature *the* luxury Sobranie cigarettes, it will truly make the difference.



## *Cocktail 100's*

The height of opulence, gold filter tips, with the distinctive Sobranie taste presented in five glorious colors. They make any occasion special.

## BLACK RUSSIAN 100'S

Elegant cigarettes once reserved for the Imperial Court at St. Petersburg. They are now world famous, distinctive in their special black paper with gold filter tips.

Imported London Made Luxury Cigarettes, U.S. Distributor: James B. Russell Inc.,  
180 South Van Brunt Street Englewood, NJ 07631 Telephone: (212) 586-4276