

TOBACCO

October 1974, number 1125, Forty pence

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THE TINDER BOX



The mild cigarette.

Newport-London

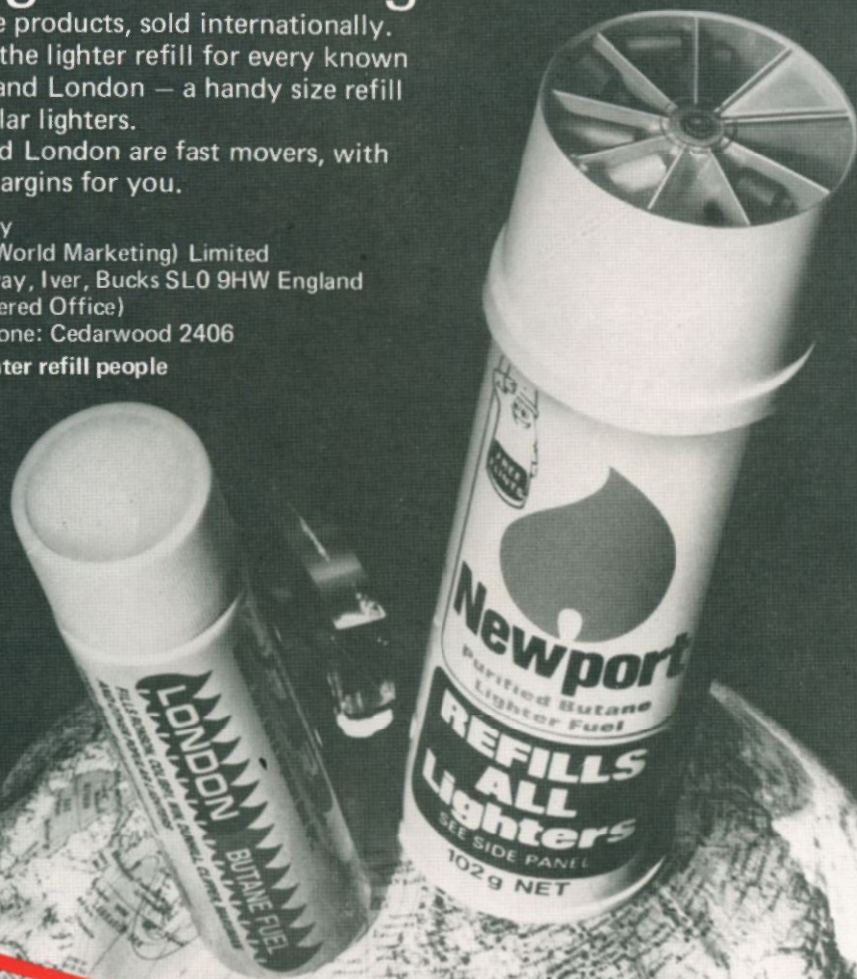
setting the world alight

Two reliable products, sold internationally.
Newport — the lighter refill for every known
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for all popular lighters.

Newport and London are fast movers, with
big profit margins for you.



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Ridgeway, Iver, Bucks SL0 9HW England
(Registered Office)
Telephone: Cedarwood 2406
the lighter refill people



STOP PRESS!
A Greater London
Same size, same price structure—
but NOW ONE THIRD MORE FUEL



TOBACCO

Number 1125

40p

October 1974

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

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Single copy 40p (by post 47p)

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Special features

THE NEW PRESIDENTS

30

A profile of Tony Ostick, national president of the Wholesale Tobacco Trade Association.

GLOBETROTTING PIPE MAKERS

37

Some of the travelling exploits of British pipe manufacturers including a report on the BPTA trade mission to the US.

PIPEMAN OF THE YEAR COMPETITION

40

A chance for readers to do some globetrotting of their own.

MERTON PIPES GO WEST

43

A report on Roger Merton's recent world tour.

CHARATAN PIPES GO EAST

46

A report on John Barber's recent world tour.

THE ROAD TO PIPE RETAILING

49

The first ever Seminar for retailers selling pipes, pipe tobaccos and accessories.

T. & J. MAHONEY—SMALL FIRM WITH BIG IDEAS

51

Tobacco went down to Essex to talk to pipe makers T. & J. Mahoney.

CHRISTMAS BUYING

55

The second of a series focussing on Christmas packs and products.

Regular features

13 Monitor—presents the news in relief

25 What's New

33 Incentive—advertising, sponsorships, promotions

35 Counterpoint—a retailer's view

79 Personnel—people on the move

81 Names in the News

83 Diary Dates

85 Snuff Scene

85 Travellers' Rest

The world of the pipe-smoker will welcome...

The BRIAR DRIER

- Gives a cooler, sweeter smoke.
- Makes a more hygienic pipe.
- Affords quieter smoking—no more gurgles.
- Eliminates wet tobacco wastage.

Presenting a simple and ingenious electric device for drying out pipes. Place the pipe on the BRIAR DRIER and plug—it's as simple as that.

Very low in electricity consumption—only 25 watts. Retailing at only £4.95 the BRIAR DRIER will be available from all major tobacconists.



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(also 2 lb
1/2 lb & 1/4 lb
canisters)

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SIZE**

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WILSONS' S.P. SNUFF

WILSONS' S.P. SNUFF

WILSONS & CO. (Sharrow)

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

or in **READY
FILLED BAGS**

EST. 1737

BUYERS GUIDE TO BRANDS AND TRADE SPECIALITIES

Index to Headings

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

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

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

Pipe Racks	10
Pipe Tobaccos	6, 7
Pocket Lighters	9
Private Name Cigarettes	3
Smokers' Requisites	8
Snuffs	3, 4
Snuff Boxes	10
Table and Desk Lighters	9
Tobacco Pouches	10
Walking Sticks	10

TO MANUFACTURERS. Your brands may be published in this feature for one year at the following rates: **IN LARGE TYPE** giving name, address and telephone number and adding the words 'Regd.' or 'Patent', if applicable: £9.84 per entry per annum. **IN SMALL TYPE** £4.56 per line entry per annum.

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

Cigarettes

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

CAMEL FILTER TIPPED

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

CHESTERFIELD

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

CHESTERFIELD FILTER TIPPED

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

LARK Charcoal Filter

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

L & M FILTERS

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

LUCKY FILTERS

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

LUCKY STRIKE

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

PALL MALL (Filter Tipped)

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

PALL MALL (King Size)

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

REYNO (MENTHOL)

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

BELGIUM

ST MICHEL

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

CANADA

MACDONALD'S GOLD STANDARD EXPORT A

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

CUBA

HAVANA

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

FRANCE

GAULOISES

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

GITANES

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

GERMANY

ERTE 23 Filter

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

GREAT BRITAIN

BALKAN SOBRANIE

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

CALYPSO

Philip Morris & Co Ltd
Pritchard & Burton Division
Thameside Industrial Estate
Factory Road
London E16 2HB
Tel 01-476 4316

FASHION

B. & R. Goldfarb Ltd
N9

PRIVATE STOCK FILTER

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

ROYAL YACHT

Osborne Tobacco Co Ltd

ITALY

NAZIONALI ESPORTAZIONE (Plain)

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

IRELAND

CARROLL'S No. 1

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

HIGH KINGS

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

MAJOR EXTRA

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

SWEET AFTON

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

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MAHABA REGALIZ Original Manila Cigarrillos

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

TURKEY

YENIDJE

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London SW11 3SU
Tel 01-223 3911

MANUFACTURERS OF PRIVATE NAME CIGARETTES

SULLIVAN POWELL & CO LTD

Chichester Road
London N9 9DJ
Tel 01-807 0157

Snuffs

AFTER GLOW Peppermint

Samuel Gawith & Co Ltd
The 'Kendal Brown' House
Kendal LA 7BY
Tel 0539 20117
ANISEED (MATURED)
Gawith Hoggarth & Co Ltd

BB BOUQUET

Gawith, Hoggarth & Co Ltd
Lowther Street
Kendal
Tel Kendal 20047

BEAU BRUMMELL

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

BEST SP

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

C. M. CAMPHORATED MENTHOL

Gawith, Hoggarth & Co Ltd
Lowther Street
Kendal LA9 7BY
Tel Kendal 20047

DOCTOR VEREY'S (Medicated)

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

DR RUMNEY'S EXPORT (Blue Tin)

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

Snuffs—cont.

DR RUMNEY'S MENTHOLYPTUS (Brown Tin)

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

DR RUMNEY'S PLUS (Green Tin)

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

FIDDLER

Illingworth's Tobaccos Ltd

GOLDEN CARDINAL

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

GROUSEMOOR

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

HEDGES 'L260' SNUFF

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

IRISH

Illingworth's Tobaccos Ltd
JOCKEY CLUB
Illingworth's Tobaccos Ltd
K67
Illingworth's Tobaccos Ltd
Aynam Mills
Kendal
Tel 21898

KENDAL BROWN

Gawith Hoggarth & Co Ltd
Lowther Street
Kendal LA9 7BY
Tel 20047

KENDAL BROWN

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

KENDAL BROWN ORIGINAL

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

LAVENDER

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

MASTIFF

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

McCHRISTAL'S SNUFF

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

MENNEX

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

OTTER HOUND

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

PEPPERMINT—GREEN LABEL

Illingworth's Tobaccos Ltd
PEPPERMINT—ROOSTER
Illingworth's Tobaccos Ltd
PEPPERMINT—WHITE LABEL
Illingworth's Tobaccos Ltd

SAM'S OWN MEDICATED

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

SANSNUFF A33

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

SP (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

SHARROW SNUFFS

Wilsons & Co (Sharrow)
GPO Box 32
Sheffield 11
0742 662677 Est 1737

SPARTAN MENTHOL

EUCALYPTUS
Gawith, Hoggarth & Co Ltd
Lowther Street
Kendal
Tel 20047

'STURCO' MENTHOL

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

SUPER MENTHOL

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

TOP MILL (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

WESTERN GLORY

Gawith, Hoggarth & Co Ltd
Lower Street
Kendal LA9 7BY
Tel 20047

WILD MINT

Gawith Hoggarth & Co Ltd
ZEST MEDICATED
Illingworth's Tobacco Ltd

Cigars

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KING EDWARD Cigarillos and

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

ROBERT BURNS

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

GREAT BRITAIN

CITIE DE ROTHSCHILD

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

PARLOUR PANATELLAS

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

SPEAKER PANATELLAS

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

ST MICHEL

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

VARANO CIGARS AND

PANATELLAS
Abrahams & Gluckstein
55-57 Tabernacle Street
London EC2A 4AA
Tel 01-253 4010

VILLA VANA

Alfred Preedy & Sons Ltd

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ALTO

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

VIEIL ANVERS

M. Landaw Ltd

BRAZIL

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LEITAVES (all sizes)

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London SW1
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London SW1
Tel 01-734 1477

TALVIS CIGARRILHAS

M. Landaw Ltd
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Piccadilly
London SW1
Tel 01-734 1477

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Barnards Inn Holborn
London EC1N 2JP
Tel 01-405 4857

SCOTT'S IMPERIAL BURMA

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

CANARY ISLANDS/LAS

PALMAS

TABACOS JEAN/SPANISH

MAIN
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3 Links Way
London NW4 1JR
Tel 01-902 6146

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ADVOKAT CIGARS

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

APOLLO HALF CORONAS

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

APOLLO KING WHIFFS

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

APOLLO SLIM PANATELLAS

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

APOLLO WHIFFS

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

GOLF DEMI PANATELLAS

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

NOBEL PETIT CIGARILLOS

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

HOLLAND

AGIO

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

CARL UPMANN

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

CLAASSEN

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

DUTCH MASTERS

Anglo-Dutch Cigar Co Ltd
3 Shakespeare Road
London N3 1XG
Tel 01-349 2011

DUTCHY

Anglo-Dutch Cigar Co Ltd
GAINSBRO' WHIFFS
Abrahams & Gluckstein Ltd
55-57 Tabernacle Street
London EC2A 4AA
Tel 01-253 4010

HENRI WINTERMANS

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Andover Hants SP10 5AX
Tel Andover (0264) 61131

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1083 Finchley Road
London NW11 0QH
Tel 01-455 9614

Cigars—continued

JOLLY KNIGHT PANATELLAS

Alfred Preedy & Sons Ltd
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Burnt Tree
Tipton, Staffs
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KAREL I

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

LITTLE DUTCHMAN WHIFFS

M. Landaw Ltd
4 Eagle Place, Piccadilly Circus
London SW1
LITTLE OLIVER
Anglo-Dutch Cigar Co Ltd

LA PAZ

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

LORECA

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Loretta House
1083-5 Finchley Road
London NW11 0QH
Tel 01-455 9614

PALADIJN

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

PANTER (the new range)

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

PARCIVAL

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

PROCTOR DUTCH PANATELLAS
M. Landaw Ltd

RITMEESTER

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

SCHIMMELPENNINCK

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

SENIORS

Anglo Dutch Cigar Co Ltd

TROPENADEL

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

WILLEM II

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

HAVANA

AMOR DE CUBA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2H 0HR
Tel Temple Bar 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

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

HOYO DE MONTERREY

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

MONTECRISTO

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

PARTAGAS

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

POR LARRANAGA

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

PUNCH

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

RAFAEL GONZALEZ

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

RAMON ALLONES

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

ROMEO y JULIETA

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

ROMEO y JULIETA

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

SAINT LUIS REY

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

SANCHO PANZA

H. & W. Hill (Cigars) Ltd
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

H. UPMANN

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

ITALY

TOSCAN-I AND ELLI

H. G. Mould
130 Sharps Lane
Ruislip, Middx
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

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High Timber Street
Upper Thames Street
London EC4V 3PA
Tel 01-236 4591/2

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London NW11 0QH
Tel 01-455 9614

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High Timber Street
Upper Thames Street
London EC4V 3PA
Tel 01-236 4591/2

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Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

JAMAVANA

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

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13 Old Bond Street
London W1X 4QP
Tel 01-493 1825

LARANA

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Hatton Garden
London EC1N 8UE
Tel 01-242 7873/5

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

MACANUDO

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Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

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1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

ROYAL JAMAICA

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

ROYAL JAMAICA

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

SYDRAHS DE LUXE

A. B. Hardy & Co Ltd
5 Hustlergate
Bradford 1, 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
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

FLAMENCO

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

MANILA

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Pontypridd, Glamorgan
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Four ways to turn a Merry Christmas
into a prosperous New Year

MONITOR

Presents the News in Relief

POLARISATION OF VENDING OPERATIONS

Carreras Rothmans Ltd have recently purchased a substantial interest in Industrial Sales Services, one of the UK's largest and fastest growing vending machine operators.

A spokesman for the company says that ISS will continue to operate as an independent company, separate from the mainstream of Carreras Rothmans cigarette and tobacco business. It is further intended that ISS operations will benefit from the experience of other group companies especially in the field of machine selection.

In a move to allow independent vending machine operators to function in the national field, a group of 15 medium and large sized cigarette vending companies have come together to form a collective organisation known as Automated Cigarette Marketing (ACM). The aim of the new company is to negotiate for national and regional contracts with concerns such as breweries, leisure and hotel groups, industrial and commercial corporations. The group, which has a current annual turnover in excess of £7 million, operates from strategically placed depots throughout the country, but the central office at Wisemore, Walsall WS2 8DN, will be responsible for the administration of all national accounts and contract enquiries.

Chairman of the organisation Mr David Saxton admits that this is a countermove to the incursion of cigarette manufacturers into vending operations in the shape of Mayfair Tobacco (Gallaher) and Industrial Sales Services (Carreras Rothmans). Mr Saxton reports that Imperial are delighted at this development and have promised all the support they can give. Obviously it is in Imperial's interest to nurture an independent vending sector.

Mr Saxton said: 'We feel we have something to offer the industry that

Gallaher and Carreras just don't have—the professionalism and efficiency that can only be found in companies where principals, acting from a sound profitable base, conduct the business themselves.

The regional depots are in Birmingham, Blackburn, Bristol, Glasgow, Hull, Leeds, London, Manchester, Medway, Northampton, Norwich, Nottingham, Portsmouth, Rhyl, Scarborough and Southend.

LONDON VENUE FOR WORLD TOBACCO SYMPOSIUM

The international shortage of leaf tobacco and action that could be taken to minimise its effects—including manufacturers' use of synthetic ingredients in cigarettes—is the theme of a World Tobacco Symposium to be held next year in London. The Symposium will last three days from 7 May-9 May. The Symposium will be concerned with the commercial aspects of the problem: it will not be a scientific gathering, says *World Tobacco*, the sister journal of *Tobacco* sponsoring the event.

Anyone wishing to be sure of receiving details can get on the mailing list by writing to the Organiser, World Tobacco Symposium, 21 John Adam Street, London, WC2.

GETTING THE PRICE RIGHT

Wills have pointed out that their cigars are not included in the new prices including 8 per cent VAT which appeared in the September 1974 Supplement to the *Smokers' Handbook of Recommended Retail Prices* published in June 1974. In the supplement readers are asked to refer to prices in the

original *Smokers' Handbook* which include VAT at 10 per cent.

For easy reference the correct cigar prices are listed below.

	1s	5s	10s
Castella Panatellas	13½p	—	—
Castella Panatellas Tubed	14p	—	—
Castella No 5	—	33p	—
Embassy Emperor	29½p	—	—
Embassy Miniature Cigars	—	—	36p
Embassy President Tubed	27p	—	—
Embassy President 25s	26½p	—	—
Embassy Slim Panatellas	—	33p	—
Embassy Small Corona	22p	—	—
Embassy Small Corona Tubed	22½p	—	—
Picador	—	—	36p
Van Dyck	—	33p	—
Wills Whiffs	—	33p	—
Embassy Half Corona	33p	—	—

(Introduced in August)

MANCHESTER DATE

The Manchester and District Committee of the Tobacco Trade Benevolent Association are holding their 52nd Annual Dinner Dance at the Hotel Piccadilly in Manchester on Friday, 8 November. All proceeds go to the TTBA. Music for dancing will be provided by the Big City Sound, a 15-piece dance orchestra. Tickets are available from Mr. G. Ramsden, 14 Boscombe Drive, Hazel Grove, Stockport, Cheshire and cost £5 each.

EEC NEWS

Last month the Brussels Commission asked France to open up guaranteed access to its market for cigarettes and other tobacco products from Britain and the other two new EEC members, Ireland and Denmark.

The request is being made in line with provisions in the Treaty of Common Market Accession covering state monopolies. At the moment the French state tobacco monopoly is still officially entitled to refuse to allow imports from the three new EEC members even though trading does, in fact, take place. A similar situation arises over French alcoholic imports.

For tobacco, the Commission is recommending that France open up automatic import quotas for the three new members, starting at 3 per cent of French national production this year and rising to 15 per cent by 1977. From 1978 all quantitative restrictions should be abolished, the Commission says.

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PARTAGAS



**Finest
Havana
Cigars**

DISTRIBUTORS JOIN FORCES

Somportex Ltd of Wembley Middlesex, the sole distributors of the Handelsgold range of cigars, have recently created a specialised cigar operation and joined in a mutual distribution organisation with Anglo Iberian Distributors Ltd of 3 Links Way, London NW4, importers of Spanish Main Tabacos Jean cigars from Las Palmas.

Spanish Main cigars are manufactured in the Canary Islands by Tabacos Jean SA. This quality cigar, available in 5s and 25s, is aimed at the discerning smoker. The havana leaf filler gives excellent smoking quality to the cigar, ranging in size from Coronas retailing at £1.50 for 5, to Mini Panatellas retailing at 57½p for 5.

Both Handelsgold and Spanish Main are backed by comprehensive point of sale material, a range of boxed lines and good margins to the trade.

The joint distribution service operates from Somportex House, Sunleigh Road, Alperton, Wembley, Middlesex.

Joint marketing executive is Brian Taylor of Anglo Iberian Distributors, formerly with Anglo Dutch Cigar Co Ltd.

Dutch cigars have been redesigned using the theme 'the not-so-tame taste in cigars', and is aimed at the smoker who wants a little more flavour from a cigar. In common with most other imported cigar brands, advertising will be confined to the trade Press.

The Panther range will complement the highly successful Henri Wintermans range, say Imperial Tobacco (Imports). The move makes Panther a slightly more attractive proposition to traders because orders for best terms can be combined with those for any other brands handled by Imperial Tobacco (Imports). When the range was with Ogden's quantity terms were applied individually to pipe tobaccos and Panther cigars.

GOOD NEWS

At a recent world congress on cardiology in Argentina a Danish doctor stated that his research had shown that some smokers are fitter than non-smokers. Moderate cigarette smokers and pipe smokers ranked highest in physical fitness, while cigar smokers are ranked among the lowest. His studies also showed that smokers who inhale are fitter than those who do not.

WAITING FOR MORE RATES

In August Customs and Excise issued Notice No. 745, entitled 'VAT: preparation for additional rates'. The booklet gives advice about the changes a taxable person needs to make in his records, accounting and invoicing arrangements in order to be ready to deal with additional rates of VAT at any future date.

Customs & Excise are nothing if not timely: Notice No. 716, entitled 'VAT: changes in the rate of tax', was issued a couple of months before the announcement at the end of July that VAT is to be levied at the new rate of 8 per cent.

It looks like a case of 'let's wait and see'.

SAFETY FIRST

Gallaher have received a Gold Safety Performance Citation from the British Safety Council, Europe's largest industrial safety organisation.

The award—the highest possible under the Citations scheme—was presented by Cllr Arthur Surry, the

Mayor of Ealing, accompanied by the Mayoress, at the company's premises in Rowdell Road last month.

The award was received on behalf of Gallaher by Mr Reg Hill, deputy manager of the Southern distribution depot.

FROM THE TOP

Tobacco industry leaders are continuing to add their weight to criticisms about the current state of the country and the recently published White Paper entitled 'The Regeneration of British Industry'.

In an open letter to British American Tobacco Company's 135,000 stockholders at the end of August the chairman Mr Richard Dobson says:

'At this time when our economy is threatened and even the institutions whereby we govern ourselves are falling into disrepute, when the country seems to be more deeply divided than for many years and in particular when business and the free enterprise system are being criticised and threatened on all sides, I am taking this opportunity to tell you where BAT stands in all this.'

Companies which make reasonable profits, even in inflationary circumstances, and manage both to pay a modest dividend and to retain sufficient funds to maintain the true worth of their businesses, are seen as greedy exploiters. Companies which fail to do so are seen as letting the country down. Both are threatened by Government intervention.

For more than two years increases in dividends have been kept well below the rate of inflation and, more recently, increases in wages and certain other costs have been disallowed as to half in the manufacturing industry and in full in the distributive trade, as justification for price increases. The result of this is a progressive squeeze on profits expressed in terms of money, which itself declines in value day by day.

These policies, initiated by the last Government and hitherto retained by the present, combined with the current threat of widespread interference by Government in industry and creeping nationalisation, have produced a quite catastrophic fall in the market value of stocks and shares.

People who do not own shares may see this as no problem to themselves. True, the rich and the thrifty have been duly punished; but the less well off are by no means unscathed.

The inability of many companies, because of restricted profits and low share prices, to finance development



PANTHER CHANGE-OVER

From the beginning of September, Imperial Tobacco (Imports) Ltd assumed responsibility for the sale and distribution throughout the UK of Panther cigars—a range previously handled by Ogden's. This latest addition to their range means that Imperial Tobacco (Imports) are now responsible for nearly all the imported brands handled within Imperial Tobacco Ltd.

All advertising and point of sale material for these fuller flavoured

Royal Danish APOLLO cigars THREE FOUR DISPLAY PACK

Stock Now for Christmas



J. John Masters & Co. Ltd.,

can only be reflected in the end in declining job opportunities and declining standards of living for every one of us.

In fact, of course, very few shareholders are "rich" by any standard. Countless thousands are relatively small savers and many more are represented by the great institutions, particularly insurance companies and pension funds. I am not saying that these institutions are in imminent danger of collapse, but no organisation which sees its investment income restricted and the value of its investments reduced by half can feel entirely confident. Everybody who has an insurance policy or expects a pension must feel less secure.

Another way in which everybody is affected by the decline in profits is through taxation. Governments have basically two sources of taxation, firstly the profits of private enterprise and secondly the incomes of private individuals, which are attacked not only by income tax but also by VAT, excise taxes on drink and tobacco, and so on. If private enterprise ceases to be profitable that source will disappear and all the services the Government provides, plus the huge subsidies which go to the nationalised industries from time to time, will have to come straight out of the individual citizen's pocket.

The White Paper entitled "The Regeneration of British Industry" published on 15 August is on the face of it less menacing than some of the utterances made by some members of Government. It has, however, all the teeth it needs. The list of 20 companies has disappeared for the time being but it can be reactivated by the National Enterprise Board at the stroke of a pen. The avowed object is not only Government participation in businesses which have run into difficulties (not always of their own making) but also in large profitable companies. There is a widespread belief, both inside and outside Government circles, that nationalisation (and make no mistake, from Government control to full nationalisation is a short and inevitable step) must in some way be of benefit to the business, the employee and the country. (Nobody suggests that it is of benefit to the shareholder).

As far as the BAT group of companies is concerned, we see no merit whatsoever in this notion. As for the employees, there is little evidence that nationalised industries are better employers than private enterprise. As for the country, nationalisation reduces and eventually eliminates freedom of choice, choice of goods or services for the consumer and, to a great extent, choice of job for the employee. The superimposition

of bureaucratic and doctrinaire influences on the decision-making process of exporting businesses is highly likely to damage British industry's competitive strength in world markets.

BAT is a large and complex organisation and its direction is a task which calls for a high degree of experience and skill, exercised with due regard to social considerations. It calls for informed decisions and quick decisions, based on commercial rather than political grounds. I find it inconceivable that a body of faceless men somewhere exists that is able to run BAT, and many other companies at the same time, better than the existing management, imperfect though that may be.

BAT in its last financial year made a net contribution of £88 million to the UK balance of payments. A substantial proportion of this was derived from the dividends paid by profitable operations overseas, but direct exports from the United Kingdom also played a considerable part. Interference by Government in the management of BAT at the centre is bound to prejudice its relations with the Governments and peoples of the many countries where we operate abroad, and any arbitrary treatment by a British Government of foreign owned companies operating in this country will not only further reduce foreign investment here but may easily provoke retaliation against British companies overseas.

BAT, in common with other great British companies, is still in good shape. Of course, not all our troubles can be laid at the door of Government. Inflation is a global problem and the next few years will be difficult for business, not only in Britain but in much of the world. If we are left to conduct our affairs in a sensible way, without intolerable restraints or unnecessary rocking of the boat, we shall survive and continue to prosper. I only ask, if you agree with me on the evidence of the past and present that private enterprise the best system for generating prosperity in the future, that you make your views known as widely as possible.

The weight of Mr Dobson's words can be measured by the fact that the Financial Times share index took another downward turn the day the letter was published, although it rallied towards close of business.

Sir John Partridge, chairman of Imperial Group, has also had his say. He attributes the recent falter in Imperial's growth record largely to Government policies, and maintains that in the fight to recapture forward momentum 'the fewer distractions we have, the better'.

In a statement, Sir John said he recognised the right of Government to

influence industry in certain broad areas but added that he foresees harm in the powers described in the White Paper. Sir John continued: 'To do a decent job by the country, industry needs to work to a considerably longer time scale than the life of Governments and to stand on firm, rather than shifting, ground'. He feels that intervention leads to confusion and delay, to a slowing-down in decision making and reduced efficiency.

Sir John also points out that whereas Imperial have received £6 million in Government grants towards capital projects and in regional employment premiums in the four years, 1970-73, they have paid £122 million in tax on profits and dividends, have invested £130 million in plant and equipment, and have collected for the Government over £3,000 million in Customs and Excise duties.

PREEDY RESULTS

The chairman of Alfred Preedy & Sons Ltd, Mr H. L. Preedy, said in his annual statement that the wholesaling and retailing group had performed even better during the financial year to 31 March 1974 than during the previous record breaking year.

Once again the wholesaling sector has made great progress. A new cash and carry warehouse is being opened this year on the Gravelly Hill Trading Estate. This is to replace the company's existing Birmingham warehouse in Summer Lane where the trade has outgrown the size of the building. Due to a compulsory purchase order the company is disposing of its warehouse in Stratford-upon-Avon which is to be replaced by a much larger unit incorporating cash and carry on the Maybrook Industrial Estate in the same town. A completely new cash and carry operation was started at York Street, Hanley, in July of this year.

On the retail side, the group has continued its policy of opening a number of larger shops, including those at the Trident Centre, Dudley; Broad Marsh Centre, Nottingham; and High Street, Acton. A number of other smaller existing businesses have been purchased and some sold. In all, 21 shops and kiosks have been opened or acquired and 13 disposed of or closed.

A year of steady expansion has been achieved by building on trading policies laid down in previous years when it was decided to change the image of the company from being a multiple tobacconist to a multiple retailer. Mr Preedy notes that the success of these alterations has attracted comment from the

Prices Commission on the possibility of the group exceeding its gross and net profit margins, and he says that these statutory controls are particularly penalising to progressive companies.

Mr Preedy concludes that the prospects for the group to March 1975 will largely depend on the economic outlook which appears in the Autumn of this year, and will be subject to statutory profit limitations as well as the very serious effects of inflation on running costs, despite Mr Preedy's expectation of another good year for the group.

CASH & CARRIES ON TELEVISION

Warriner and Mason, the headquarters of the Gallaher distributive trade division, have recently completed a television advertising campaign in Ulster and Scotland related to the opening of their new cash-and-carry warehouses in these areas (reported in August *Tobacco*).

The commercials were one minute spots and featured Mr James McCarroll, managing director of Holmes Cash-and-Carries, Northern Ireland, and Mr Alex Thompson, a depot manager in Scotland, on their respective channels.

Mr Christopher Blasdale deputy managing director of Warriners said: 'We used television to launch our Scottish depots last year and were delighted with the result. We decided to employ the same approach for the opening of our new depots at Enniskillen and Coleraine in Northern Ireland and we found that the results, in conjunction with newspaper advertising and handbill circulation, were dramatic. At the same time we took further television advertising in Scotland.

The net result is that we are planning a first-ever television campaign in October for all of the Warriner and Holmes cash and carries—with a hard hitting advertisement aimed at retailers and caterers.

We believe that we are the first cash and carry group to run such a campaign in the UK.

CIGAR INCREASES

Because of rising costs the prices of Rothmans, Carreras and Schimmelpenninck cigars were increased at the end of August.

These are the first increases, except for duty and VAT changes, since 1972,

and have received Prices Commission approval. Percentage discount rates to the trade have been maintained and cash profit margins increased accordingly.

New selling prices include (old prices in brackets): Rothmans Grand Panatellas 67½p (64p) for five; Rothmans Slim Panatellas 38p (34½p) for five; Rothmans Mild Cigars 33p (31½p) for five; Bandolier 11p (10p) each; (in 5's) Gilden 34p (28½p) for five; Nova 40p (34½p) for five; Duet 62½p (51½p) for five; Vada 62½p (51½p) for five; and Media 54p (45p) for ten.



In his mini-Budget of 22 July 1974 (or as some papers call it, his maxi-Budget) the Chancellor chose to alter the basic rate of VAT from 10 per cent to 8 per cent. I wonder, very seriously, whether he realised the amount of work this would throw on the retailer.

Many firms, like mine, had fixed a retail price inclusive of VAT and had worked on the following principles:

- so far as retail cash sales are concerned, they owe the Revenue one eleventh of the total sales as the VAT contribution
- every invoice to a credit account customer must be worked out to show goods and VAT separately.

With a 10 per cent VAT rate this was a simple operation.

With an 8 per cent VAT rate it was slightly more complicated but still manageable.

To give any benefit to the public (which was, after all, Mr Healey's object) the change from 10 per cent to 8 per cent has meant to the retailer a calculation back to a basic price and then the addition of 8 per cent. This was, of course, not too difficult.

But (and perhaps this word "but" should be in capitals) I feel sure that Mr Healey has in mind a varying rate VAT scheme if he and his party are re-elected when the next General Election takes place (later this year?).

Whilst there is one standard rate for

VAT (be it 8 per cent, 10 per cent or any other figure) the cash sales over any counter are very simple because analysis is unnecessary. The total sales are recorded and the appropriate percentage goes to the Revenue as VAT, but does the Chancellor realise that a tobacconist today not only stocks tobacco goods. Because his margins on these are too low, he has had to diversify and carry many other lines. Experience with Purchase Tax showed that all possible rates were applicable to his stocks and it seems probable that all rates of VAT would affect him and give him untold worries.

I attempt to co-ordinate the trading and accounting of a retail shop with a fairly high turnover and, as I see it, varying rates of VAT would mean the employment of at least two 'Cashiers-cum-shop assistants-cum-analysts-cum-statisticians' to arrive at the necessary answers, because complete detailed analysis becomes essential. If anyone thinks he can employ staff of this calibre, prepared to analyse every sale both under its cash value and its VAT heading at under £2,000 pa, I fear he is living in cloud-cuckoo land.

Surely it is time everyone in the tobacco trade (and many other trades) took arms against the possibility of varying rates of VAT and, unless they do so, I can only see the cost of staff in every trade increasing to an impossible degree.

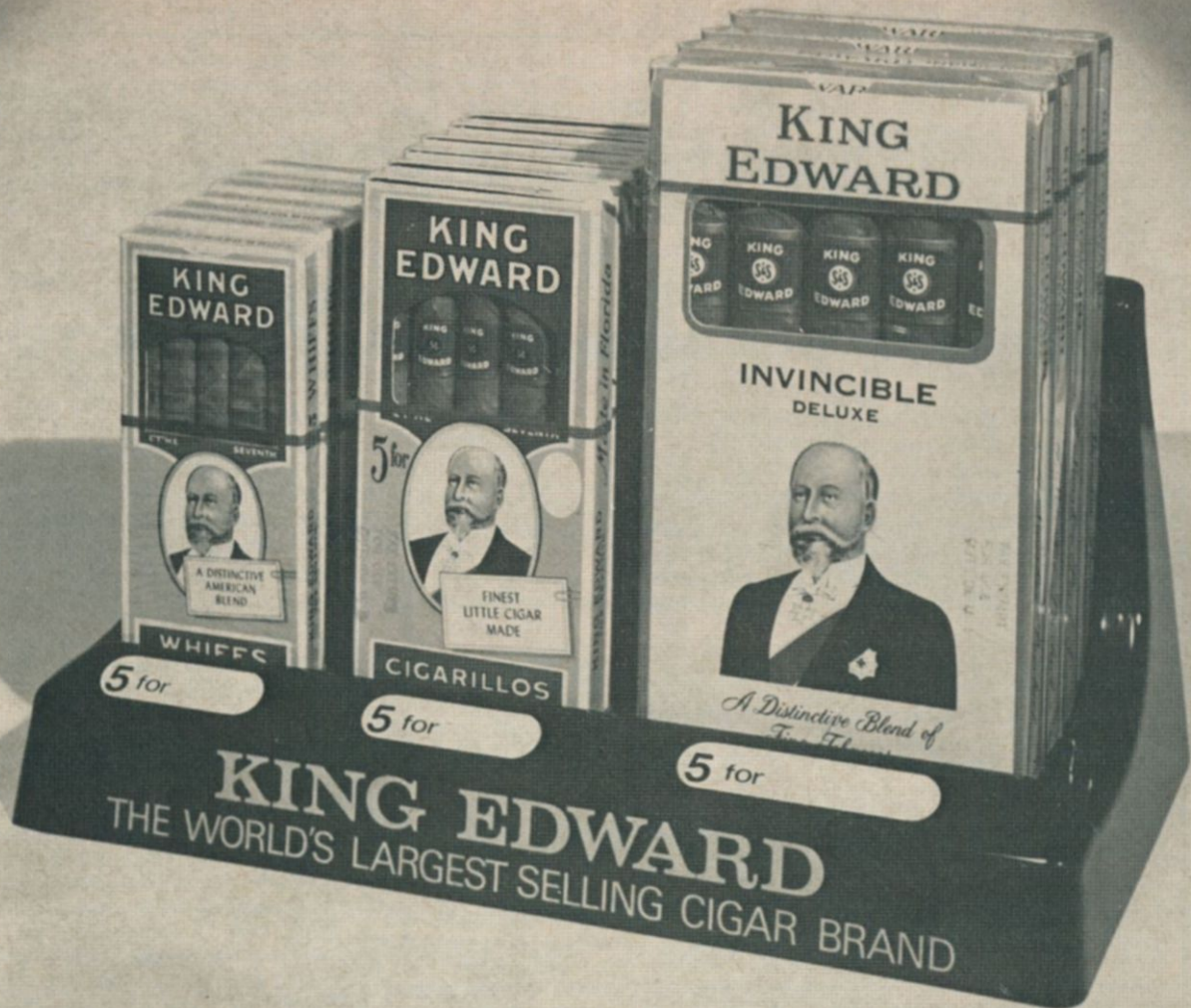
Yours faithfully,
H. E. A. Albin,
General Manager.
FRIBOURG & TREYER.

P.S. Since drafting this, I have read Customs Notice No 745 and VAT News No 3. I have not changed my mind!

COMPUTERISED CARRERAS ROTHMANS

A new Carreras Rothmans distribution centre for the southern area of the United Kingdom was officially opened by Major-General Sir Francis de Guingand, a director of the company, on 24 September. The centre, at London Colney near St Albans in Hertfordshire, is the result of four years intensive planning to establish a distribution service which is among the most modern and highly developed in Britain.

A total review of Carreras Rothmans' national distribution network, based on computer predictions of delivery requirements into the 1980s, indicated this area as ideal for the location of a new centre to serve the southern half of the country roughly covering the area South of a line from the Severn to the Wash excluding some of the



KING EDWARD CIGARS

THE WORLD'S LARGEST SELLING CIGAR BRAND

Display and Sales Dispenser No.85 · Features the 3 Popular 5's Packs

Recommended Retail Prices

5 WHIFFS 35p

5 CIGARILLOS 65p

5 INVINCIBLES £1.85p

Order from your usual wholesaler

or direct from the sole importers

LORETTA CIGARS (LONDON) LTD
1083 FINCHLEY ROAD LONDON NW11 0QH
PHONE 01-455 9614

The cigar jar – more in it for you.

You have all seen the nationwide advertising campaign behind the H. Upmann Cigar Jar. Sales are up by 40% and you must be feeling the results.

From October through Christmas this successful advertising campaign gets even more intensive, appearing consistently in no less than 10 national prestige magazines

in full-page full-colour. We can give you display material to back it.

Without doubt this is the biggest full-colour promotion ever mounted for Havana cigars. The proof is in the selling and the gift season will soon be with us.

Stock up now. There is a great deal in the Cigar Jar for you!

The cigar jar.

You are no doubt accustomed to seeing hand made Havana cigars in an elegant cedarwood box. So what, you may ask, is the old and respected name of H. Upmann doing on a jar?

It is presenting, in the best possible way, what for many of you will prove an entirely new smoking experience. The "nature seasoned" cigar.

The "nature seasoned" cigar is a hand made cigar taken straight from the maker's bench in Cuba and popped into airtight jars in order to reach these shores in mint fresh condition. The Havana as smoked in Havana in fact.

Now, you may have heard this type of cigar referred to as "green". This is not a reference to its colour but to its unique freshness and should not be confused with the American custom of colouring their cigars with a greenish-yellow tint called Candela. A habit prevalent in this country, blessed as we are with true Havanas.

In appearance then there is nothing to distinguish a "nature seasoned" cigar from your usual mature Havana. It is when you come to touch and to taste that you realise that this is something different.

The fresh cigar has a supple, resilient feel to it. It has a gentle flavour, yet with more character, a richer, more fragrant aroma, more... well you'll understand when you try one for yourself.

The Jar.

Having read all about the cigar, you can appreciate why the H. Upmann people go to great lengths to preserve it in its natural state. Hence the rather splendid glass jar you see in the picture.

The H. Upmann cigar jar comes in a variety of sizes each with its own leather carrying strap. The strong steel clips on the lid, together with the cork washer and cedarwood lining, guarantee the precious contents remain in peak condition impervious to climatic changes and the ravages of dryness or damp.

In fact, should you be called to foreign parts or indulge in outdoor pursuits such as yachting or skiing, there is no better container to ensure your cigars a safe passage. Even the dismal prospect of an empty jar can be brightened somewhat by the thought of the many alternative uses to which this remarkable vessel can be put.

You should find the cigar jar wherever they stock the excellent range of H. Upmann mature Havanas.

H. Upmann
Fine Havana Cigars

Sole Importers: Hunters & Frankau Ltd., 10 Snow Hill, EC1A 2EB

Hunters & Frankau Limited.

Sole Importers: Hunters & Frankau Ltd., 10 Snow Hill, EC1A 2EB.

remoter regions of the South West which are served by the Northern depot. The North is served by a similar centre at Tyldesley, Manchester.

The centre stands on five acres of land and consists of a warehouse, offices and canteen accommodation, and a vehicle maintenance bay. There is additional land for future expansion within the complex giving the centre a potential capacity for 60 million cigarettes per day through-put.

A highly developed computer system controls all aspects of the distribution process from the arrival of cigarettes from the factories in Northern Ireland and Basildon, Essex to their delivery to customers. The system, which is fully integrated by telecommunications links with the company's main computer installation at Basildon, provides all the necessary information for the daily running of the centre.

Each day's orders are checked against stocks and customers' credit automatically. Despatch dockets, consignment notes and invoices are raised at the same time for the day's deliveries.

In the warehouse the handling operation is divided into three sections: bulk storage, standard case and a module system areas. In the bulk storage area incoming supplies are stored and are used in strict rotation. Stocks are transferred from bulk storage either to standard case areas or a module conveyor belt packing system. From the first, all standard size cases are selected for large volume orders. The module system is designed to deal with low volume mixed orders and the requirements of the smaller customer.

Delivery methods were also given close scrutiny during the review. The company completely revised its own transport methods and its use of national carrier networks. For the company's own fleet of vehicles a daily computer-based delivery schedule advises the most economic route and the drop sequence. This sequence then determines the order in which the customer's goods are packed and loaded into vans. Each schedule is based on several factors including number of customers, mileage, road speed, order size, roads, vehicle capacity and even early closing days. Within the London area deliveries are now made within three days of receipt of order.

Close co-operation between Carreras Rothmans and British Road Services, whose vehicles the company also uses, produced a system specially tailored to the delivery requirements of this distribution operation. Pre-sorting of goods by Carreras Rothmans improves the speed of delivery and reduces handling and administration.

The London Colney centre currently employs about 200 people and has used the most modern planning techniques to ensure that demands imposed by the company's growth can be met for some time ahead.

Latest Table from DHSS

Last month the Department of Health and Social Security published the latest table showing tar and nicotine yields of cigarettes as determined by the Government Chemist, and announced that in future tar groups (introduced into the table last February) are to be shown on cigarette brand advertisements as a result of a voluntary agreement between the Department and cigarette manufacturers. The new table is reproduced in full on page 23.

This is the third table showing tar and nicotine yields. It was compiled from samples collected by the Government Chemist between January and June 1974. For each of the 111 brands listed, 150 cigarettes were sampled from packets obtained in each of the six months of the sampling period from the manufacturers' warehouses at the places of manufacture. In the case of imported cigarettes, from the bonded warehouses at the arrival point of the cigarettes in this country. The presentation of the table remains unchanged.

The tar groups were introduced to make it easier for smokers to understand the position of their own brand within the table and to select a brand with a significantly lower tar yield—differences between brands of up to 2mg of tar can generally be ignored, according to the Department. It is taking a few weeks for all cigarette Press and poster advertisements to be changed to include the agreed reference to tar grouping, particularly colour advertisements.

It seems more than likely that tar groups will also appear on packs within the foreseeable future. The Government say that manufacturers are still considering a request by Dr David Owen, Minister of State at the Department of Health, that tar group descriptions appear on cigarette packets in addition to the familiar Government health warning.

The Government say the new table is to be made widely available in poster and leaflet form, copies of which are being sent to health authorities for distribution from doctors, dentists, chemists, health centres, clinics, Post Offices, local Social Security offices and cigarette retailers.

There are no significant changes in the table. All manufacturers are clearly trying to reduce tar content, although a handful of brands have increased tar yield by the odd milligram which the Department says can be ignored. Since testing first began in July 1973 there has been an average drop of 2mg in tar yield.

Embassy Ultra Mild retains its position at the top of the low tar sector because of its alphabetical advantage over similarly rated brands, and Capstan Full Strength is still at the bottom of the list, although it has reduced both tar and nicotine yield. Some imported brands make their debut in the list: Camel filter, Lark filter, L & M Box filter, and Lucky Strike filter and plain. These were included in the table at the request of importers and/or manufacturers on the basis that unit sales exceed, or are expected to exceed 10 million a year.

Another newcomer to the table is Blend 75, a filter tip, Virginia cigarette retailing at 32p for 20. This is a Wills brand, introduced last December, but which they are not actively promoting at present although it is on the market for those who want it.

Some recognition from the Government of manufacturers' efforts to reduce tar content is apparent. Following the decision to include tar group on cigarette advertisements it may well be that the tar group of a brand changes before the fourth table is published. In this case manufacturers may show in advertisements the tar group appropriate to current production. Gallaher have, in fact, reduced the tar yield of Silk Cut since the beginning of August and have now received official approval to rank the brand in the low tar sector in all advertising. New Silk Cut advertisements appeared in the Press the day after the new table was published, and not only included the low tar group but also a departure from the conventional cigarette advertisement in the form of a collection of smokers' opinions, with their pictures, about the amount of time it takes to get used to the brand.

The Department of Health say there is some evidence that since publication of the last table in February some smokers have changed to brands yielding less tar.

The testing of cigarettes is continuing and it is expected that the next table will be published around April 1975. Meanwhile discussions are continuing with manufacturers regarding the form of Government health warnings on packets and the reference to them in advertisements as well as the possibility of including in the near future tar yield groups on cigarette packets.



From Combined Tobacco.



From Jamaica Tobacco.



From Palomino Bros.



From B & JB Machado.

They come with a guarantee that's virtually useless.

In Jamaica we don't *manufacture* cigars. Instead we *make* them. By hand.

That way they're made to perfection.

Each one combines a full aroma and mellow flavour, suitable for every occasion.

It's the result of generations of skilled craftsmen.

Whichever brand of Jamaican cigar you choose (there are 16) you'll find they come with a guarantee of approval.

But as our cigars are perfect you'll never need to use it.

JAMAICAN CIGARS

For more information, contact
Peter Hunt, Jamco Ltd, 48 Grosvenor Street,
London W1X 0B5. (01-629 5477).

GOVERNMENT TAR AND NICOTINE YIELD TABLE

Tar yield mg/cig	Brand	Filter or Plain	Nicotine yield mg/cig
LOW TAR			
Under 4	Embassy Ultra Mild	F	Under 0.3
Under 4	Player's Mild De Luxe	F	Under 0.3
Under 4	Silk Cut Extra Mild	F	Under 0.3
7	Piccadilly Mild	F	0.4
8	Player's No. 6 Extra Mild	F	0.5
9	Blend 75	F	0.5
9	Player's Special Mild	F	0.6
9	Rothmans Ransom	F	0.5
9	Silk Cut King Size	F	0.7
LOW TO MIDDLE TAR			
11	Buckingham	F	0.6
11	Embassy Extra Mild	F	0.8
11	Pall Mall Long Size	F	0.8
11	Rembrandt Filter De Luxe	F	0.7
11	Silk Cut	F	0.8
11	Silk Cut No. 3	F	0.8
12	Benson & Hedges Vogue	F	0.8
12	Gallia	F	0.5
13	Belair Menthol Kings	F	0.8
13	Consulate Menthol	F	0.8
13	Everest Menthol	F	0.8
13	St. Moritz	F	0.9
13	Vogue Satin Tipped	F	0.9
14	Kensitas Mild	F	0.8
15	Embassy Mild	F	1.0
15	Piccadilly No. 7	F	0.9
16	Cambridge	F	0.9
16	John Player Carlton King Size	F	1.3
16	John Player Carlton Premium	F	1.3
16	Kent	F	0.9
16	Peter Stuyvesant King Size	F	1.2
16	Peter Stuyvesant Luxury Length	F	1.2
16	Rothmans International	F	1.2
16	Three Castles Filter	F	1.1
MIDDLE TAR			
17	Camel Filter Tip	F	1.0
17	Embassy Regal	F	1.1
17	John Player Carlton King Size	F	1.3
17	Nelson	F	1.0
18	Benson & Hedges Gold Bond	F	1.1
18	Cadets	F	1.1
18	Crown Filter	F	1.0
18	Embassy Gold	F	1.2
18	Gitanes Caporal Filter	F	1.2
18	Guards	F	1.2
18	Kensitas Corsair	F	1.2
18	Lark Filter Tip	F	1.3
18	Marlboro	F	1.3
18	Piccadilly Filter De Luxe	F	1.1
18	Player's No. 6 Classic	F	1.2
19	Benson & Hedges King Size	F	1.2

Tar yield mg/cig	Brand	Filter or Plain	Nicotine yield mg/cig
19	Benson & Hedges Sovereign	F	1.2
19	Cameron	F	1.3
19	Chesterfield Filter Tip	F	1.4
19	Dunhill International	F	1.3
19	Embassy Filter	F	1.3
19	Embassy Kings	F	1.3
19	Gauloises Caporal Filter	F	1.0
19	Gauloises Disque Bleu	F	1.1
19	Kensitas Club	F	1.2
19	Kensitas King Size	F	1.3
19	Kensitas Tipped	F	1.1
19	L & M Box Filter Tip	F	1.3
19	Park Drive Tipped	F	1.3
19	Piccadilly King Size	F	1.2
19	Player's No. 6 Filter	F	1.3
19	Player's No. 6 Kings	F	1.1
19	Player's No. 10	F	1.3
19	Silva Thins	F	1.2
19	Sobranie Virginia International	F	1.3
19	Sterling	F	1.2
19	Woodbine Filter	F	1.2
20	Benson & Hedges De Luxe Length	F	1.4
20	Du Maurier	F	1.3
20	Embassy Plain	P	1.1
20	Hallmark	F	1.1
20	Louis Rothmans Select	F	1.5
20	Park Drive Special	F	1.3
20	Player's Filter Virginia	F	1.4
20	Player's Gold Leaf	F	1.4
20	Player's Mild Navy Cut	P	1.5
20	Rothmans King Size	F	1.3
20	Senior Service Tipped	F	1.2
20	Slim Kings	F	1.3
20	Solent	F	1.2
20	Weights Filter	F	1.5
21	John Player Special	F	1.3
21	Pall Mall Filter	F	2.0
21	Player's Gold Leaf King Size	F	1.5
21	Player's Perfectos	F	1.5
22	Bachelor	F	1.5
MIDDLE TO HIGH TAR			
23	Richmond Plain	P	1.5
23	Weights Plain	P	1.5
24	Craven 'A' Cork Tipped	P	1.4
24	Kensitas Plain	P	1.6
24	Lucky Filters	F	2.1
24	Park Drive Plain	P	1.7
24	Piccadilly No. 1	P	1.4
24	Player's No. 6 Plain	P	1.6
24	Richmond Filter	F	1.7
25	Gallaher's De Luxe Mild	P	1.6
25	Gitanes Caporal Plain	P	1.6
26	Capstan Medium	P	1.8
26	Player's Medium Navy Cut	P	1.8
26	Senior Service Plain	P	1.6
27	Woodbine Plain	P	1.7
HIGH TAR			
29	Gauloises Caporal Plain	P	1.5
30	Churchmans No. 1	P	1.9
30	Gallaher's De Luxe Medium	P	2.0
30	Player's No. 3	P	2.0
32	Gold Flake	P	2.1
33	Lucky Strike Plain	P	2.8
36	Capstan Full Strength	P	3.2

New, hand-rolled Montpelier



From Jamaica with pleasure

Montpelier cigars are completely new to the UK. And the finest ever to come out of Jamaica - thanks to our on-the-spot quality control. They're hand-rolled from specially selected natural leaf. Mellow, with a full aroma.

Made in sizes to suit all tastes. And traditionally boxed in cedarwood. As sole importers, we promise delivery on the day of your choice.

Think Jamaica.
Think Montpelier.

So contact us for details.



Regency House Esher Surrey KT10 8QU
Telephone Chertsey (09328) 61231

WHAT'S NEW



October launch

After the loss of several imported brands during recent months, William P Solomon have announced the acquisition of a French brand, called Bastos. The brand is a top seller on the Continent, says Solomon, and has a distinctive mild and smooth flavour that is typically French.

Selling-in of the brand starts on 14 October. Bastos, in a striking blue soft pack is available in filter, plain and king size, and is designed to meet all the requirements of the smoker who prefers French cigarettes.

Consumer advertising for Bastos breaks in November. There will be black and white advertisements in London's *Evening Standard* and *Evening News*, and full colour advertisements in men's magazines such as *Mayfair* and *Penthouse*.

A full range of point of sale material has been prepared to complement the advertising. There will also be a 20p per thousand trade bonus during the selling in period.

The metric shop book

A new book especially compiled to help shopkeepers with the change to the metric system of weights and measures has just been published by the Distributive Industry Training Board.

Aptly titled 'The Metric Shop', the 60-page book is fully illustrated and contains the basic information which traders will need if they are to continue to provide an efficient service to

customers during and after the change from imperial to metric working. New quantities and sizes for most commonly encountered commodities are explained and many useful conversion and price comparison tables are included.

'The Metric Shop' will be on general sale at 75p.



Gold Leaf pack

Gold Leaf Filter Virginia, one of the most popular cigarettes ever launched by Player's, is available in newly-designed packs. The aim of the new pack is to maintain the widespread loyalty to Gold Leaf, as well as to attract smokers of other brands.

The new packs are deep red with gold borders and lettering. They retain the familiar Player's roundel. The three-row, hinge-lid and hull-and-slide constructions are retained for the 20s and 10s packs respectively. They retail at a recommended 32p for 20. The range also includes a vending 18s pack, a 50s box, and a 40s Christmas sleeve.

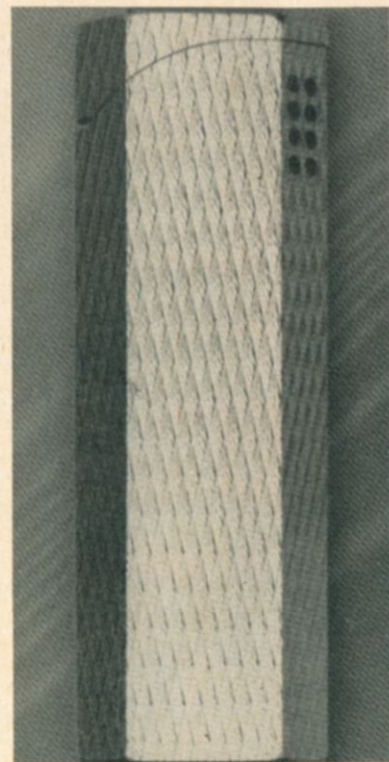
Showcards and till stickers are available to support the brand. Eye-catching full-page and 1½ page colour advertisements will be appearing in the consumer Press from October. The point of sale and advertising theme is 'Enjoy the satisfying taste of Gold Leaf'.

Prestige roll band

Imperial Panatellas, the mild cigar from Player's, are getting a new look. The

tear band is being replaced by a roll band incorporating a new design to enhance the quality image.

Imperial Panatellas cigars in 5s boxes are now being despatched with roll bands. New stocks in 25s drums will be available shortly.



The feminine touch

A new addition to Rowenta's range of high quality lighters is the Saphir, an unusual model designed for the ladies. The elegant, slim case slips easily into a small handbag or vanity case, and the lighter's unique hexagonal shape is both pleasing to the eye and comfortable for the feminine hand to hold and use.

At a stroke of the ignition panel, the whole of the lighter top slides across and down in a gentle curve. The crystal electric ignition system sparks off the gas immediately. When pressure is released, the top slides back into place, blending almost invisibly with the lines of the lighter body.

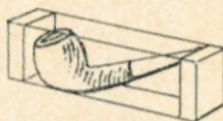
The Saphir is available in six different all-metal finishes, two chrome, two silver plated and two gold plated, with recommended retail prices from £11.75 to £14.85.

INTRODUCING FROM ISRAEL -

A NEW CONCEPT IN PIPES



- * Each individually boxed in see-through Gift Presentation pack
- * Full-colour display showcard fitted for three removable and interchangeable packs.
- * Dozens of different shapes and sizes - all available in Satin Black or Cherry Bark.
- * Each hand-carved in the Jerusalem area of the Holy Land from top-quality Briar.
- * Each with specially designed filter.



A **SABRA** PIPE IS PRODUCED BY CRAFTSMEN TO DELIGHT THE HEART, EYE AND PALATE OF THE DISCERNING PIPE-SMOKER, AND IS PRESENTED WITH TERRIFIC VISUAL IMPACT AT A MODERATE AND POPULAR PRICE, EXCLUSIVELY BY

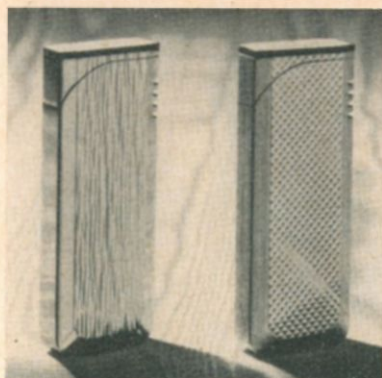
CHARLES MARGOLIS & SON Ltd.

31/33, PRIORY PARK ROAD, LONDON, NW6 7UP

Tel: 01-624 0642

Telegrams/Cables: CHAMARGO LONDON NW6

**OPPORTUNITIES AVAILABLE
FOR DISTRIBUTORS AND AGENTS**



For men only

The latest addition to the Rowenta range of men's pocket lighters is the Topas, a new design aimed at men of taste. Featuring crystal electric ignition, the Topas is of a rectangular shape with heavily chamfered edges.

When the ignition panel is pressed, the whole lighter top slides across and down, the Piezo crystals sparking off the gas flame immediately. The top moves back into place when pressure is released, extinguishing the flame, and leaving an almost invisible join in order not to impair the elegant lines of this model. Having no protruding corners or visible working parts, the lighter fits comfortably in the hand, and slips easily into the pocket.

Seven different finishes are available, three chrome, two silver-plated, and two gold-plated. Prices range from £12.25 to £21.20 including VAT.



Metal drum packing

Henri Wintermans Half Corona cigars are now available in an attractive 25s metal drum. Importers Imperial Tobacco (Imports) say this type of packing helps boost single cigar sales.



Refillable duo

The Clipper semi-disposable lighter appeals to smokers of both sexes, but now feminine appeal has received a further boost by the new Clipperella, an attractively packaged gift set that offers the Clipper lighter together with a matching perfume spray. The packs

will be available from the middle of this month through Mondor, a division of Colibri.

Neat and compact, the stylish combination offers one supreme advantage—both lighter and spray are refillable. An ideal Christmas gift, the Clipperella is available in four fashion colours: chestnut brown, leaf green, orange and strawberry. The recommended retail price is £2.45 (including 8% VAT).

Cigar launch

This month sees the UK launch of Montpelier, a top quality, hand-rolled Jamaican cigar imported as a sole brand by Ellis Son & Hitchman Ltd. They believe Montpelier fulfils a long-felt need among cigar smokers, and are backing it with first-class, personal service to the trade.

Montpelier cigars are packed in distinctive cedarwood boxes, with an attractively designed house style blending traditional and modern into an image of timeless quality. They are hand-rolled from specially selected natural leaf to give that mellow Jamaican smoke which is becoming increasingly popular among cigar smokers. Statistics show that Jamaican cigar imports into the UK have increased by over 60 per cent in the last two years.

Henri Wintermans is the UK's best selling half corona cigar and holds second place in the total medium/large cigar market. This market is at present expanding at about 8 per cent a year and is expected to increase even faster in the future.



Suppress the gurgles with a Briar Drier

The Briar Drier is a must for all serious pipe smokers say manufacturers, George Clough Ltd. This small (25 watt) electric device (measuring only 4½ in x 4½ in refreshes and dries out pipes naturally. The result is a cooler, sweeter smoke; longer life for pipes; and even quieter smoking—no gurgles! The smoker simply places his pipe on the drier and plugs in the drier.

Retailing at £4.95 the Briar Drier is available from George Clough Ltd, PO Box 47, Douglas, Isle of Man.

Marlboro

**The number one selling cigarette
in the world.**

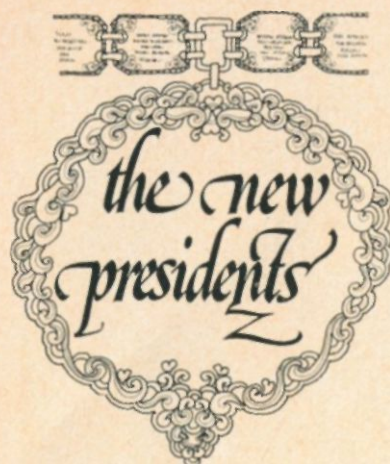
Enquiries to: PHILIP MORRIS & COMPANY LIMITED,
Nicholson House, Nicholson Walk, Maidenhead, Berkshire SL6 1LD. Tel: Maidenhead 37641.

Come to Marlboro Country.



**Come to
Marlboro flavour**





TONY OSTICK— PRESIDENT WHOLESALE TOBACCO TRADE ASSOCIATION

CRISP, POSITIVE AND VERY MUCH a manager in the modern sense, Tony Ostick brings outstanding business acumen and success to his role as this year's national president of the Wholesale Tobacco Trade Association. And there can be little doubt that the Association will make some significant moves forward under his leadership. The industry as a whole is fortunate to have this gentleman around.

Married, with two teenage daughters, 41 years old Tony enjoyed a Repton education, and did well both academically and in a variety of sports before joining the Army in 1951. Commissioned as a gunner, he served in North Wales and duly left in 1953 having completed his national service.

No sinecure

Moving into the family wholesale tobacco trade business as a trainee representative proved no absolute sinecure. From 1953 he was worked hard and it was made clear by his father that to a large extent his progress would be on merit and dependent upon his overall contribution. Indeed, he worked his way for a period of 14 years before he became joint managing director with his brother David. The father, Mr F. R. Ostick became chairman at that time and remains so today.

In 1966 Tony had his first taste of

WTATA office as the East Midlands representative on the Council, becoming chairman of the East Midlands section in 1971. The junior vice-presidency came in 1972, the senior vice-presidency in 1973 and then the national presidency this May at Stratford where the WITA held their convention.

A useful insight into this wholly professional businessman is gained by taking a look at the business which he jointly runs.

Young manager

C L Ostick and Son Ltd was established at Retford, Nottinghamshire in 1881 by great grandfather Ostick who sadly gave but one year to the new firm before he died. His widow, Caroline Lavinia, whose initials were used in the company's formation, carried on and proved herself a most remarkable businesswoman. She chose to hand over the management to Tony's grandfather, Drury Ostick when he was only 15 years old, the firm prospered and grew with him, and by the time he died at the age of 70, his son, Tony's father, had been brought on to become managing director. In turn, he has trained and encouraged his two sons to take on the major responsibility of continuing the Ostick name and reputation.

Super staff

Without good staff no business can survive, and Tony claims his people, who number about 100, are, in his own words, 'absolutely super, with our sales staff second to none'. There are three branch depots, at Lincoln, Worksop and Gainsborough in addition to the Retford head office. The business is basically located in a rural area, but covers certain concentrated pockets of high population. Coverage is flexible, but Ostick cover roughly a 30 mile radius around Retford and a similar radius around Lincoln.

Growing turnover

'Pure' tobacco wholesalers until 1958 when they felt it made good sense to enter the confectionery field, Ostick's turnover is now well in excess of £5 million of which £1 million is in confectionery.

Ask Tony Ostick how he feels about any customer of his who becomes big enough to deal direct with the manufacturers, and he answers that he would try to woo his customer to remain with him through the offer of a package deal that makes it attractive to stay. Large or small, the problem of losing one's bigger and possibly more profitable customers is common. It isn't only the larger wholesaler units which have to meet the consequences of the small retailer becoming really

successful, and the trend is obviously not only to grow along with such customers but devise sensible ways and means of maintaining that custom and loyalty when on the face of things there is every reason for the customer to deal direct. Ostick have their own approach to this problem.

Expansion Plans

Ostick have, like any ambitious concern, a wish to acquire more business—of the right kind—and there are certain steps being taken to improve fiscal control and knowledge to a pitch where, without complacency, the company feel they will be able to compete with total professionalism in this particular area—an area becoming ever more demanding of up-to-date skills and expertise.

There is evidence today of an expansion programme of considerable scale and Ostick's declared aim is to double the volume of their trade during the next few years, certainly before the company's centenary in 1981.

So there is the background against which the WTATA's current president stands out.

The Association is particularly fortunate this year. They have a man with an impeccable business record, a man with drive, a man who knows how to make things happen—which is what management and leadership are all about. From a turnover of £850,000 20 twenty years ago to £5 million today is a growth record no wholesaler would feel ashamed of, and with 3,000 customers Ostick are certainly one of the larger private wholesalers, comparing with, say, Hobsons of Cardiff, Charles Dickens of Cheltenham or Roberts of Manchester. Of course, compared with Palmer and Harvey, with their £100 million turnover, Tony Ostick's outfit is small, but it nevertheless represents very ably the kind of business which, irrespective of size, performs extremely well in today's difficult trading circumstances. Tony's comment upon being asked whether there was any one single quality which makes for good wholesaling, was that enthusiasm from the top is essential, and this must be a common factor whether a business is large or small.

More throughput for wholesalers?

Tony feels that all the manufacturers must indeed be very conscious of the escalating price of keeping representation on the road and that today, almost certainly, they are looking towards the wholesale trade more than hitherto. Providing wholesalers can offer a truly efficient service, well geared to all retail needs and yet cognizant of the manufacturer's problems, then it is increasingly likely that the manu-

facturers will turn more business over to the wholesale sector. Perhaps all the manufacturers will gradually place less emphasis on distribution and deliveries, but increase their merchandising, point of sale and selling out endeavours, leaving the wholesale trade to do what it knows best. And would not this be to everyone's advantage?

Such suggestions are even now being discussed by the WTTA with the manufacturers and it will be interesting to see how matters progress. At present barely 35 per cent of the tobacco business in this country goes through wholesale outlets, compared with figures like 90 per cent in other countries, principally EEC members. There is obviously room for improvement in Britain in this context, and it is Tony Ostick's personal hope that in under five years he will see that 35 per cent rise steadily up to 50 per cent—and beyond.

He wonders if the manufacturers might quite soon consider increasing the lowest buying rate, a measure which would, of course, have a fairly immediate and beneficial effect on the wholesale trader. But such a move would probably not be undertaken lightly or in isolation.

What Tony does firmly claim is that the wholesale trade is altogether ripe and ready for anything which might be thrown at it as a challenge—from whatever source, UK or overseas—and, as an efficient and viable trade, it would welcome any significant move to test its mettle further. The number of wholesalers has been pared down to 300 over the years (to be fair, this is likely to reduce to 200 during the next 10 years) so there is little room these days for wasteful competition or a grossly inefficient operation.

Tony believes the manufacturers are genuinely better pleased with the wholesaling scene as it stands now, and he is quite sure that there is evidence of increasing manufacturer confidence in the way things are done by WTTA members.

Margins not an issue

The WTTA has negotiated over the years with all the manufacturers to emerge with margins which now allow a higher calibre of staff to be employed, and it is nice to be able to report that the question of margins is not at present any kind of issue, although it may well become one again depending upon inflation factors and how these are met. It is the throughput of tobacco that the WTTA wants to see improved now, and it is this vital aspect of trading—this fundamental growth need—which currently occupies Tony Os-

tick's mind and the efforts of his Council colleagues.

Co-operation with confectionery

It is not within the scope of this particular feature to discuss WTTA co-operative ventures, and the close links which exist with the Confectioners' Association, but the liaison works well. For example, a joint seminar was held at the beginning of this year in Coventry. There are, however, no plans for any formalised joint association since relationships with the respective manufacturers are so disparate.

So far as representation to Government is concerned, where this is thought desirable, the WTTA is happy to have its interests represented by the specialist negotiators employed by the manufacturers—and this has proved a sensible arrangement in certain instances during recent months.

Tony personally maintains as much contact as he can with manufacturers, and all the WTTA sections, travelling wherever and whenever invited. To some extent in this respect he has the advantage of his father's experience when he was president of the Association in 1961/2.

As a matter of fact, 1961 was the Association's Diamond Jubilee year and Imperial presented a beautiful diamond to the WTTA to mark the occasion. This was at once set into the presidential chain of office.

When the WTTA was established, in 1901, it was actually known as the Wholesale Trade Protection Association; it later became the Wholesale Tobacco Dealers' Association before assuming its present title over 20 years ago.

Membership dues

Every tobacco wholesaler worthy of the name is in membership and the main qualification needed for membership is that the company have to be bona fide distributors of tobacco goods to the retail trade with at least 50 customers on the books. Prospective members must also be either a proprietor or director of the business. Membership fees vary according to the size of turnover:

Under £250,000 it is £12 a year
Between £250,000 and £500,000—£15

Between £500,000 and £1m—£25
Between £1m and £2m—£40
Between £2m and £5m—£60
Between £5m and £10m—£100

Over £10m the figure reaches £100 plus £10 per £1m turnover to a maximum fee of £200. Such membership dues seem reasonable enough for an Association which assists in making members' businesses that much more



Tony Ostick

profitable, viable and efficient. All members are welcome to draw upon the considerable experience and expertise available within the WTTA. The Association advises on price structures, market trends, trade disputes or anomalies, and much work, goes on behind the scenes helping guiding, negotiating and looking for increased opportunities to improve profitability, turnover and efficiency generally. The figure of 35 per cent mentioned earlier in the context of tobacco goods passing through the wholesale trade is one which constantly exercises the WTTA, because it knows that this percentage simply must rise if the present good and effective distributive network is to be fully utilised and properly exploited. The WTTA is all the time seeking for more volume through its trade and almost all its endeavours are directed towards this objective, apart from the routine administration largely dealt with by the very able part-time secretariat. This is located at accountants Wenham, Major and Clark in Took's Court off Chancery Lane in London. Principal, Digby Morgan-Jones, has recently taken over as WTTA secretary following Basil Sheasby's retirement after many years of sterling service.

So, Tony Ostick, his Council members, Digby Morgan-Jones and the powerful membership itself are all set for a vigorous and progressive period ahead which must be good news for the whole industry in Britain. It must now be up to the industry to take the WTTA at its word and benefit accordingly.

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Poster and Press campaign for Kent cigarettes

A three-month campaign for Kent cigarettes broke last month. This follows the change of distributors to Imperial Tobacco (Imports).

The advertising campaign will major on pack recognition of this rapidly growing brand, say Imperial Tobacco (Imports). The slogan, 'What a good time for a Kent. The good American flavour,' also emphasises the distinctiveness of the brand's flavour.

Posters are booked to appear in major town and city centres throughout the country, with a high proportion appearing on the aptly-named 'super sites'. In London and the South East there will also be a full colour Press campaign.

Kent is owned by Lorillard, and manufactured in Luxembourg for the UK market.



Hurry up for Whiskey Flake

A new promotion for Whiskey Flake and Ready Rubbed starts on 7 October, and offers 2p off the price of 1 oz tins of both brands while stocks last.

The tins carry a special '2p off' flash,

and are packed in half pound display outers. Back up publicity will be featured in the national Press and colour magazines during November.



Flexolite offer

From 7 October for eight weeks until the end of November, Permaflex are offering 1½p off a large size of Flexolite lighter fluid. Permaflex say that the fluid is not only used for lighter refilling but also for a host of other jobs around the house from removing stains on clothing to cleaning the paintwork, so it deserves a prominent place on retailers' shelves.



A party of wholesalers and retailers, guests of importers Autran & Seita, last month watched two Gitane sponsored Matra-Simcas roar away from the field to take first and second place in the gruelling British Airways 1,000 kilometres race at Brands Hatch.



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"OUR EXPERTISE FOR YOUR SUCCESS"

COUNTER POINT



By Toby

A retailer looks at the month in the trade

Regretfully rising prices continue to make the news. It used to be groceries that caused all to reel in horror as item after item went up in price. Our trade seemed almost stable. But with two increases so far this year in addition to the Budget and presumably a possibility of more in the pipeline, tobacco too has now taken on a South American inflationary look.

A year ago the word threshold was firmly associated in my mind with deliriously happy bridal couples. Now it just produces a shudder.

I sometimes think that maybe the Brazilians have got it right. A friend of mine who lived there explained that the locals are not half as worried by inflation as the outside world. Most citizens are insulated against inflation by an index system which adjusts automatically as costs go up.

I suppose this is what the threshold agreements here are designed to

achieve, except that the small independent trader seems to have been forgotten. There has never been such pressure on profits. I read the other day that in the last few years literally hundreds of small independent tobacconists, newsagents and confectionery shops have been forced to close because they are no longer economic propositions. It's a strange world when you think of the splendid service we provide. Who else works such long hours and provides such individual service?

Calculators

Business really is becoming increasingly difficult. Just take pricing policy. We seem to be bogged down with trading restrictions imposed by various governments. It's getting so that I am almost in a position to be considered for a senior job in the Civil Service or a merchant bank. We have been forced to buy an electric calculator in an effort to simplify the figure work and I am sure that thousands of other small shopkeepers are in the same situation, which must say something about our society even if it only means that the job to be in is selling calculating machines.

Who would have guessed a few years back that trading meant being armed to the teeth with computers, calculators and conversion charts? The nation of shopkeepers has become a nation of mathematicians.

As I write these notes it is too early to say whether the latest round of price increases are affecting sales. And although sales are higher than last year I have a sneaking suspicion that they have not advanced in real terms. There is also a fall-off in the number of customers. On a normal Saturday we could count on an average of about 430 people coming into the shop. Now its fallen to around 380.

However not too much of a grumble at this stage, in view of our limited success compared with other traders. A boutique owner I know reports that his business is down by 40 per cent on this time last year and I understand that a similar situation exists in the furniture trade. The great spend-in of last autumn has fizzled out, and with the uncertainty produced by an election we have all the makings of the bleakest winter since the war.

Standardization

But back to prices because the more views that are aired, the greater chance we have of solving the problem. Even if it only means savings in time. We used to rely on the Smokers Handbook of Recommended Prices to keep up to

date but even this publication cannot keep up with such rapidly changing prices. I gather, however, that more frequent publication is now being actively considered.

What would be very useful is a regular monitor, such as the Shaws guide produced for the grocery trade or the Grocer magazine's weekly list of price changes. Although even these can sometimes be out of date. The confusion surrounding prices is ludicrous considering that with retail price maintenance in the dim and distant past we now have more restrictions than ever before.

The Carreras decision not to increase prices is causing confusion and has resulted in a couple of petty arguments recently. I think it would be better if there was standardisation.

The VAT situation doesn't help either. I am still having the odd argument about which prices are rounded up and which are rounded down in order to cope with the new 8 per cent levy especially with confectionery items. I only wish that Chancellors could be made to spend some time running one of our shops before they make their decisions. I have to smile though at an explanation of how to make the new calculation which appeared in our local paper. 'You divide the old price by 11, divide the answer by 10, multiply that by 2 and take it away from the old price. Got it?

Christmas

Never mind, Christmas is only a few weeks away and I hope that statement doesn't surprise you for if you are anything like me there is still quite a lot of stock to be purchased. I don't think I shall increase last year's amount although I still gasp when remembering the scene in our small shop last Christmas when droves of customers rushed in and bought lighters that I thought would be on the shelves for months. Let's hope that the nation will make as much effort this year to provide happiness in the shape of a panatella cigar or electronic lighter!

One thing I want to attempt this year is to take a leaf out of the big stores' book and improve my gift wrapping service. I am basing my decision on my own personal shopping performance which usually means a grab for anything that is packaged in a presentable manner. I have promised myself a few evenings work making up gift packs complete with labels. I have also laid in a good stock of wrapping paper. I think with the tough time ahead we shall be forced to try even harder.

Incidentally it's the NURT Conference this month and as much as I would love to go I just cannot spare the time.



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The pipe business is a travelling business, claims one manufacturer. And manufacturers have been proving this in no small way recently. The most impressive undertaking this year has without doubt been the trade mission to the United States organised by the Briar Pipe Trade Association whose report starts below. On other pages we take a closer look at two round the world trips.

THE MISSIONS FIRST STARTED IN 1967 when a group of Briar Pipe Trade Association members went out to the British Week in Toronto, sponsored by the British National Export Council. Since 1967 the BPTA has run a mission every year.

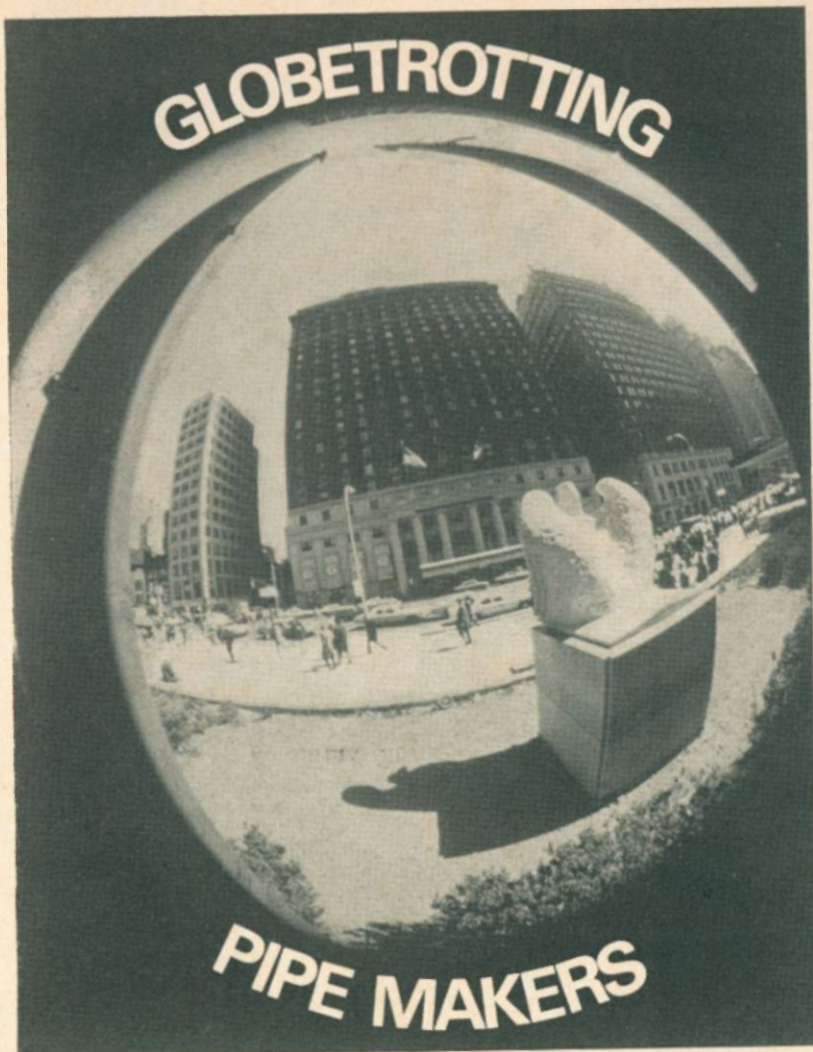
The work of the BNEC was later taken over by the Department of Trade and Industry and the member companies of the BPTA have, ever since, seen the government-supported mission as being an extremely important element in being able to keep in close touch with old customers in North America and also in developing new outlets.

The conventional picture of a mission of British businessmen—a group getting off a plane at Kennedy Airport with rolled umbrellas, bowler hats and sticking together like a collection of Siamese twins in alien surroundings—is far from being true today.

In the case of the men on the BPTA missions, they know their North American market very well indeed (certainly one of the direct results of the series of missions since 1967). This means that they home in on their agents, wholesaler and retailer contacts with a minimum of fuss and maximum effectiveness.

It can be seen from the individual itineraries of the mission members that about half the mission also visited Canada. At least one member found that business in Canada was brisker than in the US.

Half the mission also visited the West Coast and most of these called in at the convention which was held at the International Hotel at Los Angeles airport. This was run by Tinderbox International, a well-known chain of franchise tobacco specialist shops. The first 'Tinderbox' was opened in Los Angeles in the 1930s. There are now Tinderbox shops throughout the US.



The set-up is rather like the Spar Vivo system except that the shop premises are leased from Tinderbox International by the operators who agree to stock certain Tinderbox own label lines of tobacco etc. An interesting feature is that Tinderbox International completely guarantee any supplier against any bad debt loss if one of the shop members of the chain fails. The Fair, which all franchise members attend to meet suppliers, catch up with new lines, etc, is held in a large open hall with the conventional stand arrangements for participants. It was held in a well air-conditioned hotel and mission members found it climatically a very much pleasanter environment than the convention in New York with the city's high humidity and temperatures in the 80s.

In New York the convention was held in the Statler Hilton above where the organisers, the Retail Tobacco Distributors Association also have their office headquarters which makes it extremely convenient for

them. There is no general exhibition area, but separate companies entertain in their own rooms or suites while the convention is running. The RTDA event is an extremely good place to make new contacts or to meet non-US based contacts in the hemisphere, many of whom drop in to New York while the convention is on.

The convention closes with a banquet and dance at the end of the week: the atmosphere is relaxed and friendly, and the hours are long, particularly when New York clients drop in at the end of the day after their businesses have shut. People are interested in talking business to a very late hour so visitors have to be prepared and fit enough to work for 16 hours of the day!

Talking to individual members it was difficult to get a consistent picture of how the market for British pipes looks from North America. Some described New York as being quieter than last year with sales going up in terms of value, but not in quantity. The West Coast and Canada were seen by

The most wanted man in Britain

The star of the St. Bruno commercials is the man most wanted... by his St. Bruno admirers.

There's no doubt of his success with St. Bruno, and no doubt of your St. Bruno sales too: St. Bruno is one of the most wanted pipe tobaccos in Britain.

Keep up your stocks, and your displays. More and more of your customers are about to join in the taste for St. Bruno.





A. A. SASIEMI



C. YOXHALL-HARARY



C. R. McCONNELL

others as being more buoyant.

The demand for the very large pipe in America still outstrips supply, due first to the rarity of suitable raw material needed for the large bowls and secondly the extremely long time it takes to produce them in the factory.

There was certainly a clear trend away from the free style Danish-type pipe. This type seems to have now gone down market to such an extent that, once selling up to the \$300 (£130) mark, it is now priced as low as \$25 (£10.80). The fashion trend has gone the other way to the classic shapes Britain's

These are the itineraries of the participants in the BPTA trade mission to the United States.

J. L. Barber (F. Charatan & Son Ltd)—New York, Los Angeles, New York.

P. C. Rayner (H. Comoy & Co Ltd)—New York, Montreal, New York.

F. W. Lacey (Alfred Dunhill Ltd)—New York, Toronto, Vancouver, New York.

A. Benson (Gallaher Ltd)—New York, Newark New Jersey, New York.

C. R. McConnell (C. E. McConnell Ltd)—New York, Los Angeles, Boston, New York.

J. Adler (Oppenheimer Pipes Ltd)—New York, Montreal, Toronto, New York, Los Angeles.

A. A. Sasiemi (Sasiemi Ltd)—New York, Los Angeles, New York.

C. Yoxhall-Harary (Sullivan Powell & Co)—New York, Los Angeles, San Francisco, Vancouver, New York.

I. G. Meredith (C. Whitehead & Co Ltd)—New York, Los Angeles, Montreal, New York.

G. Pollock (John Pollock & Co)—New York, Toronto, New York.

Dr I. Redstone (Sobranie Ltd)—New York, San Francisco, Chicago, New York.



J. ADLER



F. W. LACEY

manufacturers excel in and which are easier to produce economically.

Buyers are prepared for inevitable



J. BARBER



G. POLLOCK



I. REDSTONE

price rises on UK pipes in 1975, which is perhaps a crumb of comfort for our producers who have a difficult year ahead with raw materials rapidly escalating in price.

It was possibly clear before the mission left that in today's economic conditions it would be impossible for the mission to come back with reports of great cheer and big market expansion. On the other hand the mission brought back the clear message that British pipe manufacturers are holding their own in North America where they have won a lot of respect for keeping up their standards.

THE PIPEMAN OF THE YEAR COMPETITION

The St Bruno Trail Starts Here....

Achieve the wish of a lifetime and win a fabulous holiday for two in this exclusive Pipeman of the Year competition.

Choose your resort from any one of the exotic locations featured in the St Bruno television commercials: Tangiers, Switzerland, Yugoslavia, Hong Kong or Mexico. Take your pick! Worth up to £500, the holiday, plus a Randy hat and a Bruno pipe, are generously donated by Ogden's.

Or failing this, the runner up wins a first class cassette tape recorder given by the Briar Pipe Trade Association. The third prize is a cheque for £25 from the Pipe Club of Great Britain.

All three prizewinners will also be invited to the Pipeman of the Year lunch at the Savoy Hotel, London in mid-January where the Pipemen will meet the Press and the trade, and prizes will be presented.

Who could resist such an inviting display of prizes? And it's all so easy too. Just match the tobacco to the man, elect the first three pipemen in order of merit, and finally, using your skill and ingenuity, write a suitable caption for the speech balloon in the picture. Winners of the competition will be chosen by a panel of judges, including the Editor of Tobacco and representatives from Ogden's and the Briar Pipe Trade Association. All three parts of the competition are obligatory and in the event of a tie the third part will act as a tie breaker. The judges' decision is final. Judging takes place mid-November and the results will be published in the December issue of Tobacco.

CLOSING DATE 8 NOVEMBER

How to enter this exclusive competition

1. Match the tobacco to the man

This part of the competition is designed to test your knowledge of the current pipe smoking scene. Using your knowledge of tobacco brands match each of the tobaccos pictured opposite with the personalities pictured alongside and write the appropriate letter in the box against the names printed on the card.

2. Elect the first three Pipemen in order of merit

The election of Britain's number one Pipesmoker rests entirely with you, the readers of **Tobacco**. Select the first three, in order of merit, whom you think have done most by their example to promote the cause of pipe smoking and list them on the entry card. It is a condition of entry that you vote.

3. Complete the speech balloon

Finally, as a tie-breaker, write in no more than 10 words an apt and amusing caption for the speech balloon above the girl's head in the picture of St

Bruno hero Randy. Copy the caption onto the space indicated on the card.



MATCH THE TOBACCO TO THE MAN



John Mills, famous British stage actor and star of countless films, is currently puffing his way to success in the London stage musical 'The Good Companions'.



As director-general of the Confederation of British Industry, **Campbell Adamson** is renowned for his forthright support of management rights.



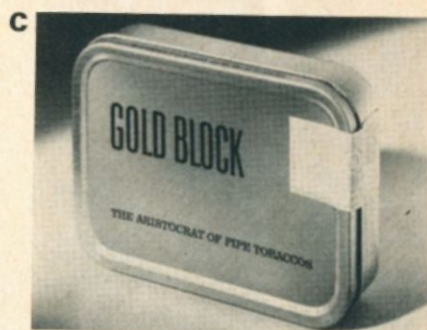
A well-known face in millions of homes, **Joss Ackland**, television, film and stage actor is currently starring in the London stage production of 'Streetcar Named Desire'. He is also in the film version of 'The Three Musketeers'.



Leo Abse, Labour MP for Pontypool, gained his seat in the 1958 by-election. Best known for his radical outlook, he has presented a series of Private Member's Bills on homosexuality, infanticide and divorce.



One of the great British flat green bowlers, **David Bryant** has won the English singles championship four times, three times in succession. He held the world title in 1966 and has collected a steady stream of gold medals at successive Commonwealth Games.





All aboard for increased sales!

Erinmore and Rupert Davies build up bigger than ever demand for Erinmore every time they appear together.

Now they're back on television in new advertising starting November in London, Midlands, Southern, HTV, Westward, Stags, Tyne Tees and Border.

So clear the decks—stock up with Erinmore and get your share of increased sales.



ERINMORE
MIXTURE, FLAKE
and READY RUBBED

Tobacco with a character all its own

Merton Pipes go West

ROGER L. H. MERTON OF MERTON Pipes undertook a trip working his way westwards round the world at the beginning of this year.

Apart from long trips like this, he also makes frequent visits to European and South African customers. However exhausting this travelling may be, Roger believes it is essential to keep up personal contact with overseas buyers in order to find out the requirements of each particular market. To make a success of exporting pipes Roger feels he needs to have first hand experience of the distributor's methods of selling in each country. Even more important is an understanding of each retailer's requirements and sales technique. In this way he is able to adapt his company's pipes to each individual market when he gets back to the factory. After all, he argues, it is the retailer who is in a position to know what the customer wants.

Although competition is keen, demand for British pipes is even greater. Orders are there for the taking if only the manufacturer is prepared to go out and get them. This is what Roger Merton and his company have been doing with increasing success.

Roger Merton says it is not merely a pipe dream when he says that British manufacturers will be kept busy as long as they keep delivering the goods demanded from them.

Roger's trip at the beginning of this year was a gruelling one, as his diary shows. The success of this trip probably means that it will not be very long before he has to pack his bags once more.

A Few Days In The Life Of A Pipe Exporter

18 January

I leave London's cold winter weather to fly via Miami to St Thomas in the Virgin Islands to visit The Jolly Roger Pipe Tobacconist, a duty-free haven in this sunny island.

21 January

Cold weather again as I fly on to New York, the starting point of my crossing

of North America from East to West, taking in Philadelphia, Montreal, Toronto and Chicago. The continual flying and, above all, time changes are very tiring. I am not only contacting our importers and national distributors but also seeing how the retailers merchandise pipes and accessories.

31 January

Down to Washington, Missouri to visit the Missouri Meerschaum Corn Cob factory, whose exclusive agents we are in this country. If only briar pipes could be produced in quantity as corn cob pipes are!

1 February

On to Vancouver and Victoria, British Columbia.

3 February

From the freezing weather of Canada and the eastern seaboard of the United States, it is a pleasure to come to the warmth of Los Angeles and San Francisco.

6 February

On to New Zealand with a very welcome weekend break in Tahiti en route. By this time I really need it.

I nearly get stuck there longer than I intend, as my flight out is cancelled without warning, and there is not another for four days. Fortunately, after spending the entire day and most of the night trying to get on another flight, I eventually succeed at 3 o'clock in the morning. Even one day lost can cause havoc with a tight schedule but four would have been disastrous.

10 February

My stops in Australasia included Auckland, Wellington, Christchurch, Sydney and Melbourne. It is fascinating to see the different ways each country markets our merchandise and the emphasis on different shapes and finishes—the larger the better in the

At the beginning of this year Roger Merton took his sales message around the world. Starting in North America, he worked his way westwards to finish his trip at the Frankfurt International Spring Fair.

United States, medium and small Australia.

19 February

Next stop Singapore, and then on Kuala Lumpur and Bangkok. The weather is extremely hot and humid but fortunately most hotels and department stores are air-conditioned. I mainly visit large retail shops which also sell wholesale to smaller shops. A lot of business in these countries is done in Hong Kong where I work afterwards—is done with department stores.

28 February

On to Tokyo, which I feel is the most enterprising and exciting market today. The way pipes are marketed in Japan is an eye-opener and, in my opinion, leaves us Westerners standing.

I am not referring to the retail shops but to the importers.

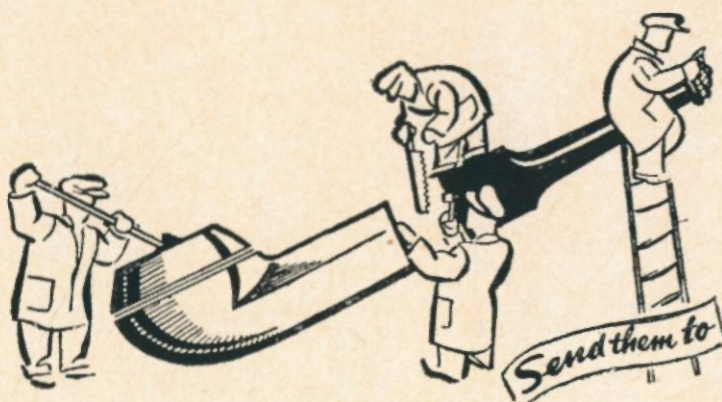
3 March

My final point of call via Moscow to the Frankfurt International Spring Fair. There I meet most of our European customers as well as many of our American and Canadian customers I have visited earlier.



Back at base in London: Roger Merton, right, with Jaques Coles at the company pipe exhibition last month.

THE PIPE REPAIRERS

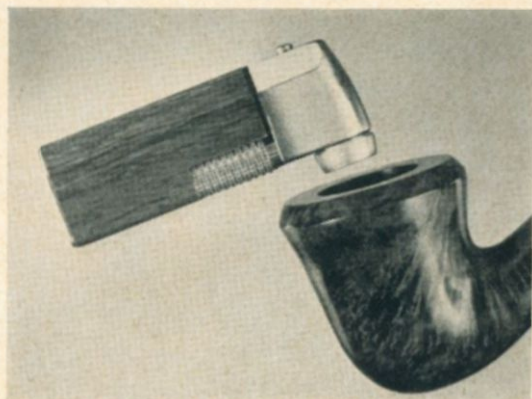


PIPE SMOKERS' REPAIR SERVICE

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Telephone: MEDWAY (0634) 41860

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exclusively for the pipe smoker**



Ben Wade 1860

in four finishes in
presentation case

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London made Briar Pipe



AIR-WAY AIR-WAY
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THE BRIAR
for men on the move

One of the interesting pipes manufactured by
KAYWOODIE OF AMERICA (London) LTD
Leigh Cliff Road, Leigh-on-Sea, Essex

- ★ Built-in Safety cover
- ★ Highest grade Briar
- ★ Special cooling system
- ★ For Sportsmen Motorists and outdoor life

Recommended retail price

£5.25

the ideal 'pocket
pipe' the gift
for all pipe smokers

Charatan Pipes go East

PIPE MANUFACTURERS F. CHARATAN & Sons are particularly export orientated. During the last eight years exports have accounted for at least 75 per cent of Charatan pipe production, and during the last six months this proportion has risen to 85 per cent—a trend Charatan hope to see continue.

The managing director, Ken Barnes, in common with many other manufacturers, feels it is essential to get out and meet overseas customers face to face in order to exploit the full potential of export markets. So, John Barber not only joined the Briar Pipe Trade Association mission to the United States this year, but also undertook a round the world trip last Spring to sell Charatan and Ben Wade pipes.

Principal target market was Japan. John arrived in Tokyo in mid-April. During the visit he also took in Osaka, Kyoto and Kobe. As soon as he arrived an old contact set up a press conference to introduce John to the Japanese trade press. This lasted one and a half hours, and as a result Charatan pipes received very favourable write-ups in all five publications represented at the conference. Japan is currently experiencing a build up of intense interest in pipe smoking, and John explains that the medium to small sized British pipes are ideal for this market; the larger, more flamboyant European pipes, for example, do not really suit the small-built Japanese frame. There is great prestige attached to smoking a quality London-made pipe, and the Japanese are going all out for quality, regardless of cost.

From Japan, John went on to Hong Kong. This cross roads of the East has a thriving pipe trade. Retail outlets tend to be old-established ones, handed down from father to son, and they deal in established names in pipes. The shops are more like clubs, says John, with business conducted in such an unpressured way that to go into the shops is more like joining a group of old friends.

Next stop after Hong Kong was Singapore. As the temperature and humidity increased so did the unortho-

dox methods of selling pipes. Even high quality merchandise with impeccable pedigree can be seen for sale in bazaars and on street stalls. Although it is almost impossible to control this type of casual trade and discount selling, Charatan are firmly directing their pipes into the better department stores which already stock leading makes of pipes from all over the world.

The journey East continues on to Australia, and a one day stop in Sydney. Charatan already have a national distributor in Australia, but were anxious to make close contact with wholesalers in this vast country.

Next day it was on to Melbourne, and yet more talks with wholesalers. This endless talking is essential, in John's opinion, because only by knowing about the work that goes into making pipes can the retailer have the confidence to sell them and will the pipe smoker appreciate what he is buying. For the same reasons distributors have to be briefed and sales forces motivated, and this is always best done through personal contact and informal discussion rather than by impersonal letter.

A brief call to New Zealand followed, and in John's words, it was almost like coming home after the pace of the trip so far. Many people liken New Zealand to Britain 15 or 20 years ago, but in one respect, at least, the countries differ widely—pipes are generally sold in barbers shops and the market for high quality pipes has not really been developed at all.

More than half way around the world, John pressed on to the West Coast of America, and the Tinderbox chain of specialist retail shops headquarters in Santa Monica, California. Nowhere more than in North America is the contrast between the attitude to retailing in Britain and other countries so great. Price mark up is a minimum 100 per cent, intensely personal re-

Charatan's John Barber found a warm welcome in Japan, as the picture shows. The stay in Japan was one of the highlights of his recent world tour.

lationships are built up with customers, the search for quality is shared by retailer and customer alike, and retailers are generally fairly rich men with status in the community.

John Barber's five week trek that took him round the world ended in New York as he boarded the plane for London, after another round of visits to retailers. On the whole he was well satisfied with the trip. Obviously, some of the rewards are reaped on a longer term basis as business relationships grow and develop.

Those involved in pipes, either selling or using them, in the overseas markets visited by John Barber have an insatiable demand for information on pipes. Charatan have always automatically issued invitations to visit their pipe factories in London to any retailer who stocks their goods, and many overseas visitors have taken up this offer when visiting London. The distances involved make it impractical for every retailer to visit London, so Charatan do the next best thing and go to meet and talk to people on their home ground.

In this country we can possibly take some satisfaction in the fact that British retailers, with a vast range of good pipes and pipe tobacco easily available, are the envy of pipe specialists around the world.

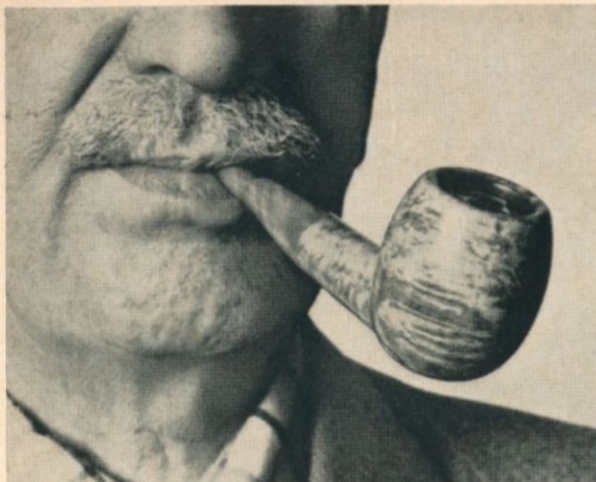


John Barber pictured at the Taji Store, Kobe. The banner at the top of the picture is enough to warm the heart of any traveller.

CHARATAN

THE WORLD'S MOST DISTINGUISHED PIPE





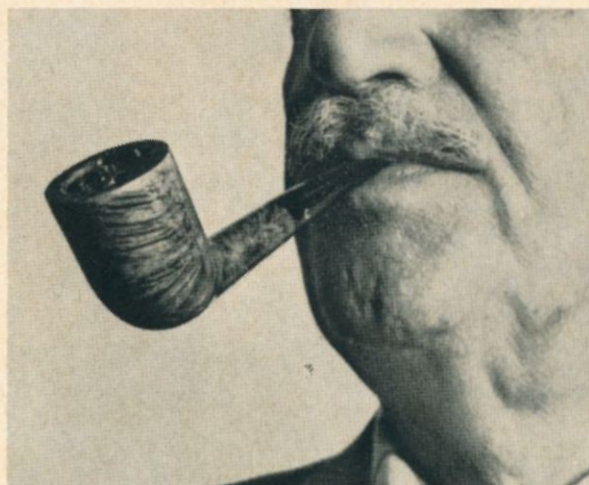
ELEGANCE £12.00



MARK 2 £8.50



ROYAL £9.00



LONDON PRIDE £13.00

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

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

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

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

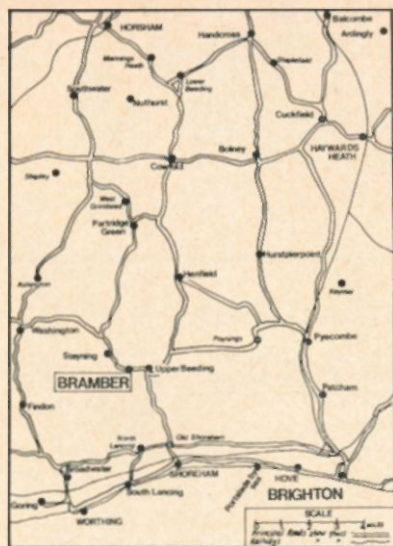
Which, of course, these pipes demonstrably are. Incorporating as they do the most superior wood, immaculately finished, and a most respected reputation.

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

For the man who puts his money where his mouth is



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Tel: Southend (0702) 72344



The road to better pipe retailing

Over 100 pipe retailers are expected to do some travelling of their own at the end of this month. Places are still available at the first-ever Seminar on selling pipes, pipe tobaccos and accessories to be held at the House of Pipes Museum in Bamber, Sussex.

IT WOULD BE VERY DIFFICULT indeed to find a more appropriate setting for the first-ever Seminar for retailers on pipes, pipe tobaccos and accessories than Anthony Irving's House of Pipes Museum at Bamber in Sussex.

This one day event takes place on Sunday, 27 October and lasts from midday until 5pm, so it should be possible even for retailers with Sunday morning opening to get down to Bamber (a two hour drive from London) for the first session at 12.40. Participants from outside the immediate South East England area might care to make a weekend of it on the South Coast.

The fee for the Seminar is £2, which includes admission to all the business sessions, morning coffee, buffet lunch, afternoon tea and free entry to the amazing House of Pipes Museum. The organisers suggest that participants arrange their arrival and/or departure times to give ample opportunity for inspection of this unique collection of 'smokiana'.

The Seminar has been organised by the Pipe Club, who acknowledge with gratitude not only the co-operation of the speakers and their organisations, but also the inspiration of Anthony Irving and the support of the Briar Pipe Trade Association and the National Union of Retail Tobacconists.

The object of the Seminar, described as combining pipe business with pleasure, is to meet the need for an improvement of the basic knowledge of retail staff, to better equip them to obtain their share in the market for pipes, tobaccos and accessories. With Christmas just around the corner and more need than ever before for active selling by retailers, the Seminar is

THE PROGRAMME

- | | | |
|-------|---|---|
| 12.00 | Assembly—morning coffee | |
| 12.30 | Peter Macnab, director of the Pipe Club of Great Britain introduces the chairman for the Seminar, Derek Merton, of Merton Pipes (London) Ltd and chairman of the Council of Management, Pipe Club of Great Britain. | |
| 12.40 | THE HISTORY AND MANUFACTURE OF PIPES—WITH FILM | John Adler
managing director
Oppenheimer Pipes Ltd |
| 13.10 | THE HISTORY AND PRODUCTION OF PIPE TOBACCO | Ernest Cleghorn
general manager
Murray Sons & Company |
| 13.40 | BUFFET LUNCH | |
| 14.45 | SELLING PIPES | Ronald G. Harden
managing director
B. Barling & Sons Ltd |
| 15.15 | SELLING PIPE TOBACCOS | D. A. D. Rimmer
sales promotion manager
Gallaher Ltd |
| 15.45 | SELLING PIPES AND PIPE TOBACCO —FROM THE RETAILER'S ANGLE | Gerald Lando
past president
National Union of Retail Tobacconists |
| 16.15 | GENERAL DISCUSSION and VALEDICTORY REMARKS | The chairman |
| 16.45 | AFTERNOON TEA | |
| 17.00 | SEMINAR ENDS | |

particularly well-timed. The well-planned programme promises much to interest both the 'old hand' and the not so experienced pipe retailer. A collection of speakers from all fields of the industry have been assembled. In addition to the general discussion time at the end of the day, participants will also be able to put specific questions to each speaker at the end of his talk.

The business sessions will take place

in the Calabash Room at Bamber which seats 150 people. Although demand for places has been good, there are still seats available, and the organisers welcome late bookings. To reserve a place now, write to the Peter Macnab, director, Pipe Club of Great Britain, 43 Villiers Street, London WC2 5QG, enclosing the appropriate remittance (£2 per head) made payable to the Pipe Club.

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CHARLES FAIRMORN'S

Custom Blend Mixture 242, 50-gm.	£1.25
Custom Blend Mixture 357, 50-gm.	£1.25
Custom Blend Mixture 371, 50-gm.	£1.10

MIDDLETON'S

Cherry Blend, 1½-oz. pouches	82
Sugar Barrel, 1½-oz. pouches	82

(all prices recommended retail)

EICKEN'S

Black & Gold Mixture, 50-gm.	£1.05
Gold Flake, 50-gm.	£1.20
Gold Flake, 25-gm.	60
Dark Flake, 50-gm.	£1.20
Dark Flake, 25-gm.	60

(all in airtight tins)



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£7.20—£9.60	£3.20 & £3.60

BARI SELECT
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TWENTY-FOUR SHAPES
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SOMETHING SPECIAL for
SPECIALIST RETAILERS
PHONE OR WRITE
FOR PIPE CHART
AND PRICE LIST (Trade only)

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MANUFACTURERS
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BROWN HOUSE**

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(STD CODE 0539)

T. & J. MAHONEY PIPEMAKERS — a small firm with big ideas

Independent pipe manufacturers are rare in an age when takeovers and mergers are commonplace, even in the craft industries.

T. & J. Mahoney, skilled pipemakers, is one firm which has profited from this scarcity.

THE MAN WHO SWIMS AGAINST the tide is to be admired; but even more so if his attempt is sensible and the outcome meets with success.

John Mahoney, already a man approaching 50, set up as an independent pipe manufacturer in the mid-1960s when the trend was for small pipemakers and repairers either to be swallowed up by their larger rivals or to vanish completely.

'I suppose that is why I decided to take the plunge', he recalls. 'I learned that I'm not much of a large organisation man. I feel a lot happier as a big fish in a little pool'.

Mahoney, Whitechapel-born, came into the pipe trade as a boy of 14 in 1931 when, as he puts it, young lads leaving school were too keen to get a job of any sort to worry about whether or not they'd get their hands dirty. He

adds that this is why so few youngsters come into the trade today.

By the time war was declared eight years later he had worked for Huybrecht, Sasieni and John Redman and had progressed from a raw learner to a young tradesman skilled in all aspects of pipemaking. Incidentally, all of the three firms where he picked up his trade still put work his way to this day.

When he registered for military service John Mahoney gave his trade as 'turner and fitter'. The authorities thought they had an engineer on their hands so they classified him as a motor mechanic and sent him on a course to Regent Street Polytechnic. He went to North Africa in 1943 and was blown up in Tunis, completely losing his hearing in one ear.

The immediate post-war world had little to offer the skilled pipemaker. Materials of every sort were in very short supply. Unable to ply his own trade the newly-demobbed Mahoney took a job in a sugar factory. However, his skills were only lost to the trade for a year; in 1946 he joined Charatan, then in Vine Street, to do most of their hand turning.

Charatan were then a much smaller organisation than they are today. Their total payroll on the pipe manufacture side was only a half-dozen strong. Over the next two decades, thanks to the efforts of Geoffrey Charatan and his general foreman John Mahoney, that number quadrupled and much larger premises were taken in Mansell Street.

It was when Charatan sold out to Lane of New York that Mahoney began to think about going it alone. He did not leave immediately. He helped set up a new factory in North London and went for a short while to another associated factory in Leeds; but all the time the feeling was growing within him that the name he wanted above his workshop was his own.

One thing he intended to avoid if he was to start his own business was that twice-daily trek to and from London during the rush hours so, now living with his wife and two sons at Chadwell Heath, Essex, he sought premises locally and settled upon a small shed-like building on the borders of Chadwell Heath and Romford.

At this time his ambition stretched no farther than to becoming established as a reputable and successful pipe repairer—a complete one-man band. But John Mahoney's reputation in the pipe trade was much bigger than he had ever imagined. Within days of word getting round that he was starting up on his own, he was approached by Hardcastle and John Redman, still his largest customer, to undertake contract work for them.

This meant quickly locating lathes and other essential tools of the trade and also—which he had not envisaged—engaging staff as soon as possible. He managed to track down two Charatan men who had left the pipe trade to work at Fords and to persuade them to work for him at Chadwell Heath. Inside a month Mahoney the pipemaker was in business.

Today the firm is known as T. & J. Mahoney for, witnessing his father's success, John's son, Terry, now aged 29, came into the business.

'He'd started out as a solicitor's clerk', his father recalls, 'and then worked as a heating engineer so he knew nothing about pipemaking and had to start right from the beginning. Fortunately, he has the artistic touch and the eye for detail which are the most important qualities of a pipemaker, and he has taken to the trade very well'.

It could be said that pipemaking is in Terry Mahoney's blood for his mother, Margaret, spent many years in the trade too. In fact, she met her husband over

A *Willmer* Straight Grain *Unique*



H. WILLMER & Son Ltd.

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ROCHFORD, ESSEX
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JOHN REDMAN'S LONDON-MADE BRIARS

John Redman Briars are famous. We have an outstandingly wide range in all qualities, shapes and finishes, including twin-bore, meerschaum-lined and leather-covered series.

IMPORTED BRIARS

Our range is the largest in the trade and includes Dentals, Lightweights and Churchwardens. Retail prices from 50p to £3.50 each.

CORNCOBBS

We sell BUESCHER'S finest American Corncobs, in straight and bent shapes, to retail at 40p to 75p each.

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WHOLESALE BUYERS GIFT FAIR, MOUNT ROYAL HOTEL, LONDON,
FROM 24th NOVEMBER—TO 28th NOVEMBER 1974**

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Fancy Goods

TYROLEAN PIPES

These are a speciality of ours; we stock a wide assortment of models including carved Tyroleans. Prices 50p to £2.

AND MEERSCHAUMS AND ALL . . .

Our comprehensive list is completed with Turkish Meerschaums and speciality pipes for every part of the world (such as STONEHAVENS and ROSY'S for Scotland and Ireland).

**FOR 1975 THERE WILL BE MANY
NEW LINES OF FANCY GOODS,
LEATHER NOTE CASES, ASHTRAYS,
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For everything the smoker needs

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has the answer!

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TOBACCO BOXES . PIPE CLEANERS . HOLDERS



John Mahoney and his son, Terry

a tray of pipes. 'Margaret is one of the best pipe finishers I have ever known', her husband says proudly, 'but about 10 years ago she decided she wanted to try her hand at something completely different and went into office work'.

The business has had its bad periods. There were weeks when neither John nor Terry Mahoney paid themselves any wages, but fortunately, there have been more good times than bad and, in December 1972, T. & G. Mahoney moved into larger premises on the same estate. 'Since moving', says John Mahoney, 'we have almost doubled our output. Not only do we have more room but also the more pleasant surroundings make it easier for us to attract staff to work for us'.

Today, as well as the founder and his son, the firm employs two fully-trained pipemakers—ex-Charatan man Geoff Varka and a younger man whom Mr Mahoney trained himself. There is another youngster who joined the firm straight from school and who, according to his employer, is coming along very nicely. The female staff comprises Sheila, a girl fully experienced in the pipe trade who likes the job so much that she travels each day all the way from Stepney, and two part-time girls.

'There is also a schoolboy who comes from time to time to help us'.

The Mahoneys have nothing but praise for the quality of their staff and especially for the way they helped to beat the restrictions of the three-day week.

The bulk of the work is under contract.

Contract customers supply the rough-finished bowls which are drilled, sanded, stained and polished then fitted with vulcanite stems ready for sale. Rejects are also brought up to a marketable standard.

Repair work, too, makes a useful contribution to the firm's finances. These are done on behalf of several major city retailers and also accredited retailers of the Pipe Club of Great Britain. When I visited the Romford premises, more than £200 worth of pipes belonging to Lord Shinwell had been received for renovation and repair.

The expert on this side of the business is, of course, John Mahoney himself. As an employer he finds himself confronted with an increasing amount of paper work but, so far as possible, he puts this off till the evenings. More than half his tiny office is given over to a private workshop where he exercises his considerable skill and experience to repairing and renovating 'old faithfuls' for owners who would be lost without them. 'Terry is learning this side of the business quite quickly', says his father, 'but I must admit that I like to do the repairs myself'.

The contract work keeps up so well that the Mahoneys do not devote as much time as they would like to making pipes for the general market. They have laid claim to two brand names, 'Essex' and 'Rumford'—which is the traditional spelling and pronunciation of Romford; but Mr Mahoney finds that many trade customers prefer the pipes simply to be marked 'London made—England' and

then invest in their own stamp to give the pipes they sell a touch of individuality.

However, this is the direction in which they want the business to expand and now that they are installed in larger premises, this expansion can be accommodated. A considerable export order has been executed for Norway and negotiations have also taken place with a prominent American importer.

Left on his own, Mr Mahoney, Senior, would perhaps be content to let the business tick over at more or less its present level. 'I wouldn't like to be big enough to attract takeover bids', he smiles. But with a young and ambitious son behind him, he recognises that growth is almost inevitable and that he will live to see the business he founded grow much larger. 'Who knows?' he muses. 'One of these days I may go out to St Claude, the pipe trade centre in France, and do my buying direct'.

John Mahoney set out on his own to find a quiet life as a pipe repairer. He was unsuccessful. Instead he finds himself at the head of a small but thriving business which is geared for growth. Thanks to him there are two more skilled pipemakers in the world and the fact that one of these is his son and partner guarantees stability.

T. & J. Mahoney's address is: 19 Brabazon Works, London Road, Romford, Essex. Both father and son are always ready to talk business... pipe business.

Falcon~ the pipe for all reasons...



There is no
substitute
for a

FALCON

The cool original





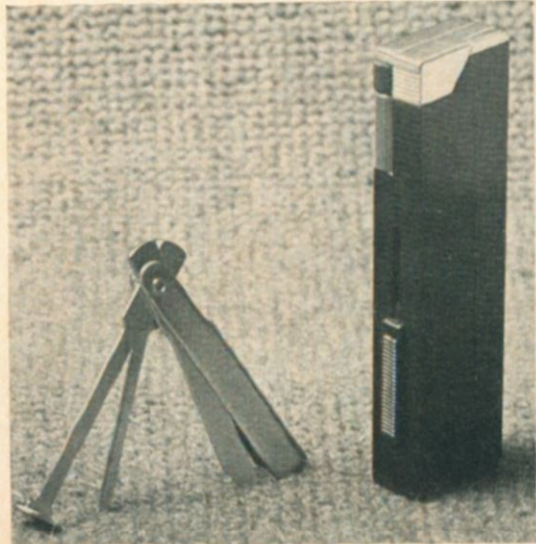
CHRISTMAS BUYING

With 40 days to go before the big Christmas shopping rush, there is still time to stock up with the special lines and festive packs shown here in this, the second part of the exclusive Tobacco three-month series, designed to brighten the shop and increase the profits.



WINGED HORSE MOTIF

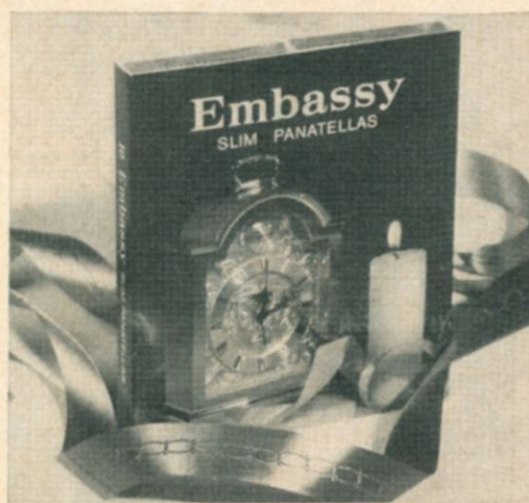
A similar design to that used for the Manikin Whiff is used on the Manikin Panatellas Christmas packs. Illustrated on the left is the pack of five which retails at 70p. On the right the pack of three at 42p.



PIPE-SMOKERS' COMPANION

The Pipeboy Gaslighter is a sensible lighter for the pipe smoker. Imported

and guaranteed by Charles Fairmorn it offers a large tank and built-in pipe companion. Made in West Germany, it retails at around the £8.60 mark.



TIME FOR A CIGAR

A candle-lit reminder of Christmas appears on

the greetings sleeve for Embassy Slim Panatellas. This holds two packs of five, each selling at a recommended retail price of 33p.

CHRISTMAS BUYING



HANDELSGOLD, THE MONEY SPINNER

Handelsgold, acclaimed as Europe's best selling cigars, present their Christmas collection, a range offering diversity of size, boxes and a choice of Sumatra and Brazil wrapper.

Clubmaster Cigarillos (pictured centre front) with a Sumatra wrapper in wooden boxes of 50, recommended to retail at £1.75 (3½p each).

Sumatra wrapped, 203 Panatellas (pictured centre back) in acetate units of 25, recommended retail price £2 (8p each). Milde Coronas (left) in wooden boxes of 50, with Brazil wrapper, recommended retail price £9.50 (19p each). Last, but not least, are Special Coronas in leather-effect boxes of 25 (right), with a choice of Sumatra or Brazil wrappers, recommended retail price £5.50. The quality of this cigar, plus the attractively designed packaging, make it a very positive addition to any Christmas cigar stock.

UNUSUAL IMPORTED TOBACCOS

Two more tobaccos from Charles Fairmorn. Middleton's Sugar Barrel is from the USA and contains all of the richness and goodness suggested by its name. It is a tobacco of unusual mildness, flavour and is gently aromatic. The 1½ oz pouch retails at 82p. Charles Fairmorn's Custom Blend Mixture 242 is an original mixture, harmonising mature red Virginia, mild English Cavendish, Louisiana



Perique, and other specially matured

tobaccos. The 50 gr airtight tin retails at £1.25.

Maruman sparks off a cigarette lighter revolution



Last year, more than 5 million Maruman lighters were sold around the world. How did they do it? By going one better. Maruman developed their own Piezo Electronic System. A spiral-type burner that won't clog as easily as ordinary systems.

There's another advantage. It makes for a more compact, more streamlined product. And now there's a new super-style range. 26 sensational designs in gold plate, silver plate and chrome. And at prices that won't frighten the customers... from only £4.86, VAT included.

To show a Maruman lighter is to sell a Maruman lighter. We're offering you this light-finger proof dispenser that shows 6, keeps 10 in reserve.

It's free when you order 10 Maruman lighters... the ones that only stop for gas.

Fill in the coupon, and get your order in now.

Cut out the coupon and send to Maruman U.K. 27-28, Maunsel Street, London SW1P 2QS.

Please send me...

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☐ More information on Dispensers
☐ Price lists ☐ Brochure

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Maruman



The Great Yardstick

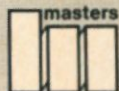
There's only one Stick.
And that's the one the others have to beat.

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.
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Order from your usual wholesaler or contact:
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CHRISTMAS BUYING



RUSTIC PIPE

Three different shapes in either black or brown feather-cut matt rustique

finish are available in the Italia Briars range from Duncan Briars. These attractive pipes make ideal gifts at £4.95 each.



ROSSLI RANGE

The Rossli sales dispenser No 60 features the selection of three blends of Rossli Havana flavour Swiss Stumpen cigars: mild, medium and rich. Loretta Cigars (London) Ltd, report that this choice of blends has

served as a great attraction to smokers, and will no doubt also appeal to Christmas shoppers when they select gifts. Loretta say that sales of these popular cigars, which currently retail at the recommended price of 77p for a pack of 5 have greatly increased.

CHRISTMAS GOLD

The Christmas sleeve for 40 Gold Bond has a black etching on a gold background depicting a classical bustling railway scene. The recommended retail price is 58p.

Sovereign are packed in 60's for Christmas to retail at 69p. The gold

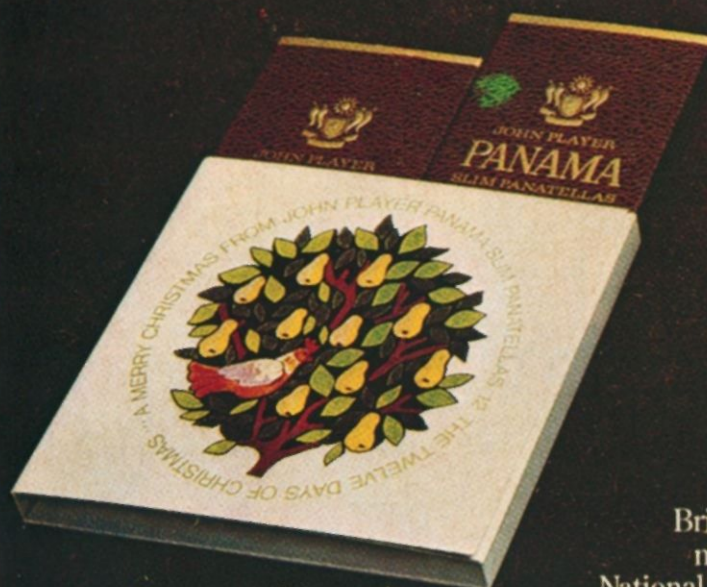
pack depicts a cheerful Father Christmas being carried in a colourful sedan chair.

The Sterling Christmas sleeve containing 40 cigarettes presents Pickwickian gentlemenfolk around the village well against a silver background. Recommended retail price is 64p.



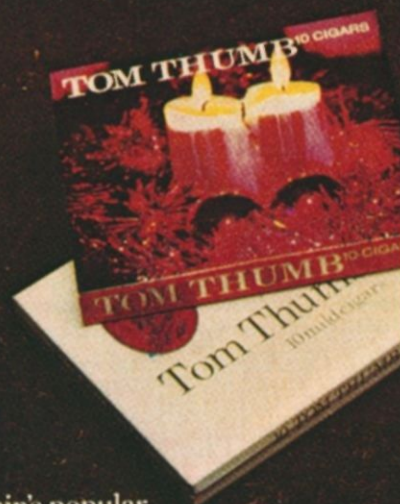
John Player wish you and a Merry

These established favourites
in a Christmas sleeve. In packs of 5.



12 of these successful new cigars.
One for each day of Christmas.

Britain's popular
miniature cigar at Christmas.
National TV campaign in December. Packs of 5.



Prosperous Christmas New Year.

Sales are up 24% since last year.
Ain't that grandee?
Christmas pack of 5.



Imperials wrapped as crackers
for the Christmas table. In boxes of 6.



5 of these exceptionally fine panatellas
in a Christmas sleeve.

All cigars rolled in Great Britain.

TC194

Peterson's Pipes Present

BRUYERES de

Butz-Chognin

From St. Claude the pipe making centre of France we are proud to bring to England France's most exclusive range of pipes, made by world famous craftsmen for the pipemen seeking elegance and flair.



A range of shapes never before seen in England now on show at the
PETERSON SHOWROOM
3 Burlington Gardens, London W1

Available only from sole importers
KAPP & PETERSON
74-77 White Lion Street London N.1

Ask representative for full details and samples, or contact 01-837 4872

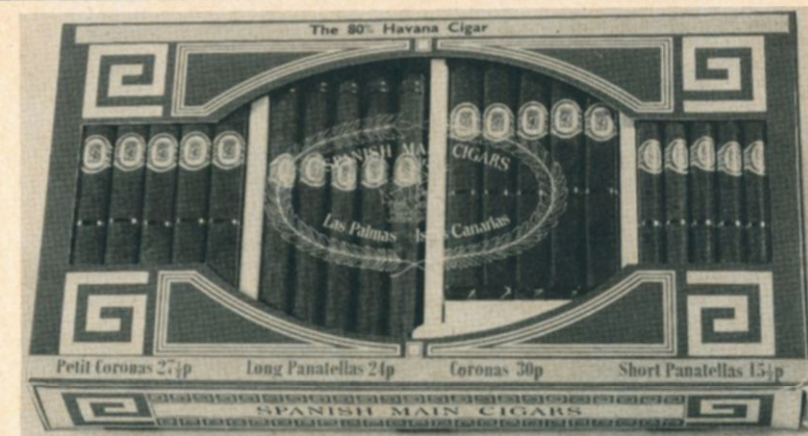
CHRISTMAS BUYING

NEAT UNIT

Well timed for the Christmas 'impulse-buy' UK trade distributors, Anglo Iberian, have introduced a small cigar display unit for single sales of Spanish Main cigars from Las Palmas.

Ideal for use in shops, bars, restaurants and clubs, the unit is made of board, and is easily replaceable. The overall length is 14½ in, and can be displayed either flat or at an angle.

It contains four popular sizes of cigar made with havana leaf filler, offering a good quality



smoke at a reasonable price. The display box contains 85 cigars made

up as follows: 20 Petit Coronas at 27½p each, 20 Long Panatellas at

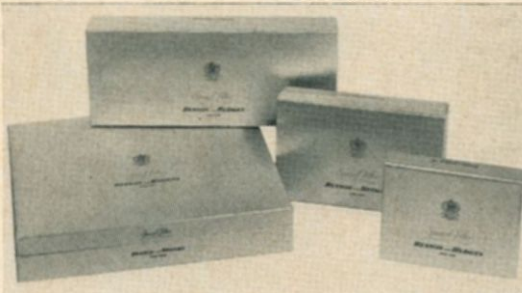
24p each, 20 Coronas at 30p each, 25 Short Panatellas at 15½p each.



THE EMPRESS

Ronson say that their Empress table lighter makes an ideal gift to a

household of people. It has a green onyx marble base with a brass finish action, and retails at £12.75.




GOLD FOR CHRISTMAS

Benson & Hedges Special Filter, in their familiar gold livery boxes, make an excellent

Christmas gift.

In boxes of 200 the recommended retail price is £3.60. Boxes of 100 sell at £1.80. 50 at 90p. 25 at 45p.



This Christmas line your pockets with gold.

For the past eight years Benson & Hedges have outsold all the other King Size brands put together



CHRISTMAS BUYING

PRESTIGE CIGAR PACKAGING

Because of the growing demand for USA King Edward cigars, the sole importers, Loretta Cigars (London) Ltd are widening the distribution of the wooden 25s cabinet box of the invincible de luxe size in time for the Christmas trade. The cabinet box has a recommended retail selling price of £9.10. When it was first introduced, this attractive 25s packing proved to be particularly popular as a prestige business gift and the demand for the



packing has increased continuously, especially

during each Christmas Season.



INGENIOUS BRIARS

From Duncan Briars come new, free-style, hand finished bowls which fit the Delta pipe. The bowls (with or without the pipe) make a most original gift because each one is different. Duncan Briars say this is the first free-style metal stem pipe in the world. The pipe sells at £3.15, the bowl on its own for £1.90.



CANDY STRIPES TO CATCH THE EYE

The big sellers in the Embassy range and Belair Menthol Kings appear in candy striped sleeves for Christmas, each containing two 20s. Retail prices are based on

the recommended retail prices for packs of 20: Belair 34p; Embassy Gold 24½p; Embassy Regal 29p; Embassy Filter 32p; Embassy Extra Mild 29p.

VIVA- BOLIVAR



***THE Cigar
from Havana***

all enquiries to

Joseph Samuel & Son Ltd

Monument House, Monument Way West, Woking, Surrey GU21 5ET. Tel: Woking (048 62) 70606



THE NEW TASTE OF LUXURY



JOHN PLAYER KINGS
34p for 20

Recommended Price



CHRISTMAS BUYING



FREE OLD MASTER OFFER WITH CIGARS

Always in demand as Christmas gifts are Rothmans and Schimmelpenninck cigars. Three types of Rothmans cigars are available, the Grand Panatella at 67½p for 5, Slim Panatella at 38p for 5 and Mild Cigars at 33p for 5. Schimmelpenninck offer a range of five cigars, all beautifully packed in sleeves which show

famous Dutch paintings. The paintings are The Tired Traveller and The Christening Feast, both by Steen; Kitchen Interior by Bueckelaer, A Musical Party by Van Velsen and River Scene With State Barge by Van de Capelle. Prints of the paintings are being offered free with any four Schimmelpenninck pack fronts. Measuring 16 in by 10 in, the prints are in full colour on fine quality paper. The Schimmelpenninck sleeves will hold 10 Gilden (68p), 10 Nova (80p), 10 Duet (£1.25), 10 Vada (£1.25) and 20 Media (£1.08).

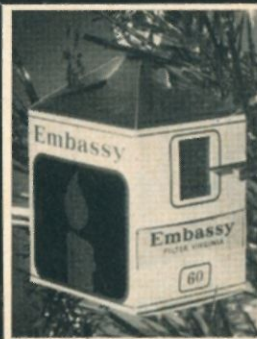
BRIARS WITH A HISTORY

Charles Margolis & Son Ltd of 31/33 Priory Park Road, London NW6 7UP, have introduced a comprehensive range of hand-carved briar pipes in time for the Christmas trade.

Called Sabra, the range offers dozens of different shapes and sizes of pipe in satin black or cherry bark finish and with a specially designed filter, at a very attractive wholesale price of £1.15 per pipe. Each pipe is individually boxed in a see-through gift presentation pack. A full colour display showcard is available which is fitted for three removable and



interchangeable packs. The pipes are made in Israel by third generation pipe craftsmen. The company, called Shalom, was founded by two American emigrants whose father and great grandfather made pipes in the US.



A NOVEL LANTERN

A Christmas lantern novelty, which can be easily made up and filled with 60 (3 × crushproof 20s) Embassy Filter, Regal or Extra Mild, will be distributed by Wills representatives, for use with customers' own stock.



CHRISTMAS BUYING



SLIGHTLY SPECIAL TOBACCOS

Some slightly special ideas for father's Christmas stocking from Charles Fairmorn, importers.

Eicken's Black & Gold (top) is an English mixture with golden and dark tobaccos. An extremely soft tobacco, it has an elegant flavour and gives a cool smoke. Suggested retail price is £1.05 for the 50 gr tin. Eicken's Gold Flake (bottom) is a fully ripe navy cut. A substantial, bright flake with a sweet mild character, it retails at 60p for the 25 gr tin.



CHOOSE ANY ONE OF 19 COMETS FOR CHRISTMAS

There are now 19 different finishes to choose from in Ronson's side action Comet range—their best selling pocket style of

lighter. The Comets start at the popular, plain-coloured Delrin group, and progress through various designs in chromium and silver plate. Prices for the Comet range from £2.90 to £4.05. The Comet 500 is available priced from £4.65 to £6.65.



AN ORIGINAL TREE FOR THE SEASON

Two gift ideas for the pipe smoker from the new Decatur range available from Bernhardt & Myers. Above is a pipe tree which will hold five pipes. A model for 12 pipes is also available. Bottom is a pipe rack designed for large and free flowing pipes.

Relaxing Jamaican Style

Relaxing Jamaican Style



"I think one of the most important things about a cigar is that it must suit my mood. A Jamaican Macanudo suits my mood most of the time, whether I'm in the office or relaxing at the weekends. A lot of people talk about a cool or mild flavour but I've yet to come across a top quality hand made cigar as good as a Macanudo."

Mellow Macanudo Jamaica's Best

Macanudo is a smooth, mild and aromatic blend of tobacco from the finest growers in the Caribbean. It is a true Jamaican product, made in Jamaica, and is the only Macanudo to be awarded the 'Jamaica's Best' award.



Macanudo is a registered trademark of Macanudo Cigars Ltd. All rights reserved.

Relaxing Jamaican Style



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Macanudo is a registered trademark of Macanudo Cigars Ltd. All rights reserved.

**as seen by 60% of British businessmen
in the October and November issues of
Management Today**

**Make sure
you're well stocked with
MACANUDO
for Christmas orders**

Available from your usual supplier

Sole importers: Melbourne Hart & Co. Limited, Barnard's Inn, Holborn, London EC1N 2IP
Telephone: 01-405 4857



CHRISTMAS BUYING



BELLS CHIME FOR CAPSTAN

The Capstan bells chime out on these smart gift sleeves, each containing two twenties packs.

Capstan Medium sleeves are available in Scotland and Northern England only; and Full Strength sleeves in England and Wales. Recommended retail price for 20 cigarettes is 39p.



GIFTS WITH STYLE

Unusual gifts for the cigar smoker from Bernhardt &

Myers Decatur range. Above is a special cigar ashtray which will add style to any desk, and below is a new shape in humidors.

BLACK BEAUTY

The candlelight glows on this glossy black sleeve for

Slim Kings, containing two 20s packs of cigarettes. Recommended retail price is 32p for 20.

Britain's best selling imported cigars



1. EXCELLENTE available in 10's, 25's & tubes
2. SLIM PANATELLA available in 5's & 50's
3. SENORITAS available in 5's, 10's, 25's & 50's
4. CAFE CREME available in 10's & 20's
5. PERFECT available in 5's
6. HALF CORONA available in 5's, 10's & 25's
7. ROYALES available in 10's & 25's
8. CELLO available in 10's & 25's
9. EXCELLENTE TUBE
10. LONG PANATELLA available in 5's & 25's

Imperial Tobacco [Imports] Limited

BOX 18/NORTH WAY/ANDOVER
HAMPSHIRE SP10 5AX



TEL: ANDOVER (0264) 61131
TELEX: 47109

Behind every Ronson there's a romance.

Isn't it curious how many women come into your shop and buy men's Ronsons, and how many men come in and buy women's Ronsons.

Obviously they're buying them as presents. But why? What is it about a Ronson lighter that makes it such a romantic present for a woman to buy her man, or vice versa?

Here's our theory.

When a woman gives a man a Ronson she knows he'll carry it with him wherever he goes. It becomes a kind of sentimental attachment. The Ronson she gives him will always remind him of her.

Over 100 supersites. Unforgettable.



My Ronson reminds me of Julia.

remind her of you'. Not only have we made three new TV commercials but also, for the first time, we're using giant supersites.

Our commercials will appear nationally in November and December, just when everyone's doing their Christmas shopping.

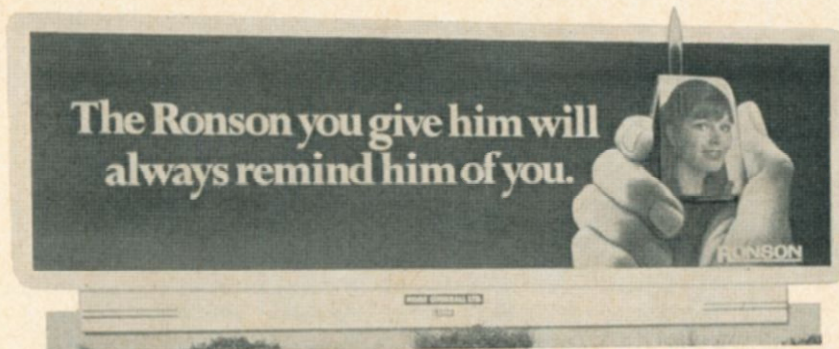


Three new TV commercials. Straight to the heart.

And we've booked more spots than ever before.

Meanwhile, the supersite posters are already going up, over one hundred of them.

They'll remind your customers of you.



And you play an intimate part in it.

You're the one they turn to for advice.



So what's your part in our romantic campaign?

Well, in a sense, you play Cupid.

When a woman buys a lighter for a man, that's a difficult moment for her. After all what does she know about men's lighters? For that matter what does a man know about women's lighters?

You're the one they look to for advice. You're the one who helps them make their choice.

Luckily there are literally dozens of Ronsons for men and women, not to mention a whole range of table lighters. So the

For your store: mini supersite cards and stickers.



chances are you'll find one for every kind of customer. And we will also supply you with a whole range of display material* to help you attract those customers in the first place. We hope you'll find room for it. Because, not only can it help you win prizes in our Great Display Competition*, but it can also play an important part in getting a Ronson romance started.



RONSON
Our advertising will remind your customers of you.

*If you would like supplies of the mini supersite cards (MC. 917), vinyl stickers (MC. 918), or further details of our Great Display Competition, ask your Ronson Representative or contact our Sales Office at Leatherhead. Tel: Leatherhead 74444.



CHRISTMAS BUYING

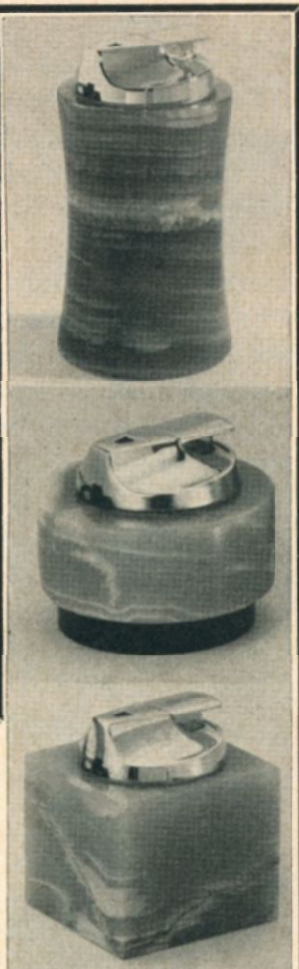


CHRISTMAS THREESOME

In addition to their normal range of Willem II cigars Anglo Dutch are promoting three special Christmas packings. Willem II Coronas and Extra Senioritas are featured in attractive, antique finish, Dutch cigar boxes, incorporating a heavily embossed silver-coloured metallic lid. A silver top box of 25 coronas (at the top of the picture) retails at £6.25. Extra Senioritas are packed 20 to a box (at the bottom of the picture) which retails at £2.60. Completing this Christmas threesome is the popular Cigarmaker selection box (centre) which sells for £1.08.

HAND-CARVED ONYX

Table lighters from Ronson in green onyx marble. The tall, slender Imperial (top) at £10.75 is hand carved in Italy from stone quarried in Pakistan. The Marina (centre) at £8.60 has a neat rounded base with black plinth while the



base of the Regent (bottom) at £10.30 is square.



What more could you offer?

Ross cigarette lighters carry the hallmark of quality that your customers will instantly recognise.

Ross give you that quality in a big range—they are the largest importers of gas lighters in the country. A range that will give you a wide variety of styles at attractive prices to ensure quick sales.

Ross also carry large stocks of guaranteed quality clocks, watches, cutlery, stainless steel, holloware, pans, audio & hi-fi, car accessories, home and garden tools and fancy goods.

And Ross give you the sole rights in the UK, Europe or even the world.

What more could you want; what more could you offer?

(Wholesale trade only. Retailers please write for nearest stockist)

ROSS

Quality Products

Benross House, Rose Lane,
Liverpool L18 8DH.
Tele: 051-724 2261 Telex: 627777



Ross PIEZO Electronic
No 5112 Rec. Retail Price £3.75.

We at
Sullivan Powell

are pleased to announce our appointment from
4th October 1974 as Sole U.K. Importers and
Distributors for the world-famous products of
R.J. Reynolds Tobacco International S.A.



In order to create greater awareness and
demand for these brands R.J. Reynolds will be
supporting us fully with their promotional
and advertising activity.

Full details of the new attractive terms and
Trade Prices should be obtained from

Sullivan Powell & Co. Ltd.

Chichester Road, London N9 9DJ Tel: 01-807 0141

Personnel

The Imported Tobacco Products Advisory Council have announced the appointment of **Bill Heard** as secretary general to the Council.

Council members are drawn from most of the principal companies importing cigarettes, cigars and tobacco, and represent over 90 per cent of all imported manufactured tobacco products.

The Council is primarily concerned in ensuring that the interests of its members are recognised in any changing duty or tax situation; in the decisions, still to be taken, on what blending and fixative materials can be used in tobacco manufacture under new EEC regulations; and in any proposals to restrict or control the advertising, labelling and description of tobacco products.

Bill Heard has had over 25 years experience of the problems of the tobacco industry as a commercial research manager with Imperial Tobacco, as marketing manager with the advertising agency Ogilvy Mather, and also in his capacity as a consultant.

The chairman of ITPAC is **Nicholas Freeman** and the deputy chairman **ER Bloomfield**.



Mr Dewey has succeeded **Jim Burrows**, district sales manager for four years, who has moved to the firm's Bristol headquarters to take over as deputy special events manager.

Mr Burrows is a former West Country multiple accounts controller. He was representative in Exeter for four years before becoming cigar representative for Devon and Cornwall in 1967. Mr Burrows succeeds **Graeme Heapy**, who becomes Wills assistant sales manager (Western Division, South) when **Ken Lee** retires in December.

John Delany joined the Board of Directors of cigar shippers and distributors, Joseph Samuel & Son Ltd at the beginning of last month.

Mr Delany has spent all his working life in the tobacco industry with the J. J. Fox organisation, first in Ireland and then as managing director of their Channel Islands operation. He is a graduate of University College Dublin.

Lewis Meeson, a wholly-owned subsidiary of Barker and Dobson Group, have appointed **Ron Ashby** and **Alan Hetherington** directors of the company.

Mr Hetherington is a chartered accountant and a graduate of Birmingham University. He joined A. Lewis & Company (Westminster) Ltd as financial controller in October 1973, following industrial experience as a management accountant with ICI (Pharmaceuticals Division) and Manor Bakeries Ltd (a subsidiary of Ranks Hovis McDougall Ltd) as commercial

manager.

Mr Ashby joined A. Lewis & Company in March 1972 as chief buyer. He was previously employed for 28 years by Lewis's Ltd, the department store group. He spent ten years as a buyer in the central food buying office, and held the post of sales manager in various departments during his last 12 years with the company.



Don Reynolds has been appointed sales director of F. P. Agency Ltd (Panther Gas Lighters). Previously he was sales manager of the company.

Mr Reynolds has been with the company since 1972. He has been in lighter sales to wholesale and retail multiple tobacconists, as well as jewellery accounts since first joining the trade in 1963.



Ron Dewey is the new Wills district sales manager in East Anglia.

Mr Dewey had been a journey representative in Weymouth since 1968. He joined Wills in 1961 as a merchandising representative in the Cotswolds.

The Distributive Industry Training Board has appointed a new director of administration. He is **Richard Templeton Brett**, currently executive director of the Institution of Works Managers which has 18,000 members. He takes up his new job this month.

Mr Brett was educated at Cheltenham College and Aberdeen University. He is a member of the British Institute of Management and the Institute of Personnel Management. He was formerly a professional soldier retiring with the rank of major in 1972.

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



- Specially blended by Illingworth's, K67 has already proved itself another winner.
- **Better** value for your customers.
- **Higher** trade margins.
- Increased profits for **you** with the extra turnover of a new and good selling snuff line.



Illingworth's Tobaccos Ltd.
Snuff Manufacturers to the World since 1867

Aynam Mills, Kendal. Tel: Kendal 21898/9

names in the news



Denis Hedges, grandson of the founder of Benson & Hedges and last member of the family employed by the company, retired at the end of August.

When he joined the family firm in 1932 there were no favours for the son of one of the directors and he had to learn the tobacco trade from the bottom up. His early days were spent in the factory at Fulham, but since then he has spent the greater part of his time in the Benson & Hedges shop at 13 Old Bond Street in the West End of London.

Mr Hedges was a traditionalist in the best sense of the word and he inherited the family sense of duty to the public. He always felt that visitors to his shop were not so much customers as friends who should be given every help and assistance with their purchases.

After 42 years, Mr Hedges admits that he will miss the daily routine, but definitely not the daily jostle which travel in London has become. He remains an executive director of Benson & Hedges.

The Briar Pipe Trade Association, somewhat shaken by an admission by journalist **Jilly Cooper** in *The Sunday Times* that she couldn't stand men who smoke pipes, asked the wives of the past three Pipemen of the Year to give their pros and cons for a pipe-smoking husband.

Lady Shinwell made these positive points: 'My idea of a typical pipe smoker is a man who is honest, shrewd and wise with a keen sense of humour. He has the healthy look of one who loves the open air, long walks by the sea or in the country, wearing tweeds, of course—in other words my husband, **Manny**.' Negative points were: 'Mess

of tobacco stains and remains all over the house. But, if his pipe keeps him content, it's better that way, for I fear deprived of it, he might display rather less attractive characteristics than those described above...'

Mrs Frank Muir adds to the negatives: 'Fronts of cashmere sweaters looking as though they had been blasted with a shotgun due to burning ash being sneezed out of the bowl (Frank also takes snuff). Drains blocked by a pipe accidentally dropped down the loo.'

Mrs Freddie Trueman can find few regrettable traits in a pipesmoker. She thinks a typical pipe smoker is: 'Thoughtful, considerate. Unlikely to make quick decisions (excepting those required while on the cricket field). A man who will think before he will speak. I, contrary to Jilly Cooper, feel it is comforting to see the Man of the House relaxing in his favourite armchair; it is to me a reassuring sight. A pipe (though not, I feel, necessary in the case of my husband) adds to the Masculine Image.'

On balance, though still smarting from Jilly Cooper's comments, the members of the Association are showing their faces—and pipes again.



Sir John and Geoffrey Iden

Sir John Partridge, KBE, chairman of Imperial Group, and **Lady Partridge** visited Player's Nottingham headquarters last month. It was the last annual visit for Sir John, who retires next March. He toured the Radford and Horizon factories. Sir John (left) is pictured taking leave of **Geoffrey Iden**, chairman of Player's, who himself retires at the end of this year.



It was cocktails afloat for customers of **John Smith**, Ronson's new representative, on board the paddle steamer **Princess Elizabeth** at Queenhithe, London, last month.

The occasion was a cocktail party for Mr Smith to meet jewellers and tobacconists in his area, covering East and North London and South West Essex. Before joining Ronson, he had

been selling for 16 years, mainly in the grocery trade. His experience includes one year with General Foods in Australia.

In the photograph from left to right are: **Mr and Mrs B Arnold** (Palmer and Harvey Ltd), **John Smith**, **Mrs Smith**, **A W Tipping** (Ronson sales manager), **Mrs Tipping**, **Mr and Mrs L Jackson** (Williams Ltd).

Soaring sales - higher profit margins. Two good reasons for stocking Carrolls Number 1 and Major.

These two best-sellers combine the traditional appeal of fine Virginia tobaccos with the high profit margins offered by imported brands.

Distributed by **SOLOMON**

William P. Solomon Limited,
50 Lombard Road, London SW11 3QF.
Tel. 01-223 3913.



1824 1974



Recommended retail prices: Carrolls No. 1, 32p; Major, 34½p.



A man with a strange mission outside his normal range of activities is the area sales manager of Melbourne Hart, **Lee Stone** of Ripon, Yorkshire.

Lee, who grew up with **Kenny Ball**, and who himself plays drums, is constantly finding his family in great demand within the show business

strata, and in consequence is occasionally having to do some fast thinking.

The first occasion was last year, when **Mark**, his first son aged 19 years, and a semi-professional drummer, was called upon by his father's old friend **Kenny Ball**, who urgently needed him for a week. Undismayed by the importance of the occasion, Mark stepped in and carried the week off in true professional fashion.

More recently Lee found himself talking to **John Hole-Gale**, a prominent agent and manager in Wetherby, Yorkshire, who asked whether Lee would approve the entry of his second son **Kevin** aged 16 years, into a cabaret group called **Wytchwood**. The group, pressed with news of a possible record contract and a definite appearance on **ATV's New Faces**, were distraught because they had no organist.

Kevin is an organist, an interest he has followed whilst studying through school and now at art college, and one

of **Wytchwood's** members, the lead vocalist, **Mike Beasley**, had heard Kevin play and suggested he be auditioned.

Following a flurry of phone calls, a hastily arranged audition and a visit for Kevin to the tailors, Lee has suddenly found his son satisfactorily esconced into the group, with the promise of a bright career ahead of him in show business.

The only comment Lee has to make is: 'I think it's great, it's a tremendous chance for him.'

It certainly seems that way. **Wytchwood**, a six piece vocal harmony group, who have already recorded for **BBC Radio** and are producing a record with **EMI**, will have the opportunity to tour the UK and overseas professionally following their TV appearance on 12 October.

So, apart from the tobacco industry, it seems there's no business like show business!

The Tobacco Trade Athletic Association's national tennis doubles championship took place at the end of August at **Player's** recreation ground in Nottingham. Much credit for a successful day was due to the hospitality and facilities offered by **Player's**, this year's hosts.

The **Wills Cup** for the house scoring the most points was won by **Player's** Nottingham. In second place were **St. Anne's** Board Mill of Bristol, and third place was shared by **Bryant & May** and **Wills** Bristol.

The 12 entries for the men's title were split into two groups of six, the winners and runners up of each group contesting the final stages. **St Anne's** were the eventual worthy winners and retained the title they won last year by beating **Bryant & May**. **Oppenheimer** took third place in a play-off against **Ronson**.

Player's ladies won all five of their matches, but the final against runners-up **Ronson** was only decided after a tie-break.

The mixed event was even tighter. **Wills** Bristol and **Player's** each won five



Five of the members of the triumphant **Player's** tennis team receive the **Wills Trophy** from **Player's** chairman, **Geoffrey Iden**. From left to right: **Martin Pollard**, **Pat Johnson**, **Terry Nye**, **Geoffrey Iden**, **Pat Smith** and **Alan Jennings**.

matches and lost one. The decision went to **Wills** who had won 33 games, one more than **Player's**. **St. Annes** and **Imperial** each won four matches to take third and fourth place respectively.

A few moments of silence were observed during the day in memory of the late **Bob Wilson** who had organised this tournament so capably in recent years.

DATES for your Diary

WTTA Dinner-Dance, Dorchester Hotel, London	9 Oct
TTTA Netball Rally 1974, Carreras Rothmans Athletic Ground, Basildon, Essex	12 Oct
London and SE England Golf Society Autumn Meeting, Tandridge Golf Club	17 Oct
TTBA Annual Meeting, Connaught Rooms, London	21 Oct
Worshipful Company Dinner, Mansion House, London	23 Oct
TTAA 1974 Swimming Gala, Marshall Street Baths, Near Oxford Circus, London W1	26 Oct
Retailer's Seminar, House of Pipes Museum, Bramber, Sussex	27 Oct

When they
need a light...
get the name right.



Sell the brand leaders and you can't go wrong.
And which of these are brand leaders? All of them!

Bryant & May.

The Snuff Scene

by
CHARLES ADDISON

LAST JUNE I WROTE ABOUT 'Club de la Tabatière, the snuff club formed in Paris to popularise snuff-taking, one of the many pleasures of the French of a few hundred years ago and, sad to say, practically non-existent today.

I had the opportunity, recently, of meeting the founders of 'Le Club' in Paris, Max Brezol, Arnaud Rodier, Daniel Verpeaux and Joel Costi who can be seen in the photograph on this page standing in front of A La Civette, the only remaining tobacconist shop in the capital.

Over lunch they told me of their plans to make snuff as well known as it was in the past. Monsieur Brezol extolled the virtues of British snuff, describing it as the greatest and most varied in the world. And he went on to say he hoped that one day this pleasant and healthy way of taking tobacco would again be appreciated throughout France. To which I replied: 'Vive La France! Vive le snuff!'

Snuff made headlines in the Peterborough Citizen and Advertiser when a local tobacconist closed down. 'Sniffers turn up their noses' headed the first story, a long moan deploring that



loose snuff wasn't available any more in that city and that local snuff-takers were not all that keen on the powder in tins.

What a sad reflection on the other local shops that sell snuff!

Then the clouds cleared away and the sun shone once more. Another headline appeared. 'Now the snuff sniffers can sniff again.' An enterprising newsagent stocking tobacco reacted quickly and with some business sense. As a just reward for his efforts he had his name and full address published in the editorial columns of the paper (free, mind you) and collared the floating sniffers as new customers.

I have said it before and I say it again. A little enterprise on the part of many snuff stockists, especially with regard to their local newspapers, could secure extra turnover.

You come across snuff in the most unusual places—that is, if you keep a sharp look-out for it. Right next to my office a deep shaft is being dug for a new London underground extension. Every so often the diggers come up for air, gulping at it like prisoners released from a deep, dark dungeon.

I am a friendly sort of person and if I have the time I like a chat. I have become quite matey with some of these tunnellers and at one of our chats two of them pulled out snuff boxes and asked me if I had ever tried the stuff.

Down there they said a pinch is a real life saver. It helps keep them going and alert to any danger. They took their snuffs the way a thirsty man takes a pint. It's a long time, I must confess, since I have seen snuff appreciated like that.

TRAVELLERS' REST

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

At their recent AGM the members of the Birmingham and Midland Tobacco Trade Travellers Association elected the following officers for the coming year: president, **Tony Murphy** (Carreras Rothmans Distribution Service); vice-presidents, **Trevor Ingram** (Wills) and **Mike Jones** (J & H Wilson); secretary, **Geoff Stringer** (Wills); treasurer, **Harry Wilson**; committee: **J. Backhouse**, **F. O'Toole**, **R. E.**

Dunmore, **D. Williams**, **J. H. England** and **J. E. D. Vincent**.

At the Annual General Meeting of the Merseyside branch of the TTTA the following were elected to office: chairman, **C. F. Gardiner** (Ogden's); senior vice-chairman, **D. Fairweather** (John Masters); junior vice-chairman, **D. R. Norris** (Marshall & Norris); honorary secretary, **J. G. Cook** (John Masters); honorary treasurer, **T. H. Chubb** (Wills).

The branch have expressed a vote of thanks to **Mike Synnuck** in appreciation for all his efforts on behalf of the branch, especially during his last two years as secretary. Mike has been appointed to the West Country and the branch wish him well in his new area.

The Manchester TTTA are holding their annual Hot Pot Supper on Wednesday, 23 October at the Cheadle Hulme Club, Cheadle, Cheshire. This function is normally very popular and Manchester have promised a warm welcome for members of other branches who may wish to join them.

The Devon and Cornwall branch of the TTTA are holding their annual banquet and ball on Saturday, 2 November at the Palace Hotel in Torquay. Anyone who wants to join them may purchase tickets and make hotel bookings by contacting **H. Higgins** at Clover Lodge, Orchard Way, Stoke Gabriel, telephone Stoke Gabriel 461.



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