

smokeshop

NOVEMBER 1979

BUT SOME OF US HAVE BEEN GETTING
TIGHT A LITTLE TOO OFTEN LATELY!

VIRGINIA BLENDS

CAVENDISH BLENDS

HAVANA

SECOND ANNUAL SMOKESHOP STUDY

page 7

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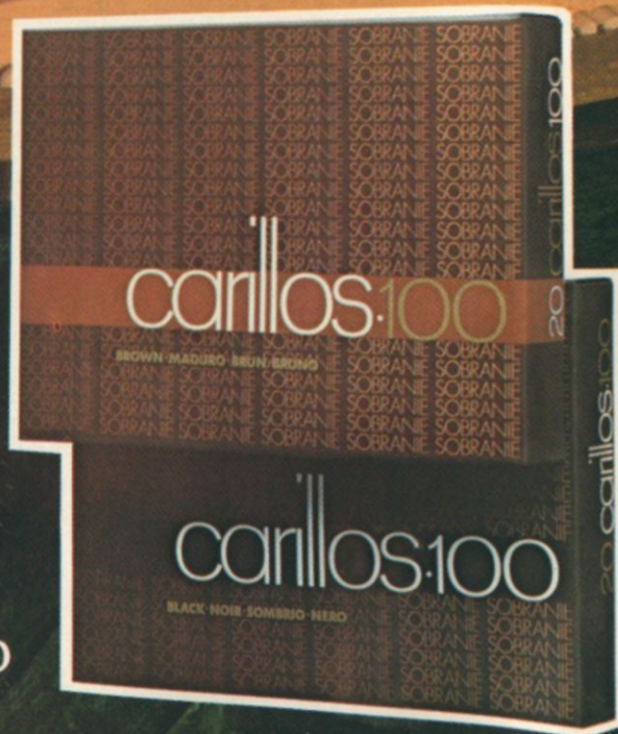


carillos 100

In Maduro Brown or
Sophisticated Black

(Kă'ree'yōs) – A long and slender smoke.
Redolent of the dark pleasure of Brazilian
tobaccos and the zestful flavour of the
Caribbean. Rolled entirely in maduro brown
or sophisticated black.

**CARILLOS – NATURALLY GOOD
AND NO CHEMICAL ADDITIVES!**



Imported by JAMES B. RUSSELL, INC. – 180 South Van Brunt St., Englewood, N.J. 07631

Sherman marketing "mints"

NEW YORK: Milton M. Sherman, Ltd., is introducing four "mint" tobaccos—Tropical Mint, Chocolate Mint, Cherry Mint and Mint Mint—which are said to have tested very well with seasoned and new smokers alike.

"We feel we have a true best seller," says company president Milton M. Sherman. "We have conducted exhaustive taste tests and the reaction has been very enthusiastic."

He adds that the new blends are different from anything on the market and are designed "for the consumer who is always looking for something new and satisfying."

Moore joins Orens

SAN JOSE, CA: Allen Moore, a tobacconist for the past 11 years, has joined veteran manufacturers' rep Norb Orens as a partner in the firm of Orens & Moore. Moore can be reached at 2513 Cordoba Way, San Jose, Ca. 95125. His phone is (408) 267-9824.

Orens & Moore will cover the 11 western states for Associated Import Corp., Peter Kent, Ltd., and several other marketers of smoking-related products.

First ad campaign for Upmann

NEW YORK: For the first time in its 135-year history, H. Upmann cigars will be backed by a major advertising campaign. The ads will run in The Wall Street Journal and The New York Times Magazine through June 1980.

Joe Feigelis, Consolidated Cigar assistant vice president of marketing and sales, said, "Because of the high prestige associated with the Upmann brand, we purposely use very little copy in the ad. We believe that H. Upmann speaks for itself." Upmanns are made in the Canary Islands and cost from \$1 to \$1.65 each.

Upmann's ad agency is David, Oksner & Mitchneck, Inc., New York.



Bill Fader top cigar merchandiser



General Cigar president Joseph Whitwell Jr. (r) presents the Philip L. Bondy Cigar Award to Ira (Bill) Fader, of A. Fader & Sons Co., Baltimore, in testimony of his selection as cigar merchandiser of the year. Looking on and anticipating receipt of the \$1000 check that accompanies the award are Bill's daughter and wife.

John Middleton joins firm

KING OF PRUSSIA, PA: John S. Middleton, the great-grandson of the founder of John Middleton, Inc., joined the firm in a sales and marketing capacity. He will be based in Charlottesville, Va., initially to represent Middleton in the Southeast.

He will devote a portion of his time to special marketing assignments and to leaf buying.

Middleton graduated magna cum laude from Amherst College in 1977, and last year received an M.B.A. from the Harvard Graduate School of Business.



Top Stone promotes Kent

BRIDGEPORT, CT: Gerald B. "Jerry" Kent, former district sales manager of Top Stone Cigar Co. here, has been promoted to the new position of northeastern sales manager. He is now responsible for sales and distribution in New England, eastern Pennsylvania and metropolitan New York and New Jersey.

Before joining Top Stone three years ago, Kent held various sales management positions with Consolidated Cigar Co. for 23 years.



NEW!!

BACCARAT

An Innovation in Pleasure

Richly Blended Tobaccos
Completely Hand Made—100% Long Filler—
Sensibly Priced
High Profits

BACCARAT

BACCARAT

BACCARAT



BACCARAT

DOLCE FAR NIENTE

1871

imported from

Honduras

LONG FILLER HAND MADE
PRODUCTO CENTRO AMERICANO
HECHO EN HONDURAS

"You're Always the Banker" with

BACCARAT

6 sizes—55¢ - \$1.05

United Products International, Inc.

**326 Lincoln Road
Miami Beach FL 33139**

Toll Free # 800-327-3146

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smokeshop

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Volume 6 No. 11

November 1979

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625 N. Michigan Ave.
Chicago, Ill. 60611

Smokeshop magazine is published monthly by BMT Publications, Inc., Ninth Floor, 254 W. 31st Street, New York, N.Y. 10001. Telephone: (212) 594-4120. Annual subscription rates: United States, \$10; Canada and Latin America, \$11; all other countries, \$15, payable in advance with a bank draft drawn on a U.S. bank in U.S. Funds. Single copies, \$1.25, except foreign where postage will be added. Controlled circulation postage paid at Springfield, Mass.

Finest tobaccos~ imported from Gallaher's in the United Kingdom



distributed by Faber, Coe & Gregg Inc.

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**Now that we're able to fill more Te-Amo's®,
we'll be able to fill more orders.**

We've always been a big seller. Now we'll be a big producer too.
Because we've enlarged our plant, and we're beginning to produce
more cigars than ever before.

So our regular customers can place more orders than ever before.
And new customers will have a chance to get in on the goods as well.

Everybody knows that all it takes to sell Te-Amo's is to have enough
to sell. And now we've got what it takes.

smokeshop



SECOND ANNUAL SMOKESHOP STUDY

by Fred Wintzer
Industry Analyst For BMT Publications

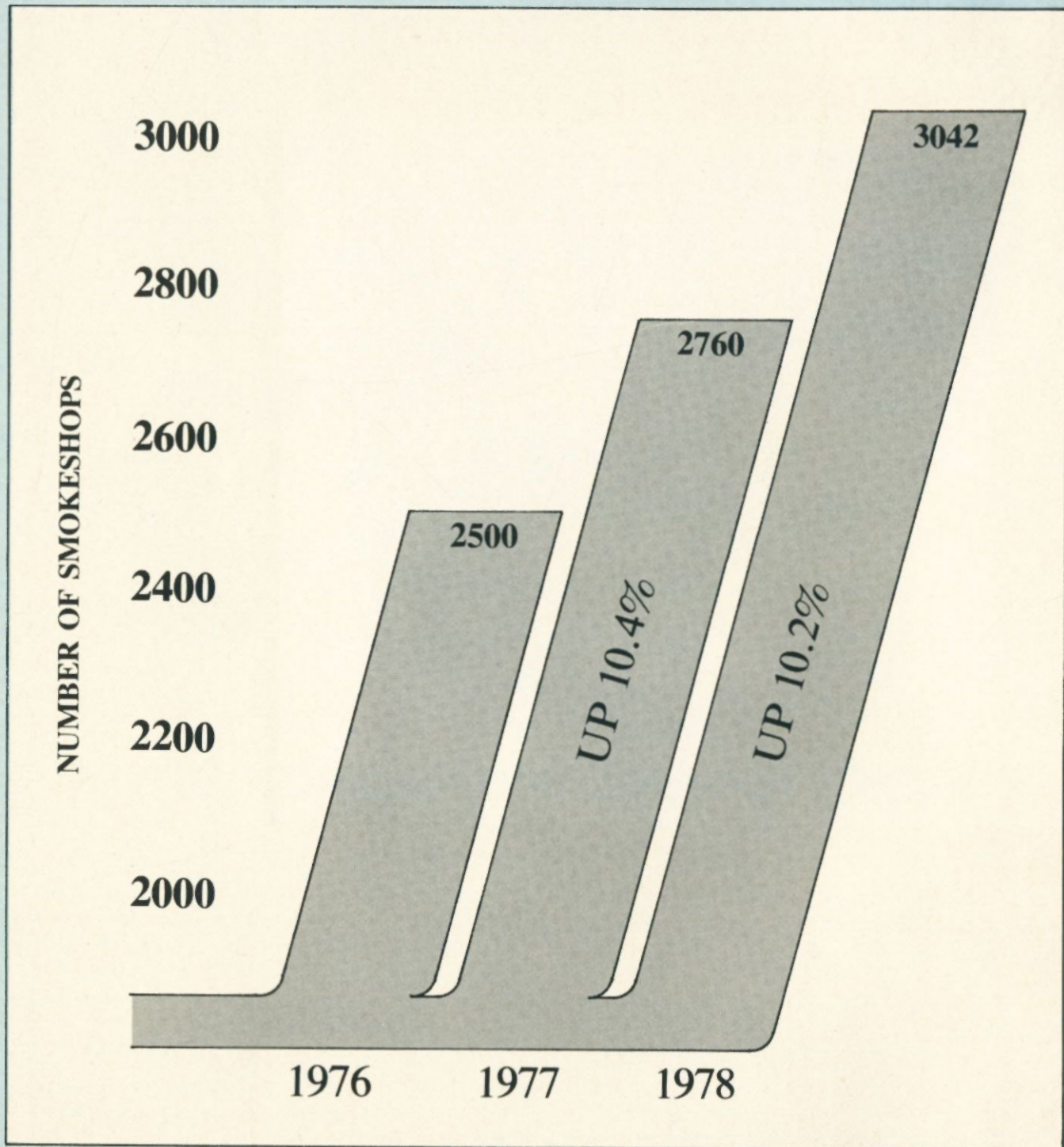
The decline in recent years of the traditional cigar store as the primary outlet for quality tobacco products has been more than offset by the rise of the modern smokeshop. According to the U.S. Department of Commerce, the number of cigar stores and stands declined from 4,462 in 1972 to 3,629 in 1977. During the same period, the sales of this retail category increased from \$422 million to \$460 million, an increase of 9%.

Our research indicates that during the past

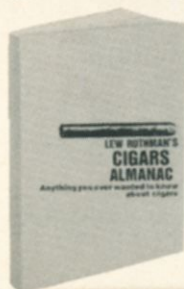
several years the number of smokeshops operating in the U.S.A. has been increasing at a rate of roughly 10% per annum and, by the end of 1978, there were probably close to 3,000 smokeshops operating in the country. They're generating sales of over \$400 million.

The following pages present in graphic terms the recent trends within the smokeshop trade: Store count, sales volume, most profitable product lines, expense items, etc.

Number of Smokeshops



INCREASED CIGAR SALES MADE EASY BY THE CIGAR ALMANAC



- KNOW the Retail and Wholesale price of every major cigar.
- KNOW the length, ring size, and packing of every size of every brand.
- KNOW who sells them and where to buy them.
- KNOW how every size of every brand is made, the wrapper colors they are available in, the tobaccos used in manufacture.
- SEE every size pictured ACTUAL SIZE.

SAMPLE PAGE
ALL NEW
ALMANAC

Place
Stamp
Here

LEW ROTHMAN
P.O. Box 755
Tuxedo Park, NY 10987

Attn: Dept. SS

LEW ROTHMAN RATING
Quality: ★★★★★
Value: ★★★★★



Product Name	Length	Ring	Weight	Price	Value	Rating
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A
Black & Tan	6 1/2"	48	1.50	1.50	1.50	A

• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right
• 100% and 100% tobacco made right

even within the gift purchasing range

9 x 12 HARDCOVER EDITIONS

RETAIL PRICE
\$14.95

PRICE LIST

Less than 6 Books ppd \$14.95
6 to 12 Books ppd \$ 7.50
More than 12 Books ppd \$ 6.75

UPDATING SERVICE

Available to Retailers and Wholesalers only. \$15.00 per calendar year. All orders will be shipped C.O.D.

The Cigar Almanac will begin shipping October 15, in plenty of time for the Holiday Season.

To order, use the postcard attached, or contact:

Lew Rothman,
PO Box 755,
Tuxedo Park, NY 10987.

Now available in soft cover for only \$9.95 • 6-12 Books, ppd. \$5.00
More than 12 Books, ppd. \$4.50

Number of Smokeshops

NUMBER OF SMOKESHOPS

3000

2800

2600

2400

2200

2000

1976

1977

1978

Please ship me _____ copies of the NEW and exciting CIGAR ALMANAC at the below prices.

LESS THAN 6 BOOKS \$14.95 ppd

6 TO 12 BOOKS \$ 7.50 ppd

MORE THAN 12 BOOKS \$ 6.75 ppd

Make check payable to LEW ROTHMAN

Enclosed is my check for \$ _____

☐ Check here for UPDATING SERVICE

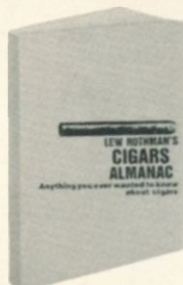
Ship to _____

Address _____

City _____ State _____ Zip _____

Attention of _____

INCREASED CIGAR SALES MADE EASY BY THE CIGAR ALMANAC



- KNOW the Retail and Wholesale price of every major cigar.
- KNOW the length, ring size, and packing of every size of every brand.
- KNOW who sells them and where to buy them.
- KNOW how every size of every brand is made, the wrapper colors they are available in, the tobaccos used in manufacture.
- SEE every size pictured ACTUAL SIZE.

EVERY MEMBER OF YOUR SALES TEAM CAN BE A CIGAR EXPERT THEIR FIRST DAY ON THE JOB!

Originally designed as a guide for consumers, the CIGAR ALMANAC is an even better tool for retailers. An hours reading time can give any of your employees all the knowledge about cigars in general that they'll ever need to know.

Thereafter, they can consult the *cigar brand information sheets* for the answer to any question they or your customers may have.

"What's the length and ring size of a Roi Tan Dude"?

"What's the wholesale price of a Belinda Havana Tripla Larga"?

"Do Perfecto Garcia Morro Castles come in a maduro wrapper"?

NO RETAILER WHO IS SERIOUS ABOUT HIS CIGAR DEPT SHOULD BE WITHOUT THIS BOOK

In fact everyone working in the store should have their own private copy.

UPDATE SERVICE

Cigar prices are changing constantly. Due to a lack of up to the minute knowledge of prices, many retailers erroneously sell cigars at prices **BELOW** replacement cost.

The CIGAR ALMANAC UPDATING SERVICE WILL PROVIDE YOU WITH CURRENT PRICE INFORMATION WITHIN DAYS OF A PRICE RISE. Often you will know a price rise is coming **BEFORE** it happens.

Since the CIGAR ALMANAC was written for the consumer, it makes

A TREMENDOUS CHRISTMAS ITEM

... and it's saleable all year round as a counter item.

The CIGAR ALMANAC is an unbiased, raw description of the cigar business, its products, and the value of those products. It deals with the cigars you can purchase for sale in this country, rather than regurgitating all that crap you're always hearing about Cuban Cigars.

The CIGAR ALMANAC is priced well within the gift purchasing range

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RETAIL PRICE

\$14.95

PRICE LIST

Less than 6 Books	ppd \$14.95
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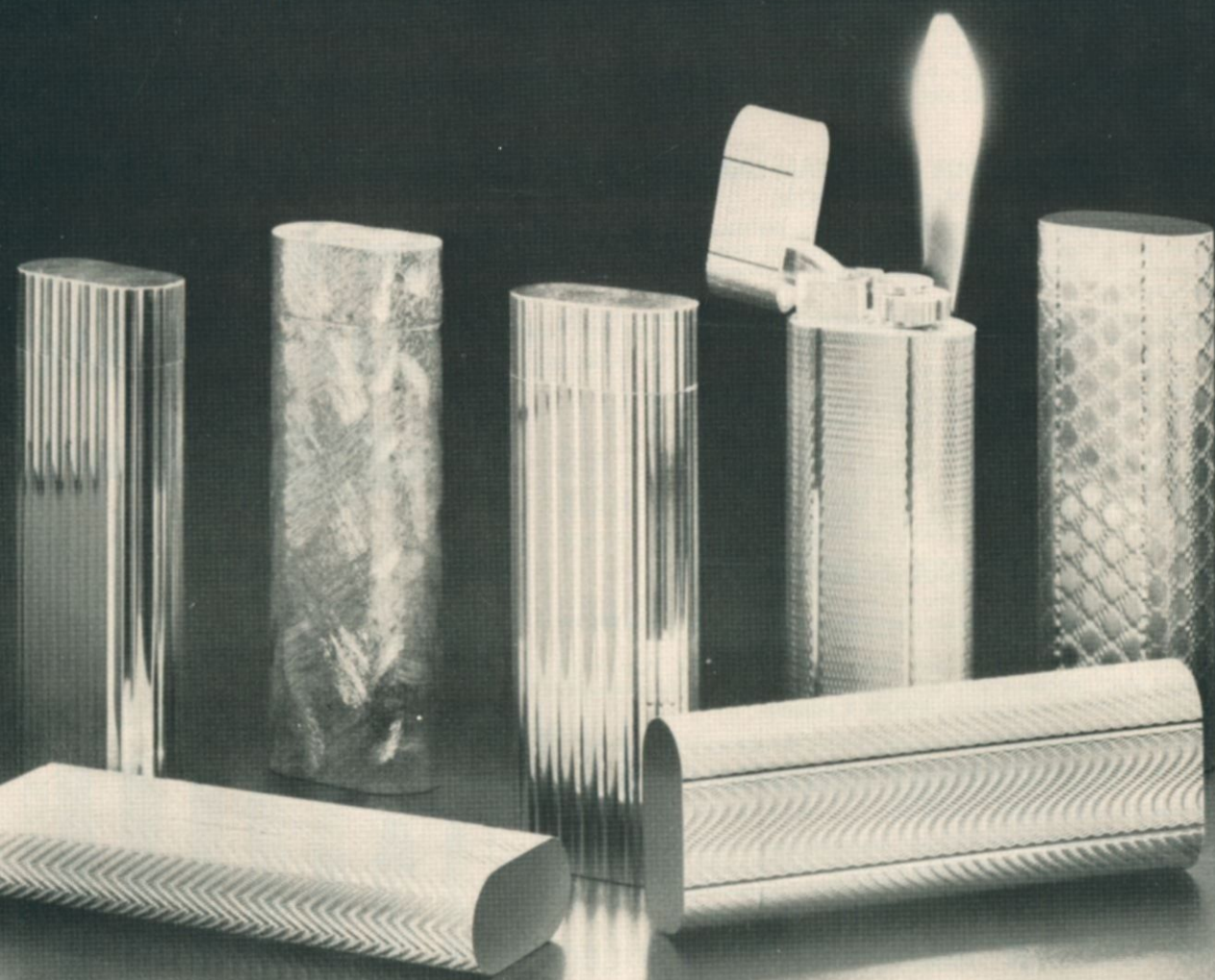
Lew Rothman,
PO Box 755,
Tuxedo Park, NY 10987.

Now available in soft cover for only \$9.95 • 6-12 Books, ppd. \$5.00
More than 12 Books, ppd. \$4.50

SAMPLE PAGE from the ALL NEW CIGAR ALMANAC



les must[®] de *Cartier*



The Cartier Oval Lighter

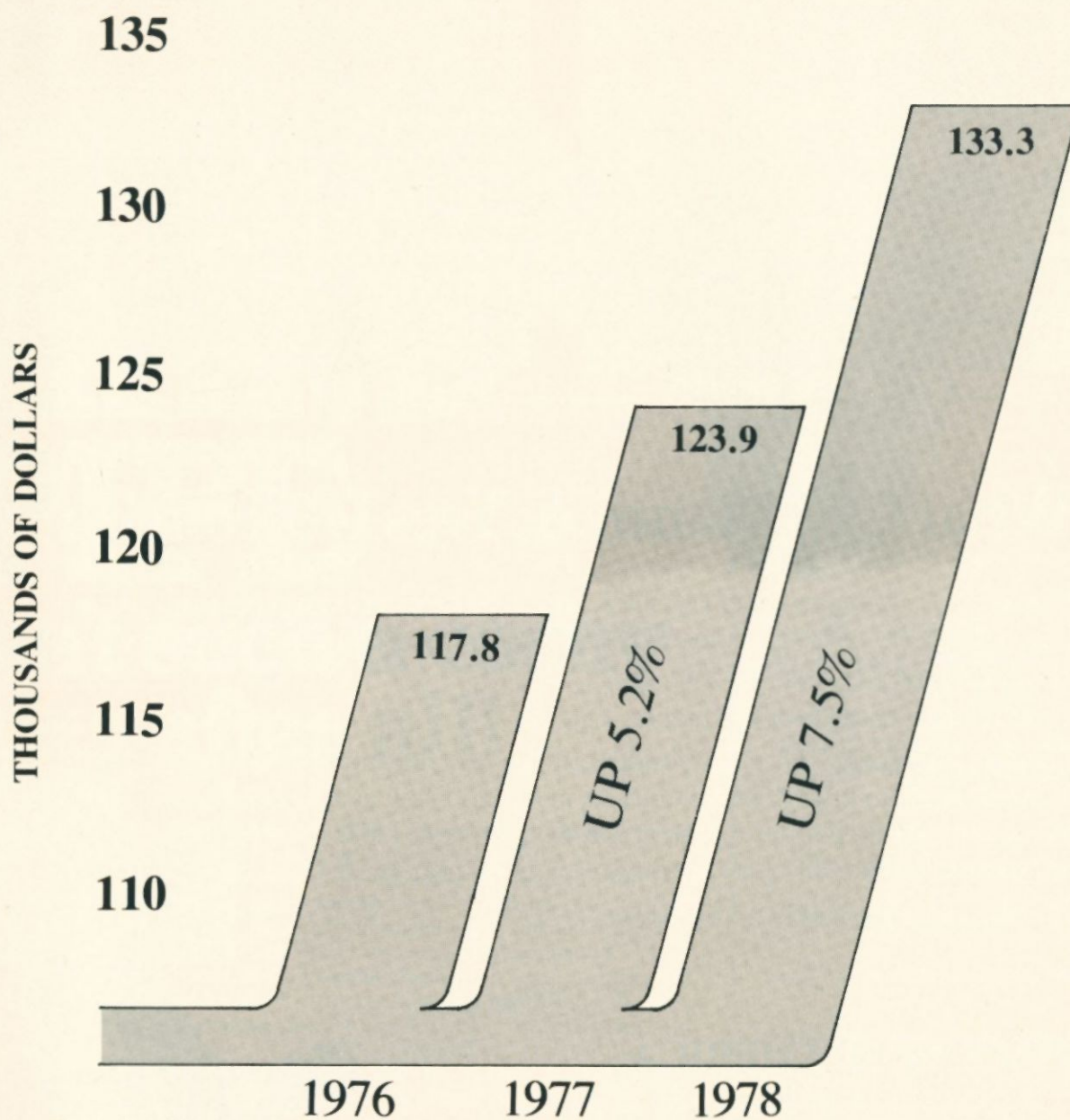
The international status cigarette lighter . . . a best-seller in 91 countries of the world. Born in Paris and now available in America. Its classic design, impeccable workmanship, and world-famous name make it the world's most prestigious lighter.

In finishes of gold and silver. From \$220 to \$250. Call or write us for our newest Cartier lighter catalog, and let us help you make the Cartier lighter part of your collection. After all, it's a "must".

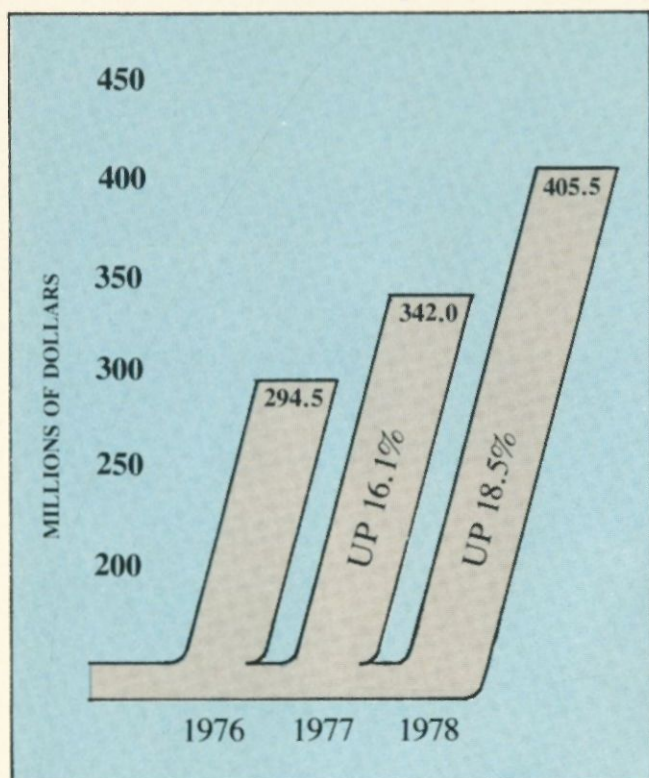
les must[®] de *Cartier*
the newest boutique at *Cartier*

16 East 52nd Street, New York, N.Y. 10022 (212) 753-7004

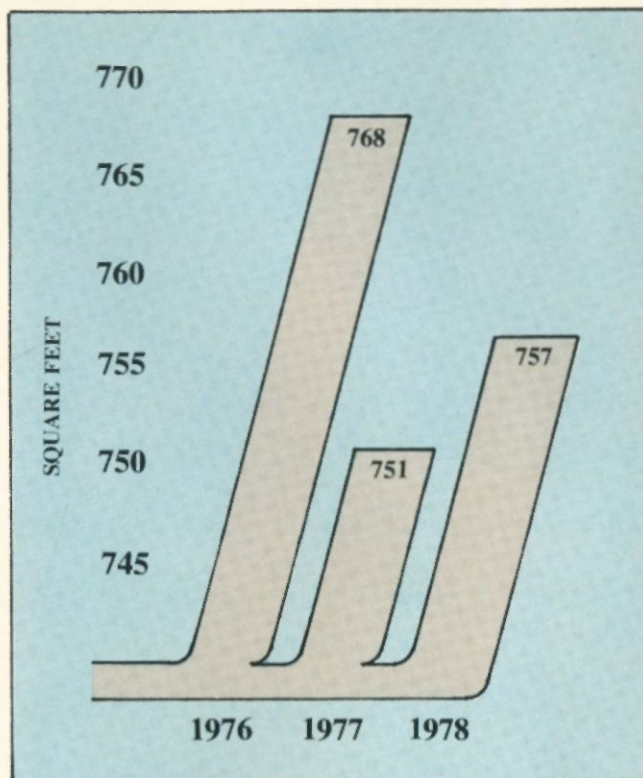
Sales per Average Smokeshop



Total Smokeshop Sales



Size of Average Smokeshop



What Can Manny & Yves Do For You?

First and foremost they offer you Chacom... the premier briar pipes from Saint-Claude, France. When it comes to quality and styling more and more knowledgeable smokers come to Chacom.

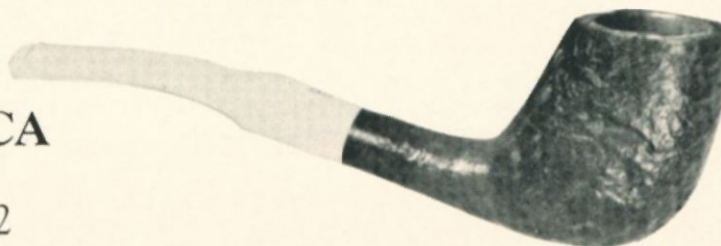
That's Yves Grenard's department.

Manny Kupferberg, the Vice President of the *new* Chacom of America, can provide you with an unmatched record for merchandising quality briar pipes. And Manny is ready to put his experience to work for you. He'll be happy to help you to sell more Chacom briar pipes to more of your customers. And more profitably, too.

Put Manny to the test. Call him now.

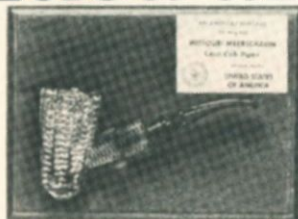
CHACOM OF AMERICA

65 Commerce Road
Carlstadt, New Jersey 07072
(201) 460-9272



\$10 FOR A FREE HAND PIPE

isn't such a corny
idea after all!



and feature oversize bowls. No two are identical in appearance. But all of them have appeal for all of your pipe smoking clientele.

Here's another profit-making idea for you. Display a few Missouri Meerschaum Corn Cob Free Hand Plaque Sets and see how fast they sell. At only \$12.00 each (M.S.R.P.)

When it comes to fine pipes and profitable programs, come to

MISSOURI MEERSCHAUM



MISSOURI MEERSCHAUM CO. Washington, Missouri. 63090 Tel. (314) 239-2109



Bill Dearing,
Director of Marketing,
Missouri Meerschaum Co.
Washington, Missouri 63090

Dear Bill: I think a \$10 Free
Hand Pipe isn't a corny idea at
all. Please send me further de-
tails.

NAME _____

COMPANY _____

ADDRESS: _____

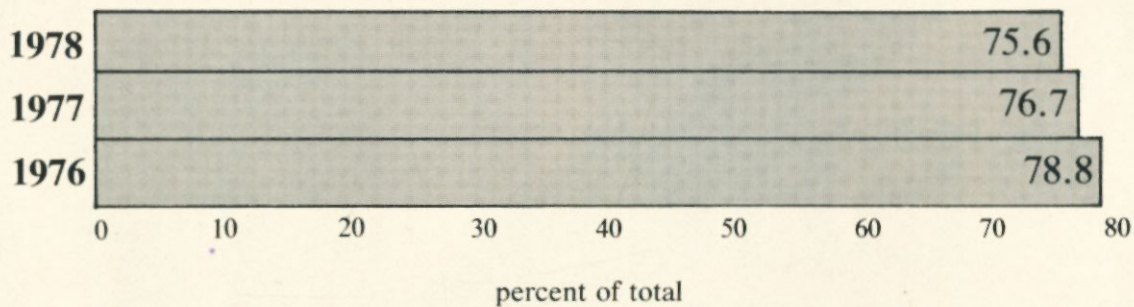
CITY _____

STATE _____ ZIP _____

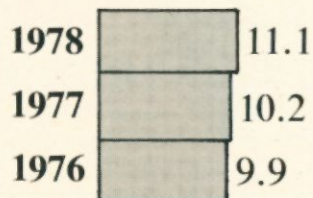
Most of the growth in the number of smokshops can be attributed to new single store operators entering the business; however, during the period 1976/78 chain smokeshop operators have been gaining market share as indicated below.

Share of Total Smokeshops by Number of Stores Operated

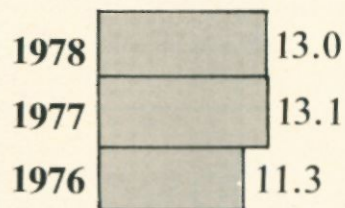
ONE STORE



TWO STORES



THREE OR MORE





THE BIG NEWS

Weather
Sunny for those who
stock Burley-Light-
Without-A-Bite.

Burley-Light-Without-A-Bite

LANE ANNOUNCES MAJOR BREAKTHROUGH

Burley-Light-Without-A-Bite

New York. A remarkable new development in blended tobacco was announced here by the tobacco scientists at Lane Limited. Tobacco experts from all over believe that the new Lane Limited breakthrough will revolutionize the selling of the traditional burley blend of tobacco.

For the first time in tobacco history, a major blender has succeeded in removing the traditional harshness from burley tobacco, yet at the same time retaining the great burley taste so many pipe smokers desire.

It is well known that burley tobacco is the traditional base of the pipe tobacco business, but until now, no one has done anything special about it. It was left to the master blenders at Lane Limited to do just that.

The new mixture, Burley-Light-Without-A-Bite, is a modern, light burley. It's fuller-bodied than Cavendish, and Lane Limited predicts that now tobacco shops will use the new burley blend to pick up a tremendous number of additional smokers who will switch to this bite-free burley. Not only that—having developed Cavendish blends with remarkably enticing aromas, the blenders at Lane have done the same for

the new Burley-Light-Without-A-Bite. They've come up with a brand new nifty-smelling burley that's "out of this world."

Lane Limited Chairman, Herman G. Lane, predicts that not only will customers go for the aroma of the new burley blend, but once they try it, they're going to get just as stuck on it as on the modern Cavendish blends developed by the company.

Mr. Lane pointed out that up till now, Lane Limited has provided to-

bacco bars with the best selling blends in the country including: BC-A, 1-Q, RLP-6, HS-3 and R-18. "We've been able to smoke out where the market's going and what to do about it," he said. "Right now, with our new burley development, there's a great opportunity for all of us in the business. Here's the right burley blend for the modern smokeshop."

To order Burley-Light-Without-A-Bite, smokeshops are urged to call Lane Limited at once.

Lane Limited

111 Eighth Avenue, New York, N.Y. 10011
(212) 741-7800

or

Toll free outside New York:
800-221-4134



That's Burley-Light-Without-A-Bite you're looking at. It's the new blend from Lane Limited that's going to revolutionize the sales of burley tobacco.

Smokeshops vary considerably in terms of both annual sales volume and store size. At the end of 1978, over 10% of all smokeshops generated sales of less than \$30,000 per annum, and almost 14% of all smokeshops were less than 400 square feet in size. At the other end of the spectrum, almost 9% of all smokeshops had sales in excess of \$300,000 per annum and 8.8% of all smokeshops were in excess of 1,500 square feet in size.

Over the period 1976 to 1978, the trend has been to larger volume smokeshops; however, the average size of smokeshops operating in the United States has actually declined. As indicated by the following chart, smokeshops are fairly evenly distributed between a wide range of sales volume.

PERCENT SHARE OF SHOPS

Annual Sales Volume	1976	1977	1978
under 30,000	16.4%	12.9%	10.6%
30,000-49,999	10.6	10.5	10.2
50,000-69,999	11.2	9.5	9.0
70,000-89,999	10.1	12.9	12.7
90,000-109,999	10.6	5.7	9.4
110,000-139,999	6.5	12.9	6.9
140,000-169,999	12.2	7.1	9.0
170,000-199,999	5.8	8.1	8.2
200,000-239,999	6.5	10.5	8.6
240,000-299,999	2.1	3.3	6.9
300,000 & over	8.5	6.7	8.6

Matinée

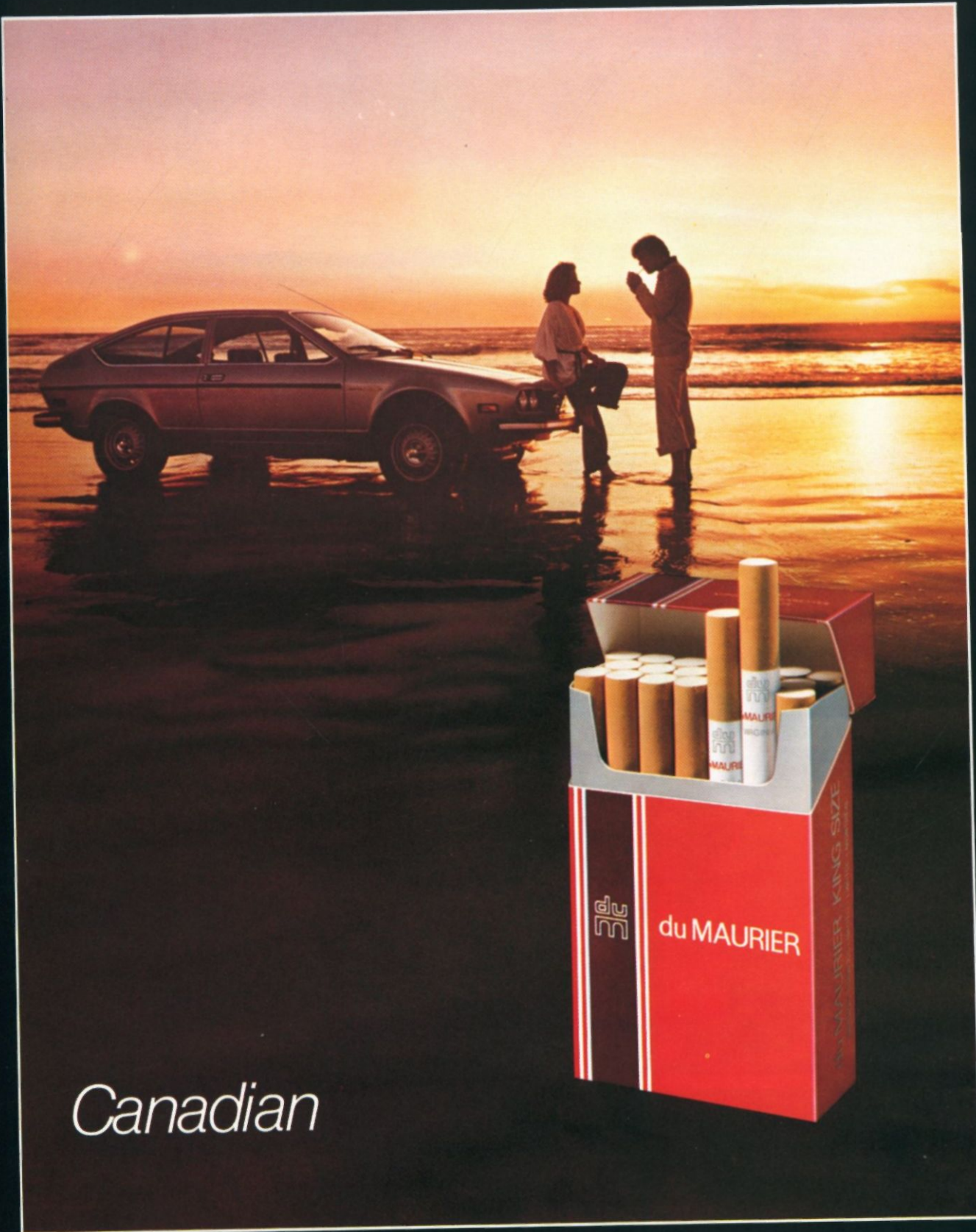
Canada's word for mildness



Available
now
in the U.S.



Importer: Brown & Williamson International Tobacco, 101 S. Fifth St., Louisville, Kentucky. (502) 5



Canadian

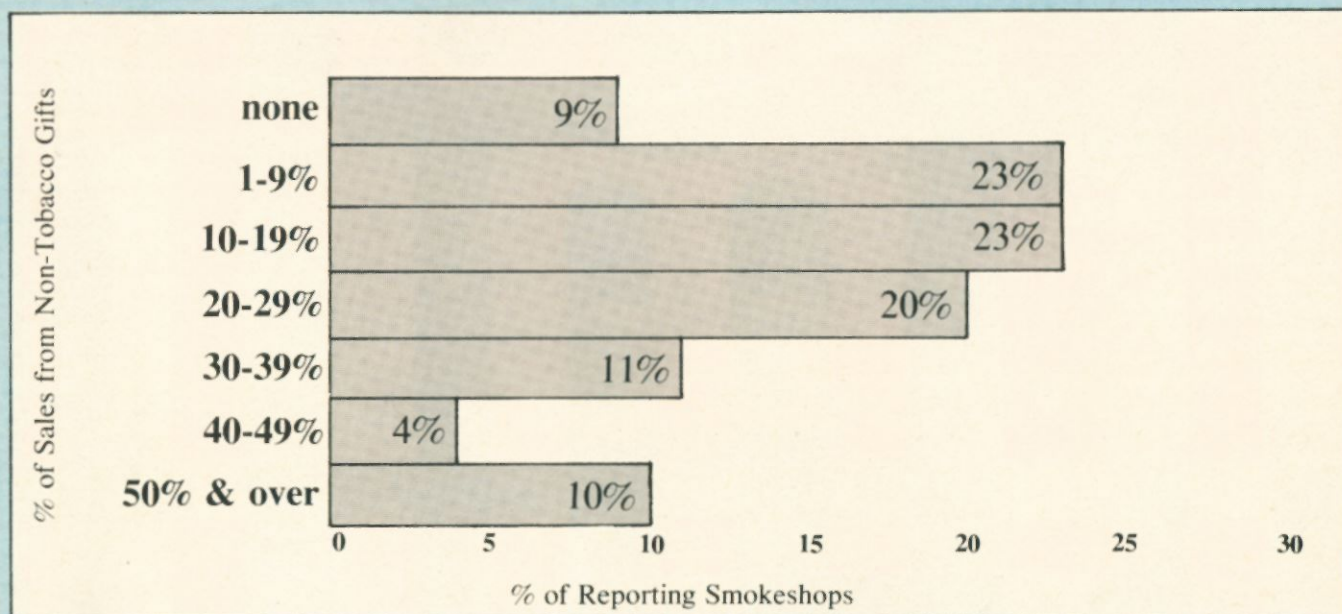
*du Maurier
for people with a taste for something better.*



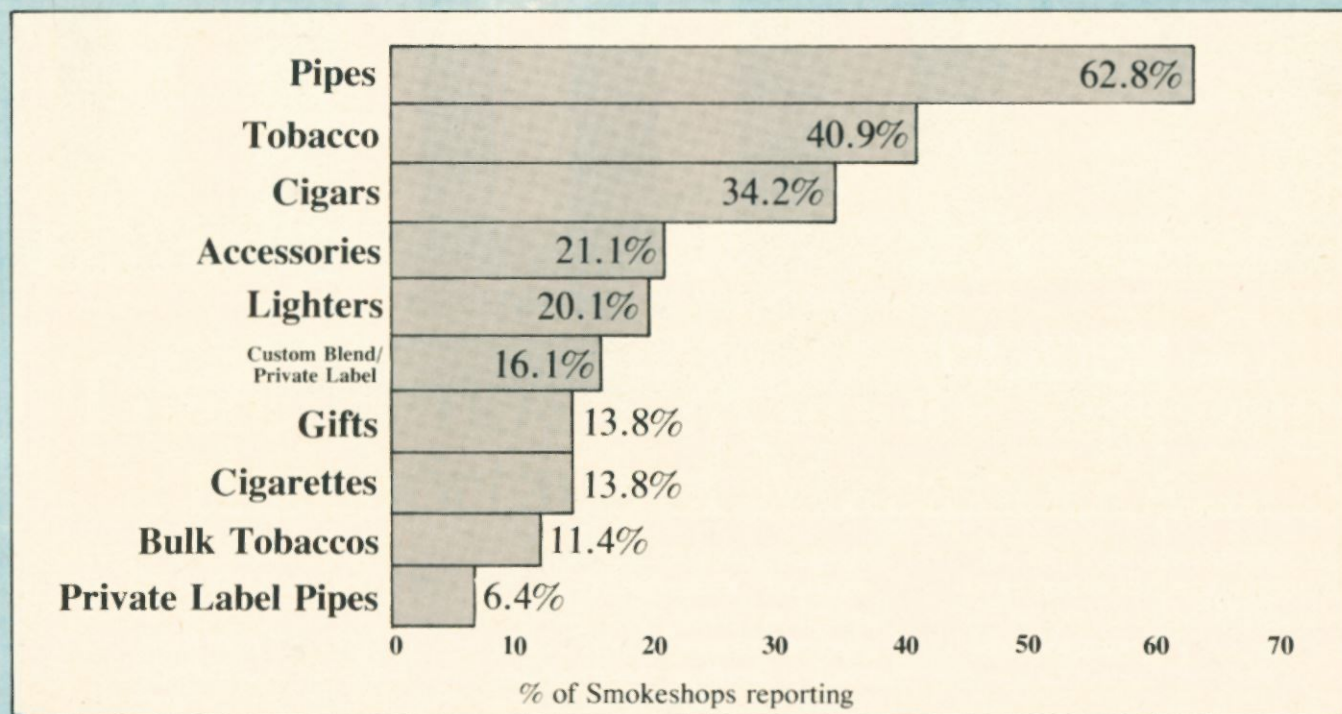
Importer: Brown & Williamson International Tobacco, 101 S. Fifth St., Louisville, Kentucky. (502) 566-1000

Almost 55% of all smokeshops report that over 20% of their sales are derived from non-tobacco gifts and almost 10% report obtaining over 50% from these items. This tendency again is more prevalent with larger stores.

SALES FROM NON-TOBACCO GIFTS

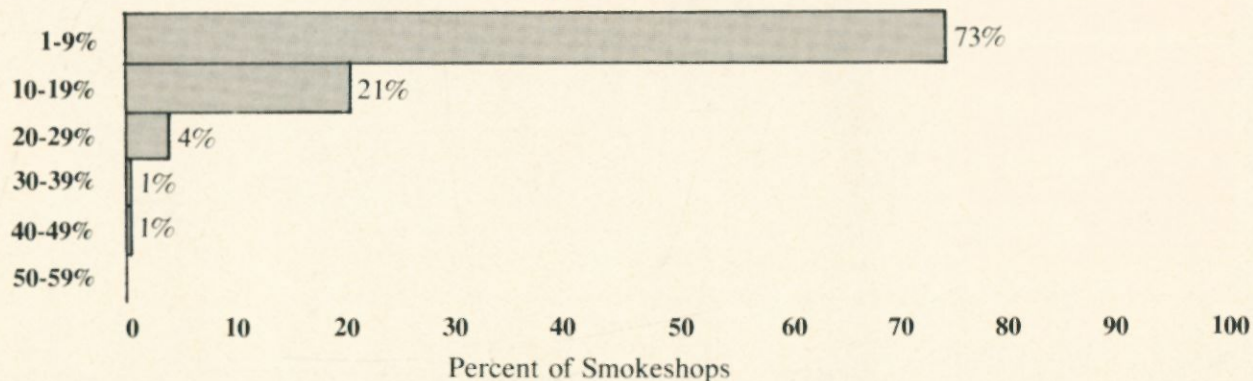


MOST PROFITABLE PRODUCT CATEGORIES

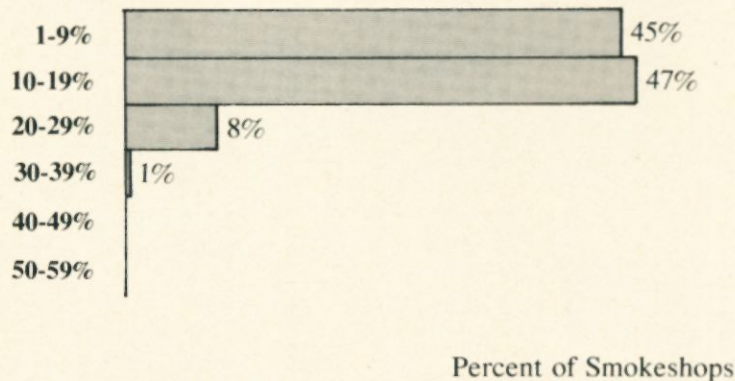


Percent of sales attributable to various expense items

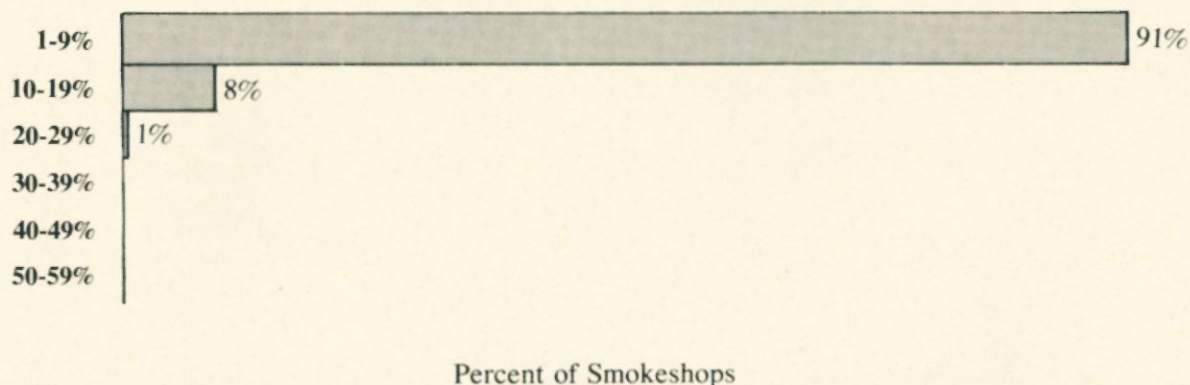
RENT



SALARIES



ADVERTISING & PROMOTION





There are no shortcuts for meeting the shortage of Macanudos.

Shortages of Macanudo have occurred due to increased demand for the ultimate cigar.

But we won't meet this rising demand by lowering our standards.

That means no mechanically assisted production. For while it is the quickest solution to the present shortage, it is also a quality compromise that might well turn a back order into a "no order."

Instead, we are training new cigar makers to continue the Macanudo tradition of fine, totally handcrafted cigars. These "tabaqueros" are being trained because we simply will not take any shortcuts in making a Macanudo. Painstakingly, and in the time-tested manner, these new "tabaqueros" are gradually increasing Macanudo production and easing the shortage.

So, keep your orders coming. We'll do our best to fill them promptly, but with no sacrifice in the traditional Macanudo quality.

MACANUDO
The ultimate cigar.

IRACEMA



Top quality + unique packaging = **SALES**
 Repeat sales + quick turnover = **PROFIT**

That is why no smokeshop or tobacco department should be without **IRACEMA** cigarillos from Brazil.

3 Excellent Sellers:

MURITIBA-Small wooden boxes of 20 - 15c retail

ALMEIDA-Small Wooden boxes of 20 - 20c retail

SANTO AMARO-In cellophane bundles of 10 - \$1.25 retail

Gesty

Trading & Manufacturing Corp.

1261 Broadway, New York, NY 10001

Telephone: MU 4-0755-6

DIRECT IMPORTERS & AGENTS

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Manufacturers of
**TURKISH SPECIAL
 RAMESES II**



G. A. GEORGOPULO & Co.

Established 1905

48 Stone Street

New York, N.Y. 10004



425-7048 Area Code 212

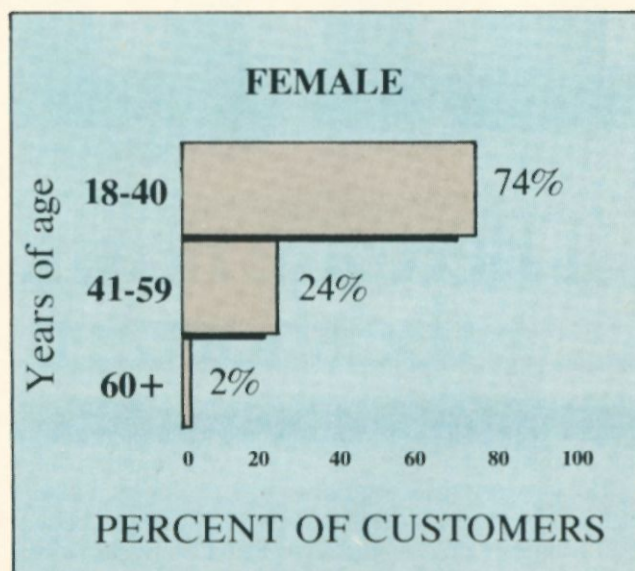
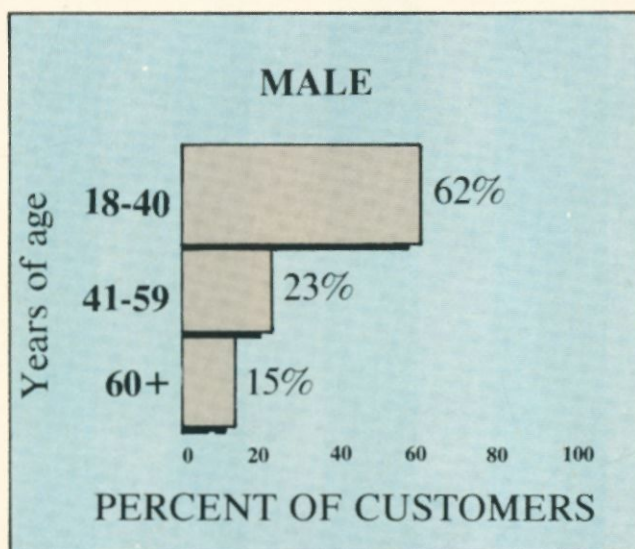
U.S. Agents for the Turkish State Monopoly

The Smokeshop Customer: Tobacconists report that 80.5 per cent of their customers are male. Almost two-thirds of these men are in the 18-40 age bracket; 23 per cent are between 41 and 59, and the remaining 15 per cent are 60 and older.

Of the 19.5 per cent of smokeshop customers who are female, 74 per cent are between 18 and 40 years of age; 24 per cent are 41 to 60, and only 2 per cent are over 60.

Apparently the smokeshop customer tends to be more honest than the average consumer. The smokeshop trade's pilferage is estimated at less than one-half of one per cent, which is substantially below the level of most other stores.

AGES OF CUSTOMERS



WHAT DO YOU GET FROM MIDDLETON ALONG WITH YOUR TOBACCO?

PLENTY

If you've dealt with us you know. If you haven't, here's a partial list:

Quality

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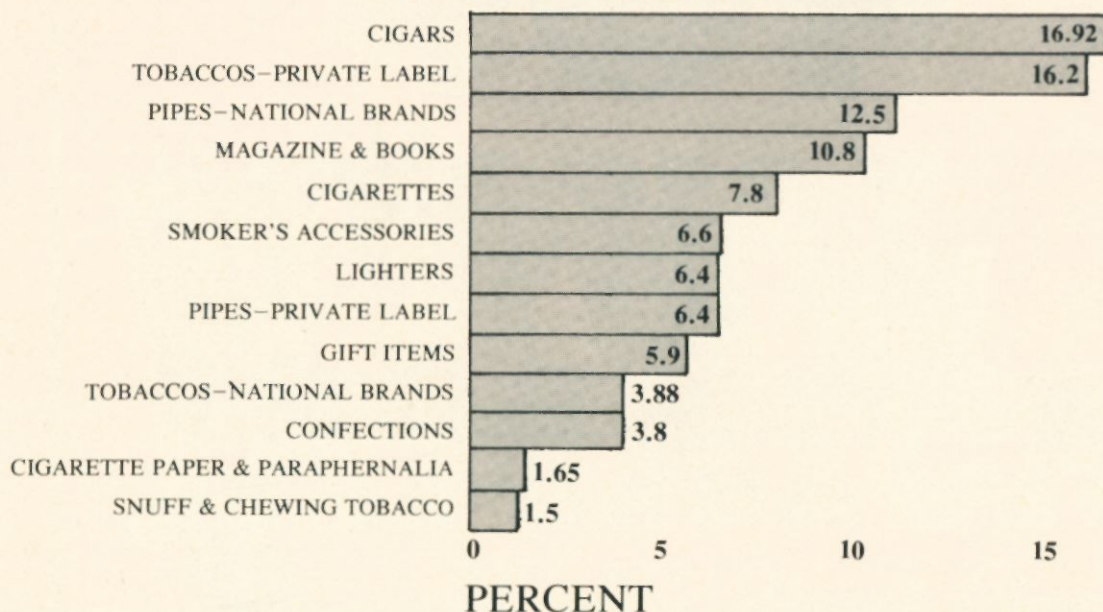
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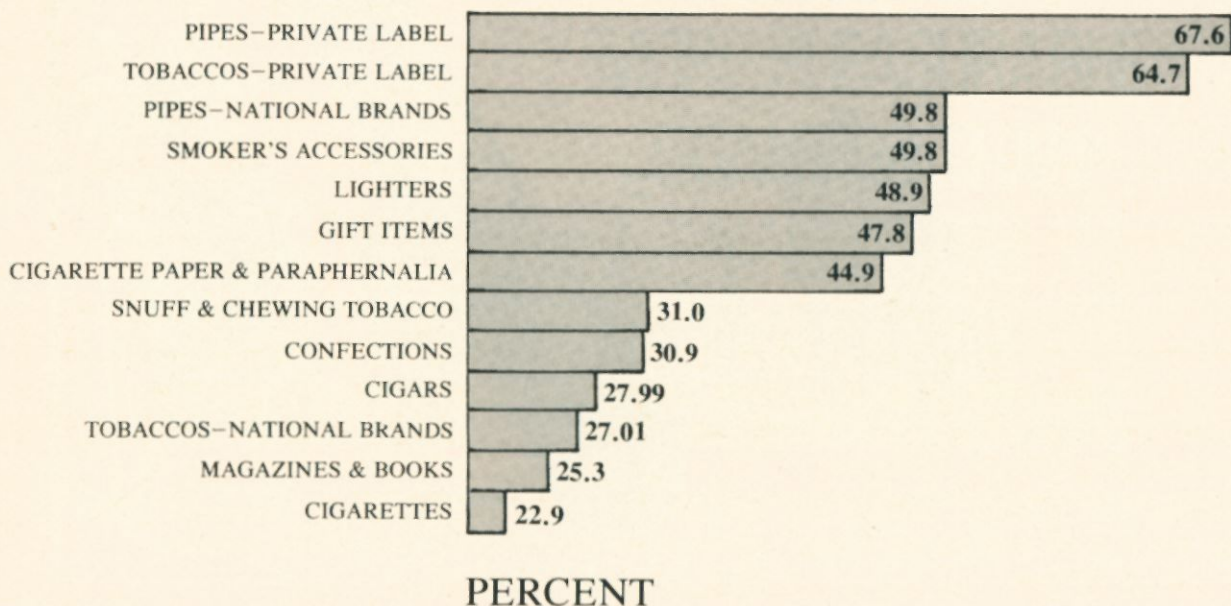
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There are 13 principal product departments generating the smokeshop's sales volume, not all smokeshops have all departments. For example, 5 per cent do not sell cigars; 5 per cent do not sell the national tobacco brands; 7 per cent do not sell private label tobacco; 11 per cent do not sell nationally advertised smoking pipes; 11 per cent do not sell private label smoking pipes; 8 per cent do not sell cigarettes; 54 per cent do not sell snuff and chewing tobaccos; 6 per cent do not sell lighters; 5 per cent do not sell smokers' accessories; 66 per cent do not offer cigarette papers and paraphernalia; 73 per cent do not sell confections; 73 per cent do not sell magazines and books, and 65 per cent do not sell non-tobacco gift items.

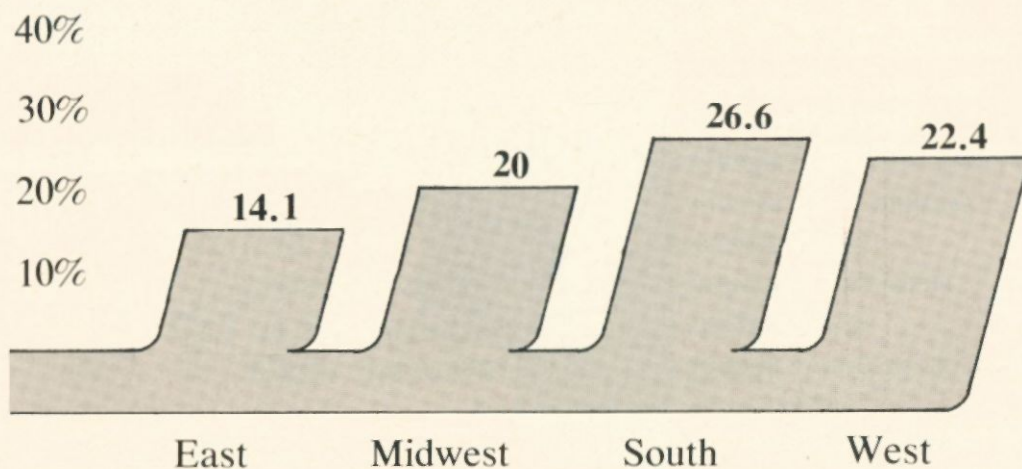
PERCENT OF TOTAL SALES



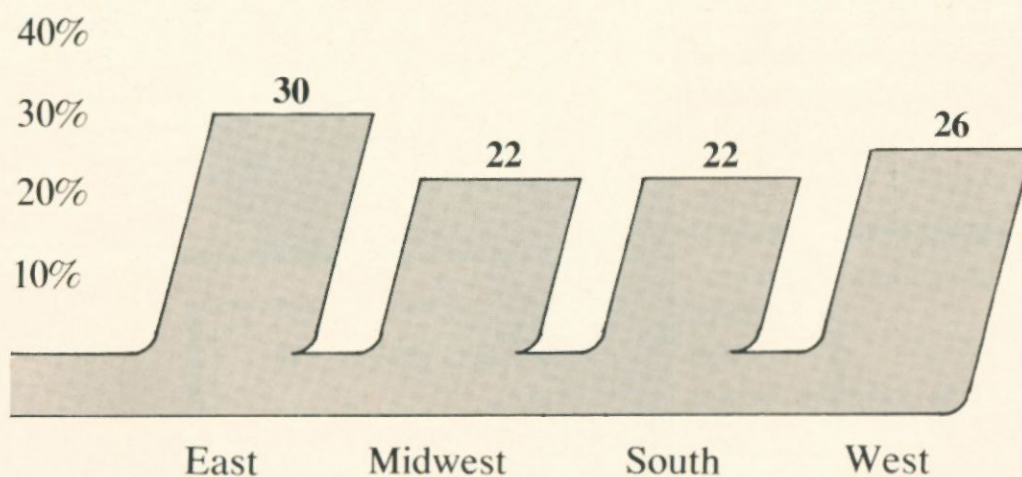
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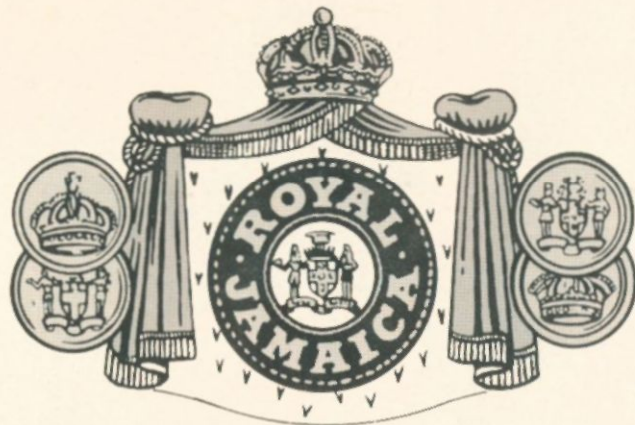


Percent increase in number of Smokeshops 1976-1978



Share of total Smokeshops





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By Fred B. Millett

Sunglasses: A big, profitable... and year-round business

The sunglass market continues to grow at an annual rate of 12% a year, with 1978 estimated to be at \$770 million for all retail outlets. This is an increase of 54% over the 1974 figure of \$500 million. Interestingly enough, the average price per pair a consumer is willing to pay has also increased substantially, rising from \$5.26 in 1974 to \$8.11 in 1978.

The market is roughly split between three basic types of lenses - polarized (35%), non-polarized (50%), and photochromic (15%). It is important to note that the market growth can be traced in part to the fact that consumers are willing to buy more than one pair of sunglasses in an effort to complement their wardrobes. Fashion and the ability to adapt quickly to change have become the by-words of the sunglass industry.

As is the case with other style-related activities, authentic designer endorsed items play an important part in determining whether a consumer will or will not purchase - and this is particularly true in the case of sunglasses. The consumer has so many items from which to choose that the purchase decision is often difficult. In many instances, they will be affected by brand name, their familiarity with it and whether they have enough confidence in the product to pay a substantial amount for it.

It is because of these two reasons, the increased importance of fashion and the emergence of designer endorsed items, that Oscar de la Renta Fashion Eyewear was introduced by Cool-Ray in 1978.

Discounts plus

An exciting aspect about the sunglass business is the profit the retailer stands to make in selling and promoting these items. For instance, the standard discount offered by all manufacturers is 50% off of pre-ticketed suggested retail prices. Then, many



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companies will offer *another* 10%; the larger companies will throw in another 16 $\frac{2}{3}$ %; Warner-Lambert, one of the largest manufacturers, will offer an additional 3% quantity discount, an additional 3% co-op advertising allowance and an additional 2% cash discount. Taking advantage of every available allowance, the retailer buying from a large, well-established supplier would pay approximately 35¢ on the retail dollar for a pair of sunglasses or, conversely, would stand to make 65% profit on every pair of glasses sold.

Year-round sales

One of the keys to success in the sunglass business is to actively promote the product on a *year-round* basis. Many people tend to think of sunglasses as only a summertime business, but nationally audited sales figures indicate that while 55% of consumer take-away occurs in the April-August period, the other 45% happens during the Sept.-March period. Thus, if a sunglass display was taken down at the end of the summer, the retailer would be missing an opportunity to capture part of the \$347 million which would be sold during the "non-sunglass period."

Another important aspect of the sunglass business lies in utilizing the appropriately sized display for a particular outlet and keeping it stocked only with quick-turn proven winners. Many manufacturers insist that it is important to have an inordinate amount of variety on a display, as it affords the consumer a more representative selection from which to choose. However, sales figures indicate that the average consumer favors the more classic designs which feature more subdued colors. Thus, to order a display which has a preponderance of bizarre shapes and forms and which subsequently just gathers dust makes little or no sense.

The right display

Sunglasses are an exciting and dynamic business, and, when worked astutely, can be extremely profitable for the retailer. Care must be exercised when selecting displays and product so that an outlet does not overcommit to a unit which is too big and which contains excessive and unstylish product. There are very fine assortments of displays, featuring counters, as well as mini and deluxe fits-on stands. Each one provides excellent visual impact and highlights the product, thereby increasing turn rates. Select a program which is right for your store and location and then work with the manufacturer to set up a service program which assures that you have only the *best* selling items on a full display.

The author is senior product manager of Warner-Lambert Co.'s Cool-Ray/Personal Care Brands Div.

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By James Nowakowski

Pipe and cigar smoke-a-thons popular from coast to coast



IAPSC president Paul Spaniola (l) and Diana Gits (c) at start of contest



Pipe smokers light up at Smokers Cove in Moorhead, Mn.



Just before the start of the contest at Bob's Tobacco in Northridge, Ca.

Even before the room filled with smoke, people sensed that something special was taking place at the first Chicago regional pipe smoking contest held at the Courtyard Inn in Old Town, Chicago.

There was Milton Sherman, author of *All About Tobacco*, preparing to talk about the characteristics of tobacco blends. Robert Marx, of Marxman Pipes, was getting ready to discuss his invention—the Free-hand Pipe. Paul Spaniola, president of the International Association of Pipe Smokers Clubs (IAPSC), was participating as a timekeeper and speaker. Al Andrea, John Herz, Harold Cohen, Gene Globig, Bill Martin, Tom Kelly—the place was a virtual *Who's Who* of the tobacco industry.

Even according to the UpDown Sons of Briar, the pipe smoking club which sponsored the event, something different happened that night.

Skip Melnick, one of the Sons and participants, says this was in the camaraderie which evolved among the people who took part.

“Even in national contests you won’t find the kind of good feelings that were generated that night,” he declared. “There was just something in the air—besides the smoke—that made everyone comfortable with each other.”

Paul Bender, president of the UpDown Sons, said, “As most know, the object of a pipe smoking contest is to keep your pipe lit the longest. Each of the 48 contestants received 3.3 grams of official, even-burning burley. After the judges checked each pipe, contestants were given 60 seconds to light up.”

Bender adds that it did not matter who eventually won, since all of the contestants were encouraged equally.

“What may have contributed to the feelings of

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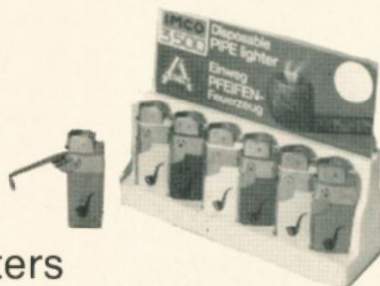
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fellowship throughout the evening is the fact that pipe smokers are usually not aggressively competitive," he notes. "In all, it was a truly remarkable event."

The winner of the pipe smoking contest was George Dalin, vice president of the Sons of Briar. He selected a \$350 giant Meerschaum pipe for his 65-minute victory, and agrees with his club about the contest's unique atmosphere.

"Diana Gits—who owns the UpDown Smokeshop which coordinated the contest—gives her store a personality all its own," he said. "She took that distinctive personality and applied it with full energy to the contest. I think that's what made it the success it was."



Contestants at Chicago's Courtyard Inn had a minute to light up

All of the UpDown Sons of Briar, who are affiliated with IAPSC, are dedicated to the preservation of the fine art of pipe smoking. Members have extensive pipe collections, a considerable knowledge of pipe making and tobacco, and an almost fanatical devotion to Diana Gits and her UpDown Shop on North Wells Street.

"There's a quality about this place you just can't find at other stores," a customer said. "I just started collecting pipes a few years ago, but I know that when I come in here, there's only quality all around me. She (Diana) won't sell anything unless it's quality. There's never pressure to buy something."

Diana—the prime mover of the pipe smoking contest—has run the UpDown Smokeshop for over 15 years. Usually calm when speaking of everyday topics, she talks with an unmatched vigor whenever tobacco and smokers are discussed.

"Just because a contest has never been done in a large city like Chicago, didn't mean it couldn't be done," she declared. "If people think this contest was successful, wait until the next one. You haven't seen anything yet."

Diana's energy is backed by her knowledge of tobacco and blending. As a member of the Tobacconists Association of America and board of directors of RTDA, her goal—to have a quality shop where the customer comes first—is being realized through the dedication of her hard-working staff and such successful promotions as pipe smoking contests.

In fact, the Sons of Briar and Diana are already organizing next year's event.

"Many of the contestants were so pleased by the prizes, they wrote thank-you notes to the manufacturers," Diana said. "We'll have even more prizes next year."

Continued on page 39

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Smoke-a-thons (Continued)

By Rick Dietz



In Minnesota, shop owner Dick Skjonsby congratulated the winner

Skjonsby Smokers Cove in Moorhead, Minn. uses a pipe smoking contest to improve business during the slack period at the beginning of a year.

Owner Dick Skjonsby said the contest he conducted improved his business significantly in what is normally a slow time. "I would certainly recommend it to other smokeshop owners," he said.

He advises planning the contest well in advance. "You should choose the date of the contest based on the promotions of the stores around you; it pays to check with other store managers."

Skjonsby, whose shop is in a mall, chose his date in conjunction with a sale at a large discount store in the same mall.

"This brings in a few more people who wouldn't drive out just for the contest," he said.

Advertising is very important to insure success. Skjonsby used all media but placed emphasis on radio. He advertised heavily for one week prior to the contest on one FM and two AM stations.

He also advertised the contest on the weekly Sherlock Holmes mystery movie which he sponsors on a local television station. In addition, he advertised in newspapers and notified his regular customers by mail.

Skjonsby had 25 entrants in the contest, many of whom were reluctant and had to be coaxed into it.

"I would advise shop owners to relax the customers. Encourage them to take it easy and have a good time. This is not supposed to be a pressure contest at all."

He told his contestants that the quality of the pipe

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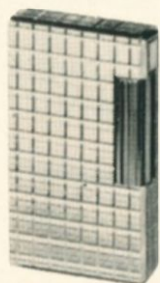
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Smoke-a-thons

or the amount of experience you have had smoking it did not matter. Apparently this was good advice because the winner turned out to be a novice smoker and had the cheapest pipe in the contest.

Each smoker packed his pipe the way he wanted. All the contestants lit up together. Each used the particular draw they thought necessary to keep their pipes going. The winner kept his pipe burning for 43 minutes and 15 seconds. He received a \$75 Granhill pipe for his effort. Other prizes included a tobacco pouch, a pipe stand and a humidor.

Skjonsby said the whole promotion worked out so well for him that he plans to make it a yearly event.

Cigar smoke-a-thon

By Alan W. Farrant

In Northridge, Calif., a cigar smoking contest has proven to be "one of the best promotions" Bob's Tobacco House has ever had, according to owner Bob Bundies.

The contest was the first of its kind for this workingman's residential area. "A couple of weeks before the contest, I called many of my customers to briefly explain the contest to them," said Bundies. The telephone calls, a publicity release to local newspapers, display advertising in these newspapers, and in-store talk and word-of-mouth all helped to promote the contest.

Twenty-five men and one woman entered the contest. There was no entry fee, and each contestant was supplied with the same brand and size cigar. Each was permitted as many matches as needed, and there was no prescribed manner on how the cigar was to be smoked. The winner brought his ash to a length of 4 7/16 inches.

In addition to the contestants, about two dozen on-lookers crowded into the smoke-filled shop to enjoy the fun. "And it was fun," notes Bundies. □

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By Louis Hohenstein

How to make and use your balance sheet for inflation management

Part II

Your balance sheet for the last business quarter is on your desk. Either you worked it out as we discussed last month, or you've had someone else do it. The important point now is: How can you use your balance sheet as a practical profit-making tool—and particularly how during these days of inflation? Let's look at some important uses.

If you compare dollars in a previous balance sheet—say from last year—to your present one, the dollars are no longer directly comparable because of inflation.

During inflation, ratio analysis of balance sheet figures takes on a new importance. Ratio analysis can help you determine when your working capital, inventory, and other finances are in reasonable balance.

How you use your balance sheet can be divided into two categories. Short-term (month-to-month and quarter-to-quarter) control of your business is the one we'll talk about first. I call this *tactical* analysis and planning, as distinguished from the second use of your balance sheet for long-term *strategic* planning that we'll look at later.

Probably the most important short-term use of the balance sheet is keeping track of your *working capital*. You can find your working capital with your balance sheet by subtracting current debt (the amount due in less than one year), from your current assets (usually the total of cash, receivables and inventory).

Example:

Current assets - current liabilities = working capital
\$350,000 - \$100,000 = \$150,000

As your sales go up and with added inflation, you'll need more working capital to pay bills, buy stock, and finance credit sales. How much is the right amount of working capital for your business? Use a

ratio of your *net sales to working capital* to establish the range of working capital for your business.

Example:

$$\frac{\text{Net sales}}{\text{Working capital}} = \text{ratio}$$

$$\frac{\$500,000}{\$100,000} = 5.0$$

This ratio is also called the turnover of working capital. If your sales figures are for a month, or a quarter, multiply sales by 12 or 4, to get equivalent annual sales for this ratio. Once you know a reasonable range of your working capital ratio, you can always approximate how much you'll need for any future amount of sales. Typically the ratio varies from three to six for many businesses. You should find your own normal, high and low figures.

As this ratio gets higher, your working capital is worked harder. It's like stretching a rubber band to the breaking point; at some point it'll pop if stretched tighter. With a growing business it's wise to keep track of your sales to working capital ratio.

If your sales are up, you can use a bank loan as a temporary solution to immediate cash requirements.

If your sales are up permanently, you'll need to get more money for working capital in the business, also permanently, to support increased sales.

If sales are down temporarily—say for six months due to a seasonal factor for example—your sales to working capital ratio will go down and you'll have excess working capital. Don't let this money stay tied in inventory you don't need, uncollected receivables, or in the bank. Money loses buying power because of inflation at a rate of $\frac{1}{2}\%$ to $\frac{3}{4}\%$ each month. Put your excess cash in an interest-bearing account when your sales to working capital ratio is low.

Managing your receivables and stock

For a specific amount of sales, how much money should you have in receivables, and stock? Even if we have the right amount of working capital, it's possible to have it distributed in the wrong places. We know if we tie up too much cash in inventory for example, we run out of money to pay bills, or are forced to pay late. The same happens if receivables run too high. On the other hand, if we hold back on credit, or cut stock to the bone, we limit our ability to do business. And we also know these amounts should go up each year even without a real sales increase because of inflation. What's the right balance?

Ratios can lead us to the right range of figures for

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- Average price per pair increased from \$5.26 in 1974 to \$8.11 in 1978.

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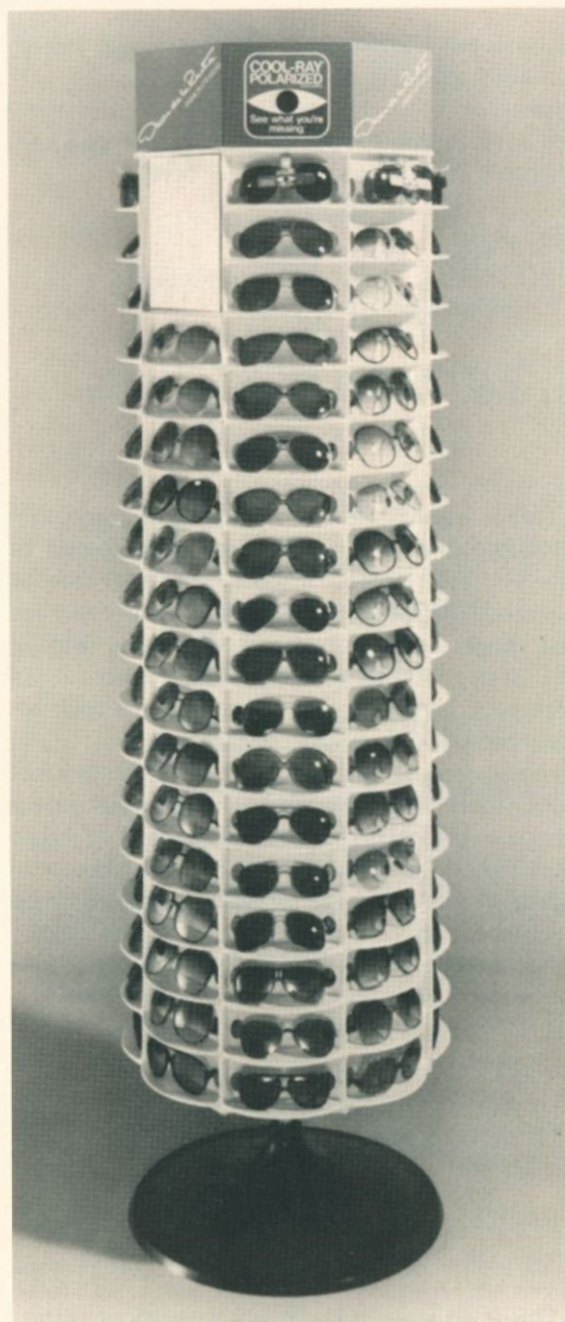
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Eliminates Lost Sales

- Full displays have been proven to maximize sales

Year-round consumer demand for sunglasses met

- Year-round sales and profits for stores



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Inventory to working capital. The percent of inventory investment to working capital is one of two measures of your best inventory level.

Example:

$$\frac{\text{Inventory}}{\text{Working capital}} \times 100 = \text{ratio in \%}$$

$$\frac{\$125,000}{\$150,000} \times 100 = 83.3\%$$

This is a gauge of how much of your total working capital you've committed to inventory investment. It tells you the percent of working capital invested in inventory. Through experience you can establish the best range for your business. It ranges from about 60% to over 100% for different businesses. If you go over *your* high ratio, you'll run out of cash to pay other business expenses, so this ratio lets you know if you're coming too close. But don't use this method alone. This ratio doesn't say what your inventory level should be in relation to present or projected sales—only the limit based on available working capital. So also use the following gauge of inventory level based on your present or projected sales.

Net sales to inventory. Keep track of the ratio of your annual net sales to inventory investment:

Example:

$$\frac{\text{Net sales}}{\text{Inventory}} = \text{ratio}$$

$$\frac{\$500,000}{\$125,000} = 4.0$$

This is also called the inventory turnover ratio. For different businesses this ratio varies from three to six, depending on characteristics of the business. Again, you'll use this ratio to establish your own rea-

sonable ratio range for *your* firm. Once you know your ratio range you can check it at any time to see if you're over or under-invested in inventory. Use this ratio to find how much to stock ahead for a future sales increase once you've made a sales projection.

All of these ratios are customarily figured to one decimal place. But don't get carried away with super accuracy. What you're really after are answers to the questions.

- (1) For present sales volume is inventory investment about right, or higher or lower;
- (2) If inventory *is* higher or lower than normal, is there a good reason;
- (3) At what level should inventory investment be for the *next* month or quarter;
- (4) What effect will changing inventory level have on working capital; and
- (5) Will you have enough (or more) working capital than you need?

Remember, inventory turnover is an overall gauge of how many total dollars to invest in stock. Don't make the mistake of using inventory turnover as a rule for ordering individual products. For that, only use the economic order quantity formula.

Tracking accounts receivable. What's the right amount of accounts receivable? A popular index is the average collection period of receivables, sometime also called the collection period ratio. The answer to this ratio comes out in days to collect receivables on the average, and is therefore also independent of dollar inflation.

If you only extend credit by bank credit card, you have less of a concern, but you should still know this ratio for your business. Here's how you work it out in two steps:

Step 1: Take your *credit sales* for either a quarter or a year (let's take a year), and divide by the number of days in the period—in this example 365 days. The result is credit sales per day.

Step 2: Take accounts receivable in dollars from your balance sheet, and divide by credit sales per day (from Step 1). The result is average collection time in days.

Here's a complete example in a one-step formula:

$$\frac{\text{Total Accounts Receivable}}{\text{Annualized Credit Sales}} \times 365 = \text{Average collection time in days}$$

Most bankers figure if your collection time runs 10 or 15 days more than the terms on your invoice, then the period is excessive. Once you know your average collection period, you can estimate how much you'll have tied up in receivables at different

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 2. Reduce your cigar inventory.
 3. Increase your profit margins.
 4. Order cigars more frequently in smaller quantities while maintaining maximum discounts.
 5. Decrease your number of vendors and invoices.
 6. Create a "captive" audience by offering semi-private label merchandise without the burden of large inventories.
- If you can afford to buy cigars on a C.O.D. basis I can show you how to do all of the above.

**Call me Toll Free
Lew Rothman
J-R Tobacco
1-800-431-2380**

levels of dollar sales. Plus, you'll have a gauge to know when your accounts receivable are over a reasonable limit with respect to total dollar sales.

This isn't a substitute for aging individual customer accounts and the resultant collection effort. It's an analysis to determine (1), if your receivables are at an appropriate level, (2) are too high, and (3) based on your average collection time, how much they should be for other sales levels.

Stay on top of receivables, particularly during inflation. When inflation is 6% a year, an account riding you for 60 days takes an invisible 1% cash discount on the transaction because dollars 60 days late are worth 1% less in buying power. When you add the real cost of money to inflation, the invisible discount

for 60 days late payment is more like 2%.

Strategic planning

Where is your business going in 1979—or say for the next three years? You have an option: You can direct your business toward the objectives you want to achieve, or you can react to circumstances as they occur. Setting clear business objectives and seeking them is a better way. Make a sales projection. Include dollar inflation in your projections. In my opinion, inflation for 1979 will be about the same as 1978: almost 8%. Do this at least for 1979, and better yet for 1980 and 1981. From these sales projections and your knowledge of key balance sheet ratios, you can construct an advance balance sheet for the end of 1979, as well as for the other years in your forecast. In this way you can spot and solve financial problems in advance, regardless of whether they stem from inflation or from expanding business levels. In the opinion of many experienced business people, one of the keys is to make sure you have adequate working capital to support business at higher levels, whether caused by inflation, real business growth, or both.

To do this, here's a convenient method I found works well. I make an extra copy of each regularly-prepared balance sheet. In pencil I write in the numbers I expect for the next balance sheet. If I spot a cash squeeze or another advance problem, I start working out a solution. Otherwise, I later compare my advance (or *pro forma*) balance sheet against the actual one which helps me spot unexpected financial trends or changes.

Going further

As your business grows, get advice from your banker or other financial professionals. If you want to know more yourself, look at these references:

Ratio Analysis for Small Business published by the Small Business Administration reads easily. Order it for \$1.80 from the U.S. Government Printing Office; Washington, DC 20402.

Free on request from your local office of Dun and Bradstreet are *Key Business Ratios*, and *Cost of Doing Business* (one for corporations, and another for partnerships and proprietorships).

If you're going to have time for planning and setting up new business systems, 1979 is the year to do it. Business is forecast about average for this year. But 1980 is supposed to be a whopper—and for another several years after that. Now's the time to get ready. Later you'll be too busy. □

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More
of Us!!**




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**We'll never sell more
pipes than
anyone else
in the
world.**

**We'll
just have
to be content
with selling
the best.**

All over the country, dealers tell us that when they concentrate on selling the finest line of pipes in the world—they really sell it. And they want more...twice as many.

Unfortunately, we can't always provide that, because Charatan pipes are not the usual kind of pipes. They can't be run off on typical factory schedules. Charatan pipes are made of the finest briar roots found along the Mediterranean shores of Greece.

They are perfect in weight and balance and come in the shapes and sizes natural to their graining.

One of the things we'll never do is urge speed and more speed on the craftsmen who turn out Charatan pipes.

What all this means is that if one of your customers is interested in a better pipe, the chances are excellent that if he knows the story of Charatan, and how they go about making pipes—you can sell him that better pipe. We don't want to make the most pipes in the world. Charatan just wants to make the best.

CHARATAN by Lane Limited

111 Eighth Avenue, New York, New York 10011 (212) 741-7800
Blenders of luxury tobaccos for over three generations.

OUR POUCHES HAVE SOMETHING OUR COMPETITORS' POUCHES DON'T.

Late deliveries mean lost sales. But Fireside's new Guaranteed Delivery program can prevent this.

When you work out a program with us, we don't just *promise* delivery by a certain date. We *guarantee* it. That means you can be in the pouch business 365 days a year.

No one else guarantees delivery because no one has facilities like ours.

And, just as important, no one makes a better pouch. Contact Fireside and see what's making us the number one company in the business.

Naturally, the sooner you work out your program with us, the sooner we can guarantee delivery.



Fireside INDUSTRIES, INC.

50 Graphic Place
Moonachie, New Jersey 07074

By Hal Betancourt

Advertising headlines must grab the prospect and get him to read on

"On the average, five times as many people read the headlines as read the body copy. When you have written your headline, you have spent eighty cents of your dollar. If you haven't done some selling in your headline, you have wasted 80% of your client's money." —David Ogilvy, Confessions of an Advertising Man.

The headline's job is to sell the product or service being advertised. It is not merely to entertain the reader, or worse, massage the copywriter's ego. It should be designed to grab the reader's attention, hold his interest and slowly, but surely, lure him into reading the rest of the ad.

As Arthur Brisbane said, "You must make people read it...understand it...believe it...want it." A good headline can and should do all of that. If you fail, chances are the reader will ignore your ad—the worst insult that can be inflicted on an advertiser.

Stop the reader

To attract the busy reader, flipping through a publication, your words must be very compelling, reach out and say in effect, "Stop! Read this, it's important to your well-being."

Start by jotting down all of the headline possibilities you can think of. Even the bad ones; it's best to get them out of your system. Write and rewrite the same general idea in many different ways. Don't be concerned about length, but do eliminate needless words; say what you have to, then get off the pot.

Select the best of your ideas, polish, refine and rework the little gem until it is as original and persuasive as you can make it.

Once you have a really good headline, the rest of the copywriting task will be much easier. In fact, it's much simpler to write copy to match a headline than

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Mastercraft

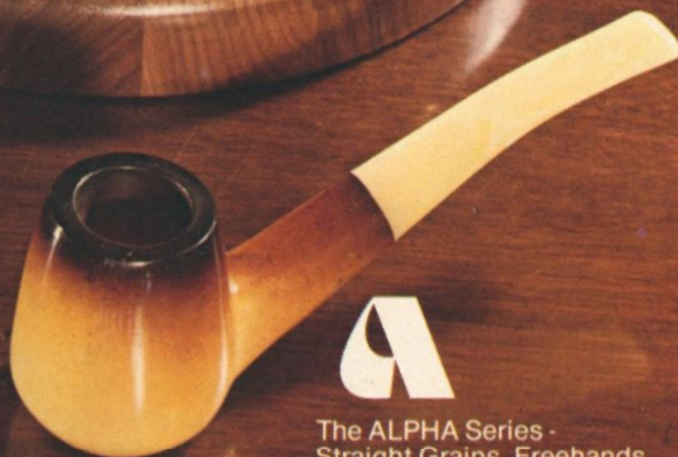
Quality - Good Looks - Affordable Price

An executive decision

MASTERCRAFT brings you the best
in pipe lines:



The SEVILLE Collection with
Genuine Meerschaum bowl;
cartridge paper filter;
twin-bore bite-proof bit.



The ALPHA Series -
Straight Grains, Freehands,
Lucite stems, Classic and
Fancy Shapes.

For complete selection, visit or write: Mastercraft Pipes Inc., 6 East 45th Street, New York, N.Y. 10017
or see the US Tobacco, Inc. Premium Products Sales Representative in your area
(212) 736-7990

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Publisher's Memos

By Irwin Breitman

Sell the store, not items

When advertising executive Harold Levine addressed a recent seminar of the National Retail Merchants Association, he told his audience of department store and specialty store advertising officials that they should be promoting their stores rather than just their merchandise offerings.

Levine, who is chairman of Levine, Huntley, Schmidt, Plapler & Beaver, asked, "What do Franklin Simon, Broadstreets, Depinna and Arnold Constable have in common?" Then, he answered: "Most of these stores were headquartered in New York and many had branches throughout the country, and they are all out of business."

On the other hand, he brought out, "stores like Boomingdale's, Barney's, Herman's, Toys 'R' Us, Gucci and Zabar's...are also headquartered in New York, many with branches throughout the country, but all are growing rapidly with a contemporary identity and they are in tune with today's changing lifestyles."

"Your first responsibility," Levine told the store executives, "is to sell the store, not the item. Your brand is more important than any single item. Be sure that your store stands for something. I know what Barney's stands for, but I don't know what Franklin Simon stood for."

To effectively position his store to a target market, Levine said, a retailer should look at merchandise, physical environment, personnel and advertising. He cautioned, however, that any effort must be coordinated in all four areas. To illustrate, he said, "a superb ad campaign positioning the store for young girls 16 to 24 can be destroyed by the wrong sales people and the wrong ambience."

The smokeshop, with its more specialized line and its more easily identified customer, doesn't have the same challenge as the department store, of course. But, as smokeshops become more diversified in their offerings, adman Levine's counsel takes on added pertinence. The tobacconist should keep it in mind.

Speaking power

Psychology Today cites pitfalls that weaken speech effectiveness:

- A questioning tone at the end of a statement ("It will be ready in an hour, *I think.*")
- Use of adjectives that qualify an otherwise strong statement ("He's kind of an interesting guy.")
- Mild adjectives rather than strong adjectives ("That was a *great* dinner" rather than "That was a lovely dinner.")

Weak-talk is inexact and overly polite. Power-talk is direct and informative.

Dunhill. Internationally acknowledged as one of the world's most profitable cigarettes.

When the name Dunhill is mentioned, the associations are immediate and predictable: Quality...craftsmanship...style...exclusivity.

A fine list of attributes. And one we cherish. For we have worked long and hard to earn such a reputation. But we would feel remiss if we did not mention another very worthy attribute of Dunhill: And that is profit.

Dunhill International is one of the most profitable cigarettes in the world. They offer you profit margins substantially greater than those delivered by American brands.

Final comment: The intent of this brief message is not to make you think less about Dunhill quality...but to make you think more about Dunhill profitability.

To stock Dunhill International contact: Alfred Dunhill of London, Inc., 11 East 26th Street, New York, NY 10010.



The most distinguished tobacco house in the world.



it is to try and write a headline that will match the body copy.

Classes of head

Headlines usually, but not always, fall into one of the following categories. Don't let your thinking be restricted by these categories however, since many successful headlines combine two or more of the approaches.

BENEFIT HEADLINE—People want to know about products that will help make them healthier, wealthier, wiser, etc. If your product offers a real benefit, let your customers know about it. Present the benefit clearly in a few well chosen words such as, "Datsun's new B-210 gives you a nifty fifty (mpg)." Just remember, any claims you make have to be backed up with proof.

STRAIGHTFORWARD HEADLINE—Features a simple statement about the product, its quality, use or importance (to the reader). It's more of a slogan than a headline and needs to be supported by frequent exposure over a long period of time. "Come to Marlboro country," is typical.

NEWS HEADLINE—The consumer is always on the lookout for new ideas, products, or uses for established products. Your product is only new once, so make the most of it. Use magic words like "New," "Now," "Introducing," "At last..." etc. Some good examples are, "New paper towels are more absorbant," and "Now, you can get these two great Chunky Soups in single-serving size."

STORYTELLING HEADLINE—Appeals to people who are intrigued by a statement that promises to lead them into a story. "They all laughed, when I sat down to play the piano," is a classic example. But, unless you're really good at it, don't even bother with this approach.

ADVICE HEADLINE—Offers the reader help in making purchases or solving a problem. "Here are 13 new ways to prepare hamburgers," and "How to reduce energy costs in your home," are different ways to do it.

QUESTIONING HEADLINE—A question is presented in the headline to arouse the reader's curiosity

and get her to read the rest of the ad. Be sure you satisfy that curiosity, or she will feel she has been tricked. One of the most successful ads ever created asked, "Do you make these common mistakes in English?"

SELECTIVE HEADLINE—The reader is more likely to read a headline when it directly relates to his or her needs. If you had these problems, you couldn't resist. "Hemorrhoid sufferers: Get soothing relief, fast..." or "Do you have itchy, flaky dandruff..."

If you're in doubt as to how to get started, try the first approach—the reader benefit oriented headline. Ogilvy said, "Headlines that promise a benefit sell more than those that don't."

Resist the temptation to be clever at the expense of your sales message. Stay away from advertising cliches and buzz-words. Your headline might not be as catchy as that rare, creative headline that lights up the advertising sky; but, in most instances, it will impress people enough to make them go out and buy your product. And, isn't that what you want?

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CLASSIFIED ADVERTISING

Charge \$1 per word; minimum \$40. Box numbers count as words. Ads with artwork or borders \$55 per column inch; minimum \$55. Non-commissionable. Payment with order. Specify insertion dates. Orders and replies should be sent to: Smokeshop, Ninth Floor, 254 West 31st Street, New York, NY 10001.

SALES REPRESENTATIVES

ZAIMA-NESOR - A national company with a complete line of lighters requires special sales representatives calling on the smokeshops. **WE SUPPORT** our representatives with trade and consumer advertising, display programs and trade shows. **CONTACT** our national sales manager, Al Hartglass at 175 Fifth Avenue, New York, NY 10010, or call (212) 777-8370.

Broker Wanted-Protective Territory

Experienced, aggressive representative, calling on pipe shops, department stores and chains in Utah, Colorado, New Mexico, Arizona, and El Paso. To sell bulk tobacco, imported pipes, leather gift line, and meerschaums. If you wish to add these products to your present line, send resume to LaVon, Inc., 35222 Farnham Drive, Newark, Ca. 94560.

Can you tell the difference between a Maruman lighter and an imported imitation?



Maruman - Maker of the World's Highest Quality Lighters

As a dealer you are aware that most butane lighters in America are imported and sold under fancy brand names. Such lighters, of course, are not first rate products despite claims to the contrary. Naturally we want you to sell the best, we offer you the best. A line of the world's highest quality lighters - MARUMAN.

Maruman - Number 1 in the World!!

MARUMAN is the world's largest manufacturer of lighters. We do not make lighter parts; we make complete lighters—from top to bottom, inside and out. Modern production lines in Maruman plants turn out 20,000 lighters a day. With a through-production system from start to finish, Maruman is unrivaled in the designing, development and production of lighters. The 1979 Maruman line offers new products such as the thinnest electronic lighter in the world and a wide range

of lighters of every variety. They range in price from \$10.00 to \$300.00. We can meet the requirements of any dealer.

Maruman - Matchless Elegance

Many of our models have been copied and they may look alike, but you can be sure they are not equal in workmanship or performance. The nature of your business as a tobacconist demands that you offer only items of the highest quality. Items that will compliment your other excellent products. MARUMAN lighters meet this requirement.

For an illustrated brochure on the complete line of quality Maruman lighters, write to Maruman (U.S.A.) Inc., P.O. Box 3198, 61 Woodmont Road, Milford, CT 06460 or call our toll free number 800-243-2890.



World's most gifted lighter

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61 WOODMONT ROAD, P.O. BOX 3198, MILFORD, CT 06460, (203) 878-5934



Colibri. All you'll ever need in pipe lighting.

You're looking at something much more than an ordinary lighter. It's Colibri's sparkling new 14-50 Clip Lighter, one of the most exciting lighters ever. Elegant. Convenient.

And ideal for cigarettes as well as pipes.

It's just one of the Colibri Collection – the widest variety of pipe lighting instruments you'll see anywhere.

Best of all, each one comes with something

no other lighter has: an asked-for-by-name reputation gained through national TV advertising. Inquire: Colibri, 50 Park Lane, Providence, RI 02907, (401) 943-2100; Western Regional Office: 4935 McConnell Ave., #20, Los Angeles, CA 90066, (213) 821-0571.

Colibri. The one name you can count on.

Colibri
... light years ahead.