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## U.S. Tobacco's Nova executive vice president

GREENWICH, CT: Barry J. Nova, who was senior vice president of sales and marketing for the United States Tobacco Co., has been elected executive vice president of the company and president of its tobacco division.



Nova

Nova had been president of sales and marketing since August, 1978. Before that, he served the company as vice president and director of marketing and director of communications.

A former advertising executive in New York City, he joined U.S. Tobacco in 1974 as director of public relations and sales promotion.

As a result of the company's recent structural reorganization, Nova's new assignment as president of the tobacco division makes him responsible for the operation and development of the company's national tobacco and tobacco-related businesses.

In a series of other executive assignments:

Per Erik Lindqvist, former vice president of marketing and sales for  
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## Whitwell again chairing CAA

BOCA RATON, FL: Joseph E. Whitwell, executive vice president of Culbro, Inc., has been returned to



J.E. Whitwell - Tom Arthur

the post of chairman of the board of the Cigar Association of America.

He was elected at the December convention of the association at the Boca Raton Hotel and Club, here.

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## Cigar industry planning institutional p.r. effort to reverse sales trend

BOCA RATON, FL: After a hiatus of several years, the nation's cigar manufacturers are planning to re-initiate an institutional public relations program to increase the consumer acceptance, appeal and, hopefully, the sale of their product.

An announcement to this effect was made at the recent convention of the Cigar Association of America by Jack McCormick, president of Jno. H. Swisher & Son and chairman of an ad hoc industry committee to select the agency to develop and implement the institutional public relations activity.

McCormick, who had Edgar M. Cullman Jr., president of the General Cigar & Tobacco Co., and Theo Folz, executive vice president of Bayuk Cigars, Inc. as his committeemen, told the convention that several months of investigation and interviewing had led to the selection of the internationally known Carl Byoir, Inc. public relations firm.

*Spotlight on cigar retailing begins on page 8.*

The industry has been without an institutional p.r. program since the merger several years ago of the Cigar Institute of America and the Cigar Manufacturers Association of America into the Cigar Association of America.

According to McCormick, the Carl Byoir agency was selected because of the successful efforts it had directed on behalf of other industries which had image problems, including the American banking industry. The agency is known for its handling of unusually difficult assignments. Firestone selected Byoir after the

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## Federal court removes limit on Culbro's interest in Eli Witt Co.

NEW YORK: A January 2 decision by a U.S. District Court judge has opened the way for Culbro Corp. to take eventual control of Eli Witt Co. Judge Edward Weinfeld struck down a key provision in a July 1978 antitrust decree, which forbade Culbro from acquiring more than a 25% interest in the Havatampa (now Eli Witt) Holding Co. until July 1983.

Weinfeld's opinion noted that Culbro seeks authorization to purchase a 100% equity interest in Eli Witt and the holding company. "Oppenheimer and Co. (a New York investment banking firm), wishing to liquidate its investment in Eli Witt, has proposed to grant Culbro a three-year option to purchase Oppenheimer's equity interest and debentures in the holding company for \$600,000 payable over a two year period," said Weinfeld. If Culbro exercises the option, it would pay \$275,000 more to Oppenheimer; if not, Culbro would surrender its existing option for 25% of the holding company's shares.

Culbro's general counsel, Ross Wollen, confirmed that Culbro has such an option, "but there's been no

determination so far as to whether it will be executed," he said. "That will depend on Eli Witt's financial condition, and we are hoping that their Chapter XI plan will be suc-

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## Philip Morris supports Kolodny Professorship



Philip Morris USA president Shepard P. Pollack (c) discusses the Joseph Kolodny Professorship in the Social Responsibility of Business with Lincoln Ball (l), president of the National Association of Tobacco Distributors and president of the L.B. Ball Co., Long Beach, Ca., and Peter Strauss (r), president of Metropolitan Distributors, New York and Philip Morris has made a significant contribution to the Kolodny Professorship, which is being established at the Wharton School.

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Every week, 8,797,000\* men and women smokers sit back, light up and enjoy their copy of People magazine.

And, predictably, that's where so many tobacco advertisers advertise.

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