

TOBACCO DISTRIBUTOR

& CONFECTIONERY

Guide



VOL. XXXXI - NO. 9

Tobacco Distributor & Confectionery Guide

SEPTEMBER 1973

COMPLETE RTDA CONVENTION PROGRAM SCHEDULE

PAGES 10-11

NEW ITEMS

FREE POCKET CASE FROM GOLD LABEL MARQUIS

After a successful 1972 introduction for their Gold Label Marquis cigars, General Cigar is currently offering consumers an attractive cigar pocket case each with four Marquis cigars. The pocket case is free to the



consumer. A special counter unit printed in bright orange and brown contains 10 brown cases each holding 4 Marquis Natural, and 10 green cases each containing 4 Marquis Light, for a total of 80 cigars.

(Continued on page 4)

What Happened To Free Enterprises?

By Harry Golden



Another large supermarket chain in the East has announced a merger. There will be an exchange of stock and where there were once three competitors there will now be one company. The stores will have different names, but the same trucks will make deliveries to both; the same accounts will process the reports of profit and loss, the same law firm will be on retainer, the same office will do all the buying.

Free enterprise usually takes the worst beating from the free enterprise stalwarts. For example, the fellows who want a high import duty on the goods of foreign competitors. They justify this somehow; "After all, we opened up our market."

Free enterprise in its purest state existed only on the Lower East Side of New York City among all the "foreigners" and principally among the Jews, who know all about living in a competitive world.

On \$40 he borrowed from a friend or relative he bought sheets, pillow cases and blankets and started walking. At the end of the walk he had \$63, with which he bought more goods. This was free enterprise at its finest hour.

Even the earliest American pioneer got some help from the government in free land and subsidies, but the East Side immigrant got nothing from nobody, to be ungrammatically brief.

What's happened to free enterprise and moral fiber? Some of the Southern states are going all out in their handouts along the lines of the welfare state, creeping socialism, and all that stuff. The result will be that we will raise a whole new generation of Southern manufacturers without moral fiber.

Some of these states are spending fortunes to bring in new industry; they are handing out free land sites, new roads, sewers, free wiring and no taxes. I can see these manufacturers shivering for the lack of moral fiber every time they go out to make a bank deposit.

Oh, where are the men who chopped down the trees and carved a civilization out of a wilderness? Oh, where are the snows of yesteryear? What happened to free enterprise?

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NEW ITEMS

New And Dramatic Packaging For Daintee English Candy



Fireside Industries, Inc., importers of Daintee English Candy, has introduced three new and dramatically packaged candy items at the National Fancy Food & Confection Show, in Chicago, Aug. 5-8. Daintee is made by one of England's oldest family-owned candy manufacturers which proudly boasts that its candy is made of the purest, most flavor-producing ingredients. In addition to giving America the finest of candies, Daintee now has

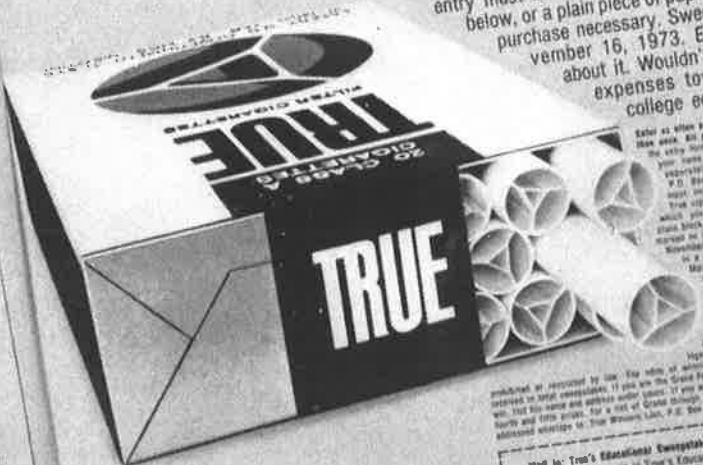
(Continued on page 2)

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for promoting True.

Win a College Education* for your child

or \$20,000 for yourself.

Enter True's 612 prize Educational Sweepstakes.
Grand Prize: Up to \$20,000 toward expenses at the college or university of your choice—or \$20,000 cash.
Second Prize: Up to \$10,000 toward expenses at the college or university of your choice—or \$10,000 cash.
10 Third Prizes: Panasonic complete stereo music centers with headphones. **100 Fourth Prizes:** Olivetti/Underwood electric portable typewriters. **500 Fifth Prizes:** Channel Master portable cassettes. The odds of your winning are determined by the total number of entries received. Enter as often as you like. Each entry must be mailed separately. Use entry blank below, or a plain piece of paper the same size. No purchase necessary. Sweepstakes close November 16, 1973. Enter today. Think about it. Wouldn't it be great to win expenses towards your child's college education from True?



Enter as often as you like. The 612 chances to win are based on the entries received. The odds of your winning are determined by the total number of entries received. Enter as often as you like. Each entry must be mailed separately. Use entry blank below, or a plain piece of paper the same size. No purchase necessary. Sweepstakes close November 16, 1973. Enter today. Think about it. Wouldn't it be great to win expenses towards your child's college education from True?

This ad in full color and full pages begins its national magazine schedule in October.

gram
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Wendberg's
Experimental
of health. New
to bring about
of technology.

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

Regular 12 mg. "tar", 0.7 mg. nicotine,
Menthol 12 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FIC Report Feb. '73.

Send to: True's Educational Sweepstakes, P. O. Box 819, Brooklyn, N.Y. 11202.

Please enter my name as True's Educational Sweepstakes. Enclosed are two business blank True Regular or Menthol, or a 3 x 5 piece of paper with the word TRUE printed in plain block letters.

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Name _____
 Address _____ State _____ Zip _____
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If your True customer wins, you too can win.
 Ask your customers to enter your name as their dealer. If one wins the GRAND PRIZE, you'll not only gain his thanks and a good feeling for your help, you'll win a THIRD PRIZE, a FOURTH PRIZE, and a FIFTH PRIZE. (See above ad for what you'll win.)