

# Smoke Signals



ISSUE 08 March 2019 THE NEWSLETTER OF THE WORSHIPFUL COMPANY OF TOBACCO PIPE MAKERS & TOBACCO BLENTERS



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**2-3 THE MASTER'S YEAR**





## The Master's Year

With nine months of my Master's year complete, a great deal has happened. First and foremost, all three of our Company's signature formal events have taken place. We enjoyed a wonderful lunch at Saddlers' Hall for the Installation and fabulous dinners at Drapers' Hall and Goldsmiths' Hall for the Annual Banquet and January Dinner respectively. These showcase occasions allowed the Company to do what it does best; extend generous hospitality and bonhomie towards our guests.

We were blessed to have outstanding Principal Guests that offered a variety of interesting topics in their speeches. The first was Margaret Evison, the Chief Executive of the Mark Evison Foundation, one of the many charities that we support. The second was Mark Littlewood, Director General of the Institute of Economic Affairs, who delivered an entertaining speech on the serious matter of the impositions of the 'nanny state' on the general public. The third and final Principal Guest was Air Vice Marshal Nick Kurth, Chairman of The Ulysses Trust, a charity that provides funding for challenging expeditions and adventurous activities involving members of the Volunteer Reserve Forces and Cadet Forces of the UK.

I have fond memories of all these celebrations and I am grateful for the strong support of the Wardens and our Livery Company members at each.

The Master represents the Company at many civic events during his or her year. This includes attending Common Hall to vote for the Lord Mayor and the Sheriffs. In the case of the voting for this year's Non-Aldermanic Sheriff, unusually, it was a contested election. There were three candidates in the ballot; Richard Fleck (Tallow Chandler), Liz Green (Framework Knitter) and Gwen Rhys (Glass Seller). The City was abuzz in the lead up to the election day in late June as the candidates all jockeyed for



position. On the day, it was Liz Green that won. Her excellent credentials and impressive campaign delivered and she has since been installed along with Aldermanic Sheriff Vincent Keaveny, both of whom are now fulfilling their roles with aplomb. Another privilege that will long remain etched in my memory was attendance at the Silent Ceremony, the occasion where power is transferred from the outgoing Lord Mayor to the new on the 'Friday next preceding the second Saturday in November in every year'. Tickets are hard to get which are allotted by ballot so the Clerk and I were fortunate to get to see Alderman Charles Bowman hand over the Sword and Mace of office to Alderman Peter Estlin, two men of exceptional ability with very different styles.

Highlights from the Livery Companies circuit are hard to decide with each event being excellent in its own way in magnificent halls and rare settings. However, some notable details include the sight of the Company of Pikemen and Musketeers, resplendent in their 17th century uniforms and weapons providing the carpet guard at the Pewterers' Lord Mayor's Dinner followed by the clamour of their drums when the Lord Mayor and Sheriffs arrived. There was the privilege of meeting and chatting with the young man who received the Sheriffs' Award for Bravery at the Security Professionals' Annual Banquet. He literally stepped in to wrench away an attacker that was stabbing his victim in the street and then took actions that saved the victim's life. At the Installation Banquet of the Makers of Playing Cards, we were figuratively taken to the moon and back by the Principal Guest, astronomer and broadcaster, Peter Williamson. At the Basketmakers' Livery Dinner, the processional party was led in by a huge basket-woven effigy of a griffin's head and the Prime Warden extended me the great kindness of bringing out of storage that Company's magnificent silver snuff box in the design of a plumed hussar's cap. And it was charged! One final memory to recount is the wonder of hearing the classical pianist that entertained the guests of the Master Plaisterer at his Masters and Clerks Dinner in January. Trained at The Royal College of Music, this young man was born only with his left arm and yet such was his skill and talent he has risen to the top of his profession; wonderous and humbling in equal measure.

However, of all the memories that I most treasure, it is those associated with the charities; those that our Company supports and others that I have encountered along the way. The Childrens' Magical Taxi Tour is prominent amongst these. Attending the breakfast in Canary Wharf to meet the children, their families and carers was truly special. The combination of the excitement of the children ahead of the taxi journey to Disneyland Paris and the poignancy of one's thoughts about the often life threatening conditions suffered by so many was overwhelming. This charity, inspired by Phillip Davis, Master Hackney Carriage Driver, is now in its 25th year and fully represents the essence of the benevolent work of the Livery Companies. We support D Company (London Irish Rifles), a part of the London Regiment Army Reserve. The Mistress and I attended a dinner at their barracks in September to mark the anniversary of The Battle of Loos 1915 where the unit won battle honours. The tribute paid by the modern Company was moving as they recounted the valour and the losses of those 'Footballers of Loos'. More recently we learned of the charity, 'Give a Book' which sources new books that are then provided to underfunded schools and prisons to offer children and offenders access to literature where they otherwise would not. The charity was only set up in 2011 in memory of writer and playwright, Simon Gray, but is already providing between 15,000 and 20,000 books per annum to people that need them in and around London.

Whilst there are only three months remaining to my Master's year, there is still much to look forward to, including the Lord Mayor's Masters Banquet at Mansion House, the United Guilds Service, the Lord Mayor's Big Curry Lunch and visits to Sheffield and Bristol to attend banquets hosted by the Cutlers of Hallamshire and the Merchant Venturers. Accounts of these and many more will be posted to the Master's Blog on our website [www.tobaccolivery.org](http://www.tobaccolivery.org).

**It is an honour to represent this Worshipful Company and I thank its members for the opportunity.**



# Annual Banquet at Drapers' Hall





# January Dinner at Goldsmiths' Hall





# Appointments

Liveryman **Christopher Sawyer** has been elected to the Court as an Assistant and was installed on 21st March 2019.

## Members Gowned with the Livery

<b>Mr Anthony Edward Hoskinson</b> <i>Retired Endodontist</i>	20th September 2018
<b>Mr Rae Maile</b> <i>Stockbroker</i>	20th September 2018
<b>Mr Roger James Southam</b> <i>Chartered Surveyor</i>	20th September 2018
<b>Mr Adam Craig Phillips</b> <i>Goldsmiths' Assay Officer</i> <i>Account Manager</i>	21st March 2019

## New Freemen

<b>Miss Sally Anne Audley</b> <i>Retired</i>	20th September 2018
<b>Mr Anthony Edward Hoskinson</b> <i>Retired Endodontist</i>	20th September 2018
<b>Mr Roger James Southam</b> <i>Chartered Surveyor</i>	20th September 2018
<b>Mr Adam Spielman</b> <i>Equity Analyst</i>	20th September 2018
<b>Mr Frederik Vandermarliere</b> <i>CEO, J Cortes Cigars</i>	20th September 2018
<b>Mr David Winters</b> <i>Chief Executive Officer</i>	20th September 2018
<b>Mr Giuseppe Mario Cescutti</b> <i>Chef</i>	23rd January 2019
<b>Mr Robert Fox</b> <i>Company Director,</i> <i>James J Fox</i>	23rd January 2019
<b>Mr William Rasmussen</b> <i>Student</i>	23rd January 2019
<b>Ms Susan Patricia Stocker</b> <i>IT Manager</i>	23rd January 2019
<b>Mr Jonathan Fell</b> <i>Investment Manager</i>	21st March 2019
<b>Mr Ettore Gabriele Moraschinelli</b> <i>Business Owner</i>	21st March 2019
<b>Mr Adam Craig Phillips</b> <i>Goldsmiths' Assay Officer</i> <i>Account Manager</i>	21st March 2019

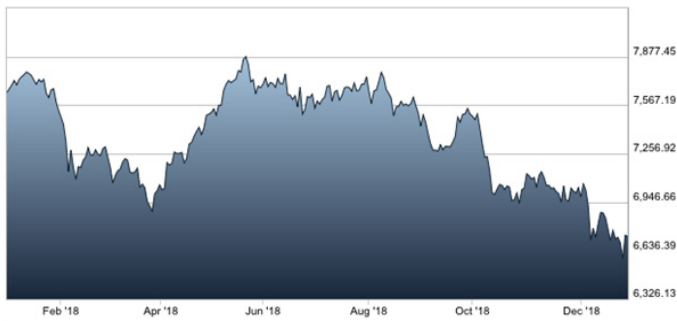


# The Tobacco Pipe Makers and Tobacco Trade Benevolent Fund

The audited Annual Report and Financial Statements for the year to 31 March 2018 may accessed through [this LINK](#)

Incoming resources were significantly higher than the previous year at £461,264 due mainly to the timing of donations to the Welfare Fund from one of the tobacco companies and higher levels of investment income. Expenditure on charitable activities was 6% higher at £336,253. At the end of the financial year, total funds were 2% lower at £7,710,016. The slight decrease in the value of the funds is due to market volatility and the valuation taken on the final day of the accounting year.

## FTSE 100 January to December 2018



Source: London Stock Exchange

## Investment performance and market volatility

The Trustees receive quarterly investment reports and monthly valuations from the Benevolent Fund's investment managers, Quilter Cheviot. During 2018, the value of the funds peaked at £8,321,000 at the end of August. Since the recession of 2008, there had been a decade long "bull market" and, during the 18 months to mid-2018, many stock markets rose with historically low levels of volatility. All economies and stock markets are subject to cycles where economic growth fuels investors' confidence and the markets rise until an event or other factors undermine the confidence and stocks are sold and valuations fall.

In 2008, the catalyst was the international banking crisis when investors sold shares and sat on cash. The fragility of the financial system required central banks to increase cash in the system (liquidity) through the reduction of interest rates and eventually resorting to the process of quantitative easing - the injection of cash through the purchase of bonds. Effectively, central banks were propping up asset prices by purchasing bonds in the market; a state of affairs that could not go on indefinitely. As the economic indicators improved in the US and growth had been recorded for several quarters, the Federal Reserve wound down quantitative easing and began a series of modest interest rate rises which continued to the end of 2018. When interest rates rise, equities (shares) tend to be less attractive, particularly when interest rates rise above the rate of inflation. Risk averse investors would be drawn to the attraction of low risk cash deposits or bonds that could provide an above inflation return. Market commentators often refer to the impact on share prices as a "rerating" or "market correction". Global markets are now having to learn how to work on their own fundamentals without the excess liquidity that has propped up valuations for a decade. This transition produced higher levels of volatility during 2018.

In addition, there are geopolitical factors at play: President Trump's tariff threats could trigger a global trade war; China's economy has slowed; the US\$ has continued to strengthen, commodities prices have been volatile, economic recovery in some European countries has faltered, the old political orders have been threatened by the rise of populist parties ... and then there is Brexit. While Brexit dominates the news in the UK, in the context of the global economy, it is less of an issue.

The Trustees hold regular meetings with Quilter Cheviot and these uncertainties have been monitored closely. The Welfare Fund was established 150 years ago and the General Fund over 60 years ago.



The Trustees can and should take long term views when carrying out their duty to invest. Quilter Cheviot's investment performance is monitored against benchmarks and they are expected to explain variances against those benchmarks. The funds are geographically diverse and also spread across several asset classes. Provided investors do not have to sell assets at historic lows, volatility is background noise and the general advice is to sit tight. Quilter Cheviot is also aware how important it is for the Trustees to be able to secure a reliable stream of investment income.

The Welfare Fund makes grants and distributions from the significant donations from the tobacco companies and the income generated by the investment portfolio. In recent years, the inflow of cash has matched the outflow. Similarly, the General Fund sets an annual grant target for donations to our charities based on regular donations from the livery plus investment income less governance costs. In anticipation of current market conditions, the Trustees decided to increase uninvested cash to at least one year's forecast cash outflows for both the Welfare Fund and General Fund. In other words, it is unlikely that the Trustees will be forced to sell assets when prices are low to meet their commitments to our beneficiaries.

### General Fund's budgeted donations for the current year

CCHF All About Kids has been a long-term recipient of support from the Benevolent Fund. The charity provides holidays for disadvantaged children. However, after the Trustees were informed that the charity would be merging with the much bigger charity, Outward Bound, it was decided that we should discontinue our support.

S Pinter Youth Project provides out of school social activities to disadvantaged children in North London. It was decided not to renew the commitment to support the charity after four annual donations of £10,000.

The commitments for the current year are shown below. Each principal charity is monitored and an annual review is conducted before deciding to commit to further funding.

	£
Sevenoaks School Music Prize	500
Arundel Castle Cricket Foundation	10,000
Guildhall School of Music Trust	20,000
Barrow Farm Riding for the Disabled	10,000
Sheriffs' & Recorders' Fund	10,000
Pembroke House (Academy of Music)	15,000
Pembroke House (Inclusive Dance Project)	15,000
London Regiment Welfare Fund	2,500
St Lawrence Jewry	1,000
Bobath Centre	10,000
Mark Evison Foundation	10,000
Katherine Low Settlement	5,000
Spitalfields Crypt Trust	11,000
Physics Partners	10,000
Other regular grants	4,400

### Your donations

Thank you to all who have supported the Benevolent Fund during the last year and continue to do so. I can assure you that the work we do makes a real difference to so many lives. Please contact me if you wish to renew your pledge or remember the Benevolent Fund when reviewing your will.

**Ralph Edmondson**  
*Secretary*

[benevolentfund@tobaccolivery.org](mailto:benevolentfund@tobaccolivery.org)





# The Worshipful Company of Hackney Carriage Drivers

Registered Charity No. 1172474

## *The* **CHILDREN'S MAGICAL** *Taxi Tour*

*Presented to*

*The Worshipful Company of Tobacco Pipe Makers*



*We appreciate your generous support of this year's tour.  
On behalf of all the children, their helpers and drivers, we thank  
you for giving them a happy and most memorable weekend.*



# The Lord Mayor's Show 2018

On November 10th 2018 the Master, Senior and Renter Wardens participated in The Lord Mayor's Show. The new Lord Mayor, Peter Estlin, was blessed with a rare spell of sunshine for his colourful parade, albeit heavy rain fell as soon as it was over!

The origins of the Lord Mayor's Show were in 1215, when King John was persuaded to let the City of London elect its own mayor. It included one major condition; each year the new mayor must travel from the City to Westminster to swear loyalty to the crown.

Pageantry and display gradually grew around the "trip" and by the 16th century the Lord Mayor's Show was firmly established as a major entertainment. Our new Lord Mayor certainly did not let us down in this regard and led a well-attended Show, which paraded colourfully every aspect of the City and its charitable causes.

The new Lord Mayor is our 691st. Peter enjoys the freedom of four Livery Companies and is an Ironmonger, Educator, Chartered Accountant and International Banker. We wish him well in his year of office.

**Andrew Golding**  
*Senior Warden*







# The Carol Service

It's the most wonderful time of the year!... and, as is traditionally the case, the Tobacco Pipe Makers celebrated together with a Carol Service led by our Honorary Chaplain, The Reverend Canon David Parrott, at St Lawrence Jewry in Guildhall Yard. With David's blessing, Past Master Mark Gower-Smith arranged a beautiful Order of Service that was delivered with the support of The Sevenoaks School Choir conducted by Michael Heighway and the much sought after organist, Catherine Ennis.

The Sevenoaks Choir sang outstanding hymns including a medieval Spanish villancico, 'Ríu, Ríu, Chíu' which was a real treat. The congregation was invited to sing traditional carols - Once in Royal David's City, The Holly and the Ivy, The First Nowell and a hearty Hark! The Herald Angels Sing. I am pleased to report that the Tobacco Pipe Makers were in good voice, doing justice to the magnificent setting of the church and the organ playing.

The Honorary Chaplain made his address on the importance of names and how we know one another by having them. Referring to an earlier reading of St John as he unfolds the great mystery of the incarnation, he taught us that Word was God and that the Word also refers to Jesus Christ in the verses. In making his point, David played with his own surname, Parrott, and showed us the many gifts that he had received over the years representing parrots including a fine parrot hat. One young member of the congregation got somewhat confused and thought it more resembled a duck much to the chagrin of the Honorary Chaplain. But the spat ended well, as it should at this time of peace and good will to all men (and children...).



With the Carol Service over, the congregation stayed for a time to enjoy each others' company along with a glass of wine and mince pies before dispersing into the crisp December night. Once things had been tidied at the church, the remaining Court members bade farewell and Christmas good wishes to the church staff and the Honorary Chaplain who will forever more be known as Duckie!

**Roger Brookes**  
*Master*



## Assay Office Tour

On a lovely, sunny February day, a party of twenty-one Tobacco Pipe Makers and Court consorts gathered at Goldsmiths' Hall for a two hour tour of the Hall and the Assay Office led by our hosts, Dave Merry and Adam Phillips. Before it all began, our bags were taken away as none are permitted by visitors when walking around the secure areas ... for obvious reasons!

After a brief introduction, we were whisked upstairs to the main function rooms where Dave talked to us about the role of the Goldsmiths' Company, its Hall and the Assay Office, one of four in the country. It is quite remarkable to see such a grand venue being used on a daily basis. On the day we visited, the rooms were being set up for an industry awards ceremony to be attended by some of the UK's most eminent jewellery houses.

We were then led down corridors and via lifts into a whole new world. This is the business of the Assay Office where the various testing of precious metals and analysis takes place. We were shown all the tools used for hallmarking as well as the x-ray machine used for testing the breakdown of the composition of the metals. A few of us even had our own jewellery analysed. Thankfully, with reassuring results!

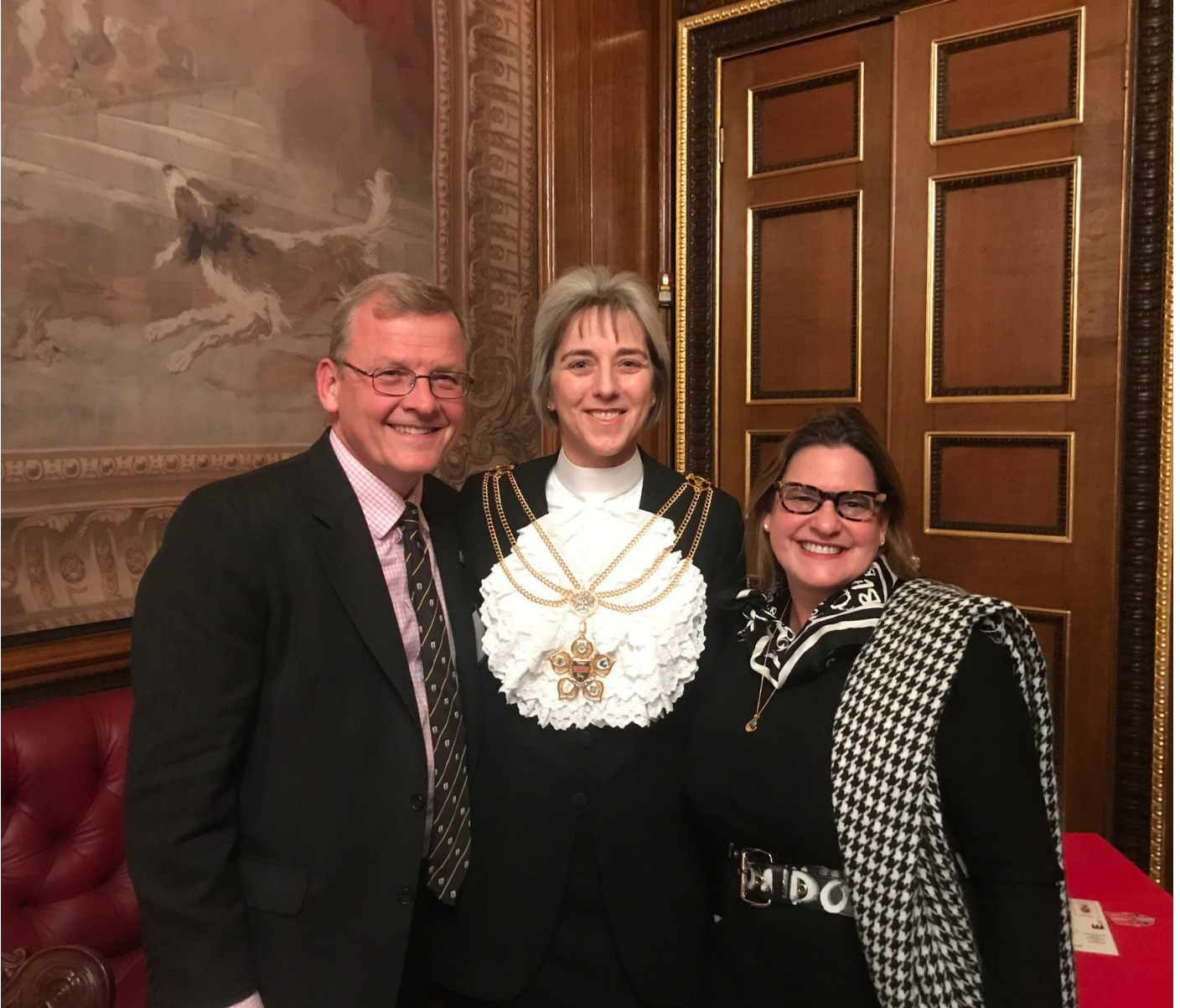
After two hours of seeing the different departments with the skilled staff at work, we spent the final ten minutes with Dave who made a presentation on the antique silver fakes and forgeries collection, formerly known as the 'Black Museum'. Dave showed us some counterfeit items and explained the process that they have been through to ascertain that they were fakes. If buying antique silver, his message was 'always do your research, if you want to avoid expensive mistakes'.

All in all, it was a very interesting and informative morning but, in future, I will be looking at my jewellery in a different light and checking it very carefully for hallmarks etc, which I can do with the helpful guide that we were given in our goody bags when we left.

After this tour, several members of the party joined the Master and I at a local restaurant, Manicomio, where we had a lovely lunch, discussed the morning's events and generally put the world to rights!

**Thank you to everyone that came and supported the event.**

**Liveryman Sally Brookes**  
*Mistress*



## The Inter-Livery Bridge Competition

The Worshipful Company of Makers of Playing Cards hosted their 37th Inner Livery Bridge Tournament at the glorious Draper's Hall on March 4th. Once again Senior Warden, Andrew Golding and Court Assistant, Elise Rasmussen played valiantly against august competitors whose years of experience ultimately won the day. However quite possibly due to completely resisting the temptation to imbibe during the scrumptious dinner, the final score was an improved position over the first half. For a brief moment, thoughts of receiving the trophy for increased performance from the first half to the end loomed. Alas it was not to be. However, the dynamic duo was consoled by an unexpected photo opportunity with Non-Aldermanic Sheriff The Hon Elizabeth Green and a much deserved glass of wine.

Assistant Elise Rasmussen



# The Inter-Livery Pancake Races

Every year the Worshipful Company of Poulterers organises a pancake race on the cobbles of Guildhall Yard, raising funds for the Lord Mayor's charities. Last year's event was a bit of a damp squib, with Health and Safety considerations meaning that the rain prevented any actual running, and competitors were restricted to a standing toss. The lack of running may have played to Past Master Miller's strength(s) but, unfortunately, glory was not bestowed upon him or any other member of his team.

This year, the sun shone brightly on the contestants and a crack team of Pipe Makers assembled at the appointed hour. Our team was made up of the Master, the Mistress, the Third Warden and Assistant Elise Rasmussen, and was cannily led and organised - as ever - by the Clerk. The Clerk's instruction for the team to tie their aprons outside their gowns (so as to avoid any unnecessary flapping and improve aerodynamics) was frowned upon by some contestants, and then imitated by many.



The racing was fiercely competitive, with numerous pancakes, frying pans and contestants ending up sprawled across the cobbles. For once, and much to the obvious surprise of the master of ceremonies, two intrepid Pipe Makers (The Master and the Third Warden) managed to creep into their respective finals. Despite the Mistress's valiant efforts, and the creative genius of Elise - whose two previous novelty costumes had been prize-winning creations - no further glory was to fall upon us. Indeed, our two finalists were out-run and out-tossed by those around them. However, it is fair to say that honour was upheld, a good time was had by all and a significant sum of money was raised for good causes.

**Jerry Merton**  
*Third Warden*



## Smoking Club Quarterly Drinks

### Tower of London and the Ceremony of the Keys

On the 17th September 2018, 65 Liverymen and Freemen of the company as well as their guests attended the Ceremony of the Keys at The Tower of London. This was at the kind invitation of our beadle, Mark Anderson who is also a Yeoman Warder.

Mark hosted us and provided an interesting tour before the ceremony which included the Chapel and a visit to the Crossed Keys pub inside the walls of the Tower. It's fair to say that we all learned a lot along the way.

The ceremony itself, which has been going on uninterrupted for about 700 years, was something quite special. From the moment that we first saw the Warder approach with the keys to the challenge which echoes out every night: "Halt! Who comes there?" and the reply: "The keys" which is challenged again with "Whose keys?". The Warder then confidently answers "Queen Elizabeth's keys" and is told "Pass Queen Elizabeth's Keys. All's well."

It finished with the playing of the last post and there was a further opportunity to enjoy the hospitality of the Crossed Keys pub and smoke a pipe or cigar.

### Sanctum Soho Hotel

The roof terrace at the Sanctum Soho Hotel provided the venue for our quarterly drinks on 27th November 2018 and we didn't quite know what to expect. The rumours were that the place was owned by Iron Maiden and that there was a 12ft gorilla on the roof. As it turned out, there was no heavy metal and the gorilla was a statue and so perfectly harmless.

We were very well looked after with delicious (and quite substantial) canapés and wine. A good many cigars were smoked and quite a few people remarked that they would be coming back to this hidden gem in central London.

**Liveryman Stephan von Schilling**







## Sabbatical Newsletter report

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From April to July this year I was on Sabbatical, or study leave. The idea was to explore links with the City of London and its Livery Companies around the world. I travelled extensively and found links in each of the places I visited. I went to Florida, Virginia (where I stayed with Past Master Julian Keevil) , Niagara, Toronto, Auckland, Wellington, Melbourne, Tasmania, Sydney, Cairns, Singapore and Dubai! While I was travelling I kept a daily blog and afterwards I wrote a more reflective document exploring what I had learned. Both these are accessible through the church website at [www.stlawrencejewry.org.uk/sabbatical2018](http://www.stlawrencejewry.org.uk/sabbatical2018) .

There is but one question on everyone's lips now that I am back: what did you enjoy most?

This seems to be an impossible question. There was so much that I did, and so many people and places. If I must commit to an answer I think that it is this: I was overwhelmed by the hospitality I was offered around the world. I was greeted in homes, hotels, and cathedrals. I spoke about the City and the Livery at dinners and events of various types. In each place people treated me like a guest of honour.

Hospitality is a gift. When we are welcomed by someone into their home and their City and treated with such generous care we realise the power of

humanity and the interconnected way in which we live in this century. This gift is something which is wonderful to receive, and even better to give.

I returned from the sabbatical refreshed and renewed. I am sure I will bore you all with tales of my travels in the days to come. Meanwhile I thank all those who supported the sabbatical and made it possible for me to travel and for the work here to continue in my absence.

**David Parrott**  
*Honorary Chaplain and Liveryman*



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# A Look at the Society of Snuff Grinders, Blenders and Purveyors

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January 2019 saw the launch of our colourful new snuff handkerchief, designed by Past Master Charles Miller to include both our Company's first and current coats of arms. These handkerchiefs are given to guests at our dinners, together with a box of snuff. So it seemed the right moment to take a closer look at the history behind one of the treasures belonging to Past Master Richard Tranter - a ceremonial enamel and gilt snuff box used by the President of the now-defunct Society of Snuff Grinders, Blenders and Purveyors. The Society also had strong links with our own Company through (amongst others) Past Masters John Singleton of Singleton & Cole and Roy Bridgman-Evans of Fribourg & Treyer, whose companies were founder members.

In 1962, the UK exported 56,000 pounds of snuff. By 1963, it was estimated that half a million Brits were taking it – more than at any time since World War 2 – and increasing numbers of women were joining the snuffers' ranks. So in 1963 the UK's 12 leading manufacturers and retailers decided to create the Society of Snuff Grinders, Blenders and Purveyors.

The first President, Vivian Rose of G Smith & Sons at 74 Charing Cross Road, was a Liveryman of our Company. He defined the Society's aim as being "to inform the public of snuff's fascinating history and the romance of its production and use." A glittering inaugural dinner was held at London's Savoy Hotel on 19 March 1963, at which the many guests enjoyed a special snuff "tasting".

The interest in snuff-taking continued throughout the Swinging Sixties. By the end of the decade the most exotic blends of Attar of Roses, or carnations, wallflowers and hyacinths, could cost up to 17s 6d an ounce, with G Smith & Sons' coffee and brandy-flavoured "Café Royal" appearing in the Guinness Book of Records as the world's most expensive snuff. Tailors were making bespoke suits with special pockets for snuff boxes.

Several personalities were made honorary members of the Society. In 1966 at the Cheshire Cheese in Fleet Street, musician Acker Bilk was presented with a silver snuff box by then President Mr J D Skelsey (Singleton's). In 1970, novelist Kingsley Amis and

Labour MP Marcus Lipton were given scrolls by President Mark Chaytor (Wilson's of Sharrow) "for outstanding services to the cause of snuff taking". Other honorary members included the writer Frank Muir and actors James Robertson Justice and Patrick Allen, himself an associate of Fribourg and Treyer.

By 1972, the Society was reduced to ten members, but the market was still worth £500,000, with tins costing up to eight new pence. One long-established tobacconist on Liverpool's Stanley Road was still selling up to three pounds of Fine Irish every fortnight, although he admitted it was half of what he had been turning over just a few years earlier. Many of his customers were women who worked in the dusty sack warehouses in the district.

In 1973, Devon motorway ganger Jack Pope became Britain's first known Snuff Champion. He was awarded the title and a silver cup by the Society after sampling 75 different snuffs in 2 minutes 19 seconds without sneezing!

Fribourg & Treyer's famous 18th century bow-fronted façade at 34 Haymarket still exists (as does the brand), although the business closed in 1981. G Smith & Sons, established in 1869 and once described as the "last snuff specialists in London", closed in 2011. Singleton & Cole, founded in the 1860s, was sold to Cavenham Foods in 1966. Wilson's continues in the snuff business as Wilson's & Co (Sharrow) Ltd.



Past Master Tranter (the Society's last Vice-President) has now lodged much of his own material relating to this short-lived 20th century Society with the National Pipe Archive in Liverpool, together with his books on snuff and snuff-taking and other related ephemera. However, we would be delighted to receive any further information about the Snuff Grinders, Blenders and Purveyors, or any photographs or records still existing. Please contact Jacqueline Burrows, Honorary Archivist at [honoraryarchivist@tobaccolivery.org](mailto:honoraryarchivist@tobaccolivery.org)



# New Nicotine Alliance

Livery members will know that reduced harm nicotine products are growing rapidly in popularity, especially vaping - the use of e-cigarettes. Indeed, some Livery members work in this new industry. All the major tobacco companies now sell or produce various types of reduced harm products, as do many specialist manufacturers, and 'vape shops' are becoming a feature of the landscape on UK high streets. Recently Altria, owners of Philip Morris USA, paid \$12.8 billion for a 35% stake in Juul Labs, a highly successful e-cigarette manufacturer.



In the UK, 3.2 million people now vape, a number that's growing. You may think these consumers could do with a campaigning body to stick up for their interests, and the good news is they have one - the New Nicotine Alliance (NNA). Founded in 2014, the NNA's aim is to speak up for consumers of safer nicotine products, campaign for better regulation of these products and promote understanding of what 'tobacco harm reduction' means.

The NNA has become the 'go to' organisation of its type, frequently in demand to talk about reduced harm products such as e-cigarettes on the media, and is listened to by Public Health England and medical experts involved in encouraging tobacco harm reduction - the idea that you can quit smoking but still enjoy nicotine.

## NNA aims



Martin Cullip, who recently attended a Livery dinner, is an NNA Trustee who has been involved in its work from the start, and is active in promoting the NNA's messages on discussion panels and the media.

Says Martin: "We didn't invent the term 'tobacco harm reduction' - it's used by major UK bodies like the Department of Health, Public Health England and NICE (the National Institute for Health and Care Excellence), to describe ways of reducing harm from cigarette smoking without necessarily giving

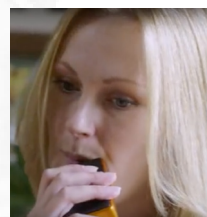
up nicotine. We aim to get wider acceptance and better regulation of e-cigarettes, products like 'heat not burn', and Swedish snus. Basically, we want to see a wider choice of products so that people can quit smoking if they choose to, but still enjoy nicotine."

## Nicotine is not the risk

The key point here - backed up by hundreds of studies - is that while there's little or no doubt that smoking causes cancer, nicotine is not the culprit. The harm from smoking is not caused by nicotine, but by toxins in the smoke from burning tobacco. In an e-cigarette for example, these harmful toxins are either absent in the aerosol the user inhales, or at most, present in tiny amounts far below levels known to cause harm to humans.

Indeed the UK's Royal Society for Public Health has stated that nicotine is "no more harmful than coffee", and Public Health England has not only said that vaping is "at least 95% less harmful than smoking", but is now spending £500,000 on a marketing campaign to get that message across to smokers and encourage them to switch.

## What are e-cigarettes and Swedish snus?



E-cigarettes are not really cigarettes at all. They don't contain tobacco and are not smoked. Instead, nicotine is suspended in a solution of glycerine or propylene glycol, water, and usually flavourings.

The solution is heated to form a vapour that the 'vaper' inhales, which is massively less harmful than inhaling tobacco smoke. In short, a vaper can enjoy nicotine without the risks from smoking.

Swedish snus is a pasteurised, moist, powdered tobacco, either loose or packaged in a tiny sachet like a miniscule tea-bag. Again, it isn't smoked; the user pops it between lip and gum, and can unobtrusively absorb nicotine along with enjoyable flavours. It's been used in Sweden for decades, and studies show that this has been accompanied by a big fall in both smoking and lung cancer rates.



## Not understood

But this is still not widely understood - misguided regulation still surrounds vaping, snus and other safer nicotine products.

Martin says: “There is misunderstanding about reduced harm products in many countries, and even in the UK there’s still work to do. For example, the EU has banned sales of snus, and we campaign for the snus ban to be lifted. In the UK, while major national health bodies understand reduced risk products and are moving to a more enlightened approach, vaping is still caught by workplace and public smoking bans, bans in hospitals and pubs, and advertising bans designed for smoking products. And outside the UK, many countries simply ban e-cigarettes altogether.”

## NNA set-up

The NNA is a registered charity and strongly independent; it is not linked to any political parties or e-cigarette, tobacco or pharma companies. It is funded by donations and consultancy work for health bodies that accept reduced harm products, and is run by its Trustees, supported by Associates. These include scientists, smoking and tobacco researchers, public health and policy analysts, and ‘laymen’ who support reduced harm tobacco products and have contributed to advocating for them.

Martin himself is a long-time campaigner for individual freedom, and for several years has been an active blogger against excessive ‘nanny state’ interference in our lifestyle choices. NNA Associates include Clive Bates, a former scourge of tobacco companies when running the anti-smoking group ASH, who is now an influential advocate of reduced harm nicotine products.

The NNA speaks at health conferences, briefs media, parliamentarians and members of tobacco control organisations, makes submissions to public consultations, engages with members of medical Royal Colleges, advises NHS bodies, health organisations and owners of public venues, and puts its messages and videos out on its website and social media such as Twitter, Facebook and blogs.

And it’s expanding - there are now NNAs in Sweden, Australia and Estonia, one of the EU’s most restrictive member states towards vaping.

## Successes

The NNA has had considerable success so far. It advised the all-Party Parliamentary Group for E-cigarettes, whose recent report attacked “misinformation” about vaping and called on the Government to ensure that the public health potential of vaping is more widely promoted.

Considerate



# vaping welcome

Designed by Daniel Pidcock on behalf of New Nicotine Alliance (UK), Registered Charity Number 1160481

The NNA also advised the influential Parliamentary Science and Technology Committee, whose 2018 report on e-cigarettes and ‘heat not burn’ products called on the Government to consider lifting the EU ban on snus, and asked for “a wider shift to a more risk-proportionate regulatory environment; where regulations, advertising rules and tax/duties reflect the evidence on the relative harms of the various e-cigarette and tobacco products available”.

The Committee also criticised the fact many businesses, public transport providers and owners of public places ban e-cigarettes along with conventional smoking. It said: “There is no public health rationale for treating use of the two products the same... there is now a need for a wider debate on



how e-cigarettes are to be dealt with in our public spaces, to help arrive at a solution which at least starts from the evidence rather than misconceptions about their health impacts.”

Says Martin: “These recommendations were accepted by the Government, which is very good news. We’ve also seen the Advertising Standards Authority amending its rules so that health claims are no longer banned from adverts for e-cigarettes. In the UK, regulators are moving to a much more enlightened approach to reduced harm products, and there’s also been more enlightened regulation in countries such as Canada and New Zealand. Wherever vaping is accepted, smoking rates drop. Some states in the USA ban vaping in public places while others don’t; in the US states that ban it, you see far higher smoking rates.”

### Pro-choice, not anti-smoking

“But”, says Martin, “I’d like to stress that the NNA is not an anti-smoking organisation. We believe strongly in freedom of choice. What we want to see is the widest possible range of products so that people genuinely have more choice. And while regulators often see reduced harm products as a first step in quitting smoking, then quitting nicotine altogether, in the longer term we would like to see recreational use of nicotine accepted as something that’s OK to do. Many public health experts are relaxed about this, but there’s undoubtedly a way to go.”

Meanwhile the NNA will keep up its work. You can find out more - and make a personal donation if you like - at its highly informative website:

[www.nnalliance.org](http://www.nnalliance.org)

**Fran Morrison**  
*Liveryman*

## Then and Now – Coming Full Circle with the US TMA

*By Christopher B. Greer, President & CEO of the US TMA & The GTNF Trust*



TMA was founded in 1915 as the Tobacco Merchants Association of the United States. In 1915 the tobacco industry faced challenges that would not be out of place in our own time: intellectual property issues

stemming from trademark disputes (cigar names), an informational void in the face of a new and disruptive product (machine made cigarettes), and an increasingly challenging regulatory and policy landscape (excise taxes). TMA’s establishment was an attempt to create an organization that could provide the information and forums necessary for industry and stakeholders to constructively address these issues.

Over a century later, now called simply by our initials, TMA, the ethos of our founding still holds true as TMA remains dedicated to providing

information and convening forums that bring people and ideas together. Our goal is to embrace all nicotine stakeholders and increase the collective understanding of global nicotine issues. Concurrently, with our long history of service, TMA sees itself as the caretaker of the industry’s history to ensure all stakeholders can learn from it.

These institutional imperatives are not unlike those of the livery movement of old: bring people together to network and do good works for the constituencies represented by your liverymen and stakeholders in society. As our institutions face an increasingly complicated 21st century, cherishing tradition and history while remaining of service to modern needs is both a challenge and an opportunity that we, TMA and the livery movement, share.

The nicotine industry is changing. Multi-nationals are shifting emphasis to risk-reduced products in the face of disruptive new entrants in terms of both technology (vapor, heated and others) and



geography (away from the traditional Trans-Atlantic nexus). At the same time, the complicated history of the industry makes the policy and public affairs environments challenging. This makes that shift more complicated as commercial realities require a period of phase-in between traditional combustibles and novel reduced risk products.



It is in that spirit that TMA's Board of Directors, composed of representatives from multinational and independent companies both in tobacco and support services, made the decision to acquire additional assets to fit TMA for purpose in this more challenging new world. This past January, TMA closed on its acquisition of a number of assets including Tobacco Reporter and Vapor Voice magazines and the GTNF Conference.

It is hard to understate the rarity of information sources and forums where all stakeholders can consume the information and ideas necessary to equip them to fully participate in the policy and ethical debates. Assuming stewardship over trade magazines and the marquee global nicotine conference is a significant responsibility.

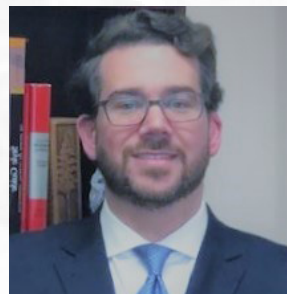
TMA intends to offer its current suite of unbiased information and membership services to industry and stakeholders through our Annual Meeting and Conference and our publications and website, [www.tma.org](http://www.tma.org), where economic, regulatory, trademark, market intel, legal and news data and analysis is the primary focus. In recognition of our stewardship responsibilities, TMA established a new organization: The GTNF Trust which will be the home of Tobacco Reporter and Vapor Voice magazines and the GTNF Conference.

The GTNF Trust will operate under the leadership of your friend and Livery colleague Elise Rasmussen who serves as its Executive Director. The Trust will be independent and be responsible for the editorial content of the magazines and the administration of the GTNF Conference to ensure its independence and continued acceptance to all stakeholders within the wider nicotine community. Organizing our purchase in this way is not the easiest organizationally; however, principals of good stewardship and our own sense of responsibility

for ensuring all stakeholders may partake in what The GTNF Trust offers make it the correct way forward. As Mike Ligon, TMA's Chairman and Vice President at Universal Corporation said in our purchase announcement, we, "...will create a tobacco and nicotine content experience for industry and all stakeholders that has more depth and coverage than anywhere else."

All of us at TMA are eager to combine TMA's platform with the tremendous content of the magazines and successes of the GTNF Conferences under The GTNF Trust and your colleague Elise. Doing so enables TMA and The GTNF Trust to continue their missions of providing unbiased data, information and analysis along with forums that bring the stakeholders and ideas together to address pressing policy, ethical and regulatory issues stakeholders and civil society are grappling with, to get nicotine right for generations to come. This is exciting and important work for us all.

Your Livery Company is also facing a rapidly changing society and, having attended some of your functions as Elise's guest, I am heartened by the dedication to service and the Company I find amongst your leadership and members. It is striking that, at the heart each of our organizations, is work being done to ensure the services and duties we undertake are impactful and sufficient for the complex realities of our society. All of us at TMA and The GTNF Trust are looking forward to seeing the good work that you do flourish in the years to come.



#### About the Author:

Christopher "Chris" Greer is President & CEO of TMA and The GTNF Trust. Chris assumed the role of TMA President in March 2017 having previously served as Director of Corporate Affairs

and Communications for JTI in the U.S., Caribbean and Central American Markets. He received his university degree from Gettysburg College in Political Science and began working in telecommunications compliance and agency relations at Verizon Wireless before taking up regulatory and policy roles in tobacco starting in 2010. Chris currently lives in Hoboken, NJ with his wife, son and dog.



# Company cap, ties and cufflinks

With new members joining, it's probably a good time to remind members about our Livery accessories.

## The new Company Cap at £50.00.

The earlier batches were 'snapped up' but another batch has been made and there are still some available.



*New Company Cap*

## The official Livery Company Tie

A navy blue silk tie embroidered with the Company Crest at £21.00.

## Company Tie

A black silk polyester tie embroidered with the Tobacco leaf plant at £21.00. (Proceeds from the sale of this tie will go to the Benevolent Fund.)

## Company Bow Tie

Self tied navy silk bow tie at £21.00.

## Cufflinks

Cufflinks that depict The Company Coat of Arms at £5.00.

All prices are inclusive of postage and packing. To purchase any item, please contact the Clerk at [clerk@tobaccolivery.org](mailto:clerk@tobaccolivery.org)



*Company ties and cufflinks*



*Company Bow Tie*





## Diary of Forthcoming Events

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**Tuesday 14th May 2019**

Master's Reception at The Old Operating Theatre

**Tuesday 4th June 2019**

Installation Court and Luncheon at Vintners' Hall

**Monday 10th June 2019**

Livery Golf Day at Tandridge

**Tuesday 11th June 2019**

Tobacco Trade Sponsored Charity Lunch at Lords

**Monday 24th June 2019**

Common Hall Election of Sheriffs  
(Liverymen only. Apply to Clerk for tickets.)

**Thursday 27th June 2019**

400th Anniversary Celebrations of the Founding of the First Company Service at Temple Church followed by a Reception in Middle Temple Hall

**Wednesday 18th September 2019**

Autumn Court and Dinner (Court only) on HQS Wellington

**Wednesday 2nd October 2019**

Common Hall Election of Lord Mayor  
(Liverymen only. Apply to Clerk for tickets.)

**Tuesday 15th October 2019**

Annual Banquet at Mercers' Hall

**Tuesday 10th December 2019**

Carol Service at St Lawrence Jewry

**Wednesday 22nd January 2020**

January Court and Dinner at Drapers' Hall

**Wednesday 25th March 2020**

Election Court and Luncheon (Court only) at Tallow Chandlers' Hall

