



The Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders

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LIVERY NEWSLETTER AND GAZETTE

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His Master's Voice

If one thing sets our Livery apart from others it is the Smoking Cap Ceremony at the end of each meal, which signifies that everybody could light up. In the past the blue haze used to descend rapidly to about head level whatever the height of the ceiling or strength of air conditioning.



In recent years the smoke levels have been more modest, as only about half to a third of those present smoked. But we have now entered the age of fresh air, or in the case of some establishments, scented or deodorized air where tobacco used to do the job.

The Livery has not easily given up on its traditions, and after much discussion we have gone back to our roots and invite you to rediscover snuff. So we maintain

the Smoking Cap Ceremony, but gone are the pipes and cigars. We now give each guest a box of snuff and a crested handkerchief.

There is also a comprehensive set of instructions on the "correct" way to partake of a pinch, though since these date from 1857 we allow a few modern variations.

Here is our Master, George Lankester, taking a pinch of Royal George (that really is the name of the brand) at last October's Ladies Banquet in the Mansion House.





The Ladies Banquet at The Mansion House on 2nd October 2007

With Lord Mayor Locum Tenens Sir David Brewer CMG, and Sheriff Ian Luder in attendance, the Master had also invited the Masters of the Bowyers, the Glaziers, the Farmers, and from Bristol, his home town, the Master of the Merchant Venturers and the Master of The Antient Society of St Stephen's Ringers.

The principal speaker, and long time friend of the Master, was the Honourable Mr Justice Royce of the High Court Queen's Bench Division, presiding Judge of the Western Circuit and the first High Court Judge to be appointed from Bristol.



Earlier in his career Sir John was a ski instructor in Austria. We await with interest his first book on the subject.

The Master in his speech referred to the plight of a farmer in Zimbabwe who had been kicked off his farm by the army along with 158 workers. This was despite the fact that he had five court orders allowing him to stay.

General Mujaji, who has moved onto the farm was quoted as saying "I will only leave if the Minister of Lands orders me. He is senior to the Courts."

"The subsequent day I went to two church services and Common Council, but during the whole day I could not get out of my mind what I had read about the farmer, and the General claiming that a Cabinet Minister was above the law.

I thanked God that I was privileged to participate in ancient traditions where the Church, State and the Law come together and where the shared values are honour, loyalty, integrity, service, duty and tolerance.

You my Lord Mayor Locum Tenens represent these values in all that you have achieved for the City of London and you Sir John uphold these values in the Courts and ensure that no-one is above the law. "



A very special place to dine... ...a general view of the Egyptian Hall



Even though we sit down anything up to three hundred strong, relatively few members of the Livery attend. Even at our fiftieth anniversary in 2004 we had only 50 members present. This year we were down to 31 out of a total 168 sitting down. In the past it has been as few as 26.

Admittedly when one combines the cost of a London hotel, taxis and so on it is an expensive occasion, but who could miss such a night as this.

We had a full orchestra, The Militaire, who treated us to a post horn gallop, and after dinner five students from the Guildhall School of Music entertained us. As the photographs show everybody enjoyed themselves.

This year we are again at the Mansion House on Wednesday 8th October. The Master elect has invited the Lord Mayor and Sir David Tang as his principal guests.



Editorial

It has been fascinating to observe the ingenuity shown by pubs in providing for their smoking customers. But we wonder what our legislators would think of this old pub sign in Malmesbury, Wiltshire. Nobody could tell us the story behind the sign, but perhaps it is the old case of people growing to look like their owners.



Company Administration

The Court has approved some changes in the split of the Clerk's and Assistant Clerk & Treasurer's duties, in order to improve the administration of the Company's affairs.

Our Clerk Barbara Hines still arranges and organises all the functions, but members will have observed that notices for events and applications and cheques are now handled by our Assistant Clerk and Treasurer Past Master Simon Orlik.

Barbara continues with the major role of managing the Master's diary, Court and GPC meetings, and remains the focal point for members and potential new members.

Simon in his role as Treasurer will carry on with all financial matters, and has taken on the updating of our database. **Please notify him of any changes in your address, telephone number or e mail.**

Election Court 19th March 2008

All the Wardens were available to climb the ladder of seniority and our new Master will be **Nigel Rich CBE** who takes office on 12th June.

Michael Prideaux was elected new Fourth Warden, and **Roger Brookes** joins the GPC. **John Nokes** joins the Court as an Assistant.

Madeline Ellis Hill was admitted to the Freedom, seen here with Senior Warden, John Alexander.



A former Pipemakers Scholar at Sevenoaks she is also a graduate of Bristol and the University of Granada in Spain. Fluent in Spanish and French she has worked extensively in the film industry. Her voluntary work includes a filmmaking club for underprivileged children in Muswell Hill.

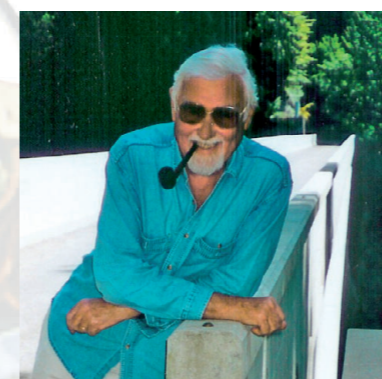
For the last eleven years she has been tour manager of ACIS which takes groups of American High School students on educational tours round Europe.

She is a member of BAFTA, Women in Film, and the Fawcett Society.



Lost Brethren

John Edward Maxwell was Assistant Clerk and Treasurer from 1980 until his resignation in March 2004 when his doctors gave him a few weeks to live. He survived until 16th October 2007. His



John pictured on holiday in Florida.

eightieth birthday would have been on 24th November, on which day his widow Elisabeth arranged a service of thanksgiving in Folkestone attended by family, friends and colleagues from the Livery.

Past Master John Adler who worked with him for many years writes:

I really got to know John in 1960 after my father died. John at that time was the chartered accountant at our family firm Oppenheims in Finsbury Square. In earlier life he had done military service in the Navy, and maybe he got the job as my father was a naval man and they shared the same birthday. He was then working for Brook Bond in India and Ceylon where he appears to have enjoyed life, but unfortunately his daughter had a serious heart complaint which forced him to return. It was thus the tea expert /accountant returned to England and became part of the family. When it came to costing John would always remind us that tea profit was done to 5 decimal points, and to make sure you are accurate.

John and I traveled the world together. Policy forbade us to fly together, but we both thought the really dangerous bit of the journey was when we were being driven to and from the airport. In winter we spent many hours, particularly in Geneva Airport; one of us booked on BEA and one Swiss Air. This was probably the only time John gambled, as we used to bet on whose flight

would leave first. It could also be that these trips developed John's love of red wine.

John also developed a love of South Africa where he spent several holidays on the coast with his first wife Angela. Angela also ran a very efficient home in Seal where their house was used for many films and TV shows. John retired from the company when he was 55, having always planned to retire young. He moved to Canterbury, but sadly Angela died unexpectedly in 1987.

At the office he and I always started the day with the Telegraph crossword, followed by a review of the day's aims. He continued this routine in retirement, but moved up market to the Times crossword instead.

Some years later he met Elisabeth whom he had known years earlier when she commanded the computer in our office in New Jersey. Certainly this was a turning point, giving John a new life. They married in 1994 and many happy winter holidays were spent in USA. This time it was John who became ill, but his strength of will and Elisabeth's care gave him several extra enjoyable years.

John was a remarkably good accountant. I would defy anyone to find a mistake. Absolute accuracy and honesty told one exactly how things were. When computers became the new thing, John took himself on a course and soon he was writing programmes for them.

When Guy Morris retired John became Company Secretary of A.Oppenheimer & Co and took over as Assistant Clerk of the Tobacco Pipe Makers. Later he was made a partner, and became a dedicated member of the discipline committee of the Chartered Accountants.

John always enjoyed his time as Assistant Clerk, and also as Clerk to the Benevolent Fund Trustees. He was very keen on benevolence, believing that this was the way to provide a



Lost Brethren - continued

more acceptable face of tobacco, and to improve the standing of our Livery in the City.

As Assistant Clerk he strove to follow his belief that all functions should, as in business, at least break even. He was outspoken about these beliefs, sometimes to the concern of the Court, but it is certain that through the difficult early years he ensured today's success.

Ian Kimmins, Clerk from 1975 to 96, writes:

John never threw anything away, but more importantly all his records were kept with meticulous care. The papers were kept in empty wine cartons bearing upmarket labels which clearly gave away John's love of quality red wine.

His father died when he was only five, and thus it was that he was sent to the Masons School for Boys in Bushey where apart from showing early promise with figures he distinguished himself as a cricketer and as a goalkeeper.

His ultimate destiny was to be working in the City for the Adler family group of companies, and it was John Adler who put him forward as Assistant Clerk in 1980 (the Treasurer title was not added until 1991). For me this was the beginning of a long and happy friendship. They were halcyon days for the Livery with a total membership of 250, and we always hoped we would reach our permitted maximum number of 200 Liverymen.

The devastating news of his cancer came in 2004, however he spent two winters in Florida with his ever supportive second wife Elisabeth. In one of his last letters to me he said he thought he must be some sort of freak! He never lost his quiet sense of humour. That tall distinguished figure of his puffing away at

his pipe was surely a wonderful ambassador for our Livery which he served with great loyalty and distinction for so many years.

Alastair Ross Goobey who died on February 2nd 2008 at the early age of 62 was our first Honorary Freeman from outside the Company. At his admission at the Election Court in Watermens' Hall in March 2002 he characteristically and generously recognized that the honour was partly "in memoriam" of his father, who had been such a leading light in our Livery, but this did not detract from his own distinction as one of the City's most respected investment managers and a pioneering advocate of better corporate governance, and for which he had been awarded a CBE in 2000.

His originality and sense of humour was evident to all on the BBC radio quiz *The Board Game*, and his love of the arts, particularly music (he played the clarinet to a high standard) reflected in his fundraising for the National Opera Studio Foundation where a studio is named after him.

A memorial scholarship has been launched in his name to fund emerging leaders in the corporate governance field.

At the well attended service of thanksgiving in St Mary Islington on 30 April were representatives of his many interests, his son George, and his mother Gladys, widow of our late Past Master George Ross Goobey.

David Baxter died 23rd December 2007 aged 77. He became a Freeman in 1971 and worked for Hunters & Frankau.

Michael Carr-Archer a Liveryman since 1983 died in May aged 87. A chartered accountant living in Tunbridge Wells he was introduced by late Past Master Roy Bridgman-Evans.



The Carol Service 5th December 2007



Our well attended carol service took place in St Botolphs Aldgate with the Worshipful Company of Bowyers and their Master Richard Model in attendance. Peter Young from Sevenoaks brought his excellent music and choir for the last time before his retirement. We thank him most sincerely for his inspiration down the years.

The address was given by an old friend of the Master, former Bishop at Lambeth, the Right Reverend Richard Llewelin, who reminded us in the light of present day conflicts, how we should

remember that Jesus was a Jew, born in a cave outside a walled city and that most Christians should be feel uncomfortable at the atrocities done to all ethnic groups, not just the Jews. Little had changed in human nature apart from an escalation in the means of destruction. He thought bows and arrows were far enough.

Afterwards the company enjoyed cannelloni followed by pear and amaretti, and mince pies washed down with Pinot Grigio and Tuscan red.

The choir gave their customary encore from the gallery of the church and the Master bade us all a merry Christmas.



Livery dinner 22nd January 2008

Lt General Sir Robin Ross KCB OBE, former Commandant General Royal Marines, was the principal guest and speaker at Painters Hall for this well attended dinner.



London Regiment Evening 15th April

It really couldn't last. After two successive wins the Livery was duly thrashed in the shooting competition by 254 points to 180.



The Master presents the Sirrah trophy to team captain Adrian Cornell who himself had the highest score of 88. The Commanding Officer, Major Weatherley looks on.

We salvaged some pride thanks to Fiona Adler being the highest scoring lady with 41, and Charles Miller surprised himself by producing the top Livery score of 55.

Team Captain Derek Harris commented " It was supposed to be a social evening."

Those who took part were greeted on the door of the range by the formidable Rob Denman, a prison officer in civvy street, but in his TA role CSM of Somme Company, who featured in the ITV news clips about Afghanistan.

Note the number of health and safety notices (below left) which dominate the "No smoking" sign.



We were surprised he allowed the Master's socks on the range (right).

Master's Reception 14th May

Finding a suitable and interesting venue is becoming more of a challenge each year. However this year we returned to Tallow Chandlers Hall, the site of our foundation as a modern livery in June 1954.

Perhaps equally relevant was the prospect of a sheltered comfortable courtyard in which to drink and smoke under clear blue sky....the weather broke the next day, but the Clerk knew that.

Champagne was drunk out of magnums and all appeared to have enjoyed the evening. A selection of photos are shown on the right.



Benevolent Fund and Charity News



Sadly the recently appointed secretary of the Benevolent Fund, Michael Lambert, has had to resign owing to ill health and his place has been taken by Past Master Simon Orlik.

At the same time Past Master John Adler has retired as Chairman and Past Master Derek Harris succeeds him.

Fiona Adler, currently Fourth Warden and soon to be our first Lady Master has been elected as the new Trustee.

The Fund itself continues to broaden its activities and has recently donated £8000 to a speech and language therapy unit.

We also welcome the news that £10,000 has been voted towards the welfare of personnel in HQ Co London Regiment, spread over the next four years. They have recently returned from Iraq and are deploying in Afghanistan.



Tobacco Trade Benevolent Association

Not every Liveryman is aware that we are associated with this organization which outdates the present Livery (being founded in 1860) and which distributes charity to individuals in the tobacco trade who have fallen on hard times.

Fortunately with the excellent record of tobacco trade pension schemes this is a dwindling requirement, but TTBA still helps some 224 beneficiaries to the tune of £250,000 pa.

A number of Liverymen sit on the Board of Trustees which meets six times a year. There is also a strong link with the Confectioners Benevolent Fund which helps to keep in contact with individual beneficiaries.





Tobacco Industry News

By Graham Blashill, Managing Director, Imperial Tobacco Company, and Liveryman.



Graham Blashill joined the Livery in 2001 and lives in Stoke Bishop outside Bristol. After Hull

Grammar School

and Bradford University he has worked in the tobacco industry since 1968. Married and with two adult daughters he enjoys gardening in his limited free time. He is a strong believer in the charitable aims of the Livery, and the obligation to care for the needs of those less fortunate than himself.

This brief look at the trends in the tobacco industry, both in the UK and globally, illustrates how at the micro level smokers, retailers and manufacturers are coping with the ever increasing burden of regulation and, at the macro level, how the manufacturers in particular are consolidating into a handful of major global companies.

Here in the UK, the legislation to ban tobacco advertising and promotion was finally enacted in 2004 after a series of prolonged legal and parliamentary challenges by the industry. Since then, the tide of anti-smoking restrictions and regulations has turned into a flood.

New larger black and white health warnings appeared on all tobacco products across the EU, although a little larger in the UK than most other member states. Later this year, from October, the warning on the back of packs changes to a colour picture, with 42 images selected to alarm consumers. After almost 50 years of smoking and health information, these new pictures will not add anything to the debate; they simply seek to demonise those informed adults who choose to smoke. These new regulations will also considerably raise the cost of packaging, making it much more difficult to compete for the smaller specialist players making pipe tobaccos and cigars.

Effects of the ban so far

For smokers themselves, smoking in indoor public places was outlawed progressively throughout the UK, with the first anniversary of the new rules in England coming up on 1st July. For manufacturers it is likely that there will be a one-time reduction of about 2% to 3% in the total market for cigarettes and fine cut tobacco, but with a bigger decline in cigar sales, especially larger premium brands as they take longer to smoke and consumption is biased towards the hospitality sector. Consequently, it is speciality retailers and the leisure industry, from pubs to bingo halls, which have seen the most pronounced effect on trade. Here again, the UK government produced exacting definitions of an outdoor smoking space, just two full walls, or part walls if you want three or four! Nonetheless we are increasingly seeing more innovative and welcoming patio and garden areas with good seating and heating, but watch out for global warming protesters with those patio heaters!

Future trends

For retailers, the age of sale of tobacco products was raised from 16 to 18 last year. Incidentally, the age of consent for sexual intercourse between members of the same sex was lowered by this government from 18 to 16 – and I leave it to Livery members to judge for themselves how they view these societal trends. Most recently, government spokesmen have been floating the idea of a total ban on the retail display of tobacco products, placing them behind shutters or under the counter. Should this come to pass, it will render fair competition almost dead, and make it well nigh impossible for new or small manufacturers to develop new brands or enter the market. In addition, it will place legal, taxed products in exactly the same place as counterfeit and contraband products – under the counter!



So having depressed you all with regulation and the aims of the anti-tobacco lobby to “de-normalise” tobacco, the facts remain that the UK tobacco industry is still massive with a turnover of £13.1 bns; over a quarter of all adults in the UK choose to smoke tobacco, and the UK’s biggest consumer brand is a cigarette, Lambert & Butler, with around twice the sales of Coca-Cola for example.

Global consolidation

Out in the wider world of tobacco, the key feature of the industry is its consolidation. Like many other industries, global companies are being created and strengthened, moving to an internationalisation of brands. In the UK, Gallaher was purchased by Japan Tobacco and Imperial Tobacco has recently completed the purchase of Altadis to make it the number two player in the EU, and bringing such iconic French brands as Gauloises and Gitanes under British control – sacre bleu!

New Beadle

Following the resignation in September last year of Simon Dodd the Company is pleased to announce it has appointed a new Beadle.

Edward Hall has been Beadle to the Worshipful Company of Skinners since 1984 and will retire from that position at the end of the year. He does, however, wish to remain as a Beadle, on a more part time basis. As well as working with us, he is Beadle to the Fan Makers' Company which echos the arrangements we had with our former Beadle Bert Mayle.

Ted is also a qualified City of London guide which he wishes to put into practice when he retires from the Skinners' Company.

We are extremely fortunate to have the benefit of his experience and knowledge and those who are attending the Installation Dinner on 12th June at Painters' Hall will have the opportunity of meeting him.

Also this year, British American Tobacco has acquired the Turkish state cigarette company, Tekel, and is awaiting EC clearance on its purchase of the majority of Scandinavian tobacco. All this leads to the creation of a global “Big Four”; Philip Morris International, BAT, Japan Tobacco and Imperial Tobacco. Between them the four companies now serve 72% of the world cigarette market (excluding China) and two of the four are British owned and domiciled here in the UK.

This continues a series of articles we shall produce so that the Livery can be as well informed as possible in discussing the smoking issue.

Coast to Coast Charity Cycle Ride

Past Master Richard Tranter and his wife Nicola have successfully completed their sponsored Bike Ride in memory of their grandson Adam, who was stillborn in January. Richard reports : “Starting at S.S.Great Britain in Bristol Docks we cycled 186 miles mostly off-road to Tower Bridge following the Avon Valley, Kennet and Avon Canal and Thames finishing in London on 22nd May. The incredibly generous response from friends in the Livery and the City as a whole has exceeded all expectations. Without even counting Gift Aid we have already raised over £4300 for SANDS – the Stillbirth and Neo-Natal Death Charity. Our grateful thanks to all our sponsors”.





Diary of Forthcoming Events

Thursday 12th June

Installation Court (5pm) and Dinner (7 for 7.30pm) in Painters Hall.

Tuesday 24th June

Common Hall at Guildhall to elect Sheriffs. 11.30am Liverymen only by ticket on application to the Clerk.

Wednesday 2nd July

Company Golf Day at Tandridge.

Wednesday 17th September

Autumn Court (5pm) and Dinner for Court only at Aldermens' Court Guildhall.

Monday 29th September

Common Hall at Guildhall to elect Lord Mayor. 11.30am. Liverymen only on application to the Clerk.

Wednesday 8th October

Ladies Banquet at the Mansion House in the presence of Lord Mayor Locum Tenens. Dress White Tie with decorations.

Saturday 8th November - Lord Mayor's Show

Thursday 11th December

Carol Service 6.30pm followed by supper at St Botolph's Aldgate with Sevenoaks School choir and the Bowyers' Company.

Tuesday 27th January 2009

Court Meeting at 5pm followed by Livery Dinner in Painters Hall. Black tie with decorations.

Wednesday 25th March 2009

Election Court (11am) and Court Ladies lunch at Painters Hall.

Friday 27th March 2009

10.45am United Guild service in St Paul's Cathedral.

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Available from the Clerk

Cufflinks: £15 Shield: £25 Livery tie: £20