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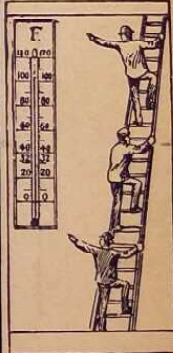
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# Royal Navy (Jamavana) Blend.

Packed in 1 oz. Packets and 2 oz. and 4 oz. Tins.

The Tobacco used for this Brand is of the same growths and similar in Blend to that manufactured by us for the Admiralty for the use of H.M. Navy.

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Don't forget to Order.

Sales still rising.

R. P. GLOAG & CO.  
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R. P. GLOAG & CO.  
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"THESE SEGARS  
ARE DISTINCTLY  
ENJOYABLE."

THE FULLEST SATISFACTION  
IS ALWAYS OBTAINED FROM  
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THEY { ARE FULL IN QUALITY.  
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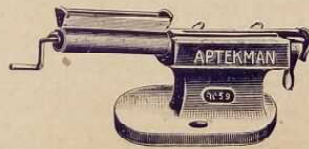
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**L. APTEKMAN'S PATENT CIGARETTE MAKING TOOL.**

PRICE . . . £2 10s. net.

**TOBACCONISTS!** Make your own Hand-made Cigarettes, which will show  
you **100** per cent. Profit.

We beg to draw the attention of those requiring the Finest Hand-made Cigarettes  
to the only Patent Cigarette Making Tool made for this purpose, which will work with  
equal effectiveness all grades of Tobaccos, absolutely preserving the natural aroma.

A Child can work the Cigarette Making Tool and make Highly-finished Hand-made  
Cigarettes without previous experience.

For Further Particulars and Illustrated Booklet apply to Sole Manufacturers:—

**THE TOBACCO ENGINEERING CO. Ltd.,**  
15, Queen Street, Cheapside, London, E.C.



This is a reduced facsimile of a Cartoon on Black and White Cigarettes by the world-famous Caricaturist, Sir F. C. Gould. It makes an excellent Showcard. If you would like one to show, please write us.

BLACK and WHITE are High Class Turkish Cigarettes made from the finest tobaccos that can be procured.

They are pronounced by connoisseurs to be unique for aroma and taste. If you will write us we shall be pleased to send you samples, free of charge, so that you yourself may test them.

Black and White Cigarettes sell to the public at 25 for 2s.; 50 for 4s.; 100 for 8s. They show you an excellent profit.

MOUSTAFA & CO. LTD., 84 & 86, Commercial Road, London, E.

OUR LATEST SUCCESS.

SWEET  
GRAPES

5 a 1<sup>d</sup>

With Coupon for Presents.

PRICE  
14s. per 1,000.  
Less Discount according to  
Quantity.

STOCKED BY ALL  
WHOLESALEERS.

Manufactured by  
B. MORRIS & SONS, LTD.  
LONDON, E.

**40% PROFIT.**

**DONORE CASTLE**

CIGARETTES, 8d. per oz.,

Yield 40% on List.

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Write for List, Dept. G,

**T. P. & R. GOODBODY,  
DUBLIN,**

Who are not connected with any  
Trust or Combine.

**The Cigarette World  
AND TOBACCO NEWS.**

APRIL 15th, 1908.

All Communications to be addressed to Offices of "Cigarette World," 32, The Broadway, Wimbledon, S.W.

Blocks should be sent direct to  
Messrs. Chorley & Pickersgill, Ltd., The Electric Press, Leeds.

The Editors will be pleased to consider any articles which may be submitted on subjects of interest to the Trade. Prompt payment will be made for those accepted. MSS. must be clearly written on one side of the paper only, and stamps should be enclosed for their return in case of rejection. Designs for Advertisements are specially desired.

Advertisements of which proofs are required should reach us on the 8th of the month; samples can be dealt with up to the 10th.

We have much pleasure in announcing that we have secured the services of Mr. CHARLES BROMWICH, who is well known in the trade, and our readers will please note that our Advertising Department will in future be under his sole management and control.

All communications should, however, be addressed as usual—  
"Advertising Manager."

OURSELVES AND THE TOBACCO TRADE  
EXHIBITION.



WE very much dislike having to introduce any personal matters, as we feel that it is of great importance that we should utilise all our available space for the purpose of carrying out our steadfast policy of strongly supporting outside manufacturers, but there are times, nevertheless, when our self-respect compels us to speak out.

Last year the proprietor of our contemporary, *Tobacco*, promoted a Tobacco Trade Exhibition at the Horticultural Hall, and we were obliged to take exception to the way in which we were treated. We had hoped that the remarks we were compelled to make, which were couched in courteous terms, would have had the effect of insuring against any

ESTABLISHED 150 YEARS.

**TADDY & CO.,**  
Tobacco, Cigarette, and  
Snuff Manufacturers,  
and Cigar Importers.

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PACKET SHAGS, PACKET BIRD'S EYE, &c.  
ROLL, TWIST, and CAKE TOBACCOS.

.....

Flaked and all Descriptions of Fancy Tobaccos in Embossed  
Foil Packets and Enamelled Tins.

WRITE FOR PRICE LISTS AND TERMS:

**45, MINORIES, LONDON, E.**

repetition of the conduct we complained of. Indeed we felt sure that the proprietor himself was not personally responsible. We are sorry to say, however, that our expectations have not been realised.

On the 11th of last month, as we were about to go to press with our March issue, we received the following letter:—

"Dear Sir,

"I have pleasure in enclosing tickets for this Exhibition, which opens on the 20th inst., and shall be very pleased if you will kindly send your representative. If you can spare us a line in reference to the Exhibition I shall be much obliged.

"It may interest you to know that we shall have some novelties, including the actual cigars manufactured from tobacco grown in Regent's Park by the Royal Botanic Society, and some interesting samples grown in our Colonies.

"Yours truly,

(Signed) "E. S. CATON."

This was certainly better than last year, when we received no invitation at all, but the tickets referred to were two in number, each available for one admission, and neither available for the smoking concert on one of the evenings during which the Exhibition was open. We of course immediately returned the tickets, and pointed out that we were not in the habit of accepting tickets for a Trade Exhibition unless they were season tickets, but to this letter we received no reply.

We are always pleased to devote a reasonable portion of our space to dealing with any Exhibition connected with the trade, and the fact that an Exhibition was promoted by another journal would make no difference whatever to us; but there is a matter of much more importance to be considered, namely, the privileges of the representatives of the tobacco trade the courtesy and consideration shown to the Press is proverbial, and though we have had a very considerable experience of press work, and attention than in the course of our present work. We have endeavoured to repay the kindness we have received by sparing no pains to deal exhaustively with all trade matters, but at the same time even the pleasant relations which have existed between us and the trade cannot induce us to put up with discourtesy.

It must be perfectly evident that if a trade journalist is to do justice to an Exhibition, he must have the opportunity not only of going frequently himself, but also of sending his representative when necessary. The position we take up in this matter has nothing whatever to do with the fact that this is a trade journal, and that we might naturally expect for that reason even greater facilities than are accorded to ordinary press representatives; neither do we desire to attack our proprietor. Our intention is to explain to our readers why no notice of the Exhibition, as an

Exhibition, appears in our columns. At the same time, as independent firms exhibited in whom we are interested, it would be unjust to them to refrain from dealing with their stalls, and our readers will therefore find particulars elsewhere.

It seems to be supposed by the promoters of this Exhibition that we ought to feel under a compliment when we are invited to attend. In point of fact it is they who should take it as a compliment when we take the trouble to notice their Exhibition, and thus give them a free advertisement. Dealing with such matters is very laborious and tedious, and we are not sorry that we were relieved from the necessity of doing so.

We must apologise for having taken so much space in discussing this matter, but we have only done so in order that our readers will thoroughly understand our position, since merely from a personal point of view we can well afford to treat the incident with contempt.

Our contemporary, the *Tobacco Weekly Journal*, in referring to the opening of the Exhibition, made comments which appear to us to be so admirable that we cannot do better than conclude by quoting them:—"The Exhibition can hardly be called a Tobacco Trade Exhibition, since it is the private venture of a trade newspaper proprietor who is running it in his own interest as an annexe to his own newspaper advertising department. We hope it will be a success in this respect. That it will be a success in the wider and more general sense may be doubted. A public trade exhibition, to be useful to exhibitors and the trade at large, ought to be run by a Committee of Exhibitors or by a Trade Association, whose *esprit de corps* and enthusiasm would, of course, be free from the suspicion of self-interest, and when spaces and all the conveniences for exhibiting would be obtainable at cost price, without a profit rent being made a heavy tax by any individual firm, however enterprising."

Elsewhere will be found a short report of a meeting of retail tobacconists held last month at the Tobacco Exhibition at the Horticultural Hall, for the purpose of strengthening the hands of the Tobacconists' License Reform Association. The resolution, which was unanimously carried, called upon the Chancellor of the Exchequer to fix the license upon a scheme based upon 2½ per cent. of the rateable value of the tobacconist's premises, with a minimum license of 10s. This is a reform which we have frequently advocated, and we trust that the Chancellor of the Exchequer will see his way to adopt it. The present system is bad for the trade, and also induces a number of people with no trade knowledge and insufficient capital to go into the business. There is no doubt at all that the indiscriminate granting of licenses has resulted in driving a number of "small" men out of business, and has moreover been chiefly responsible for the growing evil of juvenile smoking, because the penny packet is generally sold in shops where both a confectioner's and tobacconist's trade are carried on. It is, of course, also quite absurd, as Mr.

James Kevis well pointed out, that a man taking two or three pounds a week in a shop should pay exactly the same license as a man taking £100 a week. Some of the speakers expressed themselves as very hopeful, owing to the fact that Mr. Asquith had promised his consideration of the matter, but we must confess that we have grave doubts as to the likelihood of any immediate reform. None the less the work of the Tobacconists' License Reform Association deserves warm commendation and support.

## Tobacco Growing (Scotland) Bill.

### A GOVERNMENT DEFEAT.

This Bill passed through the Standing Committee on Scottish Bills on March 9th, notwithstanding the opposition of the Government. The measure is entitled a Bill to repeal the law which prohibits the growing of tobacco in Scotland. It was presented by Mr. A. C. Morton on February 12th, and it bears the names of Mr. J. D. Hope, Mr. Smeaton, Mr. Sutherland, Mr. McCallum, Mr. Pirie, Mr. Dundas White, Mr. Weir, and Sir J. Jardine as supporters. It was read a second time on February 26th, without opposition, owing, it was suggested during the discussion, to an oversight of the Government, which did not mean to accept the Bill. The operative clauses of the Bill are only two in number, and there were notices on the Standing Committee amendment paper in the name of Mr. Runciman, Financial Secretary to the Treasury, for the omission of both these clauses. Mr. E. Wason presided.

Some amendments in the name of Mr. Mitchell-Thomson having precedence of Mr. Runciman's, it was agreed, in order to allow the Secretary to the Treasury to state the Government position, to put the question that the clause down to the point at which the first amendment arose should stand part of the Bill. On this,

Mr. Runciman said the Bill was a copy of the Irish Bill passed last year in order to legalise the position of the Irish tobacco-growing industry, which, for some years, had been experimentally carried on under the system of official permit, but had now reached a point at which it could be carried on for commercial purposes. The Government did not object to tobacco growing in Scotland as well as in Ireland; but, inasmuch as there was no tobacco cultivated at all in Scotland at present, that country was not yet ripe for the same legislation. There was no necessity for setting up the machinery of Excise in regard to a commodity which was not yet produced, merely with the object of making the Act passed last year apply to Scotland as well as to Ireland. It was a merely theoretical inequality which existed; tobacco growing could go on in Scotland as it had done in Ireland during the experimental stage by permit, and as soon as there was a prospect that tobacco growing in Scotland would be carried on on a commercial basis the Government would have no objection to bring in a Bill to extend the Irish measure to Scotland. The Bill now before the Committee passed its second reading one night after 11 o'clock owing to one of those unfortunate accidents from which even Whips were not altogether exempt. The Government could not accept the Bill; and as it could not be operative without an Excise duty, which could only be set up on the motion of the Secretary of State, who had no intention of making such a motion, he suggested that it was a waste of time to go on with the clause.

Mr. Morton said the reason tobacco was not grown in Scotland was that in 1782 it was prohibited by severe penalties imposed in the interest of colonists in Virginia.

He objected to Scotland's being flouted now, and having to grow tobacco under official permit instead of by Act of Parliament like Ireland. When this industry was prohibited in Scotland, it was commercially successful. The Prime Minister, in his Albert Hall speech in December, 1905, said he and his Government were going to assist the people to colonise their own country for the benefit of their own people. This was one of the Bills which would help to colonise the country.

Mr. Runciman did not dispute that it was possible to grow tobacco in Scotland. He undertook that permits would be granted to anyone who wished to grow it, and that the Government would introduce the Bill which he had indicated when tobacco growing became a real industry. Mr. Mitchell-Thomson said that for commercial purposes tobacco could not be grown in Scotland without the removal of the present penalties.

Mr. Cochrane criticised the attitude of the Secretary to the Treasury as unfriendly. The experimental growing of tobacco in Scotland was over, as was proved by the fact that in the year after the prohibition of 1782 compensation was paid to the tobacco growers of Scotland. The difficulty as to Excise machinery was exaggerated. If the tobacco growing was not successful the Excise officers would have no trouble; if it was a success the profits would ensure their recompense.

Mr. A. Dewar said there would be no limitation under the permit system. What more did anybody want?

Mr. Gulland saw no necessity for pressing the Bill further after the Government assurances.

In the course of further discussion, Mr. Weir accused the Government of running away from its most solemn promises to the small cultivators. If the Scottish members banded themselves together like the Irish members, the Government would not take such liberties with Scotland.

Mr. Cathcart Wason thought the worst thing that could be done for Highland cultivators would be to tempt them into an industry that, in their part of Scotland, must be a failure.

Mr. Runciman, in view of the changed conditions since 1782, did not think that in Scotland anybody would want for some time to grow tobacco otherwise than on the experimental scale, which the Government would facilitate, and it was not fair to ask the Government to set up during the experimental stage the Excise machinery for a full-grown industry. No objection would be raised to the sale of any tobacco grown, and as no Excise duty was charged on experimentally-grown tobacco, the grower would be better off under the permit system.

Mr. Cochrane doubted whether the tobacco growers under the permit system could legally sell tobacco.

The Committee divided, and the clause, so far as put, was carried against the Government by 13 votes to 8. Mr. Mitchell-Thomson withdrew his amendments, and the Bill passed through Committee, and was ordered to be reported without amendment to the House.

**KING AND ANARCHIST. UNEXPECTED MEETING IN A TOBACCO SHOP.**—During his recent stay at San Sebastian King Alfonso, accompanied by Queen Victoria, entered a tobacconist's shop. Having bought some cigarettes, His Majesty asked one of the customers to give him a light. The customer turned pale, and affected not to have heard the King's request, but His Majesty, detecting the manœuvre, good-naturedly took him by the arm. To his surprise he recognised an Anarchist who was wrongfully accused of complicity in the attempted assassination in Madrid. However, piqued by the unexpected meeting, King Alfonso began to joke about the mistakes of the police who arrested innocent Anarchists, and soon set the man at his ease. The innocent and bashful Anarchist left the tobacconist's shop with a rose in his buttonhole—one taken from a bunch which the Queen was wearing—pinned there by the King.—*Weekly Dispatch*.

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# Trade News and Notes.

Fifty-five acres of standing tobacco, together with five cigar factories, have been destroyed by fire in Florida, the loss exceeding £120,000.

**DISMISSED FOR SMOKING. PUPIL TEACHER'S PENALTY FOR STATION INCIDENT.**—The sole topic of conversation in the small Staffordshire town of Cannock is the manner in which Herbert William Jellyman, aged 18, a pupil teacher, is alleged to have been treated by the authorities at Queen Mary's Grammar School, Walsall. Jellyman told his story to a representative of this journal. "On March 14th," he said, "I did not catch my usual train from Walsall to Cannock owing to my having to do some shopping for my mother. When I got to the station I found that I had some time to wait for the next train, and I stood for a few moments in the corridor leading to the platforms smoking a cigarette and chatting with some friends. As I stood there I noticed one of the assistant-masters of the school come running by to catch his train. When I arrived at the school on the Monday morning the assistant-master whom I had seen came to me and asked what explanation I could offer of my conduct on the previous Saturday. I said that I had no idea that I was under the control of the school at the time. Moreover, I was not wearing a school cap, so that I could hardly be said to be causing a scandal. He then asked me whether I knew of the rule against smoking. I said 'Yes.' I knew that the headmaster had said that we were not to smoke about Walsall, but I did not know that at the time in question I was under his control. On the next day the headmaster called me in. I found that all the boys of the upper forms were present, and that the assistant-masters were sitting on the platform beside the headmaster. The latter said that he had no narrow-minded objections against smoking, but that his objection in my case was that it would do the school harm. He added that he would give me the option of either taking a caning—in front of all those present—or leaving the school. I would not stand the idea of the public indignity, and I said that I would rather go off." The boy and his father were then summoned before the governors of the school, who, after considering the case, decided unanimously to uphold the headmaster's action.—*Daily Mail.*

**GROWTH OF TOBACCO LICENCES. PROTEST BY RETAILERS.**—A meeting of retail tobacconists was held at the Tobacco Exhibition, Horticultural Hall, Westminster, on March 28th, for the purpose of strengthening the hands of the Tobacconists' License Reform Association, which was formed a short time ago for the purpose of securing reform in the registration of tobacco dealers. Mr. Zicalowtti moved the following resolution, which represented the demand of the association:—"That this meeting of retail tobacconists wishes to emphasise its desire that the Chancellor of the Exchequer should effect such revision of the tobacco dealer's licence as would eliminate

irresponsible dealers and place the trade upon a more respectable basis; and it is of opinion that this would be effectively brought about by fixing the licence upon a scheme based upon 2½ per cent. of the rateable value of the tobacconist's premises, with a minimum licence of 10s." In doing so he said they had sent a memorial to the Chancellor of the Exchequer and received a very hopeful reply, Mr. Asquith having said he would give the matter his consideration, and asked for further information. There were, said the mover of the resolution, 380,000 official licences, and this gave them the ridiculous figure of 127 or 128 inhabitants to one licence. Although they were asking for such regulations they were not opposed to "free trade" in licences. Three thousand of these licences belonged to large manufacturers and dealers, who enjoyed half the turnover. They were only contributing £780 a year towards the licence revenue, and the other unfortunate tobacconists contributed £97,000. The indiscriminate granting of licences drove a large number of "small" men out of business, and helped to swell the ranks of the unemployed. The Children's Bill now before the House of Commons would not have become necessary at all but for

the old effete system of registration. Take the penny packet of cigarettes. When it was promulgated no dealer of any standing would touch it, and such was the case to-day, but it was sold in these places where fruit and sweets and such like were sold. Mr. James Kevis seconded the resolution, and said that if they kept pegging away they would get something. It was not fair that the man taking £2 or £3 a week should pay the same as the man taking £100 a week. The resolution was carried unanimously.

CONNOISSEURS SMOKE

## TEOFANI'S

HIGH-CLASS  
CIGARETTES.

PURVEYORS TO HIS HIGHNESS



THE KHEDIVE OF EGYPT.

HORS CONCOURS. MEMBRES DU JURY. GRANDS PRIX  
GOLD MEDALS, CROIX BIJOUX, CROIX D'HONNEURS,  
DIPLOMES D'HONNEURS, &c., &c.  
FROM ALL WHOLESALE HOUSES, OR FROM

TEOFANI & CO., LONDON.

Tel. Address—TEOFANI, LONDON. Tel. No. 2783 AVENUE.

**MATCHES AND SMOKE.**—Every Frenchman has paid the Government 10s. for tobacco in the course of the past year, which for the tobacco and match monopoly of France has been a bumper one. The receipts on matches and tobacco have increased by about 5 per cent. Thirty-nine thousand million wooden matches have been used in France during the last twelve months, and four thousand five hundred million wax matches, to say nothing of eight hundred and sixty-nine million fuses. During the twelve-month every Frenchman and Frenchwoman has used one thousand and fifty-eight matches of one kind or another. And the profit made by the State monopoly upon them has been well over a million sterling. Two thousand five hundred tons of cigars have been sold, and thirty-five thousand tons of tobacco, without counting the two thousand five hundred tons made up into cigarettes and the five thousand tons of snuff. Although chewing tobacco is an art which is rare in modern France, or is believed to be so, one thousand tons of chewing tobacco were sold last year. And on this immense consumption the State makes the pretty profit of 92 per cent. upon all that is sold, a profit on the year of something over sixteen millions sterling, which, of course, includes the £1,000,000 on the wickedly bad matches.—*Evening Standard.*

**LINES THAT SELL:—"NILO" EGYPTIAN BLEND CIGARETTES, 5s. 6d. lb.; "GOOD TACK" (32), 3s. 6d. lb.; "SPECIAL STRAIGHT CUT, No. 5," 5s. 6d. lb.; "LOLAH" TURKISH CIGARETTES, 5s. 6d. lb.; "DOTS" VIRGINIA (40), 5s. 6d. lb.—W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.**

We understand Messrs. B. MURATTI, SONS & CO. LTD., of Manchester, London, Paris, &c., intend to have a large and imposing Cigarette Kiosk in the Elite Gardens of the Franco-British Exhibition. Although this has been more particularly arranged for the sake of the advertisement afforded, visitors will be able to obtain the firm's cigarettes at the kiosk. Messrs. Muratti have been purveyors to the French Government monopoly for several years, so that the wants of French visitors and others who may happen to require their usual "Ariston," or other Muratti specialities, will be catered for—a convenience which will, no doubt, be fully appreciated.

## Foreign.

**AMSTERDAM TOBACCO SALES.**—The third sale of the season for Sumatra and Borneo tobacco took place on the 3rd instant, when 15,801 bales of the former and 667 bales of the latter were offered to tender. The character of the leaf offering continues of medium quality, but a few fine lots are beginning to appear. The highest price of the sale was 210 cents, or 3s. 6d. per pound, obtained by a parcel of 600 bales belonging to the Deli Maatschappij. Second honours was taken by the United Lankat Plantations Company, Ltd., which marketed 505 bales at 209 cents; while third honours fell to the private estate bearing the brand J. L. Pakaran/Deli. An analysis of the results shows that 4,672 bales sold for over 150 cents, or 2s. 6d.; 6,050 bales over 100 cents, or 1s. 8d.; 5,411 bales for over 50 cents, or 10d.; and the balance of 335 bales realised 48 cents, or 9½d.—the lowest price of the tender. The Borneo leaf embraced a parcel of 203 bales from the New London Borneo Company's Ranau Estate, which realised 198 cents, or 3s. 3½d., and 260 bales from its Bongon Estate, which sold at 55 cents, or 11d.

**RHODESIAN TOBACCO IMPORTS AND EXPORTS.**—The Customs returns for the twelve months ended December last show that Southern Rhodesia imported 159,189 lbs. of South African unmanufactured and manufactured tobacco, this being of the value of £26,304. From oversea, the importation amounted to 43,521 lbs., or in value to £6,364. The whole makes a total of 202,710 lbs. in weight and of £32,668 in value. Within the same period, the country exported 17,930 lbs. of tobacco, the value of which was estimated at £2,587. Comparisons show that the balance of trade against the local industry amounts, in value, to no less a sum than £30,081. To make a comparison with 1906, it will be seen that in the matter of tobacco Southern Rhodesia has retrogressed. In that year the total imports amounted to 224,521 lbs., which, though more in quantity than in 1907, represents a far less value

than that of last year. The value of the 224,521 lbs. imported in 1906 was £29,582, and of the 202,710 lbs. imported last year £32,668, a difference of £3,086. The exports in 1906 were 17,931 lbs., or a pound less than in 1907; the value of the former was £2,002, and of the latter £2,587, showing a balance of £585 in favour of the Rhodesian producer. The balance of trade against this country in 1906 was of the value of £27,580; last year it was £30,081, an increase of £2,501.

## Law.

**RIGHT TO A.B.C.**—A protracted dispute between Albert Baker & Co., the well-known tobacconists, and the equally well-known Aerated Bread Co., as to the right to use the letters "A.B.C." as a trade mark for tobacco was decided on March 24th by Mr. Justice Eve, who held that the devices used by the two companies being wholly dissimilar, had not created any confusion in the past, and was not calculated to deceive anyone in the future. It was stated that in 1900 the sale of cigarettes in the Bread Company's shops amounted to 98,000, while in 1906 it had increased to 135,609 cigarettes and 32,839 cigars. In Baker & Co.'s sixty shops in 1903-6 there was sold 20 millions of cigarettes, worth £35,000, about 143,000 pounds, of the same value, of cut tobacco, and about £87,000 worth of packet and proprietary articles. Mr. Justice Eve directed the Registrar to proceed with the registration of "A.B.C." as a trade mark for both companies, who were ordered to pay their own costs.

# GOLD MEDALS

Were awarded at the Brewer's Exhibition, 1907, to Messrs.

Hemming & Edwards for

**EL SOLANIA - - 2d.**

**PEARL MAIDEN - 3d.**

as the most suitable Cigars for the trade.

Write for Lists to

**HEMMING & EDWARDS,**

**42, LUDGATE HILL, E.C.**

## Police.

**"HAVANA" CIGARS.**—George Raphael, of Oxford Street, W., was summoned before Mr. Mead at the Marlborough Street Police Court, on March 24th, for, on February 27th, selling a box of cigars to which a false trade description was applied, calculated to lead to the belief that they were produced in Havana, contrary to the provisions of the Merchandise Marks Act. He was also summoned for causing a box of cigars to be sold to which a false trade description had been applied, and for applying a false trade description. Elthams, Ltd., of the same address, were also summoned for contravening the provisions of the Merchandise Marks Act. Mr. Bodkin prosecuted on behalf of the Havana Cigar Protection Association; Mr. George Elliott and Mr. E. Boyle appeared for the defence; and Mr. Stebbing Russell watched the proceedings on behalf of certain interested parties. There were four summonses against each of the defendants.—Mr. Elliott said he would plead guilty to two of the summonses.—Mr. Bodkin stated that Elthams was a limited company having a retail business in Oxford Street. Mr. Raphael was the managing director of the company, and in addition carried on business as

**"NATIONAL WEIGHTS," 5 FOR 1d., WITH COUPONS, 3s. 2d. PER BOX. SELLING WELL EVERYWHERE. CUSTOMERS PLEASED. RETAILERS PLEASED.—W. T. OSBORNE & CO., 47, BLACKFRIARS RD., LONDON, S.E.**

a cigar manufacturer at High Street, Shoreditch, where he traded as the Cabana Cigar Company. He supplied these cigars in question to the shop in Oxford Street, and they were in a box bearing the name "Manuel Murias," and got up in such a way as to represent a genuine box of Havana cigars. The name of "Manuel Murias" was an absolutely fictitious one, but there was an eminent firm in the trade known as J. S. Murias. The cigars, instead of being made in Havana, were made in Shoreditch, and the price of them was 15s. for 50, which was equivalent to 4d. each, subject to some slight reduction, and genuine Havana cigars were sold at that price. Mr. Elliott said that for years eminent firms had been selling British-made cigars in boxes which had been got up to look as if they had come from Spain. The defendants did not initiate the name Manuel Murias, for it was known in the trade long before Mr. Raphael commenced business in Shoreditch. These prosecutions had come upon the trade rather as a thunderclap, and this was not the last of them. The defendants were, without any intention of dishonesty, led into using these labels, and were, in fact, unaware that they by such a practice were doing anything illegal. They would in future promise to discontinue the practice, and would have the labels destroyed.—Mr. Mead said he thought that in a case like the one before him the retailer was worse than the wholesale dealer, because he knew perfectly well the kind of cigars he was buying, and, knowing this, sold them to the public as foreign cigars, whereas they were made in England. He would therefore order Elthams to pay a fine of £20 and five guineas costs on one of the summonses. Raphael would be fined £10 with five guineas costs on the summons to which he had pleaded guilty, and the other summonses would be withdrawn.

**"HAVANA" CIGARS. CITY TRADER FINED.**—Before Alderman Sir Thomas Crosby, at the Guildhall, on March 20th, 1908, there were a series of summonses against Mr. A. Arnholz (trading as the Ragica Company), Fore Street, issued on an information laid by Mr. Alfred Fordham, Secretary to the Havana Cigar Manufacturers' Protection Association, charging him with having on the 16th of January and 4th of March sold certain cigars to which a false trade description was applied; also with having on those dates applied such false description.—Mr. George Elliott, appearing for the defendant, said he was prepared to plead guilty to the "applying" on the 4th of March.—Mr. A. H. Bodkin, on behalf of the prosecution, accepted the plea, but observed that he should have to point out that upon the facts he had been prepared to prove there could be no suggestion that the defendant had acted innocently. The subject matter of these proceedings were boxes of cigars, and it was fairly well known that several cigar merchants had been prosecuted under this Act since the 16th of January—the date upon which the first offence was alleged against the defendant. The Association for which he (Mr. Bodkin) appeared was an association of manufacturers who had their factories at Havana, whose object was to prevent fraud upon the public. This was, in fact, the first prosecution they had taken up, the previous cases having been brought forward by another body.—It was necessary, said counsel, to draw a broad distinction between the British-made cigar—however good an article that might be—and the genuine Havana. A Havana cigar was made in the Isle of Cuba, from Cuban tobacco, and the Spanish language had always been adopted by Cuban manufacturers for use on the boxes and labels covering these cigars. With regard to the British-made cigars, it might be said that most reputable firms had been content in describing them to use the English language. It had been found recently that a large number of retail tobacconists had been in the habit of palming off continental-made cigars—German and Dutch—also others made in England, as genuine Havanas. This was not only a gross fraud upon the public and an injury to the Havana cigar trade, but was also, counsel contended, a distinct breach of the Merchandise Marks Act. On January 16th there were

seen in the window of defendant's shop boxes of cigars labelled "Juan Murias." Following this date occurred the prosecutions to which reference had already been made, and which must, said counsel, have come under the notice of Mr. Arnholz. On March 4th, Mr. Loveland, acting on behalf of this prosecution, went to the defendant's shop and found that these cigars were still being offered for sale. They had certainly been taken from the window, but there was a good supply in the shop. Mr. Loveland asked for a box of 50 "Juan Murias," and it was noticed that the shopman, before wrapping up the box, did something to it with a rubber stamp. He made no remark to the purchaser, however, about this. He (Mr. Bodkin) invited the magistrate to decipher, if he could, the impression made by the rubber stamp.—Sir Thomas (examining the box closely): "British made." But it is very small, and hard to make out.—Mr. Bodkin said this practically amounted to an admission that the general get-up of the box was calculated to mislead. Of course, the name Murias was well known in connection with the best Havana cigars. There was, however, no Juan Murias, and the invention of the name could be for only one purpose. This fictitious firm was described on the box as "Purveyor to the Royal House of Spain," and there were all the other embellishments associated with Havana cigar boxes which had been fully described to the court in recent cases. An expert who had seen these cigars had pronounced them to be of British manufacture and machine made. There might be some part of the filling composed of Havana tobacco, but it was a very small percentage. The prosecution put this forward as a serious breach of the statute.—Mr. Elliott observed that he did not, upon any grounds, seek to justify the defendant, and he had only a few words to say in mitigation. He would like to point out that while the name Murias was improperly used, the price charged for the cigars—7s. 6d. per box of 50—was a clear indication to anyone used to smoking expensive cigars that these were not Havanas, the average price of which was from 40s. to 50s. per 100. As a result of the previous prosecution Mr. Arnholz should have parted with these cigars, but instead of doing so he had the boxes stamped with the words "British made," which he thought would offer him sufficient protection.—The Magistrate: And I think it rather aggravated the offence.—Mr. Elliott remarked that as to the use of the Spanish language, many eminent firms who dealt in British-made cigars resorted to the same practice, and when one considered that the origin of the cigar was itself Spanish, and that from the days of Sir Walter Raleigh that language had nearly always been used in relation to the cigar trade, that alone was scarcely misleading. Mr. Arnholz had since destroyed the whole of his stock of these cigars, together with the labels complained of, and he would undertake not to offend again.—Sir Thomas said he hoped these prosecutions would be productive of great good. He almost wondered that Havana cigar manufacturers did not agree to use some simple and common brand. The less ornamentation the better. Bands round cigars were a nuisance, and involved the necessity of either running the risk of breaking the outer leaf by removing them, or of smoking the paper when half way through. As for cigars wrapped in tinfoil he never yet smoked a good one.—Mr. Bodkin: You have to take the tinfoil off before lighting the cigar.—Sir Thomas: The case has been proved, and there will be a fine of £20, and eight guineas costs.

## Public Companies.

**MANOLI, LTD.** Registered February 4th. Capital £1,000, in £1 shares. Objects:—To carry on the business of tobacconists, cigar, cigarette, and snuff manufacturers, hairdressers, dealers in smokers' requisites, &c. Registered without articles of association.

**"NATIONAL SHAG,"** PACKED IN 1/32, 1/16, 4s. 6d. per lb.—**THE PRIZE MEDAL SHAG FOR QUALITY.**  
**W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.**

ZORASTAH CIGAR AND CIGARETTE COMPANY, LTD. (LONDON).—Issue on 8th February of £1,200 six per cent. debentures, part of series created same date to secure £2,000. charged on Company's property present and future, including unpaid capital. No trustees.

AMASIS CIGARETTE COMPANY, LTD.—Registered February 14th. Capital £100, in 1s. shares. Objects:—To carry on the business of manufacturers of and dealers in tobacco, pipes, cigar and cigarette holders, cabinets, pouches, &c. Registered office, 271, Finsbury Pavement House, E.C.

LEURIA, LTD.—Registered February 20th, in Dublin. Capital £1,000, in £1 shares. Objects:—To acquire from the assignees in bankruptcy of Henry Leuria the business of a manufacturer of and dealer in tobacco, cigars, cigarettes, &c., carried on by Henry Leuria at Belfast, under the style of Leuria & Co. Registered office, 1, Waring Street, Belfast.

BOMBAY AND LONDON TOBACCO COMPANY, LTD.—Registered March 5th, by Dawson Bennett & Company, 2, New Square, Lincoln's Inn, London, W.C. Capital, £12,000, in £1 shares. Objects:—To take over the business of sellers of Indian and Ceylon cigarettes manufactured by the Pasquali Cigarette Company, Limited, of London, heretofore carried on by the Hon. E. S. St. Aubyn and the Hon. A. E. Hill Trevor. Registered office, 45, King William Street, London, E.C.

## TOBACCO AND POETRY.

THERE are few subjects in the world that can boast a larger literature than tobacco. Innumerable volumes have been published attacking its use, and just as many have been published in its defence and eulogy. From its first introduction into Europe a fierce literary controversy has raged about tobacco, and the controversy still smoulders on in intermittent tracts and periodical pamphlets.

In the eighteenth century little was written of tobacco directly, though the literature of the period contains many by-passages, appreciative and otherwise, of smoking. Snuff was then in, and smoking out of, fashion. But the tracts and treatises of the last two centuries, and the numerous contributions to the periodical Press, do not require notice, since they contain little or nothing about tobacco that is worthy of reproduction, or that had not been said before and since repeated with wearying persistency.

From the very introduction of tobacco poets have expressed in verse, indifferent on the whole it is true, their devotion to tobacco. The praises of tobacco, in every form and aspect, have been sung in every metre and mood. To attempt to make a selection in the limits of a chapter is out of the question; the material is great, and Mr. W. G. Hutchinson has garnered the best verses into his charming anthology, "Lyra Nicotiana."

Though Spenser was among the first to sing the blessings of tobacco, the great poets, with a few noteworthy exceptions, have not tuned their lyres to a nicotian song. Most of them have sought inspiration from the divine herb, and nearly all the poems of the last three centuries have been conceived in tobacco clouds. The literature of tobacco, though actually poor in so far as the herb itself is celebrated, includes the greatest works of the last 300 years. The literature of tobacco, like the weed itself, must be judged not by what it is intrinsically, but what it includes; not by what has been written of, but what has been written by, and through, tobacco.

### BYRON'S RHAPSODY.

Byron is the only immortal who has sung tobacco, his rhapsody in "The Island" is the classic eulogy, and shows Byron as a true smoker who differentiated between the various "forms for the assumption" of the weed, though not all will agree with him in awarding the palm to the cigar. Cowper sang the virtues of snuff, proclaiming that it

"Does thought more quicken and refine  
Than all the breath of all the Nine."

Lowell's "Thanks for Certain Cigars" ranks after Byron's poetical tribute to the "weed of glorious feature":—

"Tobacco, sacred herb though lowly,  
Baffles old Time, the tyrant, wholly,  
And makes him turn his hour-glass slowly.  
This rare plant delays the stream  
(At least if things are what they seem)  
Through long eternities of dream."

Inimitable in its grace and gaiety is Calverley's "Ode." Mr. Kipling, in "Betrothed," contrasts smokeless matrimony with a cigar-lit bachelorhood. "You must choose between your cigar or me," said Maggie. And the bachelor did:—

"Open the old cigar-box; let me consider awhile.  
Here is a mild Manila, there is a wifely smile.

Which is the better portion—bondage bought with a ring,

Or a harem of dusky beauties, fifty tied in a string?

Counsellors cunning and silent, comforters true and tried,

And never a one of the fifty to sneer at a rival bride.

Thought in the early morning, solace in time of woes,  
Peace in the hush of twilight, balm ere my eyelids close.

Open the old cigar-box; let me consider anew.

Old friends, and who is Maggie, that I should abandon you?

Light me another Cuba; I hold to my first-sworn vows;  
If Maggie will have no rival, I'll have no Maggie for spouse!

Besides the numberless verses by poetasters of the past and present centuries, Mr. W. E. Henley and Mr. Le Gallienne have prettily sung of the incomparable virtues of tobacco:—

"Nature's idea, Physicke's rare perfection,  
Cold Rheum's expeller, and the wit's direction."

### "MY LADY NICOTINE."

Scattered among the works of great writers, historians, philosophers, teachers, and novelists are passages in praise of the consoling and inspiriting virtues of tobacco.

Charming and unique is Mr. J. M. Barrie's "My Lady Nicotine," by far the best book strictly about tobacco, the only smoking book that can claim to be literature. With rare charm and humour are the subtle pleasures of smoking discussed, and its practice placed in its true position, not merely as a physical habit, but as a cult, with its mental and spirituelle aspects. So truly does it reveal the smoker's inner mind that it is surprising to learn, on Mr. Barrie's own confession, that he was then only a novice in the mystery of smoking, "gingerly pulling my first pipe, instead of being, as I represented, a hardened smoker." Even to the non-smoker "My Lady Nicotine" appeals, and tobacco appears in a fresh light. It is a worthy tribute to tobacco that on no other habit could a series of essays so charming, humorous, and delicately philosophical be written without offending against the laws of refinement and good taste.—*The Tribune.*

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## The Origin of Tobacco.

THE love of tobacco is universal among men, as they long ago discovered that it was one of the most enjoyable and soothing practices under the sun. One is often amazed at what might have been the consequences had Raleigh, when the servant gave him an impromptu shower-bath in the mistaken belief that he was on fire, abandoned the smoking habit for good, rather than again run the risk of having a bucket of water poured over him. Undoubtedly the sum of human woe would have been considerably greater than it is had not the gallant knight risen superior to such dangers.

Tobacco did not make its way in Europe or the East without encountering numerous vicissitudes and much opposition—indeed there was a time when more than ordinary courage was needed to smoke a pipe. In despotic countries drastic measures were resorted to for the purpose of stopping what was called "a pernicious habit." For instance, in Russia smoking was made a crime punishable by amputation of the nasal organ, while snuff-takers were liable to have their nostrils split. In the Swiss Canton of Berne it was looked upon as one of the most serious of offences, while in Rome Urban VIII. excommunicated anyone who took tobacco into a church. In Turkey the lover of Miss Nicotine had a rough time of it. Sandys, an English traveller, tells us that he saw a Turk "mounted backward on an ass, with a tobacco-pipe driven through the cartilage of his nose, and conducted about the streets of Constantinople for the crime of smoking." The introduction of tobacco into Persia was opposed by the Shah Abbas, who imposed cruel tortures, but these he immediately ceased when one fine day his curiosity induced him to try a pipe—and he became an inveterate smoker himself. In England opposition took the form of a heavy tax on tobacco, and the issue by James I. of his famous "Counterblast," in which a passage runs, "It (smoking) is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black stinking fume thereof nearest resembling the horrible stygian smoke of the pit that is bottomless." At the time, however, of the issue of this Royal condemnation, tobacco had become quite at home in England, and the people had fallen too much under its influence to be much impressed by the King's strong language.

But that which at the end of the sixteenth century was new to England was a custom that had apparently existed in America from remote antiquity. As evidence of this a pipe of stone, found in Iowa in 1877, is conclusive. On the pipe was engraved the figure of a mastodon, a creature which has been extinct for many thousands of years. And in Arabia it is believed to have been known at an early date—at any rate it was known there at the time of Mahomet, if one can take the Arabian belief as to the origin of tobacco as gospel. The story goes that on one occasion, while the Prophet was taking a constitutional in the country, he came across a serpent lying stiff and cold on the ground. He appears to have been a lover of the animal kingdom, for he picked up the reptile and warmed it in his bosom.

When the serpent had revived, the following conversation ensued:—"Divine Prophet," remarked the serpent, "I am going to bite thee." Such an unusual observation startled Mahomet, but he merely inquired, "Why, pray?" "Because thy race persecutes mine and tries to stamp it out." To this charge the Prophet responded, "But does not thy race, too, make perpetual war against mine? And besides, hast thou no sense of gratitude?—remember, I just now saved your life." "There is no such thing as gratitude upon this earth," replied the serpent; "if I were to save thee another of thy race would kill me. By Allah, I shall bite thee." Of course the Prophet could not allow the serpent to break his word, so he merely observed, "If thou hast sworn by Allah, I must submit," and held out his hand near the serpent's mouth. The reptile immediately bit him, but he sucked the poison from the wound and spat it on the ground. And then, as the novelists say, an extraordinary thing happened. On the very spot where the Prophet spat there sprang up a plant which combines within itself the venom of the serpent and the compassion of Mahomet. And this plant is known by the name of tobacco.

It is such a pretty legend that one would like to believe it, as

there can be no doubt that tobacco contains "venom" in the shape of nicotine. On the other hand, the "compassion" contained in tobacco is infinite in its refreshing and vivifying results on the jaded nerves of man. No wonder therefore that the Arab cultivates it in the burning desert, and the Laplander and Esquimaux risk their lives to procure it to liven up their solitude, and that the soldier and the sailor will defy every hardship and privation cheerfully if provided with tobacco. Indeed, so irresistible are the fascinations of this pleasurable plant, that its devotees would make the greatest sacrifices to obtain it. For instance, Carlyle suffered from dyspepsia, and a friend suggested that perhaps his smoking injured and depressed him. "Yes," said the Sage of Chelsea, "and the doctors tell me the same thing. I left off smoking and was very miserable, so I took it up again and was very miserable still, but I thought it was better to smoke and be miserable than to go without."—*The Globe*.

# VAFIADIS

## Cairo

### Cigarettes



**Attract High-Class Trade.**

Dummies for Window Display, Price List,  
and full particulars from  
Theodoro Vafiadis & Co., 19, Basinghall St.,  
London, E.C.  (CORRESPONDENCE  
INVITED)

### THE CONDUCTOR WAS FROM BOSTON.

Observing a passenger with the unlighted butt of a cigar in his fingers, the street car conductor requested him to put it out.

"It is out, you chump," responded the passenger.

"Pardon me," resumed the conductor, "if I have failed to make myself clear. The condition to which I had reference was not one of mere temporary non-combustion, but of elimination, the eradication, I might say, of the physical presence of your nicotine-laden remnant, this process followed necessarily by cessation of the odour now permeating an atmosphere already somewhat deficient, I fear, in the essential element of ozone. I'm a humble conductor, and my aim is to please; but, you big porcine stiff, you throw that cigar through the door or I'll throw you and it both. See?"

"Excuse me, professor," replied the passenger, meekly, and the incident was closed.

# WHOLESALE TOBACCONISTS' DINNER.



THE sixth annual dinner and concert was held in the Abercorn Rooms of the Liverpool Street Hotel, London, E.C., on Wednesday, March 11th, 1908. The chair was occupied by Mr. W. P. Solomon, and the vice-chair by Mr. Henry Frank. It was a large and brilliant gathering, covers being laid for over 400, out of which was a large sprinkling of the fair sex. The following is a list of those present:—

Mr. Aarons, Mr. T. Abel, Mr. and Mrs. Adams, Mr. and Mrs. G. Adams, Mr. J. Ainsworth, Mr. A. Allen, Mr. G. A. Alton, Mr. and Mrs. H. Andersen, Mr. J. Andrews, Mr. A. Arnholz, Mr. H. Archer, Mr. H. Ash, Mr. P. Backer, Mr. E. Baker, Mr. H. Baker, Mr. and Mrs. W. J. Bambridge, Mr. E. Banks, Mr. L. Baron, Mr. S. Barnett, Mr. W. J. Bartlett, Mr. W. Beddell, Mr. and Mrs. C. Bell, Mr. R. Bell, Mr. J. Benedictus, Mr. S. Benedictus, Mr. A. S. Benjamin, Mr. R. Bismire, Mr. W. H. Blandy, Mr. B. Bond, Mr. T. Bowles, Mr. G. Brant, Mr. and Mrs. W. Brencley, Mr. C. Briley, Mr. and Mrs. O. Brix, Mr. W. Brown, Mr. and Mrs. G. Brown, Mr. J. Bruce, Mr. W. N. Bubb, Mr. Buck, Mr. E. L. Burdett, Mr. W. Burnand, Mr. H. W. Burns, Mr. and Mrs. J. F. Burrows, Mr. M. Burstein, Mr. F. J. Buxton, Mr. H. Cadot, Mr. Carlin, Mr. F. A. Champion, Mr. and Mrs. Chamberlain, Mr. W. H. Chesterman, Mr. and Mrs. T. Clarkson, Mr. C. Cleaver, Mr. P. Cohen, Mr. A. Cohen, Mr. H. Cohen, Mr. W. Cole, Mrs. Coombs, Mr. H. Craig, Mr. T. Curtis, Mr. and Mrs. Cussen, Mr. and Mrs. J. H. Custance, Mr. and Mrs. W. R. Daniel, Mr. R. Dean, Mr. R. I. Dexter, Mr. P. Deguingand, Mr. Dixon, Mr. W. Downing, Mr. and Mrs. G. Drew, Mr. A. Dreyfus, Mr. G. Dreyfus, Mr. and Mrs. A. Elkin, Mr. Ellis, Mr. Eltham, Mr. E. Emarton, Mr. G. Emblin, Mr. and Mrs. A. Everitt, Misses Everitt, Mr. F. Fell, Mr. J. Ferrand, Mr. and Mrs. D. C. Finlaison, Mr. and Mrs. C. Flyman, Mr. — Flyman, Mr. Tucker Fowles, Mr. and Mrs. H. Frank, Mr. G. J. Freeman, Mr. B. W. Freeman, Mr. Freisch, Mr. and Mrs. J. Gamage, Mr. H. Garner, Mr. A. L. Garrett, Mr. S. Gawith, Mr. S. Goldsmith, Mr. and Mrs. P. Goorvitch, Miss Goorvitch, Mr. A. Gold, Mr. and Mrs. — Gold, Mr. E. Grahner, Mr. and Mrs. A. Granger, Mr. H. L. Gross, Mr. and Mrs. J. Grossman, Mr. H. Grossman, Mrs. Grummett, Mr. S. Guiterman, Mr. W. H. Hancock, Mr. A. Hardy, Mr. W. H. and F. Harris, Mr. and Mrs. W. Harvey, Mr. Melbourne Hart, Mr. H. Hart, Mr. W. Hawke, Mrs. Hendy, Messrs. H. R. and T. Hillier, Mr. Hoffman, Mr. and Mrs. J. House, Mr. R. Howard, Messrs. and Mrs. H. L. Howes, Mr. Howliston, Mr. P. Huband, Mr. J. B. Hughes, Mr. A. Hughes, Mr. T. Inman, Mr. W. Irving, Mr. and Mrs. Isaacs, Mr. and Mrs. W. O. Jackson, Mr. E. and Miss Jackson, Mr. G. M. Judd, Mr. Kapp, Mr. and Mrs. G. H. Keeping, Mr. Kendrick, Mr. Kevis, Mr. and Mrs. J. H. Kevis, Mr. and Mrs. G. Kevis, Messrs. H. and W. H. Kevis, Mr. W. King, Mr. W. Klingenstein, Mr. C. Knight, Mr. B. Kreuzer, Mr. and Mrs. E. Lamb, Mr. and Mrs. G. H. Lawes, Mr. Albert Levy, Mr. I. D. Levy, Mr. and Mrs. S. Levy, Mr. and Mrs. H. Levartovsky, Mr. B. Lewey, Mr. and Mrs. F. Lewis, Mr. E. J. Lusby, Mr. W. J. Lynn, Mr. H. Martin, Mr. H. Marland, Mr. W. T. Martin, Mr. and Mrs. C. J. Marshall, Mr. and Mrs. B. Marshall, Mr. and Mrs. F. Mason, Mr. and Mrs. R. Mason, Mr. T. J. May, Mr. and Mrs. C. E. McConnell, Mr. J. McCallum, Mr. T. McDougall, Mr. J. C. Metcalfe, Mr. J. Millhoff, Mr. L. Milton, Mr. and Mrs. O. C. Moore, Mr. A. S. F. More, Mr. W. Molins, Mr. Murray, Mr. H. Muspratt, Mr. and Mrs. W. Nicol, Mr. P. Nix, Mr. G. Olley, Mr. G. Olney, Mr. and Mrs. W. T. Osborne, Mr. A. G. Osborne, Mr. A. Osborne,

Mr. C. Owen, Mr. G. Palmer, Messrs. H. and E. Perkins, Mr. C. Perry, Messrs. S. and A. Phillips, Mr. T. Phillips, Mr. and Mrs. A. Pittman, Mr. and Mrs. G. Plane, Mr. J. Prag, Mr. T. Rayner, Mr. Reeve, Mrs. Renwick, Mr. R. L. Richardson, Mr. J. A. Riddell, Mrs. E. Roberts, Mrs. Robinson, Miss Robinson, Mr. C. Ross, Miss Rosenthal, Mr. Stebbing Russell, Mr. L. C. Rutter, Mr. and Mrs. J. Sadler, Mr. Salisbury, Mr. Jack Samuels, Mr. J. Samuels, Mr. G. Scott, Messrs. R. and A. Sharland, Messrs. W. and L. T. Shields, Mr. and Mrs. Siegenberg, Mr. H. Simon, Mr. and Miss Simmonds, Miss R. Skinner, Mr. Geo. Smith, Mr. and Mrs. A. Smith, Mr. Ambrose Smith, Mr. and Mrs. F. Smith, Miss Smith, Mr. C. Soutcott, Mr. G. Southee, Mr. and Mrs. A. E. O. Sperring, Mr. G. Speller, Mr. G. Stack, Mr. and Mrs. E. Stinton, Mr. W. Stimpson, Mr. and Mrs. F. C. Strofton, Mr. Strauss, Mr. and Mrs. H. W. Stiles, Mr. Steadman, Mr. F. Stone, Mr. L. Stein, Mr. and Mrs. Swift, Mr. and Mrs. A. W. Symcox, Mr. M. Symons, Messrs. M. and R. Tack, Mr. E. A. Taplin, Mr. E. V. and Mrs. Taylor, Mr. J. Taylor, Mr. P. Teofani, Mr. F. E. Thomson, Mr. F. E. Thomson, jun., Mr. and Mrs. A. J. Tipping, Mr. A. E. Twiddy, Mr. I. L. and Mrs. Van Gelder, Mr. A. Van Gelder, Mr. H. Van Oestren, Mr. W. Waldren, Mr. H. Walsh, Mr. W. Walsh, Mr. Jabez Walter, Mr. and Mrs. D. Warhaft, Mr. W. Warne, Mr. G. Watts, Messrs. L. and H. Weenen, Mr. — Westwood, Mr. W. J. Westwood, Mr. J. Whinney, Mr. and Mrs. Wilkins, Mr. H. Williams, Mrs. Williams, Mr. and Mrs. Woodger, Mr. W. B. Woods, Mr. F. Wootton, Mr. G. S. Yeomans, Mr. I. Zeegen.

We are pleased to be able to record that this present function was even more successful than usual, and that a truly delightful evening was spent. It was upon the initiative of Mr. Kevis that ladies were first admitted to these dinners, and we certainly think that he deserves great credit for the suggestion, which has had the happiest results. On this occasion the ladies' costumes were specially tasteful and artistic, but the pen of the mere male cannot do them justice. All we can say therefore is that the effect was most pleasing.

The musical programme was, as usual, excellent, a splendid selection being played during dinner by the Band of the East London Royal Engineers. After dinner Miss Kate MacLeod delighted her audience with the "Flower Song" from *Faust*, and the popular ballad, "Love is sent to make us glad," by German. Miss Rose Dallow was in fine voice, and was particularly successful in the "Waltz Song" by German. Mr. Walter Clyde was also heard at his best, and sang with great taste and expression Cowan's beautiful song, "When the world is fair." Mr. Will Edwards was most amusing in "Women get the best of it," while Mr. George Blackmore caused roars of laughter by his rendering of "The keeper at the Zoo." Mr. Jack Samuel was extremely good in "Summoned on an inquest," and was very warmly applauded. Mr. Stanley Kirkby gave a spirited rendering of "Lighterman Tom," by Squire, and "The Trumpeter," by Dicks. Mr. Monty Ellingham proved a most able accompanist.

The general arrangements were under the direction of W. R. Daniel and Oscar C. Moore, and these gentlemen deserve a special word of praise for their untiring efforts to make everybody happy. Other members of the Dinner Committee, Messrs. J. Kevis, George Southee, and Adolph Elkin, also did yeoman service.

A handsome box of chocolates was presented to each lady guest, a little compliment which was highly appreciated. Our representative, who has a sweet tooth, grate-

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FOR CHOICE PRESENTS WRITE FOR CATALOGUE OF WALKING STICKS TO HENRY HOWELL & CO. LTD., MANUFACTURERS, 180, OLD STREET, E.C.

fully recalls the fact that he was privileged to share in the good things, and only regrets that the sterner sex did not receive similar gifts; but then, as Mr. Will Edwards sang, "Women get the best of it."

## TOASTS.

The usual loyal toasts having been warmly responded to, Mr. E. J. Lusby sang as a solo, "An Ode to King Edward," the words and the music of which were composed by himself, and needless to add he was heartily cheered.

Mr. W. H. Blandy next proposed the toast of "The Chairman" in a very admirable speech. He spoke warmly of the admiration felt by everybody for the ability and unvarying courtesy of their President, and went on to say that the office was no sinecure, and that the Chairman had always in his mind a fear that he might be wanting in supporting the high traditions of those who had preceded him. Mr. Blandy further said that they might have every confidence that in the present officers of the Association they had wise advisers who would look carefully after the interests of the trade, and in conclusion he described the Chairman as an Admirable Crichton and a Druriolanus of acumen and wisdom. The toast was received with the utmost enthusiasm.

In replying to the toast, Mr. Solomon said that no words could convey how flattered he felt by the way in which Mr. Blandy had proposed the toast, and the kindness with which it had been received by the ladies and gentlemen present. With regard to the policy of the Association, their desire had been to secure recognition, and for that purpose they required a strong executive, which would show neither leaning nor bias. He was happy to say that they had such an executive, and that its wisdom and judgment were expressed in the name of Daniel. (Applause.) Mr. Solomon went on to gracefully allude to a suggestion made by Mr. Kevis that ladies should be their guests at these annual dinners, and said that all the Committee had replied "Place us among the girls." In conclusion, the speaker referred to the loyalty and *esprit de corps* of his staff, which had enabled him to give so much attention to the work of this Association, and said that he was no orator, but a plain, blunt man, who said what he thought, and he could only tell them that this was the occasion of his life. (Loud applause.)

Mr. Rutter briefly gave the toast of "The Association Executive Officers," and said that during the year it had advanced the interests of the trade and promoted general peace and goodwill, and moreover had obtained valuable concessions for wholesalers and also useful reforms from the G.P.O. He coupled the name of Mr. Henry Frank, vice-president, and Mr. Stebbing Russell, solicitor of the Association, with the toast.

Mr. Stebbing Russell, in the course of an eloquent response, said that the Association was a highly organised army of defence, but it was not a menace to anyone. Its only desire was that everyone should be free to peacefully pursue his avocation. In conclusion Mr. Russell said that if they knew how much was done by the Executive on behalf of the trade they would urge every wholesaler to join the Association. (Applause.)

Mr. Frank, in reply, said that they had done their best to set aside friction and to avoid acrimony, and though it was not in the power of mortals to command success, yet they had honestly striven to deserve it. (Applause.)

Mr. James Sadler gracefully proposed the toast of "The Ladies," to which Mr. E. L. Burdett briefly responded.

The proceedings closed with the National Anthem.

**TOBACCO KILLS AN INFANT.**—The infant son of John Blue, a prominent builder, of Chicago, has died from eating tobacco. The child got a pouch of smoking tobacco belonging to his father, and chewed up and swallowed a large quantity of the weed. He went into convulsions in a short time and died in great agony.

## Mr. POPP OF HIGH WYCOMBE.

A DIVERTING HISTORY OF SUNDAY TRADING.  
325 SUMMONSES.

They dragged him up before the Bench  
Of Justices, in line,  
Who straightly scowled at him and said,  
We must inflict a fine.  
He paid. And every Sunday  
Finds him serving in his shop;  
And every Monday morning  
There's a summons for J. Popp.

THIS, in his own language, is the diverting history of Mr. Jacob Popp, tobacconist and newsagent, of High Wycombe, who is within measurable distance of securing a record for police summonses. He has now received 325, while the best stands only at 352.

Mr. Popp's offence is that of Sunday trading, or, as he terms it, "a defiance of the Nonconformist conscience."

Mr. Popp recently gave an *Evening News* representative the history of the events which have led to his becoming one of England's celebrities.

"Six years ago I came to High Wycombe and acquired the business of this little shop," he said. "After a time I began to open on Sundays, and did a good trade. Then one afternoon the chief constable came in and said unless I closed up I would be summoned. I declined to close, with the result that a summons was issued against me on the Monday.

"It was taken out under the statute of Charles II., and charged me that I, on a certain date, 'being the Lord's Day,' commonly called Sunday, did at Chepping Wycombe, in the borough aforesaid, unlawfully do and exercise certain worldly labour business and work in your ordinary calling of a tobacconist and confectioner, the same not being a work of necessity or charity."

"I paid 15s., including costs, and since then regularly every Monday I get my summons. There are two alternatives to paying the fine—viz., two hours in the stocks or seven days' imprisonment in gaol.

## WANTED THE STOCKS.

"I wanted to be placed in the stocks, but they have been removed, and I could not get the magistrate to replace them or construct others specially for my benefit. If they would make the imprisonment two days instead of seven I would go to gaol, but I can't spare a week from my business. It is not likely that I shall close the shop when I take between £20 and £30 every Sunday.

"After two and a half years the fine was reduced to 7s. 6d., including costs, and I have paid that regularly every week. The total amount I have paid is £156, and I calculate I have kept three policemen in clothes every year. Just recently I sent the magistrates' clerk a cheque for a quarter's fines in advance, to save both him and myself trouble, but he returned it. Having once begun to prosecute, I suppose the police do not like to withdraw, and the summoning will go on for years probably."

Mr. Popp has issued a series of picture post-cards illustrating his experiences with the magistrates, and he has sold one edition of 12,000 of these. Two of the verses on the post-cards are given above.

Mr. Popp is a native of Finland, and for thirteen years was a courier on the continent. He speaks Russian, French, and German fluently, besides English, and during his travels has met most of the monarchs of Europe.—*Evening News*.

Cigars have now been manufactured from tobacco grown in Regent's Park. Many of those, however, who have attempted to drown themselves in the Regent's Canal have been non-smokers.

# ALBERT BAKER & CO.

FAIRLY SATISFACTORY PROGRESS.—HOPES OF A REVIVAL.



THE tenth ordinary annual general meeting of the shareholders of Albert Baker & Co. (1898), Limited, was held on March 9th at Winchester House, Old Broad Street, E.C., Mr. Nathaniel de Meza (Chairman and Managing Director) presiding.

The Secretary (Mr. F. P. Freeman) having read the notice convening the meeting and the report of the auditors,

The Chairman said: Gentlemen, it is with great pleasure that I attend here again to preside at the annual meeting of the shareholders of this company. As it is now ten years since the company was established, I think a few words dealing with the career of the undertaking since its commencement will not be out of place. First, as to the dividends we have paid. This year the dividend is only 5½ per cent., but, taking all the dividends we have paid, I find that they work out on the average to exactly 6 per cent. per annum for the ten years the company has been established. This, of course, is not a brilliant dividend, but it is a respectable one, and nothing that the management need be ashamed of. Then as to the size, strength, and importance of the business. I think we can fairly claim that it is far superior in each of these respects to what it was ten years ago. We have now 50 branches in London and one in Brighton, all of them in very prominent positions in the most important business thoroughfares. Ten years ago we had only 22 branches, against the 51 we have now. Then we have also during this time established very many new manufacturing departments, and are now makers of nearly every article connected with our business that it is possible for us to make. In addition to paying an average dividend of 6 per cent. per annum, we have also established a reserve fund of £14,000 and have written over £21,000 off our leases, fixtures, and goodwill account. These results, as I said before, are not brilliant, but they are fairly satisfactory, and I have no doubt that when business in this great City improves and the spending power of its inhabitants increases we will participate in this increased prosperity, and will be able to show better results in the next ten years than we have been able to do in the past. I will now, as usual, go through the figures of the accounts, and point out such matters connected with them as may be of interest to you. Taking first the debit side of the balance sheet, the first item of capital, £200,000, is the authorised and issued capital of the company, and is the same figure as in the previous account. The next item, sundry creditors on open accounts and bills payable, £23,499 7s. 1d., is £10,579 less than was owing at the end of 1906, and is the smallest amount owing by the company at any period during its existence. The general reserve fund, £14,000, is the same as before. The next item, unclaimed dividend account, £59 10s. 5d., needs no comment. Profit and loss account, balance January 1st, 1907, £7,386 13s. 5d., is the amount brought forward from 1906, out of which the final dividend for that year had to be paid. The next item, profit for the year, £11,027 5s. 5d., is the net profit made during the year after payment of all expenses and writing off £2,000 for depreciation, and is £154 less than the net profit of 1906; but as in 1906 we paid out of profits £678, being the loss on the stalls, the actual net profit of 1907 is £832 less than in 1906. As to the cause of this diminution of net profit by over £800, it was simply bad business during the second half of the

year. The first half of the year was fairly good, and we hoped to greatly improve upon 1906, but the second half of the year was very disappointing. The spending power of our customers appeared to diminish considerably. We had as many customers or more, than in 1906, but they spent less, and that, in my opinion, is the chief cause of the falling off in net profits during the past year. The next item in the account is eighteenth and nineteenth dividends, £12,000, which is the payment of the final dividend for 1906 and the interim dividend for 1907, and the balance, £6,413 18s. 10d., is the amount out of which the final dividend for 1907 has to be paid. This will require £6,000, leaving £413 18s. 10d. to be carried forward to the next account. Taking now the credit side of the balance sheet, the first items, sundry debtors and insurance paid in advance, £1,086 19s. 8d., is £5 less than the corresponding items of the previous year. The next item, machinery, plant, leases, fixtures, fittings, goodwill, and trade marks, £134,163 8s. 9d., is the amount brought forward from the previous account. We expended during the year £1,159 19s. 4d. on new places, &c. The total of these two items is £135,323 8s. 1d. From this we have written off £2,000 for depreciation, leaving the amount of this item £133,323 8s. 1d. The next item, unclaimed dividends, £59 10s. 5d., needs no comment. Stock, £94,740 5s. 9d., is £4,443 less than the value of the stock at the end of the previous year. Cash at banks on current account, and on deposit account and at offices and shops, a total of £14,762 12s. 5d., is £6,265 less than at the end of 1906. I might point out that the diminution in the value of the stock and of the cash—together over £10,000—just about balances the diminished amount, owing to creditors shown on the other side. Taking now the debit side of the profit and loss account, the first item, rents, rates, taxes, insurance, gas and electric light, £10,985 10s. 4d., is £1,049 less than in the previous year. Salaries and wages, £19,579 6s. 3d., is £2,069 less than in 1906. The next item, audit fees and law charges, £363 5s., is £223 more than in the previous year. The whole of this increase is in law charges. Directors' fees, £500, is the same as before. Advertising and petty expenses, £2,854 11s. 11d., is £906 less than in the previous year. The next item, repairs and maintenance, £1,999 18s. 3d., is £204 more than in 1906, and is the largest amount expended for this purpose during any year of the company's existence. It works out at £40 per annum per branch, and is, I think, good evidence that we keep our places in good order and thoroughly up to date. The next item, depreciation, £2,000, is the same as in previous years. The balance to balance sheet, £11,027 5s. 5d., I have already dealt with in the figures of the balance sheet. The expenses, on the whole, show a diminution of £3,598, as compared with 1906. Practically the whole of this saving is caused by the fact that early last year we closed up 26 kiosks which we had on the District Railway because they were not paying. Against this diminution of expenses, however, there is, on the other side, a diminution in our gross profit of £4,415. This diminution in gross profits is almost entirely due to the closing of these kiosks, but some portion of it is also due to the bad business I told you of during the second half of last year. Taking the credit side of the profit and loss account, the first item, trading account, after deducting costs of manufacture, £58,282 2s. 2d., is, as I told you before, £4,415 less than our

GOLD AND SILVER MOUNTED WALKING STICKS. HENRY HOWELL & CO. LTD., MANUFACTURERS,  
180, OLD STREET, E.C.

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gross profit of 1906. The last item, transfer fees, £27 15s., is £13 less than in the previous year. I think I have dealt very fully with the figures in the accounts and the general course of business during the past year. We think we have done fairly well in paying a dividend of 5½ per cent. under the conditions that prevailed. For several years past business in the City of London proper has been very depressed. I do not think anyone will question that. The course of things on the Stock Exchange, I think, is clear evidence of how bad business in the City is. Of the 51 branches we have, 20 of the best of them are situated within the boundaries of the City of London, and it is these 20 branches that have felt the effect of the bad business in the City. I have every hope that when there is a revival of business in the City—and I do not think this revival can be much longer postponed—these 20 important branches will greatly improve in consequence of this revival, and that we will then be able to show much better results than we have done heretofore. I have now to move.—“That the report and accounts as submitted by the Directors be accepted and adopted by this meeting; that the interim dividend paid in September last be confirmed, and that a dividend be declared at the rate of 6 per cent. per annum, less tax, for the six months ending December 31st, 1907.”

Mr. H. W. Price seconded the motion.

Mr. Wedekind asked if the general reserve fund was invested in the business or outside.

Mrs. Samson inquired why nothing had been added to the reserve fund during the last few years. The capital of the company was £200,000, and she thought the Directors ought to build up a larger reserve fund, which was really the backbone of a company. She observed that the company had now 54 depots, as against 51 last year, and practically they were in no better position than they were last year; in fact, they were a little worse off. The Chairman had explained that the reason the company was not doing better was that bad trade prevailed all round. She knew that there had been a tremendous slump on the Stock Exchange, and that owing to the slump in Wall Street all stocks had gone down in sympathy, but statistics showed that trade was really improving in the City, and, even supposing the Chairman's argument was right, she thought the Directors had made a great mistake in reducing the advertising expenditure. She was a great believer in judicious advertising. There was nothing like it to keep up the prestige of the company and its commercial stability. With regard to the closing of depots and kiosks, it seemed to her that it would have been better if the Directors had gone rather slowly in that matter and opened only half a dozen at a time.

Mr. R. D. Stace asked if the Chairman still held 20,000 shares in the company.

The Chairman replied in the affirmative.

Mr. Watkins congratulated the Directors on the very smart appearance of all the company's shops. He considered that their shops were, without exception, the smartest of any in London. He was in the habit of walking from London Bridge to Moorgate Street nearly every morning, and on his way he passed six of Albert Baker and Co.'s shops. He was sometimes a little bit concerned to know whether those six shops in that small stretch were not too many.

Mr. Morgan asked whether the fittings in connection with the kiosks which had been closed had been disposed of.

Mr. Brand wished to know if there was any profit on the sale of golf balls.

The Chairman, replying to the various questions asked, said that the reserve fund was employed in the business as agreed to by the shareholders when it was first established. He was sorry to say that nothing had been added to the reserve fund since the end of 1904, when it was established. When the company did better he hoped to add to it. Of course, if any shareholder would move that the dividend be reduced and something be added to the reserve fund he was at liberty to do so. With regard to advertising,

there was a good deal to be said on both sides of that question. Personally, he was in favour of Mrs. Samson's view, but one of his colleagues was not in favour of it. They really did not quite know what was best to be done when business was not very good, but he intended at the next board meeting to bring forward the question, and get a decision as to which course should be adopted. Mrs. Samson had reproached the Directors for opening so many kiosks all at once, but he wished to point out that they had to pay a lump sum per annum for the right of having these kiosks on the District Railway. Of course, the Directors would not have gone into the matter unless they had thought that it would be a good thing. Unfortunately, it turned out otherwise, and it was very easy to be wise after the event. With regard to the fittings, they were not like ordinary shop fittings; they could be used anywhere when the opportunity offered. When they found a place here or there which was suitable, they would use the fittings again. When they found they could not use or sell them, they would put it to the shareholders whether the cost of the kiosks should not be written off the reserve fund.

A shareholder: What do they amount to?

The Chairman: About £2,000. Proceeding, he stated that when the company was established, they had 22 shops altogether, of which 11 were in the City. The City shops at that time were by far and away the best, and that being the case there was a tendency to go on increasing the number, but, as a matter of fact, they only added nine City shops, whereas the total number was increased by 29. He admitted that they had a great many shops in a limited space, but he felt that when business improved they would have a splendid return from these shops. There was a profit on golf balls, although it was not a very magnificent one, but every little helped.

The motion was carried unanimously.

The Chairman next moved that Mr. H. W. Price be re-elected a Director, which was seconded by Dr. S. B. de Mesquita, and agreed to unanimously.

On the motion of Dr. S. B. de Mesquita, seconded by Mr. Price, the remuneration of Mr. de Meza as Managing Director was fixed at £300 for the year 1908.

Messrs. Tilly, Brown & Peet were reappointed auditors on the motion of Mr. Welch, seconded by Mr. Wedekind.

Mr. Wedekind proposed a vote of thanks to the Chairman, remarking that he was sure that gentleman did everything he could to make the company a success.

Mr. Stace seconded the motion, which was cordially adopted.

The Chairman briefly acknowledged the compliment, and the proceedings terminated.

**SMOKER'S RECORD.**—Mr. J. Reynolds has broken the world's smoking record at the Mildmay Radical Club, Newington Green, by smoking an eighth of an ounce of fine shag in a clay pipe for 2 hours 24 mins. 20 secs.

**QUICK SMOKING.**—That it is much more injurious to smoke quickly than slowly is the conclusion arrived at by two Austrian scientists, after careful study and experiment. The two professors, Dr. Liebermann and Dr. Davidovics, tested pieces of cotton which had been placed in the mouthpieces of pipes and cigar-holders, and found them covered with yellowish-brown specks. These were found to be of a tarry nature, produced during the process of combustion, and highly poisonous. It was found, also, that two cigars of the same brand and strength often produced differing degrees of discoloration of the cotton. Further investigation showed that these differences were due to the length of time occupied in smoking. The same weight of tobacco smoked in five minutes produced nearly three times as many yellowish-brown spots as if it were smoked in fifteen minutes. The professors have therefore concluded that a rapid smoker inhales a much larger quantity of poisonous substance, to the consequent injury of his health, than does his more phlegmatic colleague.

# Tobacco Trade Exhibition.

FOR reasons which will be found in our leader, we regret that we cannot give any notice of this Exhibition as a whole, but the following particulars about a few of the independent firms exhibiting may be of interest.

**J. R. FREEMAN & SONS.**—This good old firm was well to the fore, and in addition to a fine display of their usual well-known brands, which are deservedly popular in the world of smokers, they exhibited an interesting novelty in the shape of London-grown cigars. The tobacco from which these cigars were made was grown last year in the Botanical Gardens, Regent's Park. Early in the spring of 1897 the seedlings were planted, the plants reached their full growth in the autumn, and the leaves were then manufactured into cigars. With regard to the merits of the cigar from a smoker's point of view, opinions must necessarily vary, but our expert was much pleased with it, and his opinion was that it was beautifully mild, of agreeable flavour, and left no unpleasant taste on the palate.

With regard to the firm's exhibits generally, it is important to note that all cigars are plainly printed as being of British manufacture. In view of the recent revelations, this is a point which smokers should remember.

**B. MORRIS & SONS, LTD.** (Half Moon Passage, London, E.).—As we noted in our last issue, this well-managed concern had a record year in 1907, and they seem fully determined to do even better this year. To enter into a detailed description of their various brands would, we fear, occupy too much space, but suffice it to say that they were all well displayed and greatly inquired after. We should, perhaps, for the information of the trade just mention that the firm's "Lobby" cigarettes, in packets of 10 for 2½d., are among the best lines they have ever produced, and so big has been the success of this brand that they found it impossible to guarantee the execution of any more orders before April 10th. However, by the time this issue is in the hands of our readers the firm will be in a position to deliver, and a sample order should certainly be sent. "Yellow Seal" Virginian Cigarettes, another introduction, is also going strong. This brand is packed in boxes of 20 to retail at 9d., and is in every way excellent value.

**W. T. OSBORNE & CO.** (47, Blackfriars Road, London, S.E.).—This enterprising firm of wholesalers had a most enticing display of fancy goods, including gold-mounted amber tubes, silver cigar and cigarette cases and other artistically got-up smokers' requisites. They also showed many of their own celebrated brands, and we have no doubt made many new friends.

**SINGLETON & COLE, LTD.**—This big Birmingham firm was strongly represented, and really there is nothing in the trade which they do not supply at astonishingly reasonable prices. The variety they showed was simply bewildering, there being, for instance, something like 50 brands of British-made cigars. Visitors were much interested in the "Major" Smoking Mixture, which the firm introduced for retailers who wished to run their own brand. We were glad to learn, too, that the "Passion Flower" Mixture is daily proving more popular. There is no issue on the market of better value, and the tins in which it is packed are most tasteful and artistic.

**TEOFANI & CO.** (18, Bury Street, London, E.C.).—Messrs. Teofani & Co. do not require to introduce novelties. They already stock a charming variety of the best cigarettes which can be bought for money. Indeed, the very word "Teofani" has come to be recognised as an absolute guarantee of quality. The firm have gained gold medals at numerous International Exhibitions, have been honoured by special appointments to many royal personages, and enjoy the patronage of connoisseurs throughout the world. It is only necessary to add that their exhibit on this occasion was in every way worthy of them, and all retailers who have a high-class trade should not fail to stock their goods.

**THE TOBACCO ENGINEERING COMPANY, LTD.** (15, Queen Street, Cheapside, London, E.C.).—This Company made a special feature of their Aptekman's Patent Tool for cigarette making. It is intended to enable tobacconists to manufacture their own cigarettes. The machine is most ingenious, and has the great merit of simplicity, and another advantage is that all parts are interchangeable. The price is only £2 10s., which brings this useful invention within the reach of the small retailer, and will enable him to considerably increase his profits. We advise our readers to write to the firm for particulars.

**THE TOBACCONISTS' SUPPLY SYNDICATE** (25, Farringdon Street, London, E.C.).—This Syndicate was very much to the fore, and showed a good selection of their specialities. The motto of the management has always been "value for money," and they never let price stand in their way when a really choice article is brought to their notice. The retailer who goes to them to supply his wants can rely upon always receiving uniformly good quality, and when he has once made a customer he can confidently depend upon keeping him. We have so often dealt with the firm's various brands that our readers are quite familiar with them, but we would recommend all retailers who are anxious to increase their turnover and profits to go and see for themselves. Mr. Nicholls, the popular manager, will be happy to advise as to stock and to give many useful hints. Beginners, who are so frequently plundered, will find that they will be liberally dealt with if they entrust themselves to his hands.

**Messrs. MOUSTAFA & CO. LTD.** (84 and 86, Commercial Road, E.).—Messrs. Moustafa & Co., having purchased from Messrs. W. J. Harris & Co. their rights in the name "Black and White," made a special display at their artistic stall. "Black and White" cigarettes are all made from Turkish tobacco and are manufactured in various sizes. Samples were given away during the Exhibition, and the general verdict passed was that the cigarette was something like a revelation. It is a bold attempt in these days of fierce and growing competition for any firm, however large and powerful, to seek to popularise a new brand of Turkish cigarettes, for there are already such a choice variety of these delicate "whiffs of the Orient" in the market, that it requires a strong recommendation to induce the smoker to try anything new. But it is a good motto that "there is always room on top," and this firm are strong believers in that axiom and are determined to spare no pains to attain their end. They fully realised the difficulties of their task, but they went about it with praiseworthy energy and determination.

BUY HIGH-CLASS WALKING STICKS FROM HENRY HOWELL & CO. LTD., MANUFACTURERS,  
180, OLD STREET, E.C.

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and it is pleasant to record that they have been strikingly successful. "Black and White" Cigarettes are really delightful in flavour, and may be described as veritable triumphs of the blender's art. The firm have appointed as their representative Mr. W. R. C. Fox, and if we were to give even a brief summary of this gentleman's interesting career, as gathered from an interview, it would fill pages of this journal. It must suffice to say that Mr. Fox is an Englishman who has had enormous experience all over the world. For 12 years he travelled all over South Africa, penetrating to the Orange River Colony, Natal, and Cape Colony, in the interests of various firms. Mr. Fox is also well known in Australia, where he has scored many triumphs, and at Wellington, N.Z., he was a member of the Chamber of Commerce. To put it briefly Mr. Fox is a real live "hustler" and says he means to make "Black and White" Cigarettes "hum." We believe and hope he will.

## The Tobacco Terror In Kentucky.

### NIGHT-RIDERS MURDER AND DESTROY UNCHECKED.

GOVERNOR AUGUSTUS EVERETT WILLSON, of Kentucky, is confronted by conditions as painfully difficult as those with which the much-abused Governor James K. Vardaman had to contend a few years ago in Mississippi, when whitecap bands carried on night meetings and ridings for the purpose of controlling negro labour in the interests of the farmers. "The Farmers' League" undertook by force and intimidation to prevent negroes from working for merchants and non-resident landowners, or even owning property.

Governor Vardaman had pledged himself to break up the whitecap bands, and by great determination he succeeded in doing it. One member of the Mississippi Legislature was indicted for manslaughter, and several less prominent men were arrested for whitecap murders. Americans are now impatiently declaring that Governor Willson can accomplish the same thing if he has the right stuff in him. He is being challenged to imprison or hang a few of the barn-burners and assassins amongst the Kentucky night-riders. The tobacco-growing districts would undoubtedly then quickly resume their normal quiet and prosperity.

Friends of law and order in the United States confess that it is humiliating to realise that there are few civilised countries in the world where such a situation could exist as that presented by the tobacco war in Kentucky. Indeed, the question is being reiterated whether there is any one of the leading nations of the world, except the United States, in which such a thing could happen. The ministers of the Kentucky Churches are asking what is the use of deporting Anarchists when equally dangerous ones, of purest American blood, can be found by thousands within one of their most honoured commonwealths?

In the Kentucky Press it is piteously complained that the reign of terror in the tobacco-growing territory of the States is unchecked by the Administration, for no arrests at all have been made, the disregard for personal rights and property borders upon a state of anarchy, and these raiders are sinking Kentucky to the level of Colorado or of Portugal, where all laws are silent, and the rifle is the one guardian of the domestic hearth. Soldiers have availed naught; Gatling guns sit upon their wheels in innocent indifference, while the marching armies of masked night-riders continue their raids, applying the torch unmolested and undisturbed. Many negro families have been murdered, immense stores of tobacco are being destroyed, telephone wires are cut, and warehouses are burnt by the mob. The night-riders roam about in bands of from 100 to 200. They attack any families supposed to be co-operating with the American Tobacco Trust.

The root of the controversy is simple. It is claimed that such a combination exists amongst tobacco manufacturers, but there is no competition among purchasers of the crops, and the monopoly arbitrarily fixes the prices, which are far too low. This is probably true, just as it is true that the Standard Oil Company is almost the only purchaser of crude oil, and therefore fixes the price of that commodity without reference to competition. To meet this difficulty an organisation of some of the tobacco-growers was formed about two years ago to prevent the sale of tobacco to the Trust at the Trust's prices. The idea was to meet monopoly with monopoly, to oppose the tobacco manufacturers' Trust by a tobacco growers' Trust. Members of the growers' Trust agreed not to sell their tobacco for less than a price agreed upon among themselves. But the Trust always has to get rid of competitors by crushing or absorbing them.

All the growers did not go into the Trust. Many prefer to remain independent and sell their tobacco when they please, to whom they please, and for what they please. So they stayed out, and then the Trust had recourse to violence to crush its competitors, the independent growers seeking to compel them to join the ring or to quit raising tobacco. Their raiders and night-riders have done this by burning houses, by destroying fields of growing tobacco, by brutal floggings, and by shooting. The outrages are so shocking that Press and people are loudly asserting that it is high time to call in aid from the Federal Government, seeing that the State Governor is impotent to enforce the laws of Kentucky.—*Pall Mall Gazette*.

NICOTINE AND THE LUNGS.—Smokers who like to defend their use of tobacco on hygienic grounds may take some comfort from a report just published by Dr. G. L. Meylan, Physical Director of Columbia University, New York. Experiments on 687 undergraduates have shown him that smoking does not affect the height of the individual, nor does it, as commonly supposed, reduce lung capacity.

THE KING'S CIGARS.—Although we learned recently on good authority that cigars made from tobacco grown in Regent's Park were really smokable, the King himself does not appear to be anxious to test the accuracy of the statement, for he has just ordered a fresh supply of 500 cigars from a New York firm, the price for which will be £320, or about 12s. 6d. apiece. This is sixpence higher than he paid for each of the thousand cigars ordered from the same firm a couple of years ago, and which took three months in the making. A cigar expert said:—Six hundred pounds was actually paid by King Edward for a thousand cigars two years ago, and the margin of profit, even at that price, must have been exceedingly small, for the cigars were eight inches in length, and at the thickest part in the middle one inch in diameter. They were made of the finest Vuelta Abajo tobacco. Each leaf passed through the hands of two "selectors," and it required the examination of thousands of leaves to obtain those that were uniform in colour and size. The time consumed and the expense incurred were in the selection of the leaf, in using gold leaf to initial each cigar, and encasing them in separate silken envelopes. So far as the actual quality of the cigars was concerned they were no better than those smoked by many wealthy men in London." The 500 cigars which have now been ordered for His Majesty's use will have thin bands of gold on them, but they will not be wrapped in silk. They will be made from leaf which has been seasoned for three or four years, and will be manufactured from the upper half of the leaf only, as that part is said to contain the most fragrance and aroma. The King is a heavy smoker, his affections vacillating between a big cigar and a short briar-root pipe, which he always carries about with him, but smokes only in the society of his intimate friends. The only European monarch who favours cigars to anything like the same extent as King Edward is he of Belgium; but the late King Carlos smoked more cigars than either of them, and his were of Portuguese make.—*P.T.O.*

THE FIRST AND ONLY "GRAND PRIX" EVER AWARDED FOR WALKING STICKS WAS GIVEN AT THE PARIS EXHIBITION IN 1900 TO HENRY HOWELL & CO. LTD., 180, OLD STREET, E.C.

## THE MAKING OF A TOBACCO KING.

A SELF-HELP STORY THAT IS REALLY TRUE.

ONE day, when the started-life-with-halt-a-crown men have been properly dealt with, and their tales for ambitious young people investigated, as they ought to be, and the "storytellers" among them relegated to the obscurity in which advertisement is unknown, there will be found, among the few remaining reliable recorders—"Tom" Gallaher.

An interesting man, "Tom" Gallaher. He tells you, as he shakes hands with you, that he is a busy man, and asks "What can I do for you?" Then you remember that he is the head of Gallahers, Limited, one of the first tobacco firms in the world, that he is the firm's founder, that he pays colossal sums annually to His Majesty's Customs, and has risen from being one of the world's poorest boys to one of the world's richest men. All of which has its result in either a quick interview or no interview at all.

"I got on," he told me, "by fighting. Anything else?"

"And?" I pressed.

"More fighting," he added, smiling. "You begin by fighting adversity, continue by fighting obstacles, go on by tackling—well, everything you *must* tackle. Spirit it is that gets a man on; spirit, and independence, and meaning what he says."

"And it has led you?" I prompted.

### BIG BUSINESS, BIG WORRIES.

Mr. Gallaher laughed. "It has led me," he added, "to countless worries. Big businesses mean big worries, tell your self-improving readers. But," with a nod, "yes, there is some satisfaction in success after all. Makes you realise you have justified yourself, and the thought is consoling."

Then I learned, between the interruptions caused by telegrams, managerial references, and telephone tinkles, that there is, after all, much more in tobacco than its smoke. I learned from the tall, well-built gentleman with the Vandyke beard and magnetic eyes that, while the weed and its anxieties had greyed his hair, it had shown him how important it is to think twice when choosing a career. "Tom" Gallaher, when he was a boy, wanted to be a soldier.

A soldier! He wanted to fight. Then he inclined towards the law. He wanted to fight still. And when an Irishman fights, so they say, he wins. Somebody told young Gallaher this, somebody in his native vale where law and the service were things known only by repute. But he became neither soldier nor solicitor—why, does not matter. Money probably.

And so this life-story of a man practical as pincers slowly becomes romantic like so many of the life stories of famous Irishmen. He dreamed, like we all do. He dreamed he would be a leader. Then, like a few, just a few others, he chose the walk of life that was waiting to help make his boyhood's dreams prove true.

It has led him all over the world—the cigar that you are smoking, he says, he saw growing—and it has led to his contributing over one million pounds sterling annually in tobacco duties. It has led to him reckoning his employees by the thousand, and his income by the —? It has led to the founding in Belfast, and Clerkenwell, and most large towns in England of a business that grows with the years, and helps men and women and children to live.

"Tom" Gallaher stores at the warehouses in Belfast eighteen thousand hogsheads of raw tobacco, and each hogshead weighs about half a ton. In the sample rooms are samples to the value of £15,000. There is another fortune in the hydraulic press rooms, where the famous

Irish roll is manufactured, another in the rooms where the leaf is spun, another in the cigarette department, and still another where they make the snuff.

If a fire were to break out in the Gallaher warehouses, Gallahers, Limited, would not be ruined. "Tom" Gallaher looks ahead, and sees things as he looks. Once he saw fire, and not wanting it in reality he had his warehouses fitted with patent fireproof doors which are held together with patent fusible metal. With the temperature at 140 degrees this metal would melt, and the doors would close automatically. Mr. Gallaher believes that an ounce of fusible-installed door is worth a pound of fire insurance any day.

### THE ROAD TO SUCCESS.

Which goes to prove that the notorious Irish impetuosity is not quite as general as is popularly supposed. Mr. Gallaher commenced business calmly, continued calm, and remains the same. If business men would only act as quietly as they think, he says, what a lot of success there would be.

He believes in buying at first hand, and in order to put his theory into practice he has crossed the Atlantic over one hundred and fifty times. When he began business, he explains, he had no absolute proof that the public were keen critics of the weed, but he assumed that they were. "And it's wise," he adds, "very wise, always to assume that the public know quite as much about what you are selling as you do yourself."

He recently purchased a Belfast distillery. The business is growing, and very soon where there were the fumes of intoxicating liquor will arise the soothing odour of the fragrant weed. Already the Gallaher firm monopolises Earl Street, Meadow Street, and North Queen Street. To the palatial suite of offices on the ground floor come the day long communications from Gallaher's men all over the United Kingdom and America.

A great business, a great achievement, a great proof that determination can do great things. "There is no royal road to fortune," the "chief" remarked, "not even when you sell what most men cannot very well do without. You must work. You must start out with a fixed central idea, and never take your mental gaze from it. When I had thoroughly mastered the details of my business, and my business grew, and I had to appoint managers, do you know what I did? I became instructor. I trained all my managers to do exactly as I had done."

And so has this great business grown. So has "Tom" Gallaher become a force, the Chairman of the Belfast Steamship Company, a Justice of the Peace for his County, and a dozen other things.

### LUCK? NO SUCH THING.

There is something strangely romantic in it all, something that makes one wonder whether there is such a thing as luck, or if, as I fear, it is but the name which failures give to initiative and perseverance. But when a millionaire carelessly remarks that necessity compelled him to earn his living at the age of thirteen such questions will arise, fight them as one may.

And the query arose in me, the interviewer, and I put it.

"Luck?" laughed Mr. Gallaher. "There isn't any luck anywhere. It's opportunity. You have to train your eye to recognise opportunity, train your mind to grasp its particular message, and your hand to make capital out of it. Every man who gets on nowadays is reputed to have been lucky, but the chances are he has only taken his chances."

And I came away trying to contrast the unknown Irish boy walking along the Belfast streets fifty years ago with the wealthy J.P. riding through them to-day. I recommend the comparison to the reader. Meanwhile, another pipe to the memory of that other Irishman, Sir Walter Raleigh, and his countrymen.—*Cassell's Saturday Journal*.

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<b>ASTHORE</b> <i>Cigarettes.</i> J. H. Custance, Putney, S.W.	<b>FANCY CIGARETTE BOXES</b> <i>High-class Work only.</i> "Cosmos" Limited, 122, Whitechapel Road, London, E.	<b>PARK DRIVE</b> <i>Cigarettes.</i> Gallaher, Ltd., Belfast and London.		
<b>CAIRO CIGARETTES</b> T. Vafiadis & Co., London.	<b>FANCY TALES OF SMOKE</b> <i>Cigars.</i> Hemming & Edwards, 42, Ludgate Hill, London, E.C.	<b>PEARL MAIDEN</b> <i>Cigars.</i> Hemming & Edwards, 42, Ludgate Hill, London, E.C.		
<b>BLACK AND WHITE</b> <i>Cigarettes.</i> Moustafa & Co. Ltd., London.	<b>FLORODORA</b> <i>Cigars.</i> Sole Agent— W. P. Solomon, 158, Drury Lane.	<b>ROYAL NAVY BLEND</b> Cohen, Weenen & Co., 52, Commercial Rd., London, E.		
<b>CHERRY TIPPED BRILLIANTS</b> R. P. Gloag & Co., Walworth.	<b>GENERAL SUPPLIES</b> The Tobacconists' Supply Syndicate.	<b>SWEET GRAPES</b> B. Morris & Sons, Ltd., London.		
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<b>DONORE CASTLE</b> <i>Cigarettes.</i> T. P. & R. Goodbody, Dublin.	<b>MYRTLE GROVE</b> <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minories, London, E.		<b>Ask for Samples!!</b> <b>CARDBOARD BOX MAKERS</b> <b>FOR CIGARETTES.</b> Highest class of Plain and Padded Tops. Latest and —attractive styles.— Stamped in Gold, White, and various combinations for 10's, 20's, 50's and 100's.	
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Name.....

Address.....

*These Cards will usually be supplied to Annual Subscribers only, but a few will be sent out by our Agents, so that readers who buy the Journal through them may have the same advantages.*

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32, Broadway, WIMBLEDON, S.W.

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THE SALE OF THIS CIGARETTE IS INCREASING BY LEAPS AND BOUNDS.—The Public have not been slow to recognise the extraordinary value of AMIOS.—THE RETAILERS HAVE APPRECIATED THE ADVANTAGES:

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**10  
FOR  
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Equal to any 10 for 3d. Machine-made Cigarette. Amio Cigarettes are now packed in Packets of 10 to retail for 2d.

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In every packet of AMIO Cigarettes there is a Coupon entitling the Purchaser to a Handsome Gold-Plate Keyless Watch **FREE** by merely collecting the Coupons and sending them in to us when a certain quantity has been reached. Window Bills, Handbills, &c., giving full particulars of this novel Prize Distribution sent on.

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