

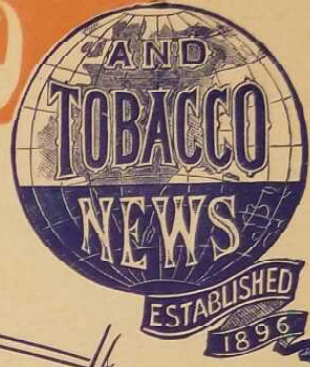
"THREE NUNS" TOBACCO.

Write to J. & F. BELL, Ltd., GLASGOW, for Illustrated Price List with fixed retail prices.

Published on the 15th of every Month.

Published on the 15th of every Month.

The Cigarette World



The Retailer's Journal:
ONE PENNY MONTHLY; ONE SHILLING PER ANN.
POST FREE.

WILLS'S

"GOLD FLAKE"

Tobacco
AND Cigarettes

IN TWO DEGREES OF STRENGTH.

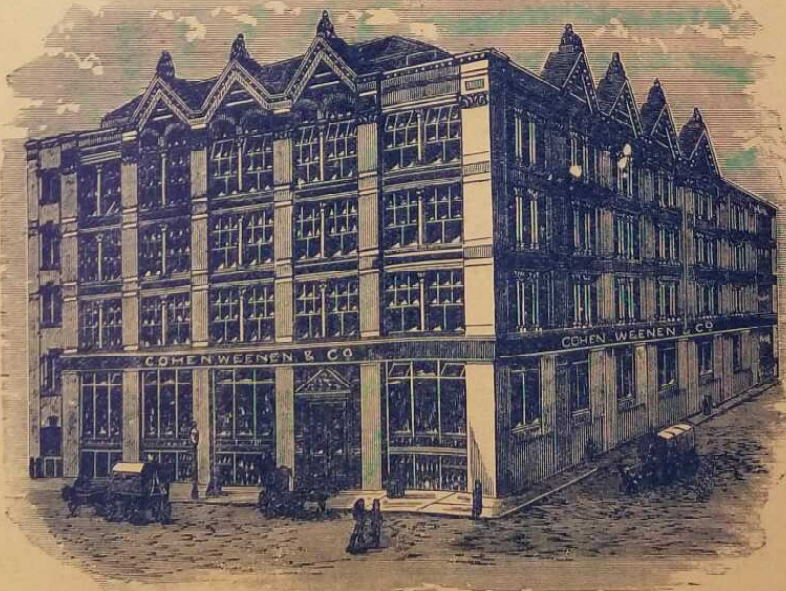
MILD (the original) with Yellow and Red Label.
In ½-oz., 1-oz., and 2-oz. Square Foil Packets; ¼-lb. and 1-lb. Decorated Tins; and 2-oz., ¼-lb., ½-lb., and 1-lb. Patent Tins.

MEDIUM (fuller flavour) with Blue and White Label.
In 1-oz. and 2-oz. Square Foil Packets; and ¼-lb. Patent Tins.

IN PACKETS AND PATENT AIR-TIGHT TINS.

W. D. & H. O. WILLS, Branch of the IMPERIAL TOBACCO CO. (of Great Britain and Ireland), Limited, Bristol & London.

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New Premises,

52, Commercial Road, E.

COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES, 3d. PRICES ON APPLICATION. 56.
ST., LONDON.

BIGGS'S

ISHERWOOD'S CAIRO CHOICEST CIGARETTES.

BARTLETT & BICKLEY, 17, BROOK ST., BOND ST., LONDON, W.

Write for Price List to Sole Importers:-

3d.
PACKETS OF
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6d.
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UNSOLICITED
TESTIMONIAL.

"The Brand I like best is
the 'Commodore,' and think
they can't be beaten."

**THE
Commodore
CIGARETTES**

In request
by **EVERYBODY**

Proprietors—
**ADKIN
AND
SONS,**
LONDON.

Branch of the Imperial
Tobacco Co. (of Great
Britain & Ireland) Ltd.

UNSOLICITED
TESTIMONIAL.

"I always smoke your
'Commodore' cigarettes and
think them perfection."

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Apply to J. H. CUSTANCE, PUTNEY, S.W., Sole Agent for the United Kingdom.

TRY THE NEW BRAND OF

INDIAN CIGARS

"ZEMINDAR"

CHOICE. MILD. FRAGRANT.

MANUFACTURED BY

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POPULAR PRICES. NO CUTTING.

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**THE
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SUPPLY SYNDICATE.**

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READY.

**SEND FOR COPY AT ONCE TO HEAD OFFICE,
55, FARRINGDON STREET, E.C.**

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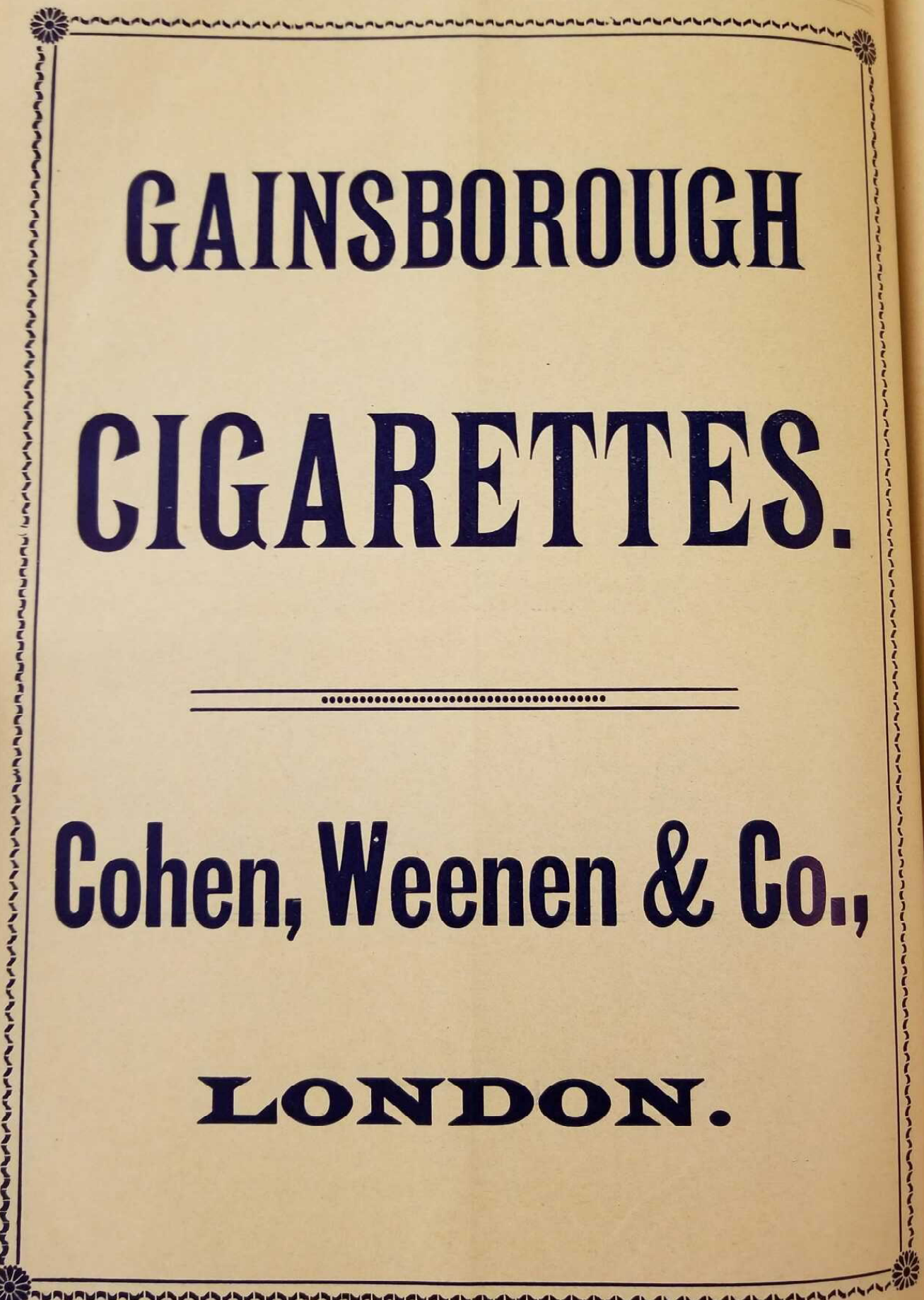
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Telephone 1235 Holborn.

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**GAINSBOROUGH
CIGARETTES.**

**Cohen, Weenen & Co.,
LONDON.**

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To Retail at **4^{D.}** 26/-
Per 1,000.



To Retail at **3^{D.}** 19/-
Per 1,000.
WRITE FOR PRICE LIST.

**SWEET CHERRY TIPPED
CIGARETTES.**



JACOBI BROTHERS & CO, LTD.,
9 & 11, WILSON STREET, LONDON.

Price List on application.

**The Cigarette World
AND TOBACCO NEWS.**

APRIL 15th, 1903.

All Communications to be addressed to Offices of "Cigarette World," 2, Ellison Road, Barnes, S.W.

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.

"WHERE THE GRASS GROWS GREEN."

IN these columns, happily, we have nothing to do with the strife of political parties, and politics do not concern us, except in so far as they affect the tobacco trade. Nevertheless, when all sections in the House of Commons are agreed upon a measure, we may be permitted to refer to it, without being suspected of any desire to deal with matters outside our province. We therefore feel entitled to express our gratification at the conciliatory attitude shown by the Government to Ireland. It is evident that the Land Bill recently introduced by Mr. Wyndham will, when it becomes law, do much to settle difficulties which have hitherto proved insuperable, and will lay the foundation of a better understanding between the two countries. The

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.

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

King has decided to visit Ireland, a fact which will greatly help in the task of promoting cordial relations, and we have little doubt that His Majesty will receive such a warm welcome as was never before given to a British monarch in the "Emerald Isle." There are, moreover, well-founded rumours that other measures relating to Ireland will quickly follow, and we should not be much surprised to learn that the Government had decided to grant to the Irish the right of having, not perhaps a Parliament, but a sort of National Council. The earnest desire of all who understand anything about the Irish question is to try and stop the eternal agitation which has such a fatal effect upon progress, and give the people the opportunity to devote all their energies to the development of their national industries, and though this must be a gradual process, yet there is every reason to hope that Ireland has a future before it which may amply atone for the dark days of the past.

It is this that inspires us to make a further appeal to those in control of the Imperial Tobacco Company to put a stop to the policy they have recently adopted with regard to the trade in Irish roll. We are well aware that the big combine have something to say from their point of view, about the various causes which have brought about the present unhappy state of things, and we shall not say one word which might tend to excite ill-feeling. We merely urge that it would be a graceful act were the Imperial to cease their attempts to undersell Irish manufacturers, and so join in the good work which is being done by men of all classes and all shades of opinion with a view to developing the industries of Ireland. They can well afford to leave the field to the Irish manufacturers, who have for so many years given the public such satisfaction, and if they do so they will have their reward in the largely increased sale of their proprietary articles which is sure to result. It is evident that if this struggle continues, many men who have spent the best years of their lives in the trade in Ireland must go to the wall; in fact, already several have gone down in the fight. We therefore feel that, as Irishmen, we owe it to our country to make this appeal in our columns, and we do not believe we shall make it in vain; neither have we any fear that our readers will blame us for making the personal reference to our nationality.

The U.K.T.D.A. are actively pursuing their campaign, and have recently had a good meeting at Liverpool, which will be found fully reported elsewhere. We understand that efforts are being still made to bring about peace, and we sincerely trust they may prove successful, as it is much to be desired in the interests of all concerned that the present unfortunate condition of things should be speedily ended. We think that there need be no great difficulty in adjusting all the points of difference which have been raised—a little give-and-take is all that is required.

Unfortunately the question seriously affects the wholesale trade, and many big firms are undoubtedly greatly

alarmed lest the Imperial should utilise their large capital and splendid organisation to distribute their goods themselves, and so save the money which now finds its way into the pockets of the middleman. They point out that this is exactly what has already happened in the case of the brokers since the big "combine" took to doing their own buying, and they believe that their business would, in the event of the Imperial taking the step indicated, be reduced to vanishing point. We cannot blame the wholesalers for taking every possible step to protect their interests, but we consider that their fears are, if not groundless, at least exaggerated. The Imperial would have to spend large sums in order to do their distribution, and though possibly in the end they might succeed in effectually organising a system, it would be but false economy. The profits on proprietary articles are quite large enough to allow of paying the wholesale trade, and also to give retailers a fair profit, and we are sure that negotiation can adjust all differences.

We publish elsewhere an interesting article on what may be fairly called the "burning question" of juvenile smoking. We do not think there is any chance of Legislative interference at present. It is most difficult to suggest a measure which would have any great effect in stopping the evil, and we think that in all probability the agitation will be allowed to drop. Meanwhile we recommend a birch rod, well applied, as the best cure.

Truly, sweet are the uses of advertisement, and the attempt to get a free advertisement out of the Mad Mullah, on the part of a firm whose name is the same as that of the wily fanatic, is distinctly amusing. We append the letter addressed to a contemporary, but we omit the name as, though we appreciate the humour and admire the impudence of the firm in question, we certainly don't intend to give them a free advertisement.

March 18th, 1903.

"To the Editor of the *Financial Times*."

"Sir,—As we fear we are losing trade through our supposed connection with Abdullah the Mad Mullah, we shall be obliged to you if you will be so kind as to insert the following disclaimer in your paper:— _____ and Co., the _____ specialists, request us to state that they have no connection whatever with Abdullah the Mad Mullah of Somaliland.

"We are, &c.,

For _____ & Co. Ltd.,

_____ Secretary.

There are many people, mainly of the "anti," or "auntie" (we are not sure which), class, who condemn the use of the weed. If we assume that smoking tobacco is harmful, yet it must be confessed that it is nothing like as injurious to the health as some of its substitutes. An instance in point is the smoking of tea. Several years ago tea-cigarettes became a craze amongst a certain class of ladies. It seems that the effect produced by the habit was a constant

BRANKSTON'S

BRITISH BRANDS



SHOW GOOD PROFIT TO RETAILERS.

First Flight Mixture.

In 2-oz., 4-oz. & 8-oz. Tins.

PRICE, 6d. PER OZ.

Sweet as the Rose.

In 1-oz. & 2-oz. Packets, 4-oz. Tins.

PRICE, 4d. PER OZ.

Red Virginia.

In 1-oz. & 2-oz. Packets, 4-oz. Tins.

PRICE, 4½d. PER OZ.

Golf Club Mixture.

In 1-oz. Packets, 2-oz. & 4-oz. Tins.

PRICE, 4½d. PER OZ.

SOLE MANUFACTURERS:

THOS. BRANKSTON & CO. Ltd.,

MIDDLESEX STREET, LONDON, E.

dizziness, of which, curiously enough, the cure was a cup of tea. The moral is that when all is said and done there is nothing like the dainty cigarette.

—♦♦♦—

Cigarette smokers, says the *Grimsby Telegraph*, will be interested in an affair which has just engaged the attention of two well-known Birmingham lawyers. It seems that some weeks ago a gentleman smoking a cigarette was passing along the road when a spark from his "smoke" entered the eye of a lady who happened to be walking with her husband. Unfortunately the lady's eye was so badly hurt that it was found necessary to call in the aid of a medical man. The smoker was communicated with, and called upon to pay the doctor's fee. He demurred on the ground that the affair was an accident, but after the matter had been discussed by a couple of lawyers, he was advised that he was liable, and in the end he settled the matter for a £5 note. The accident itself is a very ordinary one, but the result is important as demonstrating the responsibilities of all lovers of "My Lady Nicotine."

We may add that we cannot agree with the legal advice given by the solicitors, as there can be no doubt that the affair was a pure accident; however, quite apart from legal liability, the smoker did the right thing in paying compensation.

—♦♦♦—

A motion was recently passed in the Canadian Commons directed against the importation, manufacture, and sale of cigarettes. While, of course, it does not mean that that has become law, yet it is regarded as a victory for the women of the female sex and the old women of the male sex. Such an interference with the liberty of the subject one would not wonder at had we been living in any age but the nineteenth and twentieth centuries, and we are not surprised to note that a man of shrewd common sense like Sir Wilfrid Laurier recorded his vote against it. However, Canada, in interfering with the habits of the smoker, is only following a long list of examples which are recorded for us in history. Many and many have been the vain attempts to suppress the cult of tobacco, but in spite of all persecution the smoker still survives and has emerged triumphant in the contest with his enemies. The Sultans of Turkey punished smokers by pushing the pipes through their noses, and under the paternal Government of Russia those caught smoking were deprived of their nasal organ altogether. The smoker even failed to escape the ecclesiastical eye, for we find that during the reigns of two Popes he was liable to excommunication. In England many local authorities punished smoking in the street, and at most schools the applicants for masterships were required to be total abstainers as far as the weed was concerned. We might mention that in the statutes of Oxford and Cambridge smoking in the streets by those who are not Masters of Arts is prohibited. Of course this statute against smoking is obsolete, and is

never enforced unless the undergraduate happens to be wearing his cap and gown.

One can imagine the effects were the enemy allowed his way in London with the devotees of the weed. "Papa," on coming down for his breakfast and finding that it would not be ready for ten or fifteen minutes, would be unable to solace his feelings by indulging in the pre-breakfast cigarette. As a result, he would vent his spleen on his unfortunate wife and more unfortunate children. Whenever his better-half made a mistake, he would not look upon it with the indulgent eye resulting from the use of the soothing weed, but language, language, instead of smoke, smoke, would issue from his mouth. It must be this knowledge which makes our British matrons refrain from emulating the example of their Canadian sisters. Let us think, also, of our lot—ah! but no, the dream is too horrible for words!

REQUIRED, a FIRST-CLASS TRAVELLER for the Midlands, South of England, Scotland, and Ireland, with a large British cigar connection. Liberal salary and commission. Write, stating full particulars of experience, age, and giving name of present employer, which will be treated in strictest confidence, to Box 459, care of Davis & Ornstein, Advertisement Agents, 28, St. Swithin's Lane, London, E.C.

CIGAR AND CIGARETTE GERMS.

It is well known that the stumps of cigars are picked up and smoked by street urchins and others, and, as it must often happen that the original smoker was a sufferer from tuberculosis, the question whether the disease can be propagated in this manner is one of practical importance.

Bacteriological researches show that the stumps of cigars which have been smoked by consumptives can transmit tuberculosis with certainty immediately after they have been smoked, and even as long as two weeks afterwards if they are kept in a dry place; they may, however, lose their infective property in about ten days if they are kept moist, as it appears that water dissolves out of tobacco substances which destroy the virulence, if not the life, of the germs.

The quantity of germs found in cigars and cigarettes is not great; moulds and potato spores were most common; next to them in order of frequency were two germs whose presence may explain the occasional occurrence of suppurative conditions of the mouth in smokers.

BLACKPOOL BOOMS "UNEDAS."

Retailers in Blackpool have soon recognised the exceptional offer made to the trade by the manufacturers of "Uneda" cigars. Many of the retailers in this town are displaying the "Uneda" window shows and showcards which are given free to the retailers by the manufacturers, and it is an unquestionable fact that the attractiveness of shops is greatly improved by these displays. This must mean additional business for the retailers who stock "Uneda" cigars, because the public is bound to be attracted by the dainty manner in which the windows are set out, and when it is realised that the article carries a 50 per cent. profit it is easy to judge it is worth pushing. Increased profits mean increased prosperity, and Blackpool retailers seem to be even on a better road to prosperity than hitherto.

"LA CINGARA," finest imported Mexicans.

SOLE IMPORTERS:

MELBOURNE, HART & CO., 19, Basinghall St., E.C.

P. J. CARROLL & CO., DUNDALK.

PURCHASERS OF THE FIRST CROP OF TOBACCO RAISED IN CO. DUBLIN.

SPECIALITIES:

"PREMIER" Brown Coll.

"MICK McQUAID" Plug.

Roll Coil "PRIDE OF THE WEST."

"BOG OAK" Plug.

"TRAVELLERS' JOY" Mixture.

RICH FLAKE, &c., &c.

N.B.—To Protect the Public, CARROLL'S "PREMIER" COIL is stamped so that the Purchaser will see the name in every part. Be sure to ask for Stamped Coil.

LARGEST MANUFACTURERS OF BROWN ROLL AND COIL IN IRELAND.

New Line.

LLOYDS'

'Golden Melon' Mixture



An entirely new blend of **rich** full-flavoured tobaccos, highly concentrated, and of delightful aroma.

Packed in 2 oz. foils and 4 oz. tins, and showing a profit of 33% to Retailer.

SOLE MANUFACTURERS:

RICHARD LLOYD & SONS, LONDON.

NEW PRICE LIST FOR 1903 FREE ON APPLICATION.

ADOLPH ELKIN & CO.,

Wholesale Tobacconists,

140 & 140a, Houndsditch, LONDON, E.C.

Specialities:—

"La Nikle," 1d. Rothschild Cigar.

"Zealandia," 2d.

"British Pluck," Dark Flaked Virginia.

"Sportsman," Dark Flaked Virginia.

"Glossy," Gold Flake Honey Dew.

"My Sweet," Mixture.

All Manufacturers' Proprietary Articles at absolutely the Lowest Prices. Telephone No. 6098 Avenue.

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Our Smoking Mixture.

WHAT THE QUEEN SMOKE.—Queen Alexandra set the fashion with gold-mounted amber cigarette tubes for ladies. The actual mouthpiece is a small quill, which may be discarded after use. Once only has a request been received for a lady's cigar-holder, and so far as the manufacturer's knowledge extends, never has there been an order for a special lady's pipe.

FATAL SMOKE.—Many are the substitutes used for tobacco. Dried holly leaves, the bark of the willow and leaves of the stag's horn sumach are used by the American Indians. In Switzerland a weed called mountain tobacco is smoked in great quantities. It causes the smoker to become a mental and physical wreck. The natives of South Africa are rendered nervous imbeciles by smoking the dried leaves of the camphor plant. The wild dagga, another South African plant, poisons slowly anyone using it.

TOBACCO GROWING IN SPAIN.—A League has lately been formed in Spain whose purpose is the re-introduction of the tobacco industry, which was practically given up in 1887. The officers claim that as good a leaf can be grown in the peninsular and neighbouring islands as anywhere else in the world, and that in a few districts the Vuelta Abajo leaf may be equalled. It is argued that at one time Spain raised a considerable quantity of fine quality, and there is certainly no reason why it should not do so again on a much more extensive basis.

SOVEREIGNS FOR NON-SMOKERS.—The workpeople of Messrs. J. T. & J. Taylor, Ltd., of Batley, have had submitted to them by Mr. Fred Taylor, deputy managing director, a remarkable offer. Mr. Taylor undertakes to give a sovereign to every man and boy in the employ of the Company who abstains from the use of tobacco from the 1st of April to the date of the next annual meeting of the firm—a period of eleven months. The offer also extends to women and girls. The company has over 1,000 workpeople, of whom a large proportion are women and girls.

NOVEL METHOD OF MATCHMAKING.—Recently in the Reichstag, Herr von Posadowsky-Wehner, in supporting a Government measure absolutely prohibiting the use of phosphorus in the manufacture of matches, said that the Government had acquired the patent of a new igniting substance which was harmless to the health of the working people who made matches, and had placed it at the disposal of all the match factories which were still using phosphorus. He knew some manufacturers contended that phosphorus was not injurious; but the Government had accumulated testimony showing that even years after men ceased to work in match factories they contracted phosphoric necrosis.

THE BISHOP AND THE WEED.—The following good story comes from an American contemporary:—The Rev. H. S. Tiffany, D.D., used to be notoriously fond of a chew of tobacco, and often told the following story of himself:—"I was at Philadelphia at a conference, and stopping at the house of Rev. Mr. Murphy. It was Saturday afternoon, and knowing that I couldn't with propriety smoke in my host's house, as he didn't use tobacco, and feeling sure I should want some, I went out in the afternoon and bought some chewing tobacco, although I wasn't in the habit of chewing. Sunday morning at breakfast I found Bishop Scott, who had

arrived late the previous evening. We started out for church together, and on the sly, just before leaving the house, I took a good-sized chew. On the way to church, as we were walking along, Bishop Scott suddenly stopped, seized me by the arm and whirled me around, and said, 'Young man, I am shocked! Here you are, on this beautiful Sabbath day, on your way to the house of God, with your mouth full of tobacco.' The Bishop looked very stern. 'You now have in your mouth twice as much as any man ought to chew at one time, and,' lowering his voice and relaxing his sternness, 'here I am perishing for a little.' You may imagine with what alacrity I supplied the Bishop with fine-cut."

MILLION DOLLAR CIGAR.—Probably the most productive cigar that ever came from Havana is that owned by a New York bar-keeper, who now treasures the weed as an heirloom. This cigar earned for its owner over £200,000. He was a bar-tender, and when asked to have a drink would casually remark, "I'll take a cigar." For five years he repeated the operation on an average eight times a day. By this time the cigar was beginning to show signs of age. The bar-keeper figured up its earnings, placed the well-worn weed in the retirement it deserved, and went into business on his own. He devotes his spare time to lecturing before bar-tenders' societies on "The Earning Capacity of a Single Cigar."

A PERNICIOUS HABIT.—On the labels of some boxes of cigarettes at present being sold to the public is a statement to the effect that the cigarettes are made of the purest tobacco and paper obtainable, and that, therefore, the smoke from them may be inhaled safely and without irritating the respiratory passages. We do not hesitate to say that such a statement is highly mischievous, and that the practice of inhaling smoke into the lungs is attended with considerable risk to the health of the smoker. It is to be feared that the cigarette is responsible largely for the prevalence of this objectionable habit of inhaling tobacco smoke; the pipe or cigar smoker is as a rule not addicted to it, because probably the smoke is too strong or too irritating. But the fact that the smoke of a cigarette may be unirritating does not minimise the evil effect of drawing the smoke into the lungs, for by this method the absorption of the poisonous constituents of tobacco smoke (and all tobacco smoke is more or less poisonous) is very rapid, these entering quickly into the circulatory system by way of the pulmonary capillaries. Even in the mouth and nasal passages there is some amount of absorption, but this is trifling compared with that which takes place in the lungs. The practice of inhaling tobacco smoke is therefore strongly to be discountenanced, and vendors of cigarettes should refrain from printing on the boxes mischievous statements such as that to which we have alluded. There is no reason for believing that smoking tobacco in a rational way is productive of harm; on the contrary, it is the common experience that when moderately indulged in it serves to allay restlessness and irritability, but the sequelæ to the habit of inhalation may indeed be dire, the heart and nervous system being chiefly affected. Yet many cigarette smokers inhale the smoke into the lungs, as may be seen from the fact that very little of the smoke which they draw from the cigarette is afterwards ejected. In the same way the smoke from the burning end of a cigarette from its close proximity to the nose is sometimes taken into the lungs, occasionally producing stupefying effects.—*The Lancet*.

T. VAFIADIS & CO.'S EGYPTIANS

leave a good margin of profit to the Retailer, and are not cut.

(MELBOURNE, HART & Co., 19, Basinghall St., E.C.)

CLARKE'S

CARLTON

TOBACCO



In Three Strengths, . . .

Mild, Medium, and Full.

PACKED IN 1 oz. FOIL PACKETS, 2 oz., 4 oz., and 8 oz. TINS.



SOLE MANUFACTURERS—

WM. CLARKE & SON,

BRANCH OF THE IMPERIAL TOBACCO COMPANY (OF GREAT BRITAIN AND IRELAND), LIMITED.

LIVERPOOL AND LONDON.

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Trade News and Notes.

THE CABULAR GENERAL CO. LTD., of 23, Commercial Road, has been formed to carry on the business of the Cabular General Cigar and Cheroot Co., having acquired the right to the brands known as "Cabular General" and Zigaristos.

MESSRS. SINGLETON & COLE have been appointed wholesale distributing agents for the new brand of Havana cigars, "Flor de Carreras." Retailers should write for particulars.

CIGARETTES PROHIBITED.—Mr. Bickerdike's motion declaring for prohibition of the import, manufacture, and sale of cigarettes was carried in the Commons to-day by 103 against 48. Sir Wilfrid Laurier voted against it. This is a notable victory for Canadian women reformers.—*Exchange.*

NOTTINGHAM RETAILERS AWAKING.—Tobacco-nists and dealers in Nottingham are about to meet to discuss the question of re-establishing the trade association which fell to pieces when the tobacco war was on. Retailers appear to feel that there are strong reasons just now for association and united action.

THE TOBACCO MARKET.—Messrs. Edward Samuelson & Co. report in their circular of yesterday: There was more business done in North American tobacco during the past month than for some time past, brought about by reductions in price for those grades inquired for. The stagnant demand for so long a time has had its effect upon values in striking contrast to the activity and consequent strength of the American markets. We are informed that the dark Virginia crop has turned out a great disappointment as to quality and size. It would seem

that American estimates have been all wrong as to the bright and dark crops. If the ordinary course had been pursued, shippers would have formed a more just estimate of the crop, but owing to the wild scramble which began last August by contending forces with heaps of money for the warfare, tens of thousands of pounds sterling were showered upon the farmers that the position did not justify. The consequence is we have a huge stock, with a limited number of Virginia leaf and strips on sale. Stock 121,243 hhds., against 93,415 hhds. last year.

THE ANTI-CIGARETTE WAR. EXCITEMENT IN CANADA.—The adoption by the Dominion House of Commons of Mr. Bickerdike's motion in favour of prohibiting the import, manufacture, and sale of cigarettes was the outcome of twenty years' constant labour by the women reformers of Canada. It will be followed by the introduction of a Government Bill by the Minister of Justice after Easter embodying the terms of the resolution. How far the Bill will get and what changes will be made is of course uncertain. All the provinces of Canada, except Quebec, have placed on their statute

books legislation against the sale of cigarettes to boys and girls under the ages in some provinces of sixteen and in others of eighteen, but nowhere has the law been enforced. Evidence of the growth of the habit and its ruinous effects on girls as well as boys led the Women's Christian Temperance Union of Canada to organise with the object of seriously grappling with the evil. Its circulars elicited replies from physicians, educators, and leading men throughout the country, which showed that the practice was extending to boys and girls of all ages from eight years upwards. Three murders by youths in two years were attributed to the demoralising influence of cigarettes. At the Mimico Reformatory School 75 per cent. of the boys under fourteen were found to be confirmed cigarette smokers when admitted. Many cases of utter mental and physical wreck are reported by doctors. In a number of public schools it is reported that there is secret cigarette smoking by girls, who carry the habit into their homes with the most serious consequences. Others, making no attempt at concealment, smoke in defiance of parental entreaties. A great mass of statistics proving all this and much more has been

collected, and has caused alarm and a universal desire for the application of stronger measures. Legislation prohibiting sale having failed, an attempt to procure legislation prohibiting manufacture and importation as well was resolved on. The deputation which waited on the Government on the subject early this session was one of the strongest that ever came before Ministers in Ottawa, and the women were accompanied by men representing all the great reforming organisations of Canada. Sir Wilfrid Laurier expressed his sympathies, but confessed that he had

not studied the subject. The strength of the interest the women succeeded in arousing in the House of Commons was not realised by outsiders until the vote was taken. Member after member who had resisted every effort to induce him to pledge himself in favour of the motion, and who was expected by the ladies to vote "nay," got up, and amid cheers, counter cheers, and excitement voted "yea."

Festive.

INTERESTING PRESENTATION AT BRIGHTON. At a pleasant social gathering of the firm and friends of Messrs. Whale & Co., wholesale tobacco-nists, Queen's Road, Brighton, on Wednesday evening, March 18th, several presentations were made. Mr. A. Clarke, the senior traveller, was the recipient of a silver-mounted umbrella, presented by Mr. H. Wade Stiles, proprietor, in recognition of his 25 years' services. A lever watch was afterwards presented to Mr. C. Powell, coachman to the firm for 33 years, and Mr. T. W. Stiles, manager,

TEOFANI'S

HIGH-CLASS
CIGARETTES

AWARDED THE

GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD).

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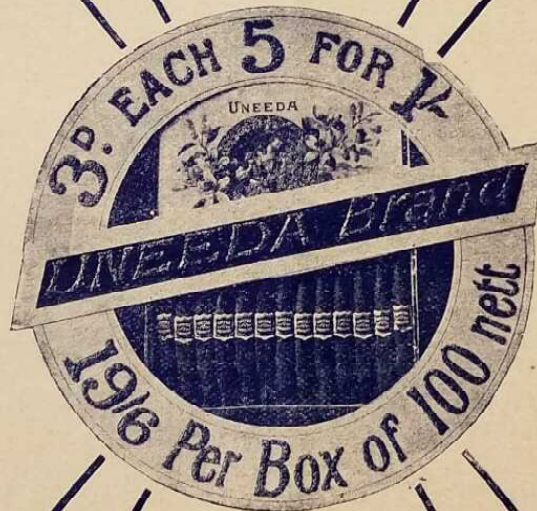
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For full particulars regarding that King of 3d. Cigars,

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With 50% Profit and the Free Window Displays, Showcards and Tickets, communicate with the Sole Manufacturers:

SALMON & GLUCKSTEIN Ltd., Clarence Works, City Road, . . . **LONDON.**

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TRADE NEWS AND NOTES—continued.

stated that he had also a pleasing duty to perform, and presented his father, Mr. H. Wade Stiles, with a gold Albert chain and pendant. The latter in turn presented his son with a gold seal. All the recipients suitably responded.

Fires.

Considerable excitement was occasioned in the vicinity of North Street, Brighton, on March 13th, by an outbreak of fire at No. 10, King Street, a sweets and tobacco shop, in the occupation of Mr. S. Romanow. The shop, a small one, was well stocked, and the damage is therefore considerable.

Early on the morning of March 22nd a fire occurred at 42, Great Alie Street, Whitechapel, a tobacco shop. The fire brigade were called, and made heroic efforts to rescue the occupants, who could be seen through the smoke crowding about the windows. On attempting to escape by the stairway, they were met by choking heat and smoke, which drove them back to the front of the building. Neighbours procured blankets and bedding with which to break their fall, as several showed signs of jumping. One young girl of seventeen, who lived on the second floor, was so terrified by the flames that she leaped into the street, receiving severe injuries. While some of the firemen used a short ladder to get at those on the lower floors, other firemen extended the escape to reach the upper stories, as people seemed to be at nearly every window. The rescue was mainly due to the rapidity with which the firemen were able to reach the scene, thanks to the institution by Captain Wells of the horsed fire-escape.

Foreign.

TOBACCO IN FRANCE. PROFITS FROM STATE MONOPOLIES.—The manager of the French public State manufactories has just published what may be termed his balance-sheet of the working during last year of the monopolies on matches and tobacco. Upon the sale of the 38 milliards of matches manufactured the State realised a profit of 23,713,247 francs. The receipts from the tobacco monopoly amounted to 415 millions, of which amount 332½ million francs remained as net profit. It is estimated that each inhabitant of France on an average annually spends 11 fr. in tobacco or cigars. The greatest smokers are in the Nord Department, and the least in the Lozere, whilst the Parisians are above the average, as the manager of the State manufactories calculates that the average expenditure of the inhabitants of the capital on tobacco is 19 fr. 26 centimes per head.

AMSTERDAM TOBACCO SALES.—The opening sale of the season for Sumatra and Borneo tobacco took place at Amsterdam on March 18th, when 16,446 bales of the former and 404 bales of the latter, or a total of 16,850 bales, were offered to tender. Intense surprise

was afforded to the assembly of buyers and importers by a singular departure from the usual procedure at the sale, none of the results of the tenders being publicly announced; so that would-be buyers were largely kept in the dark as to how the sale was going. The responsibility for this novel action seems to rest with the brokers; but, as these gentlemen seemed indisposed to volunteer information, the market was only able to fall back on conjectures and expletives. The list of results of the tender was published without prices; but by some means the omission was supplied by an enterprising evening journal, so that the manoeuvre of the brokers had a very partial success. From the results published, the market appears to have been a fair, but by no means a strong one. The highest price of the sale was 265 cents., or 4s. 5d., obtained by a lot of 290 bales belonging to the Deli Maatschappij. The same company secured second and third places, with parcels realising 202c., or 3s. 4½d., and 188c., or 3s. 1½d., respectively. In all, about 1,200 bales realised over 200c., and about 2,000 under 100c., the remainder fetching all manner of prices between the above figures. The British companies were duly represented, but were not offering any very choice lots. The United Lankat Plantations Ltd. sold two parcels at an average of 143c., or 2s. 4½d.; the British Deli and Langkat Tobacco Co. Ltd. a parcel of 356 bales at 110c., or 1s. 10d.; the New London and Amsterdam Borneo Tobacco Company Ltd. two lots, aggregating 404 bales, at 75c., or 1s. 3d.; and the Serdang Tabak Maatschappij two parcels at an average of 70c., or 1s. 2d.

TOBACCO TO BE TAXED IN GUERNSEY.—Financial straits have compelled the Legislatures of the Channel Islands to find new sources of revenue. Tobacco was formerly exempted, but is now to be taxed in both islands, for, following Jersey's recent example, the Guernsey States have decided to enforce a tax of eightpence per pound on tobacco and one shilling per pound on

cigars. Permission to levy a tax on tobacco in Guernsey received royal sanction some years ago, but it was never availed of. The Guernsey States also adopted an import duty of four shillings per cwt. on sugar, which is imported chiefly from England.

A GERMAN CIGARETTE SYNDICATE.—It is reported that the principal manufacturers of cigarettes in Berlin proposes to form a combination independently of any action which may be taken by provincial firms. The primary object of the syndicate is to combat the endeavours put forth by the American Tobacco Trust in Germany to control the Teutonic cigarette industry, and to oppose a possible increase in the tobacco tax.

Freemasonry.

SIR WALTER RALEIGH LODGE, 2432.—The brethren mustered in goodly numbers at the meeting of the above Lodge, held at the Inns of Court Hotel,

ISHERWOOD'S Choicest Cairo ✂ ✂ Cigarettes.

As supplied by Royal Appointment to
H.I.M. THE CZAR.

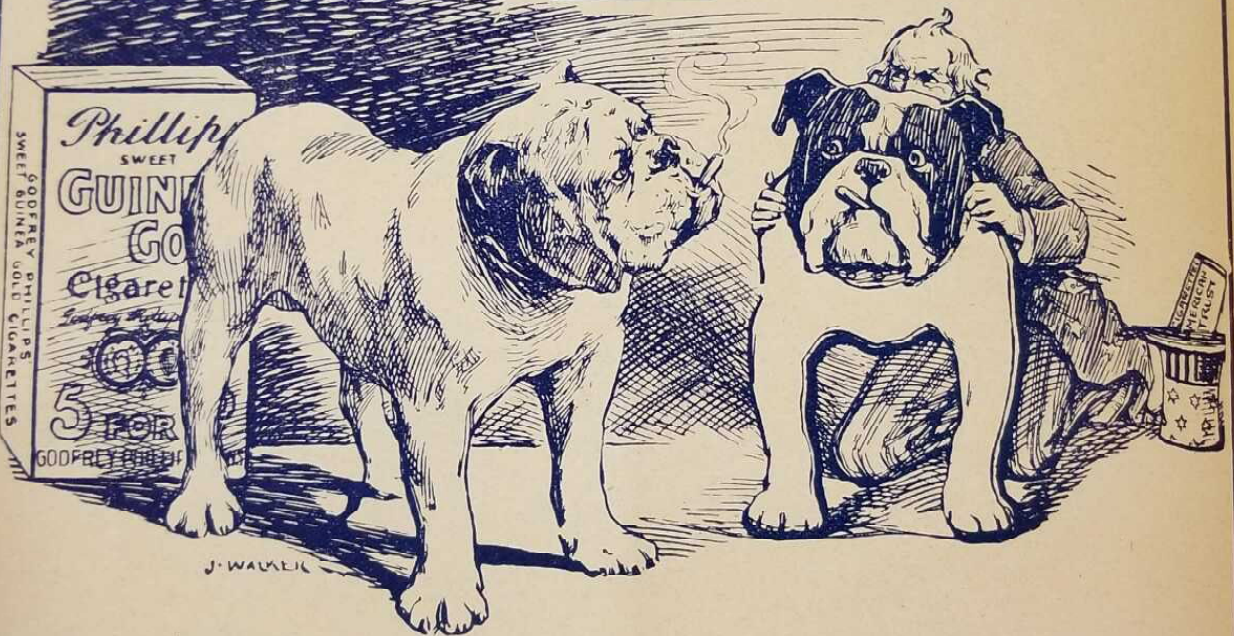
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The Prince of Wales
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The Real English Bulldog,

NOT THE SHAM



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The Real Godfrey Phillips'
GUINEA GOLDS,

Not the Foreign Imitations.

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TRADE NEWS AND NOTES—continued.

on March 26th. The following were present:—Officers: W. Bro. Oscar C. Moore, W. M.; W. Bro. Arthur S. Benjamin, I. P. M.; Bro. E. G. Grahner, S. W.; Bro. W. C. Lightfoot, J. W.; W. Bro. Geo. Ransford, P. M. P. P. G. Swd. B., Middlesex, Treasurer; Bro. S. Maier, S. D.; Bro. H. O. Winter, J. D.; Bro. I. L. Van Gelder, I. G.; W. Bro. G. Emblin, P. M., D. C.; W. Bro. Jas. Parkins, Organist; W. Bro. E. Asser, W. S.; W. Bro. Harry Alberge, Steward; W. Bro. S. Cohen, Steward; W. Bro. G. H. Lawes, Steward; W. Bro. S. T. Hill, P. M., Tyler. Visitors—Bros. J. E. Sherry, 1415, Wm. E. Hebditch, 217, W. J. Bevan, 1624. Brethren—Bros. A. H. Cornish, W. H. Drucquer, E. Drucquer, J. H. Kevis, D. de Meza, Alex. Jones, J. Pezaro, J. C. Metcalfe, P. Phillips, David S. Naphthali, James Moore, O. H. Beatty, W. R. Daniels, Wm. Foyle, Francott, J. H. Pound, C. Johnson, Geo. T. Benjamin, J. H. Custance, W. H. Oades, H. C. Perkins, J. Zeegen, F. Smith, Samuel Phillips, J. Brenchley, and H. B. Jackson. Bro. Bullock (Secretary) was prevented from being present by pressing business. Bro. John Edward Evans-Jackson, Chilwell Hall, Notts, and 19 and 20, Holborn Viaduct, patent agent, of the Westminster and Keystone Lodge, No. 10, and the Old Priory Lodge, No. 2594; and Bro. Jas. H. Pound, Rothsay House, Crescent Road, South Woodford, of the Beaconsfield Lodge, No. 1662, were unanimously elected as joining members. Mr. Charles Johnson, cigar merchant, 66, High Street, Harlesden, was elected unanimously and duly initiated. Bros. Perkin and Jackson were passed. The banquet was served in the usual excellent style of the Inns of Court Hotel, and a very pleasant evening was spent.

Law.

LIBEL ACTION AGAINST A HULL TOBACCONIST.—In the Nisi Prius Court at Leeds, on March 19th, before Mr. Justice Ridley, an action for libel was brought by Samuel Jones Feldam, solicitor, Hessle Road, Hull, against Hyman Pearlman, pawnbroker, Hessle Road, and J. E. Cohen, tobacconist, Carr Lane. Mr. E. Tindal Atkinson, K.C., and Mr. E. Shortt were for the plaintiff, and Mr. Scott Fox, K.C., and Mr. Charles Mellor for the defendants. Mr. Atkinson said the libel was contained in a circular distributed to almost every member of the Jewish community in Hull, amongst whom the plaintiff had an extensive practice. A question had arisen with regard to the site of a new synagogue in Linnæus Street, but some of the congregation favoured Osborne Street. In October, 1900, the Hull Corporation had promoted a Bill for widening Hedon Street, and had given notice that they intended to acquire a strip of the Jewish Cemetery, involving a width of thirty yards and the disturbance of a number of graves. A resolution was passed that the Bill should be opposed, and the plaintiff said he would merely charge the congregation the costs. The Corporation resolved to take ten yards instead of thirty, and this met the objections of the Jews, but his client's preliminary costs had up to this time amounted to £64, though he got them reduced to £54. In February, 1902, he found a circular was being distributed, commencing, "Although the voice is the voice of Jacob, the hands are the hands of Esau." The document was entitled "The 13 Creeds," and the opening paragraph was, "Fellow congregants, an appeal has been issued to you inviting you to walk into the Linnæus Street parlour, and as an inducement to do so they thought proper to remind you that the late Mr. I. Jacobs has been the pioneer and founder of the old Hebrew congregation." In pointing out "how those gentlemen, who had that grand little estate left to their trust have discharged their obligations," the document stated in the fifth creed, "Remember that those gentlemen, while

having first persuaded you to oppose the Corporation with reference to the cemetery, and the solicitor having publicly undertaken to do the work free of charge, now demand of our poor congregation the sum of £52 under threat of a writ." And the thirteenth creed read, "Remember above all the parable of 'The Spider and the Fly.'"—Mr. Atkinson, continuing, urged that a direct charge against the plaintiff was contained in this document, and the fifth creed was an absolutely false statement intended to create a false impression. The defendants had sworn that they had nothing to do with the publication of the libel, but Goldberg, who was supposed to be going abroad, and was examined for the defendants on commission, "gave the whole show away," stating that the defendants arranged that he should distribute the circulars, and one of them said they were going to show the plaintiff up. He should call evidence to show that Cohen took the manuscript to the printers. If the jury found that a libel had been circulated, he invited them also to believe that the defendants had not scrupled to commit wilful perjury with the object of escaping the consequences of their act.—The defence was that a Mr. Vice was responsible for the circular, and that the attack in it was not on the plaintiff, but on the people who favoured the Linnæus site, and that there was no suggestion of fraud on the part of plaintiff, there being not the slightest justification.—A verdict was given for £50 damages against Cohen and £25 against Pearlman.

TOBACCONIST'S CLAIM FOR COMPENSATION.

—At Sheffield County Court, on April 2nd, his Honour Judge Mansel-Jones gave his decision in an interesting tobacco case heard a fortnight ago. Mrs. Harriet Charlesworth, who kept a tobacconist's shop in Langsett Road, sought to recover £43 5s. 10d. commission from William Alfred Rowley, wholesale tobacconist, Corporation Street. Mr. A. Muir Wilson appeared for the plaintiff, and Mr. A. Neal for the defendant. Plaintiff's case was that between 1900 and 1902 she obtained from Messrs. Wills & Co., of Bristol, tobacco manufacturers, about £1,700 worth of goods—including "Cinderella" and "Woodbine" cigarettes—on behalf of the defendant, who undertook to pay her 2½ per cent. commission, but had only paid £1. From the defence it appeared that Mr. Rowley at one time traded direct with Messrs. Wills, but in June, 1900, they refused to execute any further orders for him because he had sold four boxes of "Cinderella" or "Woodbine" cigarettes for 12s. 6d., whereas they had fixed the whole sale price at 12s. 7½d. Mrs. Charlesworth agreed to get the goods for him, he undertaking to let her have them at the old price of 12s. 6d. The arrangement as to commission was denied.—His Honour gave judgment for the plaintiff for the amount claimed, and ordered all the documents in the case to be impounded.

New Companies.

WILLIAMSON PATENT PIPE COMPANY LTD.—Registered on March 13th, with a capital of £5,000 in £1 shares (4,500 five per cent. cumulative preference). Object, to adopt agreements (1) with H. Williamson and (2) with J. Sinclair, to acquire patent No. 23,184, of 1896, granted to the said H. Williamson in respect of an invention in relation to improvements in tobacco pipes, cigar and cigarette tubes, and the like; to acquire the business carried on by the said J. Sinclair at 137, Westgate Road, Newcastle-on-Tyne, as the Williamson Patent Pipe Company, and to carry on the business of manufacturers of and dealers in tobacco pipes, cigar and cigarette holders, snuff-boxes, reels, paper, cardboard, pipe cleaners, pipe holders, cigar cutters, tobacco and cigar boxes, tobacco, cigars, cigarettes, waxlights, &c. No initial public issue. The first directors (to number not less than two nor

"LUMLEY" MIXTURE. Sole Manufacturers: BARTLETT & BICKLEY, 17, Brook Street, LONDON, W.

TRADE NEWS AND NOTES—continued.

more than five) are J. Sinclair, R. K. Sinclair, managing directors, with £4 per week as remuneration, and H. Williamson, each of whom may remain in office while holding £50 ordinary shares. Registered office, Eagle Street, Holborn, London.

BRITISH TOBACCO COMPANY (AUSTRALASIA), LIMITED.—Registered on March 27th, with a capital of £100 in £1 shares. Object, to carry on the business of tobacco-growers, manufacturers of and dealers in tobacco, cigars, cigarettes, and snuff, &c., in Australasia or elsewhere. No initial public issue. The first directors (to number not less than three nor more than six) are H. H. Wills, W. B. Ogden, W. R. Harris, H. Von Reitzenstein, Cunliffe-Owen, T. Gracey, and J. Hood. Qualification one ordinary share. No remuneration.

BRITISH TOBACCO COMPANY (SOUTH AFRICA), LIMITED.—Registered on March 27th, with a capital of £5,000 in £1 shares. Object, to carry on in South Africa or elsewhere the business of tobacco growers, tobacco, cigar, cigarette, and snuff manufacturers and merchants, &c. Other particulars same as British Tobacco Company (Australasia), Limited (q.v.).

BRITISH TOBACCO COMPANY (INDIA), LTD.—Registered on March 27th, with a capital of £100 in £1 shares. Object, to carry on the business of tobacco growers, manufacturers of and dealers in tobacco, cigars, cigarettes, and snuff, &c., in India or elsewhere. Other particulars same as British Tobacco Company (Australasia), Ltd. (q.v.).

MARECHAL, RUCHON & CO. LIMITED.—Registered on March 27th, with a capital of £40,000 in £10 shares (2,000 "A" and 2,000 "B"). Object, to carry on the business of manufacturers of pipes, cigar, and cigarette holders, mouthpieces, cases, matchboxes, cigar and cigarette boxes, and smokers' sundries, and in particular to take over the businesses now carried on (a) at 15 and 17, Rue des Balkans, Paris, as A. Marechal, Ruchon et Cie; (b) at St. Claude, France, as Sina et Cie; and (c) also at St. Claude, as Verguet Frères. No initial public issue. The first directors (to number four—two "A" and two "B") are A. Marechal and F. Ruchon ("A") and A. Oppenheimer and J. Adler ("B"). On a vacancy occurring among "A" directors L. Verguet shall fill same. Qualification, £100. Remuneration, £200 per annum, divisible. Registered office, 32-33, Hamsell Street, Cripplegate, E.C.

Obituary.

DEATH OF MR. JOHN ELRICK, TOBACCO PIPE MANUFACTURER.—It will be learned with regret among a large circle of business and other friends in Aberdeen and district that Mr. John Elrick, tobacco pipe manufacturer, Aberdeen, died on March 26th, at his residence, 71, Jute Street. Mr. Elrick, who had reached the advanced age of 75 years, was the oldest manufacturer of tobacco pipes in the north of Scotland, and gave his life-long attention to the business started by his father upwards of eighty years ago in "Loch" Street, at a time when the loch was still in existence from which the street derives its name. With the gradual extension of the business, the works were transferred from Loch Street to Gordon Street, then to Clayhills, and latterly to the commodious premises they now occupy in Canal Lane. Two of his sons have been trained to the business, and the continuity of the name of Elrick with tobacco pipe manufacture in the north will thus be unbroken. Deceased, of astute and keen business capacity, took a great interest in all the affairs of the city, but never sought to be identified personally with any of the public bodies. Living a quiet life, he nevertheless, in his goings in and out

among all classes of the community, made many friends who will miss the genial, kindly old gentleman. He was associated with the Skene Street Congregational Church for the long period of forty years, and in his demise the congregation loses its oldest member. Mr. Elrick leaves a widow, four sons, and five daughters, to whom much sympathy will be extended in their bereavement. The deceased's oldest son is Mr. John Elrick (of Elrick and Macpherson, india-rubber manufacturers, Guild Street) while the other sons are Mr. Thomas Elrick and Mr. James Elrick (in business with their late father), and Mr. Alexander Elrick, carver and gilder, Dundee, and the daughters are married, and are in different parts of the world.

Public Companies.

R. BELL & CO.—The sixteenth annual general meeting of R. Bell & Co. Ltd. was held on March 28th at the Cannon Street Hotel, E.C., under the presidency of Mr. J. Browne-Martin (the Chairman of the company). Mr. James Cosway (the secretary) read the notice calling the meeting and the report of the auditors. The report of the directors and the statement of accounts were taken as read. The Chairman said: It is with great pleasure that once more, and for the sixteenth time, it devolves upon me to lay before you the report and balance-sheet for the past year's operations of this company. I will begin by saying that, had it not been for the considerable reduction which was made by the Australian Federal Government in the duty chargeable upon imported wax vestas, which was only finally settled in the beginning of 1902, and which was, naturally, adverse to our interests as manufacturers in the colony, we should have had a good year; in fact, a better one than for some years past. The Federal Government in Australia reduced the tariff upon imported wax vestas by 50 per cent., or from 1s. to only 6d. per gross of filled boxes of vestas. That reduction naturally interfered very much with us as manufacturers of matches there. Unfortunately for us, the improved profits which we were able to make in the home business were thus counter-balanced by this reduction in the profits of the colonial trade. I also regret to state that the advance in the price of all the raw materials which we use has been maintained. Timber, in particular, of which we use a great deal, has advanced in price very materially, and I am sorry that I cannot say that there seems to be much prospect of any reduction taking place at present. However, I am very glad to be able to state that, notwithstanding these adverse circumstances, your directors have every confidence as to the outlook of the company for the present year. I will now, as usual, proceed to deal with the figures which are disclosed in the balance-sheet submitted to you. You will perceive that the share capital and debenture stock remain, as usual, at £83,080 and £60,000 respectively, while the amount due to creditors has decreased by rather over £5,000; but, on the other side of the accounts, our stock has, you will see, decreased by £7,000. The debtors owing us money have increased by £1,279; the cash at our bankers' and in hand is now increased to £7,033, as against only £5,420 last year. Then you will have noted that we only expended £300 3s. 5d. in additions to our plant and machinery during the past year, and that we have written off that sum and the £1,000 extra, making that balance now standing at the figure of £115,000 odd, in place of £116,000 odd a year ago. In addition to this, I may tell you that a large sum is also charged as against repairs and renewals. These figures therefore leave us with a gross profit of £2,083 5s. 3d. for the year 1902, which, added to the balance which we brought forward from last year, gives us a total

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TRADE NEWS AND NOTES—continued.

amount of £4,153 os. 1d. to deal with on this occasion, out of which we propose, as the report states, to pay you a dividend of 2½ per cent. for the year, carrying forward the sum of £2,076 os. 1d. to next account.—After various questions from shareholders, the resolution for the adoption of the report and accounts was put and carried unanimously.—The Chairman then proposed the payment of a dividend, as recommended, of 2½ per cent. for the year 1902, carrying forward £2,076 os. 1d.—Mr. C. R. E. Bell, one of the managing directors, seconded the resolution, which was carried unanimously.—The Chairman then proposed the re-election of the retiring director (Mr. C. A. Bell). He remarked that that gentleman was the son of one of their managing directors (Mr. C. R. E. Bell), and had been the manager of their works for some years. In fact, he had been there nearly all his life, and a more energetic and careful young man it would be impossible to find.—Mr. W. Tarr (one of the managing directors) seconded the resolution, which was carried unanimously.—Mr. Evans then moved the re-election of the retiring auditors (Messrs. Percy Mason and A. Brabner) at the same remuneration as heretofore, which was seconded by Mr. Pannell and carried unanimously.—Replying to a cordial vote of thanks unanimously accorded to the chairman, directors, secretary, and staff of the company for their valuable services during the past year, the Chairman said that he could assure the shareholders that he was much obliged for the vote, and that shareholders could take it from him that no efforts would be wanting on the part of everyone concerned to carry on the business of the company to as successful an issue as energy and ability could make it. The proceedings then terminated.

WHOLESALE TOBACCONISTS' PROTECTION ASSOCIATION.

The Annual General Meeting of the Wholesale Tobacconists' Protection Association, Ltd., was held on Wednesday, March 18th, at the Three Nuns Hotel, Aldgate, E.C. There was an excellent attendance, and the proceedings were of a most enthusiastic character.

Mr. Jas. Sadler presided, and was supported by the Vice-President (Mr. J. Kevis), Mr. Stebbing Russell (the Solicitor), and a full committee.

The Secretary read a full report of the year's work, showing an extensive amount of business had been got through. From the very commencement the Association has caused a most friendly feeling amongst the members, who were previously antagonistic. The good fellowship now existing is one of the most promising features, tending as it does to the future hearty co-operation for the benefit of all.

A large number of members has been enrolled during the year both in London and the country.

The meetings, either general or committee, were held about once every week during the year, the attendance being very encouraging. Owing to the number of country members, it was decided to place two from the provinces on the committee, and Mr. Nelson, of Cardiff, and Mr. Hughes, of Reading, were duly elected, and it is proposed to nominate others as circumstances arise.

The correspondence received during the year from the various manufacturers throughout the United Kingdom has been of an extensive character, and the replies received to the various proposals of the Association have been of a most favourable nature.

The Treasurer read a very satisfactory report of the finances, showing a good balance in hand. The Auditors (Messrs. B. R. Arkell and W. R. Daniel) reported that the accounts were absolutely correct, and kept in a very concise and business-like way.

The Chairman then proceeded with the election of officers, and the following gentlemen were unanimously elected for the year 1903-4:—President, J. Sadler, Esq.; Vice-President, J. Kevis, Esq.; Secretary, W. Foyle, Esq.; Treasurer, H. Gross, Esq.; Committee, Messrs. W. R. Daniel, W. Dunster, J. Edwards, H. Frank, P. Goorvitch, J. Harrison, J. McConnell, W. T. Osborne, W. P. Solomons, G. Southec, also E. Nelson (Cardiff) and A. Hughes (Reading); Auditors, Messrs. B. R. Arkell and W. R. Daniel; Solicitors, Messrs. Russell & Arnholz.

A discussion on general matters took place, and many members spoke on various subjects.

The meeting closed with a hearty vote of thanks to the Chairman, Vice-Chairman, the solicitors, and the other officers, who had carried out their duties in an efficient manner during the previous year.

THE POSITION OF THE TOBACCO TRADE IN CUBA.

The following account is from the Havana correspondent of the *Times*:—The second great Cuban industry is tobacco. The production of this article suffered during the revolution and war. But the damage done was infinitely less than to the cane fields and sugar mills. It is an annual crop, and consequently the cultivation was resumed immediately when peaceful conditions prevailed. No costly machinery is necessary, and a quick return for labour expended is obtained. In these circumstances the tobacco districts a year after the cessation of hostilities were producing as heavily as had ever been the case previously. The quality of the leaf was somewhat inferior at first, owing to a shortage of good seed; but this was only a temporary drawback, and it disappeared after the first harvest was gathered. Before the close of 1899 every factory in Havana was working to its full capacity, and the exportation of leaf tobacco had assumed normal proportions. A most radical change in the Cuban manufactured tobacco trade has occurred in the last three years. It began by the formation of the Havana Commercial Company in 1900. This concern purchased a number of the principal cigar factories, and by the amalgamation sought better profits. Subsequently the American Tobacco Trust stepped in and absorbed the Havana Commercial Company and the majority of the remaining factories. A few establishments are still outside this combination, but it is likely they will be drawn in before long. It is difficult to see how individual concerns can resist the methods of the American Tobacco Trust. The Trust controls the bulk of the export trade in cigars. It will deal with retailers in Europe and the United States only on condition that no cigars are kept in stock except those from the factories it owns. The old marks are retained, and the general public knows nothing of the new order of things. The restrictions imposed by the Trust upon its customers have narrowed the market for outside factories in every direction, and it would seem that some arrangement with the Trust will be a necessity for them in the near future. So far the quality of the cigars has been maintained by the new combination, but there is no guarantee that this will continue to be the case when all competition has been eliminated. Nor is there any check to a rise in prices beyond the present level. It is a monopoly, inasmuch as no other country can produce tobacco equal to that of Cuba, and in the island the finer leaf can be grown only in the somewhat limited area of the *Vuelta Abajo*.

From the "London Gazette."

Receiving Orders.

ANDERSON, JOHN, 19, Skinner Street, Whitby, tobaccoist, &c. Date of order, March 27th, 1903.

CORRE, DAVID & CO., cigar manufacturers, 5, Colonial Avenue, Minories, E. Date of order, March 17th, 1903.

DRABBLE, SIDNEY HERBERT, tobaccoist, 70, Pinstone Street, Sheffield. Date of order, March 25th, 1903.

FIELD, HENRY ROBERT, tobaccoist, &c., late 2 and 2b, Woodgrange Road, Forest Gate, E. Date of order, March 18th, 1903.

GARDINER, ARTHUR, tobaccoist, 25, St. Benedict's Street, Norwich. Date of order, March 18th, 1903.

GREGORY, JOHN HENRY, tobaccoist, &c., Uppingham, Rutland. Date of order, March 3rd, 1903.

KANOVSKY, M. M., tobaccoist, 124, Brick Lane, Spitalfields, E. Date of Order, March 13th, 1903.

McCAULEY, J., tobaccoist, 70, Scotch Street, Carlisle. Date of order, March 9th, 1903.

MORRISON, J., tobaccoist, &c., 61, Corporation Road, Middlesbrough. Date of order, March 14th, 1903.

First Meetings and Public Examinations.

CORRE, DAVID & CO., cigar manufacturers, 5, Colonial Avenue, Minories, E. Public examination, Bankruptcy Buildings, Carey Street, W.C., May 6th, at 11.

FIELD, HENRY ROBERT, tobaccoist, &c., late 2 and 2b, Woodgrange Road, Forest Gate, E. First meeting at Bankruptcy Buildings, Carey Street, W.C., April 6th, at 12. Public examination, Bankruptcy Buildings, Carey Street, W.C., May 7th, at 11.30.

GARDINER, ARTHUR, tobaccoist, 25, St. Benedict's Street, Norwich. Public examination, Shire Hall, Norwich, April 22nd, at 11.

GREGORY, JOHN HENRY, tobaccoist, &c., Uppingham, Rutland. Public examination, The Castle, Leicester, April 3rd, at 10.

HOLLOWAY, GEORGE, tobaccoist, &c., 158a, Acre Road, Kingston-on-Thames. Public examination, Court-house, Kingston, Surrey, April 28th, at 2.30.

McCAULEY, JAMES, tobaccoist, 70, Scotch Street, Carlisle. Public examination, Court-house, Carlisle, March 23rd, at 11.

MILES, JOE, tobaccoist, &c., 15, Chapel Street, Harrogate. Public examination, Courts of Justice, York, April 3rd, at 11.

MORRISON, JOSEPH, tobaccoist, &c., 61, Corporation Road, Middlesbrough. Public examination, Court-house, North Street, Middlesbrough, April 3rd, at 10.30.

PAULTON, ALBERT HENRY, late tobaccoist, &c., 103, Stafford Road, and 7, Princess Street, Wolverhampton. Public examination, County Court, Wolverhampton, March 18th, at 11.

Adjudications.

ANDERSON, JOHN, 19, Skinner Street, Whitby, tobaccoist, &c. Date of order, March 27th, 1903.

DRABBLE, SIDNEY HERBERT, tobaccoist, 70, Pinstone Street, Sheffield. Date of order, March 25th, 1903.

GARDINER, ARTHUR, tobaccoist, 25, St. Benedict's Street, Norwich. Date of order, March 24th, 1903.

HODGSON, GEORGE WILLIAM JAMES, 6, Shepherd's Place, Upper Brook Street, W., cigarette manufacturer. Date of order, March 26th, 1903.

KANOVSKY, MARKS, tobaccoist, 124, Brick Lane, Spitalfields, E. Date of order, March 24th, 1903.

McCAULEY, J., tobaccoist, 70, Scotch Street, Carlisle. Date of order, March 9th, 1903.

MILES, JOE, tobaccoist, &c., 15, Chapel Street, Harrogate. Date of order, March 3rd, 1903.

MORRISON, J., tobaccoist, &c., 61, Corporation Road, Middlesbrough. Date of order, March 14th, 1903.

SLOBODINSKY, JACOB LEON (lately trading as the J.L.S. Tobacco Company), late tobacco cutter, &c., 68, High Street, Whitechapel. Date of order, March 11th, 1903.

Notices of Intended Dividends.

COUSINS, WILLIAM HENRY, tobaccoist, &c., late The Square, Nantymoel. Last day for proofs, April 8th, 1903. Trustee, G. David, 117, St. Mary Street, Cardiff.

HARVEY, TALBOT, tobaccoist, 13, St. Peter's Street, Bedford. Last day for proofs, April 13th, 1903. Trustee, A. Ewen, Official Receiver, Bridge Street, Northampton.

NICHOLS, DAVID, tobaccoist, &c., 131a, Yorkshire Street, and 11, The Walk, Rochdale. Last day for proofs, April 10th, 1903. Trustee, W. Denton, 7, Sweeting Street, Liverpool.

SMITH, JOHN WILLIAM, tobaccoist, 41, High Street, Grantham, Lincs. Last day for proofs, April 4th, 1903. Trustee, T. Gourlay, Official Receiver, 4, Castle Place, Park Street, Nottingham.

TADMAN, HERBERT ERNEST, wholesale and retail tobaccoist, late 60, Waterloo Street, Kingston-upon-

*Have you found
the Mis-spelt Word?*



*If you have send it
along and be "in the
swim."*



Be careful to mark your envelope—

"SPELLING BEE,"

CIGARETTE WORLD,

2, ELLISON ROAD,

BARNES,

LONDON, S.W.

Hull. Last day for proofs, April 8th, 1903. Trustee, A. S. Maples, Official Receiver, Trinity House Lane, Hull.

Notices of Dividends.

MAINWOOD, WILLIAM JAMES, wholesale cigar, &c., merchant, 41, St. Leonard's Road, Windsor. First and final, of 64d., at the Official Receiver's, 95, Temple Chambers, Temple Avenue, E.C., on March 26th, 1903.

ELWELL, JAMES HENRY, 52, High Street, Bilston, tobaccoist, &c. First and final, of 3s. 6d., at Official Receiver's Office, Wolverhampton, April 8th, 1903.

WILLIAMSON, JAMES, tobaccoist, &c., 32, Lodge Lane, and 13, Exmouth Street, Everton, Liverpool. First and final, of 20s., at H. D. McAusland's, 61, Lord Street, Liverpool, on March 1st, 1903.

Order made on Application for Discharge.

COHEN, SAMUEL, tobaccoist, 446, Strand, W.C. Discharge suspended for four years. Date of order, February 18th, 1903.

Notices of Release of Trustees.

BALLINGER, ELIZABETH JANE (trading as E. J. Ballinger), tobaccoist, &c., Bowness-on-Windermere, Westmorland. Trustee, H. G. Pearson, Official Receiver, 16, Cornwallis Street, Barrow-in-Furness. February 23rd, 1903.

BOOTH, BRIDGET, tobaccoist, 16, Kirkland, and 185, Highgate, Kendal, Westmorland. Trustee, H. G. Pearson, Official Receiver, 16, Cornwallis Street, Barrow-in-Furness. February 23rd, 1903.

BURGESS, HENRY WILLIAM, tobaccoist, Corn Market Street, Thame, Oxford, and Princes Risborough. Trustee, G. Mallam, Official Receiver, 1, St. Aldate Street, Oxford. March 16th, 1903.

HOROBIN, THOMAS HENRY, High Street, Crowle, tobaccoist. Trustee, J. C. Clegg, Official Receiver, Sheffield. Date of release, March 16th, 1903.

In the Matter of—

FREDERICK WILDE.—The debtor lately carried on business at 105, Newgate Street, and his affairs are being administered in bankruptcy by the Official Receiver as the Trustee. A sitting for public examination was recently held before Mr. Registrar Linklater, the statement of affairs showing liabilities £225, and assets *nil*. In reply to Mr. Egerton S. Grey, Official Receiver, the debtor stated that he had previously failed in 1891, when he effected a private arrangement with his creditors, after having carried on business as a tobacco manufacturer. A dividend of about 15s. in the pound was paid on liabilities amounting to £400. The debtor was afterwards employed as a traveller in the tobacco trade. In August last he began business as a tobaccoist at 105, Newgate Street. He, however, abandoned the business in the following November, as he was unable to obtain further capital. He attributed his failure to heavy expenses incurred in establishing the business. He estimated his loss in connection with the business at £198. He had kept no books of account. In February, 1900, he was deficient to the extent of £40, and he had not been able to pay all his debts in full since. The examination was concluded.

SIMON SCHULTZ.—Simon Schultz, tobaccoist, 217, Hessele Road, was publicly examined at the Hull Bankruptcy Court on March 13th. Mr. Gosschalk appeared for the debtor. Replying to the Official Receiver, the

debtor said that his liabilities were £475 2s. 3d., and assets £44, leaving a deficiency of £431 2s. 3d. He attributed his failure to bad trade, bad health, and to losses in a Porter Street shop. He commenced business two years ago, having previously managed the Hessele Road shop for his cousin. A year last Christmas he took a shop in Porter Street, but it did not pay. He put "stuff" in, but took no money out. Altogether his takings had averaged £20, and his profits had been 10 per cent., whilst it had cost him £3 a week to live.—The Official Receiver: You only return the stock as worth £25, and you are owing something like £475 for goods supplied.—The debtor: It was always like that.—Questioned as to whether he had not a large stock last Christmas, the debtor said that the shop was full, but it was of empty boxes. He swore his profits did not amount to 25 per cent. He had neither stock nor money put away.—The Official Receiver: What has become of them?—The debtor: Sold; and I have paid everything away.—In further examination, the debtor said that he had never been solvent since he commenced business. His loss on the Porter Street shop was £100. The examination was closed.

JOE MILES.—The first meeting of the creditors of Joe Miles, of 15, Chapel Street, Harrogate, tobaccoist and newsagent, was held at the Official Receiver's Office on March 18th. Debtor's statement of affairs showed that the gross liabilities amounted to £173 4s. 6d., of which £143 4s. 6d. is expected to rank for dividend. Debtor attributed his insolvency to want of capital to supply necessary stock, keen competition, and being unable to follow his trade as a journeyman painter owing to illness, and a bad debt.

JAMES McCAULEY.—Mr. James McCauley, tobaccoist, Scotch Street, Carlisle, was publicly examined in bankruptcy at the Courts on Monday. In reply to questions, he stated that when his creditors were pressing him he borrowed £50 from a money-lender, to whom he gave a promissory note for £70. He repaid two sums of £10, and afterwards borrowed £30, giving a note for £74 for the whole. His turnover was not sufficient to enable him to live and pay the rent of the house and shop. His grandfather left the Scotch Arms Inn, Rickergate, which was let at £170 a year, and other property, to be divided among the family who survived the debtor's mother. The family consisted of eight persons, of whom he was one. He suffered from heart disease, and could raise no money on his interest in his grandfather's will. No insurance society would take him.

GEORGE HOLLOWAY, 158a, Acre Road, Kingston-on-Thames, wholesale confectioner and tobaccoist. The first meeting of the creditors interested under this failure took place on the 24th March, at the Offices of the Official Receiver for the Kingston district, Railway Approach, London Bridge, S.E., under the presidency of Mr. A. Mackintosh, senior Official Receiver. The statement of affairs filed by the debtor showed gross liabilities amounting to £1,290 17s. 6d., of which £1,246 10s. 10d. was due to unsecured creditors. The assets amounted to £325 11s. 11d., from which £44 6s. 8d. had to be deducted for the claims of preferential creditors payable in full, leaving the net assets at £281 5s. 3d., and showing a deficiency of £965 5s. 7d. The Official Receiver reported that the debtor alleged that his failure was caused through "law costs about £300, depreciation in value of my stock, fixtures, horses and vans about £250, loss of three horses by death £70, bad debts about £20, insufficient trade to pay working expenses during the time I have been in business, and cost of living while I have had no income." The debtor commenced business at Acre Road, Kingston, about March, 1902, with a capital of £350 in cash, and prior to that time he had been for several years manager for various confectionery firms at salaries varying from £120 to £150 per annum. In March, 1902, he entered

into a verbal agreement for partnership with Mr. Thomas Mascall, and they traded under the name of Holloway and Mascall, he (the debtor) putting £750 into the business, £350 of which was his own and £400 borrowed by him from his wife, and Mr. Mascall bringing in £100, the arrangement being that the latter was to be paid 36s. a week for his wages, in addition to which he was to receive a share of the profits; but no agreement was come to as to what that share should be. He further stated that about three weeks before the receiving order there was a dispute between him and his partner, and that Mr. Mascall left the firm, having drawn out the whole of his capital with the exception of about £24. The money which was advanced to the debtor by the wife "for the purpose of his business," which at the date of the receiving order amounted to £450, would in bankruptcy be postponed under the Married Woman's Property Act until the other creditors had received 20s. in the £, and that fact should be taken into consideration as well as others by the creditors at the first meeting. The books kept by the debtor were a debtors' ledger, a cash takings book, and a book containing entries of payments by cheque, and part of his cash payment. He stated that in September last he took stock, but that he destroyed the stock sheets; there was no capital account kept, and the books have not been balanced at any time. He alleges that he first became aware of his insolvency about Christmas last, and that since then he has contracted debts to the extent of £70 or £80. His household and personal expenditure he estimates at about 35s. a week. In August last the debtor stated he raised an action against his late employers for £1,000 for damages sustained through their having prosecuted him for embezzlement, under which prosecution he was acquitted. On the advice of his counsel he states that the action for damages was not proceeded with, all imputations against him being withdrawn by his employers, and each side paying their own costs. His costs he estimates amounted to £260. The business is being carried on under a guarantee (which I consider sufficient) against all loss.—The Official Receiver further reported that the debtor had lodged with him a proposal for a composition to be submitted to the creditors, of which the following is a copy:—"1. That payment in priority to all other of my debts of all debts directed to be so paid in the distribution of the property of a bankrupt shall be as follows:—By a deposit in cash with the Official Receiver of a sum sufficient to pay such debts fourteen days before the date fixed for the hearing of the application to the Court to approve the composition. 2. That provision for payment of all the proper costs and charges and expenses of and incidental to the proceedings, and all fees and percentages payable to the Official Receiver and the Board of Trade, shall be made in the following manner:—By a deposit in cash with the Official Receiver of a sum sufficient to pay such costs, charges and expenses, fees and percentages fourteen days before the date fixed for the hearing of the application to the Court to approve the composition. 3. That the following composition shall be paid as hereinafter mentioned on all provable debts:—7s. 6d. in the £ payable as to 2s. 6d. on 1st May, 1903, as to 2s. 6d. on 1st July, 1903, and as to 2s. 6d. on the 1st September, 1903. 4. That the payment of the composition be secured in the following manner:—By the guarantee of Mr. Arthur Wilcox, coal and corn merchant, 26 and 28, London Road, Kingston-on-Thames." With regard to his assets, at his preliminary examination debtor stated that he valued his stock-in-trade at £150; his horses, vans, fixtures, &c., at £131; his book debts at £80; and his lease at £100, making in all £460; but in his statement of affairs he estimates his assets at £40 in the hands of the Sheriff, stock-in-trade and fixtures £110; whilst the book debts, which he estimated to produce at his preliminary examination £80, are shown in the statement of affairs to produce only £14 3s. 5d. As regards these book debts I have not had

time as yet to examine the books, but the creditors will notice that there is a large discrepancy between the figures at the preliminary examination and in the statement of affairs in relation to them, and they will further observe that the value placed on the horses, vans, fixtures, &c., at the preliminary examination was £130, whilst in the statement of affairs they are valued at only £70. There is no rent shown as due in the statement of affairs, and I am informed that payments have been made in advance to the extent of £60, the rent being £80 per annum. The preferential debts shown at £44 6s. 8d. are in respect of wages, income tax, and lighting rates. The assets stated by the debtor in his preliminary examination would show about 6s. 8d. in the £ upon the whole of his debts; but as I have already mentioned in bankruptcy the wife's claim for £450 would be postponed. The assets shown in the statement of affairs, however, only show about 5s. in the £ upon all the debts, including that due to his wife. Under all the circumstances I am inclined to think that the debtor's offer would not be more advantageous to the creditors than a realisation under an Order of Adjudication, and therefore I cannot recommend it to the creditors. The Official Receiver stated that since drawing up his report he had learned that a firm of solicitors had a lien upon the lease of the debtor's premises, in respect of costs amounting to about £70 or £80. They had not proved their debt yet, but if it was so the £100 that the debtor returned in his assets as the value of his lease would be wiped out, and if he had known that at the time he should have worded his report differently.—The debtor denied that he owed the firm in question any costs, and said that he had paid them for all they had done.—The Official Receiver said that in the face of the letter he had received, he must assume that there was a lien on the lease.—Mr. Wilcox said that he knew nothing about the lien on the lease, and under the circumstances he should withdraw from his position as guarantor of the composition.—Another long discussion ensued, and eventually it was resolved to adjourn the meeting for ten days, Mr. Wilcox undertaking to pay the costs of the adjournment, and in the meantime he promised to go and see the firm of solicitors who had been mentioned as having a lien on the lease, with a view to their accepting a small sum in satisfaction of their lien. If that could be arranged, he would be willing to guarantee the composition. The meeting was adjourned accordingly.

AN EXPENSIVE CIGARETTE.—A Russian princess who was staying for the benefit of her health at Baden, near Vienna, visited the opera one evening. After the performance the end of a cigarette and a half-burnt match were found in the box which she had occupied. An official inquiry was made, and the princess confessed herself to be guilty, pleading that smoking was permitted in Russian theatres. In consideration of this plea the judge reduced the penalty to a fine of £4.

TEN CIGARETTES FOR A HALFPENNY.—It is now said that the cigarette trade of India—an enormous and a growing one, for every native smokes—has been captured by America. It is the old story over again—surplus stock sold at ruinous prices. Ten American cigarettes, done up in a box, can be bought to-day in any Indian bazaar for a halfpenny. The native merchant pays 3s. 6d. a thousand for them, a price which includes all charges, duty, &c. Of course, neither English nor Indian tobacco merchants can withstand such prices.

THE LEADING SHAG IS

Franklyn's Superfine.

FRANKLYN, DAVEY & CO.,

BRANCH OF THE IMPERIAL TOBACCO COMPANY (OF GREAT BRITAIN AND IRELAND), LIMITED,

BRISTOL.

Muratti's High-Class Cigarettes.

LEADING BRANDS

"ARISTON," Gold Tipped	-	100's	50's	20's
"ARISTON," No. 10	- -	100's	50's	25's
"ARISTON," No. 6	- -	100's	50's	20's
"NEBKA," No. 2	- -	100's	50's	20's 10's
"NEBKA," No. 3	- -	100's	50's	25's

All the above well-known and popular brands are guaranteed hand-made from the finest selected Turkish Tobaccos, and all packed in beautiful enamelled tins.

PRICES ON APPLICATION.

Head Office and Factory: 54, Whitworth St., Manchester.
London Office and Sale Rooms: 5, Creed Lane, E.C.

The Science of Advertising for Retailers.



THE following hints should be carefully studied by tobacconists. We take them from the *Canadian Cigar and Tobacco Journal*, which is very strong on advertising:—

There are a few things that advertising can't do, no matter how good it may be, or how wisely placed. It can't restore health and strength to a broken-down business that's drawing its last breath and hasn't enough vitality to take any nourishment. It can't sell enough of a poor article to make it profitable in the long run, if an equally good and well-advertised thing of the same kind is sold at a lower price. And it can't do the most good anyhow unless it is pretty good itself—unless there's real thought and method in it—business arguments, interesting details, facts.

There are things, however, that advertising can and will do—that it is doing right along for those who know how to use it. Advertising of the right sort will help any legitimate business that deserves help. Backed by the right goods and prices it will do more to build up a business than any other one force known to the business world. Under its influence the small business will grow in that easy, continuous way that pays after spurts and booms are dead and forgotten. It widens and expands the big business along safe, sure lines. It will pull many a business out of the hole when it's a matter of finding a wider market for a good thing and finding it promptly. All this and more advertising has done, and is doing, and will do.

Illustration as a help to good advertising is understood by many, but not all have a clear conception of the power the cut should bestow. This is seen in their advertisements where the cut gives nothing of the idea contained in the composition, but seems to be used as an eye-catcher, with the view that when the eye is brought to the advertisement the mind will revert from it to the printed matter. It is evident that if the cut does not centralise the conception of the printed product, it weakens the effectiveness of the product by dividing attention. The law of the economy of attention is violated and the force of the effectiveness of the advertisement dissipated. The eternal fitness of things should be kept before the mind in selecting cuts for an advertisement. If the product is made up of unrelated ideas that cannot be conglomerated into one centralised conception, the cut cannot add force to it, and should not be used.

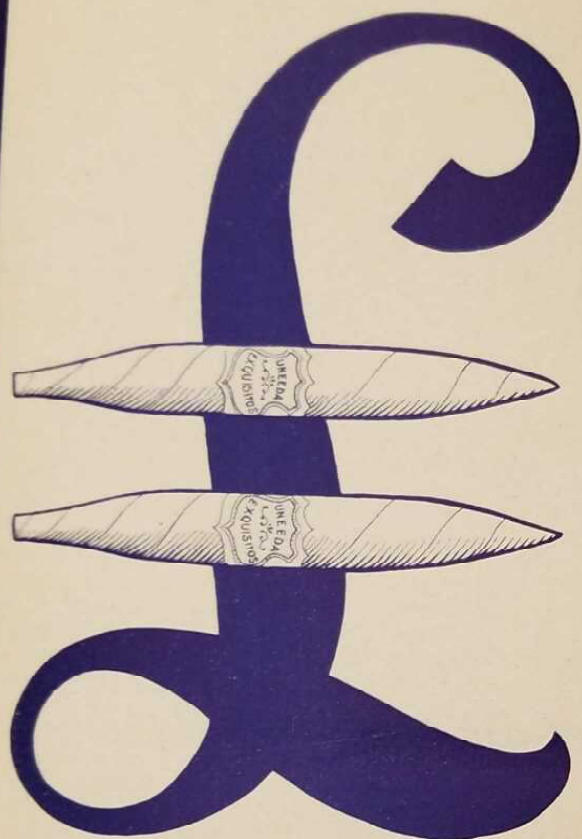
This is getting to be an intensely practical age. The old manner of advertising, in which strongest adjectives were used in most flamboyant style, and the most gilded promises were made with no thought of fulfilment—this order of things no longer prevails; or, at most, it is found chiefly among travelling showmen and theatrical people. It is true there are many people who still labour under the delusion that they can get something for nothing, but these are not generous buyers, and their trade is little to be desired. The people generally are growing in wisdom and understanding. They realise that trade is trade. They have no expectation of buying things below cost. What they wish, and they expect no more, is a fair value for their money. They demand straight dealing. They insist that articles shall be just as advertised—no more and no less. Advertisers who meet this demand succeed. Those who do not meet it fail in the long run. Flim-flam methods in advertising and in sales have had their day, and have passed out.

Retail tobacconists as a rule do not make as liberal use of printers' ink as they should. The feeling seems

to be that advertising is of no use unless one can afford to "do it big," that the newspaper space is trade-bringing only in proportion to its size rather than in proportion to its quality. This is one of the greatest fallacies with which the retailer can be imbued, and followed to its logical conclusion would mean that it is useless for the small retailer to attempt to do business in the face of strong competition. It means that you should dismiss your one or two salesmen because you cannot keep six or seven like your big competitor; that a salesman of small stature cannot sell as many goods as can the six-footer in the other fellow's store. This is reducing the proposition to an absurdity, for every sane man knows that it is quality, not quantity, that makes the successful salesman. So it is with advertising. Your advertisement in the local newspaper may be only half, or even quarter, the size of that of your business rival, but a small salesman of first quality is always infinitely superior to a mediocre one twice his size, and what is your advertisement if not a salesman? And if this little salesman in the local paper is made to say the right thing in the right way at the right time, you may find that it is the most important member of your selling staff.

Your advertisement should say a different thing every issue about the quality and worth of your goods. It should not go round the block to whisper that you carry a fine line of pipes or tobacco. As indicated in this department last month, there is nothing gained by weaving a halo of romance about your goods. You should talk to your customers through your advertising as you would face to face in your store, in a simple direct manner, conveying information about the things you have to sell. Gaiety and flippancy are to be avoided. Do your advertising in an earnest, straightforward way that will convince the reader that his particular trade is of value to you, that you need it, and must have it. Try to convince him that it is to his advantage to buy from you, and tell him why, but in the telling of it keep clear of extravagant claims approaching bombast, and make no offers or statements that you are not prepared to make good—that way lies disaster. Build your advertisement on these simple principles, and if you back it up by goods of undoubted worth it will bring you trade, even if you cannot afford to put it in as large a space as some others.

A BIG SMOKER.—Sir Thomas Lipton is a great smoker nowadays, if we are to judge by all recent photographs of the enterprising owner of "Shamrock III." Perhaps he has contracted the taste for a fine Havana from the King, whom we hardly ever see on holiday bent without a cigar. There were days, however, when Sir Thomas Lipton did not allow himself the luxury of a smoke. Illustrating this, a yarn is told by Mr. N. W. Hornstedt of the time when he was British Vice-Consul at Moscow. A visitor was announced, and there appeared a gentleman who would be conspicuous in any company, if only on account of his tall and slender figure, mobile face, and penetrating eyes. Some information the British trader wanted was soon forthcoming, and then the Consul asked his visitor to join him in a cigar. "A thousand thanks," replied Sir Thomas, "but, though I am the biggest smoker in England, I never smoke." It was hardly necessary for the visitor to explain that it was bacon, not tobacco leaf, he "smoked."



HOW
TO
MAKE
MONEY

STOCK
UNNEEDA

EXQUISITOS

WITH **50%** PROFIT

THE ALLIANCE AT LIVERPOOL.



MEETING, under the auspices of the United Kingdom Tobacconists' Alliance and London Combined Tobacconists' Associations was held on March 11th, at the City Hall, Eberle Street, Liverpool, in furtherance of the provincial campaign

for organising the retail traders of the country. Mr. W. H. Parry, of Bootle, a vice-president of the Alliance, presided over a large attendance, and was supported by the following deputation from London:—Messrs. E. S. Boutell (chairman of the Alliance), H. Ramill (secretary), M. Barnett, chairman; H. Taylor, secretary; T. Malon, P. Henderson, and J. Druequer, members of the London Organising Committee. Among the local retailers present were Messrs. Geo. Watts, A. Grundy, A. J. Weddell, and J. Breen.

The Chairman said they were called together to continue the work of the Organising Committee of the Alliance, which held a meeting in the Memorial Hall, London, a month or five weeks ago, to protest against the action taken by certain persons in the tobacco world, and to organise themselves to protect their own interests. The tobacco trade of this country had been in a turmoil for two or three years. The American threatened the British manufacturers with extinction, and certain British manufacturers formed themselves into a combination to combat the American, who descended to tactics such as they in this country had not heard of in the tobacco trade. The Independent Tobacco Company in their wisdom thought fit to take the Americans to their bosom—the only way in which he believed they could extinguish his light. The result was that they had a British combination allied to the American, forming a huge combine with 18 millions of money at their back. They were now endeavouring to throw out their arms in every direction, and practically did what the Yankee wanted—to collar the trade of the country. Now that the fight was over they had been waiting to see what would happen. There was an end of competition, and the prices charged did not leave a sufficient margin of profit for the ordinary retailer to live decently and pay his way. They were advocating a fair, living profit, the same to be protected. The tobacco manufacturers had proved that it was within their province and power to protect the selling price of their goods. They (the retailers) asked them to protect it at such prices as would leave a fair margin of profit, which they as distributors were justly entitled to. (Hear, hear.) If the Imperial Tobacco Company was allowed to swallow up the trade of this country that huge monopoly would be formed. Then they who were left in the trade would have to accept at the hands of that large combine such terms as they chose to offer. They offered them bonuses. Bonuses were bad, and they suggested to the Imperial Tobacco Co. that they should keep their bonuses and give it to them as fair and legitimate profit on the article. (Hear, hear.) There would be no necessity then to sign any agreement. If they did not obtain at once all that they were asking for they would obtain something, and in the near future they hoped to receive the balance. His advice to the trade was to support the outside manufacturers who would concede that fair and living profit that they were asking for, and to form themselves into a strong organisation. (Applause.)

Mr. A. H. Jackson moved a resolution endorsing the action of the London Associations in passing a resolution to support the independent manufacturers who had conceded their just claim for a fair and living profit and would protect the same, and that those present should

forthwith form themselves into a branch of the Tobacco Dealers' Alliance to protect the best interests of the trade.

Mr. George Watts seconded, and remarked that the matter of their relationship with the manufacturers should be one of the simplest possible. On the one hand were the manufacturers with their millions of money, on the other hand there were millions of consumers of their commodities, while midway between these stood the distributors, and it should be the simplest thing imaginable to establish friendly and amicable relations between them and the manufacturer's. (Hear, hear.) All that was wanted was a fair rate of profit arranged when a new article was manufactured and listed, and an absolute determination to adhere to the prices fixed upon. That had been done in a few cases, and if it could be done in a few it could be done in all cases. (Hear, hear.) He felt that the trader whose business depended mainly on proprietary articles was in a most unfortunate position, but already the London meeting had borne good fruit. (Applause.)

Mr. E. S. Boutall supported the resolution. He submitted that if it was possible for Corporation labourers to band themselves together for their own protection, it was possible for the retail tobacconists to do the same, and they ought to be ashamed to allow themselves to drift into a worse position than they were in now. The game that they were playing now very much resembled the national game of cricket. They could imagine the poor retailer as the batsman, and the Imperial Tobacco Company as the bowler who would give them a ball to the off-side, then he would pitch them one to leg, and then he would give them the bonus ball. (Laughter.) The retailers never asked them for the bonus, and they could keep it until they were asked for it. (Hear, hear.) Referring to the matter of the licence, he said he would like to see their trade come under the same restrictions as the public-house, a reasonable sum charged for the licence, and the dealers given a chance of getting a little rest by being brought under the same restrictions as regarded Sunday closing, if they did not close altogether. (Hear, hear.)

Mr. H. Taylor spoke of the difficulties which the trade had experienced in London, and urged that they must have a powerful organisation that was capable at a given time of embarking upon a definite line of policy. They must recognise that the Imperial Tobacco Co., despite what was said at their meetings in Bristol, was only the English branch of the American Tobacco Combine, which aimed at controlling and monopolising the tobacco trade of the world. What was the position of the retail tobacconist in America? His independence was entirely gone; he was nothing more nor less than a menial or serf of the gigantic trust or combine, and what had occurred in America would undoubtedly occur here unless they joined together to protect themselves. He pointed out that an attempt was also being made to obtain control of the tobacco trade in Germany. What they were trying to do was to recognise that the intentions of the combine were hostile to their interests, and he believed that they had now an opportunity of building up a powerful organisation. They (the London delegates) had come down to fight the Imperial Tobacco Company and to support the independent firms. They were going to stand up to every one of the independent firms, who, so long as they were prepared to support them, would refuse to come to terms with the Imperial Tobacco Company. (Applause.) Once allow the independent manufacturers to be swallowed up and the retailers' independence would be gone for ever. (Hear, hear.)

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Besides being Manufacturers and Importers of every class of Cigars, Tobaccos, Cigarettes, and Tobacconists' Fancy Goods of every description, we supply ALL THE POPULAR BRANDS of all well-known makers.

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Mr. H. Ramill remarked that the only result of these trusts was to make a few millionaires at the expense of the workers, and ultimately of the community at large. Proceeding to explain the objects of the retailers' organisation, he said they included the securing of a profit of 20 or 25 per cent. on all proprietary articles, to protect their members from the tyrannical actions of combines or trusts, and they hoped at an opportune moment to secure a more favourable consideration of the trade from the Chancellor of the Exchequer. (Hear, hear.) At a recent conference the independent manufacturers pledged themselves to ensure the retailers the 20 or 25 per cent. on proprietary articles, and both sections of the trade had pledged themselves to protect themselves from cutting their prices. They also recognised that in face of any threatened monopoly a powerful organisation of retailers would be the salvation of the trade, and they were fully disposed to assist them in every way possible. A defence fund had been started, and was contributed to by both retailers and manufacturers, for protecting any of their members who might suffer from any tyrannical action of the combinations or trusts. (Hear, hear.)

Mr. M. Barnett said that as a result of the meeting in London a remarkable amount of enthusiasm had been awakened throughout the length and breadth of the country. (Hear, hear.) Organisation was the only thing by which they could save themselves from destruction, and he appealed to them in the name of the new spirit that had been awakened to organise themselves, because the monopoly that had been brought into existence was one of enormous power backed by infinite capital.

The resolution was carried unanimously, and on the proposition of Mr. Malm, seconded by Mr. Drucquer, and supported by Mr. Henderson, a cordial vote of thanks was passed to the chairman for presiding and to the local organisers of the meeting.

THE CARE OF A PIPE.

THE following article, which is from *The Sun*, is well worth attention, and many customers would undoubtedly get much satisfaction out of their purchases could they be induced to follow the advice given:—Any child can buy and burn cigarettes. It takes a man to buy, smoke, and go on smoking a pipe. The matchless superiority of a pipe, be it briar or meerschaum, to cigars or cigarettes is beyond debate. It is admitted, even by those who confine their nicotian ardour to the conflagration of cigarettes, pleading in excuse for such puerility that they cannot smoke a pipe. Few men can smoke a pipe well. The matter is an art, a science, and demands an infinitude of patience and discernment, even as Charles Lamb toiled after smoking as some men after virtue. The difficulty of many begins in the first smoke. A new pipe requires most delicate initiation. Its career is largely determined by the first burning of tobacco within its bowl.

HOW TO TREAT A NEW PIPE.

A pipe should never be smoked on the instant of purchase. It should be carefully dusted out and held under a running tap. The water swells the grain, and by opening the pores, facilitates the reception of the savoury sacrifice. Such a measure should no more be neglected than the old smoker of clays would dream of lighting a new pipe before steeping it in ale. There are some smokers who so dread the initiatory process that they entrust their pipes to someone else to break in for them. That is Mark Twain's way. He hires a man to smoke in his corn cobs, supplying him with tobacco and paying a small fee. When the rawness and harshness is gone,

Mark Twain takes it, puts in a new stem, and smokes it until it falls to pieces. But your smoker-in-ordinary may not know the only way to initiate a pipe into its fiery duties.

FILL THEM UP EVENLY.

It must not be smoked out of doors nor in draughts for this means uneven burning and cooling, and so uneven smoking. The bowl must be filled lightly, and without being tightly packed the tobacco must fill the lower part of the bowl. Many smokers complain of their pipes, whereas the real defect is in their manner of loading. The tobacco should evenly and compactly fill the bowl right down to the floor. The chief cause of pipes smoking hot towards the end is the tight charging of bowls at the top, while the lower half has a mere shredding of loose weed. Equally to be guarded against is the solid ramming of tobacco into the bottom of the bowl, with a light top layer, which means a harsh, caked dottle.

SMOKE IT SLOWLY.

Thus filled, the new pipe must be smoked slowly to avoid rapid heating. It is the first time that the briar has been subjected to such a fiery trial, and the initiation should be gentle. Every atom of tobacco should be burnt, otherwise the bottom of the bowl will lack its coating of charcoal. From this arises the harshness and heated smoke which accompany the latter end of a pipe. After its first smoke a new pipe should be allowed to get quite cool before being refilled. Strictly, indeed, no briar should be smoked when warm, for this reason, "the compleat smoker" carries a selection of pipes in his pockets.

CLEAN REGULARLY.

Regular and periodical cleaning is essential to the maintenance of the peace of the pipe. In this matter of nicotian sanitation the English smoker has much to learn from his German cousin. The Egyptians also are superior, seeing that they have a race of professional pipe cleaners, who go from house to house, sweetening and ridding hookahs and the red clays of their noxious deposits. But every smoker should clean his own pipe. It is a necessary evil, though the Mexican finds joy therein. He pours brandy into the bowl until the spirit has become a tobacco broth. This he tosses down his throat with supreme gusto. So the Lapp greedily eats the refuse tobacco from the bottom of the bowl, and sucks the juice lurking in the stem.

AVOID THE PATENT PROPELLER.

On being laid down, the pipe should be cleared of its dottle and any fragments of stale tobacco, which, if left, ensour the instrument. From time to time the charred tobacco which cakes on the walls of the bowl must be removed. Scrape and cut it away with your penknife. Tobacconists endeavour to sell the smoking novice a four-bladed metal screw for this purpose. The instrument accomplishes its duty well, unless its blunt end rams the deposited tobacco into the opening of the stem, necessitating a tedious surgical operation to remove the obstruction, or unless it cracks the bowl or splits it in twain.

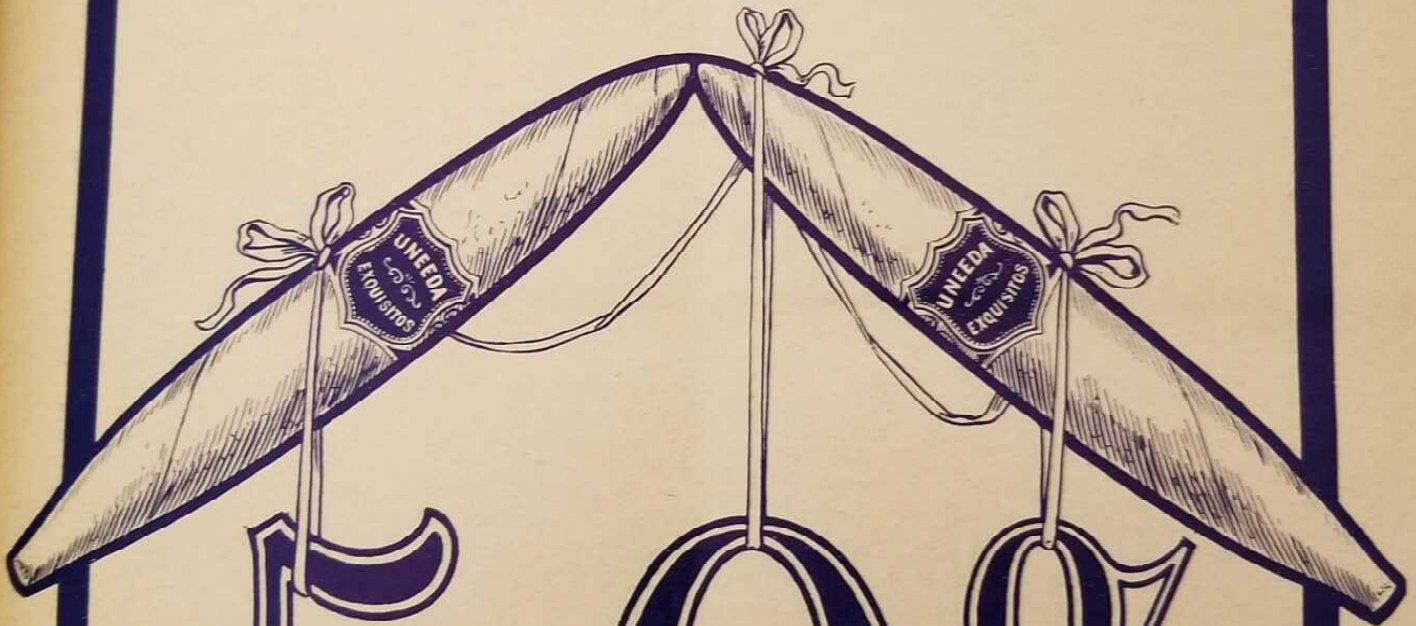
OLD PIPES, OLD FRIENDS.

At the first irritable wheeze of a pipe, a handkerchief should be extended tightly over the bowl and the mouth applied thereto; a vigorous breath will blast the smoke through the stem, carrying with it the refuse liquid and stray bits of tobacco. In chronic cases the stem must be probed. When all possible nicotine has been mechanically removed, thoroughly rinse out the pipe with whisky, and put it aside for a week or so. In the meantime smoke another pipe, and after a fortnight's rest resuscitate the other briar. You will find it mellowed, rich, and ripe, yielding smoke as smooth and sweet as any meerschaum.

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HAVE 50% PROFIT ATTACHED TO THEM
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50%

PROFIT

JUVENILE SMOKING.



THE Bill which the British Anti-Tobacco and Anti-Nicotine League are drawing up, and which will be introduced to Parliament in, it is expected, the near future, will be the first serious attempt made in this country to prohibit juvenile smoking.

The matter has, of course, been mentioned in the House of Commons on several occasions, but only in the form of questions; and the answers which were given were by no means encouraging from the point of view of those who wish to deprive the "cigarette fiend"—as the boy who smokes is often called in America—of his favourite indulgence. About two years ago, for instance, Colonel Walker asked the Chancellor of the Exchequer if, in order to counteract the rapid increase of smoking among boys, he would put a special tax on tobacco sold as cigarettes; to which Sir Michael Hicks-Beach—who has more than once given us an idea that he himself was very much a boy in his Eton days—characteristically replied, "I do not think that any amount of taxation would stop boys from smoking, especially if they are forbidden to do so; while, on the other hand, I am advised that the adoption of the hon. member's suggestion would derange the whole system of the taxation of tobacco in this country, and cast an unfair burden upon the adult smoker of cigarettes. I fear, therefore, I cannot hold out any hopes that they will be adopted."

But if the British Houses of Legislature have as yet taken no step, several foreign Governments have attempted, with more or less success, to deal with what is generally admitted to be an evil. In Norway any tobacconist who sells the article he trades in to a boy under sixteen is liable to a fine, unless he can show that the boy was purchasing on behalf of a relative or employer, and had a signed order to that effect. A Canadian boy, also, must not smoke, and it is likely that before long the budding manhood of Australia will be placed under a like prohibition.

It is, however, in the United States that the anti-cigarette campaign has been carried on most vigorously. By the year 1891 as many as three-fourths of the States of the Union had been provided with laws against cigarette smoking, and since then the Legislatures of one or two others have passed similar enactments. That these laws are not infrequently evaded there can be no doubt, and cigarette manufacturers have tried to prove in court that they are unconstitutional. In 1896 the United States Court at St. Paul ruled that the Iowa anti-cigarette law actually was unconstitutional, in so far as it interfered with the sale of cigarettes in the original packages in which they are shipped into Iowa; but this decision did not really affect the sales in the State, because the cigarettes cannot be shipped into the State in the small packages in which they are sold.

But, despite the efforts of the manufacturers and the disposition of many boys to evade the law, the widespread legislation against the harmless-looking, but much condemned, cigarette has had a most pronounced effect, and cigarette smoking is steadily decreasing. According to official returns, 3,660,000,000 cigarettes were manufactured in the United States in 1893, but the annual output has now fallen to considerably less than 3,000,000,000. This is satisfactory to anti-tobacconists as far as it goes, but as the manufacture of cigarettes decreases the manufacture of cigars increases, and there are now about twice as many of the latter as the former smoked by Americans, boys as well as men.

So far as cigarette smoking in this country is concerned, it is a matter of common knowledge that it has increased

to an extraordinary extent during the last few years. The weekly output of some of the largest firms runs into tens of millions. This, of course, has brought about an increase of revenue from tobacco, and the Chancellor of the Exchequer has admitted that the increase is largely the result of juvenile smoking.

It is not impossible to make a rough calculation of the number of cigarettes smoked by British boys in the course of a year. In 1898 a trade paper estimated that 10 per cent. of the population smoked an average of five cigarettes a day. Taking the population of the United Kingdom at 42,000,000, we find that, if there had been no increase, we should be smoking about 7,650,000,000 cigarettes a year. But the estimate for 1898 is far below that for 1903. Within the past two or three years the market has been flooded with cheap cigarettes, and for every ten sold five years ago fifteen at least must be sold now, which means that the annual consumption has reached the prodigious total of upwards of 11,000,000,000. When we consider the admission of the Chancellor and the evidence of our own eyes, we cannot have much hesitation in coming to the conclusion that fully 2,500,000,000 cigarettes a year are smoked by the rising generation.

These cigarettes are, speaking generally, of the cheapest kind, but it is quite an erroneous idea to suppose that because they are cheap the tobacco from which they are made is for the most part a sophistication, and that is the real reason why they have an injurious effect on boys. The tobacco used is, on the whole, genuine, though, of course, not the best, and the cigarette contains practically nothing in the way of injurious foreign matter. The preposterous statements so often made concerning the composition of cigarettes prompted the *Lancet* to make a careful analysis of a number of popular brands between two and three years ago, as a result of which it declared that "the allegations in regard to the presence of foreign poisonous materials in cigarettes are entirely unfounded." The average cigarette sold in London was found to weigh 17.34 grains, of which the weight of the paper is 0.65 grains. The percentage of nicotine is 1.05, of moisture 13.82, of mineral matter 13.00, and of saccharine matters, reckoned as glucose, 13.52.

It is not adulteration, nor is it the paper, that is the cause of the harmful effects which habitual cigarette smoking has on a youth. It is the tobacco itself, which has been proved beyond all question to have a deleterious effect on the memory as well as on the physical condition. But that is not all. Tobacco smoked in the form of a cigarette makes inhalation easy and agreeable to anyone who is used to smoking, and perhaps the majority of cigarette smokers indulge to a greater or less extent in the habit, which, when carried to excess, irritates the air-passages and determines quick and full absorption of the volatile elements of the smoke, and so produces the maximum bad effect from a given quantity of leaf.

How greatly the "cigarette fiends" suffer is not generally realised, but some startling figures have recently been given in the *British Medical Journal* with reference to observations made in the course of many years at Yale University, where the students are not under, but over, sixteen. A comparison of the physical development of the non-smokers and the smokers during the time they are at the University shows that the former gain over the latter 24 per cent. in weight, 37 per cent. in height, and 42 per cent. in girth, as well as 8.36 cubic inches in lung expansion.—CHARLES STIRRUP. (Published in the *Manchester Daily Dispatch*.)



FABRICANTES DE TABACOS

THIS CELEBRATED BRAND IS MADE IN THREE SIZES, viz. :—

Lords of England

In 100's, 50's
and 25's.

In 100's, 50's
and 25's.

Regalia Britannica

Princessas

In 100's and
50's.

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NOTTINGHAM.

THE TOBACCO MARKETS.

Messrs. PRINGLE BROS., of 102, Fenchurch Street, London, E.C., report as follows under date of 2nd April, 1903:—

We have to report a fairly active market during the past month in nearly all descriptions of NORTH AMERICAN TOBACCO. WESTERN FILLER STRIPS have been in demand, and prices have stiffened.

The March Imports were:—555 Hhds.; Deliveries 1,336 Hhds.; the present Stock being 36,400 Hhds., against 34,752 Hhds. in 1902; 37,667 Hhds. in 1901; 35,274 Hhds. in 1900; 25,837 Hhds. in 1899; 26,904 Hhds. in 1898, and 24,605 Hhds. in 1897.

VIRGINIA LEAF AND STRIPS.—Some good sales in both. WESTERN LEAF AND STRIPS.—A fairly large business in strips. Very little leaf on offer.

OHIO.—None on offer.
CHINA.—Some large sales, principally for export.
JAPAN.—Quiet.
TURKEY.—Market bare of stock. JAVA.—Some good parcels on offer.
DUTCH.—Fair demand. CAVENDISH.—As usual.

THE FOLLOWING QUOTATIONS MAY BE TAKEN AS REPRESENTATIVE OF THE MONTH'S PRICES.

	Per lb.
Virginia Leaf, common, middling and semi-bright color, and good to fine	4d. @ 7d.
Strips, common, middling and semi-bright color, and good to fine	8½d. ,, 1/2
Kentucky Leaf, common, middling good and fine	5d. ,, 10d.
Strips, common, middling good and fine	11d. ,, 1/4
Maryland and Ohio	3½d. ,, 5½d.
Negrohead and Cavendish—common and heated, middling to good, fine, bright and soft pressed...	7½d. ,, 9½d.
Columbian	5d. ,, 6½d.
Java	7d. ,, 11d.
Turkey	rod.
China	6d. ,, 1/6
Sumatra	3d. ,, 6d.
Latakia	4d. ,, 10d.
Paraguay	nominal
Greek	5d. @ 9d.
German and Dutch	4d. ,, 7d.
Manilla	6d. ,, 5/-
Havana	3/-
Yara and Cuba	3d. nom.
Esmeralda	3d. @ 5d.
Cigars	5d. ,, 1/3
Cheroots and Cigars, Manilla	5d. ,, 2/6
	1/- ,, 5/-
	1/9 ,, 3/6
	7d. ,, 10d.
	2/- ,, 40/-
	2/- ,, 4/-

THE FOLLOWING TABLE SHOWS THE IMPORTS, DELIVERIES, AND STOCKS FOR MARCH, 1903:—

	Virginia Stemmed.	Virginia Unstemmed.	Kentucky Stemmed.	Kentucky Unstemmed.	Maryland and Ohio.	Negrohead and Cavendish.	Dutch and German.	Havana, Cuba, and Yara.	Java.	Paraguay.	Columbian.	Turkey.	Greek.	Manilla.	East India.	China.	Japan.	Florida.	Algerian.	Porto Rico.	Latakia.	Havana Cigars.	St. Domingo.	Varianan and South American.	Esmeralda.	Brazil.	Manilla Cigars.	Cigars, other sorts.		
Stock, 21st February, 1903	12906	6142	17713	311	49	1573	2183	2700	19479	614	396	11962	1886	245	24	4887	2473	4678	—	—	5176	1461	266	2077	100	253	2724	3535		
Landed since	340	215	—	—	—	175	57	40	1097	—	—	1879	—	—	5	365	96	483	—	—	75	531	—	11	8	15	151	150		
Total Stock	13306	6357	17713	311	49	1748	2240	2740	20576	614	396	13841	1886	245	29	5252	2569	5161	—	—	5251	1992	266	2088	108	268	2875	3685		
Exported	4	2	3	2	—	361	—	—	82	—	—	69	—	—	—	759	—	1	—	—	2	21	—	2	—	5	22	17		
Bonded	187	222	122	2	—	90	5	10	122	4	—	139	53	—	—	107	21	49	—	—	61	16	—	2	—	—	15	17		
Duty Paid	329	71	389	—	3	9	115	99	855	23	—	561	50	3	—	93	70	617	—	—	123	435	—	23	9	32	64	112		
Deliveries	520	295	514	4	3	460	120	109	1059	27	—	769	103	3	—	959	91	607	—	—	186	472	—	27	9	37	101	146		
Stock, 25th March	12903	12786	6662	17199	307	46	1288	2120	2631	19517	587	396	13072	1783	242	29	4293	2478	4494	—	—	5065	1520	266	2061	90	231	2774	3539	
	1902	14588	6546	12386	1205	27	1495	3014	2692	18308	758	384	15440	1987	221	8	4475	433	5410	—	—	959	1330	265	1717	98	185	2953	2691	
	1901	16612	6822	12878	1230	125	971	1745	2298	17999	46	446	13783	1004	309	384	5525	1320	5434	—	—	1161	856	265	1663	455	31	1314	2691	
	1900	16544	6692	10530	1257	245	1166	2529	1244	17320	133	425	12265	1167	382	395	6153	3015	5570	—	—	2005	1388	265	1598	440	55	1024	2240	
	1899	11576	6908	5813	1205	335	2169	2846	1042	15431	284	507	11106	1613	359	396	3188	6279	5211	—	—	6	2809	1205	265	1778	471	133	1957	2503
Imports from Jan. 1st to Mar. 25th, 1903	1263	841	3	6	—	565	178	152	3108	36	—	2709	157	6	13	988	459	780	—	—	—	1255	1355	—	16	38	112	506	392	
Increase 1903	—	16	—	1	—	—	—	—	882	—	—	506	—	6	13	573	213	—	—	—	32	1815	—	292	—	140	925	461		
Decrease	395	—	114	—	—	1042	240	139	—	462	—	—	946	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Deliveries from Jan. 1st to Mar. 25th, 1903	1695	648	1541	6	12	812	357	329	2996	73	11	2540	272	16	—	1344	270	1947	—	—	—	443	1309	—	92	27	96	331	443	
Increase 1903	—	—	—	—	—	—	—	—	65	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Decrease	657	13	50	12	10	569	27	—	4	29	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	

Entries have been received for — Hhds., — Cases, — Bales Tobacco, — Packages Manufactured Tobacco, and — Cases Cigars and Cigarettes.

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Tobacco
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HIGHEST CLASS MIXTURE

(Medium Strength).

“EXMOOR HUNT.”

EDWARDS, RINGER & BIGG, Ltd.,
BRISTOL.

RESULT OF MARCH COMPETITION.

The Winner of last month's competition, in which the word "Cigarette" was mis-spelt on page 96, was—

Mr. F. Ryan, 1, Ebury Square, Pimlico,

to whom a parcel of Messrs. Lockyer's Goods to the value of 20/- has been forwarded.

Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY MAY 6th, 1903.

In one of the *Advertisements* in this issue can be found a word, not a proper name, that is purposely mis-spelt. We offer a Prize of the particular goods referred to in the advertisement in which the word appears to the value of

TWENTY SHILLINGS

to the person whose letter pointing out the word is first opened on the 6th of May, 1903.

This Competition is open to Retail Tobacconists and their Employés only.

The Editor's decision is final.



CUT OUT AND FORWARD THIS COUPON

Addressed as follows: **SPELLING BEE:**
Cigarette World,
2, Ellison Road, Barnes,
London, S.W.

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

If a Retailer's employé }
state who employed by } _____

Postal Address _____

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