

THE ORIGINAL "CHALLENGE" FLATS

To be obtained from all Wholesale Houses.

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.

W. D. & H. O. WILLS, LTD.

WILLS'S

"GOLD FLAKE"

Tobacco
AND **Cigarettes**

IN TWO DEGREES OF STRENGTH.

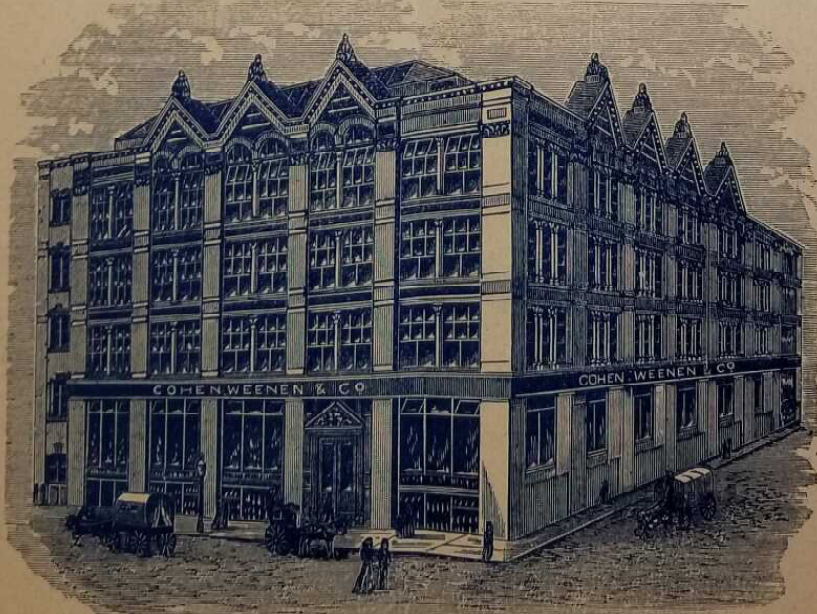
MILD (the original) with Yellow and Red Label.
 In 1/2-oz., 1-oz. and 2-oz. Square Foil Packets; 1/2-lb. and 1-lb. Decorated Tins; and 2-oz., 1/2-lb., 1-lb., and 1-lb. Patent Tins.

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

IN PACKETS AND PATENT AIR-TIGHT TINS.

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New Premises,



52, Commercial Road, E.

BIGGS'S COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES 3d. PRICES ON APPLICATION. ST., LONDON.

3d.
PACKETS OF
10

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6d.
TINS OF
20

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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,

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LONDON.
Established 1759.

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UNSOLICITED TESTIMONIAL.
"I always smoke your 'Commodore' Cigarettes and think them perfection."

TRY GREEK CIGARETTES (HERA).

NOT CUT.—HANDSOME PROFITS.—FINEST IMPORTED GOODS ON THE MARKET.—SOMETHING NEW.

SOLE IMPORTERS W. J. BAMBRIDGE & Co., 37, St. Mary Axe, E.C.

SHIP

Cigarettes.

H.M.S. "Majestic" ...	To Ounce	18
Egyptian, Oval.		
H.M.S. "Magnificent" ...		20
Straight Cut.		
H.M.S. "Serapis" ...		36
Straight Cut.		



SHIP BRAND Cigarettes

Always to the Front

BRAND

Cigarettes.

H.M.S. "Monarch" ...	To Ounce	22
Virginia.		
H.M.S. "Triumph" ...		18
Turkish, Oval.		
H.M.S. "Renown" ...		20
Turkish, Oval.		

SOLE MANUFACTURERS—
R. LOCKYER & CO.
 (Late LUPINSKY & LOCKYER),
LONDON, E.C.

PRICE LISTS ON APPLICATION.

PHILLIPS

—  SWEET  —

GUINEA

GOLD

5

CIGARETTES

1^D

Guaranteed Pure Virginia.

Sweet, Cool, and Fragrant.

THE
Latest and Best Line

IN

**WEIGHT
CIGARETTES**

IS THE

Brand **"52"** Brand

FINEST VIRGINIA HAND-MADE.

COHEN, WEENEN & CO.,

52, Commercial Road, LONDON.



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



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

For Price Lists of THEODORO VAFIADIS & Co.'s Imported EGYPTIAN Cigarettes Apply MELBOURNE, HART & Co., 19, Basinghall St., E.C.

**SWEET CHERRY TIPPED
CIGARETTES.**



JACOBI BROTHERS & Co., Ltd.,
9 & 11, WILSON STREET, LONDON.

Price List on application.

**The Cigarette World
AND TOBACCO NEWS.**

AUGUST 15th, 1900.

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

PRINTERS' CERTIFICATE.

We hereby certify that we have printed and delivered

3,000 Copies

of the August 15, 1900, Number of the CIGARETTE WORLD.

HARRISON AND SONS,
Printers in Ordinary to Her Majesty,
45, 46, and 47, St. Martin's Lane,
Charing Cross, W.C.

THE decision of the Court of Appeal in the case of *Hovenden v. Millhoff*, which we reported in our last issue, has not unnaturally excited a great deal of discussion in trade circles. We do not here deal with the merits of the case, but we merely desire to make a few remarks on the legal questions involved, in order that our readers may be enabled to thoroughly grasp the important points decided.

SOME of our contemporaries seem to assume that the Court has given an entirely new decision, and talk with the glibness

COLONIAL

HAND-MADE
HAVANA
FILLERS.

ATTRACTIVE.
ARTISTIC.
BEAUTIFULLY FINISHED.

EMPIRES

EQUAL TO ANY 4d. CIGAR.

Special Offer for 2,000 in Patent Cases, 5 in a Case, Carriage Paid.

SAMPLE CASE AND SHOW CARD FREE (Business Card).

SIDNEY PULLINGER, Ltd.,

NOTTINGHAM
and
BIRMINGHAM.



ADKIN'S
OF THE
"QUEEN"
CIGARETTES

"SOLDIERS OF THE QUEEN"
5 FOR 1^D



Manufactured by ADKIN & SONS.
LONDON.

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of ignorance of "Judge-made law." A careful perusal of the judgments, and more particularly of the lucid deliverance of Lord Justice Romer, should speedily dispel this illusion, for, as a matter of fact, the Court gave an unanimous decision on a question upon which the law was well known and clearly defined, the only astonishing feature of the case being that so learned a judge as Mr. Justice Grantham should have so utterly failed to grasp the crucial point of the case. There cannot exist in the mind of any lawyer a shadow of a doubt that before this particular case was heard, there was clear authority for holding that, in the eye of the law, a gift made to a buyer without the knowledge and consent of his principal was a bribe, and might be recovered from the giver, and further, that it was unnecessary to adduce any evidence whatever to show that the bribe had any influence upon the mind of the person receiving it. The motive of the giver need not be inquired into, and, in short, the presumption that the person receiving the bribe was influenced by it was inevitable.

UPON the question of damages the law was equally clear. The principal could recover all sums received by his agent as bribes from the person who gave the bribes, the legal inference being that if A sells goods to B for £1,000, and pays B's buyer £50 as a secret commission, he could have sold the goods to B for £950. If B claimed anything more than the amount so paid to his agent, then of course the onus of proof as to the amount of damage would rest on him. A number of the questions put to the jury by Mr. Justice Grantham were quite unnecessary, and it is extremely unfortunate that the defendants should, in consequence of the absence of proper directions to the jury, have been put to so much extra expense. However, in view of the fact that the jury entirely absolved Mr. Millhoff by their verdict from the serious charge made against his personal reputation—which will no doubt go far to compensate him for the loss to which he has been put by the decision of the higher Court—no good end can be gained by minimising the importance of the decision, or by seeking to show that it was arrived at by unduly straining legal principles; it was simply a masterly and comprehensive exposition of what is undoubtedly the law of the land, which must be administered by those in authority, until it is altered—if Parliament should so please.

THE good citizens of Cottonopolis, having for the moment nothing specially exciting to discuss about the Canal, are devoting their attention to the "obnoxious weed." The silly season may now be considered to be at its zenith, and the enterprising editor thankfully fills his columns with drivel which, in busier times, would speedily be consigned to the waste-paper basket. This is the reason, though it is scarcely an excuse, for the amount of rubbish which the *Manchester City News* has been publishing under the title of "Do not Smoke too Much." As a specimen of the utter nonsense which the fanatic can be guilty of, the following extract is perhaps worth reproducing:—"The thoughtful man will

see, upon reflection, that the pleasures of life are derived through our five senses of hearing, seeing, tasting, smelling and feeling. Smoking, which is an unnatural appetite, impairs or destroys in thousands of instances one or more of these precious gifts. Then the pleasures of life are spoiled. The population of our country is about forty millions, and we consume 81,116,999 lbs. of tobacco a year, or about two pounds per head for every man, woman, and child. It is estimated that there are three millions of abstainers that don't smoke, thirteen millions of women, and fourteen millions of children. This reduces the smoking population to ten millions, who annually consume an average of eight pounds per head, or about two and a-half ounces a week. Out of this great army of smokers the ranks of lunacy are fed. In the Commissioners' of Lunacy 1899 Report for England and Wales, they tell us we have 105,086 lunatics, an increase of 3,114 for the year. Mark this fact! Whilst we have more women in the country than men, the majority of lunatics are men. Our non-smoking women stand out as a grand object lesson to us men. Less smoking, less lunacy. I don't mean to say that all lunatics are made so by smoking. Drink is the chief cause. But I think that drink is blamed in many cases when tobacco is the cause. There are cases of softening of the brain of smoking teetotallers, and this is undisputed evidence of the evil effect of smoking. We are smoking too much, and the worst of it is the country is so indifferent about it. There is, comparatively speaking, nothing being done to check the evil. We are paying for and consuming an article that poisons the blood. Nicotine is neither food nor physic; instead of nourishing it poisons, instead of strengthening it weakens, instead of increasing the vital forces it diminishes force, produces disease, and is an agent of degeneration and death." The last sentence is really sublime; no one ever suggested that nicotine was either food or physic, or anything but a poison, but it is well known to every student of science that the quantity of nicotine which is absorbed by the moderate smoker is so infinitesimal as to be practically innocuous.

THE poet Cowper, as shown by the following lines, objected to the weed for a reason which did him honour, but were he to revisit the earth he would find that his objection had lost most of its weight:—

"Pernicious weed! whose scent the fair annoys,
Unfriendly to society's chief joys,
Thy worst effect is banishing for hours
The sex whose presence civilises ours;
Thou art, indeed, the drug a gard'ner wants,
To poison vermin that infest his plants;
But are we so to wit and beauty blind,
As to despise the glory of our kind,
And show the softest minds and fairest forms
As little mercy as the grubs and worms."

By way of contrast, let us turn to the poet Philips, who was an enthusiastic lover of the weed, and eternally singing its

Manufacturers of the Popular Registered Brands of Cigars.

Established 1832.

La Fragancia AND
Gironde

JAMES STEEL & CO.

ELAINE,
IMPERIALES, CISSIA, PAULA,

LA STELLA, MY FANCY, LA AROMA, EL GLOBO,

COURTS, FABARISA, STEEL'S MEXICANS (CON. FINA & REG. PRINCIPE), etc.

TELEPHONE 5192

Telegrams, "AROMA, LIVERPOOL."

Factory: 78, DUKE ST., LIVERPOOL.

N.B.—The Trade only Supplied.

Price Lists on Application.



Sit down, Sir,
and read this!

TRAPPER



CUT NAVY PLUG

Packed ONLY in 1/2 oz. Cases to retail at
THREE HALF-PENCE.



Sample and Price may be obtained (on receipt of Trade Card) from

RICHARD LLOYD & SONS, London.

HOFFMAN HOUSE CIGARS

(The HILSON COMPANY, NEW YORK, U.S.A.)

Agents for the Provinces:

IND, COOPE & CO., Ltd., Burton-on-Trent,

CIGAR IMPORTERS & BONDERS.

Telephone:
137, NATIONAL.

Telegrams:
WHISKY, BURTON-ON-TRENT.

TERMS AND PRICES ON APPLICATION.

praises. In one of his best poems he thus sums up its virtues:—

"To sage experience we owe
The Indian weed unknown to ancient times;
Nature's choice gift, whose acrimonious fume
Exact superfluous juices, and refines
The blood distemper'd from its noxious salts;
Friend to the spirits, which, with vapours bland,
It gently mitigates; companion fit
For pleasantry and wine: nor to the bards
Unfriendly, when they to the vocal shell,
Warble melodious their well-laboured songs."

THERE IS, after all, far more real benevolence in the world than cynics would have us suppose. Take for instance the case of investments. Everyone knows the difficulty of getting safety and even 4 per cent., and money has often to be locked up on deposit at about 2 per cent., pending the discovery of a satisfactory opening. Yet we find those enterprising traders, Messrs. A. I. Jones & Co., nobly deciding to give their customers, or indeed anyone who reads the advertisement, the golden chance of taking up one pound 6 per cent. cumulative preference shares at par. The following notice was recently placed in the windows of the various shops opened by the Company:—

"A. I. JONES & Co., LTD.

"FURTHER issue of 6 per cent. Cumulative Preference shares of £1 at par.

"The Directors have now decided to give the numerous customers of the firm an opportunity of participating in this further issue of shares in order to encourage them to take a more active interest in the branch or branches at which they deal.

"Customers wishing to participate should apply at once to the secretary for the necessary forms of application and particulars of issue.

"The issue of shares at par being limited to a small number only, allotments will be made to the first applicants.

"Addressed envelopes can be obtained of the manager of this branch.

"By Order of the Board,

"WILLIAM PEARCE, Secretary.

"Offices—7 & 9, King Street, Hammersmith."

Now we don't wish to lag behind in generosity, therefore we are giving Messrs. Jones a free advertisement. At the same time the investing public should remember the old proverb, "When the kindness is too great it frightens the beggar." Our advice is not to take advantage of such a self-sacrificing offer, but to prefer the sweet simplicity of the Savings Bank. We are the more inclined to try this course, because, doubtless from modesty, no figures are given as to the results of the Company's trading.

"LA CINGARA," finest imported Mexicans.

Sole Importers:

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

SOME of the New York manufacturers have been engaging professional pianists to play for a few hours daily to their workers. Is this owing to any lack of harmony in the trade?

THE competition which legitimate members of the tobacco trade have to fight by reason of so many grocers taking out tobacco licenses is not by any means lessened by the corrupt practices which are in vogue among some of the more unprincipled of the latter traders. Dealing as they do in tobacco as a "side line," they are enabled, if so disposed, to attract customers for their other wares by "cutting" the prices of loose tobaccos to a margin that would not permit the legitimate trader a living profit. This is in itself bad enough, but when they adopt their "grocery" principles in connection with their tobacco scale work, it is indeed time for the authorities to step in. A case in point is one which is reported in our police columns, wherein a grocer named Hargreaves actually had a piece of paper fastened underneath the pan of his tobacco scales. Not content with this, the grocer gentleman had the effrontery to plead before the magistrates that none of his customers had received short weight, but that he adopted this method to ensure the paper being weighed with the tobacco, and that tobacco had to be weighed very finely now owing to the increased duty. We know that it is not at all an uncommon practice for grocers to weigh their various commodities so as to include the paper in which they are wrapped, but, in the matter of tobacco, we do not think the public will appreciate the idea of paying 3½d. and 4d. per oz. for paper. It is a consoling thought that at least one fraudulent grocer has been caught in his deceitful practices, and, although one swallow does not make a summer, we think there is a fine harvest of penalties to be reaped by the authorities if a little more vigilance were exercised by them.

THE winner of the July mis-spelt word competition is Mr. Charles Woollons, retailer, 137, Camp Road, Leeds, whose coupon was the first one exposed pointing out the word "retail," and to this gentleman we have caused to be forwarded 20s. worth of Messrs. J. & P. Lewey's well known "Capella Blanca" cigars.

A VISS BROTHERS, LIMITED, Cigar Manufacturers, Coventry, require a FIRST-CLASS REPRESENTATIVE for Manchester, Doncaster, Wakefield, Burnley, Lancaster, Blackpool, Preston, Southport, Liverpool, Chester, Northwich, and circumscribed area. Must have good connection and experience and references.

EMPLOYER: "Have you any of those pernicious cigarettes in your pockets, Henry?" Boy: "Y-y-yes, sir." Employer: "Well, gimme one."

TO OBLIGE.

BARRISTER: "Your honour, my client wishes a little time—"

JUDGE: "All right; I'll give him two years."

USEFUL LINES FOR TOBACCONISTS

(All our own Manufacture.)

PACKET SHAG TOBACCOS.

BRIGHT FLAKES.

RICH DARK FLAKES.

English Glory	1/16	1/32					
Chester Cut	"	"					
Friendship	"	"					
Light Flake	...	1 lb.	Boxes	3/10			per lb.
Golden Bud	...	1 lb.	"	4/-	"	"	
Bright Flake	...	1 lb.	"	4/2	"	"	
Perfect Treat	...	1 lb.	Tins	3/9	"	"	
Friendship	...	1 lb.	Boxes	3/8	"	"	
Afghan	...	1 lb.	Tins	4/1	"	"	
Heavy Dragoon	...	1 lb.	"	4/4	"	"	
Hurricane	...	1 lb.	"	4/4	"	"	

Subject to the usual Trade Discounts.

Besides being Tobacco, Cigar, Cigarette, and Pipe Manufacturers, we are the originators of the "MIXED PARCEL" System, and stock ALL MAKES Tobaccos, &c., in larger and greater variety than ever.

We are using every endeavour to get out our NEW GENERAL PRICE LIST with all possible speed. It will be a gigantic Trade Encyclopedia, and simply invaluable to tobacconists. In the meantime all goods are charged at Manufacturers Revised Prices.

Our £5 MIXED PARCELS are specially useful during this crisis in the trade, and we allow our maximum discounts on them, and pay carriage.

ALL ADDRESS NECESSARY —
SINGLETON & COLE, Ltd.
BIRMINGHAM.

Gossip.
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BUT I obs... connection... tobacco by... from Thessa... Turkey, but... to be in Gr... mark. The... could be in... speciality as... come from... by Bambridg... The price is... but that ca... should be a...

Less has... than used to... the products... Co., for exar... to be change... been taken... Brothers &... Street, who... them with... The Swiss f... ing, and the... this country... favour with... stand that th... specially we... demand has... the factory i... to keep pa... showcard is... which will be...

WHY does... Famine cigar... absent-mind... Famine Func... least philanth... and the sym... ought to be... woke up, to g... combine cha...

ANOTHER... courage is Ja... tobacco can... it into compe... have been a... production at... But the Jama... probably nex... reason why it... and used b... wrappers. I...

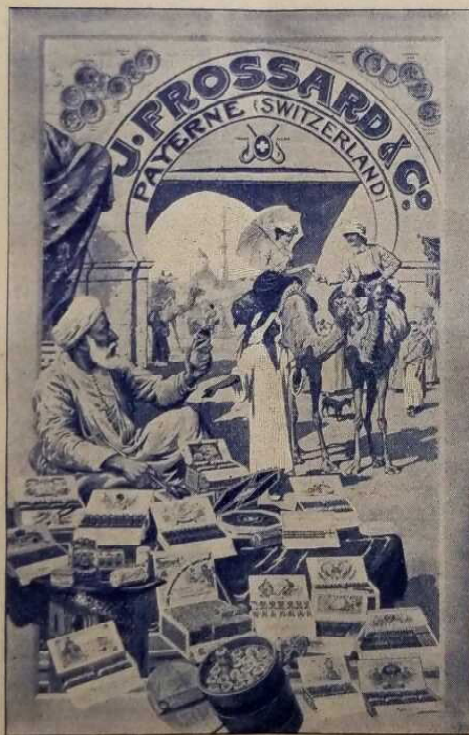
T. VAFIA...

Gossip.

ONE of the privileges of a trade journalist is to wander idly about the market, noting changes here and improvements there, picking up a thing or two on the way—information, advertisements, and other things—as a bee gathers honey. During the last few months a good many striking things have occurred, of which, perhaps, the most important is the civil war between Egyptian cigarette importers and manufacturers of a corresponding article at home. This is one of those cases in which much may be said on both sides, and I refrain ye a even from good words.

BUT I observe a novelty which is well worth noticing in this connection, and that is a Greek cigarette, made of Greek tobacco by Greeks in Greece. The tobacco, at least, comes from Thessaly. I believe Thessaly is, for the moment, in Turkey, but anyhow, from its historical connections, it ought to be in Greece, if it is not; and it is near enough to the mark. These cigarettes are about as sweet and fragrant as could be imagined, and are quite a speciality as well as a novelty. They come from Athens, and are imported by Bambridge & Co., 37, St. Mary Axe. The price is too low for the quality, but that can be rectified, and they should be a very profitable retail article.

LESS has been heard for some time than used to be the case of Swiss cigars, the products of Messrs. Frossard & Co., for example. But all that is going to be changed, as the agency has just been taken over by Messrs. Oakes Brothers & Co., of 46, New Broad Street, who will combine the sale of them with their celebrated Indians. The Swiss firm is of very old standing and their goods are a speciality in this country, and have always found favour with certain palates. I understand that the twisted shapes are going specially well, and that such a large demand has sprung up for them that the factory is for the moment unable to keep pace with it. A striking showcard is sent out with the goods, which will be found on this page.



WHY does not one of our Indian firms turn out an Indian Famine cigar or cigarette, on the principle lately adopted for the absent-minded? Each packet to provide a halfpenny for the Famine Fund. I suggest the idea for what it is worth; it is at least philanthropic. India deserves very well of us just now, and the sympathy extended to her misfortunes is not what it ought to be; yet there are many people who only want to be woke up, to get them to put their hands in their pockets and combine charity with pleasure.

ANOTHER of our possessions that we certainly ought to encourage is Jamaica. I am pleased to see that at last Jamaica tobacco can be smoked in cigar shape, at prices which bring it into competition with British cigars. Fate seems always to have been against Jamaica cigars; the irregularity of their production and their exorbitant price were alike prohibitive. But the Jamaica product is a very choice variety of the weed, probably next in merit to the Cuban, and there seems no reason why it should not be imported largely into this country, and used by our manufacturers with Sumatra or Borneo wrappers. I recently smoked a very sweet Jamaica cigar,

well turned out and altogether desirable, which was retailed at 3d. It was sold by the Jamaica Cigar Syndicate, 51, Eastcheap.

ANOTHER novelty that deserves a passing remark comes from Lusby Ltd.—“Havana Cigarettes.” They are made in England of Havana tobacco, covered with paper, and turn out 20 to the oz., selling at 8s. 6d. per lb., for they are weight cigarettes. They ought to catch on. Mr. Lusby had the misfortune, the other day, to be bitten in the hand by a horse-fly. It appears that this pleasing little insect has an engaging habit of depositing an egg in the hole made by its bite, thus killing two birds with one stone; but our friend, after much probing, was found to have been spared the egg and possible blood poisoning, on which we tender our congratulations, as well as on the elegant new price list which his company has recently issued.

AVISS BROTHERS, of Coventry, look like making the metropolis their headquarters, for, discontented with their little depôt in Aldersgate Street, they have now opened an imposing office at 81, Fenchurch Street, under the management of Mr. W. H. Webb. Their recent acquisition of the cigar importing business of W. H. Lowry & Co. gives them a strong position as importers of Havana cigars, which they now add to the endless list of British brands of which they have a greater variety than any other manufacturers, as I know to my cost, having on several occasions had to make lists of them. Their latest registration is designed for musicians, and is called “Strad.” Stradivari was a gentleman in the bygone days who made violins at, perhaps, Cremona. The labels are very pretty, and no smoking concert will be able to dispense with the cigars.

THE Rimboen Cigar Company have now got into fair working order at Liverpool House, Middlesex Street, under the management of Mr. Simons, who was favourably known to the trade as the London agent for Hudden & Co., Ltd., of Bristol. The “Flor de Rimboen” have always been a very conscientious article, and the better qualities as good as most cigars turned out in this country. The name will now be reserved exclusively to the high quality goods, and a great number of new brands are being registered for the more work-a-day article.

IN the course of the next month or two we may expect to see some new developments in cigarette making and cigarette packing machinery.

MESSRS. JARRETT BROTHERS, of Ethelburga House, well known to the trade as importers of Indian cigars, have of late taken a considerable interest in Manilas, and they write that the factory price lists show a further rise of about 25 per cent., and that their agent says they are the very lowest prices at which orders can be booked, and that even at the enhanced prices the factories are barely covered. Everybody seems to agree that this great shortage and rise in prices will last for two or three years, if not more, as all the crops, drying houses, &c., have been utterly destroyed in so many places. The

T. VAFIADIS & Co.'s Cigarettes, packed in neat tins of 25 without extra charge.

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

Freeman's
'Darvel Bay'
 (BORNEO)
CIGARS
STILL HOLD THE LEAD.



Sole Agents: JOHN CARIDI & CO.,
5 & 6, Bury Court, St. Mary Axe,
 Telegraphic Address:
"DRASTIC LONDON."
 Telephone: 477. Avenue. **LONDON. E.C.**

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pacification of the island seems hardly any more "forward" than this time last year. In addition to the rise in price of the leaf tobacco, all charges (cases, freight, packing, &c.) have correspondingly risen, mainly owing to the great scarcity of labour.

RETURNING to cigarettes, I would like to call attention to a new label just brought out by Mr. Van Lennep, of Budge Row, on account of its frankness. Observe the words "Made in England of Turkish tobaccos, blended in the Egyptian style." Now about this there is no nonsense; it has the courage of its convictions, so to speak, and the background is of a rich claret colour, as opposite as possible to the Egyptian manner. The old Spanish humbug having been in many cases dispensed with for the names of British cigars, we may now fairly hope that British cigarettes will take to sailing under their own colours, whether made of Turkish or American tobacco. A rose by any name would smell as sweet—nay, sweeter, perhaps.



Open the Old Cigar Box.

(From Rudyard Kipling's "Betrothed".)

Open the old cigar box, get me a Cuban stout,
For things are running crossways, and Maggie and I are out.

* * * * *

Maggie is pretty to look at—Maggie's a loving lass,
But the prettiest cheeks must wrinkle, the truest of love must pass.

There's peace in a Laranaga, there's calm in a Henry Clay,
But the best cigar in an hour is finished and thrown away—

Thrown away for another as perfect and ripe and brown—
But I could not throw away Maggie for fear of the talk o' the town!

* * * * *

Open the old cigar box—let me consider awhile—
Here is a mild Manila—there is a wifely smile.
Which is the better portion—bondage bought with a ring,
Or a harem of dusky beauties, fifty tied in a string?
Counsellors cunning and silent—comforters true and tried,
And never a one of the fifty to sneer at a rival bride.
Thought in the early morning, solace in time of woes,
Peace in the hush of the twilight, balm ere my eyelids close.

* * * * *

For Maggie has written a letter to give me my choice between
The wee little whimpering Love and the great god, Nick O'Teen.

* * * * *

Open the old cigar box—let me consider anew—
Old friends, and who is Maggie that I should abandon you?
A million surplus Maggies are willing to bear the yoke;
And a woman is only a woman, but a good cigar is a smoke.
Light me another Cuba; I hold to my first-sworn vows:
If Maggie will have no rival, I'll have no Maggie for spouse.

All things end in smoke, but "PICK-ME-UP" Cigarettes end in good profit for the Retailer.

The Commission Case.

WITH reference to the Appeal Case of *Hovenden v. Millhoff*, the report of which we published in our last issue, Messrs. I. Millhoff & Co., Ltd., have handed us the following letter which they have received from their solicitors, anent the verdict. We comment elsewhere on the case, pressure of time not permitting us to do so last month:—

"Norfolk House,
"Norfolk Street,
"Strand, London, W.C.,
"July 30, 1900.

"DEAR MR. MILLHOFF,—

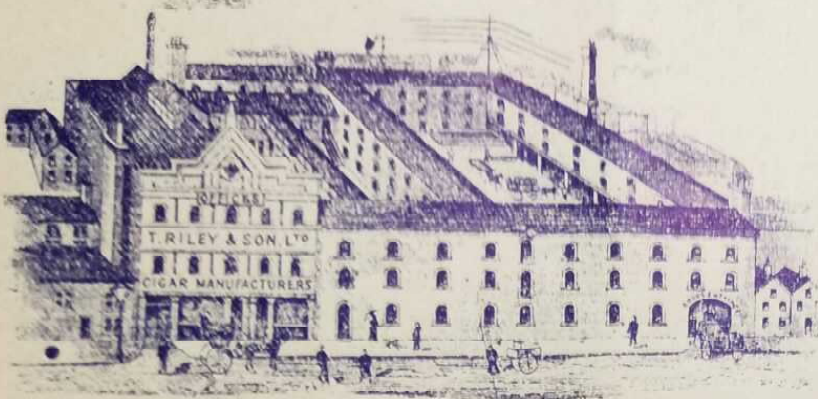
"We are not surprised that you find some difficulty in understanding the Judgment of the Court of Appeal, and we will endeavour to explain the attitude adopted by them. You will recollect that Mr. Justice Grantham held that anyone making presents to customers' buyers must be prepared to prove that their dealings with such customers had been absolutely honest. This burden of proof we readily accepted on your behalf, and we proved to the satisfaction of the special jury that your dealings with Messrs. Hovenden & Sons had been perfectly honourable and straightforward. The Court of Appeal held, however, that you must not be allowed to prove your *bonâ fides*, but that the mere fact that you have made these presents to Messrs. Hovendens' buyers, entitles Messrs. Hovendens to recover from you a precisely similar sum, although it was clearly proved that you sold to them at 'bottom prices,' and they had suffered no damage whatever, and the jury to whom they appealed, and who had heard the case for three days, strictly found that the damage sustained (if any) amounted to the sum of one farthing. It is not for us to discuss the question of how Messrs. Hovendens can feel themselves justified in taking out of your pocket the £400 awarded them by the Court of Appeal, especially as the evidence showed that they made as 'middlemen' a profit out of your goods as high as 34½ per cent. in some cases, and an average profit of 19 per cent., and especially as they also admitted that your goods had always given them complete satisfaction, and that they were now buying them through other channels at higher prices than you had charged them. We confess, however, that we sympathise with you very strongly in the position into which the Court of Appeal has, 'in the interest of commercial morality' (to use their own phrase), forced you. We quite agree that the custom of making presents to buyers is a somewhat dangerous one, and is liable to be abused by unscrupulous persons. In your own case, however, the jury fully accepted your statement that you made the presents simply in fear that if you did not do so other firms might be more generous and thus entice away your trade. You have, therefore, still the satisfaction of knowing that, in spite of the course taken by Mr. Drapkin (who was too scathingly dealt with by Mr. Justice Grantham to meet any words of condemnation from us), your reputation has been fully vindicated by a jury of your fellow-citizens.

"We are, Dear Sir,
"Yours faithfully,
"RUTTER, VEITCH & SON.

"I. MILLHOFF, Esq."

FIRST SWELL: "By Jove, Fred, that is the highest collar I've seen yet."

Second Swell: "Think so, old man? Well, I don't mind telling you it's a little idea of my own. It's one of the gunvor's cuffs."



Send
FOR
Prices
of the famous
2^{D.} & 3^{D.}
CIGARS

"LORD KITCHENER"

Also how to obtain free, large cabinet of Kitchener Cigars for Window Dressing.

NEW LINE IN WEIGHT CIGARETTES—The "**B. P.**" (Baden-Powell) Cigarette.

Selling Well. To every Buyer will be sent requisite number of Souvenir Portraits of Baden-Powell, to present to purchasers of 1 oz.

STOCK WHAT WILL SELL—THE "B.P.'s,"

T. RILEY & SON, LTD., MANUFACTURERS, CONVENT ST. WORKS, **NOTTINGHAM.**

Muratti's Ariston Cigarettes

IN ENAMEL POCKET
CASES OF 25.
NEW LINE JUST OUT.

Muratti's Nebka Cigarettes

SALES OVER
20 MILLIONS
ANNUALLY.

Muratti's Gold Flake Cigarettes

THE MOST PERFECT
2D. LINE
ON THE MARKET.

B. MURATTI, SONS & Co., Ltd.,
MANCHESTER & LONDON.

Telephone Address—1235 Holborn.

TOBACCONISTS' **TSS** SUPPLY SYNDICATE.

The Syndicate's comprehensive Catalogue will be ready very shortly. Apply for it. It will pay you. The Largest Assorted Stock in London.

55, FARRINGDON ST., & 1, 2, 3, 4, PLUM TREE COURT (ADJOINING HOLBORN VIADUCT).
Factory—21, FARRINGDON ST. All Orders to be sent to 55, Farringdon Street.

The Best and Cheapest Wholesale House in the Kingdom for Tobacconists.

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American Tobacco.



AMERICAN cigar manufacturers say that Americans do not appreciate the true value of home-grown tobacco. They declare that no tobacco in the world can ever be substituted for the finest Havana leaf, but, at the same time, they say that a great deal of inferior tobacco is palmed off on careless smokers, who believe they are paying a first-class price for a first-class article.

Tobacco is growing in a dozen States, and is divided, in a general way, into "seed leaf," which is grown in the Connecticut River valley, Pennsylvania, and Ohio; "bright leaf," the characteristic product of Virginia and North and South Carolina; "white burley," peculiar to Kentucky; and "shipping leaf," which has a wide range of country to grow in.

In preparing tobacco leaf for the market, every phase of the process, from the time the knife first touches the plant in the field until the tobacco is safely under the roof of the warehouse waiting to be sold, requires that skill which only comes from years of experience and generations of plantation and trade traditions.

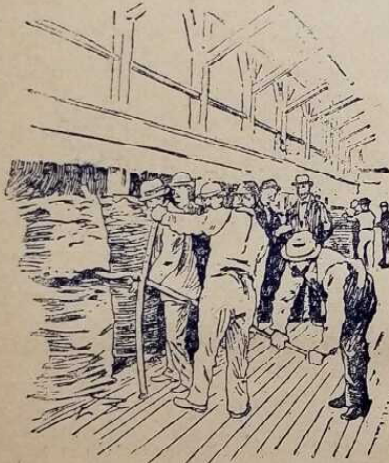
When the tobacco plant is "ripe," the leaves curl and crisp until they appear to be but half the size they were before. They are leathery to the touch, and have a peculiar mottled grainy surface.

They are ready for the knife, and the keen-edged blade, in the hands of a skilled man, slits each stalk down the middle and cuts it from the root. The severed stalk is set upside down on the hill until it is wilted, and then it is hung, with other wilted plants, on oaken sticks, and taken to the barn to be cured.

The barn usually is a log house, high enough to hold half-a-dozen tiers of tobacco sticks over the fire, for the tobacco leaf is cured by fire, which is built in the deep trenches cut in the floor of the barn. When the fire is once started it is kept going until the tobacco is dry and yellow-brown in colour. Only the most skilled and reliable of the hands on the plantation are permitted to supervise this important phase of the tobacco-curing process, for in it the greatest of care is required.

The next step in the forward progress of the tobacco is the stripping, and moist warm weather is required for it. The "sorter" is the first hand to receive the

stalks, and he deftly removes the two "ground" leaves, as well as any worm-eaten or "house-burnt" ones. He tosses them to another man, who, after breaking off the good leaves, ties them in bundles. The bundles are laid straight and even in big bulks, each length and quality being kept separate. The



SAMPLING TOBACCO.



IN A TOBACCO WAREHOUSE.

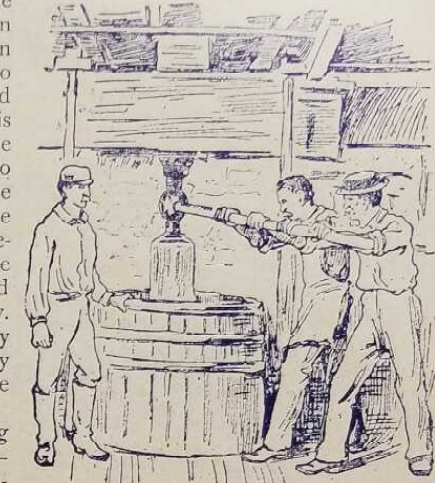
piles of bundles are covered and weighed, and then are ready to be "prized," or pressed into hogsheads.

The press is a simple affair, consisting of an iron screw, which runs in a nut which fits into a frame of heavy timbers. The hogshead to be filled is set under the screw, and packed with the bundles of tobacco leaf until it is full. Then a heavy strong "heading" is laid over the tobacco, a block is laid on the heading, and the screw is run down to the block. Then the lever is put into the screw-eye, and the tobacco is "prized" until the filling is reduced to about one-fifth the original bulk. The "prizing" is repeated until the hogshead is packed to its full capacity. Then it is properly headed, and is ready to be taken to the warehouse.

In each of the big tobacco markets—Louisville, Cincinnati, St. Louis, Richmond, Clarksville, and Henderson—are from ten to fifty great buildings with broad, open floors. These are the tobacco warehouses, into which the hogsheads of tobacco are rolled, to be rolled out again after being sold. The "cask" is removed, leaving the tobacco, the mass still retaining the form of the hogshead into which it had been pressed, exposed to view, waiting to be inspected.

The inspector sticks his "breaking iron" into the tobacco, and, lifting the impacted mass, removes a sample. Three samples are taken from each hogshead, and are tied together, sealed, marked with the name of the owner of the tobacco, the weight of the tobacco, and the warehouse number of the hogshead.

Then the bundle is laid on top of the cask. The auctioneer who sells the tobacco passes the bundle of samples around the crowd of buyers, and when each has examined it, sells the hogshead to the highest bidder. The purchased tobacco then is sent to the warehouse of the purchaser to be made into cigars, cigarettes, plug or fine-cut, chewing tobacco, or smoking tobacco.



"PRIZING," OR PRESSING TOBACCO.

"QUICK MARCH!"

EVEN an extremely aggressive enemy can be easily conquered by strategy; it is only a question of employing the stratagem exactly fitted to the case.

An open-air preacher of East London understood this very well, and his stratagem fitted to a charm. He was addressing a crowd, when a soldier who had been drinking came up, and loudly ridiculed the service.

Finding that it was useless to ignore the man, the preacher said:

"Ah, my friend, you're no soldier; you've only borrowed those gay red clothes! No servant of her Majesty the Queen would get drunk and interrupt a peaceful service."

The man warmly protested that he was a soldier, and invited the preacher to test him.

"Very well," was the reply, "I will. Now then, stand at ease!"

This the soldier did as well as his condition allowed.

"Right about face!" This order was also obeyed, though with some trouble.

"Now, quick march!" And off went the valiant soldier, marching down the Mile End Road at a vigorous pace, while the preacher resumed his discourse.

The Cutting Trade is not supplied with "PICK-ME-UP" Cigarettes.

“CARLTON.”

This is the name by which the new tobacco is known everywhere

“CARLTON” has been long in preparation, and having been put to the test, has become first favourite with all smokers who appreciate a good tobacco.

“CARLTON” in 1-16ths. Traders are invited to send for a sample, which will be posted to them on receipt of trade card.

“CARLTON” is attractively packed and extensively advertised throughout the United Kingdom and Colonies.

“CARLTON” is listed at **4s. 10d. per lb.**, subject to the usual trade discounts and terms.

WM. CLARKE & SON are convinced that in “CARLTON” they have discovered a tobacco of very exceptional smoking properties, and are clearly of the opinion that “CARLTON” will, before long, become the most extensively used pipe tobacco in this country. The manufacturers are alive to the fact that publicity is a necessity of the age; they are therefore resolved to utilize every suitable medium to draw smokers’ attention to this new tobacco, and cordially invite the friendly co-operation of the retail trade.

WM. CLARKE & SON

LIVERPOOL & LONDON.



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Notices for this Column should reach us by the 10th of the month.

MULTUM IN PARVO.

N.R.—To facilitate future reference, Trade News is arranged alphabetically, where possible.

Trade Notes and Announcements.

MESSRS. AVISS BROTHERS, LTD., have been compelled by increasing business to move their London address from Aldersgate Street to 81, Fenchurch Street, where they have secured commodious premises.

The firm of MESSRS. CARRICK & Co., LTD., of Carr Lane, Kingston-upon-Hull, was voluntarily wound up on the 7th ult. Mr. J. E. Hargreave, of 21, Margaret Street, Kingston-upon-Hull, was appointed liquidator.

MESSRS. COPE BROTHERS & Co., LTD., announce an alteration in the prices of "Prairie Flower" and "Golden Cloud," operating from the 2nd ult. The price of the former is now 4s. 8d. per lb., and the latter 5s. per lb., in all sizes of packages.

Mr. J. GRANT, of 28, Minorities, has invented a new ball game which, while it affords splendid exercise, does not require much space. Mr. Grant will be pleased to attend tobaccoists' outings with his apparatus, and give exhibitions of the game.

On the occasion of the recent royal visit to Wolverhampton, MESSRS. W. H. HINDE & Co., of Dudley Street and Darlington Street, supplied the cigars and cigarettes for the luncheon provided by the Mayor, and also those which the Governors of the Institution placed in the private apartments of His Royal Highness.

MESSRS. ALEX. JONES & Co., cigar and cigarette manufacturers, have removed from 69, Queen Street, to Canomile Street Chambers, Bishopsgate.

MESSRS. J. & E. KENNEDY, of Amiens Street, Dublin, are renewing their efforts to import tobacco direct from Virginia to Dublin. The difficulty they have to contend with is that the freights are fully 40 per cent. higher to the latter place than to Liverpool.

MESSRS. MARCOVITCH & Co. have secured the tobacco kiosk in the Glasgow Exhibition for the sale of their goods. It is stated that the rent is to be 27 per cent. of the drawings, with a guaranteed minimum of £500.

The business lately carried on by MR. PETER PURVES at 66, Princes Street, Edinburgh, has been taken over by MR. JOHN GILLESPIE, who will, however, continue to trade here under the old style of "James Purves."

The RIMBOEN CIGAR COMPANY, LTD., are now established in their new premises, Liverpool House, Middlesex Street, E.C.

Mr. C. H. SHARPLES is now in charge of Messrs. Singleton & Cole's fancy goods department at Birmingham. The firm have spared no expense in making their pipe factory one of the most complete in existence.

The Bradford premises of MESSRS. SALMON & GLUCK-STEIN, LTD., sustained some damage one day last month when a horse and dray dashed into the brass plates underneath the front of the window, and an assistant, who was at work on a pair of steps, had a narrow escape.

MESSRS. THEMANS & Co., of Manchester, have opened another branch establishment at 36, Hanging Ditch.

The WHOLESALE TOBACCO SUPPLY COMPANY, LTD., have published their new revised price list—the first one to be issued in a complete form since the Budget alterations.

The GROCERS' FEDERATION, which held its meetings at Bristol last month, accepted an invitation from Messrs. W. D. & H. O. Wills, Ltd., to inspect the Company's factory. The guests, who numbered about 400, were taken over the works in small parties by competent guides, and finished up with refreshments in the sample room.

By special request of the West Riding Council, the big FEDERATION MEETING has been postponed until the 28th inst.

The concluding Amsterdam sale before the August holidays was held on Wednesday, July 18, when 16,731 bales of Sumatra and 886 of Borneo leaf were offered to tender. Hardly any high-class tobacco was forthcoming, but the demand for medium grades was rather better than at the two previous sales. The highest price obtained was 158c., or 2s. 7½d. a lb., realised by a parcel of 747 bales belonging to the Deli Maatschappij, which also sold as consignees another parcel of 784 bales at 108c., or 1s. 9¾d. (brand, M. and K./Lankat/1899). Including the above two lots, rather over 10,000 bales, or roughly 57 per cent. of the total quantity offered, fetched from 50c., or 10d., upwards. The lowest price recorded was 19c., or 4d., for a lot of 292 bales. Up to date, 160,499 bales of Sumatra and 10,614 bales of Borneo tobacco are reported as sold in Amsterdam, and 46,647 bales of the former and 1,245 bales of the latter are reported in stock.

MESSRS. EDWARD SAMUELSON & Co., in their report for last month, say:—We notice no change in our market for North American tobacco during the month of July, though more desire to sell was noticeable on the part of holders, and no doubt some desirable parcels found buyers. The market is, however, in an uninteresting condition, and will remain so until the new arrivals offer means of comparison with previous imports still unsold. How they will be affected by the comparison remains to be seen, but present reports of the growing crops from all points give little ground for expecting a large augmentation of either fine or cheap grades of dark or bright tobaccos. Imports: 3,471 hhds., viz., 386 Virginia leaf, 722 strips, 457 Western leaf, and 1,906 strips. Deliveries: 4,097 hhds., viz., 507 Virginia leaf, 1,697 strips, 507 Western leaf, 1,383 strips, and 7 Maryland, &c. Exports: 368 hhds., viz., 40 Virginia leaf, 4 strips, 247 Western leaf, 76 strips, and 1 Maryland, of which 246 were sent to Africa, 80 Christiania, 22 Hamburg, 10 Guernsey, 4 Isle of Man, 3 Auckland, 2 Durban, and 1 Calcutta. Stock: 91,916 hhds., against 80,122, 77,503, 75,423, 68,944, and 65,376 at this period the previous five years.

MESSRS. GODFREY PHILLIPS & SONS, of Commercial Street, E., addressing the retail trade, say, that having felt for some time past that the additional duty of fourpence per pound on their loose hand-cut Virginia has pressed very heavily upon the retail trade, they have determined, while the present duty stands, to share the burden with the retailer. The price of Phillips' hand-cut Virginia in one-pound and five-pound boxes will therefore be 4s. 8d. per pound until further notice.

There is money in selling "PICK-ME-UP" Cigarettes.

J. FROSSARD & CO.

PAYERNE,
SWITZERLAND.

Samples
and
Prices



ON
Application
to



OAKES BROTHERS & Co.,

46, New Broad Street.

LONDON, E.C.

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TRADE NEWS AND NOTES—continued.

MR. COMMISSIONER SHARPE, in a report just issued by the Foreign Office on the trade and general condition of the British Central Africa Protectorate, referring to tobacco growing in that country, says that the exports have risen from 1,780 lbs. in 1898-9 to 4,207 lbs. in 1899-1900. In these figures there is nothing very sensational, but they are none the less satisfactory. The Commissioner has appended to his report some notes by Messrs. Hynde & Stark, planters in the Protectorate, on tobacco culture. Messrs. Hynde & Stark have also experimented with cigar stock, but the results have not proved very satisfactory. During the past year, 2,973 lbs. were exported to Southern Rhodesia by one firm, and now that a beginning has been made, it is expected that during the coming year the amount exported will show a considerable increase. It may be mentioned that the average yield per acre in British Central Africa varies from 400 lbs. to 800 lbs.

An "EGYPTIAN" CIGARETTE FACTORY has been established in Shanghai, for the superintendence of which special experts have been engaged from Egypt.

Notes.

TOBACCO FOR SCOTTISH SOLDIERS.—The amount subscribed towards the fund to send a present of tobacco to the Highland and other Scottish soldiers serving in South Africa has been about £670. Altogether 20,000 quarter-pound boxes of tobacco, each accompanied by a wooden pipe, have been forwarded to the officers commanding the Scottish regiments at the front for distribution to every man. The Queen has congratulated the Scottish Regiments' Gift Fund Committee on the success of their patriotic work. The tobacco was supplied by MESSRS. F. & J. SMITH, of Glasgow.

CUBA UNDER AMERICAN RULE.—The Report of the British Consul-General in Cuba furnishes a striking contrast to the glowing accounts of prosperity of the island which are furnished to the world through American sources. Mr. Carden says: "Cuba's first year under American rule has been somewhat of a disappointment, as much to Americans as to Cubans. It was confidently expected that the new administration would bring with it a great revival of trade; that much-needed public works would be undertaken, and that capital would flow in to rehabilitate the island's crippled industries. Few, however, of these expectations have been realised. It is true that a notable increase took place at first in the importations, but as no corresponding improvement occurred in the exports, it carried with it no elements of permanence. Some capital was introduced, but rather for the acquisition of established properties already yielding regular returns, such as cigar factories and railways, than for opening up new enterprises or reconstructing those which were no longer productive. Finally, the decision of the United States Government to allow no concessions to be granted in Cuba for the present, though unquestionably conceived in the true interests of the island, had the effect of checking development and discouraging capital."

"In the interest of all countries having commercial relations with Cuba," says *Commercial Intelligence*, "no less than in that of Cuba herself, it is to be hoped that an end will be put to the present uncertainty before the resulting evils assume an acute phase."

"A COMPARISON.

"The following statistics of the trade of the whole island in 1891-92, though not very recent, are not without value as affording a basis for comparing the movement of to-day with that of two fairly prosperous years under the Spanish régime:—

	Imports.	Exports.
1891	£10,616,907	£16,955,191
1892	13,102,695	19,059,288
1899	13,221,617	9,016,893

"Judging from the more detailed returns of the imports at Havana, which constitute 75 per cent. of the total imports, it does not appear that any large amount of tools, industrial machinery, or material for public works were introduced, which might represent the investment of foreign capital to be employed in opening up new enterprises; the great bulk of the imports being rather for food, clothing, liquors, and other articles of habitual consumption which call for periodical replenishing, as will be seen from the following list of—

"IMPORTS OF HAVANA DURING 1899.

Food products	£3,711,502
Live stock	1,239,389
Beer, wine, &c.	541,210
Textiles	1,548,307
Metals	776,595
Shoes	474,282
Chemical products	193,755
Wood, and manufactures of	194,393
Coal and coke	104,096
Other articles	1,007,492

Total £9,791,021

"The deduction to be drawn is sufficiently obvious. The island must either produce more articles for export, or it must raise more food products at home and import less from abroad. Whatever solution may be ultimately found, Mr. Carden has no doubt that the island will in the immediate future have to pass through a period of poverty, during which the importations will fall considerably below last year's figures, and will be restricted to absolute necessities of life, and to the cheaper grades of other commodities.

"EXPORTS AND IMPORTS OF HAVANA IN 1899.

	Exports.	Imports.
United States	£4,245,519	£4,140,549
British Empire	421,763	1,402,757
Spain	73,005	1,874,534
France	147,749	503,333
Germany	204,400	316,310
Other countries	34,242	1,553,538
	£5,126,678	£9,791,021

THE FOLLOWING TRIBUTE to tobacco, spoken by the late Col. Robert G. Ingersoll, at a banquet some years ago, should be engraven on the hearts of all connected with the "sublime weed:—" "These leaves," he said, "make friends and celebrate with gentle rites the vows of peace. They have given consolation to the world. They are the companions of the lonely, the friends of the imprisoned, of the exile, of workers in mines, of fellers of forests, of sailors on the deep seas. They are the givers of strength and calm to the vexed and wearied minds of those who build with thought and brain the temples of the soul. They tell of hope and rest. They smooth the wrinkled brows of care; drive fear and strange misshapen dreads from out the mind, and fill the heart with rest and peace. Within their magic warp and woof some potent, gracious spell imprisoned lies, that, when released by fire, doth softly steal within the fortress of the brain and bind in sleep the captured sentinels of care and grief. These leaves are the friends of the fireside, and their smokelike incense rises from myriads of happy homes. Cuba is the smile of the sea." When the opponents of tobacco can speak in living words such as these we will listen to them.

THE ITALIAN BRANCH of the briar-root industry is not expected to hold out for much longer than 10 years, for by that time it is anticipated that the district will be exhausted of its roots, and naturally the industry will

If you wish to make your fortune soon, sell "PICK-ME-UP" Cigarettes.

TRADE NEWS AND NOTES—continued.

come to an end. Beginning in the Pyrenees about 50 years ago, the industry travelled along the French Riviera and the Ligurian coast, taking in Corsica, and thence to the Tuscan Maremma, until it has reached Calabria, which is the most flourishing place at the present time. Leghorn is the great market of the trade, the total export from this place being estimated at the value of £28,000. Fully half the export is Calabrian root. All the root that arrives in Leghorn has already been cut on the spot into the shape in which it is exported to the pipe-manufacturing centres, which are principally, as regards Italian briar, St. Cloud, in France, Nuremberg, in Bavaria, and various towns in Rhenish Prussia and Thuringia. The roots, which are sometimes of a circumference of 2 feet or more, are cut into blocks and then boiled. If there is any defect in the root which has not been discovered before the boiling process the blocks will split sooner or later. Briar-root blocks are cut into about 25 different sizes and three principal shapes. The shapes are "Marseillaise," "relevé," and "Belgian." The first two are the more usual shapes; from the first are cut the ordinary briar pipes, which have bowl and stem at right-angles; "relevé" blocks are cut into a shape for hanging pipes, and "Belgian" blocks, for which there is but small demand, are shaped to fashion into pipes which have bowl and stem at an obtuse angle. The *minimum* size of "Marseillaise" blocks is about 3 in. long, 2 in. thick, and 1½ in. broad. The Calabrian blocks, selected at Leghorn and exported thence, seem to be in favour with the trade, as they remain so long on the dealer's hands that they would be almost certain to split before export if they were defective. A Leghorn dealer who does his own cutting in Calabria has first to send the roots by wagon to his workshops, where they are boiled and cut, thence again by wagon to the sea coast, where they are placed in lighters for shipment to Leghorn. At Leghorn they are once more transferred to lighters and placed in carts for transport to the warehouses, where they are unpacked for selection. They are then repacked in bales, and carted to the goods station for conveyance abroad. Hence a considerable time must elapse before they leave the hands of a merchant who does his own cutting in Calabria. A considerable number of blocks are sent to the United States, but apparently none whatever to the United Kingdom.

QUEEN MARGHERITA of Italy, the widow of the recently assassinated monarch, is reported to have said once to the Prince of Wales: "I can overlook many faults in a man, and make many allowances for his shortcomings. One fault, however, I cannot overlook, and that is—his not smoking. When my husband, the king, is annoyed I give him his pipe; when he is good-tempered I give him a cigarette; when I want him to do something very particular for me I give him a cigar. With a pipe I can console him; with a cigarette I can delight him; but with a cigar I can lead him anyhow and anywhere."

AN AMERICAN S. & G.—A movement is said to be on foot in New York, to purchase 300 first-class cigar stores, beginning in that city, working as far west as Chicago, and including the intermediate cities of note. The men behind the scheme have capital and experience, and are said to be fully capable of engineering a success. So far they have secured options on a large number of stores in New York, and are continuing negotiations for other desirable stands. They offer stock in the Company in exchange for the property, and are in a position to make cash purchases as well. Many of those who sell out will be given remunerative positions in the concern, and the offers of the proposed Company seem certainly to be worthy of consideration. Before the month is over something more tangible can be announced regarding the enterprise, for by that time the scheme will either be

abandoned or will have evolved into definite form. With such practical and financially sound backing, it would seem that success is assured.

CONFIDENCE AND RETAILING.—There is nothing more essential to success than confidence. A manufacturer without confidence in his own product, says *The Canadian Cigar and Tobacco Journal*, cannot ethuse his salesmen in the lines he is sent out to sell. The traveller without confidence in his goods is invariably a failure as a salesman, and the dealer who loses confidence in any of his brands invariably accumulates what is known in the trade as a "shelf-warmer." There are tobacconists who can sell anything solely because they are gifted with a super-abundance of confidence. Few are so constituted, however, and the only way they can get confidence in anything is by knowledge and experience. The point then for our tobacconist readers to note is that they should have a close and thorough knowledge of every branch of their business and of every line of goods they handle. They should know the particular merits and smoking characteristics of every cigar, cigarette, and brand of tobacco in their stock, the origin and process of manufacture of every line of pipes and fancy goods and all the other detail knowledge that will enable them to talk with thorough confidence to each customer. One trouble with most of our unprogressive tobacconists is that their sole idea of business consists of ordering whatever repeated inquiries show them to be in demand. The progressive dealer does not wait to be forced to stock goods by public demand. He keeps posted on the market, he knows a saleable line when he sees it, and purchasing it, he gets out and makes the demand which his less enterprising competitor begins to cater to after the cream of the trade has drifted elsewhere. To be successful a tobacconist must have the knowledge necessary to give him confidence to buy and sell on his own judgment.

THE FOLLOWING TABLE shows the figures of the principal companies' sales of Sumatra, up to July 1:—

	1900.		1899.	
	Bales.	Price.	Bales.	Price.
Amsterdam Deli Company ...	9,554	c.135	7,750	c.163
Deli Batavia Company ...	7,634	122	4,402	114
Deli Agricultural Company ...	5,027	72	4,384	70
Deli Company ...	24,639	110	21,433	130
Deli Tobacco Company ...	2,201	63	1,812	74
Langkat Tobacco Company ...	2,624	107	2,523	123
Medan Tobacco Company ...	2,727	124	2,085	113
Neth. Asahan Tobacco Company (formerly H. Herrings) ...	5,648	136	3,807	139
Rotterdam Deli Company ...	3,934	125	6,388	122
Senembah Company ...	6,074	90	6,928	121
Serdang Tobacco Company ...	3,054	80	2,283	131
Tobacco Company Arendsberg...	8,167	113	11,310	104
Tobacco Company Franco-Deli	3,534	71	2,655	94
United Langkat Plantation Com- pany ...	4,251	131	4,209	134

It will be seen that 145,673 bales were sold up to that date as against 125,608 in 1899, at prices averaging c.101 per ½ kilo. against c.114 last year.

THE TOBACCO COMPANY FRANCO DELI has issued its annual report. The 1898 crop consisted of 4,408 bales, weighing 352,615 kilos., sold at an average of c.81.43, or c.84.52 including the allowance received for storm damage. The profit and loss account shows a loss of fl. 72,926. The crop of 1899 delivered 5,517 bales, sold at an average of c.56.43, which gives a serious loss. The total Sumatra crop was of inferior quality, and had to be sold at lower prices. Owing to the sustained loss the directors have taken measures to provide for means, and arrangements are pending with a banking institution for a consignment contract.

Increase your sales and profits by stocking "PICK-ME-UP" Cigarettes.

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TRADE NEWS AND NOTES—continued.

An innovation has recently been introduced in some of the out-of-town cigar factories operated by New York manufacturers, by having a professional pianist visit the factory and play for several hours daily while the operatives are at work. This is a modification of a custom which has prevailed for many years in some of the leading factories in Havana, and which the Spanish and Cuban cigar makers transplanted from there to Tampa and Key West. In the factories in Cuba and Florida, however, instead of pianists, professional readers are engaged, who during certain hours each day read to the cigar makers at their work. The readings include the news of the day, and light literature, stories and verse. That the custom has proved a beneficial one both to the cigar makers and their employers is evident from the fact that it has been continued in Cuba for so many years, and we should like to hear the results of any experiments that may be made in the cigar and cigarette rooms of our British factories.

AN INGENIOUS FRAUD in connection with tobacco has just been unearthed in Rochester, N.Y., which involves many thousands of dollars, with the result that the authorities are searching for an inspector of customs and a member of a local tobacco firm. It appears that there arrived in Rochester, at the New York Central freight house, on May 24, twenty-five cases of valuable tobacco, each case containing 175 packages, and worth about \$4 per pound. Upon the arrival of the tobacco a checking clerk was instructed by a customs inspector to deliver the cases to another man, who was an unbonded carman and consequently not permitted, according to law, to transfer bonded goods in custom. The carman carted the tobacco away, and somewhere between the railroad freight house and the bonded warehouse in the government building, it is alleged, the valuable tobacco was taken out and there was substituted tobacco of a very poor grade, not worth more than 5 cents per lb. Later nineteen of these cases were taken from the bonded warehouse and re-shipped to Hamilton, Canada, the bond for it being refunded by the government because the tobacco had not been used in the country. By this move the local tobacco merchant not only wiped out his bond, but he also received the valuable tobacco free of charge and was able to sell it at a very low price, or give away the poor tobacco sent to Canada. The six remaining cases of the shipment are still in the bonded warehouse. The scheme, according to appearances, has been worked before in Rochester.

THE MAKING OF MATCHES.—The story is told against the Scotsman that he only uses his own matches when he has ascertained that all his fellow travellers have none; but when it is noted that one hundred gross of boxes of matches can be made for a labour cost of 13s. 6d., it seems remarkable that even the English fellow traveller should not have a box! Here the introduction of machine methods has decreased the cost of manufacture to one-eighth the cost in 1844, says *Engineering*. In the machine process there are ten operations against four by hand, machines being used to cut the wood into splints, to place them in the dipping frame, to dip them in the sulphur and composition, and to remove them from the frame, and even to put them into boxes—a marvellous series of operations are done for 1,444,000 matches in less than eight hours, and then the packing, done by six females, takes 21 hours 42 minutes. Obviously, a packing machine is needed, for of the labour cost for making the matches—about 1s. per 100,000—9d. goes for packing, and only 3d. for the actual work of manufacture. The cost of making the matches by hand was, in 1844, about 7s. 6d. per 100, or nearly eight times more. The wages, too, are much higher now.

IN AN INTERESTING article, referring chiefly to the stir made by the Christian Endeavour people as to whether or not it is "sinful to smoke and drink," our contemporary *The Examiner* very sensibly says:—"It is just possible that the advocates of abstinence as a Christian obligation would strengthen their position if they restricted themselves to basing it on their individual circumstances, without dogmatically insisting that what is a help to them is necessarily a duty incumbent on others. And some force seems to be lost when anything short of a total avoidance of alcohol is regarded as incompatible with the Christian life, and when smoking is bracketed with drinking as of equal sinfulness. When one of the correspondents found that, besides being injurious to his own well-being and self-respect, smoking 'rendered him almost a nuisance to a portion of his friends,' he was, obviously, wise to give it up. But why insist on the same drastic remedy for those who, finding it a benefit instead of a hindrance to themselves, can also indulge in it without annoying others? If a fakir-like interpretation of the spiritual life is to be insisted on; if we are to hold that everything pleasant is sinful, and every mortification of the body a glorifying of God—then not only smoking, but a good many other ameliorations of life must be condemned. But from a more practical, if less exalted, point of view, that should commend itself to those who hold drink to be the overshadowing curse of modern life, sweeping counterblasts to tobacco are ill-judged. The venerable delusion that smoking encourages drinking has long since been exploded. There is no fact more patent in social life than that as the use of tobacco has spread, a resort to the bottle has decreased. Since the custom of handing round cigars after dinner came in, the decanters, instead of circulating merily, have become almost fixtures. And the same truth, that as the consumption of tobacco goes up the consumption of liquor grows less, is true in all grades of society. It may be admitted that there has been an accompanying decadence in the courtesy which forbade smoking in the presence of the other sex. To what extent women have contributed to this it would lead us too far afield to inquire. But it is quite conceivable that many a wife finds in the sobriety with which her husband returns from a banquet, or from the public-house, sufficient compensation for a certain aroma of stale tobacco, and even abundant reason for tolerating smoking in her presence."

Limited Companies.

THE BARON CIGARETTE MACHINE Co., LTD.—The directors of this Company have declared an interim dividend of 5 per cent.

THE BRITISH DELI AND LANGKAT TOBACCO Co.—A meeting of the holders of the 6 per cent. first mortgage debentures of this Company was held on the 23rd ult., at Winchester House, to consider a resolution authorising the receiver in the debenture holders' action which is pending in the Chancery Division, to procure advances not exceeding £40,000 for the purpose of financing the 1900-1901 crop. The Chairman, Mr. George A. Touch, stated that he was appointed receiver and manager for the purpose of protecting the interests of the debenture holders whose security had been placed in jeopardy, owing to the failure of the Company to carry a scheme of reconstruction which provided for the introduction of additional working capital. The total net liabilities of the Company amounted to nearly £75,000, including interest accrued on debentures and unclaimed interest. As to the principal assets, they are as follows:—The estates and goodwill, which figured in the last balance-sheet at cost—£156,173—but on which it was impossible to place any value; buildings, light railway and bridges, live stock, &c., valued at October 31, 1897, at

"PICK-ME-UP" Cigarettes are now sold by the Largest Tobacconists.

TRADE NEWS AND NOTES—continued.

£18,751; the 1900-1901 crop on which it was estimated that £17,000 had been spent at the date of the receivership; 11,499 shares of £1 each in the Rimboen Cigar Co., Ltd., which cost this Company £10,196, and which might be worth £6,000; sundry debtors of the nominal value of £1,415, and which might produce £370; cash at bankers £334, and other small items. The chairman proceeded, that after considerable difficulty owing to the speculative nature of tobacco cultivation in Sumatra, added to the misfortunes of the Company, he had arranged with a firm for the necessary credit, and concluded by moving a resolution sanctioning the terms with the firm who are advancing the money. The motion was agreed to and the meeting terminated.

COPE BROTHERS & Co, LTD.—The following is the report and balance sheet up to June 30, 1900, of this Company:—The directors beg to submit herewith the statement of accounts for the year ended June 30, 1900, duly audited. The profit and loss account, after providing for all expenses of management, shows a balance of £22,834 os. 2d. The directors paid on February 10, an interim dividend of 2s. per share, free of income tax, which absorbed £7,000, leaving an available balance of £15,834 os. 2d. Out of this sum the directors now recommend a further dividend of 3s. per share, income tax paid, absorbing £10,500; and that the balance of £5,334 os. 2d. be carried forward to the next account.

PROFIT AND LOSS ACCOUNT from July 1, 1899, to June 30, 1900.

Table with columns for description and amounts in £ s. d. showing profit and loss account details.

BALANCE SHEET, June 30, 1900.

Table with columns for Dr. and Cr. and amounts in £ s. d. showing balance sheet details.

BRVANT & MAY, LTD.—An interim dividend at the rate of 7s. 6d. per share for the half-year ended June 30, has been declared.

THE LONDON AND DISTRICT TOBACCONISTS' MUTUAL SUPPLY Co., LTD.—A report of the extraordinary general meeting of this Company appears in another column.

MAXWELL'S TOBACCO IMPORTING Co., LTD., was registered on July 11, with a capital of £100,000, divided into £10 shares. The object of the Company is to acquire certain portions of the business carried on by M. H. Maxwell, junr., A. Maxwell, and W. H. Maxwell, hitherto trading as W. A. & G. Maxwell & Co., and carry on the business of tobacco merchants.

OGDEN'S, LTD.—The directors have declared a final dividend on the ordinary shares for the year ended May 31, at the rate of 10 per cent. per annum, making a total distribution of 10 per cent. for the year. They have also put to the reserve fund the sum of £25,000 and carried forward £8,910.

S. H. SYMTHE AND THE BOURNEMOUTH LICENSED VICTUALLERS' SUPPLY ASSOCIATION, LTD. Registered on July 19, by C. M. Smith & Co., 55, Victoria Street, Westminster, S.W., with a capital of £5,000 in £1 shares. Object, to acquire the business carried on by S. H. Smythe, at 85, Palmerston Road, Boscombe, and to carry on the business of wholesale dealers in tobacco, cigars, cigarettes, grocery, &c. Registered without articles of association.

THE SOUTH WALES TOBACCO Co.—The annual meeting of this Company was held on July 19, at Newport, under the presidency of Mr. W. Edwards, J.P. The annual report stated that, after making ample allowance for bad and doubtful debts, depreciation of plant and machinery, auditors' and directors' fees, bonus, commission and advertising, the balance available for distribution was £1,369 6s. 2d., which it was proposed to deal with in the following manner:—To pay a dividend of 8½ per cent. on the nominal capital, free of income tax, and carry the balance forward to next year's account. The report was adopted. The retiring directors, Mr. John Daniel (Chairman), and Mr. Edward Jenkins, were re-elected.

OGDEN'S, LIMITED.—The annual general meeting of the shareholders of Ogden's, Limited, was held on the 3rd inst., at the New Factory, Boundary Lane, Liverpool, Mr. R. H. Walters (chairman of the company) presiding. The Secretary (Mr. R. W. Stumbles) read the notice calling the meeting. The directors' report for the year ending May 31, 1900, which was taken as read, stated that, after providing for bank interest, expenses, advertisements, discounts on book debts, writing off bad debts, &c., the amount of profit, as shown by the accounts (including the sum of £1,928 4s. 1d. brought forward from last year) was £48,659 13s., out of which the directors had already paid the dividend on the Preference shares to May 31 last, amounting to £4,049 10s. 1d., and also the interest on the Debentures to May 31 last, amounting to £2,700, and also an interim dividend at the rate of 10 per cent. per annum on the Ordinary shares, amounting to £3,000. The directors proposed to place to the credit of reserve fund (which, with £27,000 transferred from premiums on issue of new shares, now amounted to £70,000) £25,000, and they recommended the payment of a dividend on the Ordinary shares at the rate of 10 per cent. per annum, free of income tax, for the half-year ending May 31, 1900, making 10 per cent. for the year, amounting to £5,000, leaving a balance to be carried forward to next year of £8,910 2s. 11d.

The most profitable 3d. and 6d. packet, "PICK=ME=UP," in 12's and 25's.

TRADE NEWS AND NOTES—continued.

The Chairman, after referring at some length to the new premises of the Company, said: In reference to the balance-sheet, I think we may congratulate you upon the year's trading. Of course, we have had difficulties—difficulties personal to ourselves and difficulties connected with the trade generally. As regards those connected with ourselves, I have touched upon the disadvantage of having our business conducted in so many different buildings. With reference to the difficulties connected with the trade, I must, as Chairman of this Company, protest against the procedure of our different Chancellors of the Exchequer. They are continually interfering with the duty on our goods, and it causes an immense amount of trouble, because it is fully six months after a change before we settle down. Whichever way it is—whether he advances or reduces the duty—it is six months before we know exactly what our prices are going to be. I look with a good deal of apprehension upon any prospect of an immediate change in the duty, because it will mean beginning the work all over again. I do wish the Chancellors of the Exchequer were business men and knew the difficulties we have to contend with; but as that cannot be, I wish they would take counsel with business men. (Hear, hear.) If they consulted business men they would be considerably enlightened. With the exception of the wine and spirit and beer trades, I think we pay considerably more duty than any other body or traders in the country. We are therefore justified in asking for some consideration in reference to the treatment that should be meted out to us in this respect. Looking over the balance-sheet I think you will agree that we are right in congratulating you upon it. I may tell you that our trade has increased during the year by over 40 per cent. on the previous year—(applause)—and judging by the orders that have come in this week—of course, it is rather an exceptional week, preceding the Bank Holiday—but judging from these orders, I think this week we shall beat all records, so that you will see we are going on in the right way. Personally, I think we are on the right lines, because we are not obtaining this increase of trade by cutting prices. We endeavour to secure the public taste for our goods by giving a good article, and getting what we consider a proper price for it, not by selling our goods too cheaply or by cutting against our competitors. This we consider a wrong thing to do. We try to build up our trade by giving good value for fair money, and I think you will agree that that is a sound basis to go upon. So far it has proved successful, and we have gone on increasing. From the balance-sheet you will notice—and I hope you will be pleased with it—that we propose to add £25,000 to the reserve fund, which will make that fund stand at the respectable figure of £70,000. We intend to continue building up that fund, so as to make the business a good and solid one, and I think that is the right policy to pursue. The Deputy-chairman, Mr. MacConnal, will speak to you more in detail as to the figures, as, by his training and knowledge, he knows better how to deal with them. I may say, however, that the available profit this year is £46,731, as against £26,549 last year. (Applause.) That, I think, is a very handsome increase, if you will only consider the difficulties we have had this year. When the duty was advanced we did not know how the thing was going to turn out; but, owing to the care of my colleagues on the Board, who had looked into everything pertaining to the manufacture of tobacco, we are here to-day able to present you with a result which we think is very favourable. I should just like to say, further, that we are fully aware of the loyal efforts on the part of our staff, all of whom have worked well to bring about the result which I now present to you. I beg to propose, "That the report and balance-sheet as presented for the year ending May 31 last be and are hereby adopted."

Mr. J. MacConnal said: Mr. Chairman and gentlemen, I have much pleasure in seconding the resolution

which our Chairman has proposed. I think the balance-sheet fairly admits of congratulation all round, both on the part of the board and also on the part of the shareholders. We have, during the past twelve months, increased our capital, and the wisdom of that step is clearly shown by the figures presented to you in the balance-sheet. I do not think the reserve fund needs any support at my hands, for I am sure you will all agree that the first thing in a concern of this kind is stability, and that we should not have, if we can avoid it at all, fluctuations in dividends or panic about the state of the concern. Our chairman has alluded to several items in the accounts. He has told you about the purchase of the land. We considered sites in various parts of the town and outside of it, and we found that we could not get anything like the space of land we see here for the money which both the land and buildings together will cost you. As to various sites suggested to us, the ground area of them was inadequate, and we should have had to erect a lofty factory upon them. Here we have land sufficient for our purpose for some time to come. We were a little bit out in our estimate. Before we finished the factory here we had to build a large machine room, and we have thus been enabled to take out of this main building various things connected with the steam and electrical appliances. All this land and those buildings together will cost you considerably less than any of the sites that were at all suitable for us anywhere down in the City. (Applause.) Now, I daresay you have noticed as you went through the building various pipes about, and things of that kind. I will tell you that, so far as foresight, thought and care are concerned, and as far as being advised by thoroughly practical men, we have endeavoured to have such an arrangement for heating and ventilation as will ensure thorough efficiency in the manufacture of our goods, as well as the comfort of those working for us, so that we may expect the best and most effective results from their labour. I think you can all pretty well gauge the progress that is being made. It is not for me to give particulars as to the whole of our trade. We do not want to bring down upon us any keener competition than we have; not that we fear any competition which is legitimate and conducted on fair and honourable lines, but there is no need for me to give you all the details. You have been told the percentage of progress, and I think, if you look at the three balance-sheets presented by the company since its formation, you will see pretty well the progress that has been made. Take our book debts. These book debts are solid book debts. All the discounts are properly taken off them, and provision is made for everything we consider doubtful. There are no old stagers among these debts. In 1898 the book debts were £61,981; in 1899 they were £91,000; and in your present balance-sheets they amount to £120,000 and £121,000, so that each time there is a progressive increase of £30,000. Dealing with our stocks, I have to say that we carry large stocks. No doubt comment may be made on this, and perhaps it may clear the way if we say that owing to the magnitude of our business we are obliged to carry a large stock. It is for the good of our manufactures that we are able to hold large stocks. Our credit is good, and we can get whatever we require on the best terms possible. We must have a sufficiently large stock not to fear a failure in the crop. Therefore I say we are bound to carry good stocks if we are going to do as well in the future as we have done in the past. Our stocks in 1898 amounted to £132,000; in 1899 they amounted to £211,000, and this year you see they amount to £345,000. It is all very carefully gone into by the company's officials and certified by them. Dealing with the balance-sheets for the three years in the same way, you will find the total liabilities and assets are £264,000 in 1898, £426,000 in 1899, and in the year we are reviewing they are £673,000. That shows progress all round. (Applause.) Well,

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HANDSOME CIGAR COUNTER CASE,

For Window Display, Counter Use, or made to Hang.

This Case
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And Legal Proceedings will be taken against any Infringements.

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having been drawn to
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Trade are advised that
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TRADE NEWS AND NOTES—continued.

gentlemen, it is even more gratifying when we come to deal with the profit and loss account. As in mechanics there is a certain amount of inertia at a given point of the engine stroke, so there is in a large manufacturing business. You have certain deadweight to carry in the way of expenses connected with the management and control of the concern, which tell less heavily when they are spread over a larger business, and we think we shall derive a benefit in this direction in our new factory when finished because of the increased business we shall be able to do. Our profits for 1898 were £12,165; in 1899, as our chairman has told you, they were £26,550; and this year they reach the respectable sum of £46,000. I do not know that I can add anything more, but we expect that the energy and devotion which have produced results like that in the past will produce equally good results in the future. As regards the letting of our premises, we have let them at a good rent, and, in the case of another of our places we mean to carry on there a branch of our business which we do not at present carry on—that is, the manufacture of tobacco in bond. We must take up that, and push it with a like energy to that which has been displayed in connection with the other parts of our business. Gentlemen, I will not detain you any longer, but just second formally the resolution which has been moved by our chairman, that the accounts be passed and adopted. (Applause.) The motion was unanimously agreed to.

The Chairman proposed that a dividend at the rate of 10 per cent., free of income tax, be paid upon the ordinary shares for the half-year ending May 31, 1900. The resolution was seconded by Mr. J. N. Laurence, and carried unanimously.

The Chairman proposed the re-election of Mr. Thomas Ogden as director. This was seconded by Alderman F. Smith, and carried unanimously.

Mr. Ogden having thanked the shareholders for his re-election, Mr. G. Robinson was, on the motion of Mr. Morrison, elected auditor for the coming year.

Mr. F. W. Bentley proposed a vote of thanks to the chairman and the board of directors for the full and lucid statement of the position of the company which had been submitted by them, and for the efforts they had put forth in the development of the business. Mr. Townley, in seconding the motion, pointed out that the position of the company was even much better than it appeared at first sight for the reason that, whereas in the previous year the sum of £1,900 was brought into the accounts after the payment of the dividends, they now carried forward an amount of nearly £9,000, and this after placing to reserve the handsome amount of £25,000. The motion was unanimously agreed to, and the proceedings then terminated.

Personal.

Mr. JOSEPH HUNTING, the well-known tobacconist, of Peterborough and other Northamptonshire towns, has been placed on the Commission of the Peace for the City and Liberty of Peterborough. He was Mayor of Peterborough in 1898.

Mr. MILFORD, tobacconist, of Grainger Street, Newcastle-on-Tyne, was plucky enough and lucky enough to rescue a man from drowning, one day last month. Mr. Milford jumped off Cullercoats pier into a heavy sea, and succeeded in getting the unfortunate man ashore after severe exertions.

Fires.

The premises of Mr. T. BAILEY, tobacconist, 88, Lever Street, St. Luke's, E.C., were discovered to be on fire early on Sunday morning, the 15th ult. The second floor was rented by two middle-aged ladies, one of whom

was burned to death, and the other so severely injured that it was necessary to remove her to the hospital. The cause of the disaster has not been ascertained.

The depôt of the TOBACCO MONOPOLY at Santander, was destroyed by fire on the 1st inst., the loss being estimated at 3,000,000 pesetas. The depôt contained 20,000 large packages, of which 12,811 belonged to the Tobacco Company.

A slight outbreak of fire, which might have proved more disastrous had it not been for the prompt attendance of the Fire Brigade, occurred on the premises of MESSRS. PHILLIPS & Co., tobacconists, 337, Edgware Road, on the 4th inst. As it was, it only resulted in the destruction of a quantity of rubbish in a vault under the pavement.

Festive.

The second competition for the MURATTI CHALLENGE CUP took place at Fallowfield, near Manchester, last month, before 10,000 spectators, on the occasion of the sports of the Manchester Wheelers' Club. Seventeen competitors faced the starter, and, after a splendid race, T. Davis was proclaimed the victor (last year's winner), T. Childs being placed fourth.

The factory employes of MESSRS. HUNTER, WILTSHIRE & Co., numbering over 50, journeyed to Sandgate on the 14th ult., bent upon enjoying their annual beanfeast. Tea was served at 4.30, when the Chairman, in proposing the health of the Firm, remarked that although the directors were not with them that day, they had nevertheless subscribed handsomely towards the expenses. The party returned to town by train, arriving late in the evening.

The WALSALL TOBACCONISTS' ASSOCIATION held their Annual Picnic on the 19th ult., when a party of over 30 members drove to Brewood and spent a most enjoyable day. It is pleasant to note, in connection with this outing, that, by mutual agreement, all the tobacco shops in the town were closed for the afternoon and evening, thus making it possible for all who wished to do so to attend, and it reflects great credit on the Secretary of the Society, Mr. F. J. Dean, for being able to induce the Walsall traders to come to such a fraternal arrangement.

The employes of MESSRS. W. H. & J. WOODS, of Preston, held their annual excursion early last month, when about 250 persons journeyed to Morecambe with the express purpose of enjoying themselves. That they succeeded in their efforts was not to be wondered at, when it is mentioned that the firm provided everything on a most lavish scale, including drives and tickets of admission to the Winter Gardens, and all its attendant shows. After dinner, which was served in the Winter Gardens Café, Mr. Lomax, the Secretary, proposed the toast "Success to W. H. & J. Woods, Ltd.," a sentiment which, it is needless to say, was received with enthusiasm by all present, and thanked the directors for their munificent hospitality. Mr. Nicholson (one of the directors) replied on behalf of the employers, and said it afforded him very great pleasure to be present with them, and to see them all enjoying themselves, as it spoke well for the good feeling which existed between themselves and the management—(hear, hear). He was pleased to say, and he was sure that they would be glad to know, that the continued success of the firm was more apparent this year than ever before. They had, in fact, had one of the best years in the history of the firm, and the business continued to develop in the most remarkable manner—(hear, hear). They had now branches in Manchester, Sunderland, and Glasgow, and it must be gratifying to them as employes to know that their manufactures were now being recog-

No Tobacconist is Up-to-Date, and no Stock Complete, without "PICK-ME-UP" Cigarettes.

TRADE NEWS AND NOTES—continued.

nised as far north of Scotland as Aberdeen—(applause). In order to cope with the extraordinary demand for their manufactures it became necessary to introduce new plant into the factory, and to effect extensions. This matter was at present receiving the attention of the directors, and he could only hope that the development of business would long continue and the same good spirit exist between themselves and the employers as had always prevailed, and been characteristic of the concern—(applause). Throughout the day everything passed off in the most satisfactory way, and the party returned home without hitch or accident of any kind.

The marriage of Miss YDA STANCOMB-WILLS (niece and adopted daughter of Sir William Henry Wills, Bart., M.P.) to Mr. Joseph Richardson, M.P., was solemnised on the 17th ult., at the Church of St. James, Paddington, before a very large and fashionable party of guests, the list alone, with presents, occupying almost a column of the *Bristol Times*.

MR. AND MRS. WILLIAM MAY, of Glasgow, celebrated their golden wedding last month, when a large party of friends gathered together to offer congratulations. Mr. May is said to be the oldest hand tobacco spinner, and has been employed by Messrs. Stephen Mitchell & Son for 34 years. A pleasant part of the evening's entertainment was the presentation of a purse of gold from Mr. May's fellow workers in that firm.

MESSRS. W. D. & H. O. WILLS'S Cycling Picnic. The first annual cycling picnic in connection with this firm was held last month, and favoured with delightful weather proved a great success. Over 200 took part, and as the procession of five brakes, headed by more than 100 cyclists, wended their way from the factory, through the city to the New Passage, it caused no little stir. On arrival at the hotel an excellent tea was partaken of, after which a capital programme of sports was gone through, including slow cycle race, ladies' egg and spoon race, three-legged races, 100 yards flat race, &c. The prizes were of a useful character, and were given by various gentlemen connected with the firm.

Obituary.

MR. JOHN WILLIAM LANCASTER, tobacconist, 85, Oldfield Road, Sparbrook, Birmingham, on the 17th ult., aged 43. Mr. Lancaster was seen to stagger and fall in the street, but on his removal to the General Hospital was found to be dead. He is supposed to have been overcome by the great heat.

MR. DAVID BURNS, High Street, Perth, on the 27th ult. Mr. Burns was formerly a tobacconist in the city of Perth, but owing to ill-health was compelled to retire from business a few years ago. He was greatly respected by a large circle of friends.

MR. WILLIAM GALLOWAY, tobacco manufacturer, Victoria Street, Edinburgh, on the 14th ult., suddenly.

In Parliament.

In the House of Commons, on the 18th ult., the Chancellor of the Exchequer, in moving the second reading of the OIL IN TOBACCO BILL, explained that its object was to limit the admixture of oil with tobacco. It had been discovered that certain manufacturers had been adding oil to the tobacco greatly to the injury of the public consuming it. It was also unfair to the honest manufacturers, and it was a fraud on the revenue. The Bill was also read a second time in the House of Lords on the 27th ult., when Viscount Cross said the quantity of oil permitted by the Government would probably be extended to 4 per cent. when the Bill got into Committee.

The following are the provisions of the Bill:—1.—(i.) If any manufacturer of tobacco has in his custody or possession fit for sale or tenders for drawback, or if any dealer in or retailer of tobacco has in his custody or possession any tobacco containing a greater proportion of oil than 3 per cent., he shall incur an excise penalty of oil than the tobacco shall be forfeited. (ii.) In calculating the proportion of oil for the purpose of this section any fatty or oily substance which is naturally present in the tobacco shall be included as oil. (iii.) In this section the expression "fit for sale" has the meaning assigned to it by Section 4 of the Customs and Inland Revenue Act, 1887. 2. This Act may be cited as the Oil in "Tobacco Act, 1900."

On August 2, Mr. Chamberlain, in reply to a question, said the tariff applied to goods imported into the Orange River Colony, is the Customs Union Tariff, which applies equally to the Cape Colony and Natal. The duty on tobacco manufactured and cut is 3s. 6d. per pound, on cigars 6s. per pound and 10 per cent. *ad valorem*, on cigarettes 4s. per pound.

Law and Police.

LAW INTELLIGENCE.

"WHAT IS 'SEAWORTHY'?"—MORRIS & MORRIS v. OCEANIC STEAM NAVIGATION Co., LTD.—On July 30, in the Queen's Bench Division, before Mr. Justice Mathew, the action of MORRIS & MORRIS, cigar merchants, London, against the OCEANIC STEAM NAVIGATION Co., LTD., of James Street, Liverpool, came on for hearing. Plaintiffs claimed £1,172 damages in respect of a quantity of cigars alleged to have been made unmerchantable by the bursting of a pipe on board the defendant's vessel, the "Teutonic." According to the statement of case for the plaintiffs, in February cases of cigars belonging to them were shipped on board the "Teutonic" at New York for Liverpool under a through bill of lading from Havana on an agreed freight. Plaintiffs relied on several acts of alleged negligence on the part of the defendants, among them that the pipes which burst were in an exposed position, and were not protected from frost, that the pipes and connections were not properly inspected before the ship sailed, that the cigars were not stored in the ordinary cargo space, but in the compartments designated for steerage passengers, that on the 2nd March the leakage was discovered, but the supply of water was not turned off nor the cigars removed from the water. In defence, the Oceanic Steam Navigation Co. pleaded that the cigars did not belong to the plaintiffs, nor were they carried on the terms alleged under a through bill of lading. Defendants denied the cause or the extent of the accident, or that they had been guilty of any negligence. Defendants also relied on certain exceptions in the ship's papers to relieve them from liability, and submitted that they had exercised due diligence to make the "Teutonic" seaworthy. Mr. Lawson Walton, Q.C., and Mr. Norris appeared for plaintiffs; Mr. Joseph Walton, Q.C., Mr. Pickford, Q.C., and Mr. Horridge were for the defendants. Mr. Lawson Walton stated that when plaintiffs received the cigars they found that about 95 per cent. had been damaged. They gave notice to Messrs. Ismay, Imrie & Co. that they claimed damages to that extent. Defendants repudiated the claim, and the present action, after some correspondence, was commenced. While the vessel was in New York the weather was very frosty, and the pipes were exposed and frozen. It was when the "Teutonic" got into warmer weather that two of the pipes burst, causing the damage which was the subject of the present litigation. He submitted that there had been distinct negligence on the part of the defendants, and the question for

There was a Tobacconist who wouldn't stock "PICK-ME-UP," and he is now in Carey Street.

TRADE NEWS AND NOTES—continued.

the Court was the extent of their liability. Mr. J. Walton, for the defence, said there did not appear to be any dispute as to the main facts. It was agreed that the cold was unusually severe in New York, even the salt-water supply in the vessel being frozen—hence the damage. He maintained that a vessel was not unseaworthy within the meaning of the word because she went to sea with her pipes frozen. In giving judgment, his Lordship said the action was brought to recover £1,172 for damages to a consignment of cigars shipped from Havana, and brought from New York to Liverpool in the White Star liner "Teutonic." There were in all 121 cases of the cigars. The bill of lading provided for a number of exceptions, and there was a provision in it that the owners of the vessel should "exercise due diligence to make the vessel seaworthy." What happened was this: The cargo was put on board the "Teutonic" in a compartment which had been used for steerage passengers, and was temporarily converted into a hold. When the vessel was in New York in February last there was a severe frost, and the consequence was that two very important pipes which passed through the compartment in question were frozen. No defect was discovered before sailing, though it would have been very easy to have done so, and cut off the water. The vessel sailed on the 28th February, and it was not until the 2nd March that it was discovered that anything was wrong. It was then found that there was a small leakage, to which slight attention was paid, but next morning it was found that there were twelve feet of water, and that a large quantity of cigars were irretrievably damaged. A number of cases bearing on the bill of lading were, his Lordship stated, quoted by counsel on both sides, and, having dealt with them, he said they had in the bill of lading an express provision that due diligence was to be used in making the vessel seaworthy. The question was, therefore, a question of fact, and he considered that there was no doubt the vessel was unseaworthy, and that, with the pipes in that condition, damage to the cargo was inevitable. Therefore there had been no diligence used to make her seaworthy, and he had come to the conclusion, as a matter of fact, that due diligence was not used. The effect of the frost on the pipes was manifest, and what would follow was clear. Proper precautions should have been taken to ascertain whether the pipes were in a condition consistent with the safety of the cargo in that compartment. On the question of fact, therefore, he found in favour of the plaintiffs. Then there was another clause under the bill of lading limiting the liability of the owners of the vessel to 100 dols. per case, but it was contended by plaintiffs that that did not apply to the cigars, as they were more valuable than ordinary cargo. He found, however, that it did apply. The amount to be recovered, therefore, must be settled between the parties in the ordinary way. Mr. Joseph Walton, Q.C., for defendants, after conferring with Mr. Lawson Walton, Q.C., for plaintiffs, said it was a simple question of arithmetic, and his Lordship would not be further troubled with the matter. Judgment was then entered for plaintiffs for an amount to be agreed upon, with costs.

DISPUTE ABOUT CIGARS.—HIRSCH & Co. v. WOOLVEN.—At the West Riding Assizes, on August 1, before Mr. Justice Bruce and a special jury. In this case, Mr. Macaskie and Mr. Longstaffe were counsel for plaintiff, WILLIAM HIRSCH, trading as Hirsch & Co., cigar merchants, London; Mr. E. Tindall Atkinson, Q.C., Mr. Scott Fox, Q.C., and Mr. Bairstow, for the defendant, JAMES ALBERT WOOLVEN, cigar, wine and spirit merchant, Huddersfield. The action was brought to recover the sum of £62 4s. 8d., money paid by the plaintiff on account of the defendant, at the latter's request, the request being made by him at Huddersfield, to William Sündheimer, plaintiff's traveller, on the 9th of

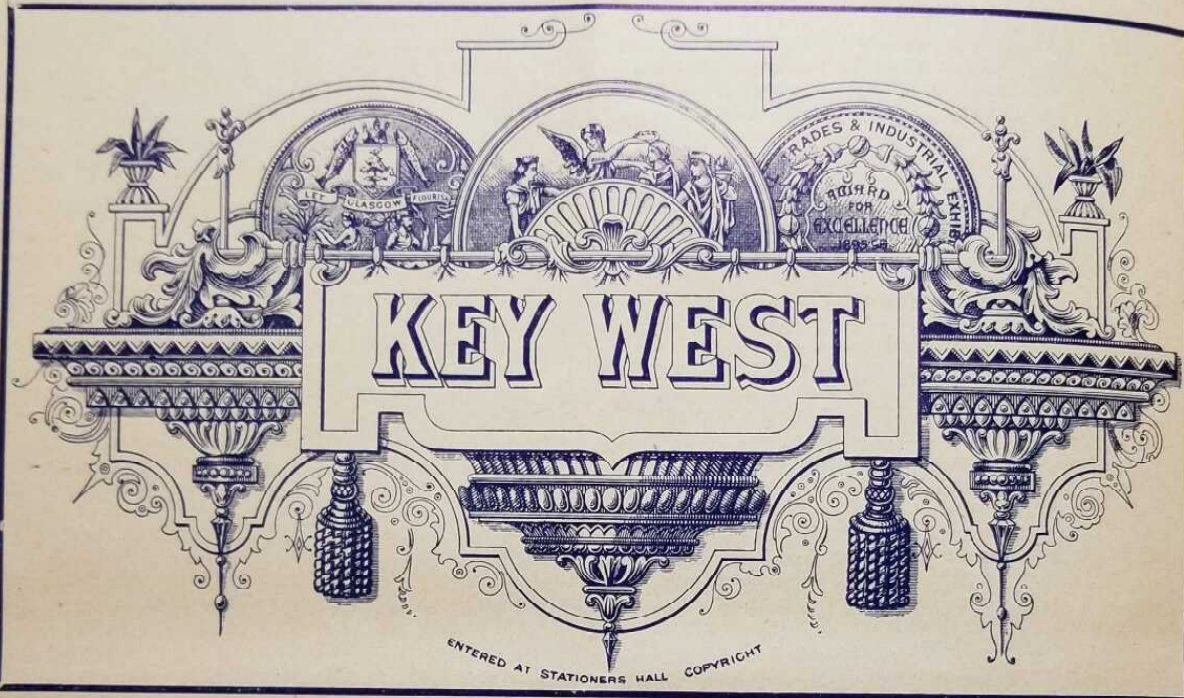
June last year. This sum was payable to Her Majesty's Customs and the West India Dock Co., in respect of duty and clearing charges alleged to be due from the defendant upon two cases of cigars bought by the defendant from the plaintiff. Plaintiff also claimed £104 17s. 4d., the price of cigars sold and delivered by him to the defendant. Each case contained 10,000 cigars, and the price in bond in London was 10s. 6d. per hundred. For the plaintiff several witnesses were called to speak to the quality of the cigars in question. After Councillor Mark Scott, of Leeds, had given evidence, Mr. W. C. Lupton (Mayor of Bradford) was called. He said that he, as well as Mr. Scott, had purchased several cases of cigars from the plaintiff, belonging to the same consignment as those sent to the defendant. In his opinion the cigars were of a merchantable character, and witness added that he was prepared to buy the cigars which the defendant had rejected at 10s. 6d. per hundred. In defence, it was sought to be proved that many of the cigars were not equal to sample, and that many others were damaged. Defendant said that when the plaintiff's traveller waited upon him he simply produced a few loose samples of cigars, and said that they represented loose lots. The traveller said that they were "Flor finas." Witness said he could not purchase cases of cigars on loose samples, but must see dock samples, according to the usual custom. Dock samples consisted of two, four, or six boxes, according to the number of cigars in each box. When the dock samples were sent to him, he said to Mr. Sündheimer that such cigars were no good to him, as they were in a very dilapidated condition, and he could not sell damaged goods. When he opened the cases he found they were a bad lot. In cross-examination defendant said he had never known another instance of a traveller going about showing loose samples. He thought it a most extraordinary business for Mr. Sündheimer to produce them. The jury found for plaintiff for the amount claimed.

COPYRIGHT: A QUESTION OF DAMAGES.—

HILDESHEIMER v. FAULKNER.—In our June issue we reported the above case, and stated that an inquiry was directed by the Court into the number of cases in which MESSRS. FAULKNER had infringed plaintiffs' copyright. The case came for decision before Mr. Justice Kekewich on July 19. Mr. Warrington, Q.C., Mr. C. A. Russell, Q.C., and Mr. Hildesheimer appeared for plaintiffs; whilst defendants were represented by Mr. Warrington, Q.C., and Mr. A. J. Wallis. As a result of the inquiry, it was ascertained that the defendants had circulated 1,012,600 of the pictures, and the plaintiffs now sought a penalty of one farthing, the smallest coin of the realm, for each of the pictures so issued, and did not claim damages. It was urged by Mr. Warrington, Q.C., on behalf of the defendants, that the Judge had discretion as to the penalty to be awarded, subject only to the maximum being fixed at £10. The learned counsel further argued that though a farthing was a nominal penalty, it became a very heavy penalty when awarded in a case where there were over a million infringements. Mr. Justice Kekewich, in giving judgment, said he could not find that only one infringement was committed in circulating the million copies; that being so, the only point left to decide was whether he might award a fraction of a farthing. He thought the legislature intended that a sum should be given as penalty which actually existed, and, therefore, which could be recovered. He therefore felt obliged to give judgment for the plaintiffs for £1,054 15s. 10d., or one farthing per copy circulated, though he felt the penalty was extravagant. A stay of execution was granted, as defendants agreed to pay £200 into Court.

All things end in smoke, but **"PICK-ME-UP"** Cigarettes end in good profit for the Retailer.

CAUTION.



It having come to the knowledge of

Messrs. R. I. DEXTER, of Nottingham,

(the Sole Proprietors of the above Cigar Box label) that **COLOURABLE IMITATIONS** of the same are being used,

Notice is hereby Given that legal proceedings will be instituted without further notice against any person or persons selling or offering for sale any Cigars not of the manufacture of the said Messrs. R. I. DEXTER bearing any colourable or other imitation of the above label.

Any information as to the infringement of the above or any of the Trade Marks, Brands, or Labels of Messrs. R. I. DEXTER (which will be treated confidentially) should be forwarded to—

MESSRS. J. E. EVANS-JACKSON & CO.,

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TRADE NEWS AND NOTES—continued.

A CYCLING TOBACCONIST.—At Redruth County Court, on July 19, EDWARD GOULD, farmer, Gwennap, sued W. J. EASOM, tobacconist and cycle agent, Penryn, for £5 12s. Plaintiff's case was that as he, accompanied by Ernest Butlin, coachman to Mr. Powys Roger, was driving in Redruth, on the evening of Whit Monday, Easom and other cyclists overtook them. Defendant rang no bell, but shouted when level with the trap and struck the donkey on the ears, causing it to fall. The occupants of the trap were pitched out, and Gould was rendered unconscious. Judgment for plaintiff for £4 damage and costs.

A TRIFLING DISPUTE.—At the City of London Court, on July 17, MR. SIMON ELKAN, cigar merchant, 79, Finsbury Circus Buildings, sought to recover 15s. 6d. for samples supplied three years ago to the defendant, MR. ARTHUR JACKSON, Brighouse, Yorkshire. Mr. James H. Welfare, who appeared for the defendant, said it was not likely that his client would have come from Yorkshire to defend a 15s. 6d. claim if he had had the goods. They had never been received, and they were not ordered. The plaintiff, Mr. Elkan, said they were. The case was adjourned to prove delivery, and on July 31 Mr. Welfare, who appeared for defendant, informed the Court that plaintiff had discontinued the action. The case was accordingly struck out.

JELANKS v. BOYD.—At the Lord Mayor's Court Mr. PHILIP V. JELANKS, carrying on business as the Continental Havana Co., sued MR. CARR BOYD to recover £13 for goods sold and delivered. The plaintiff, who conducted his own case, said that in February last the defendant purchased cigars from him to the value of the sum claimed. He delivered the cigars, and afterwards saw the defendant, who promised to send on a cheque in a few days. The money had not been paid. The defendant did not appear, and, by his Lordship's direction, the jury returned a verdict for the plaintiff for the amount claimed.

HONDURAS GOVERNMENT BANKING Co. v. CIGAR MAKING Co., LTD.—In the Chancery Division, Mr. Justice Cozens-Hardy, in the case of the HONDURAS GOVERNMENT BANKING Co. v. CIGAR MAKING Co., LTD., appointed a receiver of the Company's business. Mr. Eustace Smith said the plaintiff Company held 2,000 debentures, which were the only debentures issued, and by the provisions of the deed the principal money became due if any order or judgment were made against the defendant Company. His Lordship remarked that this seemed a monstrous thing. Mr. Eustace Smith acknowledged that it was rather a wide stipulation. Counsel for the Company appeared, and said he could not resist the application, and his Lordship gave judgment in common form, and appointed the receiver as asked.

POLICE NEWS.

TOBACCO ADULTERATION.—At the Alnwick Petty Sessions, on July 28, WILLIAM and CHARLES TURNBULL, grocers, Alnwick, trading as TURNBULL BROTHERS, were charged with having in their possession a quantity of tobacco roll for sale, which, on being tried at a temperature of 212 degrees Fahrenheit, was decreased in weight by more than 30 per cent., at Alnwick on the 7th May. A penalty of £3 and £1 9s. 6d. costs was inflicted.—JAMES FORSTER, tobacco manufacturer, Alnwick, was summoned for having in his possession tobacco in roll fit for sale, which on being dried decreased in weight more than 30 per cent., at Alnwick on the 28th April last. The Bench imposed a fine of £10 and £2 costs. The costs included the analyst's fee in both cases.

A REMARKABLE COMPANY.—Mrs. BECKY BEERMAN, tobacconist, of Essex Road, Islington, was summoned before Mr. Bros, at North London Police Court, on July 19, for having painted out the word "Limited," which had been over her shop. The complainant was MR. CHARLES WELSH, secretary to J. Beerman & Co., Ltd. He said that after the business was formed into a company the defendant was engaged as saleswoman. Her husband became bankrupt, and a levy was made upon the goods. The defendant claimed the goods because she bought them in from the broker with her own money, and, therefore, on the strength of ownership, she had the word "Limited" painted off, leaving simply "Beerman." The complainant said this was the registered office of the company, and the defendant had not only destroyed that, but had destroyed documents of the company. The defendant: There is no company now. Here are my stamped acknowledgments showing that I paid out the sheriff and purchased the business with my own money. Beerman, Limited, has nothing to do with my business. The complainant: Your husband holds shares in the company, and your house is the registered office. Mr. Bros: What will it cost to paint the name up again? The complainant: About 30s. The defendant: He asked me for 30s., and I said I did not owe it. Then he said he would bring me here. Mr. Bros: It is a case for the County Court, and he can take you there if he pleases.

SUNDAY TRADING AT YARMOUTH.—REPRISALS THREATENED.—At Great Yarmouth Police Court, on July 18, before the Mayor (B. H. Press, Esq., Chairman), J. T. Bottle, J. R. Nutman, J. Durrant, J. W. de Caux, T. Green, C. Rackham, J. Hy. Palmer, and J. Leech, Esqs., WALTER GARRATT, ALBERT E. GARRATT, CHARLES ROWLAND, PERCY SEARCH, GEORGE MANN, ALFRED JAY, fruiterers, CHARLES HOLL, JNO. JOHNSON, and HY. BROOMFIELD, tobacconists, and JNO. SYMONDS, oyster seller, were all summoned for trading on Sunday, July 8. Defendants all appeared at the Court on the Wednesday previous, but, upon the application of the Chief Constable, the cases were adjourned, pending the decision of the Watch Committee, to whom a recommendation was sent from the Town Council that the Chief Constable should discontinue the prosecutions. The Watch Committee held a meeting on the following Thursday, with the result that the policy of prosecution will be adhered to. The above defendants were therefore before the Bench on the 18th ult. on the adjourned summons, and their number was swelled by the appearance of JAMES BUTLER, THOMAS STOLWORTHY, and DANIEL DOCWRA, oyster sellers, ARTHUR JONES, fancy dealer, WALTER STOLLIDAY, and RICHARD WM. TAYLOR, tobacconists, also summoned for Sunday trading. Before taking the cases, Mr. de Caux asked the Chief Constable whether these prosecutions were instituted by himself, or by direction of the Watch Committee. The Chief Constable replied that the prosecutions came within his province as Chief Constable. Mr. de Caux remarked that that was not an answer to the question. The Chief Constable: "I am going on until the Watch Committee tell me to stop." Mr. de Caux inquired why some persons were prosecuted while others went free, but the Mayor would not permit of the question being answered, adding that the discussion was most unseemly. Mr. A. F. Clowes appeared for several of the defendants. P.-c. Larkins, who gave evidence in the case of Garratt, said in reply to Mr. de Caux, he worked a beat, and reported all shops he saw open. He had received no instructions to take notice of shops in particular. He had seen a man at the Corporation lavatory, but could not say whether the Corporation employed him. He could not say whether the people paid for the hire of bathing tents on the beach on the Sabbath day. The Mayor objecting to this form

The Cutting Trade is not supplied with "PICK-ME-UP" Cigarettes.

TRADE NEWS AND NOTES—continued.

of questioning, Mr. J. W. de Caux observed that while he was sitting on the Bench, he had the same power as his Worship the Mayor. He contended that the law was obsolete, as in London. Mr. Clowes asked that the Bench should impose a small fine. A great many persons who kept open their shops were dependent upon Sunday trading. They had to rely upon the visitors, who were a salvation to the town. Mr. de Caux said he desired to move that the Yarmouth Bench follow the example of the London Stipendiaries, and fine the defendants 3*s.* each, including costs. Defendant, however, was eventually fined the usual amount, 5*s.* and costs, as were each of the other defendants. Mr. Clowes said he should apply for a summons against the Corporation officials, who traded in various ways. He could obtain a summons, provided it was signed by two Magistrates. Mr. C. H. Wiltshire, who was in Court, said he hoped his friend would not proceed against the band of the 2nd V.B.N.R., as he was band president. Mr. T. Green said he thought the band president was the man that should be proceeded against.

WARE MIRRORS!—HARRY BROCK, 24, shop assistant at BEWLAYS', LTD., tobacconists, Strand, was charged at Bow Street with stealing money from the till. Prisoner went to Messrs. Bewlays three months ago with an excellent character, but money was missed, and the police arranged a little trap to catch the thief. Inspector Pugsley marked £1 8*s.* 6*d.* worth of silver and gave it to the shop manager, who emptied the till and placed the coins in it. Then Detective-Sergeant Stephens came to the shop disguised as a clock repairer, and apparently went to work on the clock at the end of the shop, but really kept his eye on a mirror close by in which all the doings of prisoner were reflected. Inspector Pugsley made a purchase, and the watcher saw Brock throw the Inspector's half-crown into the till and take out a shilling, which he put in his pocket. When he served another customer he took some coppers, and when Detective-Sergeant Ball bought goods and received some coppers in change, prisoner appropriated a florin. Upon this Sergeant Stephens came down from his ladder and the two detectives arrested their man. Prisoner at first denied the theft, but when confronted with the marked coins admitted that he had been taking 6*s.* a week all the time he had been there. Prisoner was remanded for a week, and in the result sentenced to three months' imprisonment with hard labour. The magistrate handed Mr. Hall, the court missionary, a small sum for the benefit of prisoner's wife and children, who were quite destitute.

ALLEGED THEFT OF TOBACCO.—In the Clerkenwell Police Court, on July 31, CHARLES MAY, 42, a warehouseman, of 40, Sturgeon Road, Walworth, was charged with stealing, on 14th February, from 168, Clerkenwell Road, 5 lbs. of tobacco, 200 cigars, and 1,000 cigarettes, the property of MESSRS. WILLIAM CLARKE & SONS, LTD. Mr. W. Ricketts, jun., prosecuted. It was alleged that the property was delivered to a person in Cross Street, Hatton Garden, whose name did not appear on the books of the firm. May, who was in the employment of the prosecutors, gave, it was alleged, directions for delivery of the goods. Mr. Bros remanded the accused.

ARCHIBALD HARRY SHARPE was charged at Manchester, on the 5th inst., with embezzlement from his employers, MESSRS. NEWMAN & Co., tobacconists. Evidence was given that on July 19 the prisoner was handed £41 to take to the bank, when he absconded, and nothing further was heard of him until he was arrested at Stourbridge some ten days later. He stated that he got intoxicated on his way to the bank, and, having spent some of the money, he was afraid to return. He had since visited Ireland and several places in England. The Bench remanded the accused until the 7th inst., when he was sent to prison for three months.

At the Royton Police Court, on the 8th inst., before Mr. Emmett, M.P., and other magistrates, RICHARD HARGREAVES, described as a grocer, of 72, High Street, Shaw, was summoned for using unjust scales. When the inspector called on July 18 he found a small scale used for weighing tobacco two drachms balance against the purchaser. There was a piece of paper under the pan of the scales. When he removed the paper the scales were perfectly correct. This was, the inspector continued, a case of wilful fraud, and he had been instructed to ask for a severe penalty. The defendant, who pleaded guilty through his solicitor, said that he placed the paper below instead of on top of the pan when weighing tobacco, and that this was equivalent to weighing the tobacco and the paper together. Tobacco had to be weighed finely now by reason of the increased duty, and none of the customers had received short weight. A fine of £2 and costs was imposed.

From the "London Gazette."

RECEIVING ORDERS.

BROWN, ELIZABETH REDGATE (spinster), lately tobacconist, trading at 99, Radford Road, Nottingham. Date of petition, June 27, 1900; date of order, July 13, 1900; on creditor's petition.

WIFFEN, CHARLES, tobacconist, &c., 21, The Arcade, Westbourne, Bournemouth. Date of petition and order, July 12, 1900; on debtor's own petition.

SMITH, HARRY, tobacconist, residing in lodgings with his wife, Annie Smith, at 43, Castle Gate, and trading at 26, Wheeler Gate, Nottingham. Date of petition and order, July 16, 1900; debtor's own petition.

STUDMAN, WILLIAM CHARLES, lately tobacconist, residing in apartments at 7, Frederick Road, Gravelly Hill, Birmingham, and lately carrying on business at Finsbury Buildings, Aston Cross, Birmingham. Date of petition and order, July 19, 1900; debtor's own petition.

LATHAM, JOHN THOMAS, trading as A. & J. T. Latham, tobacconist, &c., The Cross, Westgate, Tadcaster. Date of petition and order, July 20, 1900; debtor's own petition.

INMAN, GEORGE SAUNDERS, cigar dealer, Ivanhoe 220, Queen's Park Road, Brighton. Date of petition July 5, 1900; order, July 25, 1900; creditor's petition.

ROLFE, FREDERICK JAMES, trading as Frederick James, tobacconist, &c., 160 & 190, Acre Lane, Brixton. Date of petition and order, July 31, 1900; debtor's own petition.

GOOCH, THOMAS WILLIAM, tobacconist, 14, Alexandra Road, and 76, St. Benedict's Street, Norwich. Date of petition and order, August 4, 1900; debtor's own petition.

FIRST MEETINGS AND PUBLIC EXAMINATIONS.

WHALLEY, EMMA JANE, formerly tobacconist, &c., East Parade, Bradford. Date of first meeting, July 20, 1900. Examination, August 8, at the County Court, Manor Row, Bradford.

SMITH HARRY, tobacconist, 26, Wheeler Gate, Nottingham. Date of first meeting, July 31, 1900. Examination, August 3, 1900, at the County Court House, St. Peter's Gate, Nottingham.

WIFFEN, CHARLES, tobacconist, &c., 21, The Arcade, Westbourne, Bournemouth. Date of first meeting, July 31, 1900. Examination, August 22, 1900, at 11.30 a.m., in the Town Hall, Poole.

There is money in selling "PICK-ME-UP" Cigarettes.

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TRADE NEWS AND NOTES—continued.

LATHAM, JOHN THOMAS, trading as A. & J. T. Latham, tobacconist, &c., The Cross, Westgate, Tadcaster. Date of first meeting, August 2, 1900. Examination, August 3, 1900, at the Courts of Justice, in the City of York.

STUDMAN, WILLIAM CHARLES, lately tobacconist, carrying on business at Finsbury Buildings, Aston Cross, Birmingham. Date of first meeting, August 8, 1900. Examination, September 10, 1900, at 2 p.m., in the County Court, Birmingham.

INMAN, GEORGE SAUNDERS, cigar dealer, Ivanhoe, 220, Queen's Park Road, Brighton. Date of first meeting, August 9, 1900. Examination, August 9, 1900, at 11 a.m., in the Court House, Church Street, Brighton.

ROLFE, FREDERICK JAMES, trading as Frederick James, tobacconist, &c., 160 & 190, Acre Lane, Brixton. First meeting, August 16, at 11 a.m., Bankruptcy Buildings, Carey Street, W.C. Examination, October 2, 1900, at noon, Bankruptcy Buildings, Carey Street, W.C.

GOOCH, THOMAS WILLIAM, tobacconist, 14, Alexandra Road, and 76, St. Benedicts Street, Norwich. First meeting, August 18, at 12 noon. Examination, September 24, 1900, 11 a.m., at the Shirehall, Norwich.

BROWN, ELIZABETH REDGATE (spinster), tobacconist, lately trading at 99, Radford Road, Nottingham. First meeting, August 17, 1900. Examination, October 5, 1900, 10 a.m., at the County Court House, Nottingham.

ADJUDICATIONS.

PARRY, WILLIAM JOHN, fancy goods dealer and tobacconist, residing and carrying on business at 24, Duke Street, Liverpool. Date of order, July 10, 1900. Petition, July 4, 1900.

SMITH, HARRY, tobacconist, 26, Wheeler Gate, Nottingham. Date of order, July 16, 1900. Petition, July 16, 1900.

WIFFEN, CHARLES, tobacconist, &c., 21, The Arcade, Westbourne, Bournemouth. Date of order, July 18, 1900. Petition, July 12, 1900.

STUDMAN, WILLIAM CHARLES, lately tobacconist, carrying on business at Finsbury Buildings, Aston Cross, Birmingham. Date of order, July 20, 1900. Petition, July 19, 1900.

LATHAM, JOHN THOMAS, trading as A. & J. T. Latham, tobacconists, &c., The Cross, Westgate, Tadcaster. Date of order and petition, July 20, 1900.

BROWN, ELIZABETH REDGATE (spinster), lately tobacconist, trading at 99, Radford Road, Nottingham. Date of order, July 28, 1900. Petition, June 27, 1900.

GOOCH, THOMAS WILLIAM, tobacconist, 14, Alexandra Road, and 76, St. Benedicts Street, Norwich. Date of petition and order, August 4, 1900.

NOTICES OF INTENDED DIVIDENDS.

KING, HORACE WILLIAM, tobacconist, 18, Cornfield Road and 3, Central Buildings, Seaside Road, Eastbourne. Last day for receiving proofs, July 28, 1900. Trustee: George Montague White, 14, Old Jewry Chambers, E.C.

THOMAS, WILLIAM JOHN, tobacconist, &c., 1, Petit Tor Road, St. Mary Church, Devonshire. Last day for receiving proofs, August 3, 1900. Trustee: Thomas Andrew, 13, Bedford Circus, Exeter.

VAUGHAN, FREDERICK WILLIAM, tobacco and cigar merchant, The Arcade Buildings, Fishergate, Preston. Last day for receiving proofs, August 17, 1900. Trustee: Charles Harvey Platt, 14, Chapel Street, Preston.

GILLOW, HENRY, tobacconist, &c., 2, Nelson Street, Greenwich. Last day for receiving proofs, August 20, 1900. Trustee: Alexander Mackintosh, Official Receiver, 24, Railway Approach, London Bridge, S.E.

MAJOR, WILLIAM HENRY, tobacconist, 120, Foord Road, Folkestone. Last day for receiving proofs, August 22, 1900. Trustee, Worsfold Mowll, Official Receiver, 68, Castle Street, Canterbury.

NOTICES OF DIVIDENDS.

NEWSOME, CHARLES HENRY, tobacconist, &c., residing at Temperance Terrace, Wyke, near Bradford, and carrying on business there, and at 226, Thornton Road, Bradford, and lately carrying on business in copartnership with Robert Lee, under the style of Newsome & Lee, at Church Street, Rastrick, Brighouse, Yorks. First and final dividend of 1s. 6½d. in the £, payable July 23, 1900, at the Official Receiver's office, 31, Manor Road, Bradford.

FOTHERGILL, RICHARD, tobacco manufacturer, residing and trading at 22, Linthorpe Road, Middlesbrough, and trading at 134A, High Street, Stockton. Supplemental dividend of 2½d., payable August 4, 1900, at the Official Receiver's Office, 2, Albert Road, Middlesbrough.

ORDERS MADE ON APPLICATION FOR DISCHARGE.

HIRSCH, OSCAR, tobacconist, 123, Grays Inn Road. Discharge suspended for three years from September 12, 1899. Bankrupt to be discharged as from September 12, 1902, his public examination having been concluded September 12, 1899. The grounds for refusing an absolute order of discharge are—bankrupt's assets are not of a value equal to 10s. in the £ on the amount of his unsecured liabilities; that he had omitted to keep such books of account as are usual and proper in the business carried on by him and as sufficiently disclose his business transactions and financial position within the three years immediately preceding his bankruptcy; and had contributed to his bankruptcy by unjustifiable extravagance in living.

STANDEN, HARRY HENRY, tobacconist, &c., 5, Bridge Gate, Retford, Notts. Discharge suspended for three years. Bankrupt to be discharged as from June 25, 1903. Bankrupt's assets were not of a value equal to 10s. in the £ on the amount of his unsecured liabilities; he had omitted to keep such books of account as are usual and proper in the business carried on by him, and as sufficiently disclose his business transactions and financial position within the three years immediately preceding his bankruptcy; had continued to trade after knowing himself to be insolvent, and had contracted debts provable in the bankruptcy without having, at the time of contracting them, any reasonable or probable ground of expectation of being able to pay them.

ERB, ALFRED, tobacconist and cigar merchant, Manchester. Discharge suspended for five years as from July 13, 1905. Grounds for refusing an absolute discharge were:—Bankrupt's assets were not of a value equal to 10s. in the £ on the amount of his unsecured liabilities; and that this arose from circumstances for which he was responsible; that he had omitted to keep such books of account as are usual and proper in the business he carried on, and as sufficiently disclosed his business transactions and financial position during the

If you wish to make your fortune soon, sell "PICK-ME-UP" Cigarettes.

TRADE NEWS AND NOTES—continued.

period he alleged he carried on business, viz., from January, 1897; had admittedly continued to trade after knowing himself to be insolvent, viz., from May, 1899; had contracted the whole of the debts payable in bankruptcy (but more particularly the debts which amount to about £400, referred to in Paragraph 11 of the Official Receiver's Report), without having, at the time of contracting them, any reasonable or probable ground of expectation of being able to pay them; had failed to account satisfactorily for the deficiency of assets to meet liabilities; had contributed to his bankruptcy by extravagance in living and by gambling; and had within the three months preceding the date of the receiving order, when unable to pay his debts when they became due, given an undue preference to one of his creditors, namely, to his uncle, Alfred Aaron, to the extent of £30; that he had been guilty of misconduct in relation to his property and affairs, namely, in carrying on business and contracting fresh liabilities in wilful ignorance of his true financial position, and in that his conduct under his bankruptcy has been very unsatisfactory as stated in Paragraphs 9, 13, 14 and 15, of the Official Receiver's Report.

NOTICES OF RELEASE OF TRUSTEES.

- ROBERTS, EVAN WILLIAM, tobacconist, &c., Castle House, Bethesda, Carnarvon. Trustee, Llewelyn Hugh Jones, Crypt Chambers, Chester. Dated May 25.
- GLEN, CHARLES, tobacconist, lately residing and carrying on business at 335, Moseley Road, Birmingham. Trustee, Luke Jesson Sharp, Official Receiver, 174, Corporation Street, Birmingham.
- GOLDSTONE, ISAAC, tobacconist, 114, Brick Lane, Spitalfields, lately carrying on business at 132, Brick Lane. Trustee, G. W. Chapman, Official Receiver, Bankruptcy Buildings, Carey Street, W.C. Dated June 18, 1900.
- ROBINSON, WILLIAM GEORGE JAMES, tobacconist, &c., 111, St. Aldate's, Oxford. Trustee, Arthur Edwin Preston, chartered accountant, 55, Cornmarket Street, Oxford. Date of release, June 27, 1900.

In Re —

E. A. J. SCHOTTEL, cigar importer, lately carrying on business at 93, Aldersgate Street. Under the receiving order made against him on June 25, the first meeting of creditors was held on July 18, Mr. A. H. Wildy, Official Receiver, presiding. The debtor submitted no offer to the creditors, and the matter was left in the hands of the Official Receiver as trustee to wind up the estate. It appears from the debtor's statement that he came to England from Rotterdam in 1893, and in the following year commenced business at 148, Aldersgate Street, E.C., with a capital of £100. In June, 1895, having obtained an agency for Messrs. José Tinchant y Gonzales & Co., he moved to larger premises at 93, Aldersgate Street and continued the agency until July, 1899, when arrangements were made by which he undertook to take over the business on his own account, including the stock and book debts. Under the agreement the Antwerp firm were to supply him with goods at factory prices, but the debtor alleges that the prices charged were 50 per cent. higher than these rates. In February, 1900, he found himself unable to continue business at the prices charged, and the firm sued him for £665 8s. *od.*, the amount being made up of an instalment of the purchase money and for goods supplied. The debt was disputed, a counterclaim set up, and an action is pending at the present time. Messrs. Tinchant y Gonzales then refused to ship more goods to the debtor's order, and since that time he

had confined himself to selling the stock on hand and collecting the book debts. He filed his petition in June in order that he might rid himself of the liability of the book debts, some of which had turned out bad, and also because another instalment, amounting to £1,391, would fall due in July and he was not prepared to meet it. The liabilities amount to £3,609 19s. 10*d.*, and the assets are valued at £320 17s. 2*d.*

MAGNUS TAYLOR.—In the Edinburgh Bankruptcy Court, on July 23, Sheriff Substitute Reid administered the statutory oath to this debtor, a cigar manufacturer, lately of Link's Place, Musselburgh, but now residing at Edinburgh. Mr. James Pollard, C.A., the trustee, said he had examined the debtor privately, and had received all the information required. The state of affairs showed a deficiency of £125 10s. 5*d.*, the assets amounting to £2,807 17s., and the liabilities to £2,931 7s. 5*d.*

JAMES MARSHALL, sometime tobacconist, &c., of the Arcade, Stirling, and now residing at 42, Upper Bridge Street, Stirling. The estates of the debtor were sequestrated on July 23, and a meeting was held on August 2, to elect trustee and commissioners. To entitle creditors to their dividends, oaths and grounds of debt must be lodged before November 23. Messrs. A. & J. Jenkins, Solicitors, Stirling, are the Agents.

HARRY SMITH, tobacconist, recently trading at 26, Wheeler Gate, Nottingham. The first meeting of creditors in this estate was held on July 31, in the Nottingham Bankruptcy Court, when the liabilities were disclosed at £817 10s. 4*d.* and assets £262. After the formal questions had been put to debtor, the matter was left in the hands of the Official Receiver. At the public examination, held on the 3rd inst., in answer to that official, the debtor stated that he commenced business about three and a half years ago. He took over the business for his wife, who was still his landlord, and at that time the assets exceeded the liabilities by about £300. He had kept no books of account. His wife owned several lots of property, and the household furniture also belonged to her. Some of his wife's property was available for his creditors. She had been in business for several years, and her property was the result of her own industry. Debtor attributed his insolvency to losses on cycle trade speculations, betting, and share transactions, and admitted that while he had been engaging in the cycle trade, he had not properly attended to his own business. Debtor's examination was then closed.

WILLIAM JOHN PARRY, tobacconist and fancy goods dealer, of 24, Duke Street, Liverpool. On August 2, at the Court House, Victoria Street, Liverpool, this debtor came up for public examination, with a statement of affairs showing liabilities of £216 and assets of £28. Mr. Bertram Jones appeared for the bankrupt, who, in reply to the Assistant Official Receiver, attributed his failure to bad trade and sickness in his family. He started business in 1892 in partnership with a Mr. F. Winerberger, trading as Winerberger & Parry, as pipe manufacturers and dealers in tobacco and fancy goods. The firm started at 10, Browside, Everton, and continued until 1898, when Mr. Winerberger retired. In June last year the bankrupt removed to 24, Duke Street. Writs were issued against him, and in June last an execution was put in by the sheriff, under which the stock was sold. The bankrupt then filed his petition. The examination was closed.

EMMA JANE WHALLEY. The Bradford Official Receiver, Mr. J. A. Binns, issued, on the 14th ult., a summary of the affairs of Emma Jane Whalley, formerly residing and carrying on business at 153, and afterwards 93, East Parade, Keighley, as a tobacconist and hairdresser. The liabilities were scheduled at £102 10s. 9*d.*,

Increase your sales and profits by stocking "PICK-ME-UP" Cigarettes.

TRADE NEWS AND NOTES—continued.

and the assets £14. The Official Receiver reports:—
 "Up to June, 1898, the bankrupt was a weaver; she then began business in Turkey Street, Keighley. She had £62 capital at the time. In September of the same year she sold her stock-in-trade, &c., at cost price, and purchased a tobacco and hairdressing business in East Parade, Keighley, at a valuation of £75. There she remained, just making a living, until March last, when she removed to 93, East Parade, which consisted of a house and shop. Her trading there lost money, and about five weeks ago a fire occurred at her shop, which did damage to the extent of £34, and brought the business to an end. The damage done by fire was covered by insurance, but she afterwards had the undamaged stock sold by auction, and sustained a loss of £50. Since the sale she has been out of employment, and has filed her petition because of her inability to pay the claims of her creditors. She has no books of account, except one showing the daily takings. She is adjudicated a bankrupt, and has no offer to make to her creditors."

JOHN THOMAS LATHAM, tobacconist, &c., Tadcaster. The debtor appeared at the York Bankruptcy Court, on the 3rd inst., with a statement of accounts showing a deficiency of £218. He attributed his failure to want of capital, heavy expenses, and high interest on borrowed money. He commenced business in 1898. The Official Receiver: "So you have muddled away more than £200 of your creditors' money since then; it is disgraceful." The Court made an order for a better deficiency account, and a statement of the debtor's dealings with a money lender.

WM. CHARLES STUDMAN. The debtor carried on a tobacconist's business at Aston Cross, Birmingham, for ten months, and in that time lost £226, an average of £22 a month. He is now out of business, and on August 8 was called upon to meet his creditors at the offices of the Official Receiver. His liabilities are £218 12s. 8d.; his assets, £12 5s. 3d.; deficiency, £206 7s. 5d. Mr. Tyler appeared for the debtor, and the Official Receiver becomes trustee.

GEORGE SAUNDERS INMAN. Debtor, briefly examined by the Official Receiver at the Brighton Bankruptcy Court, said he only owed £50, and that he estimated his assets at £60, so that there should be a surplus. The £50 was due to one creditor. He was originally a licensed victualler, and then started business as a cigar dealer, in Mighell Street, Brighton, in partnership with his brother. They removed to Edward Street in 1898, but in April last the partnership was dissolved, witness going out of the business and receiving from his brother £65, of which £40 went to pay a private liability. Witness had not carried on business since, and was virtually doing nothing now. The examination was closed.

THE STANLEY CIGAR COMPANY, of Inglis Street, Inverness. The creditors of this estate will receive a

dividend on August 27, at the office of the British Linen Company's Bank, Inverness.

ALFRED ERB. The debtor, who formerly carried on business as a tobacconist at Bradshawgate, Bolton, and Macdonald's Lane and Withy Grove, Manchester, applied to Judge Parry, on the 13th ult., at the Manchester County Court, for his discharge from Bankruptcy. In September last a receiving order was made against the debtor on a creditor's petition. The liabilities amounted to £2,088, and the assets to £427. A balance of £373 remained for costs and distribution among the unsecured creditors, which allowed the payment of a final dividend of 2s. 13d. in the £ on proofs amounting to £2,060. In January, 1897, Erb started business as a wholesale tobacconist in Macdonald's Lane, Corporation Street, Manchester, and afterwards in Withy Grove. The causes of his insolvency he attributed to bad trade, loss from travellers, who failed to earn their expenses, to fire in Macdonald's Lane, to loss through burglary in Withy Grove, and losses through betting. In his examination, the debtor admitted that he had lost over £140 through betting, and had only gained £16. He told Mr. Potter, the Assistant Official Receiver, that he had intended getting married, and expected that he would then be able to pay 20s. in the £. His Honour was informed that the Assistant Official Receiver then told the bankrupt that he had always regarded marriage as a liability rather than an asset. The Judge: What is the meaning of that? (Laughter.) Mr. Dibb, the Official Receiver, playfully pointed out that he did not make the statement; his colleague, Mr. Potter, who was an unmarried gentleman, made it. (Laughter.) The Judge: He may be excused then? (Laughter.) On the trustee's behalf Mr. Newman, solicitor, opposed the application on the ground that the Official Receiver, in his report, considered that the bankrupt had been guilty of misconduct, of extravagant living, and losses through gambling. All along the debtor had shown a lack of the qualities necessary to honest trading. The Judge characterised the case as a bad one. The debtor for three years had lived on his creditors at the rate of £6 per week. One of the worst features in the case was the debtor's disinclination to assist his creditors to ascertain the real state of his affairs. He would grant the discharge subject to a suspension of five years. He strongly advised the debtor, who is only 26, to learn the lesson of common honesty that was essential to good trading.

LOUIS HENRY ISAACS. The debtor, formerly a cigar manufacturer, of Commercial Street, E., attended at the Bankruptcy Court, Carey Street, on the 26th ult., for his public examination. The first meeting, which was held on June 29, was reported in our last issue, giving the debtor's statement. No questions of importance were asked at the examination, and no opposition being offered by the creditors, the bankrupt was allowed to pass. The liabilities were £965, and the assets nil.

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69, VITTORIA STREET, BIRMINGHAM.

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Hints for Beginners

Do not keep for a moment longer will not improve the issue, causing it to get dry, do not have had very interviews may of the tobacco is times, use care in

About the best in places where perhaps, be too dry hard-wood and "navy cuts" 1-lb. tins and as the contents tins or boxes ex their attractive a

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Hints for Beginners and Others.

Do not keep loose tobaccos in the manufacturers' parcels a moment longer than possible. Long contact with the paper will not improve the tobacco, and evaporation is certain to ensue, causing a loss in weight. Should, however, the tobacco get dry, do not on any account attempt to moisten unless you have had very considerable experience, otherwise unpleasant interviews may follow with the Revenue authorities. If any of the tobacco is found to be "knotty," as is the case sometimes, use care in rubbing the knots down through the hands.

About the best thing to keep tobacco in is a glazed jar, but in places where a large and quick sale is the rule this would, perhaps, be too inconvenient. The general rule is a good dry hard-wood drawer. Many tobaccos, especially "flakes" and "navy cuts," are now supplied by the manufacturers in 1-lb. tins and boxes, and it is not necessary to disturb these, as the contents can be sold direct from the package. These tins or boxes exposed on the counter often induce a sale by their attractive appearance and packing.

The question of "smalls" is an all-important one to the tobacconist, and, unless properly looked into, forms a fine outlet for a portion of the not too large profits. The jar or drawer should always be thoroughly emptied before a new supply of tobacco is put into it, and any that may be left over at the bottom of the receptacle before re-filling should be taken out and put on top of the new. It will then be seen how much smalls have been made, and these can be carefully worked up in the whole bulk. Of course, a certain amount will always be made that cannot be disposed of in this way, but these should be kept and returned to the manufacturers, who will allow for them at a little below the duty rate.

Both loose and packet tobaccos should be kept in a cool dry place. Tobacco absorbs moisture very quickly, so much so that the effect of the atmosphere in wet weather can be appreciably noticed in the stock. Too much moisture will turn it mouldy, and in the case of packet tobaccos this will not be noticed until the customer has gone out of the shop—perhaps never to return to you. Thanks to the spirited action of one or two of the leading manufacturers the dark days of no profit on these latter goods are passing away, and as great care and trouble should be expended on this part of the trade as on loose tobaccos and cigars. They are your goods when you are selling them, and the purchaser will blame you and not the manufacturer if they are not in proper condition for smoking.

Sweetened tobaccos are making rapid headway in the estimation of the public, and are a necessary part of the stock that all tobacconists must carry. Being manufactured in bond, each packet bears a revenue stamp, which must be defaced or torn in the act of delivery to the purchaser. Do not destroy them beforehand, awaiting a rush, as complications may arise. Quite recently a tobacconist was fined for having two such packages on his premises with the stamp obliterated. His excuse (which was an actual fact) was that he had opened them to examine the tobacco and show it to a customer, but the authorities do not go into these details, and the dealer had to pay up, although not necessarily compelled to "look pleasant."

In managing the cigar stock, avoid opening too many boxes of the same brand. Keep a "Maduro" and a "Colorado claro," or a "Claro," open, and if it be necessary to open a number of boxes to effect a sale to a "box" customer, open them carefully and fasten up after showing, subsequently returning them to the shelf. Do not leave them lying about open, otherwise a fellow salesman may come along and break into the box for a small number. Handle a cigar box gently when it is getting nearly empty, as the cigars will roll about and the wrappers probably get broken by violent contact with each other. Let your cigar cutter always be in good condition; more cigars are spoiled by a bad counter machine than in any other way.

If a tobacconist is running special brands of British cigars under his own name (and nearly everyone does now), he should see that they are worthy of being made specialties of, and then push them with all his might. Our manufacturers are producing on all hands, at the present time, the best value in these goods that it is possible to do; the competition between them is extremely keen, and they all know and realise the fact that *quality does tell*. The retailer should emulate this spirit, and, instead of looking for 1s. per hundred more on his special than he could expect on an ordinary standard brand, should pay an extra 1s. and obtain the value for it. The best advertisement a tradesman can have, is the good word and appreciation of his goods by the consumer, and a cigar is an article a man talks about.

Bear in mind the fact that window dressing is one of the most important duties of your business. The time has long since passed when this part of a tobacconist's shop could be dressed with empty boxes and a few rolls of tobacco. Bright lights, proper fittings, and a varied stock are absolutely necessary if your trade is to be maintained or increased. The various articles should be shown with some sense of artistic display, care being taken not to "huddle" the things together, but to let each parcel of goods shown stand out distinctly. Ticket everything that it is possible to do; the price may tempt an otherwise uninterested spectator, who would possibly be diffident of stepping in to inquire. With an ordinary tobacconist's stock, there should be no difficulty in making an extremely attractive show. Your manufacturer will supply you with pads of various tobaccos at a trifling cost, while open pipe cases, boxes of fancy cigarettes, and cigar-box labels, to say nothing of the thousand and one small articles necessary to stock, lend themselves to give colour to the whole effect. *But*, if your stock be a small one and you cannot afford the mechanical contrivances of your more fortunate competitor, remember that cleanliness is cheap. We have noticed, more than once, tobacconist's windows in which there must have been £200 worth of stock, simply an eyesore on account of neglect—silver tarnished, dust on the cases and glass shelves, and the outside of the glass splashed with mud. A small window with a £10 stock in it, kept bright and clean, is infinitely more attractive than these latter.

When behind the counter it is well to sacrifice one's own opinions to the caprice of the customer, so long as such a sacrifice does not endanger one's self respect. Though it should be pouring in torrents, and your customer should absentmindedly say that it is a "fine day," agree with him. It may be fine for agricultural purposes, while it might only embarrass him were you to point out that he had been guilty of using a conventional phrase at the wrong time. At any rate, such little remarks from a customer go to show you that he is disposed to be conversationally inclined towards you. Do not dispute your customer's opinion on various brands that you may be supplying him with. Rightly or wrongly, he imagines that he is buying the best value he can get, and it is not in human nature to be pleased when it is insinuated that one's judgment is at fault. People like their opinions respected when they are in your shop; they will respect yours when you go to their place of business. Above all, avoid abusing other peoples' goods and praising up your own in one breath.

A tobacconist should keep himself well posted up in the current news, and with our magnificent daily press, there should be no difficulty in this matter. A tobacconist's shop is a man's shop, and men like to exchange ideas or propound their pet theories on the events of the day, with some one who is not wholly ignorant of the points that may be referred to. At the same time, leave such subjects as religion and politics to be discussed in their proper theatres. If you should find out the particular hobbies of some of your customers, read them up a little and interest yourself in their particular fads, at least, so long as the man may be in your shop. It may be beetles or it may be boots, but let him know that you know something about the subject and he may become your friend.

The most profitable 3d. and 6d. packet, "PICK-ME-UP," in 12's and 25's.

The Culture of Tobacco in the United States.

THE following is an extract from an essay by Mr. Otto Carl Butterweck, which was awarded the prize of the United States Department of Agriculture:—

In the production of tobacco the proper selection of seed is one of the most important problems. Good methods, skill and experience in cultivation, careful watering, and care in the barn and after curing, all amount to little if there has been any carelessness in selecting the seed.

As the different soils of the various States produce different types of tobacco, the prospective grower will have to learn from the experience of others, and from the best literature he can obtain, what variety of seed will likely yield the best product on the particular land to be planted. With this knowledge of what is wanted, too much care cannot be exercised in obtaining the seed. It is advisable to obtain it from reliable seedsmen, or from an intelligent grower, rather than from a country druggist or grocery store.

Having procured the best seed for the locality and soil, the grower should maintain and improve the quality by proper selection of seed from his own crop or by the production of seed plants in other ways, as will be explained later. The production of tobacco seed requires careful attention, because some varieties deteriorate, while others improve in a given district. The Vuelta Abajo variety deteriorates in the States, while the Sumatra improves in flavour.

Tobacco seeds are extremely small, and an ounce of them contains from 300,000 to 400,000 seeds. A large percentage of these, however, will not sprout. Some of them are not fertile, and others have a very hard coating too resistant to moisture. On this subject, Prof. S. W. Johnson, in *How Crops Grow*, says:

"Among the seeds of various plants (clover, for example), which under favourable circumstances mostly germinate within one or two weeks, may often be found a number which remain unchanged, sound and dry within for months and years, though constantly wet externally. The outer coat of these seeds is exceptionally thick, dense and resistant to moisture. * * * In a collection of such seeds kept in water individuals sprout from time to time. In the case of common sorrel it was found that 10 per cent. of the seed germinated between the four hundredth and five hundredth day after putting in the sprouting apparatus."

After careful experiments it is pretty well established that not more than 75 per cent. of the most carefully-grown tobacco seed will germinate, while very much less than this will, under ordinary circumstances, be available for planting. Allowing, however, for the imperfections in the seed, and for the too deep and too shallow planting, and for loss by accident, there ought to be at least 35,000 seeds or plants from an ounce of fresh tobacco-seed. It must be remembered, however, that many of these plants will be weak and some of them will be retarded by the more vigorous plants. They will not therefore be of a uniform size and ready to transplant at the same time. As the grower usually plants the field at a single planting, he cannot wait for the backward plants to grow. Experienced planters therefore usually sow at least three times the amount

of seed that they expect to need in order to provide themselves with sufficient plants when the time comes for setting them out. A bed 3 by 50 feet, producing from 10,000 to 20,000 plants in the aggregate, can be used for sowing about one-third of an ounce of good fresh seed, but it is safer to sow three such beds for this number of plants. By having an abundance of plants one gets the additional advantage of having a large percentage of forward, thrifty plants.

The Cuban grown seed is generally light and chaffy. In saving seed for sale, the Cubans frequently allow not only the single spike to go to seed, but the suckers. They are careless also in mixing small and light pods containing many undeveloped seed, as well as those which have been injured by insects. They do not winnow the dust and hulls from the seed so well as it is done in this country. It is therefore necessary in planting imported Cuban seed to sow three times as much as of domestic seed.

Before sowing the tobacco seed it is well to test the germinating power. Sometimes the seeds are put on a hot stove, when the sterile seeds will quietly char and the vital seeds will pop. This test cannot be relied upon, but a real

germinating test should be made. To do this, take 100 seeds, carefully counted out, place them between two wet blotters, put these between two china plates so that they will remain moist, and keep in a warm place at a temperature of from 70 to 80 degrees. The blotting papers must be kept moist, but not wet. After ten days, separate the blotting papers and count the number of seeds that have sprouted. This will give the percentage of good seed, and will be a valuable guide as to the quantity of seed to sow.

In selecting a site for a seed bed there are several things that need to be considered, viz., location, exposure, protection from frost, insects and parasitic diseases.

A southern exposure is always best, a south-eastern exposure next, then a south-western, then a western, and lastly a northern or north-eastern. Where possible it is advisable to locate the seed bed near a pond, lake, running brook or river, because of the moisture and greater uniformity of temperature in such a location. At the same time there is often some danger of frosts in such a locality,

and in the Northern States it is necessary for this reason to make the beds on the high, warm land, and supply the moisture artificially by means of watering pots.

It is best, where possible, to make the bed upon new land. There is less danger from larvae, insects and weed and grass seed. As damp locations are more subject to parasitic and fungous diseases, many growers prefer to make their beds for this reason on high, dry, warm soil, near the house, and keep it damp by frequent sprinkling. In the Southern States, as in Cuba, an open space in the woods, where the mid-day sun shines, has always been a favourite location for a seed bed because of the protection the trees afford from the cold winds and the excessive drying out of the plants and soil. The conditions are more uniform, and there is less danger from frosts and insect ravages. In the Northern States the seed bed is usually made near the dwelling, in the form of a cold frame, with muslin over it as a protection from insects and excessive evaporation.

With the exception of Perique Tobacco district in Louisiana, seed beds are burned by the most experienced growers in all localities. In the Northern States, where the ground uniformly freezes to any considerable depth, the burning may

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**Flor de
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Agents wanted Everywhere.
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Inquiries Solicited.

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be done late in the fall or in some mild spell in mid-winter. In the South the land is burned over just before the seeds are sown. It is necessary to do this unless the ground has been kept thoroughly clean for several years, or unless it has been mulched the preceding year, as the ground will be so foul with weeds and grass that the young tobacco plants stand little show of surviving in the struggle for existence when vegetation begins. This burning is also a protection from grubs and insects. The object of burning is to make the ground hot enough to actually destroy the seeds of grass and weeds, and to destroy the larvæ and young noxious insects which may damage the young plants.

Minute directions are often given about burning a seed bed, as though it were a difficult thing to do. Anyone, however, can readily burn a seed bed. Where any clearing has been done the site of a burned log heap is as good a place for a bed as can be selected.

The material at hand must determine the way in which the bed should be burned. If the material recently cleared from the land is brush, spread it in a thin layer over the ground and burn it, adding more from time to time so as to keep the heat near the ground. It is not economical to have a high pile, as much of the heat will not then be effective on the soil. If the material at hand consists of rails and logs, lay down a few rails or poles several feet apart to keep the burning wood off the ground and to admit air. Lay the wood on these poles from one to several inches apart according to circumstances. Start the fire on the leeward side so that it will burn slowly. A steady, slow fire will make a better burn than a flashy, quick one. The moisture in the soil to a depth of several inches must be converted into steam. The steam in forming uses up a quantity of heat. The fire must be continued long enough to steam the ground thoroughly to a depth of several inches. The upper layer of the soil to a depth of one-tenth of an inch or so will have the appearance of a burned brick when the operation was gone far enough.

An Historic Snuff-Box.

LAST month a silver gilt snuff-box, embossed with a wreath of vine leaves and grapes, and bearing on the inside of the cover the following inscription: "Presented to Archd. Arnott, Surgeon of H.M.'s XXth Foot, by Napoleon Bonaparte, on his death-bed, at St. Helena, 1821," was put up at auction in a well-known London sale room. On a small panel on the lid the letter N. is roughly scratched. It was sold for £140. In connection with this, Mr. M. Boys, writing to *The Times* of June 22, gives the following interesting details:—"I notice in *The Times* of this day that a gold snuff-box has been sold at Messrs. Sotheby, Wilkinson & Hodges, which has passed through several hands, as originally the property of Napoleon Bonaparte. In the first instance, it was given to my father when chaplain on the island of St. Helena by Napoleon for burying a child of Cipriani, the Emperor's cook, as there was not at that time a Roman Catholic priest on the island. My father kept it some days before he was made acquainted with an order from Sir Hudson Lowe that any communication between the Emperor and the islanders should, in the first instance, pass through the Governor's hands. As soon as my father was made acquainted with this order he immediately returned the box to Napoleon, expressing regret that he had kept the box a few days in ignorance of the order, but that he would be pleased to receive it through the regular channel. Napoleon, however, was so indignant that any present he chose to give to any of the islanders should be thus inspected by Sir Hudson Lowe, that he retained the box, which subsequently fell into the hands of Dr. Arnott, one of the East India Company's medical men, who had done Napoleon some service. I know that this same box eventually fell into the hands of a nobleman. Though Forsyth's account of Napoleon is most trustworthy, he does not give in detail what transpired with respect to my father and this box."

North Borneo.

INCREASE OF TOBACCO EXPORTS.

At the thirty-fifth half-yearly general meeting of the shareholders in the British North Borneo Company, held at Cannon Street Hotel on the 31st ult., Mr. Richard B. Martin, M.P., the Chairman of the Board, gave some interesting details of the tobacco-growing industry of the Company. He reported that the tobacco industry is flourishing in four districts—Kudat, Sandakau, Lahad-Datu and Tawao, and that the increase in the exports of tobacco alone amounted to £54,579 over the returns of the previous year.

To Kudat is due the larger share of the increase in the export of tobacco, or, in other words, about three-fifths of the whole. These districts produce estate tobacco—that is, tobacco grown under European supervision for export to the markets of Europe. From Province Keppel, however, there is a considerable trade in native tobacco, and in this respect there is an increase in 1899 over 1898 of nearly £200. A new railway is being vigorously pushed on which will open up the vast hinterland of British North Borneo, in a section of which tobacco was grown experimentally some time ago, and fetched a good price in the market. In the present statement of figures more than one-half of the total exports of the Company came under the heading of tobacco. The first crop of tobacco exported in 1887 was valued at only £471, whereas the crop exported during the year under review amounted to £186,245. What the value of the tobacco exports will be in another twelve years, Mr. Martin was unable to say; but he could tell the shareholders that the initial difficulties of management, climate, and labour have been thoroughly overcome, and the cost of the production of tobacco in Borneo compares most favourably with that of Sumatra. Their most successful company, the New London Borneo Tobacco Company, founded by Count Gelous d'Elstloo, paid a dividend this year of 26½ per cent., free of income-tax. Twenty-five per cent. was predicted. Their gross revenue, or the cash they received, was about £67,000, or, say, £9,000 more than the total revenue of the country! This seems ridiculous when one compares the property of their Company with that of the New London Borneo Company. However, it shows what can be done, under efficient management, in the Company's territory, and it should tend to encourage others to try their luck there. All that is required to make this Company the success it has always been anticipated it will be, is more planting and other companies. In view of the railway facilities which the Company will soon be in a position to afford, thus enabling them to compete in that direction with other countries, he was sanguine of the future. It is estimated that the railway will open up something like 200,000 acres of land suitable for the growth of tobacco. The crop of tobacco referred to which fetched £67,000 was grown on about 1,000 acres only. It might be mentioned that the New London and Amsterdam Borneo Tobacco Company did equally well, though on a smaller scale. Their crop amounted in all to about 1,600 bales. The first lot sold, viz., 600 bales, paid for the total cost of the crop. With regard to the development of the tobacco industry, the Board would give every possible facility for the formation of companies for tobacco-planting, and all the shareholders had to do was to bring such proposals before them. They would be very pleased if more companies were established for the purpose of growing tobacco.

PATRONESS: "You have frequently said that you do not recommend bicycling for invalids, and you have advised my son to get a bicycle."

Doctor: "I told him to get one with a pneumatic tyre."

PATRONESS: "Oh, that sort of tyre makes a difference, I presume."

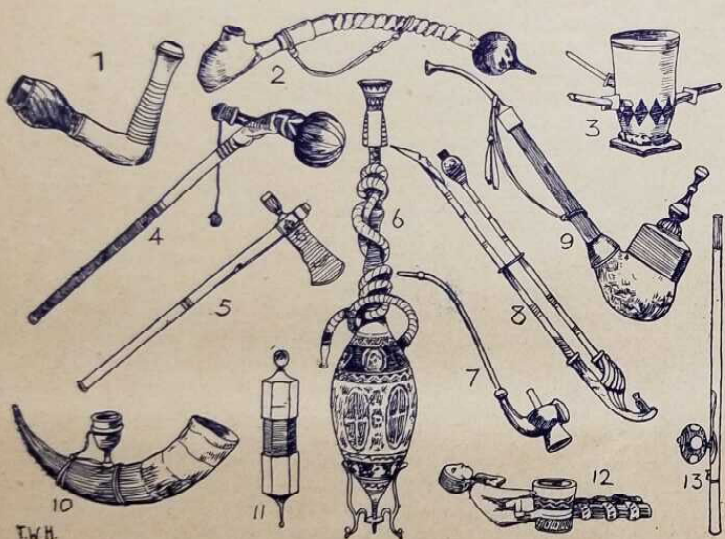
Doctor: "A very great difference. Carrying the wheel about for repairs will be most excellent exercise, madam."

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The Cult of the Pipe.

THE following extract from a eulogistic article on the pipe, which appeared in a recent impression of the *Globe*, is both interesting and amusing, and although we cannot agree with everything the writer says with regard to cigarette and cigar smoking, his remarks on the main subject of the article are evidently the result of experience and observation:—

"It is but a poor, shallow devotion to tobacco that is content with anything but a pipe. The cigarette is well enough in its way; it may suffice 'between the acts,' or during similar brief escapes from a smokeless world; or for offering to our friends and neighbours, as the best modern substitute for the elaborate civility of the snuff-box; but it rises not to the dignity of serious smoking. The cigar, too, with all its charms, leaves something to be desired. It is too ostentatious, too obviously a 'luxury' to be really delightful. It satisfies not; for somehow, far away, is the Ideal Cigar, not to be purchased by ordinary mortals, and yet, according to the connoisseur,



T.W.H.

1. White clay of Damascus.
2. Black clay, with antelope horn, from the sources of the Nile.
3. A 3-stemmed galoon.
4. An Abyssinian pipe.
5. A pipe tomahawk.
6. Persian pipe.
- 7 and 13. Chinese opium pipes.
8. An Indian wood pipe from French Guiana.
9. Tyrolese pipe of last century.
10. A Bosjesman pipe of cowhorn.
11. Japanese pipe.
12. Double-stemmed Ashanti pipe.

the only cigar worth smoking. It has, too, an overwhelming suggestion of respectability, of sparing no expense, and always travelling first-class, and faring sumptuously every day; of wearing a very good hat all the week through, and a still better one on Sunday. It should be reserved for special occasions; for ordinary every-day consumption there is nothing that can approach the familiar pipe.

"There are pipes and pipes; archaic persons are still to be found who declare for the churchwarden. There is, it is true, something fascinating in its—

'Lip of wax and eye of fire,
And its snowy taper waist
With my finger gently braced;'

something also marvellously impressive in its proper manipulation by one who is a master of the art; but this is within the reach of few. It needs its proper surroundings—a blazing fire, a sanded floor, a group of comfortable and, if possible, capacious gentlemen with a strong tendency to silence, and punch; none of which are prominent characteristics of modern society. The present-day smoker of the churchwarden is something of a poseur; as a rule, he is very young; eccentricities in pipes are the privilege of the young, being designed to

impress those who are still younger. And then, when it has been successfully coloured, the labour of months is apt to be destroyed by the implacable housemaid. The old-fashioned this; he was content to call, like Sir Roger de Coverley, for a 'clean pipe,' and apparently cared not for the vanities of a colouring. His pipe was but the fortuitous companion of an evening, wedded to him by no enduring ties; 'called for' at but once and then cast away. But now we desire a more permanent alliance; and so the day of the churchwarden is family failing of brittleness, is disappearing.

"There are devotees of the meerschaum; but it is not everyone who will undertake such a responsibility. Its humours and its delicacy become oppressive; it is not to be touched with the hand; nor smoked out of doors, nor too near the fire; nor be knocked out, or otherwise roughly treated; nor smoked too fast, nor too slow. And then, with all our care, we find some happy-go-lucky individual, apparently the especial favourite of the Goddess of the weed, who does all these forbidden things, and still gets his pipe to a state of perfection which the more painstaking person attains but in his dreams. There is something distinctly irrational in a meerschaum pipe; we may wax it, plug it, humour it in every possible way, and yet it will not go right; and then, when we set at defiance all the canons that the collected wisdom of meerschaum-smokers has formed, it will assume such colour and brilliancy as to be the marvel of all beholders. One is tempted to doubt whether the law of casualty applies to meerschaums. They have their charms; they may gratify the æsthetic sense with eagles' claws, and negroes' heads and skulls, and other delightful and fantastic figures; and when brought to perfection may inspire legitimate pride; but they demand too much of sacrifice and tender treatment. Doubtless they are good masters, but they are bad servants; it is not everyone who will submit to their exactions.

"In the modest briar there is less potentiality of splendour; but still it has graces enough to win for itself the adherence of the great bulk of those who profess the cult of the pipe. There are some, indeed, who have no eye for its idiosyncrasies, and, being severely utilitarian, think all pipes alike. But the connoisseur in briars is a nice and subtle critic. The selection of a new pipe he considers a serious matter. He will tolerate nothing but his favourite grain; he can foresee the possibilities of colour and polish; he is not deceived by meretricious pluggings and varnishing; and his pipes gleam and glitter in the fire-light like newly-shelled horse-chestnuts. It is a thankless thing to present him with a pipe; indeed, the presentation of smoking implements generally is a perilous practice for the unwary, and one which only feminine ignorance will as a rule attempt. The pipe of that class described as 'suitable for presents' is a frightful trap for the well-intentioned; in silver fittings and plush-lined cases it is, indeed, resplendent; but it will move the initiate in the cult almost to tears. It is disfigured by all sorts of horrible improvements; has, as a rule, patent sanitary arrangements of the most complex and unnecessary nature; things which the seasoned smoker cannot tolerate. The choice of a pipe is a thing to be left to the expert; and for him to delegate the office is the highest mark of confidence which he can bestow."

"SERGEANT BROWN: "Halt! You can't go in there."

"Private M'Ginnis: "Phoy not?"

Sergeant Brown: "Because it is the general's tent, block-head!"

Private M'Ginnis: "Thin phoy hov they got 'Proivate' over th' door?"

There was a Tobacconist who wouldn't stock "PICK-ME-UP," and he is now in Carey Street.

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Our Smoking Mixture.

ARRANGEMENT OF WINDOW LIGHTS.—Illumination of display windows with gas or electric lights is an important matter, and one that the retailer should consider carefully in arranging the proper lighting of his windows. All artists thoroughly appreciate the value of correct and brilliant light in showing off a painting to the best advantage, and good light is just as important as displaying goods in a show window. The light should be placed in the front or top of the window to make the display most effective, as any light from the rear or directly behind the articles shown lessens the effect of the display by confusing and dimming the outlines and colours. Considerable time may be practically wasted in arranging a fine display, if there be lacking the element of proper light. It is therefore important that a background should be provided for the double purpose of excluding any light from the rear of window, and sharply defining the general display. It is well to carefully cover the incandescent lamps or gas jets, so that they cannot be seen by persons on the side-walk, which can be arranged by the use of polished reflectors, so that the rich, warm glow is reflected downward and backward, including in its embrace the entire display. Dealers in electrical goods can supply reflectors for gas jets; where not obtainable a tinsmith can undoubtedly make suitable reflectors at a small cost, which should be painted a dark green on the side seen from the street, in case they are not out of sight of the passer-by. When a window is lighted from the top by a drop light or a series of gas jets, the shades may be drawn down at night to within five or six feet of the bottom of the window, so that the lights cannot be seen. This will make the upper part of the window very dark, and intensifies the reflected light at the lower part, giving a more brilliant display.—*The Cigar Store.*

SPANISH SMUGGLING.—In no country is the smuggling of goods, but especially of tobacco, carried on with half so much system and elaboration as it is in Spain, the land of the cigarette. Here this form of illicit trading has been reduced or elevated to the rank of a fine art. Not only human beings but dogs are pressed into the service of the smugglers, and they are nightly engaged in the work. The training and work of the dogs are most interesting processes. First of all, the dogs have to undergo a course of rigorous and brutal training, which causes them considerable pain. They are taught to obey their masters implicitly, and to shun everybody else, especially the agents whose duty it is to receive and exact duty upon goods entering the country. Their training begins early. Their masters leave them shut up in a pen or field alone, and into this field comes a man dressed in the uniform of the Customs officials, as we should call them. He carries a rifle and a staff, and begins at once to use the latter with no uncertain hand upon the dogs in the enclosure. The poor brutes are thwacked and cudgelled about unmercifully, and are then left for a time. Next day or night the same process is gone through, until in a short time the dogs come to regard any person dressed in the uniform of these officials as persons to be carefully avoided for their instinct tells them that people dressed like their brutal nocturnal visitor are in all respects like him. They are then made acquainted with certain tracks and paths from the shore into the land, and when this is accomplished they are taken out to sea and are placed on board any vessel that may be waiting to discharge a cargo of tobacco. Packages of the weed are strapped to the dogs' backs, and they are then taken ashore and liberated. Immediately they start for the "home" in the hills, and are most careful to avoid going

anywhere near the officials, fearing lest they should receive another sound drubbing. As a rule, they reach a safe place without mishap, but it sometimes happens that they are seen. When this is the case the officials always try to shoot the dogs. When a shot is fired the dogs at once crouch among the rocks and remain perfectly still until the danger is past, and then cautiously continue their journey.—*Golden Penny.*

AN AMERICAN DEALER has utilized the reverse side of his business card by printing thereon a few pointers to cigar smokers, of which the following is an extract:—

TO ENJOY YOUR CIGAR.

Don't light it unless you are drawing it in simultaneously. Otherwise you convert the tobacco into carbon, and spoil the flavour and aroma of that which is unburnt. Don't smoke a cigar like a fire engine; it will become needlessly heated, and its good points impaired. Don't squeeze or pinch a cigar till it cracks; you'll damage both the wrapper and bunch wrapper and cause the cigar to "leak" when smoked. If you should break the wrapper of your cigar, dampen or moisten (not at the damaged spot), and allow the leaf to soften for a few moments, allow a wee touch of gum, close down the leaf into its original place, and when dry the cigar will smoke passably well. If your cigar goes out, blow through it once to remove the stale smoke. When re-lit, the flavour will not have been impaired very much. Don't "worry" a cigar by constantly flicking off its ashes; they will fall at the proper time. Don't chew the end of a cigar; don't wet it at all; don't use a holder. Don't tear the leaf of your cigar by biting off the end; use a cigar-cutter or a sharp knife. Don't be afraid to smoke, but smoke good cigars.

The dealer says the cards are much sought after by his customers, and prove a good advertisement.

A SMOKER'S TOAST.

A NURSERY RHYME REVISED.

Here's to the weed that gives us joy sublime!
Here's to the smoker who spends his dime
For the weed that gives us joy sublime!

Here's to the retailer in the store
Who waits on the smoker
Who spends his dime
For the weed that gives us joy sublime!

Here's to the maker of smokes galore
Who furnishes goods to the man in the store
Who serves the smoker
Who spends his dime
For the weed that gives us joy sublime!

Here's to the packer of leaf so brown,
Who sells to the maker of smokes galore
Who furnishes goods to the man in the store
Who waits on the smoker
Who spends his dime
For the weed that gives us joy sublime!

Here's to the farmer from Wayback Town,
Who grows for the packer of leaf so brown,
Who sells to the maker of smokes galore
Who furnishes goods for the man in the store
Who waits on the smoker
Who spends his dime
For the weed that gives us joy sublime!

* * * * *

And here's to those who have read this lay,
Wishing them many returns of the day,
May their hearts be as light as this Mother Goose
song,

And may they live happily, wisely, and long!

—*Tobacco Leaf*

No Tobacconist is Up-to-Date, and no Stock Complete, without "PICK-ME-UP" Cigarettes.

Humorous.

DOCTOR (to Gilbert, aged four): "Put your tongue out my little man."

Little Gilbert protruded the tip of his tongue.

DOCTOR: "No, no; put it right out."

The little fellow shook his head weakly, and the tears gathered in his eyes:

"I tan't; it's fastened on to me."

An Irishman fell from a scaffold to the ground. A fellow labourer called out: "Mickey, Mickey, are ye dead?" "Not dead," replied Mickey, "but spacheless."

At a police-court recently a man was brought up for drunkenness.

THE MAGISTRATE: "What do you want to get drunk for?"

PRISONER: "Oh, it was only for a lark!" "Oh!" answered the magistrate, smiling, "we have cages for larks; go in one for fourteen days."

YOUNG LADY (to her escort in a restaurant): "I have no more appetite than a bird, but I might pick at a few trifles, seeing that you insist on it."

YOUNG MAN (paying the bill half-an-hour later, dolefully): "Guess that bird she was thinking of must have been an ostrich."



[Tobacco Leaf.]
STOLEN FRUITS ARE NOT ALWAYS SWEET: A TALE OF A CRACKER.

Mr. PINKIE (ten p.m.): "My dear, I took your advice, and saw a doctor this afternoon, and he says a brisk walk before going to bed will insure sleep to insomnia sufferers like myself."

Mrs. PINKIE: "Well, my dear, I will clear the room so that you can walk. And you might as well carry the baby with you."

THE DIFFICULT SHOPPER.

FIRST SALESMAN: "What a tiresome customer that woman is!"

SECOND DITTO: "Yes; she always knows what she wants, and she won't take anything else."

LADY: "Well, what are you willing to do for that dinner?"

TRAMP: "Allow me to make a proposition, mum. You fill yer husband's meerschaum wid fine-cut tobacco, an' den I'll rid yer wardrobes of moths by blowing smoke through de keyholes."

THE officers of the Mafeking garrison were at mess—and what a mess!

"Cheer up, lads," remarked Colonel Baden-Powell, taking his second helping of mule steak. "We might be worse off."

"Indeed?" growled the dyspeptic major.

"Well, just fancy our diet if the automobile had been introduced here!"

"PICK-ME-UP" Cigarettes are in everyone's mouth.

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Professional Window Dressing.

NOTE THIS : IT WILL ADVANTAGE YOU.

3 Gold Medals

For Finest Exhibits

TOBACCO EXHIBITIONS, 1896 and 1897.

Windows dressed and Stocks taken Monthly or Yearly
by Contract.

*Messrs. BOWDEN'S reputation as expert Window Dressers is
acknowledged throughout the Tobacco Trade.*

H. BOWDEN & CO., 30^a, WARWICK ST.,
VICTORIA, S.W.

ADOLPH ELKIN

& CO.

Wholesale Tobacconists.

On all our Own Spécialités we have decided to meet
our Customers half-way as regards the extra duty.

TOBACCOS.

"British Pluck" }
"Glossy Flake" } 2^d. per lb. advance.
"Navy Cut" - }

CIGARETTES.

By weight, 3d. per lb. advance.

CIGARS, 1d., 2d., 3d.

Only 3d. per 100 advance on nearly
all Our Brands.

PROPRIETARY ARTICLES AT THE LOWEST POSSIBLE PRICES.

NEW LIST IN PREPARATION.

140 AND 140_A, HOUNDSDITCH, LONDON, E.C.

RESULT OF JULY COMPETITION.

The Winner of last month's competition, in which the word "Retail" was mis-spelt on
page 280, was—

Mr. CHARLES WOOLLONS, Retailer, 137, Camp Road, Leeds,

to whom a parcel of Messrs. J. & P. Lewey's "Capella Blanca" Cigars to the value of 20/- has been
forwarded.

Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY SEPTEMBER 6, 1900.

In one of the *Advertisements* in this issue can be
found a word 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 Sept., 1900.

This Competition is open to Retail Tobac-
conists and their Employés only.

The Editors' decision is final.

CUT OUT AND FORWARD THIS COUPON.

SPELLING BEE:

Cigarette World,
2, Eillson Road, Barnes,
London, S.W.

Addressed as follows: {

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

If a Retailer's employé, }
state who employé by }

Postal Address _____

Date _____

Support Home Industries by selling "PICK-ME-UP" Cigarettes.

STANDARD AND RECENT LINES.

SINGLE LINE ADVTS.

SINGLE LINE ADVTS.

A HANDY REFERENCE FOR RETAILERS.

- AHALI** (TURKISH MONOPOLY CIGARETTE CO., LTD., 5, Bevis Marks, E.C.). Virg. Cigtts. To retail 3d. per pkt. of 12.
- BADMINTON** (R. & J. HILL, LTD., London, E.). A perfect Smoking Mixture. $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{2}$, and $\frac{1}{2}$ -lbs.
- BANDMASTER CIGARETTES** (COHEN, WEENEN & CO., 25, Commercial Road, E.). A Leading 1d. line.
- B.D.V.**, "The King of Tobaccos" (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.).
- BRIGHT FLAKED VIRGINIA CIGARETTES** (W. & F. FAULKNER, LTD., Blackfriars Road, S.E.). 2d. pkts. of 10.
- CAPILLA BLANCA** (J. & P. LEWEY, 40, Wellclose Square, E.). Cigars in Tins. To retail 5 for 1/-.
- CARAVOPOULO** (W. H. LOWRY & Co., 3, Bury Court, St. Mary Axe). Egyptian Cigarettes, in all sizes.
- FLOR DE CRACK** (THE T.S. SYNDICATE, 55, Farringdon Street). Havana Cigars. 8 sizes.
- GARCKO** (THE T.S. SYNDICATE, 55, Farringdon Street). British Cigars, Tobacco, and Cigarettes.
- GOLDEN BLOSSOM CIGARETTES** (SINGLETON & COLE, Birmingham). Tins of 25's and 50's. 13/6 per 1000. Subject to usual discount.
- HAND-CUT VIRGINIA** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco.
- HOFFMAN HOUSE CIGARS** (THE HILSON Co., of New York). Agents for the Provinces. Ind, Coope & Co., Ltd., Burton-on-Trent.
- KAHIRA** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Turkish Cigarettes in Tins.
- MALCAJIK** (C. C. O. VAN LENNEP, 23, Budge Row, E.C.). Turkish Cigarettes, made by grower. Tins. Minimum retail, 5/6 per 100.
- MARIGOLD TOBACCO AND CIGARETTES** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.).
- MONASTERY** (ADKIN & SONS, Aldgate High St., E.). High Grade Virg. Cigarettes. 2d. pkts. of 10, with mouthpieces.
- NAMONA** (JOHN MAYER & Co., 62, Leadenhall St.). An imported American Smoking Mixture, in $\frac{1}{2}$ and $\frac{1}{4}$ -lb.
- RED LION** (W. T. OSBORNE & Co., 37, Waterloo Road, S.E.). Virginia, in 1/32 packets.
- RILEY'S No. 20 TOBACCO GEMS** (RILEY & SON, LTD., Convent Works, Nottingham). New Paperless Cigarette. 4-lb. and 1-oz. boxes and 4-oz. tins. Send 5s. for sample of each.
- SWEET "CHERRY-TIPPED" CIGARETTES** (JACOBI BROS. & Co., LTD., 9 & 11, Wilson Street, E.C.). Prices on Application.
- SWEET GUINEA GOLD** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco and Cigarettes.
- VIRGIN GOLD** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco and Cigarettes.
- WALKING STICKS** (HENRY HOWELL & Co., 180, Old Street, London, E.C.).
- WALKING STICKS** (JACOBS, YOUNG & Co., 265, Boro' High St., S.E.). Wholesale & Export. Price List on application.
- WEST INDIAN PLANTERS AND PLANTORES** (A. SCHEUCH & Co., 103, Fenchurch St., E.C.). Cigars in pkts. of 8.

Of whom and what to Order.

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THE TIP TOP 2d. PACKET.

Monastery Cigarettes



Are not two 1^{d.} Packets in one,
but equal to most, and better
than many, 3^{d.}

Adkin & Sons,

LONDON, E.

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ASTHORE HAVANA BLEND CIGARETTES

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

THE

FLOR DE MUNSHEE

(CIGARS and WHIFFS),

The Perfection of Mild Indian Cigars.

SOLE AGENTS—

JOHN CARIDI & Co.,

5 & 6, Bury Court, St. Mary Axe, E.C.

Telegraphic Address: "DRASTIC," LONDON.

Telephone: 477 Avenue.

LONDON, 1851.



ANTWERP,
1880.



GOLD
MEDAL

PARIS, 1855



LAMBERT & BUTLER'S

EDINBURGH, 1886.



LONDON, 1873.



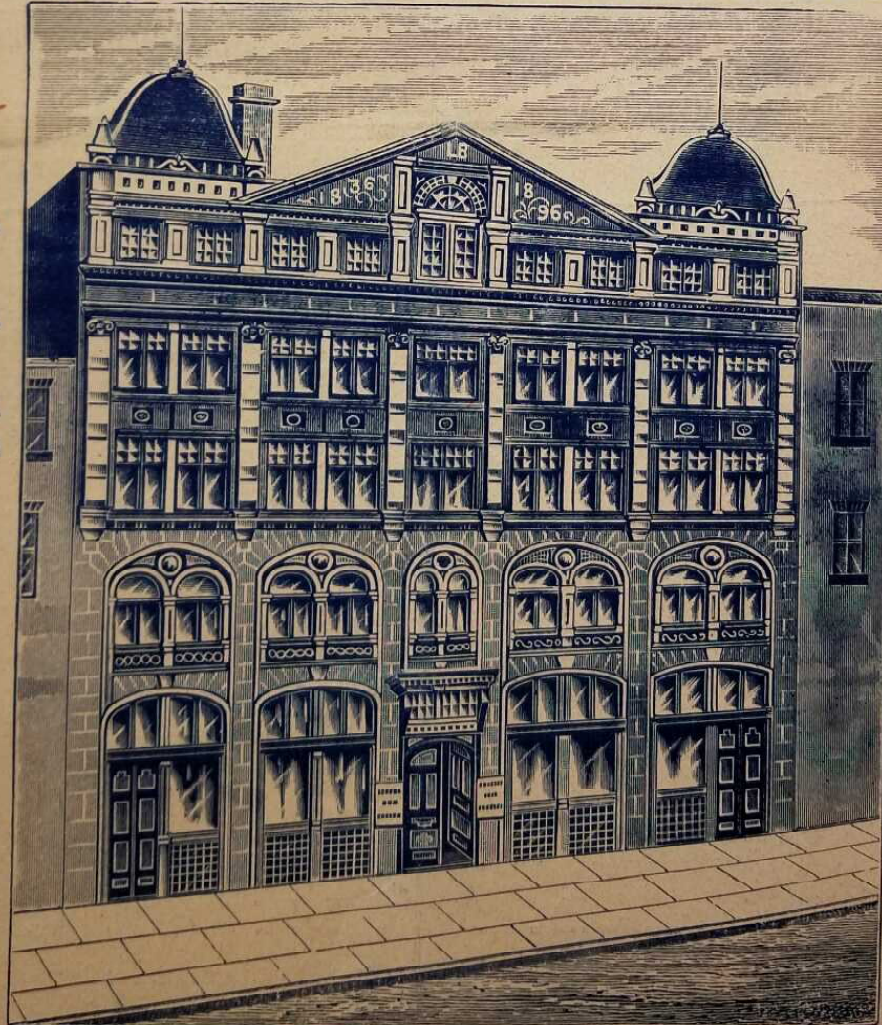
Tobaccos.

MAY BLOSSOM.
FLAKED GOLD LEAF.
PRIZE MEDAL BIRDSEYE.
SUNDRIED CUT HONEYDEW.
GOLDEN VALLEY.
WAVERLEY MIXTURE.
KENTUCKY MIXTURE.
NAVY CUT.
BLENDED NAVY CUT.
GARRICK.

Cigarettes.

IN PACKETS AND TINS.
MAY BLOSSOM, in 10's, 20's, 50's, and 100's.
FLAKED GOLD LEAF, in 10's, 20's, and 50's.
PRIZE MEDAL BIRDSEYE, in 10's, 20's, and 50's.
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REEFER NAVY CUT, in tins of 50. " "
BY WEIGHT.
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WAVERLEY STRAIGHT CUT, in ½ lb. and 1 lb. Boxes.
CACTUS (TURKISH), in ½ lb. and 1 lb. Boxes.
GOLD TIPPED, in ½ lb. and 1 lb. Boxes.

PRICE LIST ON APPLICATION.



All the above
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in Patent Air-
tight Self-fixing
Tins and in
Packets bearing
our Name and
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is directed to
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"REEFER" Navy
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also to our
"TRUMPETER"
Cigarettes,
in packets of 5,
to sell at 1d.,
and slide
packets of 10 to
sell at 2d.

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VOL. V., NO. ...
THE ...
ORIGINAL
Published on the 15th of every Month.
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1896
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AND
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New Premiums
BIGGS'S
"TWO ROSES" 5 "SIZE" CIGARETTES, PRICE 1/3. PRICES ON APPLICATION.
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