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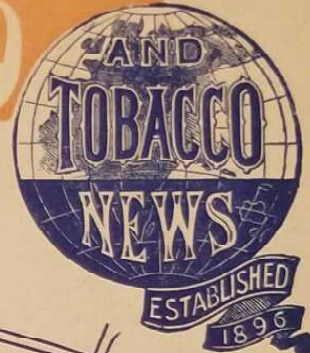
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Published on the 18th of every Month.

Published on the 15th of every Month.



## The Cigarette World



The Retailer's Journal:

ONE PENNY MONTHLY; ONE SHILLING PER ANN. POST FREE.

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# "GOLD FLAKE"

Tobacco  
AND Cigarettes

IN TWO DEGREES OF STRENGTH.

MILD (the original) with Yellow and Red Label.  
In 1-oz., 2-oz., and 4-oz. Square Foil Packets; 1-lb. and 2-lb. Decorated Tins; and 2-oz., 4-lb., 1-lb., and 2-lb. Patent Tins.

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

IN PACKETS AND PATENT AIR-TIGHT TINS.

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BIGGS'S COMMERCIAL "TWO ROSES," 5 CIGARETTES, PRICE 10 PER 100 BY APPLICATION, 50 ST. LONDON.

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**3d.**  
PACKETS OF  
**10**

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TINS OF  
**20**

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UNSOLICITED  
TESTIMONIAL.

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

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."

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# ASTHORE CIGARETTES

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

TRY THE NEW BRAND OF

## INDIAN CIGARS

# "ZEMINDAR"

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**Special**  
Line.

**"OUR SPECIAL GOLDEN VIRGINIA," 5/3 Per Lb.**

A Hand Made Cigarette, beautifully boxed in 8 lbs. dummy boxes for window and shelf display with initial orders.

Send for  
British & Foreign  
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It will save you money.

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**A few Special Lines in CIGARETTES.**

**FANCY BOXES. PADDED LIDS.**

Lady Bettys (exact Gold Tipped) 10's & 12's	Per 100	3/6
" " " 25's	3/3	
" " " 100's	3/-	
Special Gold Tipped Turkish 25's	3/9	
" " " 100's	3/6	
" " " Virginia, 25's	3/9	
" " " 100's	3/6	
Golden Silk Cut, Large Size, 100's	4/-	
Crown Virginia (A very Special Line) 25's	2/11	
" " " 50's	2/10	
" " " 100's	2/9	

**ANASTASSIADIS TURKISH.**  
Green Padded Boxes, Cold Blocked, a splendid high-class Cigarette, selling well.

No. 1	100	50/-	52/6	25	55/- oval.
" 2	50	42/6	45/-	25	47/6
" 3	100	40/-	42/6	25	45/- round.

**The Tobacconists' Supply Syndicate,**

**55, FARRINGDON ST., E.C.**

Warehouse:  
1, 2, 3 & 4, Plum Tree Court.

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**We hold one of the Largest Stocks of FANCY GOODS in the Trade.**

The following are some of our SPECIAL LINES:—

<b>CASE BRIARS</b> ... ..	Per Doz.	from 17/6 to 38/-
1st CHOICE BRIARS, all shapes ... ..	7/6	
Do. Silver mounted... ..	7/6	
6d. BRIARS, best value ... ..	3/9	
GOOD BRIARS, six shapes ... ..	2/6	

**POUCHES**—Rucksack and Kangaroo, lined Lorne, plain and with silver shield, the best and cheapest in the trade; Bag Pouches and Rubbers of all kinds.

**Cigar and Cigarette Cases.**  
Latest Patterns at Rock Bottom Prices.

**The Tobacconists' Supply Syndicate**

Invite your careful attention to the prices quoted on this page; a complete and illustrated Catalogue will be forwarded on application to

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**Some Tobaccos that it will PAY YOU to sell.**

Garcko Flake ... ..	} 4/4 per lb., in 1 oz. Packets.
" Mixture ... ..	
" Dark Flake ... ..	
" Cigarette Tobacco Blended ... ..	
T.S.S. Mixture, 1 oz. Packets	4/6
Oceanic Flake, a rich, dark Honeydew ... ..	3/11 per lb.
Fifty Five Flake, do. (1d. per lb. off 5 lb. parcels)	3/9
Special Light Flake ... ..	4/1
A Good Light Flake ... ..	3/9

Samples of LOOSE SHAGS at prices ranging from 2/3 to 4/6 per lb. sent on receipt of post card.

**TURKISH TOBACCO OF HIGH GRADES BLENDED AND CUT TO ORDER.**

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**Weight CIGARETTES**

That are worth your Attention.

T. S. S. Straight Cut ... ..	4/3 per lb.
Garcko Gold Flake ... ..	4/9
Happy Tidings (30 to oz.) ... ..	5/-
Cork Tipped ... ..	5/6
Leaf Tipped ... ..	5/6
Gold Tipped ... ..	5/6
Garcko Silk Cut (24 to oz.) ... ..	5/9
Garcko Oval Virginia ... ..	6/3
Golden Strips ... ..	6/3
Cigarros (a small leaf Cigarette, 16 to oz.)	6/6
Crown Cork Tipped ... ..	6/9
Garcko Young Ladies' ... ..	6/9
Special Virginia ... ..	7/3

**TURKISH WEIGHT CIGARETTES at equally low prices and high quality.**

Special line of Virginia Straight Cut Cigarettes, 4/1 per lb.





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**CIGARETTES.**

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**Cohen, Weenen & Co.,**

**LONDON.**





To Retail at **4<sup>D.</sup>** 26/-  
Per 1,000.



To Retail at **3<sup>D.</sup>** 19/-  
Per 1,000.  
WRITE FOR PRICE LIST.

**SWEET CHERRY TIPPED  
CIGARETTES.**

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

*Price List on application.*

## The Cigarette World AND TOBACCO NEWS.

AUGUST 15th, 1902.

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

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



LAST month we were obliged to begin our task in gloom owing to the terrible news which had suddenly changed the nation's joy into the deepest anxiety. This month we have to record with thankfulness that His Majesty, having made a remarkably speedy recovery, was happily enabled, at a date months earlier than the most sanguine could have believed, to endure the fatigue of the Coronation ceremony. We are extremely glad to find that we were mistaken in thinking that many months would have to elapse before our Sovereign would have sufficiently recovered his health to be able to stand the strain of so much nervous excitement and physical exertion. We have every hope that now the happy event has taken place a stimulus will be given to trade generally, and that 1902, which began badly, will end well, and show an all-round improvement in our bank balances—a consummation devoutly to be wished. The Chancellor of the Exchequer has already prophesied a substantial relief from the heavy



# The **RIGHT LINES**

AT THE

## **RIGHT TIME.**

### **MUST NOT BE MISSED**

BRITISH  
ALL  
OVER.



Full  
Value  
and  
Satisfaction.

## NOW is the time to PUSH

# 2<sup>D.</sup> JACK JONES 2<sup>D.</sup>

AND

# 3<sup>D.</sup> COLONIAL EMPIRES 3<sup>D.</sup>



burden of taxation under which we have been groaning, and let us hope that we shall never again see our country engaged in such a war as that which has recently been brought to a triumphant conclusion. We had been so long accustomed to the blessings of peace that we hardly realised the strain which a prolonged war puts upon the resources of even the wealthiest country; but our recent experiences will certainly teach us useful lessons in many directions, and should we have again to face an enemy in the field we shall be prepared to give a good account of ourselves. "The strong man armed keepeth his goods in peace" is a text which we may well lay to heart, and the better armed we are the less likelihood of our finding a stronger.

As we expected, the accessions to the Imperial Company reported last month have been speedily followed by others, the latest recruits being Messrs. W. Williams & Co. and Messrs. W. T. Davies & Sons, two well-known Chester firms. Doubtless the next few months will see many more manufacturers absorbed by the big "combine," so that when the shareholders meet at the first annual general meeting they will find their property strengthened and their profits increased. Meanwhile, what we may venture to call the determined independent manufacturers are continuing to do exceedingly well. They have not to consult a number of people before coming to a decision, and while the Imperial Company are exciting hostility by their long delays in settling important questions, the goods of those firms who have guaranteed a fair profit are naturally being pushed. This is specially the case in Ireland, as we know from personal experience—gained during a recent business trip in that distressful country. We find everywhere the strongest efforts made to push the cigarettes of a well-known Irish firm, which are in consequence simply selling like hot cakes. The cigarettes are certainly excellent value, and, being at a low price, simply knock the American article out of the market, but it is the fact that a good profit is obtained on them which causes them to be pushed, and we should say that this astute manufacturer is reaping a rich reward for his pluck. We found very little demand for American cigarettes, and the goods of the Imperial Company were certainly not being sold to anything like the extent we should have expected. The Imperial know their own business best and it is not for us to advise them, but we are of opinion that they would find it well worth their while to make a vigorous effort to capture a fair share of the trade in Ireland, but that effort will be useless till they can agree to fix a decent profit on all their best lines; the longer this is delayed the harder will the work be to gain a footing. We may say in this connection that many in the trade with whom we conversed expressed themselves as dead against signing any agreement, though we did come across one or two who had fallen a prey to the wiles of Ogden's, Limited. We were sorry to find, however, that though in the instance we have named and in others Irish manufacturers were doing well, that some of the smaller firms, and, indeed,

one or two of the larger, have suffered very severely since the tobacco war began; still this was only to be expected, and on this side of the channel a similar result has to be chronicled. The fact is that at this crisis only the men who can keep cool heads and meet new methods of advertising and pushing goods, by equally ingenious devices, constantly varied and steadily persevered in, are likely to come out on top. The old-fashioned conservative manufacturer will have to "hustle" or he will get left; but when a man has been making money steadily for years without departing from the old lines he finds it hard to change his policy, and so has to give way to the man who knows how to make the best of his opportunities.

On another page will be found two very instructive cases. In the one, an assistant of the now notorious Mr. Popp, the High Wycombe tobacconist, was fined for Sunday trading, in the other a tobacconist named Joseph Scammell, of Dartmouth, was fined 6d. for the same offence, and no order was made as to costs. The scandalous persecution to which Mr. Popp has been subjected has more than once excited the indignation even of the Bench before whom he was summoned, and there are signs that the Justices are in reality sick of the business. They seem, in fact, to long for some satisfactory method of putting an end to a state of things which is bringing the administration of justice in their town into well-deserved contempt. The second of the two cases supplies the method, and if the High Wycombe Bench had only had the moral courage to adopt it many months ago they would have been supported by public opinion. It is true that the law must be administered and breaches of it punished, but the punishment itself is in the discretion of the magistrates. When a man is charged under an obsolete law with an offence which is nowadays thought to be of the most trivial description, the way to cool the ardour of policemen anxious to swell their list of cases is to fine the offender a nominal sum without costs and thus mark the opinion of the Bench as to the wisdom of the prosecution. We commend the example of the Dartmouth Bench to the Justices of High Wycombe, but we must add that Mr. Popp deserves great credit for manfully persevering in defiance of the authorities. There are cases when resistance to the law is not only not wrong morally, but a clear duty, and this is one of them.

A peculiarly gratifying feature in connection with the persecution to which Mr. Popp has been subjected is that he has the almost universal sympathy of his fellow-townsmen. A benefit concert was arranged to be given on his behalf on the 11th inst. This was not because he was in any way financially embarrassed, but was a spontaneous mark of the esteem in which he is held in High Wycombe, and merely intended to show that his manly independence in refusing to yield obedience to an out-of-date law was appreciated and approved by those among whom he lives. The concert has been postponed for the present, but we hope to have an account of it next month.

T. VAFIADIS & CO.'S Cigarettes, packed in neat *tins* of 25 without extra charge. (MELBOURNE, HART & CO., 19, Basinghall St., E.C.)



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 (on Fina & Reg. Principe), etc.

TELEPHONE 5102.  
Telegrams, "AROMA, LIVERPOOL." **FACTORY: 78, DUKE ST., LIVERPOOL.**

N.B.—The Trade only Supplied. Price Lists on Application.

New Line.

LLOYDS'

**'Golden Melon' Mixture**



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

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

SOLE MANUFACTURERS:

**RICHARD LLOYD & SONS, LONDON.**

**ADOLPH ELKIN & CO.,**

WHOLESALE TOBACCONISTS,

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

*Specialities:*

"LA NIKLE," 1D., ROTHSCHILD CIGARS.

"ZEALANDIA," 2D., IMPERIAL CIGARS.

PRICE LIST, CORONATION EDITION, POST FREE.

TELEPHONE NO. 6098, AVENUE.



We had just written the above when a cutting came to hand showing that on Saturday, August 2nd, Mr. Alexander Ford, a Shanklin tobacconist, who once won our mis-spelt word competition, was summoned for Sunday trading. The Isle of Wight County Bench dismissed the summons, stating that the case was too trivial. We note that in the Isle of Wight the administration of the law is tempered with common sense, and it only requires a few more cases to come before equally judicious tribunals to put a stop to the ridiculous persecution of respectable and hard-working citizens.

Mr. Hey is evidently in a somewhat despondent mood, and this is by no means surprising. Instead of the usual high falutin' nonsense about the success of the Alliance which has hitherto flowed so glibly from his lips, he has actually recently admitted that that remarkable body is losing ground. Lest we may be accused of assuming too much, we give Mr. Hey's own words in an interview with a correspondent of our contemporary, *The Tobacco Trade Review*:—"The position is getting more and more acute; in fact, the trade seems to be in a 'parlous' condition just now. At the time when it most needs the help of its own trade organisation it seems to think that it needs it the least. In those districts where the members of the Alliance executive reside the membership has been, at any rate, kept up; but in the majority of those districts which have no direct representation on the Board the general feeling seems to be, 'The combinations are doing all this for us without any payment; why, then, should we pay half-a-crown?' As far as I can gauge the position, it is that the great body of retailers throughout the country are becoming impressed with the idea that in accepting the allurements of the combines they have entered upon a sort of 'promised land,' and will never need to organise again. I personally regret this more than I can say, because my experience has taught me that it is just in the time of apparent 'lull' there is most necessity to prepare for a storm."

The appointment of Mr. Duncan as President instead of Mr. St. John is another sign that the management of the body which owes its existence to the latter gentleman was not giving general satisfaction, and leads us to hope that eventually the Alliance may be thoroughly re-organised and run upon practical common-sense business lines, in which case, despite its past failures, it may become a real power. As we have so frequently pointed out, as at present constituted it is utterly impotent and unworthy of the support of the trade. We may just allude in passing to the remarkable series of articles which, doubtless through the influence of Mr. Hey, have recently appeared in a weekly contemporary. The articles in question were, of course, destined to show the wonderful success of the Alliance and the remarkable ability of all connected with it, especially its Secretary, and Mr. Hey's statement, referred to above, is perhaps the best reply to his anonymous but inspired defender. The inevitable complaints of

attacks in trade journals of course are to be found duly dwelt upon, and this leads us to say that we have never asserted that Mr. Hey was in any way incompetent; on the contrary, we have often praised his zeal and energy though we have been unable to compliment him upon his discretion, and have had occasion to refer strongly to his conduct in making serious charges against leading manufacturers without a shadow of foundation. We note that Mr. Hey's apologist writes:—"I cannot but think that to level dishonourable accusations and impute unworthy motives is the hall mark of an unclean cad," and we cannot but wonder whether he has read the scandalous charges publicly made by both Mr. Hey and Mr. St. John against those conducting the Imperial Company. Nevertheless, we endorse the remarks quoted, only observing that they appear to us particularly applicable to the very men the writer is seeking to defend.

The Imperial have scored heavily in getting the powers that be at Bristol to erect enormous warehouses for the storage of tobacco, at a cost of over £100,000, and there is no doubt that the town will also benefit largely by increased dock dues and increased employment for labour. It is gratifying to find Bristol making big strides to improve the position of the port, and though it is impossible to expect it ever to attain the supremacy of its splendid past, nevertheless there seems every hope of a very bright future. Liverpool is naturally in dismay, as will be seen from an article we reprint elsewhere, but it is the way of the world, and its loss is Bristol's gain. The people of Bristol are to be congratulated on having a wide-awake Council to look after their interests, and the public spirit and enterprise they have shown in this case are certain to reap a rich reward.

While it is rumoured that the first instalment of the Imperial Company's bonus will be sent out shortly, the American invaders have, as usual, scored by sending out the following letter to those who had signed their agreement:—

"Dear Sir or Madam,—We have pleasure in enclosing cheque in your favour for your share of the First Quarterly Bonus of £50,000, and you will observe that in this instance it is equal to a discount of a little over seventeen per cent. on your purchases from us during the past quarter ended 30th June, 1902, which we are sure you will appreciate.

"We are, faithfully yours,

"OGDEN'S, LIMITED."

This promptness has certainly influenced many in their favour, and the gift is undoubtedly a very handsome one. This is due, no doubt, to the fact that the number of retailers who signed is small, and consequently the more who are induced to come in by the golden bait the less there will be to divide. The temptation is, of course, great, and the fact that even traders in a comparatively small way of business now get £20 to £40 must do much to bring others in to join the noble army of pushers. Up

"LA CINGARA," finest imported Mexicans.

Sole Importers:

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



ESTABLISHED 150 YEARS.

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

.....

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

.....

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

WRITE FOR PRICE LISTS AND TERMS:

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



to the present, so far from the struggle having injured the Imperial, they have actually considerably increased their sales, while their rivals have done less business. This bonus will, we think, give a temporary fillip to Ogden's, Limited, but so soon as the Imperial settle their differences with the trade they will again out-distance the Yankees, because the smoking public will have their proprietary articles, and no amount of pushing will force them to accept an American substitute.

We would specially direct attention to an article, which will be found on another page, dealing with the results of the amalgamation of Bryant & May and the Diamond Match Company. We do not entirely endorse the views of the *Financial Times*, as we believe that the directors of Bryant & May did wisely to secure a 14 per cent. preference dividend for their shareholders instead of risking heavy losses by ruinous competition. From a national point of view their action was to be regretted, but patriotic sentiments, though laudable, bring no grist to the mill, and the shareholders, as men of business, could not be expected to risk the loss of their profits, merely because the intending purchasers were Americans. Inasmuch as the Diamond Match Company derive no benefit till the preference dividend is paid, it may be assumed that they will not, from the point of view of their own interests, seek to embark upon schemes likely to injure the company; nevertheless, the preference shareholders have a clear right to grumble, since they are to have debentures to the amount of £250,000 in front of their security. If the purchase of the pine lands turns out well they will not get one penny more, if it fails their interest will be in jeopardy. In short, the creation of debentures to such a large amount is entirely for the benefit of the Diamond Match Company, who have the control of the concern. This is, we think, a most arbitrary and unjust use of their powers. Still the shareholders in Bryant & May made their bargain, and though the present proposal, in our view, violates the spirit of that bargain, it does not violate the letter, and so there is no more to be said, except to point the moral that it is rarely prudent to repose much confidence in Yankee wire-pullers.

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## MEERSCHAUM MINING.

THE British Vice-Consul at Constantinople, in his latest report to the Foreign Office, gives some interesting information on this subject. He states that meerschaum can be extracted by any person in Sari-sou, Sepetdji, Gheikli, and Menlou, on payment of five pias to the Administration of Mines—the cost of a permit. The mines of Sari-sou are situated a distance of about 17 miles to the east of Eskichehir. The first pit was opened at Sari-sou twenty years ago, but to-day there are 8,000, of which only 2,000 are worked, the rest having been abandoned. Some 4,000 miners work in these mines, and every Friday

a market is held, at which they dispose of the blocks of meerschaum they have extracted during the week. For the accommodation of the workmen some 1,000 huts have been erected. At the village of Sepetdji, situate about 18 miles to the north-east of Eskichehir, there are some 20,000 pits on a space of six miles (east to west), of which only 150 are worked, all the others being exhausted. It is said that these mines were opened 1,000 years ago, which is not incredible, as it is known that magnesia was formerly used for many purposes other than the fabrication of pipes; moreover, fuller's earth, to-day disdained, used to be worked on a vast scale by the ancients. These mines are worked by some 500 miners, who live in the surrounding villages. At Gheikli, in the neighbourhood of Sepetdji, there are 3,000 pits, of which only 100 are worked, and these by 400 miners. Finally, the only place where the Administration of Mines authorises meerschaum to be extracted is called Menlou, and here there are only 20 pits actually worked by 100 workmen. It is stated that these mines were opened 2,000 years ago. The working of these meerschaum deposits, called the Eskichehir mines, which formerly were actively worked, and extended from Kahe to Mikalitch, is now reduced, by their concentration round the town to Eskichehir, to 1,770 pits, giving employment to some 5,000 miners, the greater proportion of whom are Kurds and Persians.

These deposits are worked on the following primitive system: A foreman or ganger, having from two to fifteen men under his orders, having pegged out a piece of ground, generally a metre wide, a pit is sunk until a red clayey earth, which is the first sign of the existence of magnesia, is reached. Sometimes this is reached at a few metres from the surface, but ordinarily they have to dig down some 20 metres, and often 40 and even up to 60 metres, before reaching this red earth, wherein the meerschaum is disseminated in kidney and other irregular forms. The volume of these blocks seldom exceeds 30 to 40 cubic centims., the greater part of them being the size of a walnut or an apple. On reaching the gangue containing the blocks of magnesia, the miners drive horizontal shafts through the red clay. This, however, is no easy matter, as they cannot detach or pick off more than fifty grammes of the clay at a stroke. Some of these galleries are no less than a quarter of a mile in length, and it sometimes happens that, owing to these being pierced at random, different gangs meet underground. They work night and day, the galleries being lighted with petroleum, and after a certain quantity of blocks have been extracted the meerschaum, still enveloped in its gangue, is drawn out of the pit and stacked in the miners' barracks. These blocks are bought by the luledjis (pipe manufacturers) of Eskichehir in job lots every Friday, and there are some 150 such persons who regularly attend these markets. The meerschaum is then taken to Eskichehir, where the blocks are cleaned, the operation consisting of scraping and cutting the blocks with a sharp instrument or knife, the meerschaum being still soft and easily cut into any shape or form. Over 1,000 persons are occupied in cleaning and shaping these blocks, which after being thoroughly cleaned are separated into four classes, according to size and quality. The blocks being ready for sale a bargain is struck between the luledjis and the commission agents and merchants at Eskichehir, of whom there are about a dozen. The latter then pack the blocks of these four classes, with very great care, into boxes of equal size, each block being wrapped in cotton to avoid any friction or shock between the pieces.

The annual output of these mines varies from 120 to 150 tons. The Vice-Consul adds that the Eskichehir meerschaum is very highly prized in Europe on account of its superior quality, and as these deposits, notwithstanding that they have been worked for centuries, are still considered to be inexhaustible, they ought to constitute, if scientifically and economically worked, a very important source of revenue to the Turkish treasury.

**T. VAFIADIS & CO., EGYPTIANS** leave a good margin of profit to the Retailer, and are not cut. (MELBOURNE, HART & Co., 19, Basinghall St., E.C.)



## Gossip.



I HAVE been, like the rest of the world, "coronating" and holiday-making, and feel little disposed to attend to the stern commands of my cruel task-master—he who must be obeyed—the editor. However, I must do my little best, and if my readers complain that I am not quite up-to-date let them put it down to Mr. Printer, who has been "coronating" too for a whole week, and consequently requires copy early, if the *Cigarette World* is to appear in time to prevent legitimate grumbling. As I write, things are quieting down and Jupiter Pluvius, who obligingly gave himself a rest for the Coronation, shows signs of amply making up for his brief period of leisure, so I feel rather consoled for being obliged to work instead of flying to the Surrey downs.

\* \* \* \*

In common with all Britons, I rejoice at the astonishingly rapid recovery of King Edward, and add my humble congratulations upon his Coronation, which, happily, has passed off without causing him any ill-effects. The best wish I can think of is that it may be many a long day before another Coronation takes place, and I think that, now the ceremony is over, business will settle down to what I hope may be a long period of steadily improving prosperity. The resignation of "black Michael," who was by no means beloved in the trade, will give increased confidence all round, especially as there is a very general feeling that his successor, Mr. Ritchie, is the right man in the right place, and may be relied on to consider carefully and impartially the claims of all sections of traders. Nevertheless there are many points which he cannot be expected to appreciate until they are lucidly and vigorously put before him, and before next Budget there will be ample time to prepare a strong case on matters of really urgent importance to the trade, such, for instance, as the moisture question. A new broom sweeps clean, but it is well to make it evident what should be swept.

\* \* \* \*

I can't help having a great amount of sympathy with Mr. George Gill, a Wakefield retailer, who was fined recently for having in his possession a certain scale which was incorrect. The amount against the purchaser was quite insignificant, and the scale in question had been passed by the authorities in October last. It came out in evidence that the tobacco was weighed in paper, which was against the purchaser about ten grains, and this was the real crux of the case. The Bench fined the defendant only 5s., as there was no suspicion of fraud on his part, but the case is a warning to other traders. The law is quite clear on the point; if a man asks for tobacco he does not expect to buy paper at the same price; he can buy all the paper he wants considerably cheaper. I know quite well how hard it is for the small retailer to make a living, and how he loses on making the scale go down for every half ounce he sells, and his profits have hitherto been so small that this has seriously handicapped him; still the law is just and reasonable, however hardly it presses on the individual, and tobaccoists will do well to bear it in mind. The habit of buying the weed by the half ounce is supposed by the uninitiated to be due to the poverty of the purchaser, but any retailer can tell a different tale, and there are plenty of men drawing good wages who are heavy smokers and never buy more than half an ounce at a time. They could save money by buying tobacco by the quarter of a pound, but if you ask them why they don't do so they

will tell you that if they bought so much at a time it would go quicker, and there is much truth in the reply. Moreover, they know that they get a trifling advantage from the scale going down twice for half an ounce instead of once for an ounce, and they dearly like these little advantages, especially, by the way, when the publican gives a "long pull." The publican, however, has a very big profit, the tobaccoist a very small one—a fact they conveniently forget.

\* \* \* \*

Last year the universal collection on behalf of the Tobacco Trade Benevolent Fund realised just over £1,000, and the pensions were increased from £20 to £24 a year. £4 a year is a large sum to the unfortunate recipients of this charity; it means a number of little comforts, small, perhaps, in themselves, but yet a great boon collectively. This year the collection will be made in October, and I want to see at least four times the amount raised, and this can be done if all concerned only stir themselves. I know of no better object than to help those who, through misfortune, have been reduced to poverty to spend their declining years in comfort, free from the awful shadow of the workhouse, which ever looms dark before the eyes of the struggling trader. You do not know, reader, but what it may one day be your unhappy fate to meet with some calamity which may leave you stranded after years of hard work and patient endeavour; therefore spare what you can to show your pity and kindness to those of your own trade who have fallen by the way, and in this year of rejoicing over the end of a prolonged and terrible war, and the crowning of a monarch destined, let us trust, to long rule over a happy and prosperous land, give a special gift to brighten the lot of the desolate and unhappy. Remember, too, that the Association is in urgent need of more regular subscribers, as there are pressing claims which lack of funds will not allow them to meet, and they are forced to send many deserving cases empty away. I shall return to this subject next month, but I mention it now as I cannot help feeling that the trade do not respond to anything like the extent they should to the appeals made by Mr. W. Klingenstein, the generous president, and Mr. George Chambers, whose labours as secretary have been most arduous but most ungrudgingly given. In short, those of you who do not already subscribe begin now and give, not a donation, but a regular annual subscription; do this quite apart from the annual collection, because the work of the Association is much hampered by the want of a regular income.

**NICOTINE.**—Very many people talk of nicotine, but few know exactly what it means, or why it is so called. The facts are as follows:—John Nicot, of Nismes, French ambassador at the Court of Portugal, during his residence at Lisbon, in 1560, received some seed from a Dutchman, who had obtained it from Florida. Part of this he sent to his native country, France, where the plant soon became famous, and its fame rapidly spread over all the earth under the name of Tabac or Tobacco. Nicotine, as we know it, is simply an alkaloid obtained from the different species of tobacco, and one of its active principles. In its purest state it is in small crystalline plates, which by exposure to the air rapidly absorb moisture sufficient to become a transparent colourless liquid. Its taste is very acrid, and continues long in the mouth. When cold it is nearly inodorous, but when heated it has a disagreeable smell. It boils at 375°; its specific gravity is 1.048.



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# Our Smoking Mixture.



**L**ORD SALISBURY AND THE WEED.—Nothing is sacred to the advertiser, so it was not to be expected that Lord Salisbury would escape. The pictorial advertisement which represents him puffing cigarettes in his retirement is, however, rather more wide of the mark than usual. The ex-Premier has never smoked, and his antipathy to tobacco is as strong as that which distinguished "the Second Elizabeth." Queen Victoria did, however, allow smoking in certain rooms of her palaces, but it is said that Lord Salisbury banishes it altogether. Even K. of K., whose one weakness is an occasional cigar, had to smoke it in the grounds when he was at Hatfield.

**TOBACCO CULTURE IN SPAIN.**—A society has recently been formed in Spain whose object is to encourage the reintroduction of the tobacco culture, which was discontinued in 1887. In a circular issued by the new society it is claimed that tobacco can be produced in Spain and the adjacent islands which will rival that of any other country in the world, and that in certain districts a leaf as good as Vuelta Abajo can be raised. The tobacco grown in the valley of the Andorre in the Pyrenees, the coldest of the country, is, it is claimed, highly prized in Belgium and Switzerland. Previously there existed in Spain the objection that the culture of tobacco would bring the mother country into direct competition with her colonies in the West Indies and Phillipines, but now that she has been relieved of this burden—continues this precious circular—this obstacle has disappeared. All of the other objections are raised by the *Compania*, and in conclusion the circular asks: "Shall we consider the private interests of one company or the combined interests of the nation?"—*Le Tabac*.

**LIGHT WRAPPERS.**—It is amusing to the average cigarman how few men there are who know a good from a bad or a mild from a strong cigar. As a matter of course, says *The Smokers' Magazine*, the quality of a cigar depends altogether on the kind of tobacco used in its manufacture; that is to say, mainly the filler, and very little on the wrapper which forms about one-fiftieth part of the whole; yet 99 out of every 100 men, when they enter a cigar store and call for a mild cigar, will pick out one with a light wrapper. Cigar-men have learned from experience that there are three things upon which every man prides himself: namely, his ability to captivate women, run the government, and judge a good from a bad cigar, and, consequently, it is unwise to wound human vanity or make lasting enemies by showing them their error. For years cigars, stronger than the Divine wrath, have been sold to men who have picked them out and smoked them with great gusto, thoroughly convinced that they were mild cigars, simply because they were put up in light wrappers. In short, there are few things on this earth so completely governed and controlled by imagination as cigar smoking.

**SMOKING IN SCHOOL.**—The *Journal of Education* has the following interesting remarks on this subject. Verily the penny packet has much to answer for:—The suppression of cigarette smoking is an object that American schoolmasters have much at heart. Since, although the habit is not common in English schools, it does undoubtedly exist in some, we call attention to statistics—supplied to the *School Journal*—intended to exhibit the consequences of it. In a school of about five hundred pupils it was found that the boys in general were inferior in every way to the girls, and, on investi-

gation, it appeared that a large majority of the former were habitual cigarette smokers. A certain number of smokers, and the same number of non-smokers, were then carefully observed for several months, the results being tabulated. Of the smokers 70 per cent., of the non-smokers 5 per cent., were nervous. Impaired hearing was shown by 65 per cent. of the smokers, by 5 per cent. of the non-smokers; defective memory by 60 per cent. of the smokers, and by 5 per cent. of the non-smokers; 95 per cent. of the smokers were older than the average of their class. Figures such as these, if they are trustworthy—and we take it that those before us are trustworthy—should be a warning to parents and teachers who regard smoking as a venial offence. It is not a crime, but it is a grave injury to growing boys. We allow ourselves further to reproduce *verbatim* the note of personal peculiarities remarked in the smokers:— "Boy No. 1 is undersized, wizened, unkempt, and sallow; No. 2 is unable to think at all at times; No. 3, weak, dull, often sick; No. 4 has headache, sick spells, sore eyes, and short sight; No. 5 is mentally and morally dwarfed; No. 6 is bad from first to last; No. 7 is unreliable, a liar, and deceitful; No. 8 is abnormally weak and about to collapse physically; No. 9 is lazy; No. 10 has stopped smoking, and is doing better; No. 11 has stopped smoking cigarettes, but smokes a pipe; No. 12 has stopped smoking and is improving; No. 13 is a type of hopeless unregenerate—has since been sent to the school for feeble-minded; No. 14 stops smoking by spells; No. 15, his neighbours, teachers, and others regard him as a nuisance; No. 16 is low down in the human scale; No. 18 is a liar and a coward; No. 19 is five years behind his grade; No. 20 is simply a young tough." This is child study with a vengeance. The average age of these young monsters was a little over fourteen years. We cannot help doubting whether a teacher who can describe his boys with such wild vehemence is the right person to win them from the evil habit, and reflecting how often a good cause is injured by extravagance of statement. Some English head-masters expel for smoking; a few "have no nose for tobacco"; none, we think, would adopt the tone of moral despair in which the American investigator finds a gloomy satisfaction.

**A BY-LAW TO PROHIBIT SPITTING.**—The Glamorgan County Council in March last considered means to prevent the spread of tubercular disease, and approved of a by-law to prohibit spitting in public rooms and vehicles. This was submitted to the Secretary of State for the Home Department, and at a recent meeting of the Council a reply was read from Sir Kenelm E. Digby as follows:—"I am directed by the Secretary of State to say, for the information of the County Council, that, as the proposal is a new one, he has considered it very fully, and has taken expert advice, and that he has arrived at the conclusion that (subject to the consideration of any objections that may be received within the statutory period of 40 days after a sealed copy has been submitted to him), he will allow the by-law to come into force if its operation is confined to public carriages, public waiting-rooms, public halls, and places of public entertainment. He thinks that the by-law cannot properly be made to apply to churches, chapels, schools, and shops." In accordance with the terms of the letter, amendments were made in the draft by-law, which was then adopted, and a copy ordered to be forwarded to the Home Secretary.

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# Trade News and Notes.

MR. GEORGE HODGKINSON, tobacconist, The Walk, Rochdale, has kindly presented drinking cups to be used at the Cart Hill Well.

**THE TOBACCO WAR. AMERICAN TRUST PAYS OUT £50,000 IN BONUSES.**—The following is from *The Daily Express*, and we do not pledge ourselves as to its accuracy, though we have no doubt that there is a real foundation for what is said, and we consider that the big company should take steps to allay the natural anxiety of the retailers:—If the Imperial Tobacco Company is to secure the bulk of the tobacco trade in Great Britain it must at once "wake up," and proceed to carry into effect the promises it made to the retailers over six months ago, otherwise the pushful Mr. Duke's American trust will romp in, and secure all the orders. "The British Company is in rather bad odour with the retailers at the present moment," said a well-known tobacconist recently, "because it has not yet fulfilled its promise of over six months ago of giving a bonus to its customers of £50,000 for the first year if they would sign an agreement to purchase only the company's goods." On the other hand, he pointed out, the American trust, which was practically Ogden's, had capped the Imperial Company's offer with one of £200,000 per year bonus for the first four years, and only a few days ago distributed their first quarter's instalment of £50,000 among their customers. The prompt manner in which the trust had kept its promise had raised it greatly in the estimation of the retailers, many of those who had hitherto withheld from joining either combine turning a willing ear to the trust's agents. That was the first bad blow to the Imperial Company, and their second mistake was in not making their prices level with the trust's. For instance, Ogden's were selling shag tobacco at 2s. 9d. per pound, while the Imperial Company was charging 3s. and 3s. 1d. for the same material, so that Messrs. Ogden's customers were not only paying 3d. and 4d. per pound less for their shag, but were also getting a bonus of 17 per cent. Consequently, for the time being, the opposition had absolutely captured this trade. Retailers are further much opposed to the manner in which the Imperial Company treats them in the matter of retail shops. The Company promised the retailers that it would not open shops, and that Messrs. Salmon & Gluckstein would also refrain from extending their stands. The retailers complain that this promise has not been kept, and that when remonstrated with, the company promise not to open the new shop close by, provided the neighbouring dealer agrees to show only Imperial goods to the exclusion of others. It is reported that the Imperial Tobacco Company has amalgamated with the Universal Tobacco Company of the United States, and that the united capital of the two concerns now amounts to £20,000,000, instead of £15,000,000 as previously. The *Baltimore Sun* states that "plans

for the consolidation of the two companies to wage war against the American company have reached a promising stage."

**A WISE DECISION.**—The Oldham Park and Cemeteries Committee recently revised the rules on the notice boards at the three cemeteries of Greenacres, Chadderton, and Hollinwood. Amongst them was a regulation prohibiting smoking in God's acre, and it was stated that it had caused great dissatisfaction amongst devotees of the weed. The committee could see no valid reason for continuing the prohibition, and it was accordingly decided to remove it.

**MESSRS. SAMUELSON & CO.** report: The market for North American tobacco developed no new feature during the past month. The weather conditions for the growing crops were more favourable, though on the whole too dry. It is expected that the Bright districts will commence selling their crops in the Carolinas this month, and we are glad to say that shippers write us that they expect to send us a desirable tobacco this season. We hope the Mersey Docks Board will see the necessity of promptly reducing their charges, as no port ought to be able to compete with Liverpool as a warehousing centre for distribution to all parts of the country.

**THE TOBACCO WAR IN AMERICA. RETAIL DEALERS SYSTEMATICALLY FROZEN OUT.**—Referring to the progress of the Tobacco War in the States, the *New York World* says the Tobacco Trust has begun a war on the American retail dealers which promises to drive them out of business, just as the Ice Trust two years ago forced nearly every independent seller to

the wall. The corporate name of the Tobacco Trust is the Consolidated Tobacco Company. The Consolidated owns the American, the Continental, and a large number of smaller companies. The Trust, through the American Company, has been engaged for several months in a bitter warfare to get control of the trade throughout Great Britain. There it is promising immense bonuses to win over the retailers; here it is waging a warfare of extermination. Already between thirty and forty owners of cigar stores have been forced to sell out, and in many cases the former owners are now acting as managers on a salary for the Trust. The title of the corporation which aspires to own every cigar store in New York is the United Cigar Stores Company. Its officers deny that it is part of the Trust, but every retail dealer says otherwise, for the simple reason that where it is necessary to crush an independent competitor, the stores of the corporation sell the Trust's products at retail at a lower price than the outside dealer can buy them at wholesale. Moreover, it is declared that the American Tobacco Company, the chief constituent company of the Trust, has guaranteed leases arranged by the United Cigar Stores

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**Why Smith Left Home.**—To find a shop where he could buy *Mahomet Cigarettes*.



## TRADE NEWS AND NOTES—continued

Company, where it has been necessary for the Trust to freeze out an independent by leasing his store at a great increase of price and for a long term of years. The common practice of the Trust, it is claimed, is to hire a store next door or as close as possible to that of the man who refuses to sell, and then institute a freezing-out process. This consists simply of underselling all brands of cigars and tobaccos to buyers. For instance, a package of cheroots which costs the retailer 6½ cents and which sells ordinarily for 10 cents is sold by the Trust store for 6 cents. Not only have the Trust stores cut the prices of Trust-made goods, but to make the fight on the broadest possible lines they have made cuts on the widely advertised brands of cigars made by the United Cigar Manufacturers. So far the Trust, except in one or two instances, has not tried to compete with the retailers whose trade is in the fine grades of cigars and tobaccos. But a fight along these lines is expected to begin soon. The President of the Retail Cigar Dealers' Association says:—"It looks to me as if the contest would end in all but the very poorest and the very richest of the cigar dealers being absorbed or wiped out. The poorest will not be bothered, because their trade is worth next to nothing, and those with the most money may be able to stand the strain of the fight."

**THE TOBACCO WAR. THE CRY IS STILL THEY COME.**—Negotiations have been concluded for the admission into the Imperial Tobacco Company, Ltd., of two Chester firms of manufacturers—namely, Messrs. W. T. Davies & Sons and Messrs. William Williams & Co. The principal productions of the former firm are high-class shag tobaccos, and the celebrated "Cymro Dewr" is the leading brand in North Wales. A large business is done by this firm in the North of England and the Midland Counties in cake, flakes, twist, and cut tobaccos, and their "Coral Flake" brand is prepared by a special process, of which Messrs. Davies are the sole inventors and patentees, many millions of tins of it being distributed yearly over the British Isles. The business of Messrs. William Williams and Co. was established in 1760, in the days when packet tobacco and cigarettes were unknown, and a tobacco manufacturer, instead of showing 60 or 70 different items on his price list, showed three only—shag, roll, and snuff. The old books of the firm, still preserved, show orders from single buyers for hogsheads (10 to 12 cwts.) of loose shag, "to be delivered by canal." But times change, and the business to-day is fully up-to-date and equipped with the most modern machinery.

## Festive.

**MASONIC PICNIC.**—The second annual picnic of the "Sir Walter Raleigh" (Tobacco) Lodge, No. 2,837, was held on July 16th (the W.M.'s birthday), under exceedingly pleasant auspices. The party left Lime Street Station in handsome saloon carriages for Rhyll, and they arrived about 10.30. An excellent lunch was provided at the Westminster Hotel at 11.30. At 1 p.m. the brethren and their lady friends commenced a beautiful drive of 25 miles, through some of the finest scenery in the neighbourhood, comprising Rhyddlan, Bodelwyddan, Dyserth Falls, &c., returning to Westminster Hotel for dinner at five o'clock. The chair was occupied by W. Bro. Frederick William Knight, the vice-chairs being filled respectively by Bro. J. Coxhill, S.W., and Bro. J. Chesterman, secretary. The usual loyal toasts were then duly honoured, together with that of the "Worshipful Master," "The Ladies," and "The Visitors." During the proceedings a handsome and costly album, containing portraits of the first year's initiates was presented to the W.M., with a few appropriate and complimentary remarks by Bro. J. Coxhill, S.W. There were also several telegrams received, congratulating the W.M. on the success of the lodge, and

wishing him many happy returns of the day. The greatest enthusiasm characterised the proceedings, and everything passed off most harmoniously and successfully. Amongst the visitors were W. Bro. W. Coulthard, P.M., 1,299, and Bro. J. S. Richardson, of the Fleetwood Lodge, 2,814, and also Bro. Lewis. The company also included W. Bro. F. W. Knight, W.M., Miss Knight, and Mrs. Morris, Bro. J. Coxhill and Mrs. Coxhill, Bro. H. Chesterman (secretary) and Mrs. Chesterman, Bro. W. P. Meredith (secretary), Mrs. Meredith, and Miss Meredith, Bro. A. H. Stevenson, J.D., Bro. Jenkins Powell, I.G., Bro. W. Railton, Organist, and Mrs. Railton, Bro. and Mrs. Thompson, Bro. Gordon Maclaren, Bro. A. Wolff, Bro. J. S. Richardson, Mrs. Richardson, and Mrs. Guilbert, Bro. and Mrs. A. G. Baxter, Bro. Edward Boot, Bro. and Mrs. Hunter, Bro. T. M'Mahon, and Bro. Jones, &c. Bros. Chesterman, J. Powell, and Thompson were most assiduous in their efforts to ensure the comfort of all concerned, and contributed in a very large degree to the signal success of the function generally.

## Fires.

About two o'clock on Sunday morning, July 10th, a fire broke out at No. 30, Dunraven Street, Tonypandy, Cardiff, a shop occupied by Mr. TOM MOLLOY, hairdresser and tobacconist. A copious supply of water being obtainable the fire was soon extinguished. The premises were insured.

Early on Sunday morning, August 3rd, a rather serious fire, which destroyed the whole of the contents of the shop, and caused severe damage to the property, was discovered at 76, Kettering Road, Northampton, a small shop occupied by Mr. JOHN CLAUDE FLETCHER, a hairdresser and tobacconist. The ground floor was completely burnt out. The first floor rooms, which were practically destitute of furniture, were scarcely injured, except here and there by the heat, and the basement was damaged with water. The stock was insured, and the property, which is owned by Mr. Birch, 19, Stimson Avenue, Northampton, was also insured.

## Foreign.

**MEXICAN TOBACCO.**—A correspondent writes to the *Financial News*:—"The production of Mexican tobacco has considerably increased of late, owing to new plantations having been created in different parts of the country. During the past five years the export of this produce has greatly varied. In 1898 7,977,352 lbs. of tobacco leaves and 1,250,000 lbs. of the manufactured article were produced, making a total of 9,227,352 lbs. In 1900 the Mexican tobacco factories turned out a total of 15,000,000 lbs., 2,000,000 lbs. of which was imported from Virginia. This year's production of tobacco in leaves is estimated at 17,000,000 lbs., and the planters entertain sanguine hopes as to a good quality. The principal tobacco districts of Mexico are San Andres, Tuxtla, and Playa Vicente, in the State of Vera Cruz, Huimanquillo, in Tabasco, the territory of Tepic and the States of Oaxaca, Puebla, and Chiapas."

**AMERICAN TOBACCO HARVEST.** ONE YEAR'S PRODUCE AMOUNTS TO 668,000,000 LBS.—Half the tobacco produced in the world is produced by the United States, and the area of cultivation is continually extending, until it is now over 1,000,000 acres. There are more than 300,000 tobacco farms, which would suggest the difficulty of "cornering" the leaf. A report just issued says that in the census year the United States produced 668,000,000 lbs. of tobacco, of which 122,000,000 lbs., valued at £2,220,000,

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## TRADE NEWS AND NOTES—continued.

were sent to this country. The returns also show that Americans have been consuming far fewer cigarettes in their own country, but exporting more every year. The exportation has trebled in ten years. Americans smoke a great number of their own cigars, but they are not tempting to other people, as few are sent abroad. Almost every State in the Union grows tobacco. The State which produces most is Kentucky, followed by North Carolina, Virginia, whose tobacco is perhaps the best known, occupies the third place. Kentucky produces more than one-third of the entire crop of the United States of America. The capital invested in the American tobacco trade is £24,800,000, and the value of the production is put down at £56,500,000 a year, more than half of which is represented in cigars and cigarettes. There are 14,000 manufacturing establishments.

**IN THE ENEMY'S COUNTRY.**—A mammoth tobacco factory is to be constructed at Richmond, Virginia, by the Imperial Tobacco Company.

## Law.

### CLAIM AGAINST BIRKENHEAD CORPORATION.

Before his Honour Judge Bowen Rowlands, K.C., and a jury, at the Birkenhead County Court, last month, Edward Gregory, tobacconist, Hamilton Street, Birkenhead, brought an action against the Birkenhead Corporation to recover £10 damages on account of injuries sustained by him through the alleged negligence of one of the Corporation tram drivers. Plaintiff was represented by Mr. W. Madden (instructed by Messrs. Moore & Sons), and the Corporation by Mr. Rigby Swift (instructed by Messrs. Thompson, Hughes and Mathison). It appeared that about a month ago, while the road in Conway Street was being taken up, barricades were erected opposite a tramway station near the junction of Camden Street and Conway Street, and plaintiff, not being able to get access to a car from the ordinary tramway station, attempted to board the car from a crossing two or three yards away from the excavation works. The car being at the time slightly in motion, plaintiff was struck by one of the projecting barriers, and was thrown down, sustaining the injuries for which the damages were now claimed. For the defence it was contended that the point at which plaintiff attempted to get on the car not being a stopping station, it was his own negligence and not the driver's which had resulted in his injuries. The jury brought in a verdict for the Corporation, with which his Honour said he entirely agreed.

**CORN MERCHANTS AND CIGAR IMPORTERS.** **FARQUHAR v. BROWN.**—At the Liverpool Assizes, on July 30th, before Mr. Justice Wills and a special jury, the above case was heard. In this action Thomas S. Farquhar, corn merchant, sought to recover from the defendant, George C. Brown, £188 16s. 4d., claimed as balance of the price of goods sold and delivered to defendant, besides money lent by plaintiff to defendant, and money paid by plaintiff on behalf of defendant. The defendant denied his indebtedness.—Mr. Tobin was the plaintiff's counsel, and Mr. Stratham represented the defendant. Mr. Tobin said

the question had resolved itself into one as to whether or not the defendant was a partner with the plaintiff, and, if so, what were the terms of partnership? Plaintiff denied that there was any partnership. The plaintiff was a corn broker in Liverpool, and had known for about 10 years the defendant, who was a cigar importer in Oldhall Street. In January, 1900, the defendant got into financial difficulties; and Mr. Farquhar complied with his request in purchasing from him 30,000 cigars, for which he paid £176. Plaintiff engaged the defendant at £5 per week to sell these cigars in a business opened by plaintiff. Defendant overdraw his salary to the extent of the £180, which was one of the items for which plaintiff was suing.—The defendant's version of the arrangement was that he was to have £260 a year and half share of the profits. Farquhar was to get 5 per cent. on the money he advanced, and half the profits after the payment of expenses. Farquhar also agreed to pay his (defendant's) rent and he made no demur to the overdrawing. The business made a profit of £130 during its continuance up to the end of 1900.—The jury found for the plaintiff, and his Lordship gave judgment for £187 3s. 4d.

## The Cigarette World.

### THE Journal for Retailers.

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## New Companies.

LANCASHIRE & YORKSHIRE TOBACCO MANUFACTURING CO. LTD.

Registered on July 4th, by Jordan and Sons, Ltd., 120, Chancery Lane, W.C., with a capital of £5,000, in £5 shares. Objects: To carry on the business of tobacco manufacturers and merchants, buyers, sellers, growers, cultivators, manipulators, importers, and exporters of and wholesale and retail dealers in tobacco, tobacco leaf, tobacco crop, cigars, cigarettes, snuff and tobacco paper, shopkeepers, tobacconists, railway, shipping, and general agents, printers, publishers, &c. No initial public issue. The first directors (no number not less than two nor more than three) are: A. T. Lendrum and A. T. W. Lendrum. Qualification, £100. Registered office, 93, Boundary Street, Liverpool.

## Public Companies.

The 18th ordinary general meeting of BRYANT AND MAY, LTD., took place on August 7th, under the presidency of Mr. Wilberforce Bryant, who said that the report covered a period of eighteen months. The amalgamation with the Diamond Match Company had proved a great success, and had done away with that competition. They had made additional profits by £31,000 more than they would have made in the eighteen months had they not amalgamated, and as far as they could form an opinion the outlook was satisfactory. They intended to issue some debentures in order to do away with the need of having loans from their bankers. They had entered into arrangements to acquire an interest in pine woods in California, so as to get a good supply of timber for the purposes of their business. The prospects of the company

Are you manufacturing cigarettes? Ask J. Millhoff & Co. Ltd. for samples of their Turkish and Virginian tobaccos



TRADE NEWS AND NOTES—*continued.*

were most encouraging. Mr. W. A. Smith, in seconding the adoption of the report, added his testimony that the amalgamation had proved of mutual benefit to both the allied parties. They had secured a good business connection coupled with reduced cost of manufacture. They had now the most modern and up-to-date machinery, and they had made an alliance with people who were "no fools" but meant to make profits for the whole concern. The report was adopted, and the dividends recommended approved. A further resolution authorising the proposed debenture issue not exceeding £250,000 was carried, the Chairman stating, in reply to a question, that the price of issue of the debentures had not yet been decided on, but they would give consideration to the matter of the shareholders having a preferential interest in the allotment of debentures.

## Police.

**SUNDAY TRADING AT DARTMOUTH.**—At Dartmouth Police Court, on July 15th, Joseph Scammell, tobacconist, Old Butterwalk, Dartmouth, was charged by the police, under the Sunday Observance Act, with unlawfully carrying on business on Sunday, June 22nd. Mr. Percy T. Pearce (Plymouth) represented the defendant.—P. S. Hockridge said that on the date in question he saw the defendant weighing up tobacco, which was put upon the counter. A man put down 2s., and took up the tobacco, defendant putting the money in the till. Another man standing in the shop called for a packet of cigarettes. He tendered sixpence, which defendant also placed in the till. Several people entered the shop during the day up to 9.30 p.m. Cross-examined by Mr. Pearce:—He did not know whether the Free Church Council were the instigators of this prosecution or not. He had been asked by them for the address of the Chief Constable. He could not say what they wanted the address for. His instructions were received from the superintendent. Dartmouth was visited on Sundays by a large number of merchant steamers and yachts. There was no further evidence. Mr. Pearce, for the defence, said defendant could not deny the facts of the case as stated by the prosecution, but he was only doing that which was legitimate for a publican, namely, selling tobacco on a Sunday. This prosecution was the result of the wishes of a small body of persons anxious to make invidious distinctions, who had thrown the fire of their wrath on defendant, and made him a scapegoat for others. This old, obsolete Act, a rusty weapon from a rusty armoury, had been trotted out against this one defendant. Why were not all the tobacconists in the town summoned? It might be that they were more friendly with the members of the Free Church Council than defendant was. It was not right that individual distinctions of this kind should be made. The persons who were at the back of this prosecution were not manly enough to come forward and prosecute themselves, but sheltered themselves behind the police. He hoped the Bench would not satisfy a small section of the community in this way. In 1871 an Act was passed by the Legislature curtailing the powers of this old Act, and under the Summary Jurisdiction Act the Bench, even if they thought an offence had been committed, need not convict unless they liked. They had the power to cope with such old rotten statutes, and he should ask them to dismiss the information until the Act was made more universal in its application. After consultation the Mayor said the majority of the Bench convict, and the fine is 6d.

**A WARNING TO TOBACCONISTS.**—George Gill, tobacconist, Market Place, Wakefield, was summoned under the Weights and Measures Act for having in his possession a certain scale which was contrary to the Act. The Town Clerk prosecuted on behalf of the Corporation, and Mr.

A. E. Greaves defended. The Town Clerk said that on the 16th of June, Inspector Jubb called at defendant's shop, and found an assistant of Mr. Gill's weighing half-ounces of tobacco. When he entered he saw the assistant, a young lady, take from under the scale a piece of paper, which weighed twelve grains against the purchaser, besides which the scale itself was two grains against the purchaser. The Town Clerk quoted a case which set out that whether the machine was correct or not he had no right to weigh paper in any way whatever. Mr. Edgar E. Jubb, inspector, said he called in at Mr. Gill's shop and told the assistant he was an inspector. She then took a piece of paper from under the scope and tried to hide it in her left hand. She said it was put there to balance the scale. He found the scale and paper 12 grains against the purchaser, which amounted to  $\frac{3}{4}$ oz. in weighing 32 times. In reply to Mr. Greaves, witness said that Mr. Gill had other scales which were against him slightly. Mr. Greaves pleaded guilty, but said that two grains was a very small amount. The scale had been before the authorities as recently as last October and passed as correct. As regarded the paper there was nothing to be said but to plead guilty. Mr. Gill was not aware of the case quoted by the Town Clerk. The reason the paper was put there was not to prejudice the purchaser, but to facilitate weighing. If he had a pound of tobacco to weigh into 32 half-ounces, it took a long time to get just the balance, or else the vendor lost so much. It was simply a division of the tobacco for the wholesale trade, and the purchaser did not suffer in the least. He hoped it might be a warning to other shopkeepers. He was glad that there was not the slightest suggestion of fraud, and he asked for the smallest penalty they could inflict. The Bench fined defendant 5s., costs 14s. 6d., and the Mayor hoped it might be a warning to other tradesmen in the town. The scales were ordered to be properly adjusted and returned.

**AN ITALIAN WHO OBJECTED TO SMOKING.**—At Royton Police Court, on July 21st, Stephen Accuci, an Italian, was charged with having committed a breach of the Lancashire and Yorkshire Railway by-laws. Mr. Standring, of Rochdale, represented the railway company; Mr. J. H. Chadwick, of Rochdale, appeared for the defendant.—Mr. Standring said defendant was charged with pulling the communication cord and not having sufficient and reasonable cause for doing so under the Railway Companies Act, 1868, Section 22. On June 3rd defendant and two witnesses were travelling from Manchester to Littleborough in the 11.5 p.m. train. As the train was nearing Middleton Junction Station one of the witnesses, Fred Bottoms, a restaurant proprietor, who lives in Manchester, asked the other passenger, Thomas H. Stansfield, who lives at 33, Long Street, Middleton, whether he objected to smoking, and he said he did not. He then lit a cigar, whereupon defendant said he was indisposed, and he objected to smoking. The carriage was a non-smoking compartment. On hearing what Accuci said Bottoms immediately put his cigar out. A dispute then arose as to a window being open, and defendant became excited. He said he would stop the train, which he did. The guard, Thomas R. Charlesworth, then appeared, and when he asked who had stopped the train, defendant said he had done so. The guard took the names and addresses of the three passengers and told them they would be reported.—Stansfield and Bottoms stated that defendant became excited about the smoking incident and the window and pulled the cord. This stopped the train and delayed it nine minutes.—Mr. Chadwick, for the defence, said that his client was justified in stopping the train, as the other two passengers had threatened to throw him through the window. They also used abusive language to him.—Defendant said he was returning home from Exeter on the day in question, and when he objected to smoking Bottoms took no heed of him, but continued smoking till



## TRADE NEWS AND NOTES—continued.

the guard appeared, when he put the cigar in his pocket. Because he (Accuci) objected to smoking they threatened him as had been stated, and he was frightened of them. One of them pulled off his coat and challenged him to fight for £5, and he thought it was time to raise an alarm. Two men to one was not good enough for him. When asked by the Bench whether he thought two Englishmen would throw him through the window because he was an Italian, defendant produced a London newspaper showing that a man had been thrown through the window of a railway carriage.—The magistrates retired to consider their decision. On returning, the Chairman said probably the defendant was alarmed, but sometimes when persons pulled communication cords trains were delayed, and accidents occurred resulting in loss of life. No doubt the case had been brought as a warning, but the Bench could not see their way to convict, and the charge would be dismissed. The Chairman added that it was the nature of Italians to become excited over small things.

**OPEN CONFESSION.**—George Brown (30), labourer, was indicted on July 21st, at the Central Criminal Court, for breaking and entering a shop of Messrs. A. J. Jones and Co. (Ltd.), and stealing cigars, value 34s. He pleaded not guilty. The prisoner went into the Cloak Lane Police Station, and said to the officer on duty: "I have come to give myself up for breaking a tobacco-shop window in Cheapside last Saturday morning, and pinching some cigars. I did it with a lump of concrete." It was found, as a matter of fact, that the window of a shop in Cheapside, belonging to Messrs. Jones, had been broken during the night of July 11th, and 170 cigars stolen. There was, however, no evidence against the accused, except his own statement. Prisoner now said he had been drinking heavily, and didn't know what he was doing when he made the statement. He knew nothing of the robbery. He was found guilty, and sentenced to twelve months' hard labour, previous convictions being proved.

**MANSFIELD TOBACCO MANUFACTURERS FINED.**—At the Mansfield Petty Sessions, on July 31st, George Nuttall and Thomas Hunt Collins, of the firm of Messrs. Nuttall & Collins, tobacco manufacturers, Mansfield, were charged on two informations with manufacturing tobacco, which analysis showed to contain an excess of oil, and also other tobacco, which it was alleged contained a greater excess of water than allowed by the Act. Mr. B. Hawkins, from the solicitor's department, Somerset House, prosecuted, and Mr. J. H. White defended.—After a lengthy hearing the Bench imposed a fine of £5 in the first issue and £2 10s. in the other.

**A SHANKLIN TOBACCONIST SUMMONED FOR SUNDAY TRADING.**—In 1676, in the reign of Charles II., an Act of Parliament was passed "for the better observance of the Lord's Day, commonly called Sunday." It is provided in chapter 7, section 1, of the Act "that all and every person or persons whatsoever shall on every Lord's Day apply themselves to the observation of the same by exercising themselves therein in the duties of piety and true religion publicly and privately, and that no tradesman, artificer, workman, labourer, or other person whatsoever shall do or exercise any worldly labour, business, or work of their ordinary callings upon the Lord's Day or part thereof (works of necessity and charity only excepted), and that every person being of the age of 14 years or upwards offending in the premises shall, for every offence, forfeit the sum of five shillings." Under this Act, Alexander Ford, tobacconist, High Street, Shanklin, was proceeded against at the I.W. Petty Sessions held at Newport on Saturday. The Chairman of the Bench was Admiral de Horsey.—Mr. J. Marsh represented the defendant, who did not appear.—P.S. Hawkins deposed as follows:—On Sunday last, July 27th, about two o'clock, I was on duty in Old Shanklin, where I saw the shop door of the defendant's

open. I saw four men in the shop, two of them smoking. Between 2.15 and 2.30 I saw two other men enter the shop and purchase some tobacco; I saw it paid for. At 2.30 he closed the shop. At 8 p.m. I saw another man enter and purchase cigars, light up and smoke. He closed the shop shortly after 9. I told defendant I should report him.—By Supt. Hale: I cautioned the defendant on July 16th, and he closed on the following day, but last Sunday he opened from 12.30 to 2.30, and from 6 to 9.30.—The Magistrates' Clerk (Mr. Fardell): Was any nuisance caused?—Witness: No.—The Chairman: Was the shop open the same as on week-days, or did they merely go in at the door?—Witness: The shop door was open, but the blinds were down.—The Chairman: The goods were not exposed to view?—Witness: Not from the road; you had to enter the shop to see them.—Mr. G. Baring: If a person had been a stranger, there was nothing to tell by the appearance of the shop that the sale of tobacco was going on inside?—No, sir.—By Mr. Marsh: Witness knew Mr. Ford to be a very respectable man, and conducted his business very quietly. He opened on the 27th during the same hours as a licensed victualler, but closed about 9.30. Defendant told him that his heart was very weak, and that he would be unable to appear that day, he had been so upset by being prosecuted, and had had no sleep since receiving the summons.—For the defence, Mr. Marsh asked whether the justices were satisfied that the defendant brought himself within the meaning of this antiquated statute, and that he was a tradesman "unlawfully exercising certain worldly labour, business, and work." He would ask whether the evidence showed that this tobacconist, who only had his shop door open, was doing his "worldly labour, business, or work" within the meaning of the statute. The defendant was a very respectable man, who had a very quiet little place in a very quiet little part of quiet little Shanklin (a laugh). The blinds were drawn, and as the witness had stated in reply to a very pertinent query from the Bench, that a stranger going past the shop would not know it was open. The offence itself was not a very serious one. A person asked for a cigar or a packet of cigarettes to smoke as he walked about enjoying himself, as he had a perfect right to do. The Bench were asked to put in motion an Act in the case of an offence of so trifling a nature, and he was almost astounded to find that anyone had the boldness to come and ask the Bench to interfere with a man who sold a cigar on a Sunday. That the defendant endeavoured as far as possible to conform to the law of the land which applied to licensed victuallers, they had had in evidence. He was a properly licensed person, and the excise license made no reference to any particular hours of closing. The license stated that he may "exercise and carry on the trade or business of a dealer in and seller of tobacco and snuff on the premises," from the 6th July, 1902, to 5th July, 1903. Of course he would not pretend to suggest that the Excise license was an authority for over-riding the express words of the statute, but the effect of an adverse decision would be to deprive a person of the benefit of the Excise license to the extent of one-seventh of what he had paid for. No one, so far as he was aware, was bold enough to come and tell the Court that he or she was scandalised, or shocked, or offended, or affronted, or annoyed in any way by the action in question. If the Bench could see their way to discourage prosecutions of this kind, he hoped they would do so. What they might eventually come to he really did not know. They were foreshadowed, if not with a "famine of bread and a thirst of water," with other incidentals over-hanging their unfortunate heads, and they were told to buy all their mackerel and milk before nine o'clock on Sundays. He hoped their Worships would not assist in bringing such a state of things to bear in places where they had a great many visitors in the season, and were at all times fairly well patronised by those who came to see what beauty they had for them. He asked the

Tobacconists who understand their business are never without a good stock of **Pick-Me-Up** Cigarettes.



## TRADE NEWS AND NOTES—continued.

Court to pay regard to the financial injustice which had been done the defendant, and to deal with this irritating, vexing, and unprofitable prosecution as it deserved to be.—The Chairman said: This case is brought under an old Act of Parliament of King Charles II., and it must be understood that although it is old, the law is still in force, and must be attended to. The Bench consider this a trivial case, and it is dismissed, but it is desired that the public should understand that complaints have been made of Sunday trading—and I may say especially in the town of Cowes—and it is contrary to the law, and they are liable to have proceedings taken against them if they open their shops on Sundays.—*Shanklin Gazette.*

On July 18th, A. KELLAWAY, assistant to Mr. Jacob Popp, tobacconist, High Wycombe, was fined 10s. and costs for Sunday trading on July 6th and 13th respectively.

## Hints on Advertising.

ONE of the essentials of good advertising is originality—the knack of doing things in a different way to that employed by your neighbours.

If your competitor tries to be, or really is, funny, don't attempt to equal or go ahead of him. If he can make people laugh, let him; it costs you nothing, and it is well to remember that "he laughs best who laughs last." One of the most original advertisements, and one that has been laughed at the most, and remembered best, is the "Good Morning" of the Pears' soap people. It was a bright idea, and no doubt hundreds of business men wondered why they couldn't have thought of it. Of course, the idea was taken up and worked upon by other dealers or manufacturers of soap, who could say: "Yes, I tried Pears—it is not as good as Plums'. Good Evening!"

These half imitations are always weak. It's flattery, too, to hang your own opinion of your goods, like the tail of a kite, to your neighbour's venture. If you can originate nothing striking, then try a plain statement of facts. Sometimes, to hear people tell of the ways they have wasted time and money with fraudulent advertisers and inferior goods, it would seem that the man who tells the plainest story and verifies it with his goods, is the only and original advertiser in business.

No merchant can expect to have success by advertising an article that is not as represented. This has been one of the biggest mistakes of the average advertiser. He has hoped by using a display ad. in an up-to-date newspaper or other medium, telling of a sale of merchandise which he claims to be of a certain standard, and which, as a matter of fact, is nothing near what it is represented to be, to thereby increase his business at the expense of that portion of the public he terms "easy." President Lincoln, as we all know, said: "You can fool part of the people all the time, you can fool all the people part of the time, but you cannot fool all the people all the time." This is very true, when applied to the above-mentioned class of advertising, which, to say the least, is very unsatisfactory. It makes a dissatisfied customer; it makes trade which cannot be controlled by the merchant, thus misrepresenting what he has to offer to the public; and finally, it must be classed as a dishonest business principle, and the sensible business men are learning to shun such principles. This class of advertising works out the destruction of the merchant who resorts to it. Houses backed at their origin by the best and strongest finance in the country have gone to the wall, and are now concerns of the past, because of their unfair dealings with the public; generally traced to a misrepresentation of their goods by their advertising.

The type-written letter is a great business-getter for retailers who do and for those who don't use other methods of advertising. A letter is personal, it gets close

to one, more than printed matter, because it looks like a distinct mark of attention, and people like such things. Some retailers write as few letters as possible; some even haven't business stationery. But the live, up-to-date business man will use every opportunity that presents itself, to get into closer touch with his customers by presents writing. Typewriters are cheap nowadays—a good second-hand machine doesn't cost much—and you'll find a hundred opportunities for making it earn its price.

Take, for instance, the case of a tobacconist who advertises continually in his town paper. A great many men in town know him and deal with him. A lot more know him and don't do business with him. Mr. Tobacconist thinks they ought to. Why doesn't Mr. Tobacconist make a list of such people and make known his claims to their patronage in a personal letter? It's the only way to get at some people. They may not know that he has a more complete stock or gives his customers better attention than they obtain at his competitor's store—never troubled to find out. A letter brings things to a head—it shows personal interest, and is pretty certain to bring some sort of a response.

Always remember that letters are individual things addressed to individuals, and be very careful in your utterances. Things that will go in a newspaper ad. won't always go in a letter, and there is much more opportunity to offend your prospective customers in letters than in newspaper ads. But if carefully and judiciously worked, this method of advertising will bring great rewards.—*Canadian Tobacco Journal.*

## SWITCHING A CUSTOMER.

"THE CLERK," in *The Tobacco Leaf*, thus wisely discourseth on the above subject, and his remarks should be laid to heart:—

The art of "switching" a customer is well worth studying. It isn't every dealer who can practice it successfully, and a great many try it with disastrous results to their own business. Go about it the wrong way, and you not only fail in the attempt, but you arouse the suspicion of your customers. When a customer becomes suspicious of you he loses confidence in your goods, and when he loses confidence the chances are that you will lose a customer. A few days ago I happened to be in a part of the city which was comparatively strange to me, and felt in need of a smoke. Not having a cigar about me, I stepped into an attractive-looking store and glanced at the brands displayed in the case. Seeing a cigar which I knew to be a very fair smoke, I called for one. The dealer tossed two or three on the show case, and frowned as he did so. "That's the rankest cigar on the market," he declared. "Why don't you try one of my Havana Specials?" "Thank you for the suggestion," I answered, "but I guess I'll try another store where the dealer doesn't know quite as much as you do." And I did.

No sooner do you intimate to the customer that he is being victimised than you hurt his feelings. Calling a man a fool doesn't convert him to your way of thinking. If you would influence a customer to change his brand you must handle him carefully. Your suggestions should be made with no show of self-interest, no boastfulness, and not too much anxiety to effect a sale. Don't try to force such a change. Just drop a word here and a word there—something that will set the man thinking. Let him decide for himself, or at least let him think he is deciding for himself. Don't try to "switch" a customer in one day. Take a month if necessary. Do it slowly and talk guardedly. A single word, if a little too pointed, or spoken at the wrong time, may impress the man unfavourably and spoil your plans. Try and put your customer in a train of thought which will result in his changing of his own volition. The tactful dealer can do this easily, and the results will be as desired.

*Mahomet went to the Mountain. If you want Mahomet Cigarettes go to Millhoff.*

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## From the "London Gazette."

### Receiving Orders.

LACY, FRANCIS DYSON (trading as Beynon and Stocken), cigar merchant, 10, Gracechurch Street, E.C. Date of order, July 10th, 1902.

MAINWOOD, WILLIAM JAMES, wholesale cigar merchant, 41, St. Leonards Road, Windsor. Date of order, July 25th, 1902.

MILES, ALFRED EDWARD, tobacconist, Fountain Street, Nailsworth, Gloucestershire. Date of order, July 21st, 1902.

SWAINSTON, HENRY BARCHAM, tobacconist, Bank Chambers, Laygate Lane, South Shields. Date of order, July 23rd, 1902.

HOOLEY, CHARLES, 55, Pemberton Street, Old Trafford, Manchester, and HOOLEY, ARTHUR, 130, Wellington Road, Eccles, near Manchester (trading under the style or firm of Hooley Brothers), 37, Deansgate, Manchester, tobacconists. Date of order, August 1st, 1902.

### First Meetings and Public Examinations.

EVANS, GEORGE, tobacconist, 132, Hingeston Street, Birmingham. At 174, Corporation Street, Birmingham, July 24th, 1902, at 12. Public examination at the County Court, Birmingham, August 7th, 1902, at 2 p.m.

LACY, FRANCIS DYSON (trading as Beynon & Stocken), cigar merchant, 10, Gracechurch Street, E.C. Public examination, Bankruptcy Buildings, Carey Street, W.C., August 26th, 1902, at 11 a.m.

SWAINSTON, HENRY BARCHAM, tobacconist, Bank Chambers, Laygate Lane, South Shields. Public examination, Court-house, Westgate Road, Newcastle-on-Tyne, August 14th, 1902, at 11 a.m.

MILES, ALFRED EDWARD, Fountain Street, Nailsworth, Gloucestershire. First meeting, August 16th, 1902, at 12 noon, at Official Receiver's Office, Gloucester. Public examination, October 14th, at 12 noon, at Shire Hall, Gloucester.

MAINWOOD, WILLIAM JAMES, 41, St. Leonards Road, Windsor, wholesale cigar merchant. First meeting, August 18th, 1902, at 95, Temple Chambers, Temple Avenue, E.C., at 12 noon. Public examination, August 23rd, 1902, at 11 a.m., at Town Hall, Windsor.

### Adjudications.

HOOLEY, CHARLES, and HOOLEY, ARTHUR, 55, Pemberton Street, Old Trafford, Manchester, and 130, Wellington Road, Eccles, near Manchester (trading under the style or firm of Hooley Bros.), 37, Deansgate, Manchester, tobacconists. Date of order, August 1st, 1902.

LACY, FRANCIS DYSON (trading as Beynon and Stocken), cigar, &c., merchant, 10, Gracechurch Street, E.C. Date of order, July 15th, 1902.

MILES, ALFRED EDWARD, tobacconist, Fountain Street, Nailsworth, Gloucestershire. Date of order, July 21st, 1902.

SWAINSTON, HENRY BARCHAM, tobacconist, Bank Chambers, Laygate Lane, South Shields. Date of order, July 23rd, 1902.

### Notices of Intended Dividends.

STERNE, HENRY LEO, 128, Princes Road, Liverpool, cigar importer and wine merchant. Last day for proofs, August 23rd, 1902. Trustee, Thomas Tranter, May Buildings, 51, North John Street, Liverpool.

HANNANT, EDGAR (trading as Hannant & Son), tobacconist, &c., 102, Market Road, 10, Regent Road, and 72, Howard Street, Great Yarmouth. Last day for proofs, August 7th, 1902. Trustee, H. P. Gould, Official Receiver, 8, King Street, Norwich.

NEAL, DAVID, cigar importer, &c., late 37, Lower Kennington Lane, S.E. Last day for proofs, August 6th, 1902. Trustee, G. W. Chapman, Official Receiver, Bankruptcy Buildings, Carey Street, W.C.

PARFITT, JOHN, tobacconist, &c., Bailey Street, Brynmawr, Breconshire. Last day for proofs, August 9th, 1902. Trustee, W. L. Daniel, Official Receiver, 135, High Street, Merthyr Tydfil.

### Notices of Dividends.

SOFER, SAMUEL (trading as S. Sofer & Co.), 6, Little Alie Street, Aldgate, tobacco pouch manufacturer. First and final of 9d. in the pound, payable on August 20th, 1902, at 52, Gracechurch Street, E.C.

HOWES, HARLEY LEDGER, wholesale tobacconist, &c., 57, New Cut, Blackfriars, S.E. First and final, of 12s. 6d., at Francis Nicholls, White & Co.'s, 14, Old Jewry Chambers, E.C., on August 6th, 1902, or any subsequent Monday or Wednesday, between 10 a.m. and 1 p.m.

TOOLE, WILLIAM ROCHFORD (trading as W. Moffatt and Co.), tobacconist, Grove Parade, Buxton. First and final, of 45s. 8d., at the Official Receiver's, 23, King Edward Street, Macclesfield, on July 25th, 1902.

### Notices of Release of Trustees.

BEARSON, AARON, tobacconist, 71, West Derby Road, Liverpool. Trustee, F. Gittins, Official Receiver, 35, Victoria Street, Liverpool. Date of release, July 18th, 1902.

BROWN, ELIZABETH REDGATE, late tobacconist, 99, Radford Lane, Nottingham. Trustee, T. Gourlay, Official Receiver, 4, Castle Place, Park Street, Nottingham. Date of release, July 18th, 1902.

COOPER, THOMAS, tobacconist, &c., late 8, Bridge Street, Springfields, Wolverhampton. Trustee, S. W. Page, Official Receiver, 30, Lichfield Street, Wolverhampton. Date of release, July 7th, 1902.

*Have you found  
the Mis-spelt Word?*



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



Be careful to mark your envelope—

"SPELLING BEE,"

**CIGARETTE WORLD,**

**2, ELLISON ROAD,**

**BARNES,**

**LONDON, S.W.**



RAWLEY, HENRY CHARLES, tobacconist, &c., 80, Victoria Road, 22, Bridge Street, and 2, Regent Street, Swindon. Trustee, H. Bevir, Official Receiver, 38, Regent Circus, Swindon. Date of release, July 7th, 1902.

RENNELS, JOHN WINSOR, tobacconist, late 141, Clifton Street, Cardiff. Trustee, G. David, Official Receiver, 117, St. Mary Street, Cardiff. Date of release, July 18th, 1902.

ROBERTSHAW, SMITH, tobacconist, &c., 31, Gibbet Street, Halifax. Trustee, E. E. Deane, Official Receiver, Town Hall Chambers, Halifax. Date of release, July 18th, 1902.

ROTHMAN, MARX, tobacconist, late 55, Fleet Street, E.C. Trustee, E. S. Gray, Official Receiver, Bankruptcy Buildings, Carey Street, W.C. Date of release, July 18th, 1902.

WROE, WILLIAM (trading as Parkinson & Co.), tobacconist, Brunswick Villas, Pudsey, and 51, Old Market, Bradford. Trustee, G. F. Whitworth, 15, Bridge Street, Bradford. Date of release, June 24th, 1902.

COHEN, REUBEN, 225, King's Road, Chelsea, London, tobacconist and general dealer. Trustee, Edwin Leadon Hough, Official Receiver, Bankruptcy Buildings, Carey Street, London, W.C. Date of release, July 23rd, 1902.

#### Partnerships Dissolved.

EDWARDS, THOMAS H. & CO., tobacco commission merchants, 27, Gradwell Street, Liverpool; the business will be carried on by Charles Frederick Edwards and Frank Ambrose Goodwin, under the style of Edwards, Goodwin & Co.

FLYMEN & FERRAND, tobacconists, 258, Green Street, Forest Gate, Essex.

KEMPER, CLARIDGE & CO., tobacconists, 63, Temple Row, Birmingham.

## In the Matter of—

GEORGE EVANS, 2, Vernon Buildings, Hingeston Street, Birmingham, carrying on business at 151, Hingeston Street, tobacconist and commission agent. Liabilities, £250 19s. 8d.; deficiency, £224 15s. 4d. The debtor appeared for public examination at the Birmingham Bankruptcy Court on August 7th. In answer to the Official Receiver, debtor said that up to the year 1892 he was working as a journeyman jeweller, and was possessed of about £200.—Why were you not satisfied with that? I thought I could get a bit more.—You began as a turf commission agent? Yes.—You did not bet yourself? Yes.—Will you explain what is the business of a turf commission agent? Why, having bets off people.—In what way? Well, if you were to give me a bit.—The Registrar: Mr. Sharp would not give you a bit, nor anybody else.—They do give it you, your Honour.—The Registrar: A bit is a risk or chance. They don't give you a bit; they give you money. Mr. Sharp gives you money; what is your office? Well, if that horse wins Mr. Sharp has his money. (Laughter.)—Mr. Sharp: If I write to you and I say, "Put me £50 on a certain horse in a certain race." You know me, and I don't send the money; you put that £50 on a horse for me? Yes.—Then if the horse loses you have to pay the £50 to the person who has won it? Yes.—And if I don't pay you, you lose that amount? I should have to put up with that loss.—Then suppose the horse won, you would send me— A cheque.—And what would you get for your charges? I charge 5 per cent. on winnings.—Then you don't charge anything on losings? No, sir.—The Registrar: And did you advance money to people? Lots, your Honour.—As to his business as a tobacconist, debtor said he did not use the shop for

the purpose of conducting betting transactions. In further answer to the Registrar, debtor said that he employed certain men to stand in the streets and receive paper bets, but the men did not take bets from women and children.—The Registrar: Do you mean to say that if a woman offered a paper they would refuse it? They don't take it from a woman as a rule.—Debtor also admitted that he had been fined at the police-court for betting, and so had some of his agents, in which cases he had to pay the fines.—The Registrar: Do you think it profitable to keep on paying these fines and still carry on the trade? Well, you have to keep on trying, I suppose. As to his assistants or agents, debtor said he believed them to be "honestish" men, though he believed they had been the means of bringing him into his present position. At present he was engaged in the tobacco business.—The Registrar: No betting? Well, if they give me a bet I take it.—The examination was adjourned until August 20th.

G. T. DUNCAN & CO., TOBACCO BROKERS AND IMPORTERS. MEETING OF CREDITORS.—This firm had carried on business at 9, Rangoon Street, Crutched Friars. Under the receiving order recently made against it, upon the petition of Mr. C. T. Starling, of Watling Street, the statutory first meeting of creditors was on July 11th held before Mr. E. L. Hough, Official Receiver. The Chairman reported that no statement of affairs had yet been lodged, but that the liabilities were estimated at £2,000, while the value of the assets was unascertained. The firm consisted of Messrs. George Thomas Duncan and Oliver F. M. Hueffer. From the statements made by the former it appeared that he first began business on his own account in 1884 as a tobacco broker. He came to London in 1891, and in 1892 started a similar business at 4, St. Mary Axe, with a borrowed capital of £100. Two years later he was joined in partnership by Mr. Hueffer, and they carried on business as tobacco brokers and importers at 9, Rangoon Street, under the style of G. T. Duncan & Co. Mr. Hueffer altogether introduced a capital of £7,000, and it was agreed that the partners should have equal shares in the profits of the trading. The business was extended to the importation of leaf tobacco from America, but the first year's trading proved disastrous. The trading last year was also a failure, owing to the tobacco scare, which caused the firm's bankers, who held imported stock as against advances, to ask them to reduce the overdraft. In April last the firm executed a deed of assignment of their property, but bankruptcy proceedings were instituted subsequently. The failure was attributed to the firm having to realise stock held by the bank in order to cover their advances. The meeting was adjourned until the 29th inst. to enable the debtors to submit a proposal. At the adjourned meeting held on July 29th a statement of affairs was filed, showing joint liabilities £7,189 8s. 11d., of which £4,106 1s. was expected to rank and assets estimated to produce £607 12s. In the absence of a quorum of creditors, the meeting was adjourned by the Official Receiver until August 11th. The public examination was held on July 31st, before Mr. Registrar Hope. In answer to Mr. E. L. Hough, Official Receiver, Mr. Duncan stated that Mr. Hueffer joined him in January, 1899, and subsequently put about £3,800 into the business. Since July, 1900, he and his partner had drawn £3,358 from the business. During that period a loss of £785 had been made on the trading, but that was not ascertained until recently. A proposal had been lodged for the payment of 7s. 6d. in the pound to the joint creditors, and it was hoped that the separate debts of the partners, which were of small amount, would be paid in full. The examination was concluded.

WILLIAM HENRY BAKER.—This debtor, a news-agent and tobacconist, who lives at 140, High Street, Newport, came up for public examination at the Isle of Wight Bankruptcy Court on July 11th. Gross

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liabilities, £96 1s. 5d.; expected to rank, £80 10s. 9d.; assets, £15 16s. 9d.; deficiency, £65 4s.—Debtor said he was a journeyman printer, and commenced business on the 10th October, 1901, with some money—less than £100—which he made through the sale of a business at Ryde, with which transaction Messrs. Way & Way, accountants, were mixed up, although he (debtor) did the work. There was a partnership between him and the Ways. Debtor was to have 30s. a week for managing the business, 5s. a week for an errand boy, and 5s. a week for a girl to assist in the shop. If at the end of the year there was any profit they were to divide it. Debtor handed the whole of the money to Way & Way, and they were to pay the bills. They would take as small sums as 1s. 6d. or 2s. at a time—in fact, they emptied the till. (Laughter.) They didn't do any work. He kept no account himself, but placed every confidence in them. They were in the business for about five weeks, and then left him in a hole to get out the best way he could. Debtor had lost a considerable sum by the business every week, and he further went on to give details of a cheque which Messrs. Way gave him to pay Hignett's tobacco account for £17 odd, and which was dishonoured. After a time debtor declined to let them take any more money from the business. This was in consequence of rumours he heard.—In reply to Mr. Ivens, who appeared for Messrs. Way & Way, debtor said the Ways brought no money into the business whatever. They told him they could finance it for twelve months or two years. They retired after five weeks. He didn't think that they received as much as £20. They backed bills for him to the extent of £24, and the bills were returned dishonoured. Mr. Ivens next asked debtor if he wrote a letter to the Equitable Assurance Co. (which the Ways represented) complaining of their conduct. Debtor said he should not answer the question unless ordered to do so.—The Registrar held that it was not material to the case before the Court. The case was adjourned for three weeks for further inquiry and investigation.

**SAMUEL CADBY.**—At West Bromwich County Court on July 23rd, before Mr. Registrar Watson, Harry Samuel Cadby, now residing in the Milcote Road, Smethwick, and lately carrying on business in Birmingham and Stechford as a stationer and tobacconist, came up for his public examination. The statement of affairs showed total liabilities £196 15s. 8d., the deficiency being £173 3s. 8d. The examination was closed.

**JOHN THOMAS HODSON.**—At the Burton-on-Trent Bankruptcy Court, on July 16th, before Mr. Hubbersty (the Registrar), John Thomas Hodson, tobacconist and hairdresser, High Street, Coalville, came up for public examination. Mr. J. J. Sharp appeared for the debtor, whose liabilities amounted to £129, and assets to £79. Debtor kept no books. The examination was closed.

**BEYNON & STOCKEN, CIGAR AND TOBACCO MERCHANTS.**—The debtor, Francis Dyson Lacy, carrying on business as above at 10, Gracechurch Street, filed his own petition. The statutory first meeting of creditors was held before Mr. G. W. Chapman (Official Receiver), on July 29th. No statement of affairs was filed, but it was stated that the liabilities amounted to £8,130, and that the assets were estimated to produce £1,665 gross. It appeared from the debtor's statements that he began business on his own account in March, 1899, when he purchased for £6,615, "all at," the business in which he had previously been employed. He paid £2,000 down, and agreed to pay the balance by instalments of £500 per annum. The debtor borrowed the £2,000 from his mother-in-law, who had also since lent him a further sum of £700. Moneys of his wife amounting to £1,000 had been put into the business in addition. About a year ago the debtor found that he was rather pushed for money, and endeavoured to obtain a partner with capital. On March 31st last he called upon a firm of accountants,

who informed him that he had lost £2,500 by robberies. Early in the following July a private meeting of creditors was held, and subsequently, acting on the advice of his solicitors, he filed his petition. The debtor attributed his failure to insufficient capital, and to losses in trade. Mr. Osborn (Messrs. Osborn & Osborn) attended the meeting on his behalf, and submitted no proposal to the creditors. It appeared that an adjudication in bankruptcy had been obtained. Mr. E. H. Hawkins, incorporated accountant, 3, Barbican, was nominated as the trustee to wind up the estate, with the assistance of a committee of inspection.

## Tobacco War in America.

*The Southern Tobacconist* has the following excellent article on the above subject in a recent issue:—The tobacco trade of Virginia and the Carolinas have indulged in many speculations as to what the battle between the Imperial and A. T. Company portends. In a short time we shall see and know. High prices are inevitable, and would have been so on the existing conditions, without the Imperial's buying on this side. They will need no more or no less tobacco than they would uncombined. Instead of waiting for supplies in England, they are supplying themselves here by their own agents and personal presence. Here the stock will be bought, graded, dried out, and exported with due respect to its several uses. This is exactly what the trust is doing. Every pound of tobacco made will be wanted for use. There is no surplus stock in old or new. High prices are natural; there is also a higher cost of production. There has been no increase in planting to make up for two short crops, and the result of a good crop made can't cancel the deficiency already, with a demand exceeding supply in sight.

As to the Imperial and Universal combining, the story still goes and that this is already under consideration. We can see no sound basis for any such combination at this period. We are perhaps ignorant of advantages. The combines can't buy any more or cheaper stock by combination than without; but it is said the Imperial will manufacture on this side too. It has to have its stock a long way ahead to do that and no drain on what is wanted in Great Britain. If the war there is to be in earnest, and unless the Universal has options on most of our best plants on this side, with double stock withal for itself and others, it would stand little chance to win against the A. T. Company, with its vast army of employes organised and at work in leaf and manufacturing, with its established brands.

It seems to us that the backbone of the Imperial-Universal combine talked of was broken when the latter let the opportunity to buy the great Havana Cigar Tobacco interests which the A. T. Company secured. This would have been a staunch factor in England and here. The Imperial is in good plight to fight at home and possibly to win. The A. T. Company would probably like nothing better than to see it wrecked by attempting to beat it at manufacturing on this side. We don't see or hear of the options necessary to secure great manufacturing interests to the Imperial here. The Universal apparently has nothing in this line to offer, but what is, so to say, visible, but the company has some fine executive officers, a great deal of experience, a good demand for its brands, and some stock that may be made available. Expenses might be reduced by a combine. The Universal would have to divide its trade with England in the battle; the Imperial would have to learn the ways and means of battle in manufacturing here, but stock on hand is the ammunition both must use, and that we think neither has a year in advance of requirements for a prolonged fight, and stock depends on what is in this crop. So we don't expect any new combine on this score, hardly one exceeding a limited community of interest at best.

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# BRISTOL AND THE TOBACCO TRADE.



Extract from our contemporary, *The Bristol Mercury*, the following account of the recommendation made by the Docks Committee to the Bristol City Council to undertake the building of a warehouse for the storage of tobacco, and now only add that the Council

have since decided upon this course at a cost of £100,000:—

The announcement made in the press recently of the intention of the Docks Committee to recommend the Bristol City Council to undertake the erection of warehouses at Cumberland Basin for the storage of tobacco, to be imported into Bristol direct instead of through a Liverpool agency, excited a large amount of interest in commercial circles. The scheme was freely discussed both in the Commercial Rooms and in the clubs, and on the whole the opinion was favourable to the carrying out of the undertaking, it being felt that it would be one more factor in stamping Bristol as the headquarters of the English tobacco trade.

As is well known, the registered offices of the Imperial Tobacco Company are in Bristol, and Sir William Henry Wills, the head of the great firm of Messrs. W. D. and H. O. Wills, is the chairman of the English combine. In the manufacturing tobacco trade in Bristol alone probably some 6,000 to 8,000 hands find regular employment. At Messrs. Wills's factories the employes number over 4,000, about 3,000 being girls, and Messrs. Edwards, Ringer, and Bigg and Messrs. Franklin, Davey & Co. also find work for a large number of hands. Again, as showing the important part which Bristol plays as a tobacco centre, it may be stated that last year the total amount of duty paid on tobacco in this city was £1,840,204, an increase of close upon £300,000 on the preceding year, when £1,597,525 was paid to H.M. Customs in Bristol under this head. The amount paid in 1899 was £1,397,351, and in 1898 Bristol tobacco manufacturers furnished the Chancellor of the Exchequer with £1,376,436. So that the tobacco trade is of growing importance in Bristol, and the new scheme by which the Imperial Company is still further identifying itself with the port cannot fail to be to the commercial advantage of the city.

## IMPERIAL TOBACCO COMPANY'S PLANS.

The Docks Committee in their report to the Council, which formed the basis of a discussion at a recent meeting, state that, having been informed by the Imperial Tobacco Company that they are about to make certain alterations with regard to the conduct of their business, whereby a very much larger direct import of tobacco is likely to come to the port of Bristol, necessitating much more bonded storage accommodation than now exists at this port, the Committee have satisfied themselves as to the expediency of the Corporation, as owners of the Dock Estate, providing such accommodation and carrying on the business of warehousing incidental thereto.

As a result of a lengthy conference with the Imperial Tobacco Company, the Committee learn that, on account principally of atmospheric conditions, Avonmouth is not considered a suitable place for storing tobacco, and also that on account of fire risks a position isolated from other works or timber stacking grounds, with warehouses thereon of moderate capacity, are features to which they attach the greatest importance.

The site to be selected must be one approved by H.M. Board of Customs, at a moderate distance from the Customs House and possessing convenient rail, hauling, and barge facilities, so that when goods are landed from the importing vessel, whether berthed at Avonmouth or the city docks, they can be quickly and economically conveyed into bonded store, and be re-delivered locally or despatched to inland centres.

The Committee, having considered various sites under

their control and the conditions as above desired to be secured by the Imperial Tobacco Company, have selected, with the approval of the company and the Collector of Customs, certain positions on the ground known as "the Cabbage Gardens," which, when the Ashton Bridge and various railway works authorised by the Bristol Dock Act, 1897, are completed, will, in the opinion of the Committee, meet the requirements of the company in every particular. On these sites the engineer estimates that two blocks of buildings, 300 feet by 100 feet and 200 feet by 100 feet, of six and nine floors respectively, and of the most modern type, each having a storage capacity of, say, 10,000 casks, with provision for extending the same if considered necessary hereafter, can be erected for a sum of about £90,000.

In addition there will be the cost of two jetties on the river bank, one opposite each block, which, with barge berths, rough shelter for casks landed thereon, and the requisite railway sidings, roads, and lifting appliances are estimated to cost £8,500, making the total estimated cost of the scheme from about £95,000 to £100,000.

## PROSPECTS OF PROFIT.

The Committee have carefully weighed the information given to them in respect to the storage available in existing warehouses for tobacco in Bristol, the additional space required by the company, the rates they are prepared to pay therefor, and the average yearly quantity they are likely to keep in stock; and having also in view the great value which this old-established and increasing trade is to the city, the Committee are satisfied that it is to the interest of the Corporation to provide the accommodation as above set out, and they estimate that after taking interest and sinking fund charges on the capital expenditure, ground rent, rates and taxes, and all other maintenance items into account there will be an ample margin of profit to the Dock Estate. In addition there will be the dues from the additional tonnage employed and the tobacco imported, also the increased work for the citizens by reason of the additional traffic and manufacture which cheaper methods of importation and handling may be expected to lead to, with the prospect of better freight and consequently encouragement to shipowners to put on additional liners.

On these grounds the Committee ask the Council's approval of the scheme, the cost of carrying out of which can be met in the first instance from the capital sum authorised under the Bristol Dock Act, 1901, for "General Purposes," to which capital is properly applicable.

The Imperial Tobacco Company are most anxious that the buildings should be proceeded with at once, it being in their opinion exceedingly desirable that the roofs should be on before next summer if possible, so that there may be plenty of time to dry the buildings thoroughly before the storage of tobacco is commenced therein.

Our contemporary in a later issue publishes the following as to the state of feeling in Liverpool over the proposal:—Something like a state of panic appears to have been induced in Liverpool by the announcement that the Bristol Docks Committee has inaugurated an attack upon its monopoly of tobacco imports. In a recent issue some details were given of the magnitude and importance of the tobacco manufacturing industry in Bristol as affording justification for the Docks Committee's action. The trade is an advancing one, as shown by the fact that last year nearly two millions was paid for duty to H.M. Customs in this city—to be exact, £1,840,000, which is an increase of almost £300,000 on the previous year. This increase, moreover, does not seem to have been spasmodic, but is rather the manifestation of a continuous tendency, the figure for 1898 being £1,376,436, against £1,397,357, for 1899. Our readers will remember that the Docks Com-

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mittee recommend the City Council to sanction the erection of tobacco warehouses at Cumberland Basin, the cost being estimated at something like £80,000 or £90,000.

If the project should mature—as there is ground for believing that it will—Bristol will owe a debt of gratitude to the Imperial Tobacco Company, for whose accommodation the warehouse is designed. That vast confederation of interests was the reply to Mr. Duke's invasion, signalised by the purchase of Messrs. Ogden's Liverpool factory, so that Bristol will indirectly owe its advantage to Mr. Duke, and Liverpool will owe him a corresponding grudge for the driving away, though unintentionally, of a lucrative branch of its trade. Such is the irony of events. The *Liverpool Journal of Commerce* is an organ which keeps a jealous watch over every movement affecting the status of the Mersey port, and in a recent issue it remarks that the proposal of the Bristol Docks Committee is one which concerns Liverpool in no small degree. This goes without saying when it is remembered that the Mersey Docks and Harbour Board have not long completed their huge tobacco warehouse at the Stanley Dock, an expenditure of something like £300,000 being involved. The Mersey Dock Board has always been distinguished by the long view it has taken of traffic requirements, and when it was resolved to expend £300,000 upon a warehouse for the accommodation of an article which ends in smoke, no thought was evidently entertained of an assault by Bristol upon the virtual monopoly so long enjoyed. It is stated that at the present moment some 50,000 tons of the leaf are stored in the Stanley Dock warehouse—a circumstance which testifies to the accuracy of the foresight which suggested the erection of so huge a building. Imagination reels at some of the calculations associated with the huge pile of the nicotian weed. Assuming the duty at three shillings per pound, nearly seventeen million pounds would be required for duty alone to clear it out of bond. It is obvious that if Bristol could capture even a substantial share of the tobacco importing business the prosperity of the city would be greatly enhanced. And there is no reason in the geographical or physical conditions why Bristol should not. The Imperial Tobacco Company can consign its new material to any port it likes. Doubtless, the City Council will insist upon guarantees for a sufficiently long period to cover the initial expenditure before giving its sanction to the scheme. Subject to this precaution the most hopeful view may be taken of the future. Says the *Liverpool Journal of Commerce*, with a fine assumption of indifference:—"Messrs. Wills are very extensive manufacturers, and have large stores there now; but the firm naturally comes to Liverpool to buy, for every facility is offered here. Into this port sails the shipping from all quarters of the globe, and it is but natural to suppose that whatever Bristol may do Liverpool will not suffer thereby to any considerable extent. Here the storage is perfect. The sampling is likewise conducted on the most perfect basis. At the Stanley warehouses a sample of every package of tobacco on the premises is available at any moment, and as soon as a merchant has decided what to buy, the package can be produced with the utmost despatch."

In review of this paragraph, it may be said that Messrs. Wills naturally go to Liverpool to buy because they have no opportunity of doing so in Bristol. No firm would go 170 miles or so afield for its purchases if a market existed at its doors, for re-handling and railway freightage are heavy items. The Liverpool journal evidently loses sight of the important fact, however, that Messrs. Wills are by no means the only factors in the equation, great as is the scale of their transactions. It is the Imperial Tobacco Company with which the Docks Committee has been in negotiation, the idea being to make Bristol the centre of distribution for a portion of the country. For the encouragement of the port on the Avon the fact may be recalled that Liverpool has not been able to keep her hold upon all the trades she has attracted. Barrow and Preston are making appreciable inroads upon her timber imports. A good deal of cotton now goes to

Manchester direct instead of being warehoused in Liverpool. London has annexed the tea trade. The Mersey Docks and Harbour Board erected very spacious warehouses for wool, but, as the *Liverpool Journal of Commerce* regretfully admits, the present system of issuing through bills of lading for Bradford has put them out of commission. It is really difficult to perceive the grounds upon which Liverpool can expect to continue to be the distributing centre for the raw material of an article which is manufactured at places far removed, especially when—as in the case of Bristol—some of the seats of manufacture are themselves commodious seaports, not disadvantaged by extra distance from the country of origin or by difficulties of navigation. It is impossible to predict the issue of any scheme for the diversion of traffic from a channel into which it has worn deep grooves. All that can be done is to assess the relative merits of the port which has the traffic and the one which hopes to get it, and when the struggle is begun to maintain it with ardour and perseverance. *Toujours l'audace* is a policy which has achieved some remarkable results in the face of stupendous difficulties, and in the present instance it would appear that Liverpool has absorbed the tobacco leaf traffic simply in default of opposition.

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### CIGARETTE GOWNS AND TOBACCO WHISKERS.

CIGARETTE pictures have served many and various purposes. Perhaps the tiny portraits were never put to better use than in the making of a fancy dress which, worn by a Leeds lady, captured a first prize. The pictures (some hundreds of them) appeared to be fastened together by narrow ribbons of red, white, and blue, fringes of dummy cigarettes bordering bodice, skirt, and sleeves.

More unique was the costume worn by another lady last Christmas. To the ball she went attired as Lady Nicotine. The head-dress consisted of a cigar-box, gilded and trimmed with crimson velvet; a blouse jacket of thin material was almost covered with cigar-bands of gorgeous tints; and from the waist small metal match-boxes dangled on steel chains, clinking musically with each movement of the wearer.

A very artistic get-up was a classical robe gracing the tall form of a beautiful woman at a recent fancy ball. Thousands of dummy cigarettes were pressed into service, these being so artistically arranged that the gown took upon itself the graceful rolls so much admired in ancient statuary. Cigarettes divided the coils of a handsome coiffure, cheroots formed a striking girdle for the waist, and the sandals were gilded with cigar-bands.

Gorgeous as any pantomime-dress was the one concocted by a gentleman-attendant at a fancy function. Loose-fitting knickerbockers of cotton were quite covered with sequins, medallions, stars, and fancy shapes cut from cigar-bands—a harlequin effect being the result. A wig of imitation tobacco and a large hat spiked with cigarettes made up a very unusual costume.

A man dressed in khaki testified his appreciation of a choice Havana by donning a bandoleer cleverly fashioned of imitation cigars and cheroots, the dress being well set-off by the addition. At the same entertainment another sought to avoid conventionality by appearing in a semi-savage garb of long, shaggy tobacco, his bare arms and legs being stained walnut. In this case the tobacco was real stuff, many pounds of it having been employed in covering his form.

To obtain custom a tobacconist informed the public that on a certain day his assistants would wear whiskers and moustaches of the favourite brands. The effect was not so ludicrous as many imagined. The light, straw-coloured moustaches of some of the young men were so very natural that they might have passed as real adornments, while the dark, long beard of the tobacconist himself matched his own whiskers and head to perfection. After use the tobacco was wrapped in packets and given to anyone who cared to ask for it. Not a pipeful was wasted.—*Til-Bits*.

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# THE AMERICAN INVASION.



UNDER the heading of "An Unequal Match," the *Financial Times* publishes the following article, which we may be pardoned for calling *striking*:—The first report published by Bryant & May, Ltd., after the amalgamation of that concern with the Diamond Match Company of Liverpool, has made its appearance. It is of more than ordinary interest, since it covers the whole period of eighteen months since the report issued previous to the blending of the two concerns, which event took place in July last year, but we are afraid it is not calculated to make the original shareholders in Bryant & May altogether pleased with the bargain they concluded with their American rival. It will be recalled that though nominally Bryant & May purchased the Liverpool concern, in reality the control of the former passed into the hands of the Diamond Match Company of Liverpool, which in its turn is controlled by the Diamond Match Company of America. This was apparent at the time, and if any doubt were now entertained on the subject, it must be removed by the present report, which recommends the issue of £250,000 in debentures, part of which is to be used for the purchase of pine lands in California jointly with the American Diamond Match Co. Before entering upon that question, however, it is worth while pointing out, from the evidence contained in this report, what an uncommonly good bargain the Liverpool Company made for itself when the old shareholders of Bryant & May allowed themselves to be partly bluffed and partly cajoled into coming to terms. The net profits for the period of eighteen months are set down at close upon £120,000, giving a proportion of £80,000 for twelve months. The earnings of the Bryant & May Company for the year 1900 preceding the amalgamation amounted to £64,000, but that was rather an exceptional year, and if we take the profits for the average of the three years to that date, the total would work out at £66,000. On the other hand, the balance of profit of the Diamond Match Company for the year ended 30th June, 1900, which are the most recent figures we have, was under £7,000. Taking the net earnings of the two companies for the nearest twelve-month antecedent to the union for which the details are published, the combined profit would amount to, say, £71,000, leaving £9,000 as the result either of the cessation of competition and the benefit derived from joint working, or of improved business. Under the existing agreement all that the old Bryant and May shareholders can obtain of this £80,000 is 14 per cent. on the £400,000 of preference shares in the new company for which their previous holding was exchanged. This requires £56,000. All the balance of profit, amounting to £24,000 for the year, accrues for the benefit of the preferred and deferred shares, handed over to the proprietors of the Liverpool Match Company, who, taking their previous earnings on the basis of the year ended June, 1900, derive a benefit of £17,000 for a year, or over £25,000 for the eighteen months, as the result of the amalgamation. It is true it was stated at the Bryant and May meeting last year that the profit of the Diamond Match Company for the year ended June, 1901, was £20,000, but we have no figures to verify the statement, and whether the total represented profit on the same basis as the Bryant & May profit—that is, after allowing for interest charges and general disbursements—is very doubtful. Even if this were so the gain to the Liverpool Company would still be £4,000 a year. In any case we know that the Diamond Match Company had distributed no dividend on its ordinary shares prior to the amalga-

tion, and that in June, 1900, it was indebted to the American Company to the extent of £21,000, to its bankers for £11,300, and had a debit balance of £4,400 on account of preliminary expenses. Now the deferred shares, for which its ordinary were exchanged share for share, receive a dividend at the rate of 3 per cent., and a sum of £12,400 is carried forward. This delightful change has, in all probability, been wrought by the complaisance of the old shareholders of Bryant & May. As a further commentary, we may note that the preferred shares of Bryant & May are now quoted at about 12½, whereas the old ordinary for which they were exchanged stood at 14 just before the amalgamation last year, and had been quoted a short time before at 15½, while in 1898 a figure of over 20 was reached.

It is of no use crying over spilt milk, and the shareholders might have been content to reconcile themselves to these sacrifices in exchange for their secure 14 per cent., which was assured to them by their rank as holding the first security of the joint concerns. Unfortunately this priority of position is now threatened by the proposal contained in the present report to create £250,000 of debentures. That is a new experience for the Bryant and May old shareholders. Formerly they had no prior charge of any kind in front of them, and had besides the control of £160,000, representing a reserve fund invested outside the business. Now they are asked to create a prior debenture charge, which, if issued at 4 per cent., would represent £10,000 a year, ahead of them. And, what is more, they will probably be obliged to acquiesce. Under the terms of the amalgamation they certainly have a right to vote, though only when their interests are directly affected, as would appear to be the case in this instance. They have, however, only five votes per £5 share, which gives a voting power of 400,000 to the old Bryant & May shareholders. This is exactly balanced by the 400,000 deferred shares of £1, which have one vote apiece, and the balance in favour of what may be called the American party is assured by the 16,000 new preference representing a voting power of 80,000, which were given to the preference holders in the Liverpool Diamond Match Company. The American party, it will be observed, were very careful to retain the control in their own hands, and the consequence is that the Bryant and May Company may be drawn into all sorts of ventures by the American Diamond Match Company, such as in this instance the purchase of pine lands in California. It is possible, of course, that this speculation may turn out successfully, but if so it will benefit the deferred shareholders alone and not at all the preferred, whose interest cannot exceed 14 per cent. per annum. On the other hand, though the preferred cannot share in the profit, they do share most decidedly in the risk, seeing that it means putting a permanent charge in front of them. It is true the report states that the sum to be at present issued in debentures will not exceed £100,000, but the fact remains that the Directors are seeking to create a quarter of a million, and there is no guarantee that the whole amount will not shortly be issued. Indeed, if the Bryant & May Company is to be forced to go into speculations with the American Match Company, the probabilities are that a quarter of a million will not last very long. There was some talk a few months back of an ambitious scheme for securing the match monopoly of all the available European markets. But if the monopoly of the whole world were obtained it would scarcely benefit the Bryant & May preference shareholders, and the possibility of being embarked in such grandiose schemes



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is enough to cause them uneasiness. However, it is difficult to see how they can help themselves. The dwarf has linked his fortunes for good or ill with those of the giant, and must go through the world with him. Meanwhile the preference shareholders must resign themselves with the best grace they can to receiving a full share of any kicks that may be going without securing any larger distribution of halfpence than at present falls to their lot.

## Slaves of the Weed.

An indigenous weed, which grows in wild profusion in the tropics, "gunga" is usually to be found in patches; and when ripe it is often gathered by the lower classes, dried like tobacco, and smoked. The weed is even cultivated by those who are addicted to its use (says a writer in *Chambers' Journal*), and they grow it without any fear of interference, for very few of the West Indian colonies have a law against the habit.

The smoking of the weed exercises a malign influence on its devotees, who, unfortunately, are very much on the increase in the West Indies. When a man wishes to commit some deed from which his better nature would shrink, he smokes "gunga" to harden himself, and to arm his soul in the darkest passions of human nature; or he may use it to stimulate him for the performance of a task requiring, he thinks, superhuman physical or mental strength. It really causes insensibility to fatigue, but it weakens the brain. The habit also induces unnatural ferocity, which amounts to temporary insanity of the worst kind, and inevitably brings about complete demoralisation. This was amply proved by the Indian Mutiny of 1857. The mutineers were much addicted to the smoking of "bhang," which is practically the same as "gunga"—also spelt "ganja"—a preparation of Indian hemp. The Malays also smoke "bhang."

Some time ago the question of "gunga" smoking was discussed in Jamaica. It was said that the habit had been introduced by and was confined to the East Indian coolie immigrants, of whom there are large numbers in the colony; but inquiries elicited the fact that the practice was also prevalent amongst the creoles. The coolie immigrants, it was further discovered, only revived, strengthened, and encouraged the habit. The aborigines of the West Indies—the Arawaks and Caribs—were devoted to the use of "gunga," as were certain African tribes; thus it may be concluded that the objectionable habit, which had smouldered so long, was only fanned into activity on the arrival of the East Indians.

The weed is smoked in a peculiarly-shaped pipe. Its devotees invariably congregate in an insanitary mud hut or under a spreading tree in the bush, and pass the pipe from mouth to mouth. This savours very much of the opium-den; and, as the evil habit of smoking "gunga" extends more rapidly than the opium habit, the West Indian colonies certainly have cause for alarm in the knowledge that, unless some stringent measures are adopted for its suppression, this terrible habit may spread widely amongst the lower classes. Preventive measures should first of all be applied to the East Indian immigrants, as more than half of the evil would thus be stamped out. I would emphasise this by stating that a large majority of the crimes committed by East Indians are due to the temporary insanity caused by smoking "gunga." If space permitted I might tell of the underlying incentives of a large number of the almost forgotten criminal offences committed by coolies.

When the coolie smokes "gunga" it affects him in much the same way as alcohol affects the North American Indian; he is no longer responsible for his actions; he develops an inclination for ill-treating those whom he loves

best, and will even indulge in a crime notoriously popular amongst coolies—chopping at the arms of his wife. On one of the many banana properties of Jamaica the overseer was riding through the banana "pieces" one morning when a pretty coolie woman rushed out and extended her arms to him, with a scream for protection. Immediately behind her followed a "gunga"-intoxicated Hindu, with blazing eyes, a Cuban machette glittering in his hand. The moment the latter saw the overseer he darted back into the shadows of the banana "piece," and the woman clung, sobbing, to the astonished witness of the scene. The overseer soon comprehended the occurrence. During the night he had heard the "gunga" maniac screaming, and fully expected that "So-and-so would break out," which is an everyday remark amongst planters who have indentured coolies on their estates. For several days the overseer and bookkeeper, riding about the property, one with a gun and the other with a revolver, occasionally saw the distressing sight of a woman flying before an infuriated slave of the "gunga" weed. Fortunately the coolie has a wholesome respect for firearms, even if they are not loaded, and nothing happened. Peace was at length restored. The man, now perfectly clear-headed, came to the planter's house and begged pardon in "pidgin" English. This is only one instance; there are others, veritable "hair-raisers," which almost any overseer can tell; but the foregoing will convince those who are not on the spot to see for themselves how serious is the "gunga" smoking habit.

## DOMESTIC TRAGEDY.

No clouds swept o'er the summer sky  
Of Mrs. Jones's married life;  
Her husband said no word away,  
And she was quite a model wife.  
He caught the morning 'bus at nine,  
Of City men a perfect type,  
Returned at half-past six to dine,  
And stayed at home, and smoked his pipe.  
A meerschaum pipe was pa's delight.  
He'd coloured it a lovely brown,  
And 'ere he laid it by at night  
He breathed on it, and rubbed it down.  
Alas! they had a son and heir,  
A boy for mischief always ripe;  
One day when mother was not there  
He got at father's meerschaum pipe.  
He'd soap and water in a cup,  
In this he dipped his father's pride,  
And gaily blew the bubbles up,  
Then put the pipe away undried.  
That night, when pa his pet beheld,  
Care seized his heart with cruel gripe,  
And dancing madly round, he yelled,  
"Great Scot! Who's had my meerschaum pipe?"  
He gazed upon his ruined joy,  
He saw its colour blotched and blurred,  
Then went upstairs to where his boy  
Was fast asleep. Without a word  
He dragged him out, and with a cane  
Inflicted many a scarlet stripe,  
Then cried, "My son, you'll ne'er again  
Blow bubbles with my meerschaum pipe."  
For days that only child sat down  
Upon a chair's extremest rim;  
For days his father wore a frown,  
And mother's eyes with tears were dim.  
The years will pass, but from their hearts  
Naught e'er that painful scene will wipe,  
Nor will, though time some balm imparts,  
Pa cease to mourn his meerschaum pipe.—*Referre.*



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# The Early History of the Weed in Virginia.



NOTHING about the New World seems to have made a deeper impression on the minds of the early voyagers than did the habit of smoking tobacco that prevailed throughout the Western Hemisphere. The adventurer adopted it at once, and, doubtless, it gave untold delight to each returned explorer to flaunt his strange, outlandish comforter before the gaze of his less accomplished countrymen. The pipe and pouch of tightly-twisted tobacco leaves suggested lands whose names were barely known, and dangers fully equaling, if they did not surpass, those braved by heroes in the minstrels' songs. The shallop shell and palm branch that had marked the pilgrims from the Holy Land had been regarded with no greater wonder and respect than were the implements from unknown lands beyond the seas.

The odour of sanctity with which the staff and shell of palmers were invested was not conspicuous as an attribute of the users of tobacco, and it is likely that piety was not a characteristic of many of the early devotees. It was due to Sir Walter Raleigh that the upper classes began to use tobacco, though its use had spread quite widely among the lower ranks of life, and at first smoking was practised in strict privacy. Raleigh had a house in Islington that he devoted to this purpose. His coat of arms was blazoned on the side that faced the street, and above the blazon was carved a large tobacco plant. In this house Sir Walter entertained his guests with pipes, tall mugs of ale, and nutmegs. The clay pipes, fitted with long stems of reed, were laid out on a table, and as each guest arrived he selected a pipe and filled it from the famous tobacco-box that was set forth on such occasions. It was a cylinder of gilt leather, seven inches in diameter and thirteen inches long, in which was a glass receiver capable of holding about a pound of the tobacco. The case was secured by a collar, and was pierced by holes through which the pipes were pushed to be filled. Among the traditions of the time is one that says that the Queen besought Sir Walter to allow her to try the new luxury. She took a few whiffs from a pipe and was smitten with deathly nausea, on which some of Sir Walter's enemies whispered that the Queen had been poisoned. The Queen soon recovered, and then caused the Countess of Nottingham and her other ladies of honour to smoke a whole pipeful among them.

The death of the Queen in 1603 brought to the throne "the wisest fool in Christendom." King James was vain of his literary abilities, and had seen in Raleigh a rival that aroused his jealousy and spite. Tobacco was peculiarly associated with this rival's name, and by attacking it a blow would fall upon its patron. The famous pamphlet "A Counterblast to Tobacco" abounds with expressions of this hatred, but aside from such passages, it is a puerile, uninteresting production, utterly unworthy the attention it has received. The King remained a bitter foe to tobacco throughout his life, although he attempted to draw what he called a "prerogative" revenue from it, in defiance of English law, an act for which he was rebuked by Parliament. He tried to stop the use of the "pernicious weed," as he called it, among the students at the Universities, and in 1607 he sent a letter to the authorities of St. Mary's College, Cambridge, in which he rigidly forbade smoking, but no results seem to have followed it.

By 1621 the consumption in England was estimated to have amounted to a thousand pounds a day, and the duty imposed on it was one of the main sources of national income. The houses where tobacco was sold and smoked were numbered by thousands in London alone, and in 1620 the "Society of Tobacco-pipe Makers of London" was chartered. It was given a coat of arms bearing a

tobacco plant in full blossom on the shield. It is not strange that a plant that had become of such importance in the mother country should be all potent in the colony from which it came, and it is not surprising that the whole colonial organisation was based on the production of the "weed."

The systematic cultivation of tobacco in Virginia must have begun very early, though the exact date cannot be determined. In 1616 Sir George Yeardley, then the Deputy Governor, directed the attention of the colonists to tobacco as the most valuable production of the soil, and four years later the amount exported had risen to twenty thousand pounds. The money value of the crop was so great, and it was so readily disposed of, that the planters were prone to neglect everything else. It was to the colonists what gold mining was to the early settlers in California, when tradesmen left their shops and sailors deserted their vessels to join with "all sorts and conditions of men" in the mad rush to the diggings. In the instructions given Governor Wyatt in 1621 he was charged "to put prentices to trades, and not let them forsake their trades for planting tobacco, or any such useless commodity," and he was further told that "as to raising staple commodities, the chief officers ought to set examples and to aim at the establishment of the colony." The experience of the first few years, when famine had threatened the very existence of the colony, taught wisdom, and among the earliest acts of the Assembly was one establishing "in every parish a public granary unto which there should be contributed for every planter exceeding the age of 18 years alive at the crop after he hath been here a year, a bushell of corne, the which shall be disposed for the publique uses of every parish by the major part of the freemen, the remainder yearly to be taken out by the owners at St. Tho's his day and the new bushell to be putt in the roome." It was also ordered that every man should plant and till sufficient corn for the needs of his own family, and in every parish three men were appointed as inspectors, who were sworn to see that this was done. In case anyone neglected to make provision, the inspectors were to report the offender to the Governor and council for "centure."

As it was the main dependence of the colonists and the most valuable product of their soil, tobacco became the measure of value and was used as currency. Instructions issued by the King and dated November 29th, 1606, directed the colonists to conduct their traffic for five years "in one stocke, or divideably, but in two or three stockes at the most," and provided for the erection of public magazines with suitable clerical forces. Each planter deposited his crop in one of these magazines, and received a share of the profits proportionate to the amount of his contribution. The short-sighted policy of killing the goose that lays golden eggs, seems to have been as attractive then as ever, and some of the colonists sought to enrich themselves by fraudulent practices that would have ruined the whole trade in a short time. Few of the European buyers were skilful judges of tobacco, and implicit reliance was put in the representations of the sellers. Under such circumstances, a single dishonest dealer can easily destroy the work and reputation of many upright men, and win for them an ill repute that clings to them forever. A trade that depends as largely on the individual taste of the customer as does that in tobacco is peculiarly liable to such abuse, and modern instances are well known.

To prevent such a catastrophe, instructions were sent to the Governor, Sir Francis Wyatt, under date of July 24th, 1621, in which he was told to "make small quantity of tobacco, but that very good," an injunction that

There's many a slip 'twixt cup and lip. When slipping try a PICK-ME-UP.

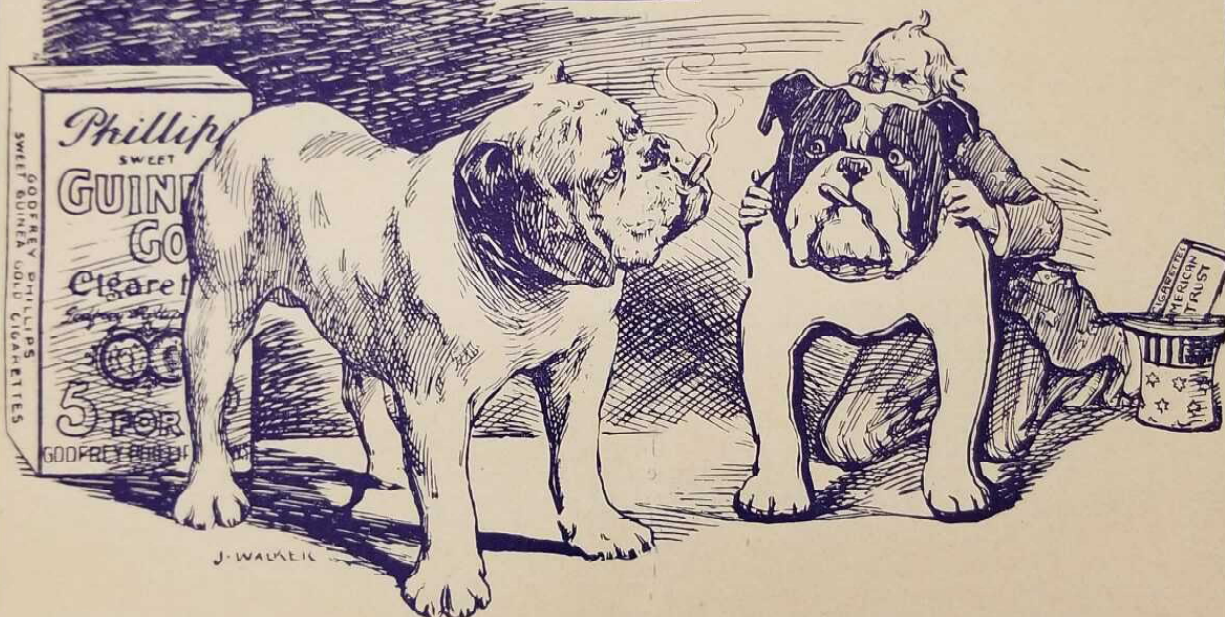


"WAKE UP, ENGLAND!"

The Prince of Wales  
at the Guildhall.

The Real English Bulldog,

**NOT THE SHAM**



J. WALKER

**5 A 1<sup>d.</sup>**

The Real Godfrey Phillips'  
**GUINEA GOLDS,**

Not the Foreign Imitations.



appears to have been given more easily than enforced. The General Assembly that met at Jamestown on March 24th, 1629, passed an act declaring that neglect of the tobacco "in the curing hath caused the same to bee of base price and small esteeme to the discredit and disadvantage of the whole colony in generall, for the preventing and avoyding thereof it is thought fitt and accordingly ordered: That noe person whatsoever shall plant or tende above two thousand plants of tobaccoe for every heade within his family, including woemen and children. And to the intent that noe tobaccoe of bad condition may be transported out of this country. It is further ordered, That if any man hereafter shall make any bad or ill conditioned tobaccoe and offer to pay away the same to any person or persons, cyther for debts, merchandize, or any other commodities, it shall be lawfull for the commander of every plantation with two or three discrete men of the said plantation upon view thereof to burne the same. And the partie that shall be found delinquent in any partice of this order shall bee hereby barred from planting any tobaccoe until hee bee readmitted by a General Assembly."

In 1631 the planters were still more rigidly restricted, for not only were they not permitted to raise more than two thousand plants per capita, but it was made unlawful to grow more than fourteen leaves or to gather more than nine leaves from each plant. For violating this law, servants were to be punished by being whipped, and the "mayster" was to be bound over "unto the next quarter court at James City, to be centured by the Governor and Counsell." It was also ordered that "all tobacco shall be taken downe before the end of November, or else not to be adjudged or accounted marchantable."

The colonial laws endeavoured to leave no opening by which a dishonest planter might defraud the Commonwealth. Not content with restricting the number of plants to be grown, and the number of leaves to be gathered from a plant, the Assembly enacted still more rigorous laws in February, 1633. It was then determined that "for the better upholding the price of this commodity and that they may follow workes of better consequence,

there shall be appoynted five stores hereafter specified unto which the planters shall be obliged to bringe in all their tobaccos before the last day of December, and in the same stores to be repacked, viewed, and tried by sworne men appoynted for that purpose, who shall be one at least of the counsell whose dwellinge is nearest to that place; to whom . . . shall be joynd assistants who shall once a weeke or oftener yf neede require take vewe of such tobaccos as is brought in, cause all the badd and ill conditioned tobaccos instantlie to be burnt and the planters thereof to be disabled further from plantinge any more of that commodity of tobacco." When it had been approved by the inspectors, the tobacco was received and stored until exported, and the planter received a certificate of the amount of his deposit. In this way the storehouses took the place of banks, were payable in tobacco, unless otherwise specified, the inspectors filled places of great responsibility. They were the tellers and cashiers of the day, and were, in a way, the assayers of the mint as well.

With such a currency it was very difficult to maintain a fixed value, as the fiat of the colonial government proved inefficient. The authorities required all goods imported from abroad to be landed at Jamestown, "exceptinge such beddinge and wearing apparell as belongs to passengers," and "all contracts, bargaines and exchanges in tobacco for any part of the sayd goods shall be there only made and done, with the privitie of such store keepers as shall be appoynted at James City, uppon penaltie of the forfeiture of the sayd goods and tobacco, both for the buyer and the seller, which shall be elsewhere or otherwise bought or sould. And no person or persons sellinge or indirectlie take any goods for the same under the rate of sixpence per pound for every pound of tobacco, which he or they shall see barter or sell, as the goods first cost in

England *bona fide* uppon penaltie of the sayd offence, to forfeit the sayd tobacco see bartered or sould, the one halfe of which forfeiture shall be to the informer, the one other halfe to publique uses, and shall also suffer such other punishment as shall be thought fitt by the Governor and Counsell." The price seems to have been unsatisfactory, and in August, 1633, it was raised to ninepence, and the laws against private traffic were made more stringent.

At this time the trade in tobacco was a monopoly to a degree that has been equalled by few articles in the whole of commercial history. Not only was Virginia almost alone in its systematic civilisation, but the maritime laws prevented any but English colonies from trading with England, and so excluded any Spanish competition. It seems that if a human decree can fix the price of any commodity whatever, it might have done so with that tobacco, but laws of Nature proved as obdurate to the acts of the colonial Assembly as to acts of Congress in our day. The price of any article is the measure of its value, and the value depends on the relation between the demand for it and the extent to which it can be supplied. When the relation is fixed, the price is fixed, and under no other circumstances. As the demand could not be affected, the colonists attempted to reduce the supply, and on the 6th of January, 1639, under Sir Francis Wyatt as Governor, the Assembly enacted the law that follows:—

"TOBACCO by reason of excessive quantities made beinge soe low that the planters could not subsist by it or be inabled to raise more staple commodities or pay their debts. Enacted, that the tobacco of that year be viewed by sworn viewers and the rotten and unmerchantable and half the good to be burned. So the whole quantitie made would come to 1,500,000 without stripping and smoothing; and next two years 170 pounds tobacco per poll stript and smoothed was to be made which would make in the whole about 1,300,000 pounds, and all creditors were to take 40 pounds for a hundred."

It was ordered that tobacco made in 1640 was not to be sold for less than twelve pence per pound, and that the next year's crop was to be held at two shillings, under penalty of forfeiting the whole crop. Such enactments might be thought oppressive and "in restraint of trade," but the planters perceived the wide difference that lies between a combination to raise the price of what is to be sold and one that affects the price of what is to be bought. —*Richmond Times* (U.S.A.).

A CIGAR IN A CHEESE.—There was an extraordinary occurrence recently in a cheesemonger's shop in the Avenue Parmentier, Paris. One of the tradesman's customers, who had invited five friends to dinner, had purchased a large cheese, and when it was cut into the stump of a half-smoked cigar was found in the middle. The host and his guests marched round in a body to the cheesemonger to demand an explanation and the return of the money or the substitution of another cheese, but the tradesman refused all three propositions, and even suggested that they ought to be satisfied, as they had not only the cheese but half a cigar as well. One of the guests then threatened to report the cheesemonger for selling tobacco without permission. High words followed, and at length the customer picked up the offending cheese and hurled it with correct aim at the dealer's head. A regular battle ensued. The shopkeeper was backed up by his wife and three assistants, and the customer by his friends. The counter was piled with cheeses of various kinds, and these were converted at once into missiles, while the butter also came in handy. The uproar attracted the attention of a policeman, who arrived just as a large Dutch cheese crashed through the window and caught him on the chest. When the officer had recovered his breath he separated the combatants and took them to the police-station, where they were discharged with a caution.—*Pearson's Weekly*.

**Quo Vadis? To Millhoff's to order Pick-Me-Up Cigarettes.**





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**Regalia Britannica**

**Princessas**

*In 100's and  
50's.*

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**NOTTINGHAM.**



### LOLLY-POPPS.

The *Daily Express* has the following with reference to the Sunday trading prosecutions at High Wycombe:—

"Mr. Jacob Popp is a tobacconist and purveyor of lolly-pops and ginger-pop at High Wycombe. He is also the local champion of free Sundays, and when not engaged in his shop may be found on the Continent as a Cook's tourist agent.

Early in the year, owing to the alleged nuisance created by Sunday trading at the Popp's shop, complaints were made to the police, and regularly since that, Mr. Popp has been fined under the musty Act of Charles II. every fortnight. He has paid nearly £30 in this way. All the other traders shut on the Sabbath, and Mr. Popp does such good business that his fortnightly fine—10s. and costs maximum—has ceased to worry him.

The Mayor (Mr. Walter Birch) is so disgusted with the attitude of his colleagues that he refuses to sit on the bench when Mr. Popp is before them.

Recently, Mr. Radley, a local bootmaker, arranged a smoking concert to be held at the "hall of science" over the shop of Mr. Everest, a fried-fish vendor, at which Mr. Popp was to be presented with a silver casket and a purse of sovereigns as a tribute to his attitude. It is said, however, that Mr. Everest was threatened with objections to the extension of his fish licence, so the concert was postponed. Mr. Radley then boldly asked the Mayor for the use of the Town Hall, and the Mayor has advised him to apply for it 'for the purpose of a social evening.' After the presentation the company will march to the Town Square and hold an indignation meeting as a protest against the action of the police. Already nearly 400 tickets have been sold, and practically the whole town will back up Mr. Popp and his supporters.

In all probability a petition will be drawn up and extensively signed for presentation to the Home Secretary.

It is stated that Mr. Popp has been promised peace on condition that he agreed to shut between the hours of twelve and six on Sunday, but he declines to compromise.

### SMOKING IN FIERY MINES.

UNDER the above heading *The Globe* comments upon the absurd leniency with which this offence is generally visited. Smoking is all very well in its place, but the criminal selfishness and carelessness of men who indulge it at such a terrible risk to life should be severely dealt with. We entirely concur in the remarks of our contemporary quoted below:—"Except, perhaps, in the mining districts, there will be hardly any demur to the proposition that a term of imprisonment should invariably be the penalty for any wilful endangering of human life in fiery mines by violation of rules. It might be thought, indeed, that this severity of punishment would be particularly approved by pitowners and pitmen, they being more closely interested in the matter than other people. The former have their property at stake, the latter their own lives, and one might expect them, consequently, to unite in all possible endeavours to suppress the evil. So far from that being the case, their inclinations run in precisely the contrary direction. Pit-owners on the Bench almost invariably pass absurdly lenient sentences in such cases, being apparently afraid of incurring unpopularity by substituting imprisonment for fines. Miners, on their part, exhibit equal tenderness towards those who bring their lives into jeopardy. At Chesterfield, the other day, five reckless pitmen got off with trifling fines for conveying pipes and matches below ground in a pit notorious for its inflammable dust and

gases, and although the Bench delivered an excellent discourse on the gravity of the offence, it is but too likely to be repeated at an early date. As little do we question that imprisonment with hard labour would very quickly free coal-getting from one of its chief dangers."

### MOULD ON CIGARS.

PROFESSOR RODNEY H. TRUE, of the United States Department of Agriculture, reports the result of his investigation of the above matter as follows:—

At the request of a large cigar manufacturer the Office of Vegetable Pathological and Physiological Investigations, in co-operation with the Bureau of Soils, undertook a study of this trouble in its laboratories during the past winter. The outcome of such studies has indicated a probable source of the difficulty, and has led to the suggestion of a possible remedy. In the hope that these laboratory studies may be supplemented by adequate factory tests, it has seemed best to place the results thus far obtained in the hands of manufacturers. The request is most earnestly made that the results of such tests be communicated to this office, in order that the adequacy of the proposed remedy may be known.

Laboratory studies have indicated that the paste most frequently used in the manufacture of cigars, namely, tragacanth paste, is an excellent medium for the growth of many moulds. Studies of tragacanth paste from cigar factories and from pharmacies have shown that all samples were well infected with the spores of moulds, and in all cases, when proper conditions of moisture were supplied, the paste quickly produced a heavy crop of moulds. Among the moulds appearing on the paste were present, almost without exception, those which were identified as the cause of the moulding of cigars. Attempts to cultivate these moulds on wrapper leaf gave negative results, except when the leaf was covered with a thin coating of paste. This, and much more evidence which cannot be touched upon in this memorandum, seem to indicate that the source of the trouble lies in the paste used in fastening the wrapper. Laboratory experiments here have shown that when, instead of water, the paste was made up with a saturated solution of boracic acid, the moulds were unable to grow on this paste, and it is suggested that in factories troubled in this way a test lot of cigars be made in which such paste shall be used. Boracic acid is soluble in water in the ratio of one ounce of acid to twenty-five ounces of water. Since the acid is cheap and readily obtainable, it is suggested that only the best quality be used. To saturate the solution it is advisable to bring the water into which the boracic acid has been stirred to the boiling point, and then allow the solution to cool down. There should remain after cooling a slight sediment of boracic acid in the bottom of the container. This solution, used instead of water in mixing up the paste will, it is hoped, under factory conditions as well as in the laboratory, suppress these injurious organisms. Concerning the effect of the boracic acid on the smoker and on employees who work with it, it may be stated that no alarm need be felt. The acid has no odour, is practically tasteless, and can in no way exert any deleterious action.

It is hoped that those firms having trouble with cigar moulds will thoroughly test this suggested remedy, and advise this office in case of either success or failure, indicating fully the manner of carrying out the experiment and its extent, conditions of weather and moisture of the air prevailing at the time. It will be very expedient, in addition to the use of this substance, to observe all possible precautions in the matter of cleanliness of apparatus used, table surfaces, and persons of employees.

**PICK-ME-UP Cigarettes.** The most profitable and quick-selling line for your shop.



MAT. TEL. N<sup>o</sup> 539.

TELEGRAMS VALERIO LEICESTER



# GEMSBOCK CHOICE CIGARS



TARANDOS 50x25



WHOLESALE OF

# GOODMAN & HARRIS

LEICESTER





# NEW BRANDS

The following appeared in the *Trade Marks Journal* for July 16th, 1902:—

**244,875.** Tobacco, manufactured or unmanufactured. M. Pezaro & Son, 259, Cambridge Road, Bethnal Green, London, E.; cigar manufacturers. March 14th, 1902. "The essential particular of the trade mark is the device, and we disclaim any right to the exclusive use of the added matter."

**Pendant.**—245,439. Tobacco, whether manufactured or unmanufactured. John Gulland & Son, 19, Burns Street, Bolton; tobacco and cigar merchants. April 9th, 1902.

**Sun Mist.**—245,080. Tobacco, whether manufactured or unmanufactured. William Edward Kingdon, trading as Kingdon & Son, 8 and 15, High Street, Sheffield, Yorkshire; tobacconist. March 21st, 1902. By consent.

**Kit.**—246,031. Manufactured tobacco. The Imperial Tobacco Company (of Great Britain and Ireland), Limited, registered office, East Street, Bedminster, Bristol; tobacco manufacturers. May 3rd, 1902.

**Kajo.**—246,433. Manufactured and unmanufactured tobacco. Oakes Brothers & Co., 46, New Broad Street, London, E.C.; merchants. May 22nd, 1902.

**Cobra.**—246,441. Tobacco, whether manufactured or unmanufactured. Gallaher, Limited, 132 to 142, York Street, Belfast, and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. May 23rd, 1902.

**Black Wing.**—246,510. Tobacco, whether manufactured or unmanufactured. Gallaher, Limited, 132 to 142, York Street, Belfast, and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. May 27th, 1902.

**Lucky Plate.**—246,517. Tobacco, whether manufactured or unmanufactured. Gallaher, Limited, 132 to 142, York Street, Belfast; and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. May 27th, 1902.

**Motor.**—246,620. Manufactured tobacco. The Imperial Tobacco Company (of Great Britain and Ireland), Limited, registered office, East Street, Bedminster, Bristol; tobacco manufacturers. May 31st, 1902.

**Herodotus.**—246,682. Tobacco, cigars, cigarettes, and snuff. Julius Kaufmann and Theodor Kaufmann, trading as E. Kaufmann, 5 and 6, Paternoster Square, London, E.C.; merchants. June 2nd, 1902.

**La Consorta.**—246,606. Tobaccos, cigars, cigarettes, and snuff. Tyler & Co., 8, Castle Gate, Nottingham; cigar manufacturers. May 29th, 1902.

**Centre Forward.**—246,854. Manufactured and unmanufactured tobacco. Tyler & Co., 8, Castle Gate, Nottingham, and 2, Bank Street, Sheffield; manufacturers. June 10th, 1902.

**Equibara.**—246,881. Tobacco, whether manufactured or unmanufactured. B. & J. Pinto, 24, Castle Street, Falcon Square, London, E.C.; cigar importers. June 12th, 1902.

**Turret.**—244,788. Manufactured tobaccos, mild, medium, and full. Ogden's, Limited, Boundary Lane, Liverpool; tobacco and snuff manufacturers. March 10th, 1902. By consent. "The essential particulars of the trade mark are the following:—The device and the word 'Turret,' and the applicants disclaim any right to the exclusive use of the added matter, except in so far as it consists of their own name."

**Historia.**—246,640. Tobacco, manufactured or unmanufactured. M. Pizaro & Son, 259, Cambridge Road, Bethnal Green, London, E.; cigar manufacturers. May 31st, 1902.

**La Gorra.**—246,209. Tobacco, whether manufactured or unmanufactured. E. Gabarrot & Co. Ltd., 7, Union Court, Old Broad Street, London, E.C.; cigar manufacturers. May 10th, 1902.

**Javelin.**—246,621. Manufactured tobacco. The Imperial Tobacco Company (of Great Britain and Ireland), Ltd., registered office, East Street, Bedminster, Bristol; tobacco manufacturers. May 31st, 1902.

**Minster Brand.**—246,734. Cigars, tobacco, and cigarettes. Henry Wright, 2, Church Street, and 53, Walmgate, York; cigar and tobacco merchant. June 5th, 1902. "The essential particular of the Trade Mark is the device, and the applicant disclaims any right to the exclusive use of the added matter, except in so far as it consists of his own name and addresses."

**Sycc.**—247,304. Manufactured tobacco. Cope Bros. and Co. Ltd., 10, Lord Nelson Street, Liverpool, and 89, Great Eastern Street, London, E.C.; tobacco manufacturers. July 2nd, 1902.

The following appeared in the *Trade Marks Journal* for July 30th, 1902:—

**Dulcinea.**—245,741. Tobacco, cigars, and cigarettes. Alberge & Bromet, 24, 25, and 26, Featherstone Street, City Road, London; cigar and cigarette manufacturers. April 22nd, 1902. By consent.

**Historia.**—246,640. Tobacco, manufactured or unmanufactured. M. Pezaro & Son, 259, Cambridge Road, Bethnal Green, London, E.; cigar manufacturers. May 31st, 1902.

**Yellow Aster** (label bearing device of an aster).—246,750. Manufactured tobacco. Hignett Bros. & Co. Ltd., 66, Whitechapel, Liverpool; tobacco manufacturers. June 5th, 1902. "The essential particulars of the Trade Mark are the combination of devices and the words 'Yellow Aster,' and the applicants disclaim any right to the exclusive use of the added matter, except in so far as it consists of their own name."

**Clodah.**—247,106. Tobacco, whether manufactured or unmanufactured. Charles Smith, trading as R. P. Swain and Co., High Cross Cigar Manufactory, 25, Charles Street, Leicester; cigar manufacturer. June 19th, 1902.

**Drawet.**—247,225. All goods included in Class 45. T. E. Ward & Co., 64, Fawcett Street, Sunderland; cigar merchants. June 24th, 1902.

**La Camorta.**—247,242. Manufactured tobacco. The Imperial Tobacco Company (of Great Britain and Ireland), Ltd., registered office, East Street, Bedminster, Bristol; tobacco manufacturers. June 25th, 1902.

**Klox.**—247,287. Tobacco, whether manufactured or unmanufactured. Gilliat Hatfeild and Gilliat Edward Hatfeild, trading as Taddy & Co., and also as James Taddy and Co., 45, Minories, London, E.; tobacco and cigar manufacturers. June 30th, 1902.

**Silver Brick.**—247,319. Tobacco, cigars, cigarettes, and snuff. Ogden's, Limited, Boundary Lane, Liverpool; tobacco and snuff manufacturers. July 2nd, 1902.

**Witeena.**—247,334. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London, E.C.; cigar shippers. July 3rd, 1902.

**War Horse.**—247,359. Tobacco, whether manufactured or unmanufactured. Gallaher, Limited, 132 to 142, York Street, Belfast, and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. July 4th, 1902.

**Imperial Bushmen.**—247,453. Tobacco, cigars, cigarettes, and snuff. Richard Cowell, trading as The Manufacturers' Cigar Stores, 67, John Street, Sunderland; cigar manufacturer. July 9th, 1902.

Are you selling your goods at full prices? Then stock Pick-Me-Up Cigarettes. They are not cut.



NEW BRANDS—*continued.*

**La Sylph.**—247,119. Manufactured tobacco. W. and F. Faulkner, Ltd., 130, Blackfriars Road, London, S.E.; tobacco manufacturers. June 20th, 1902.

**Ye Long Pack.**—247,224. All goods included in Class 45. T. E. Ward & Co., 64, Fawcett Street, Sunderland; cigar merchants. June 24th, 1902.

**Ladneck.**—247,252. Tobacco, whether manufactured or unmanufactured. Co-operative Wholesale Society, Ltd., 1, Balloon Street, Manchester; wholesale dealers and manufacturers. June 25th, 1902.

**La Pelica.**—247,408. Cigars. Tetley & Sons, 2, Boar Lane, Leeds; and 9, Station Square, Harrogate; tobacco manufacturers. July 11th, 1902.

## RESULT OF JULY COMPETITION.

The Winner of last month's competition, in which the word "patterns" was mis-spelt on page 241, was—

Mr. O. D. JONES, 35, Rhosmaen Street, Llandilo, South Wales,

to whom a parcel of The Tobacconists' Supply Syndicate's Goods to the value of 20/- has been forwarded.


## Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY SEPTEMBER 6th, 1902.

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

### TWENTY SHILLINGS

to the person whose letter pointing out the word is first opened on the 6th of September, 1902.

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

The Editor's decision is final.

#### CUT OUT AND FORWARD THIS COUPON

##### SPELLING BEE:

Addressed as follows: { Cigarette World,  
2, Ellison Road, Barnes,  
London, S.W.

Word Mis-spelt \_\_\_\_\_

In Advert. of Messrs. \_\_\_\_\_

Signature of Competitor \_\_\_\_\_

If a Retailer, state so \_\_\_\_\_

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

Postal Address \_\_\_\_\_



# STANDARD LINES.

... FREE TO ADVERTISERS.

<b>ANASTASSIADIS</b> <i>Highest Class Turkish Cigarettes.</i> The Tobacconists' Supply Syndicate.	<b>COMMODORE</b> <i>Cigarettes.</i> Adkin & Sons, London.	<b>KEY WEST</b> <i>(The Original 2d.)</i> R. I. Dexter & Sons, Ltd., Nottingham.	<b>TOBACCONISTS' SUNDRIES</b> Adolph Elkin & Co., London.
<b>ARISTON</b> <i>Turkish Cigarettes, &amp;c.</i> B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	<b>EXMOOR HUNT</b> <i>Highest Class Medium Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	<b>LA SAGERA</b> <i>Cigars.</i> Goodman & Harris, Leicester.	<b>TURKISH CIGARETTES</b> Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
<b>ASTHORE</b> <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S. W.	<b>FLOR DE MUNSHEE</b> <i>Indian Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	<b>LLOYD'S TOBACCOS</b> <i>and Cigarettes.</i> R. Lloyd & Sons, London.	<b>TWO ROSES</b> <i>Cigarettes.</i> J. Biggs & Son, Commercial St., London.
<b>BANDMASTER</b> <i>Special 1d. Packet Line.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	<b>FLOR DE SUMATRA</b> <i>Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St., London, E.C.	<b>MIXED PARCELS</b> Tobacconists' Supply Syndicate, London. <i>See special advert.</i>	<b>VAFIADIS</b> <i>Cigarettes.</i> Melbourne, Hart & Co., 19, Basinghall St., London, E.C.
<b>CARLTON</b> <i>Tobacco.</i> Wm. Clarke & Son, Liverpool.	<b>FLOR DE VARZES</b> <i>Cigars.</i> R. I. Dexter, Nottingham.	<b>MONASTERY</b> <i>Cigarettes.</i> Adkin & Sons, London.	<b>VIKING</b> <i>Tobacco and Cigarettes.</i> Lambert & Butler Branch of the Imperial Tobacco Co. (of Gt. Britain and Ireland) Ltd., Drury Lane, London, W.C.
<b>CHALLENGE FLATS</b> <i>The Original.</i> All Wholesale Houses.	<b>GAINSBOROUGH</b> <i>Cigarettes.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	<b>MYRTLE GROVE</b> <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minories, London, E.	<b>WEST INDIAN PLANTERS</b> PLANTORES CIGARS IN PACKETS OF 8 EACH. A. Scheuch & Co., 103, Fenchurch St., London, E.C.
<b>CHERRY-TIPPED</b> <i>Cigarettes.</i> Jacobi Bros. Ltd., 9 to 11, Wilson St., London.	<b>GENERAL SUPPLIES</b> Singleton & Cole, Ltd., Birmingham.	<b>NAVY CUT</b> <i>Tobacco and Cigarettes.</i> John Player & Sons, Ltd., Nottingham.	<b>ZEMINDAR</b> <i>Mild Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St. Within, London.
<b>CIGARS</b> James Steel & Co., 78, Duke St., Liverpool.	<b>GOLD FLAKE</b> <i>Cigarettes and Tobacco.</i> W. D. & H. O. Wills, Ltd., London and Bristol.	<b>PALM BRAND</b> <i>Cigarettes.</i> R. Lockyer & Co., 13, Bunhill Row, London, E.C.	
<b>COLONIAL EMPIRE</b> <i>Cigars.</i> Sidney Pullinger, Ltd., Birmingham.	<b>GRAND CUT VIRGINIA</b> Godfrey Phillips & Co., London.	<b>STARRY QUEEN</b> R. I. Dexter & Sons, Ltd., Nottingham.	

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# HIGHEST CLASS MIXTURE

(Medium Strength).

# “EXMOOR HUNT.”

EDWARDS, RINGER & BIGG, Ltd.,  
BRISTOL.

THE

# FLOR DE MUNSHÉE

(CIGARS and WHIFFS),

The Perfection of Mild Indian Cigars.

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**JOHN CARIDI & CO.,**

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

Telegraphic Address: “DRASTIC,” LONDON.

Telephone: 477 Avenue.





# 'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

In 1-oz. decorated Tins and  
2-oz. and 4-oz. air-tight  
Tins.

# 'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

In Packets of 10, air-tight  
Tins of 50, and decorated  
Tins of 100.



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## LAMBERT & BUTLER

BRANCH OF

THE IMPERIAL TOBACCO CO. (Of Great Britain and Ireland) LTD.,

DRURY LANE, LONDON, W.C.

All communications to be addressed as follows: "The Editors, 'Cigarette World', Barnes, S.W."

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### THE ORIG

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PRICE 1d. PER COPY. PRICE 1s. 6d. PER ANNUM. IN ADVANCE.

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BIGGS'S COMMERCIAL "TWO ROSES," 5 ST. LONDON