

All Tobacconists should Stock the High-Class Tobaccos and Cigarettes made by

GALLAHER LTD., BELFAST & LONDON,

Who belong to no Ring or Combine. Write for their New Price List.

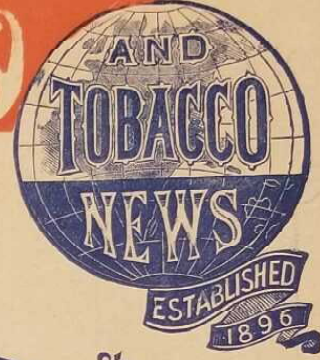
The Cigarette World

Published on the 15th of every Month.



The Retailer's Journal:

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



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.

A NEW LINE.

BISHOP'S MOVE.

In 1, 2, and 4 oz. Tins.

This Tobacco, although only recently introduced, is being eagerly taken up by Tobacconists, as it shows a full margin of **PROFIT** and **SELLS** quickly.

For Prices and Sample apply to

COHEN, WEENEN & CO.,
52, COMMERCIAL ROAD, LONDON, E.

ONE WORD

“Kingmaker”
REGD.

LUXURIOUS

For Particulars & Prices
Send Postcard to

Geo. Dobie & Son, TOBACCO MANUFACTURERS Paisley. 1809. ESTD

ENGLISH REPRESENTATIVE

Robt C. Bell, 12, Basinghall St E.C.

TRY

THE NEW BRAND OF

INDIAN CIGARS

“ZEMINDAR”

CHOICE. MILD. FRAGRANT.

MANUFACTURED BY

SPENCER & CO. Ltd., DINDIGUL.

POPULAR PRICES. NO CUTTING.

SOLE AGENTS-

JARRETT BROTHERS

70/71, Bishopsgate Street Within, LONDON, E.C.

TO DEAL WITH
THE TOBACCONISTS' SUPPLY SYNDICATE
IS A PROOF OF
YOUR SOLVENCY,

IS A
GOOD TRADE RECOMMENDATION,
IS AN
EVIDENCE OF DISCRIMINATION.

BECAUSE

YOU MUST PAY CASH.

YOU CAN DEAL WITH US ONLY IF YOU CAN PAY.
YOU HAVE NOT TO PAY FOR OTHERS WHO DON'T,
AS CASH TRANSACTIONS SAVE BAD DEBTS.

*IF YOU CAN PAY CASH
WE WANT YOU*

TO COMPARE OUR NET CASH PRICES WITH THE
DISCOUNT AND CREDIT QUOTATIONS OF OTHER
HOUSES, AND ABOVE ALL

COMPARE QUALITY.

SEND FOR PRICE LIST CONTAINING TERMS
OF **THE T.S.S. BONUS,** WHICH IS
AN EXTRA PROFIT FOR YOU.

THE TOBACCONISTS' SUPPLY SYNDICATE,
55, FARRINGDON STREET, E.C.

WAREHOUSE & FACTORY: 1, 2, 3, 4, 5 & 6, Plum Tree Court.
S. E. BRANCH: 115, Old Kent Road.
Telephone, 1235 Holborn.
Telegraph, "Crackers," London.

GAINSBOROUGH
CIGARETTES.

Cohen, Weenen & Co.,

LONDON.

Star

ST

THE S

66

V

P

Stoc

FINE

W

TH

Start the New Year well.

**STOCK,
PUSH,
and
DISPLAY**

THE SMARTEST LINE EVER BROUGHT OUT.

**“BLACK
.. and ..
WHITE.”**

The
Popular Cigarettes.

Stocked by all Leading Wholesalers.

FINEST VIRGINIA.

SMARTEST PACKET.

SHOWS RETAILER 28%.

Sole Manufacturers:—

W. J. HARRIS & SON,

Black and White Tobacco Factory,

LONDON, E.

Established 1849.

THE FREE AND INDEPENDENT FIRM.

MAKE A GO

OF YOUR BUSINESS.

**HANDLE OUR CIGARETTES.
They Leave You Good Profits.**

**We guarantee them!
You stock them!**

THEY'LL DO THE REST.

WRITE DIRECT FOR PRICE LIST.

B. KRIEGSFELD & CO.,

The Anglo-Colonial Tobacco Co.,

HOME AND EXPORT CIGARETTE SPECIALISTS.

General Tobacco Factory - - MANCHESTER.

N.B.—We have representatives covering the United Kingdom.

The Cigarette World AND TOBACCO NEWS.

AUGUST 15th, 1905.

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

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

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

THE OLD MAN OF THE SEA.



IN the fifth voyage of Sindbad the Sailor that adventurous mariner as usual continues to escape the perils of shipwreck, and found himself upon a deserted but altogether charming island. There were trees everywhere, some bearing green and others ripe fruits, and there was abundance of fresh, pure water. While exploring this island, Sindbad came upon an Old Man who appeared very weak and infirm, and politely saluted him. The old gentleman made no verbal reply, but made a sign indicating that he desired Sindbad to take him upon his back and carry him over the stream. Sindbad willingly did so, and when the stream was crossed asked him to get down. Instead of doing so the decrepit Old Man threw his legs nimbly round his neck, sat astride upon his shoulders, and held his throat so tight that he was nearly strangled, and fainted away. When he had recovered his breath the Old Man

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 Enamelled Tins.

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

kicked him and struck him till he rose to his feet, and forced him to go underneath the trees, so that his tormentor could pull the golden fruit from the trees. He never left his seat all day, and at night Sindbad laid himself down with the Old Man still holding fast round his neck. Every morning he punched him to make him awake, and then compelled him to hurry on by spurring him with his feet. The subsequent adventures of Sindbad on this voyage, and the means by which he eventually got rid of the Old Man, do not interest us, but we fancy that our readers will have no difficulty in applying the story to themselves. Sindbad represents the retail trade and the Old Man of the Sea the Imperial Tobacco Company. When the "combine" was formed it eagerly sought the assistance of the trade to carry it over the stream, but once having been hoisted on the back of the retailers and conveyed safely across, it firmly refused to get down, and drove its benefactor along under trees all covered with golden fruit, which it plucked at its pleasure, occasionally rewarding the retailer with some of the fruit which was either too green to be good eating or else absolutely rotten. Many moons have passed since then, but still the Old Man keeps his legs twisted round his victim's neck and makes him toil along laboriously, while his master every day picks large stores of fruit. But the trusts of these days have advanced far beyond the Old Man of the Sea, for they go on all over the world, organising bands of equally astute persons, whom they teach carefully the most approved methods for inducing the kindly disposed to give them seats upon their broad backs; once there they sow, reap, and harvest, paying a heavy toll to their instructors, and in their turn instructing others. The moral of all this is tolerably plain—keep the Old Man of the Sea at a distance, and no matter how pathetically he may plead don't take him upon your back, or you will certainly have cause to bitterly repent it. In discussing these questions with retailers we are constantly told, and, indeed, truly told, that what the public ask for must be stocked, whether it is made by the Trust or not, but tobacconists should remember that being obliged to stock an article does not force you to push it. The only way to succeed is to keep all brands which are in demand, but only to display those which return a good profit. It is to get over this plan that the Trust are offering to dress your windows free of charge; if you accept the offer you will simply be creating a demand for goods on which you get small profits, and decreasing the demand for your best paying brands. Your customers for the latter will go elsewhere, and at the end of the year you will find yourself dependent on the "combine" for your trade. This means greatly increased work and probably decreasing profits; in other words, you will have perhaps a bigger turnover but the profit will be less than you would have made on the goods of independent manufacturers. Moreover, your windows will not be dressed free for ever, and presently you may find that you have to pay dearly for the privilege. But, you will say, what about the bonus? Well, the bonus system is bad business. The man who gives you a fair profit cannot afford to give

you a bonus, but the man who only allows you a percentage considerably under his trade rivals can give you a bonus and yet make more money for himself.

—*—*—*—

Last month we received a letter from Messrs. J. R. Freeman & Son, but through an unfortunate error, though in type, it did not appear. We desire to draw special attention to it, as we think Messrs. Freeman & Son deserve great credit for the promptitude with which they dealt with the silly sensational paragraph which appeared in our contemporary.

LONDON, N.,

June 24th, 1905.

Dear Sir,—I beg to enclose you copy of a letter I am sending to the *Daily Mail* in reference to a brief paragraph as follows that appeared in a recent issue of that journal:—

"Much attention is devoted in the report to the sickness among segar makers occasioned by the practice of biting off the ends and licking the edges of the leaf while making segars."

The employers state:—"We cannot prevent the practice, it has become a habit with the older hands, and the younger ones do as the others do."

Yours truly,

pp. G. J. FREEMAN,

A. M. F.

[COPY.]

THE EDITOR, *Daily Mail*.

Dear Sir,—In a recent issue you have a brief paragraph respecting the report of the principal lady Inspector of Factories, in which reference is made to the sickness which prevails amongst segar makers owing to the practice of biting off the ends and licking the edges of the leaf while making segars. Will you please allow us, in justice to ourselves, and, we believe, to the trade in general, to state that such practices are absolutely prohibited in our factory, and that we believe that on the whole segar-making is not carried on in any part of the world under the same sanitary and cleanly conditions as it is in this country. In our factory, for instance, absolutely separate mess-rooms are provided for all the hands, and no article of food is allowed to be brought into the factory, and the greatest possible care is taken to prevent any foreign article of any kind being introduced into the process of manufacture.

With regard to the operatives themselves, each of them is provided with a knife, scissors, and cutting gauge, so that there is no excuse for such biting, if it occurs, and as to the sickness, we have not had during the past year an average throughout the year of 1 per cent. of our people away for this cause; in fact, for a sedentary occupation ours is undoubtedly one of the healthiest, being quite free from all risks of contagious complaints.

Thanking you in anticipation of your kind insertion of this letter,

I am, yours truly,

G. J. FREEMAN.

SMOKE**SALONICA**

EGYPTIAN CIGARETTES

*Purest, Mildest, and Healthiest***CAIRO'S BEST.**

Trade

Mark

CAIRO-EGYPT

KASR EL NIL.

SIOUFFI PASHA PALACE.

The SALONICA CIGARETTE CO., 45, St. Mary Axe, E.C.

The French Cigarette Paper Co., 120, CAMBERWELL
ROAD,
LONDON, S.E.

CIGARETTE PAPER MANUFACTURERS.

22 CARAT GUARANTEED GOLD TIPPED PAPERS, CORK TIPPED, AMBER TIPPED,
IMITATION GOLD TIPPED, ALUMINIUM TIPPED PAPERS,
MAIZE TIPS, STRAW TIPS, CORK TIPS, &c., &c. CIGARETTE BOXES AND LABELS.

Telegraphic Address: "EMAILLE," LONDON.

A.B.C. Code 4th and 5th Editions.

Telephone Nos.: 994 and 1168 Hop.

TOBACCOS, CIGARS, and CIGARETTES. ♪ ♪
TOBACCONISTS' FANCY GOODS and SHOP FITTINGS.

MIXED PARCELS.

Every known brand at manufacturers' own list prices. Endless variety of
tobacconists' fancy goods and shop fittings, &c., &c. The trade only supplied.
Opening orders a speciality. No shop complete without them!

SINGLETON & COLE, Ltd., 11-16, Cannon Street, BIRMINGHAM.

Branch Distributing Depots—LIVERPOOL, LEEDS, WOLVERHAMPTON, WALSBALL.

Factories—SHREWSBURY.

UNCLE
are many
unpopular
that run A
pipes are u
mentioned
household
treze up a
and the pl
these kind
subject of
smoke-pip
one respec
is paid to
sensitive e
schaums, v
became po
working as
had been h
report had
a mummy.
particular
journalists
Twain and
They made
of it for be
that preser
but it was
with a flor
feelingly, a
the back y
wasn't. H
and the ne
the odorifer
of the back
if this story
saw him m
of a practic
head is full
which I gat
WHAT
CIGARETT
cigarette ha
many wome
physician, w
my hands v
Once let a v
pound of th
doomed. Se
black and gr
able, but th
there is a de
a dazed cor
extravagant
are seriously
petition to
introduction
of the Bond
to their cust
number of c
weeks upwar
private sana
cigarettes. T
smoke than t
the same—ex
intoxication.
THE MINI
will shorten y

Our Smoking Mixture.

UNCLE ROBERT'S ESSAYS.—THE PIPE.—There are many kinds of pipes. Gaspipes, perhaps, are the most unpopular, because they are family connections of matter that run Ananias a close race for the championship. Sewer-pipes are usually very low-down pipes, and therefore not to be mentioned in polite society. Water-pipes are the dread of householders and the delight of plumbers, for when they freeze up and burst they demand 80 cents an hour for repairs, and the plumber takes his own time. But it is not any of these kinds of pipes that is now under discussion. The subject of this sketch, as the obituarial would say, is the smoke-pipe. Smoke-pipes are of many varieties, but in one respect they are all alike; they go out if no attention is paid to them. In this respect the pipe is the most sensitive object in the universe. Some pipes are meer-shams, while others are mere shams. Mark Twain once became possessed of a mere sham. It was when he was working as a newspaper man. He smoked a pipe which had been handed down since the time of Ptolemies; current report had it that the pipe was taken from the tomb of a mummy. Perhaps this was why it was known in that particular newspaper office as "The Remains." The other journalists on the staff thought to play a trick upon Mark Twain and get rid of "The Remains" at the same time. They made up a purse—of 30 cents—and spent 20 cents of it for beer and the remainder for a pipe. It was a pipe that presented a respectable appearance on the surface, but it was a mere sham. They presented it to Mark Twain with a flourish of oratory, and the recipient responded feebly, at the same time tossing "The Remains" into the back yard. The other men were happy, but Mark wasn't. He discovered that his gift was a mere sham, and the next night they found him in the office smoking the odoriferous "Remains," which he had picked up out of the backyard. A year or two ago I asked Mark Twain if this story was true, and that was the only time I ever saw him mad. He gave me this characteristic definition of a practical joker. "A practical joker is a coward; his head is full of stewed oysters instead of brains." From which I gathered that the pipe story must have been true.

WHAT RESULTS ARE PRODUCED BY TEA CIGARETTES?—London physicians declare that the tea cigarette has taken the place of the morphine tablet with many women. The result is summarised by a well-known physician, who said:—"I have at least a dozen women on my hands under treatment for the tea cigarette habit. Once let a woman begin to cultivate a taste for this compound of the flavour of Souchon and Hyson and she is doomed. Souchon and Hyson are simply a blend of black and green teas. The taste is by no means disagreeable, but the after-effects are that 'one's head swims,' there is a desire to clutch at things to prevent falling, and a dazed condition, semi-stupor, and then visions of an extravagant nature." Many physicians of the West End are seriously considering the advisability of preparing a petition to the House of Commons recommending the introduction of a Bill providing heavy penalties for those of the Bond Street tea-houses which retail these cigarettes to their customers. It is in these places that the largest number of clients is to be found. Within the last two weeks upwards of twenty women have been taken to the private sanatoriums suffering from the effects of tea cigarettes. There can be little more objection to a tea smoke than there is to a tea drink. The object sought is the same—exhilaration, which is really a mild form of intoxication.

THE MINUTES SEEMED LIKE HOURS.—"Smoking will shorten your days," said the man from Indiana to the

young man from New York, who was contentedly puffing a cigarette on the verandah of a summer hotel in the Adirondacks. "You bet it will," replied the New Yorker. "The longest day I ever knew was once last summer when I got lost in the woods and didn't have a cigarette in my clothes. Long day? Why, every minute seemed like an hour."

TO MY PIPE.

Whenever I feel, and I know that I feel, somewhere there is something that's bound to go wrong;
When a yawning hiatus grows blank in my prose, or the gay double shuffle's astray in my song,
I'm not just the man with emotion to call for cambric or linen my salt tears to wipe,
But I rise with a joy that's exclusively mine and burn all my woes in the bowl of my pipe.
Blest charmer! no genius or genii could make half the marvels they fashion deprived of your fume.
Through your smoke dance the naiads, the satyrs and fauns;
through your wreaths all the roses of Araby bloom.
You fill up the night with incense of dreams, and apples of discord can never grow ripe
When your odour floats peacefully, gracefully round these bare bachelor quarters, my magical pipe!
Let them howl and proclaim that your converse is ill—that you breed dissipation and other bad wares;
I am ready to testify here on the spot that often you've lightened my burden of cares.
The flowers grow brighter on memory's lane, and the fabric of life shows a rainbow-like stripe,
As I gaze on the turrets of palaces fair through your smoke-wreaths of delectable, jolly old pipe.

NICOTINE.

I have sung in many places
Of my Lady's charms and graces,
I have frequently described her as my Queen;
But now in poetic phrases
I intend to chaunt the praises
Of another love, the nymph called Nicotine.
Tho' I trust my dearest lady
Will not think my conduct shady,
And with envy and with jealousy turn green;
For the notion is distressing,
Yet I cannot help confessing
An attachment to the nymph called Nicotine.
I am not the only lover
Of the nymph, for round her hover
Worshippers too numerous to count, I ween—
Young and old adoring gaily,
Whilst they offer incense daily
At the altar of the nymph called Nicotine.
Tho' her charms are great and many,
Of the fair sex scarcely any
In the ranks of her admirers will be seen;
But the simple and the gentle
Have a more than sentimental
Adoration of the nymph called Nicotine.
Then her worship is a pleasure,
For she speeds the hours of leisure,
And she makes our appetite for work more keen;
If you are not too rapacious
She is never aught but gracious,
Sweetly soothing is the nymph called Nicotine.—Punch.

Trade News and Notes.

MR. ARTHUR MANSELL EDWARDS, of Barncoote, Reigate, Surrey, who died on June 14th last, aged 53 years, eldest son of the late Sir George William Edwards, of Messrs. Edwards, Ringer & Bigg, tobacco manufacturers, of Bristol, left estate of the gross value of £103,111.

IMPERIAL TOBACCO COMPANY, LTD.—The directors have declared for the half-year ended April 30th an interim dividend at the rate of 6 per cent. per annum on the preferred ordinary shares. They state that the result of the half-year's trading shows a substantial increase upon the profits of the corresponding period last year.

ALLEGED EMBEZZLEMENT.—The cashier to Messrs. Stafford, Sons & Oswin, wholesale provision factors and cigar merchants, Leicester, in whose employ he had been over 20 years, has disappeared, leaving the key of his cash-box in an envelope addressed to the firm. It is alleged that a deficiency of nearly £1,000 has been discovered.

A LUCKY FIND.—Miss Alice Gale, manageress of Mr. Thomas Vincent, tobacconist, of 25, South Street, Sheffield, lost on July 28th a paper cash bag containing £29 3s. 7d. Fortunately it was picked up in Division Street by Mr. Esau S. Vickers, tailor, 24, Westfield Terrace, and he took it to the police offices, and it was eventually returned to the owner, who must have been delighted at the recovery of such a large sum of money.

TOBACCO TRUST BUYS ITS CHIEF RIVAL.—The American Tobacco Company, popularly known as the Tobacco Trust, has acquired by outright purchase the entire control of the Weyman Brothers Tobacco Company of Pittsburg, the largest independent manufacturers of tobacco in the United States, and will operate the various factories of the company under the present name as a subsidiary concern of the American Company. Official announcement of the deal will be made within a few days. During recent years the Weyman Company has been one of the chief competitors of the Trust. It is known that several unsuccessful attempts were made during the last two years by the Trust to secure a controlling interest in the local company.

IRISH TOBACCO EXPERIMENTS.—In the House of Commons, on July 20th, Mr. Long intimated to Mr. Abraham that the Department were not yet in possession of the necessary information to state the amount of profit realised from the sale of the produce of 20 acres of tobacco grown on the estate of Colonel Everard last year, under the auspices of the Board of Agriculture and Technical Instruction, after deduction of all the costs of cultivating and curing. In a friendly way, the Irish Secretary offered to give Mr. Abraham one or two samples of cigars made from Irish leaf which he had received. Without seemingly accepting or declining the offer of the cigars, the member for North-East Cork asked for more information, and the

Chief Secretary said the experiments were surrounded with so much difficulty that he did not think it advisable to communicate anything about them until they were in a more advanced stage.

THE CASE AGAINST THE SECRETARY OF THE AMERICAN TOBACCO TRUST.—The case of William H. McAlister and Edwin F. Hale v. William Henkel, United States Marshall for the Southern District of New York, has been docketed in the Supreme Court of the United States. McAlister is the secretary of the American Tobacco Company. He was summoned to testify and produce documentary evidence in a Federal Grand Jury investigation looking into the affairs of the Tobacco Trust, which he refused to do, on the ground that he might incriminate himself. He was fined \$5 for contempt by Judge Lacombe, and ordered into the custody of Marshal Henkel, until he should answer the questions and produce the required papers. An application for a writ of *habeas corpus* was denied, and from this decision an appeal is had to the United States Supreme Court. The case of Hale is similar to that of McAlister. Hale is an officer in a liquorice company, alleged to be a branch of the Tobacco Trust.

CONNOISSEURS SMOKE

TEOFANI'S

HIGH-CLASS
CIGARETTES.

PURVEYORS TO HIS HIGHNESS



THE KHEDIVÉ OF EGYPT.

HORS CONCOURS. MEMBRES DU JURY. GRANDS PRIX
GOLD MEDALS, CROIX BIJOUX, CROIX D'HONNEURS,
DIPLOMES D'HONNEURS, &c., &c.

FROM ALL WHOLESALE HOUSES, OR FROM

TEOFANI & CO., LONDON.

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

J. J. Parr (Secretary), C. A. Keane, J. Powell, A. H. Jackson, and E. W. Welsh. The President expressed pleasure at presiding over the first annual gathering, and said convivial meetings such as the one in which they were taking part did much to bring about good-fellowship. He paid a tribute to Mr. Parr for the admirable manner in which the arrangements for the day's outing had been carried out. Mr. Parr said that although their organisation was a strong one, he hoped to see it much stronger when they met twelve months hence. They were aware that he contemplated retiring from the tobacco business, but he would like them to know that, so far as his services were concerned he would be ever ready to place them at their disposal to further their interests and those of the retailers generally.

THE COLNE VALLEY MYSTIFIED. DISAPPEARANCE OF A PUBLIC OFFICIAL.—The sanitary inspector and rate collector to the Slaithwaite Urban Council (Mr. Thomas Cocks), who also carries on the business of a tobacconist at Carr Lane, is missing from home. He got up on Friday morning, July 28th, and went out for a walk, but as he did not return to breakfast the family became anxious, and made inquiries as to his whereabouts

When the Clerk of all the books on...
...to him were t...
...the official is a...
...his books w...
...Mrs. Cocl...
...being address...
...a similar p...
...says that...
...aware of...
...to show th...
...had been there...
...discussed some sen...

CIGARS ETC...
...meeting of credit...
...Borrer...
...chairman (Mr. C...
...among the...
...a set of the...
...for a go...
...snuff...
...Calixto Lo...
...The deb...
...ment of affairs...
...at be...
...His as...
...nothing...
...who represente...
...an adjudication...
...600, which...
...to him u...
...relative. He att...
...to the action of...
...the will in refus...
...power to adva...
...According to t...
...ments, he had...
...serious occupati...
...when he marri...
...allowed him ar...
...a year and had...
...of the stables...
...Pickwell, Cuck...
...resided there...
...year he receive...
...of his reversion...
...estates. Durin...
...so he had lost...
...by Stock Exch...
...by betting...
...posal before th...
...resolution was...
...Mr. H. P. Walte...
...on bankruptcy...

PRESENTA...
...Railway Hotel...
...Mr. S. J. Gore...
...cigar merchant...
...owner by sever...
...with a unique...
...memorate the...
...teaching party...
...incorporated...
...Mr. Sydney F...
...Charrington &...
...Hotel and Mrs. T...
...Becken...
...Barnet Vict...
...Mrs. Brown...
...The Health

When the Clerk to the Council went to the office he found all the books on his desk, and a note from Mr. Cocks, stating that he would not return, and that any moneys due to him were to be paid to his wife. The disappearance of the official is all the more mysterious when it is recalled that his books were found quite in order at the audit last week. Mrs. Cocks has received letters from her husband, one being addressed from an hotel at Rochdale and another from a similar place at Manchester. In one of these Mr. Cocks says that he has had trouble which the family were not aware of. Inquiries at the hotels mentioned only served to show that a man answering Mr. Cocks's description had been there, but had already left. The affair has caused some sensation in the Colne Valley.

CIGARS EIGHT SHILLINGS EACH.—At a recent meeting of creditors under the failure of Mr. W. C. Freshfield Clifford Borrer, late of "Longwood," Thames Ditton, the chairman (Mr. C. A. Pope, Assistant Receiver) reported that among the claims made against the debtor were £262 for a set of the "Secret Memoirs of the Courts of Europe," £475 for a gold, enamel and miniature snuff-box, and £21 for fifty Calixto Lopez Edward VII. cigars. The debtor filed no statement of affairs, but estimated his liabilities at between £5,000 and £6,000. His assets were practically nothing. Mr. M. Colyer, who represented him, said that on adjudication he would forfeit £4,000, which would otherwise come to him under the will of a relative. He attributed his failure to the action of the trustees under the will in refusing to exercise their power to advance him money. According to the debtor's statements, he had never had any serious occupation, and since 1898, when he married, his mother had allowed him and his wife £1,000 a year and had paid for the upkeep of the stables, shooting, &c., of Pickwell, Cuckfield, when they resided there. In February last year he received £7,000 in respect of his reversion in the Pickwell estates. During the last year or so he had lost £1,000 to £1,500 by Stock Exchange dealings and by betting. There was no proposal before the meeting, and a resolution was passed appointing Mr. H. P. Walters, C.A., as trustee to wind up the estate in bankruptcy.

PRESENTATION TO MR. S. J. GORE.—At the Railway Hotel, Beckenham, on Friday evening, July 29th, Mr. S. J. Gore, of the well-known firm of S. J. Gore & Co., cigar merchants, Old Kent Road, S.E., was entertained at dinner by several members of the trade, and presented with a unique flower-stand and a pair of bowls to commemorate the twenty-first anniversary of his popular coaching party. Mr. B. Dowsett (past governor of the Incorporated Society and Licensed Victuallers' School) presided, and amongst those also present were Mrs. Dowsett, Mr. Sydney F. Mackway (Star Bottling Company and Charrington & Co.'s Bottling Stores) and Mrs. Mackway, Mr. and Mrs. T. Cason, Mr. and Mrs. T. Coles (of the Railway Hotel, Beckenham), Mr. A. G. Mann (past Chairman, Licensed Victuallers' Asylum), and Mrs. Mann, Mr. D. Bartlett (Poole & Anderson), Mr. C. Riddall, and Mr. and Mrs. Brown. The Chairman made the presentation in a few well-chosen words, and concluded by proposing "The Health of Mr. Gore," a toast which was enthusiastic-

ally honoured. Mr. Gore, in reply, returned sincere thanks, observing that on the occasion of the last outing 26 coaches were engaged, and during the whole twenty-one years the annual affair had passed off without a single accident. Mr. Mackway proposed "The Health of Mrs. Gore," heartily wishing her and her husband many years of health, prosperity, and happiness, and the remaining toasts were "The Host and Hostess, Mr. and Mrs. T. Coles," and "The Chairman."

The great bulk of the tobacco crop grown by Colonel Everard in the county Meath was purchased by Messrs. Murray, Sons & Co., of Dublin and Belfast. This included the best grades. Part of it was manufactured by Messrs. Murray and blended with American, and in that form gave every sort of satisfaction. Some of the best Irish leaf from county Meath has also been manufactured by itself by the same firm, and a sample of this has been sent to us. It is described as "Irish brown cut cavendish," and is made up in packets with an artistic green and gold cover. The pungent and pleasing aroma of the tobacco is noticeable

immediately the packet is opened. The tobacco itself is light, dry, and flaky in texture, and its brown is of a rich golden colour throughout. When smoked it burns freely but not rapidly to a fine white ash, without waste. It is mild and cool, and has a peculiarly rich flavour and fragrance. Whilst it is not a very strong tobacco, there is a good body in it, and the taste is undoubtedly agreeable and attractive. In fact it can take its place beside some of the most popular of the American mixtures as a medium tobacco, with a distinctive flavour. It will surprise many people to discover on the market a pure Irish-grown and Irish-manufactured leaf so highly perfected in every respect. The quality of the leaf is undoubtedly excellent, the manufacturing part of the work been well done, and the result is most encouraging, as showing the great progress already made in what may yet become, in its three-fold aspect of cultivation, manufacture, and sale, an important Irish industry.—*Freeman's Journal.*

TOBACCO AS A LIFE SAVER.

—In a series of stories of "Indian Fights and Fighters," told by C. T. Brady, occurs a narrative in which an unusual use for tobacco is discovered. Two scouts, Tradeau and Stillwell, carried to General Carpenter through an Indian infested country the news that Major Forsyth was being besieged in the sands of Beecher's Island by a thousand warriors. Here is one incident of their journey:—"During this day a large party of scouting Indians halted within 100 feet of the wallow where the scouts were hiding. Simultaneously with their arrival a wandering rattlesnake made his appearance in front of the two scouts, who were hugging the earth and expecting every minute to be discovered. In his way the rattlesnake was as deadly as the Indian. The scouts could have killed him easily had it not been for the proximity of the Cheyennes. To make the slightest movement would call attention to their hiding-place. Indeed, the sinister rattle of the venomous snake before he struck would probably attract the notice of the alert Indians. Between the savage reptile and the savage men the scouts were in a frightful predicament, which young Stillwell, a lad of amazing resources, instantly and effectually solved. He was chewing tobacco at the time, and as the snake drew

FOR —

Asthore Cigarettes

APPLY TO

J. H. Custance,

PUTNEY, S.W.,

Sole Agent for the United Kingdom.

near him and made ready to strike Stillwell completely routed him by spitting tobacco juice in his mouth and eyes and all over his head. The rattlesnake fled; he could not stand such a dose. The Indians presently moved on, having noticed nothing, and so ended perhaps the most terrible half hour the two men had ever experienced."

Foreign.

NORWEGIAN TOBACCO DUTIES.—The Storthing, in private session on July 22nd, passed the following provisions supplementing the customs in respect to tobacco:—On raw tobacco, with the stalks removed, an additional duty of 10 per cent. is imposed when such tobacco is imported in the leaf or in plug. The tare for packing is fixed at 4 per cent. (instead of 10 per cent.) which is equivalent to the real weight. The provisions were immediately sanctioned by the Government.

PROVISIONAL CUSTOMS TARIFF. DUTIES ON TOBACCO.—With reference to the notices which appeared in the *Journal* for the 18th May and following issues on the subject of the Provisional Customs Tariff for Norway which is now in force, the Board of Trade are in receipt, through the Foreign Office, of information to the effect that the Norwegian Storthing have enacted the following addition to this tariff:—A note has been added to No. 610 of the Tariff ("sauce tobacco") as follows:—In cases where the stalk has been removed, 10 per cent. additional duty is to be paid on leaves and carrots. The tare on unmanufactured tobacco imported in rush bales has been reduced from 10 to 4 per cent. These alterations take immediate effect.

Law.

PRINTERS' CLAIM SETTLED.—At Preston County Court last month, Chas. Greenall & Sons, printers, Cannon Street, Preston, for whom Mr. Oakey appeared, sued Robt. Bridge & Co., cigar importers, Victoria Street, Blackpool, for £15, the price of 20,000 advertising folders printed for them.—Mr. Oakey explained that Mr. Fox, who carried on the business of a designer, called upon Mr. Bridge, and in consequence of a design he received an order for 20,000 slips, the price to be 15s. per 100. The order was executed, but the goods were afterwards returned, complaint being made that they were not up to the quality of the sample. Mr. Oakey admitted that the first thousand, through being printed in a hurry, were smudged, and he was willing to give the defendants that thousand and charge only for 19,000.—Mr. Rd. Seed, printer, Preston, stated that he had examined some of the folders, and in his opinion it was good work and above the average. This was one of the most difficult jobs that could be done.—Mr. Hodgson, for the defendants, said it was clear that the workmanship in respect of the 19,000 was considerably better than of the first thousand. It had been explained how it was that the first thousand were smudged, and the

defendants, on his advice, had agreed to accept Mr. Oakey's offer to settle the claim for £12 and costs.—A verdict was entered for the plaintiff for £12 and costs.

FAILURE OF A FORMER NOTTINGHAM CIGAR TRAVELLER. INTERESTING CONFESSIONS.—At the Leeds Bankruptcy Court on July 31st, a cigar merchant named Isidor Goldberg, formerly of West Bridgford, Nottingham, appeared for his public examination. His debts amounted to £218, and his assets were nil. His answer to the Official Receiver (Mr. J. Bowling), debtor stated that he resided at Nottingham up to March of last year. His mother had a business there, but he had no expectations from it. When he was at West Bridgford he was a traveller in the cigar trade, earning £3 a week. Coming to Leeds he set up business in the Queen's Arcade, although at that time he was insolvent to the extent of £100, and traded as the London and Provincial Cigar Company, manufacturers of British cigars and German and Egyptian cigarettes, with works at Southwark. But as a matter of fact he was not a manufacturer, and had no works or places of business at Southwark.—Then the statement on your billheads is not true?—Debtor: It was put on more as an advertisement for my customers.—Did you use these billheads in ordering your goods?—I used a memorandum similar to it, but the people I dealt with knew I was not a manufacturer. It is done every day in the trade.—Who else does it?—Hundreds do it.—Can you give me the name of anybody?—I don't care to.—People calling themselves manufacturers and yet are not?—Yes, never made a cigar in their lives.—Do you expect us to believe that is a general practice?—The Registrar: Oh no, of course not.—The debtor agreed that "The London and Provincial Cigar Company" was a rather high-sounding name, but it carried weight, he said, with the people with whom he dealt—publicans chiefly. He endeavoured to form a partnership, but it came to nothing.—Then you tried to form a company? A company of what—liabilities?—No, the company were not to take on my liabilities. But after my illness I had not the heart to go on with it. The company, he added, was to have a nominal capital of £2,000. When he filed his petition the little bit of stock he had left his wife sold to live on. Most of his creditors were in Nottingham.—The examination was closed.

THE TOBACCO WAR.—Before Justice A. T. Lawrence on July 31st, the case of Nathan and others v. Ogdens, Ltd. was argued. It was a special case raising the question whether the plaintiffs, retail dealers in tobacco in different parts of the country, had by their action disentitled themselves to maintain the claim against the defendants for an alleged breach of contract. Mr. Rufus Isaacs, K.C., Mr. Montague Lush, K.C., and Mr. C. Robertson Dunlop appeared for the plaintiffs; while Mr. Asquith, K.C., and Mr. F. E. Smith represented the defendants.—Mr. Rufus Isaacs, on behalf of the plaintiffs, said the question raised was whether a certain receipt which had been given by his clients operated as an accord and satisfaction, and was an answer to a claim for damages for an alleged breach of contract. He would indicate what had led to this litigation. Ogdens, Limited, was a large company carrying on business in this country, and they were amalgamated in some manner

PRICE LIST FREE ON APPLICATION.

Adolph Elkin & Co.,

Wholesale Tobacconists,

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

SPECIALITIES. . .

- "La Nikle," 1d. Rothschild Cigar.
- "Zealandia," 2d. " "
- "British Pluck," Dark Flaked Virginia.
- "Sportsman," " " "
- "Glossy," Gold Flake Honey Dew.
- "My Sweet," Mixture.

ALL MANUFACTURERS' PROPRIETARY ARTICLES

At absolutely the Lowest Prices.

Telephone No. 6098 Avenue.

with an American
which was most
to have control
company, called
was started to
company. The
purchasers a bo
this Ogdens. Li
year for four ye
nists and retail
also said they w
company. The
ments, and the
on the occasion
and satisfaction
for damages. J
Ogdens, Limited
Company, and v
question arose a
into liquidation.
for breach of co
the company t
they had agree
the House of L
were liable for
in the absence
who had accept
of the bonus,
Courts. On th
liquidator of th
the back of the
Mr. J. Hood th
second and fir
The defendants
given a receipt
claims they ha
they could not
many signed
did not, and th
point raised in
mitted that th
contention, and
At the conclus
for plaintiffs.

SEQUEL TO
Theobald v. Th
heard at the K
bald, tobacco
Medway Stean
personal dama
the part of th
appeared in su
defended.—Mr.
1904, the plain
and son, had b
boats, the City
Sun Pier when
action occurred
landed except
to assist his br
were in the m
and pitched a
alleged, was d
the pier. No
the water exp
safety. The
brother. The
Plaintiff, who
shock, and as
He had to tak
expenses amo
of which he
man, he had
business.

with an American company. There was a great contest, which was most interesting to all smokers, as to who was to have control—the American company or the English company, called the Imperial Tobacco Company, which was started to counteract the influence of the American company. The Imperial Tobacco Company offered to purchasers a bonus upon certain terms. To counteract this Ogden's, Limited, offered a bonus of £200,000 every year for four years to be distributed amongst those tobacconists and retail dealers who bought goods of them. They also said they would give them a share of the profits of the company. The bonus was to be made in quarterly payments, and the question here was whether what took place on the occasion of the second payment constituted accord and satisfaction which put an end to the plaintiffs' claim for damages. Before the second distribution was made Ogden's, Limited, sold their business to the Imperial Tobacco Company, and went into voluntary liquidation. Then the question arose as to whether Ogden's, Limited, having gone into liquidation, had rendered themselves liable for damages for breach of contract, having put it out of the power of the company to distribute the bonus and profits which they had agreed to distribute. The point was taken to the House of Lords, where it was held that the company were liable for damages for breach of contract. Therefore, in the absence of any other circumstances, every trader who had accepted the terms would be entitled to his share of the bonus, which would have to be assessed by the Courts. On the second distribution of the bonus the liquidator of the company sent out a receipt endorsed on the back of the cheque in these terms:—"Received from Mr. J. Hood this cheque for —, being my share of the second and final bonus distribution of the company." The defendants said that the plaintiffs by signing that had given a receipt in complete satisfaction and discharge of all claims they had against the company, and that therefore they could not maintain their action for damages. A great many signed the receipt—over a thousand—but many did not, and they, of course, could not be affected by the point raised in this case. He (the learned counsel) submitted that the receipt did not justify the defendants' contention, and that the plaintiffs were entitled to recover. At the conclusion of the arguments judgment was given for plaintiffs.

SEQUEL TO A RIVER ACCIDENT AT CHATHAM.—Theobald v. The Medway Steam Packet Co. was a claim heard at the Kent Summer Assizes made by William Theobald, tobacco manufacturer, of Chatham, against the Medway Steam Packet Company for £44 expenses and personal damage incurred as the result of negligence on the part of the company's servants. Mr. G. F. Hohler appeared in support of the claim, and Mr. Percival Hughes defended.—Mr. Hohler explained that on the 11th of July, 1904, the plaintiff, with his brother and his brother's wife and son, had been for a trip on one of the company's steamboats, the *City of Rochester*, and were landing at the Chatham Sun Pier when the accident which was the subject of the action occurred. The whole of the other passengers had landed except the four in question, Mr. Theobald waiting to assist his brother, who was an invalid. When the four were in the middle of the gangway it suddenly gave way and pitched all of them into the water. This, it was alleged, was due to the vessel being improperly secured to the pier. No one who was in the habit of travelling on the water expected to be precipitated into the water at their journey's end by the people responsible for their safety. The company had settled with the plaintiff's brother, but declined to recompense Mr. William Theobald. Plaintiff, who was in the water for some time, had a nasty shock, and as a consequence was put to some expense. He had to take a cab home, which cost him 5s., his medical expenses amounted to £6 10s., then he went away under the advice of his doctor for a change of air, the expenses of which he put down at £10. Further, being a business man, he had to employ additional service in order that his business might not suffer during his enforced absence,

in respect of which he claimed £22 10s., while there were other items in respect of a new suit of clothes, boots, &c., and the repair of his watch, bringing the total amount claimed up to £44 8s. Plaintiff also asked for some reasonable remuneration for the ill-effects of his being pitched into the Medway. The defence was that this was the first accident during 38 years, and that when £110 was paid it was to settle all four claimants. The company did not admit liability, but they wished to stand well with the Corporation and see this matter amicably settled, and that was why they offered the money. They contended that the Corporation were liable for any negligence. The accident occurred by the party overbalancing the gangway by leaning on the side of it.—His Lordship: I propose telling the jury that before allowing the passengers over the gangway it was the duty of the defendants to take reasonable precaution to see it was reasonably safe. That I don't think they did.—Mr. Hohler: It is idle to talk about negligence on the part of the Corporation. The company took the passengers' money, and it was clearly their duty to see them safely landed. Passengers had paid nothing to the Corporation. Their contract was with the company, of whom they bought their tickets.—His Lordship told the jury that he did not think the reasonable precaution which he had spoken of was taken by the defendant company. If there was negligence on the part of the Corporation as well that did not concern them now. It was sufficient for the jury if they were satisfied that the company were negligent. As to the question of cost, there was generally a tendency for the plaintiffs to make those as much as possible in cases of this kind, and he should advise the jury to consider very carefully the claim of £22 for extra wages paid.—After a brief consultation the jury returned a verdict for the plaintiff for £30 damages.—His Lordship entered judgment accordingly.

THE SALE OF A TOBACCONISTS' BUSINESS.—Last month, in the King's Bench Division, Mr. Justice Darling had before him the short cause of *Westcott v. Breedin*, which was brought by the plaintiff to recover from the defendant the sum of £143 on a bill due on January 23rd, and dated October 20th, 1904. The defence set up was that the bill was to be removable, and that therefore the action was premature. Mr. Henli was counsel for the defendant. It appeared that the defendant, who until recently carried on business at 2, Station Road, Abbey Wood, as a tobacconist, &c., agreed to purchase from the plaintiff her business at Southend, and the amount now sued for was the balance of the purchase money. Plaintiff's case was that when the bill matured in January it was presented to the defendant at Abbey Wood for payment, but he said he would not pay, and refused to renew it. He also, it was alleged, said he would have nothing to do with it, as the matter was in the hands of his solicitors.—Defendant said when the bill was presented to him he said he could not pay it till he had sold his business. Upon the question of renewal he said he could not do so, and referred plaintiff's representative to his solicitor, giving him his name and address. His Lordship came to the conclusion that the defendant was offered a renewal of the bill, and gave judgment for the plaintiff for the amount claimed and costs.

DISPUTED HALIFAX AGREEMENT: JUDGMENT IN THE HOUSE OF LORDS.—In the House of Lords, on August 3rd, the appeal by Francis Fleming and others v. James Duff, C.A., Halifax, was heard. The action was originally brought by Mr. Duff to establish the liability of the applicants, some of whom are resident in Leeds, and others in Halifax. Under an agreement dated July, 1896, to contribute with him to a moiety of £22,000, which the respondent had been called up to pay, and had paid. The applicants did not dispute their liability to contribute to the sum of £7,333. They, however, disputed their liability to make any further payment in respect of the respondent's claim, or to indemnify him against any portion

of the balance of £3,666. The liability to pay this latter sum arose through the default of Joseph Henry Finlinson, and the real question in the action was whether in relief of the appellants the respondent was to take upon himself the whole of the burden so occasioned, or whether he and the appellants were all bound to contribute rateably towards discharging it. Mr. Justice Joyce upheld the appellant's contention that the whole burden must be assumed by the respondent, and he dismissed the action, but the Court of Appeal reversed the judgment. The circumstances which gave rise to the transactions, and which have previously been reported at length, arose out of certain options to purchase a brewery business and property belonging to John Naylor, of Warley, and also the business of a wine, spirit, and cigar merchant, belonging to Messrs. Scracherd and Co., of Halifax, acquired by a Mr. Finlinson, manager at Halifax in 1896 of the Halifax and Huddersfield Union Banking Company. The point at issue was whether there was a relationship of partnership between the parties to the venture such as would make appellants bound to indemnify Mr. Duff. The Lord Chancellor, in giving judgment, said that the case was one of considerable difficulty. He was of opinion that the bargain entered into between the parties was intended to be a joint adventure for the purpose of buying certain properties with the object of the resale of them at a profit. He therefore agreed with the Court of Appeal, and thought their judgment ought to be affirmed. But as the majority of their Lordships thought otherwise, the judgment would, of course, be that the decision of the Court of Appeal would be reversed. The majority were Lords Macnaghtan, James, and Robertson, and the appeal was allowed.

PIPES AND GUTTERS.—This was an action heard last month at the Norwich County Court, in which the plaintiffs were Arthur Brunton, of 105, Magpie Road, and Charles Marmaduke Wells, of 107, Magpie Road, and the defendant, Charles Newman, tobacconist, 80, St. Benedict's. The particulars of claim set forth that the plaintiff Brunton is the tenant of 105, Magpie Road, and the plaintiff Wells is owner and reversioner of the same. The defendant is the owner of 107, 109, 111, and 113, Magpie Road, and from time to time had wrongfully caused an overflow of water from the gutter fixed to the front of those houses to be discharged upon the roof and wall of 105, Magpie Road, whereby the roof and wall were damaged. Notice to stop such overflow had been given, but the defendant had refused to comply with it. Plaintiff Brunton claimed £2 10s., and plaintiff Wells £10, and both claimed an injunction to restrain defendant from continuing the injury complained of. Mr. Eversley (instructed by Mr. Emerson) appeared for plaintiffs, and Mr. Keefe for defendant. Evidence was given by plaintiffs to the effect that when a storm occurred, the rain water "poured down like anything" on the wall of the house, through the accumulation of the water in the gutter. This had been going on "little or much" for the past five years. Neither in the bedroom nor in the room below would paper remain on the walls, so damp were they.—George S. Tinkler, builder, Sandringham Road, stated that the injury was caused through the water running through a short pipe into the gutter instead of the pipe running down to the ground. There was only one down pipe to the eight houses, and that was at 103. No water, he believed, passed on to 107 from 105, except through the conduit. If when the water got into the gutter it could be efficiently carried away, no injury would be done to the wall. If there was a down pipe between 107 and 111, it would take off water which at present found its way to the conduit. The gutter at 105 was not big enough to carry off the water from the roof and the conduit. In answer to his Honour, witness said the gutter might be enlarged for an expenditure of about £3, and another down pipe might be put in for a matter of 50s. or £3.—His Honour thought it a pity that the parties had not come to some amicable arrangement under such circumstances. In reply to his Honour, witness estimated the inside and outside damage which had been done up to the present at about £10.—His

Honour remarked that the costs already incurred would represent five times as much as the injury done might have been remedied for.—For the defence, Robert Nourse Rowe, builder, Norwich, was called, and stated that he built the houses, with the little down pipe which was common to houses throughout the city. He had built a good many. There must be some defect in the gutter if the rain water got on the wall of the house.—His Honour: What do you say is the defect?—Witness: There may be a football in the gutter (laughter). I often find them in such places. There appears, at any rate, to be some obstruction.—Do you mean a football that is kicked at the game?—No; a small ball.—Then, why not get a ladder and go and look if there is one there?—The witness Tinkler, re-called, said when he examined the gutter there was no evidence of any obstruction.—The tenant, also re-called, said that since this examination the gutter had overflowed, even as late as last Sunday morning's storm.—After other evidence had been given for the defendant, his Honour said he had come to the conclusion that the water passing through the conduit pipe on to the gutter of 105 was not the cause of the damage, but that that was due to the condition of the gutter. The question as to whether the defendant was entitled to pass the water into the gutter was one that he must have time to consider.—Mr. Keefe having addressed his Honour on the point of law raised, the case stood adjourned.—On Wednesday, after arguments on points of law, his Honour gave judgment for plaintiffs for £10—£2 10s. to the tenant, and £7 10s. to the owner—with costs, but he refused the injunction and disallowed the plaintiffs' costs as to their rights of easement.

A SOLICITOR'S BILL.—In the Lord Mayor's Court last month Mr. Hugh Taylor, tobacconist, of 74, York Road, Lambeth, sued Mr. Josiah C. Stredder, of Electro House, Moorgate Street, for £14 16s. under an assignment. Mr. Swanson (instructed by Mr. Appleyard) was counsel for the plaintiff, and Mr. Merlin (instructed by Mr. Digby) for the defendant. In the summer of 1903 Mr. Appleyard, solicitor, was instructed by a Mr. Maconochie to bring an action against Mr. Stredder for the return of £100 which he (Maconochie) had deposited on certain conditions. Proceedings were commenced in the High Court, and judgment for £100 and costs was recovered. Afterwards some arrangement was come to between the parties to that suit and Stredder gave Mr. Appleyard an undertaking to pay his costs.—The jury found for the plaintiff for the amount claimed.

Police.

BARROVIAN'S FUNERAL.—The funeral of the late Mr. John Waugh, tobacconist, of Dalton Road, Barrow, took place on July 12th, at the Borough Cemetery, amidst a large concourse of friends and relatives, the Rev. G. K. Meaby being the officiating clergyman. The coffin was of polished oak, with heavy brass mountings, the breast-plate of which bore the following inscription:—"John Waugh, died July 9th, 1905; aged 43 years." The wreaths were numerous, and one in particular was worthy of note, from the Tobacconists' Association. The bearers were Mr. Joseph Richardson (Conservative Club), Mr. Lungren (Foresters' Friendly Society), Mr. Richard Thompson and Mr. Bathorpe (representing the Barrow Bowling Club), Mr. Frank Harrison (tobacconist), and Mr. Mitchell.

EIGHT THOUSAND CIGARS SEIZED.—The Customs officials at the Gare du Nord Paris, were watching the arrival of passengers on July 24th, when their attention was attracted by the movements of a man. They at once suspected him, and took note of his identity, which was furnished by the labels on his luggage. He was a Belgian commercial traveller, and he came from Cambrai. The

inspectors wa
the office in
Meanwhile th
been informe
Criminal Inv
men and ne
replied that h
and that he
inspectors ha
station. It
were discove
and taken to
"FINDIN
sted last mon
stealing 1 lb
William Bro
on July 1st.
Ettie Manne
stone for so
as that pro
parcel of tob
—Charles W
the young g
that when w
ant, who she
told him tha
spoken to d
that by the
longed.—Pri
future I shal
it.—Prisoner
for one mon
SMOKING
TIONS.—Or
of the Natio
at the Liver
A. J. Oaksho
at the Alex
jected that
whereas the
but the Mag
be laid by an
on the date i
Dock smokin
allowed on t
the South E
here?" "I
whereupon M
I will not pe
defendant ther
said, "I do
smoking was
in cross-exa
was taking
certain, as h
they were n
replied that
smoking wa
being the c
ought not to
and the Sou
except th
the Alexand
Mr. Lynske
Witness, in
received in
others. He
the time Mr
Mr. Lynske
He was
man might
Mr. Sexton
gate, but
L. Duff
that

inspectors watched him, and saw him walk hurriedly to the office in order to release a heavy package of glass. Meanwhile the General Controller of Indirect Taxes had been informed as well as M. Blot, assistant chief of the Criminal Investigation Department. Questioned as to the origin and nature of the package, the commercial traveller replied that he was charged with a commission for a friend, and that he was ignorant of the contents of the box. The inspectors had the box taken to a special room in the station. It was opened, and no fewer than 8,000 cigars were discovered. The commercial traveller was arrested and taken to the depot.

"FINDINGS" ARE NOT "KEEPINGS."—At Bearsted last month Frederick William Davies was charged with smoking 1 lb. of tobacco, value 4s., the property of George William Brooks, landlord of the Chequers Inn, Aylesford, on July 1st. Prosecutor stated that on July 1st he sent Ette Mannering to Messrs. Allen & Richardson's at Maidstone for some tobacco. The packet would be the same as that produced.—Ettie Mannering spoke to losing the parcel of tobacco when she was bringing it from Maidstone.—Charles William Richardson gave evidence as to serving the young girl with the tobacco.—Edward Marshall said that when working near Allington Locks he saw the defendant, who showed him the pound of tobacco produced, and told him that he had found it.—P.C. Gibson said that when spoken to defendant admitted finding the tobacco, saying that by the name on the packet he knew to whom it belonged.—Prisoner: If I see anything in the road in the future I shall kick it on one side and let someone else have it.—Prisoner, who lives at Gillingham, was sent to prison for one month, with hard labour.

SMOKING AT THE DOCKS. POLICE PROSECUTIONS.—On July 21st, Mr. James Sexton, general secretary of the National Union of Dock Labourers, was summoned at the Liverpool Police Court, before Dr. Clarke and Mr. A. J. Oakshott, for having on the 11th July smoked tobacco at the Alexandra Dock.—Mr. Lynskey at the outset objected that the prosecution was under a private Act, whereas the information was laid by the Chief Constable, but the Magistrates' Clerk held that the information could be laid by anybody.—Sergeant E2 deposed that at 1.20 p.m. on the date in question the defendant entered the Alexandra Dock smoking a cigar. Witness told him smoking was not allowed on the dock estate, and he replied, "The men at the South End are allowed to smoke. Why cannot I smoke here?" "You are not at the South End," witness said, whereupon Mr. Sexton remarked, "It makes no difference, I will not put my cigar out. You know your duty." Defendant then offered the sergeant his card, but the officer said, "I don't want that. I know who you are." The smoking was going on for about ten minutes. The officer, in cross-examination, said he understood that smoking was taking place at the Toxteth Dock, but he was not certain, as he had not been there.—The Clerk stated that they were not dealing with the South End.—Mr. Lynskey replied that he was entitled to elicit the information that smoking was going on at the South End Docks, and that being the case, those responsible for laying informations ought not to make any difference between the North End and the South End.—The Clerk: We have nothing before us except that James Sexton is summoned for smoking at the Alexandra Dock. Of course, in mitigation of penalty, Mr. Lynskey was entitled to raise the other matter.—Witness, in answer to further questions, said he had not received instructions to prosecute some people and not others. He saw a man leave the dock gates smoking at the time Mr. Sexton was there. He did not summon him.—Mr. Lynskey: Why didn't you prosecute him?—Witness: He was just going out of the gates when I saw him. The man might have come from the Overhead Railway Station. Mr. Sexton was in the dock yard, about ten yards from the gate, but was not in any shed.—The Head Constable (Mr. L. Dunning) said he had seen it stated in the newspapers that smoking was taking place at the South Docks. He

had not seen any smoking going on. When he visited the docks the men were at work. He had not given permission to smoke at the South End—he had not the power—nor did he know that smoking went on there.—Detective-Inspector Duckworth said he visited the sheds two or three times a day, sometimes oftener, and he had not seen any smoking.—Mr. Lynskey: All I can say is that it is very extraordinary.—R. W. Coop, journalist, spoke to having visited the Toxteth Dock sheds and seeing the men smoking freely. One man, whose hand was injured, asked him to light his pipe for him.—The Clerk: What has this got to do with the information?—Mr. Lynskey: I cannot understand why trade unionists should be prosecuted while non-unionists are allowed to smoke in the docks. It seems to me they are making fish of one and flesh of another.—Mr. Coop further said that he was smoking, and his name and address were taken, but up to the present he had not been summoned.—The Head Constable: I do not mind admitting that there has been smoking, but no offence against any particular man has been reported to me. There has been smoking in the shed, which has been the living place for the men at the Toxteth Dock.—Mr. Lynskey said that under the Act a person who smoked tobacco or any herb or substance whatever in any transit shed, warehouse, or within the limits of any docks, was liable to a penalty not exceeding £5. According to the ruling of the Clerk, this Act was enforceable by the police, and what defendant complained of was that the imported men at the South End were allowed to smoke, while he was summoned. Therefore he suggested that the police were actually siding with the imported men as against the trade unionists, because not only was Mr. Sexton summoned, but another defendant, Mr. Dooley, was also a member of the union. Mr. Sexton went before the Watch Committee a short time ago with respect to smoking being allowed at the South End sheds, and he was told by the Chairman that the police had nothing whatever to do with enforcing the regulations on the Dock Estate. Consequently, not with the view of committing any real offence, but in order to ascertain whether the police or the Dock Board were responsible for laying informations, Mr. Sexton went to the Alexandra Dock smoking. The Dock Board repudiated their liability for prosecution, and the Head Constable assumed the responsibility of laying the summons. He (Mr. Lynskey) had written to the Head Constable expressing surprise that the information was laid by him, notwithstanding the views expressed by the Chairman of the Watch Committee, and the Head Constable had replied that "the ordinary course has been followed. It was reported to me that an offence has been committed, and as there was no reason why the offender should not be prosecuted, I laid the information."—The Clerk pointed out that under Section 12 of the Act of 1899 it was competent for the Dock Board to make a bye-law allowing smoking in certain places.—The Chairman said they had nothing to do with trade unionists or non-unionists. The evidence showed that Mr. Sexton knowingly broke the law, and refused to desist when warned by the constable. He had committed an offence against the Dock Act, and he would be fined 5s. and 4s. 6d. costs.—Hugh Dooley was summoned for smoking on the north-east side of the Toxteth Dock. The defendant, when spoken to by the constable, who requested him to take out his pipe, replied, "No, I shall not. Others smoke here, and I shall do it." Twenty-five bales of cotton were within 12 or 15 yards of defendant, and from 300 to 400 bales were in a shed near by. He was also fined 5s. and 4s. 6d. costs.

ALDERSHOT POLICE COURT. A SERIOUS CHARGE—A SAD CASE.—John Morris Stephens was charged before Col. Birch (Chairman), Col. Jessop, and Capt. Gambier, at the Aldershot Police Court on August 4th, with obtaining cigars and cigarettes by false pretences, the property of Mr. Rideout, tobacconist, Aldershot, on the 6th and 23rd June last. Mr. Snaggs prosecuted, and said that the prisoner had been in their employ, but had been discharged. When he left on the 20th May the

defendant said that as the prosecutor had been very good to him whilst in his employ, he would try to get him any orders possible in the camp. On the 6th June the prisoner came to the shop in High Street and said that he had been sent by the R.E. N.C.O. Mess for 50 Army and Navy Cigars, and 50 boxes of cigarettes for the Telegraph Battalion of the corps. Mrs. Rideout, believing his story, let him have the goods. They had found out that no such goods had been ordered. On the 23rd June prisoner came to the shop again and said that Q.M.S. Blower, of the R.E. Mess, had sent him for "Woodbine" cigarettes. He was given £1 0s. 6d. worth of cigarettes. When the accounts were made up the prisoner called at the shop and said that he would deliver them. This he never did, and consequently the evil day was delayed when his frauds should be discovered. It was a bad case, but the prosecutor had no desire to press it too heavily against him. He had a wife and family, and they would be content if the Bench decided to bind him over—that, however, would be for the magistrates to determine.—Emma Rideout, wife of Albert James Rideout, tobacconist, 29, High Street, Aldershot, said that the defendant had been in her husband's employ for some months. He left on the 23rd of May. He had been engaged as manager of the shop. He came back to the shop after he had left, on the 6th June, and said that he had an order from the Telegraph Battalion R.E. for 50 Army and Navy cigars and 12 boxes of "Woodbine" cigarettes. She believed his story, and let him have the goods. Nothing was said about payment then, because the Telegraph Battalion were customers, and the accounts were only rendered monthly. The defendant had helped in the work of supplying the Messes. Witness entered the goods in the accounts. She also gave the prisoner an invoice for the Telegraph Battalion for the amount of the goods. The amount was £2 5s. She was present when the prisoner entered the shop about the beginning of July and asked for the accounts for these goods. He said that he would deliver the accounts for her husband, who handed the accounts to him. Witness had not seen the man since.—Albert James Rideout, the prosecutor, said that he was present when prisoner came in on the 23rd June. He said that he had come down from Mr. Blower, of the R.E., and that he had an order for witness for the supply of cigars and cigarettes. Witness believed that the story he told was correct, and let him have the goods. Witness had helped the prisoner whilst in his employ financially beyond the mere payment of his wages, and when he left him he had obtained for him other employment. Witness had never authorised prisoner to get him orders, but when prisoner had said that he would try to do so, he (witness) had acquiesced. Witness had not received payment for either of the parcels of goods which had been delivered to the prisoner. The bills had been handed over to the prisoner as he had called in and offered to deliver them.—Troop Sergeant-Major Milligan, Telegraph Battalion R.E., said that on 6th June the Battalion named was on duty near Southampton. The Battalion proceeded there on the 30th May and did not return till July 14th. During that period witness was in charge of the N.C.O. Mess, and it was his duty to telegraph through for all orders. He had never given the prisoner any orders for the supply of goods from Mr. Rideout. Stephens had never delivered any goods to him. They had had one bill sent in for this account—about a week ago. They at once returned it, and stated that as they had not received any such goods they could not pay.—Q.M.S. Blower, R.E., said that he made it a practice to personally order goods required from Mr. Rideout. He had never ordered the goods named in this charge from prisoner.—P.C. Coole proved the arrest of the prisoner on warrant at Eastbourne. He found the prisoner detained at the police station. When he read the warrant prisoner said, "There must have been some mistake made, for I know nothing about it." Witness conveyed him to the Aldershot Police Station, where he was locked up. Prisoner was employed by Messrs. Dickeson at a canteen at Eastbourne.—The prisoner pleaded guilty to the offence, but

added that he had no intent to defraud. Pressed to plead one way or the other, prisoner said, "I told Mr. Rideout that I would get him all the orders I could. I did intend to give the money back. I was out of work at the time. I had no intent to defraud.—Mr. Snaggs said that there had been no desire on the part of Mr. Rideout that prisoner should get orders. He should say, perhaps, that this was not the only case which might have been preferred against prisoner, but they had no desire to deal harshly with him.—The Bench retired, and on returning said that it was an exceedingly bad case. The prosecutor had done everything he could for prisoner, and had obtained for him another situation, yet, in spite of all this, he had done this thing. He was liable to six months' hard labour, and they felt that they would not be doing their duty if they were to sentence him to a less term than that of three months' hard labour. Prisoner left the dock without a word.

BETTING RAID AT RYDE. HEAVY PENALTIES INFLICTED.—At the Ryde Borough Police Court, on August 4th, Arthur Himmens, 33, tobacconist, 178, High Street, was charged that between the 18th and 25th July he unlawfully kept his shop and premises for the purpose of receiving bets from persons resorting thereto upon certain events and contingencies relating to horse races. Mr. J. Marsh defended.—Harry Rollason, a recruit constable, deposed that between the 18th and 24th July he visited the defendant's shop. On the 18th he gave him two shillings, and wrote the names of two horses on a slip of paper which defendant supplied. The horses won, and the next day he drew 5s. 6d., and backed two more horses, which were not successful. The same thing occurred on subsequent days, but the horses did not win. He had bets on five occasions.—By the Magistrates' Clerk (Mr. J. Fardell): He saw several people in the shop, who looked suspicious.—Mr. Marsh protested that it was an unfair observation.—Witness, in reply to the Magistrates' Clerk, said he did not see anyone hand a slip in.—Cross-examined by Mr. Marsh: He made the acquaintance of the defendant through a young man in the street.—Defendant said he simply took the tickets for another man who called for them.—Witness did not invite other people to make bets. Mr. Marsh closely questioned the witness as to whether he did not ask a young man from a shop opposite to make a bet, and this he denied. Mr. Marsh said he did not wish to bring the young man into the case, but after the constable's evidence he asked for a subpoena for his attendance.—The Magistrates' Clerk remarked that it did not bear upon the charge, and Mr. Marsh said it effected the credibility of the witness.—In reply to the Magistrates' Clerk the witness said he was told off for special duty in connection with this case. Chief Constable Greenstreet said on Tuesday, the 25th July, about two o'clock, he went to the defendant's shop in company with Sergt. Ryall and the previous witness. He saw the defendant and another man. He told the prisoner he had a warrant to search the premises and arrest any persons thereon. He told defendant he had made bets with the witness Rollason. Himmens made no reply. He asked him to hand any betting slips he had, and he gave him two, one containing a five shilling piece, and the other two shillings. In a drawer he found another slip without money. He then went into a private room behind the shop and found a newspaper, which showed all the racing news of the day, and the names of the horses mentioned on the slips. Defendant said he was sorry he had had anything to do with it, adding "I don't keep the bets; I take them for Dick White, and he calls for them about two o'clock." He pointed out it was after two o'clock, and defendant said White was in about half an hour since, and would be in again in a few minutes. White came in shortly. Witness found fourteen betting slips, and ten with money. He took Himmens to the police station, where £1 12s. was found upon him. He was charged, and bailed out. Witness found no memorandum books. Another defendant, Wyatt, entered the shop, and on him were found papers relating to horses running.—P.S. Ryall gave some corroborative

evidence, and whether he knew a certain person was taken prisoner. Marsh asked for appearance, by a shop assistant. Bowling Green, 24th July, in conversation with—Have the request and the request Clerk: He was examined by understood for two shillings. not think any methods adopted witness Rollason conceal the fact a crime with the Court to remark, and Mr. Marsh said witness, who made.—The Court a liar. One must ask you it. I did not giving his evidence a liar.—Mr. Marsh evidence that He asked the and to inflict defendant was seemed anxious independent the defendant he had been responsible. very small amount had committed Defendant in out of the affair customers to The Bench Chairman said would hear Charles Wyng Anglesea Street said on visit defendant with Constable W Afterwards, found upon him containing rolls. He said the Chief Constable Valhalla and examined by him. The evidence used in his had been made to hear the defendant who said on the purpose the counter any other had been the one of the evidence

evidence, and in reply to the Magistrates' Clerk as to whether he had kept any observation on the shop, said he knew a certain person visited it every day.—Another case was taken pending the arrival of the witness whom Mr. Marsh asked should be subpoenaed, and on his putting in an appearance, he said his name was Arthur Robert Eldridge, a shop assistant. He had met the witness Rollason on the Bowling Green in the Esplanade Gardens. On Monday, the 24th July, he saw him in defendant's shop, and had a conversation with him. He referred to a paper, and said, "Have two shillings on with me on this." He declined to and the request was not repeated.—By the Magistrates' Clerk: He went to the shop for some tobacco.—Cross-examined by the Chief Constable: He did think he misunderstood Rollason, who was making a bet and putting two shillings down.—Mr. Marsh, for the defence, said he did not think any words were too strong to condemn the methods adopted in order to obtain a conviction. The witness Rollason, to support a criminal charge, had lied to conceal the fact that he had incited another man to commit a crime with him. The Magistrates' Clerk: That is for the Court to decide.—The Chairman: It is a most unfair remark, and I don't know if you are prepared to justify it.—Mr. Marsh said he had had no communication with the witness, who had borne out the statement he had previously made.—The Clerk: You are not justified in calling the man a liar. One witness says one thing, and one another. I must ask you to withdraw it.—Mr. Marsh: I will withdraw it. I did not call the man a liar, but said he told a lie in giving his evidence.—The Chairman: The man who lies is a liar.—Mr. Marsh said he had the most utter contempt for evidence that had been got up in the way this had been. He asked the Bench to consider the smallness of the matter, and to inflict the lowest penalty possible, seeing that the defendant was trapped into the affair by a witness who seemed anxious to draw another into it so that he could have independent testimony. He hoped they would not visit on the defendant any little indiscretion they might consider he had been guilty of, and for which his client was in no way responsible. Defendant's operations were confined to a very small area, and when confronted with the fact that he had committed an offence he gave the police every assistance. Defendant informed him that he never made a halfpenny out of the affair.—The Magistrates' Clerk: It would bring customers to his shop.—Mr. Marsh: I suppose it would. The Bench having retired to consider their decision, the Chairman said the magistrates had decided to convict, but would hear the other case before giving judgment. Charles Wyatt, 25, mineral water manufacturer, 10, Anglesea Street, was charged with being on the same premises on the 25th July for an unlawful purpose.—P.S. Ryall said on visiting Himmens' shop on the day named the defendant Wyatt was there. He was told by the Chief Constable to remain there while the shop was searched. Afterwards, at the police station, two betting slips were found upon him, three notes relating to horses, and a book containing racing notes. Defendant had £3 6s. 6d. upon him. He said he had been to the shop as a customer.—By the Chief Constable: Two horses named on the slips, Valhalla and Nell Gwyn, were racing that day.—Cross-examined by Mr. J. Marsh, defendant informed him he had been there to buy cigarettes, and he found two packets upon him. The envelope produced bore post mark November 19th, 1904, and the card, also put in, May 26th, 1904. Defendant told him he was wearing an old coat which he used in his business.—Mr. Marsh submitted that no case had been made out, but the Chairman said they would like to hear the defence.—Mr. Marsh then called the defendant, who said on the 25th July, he was in Himmens' shop, solely for the purpose of buying cigarettes. His change was on the counter at the time. He would honestly swear that he had never left a betting slip with Himmens for himself or any other person. The memoranda found in his pocket had been there for 15 months.—The Chairman said the case was one of grave suspicion, but it was a question whether the evidence went far enough to convict the defendant,

and the Bench had decided to dismiss the case. They hoped this would be a warning to him, and that he would be very careful in the future.—Richard White, 49, described as a bookmaker's tout, 35, Prince's Street, was charged with assisting Himmens on the dates named, and also with being unlawfully on the premises on the 25th July. Defendant, who was undefended, pleaded not guilty.—P.S. Ryall said while the Chief Constable was searching the premises defendant came into the shop and stood there without asking for anything. When told by the Chief Constable that he would be charged with visiting the place for betting, he replied "All right, sir." At the police station he found four betting slips and three paying out accounts with reference to betting. Ten betting slips contained amounts for one shilling to nine shillings, the whole amounting to 30s. Defendant had 18s. 5½d. in silver and copper upon him.—By the Chief Constable: Defendant was a betting tout. He had seen him enter the premises on many occasions.—The Magistrates' Clerk said one of the betting vouchers bore the name of "Maynard."—The Chief Constable asked that the penalty in this case might be a severe one. Defendant was a source of endless trouble to them, running about for a firm of bookmakers.—The Magistrates' Clerk pointed out that the Justices had not yet decided to convict in this case. (Applause in Court.)—Defendant said he did not go into business houses. What he received he took in the street. He did not understand much about it, as he could neither read nor write.—The Bench again retired, and on returning, the Chairman, addressing the defendant, said the Justices regarded the matter as one to be severely dealt with. They were liable to a fine of £100, or six months' imprisonment, at the option of the Bench. They took into consideration that they had not been there before, and Himmens would be fined £10 and costs, or one month's imprisonment, and White £15 and costs, or two months' imprisonment. The Chief Constable withdrew the second charge against White, with the consent of the Bench.

Public Companies.

BRYANT & MAY.—The profits of the business during the year ended June 30th, added to the balance brought forward from last account, after providing for interest on debentures, directors' remuneration, expenses of management, maintenance of premises, plant, and machinery, and all other expenses, amount to £98,814. From this has to be deducted the interim dividends on the preferred and deferred shares, leaving available for distribution a balance of £55,214. The directors recommend payment of further dividends—on the preferred shares at the rate of 7s. per share, and on the deferred shares at the rate of 5 per cent. per annum for six months—and to write off balance of expenses of issue of debentures, after crediting amount of premiums received (£3,000), viz., £237, carrying forward £11,376. The business of the company continues quite satisfactory, so far as the home trade is concerned; but export trade is dull. Good progress continues to be made in the development of the Californian pine lands and works in connection therewith. The amount expended by this company up to June 30th last was £264,217, the same amount having also been expended by the Diamond Match Company of Illinois, United States of America, who are joint (half) partners with this company in the venture. The latest reports indicate that capital expenditure may be expected to cease within a few months, and that the entire plant will be in full operation and producing revenue by the beginning of the coming winter.

BRITISH DELI AND LANGKAT TOBACCO COMPANY, LTD.—An extraordinary general meeting was held on July 17th, at Winchester House, to consider a resolution to approve a scheme to transfer the company's undertaking to a company proposed to be formed in Amsterdam accord-

ing to Dutch law, and to distribute among the shareholders certain B shares or other shares or certificates in the new company. Mr. L. Hüttenbach, who presided, moved a resolution in accordance with the object of the meeting. Describing the scheme, he stated that a company would be formed in Holland with a capital of fls.1,700,000. This amount would be used to discharge the company's indebtedness to the Deli Maatschappij, and the surplus—about fls.570,000—would be fresh working capital. In addition to the fls.1,700,000 capital the company would also issue B shares, or "profit" shares, or "founder" shares, as might be desired for nominally a similar amount. These B shares, or whatever they might be called, would after the capital had received 5 per cent., be entitled to one-third of the profits which would be available for distribution. As soon as the ordinary shares had received their capital back in the shape of dividends, irrespective of the 5 per cent. per annum, the ordinary shares and the B shares would rank equally for dividend, the 5 per cent. on the ordinary shares being also discontinued. The Board considered the arrangement a mutually satisfactory one. Shareholders should remember that when the directors took office everything was practically completely lost. They succeeded in preserving the property for the company, but they could not undo the effects of the past. They started with the burden of a very heavy indebtedness, but they took office hopefully, as a few good years would have completely altered the state of affairs. Unfortunately those good years had not come. The scheme was one which even a flourishing company need not be ashamed of entertaining. It was true that under it the shareholders only got shares in the new company, but instead of shares in a company which was largely indebted and which had no working capital, they became shareholders in a concern free of debt and with a very satisfactory amount of new capital. Even if the coming crops were good the shareholders would be in some respects in a better position than if the old system had continued. In the latter case any profits would have had to be used to reduce the company's indebtedness to the Deli Maatschappij, and it would have taken a long time before they would have been able to apply any of the profits for dividends. Under the new arrangement, where they started with a clean book, they could get a dividend after the very first crop. Contemplating the possibility of a bad crop, the advantages of the new arrangement were even more striking. Judging from the reports on the present crop, the company seemed about to turn the corner, and to commence getting the benefit of the systematic and rational working of the last few years. The fls.1,700,000 which was provided to pay the company's indebtedness and to furnish fresh working capital, would be taken up by the Deli Maatschappij. He was authorised to make the binding offer that all shares of shareholders who did not wish to participate in the scheme, both preference and ordinary, would be taken over for cash at 50 per cent. above the prices current before the scheme was thought of. Mr. P. Kolff and he were to join the new board. Mr. H. Lafone seconded the motion, which was adopted. A resolution was passed to pay the directors and secretary a balance of fls.37,000 in shares remaining after the agreement had been carried out. A meeting of preference shareholders was held subsequently, at which a resolution was passed approving the scheme. A meeting of ordinary shareholders was to have followed, but, owing to the lack of the necessary quorum, it had to be adjourned for ten days.

MONEY WAS NO OBJECT.

"Daisy bought a cigarette smoker for her beau that actually cost \$5."

"That's nothing. I knew a girl that paid \$100,000 for a cigarette smoker."

"Goodness! With her own money?"

"No, with her father's money. The cigarette smoker was in the shape of a foreign duke."

Good Goods from Goodbody.

Messrs. T. P. & R. GOODBODY are keeping their end up well, and have sent us a few samples of their leading lines.

Drecona Mixture.—This is sold in 1 oz., 2 oz., and ½ lb. tins, and can be had either mild, medium, or full. We found it particularly pleasant in flavour, and it well deserves the steady and growing popularity it has attained, as it is manufactured only from the choicest tobaccos, blended with the greatest care.

Three Leaves.—This is a cheaper line, retailing at 4½d. the ounce, but it is of really sound quality, and pipe smokers will enjoy it.

Donore Castle.—This is the tobacco of which Donore Castle cigarettes are made, and is too well known to require detailed notice, but those who do not stock it or the cigarettes should give them a trial.

MILLIONAIRE BRIDE IN SHOREDITCH.—THE GHETTO'S WELCOME.

Mrs. STOKES, the Jewish cigarette-maker, who has married an American millionaire, revisited the East End districts in which she spent her childhood on Saturday, August 5th.

Ever since it became known that the girl it knew as Rose Pastor was coming to England the Ghetto has been in a wild state of excitement. "Will she come and see her friends again?" all her old neighbours asked; "or will she be too proud now that she is so rich?"

Those who knew her best answered, "No; she is sure to come and see us again; she has always loved the poor." And they were right.

About 1.30 on Saturday Mrs. Stokes and her husband reached Calvert Avenue, Shoreditch, in their motor-car. Leaving the car with the chauffeur, they passed through Ducal Street on foot, but before they had walked far the inhabitants recognised them. Immediately shouts of delight went up, and the neighbours, hurrying from their houses, joined in the welcome.

CHATTING OVER OLD TIMES.

So thick became the press that constables had to effect a passage for the smiling couple. Mrs. Stokes, who was looking very beautiful in a brown tailor-made motor costume at first appeared somewhat embarrassed, but soon recovering bowed right and left in response to the welcome.

"Isn't she beautiful, and how glad she seems to be to see us again," they said to one another, whilst the men admired her husband's six foot of muscle.

The parlour at 7, Chambord Street, where Mr. Levine, Mrs. Stokes's uncle, lives, had been specially decorated for the occasion with bright-coloured paper flowers, and in the place of honour on the mantelpiece stood a photo of Mrs. Stokes when she was a "hand" in the cigar factory at Cleveland.

After Mrs. Stokes had chatted over old times for more than an hour with her relatives, many old friends and acquaintances were summoned to welcome the happy bride.

MEETING OLD FRIENDS.

Clad in their best they trooped into the little room half-abashed for the moment, but soon were put at their ease by the graceful woman who talked so eagerly over the old days and inquired after mutual friends.

It was a perfect triumphal progress back to the car when the visit was concluded. All cheered and wished prosperity to the girl who had so clearly proved that she was "unspoilt by fortune."

After a brief visit to 17, Black Lion Yard, Stepney, her former home, Mrs. Stokes and her husband drove swiftly away, leaving the Ghetto eagerly discussing the romance of the fortunate couple.

DAVIES,
Popular, Lon
HOSKIN
and Road,
WOODR
Church Stre
1905.
PHILLI
High Street
order, June
TABA
Tobacco Co
High Road,
1905.

GOLDBI
vncial Ciga
West Brid
Arcade, an
Harehills 1
order, July
THEOD
trading u
Theodore &
Plymouth
lock, forme
Rusholme,
Street, Mar
June 23rd,

First M
E

WOOD
PHILLI
Church S
Public exa
Northamp
at 12.0.

DAVIE
Upper N
London, F
August 2
Bankrupt
Street, Lo

HOSKI
tobacconis
Newport,
Official R
gate Char
3rd, at 12
ination, T
10.30 a.m

TABA
Tobacco
291, Hig
August 2
Buildings
at 12.0.

ELGIE
Lane, no
Lane, St
August 2
Albert R
2nd, 190
Stockton

HALL
ford, Es
1905, at

From the "London Gazette."

Receiving Orders.

DAVIES, A., tobacconist, 158, Upper North Street, Poplar, London, E. Date of order, June 27th, 1905.

HOSKINS, FRED WATHEN, tobacconist, 75, Commercial Road, Newport, Mon. Date of order, July 10th, 1905.

WOODROFFE, WILLIAM PHILLIP, tobacconist, &c., Church Street, Wellingborough. Date of order, July 10th, 1905.

PHILLIPS, SAMUEL WINSTON, tobacconist, &c., 1, High Street, Senghenydd, near Caerphilly, Glam. Date of order, June 28th, 1905.

TABAK, L. (lately carrying on business as the Essex Tobacco Company), tobacconist, 2, Dunedin Road, late 291, High Road, Leyton, London, E. Date of order, July 20th, 1905.

GOLDBERG, ISIDOR (trading as the London and Provincial Cigar Company), lately cigar merchant, formerly of West Bridgford, Nottingham, late 5a, Balcony, Queen's Arcade, and 10, Dorset Terrace, Harehills Lane, Leeds. Date of order, July 1st, 1905.

THEODORIDES, LEONIDAS (trading under the style of L. Theodore & Co.), cigar dealer, 14, Plymouth View, Chorlton-on-Medlock, formerly 19, Wallace Avenue, Rusholme, and 26, Corporation Street, Manchester. Date of order, June 23rd, 1905.

First Meetings and Public Examinations.

WOODROFFE, WILLIAM PHILLIP, tobacconist, &c., Church Street, Wellingborough. Public examination, County Hall, Northampton, August 16th, 1905, at 12.0.

DAVIES, A., tobacconist, 158, Upper North Street, Poplar, London, E. Public examination, August 2nd, 1905, at 11 a.m., Bankruptcy Buildings, Carey Street, London, W.C.

HOSKINS, FRED WATHEN, tobacconist, 74, Commercial Road, Newport, Mon. First meeting at Official Receiver's Office, Westgate Chambers, Newport, August 3rd, at 12.30 p.m. Public examination, Town Hall, Newport, Mon., August 3rd, 1905, at 10.30 a.m.

TABAK, L. (lately carrying on business as the Essex Tobacco Company), tobacconist, 2, Dunedin Road, late 291, High Road, Leyton, London, E. First meeting, August 2nd, at 12.0. Public examination, Bankruptcy Buildings, Carey Street, London, W.C., August 29th, 1905, at 12.0.

ELGIE, ARTHUR, late tobacconist, &c., late 68, Portrack Lane, now 1, Archer Place, and Wood Cabin, Portrack Lane, Stockton-on-Tees, co. Durham. First meeting, August 2nd, at 3.0 p.m., at Official Receiver's Office, 8, Albert Road, Middlesbrough. Public examination, August 2nd, 1905, at 10.30 a.m., at Court House, Bridge Road, Stockton-on-Tees.

HALLETT, GEORGE, 140, Leytonstone Road, Stratford, Essex, tobacconist. First meeting August 16th, 1905, at 1 p.m., at Bankruptcy Buildings, Carey Street,

W.C. Public examination same place, September 16th, 1905, at 11 a.m.

Adjudications.

ELGIE, ARTHUR, late tobacconist, &c., late 68, Portrack Lane, now 1, Archer Place, and Wood Cabin, Portrack Lane, Stockton-on-Tees, co. Durham. Date of order, July 4th, 1905.

HAMMERSON, EDWARD NATHANIEL (described as Edward Hammerson), tobacconist, 11, Farleigh Villas, Pembury Road, Hackney Downs, N.E., late 57, Borough High Street, London, S.E. Date of order, July 13th, 1905.

HOSKINS, FRED WATHEN, tobacconist, 75, Commercial Road, Newport, Mon. Date of order, July 12th, 1905.

PHILLIPS, SAMUEL WINSTON, tobacconist, &c., 1, High Street, Senghenydd, near Caerphilly, Glam. Date of order, June 28th, 1905.

STONE, JACK, tobacconist, &c., 11 and 13, Swallow Street, Regent Street, London, W. Date of order, July 8th, 1905.

THEODORIDES, LEONIDAS (trading under the style of L. Theodore & Co.), cigar dealer, 14, Plymouth View, Chorlton-on-Medlock, formerly 19, Wallace Avenue, Rusholme, and 26, Corporation Street, Manchester. Date of order, June 26th, 1905.

WOODROFFE, WILLIAM PHILLIP, tobacconist, &c., Church Street, Wellingborough. Date of order, July 10th, 1905.

HALLETT, GEORGE, 140, Leytonstone Road, Stratford, Essex, tobacconist, &c. Date of order, July 26th, 1905.

Notices of Intended Dividends.

BARON, JAMES, tobacconist, &c., 16, Nelson Street, and 13, New Street, Barnsley, Yorks. Last day for proofs, August 5th, 1905. Trustee, J. B. Ottley, 6, Bond Terrace, Wakefield.

ROBINSON, JOSEPH HUNSELY, tobacconist, &c., 82, Prospect Street, and 2, College Street, Kingston-upon-Hull. Last day for proofs, August 2nd, 1905. Trustee, C. Henry King, Trinity House Lane, Hull.

OXLEY, WILLIAM ROBERT, 101, Musgrave Street, West Hartlepool, tobacconist, &c. Last day for proofs, August 16th, 1905. Trustee, W. A. Ellis, Official Receiver, 3, Manor Place, Sunderland.

Notices of Dividends.

GRACE, EDWARD, late tobacconist, late of Narrow Bridge Street, Peterborough, Northamptonshire, now 1, George Street, Edgbaston, Warwick. First and final of 3s., at Official Receiver's Office, 5, Petty Cury, Cambridge.

SPAUL, JAMES ARTHUR (trading as A. Spaul & Co.), tobacconist, &c., 7, Princes Parade, Finchley, Middlesex. First and final of 1s. 10d., at office of the Official Receiver, 14, Bedford Row, London, W.C.

Donore Castle.

A HIGH-CLASS . . .
VIRGINIA CIGARETTE.

Manufactured by

T. P. & R. GOODBODY,
Greenville, Dublin.

Notices of Release of Trustees.

BLACKHAM, HAROLD, tobacconist, &c., 296, Pleck Road, late 170, Bridgman Street, Walsall. Trustee, J. D. Kerr, 5, Waterloo Street, Birmingham. Date of order, May 26th, 1905.

CALLOWAY, CHARLES, tobacconist, 35, Sadler Gate, Derby. Trustee, F. Stone, 47, Full Street, Derby. Date of order, June 14th, 1905.

SLOBODINSKY, J. L. (carrying on business as the G.L.S. Tobacco Co.), 68, High Street, Whitechapel, director of the J.L.S. Tobacco Co., Ltd. Trustee, Edward C. Moore, 3, Crosby Square, E.C. Date of release, July 12th, 1905.

Application for Debtor's Discharge.

MARCHANT, WILLIAM SAMUEL, formerly tobacconist, 2, Maddocks Street, Old Swan, Liverpool, late London House, Hucknall Huthwaite, Nottinghamshire. On August 4th, 1905, at 10, at Court House, Government Buildings, Victoria Street, Liverpool.

Orders made on Applications for Discharge.

HILTON, WILLIAM JAMES, wholesale and retail tobacconist, 165, St. Thomas' Road, Derby. Discharge suspended for two years and six months. Date of order, May 30th, 1905.

SMITH, PHILIP, tobacconists' assistant, formerly 1, Bishopsgate Street, Norwich. Discharge suspended for two years. Date of order, June 20th, 1905.

Dissolution of Partnerships.

BOGGIANO, JAMES BERNARD, and **OSWALD FABIAN O'BRIEN**, tobacco and cigar factors, wholesale and retail dealers in cigarettes, snuffs, fancy goods, and general tobacconist sundries, 48, St. James' Place, 12, Lodge Lane, and 26, Paddington, Liverpool, under the style of Boggiano & O'Brien. In future the business will be carried on by Oswald Fabian O'Brien alone.

LEVITUS, HYMAN, and **ALFRED LEVITUS**, tobacconists, 65, King's Road, Brighton, under the style of Levitus Brothers. The business will be carried on in the future by Hyman Levitus.

MORRIS, FRANK, and **ALEXANDER ELKAN**, tobacco brokers and cigar merchants, 106, Fenchurch Street, London, E.C., under the style of Morris & Elkan. Alexandra Elkan will continue the business at the same place under the same style.

POWELL, WALTER, and **JOHN POWER**, tobacconists and hairdressers, 5, Upper Brighton Terrace, Surbiton, Surrey, under the style of Power Brothers. John Power will continue to carry on the business.

Singleton & Cole's New Price List.

We have received a copy of Messrs. Singleton & Cole's new price list, which, as usual, is admirably got up and clearly printed. The big firm always devotes an immense amount of trouble to the preparation of this list, and it is practically indispensable to retailers. Beginners in the trade too often fall into the hands of unscrupulous persons, who load them up with all sorts of inferior goods, and give them advice altogether against their interest. Those who apply to Messrs. Singleton & Cole will have the advantage of dealing with a well-established firm, who can be relied upon to give honest advice, and their long experience enables them to be of most material assistance.

The price list puts the condition of business and the trade discounts in a clear, practical form, which everybody can understand, and there is no difficulty in making a proper selection from the variety of brands catalogued. The firm have a great number of lines of their own manufacture, and these are well known to smokers, and are sure to prove quick sellers. We have recently sampled the following, and can safely recommend them to the trade:—

Week End.—These cigarettes are sold in 2d. packets of 10 and in 4d. tins of 20. They are certainly remarkably good value at the price, and are sure to go well. The 4d. tins contain excellent portraits of the Kings of England.

Jersey Lily.—This line of cigarettes is sold in packets of 12 for 2½d., and we find that the cigarettes are agreeable in flavour and carefully manufactured.

Daily Express.—These cigarettes will suit the palate of those who do not like the usual paper-covered article, as they are covered with pure East India leaf. They are sold in packets of 12 for 3d., and are mild, cool smokes. This is a line which is well worth a trial.

Gold Flake.—Very few 3d. packets go so well as Gold Flake, and those made by Messrs. Singleton & Cole compare favourably with any on the market.

Tiger Lily.—This line is packed in highly attractive tin boxes containing 25 pieces for 6d. The tobacco is from bright Virginia, and the cigarettes are sure to find a ready sale.

These are but a few out of many specialities, and retailers should consult the price list for themselves, and should also, if they have not already got one, write for the firm's Fancy Goods List, which should certainly find a place behind every counter.

Our readers should also note that Messrs. Singleton and Cole devote special attention to repairs, and may be relied upon for promptitude and reasonable charges.

A REGULAR CUSTOMER.

Lee Fairchild, of the Pleiades Club, tells the story of an Irishman who had all the indelible humour of his race: The Irishman was accustomed to stop in a cigar store on Broadway every morning on his way to work and light his stubby clay pipe. Instead of using the cigar lighter at the front of the store he would brush by patrons, stepping on their toes and otherwise making himself objectionable as he walked to the extreme rear of the store to light his pipe. He persisted in this until the proprietor finally asked him:

"See here, my man, why do you brush by all these people on your way to light your pipe?"

"Don't you know who I am?" was the only response elicited from the Celt.

The next morning he was in again on schedule time and went through the same programme.

"Now, look here," said the proprietor, now thoroughly aroused, as he helped a patron who had been knocked down by the Irishman to his feet, "what the deuce do you mean by doing this thing?"

"Don't you know who I am?" said the workingman, with an assumption of dignity.

"No, I don't. Who thearnation are you?"

"Why," said the Irishman, as he reached for the cigar lighter, "I am the fellow who comes in every mornin' to light his pipe."

HE HOPED HE WASN'T SMOKING.

First Kid: "Does your father smoke as much as you do?"

Second Kid: "I hope not."

First Kid: "Why?"

Second Kid: "Cause he's been dead five years."

CHANGE OF ADDRESS.

The Offices of the . . .

"CIGARETTE WORLD"

have been Removed from

2, ELLISON ROAD, BARNES, to . . .

**32, THE BROADWAY,
WIMBLEDON, S.W.,**

to which Address all communications should in future
be sent.

Blocks should be sent direct to

Messrs. CHORLEY & PICKERSGILL, LTD.,

The Electric Press, LEEDS.

The United Kingdom Cigar Manufacturers' Federation.

CHANCELLOR'S CONCESSIONS TO CIGAR TRADE.

[COPY.]

NOTTINGHAM, May 18th, 1905.

The Right Honourable Austen Chamberlain, M.P.,
Chancellor of the Exchequer,
Treasury Chambers, London, S.W.

Sir,—At the annual meeting of this Federation, which was held on the 15th inst., it was unanimously resolved that I be instructed to forward you the following resolutions:—

- (a) That facilities be granted to export on drawback cigars for ships' stores, of a minimum weight of two pounds, direct from a licensed factory.
- (b) That the Board of Inland Revenue be requested to waive the obligation for another bond for exportation per Parcels Post in those cases where an export bond is already in force.
- (c) That the *ad valorem* stamp duty on debentures be abolished.
- (d) That all samples taken for drawback purposes be paid for.

I am, Sir,

Yours truly,

J. N. DERBYSHIRE, Secretary.

TREASURY CHAMBERS,

WHITEHALL,

LONDON, S.W., July 6th, 1905.

Sir,—The Chancellor of the Exchequer has had before him your letter of the 18th of May, and has given his careful consideration to the resolutions passed at the annual meeting of your Federation.

As regards the first of these, (a), I am to say that the law as it stands does not allow the adoption of your suggestion; but as in the opinion of the Chancellor the matter is one that deserves favourable consideration, he has intimated to several Members of the House of Commons, who have been in correspondence with him on the subject, that he is prepared to take the opportunity of the Revenue Bill now before Parliament to accept an amendment, having for its object the permission to export upon drawback small parcels of cigars for use as ships' stores direct from licensed factories.

As regards the second resolution, (b), the Commissioners of Inland Revenue will agree to refrain from requiring fresh bonds to cover export of tobacco, &c., by post, in cases where a trader has already given a bond for general export.

As regards (c) and (d), Mr. Chamberlain regrets that he cannot make these concessions. The debenture referred to under (c) is the certificate issued for the payment of drawback claimed by the trader, and Mr. Chamberlain sees no hardship in requiring the trader to bear stamp duty in respect of money which he is receiving.

Nor can Mr. Chamberlain entertain the proposal (d) that payment should be made for samples of tobacco taken for drawback purposes. The samples are required in order to substantiate the claim for drawback, and Mr. Chamberlain

considers that the cost properly falls upon the exporter, who, it may be observed, is allowed drawback on, though not payment for the value of, the samples taken.

I am, Sir,

Yours faithfully,

GEORGE H. DUCKWORTH.

J. N. Derbyshire, Esq.,
Secretary,

The United Kingdom Cigar Manufacturers' Federation,
Bentinck Buildings, Wheeler Gate,
Nottingham.

NOTTINGHAM, July 13th, 1905.

The Right Honourable Austen Chamberlain, M.P.,
Chancellor of the Exchequer,
Treasury Chambers, London, S.W.

Sir,—I am instructed by this Federation to write and thank you for your letter of the 6th inst.

With reference to the question of ships' stores, the Cigar Federation note with pleasure that you are prepared to accept an amendment of the Revenue Bill.

Lord Henry Bentinck, the Member for South Nottingham, has given notice of this amendment, which has been submitted to a special meeting of this Federation, and I am instructed to inform you that in the opinion of the meeting the amendment appears to meet the requirements of the trade.

The Federation also note with pleasure that you are prepared to waive additional Bonds where a General Bond is in force.

My members regret that you cannot see your way to accede to their suggestion and abolish the *ad valorem* stamp duty on Debentures which are issued for the amount of their rebate. They cannot understand why they should be fined to the extent of the Debenture Stamp when receiving back from the Exchequer money previously paid by them.

It is true the amount is not large, but it falls exclusively on that particular class of manufacturer who works on the duty paid article. They lose interest on their money, and pay an extra duty, as compared with those who manufacture in bond.

The Cigar Federation also regret you cannot entertain their proposal as to repayment of samples taken for drawback purposes.

All samples for revenue purposes are paid for, and my members fail to see any difference between revenue purposes and drawback purposes.

The samples are taken by the officials principally to protect the revenue, and in the aggregate amount to a sum which is of moment to all manufacturers working in licensed factories.

In conclusion, I am desired by the Federation to acknowledge the consideration which the trade has invariably received at your hands, and to express the wish that the Revenue Bill containing the Ships' Stores Amendment may be expedited in its course through Parliament.

I am, Sir,

Yours truly,

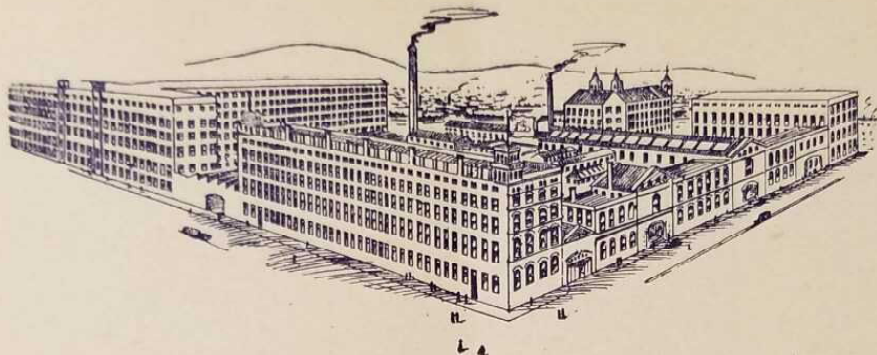
J. N. DERBYSHIRE, Secretary.



The success w
for their inde
Gallaber, has
"combine" h
It is se
the Imperial
to get hold of
has attracted
and a tough b
had samples o
sent to us, and
to us previous
so as to see if
were first put
that "high
admirably pa
ages" is a get
as ever to the
not permit o
samples we h
Old Chatea
smoking mixt

2s. 3d. per
among con

Gallahers' Leading Lines.



IN view of the tobacco war in Ireland, our readers will find the following account of Messrs. Gallahers' leading lines of great interest. This well-known firm from the first resolved to go their own way, and to have no dealings whatever with the Trust.

The success which has followed their efforts is a fit reward for their independence, and their principal, Mr. Thomas Gallaher, has shown such pluck and energy that the big "combine" have been quite unable to get the better of him. It is said that the true cause of the policy which the Imperial have been pursuing in Ireland is the desire to get hold of some of the vast business which Mr. Gallaher has attracted to his firm; if so, we can promise them a long and a tough battle, and a big defeat at the finish. We have had samples of a great variety of Messrs. Gallahers' products sent to us, and though most of them were, of course, known to us previously, yet we have very carefully tested them, so as to see if the quality remained the same as when they were first put on the market. We can say with confidence that "high class tobaccos, judiciously blended and admirably packed in artistically designed boxes and packages" is a general description applying to-day as accurately as ever to the proprietary brands of the firm. Space will not permit of more than a brief reference to the many samples we have to deal with.

Old Chateau Smoking Mixture.—A delightfully cool smoking mixture of very pleasing flavour. This retails at



2s. 3d. per ¼ lb., and tobaccoists will find it a quick seller among connoisseurs of "the weed."

"Gold Mine" Mixture, "Gold Mine" Flake.—These tobaccos are sold at 10d. per 2 oz. packet and 5½d. per 1 oz. packet respectively. They are manufactured sweetened in bond, and we found them very pleasant to the taste. They are sure to prove seductive to the large class of smokers who like a sweetened tobacco, and will compare favourably in quality and price with any of the much advertised brands of this description.



Harlequin Flake.—This brand is already so justly celebrated throughout the world that it would be an insult to the reader's intelligence to give a description of it; suffice it to say that its quality remains as good as ever. Higher praise is impossible.

"Three Crowns."—This brand is already "shredded" for the pipe, and we confess to a strong preference for pipe tobaccos in this form, as it prevents waste, and ensures a smoke cool and fragrant from start to finish. "Three Crowns" can be had either mild, medium, or full; the latter, however, is not sold in 1 oz. packets. The retail price is 5d. per ounce, and for value this line will take some beating.

Two Flakes.—Again we need not refer in detail to this popular line, which can be had either mild, medium, or



full in 1 oz. packets at 5d. Since its introduction there have been many imitations, but they all come far short of the uniform standard of excellence which has made "Two Flakes" so celebrated.

Gold Plate Navy Cut.—There is really nothing better than a good quality of navy cut, and Messrs. Gallaher have turned out an article in every way excellent. The price for the full strength is 8½d. per 2 oz., for the medium 9d., and for the mild 9½d. All are satisfactory, and more particularly the full strength, which is astonishingly cheap at 8½d. We tried this on a seasoned old smoker of navy cut, who disdains anything mild, and he was much pleased with it.



Rich Dark Honeydew.—This brand is sold in 2 oz. packets at 9d. It is made from fine mellow Virginia, and has a rich luscious flavour. There are a great number of similar lines on the market, but this will be found among the best, and should certainly be stocked.

Columbine Cigarettes.—"Good wine needs no bush," and we need only say that these dainty whiffs have a peculiarly agreeable and unique flavour, and are sold at 5d. per packet of 10. They have a very large sale, and are undoubtedly one of the best brands going.

Harlequin Cigarettes.—These cigarettes, at 4d. per packet of 10, are also familiar to cigarette smokers everywhere. They hit the happy medium between the cheap 3d. packets and the more luxurious 5d. article.

Gold Plate Cigarettes.—Messrs. Gallaher have long devoted much time and energy to pushing this line, with the result that it has got a firm hold on public favour. The cigarettes are sold at 2½d. per packet of 10 (medium) and 3d. per packet of 10 (mild), and they are assuredly among the best cheap packets. In Ireland they are in very great demand, and English retailers will find it will pay them to make every effort to push "Gold Plate," because the most extreme care is taken to keep up the quality.

Messrs. Gallaher & Co. being such large buyers of tobacco, can afford to use always the best growths of Virginia, and smokers have learned to rely on all their goods, having found from experience that they represent the utmost possible value for money.

We should add that the coupons to be found in most of the firms' specialities can be redeemed at the rate of 1s. per 100, a very fair system, inasmuch as consumers know exactly the money worth, which after all is more satisfactory than most prize systems. Retailers should apply for free lists and samples, and they will find that Messrs. Gallaher deal liberally with the trade in the matter of profits.

British South Africa Tobacco Plantations, Ltd.

ADDITIONAL PROPERTIES PURCHASED.

An extraordinary general meeting of the shareholders of the British South Africa Tobacco Plantations, Ltd., was held on July 24th, at 10, Walbrook, E.C., for the purpose of considering, and, if thought fit, passing, resolutions having for their object the purchase of the farm Warwickshire from Mr. Ernest Hamilton South and also his leasehold interest in the farm Sublime, &c. Mr. Robert Warner, F.C.A., presided.

The Secretary (Mr. H. W. Quittenden) having read the notice convening the meeting,

The Chairman, in proposing the first resolution, said:—I may tell you that this farm Warwickshire was the farm to which Mr. South went out some three or four years ago, and on which he had made all his experiments, and it was as the result of these experiments that we concluded with the Chartered Company an agreement with them giving their consent to grant us 20,000 acres of land, on which we have undertaken to spend £10,000. I have seen Mr. Wilson Fox, the managing director of the Chartered Company, and he has expressed generally his willingness to allow us to spend the £10,000, not merely on this particular farm, but also on the farm Kent, and on any other property that we may acquire in Rhodesia so long as we expend it in some sort of agricultural business, such as on the cultivation of tobacco, cotton, or on anything else which might be suitably grown on the soil. We are daily expecting to

receive the formal assent of the Chartered Company to this course, which I regard as simply a formal matter, as it is obviously to their interest as well as ours that we should develop and make productive our farms. I have the full purchase agreement here giving the dimensions of the farm, and if any shareholder wishes me to read it in full I shall be glad to do so; but inasmuch as the details of the purchase are so clearly set out in the circular convening the meeting, I do not think that I need take up your time by reading it in full. The 3,000 acres have already been partially developed, and it is therefore a going concern. On this particular farm, tobacco has been produced, which has secured the first prize at the Salisbury Horticultural Show for two years in succession.

Mr. Creighton, C.E.: Have you any houses on the estate?

Mr. E. H. South: We have three large brick curing houses, and there are other buildings which have been put up for curing purposes.

The Chairman: That £5,000 includes live stock, vehicles, and tools on the properties, all of which are set out in the schedule of the agreement. It is a sale free from all encumbrances and restrictions other than the ordinary quit rent, which amounts to £1 per annum.

Mr. Creighton: Is there good water on the estate, and is the whole of the 3,000 acres which you have mentioned suitable for the cultivation of tobacco?

Mr. South: We have the Hunya running through the whole of the tobacco, but up to the present 2,000 lbs. of tobacco.
Major Robins before the farm.
Mr. South: I think that would be a deal more capital working the farm developed.
Major Robins shares have been 20,000 shares, subscribed for.
In reply to the property was bury, from which wagon road, and there was going share farm.
The Chairman purchase price, very moderate farms in the capital in hand not think that upon the share we are paying I now propose this meeting be South for the sum of £5,000 each, £1,000 in 1st July, 1906.
This was seen The Chairman between this for the purchase for the sum of fully paid share adjoins the farm has been fully have been ploughed I may say that in fully paid-cash position which you are of £24 16s. for the right to a of £496, which Mr. Henry Major Robins an independent The Chairman holders, however some excellent spot, in addition Rhodesia some very well, was he had not been the value of land connected with the district. farms surround also by farm was that the and Sublime Mr. South 1,000 acres, sonally cho

Mr. South: We have plenty of water, inasmuch as we have the Hunyani River—which is quite a large river—running through the farm. I would not like to say that the whole of the 3,000 acres is suitable for the cultivation of tobacco, but I should say that the majority of it is. Up to the present I reckon that we have cured about 3,000 lbs. of tobacco.

Major Robinson: How long will it be, do you anticipate, before the farm Kent comes into bearing for tobacco?

Mr. South: It could produce next year, but, of course, that would be very expensive. It would cost us a good deal more capital to bring it into bearing at once than by working the farm Warwickshire, which is considerably developed.

Major Robinson: Might I ask how many of these 45,820 shares have been subscribed for?

The Chairman: We undertook to go to allotment on 20,000 shares, but as a matter of fact 26,000 shares were subscribed for.

In reply to further questions, Mr. South mentioned that the property was situated some eighteen miles from Salisbury, from which town to their property they had a fair wagon road, and the railway passed through the farm. There was going to be a railway siding upon the Warwickshire farm.

The Chairman: I ought to explain, in regard to the purchase price, that the amount which we are paying is very moderate, considering the value placed upon other farms in the neighbourhood. We have a fair amount of capital in hand with which to pay for the farm, and I do not think that we shall want to make an immediate call upon the shareholders; at least, I hope not. As you see, we are paying £3,000, which is spread over three years. I now propose "That the draft agreement submitted to this meeting between this company and Mr. Ernest Hamilton South for the purchase of the farm Warwickshire for the sum of £5,000, payable £2,000 in fully-paid shares of £1 each, £1,000 in cash on signing the agreement, £1,000 on 1st July, 1906, £1,000 on 1st July, 1907, be approved."

This was seconded and carried unanimously. The Chairman next moved:—"That the draft agreement between this company and Mr. Ernest Hamilton South for the purchase of his leasehold interest in the farm Sublime for the sum of £1,000, payable by the allotment of 1,000 fully paid shares of £1 each, be approved." This farm adjoins the farm Warwickshire, but I cannot say that it has been fully developed. Up to the present about 40 acres have been ploughed, but no planting has as yet been done. I may say that, as Mr. South is willing to take the £1,000 in fully paid-up shares, this purchase will not affect our cash position in the least. According to the agreement which you are asked to approve, we have to pay a rental of £24 16s. for five years, at the end of which time we have the right to acquire the whole of the freehold for the sum of £496, which seems to me to be a very moderate price.

Mr. Henry Mandeville seconded the resolution. Major Robinson asked whether the directors had had an independent report made upon this farm?

The Chairman said that the directors had not had an independent report. For the information of the shareholders, however, he would mention that they had had some excellent reports regarding it from people on the spot, in addition to which one of the directors who was in Rhodesia some two years ago, and who knew the country very well, was highly satisfied with it. Personally, although he had not been in Rhodesia, he was well acquainted with the value of land round about Salisbury, seeing that he was connected with land and building companies operating in the district. He was well aware of the value attaching to farms surrounding the one under consideration, and judging also by farms which had been offered to them, his opinion was that the price they were paying for the farms Kent and Sublime was a very fair and a very reasonable one.

Mr. South mentioned that the Sublime farm comprised 1,000 acres, and was a very select area of land. He personally chose it.

The Chairman: I might mention that Mr. South, his father and other relations are already very large shareholders in the company, and the fact that he is taking further shares in the undertaking is a very strong evidence of his belief in its future. Of course, had Mr. South been a stranger and not the holder of nearly half the shares of the company, the directors would have made much more careful inquiries, and would have had expert advice, but seeing that Mr. South and his relations practically held the larger interest, that was quite unnecessary.

The resolution was carried unanimously.

The Chairman then moved:—"That the draft agreement between this company and Mr. Ernest Hamilton South, appointing him managing director in Rhodesia for a period of five years, be approved." He mentioned that Mr. South had agreed to take half his remuneration in fully paid shares of the company, which again, as he had previously mentioned, was satisfactory evidence of his faith in the future of the undertaking. The agreement also provided that, in addition to his remuneration of £85 per month, Mr. South would be entitled to receive 15 per cent. of the net profits available for distribution, after the payment to the shareholders of a dividend at the rate of 10 per cent. per annum.

This resolution was unanimously agreed to.

The Chairman finally proposed that:—"In pursuance of Article 82 of the company's Articles of Association, it is hereby agreed that the fees of the directors, other than Mr. Ernest Hamilton South, be fixed at the sum of £100 per annum for each director; also that, as further remuneration, they shall be entitled to receive 15 per cent. of the profits in any year (as declared by the directors and certified by the auditors) as available for distribution remaining after payment of a dividend at the rate of 10 per cent. per annum upon the paid-up ordinary share capital for the time being of the company."

Mr. F. C. Janvrin seconded the resolution, which was agreed to.

Replying to Mr. Creighton, Mr. South expressed the opinion that it would be wise to manufacture their own tobacco rather than to sell it in the leaf, as in the present state of affairs in South Africa they would be able to make a very much larger profit. It was his recommendation to manufacture the tobacco and the cigarettes.

Mr. Mandeville observed that the directors were intending to endeavour to grow a cigar leaf. Mr. South stated that he had some land which he considered suitable for that purpose. If they succeeded, it should prove to be a very profitable part of the company's business.

The Chairman said that doubts had been expressed as to whether the samples which had been shown in this country had been actually grown in Africa. In order to put those doubts at rest they had had a certified sealed packet of the tobacco sent over to this country, and had arranged to show it at several exhibitions in the country, so as to convince the British public that the tobacco was genuine.

Mr. South, replying to Mr. Creighton, said that where their farms were situated they had a wet season, which lasted a few months, otherwise the climate was dry and sunny, and eminently suitable for the growing of tobacco.

A vote of thanks to the Chairman closed the proceedings.

THE MAN WHO OWNED THE BUILDING.

"How many cigars do you smoke a day?" inquired the Meddler.

"Three," patiently replied the youth.

"How much do you pay for them?"

"Ten cents each."

"Don't you know, sir," continued the sage, "that if you save that money by the time you are as old as I am you might own that big building on the corner?"

"Do you own it?" asked the smoker.

"No, I don't," replied the old man.

"Well, I do," said the young man.

Literature and Cigar Making.



THE July issue of *The Bookman* contains the following interesting study written by James H. Collins, a member of the staff of the Ben B. Hampton Co.

Into the sunlit patio of a Havana cigar factory there pours all day long an echoing tide of talk and laughter—soft Spanish talk and the tenor laughter that goes with gesture. It begins at dawn and ends only with dusk, for true Havana *Invincibles* and *Especiales Finos* cannot be fashioned by artificial light. The *tabaquero* utilises every moment of the tropical day. Only his sensitive fingers and his exact eye are busy, however, so while he works he talks, and the chorus from five hundred of him flows from the galera, and down the wide marble stairways of what has once been a palace, perhaps, and out through iron-studded doors that would admit four horses abreast, into the bright plaza, to mark that place afar off as one of the centres of Cuba's chief manufacturing industry.

Only in the afternoon does this babel cease. Then a hush, and there rises in the galera a single voice, pitched above the ordinary tone, animated and frequently dramatic in its lighter Latin timbre, punctuated now and then by a burst of general merriment. This is the voice of the *tabaqueros'* paid reader, translating war news from a New York paper or declaiming the latest Spanish socialistic novel.

He is a singular figure, this paid reader, found in virtually every one of the large Havana cigar factories and many of the smaller galeras. When an American corporation acquired one of the famous Havana brands some time ago, and housed it in a great new building at 10 Zulueta, it was decided that no reader would be permitted to practice his calling in the galeras. Within a few months all the cigar makers in this readerless factory became mutinous and went on a strike, and as soon as the difficulty was settled the readers were admitted. The factory at 10 Zulueta now has three of them.

"It keeps the *tabaqueros* quiet," explains the Spanish foreman. The American superintendent adds that cigar makers in Cuba cannot talk unless they use their hands, so reading increases the output of the plants. But the *tabaquero* works wholly by the piece, so that time wasted is his own loss. Reading is "quieting" in that it gives active minds something wholesome to think about.

The reader sits aloft in a small railed box resembling a pulpit, placed at the centre of the workroom, so that his voice may carry to all parts of the galera. He reads three hours daily, commonly in the afternoon. By long custom half of this time is given up to newspapers, chiefly those of Havana, though some readers of more than average education read from American papers, translating as they go. The remaining hour and a half is given up to novels, and the character of those selected speaks much for the taste of the *tabaqueros*.

Choice of reading is not left to the reader, but is governed by an elaborate ballot system. The *tabaqueros* elect among themselves a president, secretary, and treasurer. Each cigar maker pays into the funds kept by the latter fifteen cents a week, creating a revenue of \$50 to \$75 weekly where 300 to 500 cigar makers are employed. When one of the *tabaqueros* fails to pay this small assessment the reading is stopped until he is in good standing, or if he delays it more than a day the factory superintendent is asked to discharge him. This fund goes to pay the reader's salary, which ranges from \$30 to \$60 per week, as well as to purchase books and newspapers. Each day the president and secretary go over daily papers with the reader, marking

what is to be read aloud. The choice gives a considerable range of current news, both Cuban and general, with editorials and sometimes "Sunday stories" from papers like the New York *Herald*.

Selection of novels is a more deliberate process. The reading of a book like "Quo Vadis" takes about three weeks, while shorter works may be finished in two weeks or ten days. The reader judges the period required for a given book with great nicety, and a few days before he is to finish one the secretary holds an election to determine what novel shall be taken up next. Not all of the *tabaqueros* can read themselves, but each learns of certain books through friends, or sees them in one of the bookshops, so that upon the day of election each has a preference. As many as fifty different novels may be proposed at one of these elections, but the choice usually centres on three or four of wide note. "Quo Vadis" was elected by 180 votes in one of the Cabanas factory's galeras recently, defeating "Pere Goriot" by 30 ballots. The choice falls oftentimes on modern novels, and those of Spain are preferred because a wider range is possible. Perez Galdos is a favourite author, and each new Spanish celebrity in fiction quickly gets his hearing in the Havana factories. Among English novels read are "Vanity Fair," "Oliver Twist," "A Tale of Two Cities," and others of greater melodramatic interest as the books of Wilkie Collins and Hugh Conway. Senor Munoz, chief reader in the Cabanas factory, had never heard of Hall Caine or Marie Corelli, and said that only such English works as are to be had in Spanish come up for choice. Some of the English poets are favourites, Byron in particular being read repeatedly. Poetry is a staple in the reading, long poems frequently being chosen instead of novels. Shakespeare is not unknown. Only one American book has ever had the honour of repeated reading in Havana cigar factories, the readers say, and that fell into disuse about ten years ago. It was "Uncle Tom's Cabin." Some books are elected and re-elected, just as favourite plays are revived. Victor Hugo is an unfailing favourite, while no year passes in any Havana cigar factory, it is said, without a reading of "Don Quixote."

Not only the novel, but the reader himself, is chosen by ballot. When it becomes known that a certain galera is without a reader, all the men of that calling seeking a place come and occupy the reader's box for a short test period, usually an hour. The trial period lasts a week, and as each candidate presents himself the president gives him a novel marked at the place where the last aspirant left off. At the stroke of a bell he ceases and steps down, to be replaced by another candidate. Many of the Havana readers are men of note in their singular profession, and have been identified with one galera for years, gaining reputation for their superior rendition. Others rise out of the ranks of the *tabaqueros*, first as candidates, then as readers, often sinking back again ignominiously. At the end of the week's test a reader is chosen by general ballot from all the candidates. When the *tabaqueros* are dissatisfied with their reader, a petition signed by at least ten men may be handed to the president, who then causes the box to be vacated and a new reader chosen. The outgoing reader is never told that his rendition has been unsatisfactory, however. With Spanish delicacy the president informs him that it has been decided to have no more reading for a time, and thus his feelings are spared. All books and newspapers purchased are subsequently sold at half price to *tabaqueros* who may want them. No library is maintained.

The institution of reading was established about 1878 by Senor Saturnino Martinez, then a *tabaquero* and now

the distinguished
the high price
the cigarmak
Havana fact
not others are
Moran, of th
Senor Ambro
Hesse, was s
Senor Victor
factory, but
daily paper,
Cuban Senat
The reader's i
man capable
reading is so
Munoz contr
not for polit
books. Whe
one not so go
Bad books
considered, i
desavour of
choice fall up
economic tea
the selection
an American
would be m
average Am
illiterates.
industry, an
room, where
It is said t
of the last C
on the island
it alive at cri
a day for ma
and ten cent
tabaquero, r
For years he
spent his wa
attracted by
ideas of libe
Havana, with
hotbeds of r
a censorship
this failed to
prohibited, i
American in

TOBAC
The verand
lines and
wooded land
in soft green
grey blue o
thin azure c
both to the
by Jamaica
absolutely ir
interests. I
on the left g
hauglands,
long brae th
and there w
donna, here
that thorn-
crop on the
heart that
crouched p

a distinguished Cuban poet. It arose from two conditions—the high prices of books then and the inability of many of the cigarmakers to read. Some of the readers found in Havana factories to-day are men of meagre education, but others are of marked intelligence and ability. Secretary Morúa, of the Cuban Senate, was formerly a reader, and Senor Ambrosio Borges, one of the orators of the Cuban House, was sent to the Legislature from the reader's box. Senor Victor Munoz is not only a reader in the Cabanas factory, but one of the editors of *El Mundo*, a Havana daily paper, and head of the information bureau of the Cuban Senate. He has read in Havana sixteen years. The reader's position has natural advantages for an ambitious man capable of making opinion, even though choice of reading is so largely in the hands of the cigarmakers. Senor Munoz controls more than 100 votes among the tabaqueros, not for political purposes, but in the choice of the best books. When the issue is close between a good book and one not so good, these men are willing to vote as he advises. Bad books are not bad literature, necessarily, but ill-considered, inflammatory socialistic works. It is the endeavour of intelligent readers in Havana to have the choice fall upon books that, while broad in their political or economic teachings, are also sound. In the literary sense the selections are of conspicuously high character, and lead an American to wonder what sort of a comparative showing would be made if such a custom were adopted into the average American factory, including a percentage of illiterates. The practice is followed in no other Cuban industry, and has never appeared in the despallado, or room, where hundreds of girls and women strip the tobacco.

It is said that the Havana tabaqueros were the backbone of the last Cuban revolution. As the best-paid workmen in the island, they were able to contribute funds that kept it alive at critical stages. Many tabaqueros earn \$6 and \$7 a day for making only twenty-five cigars of the large sizes, and ten cents apiece is the rate for making others. The tabaquero, more than any other Cuban, is a traveller. For years he has journeyed up to the Florida factories and spent his wanderjahr in the Cuban colony of New York, attracted by better wages. Here he absorbed advanced ideas of liberty and government, taking them back to Havana, with the result that the cigar factories there became hotbeds of revolution. General Weyler at first exercised a censorship over the factory readers, but too late. When this failed to allay sedition all reading in the factories was prohibited, not to be resumed until peace came after the American intervention.

TOBACCO CURING IN JAMAICA.

THE CURING PROCESS.

The verandah was cool; the ice-drinks from fresh-pulled limes and tamarinds were refreshing; the undulating wooded landscape, swathed in sunshine, spread itself out in soft green folds from the braefoot, and away far out the grey blue of the Caribbean merged gently with the pale thin azure of the sky. It was a fine prospect, soothing both to the eye and "the inner eye," that lay before us by Jamaica's southern shore, and we were sorry—if not absolutely irritable—when the call came to turn to fresh interests. The house stood on the top of a hill overlooking on the left great stretches of flat-lying but finely cultivated haughlands, and to these we turned our steps: down the long brae through the grass-covered common, dotted here and there with little patches of the yellow-flowered belladonna, fierce-looking dwarf cacti, and little thickets of that thorn-covered catch-the-clothes, "wait-a-bit." The crop on the haughs was new to me. Though I knew by heart that funny schoolbook story of how the servant crenched poor old Sir Walter Raleigh when she saw him

smoking and took him to be on fire; and although I had often, often discussed through their own smoke the possible merits and probable demerits of "five for a shilling," the tobacco plant, its culture, and the curing of the leaf was all new to me—and here it was before me. It was the bye-season, and the best of the crop had been taken from the fields, so I did not see the finest of the plants during growth, but the curing was in full swing. The fields in which the tobacco is grown are as flat as a billiard table, broken up by low intersecting hills. On the crest of each of these excrescences—for the hills are not much more—is a congeries of wattle-walled rush-thatched buildings, the dwellings and curing-houses of the tobacco-growers: chilly looking things, to the Northern eye and mind, and apparently as unstable as "wimblestraes," but when one's back is aching under a tropical sun they feel really comfortably cool, and the shady side of the hut the one and only thing to be desired in life.

The individual tobacco plant is not an impressive bit of vegetation, but when seen grown in long, long rows, straight as arrow-shafts and far spread, it gains dignity and attracts close attention. In shape it is like a single stalk of tall Canterbury bells, but the blooms are very much smaller with the leaves, *per contra*, large and broad, similar in size and shape, roughly, to those of the walnut tree or the horse-chestnut. These single stalks, when they have reached the height of about 2½ feet, and are at their best, are cut off near the root, and then, along with their countless comrades, linked two-by-two with wisps of rush, they are left dangling in balance over a thirty-foot pole—packed as closely together as ever ex-raiding Highlanders could swing on the "Kind Gallows" of Crieff.

This, then, is the start of the curing process. The poles are hung, side by side, tier upon tier, to the roofs of the long wattle huts, and allowed to remain there till the leaves have dried. After a time, when the leaves are quite dry, the process of selection comes on. This part cannot, however, be accomplished while withered foliage is crisp, like the autumn leaves at home when they are falling red and hard and dry. The tobacco leaves must be damp enough to be touched without breaking them up, so if the weather is not moist enough for the maturing tobacco to absorb sufficient from the atmosphere, the simple artificial means of soaking the hut floor with water overnight is resorted to, and ere morning the rising moisture has transformed the crisp, friable article into a limp, pliable one, fit for handling. The leaves, on being removed carefully from the stems, are bound up in small handful bundles, each known technically as a "matula," and these are piled up closely into wicker bins, where, of course, moisture sets up a fermentation. The "matula" passes through several bins, becoming gradually drier as it moves on, until a stage is reached when it is sufficiently dry to make up—should you desire it and the Government allow—into a "raw-chaw," a mature kind of immature cigar. At this point the selection is repeated. But the tobacco is merely half-way through. It is again made limp—this time by means of a liquid prepared by boiling tobacco plant refuse and other stuffs—and this part of the process is known as "battooning." On this last moistening and subsequent fermentation depends the flavour, the aroma, and the sweetness which the tobacco is or is not to bear, and the work is carried out with much deliberation and care. That satisfactorily over, however, the tobacco is sold off to the big cigar and tobacco manufacturer; the Jamaica-imported Cuban-Spaniard pays his rent, pockets his profit, and sits down and smiles.

Our hand-twisted, curl-ended "raw-chaws" followed us up the hill. Lunch was over. The prospect from the verandah lounges was just as exquisite as it had been an hour or two before, but, with heads lying backward, four upturned faces cast their smiles to the shingles of the verandah roof, whither also the pale smoke wreaths carried the dreams of four men. "My Lady Nicotine" in maidenhood is just as sweet as the dame in full bloom.—*Dundee Advertiser*.

TRADE WRINKLES.

KEEP THE QUALITY UP.

A famous manufacturing house has for its motto the above phrase.

And as a nutshell formula of business success it would be hard to find a better one.

"Keep the quality up."

Here is the sum and secret, the story and substance of lasting commercial prosperity.

The eternal vigilant watching over the details of manufacture and the consequent stability of product, the unequivocal insistence that "good enough" is not good enough, and that nothing short of the absolute best will pass muster; this earnest principle instilled, acted up and adhered to in every department of an enterprise brings its own rich reward.

"Keep the quality up."

You, above all, Mr. Advertiser.

The relation between quality and advertising is all-important. You cannot lose sight of it for a moment without great and grave possibilities of loss.

Advertising will do many things that border upon the miraculous.

Almost it will create business in the desert.

It will photograph your trade mark upon the brains of the million.

It will create new desires and conditions.

But there is one thing that advertising will not, can not do; it will not keep up the demand if you do not maintain the standard of quality.

In the graveyard of business failures—"advertising" failures sometimes unjustly called—there stands many a cold and shining monument to the manufacturer's shortsightedness in the belief that after advertising had the thing going, the momentum would carry it along, allowing him to swell his profits by detracting from the value of the goods.

The number of people whom you can "fool all the time" is smaller than a whole lot of people imagine.

To achieve lasting success—and little transitory puffs of good fortune are not worth the name—you must cleave to quality.

If not for pride's sake, let selfishness hold you: the wish to win.

"Keep the quality up."

This year—next year—now and for ever.

Keep this before every workman—before every salesman.

Resolve it afresh every morning.

Permit no lapse ever.

It is bound to pay in the long run, and the long run's the one we're all entered for.

"Keep the quality up."

Deterioration means defeat.—*Canadian Tobacco Journal.*

TWELVE THINGS TO REMEMBER.

1. *The Value of Time.*—Lost capital may be restored by diligent use of experience; time lost is lost for ever.

2. *The Success of Perseverance.*—"Keeping everlastingly at it" brings the hoped-for result.

3. *The Pleasure of Working.*—The only really unhappy, rich or poor, are the idle.

4. *The Dignity of Simplicity.*—When the "frills" are off the man is "on."

5. *The Worth of Character.*—In the last analysis the only real value is a clear conscience.

6. *The Power of Kindness.*—It wins when all coercive measures fail.

7. *The Influence of Example.*—Practice does more than precept in showing the way.

8. *The Obligation of Duty.*—Your concern should not so much be what you get, as what you do for what you get.

9. *The Wisdom of Economy.*—The man who saves makes more than he saves.

10. *The Virtue of Patience.*—"All things come to him who waits."

11. *The Improvement of Talent.*—Talent is the only capital which compounds itself by exercise.

12. *The Joy of Originating.*—The happiest man is he who does the best thing first. The creative instinct should be encouraged for the pure joy found in its demonstrations. The subsequent financial reward brings no such pleasure as that first sense of having made a new thing or conceived a new idea.—*Canadian Tobacco Journal.*

INTEREST CUSTOMERS IN MAKING SMOKING MIXTURES.

While it is naturally the ambition of every dealer to increase his cigar trade, there are many dealers who count a good many pipe smokers among their customers, and they might make this phase of their trade far more profitable than it is if they would only take the necessary pains.

If the dealer with a considerable number of purchasers of smoking tobacco among his patrons would go about it in the right way, he ought to be able to largely increase his sales in that direction.

As it is, it seems to be the general custom to largely leave sales in this direction to chance. In too many cases the dealer has only the slightest and most superficial knowledge of the different types of smoking tobacco, and is content to carry in stock a few brands upon which there is already an established demand.

Now the dealer who will take the necessary trouble to post himself, and then tactfully utilise this knowledge in conversation with the better class of pipe smokers among his customers, can undoubtedly interest many of them in experimenting upon special smoking mixtures of their own, both to their satisfaction and to his profit.

The principal reason why the average pipe smoker of the better class does not spend more money for tobacco than he does is because he does not know how to go to work to get more satisfaction out of his pipe, and the dealer does not know how, or will not take the pains to show him.

Let a dealer once get a pipe smoker interested in experimenting upon special smoking mixtures of his own, and he will find that he will not only buy more, but higher-priced tobacco.

There are thousands of pipe smokers who have not the least idea how greatly the addition of a little Latakia, or Perique, or Havana scrap to some of the ordinary brands of smoking tobacco would increase their enjoyment in smoking.

There are undoubtedly hundreds of dealers all over the country who, by a little intelligent effort, might largely increase their sales of smoking tobacco.—*Canadian Tobacco Journal.*

A Well-known Fact.



The value of a business is not so much the actual turn-over as the rate of profit on it.

MORRIS' ALUBIAN CHERROOTS, 2d. = for 5.

25/- per 1,000 less discount.

The Alubian Cheroots are acknowledged to be the best PAYING, SALEABLE goods on the Market.

PRICE LISTS ON APPLICATION TO **B. Morris & Sons, Ltd., London.**

FIXED MINIMUM PRICES	 <p>SMOKE FREEMANS DARVEL BAY F. D. B. SEGARS</p>	WHOLESALE OF LONDON & J.R. FREEMAN & SON
		GARDIFF
		BURY COURT J. CARIDI & Co
GOOD PROFITS	<p>1/2 A CENTURY'S REPUTATION CAN BE OBTAINED EVERYWHERE</p> 	LONDON E.C.
EXTENSIVELY ADVERTISED		70 & 71 BISHOPSGATE ST.
		JARRETT BROS WITHIN E.C.

Drawback on Cigars for Ship's Stores.

Messrs. Teofani & Co. have kindly forwarded the following correspondence for publication:—

Right Honorable Sir,—Having been apprised of your readiness to accept an amendment having for its object the permission to export upon drawback small parcels of cigars for use as ships' stores direct from the licensed factories, I beg to ask that cigarettes be included also, and that not only small parcels, but any package be allowed, so as to place us on exactly the same footing as every one else in the trade who supplies ships' stores. At present British manufacturers in the licensed factory do little or no trade in these stores, and a large business might be done were the regulations extended in the direction desired.

I am, Sir,

Yours faithfully,

(Signed) P. TEOFANI.

The Rt. Hon. Austen Chamberlain, Esq., M.P.,
Treasury Chambers,
Whitehall, S.W.

[COPY.]

TREASURY CHAMBERS,
WHITEHALL, S.W.,

July 10th, 1905.

Sir,—I am desired by the Chancellor of the Exchequer to acknowledge the receipt of your letter of the 10th inst., and to say that a further answer shall be sent you.

Yours faithfully,

(Signed) M. F. HEADLAM.

P. Teofani, Esq.

[COPY.]

TREASURY CHAMBERS,
WHITEHALL, S.W.,

12th July, 1905.

Sir,—In reply to your letter of the 10th inst., I am directed by the Chancellor of the Exchequer to say that he will be prepared to consider favourably a new clause in the Revenue Bill having for its object the permission to export upon drawback small parcels of cigarettes, as well as of cigars and other sorts of tobacco, for use as ships' stores direct from the licensed factories.

I am to add that Lord Henry Bentinck, M.P., who, he understands, has drafted a clause for this purpose, has made it clear that it will apply to cigarettes as well as to other sorts of tobacco.

I am, Sir,

Yours faithfully,

(Signed) GEORGE H. DUCKWORTH.

P. Teofani, Esq.

THE IRISH TOBACCO INDUSTRY.

THE attack by the British tobacco combine upon the Irish tobacco industry is not only an interesting, but a very important, study. There is bread and butter in it, as well as tobacco. Many thousands of people would wear wry faces if they woke up one of these fine mornings and found that the Irish tobacco industry had vanished.

The Irish consumer has two great opportunities of hitting back, and that with personal advantage to himself, in favour of the Irish tobacco industry. One opportunity is in connection with Irish roll tobacco. Every purchaser of an ounce, or half an ounce, of Irish roll should insist upon getting Irish roll for his money, and should refuse to accept

in exchange for the same money bogus "Irish roll," made in Britain. By adopting this policy, he pays no more; he gets the real and not the bogus article; he helps to defeat an anti-Irish trade game, and he strengthens an important and prosperous Irish industry. As a precaution against having the spurious article foisted on him he might more-over ask for the roll of some particular Irish manufacturer. There is no legal penalty for selling "Irish roll" made in Britain, but it would be another matter to palm it off as the roll of a specified Irish manufacturer. Irish roll is not branded throughout, and therefore if the purchaser would like to see the maker's brand on it, it would be necessary for him to ask to be shown the entire roll—a request which we presume in case of doubt would not be refused. In the case of plug tobacco the maker's brand appears throughout, and is perceptible on small purchases of two ounces and so forth of this tobacco. Another way in which the popular Irish cigarette consumer can strike an effective blow for Irish industry is by refusing to buy any penny packets of cigarettes made by the "combine."

The British combine is a big thing. So long as its profit and loss account comes out all right in the lump, the fact that a department or two shows a balance at the wrong side is only a detail. The independent Irish tobacco manufacturers are, no doubt, not beloved by the British combine. It is nasty that Goodbody's, Gallaher's, Murray's, Carroll's, O'Neill's, and the rest should have the Irish impertinence to stand out independently in face of the British combine. As far as our information goes, the combine makes so much profit out of its penny packages of cigarettes and the other proprietary lines that it has a big margin to play with in the game of attempting to smash the Irish manufacturers of Irish roll. The combine is losing heavily on its Irish-roll-made-in-Britain game. For upwards of two-and-a-half years it has been selling "Irish roll" made in Britain at below cost price; no doubt, the calculation is that it will recoup itself when the Irishmen are smashed, and when the Irish retailers and consumers are in its firm grip. But the Irishman is not so easily disposed of as the Britishers think.

It appears a cruel injustice to this country that the manufacture of bogus "Irish roll" made in Britain can be carried on with legal impunity. The Irish tobacco manufacturers employ about 3,500 hands, about one-third of that number are engaged in the Irish roll department. The killing of the Irish roll industry would be a big matter in itself, but if it resulted in deciding Irish tobacco manufacturers to shut up their other work as well as the Irish roll, it would be a far bigger matter.

It is satisfactory to hear that the Irish retailers have backed the Irish manufacturers loyally; of course, there are exceptions. In Dublin, we understand there are very few exceptions. The large retailers like J. M. Gallaher, Messrs. Kapp & Peterson, Messrs. Ried Bros., and J. P. Purcell, all support the real Irish roll tobacco. But our readers, as consumers, could do a lot at no sacrifice to themselves beyond the trouble of insisting upon Irish tobacco. The independent Irish tobacco manufacturers also should unite with a view to taking common action for the defence of their interests. The British combine, even though it makes large profits out of its proprietary articles and its penny packages of cigarettes, will not go on for ever selling bogus Irish roll at below cost price; if the combine succeeded in selling the Irish roll tobacco out of existence, the next thing it would sell would be the Irish retailers who had assisted them in the previous process; and, under the circumstances, nobody would have any sympathy with the Irish retailer in his bereavement.—*The Leader.*

THE SOUBRETTE AND HER CIGARETTES.

Flossie: "I thought you were going to swear off the use of tobacco on New Year's, dear!"

Tessie: "So I have, dear; I shall smoke nothing but cigarettes during 1905."

SMOKE

B. D. V.

THE KING

. OF .

TOBACCOES.

Irish roll" made
 ys no more. In
 e helps to defeat
 ns an important
 caution against
 he might more
 h manufacturer.
 roll" made in
 o palm it off as
 Irish roll is not
 urchaser would
 ld be necessary
 a request which
 efused. In the
 ars throughout
 ounces and so
 ch the popular
 ictive blow for
 ny packets of

ng as its profit
 lump, the fact
 at the wrong
 Irish tobacco
 by the British
 er's, Murray's,
 ave the Irish
 n face of the
 goes, the com-
 y packages of
 it has a big
 g to smash the
 bine is losing
 me. For up-
 selling "Irish
 no doubt, the
 the Irishmen
 nd consumers
 not so easily

try that the
 Britain can be
 tobacco manu-
 one-third of
 department.
 a big matter
 tobacco manu-
 as the Irish

etailers have
 course, there
 ere are very
 M. Gallaher,
 o. and J. P.
 o. But our
 sacrifice to
 upon Irish
 anufacturers
 n action for
 mbine, even
 tary articles
 on for ever
 the combine
 of existence.
 etailers who
 l, under the
 hy with the

ARETTES.
 ear off the
 othing but

THE TOBACCO MARKETS.

Messrs. PRINGLE BROS., of 102, Fenchurch Street, London, E. C. report as follows under date of August 1st, 1905:—

There has been a fair amount of business in NORTH AMERICAN TOBACCO during the past month. Virginia Strips, both Dark and Bright, having received most attention.

The July Imports were:—360 Hhds.; Deliveries 873 Hhds.; the present Stock being 26,270 Hhds., against 37,358 Hhds. in 1904; 32,609 Hhds. in 1903; 31,930 Hhds. in 1902; 36,261 Hhds. in 1901; 34,663 Hhds. in 1900, and 25,445 Hhds. in 1899.

VIRGINIA LEAF AND STRIPS.—A good business in Strips.
WESTERN LEAF AND STRIPS.—A moderate amount of business in Strips.

JAPAN.—Small stocks on hand.
DUTCH.—Small stocks on hand.
JAVA.—Some good parcels on the market. Latakia in demand.
CHINA.—Some good parcels on the market. Latakia in demand.
LATAKIA.—Some good parcels on the market. Latakia in demand.
TURKEY.—Some good parcels on the market. Latakia in demand.
CAVENDISH.—As usual.

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

	Per lb.
Virginia Leaf, common, middling and semi-bright color, and good to fine	4d. @ 6½d.
Strips, common, middling and semi-bright color, and good to fine	7d. " 1/-
Kentucky Leaf, common, middling good and fine	4½d. " 8d.
Strips, common, middling good and fine	8½d. " 1/3
Maryland and Ohio	3½d. " 4½d.
Negrohead and Cavendish—	5d. " 8d.
common and heated, middling to good, fine, bright and soft pressed	4½d. " 5½d.
Columbian	6d. " 9d.
Java	6d. @ 1/3
Turkey	3d. " 6d.
Japan	4½d. " 10d.
China	3½d. " 7/-
Sumatra	nominal.
Latakia	4d. @ 7d.
Paraguay	6d. " 5/-
Greek	3½d. nom.
German and Dutch	3½d. @ 6d.
Manilla	4d. " 1/3
Havana	7d. " 2/6
Yara and Cuba	1/- " 5/-
Esmeralda	1/3 " 3/6
Cigars	2/- " —
Cheeroots and Cigars, Manilla	2/- " 4/-

BOARD OF TRADE RETURNS, month ended June 30th.

TOBACCO.	1903.	1904.	1905.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	1,937,034	1,071,744	1,643,176
Stemmed " other Countries	126,962	122,224	131,269
Total Imports	2,063,996	1,193,968	1,774,445
" Home Consumption	5,098,022	4,458,666	3,646,592
Unmanufactured f from U.S.A.	1,001,954	3,348,621	1,991,976
Unstemmed " other Countries	621,703	1,100,632	658,642
Total Imports	1,623,657	4,449,253	2,650,618
" Home Consumption	1,523,763	1,843,252	3,051,105
Total f from U.S.A.	2,938,988	4,420,365	3,635,132
Unmanufactured " other Countries	748,665	1,222,856	789,911
TOTAL IMPORTS	3,687,653	5,643,221	4,425,063
" HOME CONSUMPTION	6,621,785	6,301,918	6,697,697

BOARD OF TRADE RETURNS, six months ended June 30th.

TOBACCO.	1903.	1904.	1905.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	18,721,108	15,743,922	5,352,466
Stemmed " other Countries	1,089,446	1,048,182	749,318
Total Imports	19,810,554	16,792,104	6,098,784
" Home Consumption	30,424,086	29,731,524	23,577,325
Unmanufactured f from U.S.A.	9,489,284	18,026,876	22,234,370
Unstemmed " other Countries	3,230,605	4,913,154	4,381,738
Total Imports	12,719,889	22,940,030	26,616,108
" Home Consumption	9,343,078	11,677,609	17,992,633
Total f from U.S.A.	28,210,392	33,770,798	27,586,836
Unmanufactured " other Countries	4,320,051	5,961,336	5,128,056
TOTAL IMPORTS	32,530,443	39,732,134	32,714,892
" HOME CONSUMPTION	39,767,164	41,409,133	41,560,958

BONDED WAREHOUSE ACCOUNT, month ended June 30th.

	1903.	1904.	1905.
	lbs.	lbs.	lbs.
Tobacco Unmanufactured	189,707,000	185,318,000	189,839,000
Foreign Manufactured and Snuff	3,233,000	3,416,000	2,935,000

THE FOLLOWING TABLE SHOWS THE IMPORTS, DELIVERIES, AND STOCKS FOR JULY, 1905:—

	Virginia Stemmed.	Virginia Unstemmed.	Kentucky Stemmed.	Kentucky Unstemmed.	Maryland and Ohio.	Negro and Cavendish.	Dutch and German.	Hawaii, Cuba and Java.	Java.	Paraguay.	Columbian.	Turkey.	Greek.	Manilla.	East India.	China.	Japan.	Florida.	Australian.	Hungarian.	Latakia.	Havana Cigars.	St. Domingo.	Various and South American.	Esmeralda.	Brazil.	Manilla Cigars.	other sorts.	
Stock, 24th June, 1905	8724	8184	8071	1031	173	11346	1714	3320	10344	873	876	25321	1765	464	18	3910	737	4105	18	496	657	2482	260	1485	200	340	990	2897	
Landed since	—	240	19	110	—	376	93	28	1065	5	143	256	41	6	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Total Stock	8420	8208	7757	1720	163	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837	
" Exported	6	—	—	—	—	152	—	—	25	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
" Bonded	75	52	112	5	1	126	—	1	256	5	5	388	11	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
" Duty Paid	223	164	212	16	7	10	80	125	1072	28	97	694	42	3	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
" Deliveries	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837	
Imports from Jan. 1st to 25th July, 1905	1905	8420	8208	7757	1720	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837	
Stock, July 25th	1904	11379	4859	10732	182	206	12007	1701	3082	25689	1375	533	17025	1559	208	8	5538	1378	3298	13	510	7141	1583	266	1939	92	357	2441	3077
Imports from Jan. 1st to 25th July, 1904	1904	11379	4859	10732	182	206	12007	1701	3082	25689	1375	533	17025	1559	208	8	5538	1378	3298	13	510	7141	1583	266	1939	92	357	2441	3077
Increase 1905	1905	11379	4859	10732	182	206	12007	1701	3082	25689	1375	533	17025	1559	208	8	5538	1378	3298	13	510	7141	1583	266	1939	92	357	2441	3077
Decrease	1904	11379	4859	10732	182	206	12007	1701	3082	25689	1375	533	17025	1559	208	8	5538	1378	3298	13	510	7141	1583	266	1939	92	357	2441	3077
Deliveries from Jan. 1st to 25th July, 1905	1905	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837
Increase 1905	1905	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837
Decrease	1904	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837
Deliveries from Jan. 1st to 25th July, 1904	1904	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837
Increase 1905	1905	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837
Decrease	1904	304	216	324	21	8	1634	1727	3248	19962	845	987	23748	1743	467	13	3785	670	4141	18	540	9170	2526	266	1488	203	292	864	2837

HIGH
LEADING
"ARISTO
"ARISTO
"ARISTO
"NEB-KA
"NEB-KA
B. MURRAY
OUR
ANY
Head Office at
5, C

CH.
Th
"Th
32,

MURATTI'S WORLD-RENOWNED HIGH-CLASS CIGARETTES.

SOLD ALL OVER THE WORLD.

LEADING BRANDS . . .

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

B. MURATTI, SONS & CO. Ltd., PURVEYORS to the FRENCH GOVERNMENT MONOPOLY.

OUR LEADING BRANDS CAN NOW BE OBTAINED FROM ANY FIRST-CLASS TOBACCONISTS THROUGHOUT FRANCE.

Head Office and Factory: 54, Whitworth Street, Manchester; London Office and Sale Rooms: 5, Creed Lane, E.C.; Branches at Berlin, Brussels, and Constantinople.

CHANGE OF ADDRESS.

.....

The Offices of

"The Cigarette World"

HAVE BEEN REMOVED FROM

2, ELLISON ROAD, BARNES,

TO

32, The Broadway,

Wimbledon, S.W.

STANDARD LINES.

... FREE TO ADVERTISERS.

ANASTASSIADIS <i>Highest Class Turkish Cigarettes.</i> The Tobacconists' Supply Syndicate.	CIGARETTE PAPER The French Cigarette Paper Co., London.	GENERAL SUPPLIES Singleton & Cole, Ltd., Birmingham.	MYRTLE GROVE <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minorities, London, E.
ARISTON <i>Turkish Cigarettes, &c.</i> E. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	CIGARETTES Kriegsfeld, B. & Co., Manchester.	GOLDEN MELON MIXTURE Richard Lloyd & Sons, London.	TOBACCONISTS' SUNDRIES Adolph Elkin & Co., London.
ASTHORE <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S.W.	DONORE CASTLE <i>Cigarettes.</i> T. P. & R. Goodbody, Dublin.	GRAND CUT VIRGINIA Godfrey Phillips & Co., London.	TURKISH CIGARETTES Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
BISHOP'S MOVE Cohen, Weenen & Co. 62, Commercial Rd., London, E.	EGYPTIAN CIGARETTES Salonica Cigarette Co., London.	HIGH-CLASS TOBACCOS Gallaher, Ltd., Belfast and London.	ZEMINDAR <i>Mild Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St. Within, London.
BLACK AND WHITE <i>Cigarettes.</i> Harris, W. J. & Son, London.	F.D.B. FREEMANS' DARVEL BAY SEGARS. J. R. Freeman & Son, London, N. & Grangetown, Cardiff.	KINGMAKER Doble, Geo. & Sons, Paisley.	
CHEROOTS B. Morris & Sons, Ltd., London.	GAINSBOROUGH <i>Cigarettes.</i> Cohen, Weenen & Co., 62, Commercial Rd., London, E.	MARSUMA <i>Cigarettes.</i> Havanna Cigar Co., Congleton.	

OF WHOM AND WHAT TO ORDER.

INDEX TO ADVERTISEMENTS.

	PAGE		PAGE
Cohen, Weenen & Co., London, "Bishop's Move"	226	Kriegsfeld, B. & Co., Manchester, "Cigarettes"	227
Cohen, Weenen & Co., London, "Gainsborough Cigarettes"	226	Lloyd, Richard & Sons, London, "Golden Melon Mixture"	Cover i.
Custance, J. H., Putney, "Asthore Cigarettes"	226	Morris, B. & Sons, Ltd., London, "Atubian Cheroots"	251
Doble, Geo. & Sons, Paisley, "Kingmaker"	235	Muratti, B. Sons & Co. Ltd., Manchester, "High-Class Cigarettes"	255
Elkin, Adolph & Co., London, "Specialties"	Cover ii.	Phillips, Godfrey & Sons, "B.D.V. Tobacco"	253
Freeman, J. R. & Son, London and Cardiff, "F.D.B. Segars"	234	Salonica Cigarette Co., London, "Egyptian Cigarettes"	230
Gallaher, Ltd., Belfast and London, "High-Class Tobaccos"	251	Singleton & Cole, Ltd., Birmingham, "Mixed Parcels"	231
Goodbody, T. P. & R., Dublin, "Donore Castle Cigarettes"	Cover i.	Standard Lines	258
Hammond Typewriter Co.	241	Taddy & Co., "Specialties"	231
Harris, W. J. & Son, London, "Black and White"	Cover iii.	Teofani & Co., London, "High-class Cigarettes"	231
Havanna Cigar Co., Congleton, "Marsuma Cigarettes"	227	The French Cigarette Paper Co., London, "Cigarette Paper"	231
Jarrett Brothers, London, "Indian Cigars"	Cover iv.	The Tobacconists' Supply Syndicate, London, "Price List"	225
	Cover ii.		

BE UP TO DATE

AND SUBSCRIBE TO

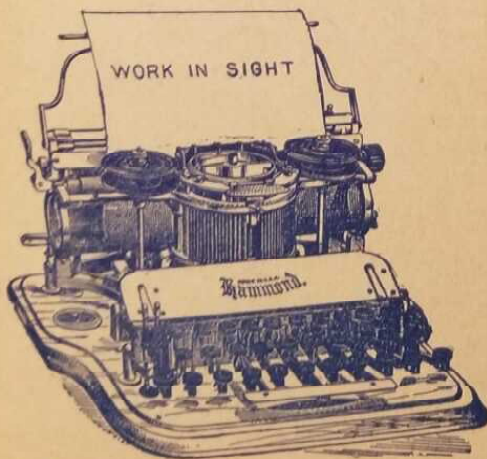
THE
CIGARETTE WORLD,

THE RECOGNISED ORGAN OF THE RETAILERS.

ABSOLUTELY INDEPENDENT AND THOROUGHLY RELIABLE.

.....
1/- PER ANNUM, POST FREE.

THE NEW MANIFOLDING



Hammond
Typewriter

POSSESSES

- | | |
|-----------------------|------------------------|
| PERFECT ALIGNMENT. | ✱ WORK IN SIGHT. |
| SPEED. | ✱ DURABILITY. |
| INTERCHANGEABLE TYPE. | ✱ LIGHT ELASTIC TOUCH. |
| PERFECT PAPER FEED. | ✱ ANY WIDTH OF PAPER. |
| | UNIFORM IMPRESSION. |

The Leading Typewriter of the World.

100 Type Shuttles. 26 Languages.

For Catalogues and Specimens Write to—

THE HAMMOND TYPEWRITER COMPANY,

50, QUEEN VICTORIA STREET, LONDON, E.C.

GROVE
and Cigarettes.
s. London, E.
UNDRIES
& Co.,
London.
ARETTES
London.
Exhibition, 1904.
AR
London Cigarettes
70 & 71,
Chin, London.

Price
Cover 2/-
... 2/6
... 3/0
... 3/6
... 4/0
... 4/6
... 5/0
... 5/6
... 6/0
... 6/6
... 7/0
... 7/6
... 8/0
... 8/6
... 9/0
... 9/6
... 10/0

THE
MOST
PROFITABLE
AND BEST SELLING LINE
IN CIGARETTES ARE

MARSUMA HAND-MADE VIRGINIAS.

3^d.

PER PACKET.

EXTRAORDINARY
VALUE.

In Tremendous Demand.

NOT SOLD BY
THE "TRUST" SHOPS.

Ask your Wholesaler for them.

Mr. J. R. RILEY, Tobacconist, 129, Blackburn Road, ACCRINGTON, writes:—
"My Customers pronounce Cigarettes to be the best value in 3d. packets on the Market."

For Showcards and Advertising Matter write direct to the
HAVANNA CIGAR MANUFACTURING CO.,
CONGLETON.

And at LONDON, MANCHESTER & MACCLESFIELD.

LONDON AND DISTRICT OFFICE:—
22, Minories, London, E.C.
TELEGRAMS: "Lusby, London."
TELEPHONE—No. 1599 Avenue.

HEAD OFFICE:—
TELEGRAMS: "Havanna, Congleton."
TELEPHONE—No. 28 Congleton.
FOR ALL TRUNK LINE CALLS.

MANCHESTER—Telephone, No. 5558.
MACCLESFIELD— " No. 58.

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

