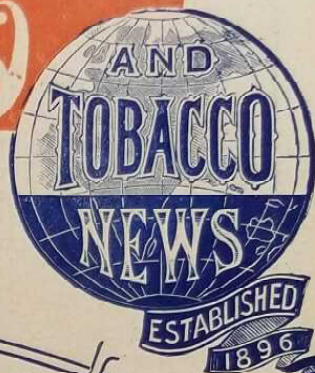


ORIGINAL "CHALLENGE" FLATS

To be obtained from all Wholesale Houses.

The Cigarette World

Published on the 15th of every month.



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

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"GOLD FLAKE"

Tobacco
AND **Cigarettes**

IN TWO DEGREES OF STRENGTH.

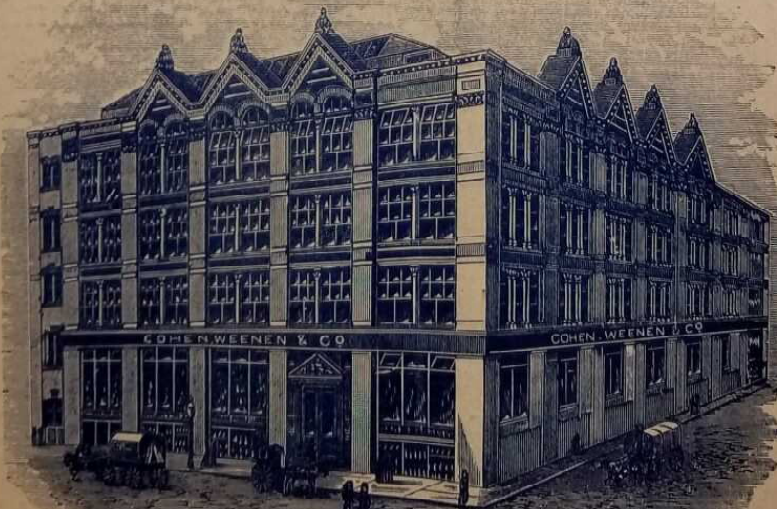
MILD (the original) with Yellow and Red Label.
In 1-oz., 2-oz. and 2-oz. Square Foil Packets; 1/2-lb. and 1-lb. Decorated Tins; and 2-oz., 1/2-lb., 1-lb., and 1-lb. Patent Tins.

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

IN PACKETS AND PATENT AIR-TIGHT TINS.

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

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ESTD 1807.

E. J. NEWBIGIN'S SWEET
"Mabel Love" [REG] CIGARETTES

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PACKETS OF
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6d.
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20

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UNSOLICITED TESTIMONIAL.

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

Proprietors—
ADKIN
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LONDON.
Established 1759.

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UNSOLICITED TESTIMONIAL.

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ASTHORE HAVANA BLEND CIGARETTES

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

JARRETT BROTHERS,

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MANILA CIGARS.

GABRIEL MANTZARIS & Co's

EGYPTIAN CIGARETTES.

PHILLIPS

—  SWEET  —

GUINEA

GOLD

5

CIGARETTES

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Guaranteed Pure Virginia.
Sweet, Cool, and Fragrant.

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S
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THE 
Latest and Best Line

IN
**WEIGHT
CIGARETTES**

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Brand Brand

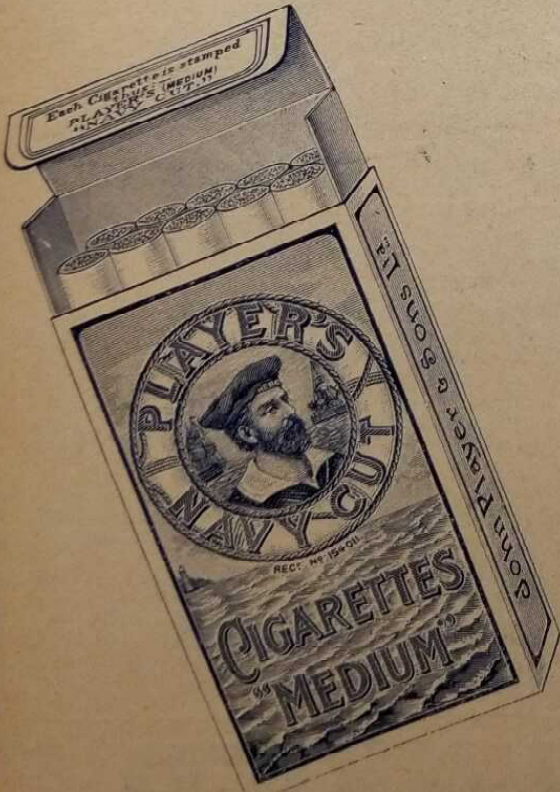
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To Retail at **3^d.** **19-**
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WRITE FOR PRICE LIST.

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CIGARETTES.**

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**The Cigarette World
AND TOBACCO NEWS.**

DECEMBER 15th, 1900.

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

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We hereby certify that we have printed and delivered

3,000 Copies

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

HARRISON AND SONS,

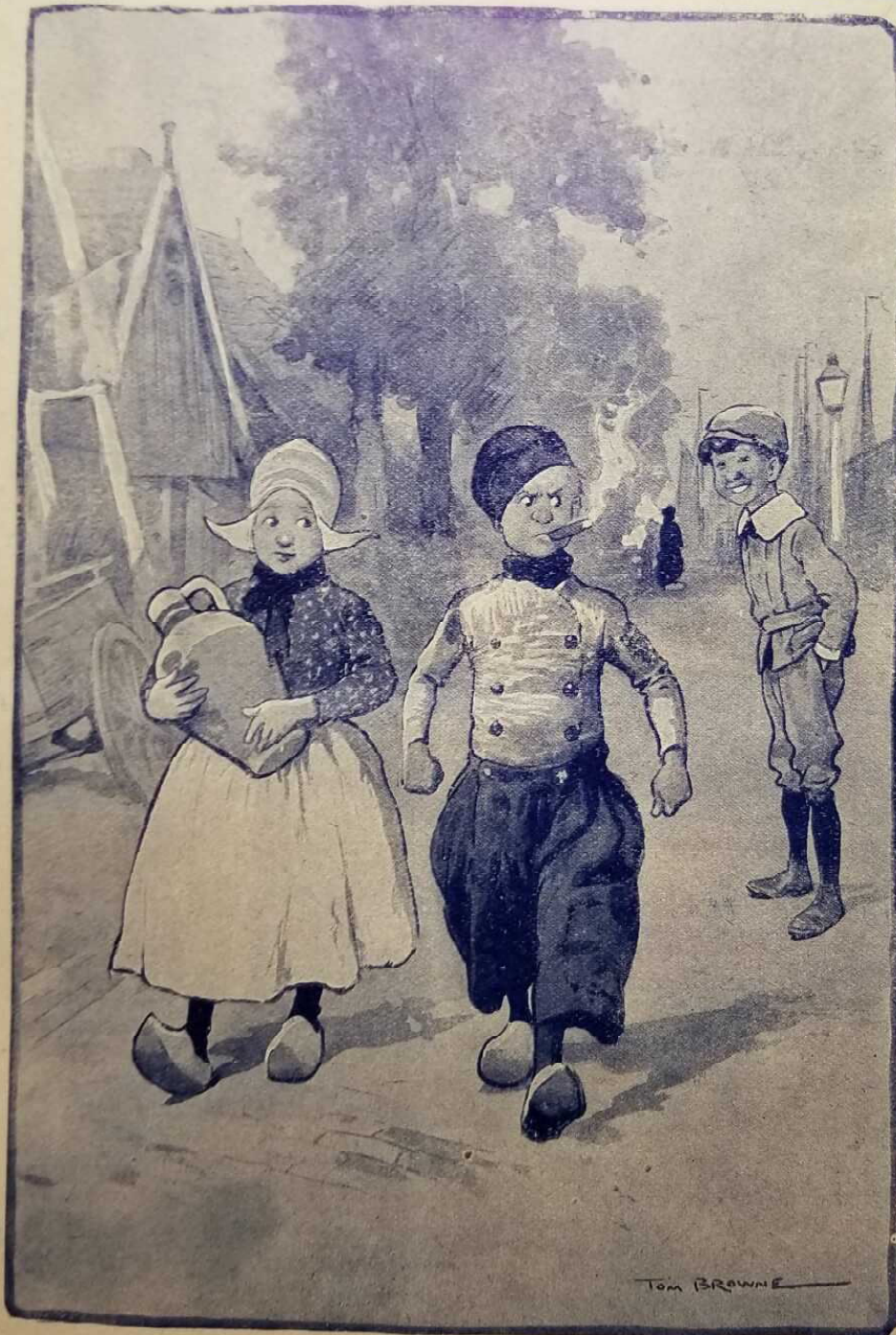
Printers in Ordinary to Her Majesty,

45, 46, and 47, St. Martin's Lane,
Charing Cross, W.C.

This issue will be in the hands of our readers before they have done more than start upon their arrangements for the festive season, and we take the opportunity to wish them, one and all, a "bright and happy Xmas." With our next number we shall enter upon our fifth year, and we should be ungrateful indeed did we not express our thanks for the hearty support which has been so freely extended to us in the past, and our confident hope that it will not only be continued, but increased in the future. The new century will, we have every reason to believe, begin with a prosperous year for the retailer, and at the close of 1901 we hope to chronicle a considerably expanded trade, and, what is more to the point increased profits, owing to the spread of the minimum schedule.

COLONIAL EMPIRE

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There's 'air! Now he's ashing our Colonial Empire.

SIDNEY PULLINGER, LTD.

BIRMINGHAM AND NOTTINGHAM.

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THE CIGARETTE WORLD has aimed at being *the* journal for the retailer, and we think we have succeeded in placing before him all the information likely to be to his advantage. To the manufacturer we offer a guaranteed and carefully distributed circulation among his customers, and to both alike we may say, in conclusion, that we shall maintain our policy of independence, and deal, to the best of our ability, fearlessly and impartially with all matters of interest to the trade. We believe that to this policy we owe the success which has attended our efforts in the past, and we are content to rely upon it for the future.

It is a true saying that "it never rains but it pours." Last month we commented upon what we considered a miscarriage of justice in the conviction of Mr. Edward Roe, by the Beaconsfield magistrates, for selling tobacco without a licence, and we have now to deal with a similar, but worse, case at Maldon. In this instance, however, an appeal has been entered, and there is therefore a chance of the conviction being quashed.

In the case reported last month, the ground of the conviction was apparently that the articles ordered were not addressed to the customer before they were taken from the shop. In the present case, as will be seen from our report in another column, this point also cropped up, but the conviction was really due to what must be described as a highly technical construction of the statute.

THE defendant, George Soar, a carman in the employment of Mr. J. Nathan, of Stratford, called to deliver goods to Mr. William Adcock, of the "Queen's Head," New Maldon, in accordance with the signed order. It appeared, however, that Mr. Adcock found, when the van came round, that he did not want all the articles ordered, and accordingly the defendant delivered what was required, and brought the remainder back to his employer. The order in question was in the handwriting of the defendant, and signed by Mr. Adcock, but not dated, and it was accordingly urged that inasmuch as only a portion of the goods mentioned in the order were delivered, the delivery of such goods constituted a sale within the meaning of the statute. Mr. Adcock swore that he had a standing order with Mr. Nathan, and had been in the habit of giving him orders in writing, the last of which was about three months previous to the delivery of the goods. The Bench, upon this evidence, convicted the defendant, and fined him £1 and 11s. costs. We sincerely hope that the appeal, which was promptly instituted, may prove successful, as we consider that the Bench strained the Act very considerably in order to arrive at such a decision. The notion that if a customer gives a standing order, and in order to obey him the carman only delivers less than the quantity mentioned in that order, the latter is liable to conviction for selling without a licence seems to us perfectly ludicrous, and we think Mr. Nathan is doing good service in seeking the decision of a superior Court upon the point, as, if the magistrates were right, it is quite clear that wholesale dealers will be considerably harassed in their

business, and, goodness knows, they already have enough to contend with.

We take the following from the *Shields Morning Mail*, and commend it to the attention of the anti-tobacco faddists:—

"Mr. Henry Richards, of Worthenbury, who has attained his 102nd birthday, may in future be quoted by smokers as a remarkable example of the healthful effects of nicotine. Mr. Richards smokes regularly four ounces of tobacco a week, sometimes more, and yet he was a voter before the first Reform Bill, and can remember the Battle of Waterloo. His family circle consists of 11 children, 66 grandchildren, 97 great-grandchildren, and 8 great-great-grandchildren. His eldest son is 80 years of age."

The *Daily Telegraph* has also unearthed the case of a man named Noah Roby, of New Jersey, who is in his 128th year, and has smoked constantly for the last 120 years or so. Verily, the weed is a slow poison!

THE latest reason to advance for the prevalence of juvenile smoking is distinctly funny. It is said that the nicotine causes the moustache to grow, and since every boy longs fondly for this hirsute adornment he continues to puff, in the hope of speedily seeing the hair start growing. "Auntie," in a ladies' paper, asks, in alarm, what about the lady smoker if this be true? Truly, the most devoted lover of the weed among the fair sex would give it up for ever were there any danger of a moustache covering her dainty lip. Well, the ladies may enjoy their cigarette in peace. We can assure them there is no foundation for the statement. Perhaps the wisecracks who started the canard were thinking of paraffin, which is the basis of a well-known and widely advertised hair wash, which is guaranteed to grow hair on a brick wall!

A KNOWLEDGE of meteorology has more advantages than would appear at first sight, and the usefulness of that much derided institution, the Meteorological Office, has, at last, been conclusively proved to the consternation of a cigarette maker called Schiska, of Charing Cross Road. At the end of last month Mr. Schiska sued one Davis for £17 damages, his case being that the latter's son had displaced a flower pot from the roof of his father's house. The pot fell on the store-room of the plaintiff, and made a hole that let in the rain, and considerably damaged the tobacco from which was about to be manufactured the fragrant Turkish cigarette of commerce. The defendant, however, appears to have been very wideawake, for he called one witness only—the observer from the Meteorological Office, who proved that no rain fell anywhere near the dates alleged. Verdict for defendant, with costs. The weather man scores a notch this time.

ON another page in this issue will be found a full report of Messrs. Godfrey Phillips & Son's hand-cut tobacco case, which was heard at the Clerkenwell Court, on the 7th and 10th inst., before Mr. McConnell, Q.C., and a jury. The case calls for no comment—the next prosecution may.

T. VAFIADIS & Co.'s EGYPTIANS

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

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

Manufacturers of the Popular Registered Brands of Cigars.

Established 1832.

**La Fragancia AND
Gironde**

JAMES STEEL & CO.

ELAINE,
IMPERIALES, CISSIA, PAULA,

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

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

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Telegrams, "AROMA, LIVERPOOL."

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RICHARD LLOYD & SONS

(Late of 148 & 149, HOLBORN BARS),

Have **REMOVED** to their New and
Extensive Premises in

CLERKENWELL ROAD,

Where all their New Lines may be
Inspected.

Startling Reductions —

IN OUR

NEW PRICE LIST (JUST ISSUED)

SEND AT ONCE FOR A COPY. POST FREE.

Adolph Elkin & Co., 140, 140a, Houndsditch, London, E.C.

This is our
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Exit, 1900!

This is our last number for this year, and the foolish discussion which provided copy twelve months ago having at last dropped, we can say that it is the last issue of the nineteenth century. The year of grace 1900 began with gloom and depression everywhere, and, so far as the trade is concerned, that gloom became intensified when the proposals of the Chancellor of the Exchequer became known, and manufacturers realised that they would have to face the enormous cost and great disturbance of trade caused by the increased duties. The extent to which the trade has been harassed by the vexatious increase it is impossible to exaggerate; but our manufacturers are nothing if not patriotic, and though they grumbled, as is the privilege of Englishmen, yet they realised that they were not the only class in the community which had to face additional burdens, and devoted their attention, with satisfactory results, to developing their trade and attracting more customers, so as to make up for the expenditure to which they were put. The retailer, unfortunately, was not in such fortunate case—he was obliged, of course, to pay more for his goods, and in many cases he failed to obtain the extra amount so paid from his customer, with the result that he often found himself unable to carry on his business at a living profit. Where powerful associations existed the retailers were able to place the burden where it ought to lie, upon the shoulders of the consumers, but too often even the influence exercised by these bodies was not strong enough to prevent selfish traders underselling their fellows, and in other cases the great associations were quite unable to agree upon a scale of prices. The retail trade has also had to meet the competition of their old enemy, "the cutter," and it is not therefore surprising that they have been making desperate efforts to remove this "old man of the sea" from their weary shoulders. The trade unhappily displayed culpable apathy when the "cutter" first started. The evil has been allowed to grow practically unchecked, and to attain serious proportions, and now, at last, they seem to have awakened from the torpor in which they have too long been plunged—thus Mr. St. John found the material ready to hand when he initiated his campaign. The Alliance, which, it is hoped, will put an end to "cutting," has now been launched upon its career, and, whatever may be the defects of the scheme, certainly lack of energy and perseverance cannot be laid to the charge of its promoters. They have made the most determined efforts to secure the support of the retailer, and they have put forward a programme, attractive and of extreme simplicity, yet sufficiently plausible to induce even the most apathetic to give it consideration.

While not withholding our meed of admiration for the thoroughness with which the question, all bristling with difficulties as it is, has been tackled, yet we have been unable to come to the conclusion that the new Alliance will attain their ends, since we are inclined to think the manufacturers will not come to their support as readily as they imagine, and without the manufacturers nothing can be done. We, however, are pleased to record that numerous firms have yielded to the pressure brought to bear upon them from various associations, and have given material help by fixing minimum price lists. This is a great practical gain, and we believe that others will speedily follow this good example, and thus the "cutter" will be, to some extent, crippled, since the competition in articles of their own manufacture can more easily be met by simply inviting the customer to compare the quality of the articles offered.

As we write, we notice that in certain well-informed quarters an attempt to produce a scare as to probable increased duties next year, is being made. We think there is very little chance of such an injustice being committed; there are, surely, plenty of other sources of revenue, yet practically untapped, which can be utilised in preference to imposing an addition to the already gigantic tax imposed upon what is a necessity to so many people. But even from lesser considerations than this,

it is obvious that, from the point of view of revenue, it would be impolitic to do anything likely to retard the tremendous expansion of trade which we are likely to see in the near future in the tobacco trade; it will never do to kill the goose which lays the golden eggs. We think there is no cause for alarm in this direction, though it is, unhappily, certain that we shall all have to dip our hands into our pockets in order to meet our war bill, and to put our national defence in a satisfactory condition. Still the investment is a good one, and we must not complain provided only that the cost be equitably apportioned among the various classes in the community; the smoker as it is pays more than he reasonably should be expected to pay and it is time to give him a rest.

The new century on the whole seems likely to open with brighter prospects; we may hope to see, in 1901, a continuance of the progress made in the manufacture of British cigars, as there are not wanting signs that the smoker is becoming sufficiently educated to be able to cast aside his prejudice and accept the splendid and uniform value given him at home, in preference to the higher priced, but not always better, foreign articles.

Cigarette smoking is everywhere increasing, and the more we look into the question the more we are convinced that there is, despite the rapid rate of progress already attained, almost indefinite room for yet further development. On the whole, then, we think we can safely bid the trade be of good cheer, they have the prospect of more business, larger profits, and if they are only let alone, as there is every reason to hope, they may find the first year of the new century the beginning of a new era of prosperity. So may it be!

Messrs. W. D. & H. O. Wills, Ltd.

ANOTHER FACTORY AT BRISTOL.

In a recent issue, we gave a short description of the gigantic new factory which Messrs. W. D. & H. O. Wills, Ltd., have erected at Ashton Gate to meet the ever-growing demands of their export business. We now have the pleasure of announcing that the great tobacco house have added yet another manufacturing establishment to their already extensive undertakings in Bristol. When, some fifteen years ago, their trade in duty-paid tobaccos became too large for the handsome factory in Redcliff Street, the directors transferred their business and workpeople to the much more extensive buildings in East Street, Bedminster, and the Redcliff Street premises were utilised as an export factory until, in course of time, the accommodation became too restricted for the company's requirements, and, as already mentioned, new premises were provided at Ashton Gate. The Redcliff Street factory has been, for some months, in the hands of the builders, and everything that experience has shown to be desirable for the facility of manufacture and the welfare of the workpeople has been provided. Mr. George A. Wills and Mr. Melville Wills, the managing directors at Bedminster, on the 19th ult., visited Redcliff Street, and, having inspected the renovated premises, Mr. G. A. Wills started the new machinery, and, in a very short time, the factory assumed a busy, animated appearance. We understand that Messrs. Wills intend to use their additional premises as a branch of their huge factory at Bedminster, and that it will be used chiefly for the production of cigarettes. Entirely modern systems of sanitation and ventilation have been introduced, and new floors have been added to the old building, which is lighted throughout by electricity. Ample cloak rooms for the workpeople have been provided, as well as a spacious kitchen and dining room, where good wholesome food can be obtained by the employés at remarkably low prices, such as have long been a popular feature at Messrs. Wills' other factories. The newly opened premises at Redcliff Street will, we believe, afford work for upwards of eight hundred additional men and women.

"LA CINGARA," finest imported Mexicans.

Sole
Importers:

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

Goodbody's EBLANA

HAND-MADE



A
 Threepenny
 Gem.

PATENT BOX

PATENT BOX

A
 Perfect
 Smoke.

HAND-MADE

CIGARETTE.

In boxes of Ten Smokes, beautifully got up in fancy outers.



Write for particulars to the Makers,

T. P. & R. GOODBODY, Dublin, London, Liverpool, Cardiff.


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Gossip.



CHRISTMAS, Christmas, Christmas. Nothing but Christmas has been talked during the past month. Manufacturers, dealers, travellers, and retailers are all agreed that this is the one subject of importance, and in truth so it is. Even my phlegmatic nature has caught the infection, and I am getting quite anxious about the festive season, so much so indeed that I almost bought a Christmas card the other day. The card in question was the most desirable one that I have seen, being simply a good Lorne pouch and S. M. briar fastened on a decorated card, the usual greetings being neatly printed on the latter. The pipe was a first-class London made article, and the smart tobacconist who was making the show of one or two in his window, had simply assumed suitably printed cards and tacked on with elastic samples from his ordinary stock of fancy goods. The prices varied, but were never excessive, a 3s. 6d. card for instance, held a 2s. 6d. briar and a 1s. pouch, the tobacconist being perfectly satisfied to lose the trifling cost of the cards, in effecting the increased sales. He informed me that he had already sold a good number for foreign postage, and he was then extending the idea by affixing match-boxes, cigarette-cases, single pipes, pouches, etc., in readiness for the trade he felt confident he would do in the Christmas week. The idea is certainly a good one, as he is only working on his ordinary stock, which can go back into his drawers after the season if not sold, while the purchasers are getting excellent value for their money, instead of flimsy goods specially "faked" at ridiculously disproportionate prices, such as we were accustomed to see in old valentine boxes.

WITH reference to Christmas presents I notice in an American contemporary that those who "make a speciality of high-grade articles in pipes, cigar and cigarette holders, tobacco jars and similar goods, may find it to their advantage to put placards in their windows within the next few weeks advising people to select their holiday gifts early, and offering to reserve articles chosen now until Christmas, on payment of a small deposit." I do not know whether or not the legend so often seen in secondhand clothes shops and pawnbrokers' establishments, "Weekly payments taken here," has ever been openly applied to our trade on this side of the water, but I am inclined to think not, nor do I think that it is a plan to be commended. A small deposit paid on a "high-grade" article would be but a poor solace to the retailer should the purchase not be completed, and the season for its probable sale passed. I say it with all humility and deference—ladies sometimes change their minds when the question of a "bargain" elsewhere arises, and ladies are the best customers for this class of goods at the "festive" season.

I WONDER if any of our cigar manufacturers could show an order from a customer for one million cigars (and in the same breath I most respectfully ask them not to all speak at once), but such an order has recently been passed by a Portland (Oregon) firm, made up from seventeen varieties of Henry IV. cigars manufactured by Messrs. Bustillo & Diaz, of Tampa and New York. It is a colossal order, and no wonder the manufacturing firm are so satisfied with it that they have agreed to keep their travellers out of the territory covered by the purchasers.

I READ that the City Chemist of Chicago is concentrating all his energy and chemical lore in endeavouring to find some preparation which will remove the stains from the fingers of careless cigarette smokers. It would appear from the *Chicago*

Chronicle that the majority of those who smoke cigarettes in that wonderful city are out of work and will remain so, just as long as the evidence of this American crime—cigarette smoking—remains on their hands. Since the crusade inaugurated by the Anti-Cigarette League has been in effect, many large commercial houses and several railroad companies have placed a ban on the seductive cigarette; and while employees and applicants can deny with words, even with breath, with the aid of cloves or chewing gum, that they smoke cigarettes, the fingers are certain to betray them. "I have not smoked a cigarette for three months, but somehow I can't wash off this yellow stain" declared a young man who had been refused a position in a large commercial house owing to the evidence on his fingers. Well, all I can say is, that it was either on account of his wonderful acquaintance with Munchausen's methods or his utter ignorance of the powers of soap, which stopped him from employment. As a cigarette smoker of long experience I have never found the nicotine stain to withstand an application of soap and pumice stone, but then I wash occasionally.

MESSRS. L. & H. PINTO, LTD., of "La Union" fame are brightening up the hoardings with an excellent humorous poster whereon is depicted Lord Roberts ordering ex-President Kruger to keep his hands off the Union. Needless to say, the word Union has a double meaning; in this case it refers to the well-known Mexican Cigar, which the old man is depicted in the act of stealing.

THE cartoon brought to my mind a clever show-card which I saw at the "Brewers," issued by Messrs. Sturgeon & Co., of Eastcheap, wherein the same "only General" was offering the disconsolate-looking Boer a cigar, with the words, "Never mind, old man, try a 'Flor de Jamaica.'" It would almost seem that the one was a sequel to the other, but this is not so, as the point in Messrs. Sturgeon's card is shown by a broken pipe lying by the ex-President's side, and it is evidently to fill up the void thus caused that Lord Roberts is so generous.

A NOVELTY in cigarette packing has just been issued by Messrs. T. P. and R. Goodbody, which should "catch on" wherever shown. This consists of an ingeniously devised box in the shape of a book, which contains ten "No. 1" Turkish cigarettes. By simply revolving the back of the book between the finger and thumb a cigarette is automatically produced from the case by its falling into the groove which the back forms. The cases are elegantly produced in red and gold, and are picked in outers containing ten boxes to retail at 6d., while the wholesale price shows a margin that will even satisfy Mr. St. John.

HE was a cigar traveller, so I had my doubts when he began to tell me how smart he was; however I listened, and this was what he told me. "Yes," he said in his cheery way, "I offered old Blank some stuff that our firm had cleared home for sixty bob a hundred, and five off at a month; but he wouldn't look at it. 'Full up,' he says. 'Won't buy another cigar for months.'" "Well, look here," said I, "continued the commercial, "'take the lot, pay net cash on delivery, and you can have them for 57s.' and before he knew where he was I had booked the order with his full consent." Well, he was a cigar traveller, and it's a habit they have; but that little story brought back visions of a long spent past; yes—it must be nearly thirty years ago since I first heard it—but it was not cigars then; it must have worked round.

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

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

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

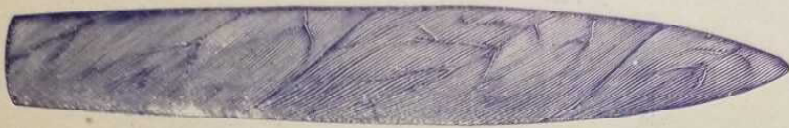


Sole Agents: **JOHN CARIDI & CO.,**
 5 & 6, Bury Court, St. Mary Axe,
 LONDON. E.C.
 Telegraphic Address: "DRASTIC LONDON."
 Telephone: 477. Avenue.



MR. MANUFACTURER (to Master Alliance): No, no, my little man, you can't pull me along just yet; wait until you get a stronger engine. Run away now, I'm very busy.

Indian Cigars.



**WRITE
FOR
PRICE LIST.**



Sole Agent—

A. M. HOOPER, 1, Gresham Buildings,
E.C.



ADKIN'S "QUEEN" CIGARETTES

"SOLDIERS OF THE QUEEN" 5 FOR 1^D



Manufactured by **ADKIN & SONS,**
LONDON.

ANTI-TOBACCONISTS.

It was said of old that the spectacle of a good man struggling with adverse fate is pleasing to the gods. If that be so, says a writer in an interesting article in the *Evening Standard*, the anti-tobacconists must give them many agreeable moments. For they are good beyond question, they struggle without ceasing, and fate is as adverse as it well could be. The enthusiasm of teetotalers is sustained by a certain faint hope of triumph in the end, and also by a stream of conversions in the present. But the abhorrer of tobacco has no such comforts. White men are past praying for almost, and on a survey of the world he perceives that every tribe of savages adopts the abomination so soon as it comes within the influence of civilised beings. History teaches him that it was always so, and few indeed are the signs which can be interpreted to suggest a change. Now and again a sect arises in Russia, or the East, which declares smoking sinful. Little societies are formed, in the United States for instance, the members of which vow to abstain; but they mostly die out or vanish. The Wahabis promised grandly in this point of view. They condemned tobacco as fiercely as alcohol—even more fiercely, some of them, for one of the Princes assured Palgrave sixty years ago that it had a worse effect upon the brain; curiously enough Palgrave, though amused and astonished at the time, saw reason to think afterwards that the statement might be justified in respect to the variety of tobacco grown in that neighbourhood. But in those sixty years the power of the Wahabis has dwindled and dwindled until now the mighty sect is a *quantité négligable*, even in Yezd and Swat. And its zeal has chilled in proportion. In fact, look where he will, the anti-tobacconist finds no cheering prospect. Sir F. A. Sweetenham notes a significant revolution in one of his books lately published. Malays are actually giving up their cherished betel nut—those under his observation at least. And the reason is stated—because they smoke nowadays to such a degree that the other stimulant becomes oppressive. As a further consequence they are ceasing to blacken their teeth, which is good news for all who know that interesting people. It might have been hoped some years ago that the growing cost of cigars would check smoking amongst those who, for one reason or another, do not care for a pipe; but it has had just the opposite effect. On the one hand, planters from China to Peru set themselves to the manufacture of cigars with feverish haste; on the other people at home took to cigarettes. And so things have gone from bad to worse in the anti-tobacconist's point of view, for boys and women can smoke a cigarette—or enough of it to learn the practice gradually without nausea.

Men who have travelled widely may find it difficult to believe that smoking is so pernicious to the young as most people believe it to be. East and west they have seen children of the tenderest years rolling tobacco in the sheath of a maize cob, and sucking at it whenever they felt disposed. Mr. Burbidge even declares that he has "often beheld unweaned infants partaking of their tiny *rokos* and of the solace of the breast alternately." Such baby debauchees may come to a dreadful end; of course their subsequent career is not recorded. But since Oriental mothers certainly lack neither common sense nor affection it seems very unlikely that they would encourage the practice if it were harmful. And everywhere one may observe a woman take the maize cigarette from her own lips to put it between those of the child beside her. Harmful or no, however, smoking is a very undesirable habit for boys under the conditions of life in Europe, and everybody is an anti-tobacconist so far as that point goes. The average man in this country dislikes to see his wife or daughter smoking. At the same time, one hears much nonsense on this subject. At a public meeting lately, a speaker declared that the English-woman who smokes is a "monster," such as could be generated

only in this wicked age. One need not be very old to recollect plenty of such monsters in the north of Staffordshire, and they were much more common formerly. There is some reason to believe, indeed, that the introduction of snuff checked a general practice of smoking among women of the peasant and artisan class. In the reign of Charles II., Thomas Baskerville published an account of his "Journeys in England." At Winchcomb, he says, "in a morning at four o'clock, I saw many women of the older sort smoking their pipes of tobacco; and yet lost no time, for their fingers were all the while busy at knitting. And women carrying their puddings and bread to the bakehouse lose no time, but knit on the way." It will be observed that the older sort smoked; the younger, perhaps, had already taken to the fashionable snuff. That would also have the merit of economy. The price of tobacco at Bristol was twenty shillings a pound about that time—it does not appear that more than one quality was in common use. Allowing for carriage, retail profit, and the diminished value of money, those old women certainly paid not less than sixty shillings a pound. Even the thimble-pipe of the period came dear at that rate, whilst common snuff, made of refuse to begin with, was mixed with all sorts of things.

At a much earlier date, however, when tobacco was far more expensive, we hear of women smoking in France—not occasionally, but as a habit. M. de Lancre, Counsellor of Parliament at Bordeaux, was sent to "smell out" witches in 1619. His exploits are historic, not to be read by honest men without stirring a passionate desire to put the smug idiot to such torture as he inflicted upon thousands. But the point is that he denounced the inhabitants of Labourt *en masse*, adding as a further charge that "all the women smoke and wear short petticoats." De Lancre must have heartily agreed with that gentleman whose speech we have referred to—that the smoking woman is a monster. But the grandest dames of Louis XIV.'s court were guilty. Saint Simon tells how the Dauphin caught his wife and her ladies smoking, and the Duchess d'Orléans says of one of them that she did nothing all her life but eat, smoke tobacco, and make love. There is no need to prove that anti-tobacconists often talk nonsense. There are times, however, when we all incline to their way of thinking—as, for instance, in a railway carriage on Bank Holiday, when every passenger has a lady on his knee and a pipe in his mouth. On such occasions one may recall without a shudder an incident in the life of Fletcher of Saltoun, told by himself. He was travelling through Holland by the night scoot, on his way to hold a disputation at some German university. Every man in the cabin smoked. Fletcher, who abhorred tobacco, asked them to desist. Something of a row followed, and the skipper came in. He supported his countrymen, and, after high words, Fletcher left the cabin. But he was not to escape so—the skipper followed him about the deck, puffing in his face. At length he seated himself on the gunwale—so did his persecutor, within arm's length. From time to time Fletcher rose and paid a visit to the ballast, which consisted of pebbles, loaded himself with a big one, returned, and quietly transferred it to his neighbour's vast pocket; then at midnight, when the deck was empty, all the passengers asleep, and the skipper dozing, pushed him overboard. Weighted with the stones, he sank without a cry or a struggle, and Fletcher complacently turned in, his mind at ease. Presently the scoot ran aground, and he describes in lively fashion the hunt for the missing skipper, and the speculations roused by his absence. The story was written down years afterwards without a sign of remorse; we are free to believe it an elaborate hoax, but, on the other hand, Fletcher's character does not make it impossible. The example is not to be commended. But one cannot help respecting an anti-tobacconist who imperilled his immortal soul for the sake of his principles.

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

“CARLTON.”

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

“CARLTON”

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

“CARLTON”

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

“CARLTON”

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

“CARLTON”

is listed at **5s. 2d.** per lb., subject to the usual trade discounts and terms.

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

WM. CLARKE & SON, LTD.,
LIVERPOOL & LONDON.

Trade News and Notes.

Trade Notes.

A new tobacconist's shop has been opened near Parr's Bank, in High Street, Teddington, by Mr. BISHOP.

Mr. H. DUNCAN CHRISTIE, of 30, Nicholson Square, Edinburgh, has received the *Science Siftings* Certificate of Merit for his "Regalia Smoking Mixture."

Mr. DANIEL DYNES, tobacconist, of 54 and 55, Church Place, Lurgan, has disposed of his business at that address, and is now residing privately in Dublin.

MESSRS. ADOLPH FRANKAU & Co., LTD., we understand, are about to open a Canadian branch establishment in Montreal, which will be under the management of Mr. C. A. Clarke.

A runaway horse, attached to a Midland Railway wagon, dashed into the window of MESSRS. J. HOLLINGSWORTH & SON'S premises, New Street, Birmingham, on the 24th ult. Considerable damage was done to the contents of the shop, but fortunately no one was injured.

Mr. P. LEECH, who lately carried on business as a tobacconist in Butter Market, Ipswich, has been granted the temporary transfer of the licenses of the Foresters' Arms in Upper Orwell Street, in the same city.

MESSRS. RICHARD LLOYD & SONS are now in occupation of their new factory in Clerkenwell Road, E.C. The premises are fitted with all the latest machinery.

At a meeting of the MERSEY DOCKS AND HARBOUR BOARD on the 29th ult., it was reported that the stock of tobacco held in bond had at last grown to 100,000 hogsheads—a record up to that date.

The premises of MESSRS. NEWMAN, LTD., 24, Coventry Street, Piccadilly, were entered by burglars last month, when a considerable number of gold and silver mounted pipes were stolen.

The business lately carried on by Mr. NICHOLSON, at Townhall Buildings, Teddington, has been acquired by Mr. Alderton.

MESSRS. OGDENS, LTD., have changed their Liverpool address from 33, Wapping to Boundary Lane, where their new factory is situated.

MESSRS. PETTS & ROSS have commenced business as tobacconists at George Street, Richmond, S.W., announcing that they are "from Salmon and Gluckstein, Limited."

Owing to the recent decision, in which they are bound to acquiesce, MESSRS. GODFREY PHILLIPS & SONS ask us to inform the public that their old and well-known brand, "Phillips' Hand-cut," will in future be known as "Phillips' Grand Cut Virginia."

Mr. EDWARD TANDY, who was formerly an assistant to Mr. H. Hayter, of 8, Great Brunswick Street, Dublin, has commenced business on his own account in Harcourt Street.

Mr. J. H. WELLS, of Lancaster, has resigned the position of Secretary to the Lancaster and District Tobacconists' Association which he held for the past two years.

The following cables have passed between MESSRS. W. D. & H. O. WILLS, LTD., and LORD ROBERTS:—"Are sending million cigarettes, Christmas gift to the troops."—WILLS, Bristol; HOLT and HOLT, Port Elizabeth.

JOHANNESBURG.

"Please accept hearty thanks of self and Army for handsome present of cigarettes. They will be greatly appreciated."—LORD ROBERTS.

MESSRS. EDWARD SAMUELSON & CO.'S report of December 1st states that there is continued activity in the market for North American tobacco during the month of November, and the sales will, no doubt, reach a considerable total, augmented by the navy purchases. Western: The new samplings have placed an ample supply of serviceable tobacco on the market, much of it leafy, though somewhat rough, with a scarcity of distinctly higher types. Conflicting

views are taken about values, but, with prices being paid in the Western markets for the new crop, quotations cannot be put lower, while, with our present supplies, it is difficult to see how values can go higher. Virginias: Brights met with a fair amount of attention, but after the demand of the past three months it may be assumed that the interest turns to the new import, now arriving. The crop was a small one, as was known some months ago; the prices being paid in all North Carolina and Virginia markets are high, more especially for the inferior grades, and as to the quality buyers will soon or now have an opportunity of judging for themselves. Darks of medium and lower grades were in some demand, but the more expensive sorts were neglected. As regards the new crop of darks, medium and lower grades will cost more than the strips now on the market.

On the 4th inst. a meeting of Glasgow tobacconists was held in the Religious Institution Rooms under the auspices of the United Kingdom Tobacco Dealers' Alliance. Mr. J. F. Duncan, vice-chairman, who presided, remarked that since the meeting of the Alliance in Glasgow six months ago, it had made itself felt more as a power. It was not, however, that unit of power in fixing prices and in preventing cutting that it ought to be. If Scotch people were not altogether in favour of the scheme it was because they did not understand it clearly. Some of the newspapers had put this scheme in a wrong light, and had said that it wanted to raise prices to the consumer. This was emphatically not the case, but at the same time, they did not want to make up with one article what they had lost on another. The scheme was in no way impracticable, and, if carried out, would be the finest for protecting the retail trade that had been devised in this country. Mr. D. V. Morris spoke of the success of the Alliance in Edinburgh. An invading firm, who began "cutting," had not lowered prices, and had not made the success they expected. Mr. Hanson G.

TEOFANI'S

HIGH-CLASS

CIGARETTES

AWARDED THE

GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD.)

TEOFANI & CO., 18, Bury Street, St. Mary Axe, E.C.

Telegraphic Address: "TEOFANI, LONDON." Telephone No.: 2783 Avenue.

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

J. FROSSARD & CO.

PAYERNE,
SWITZERLAND.



SAMPLES AND PRICES ON APPLICATION TO THE SOLE AGENTS—

Oakes Brothers & Co.,

46, New Broad Street,

LONDON, E.C.

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TRADE NEWS AND NOTES—continued.

Hey, organising secretary of the Alliance, said the reason Glasgow was so apathetic was because they were doing so well. Those who stayed outside the organisation would have to pay 10 per cent. more on tobacco and 12½ per cent. more on cigarettes. This would effectually stop "cutting." Moreover, with such a scheme in force no Chancellor of the Exchequer could do as he liked with the duty, and manufacturers, too, were not slow in seeing that one of the advantages would be the minimising of bankruptcy risks. After some discussion, the meeting declared unanimously in favour of the Alliance.

THE POSTMASTER-GENERAL found it necessary last December to ask the assistance of the Press in drawing the attention of those persons who were sending tobacco to soldiers serving in South Africa to the prohibition against sending lucifer matches by post. The Postmaster-General regrets that it is urgently necessary to repeat this warning, as matches are still frequently found in the mails. The practice is a very dangerous one, and quite recently a mail bag was set on fire on board ship by a box of matches which had been sent from this country in a letter addressed to a soldier in South Africa. Any packet which is observed to contain matches is detained, and the sender is liable to prosecution.

A few days ago an offer was made to the War Office by MESSRS. JOHN PLAYER & SONS, LTD., of Nottingham, of £1,500 worth of their well-known cigarettes (about two million cigarettes) for troops under arms in South Africa. This very handsome Christmas gift has been accepted by the War Office authorities "with hearty thanks," and arrangements for prompt distribution are being made.

THE NEW TOBACCO WAREHOUSES.—The first floor of the new tobacco warehouses at the Stanley Dock has been completed sufficiently to allow of the storage of tobacco therein. The floor has been placed in charge of the Warehouse Committee of the Dock Board, and the plans have been submitted to the Customs authority and practically passed.

The old-established tobacco manufactory in Salisbury, which dates back to 1780, and has been long associated with the name of STEVENS, has now passed into the hands of Mr. F. J. Snook and Mr. E. E. Snook.

MESSRS. FRAENKEL BROTHERS, of 58, 59, 60 and 60A, Houndsditch, announce that their warehouse and offices will be closed from Saturday the 22nd to Thursday the 27th inst., and the firm invite their numerous customers to order early so as to save disappointment at the last moment. It is one of our pleasant privileges to announce that Messrs. Fraenkel Brothers have created a record for themselves during the past year, in the increased volume of business done.

Limited Companies.

THE LIVERPOOL TOBACCO SUPPLY Co., LTD., was registered on November 10, by T. T. Hull, 22, Chancery-lane, W.C., with a capital of £5,000 in £1 shares. Object, to carry on the business of tobacco, cigar, pipe, and cigarette merchants, shippers, exporters and importers, tobacconists, cigar, pipe, and cigarette manufacturers, &c. The first directors (to number not less than three nor more than five) are W. E. Corlett, G. F. Fletcher, and R. Williams. Qualification, 100 shares. Remuneration as fixed by the company.

The report of the manager of the TOBACCO COMPANY, BRITISH NORTH BORNEO, for the year ending December 31, 1899, shows that the balance to debit of profit and loss account now stands at £49,016 19s. 11d.,

against £49,012 8s. 9d. in 1898. No opportunity has occurred for disposing of the Company's properties.

E. GABARROT & Co., LTD.—The adjourned ordinary general meeting was held on Dec. 3 at Winchester House. Mr. J. A. H. Drought presided, and, having explained that the adjournment of the previous meetings took place in order to permit of a reconstruction scheme being formulated, said that at the date of making up the accounts, on June 30 last, the holders of 22,000 shares had issued writs against the Company for the return of their capital, and since then the number had been increased to 45,300. Notwithstanding all the difficulties encountered in Mexico and the agitation on this side, the Board had managed to keep the business well together, and, in fact, it was now in an improved condition. With peace and quietness there was now a good prospect of future success. The corner in their affairs was turned about March last, and the whole of the profit—£2,576—was earned during the three months ended June 30. There was no reason why that rate of profit should not be maintained and even increased. On June 30 the Company had liquid assets to the amount of about £34,000. The tobacco and cigars in hand stood at over £18,000, while there was a small sum—£830—standing to the Company's account in Paris. They had a stand at the Paris Exhibition, and the sale of cigars there was very large. Trade creditors amounted to £6,976, and cash and bills in hand to £7,669. The shareholders might take it from him that there would be sufficient working capital available for the proposed new Company. He concluded by moving the adoption of the report, which was seconded by Mr. H. Baselow, and agreed to. An extraordinary general meeting was afterwards held to consider a resolution ratifying an agreement providing for the sale of the undertaking to a new Company. The Chairman, in moving the resolution, explained the circumstances which had led up to the present position. He said that when the Board found that a certain group of shareholders would gain an advantage for themselves if the Company were forced into liquidation, they asked for the appointment of a committee to protect the interests of all the shareholders alike, and it was owing to the exertions of this committee that it was possible now to submit a scheme which, he thought, was a very good one. By the exertions of two of the directors, when in Mexico, 55,000 ordinary shares had been relinquished by the vendors, and the committee had arrived at an agreement with the promoters whereby they surrendered 35,000 ordinary shares for an allotment in the new Company of only 3,500 shares. Every preferred shareholder was to receive one fully-paid ordinary share in the new Company, and 4,536 shares were to be allotted as a bonus to the petitioning shareholders. There would remain unissued 3,178 shares, and these would be at the disposal of the new Company. Certain gentlemen on the other side had been promised about 700 shares for services rendered. It was not possible on that occasion to deal with the question of the new Board, but Mr. J. C. Williamson, chairman of the committee, had agreed to accept the chairmanship of the new Company. Mr. Williamson seconded the resolution. Mr. Reid congratulated the committee on the satisfactory arrangement proposed. A shareholder complained of the proposal with regard to the bonus shares, contending that all shareholders should have been dealt with alike. The motion was eventually carried, and a further resolution was passed for winding up the Company voluntarily and appointing Mr. Baselow liquidator.

TOZER, LTD.—Registered on November 23rd, by Curtis, Gardner, and Boxwell, Ltd., 4, Bond-court, E.C., with a capital of £1,000 in £1 shares. Object, to take over the business of printers, stationers, publishers, news-vendors, and tobacconists carried on at 2, Union-street, and 18, Abbey-road, Torquay, as Tozer & Co. The first directors (to number not less than two nor more than nine) are to be

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



ALL TOBACCONISTS

Should possess a Copy of

Singleton & Cole's

GIGANTIC

NEW PRICE LIST



OUR LIST OF

XMAS NOVELTIES

is also now ready, and we are offering a finer and more varied selection of Fancy Boxes of Cigars, &c., than ever previously. We have an immense variety of Cigars packed in handsome boxes of 4, 5, 6, 7, 10 & 25, and all suitable for the Festive Season's trade.

We have gone very fully into all kinds of Window Fittings, Clips, Pipe Stands, &c., &c. For particulars, see our ILLUSTRATED CATALOGUE. Fancy Goods of all descriptions must be nicely and tastefully displayed, and this can only be done by using our latest designs fittings, &c. Goods effectively displayed are only half the trouble to sell.

We have a magnificent stock of Smokers' Cabinets, Companion Pipes, Tobacco Jars, &c., &c., all of which are in great demand between now and Xmas



ALL ADDRESS NECESSARY—

Singleton & Cole, Ltd., Birmingham.

Telegrams : "SINGLETON, BIRMINGHAM.

Telephone No. 1144.



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TRADE NEWS AND NOTES—continued.

appointed by the subscribers. Remuneration according to profits.

SIMPLEX CIGARETTE MACHINE Co., LTD.—Registered on November 29, by E. N. Bedingfield, 27, Copthall Avenue, E.C., with a capital of £5,000 in £1 shares. Object, to carry on the business of cigarette, tobacco, and cigar manufacturers, makers of machines for rolling and finishing cigars and cigarettes, &c. The first directors (to number not less than three nor more than seven) are to be appointed by the subscribers. Qualification, ten shares. Remuneration as fixed by the Company.

ARMY AND NAVY TOBACCO CORPORATION, LTD.—Registered on November 29, by R. N. Fetley, 10, Old Jewry Chambers, E.C., with twenty members, each liable for 5s. Object, to carry on the business of dealers in tobacco, cigars, &c. Table A mainly applies.

Fires.

Early one morning last month the Liverpool Fire Brigade were called to a fire at the tobacco manufactory of the Richmond Cavendish Company, Limited, Robert Street. On arrival at the scene with the chemical engine and hose carriage the brigade found the ground floor of the factory, in which a large quantity of tobacco in cases was stored, in flames. The conflagration had got a fair hold, but it was soon checked by the chemical engine, and in a short time was extinguished, but not before considerable damage had been done to the stored goods. The brigade worked with a will to confine the fire to the room where it originated, and they succeeded. The fumes from the burning tobacco were too pungent to be pleasant, and the fragrant weed surely never made its devotees cough and expectorate more than it did these practical Liverpool firemen.

Considerable damage was caused by a fire at 29, New Oxford Street, W., on premises tenanted by the **COMMERCIAL CIGAR COMPANY** last month.

The premises occupied by **MR. KNIGHT**, tobacconist, High Street, Sheerness, were totally destroyed by fire in the early part of last month. Considerable difficulty was experienced in getting the occupants from the upstairs windows, but fortunately no serious injuries were sustained by any of the members of the family.

Early in the morning of the 26th ult., the premises of **Mr. S. F. PARKINSON**, tobacconist, Port St. Mary, Isle of Man, were completely destroyed by fire. We understand that the insurance amounts to £375.

The premises 77 and 79, Borough Road, S.E., owned and occupied by **MESSRS. CHARLESWORTH & AUSTIN**, tobacco manufacturers, were involved in the great fire on the 4th inst. Both the building and its contents were insured.

Festive.

THE BEES.—The autumn meeting of the Bees, a club in connection with Adolph Frankau and Co. (Limited), of Queen Victoria Street, was held at the Old Parr's Head Hotel a few days ago. After dinner **Mr. F. J. Frankau**, a director, who presided, referred to the patriotic and self-sacrificing manner in which **Mr. S. Blumfeld** (late a sergeant in the C. I. V.) had answered to his country's call. In welcoming him on his safe return from active service he asked **Mr. S. Blumfeld's** acceptance of a handsome cabinet subscribed for by members of the club as a token of their appreciation of his loyalty, and their pleasure at his home-coming. After his health had been proposed by **Mr. H.**

Stubbings, the president of the club, **Mr. S. Blumfeld**, who is a director of the company, responded in appropriate terms, thanking the club for their beautiful present, and concluding by reciting some interesting personal reminiscences of the campaign. **Mr. G. Hasler, J.P.**, proposed "The Firm," and the toast was responded to by **Mr. James L. Blumfeld** and **Mr. H. Hinrichs**, directors. **Mr. R. C. Townshend**, **Mr. B. Hodges**, **Mr. D. W. Fernley**, **Mr. H. W. Griffin**, and others spoke in appreciation of "our C. I. V." The speeches were interspersed with music and recitations, ably rendered by various members of the club. The health of the "Chairman," proposed by **Mr. E. Shepherd**, and duly acknowledged, brought a very successful meeting to a close. During the evening a congratulatory telegram was sent to the chairman of the Company (**Mr. L. Blumfeld**, father of the C. I. V. referred to), who was unavoidably detained by business on the Continent.—*City Press.*

Freemasonry.

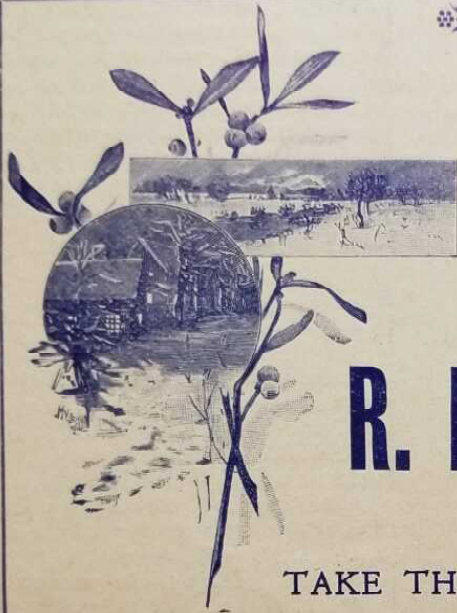
The installation meeting of the **SIR WALTER RALEIGH LODGE (2432)**, was held on November 22nd, at the Inns of Court Hotel, Holborn, W.C., when **MR. THOMAS RAYNER**, of the American Tobacco Company, was installed as Worshipful Master for the ensuing year. **Mr. Charles Ransford**, the outgoing Worshipful Master, waived his right and privilege to instal his successor in favour of **Mr. William Klingenstein**, a Past Master of universal popularity. During the evening the P.M.'s jewel was presented to **Mr. Charles Ransford**, and the new Worshipful Master appointed the following gentlemen to office for his year in the Chair:—**Mr. Charles Ransford, I.P.M.**, **Mr. A. S. Benjamin, S.W.**, **Mr. Oscar C. Moore, J.W.**, **Mr. George Ransford, P.M., P.P.G.S.B., Middlesex, Treasurer**; **Mr. W. H. Bullock, P.M., Secretary**; **Mr. Alexander F. Jones, J.D.**; **Mr. E. Grahner, J.D.**; **Mr. Lightfoot, I.G.**; **Mr. George Emblin, P.M., D.C.**; **Mr. S. Maier, W.S.**; **Messrs. H. O. Winter, J. L. Van Gelder, and E. Asser, Stewards**; **Mr. W. Proctor, P.M., Tyler**. Five candidates were proposed for initiation at the January meeting, and the Lodge was reported to be in a good financial position. At the banquet which followed, the various toasts, which were ably given and duly honoured, were interspersed with a programme of excellent music under the direction of **Mr. Harry Alberge**.

The installation meeting of the **MONTEFIORE LODGE (753)**, Glasgow, will be held at the Masonic Hall in that city on Monday, December 17. **MR. JACOB KRAM-RISCH**, who was re-elected for a second year of office as First Worshipful Master, is to be congratulated for the honour thus conferred upon him.

Foreign.

FROM THE REPORT of the Council of Administration of the Ottoman Public Debt, recently submitted to the bondholders, we learn that the improved prospects of the Tobacco Régie give hopes of an increase of revenue from this source in the near future. There only remains now a balance of £T2,186 to be wiped off in order to satisfy the claims of the Régie to arrears of statutory interest. It is very probable, therefore, that next year the bondholders will begin to participate again in the surplus profits. In the present year, as pointed out in the report, they will in any case derive an increased revenue from the tobacco tithe and the export duty to the extent of £T43,000. The sales of the Régie for the first three months of the present year

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



THE FIRM

OF

R. I. DEXTER

TAKE THIS OPPORTUNITY
OF EXTENDING TO THEIR MANY
FRIENDS AND CUSTOMERS IN THE

Tobacco Trade,

THEIR COMPLIMENTS and BEST WISHES

... FOR A ...

**Happy and Prosperous
New Year.**

DECEMBER, 1900.

WILFORD STREET,
NOTTINGHAM.

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TRADE NEWS AND NOTES—continued.

show a considerable increase. For the second three months the figures are almost identical with those of last year.

TOBACCO RÉGIE—PROCEEDS OF SALES.

	1899.	1900.
	£T	£T
March	158,000	165,000
April	166,000	171,000
May	178,000	189,000
June	183,000	180,000
July	181,000	181,000
August	180,000	180,000

THE SALE OF TOBACCO IN FRANCE, says the *Siccle*, is constantly increasing, notwithstanding the existence of numerous anti-smoking "leagues." The Treasury obtains from the tobacco duty a material addition of revenue, as will be seen when it is stated that for the last ten months the receipts from this source amount to 343 million francs, an increase of two millions on last year's figures, and if the increase is proportionately maintained during November and December the receipts will reach to between 410 millions and 412 millions, the highest figure yet recorded. It is considered that the Exhibition, with its influx of wealthy foreigners, has helped to swell the total.

TOBACCO CULTURE in the United States during the nineteenth century is the subject of an article published in the century issue of the "United States Tobacco Journal." Many facts and figures are given showing what great strides have been made in the cultivation of the tobacco plant. During the first forty years of the century the industry made giant strides in Virginia, Maryland, Kentucky, Tennessee, North Carolina, Missouri, Ohio, and Indiana, and each of these States raised crops of millions of pounds in 1839. In 1890 the total crop amounted to 488,256,646 pounds, of which 221,880,303 pounds was raised in Kentucky, 48,522,655 pounds came from Virginia, and other States were credited with smaller amounts. In 1873 there were 15,322 cigar manufacturers in the United States. They produced 1,779,946,596 cigars, and on these a tax was paid to the Government of 8,899,732 dols. In 1898 the number of manufacturers had grown to 30,856, the number of cigars produced was 4,910,937,307, and the tax on these amounted to 14,031,726 dols. The capital invested in the cigar business in 1890 is given as 59,517,827 dols.; the number of hands employed, 98,156; wages paid, 44,767,989 dols., and the value of the product, 129,693,275 dols.

THE NORDDEUTSCHER LLOYD has purchased at Nantes a small twin-screw steamer of 404 register tons gross to be used in the conveyance of tobacco and passengers between Asahan (Sumatra) and Singapore. She has been named the *Asahan*.

IN FURTHER REFERENCE to the exportation of tobacco from Victoria to England, it is stated that the Colonial Government will withdraw the bonus of 3d. per pound on exports, and, instead, will establish a stemming factory at Wangaratta at an initial cost of £300 and an annual rent of £100, for the purpose of having the leaf prepared for market according to the best methods, under the supervision of their American expert, Mr. Bondurant. When stemmed and properly prepared the tobacco is to be shipped to the Manchester Wholesale Co-operative Association, who, according to the *Australasian*, will take any quantity at 6½d. per pound, less 2 per cent. commission. The arrangement will hardly pay growers as well in the first instance as the bounty of 3d. per pound, as they will have to pay for the labour of preparing and packing the leaf, though not for machinery or superintendence; but if the quality of the tobacco is improved, they may hereafter obtain a higher price.

WRITING ON the farming prospects in South Africa, *The Field* says:—"Tobacco is grown very largely in Cape Colony,

and, under intelligent and modern conditions, can be made to pay exceedingly well. At present the greater portion of the crop is produced by Dutch farmers, under the crudest and most old fashioned methods. Ordinary Boer tobacco realises from 3d. to 6d. per pound. Boers and natives smoke this low-grade product, but a large portion of the crop is utilised as sheep dip. Excellent and well flavoured tobacco is, however, grown in the Kat River Valley, near Stockenstrom, in the eastern province. This is always in great demand, and is appreciated by South African smokers as highly as good Transvaal. Transvaal tobacco, it may be said, is, speaking generally, much superior to that grown in Cape Colony, and is smoked almost universally by the better classes. Probably the difference in soil has a good deal to do with this fact. The value of tobacco, cigars, and snuff produced in Cape Colony is about £70,000 annually. If the cultivation were in English hands it cannot be doubted that this sum would be largely augmented. Water and irrigation, it is to be noted, are necessary to the culture of this plant. One of the principal tobacco growing districts is Oudtshoorn—a Dutch centre lying to the south of the colony. Two and a quarter acres of good land well irrigated has been stated to produce as much as 80,000 lb. weight of tobacco in the Swellendam district, but this may be looked upon as highly abnormal. A Government farm now exists upon Sunday's River, near Port Elizabeth.

THE ENORMOUS EARNINGS of the tobacco monopolies in America may be judged from the quarterly statements just issued of the American Tobacco Co., and the Continental Tobacco Co., both of the United States. The period is from July 1st to September 30th last, and in the instance of the first-named Company, after paying all charges and expenses of management, &c., the net profit is shown in the accounts at 1,591,205 dols. (£318,241), an increase of 239,265 dols. on the figures of the corresponding three months in 1899. The Continental Tobacco Co.'s net profits for the same period amounted to 788,656 dols. (£157,731).

THE BERLIN TOBACCONISTS, who form a large factor in the trading community in the Prussian capital, have been badly hit by the Nine O'clock Closing Act, which has been in force since October 1; and, in view of agitation to interfere yet more with the freedom of trade, they have met and declared themselves unanimously and emphatically against any further curtailment of the commercial hours, pointing out that the Act has already done more than sufficient damage. Some of the shops in fashionable quarters, where more cigars and tobaccos were sold between nine and twelve than during the rest of the working day, have been closed. The proprietors of others have resorted to the device of opening at five o'clock in the morning, in order to make up, if possible, the loss of money which the new measure has brought about. An instance of the partial working of the Act: A *restaurateur*, who is not touched by it, may sell cigars to his customers after nine o'clock, and the tobacconist, who perhaps trades next door, may look on the while, powerless to offer any competition. The German Government set out with the benevolent intention of befriending the employés as a body, who they justly felt were overworked; and the Nine o'clock Closing Act was the only means they could devise of solving the problem. It was open to the Government to say to the trader and shopkeeper: "Your employés shall work only a certain number of hours daily"; but this course they rejected, and adopted instead a mechanical solution which, while it affords next to no relief to the class to be relieved, inflicts serious loss upon many a shopkeeper, interferes with the rights of labour, and, what a law should particularly avoid, irritates and inconveniences the general public.

MR. E. B. SWEET ESCOTT, the administrator at Seychelles, in his report just issued from the Colonial Office, states that tobacco of an exceptionally good quality grows luxuriantly and might easily become an important export. At present the chief sources of commerce are cocoanut oil and vanilla.

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

HILL'S

HIGH GRADE

RANELAGH

SMOKING MIXTURE

In Packets and Tins only,

per **7/ =** lb.



RANELAGH

Smoking Mixture

IS

GUARANTEED FREE FROM SCENT OR OTHER INJURIOUS ADDED MATTER, AND IS MANUFACTURED FROM HIGH GRADE TOBACCOS CAREFULLY PREPARED.

In Tins and Packets only,

per **7/ =** lb.

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TRADE NEWS AND NOTES—continued.

Personal.

Mr. F. BANYARD, who has been returned to the Cambridge Town Council as representative for the Abbey Ward, is a son of the late Mr. J. S. Banyard, tobacco manufacturer, East Road, Cambridge, which business Councillor Banyard now carries on. He has identified himself for some years past with active public life, is a member of the Board of Guardians and the County Council. He has been closely connected with the Oddfellows and general friendly society work for a number of years, and is extremely popular in his neighbourhood.

Mr. GEORGE FRAENKEL, of Messrs. Fraenkel Brothers, who was asked to become a candidate for the office of Common Councilman for the Bishopsgate Ward, as stated in our last issue, has been compelled to decline the honour owing to the heavy duties devolving on him in connection with his business. Mr. Fraenkel hopes at some future date to be in a position to devote more time to public responsibilities.

Mr. W. A. CHURCHMAN (of Messrs. W. A. & A. C. Churchman) was the recipient of a handsome silver salver, presented to him by the Corporation of Ipswich on the expiry of his year of office as Mayor of that ancient borough.

An unfortunate accident happened on the 26th ult. to Mr. S. D. ISRAEL, one of Messrs. GODFREY PHILLIPS & SON'S most respected travellers, which might have resulted in an even more serious state of affairs. It appears that Mr. Israel had been transacting business in Tamworth, and was on the platform of the Midland Railway in readiness to go to Burton. He stepped off the platform and fell between it and the train, injuring his back and ankle, but was assisted on to the platform and was able to proceed to Burton. All of Mr. Israel's friends will join us in sincerely hoping that the injuries will have no permanent effect upon him.

SIR WILLIAM HENRY WILLS has presented to the new Colston Hall, Bristol, an organ built at the cost of £5,000. It will be remembered that Colston Hall was completely destroyed by fire some two years ago.

Obituary.

Mr. FREDERICK NEWALL NIX, Bishopsgate Street Within, in his 73rd year. The deceased gentleman, a well-known personage in the tobacco trade, passed away at his residence in Balham, on Tuesday the 20th November. Mr. Nix, who was senior partner in the firm of Messrs. Fred Nix and Son, and brother-in-law to the late Mr. Henry Archer, of the Borough, was born at Bonnington, near Edinburgh, on the 10th January, 1828. He acquired the old established business of "Proctor's," at the corner of Liverpool Street, in 1857, where he successfully continued the manufacture of tobacco and cigars. In 1872, the Great Eastern Railway Company requiring the property for the building of their hotel, he removed to Bishopsgate Street Within, where the business is still being carried on by his son, Mr. Percy A. Nix, who has taken an active interest in the business for nearly twenty years past. Mr. Nix was considered one of the best judges of foreign cigars in the trade, and was the pioneer of imported Mexican cigars, several of the leading brands being introduced by him into this country. Of late years, he had relinquished manufacturing tobacco in order to confine his attention to Havana cigars, which is now the firm's principal trade. The deceased was for many years trade valuer to the Metropolitan Board of Works, and their successors, the London County Council. He was most active and influential in parochial matters, and associated himself with all the principal movements affecting the welfare and interests of the parish of Bishopsgate. He was one of the oldest members of the Bishopsgate Ward Club, having been elected in 1868, and for seven years served in the capacity of churchwarden of St. Ethelburga, where he

strongly opposed the ritualist practices. In any benevolent work he was always to the fore, and for many years served as auditor for the London Philanthropic Society. He was also liveryman of the Innholders' Company. He was twice married, and leaves two sons and three daughters by his first wife. The funeral took place on Saturday, November 24th, at Norwood Cemetery, in the presence of a large gathering of his relations and numerous friends, including several members of the trade.

Mr. THOMAS CAMPBELL, tobacconist, 142, Queen Street, Glasgow, on the 25th ult., aged 71.

Mr. WALTER HOPKINSON, tobacconist, 96, Blackburn Road, Accrington, on the 24th ult., at his residence in Willows Lane.

Mr. T. B. SWEENEY, tobacconist, Westgate, Bradford, on the 11th ult., aged 51. Mr. Sweeney was a much respected member of his trade in Bradford, and was a member of the local Association from its inception. The funeral, which took place on November 14th, was attended by the President and several members of the Bradford branch of the Tobacco Sellers' Alliance.

The death of Mr. J. SIDWELL, who formerly carried on a tobacconist's business in New Street, Burton, is recorded.

Mr. EDWARD HAMPTON, tobacconist, &c., of St. Helen's Road, Westcliff, near Southend, suddenly on the 2nd inst., from syncope.

Mr. THOMAS HOGG, formerly tobacconist, Rothesay, Bute, but lately of Cambridge, New Zealand, where he died on October 21, aged 25 years.

Law.

A DISPUTED ACCOUNT.—GENERAL CIGAR IMPORT CO. v. SAIKMAN.—At Brompton County Court, last Monday, the GENERAL CIGAR IMPORT CO., 10, Thurloe Place, S.W., sought to recover £375. 6d. from Mr. A. SAIKMAN, a gentleman living in Hammer-smith, for goods said to have been supplied to order. Mr. A. Mozley Stark, Solicitor, appeared for the plaintiffs, and Mr. J. Jones, Solicitor, defended. A member of the plaintiff firm stated that in December and January last they, through their late traveller, Mr. McKenzie, received orders from the defendant for quantities of cigars and cigarettes. These orders were duly executed, and Mr. McKenzie informed the firm that he had arranged for Mr. Saikman to be allowed three months' credit. Cross-examined: He did not suggest that the defendant had failed to pay Mr. McKenzie for the goods. Mr. McKenzie entered his employ about October, 1899, and supplied a list of customers whom he had been in the habit of serving, but witness could not say that the defendant's name was upon this list. The firm made no enquiries concerning the defendant before supplying him with the goods. After allowing three months' credit, the defendant should have been applied to for payment of the first list of goods in March, but, as a matter of fact, such application was not made until 26th April. The defendant stated that he had known McKenzie for 10 or 12 years as a commercial traveller, principally for tobaccos and cigars. He had frequently given McKenzie orders for cigars and cigarettes, and always paid him, independently of the firm for whom he was travelling. Witness had paid McKenzie for the goods in question, but although he made a careful search, he could only find one receipt. After leaving the plaintiffs, McKenzie travelled for another firm of cigar merchants, but no application was made by the plaintiffs to him for payment of the accounts in question until after McKenzie had left for Africa. If such application had been made three months after the orders were executed—although he did not ask for three months' credit—he could have found McKenzie, and proved payment for the goods.

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

TORTOISESHELL (REGD.) SMOKING MIXTURE.

This Popular Tobacco is now made in two GRADES OF STRENGTH, MILD (the original) with SILVER SHIELD. MEDIUM STRENGTH (Fuller Flavour), GREEN SHIELD.
SOLD EVERYWHERE IN 1-OZ. PACKETS AND 2, 4, AND 8-OZ. TINS.

TORTOISESHELL (REGD.) CIGARETTES.

THE HIGHEST-CLASS
VIRGINIA CIGARETTES.

PACKED IN TINS OF 24, 50, AND 100.

The above Goods show a good profit to the Retailer, and the Manufacturers take steps to prevent the Price being cut.

MANUFACTURED AND GUARANTEED BY

W. A. & A. C. CHURCHMAN, IPSWICH, LONDON,
and NORWICH.

Price Lists on Application.

Established 1790.

CAUTION.

OGDEN'S, LIMITED, "Guinea Gold" Cigarettes.

TO RETAILERS AND OTHERS.

Retailers and others are hereby warned against selling, as genuine packets or boxes of OGDEN'S "GUINEA GOLD" CIGARETTES, packed by the Company, any packets or boxes from which the Photographs (advertised by Ogden's, Limited, to be sold with the packet or box) have been previously abstracted. SUCH SALE IS A FRAUD ON THE PUBLIC AND AN INJURY TO THE BUSINESS OF OGDEN'S, LIMITED.

Messrs. Ogden's, Limited, feel compelled to give notice that an Interim Injunction has been this day granted in HIGH COURT OF JUSTICE, CHANCERY DIVISION, restraining such a sale as above indicated, and that in order to prevent further imposition and to assist honest retailers, the Company will not hesitate to protect their rights, and to proceed without further notice against any person or persons improperly abstracting their Photographs as aforesaid.

Any information relating to the above (which will be treated confidentially), should be addressed to either the Company's Patents Agents: Messrs. J. E. EVANS, JACKSON & Co., Bristol House, Holborn Viaduct, LONDON; or to their Solicitor: Mr. C. URQUHART FISHER, 19, Holborn Viaduct, LONDON, E.C.

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TRADE NEWS AND NOTES—*continued.*

He had always treated McKenzie as though he were a principal and not a traveller, and he had never made enquiries as to whether McKenzie was authorised by the plaintiff firm to receive payment for their accounts. The Judge: Did you get invoices for these goods?—Defendant: Yes.—Was there any note upon them as to how payment should be made?—No, there was nothing upon them to intimate that payment should be made direct to the firm. If there had been such a note I should have paid the firm and not McKenzie. They did not apply for payment until nearly five months after the cigars were sent to me.—The Judge: I do not think that is sufficient to bar their claim. You do not prove that the traveller had any authority to accept payment of the money. I find for the plaintiffs with costs.

A SCOTCH DIVORCE.—On November 23rd, Lord Stormonth-Darling heard evidence in an action of divorce by WILLIAM PROVAN, 83, North Street, St. Andrews, against Mary Cormack or Sinclair or Provan, 430, Argyle Street, Glasgow. The pursuer, examined by Mr. Lyon Mackenzie, said he was thirty-six years of age. Between 1889 and 1893 he had a tobacconist business in Glasgow. There he met the defender, who said she was a widow, calling herself Mrs. Sinclair. On 19th June, 1891, he married the defender, but she gave way to drink, and they separated in 1892, and he paid her aliment till now. In 1893 he left Glasgow, and had only seen his wife twice since then. William Barron said that in the belief the defender was a widow, he became engaged to her and married her irregularly in July, 1899. He lived with her until February, 1900, when he discovered some papers which led him to believe that her husband was alive. After that discovery he left the defender, and had not lived with her since. The defender was examined, and said she told Barron she did not know whether her husband was alive or not, and they agreed to live together under a mutual agreement. Decree was granted.

STEPHENSON, ROUTLEY & Co. v. COOKE.—THE COLONEL'S CIGAR BILL.—At the Ruthin County Court last month, before his Honour Judge Sir Horatio Lloyd, COLONEL BRYAN DAVIES COOKE, of Colomendy, Mold, was sued by ROBERT WM. ROUTLEY, trading as Stephenson, Routley & Co., Manchester, for £1 4s., alleged to be due for a box of cigars sold and delivered in November, 1898. The judge said the case was one to be looked into. It was for the plaintiffs to satisfy him that there was anything at all due, and that they had as yet failed to do. His Honour found for the defendant, with costs.

RUTTER'S "MITCHAM SHAG."—In the Chancery Division of the High Court of Justice, on November 29th, MESSRS. J. RUTTER & Co., the well-known tobacco manufacturers, sought an injunction against Mrs. F. SMITH, of 34, Pantiles, Tunbridge Wells, to restrain her from selling any tobacco not manufactured by the plaintiffs under the name of "Mitcham shag," or any similar name calculated to lead purchasers to suppose that the tobacco so sold was made by the plaintiffs, and also claiming an account and damages. Mr. Renshaw, Q.C., with whom was Mr. Stewart Smith, were counsel for the plaintiffs, and defendant was represented by Mr. Warrington, Q.C., and Mr. G. Lawrence. The evidence for the plaintiffs went to show that in two cases an assistant had supplied customers who asked for "Mitcham shag" with tobacco not made by plaintiffs. The defendant deposed that she did not manage the business herself. The assistant who had, it was alleged, sold the tobacco in question had since been dismissed. George Skinner, manager to defendant, gave evidence denying the statements made on behalf of the plaintiffs, and swore positively that he had never passed off any other tobacco as "Mitcham." Mr. Justice Kekewich, in giving judgment, said he had come to the conclusion that in one case Skinner did sell other tobacco as Mitcham, but he was not satisfied

that he did so in the other case. Under the circumstances, as the assistant had been dismissed, he did not feel justified in granting the injunction asked for. Judgment must be for defendant, with costs.

THE NOTTINGHAM TRADE MARK CASE.—In the Chancery Division of the High Court of Justice, on December 6, Mr. Justice Cozens-Hardy had before him the appeal of John Player & Sons Ltd., of Nottingham, from the refusal of the Registrar of Trade Marks to proceed with the application No. 225,035 for a trade mark. Mr. John Cutler, Q.C., and Mr. Sebastian appeared for Messrs. Player & Sons, and the Attorney-General (Sir R. Finlay, Q.C.) and Mr. R. J. Parker appeared for the Comptroller. Mr. Cutler said the applicants in August, 1899, determined to put a new smoking mixture on the market. Navy cut was to be the basis of the mixture, and they applied to the Trade Mark Office to register a mark consisting of a sailor's head within a lifebuoy, with two ships on either side of the head, and the words "Player's Navy Mixture" on the lifebuoy. The Registrar refused to admit the mark to the register on five grounds. The first was that it was undesirable where there were various owners of marks containing sailors' heads that one owner should vary his mark so as to bring it nearer to the heads of other registered marks. Secondly, there was objection to the words "navy mixture" on the mark, but the applicants did not claim the words as their property. Further, the Trade Mark officials stated that the application being in the class for manufactured tobacco which included cigars and snuff, the term mixture was inapplicable to it; that the word "Hero" on the sailor's cap was not disclaimed, and that Player's had stated on their tins that the mark was registered before the application was made. The learned counsel argued that there was no foundation for the statement that a section of the public would be induced to believe from the words "navy mixture" that the mixture was in fact connected specially with Her Majesty's navy. The Attorney-General said the words "navy mixture" associated the article with the navy, and that would convey to nine people out of ten the idea that the mixture was served out or used in the navy. The applicants were in a dilemma. Either the head in the proposed new mark was like the heads in their registered marks, and they could not register it over again, or if it was not identical the applicants had used the mark on cigarette boxes issued by them. Mr. Justice Cozens-Hardy held that the application was absolutely covered by previous marks, and he would not allow a mark to be put on the register merely because it might be a convenience in foreign countries. He dismissed the application, with costs.

Police.

WHAT IS "HAWKING"?—IMPORTANT EXCISE CASE.—GEORGE SOAN, of Victoria Park, a carman in the employment of MR. H. J. NATHAN, of Stratford, licensed tobacco and cigar dealer, of Stratford, was summoned at the instance of the Excise authorities for hawking and selling and offering for sale a quantity of tobacco, he not being a licensed dealer or manufacturer, at Maldon, on Sept. 20th. Mr. W. H. Gibson, supervisor, of Braintree, prosecuted, and Mr. F. A. Stern, solicitor, of Stratford, defended on behalf of Mr. Nathan. Wm. Adcock, landlord of the Queen's Head Inn, stated that defendant called at his house, and he ordered 3 lbs. of tobacco and 200 cigars, which defendant supplied him from a van. Witness had given Mr. Nathan orders in writing to supply him with goods, the last about three months ago. Defendant called regularly on him every alternate Thursday, and witness then looked through his stock to see what he required. He had a standing order with Mr. Nathan, and defendant supplied him from the cart with what he wanted. Cross-examined by Mr. Gibson: The order

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

Novelties for Christmas

IN

Cigars



Cigarettes AND



Cheroots

◇ TASTEFUL DESIGNS ◇

◇ NOVEL PACKING ◇

◇ LOW PRICES ◇

DESCRIPTIVE PRICE LIST NOW READY.

ROBINSON & BARNSDALE, LD.,
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London Address: 183, Aldersgate Street, E.C.

TRADE NEWS AND NOTES—continued.

produced (for four pounds of tobacco, 300 twopenny cigars, and two boxes of cigarettes) was in his handwriting, and when defendant called he did not want all the goods named in the order. Mr. Gibson contended that this was a sale. Mr. Adcock told the defendant what he wanted, and he went and got the goods from his cart. He (Mr. Gibson) would point out that the order was undated, and Mr. Adcock could not state when he signed it. The list of goods ordered was in the defendant's handwriting. Mr. Stern contended that the defendant was within the exception in the section of the Act creating the offence, as he was travelling for orders and producing samples. The defendant was in the employment of Mr. Nathan, who was a licensed dealer. Defendant had a round which he had travelled six or seven years, and he went with a van, which had Mr. Nathan's name on and an advertisement of his specialities, and before any customer could be supplied with goods a written order must be sent or given to the canvasser previously. It was a standing order which was given, and defendant could supply up to the amount of the order, but not beyond it. Mr. Binnie: It was not a specific order, and the balance undelivered was never supplied. Mr. Stern: That is so. Mr. H. J. Nathan gave evidence, and stated that defendant obtained orders on one Thursday, and executed them on the following journey, and he had particular instructions that he was, under no consideration, to supply goods unless they were previously ordered. The orders were either sent by post or brought to his establishment by the defendant. About once in two or three years he sent out forms of order with a circular to his customers. By Mr. Bentall: Defendant only called on "the trade." Continuing, Mr. Nathan said defendant was supplied with goods to the amount of the orders on the form, and he had no authority to supply more goods than those mentioned. Mr. Binnie: You can take an order for 500 cigars, but the man who gave it could take less? Mr. Nathan: Yes. Cross-examined: The defendant brought back the ordered goods which were not delivered. The defendant also gave evidence bearing out the solicitor's remarks as to the conduct of the business. In cross-examination he could not say that he looked at the order before he handed the goods over, and he did not know when he called whether Mr. Adcock would take all or any of the order. He went in and asked for the order and supplied Mr. Adcock with the goods. The Clerk: The goods which were ordered were not labelled as belonging to any particular purchaser? The defendant: No, sir. The Bench retired, and on their return the Mayor said they felt compelled on the evidence to convict, and a fine of £1 and 11s. costs must be paid. Mr. Stern said that with the greatest respect to the decision it was a very serious matter, affecting not only his client, but the trade in general, and the decision would have to be questioned. The Bench, at Mr. Stern's request, fixed the recognisances on appeal at £30.

AN APPRENTICE'S EARNINGS.—At the Mansion House Police Court on Nov. 27th, MAUD ALICE WALKER, of 55, Orange Street, Southwark, apprentice to HIGNETT'S TOBACCO CO., LTD., 74, Aldersgate Street, was summoned for unlawfully absenting herself from her work since the 18th ult. Mr. John Hextall appeared in support, and produced the indenture. The facts were not disputed; defendant's mother, however, said it was impossible for the girl to live on what she earned in some weeks. When slack she did not get more than 4s. or 5s. Mr. Hextall replied that in the early part of defendant's apprenticeship the complainant Company not only had to teach, but suffered loss in the waste of material. Now that the girl became useful she stayed away. The manager of the Company said that the defendant's average earnings were 8s. a week. Mrs. Walker asked that her daughter's indentures might be cancelled. The Alderman: No, I can't do that. You have set your hand to this contract, and it

must be carried out. That the defendant can only get 4s. or 5s. a week is, I think, a little hard, and I would suggest to the gentleman here that this kind of thing should be remedied if possible. Mr. Hextall admitted that it was hard, but said he was instructed that there would be full work in future. The Alderman: Then I make an order for you to finish your apprenticeship. At the end of that time, of course, you can take your services to the best market you can find. Order made accordingly.

A WARNING TO RETAILERS.—In a prosecution heard on Nov. 13th before Sheriff Scott Moncrieff, at the instance of MESSRS. D. & H. O. WILLS, LTD., tobacco manufacturers, Bristol, against S. Sigall, tobacconist, Paisley Road, Glasgow, under the Merchandise Marks Act, for selling as Wills's tobacco what was not their manufacture, Sigall was fined £2 10s, with £2 12s. 6d. of costs. The Sheriff remarked that should another case of a like nature come before him the penalty would be much more severe, and this might be taken as a warning. Mr. Paton, of Messrs. Montgomery & Fleming, writers, represented Messrs. Wills, and Mr. Stewart McNicol, writer, appeared for the respondent.

A PASSION FOR THE WEED.—On Nov. 26th, at the Stockton Police Court, before Alderman Smith and Mr. Barugh, JOHN WILLIAMSON was charged with stealing a quantity of pipes, cigars, and cigarettes, value £2 9s. 4d., from the shop of MESSRS. MOUAT & CO., tobacconists, High Street, Stockton, on the 13th inst. The evidence was to the effect that defendant had broken the large plate-glass window and made off with the goods mentioned. P.C. Flynn gave chase, and captured him at the corner of Yarm Lane. The goods were identified by the manager of the shop. Defendant admitted his guilt, but said he was drunk. He was sentenced to undergo one month's imprisonment.

RAID ON A TOBACCONIST.—On Nov. 21st, before the Rochdale Bench, ERNEST DONEGANI was charged with using his father's tobacco shop at 39, Toad Lane, for betting purposes, and SANTONI DONEGANI was charged with permitting the shop to be used for betting. The Chief Constable said that Santoni Donegani kept a tobacconist's shop in Toad Lane. He had been carrying on the betting business for some time, and in consequence his shop was visited that morning and a number of papers relating to betting were found. Sergeant Proffitt said he visited the shop of S. Donegani and Son about noon that day. The father was not there, but the son was. He told the son his business and allowed him to read the warrant. Defendant, Ernest Donegani, then made the following statement: "Of course I admit the betting (producing slips and books from a drawer). I do it on the credit system. I settle up on Monday or the day following. I don't accept any money with the papers. The majority are weekly accounts. I do it on my own: Dad has nothing to do with it. I am cautious enough to burn everything each day as I go on. The papers you have refer to bets made yesterday. I have not done any to-day." On being asked who rented the shop, prisoner replied that his father did. The Chief Constable: Although he said it was a weekly business he was cautious enough to burn the papers. Sergeant Proffitt produced a telegram naming certain horses and the amount of money to be placed on each. In reply to the charge the defendant, Ernest Donegani, denied the ready-money betting. The Chief Constable: Officers have betted there every day practically. They have handed money to this man with the slips in the presence of his father. The defendants in the result were each fined £30 and costs.

At the Old Bailey, on Nov. 20, MICHAEL SHANNON and CHARLES HATTON were convicted of breaking and entering the warehouse of MESSRS ADOLPH FRANKAU & Co., LTD., Queen Victoria Street, E.C., and stealing

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Paying Lines for Christmas Trade.

B. MURATTI, SONS & CO., LIMITED,

Manufacturers of High-class Turkish and Virginia Cigarettes.

Specialities

- "ARISTON" — Hand-made from the Finest Turkish Dubec Tobacco procurable. In Decorated Tins and Fancy Padded Boxes of 100's, 50's, and 25's; also Pocket Cases of 25's.
- "NEB-KA" — Choice Turkish Blend Cigarette. Exceptional Value, and in great demand. In Decorated Tins of 100's, 50's, 20's, and 10's.
- "20TH CENTURY" — New Line. High-class Virginia Cigarette. Packed in Crocodile Leatherette Boxes of 100's, 50's, and 25's.
- "SILK CUT" — A successful brand; made from the Finest Picked Virginia Leaf. In neat Watered-silk Padded Boxes of 100's, 50's, and 25's.
- "SPECIAL STRAIGHT CUT" — In Decorated Enamelled Tins of 100's, 50's, 20's, and 10's. Makes an attractive show, and has a ready sale.

All Cigarettes Guaranteed Pure, and Free from Artificial Flavourings. Attractive Show Cards sent out with all Goods.

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THE SEASON'S SUCCESS.

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VIRGINIA
WHIFFS.



3^d.
Per Packet
of 10.

Comic
War Cartoon
in each
Packet.

Show
a Good Profit
to Retailer.

TO BE OBTAINED FROM ALL WHOLESALE HOUSES.

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TRADE NEWS AND NOTES—continued.

briar pipes to the value of £8 10s. Shannon was sentenced by the Bench to seven and Hatton to five years penal servitude.

"ARE CIGARS NECESSARY"?—At the Westminster County Court on Dec. 5, the case of Frank v. Mone was heard before his Honour, Judge Lumley Smith. The plaintiff's claim was for £2 6s. for cigars supplied to defendant in August last. The defendant satisfied his Honour that he was under the age of twenty-one years at the time the cigars were supplied, and the plaintiff, in reply to a question, said he could not contend that the cigars were absolutely necessary. Judgment was entered for the defendant.

DEFAULTING CASHIER.—On the 5th inst., before the Reading Borough Bench, HENRY GEORGE GIBBONS, of 1a, Hill Street, clerk, was charged with stealing, between January, 1898, and November 27, 1900, £268 3s. 4½d., the monies of GEORGE LOFTUS BRIGHAM, of London Street, tobacconist. Mr. Creed appeared for the prosecution, and briefly opened the facts of the case. George Loftus Brigham, said he was a wholesale tobacco manufacturer, carrying on business in London Street, Duke Street, and Broad Street. The prisoner was in his employ as clerk, and had been for 25 years in the employ of the firm. The prisoner kept what was called the waste of preliminary cash book (produced). He had to enter into this book all monies received and small expenses that were paid out of cash. He had to balance the book every day. The prisoner had power to receive accounts, and was practically head cashier, and all monies received were handed over to him. It was the prisoner's duty to bank daily all monies not required for the ordinary purposes of business, and the prisoner had to strike a balance daily, which balance was supposed to agree with that in the waste cash book. On the night of October 26th there was a gross balance according to the waste cash book of £378 7s. 3½d. In addition, two cheques of £15 12s. 9d. and £4 were handed over to the prisoner that day, making a total of £398 0s. 0½d. This was the amount which he had for banking. Deducting £106 19s. 11d., which the prisoner put into the bank on the morning of November 27, would leave a net balance in hand of £291 0s. 1½d. This money ought to be in witness's safe, which was under the control of the prisoner. The prisoner also kept a copper book, in which the prisoner described the monies he had not paid into the bank, and the sources from which they were received. On the afternoon of November 27 witness went to the prisoner and asked him what coppers he had in hand. He said "About £10." Witness then asked the prisoner to produce the books, and he then produced the waste cash book and the copper book. The copper book showed that the prisoner ought to have in hand £291 0s. 1½d., thus corresponding with the waste cash book. Witness said: "Produce all the money you have in the safe." The prisoner produced £19 16s. 9d., being £271 3s. 4½d. less than the amount he should have had in hand. Witness said: "You have been robbing me, Gibbons." He replied: "I have taken it; will you have mercy upon me," or something to that effect. He was very agitated. Witness then gave him into custody. It had since appeared that the prisoner advanced amounts of £2 and £1 to assistants in his employ, which amounts had since been paid back; therefore the amount embezzled by the prisoner was £268. Ald. Martin: How often did you look at this cash book? Mr. Brigham: I am sorry to say I looked at it very seldom, indeed; I had perfect confidence in the prisoner. Ald. Martin: This book shows a large balance brought forward day after day, which the prisoner could not have had in hand. Mr. Brigham: No; I have been very remiss in not looking at the book more often. The prisoner said that the statement of Mr. Brigham was quite correct. He asked Mr. Brigham to forgive him. The prisoner was then charged, and pleaded

guilty. Mr. Brigham said he should like to say that he felt it was his duty, and a most unpleasant duty it was, to bring his man there, but he felt pity for him. He did not want the Bench to give him a particularly long sentence—he must leave it entirely with them. He felt that it was his duty to other employers, and also the honest men in his employ, to give the prisoner into custody, but he felt nothing but pity for the man now. Supt. Gentle said he had made inquiries as to how the prisoner spent the money. He found that the prisoner had given to a man named Walker close upon £50. Walker was traveller for a firm in Duke Street, but he left their employ about eighteen months or two years ago, and he had been doing nothing practically since but living upon this man. Why the prisoner should have given Walker this money was difficult to appreciate until he received some letters addressed to the prisoner's business office from two young ladies, and they explained a very great deal. He asked the prisoner why he gave Walker this money, and he said he came to him and practically demanded the money from him. He had seen Walker, and he (Supt. Gentle) could now quite understand how it was that he was able to get the money from the prisoner. Ald. Martin: It was blackmail. Supt. Gentle: Practically that. The letters from the young ladies wound up with kisses.—The magistrates considered the letters in private. On their return into court, the Mayor said the prisoner had pleaded guilty to a very serious offence, and it made the case still worse because for many years the prosecutor had placed every confidence in him. Fortunately for him he had pleaded guilty, and also his character had been such that the Court must take it into consideration. If he had not pleaded guilty, he would probably have been sent to the Assizes, where he would have had a long term of imprisonment. However, the Court had listened to the plea of mercy which Mr. Brigham had expressed on his behalf, and the magistrates were going to sentence him to the lightest possible sentence they possibly could, three months' hard labour.

THE LATEST invention for smokers is the use of pure gold and silver leaf for cigarette wrappers. These cigarettes are a new product of the Richmond Gold and Silver Cigarette Company of New York. There is no secret about their manufacture. A Japanese fibre is used on the outside of the gold or silver leaf simply to strengthen the wrapper, and when the cigarette is ignited the smoke passes through the virgin metal tube into the smoker's mouth. The metal does not crumble, but holds the ash until smoked up or broken off. The cigarette will not stick to the lips, and will not stain the fingers.

A BUSINESS CARD.—The following is printed on the reverse side of an Evansville (Indiana) cigar dealer; it begins by saying that the monologue was delivered by an Evansville cigar dealer to his dog: "Mine dog, you haf a schnap. You vas only a dog und I'm a man, but I wish I vas you. Effery vay you haf der best of id. Ven you want to go mit der bed in, you shust durns round tree times und lay down. Ven I go mit der bed in I haf to lock up der blace und vind up der glock und undress minesef, und mine vife vakes up und scolds me; den der baby gries, und I haf to vawk him up and down; den bime by ven I shust ged to sleep it is dime to ged oop again. When you ged oop you strutch yourself und scrutch a goople of dimes und you are oop. I haf to dress minsef und light der fire und put on der gittle, scrap some vid my vife already, und den maby I gits some breakfast. You blay around all day und haf blenty fun. I haf to vork hard all day trying to collect cigar bills und haf droubles blendy. Ven you die you shust lay still. Ven I die I haf to go to hell yet."

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

THE TIP TOP 2d. PACKET.

Monastery Cigarettes



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

Adkin & Sons,

LONDON, E.

THE WHOLESALE TOBACCO SUPPLY COMPANY, Limited,

63, ALDERSGATE STREET, E.C., and 74, LONDON ROAD, S.E.

CO-OPERATIVE TRADING.

NO Subscription Required.

All Net PROFITS DIVIDED AMONGST CUSTOMERS.

NEW ILLUSTRATED (Up-to-date) PRICE LIST NOW READY.

*Showing rock-bottom prices, which are quoted NET, so that the
actual cost can be seen at a glance.*

N.B.—By purchasing your goods from this Company you are really putting extra money in your own pocket. The prices are the very lowest; and besides, you get a cheque sent to you every six months for your share of the profits.

We **CAUTION** Tobacconists not to listen to travellers, who are in the habit of speaking against our Co-operative System, for the only reason that they cannot compete against it themselves, we refer the Trade, not to idle talk, but to apply to those Tobacconists in your Town who have been purchasing their goods from us for years, and who are always pleased to recommend us to others, which is the most genuine and reliable recommendation.

From the "London Gazette."

Receiving Orders.

HADDOW, JAMES, tobacconist, 15, Botchergate, Carlisle. Date of petition and receiving order, November 9, 1900, on debtor's own petition.

COLLINGS, CHARLES EDMUND, tobacconist, 82 Caledonian Road, King's Cross. Date of petition and receiving order, November 14, 1900, on debtor's own petition.

PLATT, WILLIAM JAMES, lately cigar dealer, of 30, Dane Street, Burnley, now labourer. Date of petition and receiving order, December 4, 1900, on debtor's own petition.

Adjudications.

HADDOW, JAMES, tobacconist, 15, Botchergate, Carlisle, November 9, 1900.

COLLINGS, CHARLES EDMUND, tobacconist, 82, Caledonian Road, King's Cross, November 14, 1900.

First Meetings and Public Examinations.

COLLINGS, CHARLES EDMUND, tobacconist, 82, Caledonian Road, King's Cross. First meeting, November 29, 1900. Examination, December 19, 1900, 11.30 a.m., at Bankruptcy Buildings, Carey Street, W.C.

HADDOW, JAMES, tobacconist, 15, Botchergate, Carlisle. Date of first meeting and public examination, December 3, 1900, 11 a.m., at the Court House, Carlisle.

PLATT, WILLIAM JAMES, lately cigar dealer, of 30, Dane Street, Burnley, now labourer. Date of order, December 4, 1900.

Notices of Intended Dividends.

SHARP HARRY, tobacconist, &c., High Street, Rusden, Northamptonshire. Last day for proofs November 29, 1900. Trustee, Alfred Ewen, Official Receiver, Bridge Street, Northampton.

RICKARDS, ELIZABETH, tobacconist (a married woman), 63, Parade, Leamington. Last day for proofs November 30, 1900. Trustee, Edward Thomas Peirson, 17 Hertford Street, Coventry.

BOOTH BRIDGET, tobacconist, &c., 185 Highgate, Kendal. Last day for proofs December 8, 1900. Trustee, H. G. Pearson, Official Receiver, 16 Cornwallis Street, Barrow-in-Furness.

Notices of Dividends.

COMBER, GEORGE (trading as George Comber & Co.), tobacco and cigar merchant, 3, Adelaide Terrace, Shanklin, I.W. First and final dividend of 7½d. in the £, payable November 16, 1900, at the Official Receiver's Office, 19, Quay Street, Newport, I.W.

ANSELL, WILLIAM, tobacconist, &c., 13, Sandringham Street, and 9, Lawrence Street, York. First and final dividend of 2s. 7d. in the £, payable November 19, 1900, at the Official Receiver's Office, 28, Stonegate, York.

PERFECT, HENRY HORACE, tobacconist, &c., Row 71, and 37, South Denes Road, Great Yarmouth. First and final dividend 6s. 5½d. in the £, payable November 22, 1900, at the Official Receiver's Office, King Street, Norwich.

SMITH, HARRY, tobacconist, 26, Wheelergate, Nottingham. First and final dividend of 5s. 9½d. in the £, payable

Opposite to Aldgate Pump.

AVISS BROS., LTD.,

81, FENCHURCH STREET, LONDON, E.C.

(Two minutes from Aldgate Station).

MANUFACTURERS, IMPORTERS AND DEALERS

IN ALL CLASSES OF

CIGARS and CIGARETTES.

CALL OR INQUIRE FOR PRICES.

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Sole Agents for G. & J. A. Caravopoulo's Egyptian Cigarettes, Finest quality, and at lowest prices in the market.

LA SAGERA CHOICE CIGARS.

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SAGERA

GOODMAN & HARRIS. CIGAR MANUFACTURERS.

93, HUMBERSTONE GATE. LEICESTER.

GOODMAN & HARRIS.

WHOLESALE FROM

Goodman & Harris,

LEICESTER.

Tel. Address VALERIO, LEICESTER.

Nat. Tel. : 539.

November 30, 1900, at the Official Receiver's Office, 4, Castle Place, Park Street, Nottingham.

SMITH, WILLIAM FREDERICK (trading as George Thompson & Smith), tobacconist, &c., High Street, Strood, Kent. Second and final dividend of 1*d.* in the £, payable November 26, 1900, at 12, King Edward Road, Rochester.

INMAN, GEORGE SAUNDERS, cigar dealer, 220, Queen's Park Road, Brighton. First and final dividend of 20*s.* in the £ and 4 per cent. interest, payable November 28, 1900, at the offices of the Official Receiver, 4, Pavilion Buildings, Brighton.

WALKER, JOHN (trading as Richard Walker), tobacconist, 185, Bradford Road, and 180, Main Street, Bingley, Yorks. First and final dividend of 7*s.* 8*d.* in the £, payable December 7, 1900, at the Trustee's Office, 1, Main Street, Bingley.

HUGO, SAMUEL, tobacconist, &c., Padstow, Cornwall. First and final dividend of 2*s.* in the £, payable December 5, at the Official Receiver's Office, Boscawen Street, Truro.

GOOCH, THOMAS WILLIAM, tobacconist, 14, Alexandra Road, and 76, St. Benedict's Street, Norwich. First and final dividend of 9½*d.*, payable November 30, 1900, at Official Receiver's Office, 8, King Street, Norwich.

Applications for Debtors' Discharge.

KOPELANSKY, JOSEPH NATHAN (carrying on business under the style or firm of Kopelansky, Cook & Co., described in the receiving order as Joseph Kopelansky), cigarette manufacturer, 33, Jewry Street, Aldgate. Day fixed for hearing, December 7, 1900, at the Bankruptcy Buildings, Carey Street, W.C. 11 a.m.

Notices of Release of Trustees.

HOLROYD, JOHN GILL (trading as J. G. Holroyd & Co.), cigar merchant, Holmfild, Halifax, Yorkshire. Trustee, Edgar Ernest Deane, Townhall Chambers, Crossley Street, Halifax. Official Receiver, October 8, 1900.

BENNETT, EDWARD JOSEPH, late tobacconist, 108, Meadow Lane, Leeds. Trustee, John Bowling, 22, Park Row, Leeds. Official Receiver, October 8, 1900.

MURPHY, DENNIS, tobacconist, 75, Wharf Street, Leicester. Trustee, John Gulson Burgess, 1, Berridge Street, Leicester, Official Receiver, October 8, 1900.

NEWSOME, CHARLES HENRY, tobacconist, &c., Temperance Terrace, Wyke, near Bradford, and 226, Thornton Road, Bradford, and lately in partnership with Robert Lee, under the style of Newsome and Lee, Church Street, Bastrick, Yorkshire. Trustee, J. Arthur Binns, Official Receiver, 31, Manor Row, Bradford. November 1, 1900.

Dissolution of Partnership.

JACOB WINSHANK, HENRY WINSHANK, and JOSEPH WINSHANK, carrying on business as cigar

manufacturers at 128, East Road, Hoxton, under the style of J. Winshank & Co. November 14, 1900. All debts due to or owing by the said late firm will be received and paid by Henry Winshank and Joseph Winshank, who will continue the said business at the said address under the style or firm of H. Winshank & Son.

Order on Application to Approve Composition or Scheme.

WELDON WILLIAM CROSS, formerly tobacconist, &c., Clough Bridge, Bridlington. Composition of 8*s.* in £, to be paid to all unsecured creditors in respect of all debts provable, payable forthwith on the approval by the court of this composition arrangement, and secured by deposit with the official receiver of a sum sufficient for that purpose by the debtor's father, William Weldon, prior to the application to the court to approve the composition. Preferential debts and all proper fees, costs, charges, and expenses to be paid and secured in like manner. The estate to be transferred to the said William Weldon. Receiving order discharged.

Order made on Application for Discharge.

WHALLEY, EMMA JANE, formerly tobacconist, &c., widow, of 153 and afterwards 93, East Parade, Keighley, Yorks. Discharge granted on bankrupt consenting to judgment for £5. Grounds for refusing absolute discharge were, bankrupt's assets are not of a value equal to 10*s.* in the £ on the amount of her unsecured liabilities, and that she had omitted to keep such books of account as are usual and proper in the business carried on by her, and as sufficiently disclose her business transactions and financial position within three years immediately preceding her bankruptcy.

Fraenkel Brothers'

Xmas Novelties,

CIGARS, CIGARETTES,

TOBACCO, STATIONERY,

FANCY GOODS, CUTLERY,

ELECTRO-PLATE, TOYS, ETC.

Complete Catalogue, 506 pages, fully illustrated, lowest prices, sent on receipt of 4*d.* for postage.

Fraenkel Brothers,

N. Department,

58, 59, 60 & 60a, Houndsditch, London.

In the Matter of—

C. E. COLLINS, tobacconist, 82, Caledonian Road, King's Cross. The receiving order was made on November 14, and on November 29 the first meeting of creditors was held, when the statement of affairs showed unsecured debts £375, and assets estimated to produce £70. The debtor stated that he commenced business, after being twelve years manager to a tobacconist, in January, 1898, at 273, Pentonville Road, with a capital of £100. In June, 1899, he sold the lease and goodwill for £550, which amount he utilised in paying off his debts. He had also stock worth £800, and this he removed to 82, Caledonian Road, where he has since traded. In November last he called his creditors together at a private meeting, and offered them 5*s.* in the £, payable in a month, but this was refused, as was also an offer of assignment for the benefit of his creditors generally. Owing to a fire on his premises last February, his stock, amounting to nearly £800, was destroyed, but he recovered £565 from the insurance office, and sold the salvage for £50. The result of the fire was that the premises were closed for three months, and to this he

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

attributed his insolvency, in addition to the expenses of his business being greater than the profits. He had lost between £50 and £70 in betting. No proposal was made, and in the absence of any resolution the matter will be wound up in Bankruptcy. The public examination is fixed

ADMIRATION!



for the 19th inst., 11.30 a.m., at the Bankruptcy Buildings, Carey Street, W.C.

HIGGINS BROTHERS, tobacconists, High Street, Lower Tooting, and Seven Sisters Road, Holloway. A private meeting of creditors in this estate was held at 63 and 64, Chancery Lane, on the 23rd ult., when a proposition to accept a composition of 75. 6d. in the £ was re-

fused. The liabilities were stated to be about £2,050, with net assets amounting to £960.

WALTER BERNARD MALLOWS, tobacconist, 52, Queen's Road, Brighton. At the Brighton County Court, on Nov.

24, Mr. L. Meaden appeared in support of the application of the debtor, for the rescinding of a receiving order. Mr. Saville (the Official Receiver), again opposed, and his Honour (Judge Martineau) eventually decided that the matter should stand over *sine die*, with leave to apply. Particulars of the case appeared in our last issue.

JAMES THOMPSON, tobacconist, 55, Wote Street, Basingstoke. The first meeting of creditors in this estate was held last month, when the liabilities were stated to amount to £149 os. 8d., and assets £27 2s. 10d., showing a deficiency of £121 17s. 10d. The debtor attributes his insolvency to loss of trade through the War, illness of self and family, and want of capital. From the Official Receiver's report it appeared that the debtor started business in May, 1898, with a capital of £25. Prior to that he was an insurance agent. The public examination was held on the 10th inst. at the Castle, Winchester.

HYMAN WINE, tobacconist, &c., 118, Osborne Street, Hull. The examination of this debtor was completed on the 12th ult. at the Hull Bankruptcy Court. The statement of affairs disclosed liabilities amounting to £147 16s. 1d. and a deficiency of nearly £142, the bankrupt attributing his failure to sickness and death in his family.

VAUGHAN, FREDERICK WILLIAM, tobacconist and cigar merchant, Arcade Buildings, Fishergate, Preston. The debtor applied on November 20, at the Sessions Hall, Preston, for his discharge from bankruptcy. The Official Receiver stated that the receiving order was made on the 16th May last, and that the liabilities were £402, while the assets realised £70. A dividend of 1s. 11½d. in the £ had been paid. The debtor had no capital when he commenced business in 1896, but had started with £190 borrowed money. He had left his business to the care of a youth and attended race meetings. Mr. Clemstra, for the debtor, stated that the charge that his client continually left the shop was partially true, but he was out getting orders,

and if the assistant had done his duty properly the present circumstances would not have arisen. He had only attended a few race meetings, and had not lost money at them. His Honour, Judge Coventry, suspended the discharge for three years.

MARY JANE CASEY, tobacconist, 8, Railway Street, Altrincham. In the matter of a deed of assignment for the benefit of creditors generally, executed 2nd August, 1900, creditors are requested to forward their names and addresses, with particulars of claims, on or before the 18th inst., to Mr. Henry Steele, C.A., 14, Ridgefield, Manchester, the trustee under the deed.

ICELAND TOBACCO.—No reports to hand of any proposed cultivation of the weed here.—*North Pole Gazette*.

A CURIOUS SNUFF.—"At Lugowa," says the late Commander Cameron in his interesting work "Across Africa," "I witnessed for the first time a curious method of using tobacco which prevails to a great extent at Ujiji. Instead of taking dry powdered snuff according to the ordinary custom, the people carry tobacco in a small gourd, and when they wish to indulge in a 'sneeshin,' fill it with water, and after allowing the leaf to soak for a few moments, they press out the juice and sniff it up their nostrils. The pungent liquid snuff is retained in the nostrils for many minutes, being prevented from escaping either by holding the nose with the fingers or with a small pair of metal nippers. The after performances will not bear description. It is indescribably droll to see half-a-dozen men sitting gravely round a fire trying to talk with nippers on their noses."

EXULTATION!!



TOBACCO - GROWING IN IRELAND.—Every one would be glad of the advent of a new paying industry in Ireland, and the question of the introduction of tobacco-growing into the country has been on the *tapis* from time to time for many years past, it having been put forward by some that both the soil and the climate are suitable for its cultivation. During the past season an extensive series of experiments in growing tobacco in Ireland has been made, some interesting details of

which have just been issued by the Irish Department of Agriculture. This year's experiment, so far as it has gone, tends to show that tobacco can be grown as well in Ireland as in the North of France. The quality, which is largely

dependent on the changes induced during curing by fermentation, remains to be proved. The answer this year to the question whether a cheap smokeable tobacco can be grown in Ireland must necessarily be incomplete. Next year, as the expert's services for a renewal of the experiment have been secured, a decisive answer, favourable or otherwise, should be forthcoming.

REVELATION!!!



—Tobacco Leaf.

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

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THE HAND-CUT TOBACCO CASE.

A BOARD OF TRADE PROSECUTION.

THIS case came before Mr. W. R. McConnell, Q.C., at the Clerkenwell Sessions on the 5th inst., when Messrs. Joseph Phillips and Philip Phillips surrendered to their bail. The matter has been fully reported in our previous issues, but on this occasion Mr. Milvain, Q.C., with whom was Mr. Stafford, prosecuted for the Board of Trade. The defendants were represented, as before, by Mr. Gill, Q.C., and Mr. Bodkin. On an application by Mr. Gill, the Messrs. Phillips were allowed to sit near counsel instead of going into the dock, after pleading not guilty to the indictment.

In opening the case to the jury, Mr. Milvain, Q.C., said the prosecution was one instituted under the Merchandise Marks Act, 1887, and the defendants, who were accused of having sold goods with a false trade description, had elected to come there and have the case decided by the more ponderous procedure of trial by indictment instead of consenting to the learned magistrate dealing with the matter. On the 25th or 26th of April last a tobacconist received an order for some of Messrs. Godfrey Phillips's hand-cut Cavendish.

Mr. Gill.—Virginia. We don't want any false descriptions here. (Laughter.)

Mr. Milvain, Q.C., continuing, said that in pursuance of instructions sent to the defendants' firm for the forwarding of 2lb. of "hand-cut Virginia," they sent the commodity along. The prosecution were in a position to prove that, instead of that tobacco being "hand-cut," it had been cut by machinery. The Merchandise Marks Act threw the onus of proving the innocence of the defendants upon them. It reversed the ordinary procedure of the criminal law, in which a man was held to be innocent until he was proved guilty, and in this instance it rested with the accused to establish that this tobacco was what it was described to be. The statute in question was passed in consequence of the demoralisation of trade and the state of things then existing. It had for its object the encouragement of the conscientious trader, and the deterring of the fraudulent and unscrupulous tradesman. A great many technical and expert witnesses would be called to say what they understood by "hand cut," and also a body of individuals who were customers of tobacconists, who would tell the jury that when they asked for "hand-cut" tobacco they expected to get what they asked for.

James Nicol, supervisor of the Inland Revenue for the Shoreditch district, proved that the defendants were members of the firm of Godfrey Phillips and Sons. Cross examined, the witness said he believed it was a

very old-established business,

which had been in existence, perhaps, since 1840. The premises in Commercial Street were visited daily by the excise officials, who were always cognisant of everything that went on. The tobacco was examined to see that it was manufactured in its pure state, and that no improper ingredients—sugar, mealies, or honey—were introduced.

Charles Samuel Woods, a wholesale and retail manufacturer of tobacco at 23 and 25, Queen Victoria Street, City, and the sole member of the firm of Messrs. Woods and Sons, trading at the address given, was called. He had thirty years' experience of the tobacco trade. The term "hand-cut" as applied to tobacco and known in the trade meant tobacco cut by hand. In cutting the tobacco by hand the leaf had to be prepared. It had to be "stemmed," the stalks taken out of the centre and made into a cake or block and put under pressure. Then a knife, controlled and directed entirely by hand, cut it into slices, which, falling into a trough, was ready for use. The witness had used a rotary machine worked by a man to cut "hand-cut" tobacco, but had discontinued its use for some

considerable time. "Hand-cut" tobacco was much more expensive than that cut by machinery, both as regarded the cost of production and the price at which it was retailed. More care, too, had to be exercised in its manufacture.

"Hand-cutting" was a slow process,

and the leaf smoked, in the witness's opinion, much cooler, and did not get heated when cut as machine-cut tobacco did on account of the rapidity of the knife. A sample of the defendants' "hand-cut Virginia," produced, was certainly not "hand-cut." It was not possible to cut that tobacco by hand power because the cake was of too hard a nature.

Mr. Gill, Q.C., rising to cross-examine, smiled as he asked permission to hand to the jury boxes of Messrs. Godfrey Phillips' tobacco.

Mr. Milvain, Q.C.—May I have a box?

Mr. Gill, Q.C.—Certainly. Probably you would withdraw from the prosecution if you first stepped outside and smoked a pipe of it. (Laughter.)

The witness, answering counsel, said it was perfectly obvious to anyone that Godfrey Phillips' "hand-cut Virginia" was cut by a powerful machine-knife. He denied that he was responsible for this prosecution in any way, and he did not set the Board of Trade in motion. The witness did say at the Police Court, though he would not repeat it now, that his firm were "the originators and only manufacturers of hand-cut Virginia; this matter affects our firm alone." He had heard since that other firms made "hand-cut" tobaccos. Formerly the rotary machine—something after the fashion of a chaff-cutter—used by witness was worked by a strong man. In that machine the tobacco was carried along to the knife mechanically. The two boxes of tobacco concerned in this case were brought to his shop by a man he did not know.

Mr. Gill pointed out that in the show cake of his tobacco Mr. Woods had brought with him he had forgotten to take the stalks out of the leaves. (Laughter.)

Counsel.—How is it that you manage to get so much water into your tobacco?—It is the nature of that tobacco.

Ernest Henry Brown, a tobacconist, of Market Street, Maidenhead, proved obtaining the two boxes of tobacco in question for a customer whose name he did not even know.

Mr. Gill.—You were simply

the innocent machine, and

you make no complaint?—No, sir.

Ebenezer Samuel Goodes, tobacco manufacturer, of Newgate Street, with forty-six years' experience in the tobacco trade, said that "hand-cut" tobacco had advantages over machine-cut. In the former the tobacco came out in its natural state, with all its aroma and flavour, and smoked cooler in the pipe. He had no doubt that Messrs. Phillips's was not "hand-cut" as he understood the term.

Mr. Gill (cross-examining).—You are not a complaining member of the public?—I do not smoke tobacco. (Laughter.)

I see from one of your circulars that you had a patent conical cigar?—Yes, sir. (Laughter.)

I suppose you never smoked one?—I don't think I did. (Loud laughter.)

Re-examined, the witness thought that enormous pressure by machinery on tobacco leaf crushed the actual structure of the leaf, smashed all the oil cells, and brought out every drop of moisture, and made it one homogeneous mass.

Mr. Milvain.—One mass of nico.

Mr. Gill objected, and counsel passed on.

Sidney Veale, employed by Messrs. W. D. and H. O. Wills (Limited), of Bristol, said he considered that the term "hand-cut" tobacco was looked upon by the public with the

A Tobacconist without "PICK-ME-UP" Cigarettes is like a Cigarette without Tobacco.

same importance as hand-sewn boots, or any other hand-made article. Tobacco cut by machinery might get injured by the heat caused by the rapid revolution of the knife blade, but if properly cut it did not get damaged in any way. There were, he added in cross-examination,

many fancy names

for different tobaccos, but customers generally smoked what suited their taste.

David Schieska, cigarette manufacturer, of Charing Cross, described how all genuine Turkish tobacco was cut up by hand because of its delicate character. Hand-cutting retained the essential oils, did not affect the colour, and settled the bitterness.

Answering Mr. Gill, he said he was not complaining at all.

"I think, unfortunately," said counsel, "you had a little unpleasantness about tobacco the other day?"—Yes; "that was me." (Laughter.)

You had some tobacco which you said had been injured through a broken window by the rain?—Yes.

And they called someone from another department—not the Board of Trade, who brought you here—to say there was no rain that night? (Laughter.) Yes, but I can prove there was.

Among many other witnesses, William Masters Davis, assistant manager at Messrs. Wills', Bristol, said that for the past six or seven years "hand-cut" tobacco had got to be fairly well known as being of the class like Messrs. Phillips's. Before that time "hand-cut" meant tobacco cut entirely by hand. When the trade asked for "hand-cut" to-day they frequently got tobacco cut by machinery.

Another witness defined the term "hand-cut" as meaning tobacco which from the commencement to the finish, through all its stages of sorting, blending, and preparing, was touched by hand.

Thomas Arrowsmith Meates, a member of the Bar and a J.P., explained that he had been a pipe smoker for some years. He was in the habit of smoking only "hand cut" tobacco. He understood "hand-cut" to mean tobacco that was cut by a man using a knife, but if he got the same quality cut by machinery as with a knife he should not care which it was. He looked upon "hand-cut" as a guarantee of quality.

Mr. Bodkin (cross-examining)—You have a standing order with Mr. Woods, I think—a half pound a week?—No, a fortnight."

Looking at this (a box of Messrs. Phillips's tobacco), you have no doubt it is machine cut?—No, especially after what I have learnt in this case. (Laughter.) Hearing of the chaff-cutter-like arrangement to-day referred to by Mr. Woods has

altered my opinion slightly.

(Laughter.)

Have you ever smoked Phillips's?—Yes, I have since the first trial.

Mr. Bodkin.—And you are here? (Loud laughter.)

The witness added that he had some in his pouch now, and it was a very good smoke, and he had no objection to leaving it with the jury. (Laughter.)

Mr. Stafford applied that the Court would release Mr. Meates from further attendance.

The Judge.—Yes; but he had better take his pouch with him. (Laughter.)

Mr. Richards, insurance agent, Mr. Lown, stock and share dealer, Mr. Compton, author, and several other non-technical witnesses followed to prove that real "hand-cut" smoked much differently to machine cut, and they understood "hand-cut" to mean tobacco cut by hand or hand power. Admittedly tastes differed widely, and each one's aim was to get a cool smoke.

The Judge.—Was not there a famous advertisement which ran, "When you ask for such and such an article see that you get it?" (Loud laughter.)

Mr. Gill, Q.C., in addressing the jury, complained of the strong language of his learned friend in opening the case, when he referred to the Act as being passed

with the view of deterring fraudulent and unscrupulous traders. Messrs Godfrey Phillips was

a firm of the highest respectability,

and he would submit that the term "hand-cut" was purely a fancy one, that no false trade description of any material character with regard to the production of the tobacco had been applied, and that the Merchandise Marks Act (expressly exempting from its provisions certain articles in existence and recognised by specific names before the passing of the Act in 1887) was not contravened, because it would be proved that the defendants' hand-cut Virginia existed years before the date mentioned. There was no allegation that the tobacco was anything else than of the best quality, and in inquiring as to who the mysterious, unnamed, and unproduced individual who started the prosecution was, counsel added that it was uncalled for, and thought the officials of the Board of Trade could have been better occupied in the public interests than in a case in which no single member of the public complained that he had in any way been deceived.

Mr. Philip Phillips, member of the defendant firm, proved that "hand-cut" was a name applied to their particular class of tobacco for over twenty-five years. There were about 100 tons of it sold annually.

At the close of this witness's evidence, the case was adjourned until the 10th inst., when before the same court Mr. Philip Phillips said that the real hand-cut tobacco—i.e., cut by manual use of a knife alone—did not exist. It all had to be cut by a machine of one sort or another, worked some by hand power, and others by steam, gas, or electricity. Mr. Phillips explained that they had manufactured and sold their "hand-cut Virginia" for a quarter of a century. He had particular reasons to remember the process of cutting their "hand-cut," because 24 years ago he accidentally cut the tops of two of his fingers off in the machine.

Mr. Bodkin.—There can be no doubt about that being "hand-cut." (Loud laughter.)

Witness said it made a very great impression on him. Concerning one of the witnesses for the prosecution, Mr. Phillips said he

had not told the truth,

and he added significantly, amid laughter, "he is a Greek." Witness identified Shoolbred's list, where his firm's tobacco was classed under the heading "smoking mixtures and fancy tobaccos."

Mr. Gill, Q.C.—Yes, I see there is "Old Judge"—(laughter)—and he is followed by "Old Rip." Of course, two distinct characters, although they are so close together on the list. (Laughter.)

A number of witnesses, private individuals and tobacconists, were called to prove that they understood Messrs. Phillips' hand cut Virginia to be a fancy description, and that they did not know of any tobacco really cut by hand. None of them, they said, were deceived. It was perfectly obvious to anyone that the tobacco in question was cut by machinery.

William Brown, a jovial looking witness, employed as manager to a chemical works at Birmingham, smoked only, as he said, Phillips' hand-cut Virginia. Anyone could see at a glance that it was cut by machinery, because of its extraordinary evenness and the accuracy of the slices.

Mr. Bodkin.—And have you friends who smoke it also?

Mr. Milvain, Q.C., objected to the question, but

The witness, with a smile, answered, "Tell you the truth, sir, I've too many friends sometimes. They always come to see me for my tobacco-pouch. (Laughter.)"

Mr. Bodkin.—They have what are called borrowing pipes? (Laughter.)

The Witness.—Yes, sir; they're much larger than the others, always. (Loud laughter.)

Mr. Milvain, Q.C., remarked that, as Mr. Brown gave away his tobacco, it was no wonder that he was frequently asked for a pipeful.

The Witness—Lor' bless you, sir, I'd give anyone a pipe of 'bacca and a pipe, too, if I've got one.

Mr. Milvain.—Well, I cannot have one now, thank you.

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

As his lordship had considerably shortened the case by an intimation to counsel,
Mr. C. F. Gill asked his lordship for a

guide as to the questions

the jury would have to decide.

Mr. McConnell, Q.C., said the questions under the Act were—Had Messrs. Phillips followed the statute, or had they departed from it? Was the description "hand cut" a false trade description in some material particular? Was it done innocently, and was it calculated to deceive?

Mr. Gill, Q.C., then addressed the jury, and urged that no member of the public had ever entered a complaint. His clients had used the term "hand-cut Virginia" in the same way as many other kinds of tobacco were advertised "Navy cut," "Army cut," and like Cheddar cheeses, Stilton cheese, Brussels carpets, Bath bricks, American cloth, and Russian leather, was simply used as a fancy name.

The learned judge, in summing up, said the jury must deal with the case as one in which the public was interested, and not as private individuals.

After retiring for ten minutes the jury returned into court with a

verdict

of guilty against both defendants.

Mr. Gill said that now that Messrs. Phillips had had the opportunity of putting everything forward, they accepted and bowed to the decision of the jury. The label must be altered.

The learned judge fined the defendants £2, and £20 costs each towards the costs of the prosecution. His lordship ordered, on the application of Mr. Safford, that the two boxes of tobacco in question should be confiscated. (Laughter.)

Our Smoking Mixture.

THE USE OF TOBACCO AMONG WOMEN.—Pessimists, chronic grumblers, and a few people whose associations and surroundings have evidently given colour to their views, have been for some time bewailing the alleged fact that there is a great increase among women in the habit of

smoking, and that the cigarette was a part of the daily indulgence of a very large class of women in very good society. It is unfortunate, indeed, says *Health*, when people take the results of their immediate personal observations as a scale by which to measure the acts and principles of general society and the world at large. It seems to go without saying that persons who send out these low-spirited and wailful screeds must have extremely Bohemian associates and intimates whose habits would scarcely be recognised or approved by well-bred people. True, some women in cultivated circles may occasionally indulge in a cigarette, or may smoke them regularly, for the matter of that; but this does not by any means prove that the feminine element in refined circles indulge in such habits. As well argue that, because some world-renowned diplomat with an ancestral name is taken home in a condition of hopeless intoxication, all men are drunkards. Such a statement really proves nothing, except that the one who makes it must have a very limited or very unfortunate range of vision. The truth of the matter is that there is nothing like as much smoking among women as there was

half a century ago. An eminent physician, who has practised for fifty years in various parts of the country, says that forty years ago it was not an unusual thing for the aged grandmother to solace herself with a pipe. Sitting in the chimney-corner, she enjoyed her tobacco, morning, noon, and night, and not infrequently whenever anything perplexed or worried her. Comparatively few old women smoke nowadays, and it would not be at all difficult to prove by statistics that the habit among women is steadily decreasing. It might be a good thing for these bugbear hunters to furnish facts and figures, and, if put to the test, be able to prove their statements. There are few things more harmful than an assertion that has a little grain of truth to build on. The pathetic complaint that women are going to the bad is worthy only of evil-minded people and those who may perchance feel willing and anxious to drag somebody down to their own level. They may possibly have seen a cigarette smoked in the dwelling of some respectable acquaintance, but the challenge is made to furnish evidence that these are other than exceptional cases, or that the wives and daughters of well-bred families are addicted to this habit. Those who

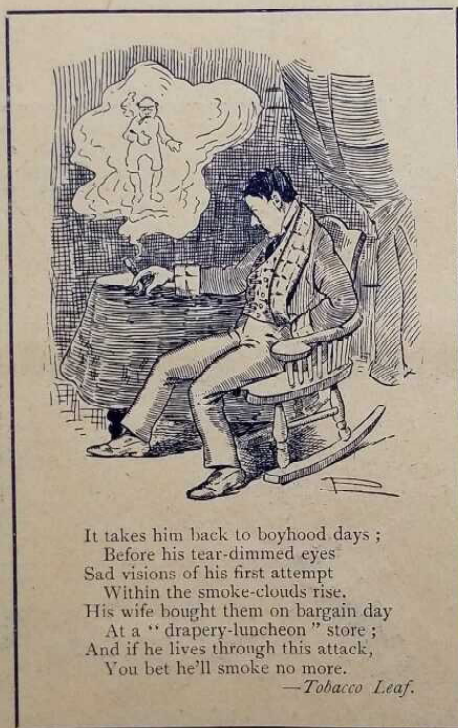
cannot prove things ought to be a little careful about statements they make; but it is to the irresponsible class—those with dyspeptic minds and bodies—that nine-tenths of the damaging rumors about women may be traced.

THE DUKE OF YORK is a great cigarette smoker, and has been told by his medical men over and over again that he ought to moderate his consumption of the dainty whiff. Anent this the following good story is told by *Modern Society*. A certain clever but very bigoted and cantankerous old physician was continually dinning into the Duke's ears not only the danger of smoking but the wickedness of it as well. "Your Royal Highness," once said this privileged medico to the Duke; "whenever I see any of my patients smoking, I heartily wish, sir, to speak plainly, that the Devil himself had the cigarettes!" "And I expect, doctor," said the Duke, very quietly, "that when you have sent your patients into another world they themselves heartily wish that the Devil had the cigarettes!"

AUSTRALIAN "HAVANAS."

The experiment of sowing Havana and Virginia tobacco in Victoria, which was initiated some time ago by Mr. Bondurant, the tobacco expert to the Victorian Government, is now reported to have turned out completely successful. The Victorian soil is said to be highly favourable to the culture of tobacco, and a fine velvety leaf was grown from which a sample hundred of cigars have just been manufactured under instructions of the Minister of Agriculture. An informal Committee of members of the Legislative Assembly sat in judgment on these home-grown cigars, and pronounced them faultless. The experiment will next year be carried out on an extensive scale, and if it prove as successful as the initial trial "Australian Havanas" will be shipped next year to the London market. Let 'em all come!

"BERMUDA TOBACCO."—A Jamaican tobacco expert and planter has gone to Bermuda to endeavour to develop the resources of that island as a tobacco-producing country. Everything is apparently in his favour, as the soil is good and labour cheap. He proposes to cultivate in the most approved Cuban manner with the best imported Havana seed.



It takes him back to boyhood days;
Before his tear-dimmed eyes
Sad visions of his first attempt
Within the smoke-clouds rise.
His wife bought them on bargain day
At a "drapery-luncheon" store;
And if he lives through this attack,
You bet he'll smoke no more.

—Tobacco Leaf.

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

Hints to Beginners and Others.

(Continued.)

This is the time, above all others, when the retailer should never be absent from his shop. Remember that you cannot clean too clean or too much, and though a dirty stock at any season is an offence, at this time of the year it is positively criminal. With regard to your "Christmas window," this is the most important thing you must look after; change your style a little, if possible, and dress with bright goods, avoiding, above all things, senseless placards on the glass announcing "Christmas presents," and such truths which ought to be patent to any passer-by. These large notices only block up the light from your window and blot out the possibility of an attractive dressing. Time is really money, and well-invested money too, if it is spent in arranging your windows and show-cases so as to attract customers.

Opinions are varied as to what constitutes a "paying" window—some tobacconists favouring the special show, while others contend that a sample of everything they have for sale, if properly displayed, increases trade. As a matter of fact, both displays have their merits as well as faults, and locality has a good deal to do with both. In a marketing centre, where people go out to buy and have not quite satisfied themselves what they want; or, when an attractive and varied show will engage the casual passer-by, there can be no doubt of the merits of a general display and a liberal use of price tickets. In a market town, for instance, country people will naturally inspect the window with the greatest variety of goods, neglecting altogether the shop that may be displaying even a very choice assortment of cigars and little more, and in this age of cheapness, the prices of many of a tobacconist's fancy commodities almost compel purchase.

The old-fashioned arrangements of a few boxes of cigars opened as samples of the supposed stock which fills up the window, perhaps enlivened here and there with a silver-mounted pipe or two, may suit old-fashioned traders, but this is an age of life, and the man who does not grasp every opportunity to follow the trend of the trade and endeavour to compete with his fellow-traders in newer and better ideas, is practically dead in the struggle for existence. We have seen these businesses, and so have you—establishments that twenty-five or thirty years ago were the models of respectability and good trade—dwindle and sink, getting more neglected by the public, year by year, until at last, their trade has vanished entirely and the doors closed. "Expiration of lease" is the usual published excuse—yes, expiration of lease of life in business methods.

And with regard to the interior of your business premises, remember that your window has only attracted people inside,

they have not yet made their purchases, and the inside must not be neglected if you wish to make a casual purchaser into a regular customer. On this point our American contemporary, *Tobacco Leaf*, says:—"A fine window display will inevitably induce customers to enter the store, and they should not be disappointed and lose the first pleasant impression by finding themselves in a gloomy, dusty and ill-kept place. The window should reflect the air and character of the store, and it usually does so; for a badly-kept window invariably points the way to an unattractive interior, and does not inspire a person entering it with much enthusiasm. A good broom and a duster or two are elements of success in the business not to be despised.

If there is one man more than another who, as a rule, deserves the consideration of the retailer, it is the commercial traveller. And yet he seldom gets it. Too often grunts of incivility respond to his cheery greeting or respectful salute, too seldom is any effort made to spare a moment to look at his samples, and yet he is there to do business—the same reason that brings you to your shop—to put in your way, very probably, another source of revenue from extra sales. Do not belong to that class of trader who is too busy to attend to his own business. See what he has got for sale, at least. If it appeals to you, buy; if not, say so, but pay him the courtesy of attention. Reverting to the former paragraphs, remember your windows and show-cases are your commercial travellers in a certain sense, and you expect your energies expended in display to be appreciated by the public—your customers. And with regard to the "regular" travellers, those who call upon you periodically for the regular order—loose tobaccos, or what not—you want him, he saves you a lot of trouble,

he is your friend, if you will allow him to be, and do not forget that he has his business worries just as well as you have. He may have had an unpleasant communication to make to the customer he has just left; his firm may have been badgering him about an account—perhaps yours—but he comes into your place smiling just the same. Try, try to send him out happy. He works hard in all weathers, and has to work hardest when the show for it is least. Remember that a traveller's good word in the proper place is often a very useful thing to have; when a business is struggling in its growth, a word to his fellow "knights of the road" and your credit may be considerably strengthened—or the reverse. Above all, he is a man endeavouring to earn his living as honestly as the most of us do, and in this he is entitled to that modicum of respect and attention which, as we suggest, is not always extended to him; he is not supplied by his firm for you to vent, or attempt to vent, your ill-humour upon.

The Largest Manufacturers of
**HAND-MADE
INDIAN CIGARS.**

☀

LONDON :

93,
Leadenhall St., E.C.

☀

HEAD OFFICE :

36, Abdul
Reheman
Street,
BOMBAY

☀

Agencies
Invited.

☀

Factory :

TRICHINOPOLY,
INDIA.

☀

**ASK FOR
FLOR DE CAMA
— AND —
RUTTILAL.**

Dealers supplied with their own
Brands, Characteristic Indian Labels.

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

THREE = NUNS Tobacco.

J. & F. BELL, LTD.,
GLASGOW.

1 OZ., 2 OZ., 4 OZ.

Write for Copy of **NEW ILLUSTRATED PRICE LIST** with fixed Minimum Retail Prices.

RELIABLE PIPE REPAIRING

We want to talk to you about Pipe Repairing. Are you satisfied with your present Repairing House? Do you have really good work from them? Do you have your jobs back promptly? If not, give us a trial. WE have a staff of first-class workmen ONLY. WE do our work thoroughly. WE return jobs promptly. Whatever you may send us it will be done properly and give satisfaction.

SEND US A TRIAL PARCEL.

EXAMINE OUR WORK.

COMPARE OUR PRICES.

M. BORGAN & CO.,

STEAM PIPE WORKS,
69, VITTORIA STREET, BIRMINGHAM.

RESULT OF NOVEMBER COMPETITION.

The Winner of last month's competition, in which the word "beautifully" was mis-spelt on page 408, was—

Mrs. M. BANKS, Retailer, 78, Oxford Street, Manchester,

to whom a parcel of Messrs. T. P. & R. Goodbody's "Eblana" Cigarettes to the value of 20/- has been forwarded.

Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY JANUARY 5, 1901.

In one of the *Advertisements* in this issue can be found a word that is purposely mis-spelt. We offer a Prize of the particular goods referred to in the advertisement in which the word appears to the value of

TWENTY SHILLINGS

to the person whose letter pointing out the word is first opened on the 5th of Jan., 1901.

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

The Editors' decision is final.

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

CUT OUT AND FORWARD THIS COUPON

SPELLING BEE:

Addressee as follows:

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

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

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

Postal Address _____

STANDARD AND RECENT LINES.

SINGLE LINE ADVTs.

SINGLE LINE ADVTs.

A HANDY REFERENCE FOR RETAILERS.

- AHALI** (TURKISH MONOPOLY CIGARETTE CO., LTD., 5, Bevis Marks, E.C.). Virg. Cigts. To retail 3d. per pkt. of 12.
- BADMINTON** (R. & J. HILL, LTD., London, E.). A perfect Smoking Mixture. $\frac{1}{16}$, $\frac{1}{8}$, $\frac{1}{4}$, and $\frac{1}{2}$ -lbs.
- BANDMASTER CIGARETTES** (COHEN, WEENEN & CO., 25, Commercial Road, E.). A Leading 1d. line.
- B.D.V.**, "The King of Tobaccos" (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.).
- BRIGHT FLAKED VIRGINIA CIGARETTES** (W. & F. FAULKNER, LTD., Blackfriars Road, S.E.). 2d. pkts. of 10.
- CAPILLA BLANCA** (J. & P. LEWEY, 40, Wellclose Square, E.). Cigars in Tins. To retail 5 for 1/-.
- CARAVOPOULO** (AVISS BROS., LTD., 81, Fenchurch Street, E.C.). Egyptian Cigarettes, in all sizes.
- FLOR DE CRACK** (THE T.S. SYNDICATE, 55, Farringdon Street). Havana Cigars. 8 sizes.
- GARCKO** (THE T.S. SYNDICATE, 55, Farringdon Street). British Cigars, Tobacco, and Cigarettes.
- GOLDEN BLOSSOM CIGARETTES** (SINGLETON & COLE, Birmingham). Tins of 25's and 50's, 13/6 per 1,000 Subject to usual discount.
- HAND-CUT VIRGINIA** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco.
- HOFFMAN HOUSE CIGARS** (THE HILSON Co., of New York). Agents for the Provinces. Ind, Coope & Co., Ltd., Burton-on-Trent.
- KAHIRA** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Turkish Cigarettes in Tins.
- MALCAJIK** (C. C. O. VAN LENNEP, 23, Budge Row, E.C.). Turkish Cigarettes, made by grower. Tins. Minimum retail, 9/6 per 100.
- MARIGOLD TOBACCO AND CIGARETTES** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.).
- MONASTERY** (ADKIN & SONS, Aldgate High St., E.). High Grade Virg. Cigarettes. 2d. pkts. of 10, with mouthpieces.
- NAMONA** (JOHN MAYER & Co., 62, Leadenhall St.). An imported American Smoking Mixture, in $\frac{1}{2}$ and $\frac{1}{4}$ -lb.
- RED LION** (W. T. OSBORNE & Co., 37, Waterloo Road, S.E.). Virginia, in $\frac{1}{32}$ packets.
- RILEY'S No. 20 TOBACCO GEMS** (RILEY & SON, LTD., Convent Works, Nottingham). New Paperless Cigarette. 4-lb. and 1-oz. boxes and 4-oz. tins. Send 5s. for sample of each.
- SWEET "CHERRY-TIPPED" CIGARETTES** (JACOBI BROS. & Co., LTD., 9 & 11, Wilson Street, E.C.). Prices on Application.
- SWEET GUINEA GOLD** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco and Cigarettes.
- VIRGIN GOLD** (GODFREY PHILLIPS & SONS, 112, Commercial Street, E.). Tobacco and Cigarettes.
- WALKING STICKS** (HENRY HOWELL & Co., 180, Old Street, London, E.C.).
- WALKING STICKS** (JACOBS, YOUNG & Co., 265, Boro' High St., S.E.). Wholesale & Export. Price List on application.
- WEST INDIAN PLANTERS AND PLANTORES** (A. SCHEUCH & Co., 103, Fenchurch St., E.C.). Cigars in pkts. of 8.

Of whom and what to Order.

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

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POPULAR PRICES

2^d
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GENUINE IMPORTED MEXICAN CIGARS

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(J. FUENTE SUCS, Veracruz.)

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BIRMINGHAM	SINGLETON & COLE, Ltd., Cannon Street.
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LIVERPOOL	OGDENS, Ltd., 33, Wapping.
MANCHESTER	RICHARD MEREDITH, 43, Piccadilly.
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who will inform you where you can obtain them.

POPULAR PROFITS
FOR ALL TOBACCONISTS.

POPULAR PRICES
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ESCEPCIONALES	-	in 25's		CONCHAS FINAS	-	in 50's
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REINA VICTORIAS	-	.. 100's		PETIT BOUQUETS	-	.. 25's

Stock only what you can easily sell and increase your trade.

Telegram—“CRACKERS,” LONDON.

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IF NOT,

SEND FOR ONE AT ONCE

AND

SAVE MONEY.



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Factory:

21, FARRINGDON STREET, E.C.



'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

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

'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

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



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