

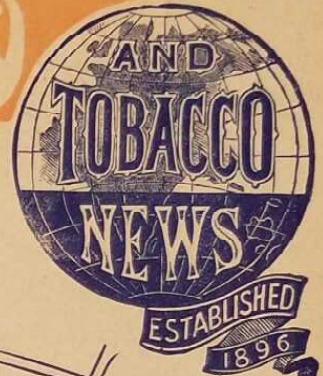
THE ORIGINAL "CHALLENGE" FLATS

To be obtained from all Wholesale Houses

Published on the 15th of every Month.

Published on the 15th of every Month.

The Cigarette World



The Retailer's Journal:

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

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

WILLS'S

"GOLD FLAKE"

Tobacco
AND Cigarettes

IN TWO DEGREES OF STRENGTH.

MILD (the original) with Yellow and Red Label.

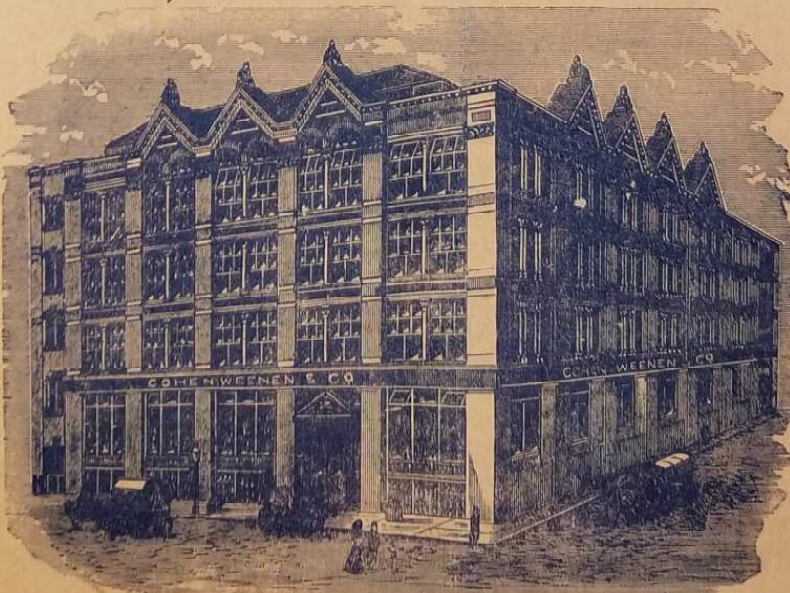
In 1-oz., 2-oz., and 4-oz. Square Foil Packets; 1/2-lb. and 1-lb. Decorated Tins; and 2-oz., 1/2-lb., 1-lb., and 2-lb. Patent Tins.

MEDIUM (fuller flavour) with Blue and White Label.

In 1-oz. and 2-oz. Square Foil Packets; and 1/2-lb. Patent Tins.

IN PACKETS AND PATENT AIR-TIGHT TINS.

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New Premises.

52, Commercial Road, E.

COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES and Manufactured by BIGGS'S ST. LONDON.

3d.
PACKETS OF
10

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6d.
TINS OF
20

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UNSOLICITED
TESTIMONIAL.

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

Proprietors—
ADKIN
AND
SONS,

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LONDON.
Established 1759.

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UNSOLICITED
TESTIMONIAL.

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

FOR

ASTHORE CIGARETTES

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

JARRETT BROTHERS,

70 & 71, Bishopsgate Street Within, London, E.C.

Indian Cigars.

FLOR DE SUMATRA.
FLOR DE ZENANA.
NAUTCH GIRL.

SOLE AGENTS FOR

SPENCER & Co., MADRAS & DINDIGUL.

"Para Usted" and "Perla del Oriente"
MANILA CIGARS.

GABRIEL MANTZARIS & CO'S

EGYPTIAN
CIGARETTES.

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CIGARS in 25's
for XMAS Trade.

Garcko Bouquets	... 9/-	per 100.
Elegantes	... 10/-	"
Bouq. Sublimes	12/9	"
La Sava Perfectos	... 10/-	"
Especiales	... 12/3	"
Regalia	... 15/9	"
Uwanta Dukes	... 10/6	"
Honi Soit Esquitos	... 8/-	"
and many others.		

Call and see our Stock if you can; write if you cannot.

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A few Special Lines
in CIGARETTES.

FANCY BOXES. PADDED LIDS.		Per 100
Lady Bettys (22ct. Gold Tipped)	10's & 12's	3/6
" " " "	25's	3/3
" " " "	100's	3/-
Special Gold Tipped Turkish	25's	3/9
" " " "	100's	3/6
" " " "	Virginia, 25's	3/9
" " " "	100's	3/6
Golden Silk Cut, Large Size,	100's	4/-
Crown Virginia	{ A very Special Line. } 25's	2/11
" " " "	50's	2/10
" " " "	100's	2/9

ANASTASSIADIS TURKISH.

Green Padded Boxes, Gold Blocked, a splendid high-class Cigarette, selling well.

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

**The
Tobacconists'
Supply
Syndicate,**

55, FARRINGDON ST.,
E.C.

Warehouse :
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you cannot call and inspect these
goods personally.

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Supply
Syndicate**

Invite your careful attention
to the prices quoted
on this page; a complete
and illustrated Catalogue
will be forwarded on appli-
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HEAD OFFICE:
55, FARRINGDON ST.,
E.C.

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

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

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

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

**T
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Weight CIGARETTES

That are worth your **Attention.**

T. S. S. Straight Cut	4/3 per lb.
Garcko Gold Flake	4/9 "
Happy Tidings (50 to oz.)	5/- "
Cork Tipped	5/6 "
Leaf Tipped	5/6 "
Gold Tipped	5/6 "
Garcko Silk Cut (24 to oz.)	5/9 "
Garcko Oval Virginia	6/3 "
Golden Strips	6/3 "
Cigarros (a small leaf Cigarette, 16 to oz.)	6/6 "
Crown Cork Tipped	6/9 "
Garcko Young Ladies'	6/9 "
Special Virginia	7/3 "

TURKISH WEIGHT CIGARETTES at equally low prices
and high quality.

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



GAINSBOROUGH
CIGARETTES.

Cohen, Weenen & Co.,

LONDON.

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



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

SWEET CHERRY TIPPED CIGARETTES.

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

Price List on application.

The Cigarette World

AND TOBACCO NEWS.

DECEMBER 15th, 1901.

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

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

LAST Christmas, what with the war in South Africa and the fear of a higher tobacco duty, the trade was down in the dumps. This Christmas it is unhappily true that we still have the former cause for disquiet, but there is little anxiety about the latter. Yet the year has been on the whole, if not so bad as the croakers prophesied, still disappointing. However, at this season of mirth and joy there is no need to dwell upon the worst side; let us rather look forward with hope and confidence to the future. We wish all our readers a very happy Yuletide and a bright and prosperous New Year, and we venture to ask the trade for a continuance of the kind support which they have accorded us in the past, and on our part shall strive by every means in our power to maintain our policy of independent and frank criticism of all matters which concern the tobacco industry. On the great question of the moment—the tobacco war—we have already spoken with no uncertain voice, and our efforts shall be directed

JACK JONES who is well-known

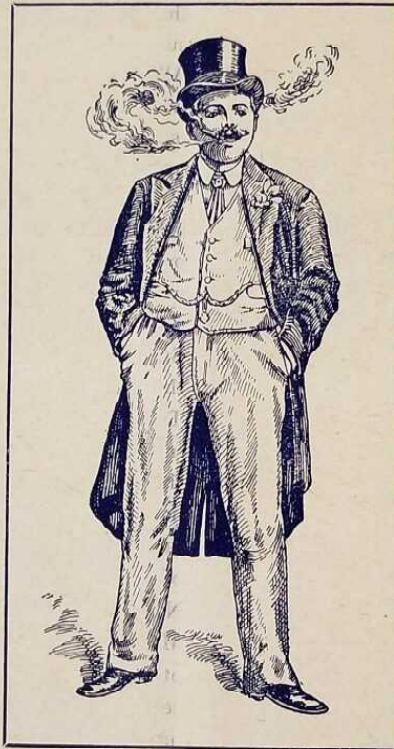
wishes

His **SMOKERS** and **FRIENDS**

A
Merry
Christmas



AND



AN
Unmonopolised



New ..
Year.

THE FINEST TWOPENNY CIGAR

— is JACK JONES' WELL-KNOWN.

Sidney Pullinger, Ltd.

BIRMINGHAM AND NOTTINGHAM.

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in the future towards the support of home manufacturers. We have no relish for American methods, and we believe the public are determined to have none of them and that in the result a considerable portion of the money obtained in America in ways already fully described will be dropped in the present impudent attempt to get the control of the English trade. When the war is over and the British firms come out triumphant the industry will be placed on a better basis than ever, and those who are sensible enough at the present juncture to extend their enthusiastic aid to their fellow-countrymen, need have no fear that they will be left out in the cold.

VERY little has been heard of the proposed deal with Salmon & Gluckstein since our last issue, and, needless to say, no reply has been forthcoming to the challenge we issued to the Alliance Executive. Under the circumstances we presume no retailer will be foolish enough to contribute even the small amount of 2s. 6d.—the present qualification for membership—to the support of such a body. Those, however, who have contributed, and those Associations which have advanced money to the Alliance to help its propaganda, will not unnaturally seek to know how the funds have been expended, and what the financial position is. Until this information is forthcoming very few subscriptions will be renewed, and, therefore, until an audited balance sheet is issued, the new body will undoubtedly be much hampered in its work. If an unpleasant thing has to be done, it is better done quickly, and we therefore consider that all interested should press for this information, since the report cannot prove much worse than has been anticipated, and may, indeed, prove better. We do not care for prophesying, but we shall be more than surprised if the Alliance long survives after a full statement of its position has been published.

NEVER in the history of the trade was there a better opportunity for the retailers to strengthen their organisation and make it a veritable power. This opportunity has been thrown away owing to the insensate folly of the officials who have sought to cram down the throats of the trade a preposterous scheme of alliance with the most unscrupulous "cutters" in existence. The storm of indignation with which the proposal was met in London showed very clearly that retailers will not consent to such a betrayal of their interests, and in the result the Alliance stands to-day utterly discredited and powerless to influence the trade. The Associations throughout the country will now have cause to regret giving up their organisations and sinking their identity as branches of the U.K.T.D.A., but they have the remedy in their own hands and should speedily apply it. Since writing the above we have read one of Mr. Hey's characteristically blustering epistles in a contemporary, for that gentleman did not favour us with a copy—we presume because he objects to our criticism of the Alliance policy. This precious document has, as might be expected, but little to say about the Salmon & Gluckstein deal, merely stating that a draft agreement on behalf of the Alliance had been submitted to that firm but had not been

returned. We are not surprised at this delay on the part of the astute men who are at the head of the big "cutting" firm; in fact, we are quite prepared to find that nothing more will be done in the matter. The fact is that the support of the whole of the retailers still belonging to the Alliance is one thing but the support of a fraction of them quite another. The deal is now not good enough for the "cutters" since they have seen the determined opposition with which it has been met. In short, the Salmon and Gluckstein scheme is dead, and London has the honour of having slain it. The only thing left is to give it decent burial at once.

IN the same letter a vague reply is given, not to our challenge, but to that of a contemporary, and we gather that Mr. St. John is prepared to put down £200 if a similar sum is put down, the loser to forfeit the stake to the Alliance funds. If this is done, to quote exact words, "he will then go out of his way and prove who is right and who is wrong." This is a truly preposterous attitude to take up. Surely those who have subscribed their money have a right to know the position of the Alliance. It has been stated in the Press to have 20,000 members; if this is so, proof can easily be given of the fact, and the advertisement would be a truly splendid one, worth far more than the £200 which the loser would have to pay under Mr. St. John's proposal. As far as we are concerned we say that bluff will not avail; like Mr. Gradgrind, in "Hard Times," we want "facts." We do not believe in the influence or in the alleged numbers of the Alliance, we think its proposal to join forces with Salmon & Gluckstein has destroyed its last chance of success, and we should be false to our duty did we allow such an outrageous betrayal of the trade to take place without the strongest protest. Nevertheless, we will at all times open our columns to Mr. Hey, or anyone else who may wish to champion the other side, and will leave our readers to judge for themselves. The criticisms we have felt bound to make, have naturally been most unwelcome, and like other trade journals, we fear we are under the ban of Mr. St. John's displeasure; this misfortune, however, we must endeavour to put up with as best we may.

THERE appears to be a lull in the tobacco war and Mr. Duke has returned to America where, by the way, he has recently succeeded in still further strengthening the position of the trust by acquiring the McAlpin Co., a rival concern, for, it is said, no less a sum than 2,500,000 dollars. The deluge of circulars has ceased, and the reductions in prices to the public cannot well be carried much further. Meanwhile the Imperial Company have been holding continual conferences, presumably over the bonus question. Considerable impatience is being felt by the trade over this delay, but it should be remembered that the matter is one of extreme importance, since enormous sums of money are involved. Still nothing is so harassing as uncertainty, and it is to be hoped that a decision may soon be arrived at. Manufacturers outside the combine are showing considerable activity. Messrs. Godfrey Phillips were

"LA CINGARA," finest imported Mexicans.

Sole Importers:

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.

TELEPHONE 5192.
Telegrams, "AROMA, LIVERPOOL."

FACTORY: 78, DUKE ST., LIVERPOOL.

N.B.—The Trade only Supplied.

Price Lists on Application.

New Line.

LLOYDS'

'Golden Melon' Mixture



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

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

SOLE MANUFACTURERS:

RICHARD LLOYD & SONS, LONDON.

ADOLPH ELKIN & CO.,

Wholesale Tobacconists,

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

Specialities.—La Nikle, 1d., Rothschild Cigar; Zealandia, 2d., Imperial Cigar.

PRICE LISTS FREE ON APPLICATION.

the first to boldly fling down the gauntlet and spend a big sum for a phenomenally large advertisement. This policy has been so successful that they now find themselves obliged to build a new factory. Elsewhere we give an account of a new and daring scheme which Messrs. Cohen & Weenen have introduced, and other manufacturers are maturing their plans for successful resistance to the American invaders. Altogether the said invasion is not an unmixed evil; it has stimulated production and helped to awaken the retailer from his usual apathy by giving him a chance of securing a better profit. In the end the trade is sure to benefit greatly, and though the manufacturers will have to spend a good deal of money in various directions, it is sure to permanently increase business, and so may be considered an excellent investment. In short, the manufacturer is now casting his bread upon the waters and after many days it will probably come back a ham-sandwich. There are all sorts of rumours afloat as to how the Imperial combine propose to carry on the fight—the most recent is that preference shares will be issued to the public in order to provide the sinews of war. We have no authoritative information, but we think the idea an excellent one, and we feel sure if it is adopted that the amount required will soon be forthcoming. If money is asked for, the trade should have the first chance, and they are sure to avail themselves of the opportunity.

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THE first blow struck by the Imperial Company in the shape of an appeal to the general public was the publication in large type of the following notice on December 3rd:—
 "Americans, whose markets are closed by prohibitive tariffs against British goods, have declared their intention of monopolising the tobacco trade of this country. It is for the British public to decide whether British labour, capital, and trade are to be subordinate to the American system of trust monopoly and all that is implied therein." This notice appeared in over one hundred newspapers, and the cost must at least have reached £7,000. It is doubtless only a beginning, and we shall probably find that even in advertising, which Americans consider their speciality, the English company will more than hold their own. But after all the ultimate test is value for money, and we are more than confident that the Americans will altogether fail, weight for weight and quality for quality, to give the smoker the same return for his hard earned cash which he can get by buying from British firms. Let any unprejudiced person compare such goods as are supplied by the firms in the British combine, and by many others outside it, with the imported article, even at the present reduced prices, and he is sure to be amply convinced on this point. This applies with still greater force to the more expensive brands of cigarettes, smoked by those who will have the best, regardless of price, and for a really fine flavoured cigarette of choice Virginia there can be no doubt that buyers must go to the manufacturers in their own country.

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LAST month we stated in this column, upon information which we had every reason to believe to be correct, that

Messrs. Ogden & Co. Ltd. had sent out cases of champagne to some of their large customers. Messrs. Ogden & Co. have written us a courteous note stating that the report which reached us was entirely without foundation. We, of course, at once accept this disclaimer, and at the same time desire to express our regret at having published an inaccurate statement, especially as we understand some inconvenience was caused to the company.

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THOUGH smoking compartments are set aside in all French trains, smoking in any compartment has been tolerated provided the consent of the other passengers be obtained. The Western of France Company has now placed a corridor carriage on its express trains which is exclusively reserved for non-smokers. Each car bears a plate outside with the words, "Smoking in this car is strictly forbidden, even with the consent of the other passengers." This is a step in the right direction, since very often those to whom the odour of tobacco is offensive do not like to appear ill-natured, and so suffer in silence.

PURITANS AND THE PIPE.

Mr. J. J. Hatton has the following in one of his "Cigarette Papers" in *The People*:—

It is strange that America, which owes so much to the cultivation of tobacco, should have been the most severe persecutor of the smoker. The magistrates in the early days of New England regarded the use of tobacco as more sinful and degrading than drinking ardent spirits to excess. It was only permitted to be planted in small quantities "for mere necessity" as a medicine, and to be taken privately by old men. The Yankee's New England ancestors were not permitted to use it, or to buy it in a tavern. No man was allowed to take tobacco publicly, nor even in his own house before strangers. Two men might not smoke together. On a Sabbath day it was forbidden to smoke within two miles of a meeting-house. In some townships a medical certificate had to be procured before a man might smoke at all. Mrs. Morse Earle, in her "Tavern and Coaching Days," quotes Mr. Drake as recently as 1886, knowing a man who was hauled up before the magistrates for smoking publicly in the streets of Boston. Parson Hugh said, "I will make an end of my dinner; there's pippins and cheese to come." To-day there are men who hurry over their dinner for the sake of the pipe or cigar to follow. I heard a story of Tennyson the other night from a friend of the poet that strikingly illustrates his love for his pipe. After a dinner at a house where he had gone more out of courtesy than affection, the meal being finished, port and claret of the choicest was handed round. The ladies continued at the table. Tennyson was fond of port. After a couple of glasses he began to look around uneasily. Then, suddenly rising, he begged to be excused. He had been reminded of a pressing engagement. His host and hostess rose, accepting, of course, his apologies. The master of the house accompanied him to the hall. "Very sorry indeed that you must leave us; we were just going to have a smoke." "Oh," said Tennyson, "that was my engagement. I was going to smoke somewhere." He returned, and was one of the last to take his final departure.

REPRESENTATIVE WANTED for old established firm of cigar merchants. An experienced man with sound connection and able to furnish a guarantee. Apply by letter, H. Benedictus & Sons, 23, Commercial Road, E.

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

Indian Cigars.



WRITE
FOR
PRICE LIST.



Sole Agent—

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

SINGLETON & COLE, Limited,

are in the unique position of being able to supply Tobacconists with all popular brands and makes in Tobaccos, Cigars, Cigarettes, Snuffs, and Fancy Goods.

ALL GOODS ARE SOLD AT ROCK BOTTOM PRICES.

We possess many advantages, being Tobacco, Cigar, and Cigarette Manufacturers; also large direct importers of Cigars, Cigarettes, and every class of Pipes, Fancy Goods, &c., &c., and these advantages we always share with our Customers.

SOLE AGENTS FOR

Bigio Hazan & Co.'s High-class Imported Cigarettes,

BY WEIGHT OR IN PACKETS.

All Tobacconists should possess a Copy of our Gigantic New Price List, containing 332 pages of all purely trade matter.

All Address Necessary—

SINGLETON & COLE, Ltd., BIRMINGHAM.

Our Smoking Mixture.

TOBACCO FROM THE BLACK REPUBLIC.—The island of Hayti will soon rival Cuba in its production of fine grades of tobacco. Hayti is situated in nearly the same latitude as Cuba, but has a more equable climate, and is, moreover, free from cyclones and hurricanes. The soil is far more fertile, and has not been weakened by continued cultivation; all that is needed for success is skilful cultivation and proper knowledge of the methods of curing. The culture of tobacco in the island has passed the experimental stage, and within a few years will most probably become the source of large revenue to the people. Three, four, and even five cuttings can be made from a single planting. One factory already turns out 150,000 dollars worth of cigars per month, 50 per cent. of which is consumed in the island, 25 per cent. in Germany, and the remainder in France, England, and Mexico.

TOBACCO PLANTING IN BRITISH CENTRAL AFRICA.—The British Vice-Consul at Blantyre reports that a great deal of interest is being taken locally in the prospects of tobacco planting in the Shire Highlands. The industry has hitherto been almost exclusively in the hands of two firms, but a large number of planters now contemplate engaging in it. The tobacco produced finds a market in South Africa. It is superior to the Transvaal variety. With a proper system of curing much might be hoped from this product, as it grows in all parts of the country with great luxuriance. As in the case of coffee, cocoa, and fibre, the industry is still in the amateur and experimental stage, but a movement is on foot for the combination of leading firms in the expense of engaging an expert from Cuba or the United States, and of constructing a central factory at Blantyre. A heavy blow has been dealt to prospects in this direction by the recent Customs Convention of South Africa, under which a duty of 2s. per lb. for unstemmed leaf, and 2s. 6d. per lb. for stemmed leaf has been levied upon all tobacco imported by sea.

A CURIOUS COLLECTION.—A clubman living in Chicago has one of the strangest collections in that city. He has never smoked a cigar or a pipe in his life, and so when he attends a banquet where cigars are invariably passed at the end of the dinner he merely takes a cigar from the box the waiter passes him and puts it in his pocket. When he gets home he wraps the cigar carefully up in tinfoil and attaches a little card to it bearing the address of the individual or society that gave the banquet, and the date. For over thirty years this man has been attending banquets, and he now has over 1,000 cigar souvenirs carefully stored away. He had a carpenter build him a cabinet some years ago especially designed for the storage of his cigars, which are laid away in chronological order.

CIGARETTE SMOKING IN INDIA.—It is impossible for the Mofussilite to spend many days either in Calcutta or Bombay without noticing one innovation that has engrafted itself on the generally changeless habits of the people of India. A very few years ago the sight of a native, not arrayed in European costume, smoking a cigarette was sufficiently uncommon to catch the attention of a passer-by. Usually, too, a second glance would disclose the smoker to be a domestic servant, a riding boy, or some hanger-on who had probably cultivated the taste at the expense of the "Sahib." Nowadays the habit is spreading visibly among all classes of the population. The trade returns confirm the impres-

sions of every-day experience. Up to a couple of years ago no count was taken of the cigarette as a separate article of commerce, for while it remained virtually the luxury of a small class among the small European community it was an insignificant item in the imports; but the imports have been increasing so rapidly of late that from January, 1900, it was given an entry to itself, and the value of the cigarettes imported in the year ending last March was more than 17 lakhs of rupees. We are told that already in remote country markets in Bengal it is quite a common thing to see both American and Turkish cigarettes exposed for sale at the Buniya's stalls. In short, while there has been all this talk and effort over the introducing of tea the cigarette has quietly introduced itself. The spread of the habit is irrefutable testimony to the welfare of the population, for the foreign cigarette is not a cheap article, and it goes a very little way. Indeed, the question of price alone must be a check to anything but a very gradual extension so long as we depend on foreign tobacco. But a fortune should surely await any Indian firm that will seize the opportunity, start cigarette manufacture on a big scale at comparatively low prices, and take the trouble to push its goods on the Indian market.—*Madras Mail.*

GERMAN TOBACCO INDUSTRY.—The following interesting facts are from the report of Mr. J. F. Winter, United States Consul at Annaberg:—In Germany, tobacco is grown in Baden, the Palatinate, Alsace, on the Lower Rhine, in the Altmark of Hanover, and in some districts of Silesia. It is impossible for Germany to produce sufficient tobacco for her own consumption. In no other country in the world is the cigar so popular. On the other hand, chewing tobacco, except in the port cities, finds no market. Snuff is still used to a very large extent among the working classes. The Dutch colonies of Java and Sumatra furnish Germany with more tobacco than any other country. In 1900, the Empire imported 58,173 tons raw from all the different tobacco-producing countries. The total imports amounted in value to \$21,420,000. Nearly 26,000 tons came from the Dutch colonies, and 10,452 tons from the United States. The States of Kentucky, Virginia, Maryland, and Ohio raised most of this American tobacco, which the German manufacturer has rolled into cigars or pulverised into snuff. During the past year, 73 tons of raw tobacco were shipped from the Philippines to Germany. Last year, 386 tons of cigarettes, valued at \$1,737,000, or fully five times as many as ten years ago, were consumed in Germany. These cigarettes came from France, Austria-Hungary, Russia, Turkey, Egypt, Algeria, and the United States, 60 per cent. coming from Egypt. In 1900, Germany exported and imported exactly the same quantity of cigars—namely, 313 tons. A great difference, however, existed in the quality. The imports for last year amounted in value to \$2,000,000 while the exports were valued at only \$800,000. Tobacco produced in Germany is used for mixing with better grades imported from other countries.

CIGARETTES FOR "CELESTIALS."—The Chinese have conceived a passion for civilisation in the shape of cigarettes. These are now imported largely, special favour being shown to packets which contain portraits of fascinating ladies. These are exhibited for sale at shops where the merchandise consists chiefly of articles for religious worship.

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.)

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



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Telegraphic Address:
 "DRASTIC LONDON."
 Telephone. 477. Avenue.

Gossip.



REFERENCE to the calendar assures me that this is the month of December, and that we are rapidly approaching that season which is called Christmas, a period generally associated with good cheer and good business. I am not generally pessimistic, but

I think I am stating the experience of a large number interested in the trade when I say that it is only the calendar and not the rush of business which indicates the coming festive season. Still "hope springs eternal in the human breast," and by the time these lines appear in print it is to be sincerely hoped that trade will have wakened up a little. On all hands the same story is heard, manufacturers, importers, dealers, and retailers find it difficult to work up enthusiasm over what is generally considered to be their golden harvest.

There is, of course, another side to the picture, and I like to take comfort from the reflection that if there be no extraordinary purchases made by the public at the busy season, there will not be the awful slump afterwards. I do not pretend to believe, however, that this will compensate the tobacconist who has made extensive preparations and whose Christmas results fall short of his sanguine ideal; but given a careful eye on stock and demand, combined with the anxiety of wholesale houses and manufacturers to meet the wishes of their customers at this critical period in the tobacco trade, no retailer should be lumbered up with goods which will have to be relegated to the shelf until the light of another Christmas appears on the horizon. This remark applies, of course, more particularly to those lines which the "fancy" houses are in the habit of producing to catch the eye at this season of the year. With legitimate goods the matter is otherwise; if they are not sold in December they may find a purchaser in January, and will certainly "even themselves up" before the end of the March quarter.

It is an easy thing to kick a man when he is down, or in other words, "found out," and it would not be a difficult task to write a slashing, cutting paragraph about the great Alliance. I see this is being done all round in the other trade papers, one of which particularly identified itself with the movement from the first, backing it up with pen and portraits. Now, of course, it is the most hysterical in its denunciations of the officials. There can be no doubt that the Alliance, from its inception, was engineered in a very crude manner; self-constituted authority is seldom a lasting power, and above all, Britishers like everything to be above board in a combination of this description, a state of affairs which recent developments scarcely point to. After all shall I say, "I told you so"?

"There are only two important parts in my shop," said a smart retailer to me the other day, "the window and the till," and as I thought the remark contained a great deal of business acumen, I have recorded it for the benefit of those who care to take it to heart. Undoubtedly the till is a very necessary portion of a business—the mainspring which keeps things going—if it is kept going; and my friend likened his window to the key which causes the mainspring to work. At this, and indeed at all seasons, cleanliness, brightness, and variety are the essentials of a good window display, and without these, the finest and most expensive articles are so much dead stock. A difficulty which for years troubled the *clean* retailer was the want of a good all round polish which was economical and lasting in its effect, and although many preparations have appeared for which these necessary attributes have been claimed, not in all cases did the results justify the professions on the labels. "When found make a note of," was the maxim of a certain Cap'n Cuttle not unknown to readers

of Dickens, and having found "Queenland Polish," I am inclined to follow the naval hero's example.

This polish is a preparation made by a gentleman well known in the tobacco trade, and is the result of patient experiment and thorough knowledge of what was required in the first place, while the claims made for it on the label are fully maintained by the contents of the bottle. I have personally put Queenland Polish to some of the most

severe tests possible, and conscientiously can say it has not failed in one of them. A piece of perfectly green vulcanite, which had been exposed to the sun for goodness knows how long and revolting to the taste, was the last article I experimented on, and here, I thought, if it cleans this it will clean anything, when lo and behold! with about two minutes rubbing between the thumb and forefinger and the slightest drop of polish, the mouth-piece had assumed its original colour, and had lost its obnoxious taste. The preparation is a perfectly clean one to use, with neither taste or smell, so that tobacco may be freely handled in serving a customer, should that be necessary, in the midst of a clean up of stock. It will clean marble as well as meerschaum, does not evaporate while in use, and, as the inventor informed me, is so harmless in its composition that it is one of the finest tooth pastes in the world, although he does not ostensibly manufacture it for that purpose. A good polish is a good friend to the tobacconist or fancy dealer, and were Queenland Polish not this, I should not go out of my way to recommend it on this page.

I had almost forgotten to state that the sole manufacturer is Mr. J. H. Kevis, Portobello Road, W., and the wholesale agents are the Tobacconists' Supply Syndicate, 55, Farringdon Street, E.C., while the price is 8d. and 1s. per bottle.

Like that very minor affair in South Africa, THE WAR still drags on, and with the exception of little outpost engagements in the advertising columns of the public press, no important battle has taken place. My Tobacco Military Authority informs me that while the invaders are wasting their ammunition in all directions by exploding harmless shells which shower promises, bonuses, and free gifts on an unappreciative community, the defending forces are building solid defences and outworks, which when the real engagement begins will be a safe refuge for the non-belligerents. My T.M.A., however, whispers that this will not take place before the New Year. Wonderful New Year! what will it mean to all of us? This one scarcely seems old, yet the time has come again when with pleasure and in duty bound I wish to all and sundry

A BUSY CHRISTMAS
AND
A PROSPEROUS NEW YEAR!



ROBINSON & BARNSDALE, LTD.

NOTTINGHAM AND LONDON.

Season's Novelties.

We have the pleasure of placing before the trade a large variety of the above goods, which will be found of good quality, reliable, artistically designed, moderate prices, and up to the usual standard of excellence for which our manufactures are noted.

SEND FOR PRICE LIST.

COLIN CAMPBELL CIGARS.

DELICATE AROMA.

MILD FLAVOUR.

PERFECT AND EVEN COMBUSTION.

UNIFORM QUALITY.

FOUR SIZES

{
BOQUET.
CHICA CONCHA.
MEDIANA.
REG PRINCIPE.

GOSSIP—continued.

Does anyone want to buy a Highlander? I do not mean one of those brawny sons of the northernmost part of our island, whose integrity I have no intention of impeaching by the suggestion that he could be bought and sold, but one who is quite as solid in his own way—a good, old-fashioned tobacconists' sign. He is a pleasant Highlander, without a stain on his character that could not be washed out with paint, his eyes are fixed with expectancy, and his mouth is wreathed in smiles of anticipation at the pinch of snuff which for years has afforded him so much pleasure. He stands about 3 ft. 6 in. in his shoes, is in good condition, dressed in the customary garb of his race, which means that, like his prototype, no one could steal "breeks" from him. Every man is said to have his price; this Highlander's, I am informed, is a low one. Any communications addressed to "Gossip," care of this office, will be forwarded to the proper quarter, as the gentleman who is parting with his faithful retainer does not desire publicity. No American Trusts need apply.

The American Tobacco Co. and their Capital.

The *Statist* recently published the following interesting article on the above subject (we were unable to find space for it last month):—

"At the present time interest is centred upon a combination of tobacco manufacturers who are opposed to the American Tobacco Company, or, as we should correctly say, the Consolidated Tobacco Company of the United States. The firms which will form the English combination are the strongest in the trade, and their strength is due in a very large measure to the ample working capital of the individual firms, and the known wealth of the individual members of the firms. If the firms carry into the new combination the principles which have governed them in the past, there can be no doubt that they will succeed in holding the trade which they have built up. In a war of prices the combination which has the largest working capital, the smallest fixed-interest charges, and which can raise any further capital needed, must be victorious. The Consolidated Tobacco Company of the United States is understood to have a working capital in cash of £6,000,000. This is a very large sum, even if we allow that some portion of it is needed for developing the company's business in the United States, and in keeping a sufficient balance in hand to provide for the interest on its bonds should profits decline. But although its working capital is apparently ample, its fixed charges are enormous.

To show the remarkable difference between the method of financing the Standard Oil and the Consolidated Tobacco Company we give the following contrast:—

	Standard Oil. Dols.	Consolidated Tobacco of U.S. Dols.
Stock	100,000,000	30,000,000
Bonds and stocks bearing fixed interest	Nil.	*223,859,000
Total	100,000,000	253,859,000

* This is the total which will be issued when the whole of the ordinary stock of the American and Continental Tobacco Companies have been exchanged for bonds.

In greater detail the capital of the Consolidated Tobacco Company may be set out as follows:—

	Dols.
8 per cent. preference American Tobacco*	14,000,000
6 per cent. scrip American Tobacco*	3,014,490
7 per cent. preference Continental Tobacco*	48,844,600
4 per cent. bonds Consolidated Tobacco	158,000,000
Total capital bearing fixed interest	223,859,090
Ordinary capital	†30,000,000
Total capital	253,859,090

* These stocks rank for dividend before the 4 per cent. Consolidated Tobacco Company's bonds.

† This is understood to be in cash.

The security for the 158,000,000 dols. of 4 per cent. bonds of the Consolidated Tobacco Company of the United States is as follows:—

	Ordinary Stock deposited as collateral. Dols.	Rate of exchange. Per cent.	4 per cent. bonds of Consolidated Company. Dols.
American Tobacco	54,500,000	200	109,000,000
Continental Tobacco	48,846,100	100	48,846,100
Total	103,346,100		157,846,100*

* Total authorised, 158,000,000 dols.

These 4 per cent. bonds, it should be understood, rank after the preference stocks of the American and Continental Tobacco Companies, and are consequently in the nature of ordinary stock bearing a fixed rate of interest. The ordinary stock of the Consolidated Company is thus really a deferred stock, which will obtain whatever surplus profits remain after paying guaranteed 8 per cent. dividends upon American Tobacco stock and guaranteed 4 per cent. dividends upon the Continental Tobacco stock.

To show what were the total profits of the American and Continental Tobacco Companies in 1900, the sums required to pay, first, the dividends on the preference stocks, and, second, the interest on the 4 per cent. bonds of the Consolidated Tobacco Company, and the increase in net profit necessary to cover the fixed charges, we give the following:

	Dols.	Dols.
Profits, American Tobacco, 1900	6,393,000	
Profits, Continental Tobacco, 1900	4,480,000	
Total profit, two companies		10,783,000
Deduct dividend on American Tobacco:		
8 per cent. preference	1,120,000	
6 per cent. subscription	181,000	
Deduct dividend on Continental Tobacco:		
7 per cent. preference	3,419,000	
Total deduction for preference stocks, which rank before the bonds		4,720,000
Profits available for dividend on ordinary stock deposited as collateral for Consolidated Tobacco 4 per cent. bonds	6,063,000	
4 per cent. interest on 158,000,000 dols. bonds of Consolidated Tobacco issued, and to be issued in exchange for existing stock of American and Continental Tobacco Companies		6,320,000

Increase in net profit required to cover interest on bonds ... 257,000
Dividends on 30,000,000 dols.* of stock of Consolidated Tobacco Company ... Nil

* This stock was raised for cash working capital, and upon the profitable investment of this 30,000,000 dols. rests the financial strength of the company.

Summarised, the position is as follows:—

Net earnings, 1900	10,783,000 dols.
Fixed charges now practically incurred	11,040,000 dols.

Increase in net earnings necessary ... 257,000 dols.

We thus have the position that the net earnings of the two companies which make up the Consolidated Tobacco in 1900 were not quite sufficient to cover the dividends on the preference stocks and the interest on the 4 per cent. bonds created, or to be created. It is, of course, probable that the net earnings of the two companies now merged into the Consolidated Tobacco Company have increased in the present year, and that its fixed charges are now well covered.

It will be evident, therefore, that if the British combination is wisely financed, issues a comparatively small amount of fixed-interest capital, and provides itself with a large amount of working resources, it may compel the Consolidated Tobacco Company to make terms which will be satisfactory to both parties. We have merely taken the struggle in the tobacco trade as an example of the principle we wish to enforce, that combinations in this country for the protection of our trade must eliminate water from their capital as far as possible, must provide themselves with ample working resources, must seek to enforce economies in order to produce at the lowest possible cost, and must aim at making their profits by selling at low instead of at high prices. If this be done we shall have a very great advantage over American combinations whose capital contains a superfluity of water, and which might find it difficult to raise new capital when lightly capitalised English companies would be able to secure whatever they needed."

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NEW CROPS NOW ARRIVING.

Telephone,
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Trade News and Notes.

Trade Notes.

The following extract from our contemporary, *The Eastern Daily News*, with reference to the newly-elected Mayor of Ipswich, Mr. A. C. CHURCHMAN, so well and honourably known in the trade, should prove of interest:—

"As between Norwich and Ipswich there was this curious coincidence last year, that both holders of the Mayoral office bore the name of Paul. This year the chief magistrate of the Suffolk capital is Mr. A. C. Churchman, a member of the well-known tobacco firm of that town, and his patronymic also occurs in the historic roll of Norwich Mayors, though to find it we have to go back to the middle of the 18th century. There is a fine portrait in St. Andrew's Hall of Sir Thomas Churchman, who, being Mayor of Norwich in 1761, received his knighthood on the coronation of George III. If in the present mayoral year Ipswich should be included in the list of honours that will attend the coronation of King Edward VII., the parallel will be not a little remarkable. Between the two Pauls there was no bond of family relationship. That is a remark which cannot be made with certainty of the two Churchmans. Indeed the probabilities point all the other way. The great grandfather of Mr. A. C. Churchman went to Ipswich from Norfolk, and is believed with good reason to have sprung from an armigerous family of that name, of whom various traces are to be found in Blomefield. Illington, near Brandon, appears to have been their principal Norfolk seat. Mr. Alderman Josselyn, by whom the new Mayor of Ipswich was proposed, enlarged happily on these inter-county associations, and he ventured the speculation that both Sir Thomas of Norwich and the present Mayor of Ipswich were sprung from the same old Norfolk house."

Retailers should read in another column, under the heading of "A Unique Offer," an account of MESSRS. COHEN & WEENEN'S sensational new prize scheme.

MR. F. J. DUNCAN, of Glasgow, a member of the Executive Committee of the Alliance, has resigned his seat. This step he has taken owing to his objection to the policy recently adopted *re* Salmon & Gluckstein.

MR. THOMAS GALLAHER, who recently arrived from New York, in reply to an interviewer, said that while he would not say he would not join any combination, he should much prefer, if he could manage it, to fight his own battle.

MR. THOMAS GALLAHER'S visit to the States was, we understand, to purchase cigarette-making machines, in order to be able to meet the increasing demand for his specialities.

MR. GEORGE STANLEY HARRIS, son of Mr. T. W. Harris, the popular Cambridge tobacconist, has been appointed traveller for the West of England district by Messrs. Ogden Ltd.

MR. R. MEREDITH is the newly-appointed Chairman of the Tobacco Section Committee of the Manchester Chamber of Commerce.

We publish on another page an interesting account of a visit paid by the Special Commissioner of the *Daily Graphic* to the factory of MESSRS. J. MILHOFF & CO. LTD., 27, Commercial Road, E.

MESSRS. GODFREY PHILLIPS & SONS, whose record advertisement in *The Star* of November 11th attracted such attention, have been so inundated with orders that they find themselves unable to completely meet the enormous demand. They have decided to begin the erection of a new factory behind their present building.

In their circular, issued Dec. 2nd, MESSRS. EDWARD SAMUELSON & CO. remark:—We report a strong market for North American tobacco during November, the demand embracing all grades of desirable or serviceable tobacco, especially Virginia leaf and strips. In addition to the trade requirements the Navy inspectors were making selections, and though their purchases will not be decided until December the quantity taken will, doubtless, not be under 700 hogsheads dark Virginia leaf and strips. A long period of dry weather has prevented farmers marketing tobacco beyond limited quantities, and in consequence prices have been rushed higher at the Carolina and the Virginia sales than would have been the case had rainy weather crowded the sales. The short crop of Brights, and scarcity of serviceable lower grades, has enabled a section of the American trade to adopt a wild and reckless

system of running up values of all grades, but especially of worthless rubbish, to the intense delight and satisfaction of farmers, who will be encouraged to plant extensively and bestow no care upon their crops, for "trash" pays handsomely enough. So far as the British trade is concerned it has fortunately no use for those grades, so the new game does no hurt. Although we did not anticipate present events when in our circular of 1st October we stated that:—"Patriotism and the more pleasing self interest should impel manufacturers to cease coquetting with the decoying stranger, and buy tobacco only when it is in a British warehouse on British samples," yet the urgent need of this course of action is now manifest, and in this connection importers are authorised to inform American shippers, whose trade depends upon British support, that no change in the method of buying will be made by those manufacturers who have formed a defensive alliance in this country. At the same time shippers must realise that we look for their vigorous and hearty support in supplying our markets with the kinds of leaf and strips which their great experience, skill, and extensive knowledge of our requirements enable them to supply.

MR. L. BARNETT, of the East Central Snuff Mills, 216, Cambridge Road, London, E., has removed to East Central Snuff Mills, Lesun Road, Stoke Newington, N.

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.

J. Millhoff & Co. Ltd. will make your cigarettes with your own name and boxes.

TRADE NEWS AND NOTES—continued.

THE IMPERIAL TOBACCO CO.'S travellers are called to a meeting on December 14th in London, doubtless that bonus will be announced, but unfortunately too late for insertion.

A grocer named JOHN BROUNLIE STEELE, having shops at Carlisle and Law, was recently fined £4 and costs for selling tobacco without a license. Better stick to the tea and sugar John ———.

A chimney on fire caused MR. ALFRED WILSON, tobacconist, of Newton, to be mulcted in the sum of 6s. 6d., including costs, by the local bench on November 26th.

MR. FRED WOOD, a Dewsbury tobacconist, was recently fined 5s. and costs for Sunday trading. It is high time this sort of persecution was stopped.

BAHIA BUSINESS BAD.—Trade in general was worse in the State of Bahia in the year 1900 than in 1899, according, at least, to Mr. Consul Medhurst. The majority of the planters obtained fair prices for their crops, and the latter were all either average or above the average in quantity, but the quality of the tobacco was poor, and the prices obtained on foreign markets for sugar, coffee, and tobacco left no margin for profit, and consequently many export merchants experienced a bad year. The violent fluctuations in the value of the currency and the tightness of the money market (which grew more acute as the year advanced) likewise exercised an unfavourable influence on all commercial transactions, causing the import merchants to transact less business than in the preceding year. The tobacco trade is, undoubtedly, the most important industry in Bahia. The quantity of the last crop exceeded that for the preceding year, but the quality of the tobacco was not equal to that of former years. The bulk of the shipments went to Germany (two-thirds to Bremen and one-third to Hamburg), and all the mangote (a coarse twist of oily tobacco) was sent to Bavaria where it is manufactured into snuff. The crop comes from the districts of Cruz d'Almas, St. Antonio, Amagosa, Feira, St. Anna, St. Amaro, and Alagoinhas, and each quality bears the name of the district whence it is derived. The leaf is sorted into from six to a dozen classes (according to the quality) previous to shipment to Europe. Cigar merchants continue to do a large and prosperous business. Bahian cigars are smoked in a green state, and are liable to the attacks of a weevil-like grub which bores holes in the cigars and renders them unfit for smoking. Prices ruled from 5s. to 15s. per 100 for cigars, and from 10s. to 12s. per 1,000 for cigarettes; the latter are manufactured from a coarse dark tobacco, and are largely shipped to Brazilian and other South American ports.

QUEEN'S GIFT TO THE TROOPS.—The 5,500 silver-mounted briar pipes which the Queen is presenting to the soldiers of the regiments in South Africa with which she is associated, were despatched on November 25th from Marlborough House to Southampton, en route for the Cape.

BULGARIAN GOVERNMENT TOBACCO LOAN.—The deliberations of the principals of the Paris syndicate for the launching of the projected new Bulgarian tobacco loan appear to be approaching completion, and the journey of a representative of the Banque de Paris to Sofia should shortly take place in order to finish the negotiations, although the final agreement arrived at will be subject to the approval of the Sobranje. In this connection a Paris correspondent states that the syndicate proposes to form a company to take over the concession essentially on the lines of the Portuguese tobacco monopoly, and the capital of the company, which has yet to be fixed, will be provided by the syndicate. The syndicate will undertake to take up the proposed loan of 120,000,000fr., to be guaranteed by the tobacco monopoly, the price to be about 84½ per cent. The new loan will bear interest at the rate of 5 per cent., and will be redeemable in 50 years.

NEW GREEK TOBACCO COMPANY.—Under the auspices of the Bank of Athens, and with the help of the principal business firms of Volo, a Greek tobacco company has just been formed, with an initial capital of 5,000,000 drachmai. The new concern has for its object the development of the tobacco plantations in Greece and the discovery of export markets for Greek cigars and cigarettes. As is known, the famous Egyptian cigarettes are manufactured chiefly with Turkish and Greek "weeds." If Thessalia succeeds in producing tobaccos similar to those of Cavalla, Xanthi, and Yenidje, the future of the tobacco industry in Greece will be quite assured, and it might become a dangerous competitor of the Egyptian product. Last year the Greek Government took the initiative by distributing to Greek tobacco growers and farmers in general seeds gathered at Cavalla, and the first results obtained are said to be of a most encouraging nature. Up to the present Greece has produced all sorts and qualities of tobacco; but the production has greatly exceeded the wants of home consumers, and therefore it becomes necessary to find markets abroad. Alexandria

has been, and is still, the best customer, followed closely by Roumania, Italy, Tunisia, Germany, and the northern provinces of Russia. Very little goes to England; but in recent months the exports to America in transit through this country have suddenly increased.—*Financial News.*

ANOTHER COMBINE.—The latest combine rumour relates to Manila. It is asserted that under the sheltering wing of one of the biggest London financial houses all the tobacco planters of the Philippine capital are to amalgamate.

GLASGOW TOBACCO TRADE.—There has been considerable animation in the market during the past month, and a large business has resulted, chiefly in filler and medium qualities. The receipts have been 165 hhds. 87 tics. The deliveries to the town (exclusive of 242 casks cleared on the Dispatch) have been 240 hhds. 178 tics., and to the country 280 hhds. 70 tics. The stock in bond is 5,463 hhds. 1,176 tics., against 5,330 hhds. 1,266 tics. and 5,006 hhds. 1,227 tics. in the two preceding years.

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Tobacco News, . . .**

BARNES, LONDON, S.W.

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

TRADE NEWS AND NOTES—continued.

The subscription to the U.K.T.D.A. for the coming year is to be 2s. 6d. We think there are better ways of spending half a dollar.

Report has it that the capital of the Imperial Tobacco Company is to be £12,000,000. Mr. H. W. Gunn is secretary *pro tem*.

WILL HISTORY REPEAT ITSELF?—It will be news to most to learn that the American Tobacco Trust and its English equivalent, or, rather, Mr. Duke and Messrs. Wills, have already crossed swords. This was in the Transvaal, with the result, we believe, that the English firm gained four-fifths of the trade, and the Americans the rest, while, finally, before the war Messrs. Wills were invited to buy, practically at their own price, their rivals' factory in the Transvaal.

LOCAL HONOURS FOR A LEAMINGTON TOBACCONIST.—At the recent election, Mr. G. Cashman, the well-known tobacconist of Ball Street, Leamington, was returned at the head of the poll, receiving 535 votes against 439 and 393 polled by his two opponents. Mr. Cashman is widely known and highly respected in Leamington, and his excellent business capacity should prove of great service on the Corporation.

BOYCOTTING THE AMERICAN TRUST.—The Fleetwood Tradesmen's Associations, the largest and most influential body in Fleetwood, recently decided that at their forthcoming smoking concert only cigars, cigarettes, and tobacco from British firms should be supplied, and that the products of the American Trust should be altogether excluded.

A GOOD EXAMPLE.—The factory employes of Messrs. J. & F. Bell, Ltd., tobacco manufacturers, Glasgow, have allocated £18 for the benefit of public charities.

The Subscriptions on behalf of the TOBACCO TRADE BENEVOLENT ASSOCIATION on the collecting day last October, amounted to over £1,000.

An English resident in Neuilly, a suburb of Paris, has recently been fined £40 for having English matches in his house. Most people who know the abominable matches sold in France will sympathise.

CARRYING THE WAR INTO THE ENEMY'S COUNTRY.—The Imperial Tobacco Co. having become allied to the Universal Tobacco Co., of America, is making things lively for Mr. Duke's combine in the States, as the following extract from the *Tobacco Leaf* will show:—"Talk about your merry wars; there's one raging in local cigarette circles all right, and it promises to be a rattling good one too. The rivals are the "Derby," of the American Tobacco Co., and the "Sovereign," made by the Universal Tobacco Co. Both of these brands are new in this market; both names smack strongly of the other side. The packages are somewhat similar, and the goods are of about the same grade. They are the kind generally known as Virginia cigarettes, and are put up in packages of ten, to retail at five cents. Both brands are being heavily advertised, and each firm has a corps of salesmen hard at work drumming the retail trade. The two brands are offered to the retailer at about the same price, and each is accompanied by an inducement which ought to have a telling effect on the introduction of the goods. With every 500 "Derby" cigarettes the American gives the retailer six packages of "Sweet Caporal." With every 500 "Sovereigns" the Universal Tobacco Co. give away four packages of "Our Flag" smoking tobacco. Meanwhile, the American Tobacco Co. has scored a success in another direction, having succeeded, says a New York telegram, in buying out all the McAlpin properties at a price of 2,500,000 dollars. The McAlpin Co. has long been a thorn in Mr. Duke's side, and it made high-grade articles and advertised its wares under the motto "Not made by a Trust." The elder McAlpin, who was a relent-

less foe of the Trust, died last spring. The younger McAlpin was expected to be a leader in the projected war by independent manufacturers on the Trust. Despite McAlpin's desertion, however, the war will go on. The Universal Tobacco Co. and the Havana Commercial Co. will combine for the purpose, and their chief hope is that the English and German manufacturers will not yield to Mr. Duke's advances."

Fires.

A fire occurred at Fraserburgh on November 24th, which entirely destroyed the stock of Mr. WM. SIMPSON, tobacconist and newsagent, High Street. The damage to stock-in-trade and property is estimated at between £300 and £400. It is, however, insured.

A fire occurred in the lock-up shop of Mr. S. J. DOWER, hairdresser and tobacconist, Ebrington Street, Plymouth, on November 24th. It spread to the next shop, which was divided only by a wooden partition, and occupied by J. J. Goddard, plumber and gasfitter. Within a very few minutes the flames had risen to the floors above, which were occupied by several families. The premises adjoining were in great danger, and considerable excitement was created as the various tenants were made aware of their danger. Fortunately all escaped, but they were able to save no effects, and barefooted women with children had to stand in the street until neighbours could be found to afford them shelter.

On the evening of November 12th, shortly before nine o'clock, fire broke out in the shop occupied by Miss K. WOOD, tobacconist and newsagent, Uddingston. At the time of the discovery the premises were closed for the evening. The Uddingston Fire Brigade, who were early on the scene, had great difficulty in getting at the flames, owing to the windows being protected with shutters. After the doors and shutters had been smashed, however, the brigade ultimately secured the mastery over the fire, but not until the entire stock of valuable tobacco and general goods had been completely destroyed.

About three o'clock on November 17th, smoke was seen to be issuing from a stationer and tobacconist's shop situated at 40, Main Street, Wishaw, and occupied by Mrs. PREECE. The back door was immediately burst open, a large crowd having assembled, with a supply of buckets from an adjoining ironmonger's shop, and a convenient water-tap, had the fire in subjection before the arrival of the burgh hose. It was fortunate that the fire was extinguished so quickly, as on the other side of a partition was stored a considerable quantity of blasting powder, cartridges, and other explosives. The damage is estimated at about £100, independent of the injury to the property, which belongs to Mr. Smellie.

Freemasonry.

The installation meeting of the SIR WALTER RALEIGH LODGE (2432) was held at the Inns of Court Hotel, Holborn, on November 28th. The Worshipful Master (Bro. T. Rayner) was supported by a large number of brethren of the Lodge and visitors. Among the former we noticed Bros. A. S. Benjamin, S.W. (W.M. elect); Chas. Ransford, I.P.M.; O. C. Moore, J.W.; G. Ransford, P.M., Treasurer; W. H. Bullock, P.M., Secretary; Alexander Jones, S.D.; E. Grahert, J.D.; G. Emblin, P.M.; W. C. Lightfoot, I.G.; J. Parkins, Organist; I. L. Van Gelder, E. Asser, and S. Maier, Stewards; A. Pringle, P.M.; D. Phillips, P.M.; W. Klingenstein, P.M.; J. H. Custance, P.M.; W. Foyle, W. Daniel, James Moore, O. H. Beatty, J. Taylor,

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

TRADE NEWS AND NOTES—continued.

J. Bessie, H. Alberge, T. H. Francott, J. C. Metcalfe, D. Pappaelia, E. Van Raalte, F. Smith, H. W. Carr, L. Weenen, and J. W. Drake. Among the visitors were two Grand Lodge officers, Mr. Richard Clowes, Past Grand Standard Bearer, and Mr. R. C. Ludlow, Past Assistant Grand Director of Ceremonies, and we also noticed the following brethren—W. R. Williams, P.M.; Chas. Wheatley, P.M.; S. E. Southgate, P.M.; T. Dunstan, P.M.; Geo. Smith, J.W. (City of London Lodge, No. 901); W. Beadle (W.M. Beadon Lodge); Robert C. Bell; E. C. Porter, P.M.; Emmanuel Spiro; H. J. Phillips, P.M.; and Harry Wheatley. The balance sheet was adopted, and showed the finances of the Lodge to be in a thoroughly sound condition. The W.M. (Bro. Thomas Rayner) raised Bro. Samuel Phillips to the third degree, after which he vacated the chair in favour of W. Bro. George Emblin, P.M., who performed the installation ceremony most impressively. The new Worshipful Master, having invested W. Bro. Ransford with the I.P.M. collar, appointed and invested the following officers:—Bro. O. C. Moore, S.W.; Bro. A. F. Jones, J.W.; W. Bro. George Ransford, P.M.P.P.G.Swd. B., Middlesex, Treasurer; W. Bro. W. H. Bullock, P.M., Secretary; Bro. E. G. Grahner, S.D.; Bro. W. C. Lightfoot, J.D.; Bro. S. Maier, I.G.; W. Bro. G. Emblin, P.M., D.C.; Bro. James Parkins, Organist; Bro. H. O. Winter, W.S.; Bros. I. L. Van Gelder, Bro. E. Asser, and Bro. Harry Alberge, Stewards; W. Bro. S. T. Hill, P.M., Tyler. Subsequently Messrs. Israel Zeegen, Henry Drake, and Henry Rollings were initiated, and the brethren present were highly impressed with the admirable manner in which the new W.M. discharged this important duty. The progress of the Sir Walter Raleigh Lodge has been in the past most satisfactory, and under the rule of Bro. Benjamin that progress is certain to be maintained. If masonic zeal, knowledge of procedure, kindly courtesy, and, most of all, "tact—the talent of talents" are the qualities most to be desired in a Worshipful Master, then Bro. Benjamin is assured of success, for it was universally agreed that he possesses them all. The subsequent banquet was admirably served, and a most delightful evening was spent, the enjoyment being greatly increased by a capital musical programme, under the direction of Bro. Maurice Aubrey. Bro. Emmanuel Spiro, one of the visitors, was also induced to sing, and his rendering of the evergreen "Tom Bowling" was so much applauded that he had to give an encore and this time sang "My Pretty Jane." This was a real treat, his beautiful organ being heard to the utmost advantage in the lovely old ditty. Rarely, indeed, do we hear an amateur with such a voice, and still more rarely, one with such a finished method. The usual list of toasts were given and responded to in eloquent terms, and a Past Master's jewel was presented to Bro. Thomas Rayner, the immediate Past Master, who well deserved the compliment and the hearty cheers he received on rising to return thanks. We should note in conclusion that the new W.M. informed the brethren that he intends to act as a Steward for the Masonic Boys' School. We feel sure he will have very strong support in his efforts on behalf of such a noble institution, and that the Lodge will send him up with an amount worthy of it and of him.

Obituary.

We regret to announce the death of Mr. CHARLES FREDERICK DAVIS, on November 11th, which sad event took place at 3, Bridge Road, East Molesey. Deceased was 47 years of age. Mr. Davis, who was well known in the neighbourhood, for many years carried on the business of a coal merchant, and for the last eight years that of a tobacconist as well.

Mr. EDWARD TAYLOR, a well-known South Shields tobacconist, died on December 2nd, after a short illness, at his residence, in Broughton Road, South Shields. The deceased gentleman was in his 48th year, and carried on for many years a tobacconist's business in King Street.

Law.

AN EXPENSIVE MISTAKE. SMITH v. FER-GUSSON & STARKEY.—Plaintiff, a tobacconist, of Gallowtree Gate, sued the defendants, builders' merchants, of Leicester, for £13 for damage done to the roof of premises in Gallowtree Gate, and to stock.—Mr. W. Simpson was for plaintiff, and Mr. Barlow was for defendants.—Plaintiff said that in April last he was in his shop, when a labourer came to him and asked him to remove certain goods stored in his attic before they were broken, because the workmen were dropping slates upon them. Plaintiff went to the attic and discovered that a number of workmen were engaged in removing the slates from the roof. They had already made an opening about two yards in extent, and were dropping some of the slates through on to a quantity of clay pipes and other tobacconist's goods stored there. He asked what they meant by such conduct, and he was told that they were acting under orders from the defendants. He ordered them to desist, and saw the defendants, who explained that the workmen had been set to work to re-slate Messrs. Clarke's premises, next door, and that a mistake had been made. Mr. Starkey, jun., came down, and the men covered up the hole with a tarpaulin. Mr. Starkey then offered to replace the slates removed, but as many of them had been broken plaintiff declined to allow that to be done, and said he should place the matter in his solicitor's hands. Defendants then informed him that to save trouble they would put a new roof on the front part, and plaintiff agreeing they did so. In carrying out that work, however, they had damaged the slates on the other, or back portion of the roof, and plaintiff pointed this out to defendants, who offered to re-slate that part at a small cost. As the damage was done by defendants' men, plaintiff declined to pay anything, and in the end defendants re-slatted the other part of the roof. In doing this the men knocked about the plaster a great deal, and defendants sent down a man to put it right. He came when plaintiff was out, however, and went to the wrong room, and pulled to pieces a good ceiling and re-plastered it. The dirt, plaster, and slates fell on and damaged a quantity of cigars, pipe-cases, and wrapping paper, and eight gross of clay pipes were either broken or damaged. The job dragged on for twelve weeks, and he estimated the damage at £6 for the non-use of the rooms for that time, £5 damage to cigars, &c., and £2 fee to an architect who looked after the work in his interest.—Mr. Starkey, jun., a member of the firm, contended that everything had been done by the firm to rectify the mistake they had made. When he saw the hole in the roof made by the men he wished to replace the slates that had been removed, but plaintiff would not hear of it, and to save going to law about the matter he agreed to re-slate the front part of the roof. That did not satisfy plaintiff, and he, in response to plaintiff's demands, ultimately put in a new roof of the best Bangor slates. Plaintiff discovered many other things at different times, and defendants carried them out.—His Honour said he thought defendants had carried out as much as any persons could do to rectify a mistake, but plaintiff was one of those men who believed in getting as much as possible out of anyone. Defendants were in error when they agreed to put on a new roof in not having an agreement stating that that would satisfy all plaintiff's demands. He thought plaintiff's estimate of the damage he sustained was excessive, and he should find for the plaintiff for £6.

TRADE NEWS AND NOTES—*continued.*

ACTION AGAINST GLASGOW EXHIBITION AUTHORITIES. MARCOVITCH & CO. v. INCORPORATED GLASGOW EXHIBITION.—The record was closed in an action by Marcovitch & Co., wholesale tobacco, cigar, and cigarette merchants, 11, Air Street, Regent Street, London, against the Incorporated Glasgow International Exhibition, 1901, for £5,000 damages. The pursuers state that on the understanding that the leasing of it conferred, subject to a certain limitation, a monopoly of the right to sell in the Exhibition grounds cigars, cigarettes, and tobacco, they took a kiosk in the Exhibition. In place of their being only one kiosk for the sale of cigars, cigarettes, and tobacco there were, the pursuers state, 12. The various refreshment contractors erected shops, booths, and kiosks, 11 in number, some inside and some outside their premises, in which cigars, cigarettes, and tobacco were sold not only for immediate consumption, but in bulk, to the loss and injury of the pursuers. One of the conditions of the contract between the pursuers and defenders was, the former say, that the outer walls and roofs of the refreshment buildings should not be used for advertisements beyond an intimation of the name of the building and of the contractor. Several of the contractors, the pursuers aver, broke this rule and advertised on the outer walls the names of certain cigar merchants and cigarette and tobacco manufacturers. The loss sustained by the pursuers through the defender's failure to protect their rights they estimate at the sum sued for. The defenders state that the various refreshment contractors were entitled under their contracts to erect booths in connection with their restaurants for the sale of cigars and cigarettes for immediate consumption. They say that under the contract it was provided that in the event of any difference arising between the parties as to the true meaning and intent of the contract, or as to the implement and performance of the obligations and provisions, all such questions and differences were to be referred to John Jackson Coats, writer, Glasgow, or to J. A. Spens, writer, Glasgow. This clause of reference, they plead, bars the jurisdiction of the Court, and the proceedings in the arbitration are still pending. The case was sent to the Procedure Roll.—Counsel for the Pursuers: Mr. W. Thomson. Agents: Carmichael and Miller, W.S.—Counsel for the Defenders: Mr. Younger. Agents: Bell & Bannerman, W.S.

A FOOLISH DEFENCE.—Last month, before Mr. Justice Bucknill and a Common Jury, was heard the case of Morris and another v. Loosen. This was an action brought by Messrs. Morris & Elkin, cigar merchants, of Fenchurch Street, to recover the sum of £47 14s. from the defendant, for goods supplied. Mr. Davenport appeared for the plaintiffs, and the defendant appeared in person.—Mr. Davenport said the claim was for the balance of an account for cigars supplied from time to time to the Salisbury Restaurant, 91, Strand, of which at the time it was believed that the defendant was the proprietor. The defendant had admitted the debt in various letters. There had been proceedings under order 14 when the defendant set up the defence that he was not the proprietor, but merely manager of the Salisbury, and in consequence the action came into his lordship's list.—Mr. Paul Durig, clerk to the plaintiffs, said he knew the defendant from his having frequently called upon the firm. He saw him on the 12th August last, when the defendant wrote a letter in his presence. On that day the defendant had an interview with Morris with regard to the debt, stating he could only regard the defendant as the sole debtor. Mr. Morris said he would write to the Salisbury Restaurant if the defendant would give him an acknowledgment of the debt in full, and upon that the defendant wrote the letter of the 12th of August. Mr. Justice Bucknill: What is the Salisbury?—It is a hotel called the Salisbury Restaurant, at 91, Strand. The witness, proceeding, said that the defendant set forth in the letter of August 12th that as to £21 14s., that

would be paid by the proprietor of the Salisbury, and that he (defendant) would pay the remaining £20 as soon as he possibly could.—Mr. Arthur Benjamin said he was interested in the business of the plaintiffs, and he had taken the orders from the defendant, who led him to believe that he was the proprietor of the Salisbury, and was not merely an agent or anything of that sort. This was the plaintiffs' case.—Mr. Loosen said he did not deny in any way the evidence that had been given, and he would see that the money was paid as soon as he could. He had now been out of employment for some four months, and things had been very hard against him. As soon as he could get into business again he would wipe off the debt. He hoped his lordship would be considerate.—Mr. Justice Bucknill said the proceedings in this court were not the same as in the County Court, and all he could do was to direct the jury that they must give a verdict for the plaintiffs, and that meant there must be judgment for the debt and costs.—Mr. Davenport said the plaintiffs would not be unreasonable.—Mr. Justice Bucknill said he thought it was a very unwise thing for the defendant to have come to the court and thus incur fresh costs.—The defendant said that as a matter of fact he was unable to help himself. The jury having returned a verdict for the plaintiffs, Mr. Justice Bucknill gave judgment for the amount claimed with costs, remarking that all he could say was that the defendant must now appeal to the plaintiffs' generosity. He would advise the defendant to see the plaintiffs before they left the precincts of the court.—Mr. Davenport: The plaintiffs will not be unreasonable.

Police.

ARSON AT BATH.—At the recent Somerset Assizes, Frederick Chamberlain, aged 39, a tobacconist and hairdresser, of Bath, was indicted for feloniously setting fire to a certain house in his possession at Bath on the 27th July, with intent to injure the owners and to defraud the Atlas Assurance Company. The case aroused considerable local interest, for the prisoner was a native of Wells, which city he left about ten years ago. Mr. Metcalfe prosecuted, and Mr. Vachell defended the prisoner. Mr. Metcalfe, in opening the case, stated that the prisoner was charged with setting fire to a shop and dwelling-house at Bath. The prisoner was in business at 10, Claverton Buildings, Bath. In the basement of the house there was a kitchen; on the ground floor there was a small shop at the front and a small back room. Flights of stairs led to the next floor, on which were the drawing-room and a bedroom. There was another floor above this. The premises were insured by the prisoner in the Atlas Insurance Company. The furniture and stock-in-trade were insured separately, although in the same policy. The furniture, insured for £200, was on valuation found to be worth very little over £100, whilst the stock-in-trade, valued in the policy at £100, was worth about £30, so that the total value of the property insured at £300 was only £130—less than half. The prisoner lived in the house with his wife, and on the day in question, when the premises were set fire to, there was nobody upon them except the accused himself. On the day in question the prisoner, his wife, and a little boy employed for errands were all in the house at 12 o'clock, when a fight took place between the husband and wife. The boy went home to dinner, and on returning at 12.45 there had evidently been a further quarrel. The boy became somewhat frightened, and went home and did not return again to the premises. They would hear that Mrs. Chamberlain left just after the boy, and went to the house of a neighbour, where she stayed, not feeling at all well, until the fire. The prisoner told the constable, upon being taken into custody, that he had not been upon the premises since dinner time. He would prove that that was false. They

= An Important =

Announcement Opposite.



TO TOBACCO DEALERS.

DO NOT BE BLUFFED,

but stand loyal to British Interests,
which are your own.

PLAYER'S

MEDIUM

NAVY CUT

CIGARETTES

*Sold in card cases
of 10, 20, 50 & 100*

are increasing in popularity daily,
because the People know that they
are British made by British Labour,
and by the employment of British
Capital.

With these cigarettes you can
popularise your shop.

TRADE NEWS AND NOTES—continued.

would hear further that the prisoner was seen by a police-constable going towards his house just before the premises seemed to have caught fire. They would have it proved that the prisoner, about seven, went to the house of a neighbour named Daniels. He was the worse for drink, and his clothes were covered with yellow ochre. About a quarter past seven he went out, and a man named Mead saw him enter his house. In a minute or so he came out and called to Mead, who went to the house and found the staircase ablaze. Mead told the prisoner to get some water, and ultimately the fire was put out. An inspection was made of the premises, and upon the walls of the staircase stains of paraffin, which had evidently been thrown upon the wall, were found. The door of the drawing-room was badly scorched, although the door of the bedroom was not touched. Further than that, outside the drawing-room door and the bedroom door mats were found saturated with paraffin oil. On going into the bedroom there was a mat saturated with oil found by the side of the bed. Upon the staircase and upon the landing was a large quantity of matches and match-boxes. The defendant kept these matches (wax vestas) in stock on the top landing, on a shelf there. The matches were found all over the stairs and landing. He did not know whether it was going to be suggested that the matches fell off the shelf. He could only say that not one box of matches was left on the shelf. He should suggest that the prisoner had ample time to set fire to something which would ignite the whole, and, having done that, to go to a neighbour's and wait for the alarm. In addition to this there was the fact that the prisoner told the inspector, when arrested on suspicion, that he had not been in the house since dinner time. As to the yellow ochre, it was only fair to the prisoner to say that down in the kitchen there was some yellow ochre on the walls. But it was also to be observed that up by the shelf, where the matches were stocked and deliberately strewn about, there was some yellow ochre on the walls. The policy of insurance with the Atlas Co. was found in the prisoner's coat.—Inspector Payne, of the Bath police force, described in detail the state of the house when he visited it after the fire. About 40 or 50 boxes of matches were found strewn about the floor outside the drawing-room door, and the mats were saturated with oil.—The depositions of Mrs. Emily Tandy (who appeared before the magistrates, but was too ill to attend now) were read, in which it was stated that the prisoner's wife came to her house and stayed from after dinner to 7 p.m.—George Pristow, the lad employed by the defendant, stated that on the day in question Mr. and Mrs. Chamberlain quarrelled, and when he came back to the shop, after dinner, he found it shut up. The defendant was in the habit of using paraffin oil in the house.—W. Fane, a butcher, of the same street, said he saw the defendant going in the direction of his house at 4 p.m., certainly under the influence of drink; both of which facts Ellen Norris corroborated.—P.S. Rapsay gave evidence to the effect that he saw the prisoner going towards his house at a quarter to seven p.m.—R. W. Daniels (a former neighbour of the accused), William Mead, John Chedzoy, and E. J. Short (the last named of whom valued the property), generally bore out the opening statement of counsel.—For the defence, Mr. Vachell called the accused, who stated on oath that he had an excellent business at Bath, which he would not sell for £100. When he quarrelled with his wife he frequently shut up the shop and went off for days "on the drink." He explained the presence of paraffin on the walls and mats by suggesting that the first bucket of water thrown contained a large quantity of sweet oil and paraffin, which probably got in the bucket when the "cups" of the hair-brushing machine were cleaned. He denied entirely the charge.—Both the learned counsel made somewhat lengthy speeches to the jury, and the learned Judge summed up at some length.—The jury, after retiring, found the prisoner guilty, but added that

they thought he did not do it to get the money.—The Judge told the jury that they must consider whether he had done it wilfully, with intent either to injure or defraud.—The jury found the prisoner guilty of setting fire to the house with intent to injure, but not to defraud.—The learned Judge said the case was a serious one, and he must deal seriously with it. The accused would be sentenced to 12 months' imprisonment.

POOR MARY ANN!—In the Bloomsbury County Court last month, Mary Ann Gill, a between maid, sued Professor Freeman for 30s., balance of wages. The defence was that the wages had been paid, and a receipt was produced in court. It was also stated that the plaintiff had been dismissed for "improper conduct." Judge Bacon: "What was Mary Ann's improper conduct?" Professor Freeman: "She was smoking cigarettes in front of my house" (laughter). Judge Bacon gave judgment for the defendant.

STOLEN CIGARS.—At the Birmingham Police Court, on December 3rd, Edward Brooke (38), who has for 22 years past been in the employ of the London and North Western Railway Company, pleaded guilty to stealing a case containing 23 boxes of cigars, from the Curzon Street Goods Station. Mr. Lambert prosecuted on behalf of the railway company, and remarked that robberies of this kind had been very frequent of late at Curzon Street. The prisoner, who had for a long time past occupied the post of checker at the station, stole the case of cigars on the 2nd ult., the value of the same being £5 12s. 2d. It was afterwards found that he had sold four or five of the boxes for 5s. to a man living in Banbury Street. When charged with the theft he replied, "I shall be glad when it is over." Mr. P. Baker pleaded for leniency, saying that the prisoner had a wife and several small children dependent on him at 51, Howe Street, and the bench passed sentence of three months' hard labour.

A LENIENT PROSECUTOR.—At the Lambeth Police Court, on December 6th, Alfred Frederick Lagen (42), a well-dressed man, described as a clerk, was charged with stealing a pipe, value 3s. 6d., the property of William Henry Bampton, a tobacconist, carrying on business at Lordship Lane, East Dulwich.—The prosecutor said the prisoner entered his shop on Sunday night and asked for a 3d. cigar, in payment for which he tendered half-a-crown. He gave the prisoner the change. After the prisoner left, his (prosecutor's) wife made a communication to him, in consequence of which he went after the prisoner and stopped him. The prisoner then had a pipe in his hand which had been taken from the shop. He accused the prisoner of stealing it. The prisoner said, "Let me explain." He declined to do that, and gave the prisoner into custody.—Mrs. Bampton said she saw the prisoner take the pipe whilst her husband was serving him.—The prisoner said he took the pipe inadvertently, thinking it was his own.—P.C. Harland, 212 P, stated that when the accused was given into custody he said, "it's all nonsense. I went into the shop to purchase a cigar, but never touched the pipe."—The Chief Clerk (Mr. Temple Martin): Did he say anything to you about having taken it in mistake for his own pipe?—The Constable: No, sir.—The prisoner's employer stepped forward and said he had been with him three years and had shown himself to be honest and industrious.—The prosecutor intimated that he did not wish to press the charge.—Mr. Hopkins ordered the prisoner to pay a fine of 20s. or go to prison for 14 days.—The money was paid.

SMOKING A CRIME.—There is one country in the world where it is considered a crime to smoke. Abyssinia is the region, and the law forbidding tobacco dates from the year 1642. It was at first merely intended to prevent priests from smoking in the churches, but it was taken too literally, and nowadays even foreigners have to be careful not to be seen smoking.

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

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From the "London Gazette."

Receiving Orders.

COOPER, THOMAS, tobacconist, &c., 8, Bridge Street, Springfields, Wolverhampton. Receiving order, November 8th, 1901.

PRIDDY, SAMUEL, JUN., late tobacconist, Hamilton Road, Felixstowe. Receiving order, November 15th, 1901, on debtor's own petition.

ROTHMAN, MARK, tobacconist, 140, King Street, Hammersmith, W., formerly 55, Fleet Street, E.C. Receiving order, November 14th, 1901, on creditors' petition.

KEELING, MARTHA, tobacconist, &c., Station Chambers, Clacton-on-Sea. Receiving order, November 14th, 1901, on debtor's own petition.

BEARSON, A., 71, West Derby Road, Liverpool, tobacconist. Receiving order, November 29th, 1901, on creditor's petition.

VANSTONE, DOUGLAS HENRY, 16 and 17, Glebe Street, Penarth, Glamorganshire, tobacconist and newsagent. Receiving order, November 29th, 1901, on debtor's own petition.

THOMPSON, HERBERT, 22, Westfield Road, Leeds, tobacconist, &c. Receiving order, November 29th, 1901, on debtor's own petition.

First Meetings and Public Examinations.

BENNETT, FREDERICK WILLIAM JOHN, tobacconist, High Street, Blackheath, Staffordshire. First meeting, November 21st, 1901. Public examination, Court-house, Priory Street, Dudley, November 21st, at 11 a.m.

COOPER, THOMAS, tobacconist, &c., 8, Bridge Street, Springfields, Wolverhampton. First meeting, December 3rd, 1901. Public examination, County Court, Wolverhampton, December 4th, at 11 a.m.

KEELING, MARTHA, tobacconist, &c., Station Chambers, Clacton-on-Sea. At Cups Hotel, Colchester, November 22nd, 1901. Public examination, Temporary Law Courts, High Street, Colchester, November 22nd, at 2.30 p.m.

PRIDDY, SAMUEL, JUN., late tobacconist, Hamilton Road, Felixstowe. First meeting, December 13th, 1901. Public examination, Shire Hall, St. Helen's, Ipswich, December 13th, 1901, at 11 a.m.

VANSTONE, DOUGLAS HENRY, 16 and 17, Glebe Street, Penarth, Glamorganshire, tobacconist. First meeting, December 18th, 1901. Public examination, January 3rd, 1902, Town Hall, Cardiff, at 11 a.m.

THOMPSON, HERBERT, 22, Westfield Road, Leeds. First meeting, December 13th, 1901. Public examination, December 31st, 1901, County Court, Leeds, at 11 a.m.

ROTHMAN, M., tobacconist, 140, King Street, Hammersmith (formerly 55, Fleet Street, E.C.). First meeting, December 12th, 1901. Public examination, January 21st, 1902, Bankruptcy Buildings, Carey Street, London, at 11.30 a.m.

Adjudications.

PRIDDY, SAMUEL, JUN., late tobacconist, Hamilton Road, Felixstowe. Date of order, November 18th, 1901.

COOPER, THOMAS, tobacconist, 8, Bridge Street, Springfields, Wolverhampton. Date of order, November 8th, 1901.

VANSTONE, DOUGLAS HENRY, 16 and 17, Glebe Street, Penarth, Glamorganshire. Date of order, November 29th, 1901.

THOMPSON, HERBERT, 22, Westfield Road, Leeds, tobacconist, &c. Date of order, November 29th, 1901.

BEARSON, AARON, 71, West Derby Road, Liverpool, tobacconist. Date of order, December 3rd, 1901.

ROTHMAN, M., 140, King Street, Hammersmith (formerly carrying on business at 55, Fleet Street, E.C.), tobacconist. Date of order, November 26th, 1901.

Notices of Intended Dividends.

FRUMIN, BARNET, tobacconist, 181, Grange Road, and 42, Grange Road West, Birkenhead, and 99, Yorkshire Street, and Hilton Arcade, Oldham. Last day for proofs, December 6th. Trustee, W. Denton, 7, Sweeting Street, Liverpool.

GLENDENNING, JOHN ROBINSON, tobacconist, 3, Newgate Street, Newcastle-on-Tyne. Last day for proofs, December 3rd. Trustee, J. G. Gibson, Official Receiver, 30, Mosley Street, Newcastle-on-Tyne.

MAW, ROBERT, tobacconist, 28½, Savile Street West, North Shields. Last day for proofs, December 10th. Trustee, J. G. Gibson, Official Receiver, 30, Mosley Street, Newcastle-on-Tyne.

RAWLEY, HENRY CHAS., tobacconist, &c., 82, Victoria Road, 22, Bridge Street, and 2, Regent Street, Swindon. Last day for proofs, Dec. 7th. Trustee, H. Bevir, Official Receiver, 38, Regent Circus, Swindon.

SALT, THOMAS, tobacconist, &c., 93, Broad Street, Hanley. Last day for proofs, November 29th. Trustee, T. Bullock, Official Receiver, King Street, Newcastle, Staffs.

KEELING, MARTHA, tobacconist, &c., Bursleigh, Aylesford Road and Station Chambers, Clacton-on-Sea. Last day for proofs, December 18th, 1901. Trustee, Frederick Messent, Official Receiver, 38, Princess Street, Ipswich.

Notices of Release of Trustees.

PERMUTH, SAMUEL, tobacconist, 11, Mill Street, late 5a, Stafford Street, St. George's, Hanover Square. Trustee, A. H. Wildy, Official Receiver, Bankruptcy Buildings, Carey Street, W.C., November 11th, 1901.

HOCHSCHILD, LOUIS, cigar merchant (trading as the Foreign Cigar Co.), 88, High Street, Manchester, and 50, Bradshaw Gate, Bolton, and lately as L. H. Child & Co., 1, Nicholas Croft, Manchester. Trustee, H. L. Price, 79, Mosley Street, Manchester, September 12th, 1901.

*Have you found
the Mis-spelt Word?*



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



Be careful to mark your envelope—

"SPELLING BEE,"

CIGARETTE WORLD,

2, ELLISON ROAD,

BARNES,

LONDON, S.W.

Window dressing is a great factor with the modern tobacconist. Dress your window with **Pick-Me-Ups**.

RICHARDS, HARRY, tobacconist, 329, Commercial Road, Landport, Hants. Trustee, J. C. Moberley, Official Receiver, Cambridge Junction, High Street, Portsmouth, November 11th, 1901.

SHINGLER, JOHN (trading as M. G. Shingler), tobacconist, &c., 98a, Wellington Road, Leeds. Trustee, J. Bowling, Official Receiver, 22, Park Row, Leeds, November 5th, 1901.

WHALLEY, EMMA JANE, formerly tobacconist, 153 and afterwards 93, East Parade, Keighley, Yorkshire. Trustee, J. A. Binns, Official Receiver, 31, Manor Row, Bradford, October 22nd, 1901.

WIFFEN, CHARLES, tobacconist, &c., 21, The Arcade, Westbourne, Bournemouth. Trustee, F. A. Dawes, Official Receiver, City Chambers, Endless Street, Salisbury, November 11th, 1901.

HAMMOND, ALBERT VERITY, cigar and tobacco merchant, 52, London Street, Southport. Trustee, C. E. Dolby, 24, North John Street, Liverpool, October 29th, 1901.

INMAN, GEORGE SAUNDERS, cigar dealer, Ivanhoe, 220, Queen's Park Road, Brighton. Trustee, E. W. J. Savill, Official Receiver, 4, Pavilion Buildings, Brighton, November 11th, 1901.

RICHARDS, ELIZABETH, 63, Parade, Leamington, tobacconist. Trustee, E. T. Peirson, Official Receiver, 17, Hertford Street, Coventry, November 15th, 1901.

DAVIES, SARAH, hairdresser, late tobacconist, 2, Gorse Lane, and 217a, High Street, Swansea. Trustee, Thomas Thomas, Official Receiver, 31, Alexandra Road, Swansea, November 15th, 1901.

Notice of Dividend.

HOWARD, W. G. (trading as Byne & Co.), tobacconist, 3, Old Town Street, Plymouth. First and final dividend of 2s. 6d. in the £ payable at Official Receiver's office, 6, Athenæum Terrace, Plymouth.

Orders made on Application for Discharge.

GOLDSTONE, ISAAC, tobacconist, late of 132, Brick Lane, Spitalfields. Discharge suspended for two years.

WALKER, JOHN (trading as Richard Walker), tobacconist, 185, Bradford Road, and 180, Main Road, Bradley, Yorkshire. Discharge suspended for two years.

Order made on Application to approve Composition of Scheme.

GLENDENNING, JOHN ROBINSON, tobacconist, 3, Newgate Street, Newcastle-on-Tyne. Receiving order discharged November 14th, 1901.

In the Matter of—

JOHN ROBINSON GLENDENNING.—The debtor, a tobacconist of Newgate Street, Newcastle-on-Tyne, again appeared before Judge Greenwell at Newcastle Bankruptcy Court, on November 14th, in connection with an application for approval of a composition with his creditors. The Official Receiver said that his Honour adjourned the case a month ago to allow debtor to hand over a substantial amount of goods as security. He did not wish to say anything that would cause approval to be withheld, but it was impossible for him to say that the debtor had been helpful or reasonable.—Mr. Wynn said debtor had promised him that he would hand over sufficient cigars by four o'clock to satisfy the Official Receiver.—Mr. Glendenning went into the box and said he had already handed a considerable number of boxes of cigars over, but he did not believe in giving them away. He was quite willing to give the Official Receiver any amount of security, but he could not denude his shop of stock. Trade was slack just

now, and his best time was coming.—The Official Receiver remarked that debtor seemed to think he was conferring a favour on his creditors by offering to pay 20s. in the pound, but there was no favour about it. In the result the required security was handed over, and the application of the debtor accordingly granted.

WILLIAM HENRY SCOTT.—The debtor, formerly a tobacconist in Market Street, Windsor, came up at the Windsor Bankruptcy Court for further examination, on November 16th, 1901. He was ordered at the last Court to furnish an account of the payment of certain outstanding debts due to him, and of his house dealing transactions, but which he had not complied with. The Registrar made a peremptory order that he should furnish the information asked for in writing.

SAMUEL COHEN.—Last month the debtor came up for further examination at the Bankruptcy Court, Cary Street, London. It was reported that the debtor had carried on business as a club proprietor at the following addresses:—The Adelphi Club, Maiden Lane, W.C., purchased in 1889 for £800, and carried on until about 1893 (about 1891 the debtor was fined £500 for keeping a betting house, and his employés, whose fines he paid, were mulcted in a like sum); the Camden Club, High Street, Camden Town, and the Pretoria Club (Theatrical), Leicester Square, W.C. This latter club was established and sold in December, 1900, to the Pretoria Club (Limited), of which the bankrupt acted as director until June last, when the Club was raided by the police and closed. The debtor was subsequently fined £100 for keeping a disorderly house. It also appeared that the debtor had for some years past carried on business, but not extensively, as a money-lender, and had also occasionally dealt in jewellery. The accounts showed total liabilities £3,993, of which £2,658 were stated to be unsecured, and no available assets.—Mr. Grunbaum appeared for the trustee and Mr. Osborn for the bankrupt; Mr. E. S. Grey attending as Assistant Receiver.—Further accounts being required, the hearing was adjourned.

John Bull and Brother Jonathan.

IN some quarters our criticisms upon the American Tobacco Trust have been supposed to be an attack upon the American nation. We hasten to assure our readers that such is not the case. We have no intention of preferring an indictment against a nation, and everything that we have said with regard to Trusts is only what has been said over and over again by men of the highest intellect and the keenest sense of honour in the United States. We are sure that the great heart of the American people beats as strongly as ever for liberty, and we are equally confident that the best class of American citizens, from President Roosevelt downwards, are as strong opponents of the Trust system as we are. The gigantic Trusts are nothing less than leeches upon the body politic and are gradually draining the very life-blood of the nation.

Under the term Trusts we must include all those gigantic combinations of capital which are to be found in America, that country of multi-millionaires. When the evils consequent thereupon are not felt beyond the country of their origin, we can, of course, say nothing, but this is rarely the case. In England we have had good reason to fully understand the detestation with which they are regarded by public opinion in America.

Rockfeller sends over to us his deadly low-flash oil which, in his own country, the Government will not allow to be sold, and our authorities, with criminal neglect of their duties, permit its sale in England, with the result that every year very many human lives are sacrificed, and a few hundred thousand pounds added to Mr. Rockfeller's gigantic fortune. Within the last few days we have seen what the Amalgamated Copper Co. has succeeded in doing,

Mahomet Cigarettes in 10's, 20's, 50's, and 100's, and by weight. Splendid line for every tobacconist

The World's Record.
One Firm Takes Four Pages.

The
THE BIGGEST ADVT



Star
EVER ISSUED.

The World's Record.
One Firm Takes Four Pages.

N^o 4252 LONDON, TUESDAY 12 NOVEMBER, 1901 ONE HALFPENNY

THE
MOST COSTLY
COLOSSAL & CONVINCING
ADVERTISEMENT

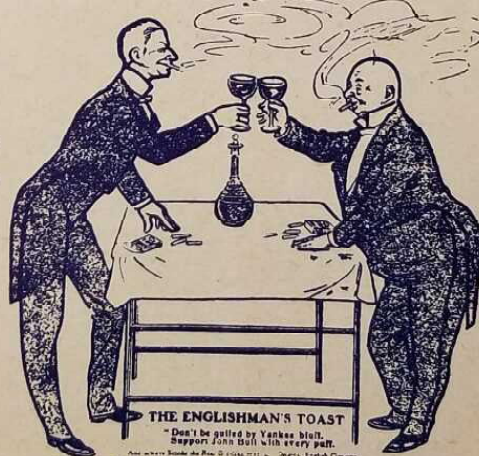
Ever Used in an Evening Newspaper the Wide World O'er.

THE DEAREST ADVERTISEMENT AND THE CHEAPEST CIGARETTE.

GODFREY PHILLIPS'
GUINEA GOLD CIGARETTES

ARE THE ONLY GUINEA GOLD CIGARETTES NOT MADE BY AN AMERICAN TRUST.

FIVE
A
PENNY.



FIVE
A
PENNY.

THE ENGLISHMAN'S TOAST

Don't be gulled by Yankee blarney.
Buy Godfrey Phillips' with every penny.

GODFREY PHILLIPS' GUINEA GOLD.

This is only one of the 4 Colossal Advertisement Pages comprised in this day's issue of The Star. Read them all. Each is more interesting than the other. We offered a fabulous sum for the entire 8 pages of The Star but the Proprietors decided otherwise.

and it is estimated that the American public has already lost over £40,000,000. We know, too, that even in the necessities of life many capitalists do not scruple to make "corners," in order, if possible, to increase their wealth by forcing up the price of bread, or sugar, or some other such commodity, thus grinding the faces of the poor relentlessly in their own selfish interests. This they call "smart business;" we prefer to call it loathsome greed and covetousness.

We have already dealt in these columns with the history of the American Tobacco Trust, and we need not go over the painful story again. We have shown the miserable condition to which they have reduced all in any way concerned with them, and we have pointed out also the extraordinary effrontery with which their president has come forward in this country with the avowed intention of gaining complete control over our English trade. That control he can only gain by the aid of the retail trade and of the public, and we ask you, as retailers, whether, now you have a full knowledge of all the facts, you are going to do anything to support this man against your fellow-countrymen. The smoker is not as a rule particularly patriotic; he buys in the cheapest market, but he also wants good value for his money. It is your task to show him, as you can easily do, that the goods sold by British manufacturers are not only as cheap but are better quality. It will pay you to do so, for, though it has not yet been definitely announced, we understand that the Imperial Co. are prepared to grant the same profits as recently agreed upon by the American Tobacco Co., and firms outside the British Combine will no doubt soon fall into line. We think the trade should be up and doing to secure a victory in the first stage of the contest, in order to prevent the great waste of money which might otherwise ensue. We hope every reader of this journal will decide to throw in his lot at once with the home manufacturers and give Mr. Duke a much-needed lesson. Though he has succeeded in his own country let him be taught that here in England we will have none of his methods, and are quite prepared at any cost to stick to the men whose names are household words among us, and who have by their ability, perseverance, and industry, made the tobacco trade what it is to-day.

A UNIQUE OFFER.

MESSRS. COHEN, WEENEN & Co. are fully determined to leave no stone unturned to keep their excellent and popular specialities as much before the public as possible. It being quite fashionable just now to give various presents with each packet of cigarettes sold, this enterprising firm have resolved to go one better and not only to give, as before, photographs of celebrities but also coupons which may be collected and exchanged for very handsome enlarged photographs of any celebrity out of a long list, and better still, when a sufficient number have been collected their lucky possessor can get his own photograph or any other enlarged. This is one of the cleverest advertising schemes which has ever been brought under our notice, as we think our readers will agree when they have read it in detail. Each packet of "Gainsborough" Cigarettes, a most artistically got up new line which was recently noticed, will contain, as before, a framed photograph of a celebrity, 10 cigarettes of high-class Virginia, and a mouth-piece, but it will also contain a coupon, in return for 100 of which the purchaser will be entitled to a mounted photograph measuring 24½ in. by 20 in. of anyone out of a long list of celebrities, and for 200 coupons a mounted enlargement (size 24½ in. by 20 in.) of any photograph sent in, can be obtained. But this offer is not confined to those who can afford to buy "Gainsboroughs" alone; it is also available for the man who spends his humble "brown" on a penny packet, and Messrs. Cohen & Weenen's celebrated "Bandmasters," sold at 1d., will in future entitle each purchaser to a

coupon. In this case the photographs are 19 in. by 14 in. It will thus be seen that for an expenditure of only 8s. 4d., for which good value is given, a really valuable photograph may be obtained of almost any popular hero, while for an expenditure of double that amount you can have an enlargement of the counterfeit presentment of your own honest phiz, or that of your best girl—not to mention your sister, or your cousin, or your aunt. We have seen some of the photographs, and were simply astonished at the splendid way in which they were produced. This is only our opinion, but our readers will soon have an opportunity of judging for themselves, as large quantities will shortly be distributed to the trade. We feel certain everybody will think the photographs are in every way excellent, and if suitably placed in the window they cannot fail to attract great attention and to ensure brisk business. We believe Messrs. Cohen & Weenen's pluck will be rewarded, and that as soon as the public have fully grasped their offer their sales will have a phenomenal increase. Truly, "sweet are the uses of advertisement," and the American invaders, smart as they are, will find it hard to devise a better scheme than that of Messrs. Cohen & Weenen.

The Smoker in Italy.

AN article on the above subject, specially written for us, appeared some months ago, and through the courtesy of the editor of *The Traveller* we now give the views of a contributor to that journal. As the writer says, tastes differ, and we know from experience what Italian tobacco is like, also the ridiculous price which has to be paid for any decent English brand in Italy. The moral which we wished to deduce from the article we published was a very obvious one, namely, that it is against the interests of the smoker that tobacco should anywhere be a Government monopoly; with this we think everyone must agree.

"People who talk about being unable to buy a good cigar or cigarette in Italy talk nonsense. Let them address a post card thus: 'Alla Manifattura dei Tabacchi, Roma,' asking to have sent to them catalogues of foreign and of Italian tobaccos on sale in Italy. They will get what they want by return of post. Sixty-four sorts of 'Sigari di Avana' are sold, at prices from 1.50 lire to 0.40 lire each, i.e., from 1s. 3d. to 4d. All the well-known brands are represented, and they are all imported; of Manillas there are seven kinds, ranging from 3d. to 2d. each.

Of foreign cigarettes (*spagnolette*) there are 22 kinds, at prices ranging from 12c. to 8c. (10c. = 1d.). Three foreign cut tobaccos (*trinciati esteri*) are sold. Wills's 'Three Castles,' at 4 lire for a box equal to a little more than 3 oz., and the same makers' 'Capstan,' at 3 lire for a similar quantity, is also sold; also 'Caporal' at 2.50 lire for the same quantity.

All tobacconists are Government officials and are ubiquitous. But only a few are licensed to deal in foreign tobaccos. The catalogue gives a list of 63 towns in which there is a dealer in foreign tobaccos, with names and addresses of the dealer or dealers in each. In Genoa, for example, there are six. If you wish to have your supply direct from the head office in Rome, you can do so on the following conditions:—Specify the name of what you require, and be careful to give the number of the article as in the list; and be specially careful to quote the date of the list to which you refer. A post office order for the amount must be enclosed. No order will be executed which is not for a whole box or packet, or which is for an amount less than 20 lire. This done you will receive in one or two posts the package, registered, and free of any charge for postage, delivery, or *douane*.

In my opinion it is easier to get a good cigar in Italy than in England. Many foreign residents get to like the national cigars and cigarettes. Perhaps their taste is degraded. Who knows! Tastes differ."

There's many a slip 'twixt cup and lip.

When slipping try a PICK-ME-UP.

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ON CIGARS.

THE *Globe*, in a delightful article on cigars, after describing what might be, and suggesting what should not be, included under the term "cigar," says:—It is strange that although tobacco has been in full blast in this country for 300 years, yet cigars are of much more recent introduction. It is doubtful, indeed, whether they have been used in England for so much as half that period. The earliest notices of cigars in English books occur in accounts of travel in Spain and Portugal and in the Spanish Colonies, and in such notices the phonetic spelling of "segar" often occurs. A few folk still cling to this spelling—there is a "segar-shop" in the Strand—which has no authority, and is on etymological grounds indefensible. The derivation of "cigar" is not altogether clear; but the probabilities are strongly in favour of its connection with "cigarra," the Spanish name for the cicada, the shrilly-chirping insect familiar in the southern countries of Europe, and the subject of frequent allusions by the ancient writers of Greece and Rome, as well as by modern scribes. A Spanish lexicographer of authority says that the cigar has the form of a "cicada" of paper, and, on the whole, it is highly probable that the likeness of the roll of tobacco-leaf to the cylindrical body of the insect (cigarra) was the reason that the "cigarro" was so called. There is no warrant of any kind for "segar." (Now, Mr. J. G. Freeman.)

The earliest mention of cigars in English occurs in a book dated 1735. A traveller in Spanish-America named Cockburn, whose narrative was published in that year, describes how he met three friars at Nicaragua, who, he says, "gave us some Seegars to smoke . . . these are Leaves of Tobacco rolled up in such Manner that they serve both for a Pipe and Tobacco itself . . . they know no other way here, for there is no such Thing as a Tobacco-Pipe throughout New Spain." It is not until a considerably later date in the 18th century that we find mention of the smoking of cigars in England.

The earliest mention of cheroots is dated about 1670.

Dr. Murray gives the following interesting extract from an unpublished MS. relating to India, written between 1669 and 1679:—"The Poore Sort of Inhabitants vizt. yet Gentues, Mallabars, &c., Smoke theire tobacco after a very meane, but I judge Original manner, Onely ye leafe rowled up, and light one end, holdinge ye other between their lips . . . this is called a bunko, and by ye Portugals a Cheroota." The condemnation of cigar-smoking as a mean method of taking tobacco has an odd look in the light of modern habits and customs.

The practice of smoking tobacco was brought to this country from North America, where the Indian knew nothing of cigars, but loved his pipe. The pipe was consequently the only known method of smoking, or, as the early smokers used to say, of "drinking" tobacco, for a very long time after the introduction of the fragrant leaf. All the early allusions to the custom, including many which are far from complimentary, are to the use of the pipe by "tobacconists," as the users, not the sellers, of tobacco were first called. Cigars were little known or smoked in England before the beginning of the nineteenth century; and to judge from sundry allusions in works of fiction and elsewhere, the practice of cigar-smoking was for some time looked upon as a sign of "fastness" and dissipation. Perhaps it is some lingering trace, or memory, of this feeling which may account for the reckless manner in which the leading male characters in the novels of a kind to which allusion has already been made, treat the contents of their cigar-cases.

But the day for this kind of feeling has long gone by. The only difference of a social kind recognised nowadays between cigars and pipes is that the former can be smoked in places and under circumstances where the latter are tabooed. These distinctions are often a trifle absurd, and, to judge from what has happened with regard to other phases of social etiquette, may not be very lasting; but they do exist, and the cigar and its diminutive brother the cigarette at certain times and in certain places take precedence of the pipe.

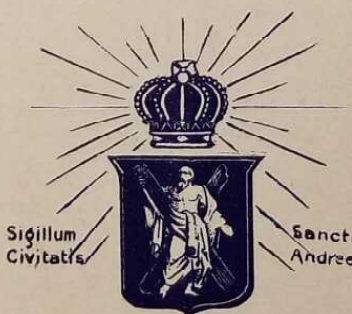
MURATTI'S VERY LATEST!

JUST OUT.

Classic

Finest

Virginian.



Cigarettes.

Guaranteed

Hand-made.

10 Cigarettes for 3d.

Also packed in 100's and 50's. Price and Terms on application.

B. MURATTI, SONS & CO. Limited,

MANCHESTER & LONDON.

AN EAST END TOBACCO FACTORY.

WHERE "PICK-ME-UPS" ARE MADE.



On many the very name of "East End" conjures up visions of squalor and wretchedness, and brings before the mind terrible pictures of the poor victims of the sweaters' greed toiling innumerable hours under terrible conditions for a bare pittance. Unfortunately sweating does flourish in that district, and, for the matter of that, in the West End too, but it is to the credit of the tobacco trade that, with very few exceptions, tobacco factories are conducted under the most admirable conditions, and provide healthy and adequately remunerated employment for vast numbers of workers of both sexes. Messrs. J. Milhoff & Co. Ltd., the well-known manufacturers of the dainty Pick-Me-Up cigarettes, which have more than held their own for so long in the market despite constant competition, possess a splendidly equipped factory, which is a good example of the best type. A special description of it recently appeared in the *Daily Graphic*, which we have much pleasure in quoting. We have made no alterations, though our readers will doubtless smile at the facts about the industry which the writer appears to have learnt for the first time. In justice to him and in explanation we should add that he is a non-smoker.

The factory visited lies in the middle of Whitechapel, exactly opposite to that centre of University refinement and universal benevolence that takes its name from the late Arnold Toynbee. It is a cigarette and cigar factory, and even non-smokers must regretfully admit that the abhorred habit has created an enormous industry, which is generally carried on to the great advantage of the workpeople as well as the employers.

"So you have come to see a Jewish sweating-den," said the senior partner, with a twinkle. "We shall be delighted to show you everything." And the two partners proceeded to explain and show every detail of the business.

The first surprise to the amateur in a tobacco factory is the large number of different qualities of tobacco that are used. It appears to be absolutely necessary to blend tobaccos, just as teas are blended, to suit the public taste, and our conductors told us that they had to keep in stock no fewer than fifty different sorts. Many of the sorts used can only be distinguished from one another by an expert, and tobacco sorters form a profession by themselves—which, it is perhaps superfluous to add, is well paid. Some sorters, indeed, are in so much request that they have to divide their services between different firms. But it does not require an expert to detect the broader differences in the different kinds of tobacco. Turkish and American appear at first sight entirely different products. The Turkish leaves—delicate yellow slips smaller than the palm of one's hand—come to England carefully packed in bundles, each leaf having been laid by hand with the greatest nicety on the leaf below, and the whole bundle then pressed and tied up in coarse cloth. The Americans have not time for such careful methods, and American tobacco comes over in large barrels as big as a hogshead of sugar, the leaves—almost as large as cabbage leaves—just roughly tied together and thrown pell mell into the barrel. Turkish commands the higher price. It is of Turkish tobacco, by the way, that the famous Egyptian cigarettes are made—not of Egyptian tobacco. Cigarettes of identically the same quality can be—and are—made in England.

The first step in the manufacturing process is to get rid of the stalk. This work is done by women, who strip off

by hand the soft part of the leaf. The stalks are not entirely wasted, being sold to the snuff manufacturers. Where all the snuff that must be made of them goes to is one of the unexplained mysteries of modern trade. If destined for cigarettes, the stripped leaves are next chopped into fine flakes. This is done by a neat little machine with a descending knife, fed with tobacco as a farmer feeds hay into a chaff-cutter. Except for this small machine, the whole of the industry is carried on by hand labour.

The cigar room, like the cigarette room immediately above it, is a large, well-lighted room, filled with people, mostly girls, seated at long tables, and rolling the tobacco into cigars. As cigar smokers probably know well enough, the inside of a cigar is made up of broken bits of leaf, the outside of whole leaves carefully wrapped. The process necessarily requires a good deal of skill, and the girls who enter the trade have to serve a regular apprenticeship. When they are out of their time they quickly begin to earn excellent wages. But of that more anon.

What most struck us was the general air of merriment and good looks. A large number of the girls had voluntarily adopted as a sort of uniform white frilled shoulder-straps to support their aprons. The effect was charming. And as many of the girls were evidently in other ways careful of their personal appearance, several groups might fairly be compared to pretty hospital nurses. The appearance of the cigarette room above was much the same, but there, unfortunately, shoulder-straps did not appear to be so fashionable.

As to the rate of production, it is interesting to note that about ten cigarettes are turned out in the time taken to produce one cigar. A good average worker, man or woman, will make three hundred cigars a day, and nearly three thousand cigarettes.

In both rooms men worked side by side with the women, seating themselves, apparently, where it suited them best. No distinction of any kind is made in the rate of wages; each worker, man or woman, is paid for what he or she produces. It is so rare to find such an excellent opportunity of comparing the earning capacity of men and women, that I questioned our conductors with much interest as to the comparative earnings of the two sexes. It was the old story: the men earned more because they wanted more. "You see," said the foreman, "the women will chatter so, while the men sit steadily at work, rarely saying a word." That there was a good deal of chattering by somebody was beyond dispute; the room seemed to hum with conversation. Every now and again the foreman would cry "Silence!" as sternly as he could, and for a moment there was a hush, lasting perhaps a second, and then again the merry chatter. Possibly women's wages might be higher if they talked less, but life would be duller for them and us too. The eagerness of the men as compared with the women to get more, because more depends on them, operates also in another way. The man not only turns out more in a day, but by his steady persistence qualifies himself for the better classes of work, which are paid at a higher rate. It must, however, be clearly understood that I am only dealing with averages. Many of the women earn more than the average man, and there are only a few men who earn more than the best woman. Indeed, looking down the wages book, which the proprietors courteously showed me, it was not easy to detect any great divergence between the earnings of men and women. Judging by the ordinary standard of women's wages, the

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

“A Well-known Brand.”



FRANKLYN'S

Superfine



SHAG.



Manufactured by

Franklyn, Davey & Co.,

BRISTOL.

AN EAST END TOBACCO FACTORY—*continued.*

average earnings of these tobacco girls are excellent, I copied out of the wages book in order as they ran, starting hap-hazard, the earnings in one week of ten girl cigarette makers. They were as follows:—32s., 19s., 21s., 31s., 19s., 14s., 40s., 41s., 21s., 20s. The woman who had only earned 14s. had been absent part of the week. The wages in the cigar department are about the same. "But," it may be said, "possibly these girls had to work extravagantly long hours to earn these good wages." There are a good many girls who would be only too glad if their hours were no longer than those of the tobacco girls in Commercial Street, Whitechapel. These victims of the foreign Jew come to work at nine in the morning, and leave at six in the afternoon, and between these times they have two hours off for meals, making a net working day of seven hours. The women who serve His Majesty in the Telegraph Department of the Post Office work eight hours a day and earn about 15s. a week. As to holidays, Messrs. J. Milhoff & Co. found themselves in a difficulty. Rather more than half their employés are Jews, who object to working on Jewish holidays, while at the same time so many of their employés are Christians that it is impossible to work on Sundays. The difficulty has been solved by respecting both religions. The factory is indeed open on Saturday morning from nine to one, but only those come who like, and the same rule is observed on other Jewish holidays. On Sundays, Christmas Day, Easter and Bank Holidays, the factory is closed altogether.

So much for the factory and the people within it. Perhaps, in conclusion, it would not be inappropriate to add a few words about the personal history of one of the proprietors. He left Southern Russia twenty years ago, unable to speak English, but with a little money saved. Beginning from nothing, he was able to build up the business here described, a business which gives well-paid, easy, and not unhealthy employment to several hundred men and girls. Such a scrap of history is by no means uncommon in the East End of London. The *Daily Graphic's* Special Commissioner, who has been in search of sweating dens in the East End, evidently found an agreeable exception in Messrs. Milhoff's establishment.

The Cigarette as a Peace-maker.

An attaché of the French legation recently remarked that diplomacy could not get along properly without the cigarette.

For hundreds of years ambassadors used the snuff box as a discourager of impulsiveness and temper; but as an element in diplomacy the "bung," as the old-fashioned snuff box was called, long since took its departure, and the cigarette now "rules the roost."

When passions became strained, or things that ought not to be said were likely to be forced out by a sly remark of one's adversary, or an unexpected situation developed, the passing of snuff always gained time and helped to smooth ruffled feelings. That is a fact to which old prints bear testimony.

The cigarette does the same business to-day. It is dainty and harmless, and, if it does anything, it steadies the nerves for a time. It is a graceful thing to offer; it affords a chance for a smile; it helps a fellow to get an impassive face; and, most of all, it makes him careful of his speech.

The world will probably never know how often even war has been averted by the cigarette.

There is always a war of diplomats before the open war of nations, and the coy little roll of tobacco has again and

again acted as a spell of peace among ambassadors when irritation had got the better of them and any moment might hear the irrevocable words which would precipitate war.

All the sensitiveness of a whole nation is sometimes tingling in the person of its one ambassador during a critical interview, and some strange stories are told of how international anger has been soothed by the smoke of a cigarette.

It is remarkable how the cigarette will give men confidence in themselves when dealing with a critical problem. It does even more than that. There is nothing in the world like the facial expression when a man whiffs a cigarette to make his face tell no tales, and puffing between speech is like "counting ten" before speaking.

Sir Walter Scott tells how a boy at school always played with a certain button on his jacket when he had to stand up and answer questions, and how he (Scott) one examination day cut off this button, and so gained first place in his class instead of second. The other boy stammered and failed, and the great novelist has said it was the meanest act of his life. It is precisely the same with other men, only they prefer fingering a cigarette, and, to borrow a sporting phrase, they are "all at sea" without it.

As in Cabinet meetings so in business, the cigarette plays an equally important part. Commercial travellers know this to be a fact, probably more than any other class of men. The manager of a big firm, or the respective buyers, have their irritating moments like everyone else, and the commercial is a poor business man if he cannot soothe his customer's feelings with a "whiff," and book good orders before taking his leave.

Interviewers for Press purposes know the value of the cigarette in their business. It affords golden opportunities for securing introductions, and when the victim is well under weigh with his smoke, the giving of a light or the criticising of the brand will open up a score of loopholes for the starting of a conversation in the desired direction.

Neither in the affairs of a nation or the intricacies of business dealings is "cigarette diplomacy" exhausted. It asserts itself in every household, and, may be, the virtue of the cigarette has been most truly and thoroughly tested in homes where strained friendship have only been saved by the weed. Lytton said, "He who doth not smoke hath either known no great griefs or refuseth himself the softest consolations next to that which comes from Heaven."

He was second to none in praise of the weed, going so far as to say that "Woman consoles us, it is true, while we are young and handsome; when we are old and ugly, woman scolds and snubs us. On the whole, then, woman in this scale and weed in that, Jupiter, hang out thy balance and weigh them both; and if this gives the preference to woman, all I can say is, the next time Juno ruffles thee—O Jupiter, try thy weed!"

Anyway, it is worth while bearing in mind that smoking a cigarette will save uttering many a harsh word at times; and it is far more dignified and diplomatic than "counting ten" whenever one's feelings are ruffled in an argument.—*Pearson's Weekly.*

A LITTLE story is related of Sir William Wills, which, if not founded on fact, is at least *ben trovato*. It is said that awhile ago he strolled into the emporium of a local seller of the "sovereane herbe," and in the course of a chat with the proprietor, to whom he was a stranger, picked up a packet of Wills's Birds-eye, remarking that he was the maker of it. The tobacconist was not to be taken in. "That will hardly do, Mister. I knows Sir William Wills quite well, and this here is his portrait," at the same time pointing to the firm's trade mark of a negro's head, which appears on every packet of Wills's tobacco. Scarcely gratifying to Sir William's vanity we should say.

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

HIGHEST CLASS MIXTURE

(Medium Strength).

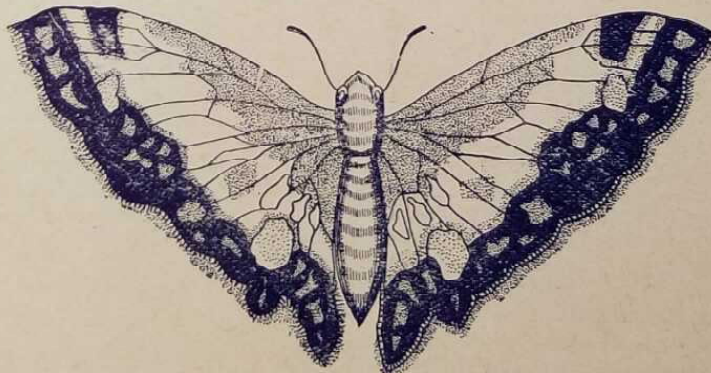
“EXMOOR HUNT.”

EDWARDS, RINGER & BIGG, Ltd.,
BRISTOL.

HIGNETT'S

“BUTTERFLY”

HAND
MADE.



IN PACKETS
AND
BY WEIGHT.

CIGARETTES.

Made in England by British Labour with **BRITISH CAPITAL.**

HIGNETT BROTHERS & CO. Ltd., LIVERPOOL.

HAVANA CIGARS.



OUR contemporary, *The Empire*, publishes the following interesting article on the above subject from the brilliant pen of Mr. Howard Parry:

The year before the recent war between Spain and the United States I paid a visit to Havana as the guest of Don Francisco Alvarez, the maker and exporter of the well-known "Henry Clay" cigars, and for the matter of that, dozens of other brands with names familiar to the English public. Alvarez resided three miles from the city, in an elegant superbly appointed hacienda, and his extensive factory was only a very short distance from the mansion his family inhabited.

SEÑOR ALVAREZ AT HOME.

Mr. Alvarez was a good deal absent at his counting-house in the city, and I had frequent opportunities of wandering about the great factory, where over 300 men and boys of various nationalities, principally Cuban, Spanish, Portuguese, and Chinese, were engaged in cigar making.

I was struck with a peculiar arrangement here that I never saw elsewhere. A Spaniard with a loud, resonant voice was perched upon a high platform in a sort of pulpit, and as the employes worked he read to them. As I understand little Spanish, I asked one of the managers of the factory who spoke English what class of works was being read to the men, and he told me principally history, essays, and romances. But one day I looked in at the factory when the local manager and overseers were absent in Havana on business with their chief, and the man was reading, but I observed that the workers were more attentive than usual, and stopped their work now and again to discuss with their neighbours certain passages, and there were cries to the effect, "Read that bit over again" and similar demands.

A STRIKE BEGUN AND ENDED.

It was clear that the reading was agitating the listeners, and I could plainly see by the expressions of their faces that anger and discontent were manifest. I mentioned the matter to Mr. Alvarez, and he inquired into it, and discovered that when the heads of departments were absent, the Spanish *lisseur* took occasion to read inflammatory pamphlets on the subject of "Capital versus Labour," in which injustice to the working-men who toiled to enrich their masters was dangerously, insidiously insisted upon.

The inquiry resulted in the reader being discharged, and a week after there was a strike in the factory. I said to Mr. Alvarez that it was curious that I, a stranger all the way from England, should put him on the track of the trouble, as I did not profess to be an amateur Sherlock Holmes, and he intimated that there was a close secret *esprit de corps* among the workers, and that they would not "split" on each other.

I may add that the strike only lasted ten days, and a rule was laid down, after a prolonged arbitration settling details, that all matter read to the men during their hours of occupation must first be submitted to Mr. Alvarez or his general manager.

THE DELICACY OF TOBACCO.

While I was in Havana I acquired considerable information about tobacco, cigars, and cigarettes. A certain delicate aromatic leaf grows only in a small area in Cuba, and it cannot be duplicated in any other part of the world. This leaf has a special aroma and fragrance in burning, possessed by no other tobacco, not even the leaf grown from carefully-selected seed on rich land in a climate similar to that of Cuba.

The bulk of this fine tobacco has always been grown in the limited region known as Pinar del Rio. It is called the Vuelta leaf, and is grown in the Vuelta Abajo Valley. Here, I was told, the land was enriched by successive overflows from the sea, which, the theory went, had given a certain fertility to the soil.

So it will be seen that there is a scant supply of the Vuelta leaf. Even thirty years or more ago the supply was limited, and although the importation of foreign tobacco into Cuba was forbidden by law, the manufacturers were permitted to import a certain amount yearly from Porto Rico to be used with the Vuelta cuttings and shavings in the composition of cigarettes.

The Porto Rico tobacco was not thought sufficiently good to make into cigars by the old-fashioned Cuban manufacturer, with whom the quality of his goods is a distinct point of pride.

EXPERTS IN TOBACCO.

Señor Alvarez, with whom I had several conversations on the subject, assured me that the cigar manufacturers were enthusiasts in their business. He assured me that he knew several men of large wealth—notably the maker of the famous "Intimidads"—who were at their factories as early as six o'clock in the morning looking after their men.

Experts of tobacco and blenders of the various growths and types of leaf were employed at handsome salaries to visit farms and plantations on distant parts of the island with a view to purchasing crops. So important was the high character of his products to the manufacturer of past days that in one bad year, soon after the too liberal use of guano as a fertiliser had caused the quality of the tobacco to degenerate, Pedro Murias closed his factory for some months and declined to work the tobacco, notifying his customers in various parts of the world that it was not up to the correct standard. To-day such a course would be suspected as an advertising dodge. Then, it was simply the outcome of the personal pride Señor Murias took in the quality and character of his goods.

There is as great a proportion of inferior tobacco grown in Cuba as elsewhere. During my stay in Havana I purchased cigars by way of experiment in small shops that might have come out of the depths of Whitechapel. The fairly good "weeds" were retailed at prices varying from three to six pence each, according to the brand and name of the maker.

A REALLY GOOD CIGAR.

At one period the true Havana cigar of sterling repute was wrapped in a leaf of Vuelta, and the "filling" was the same. When the cigar was smoked, two distinct odours were eliminated, one from the smoke drawn into the mouth, the other from the incandescent end of the cigar, and both fragrances were highly prized by fastidious smokers.

In those days what is known as Partidos tobacco was practically ignored. It grew sparsely in the phosphate soil of the Partidos district, which lies eastward from Pinar del Rio, and can almost be said to be the connecting link between the Vuelta leaf of Pinar del Rio and the more acrid growths of Yara (now extinct), Remedios, and the poor tobacco lands.

The cigar value of this tobacco is shown by the fact that twenty years ago Rosendo ran a factory using nothing else, and his "perfectos" were sold in Cuba for £16 a thousand, although they had the same weight and the same finished workmanship as the Vuelta "perfectos" of Pedro Murias, which were worth £30 a thousand. This latter brand at one time was imported for the Prince of Wales.

Don't go abroad for Eldorados. They are to be found at J. Millhoff & Co's Ltd.

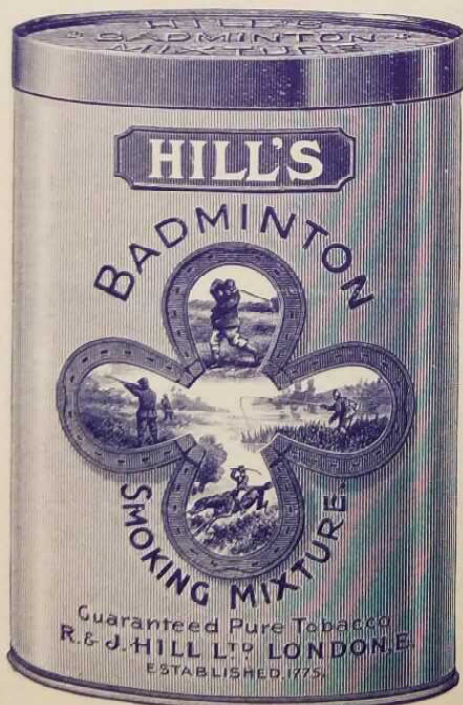
HIGH
GRADE.



HIGH
GRADE.

BADMINTON

SMOKING MIXTURE



AND

CIGARETTES.

PERFECTION! (Vide Press).

➔ A GREAT SUCCESS.

In Tins and Packets only.

MANUFACTURED BY—

R. & J. HILL, Ltd. (ESTD. 1775), Shoreditch, LONDON.

THE PARTIDOS TOBACCO.

The Partidos tobacco is a thin oily leaf, very much smoother and neater in grain than the Vuelta tobacco, and after a time, being driven to it by the scarcity of Vuelta, some manufacturers used the Partidos tobacco for the wrapper of the Vuelta cigars. It was one of those chance happenings that bring about a revolution.

The lighter-coloured cigars pleased the Americans, and the United States being extensive purchasers of the Hayana-made article, this demand for light leaf brought about the general use of Partidos tobacco for wrappers.

Some of the old factories, such as that of Murias, struggled against the new demand, but eventually had to yield, as English dealers desired the light wrappers.

CIGARS OF TO-DAY.

The good old Havana cigar such as our fathers and grandfathers knew was therefore almost a product of the past. More attention was given to the Partidos culture, and it was improved until it did not become grey with age, and the old-time fragrant bouquet of a cigar was replaced by the more or less characterless, mild article of to-day.

The cigar demanded in these times is one of which one can smoke half-a-dozen in succession. The smoker who had experienced the Vuelta tobacco says: "Yes, the tobacco is sweet and mild, but it does not somehow satisfy me." When this change first began, Francisco Alvarez conceived the idea of consolidation. He associated his factory with that of Bock, and turned the combination into a company, in which there is considerable English capital invested.

Then came the Cuban and Spanish War, and at its close the present combinations of factories were achieved. Consequently, instead of 20 separate factories, each vying with the others to reach the highest excellence and endeavouring to secure the best crops, there is now a company endeavouring to make a homogeneous product to please the smoking public at the least possible cost.

BLENDING.

Some idea may be formed of the exhaustive technical knowledge of the native Cuban experts in handling tobacco, when men such as Alvarez, Calixto, Lopez, and Murias could examine a bale and state definitely how the blend would turn out; if the tobacco would burn clear or would "coal"; if it would stand exposure to light, and often could state correctly in what part of the country it was grown.

When I was in Havana, Mr. Alvarez had a few boxes of fine Vuelta perfectos stored carefully away for his own private use, and I was fortunate enough to enjoy one of them now and again as an after-dinner *bonne bouche*.

AN EXPENSIVE INVESTMENT.

My visit to Havana cost me a pretty penny. It came about in this manner. I was sitting one afternoon in the Alvarez counting-house when a customer entered and had a prolonged chat, with much note-taking, with the manager. When the man departed I was told that he had placed an order for three million cigars of various grades, to be shipped within two months to Buenos Ayres. The manager took occasion to enlarge upon the trade prospects of that country and its wonderful commercial possibilities.

When Mr. Alvarez came in, he endorsed all the manager had said, remarking that he had visited Buenos Ayres, and that its prosperity was simply surprising. He wound up by advising me, in all good faith, to purchase at par Argentine bonds. Thinking he was a clever, clear-headed financier as well as a most successful tobacco merchant, I acted upon his advice, invested, and lost close upon £500 by the transaction.

I was to have received 6 per cent., but the stock I unhappily purchased suspended payment for six years, and afterwards reduced its dividend to one-half the original promised amount.

NEW LINES.

CLASSIC CIGARETTES.—MESSRS. MURATTI & CO. have sent us samples of a capital new line of Virginia cigarettes named as above. They are retailed in handsome packets at 3d. for 10, and are also packed in 100's and 50's. We give a reproduction of one of the former, from which it will be seen that the design is both original and striking.



The cigarettes are hand-made from Virginia leaf of fine quality, and are thoroughly good value for the money. Now that American imported cigarettes have been so much reduced in price the 3d. packet is bound to come to the front, and Messrs. Muratti have certainly produced a line which should prove readily saleable since at the price it would be indeed hard to beat.

"GOLDEN MELON" MIXTURE.—There are many mixtures, mostly very high-priced and not always of equally high quality; there are many more moderately priced and indifferent in quality. MESSRS. RICHARD LLOYD & SONS have aimed at producing a first-rate mixture at a fair price, and in "Golden Melon" they may fairly claim to have hit the mark. The sample sent us is a



good example of a rich, rather full flavoured, and delightfully mellow mixture. It smokes cool, has a peculiarly fine aroma, and is evidently most carefully manufactured. It is sold in 2 oz. foils and in 4 oz. tins, the former retailing at 1s., the latter at 2s. Retailers will find that this line may be pushed with advantage among regular pipe smokers, and at the price quoted there is a handsome margin of profit.

Palatable Paladins are welcomed in **Palaces**. Get prices from Millhoff.

LA FLOR DE VARZES Y CA



FABRICANTES DE TABACOS

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

Lords of England

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

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

Regalia Britannica

Princessas

In 100's and
50's.

WHOLESALE ONLY, FROM THE MANUFACTURER:—

R. I. DEXTER,
NOTTINGHAM.

THE LADY SMOKER.

UNDER the above title the following capital article appears in *The Royal Magazine*, under the signature of Swanhilde Bulan:—

Opinion is still divided on the subject of smoking for women, and groups itself usually under three heads: the people who regard it as a matter of course—these are found in up-to-date society and among woman writers, artists, and others; those who permit it, but with some misgiving—the middle classes in large towns; and those who are shocked at any mention of the subject—quiet provincial families and the lower middle class.

It is curious, in passing, to notice how much stronger in the lower classes is the prejudice against any extension, however just, of "women's rights." It is they whose sense of propriety is most easily outraged, and the 'Arriet who disports on Hampstead Heath would be the first to call out "forward hussy" after a lady who ventured to smoke a cigarette in public.

Yielding to this prejudice, women who smoke—and their number is large—do so in their own homes or clubs, and outsiders have little idea of the prevalency of the custom. Much fun has been levelled at women smokers, and allusions made to love of notoriety, but the fact is indisputable, that most women smokers love the habit, and find it a boon after work, especially brain-work—a sedative to nerves, a banisher of bad temper. As a digestive, I have heard many women praise it. The cigarette after dinner has become custom with society ladies, the smoking-room of ladies' clubs is always well patronised, and many little foreign restaurants in London are frequented by lady journalists, who find there comfort, economy, and a tolerance absent in English cafés.

The right or wrong of the matter need not be discussed here: what women want they will have, as they have proved; nor would I restrain them. But it is well, when adopting a custom that has hitherto been purely masculine, to adopt it thoroughly and as an expert. Otherwise, comparisons will always be drawn, and ridicule poured on feminine amateur attempts. It is the attempt to compromise and make a feminine costume out of man's dress that has brought ridicule on the Rational Dress Movement.

We must not have Feminine Smoking as opposed to Masculine Smoking! And at present there is a danger of this. The inveterate women smokers excepted, there is a large number of women who smoke in a regular "woman's way"—a way that is easily recognised and infinitely amusing. Take the average woman as a type—the woman who smokes a little. You ask her casually if she smokes.

"Yes, thank you," with an effort not to look self-conscious, "if yours are not too strong."

She attempts to take the cigarette from the proffered case, invariably lifting the end that is shortest on one side of the elastic band and often breaking the cigarette. This does not distress her, and if you did not insist on handing her another yourself, she would attempt joyfully to smoke the broken one. Having taken hold of the cigarette, she looks at it thoughtfully, and decides on the end she thinks proper to light.

Then the lighting! Unless you do it for her, she strikes match after match, and moves them so quickly that they go out. Having at last induced one to remain alight, she

holds it about half-way down the cigarette, blackening the paper and burning the tobacco. A woman naïvely remarked to me one day that women's cigarettes always had such a dissipated appearance.

She has lit it, somehow, and commenced to pull. Of course, it had not occurred to her to squeeze the cigarette slightly to loosen the tobacco, and her usual procedure, with a tight cigarette, is to pass her hat-pin through it, or rather through half of it, for the end of the pin reappears half-way up, tearing the paper. Not that these trifles deter the valorous smoker. She relights and begins to puff properly—puffs that are comedies in themselves. With eyes shut, she draws in vigorously; then removes the cigarette to a safe distance and blows out the smoke with great force, proud and happy if she prevents any from getting into her eyes.

This is repeated half a dozen times, then she swallows some smoke, and coughs till her eyes are moist. But it would be weakness to admit that she is longing to lay down the cigarette; she tries again, splutters over loose tobacco, and regards sadly the long strips of loose tobacco where the moist paper has been torn by her teeth.

Happy thought! she will try a holder, into which she jams the cigarette so tightly that it again refuses to draw. The holder is discarded, and a little piece torn off to make the end neat. Tired of the struggle with matches, the poor cigarette is held over a lamp and again blackened (she never attempts to draw when holding it over the lamp) till a friend comes to the rescue. But more trouble is in store. The lady amateur makes a point of hitting the head of her cigarette on the table every few minutes to remove invisible ashes, and, even as does the worm, the miserable thing at length resents, and scattering its sparks, goes out.

This terrible habit of dabbing cigarettes down hard on their heads to remove ash is very frequent and essentially feminine.

Lit once again, the cigarette is forgotten in a train of thought, and "what a smell of burning!" leads to the discovery of a glowing hole in tablecloth or skirt.

Happy woman if tea comes in and the cigarette can be laid aside half finished; though she is always ready to endure martyrdom right down to one-quarter of a cigarette, and smile sweetly with "Not just now" when a second is offered.

The amateur is also recognisable by her solicitude in disposing of ashes and her discomfort if no ash tray is available. The hardened woman smoker, on the other hand, wants the privilege of dropping her ash freely on the carpet by a languid touch of her little finger, defending her attitude to indignant housekeepers by the assertion that it kills the microbes and makes the servants sweep the carpets more thoroughly.

Others pride themselves upon their order in dropping all ashes on saucers and plates, a care not always appreciated by the servants, who complain of the strong smell that lingers over the china. Some disregard the ash completely till it scatters itself over a dainty frock. By all women smokers it seems to be regarded as a great drawback to enjoyment.

Coming to the serious side of the question, genuine lady smokers complain bitterly of the prejudice that debars them from enjoying a cigarette on so many tempting occasions—on the top of a 'bus, in a restaurant, on a long railway journey. Some years ago a suggestion of smoking compartments for ladies raised much stormy opposition, though

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

NAT. TEL. N^o 539.

TELEGRAMS VALERIO LEICESTER



GEMSBLOCK CHOICE CIGARS



WHOLESALE OF

GOODMAN & HARRIS

LEICESTER

THE LADY SMOKER—continued.

reasonable enough. The railway companies replied with a smile that the smoking compartments already provided were open to ladies, but they ignored the likelihood of insults from the chivalrous male occupants.

Not that ladies who smoke on trains always meet with insult. A lady friend who braves convention in this respect, had two very different experiences. Twice when she had secured a smoking compartment to herself a gentleman entered. The first traveller acted with the greatest courtesy, and remarked that he was glad to see ladies sensible and brave enough to smoke on a tedious journey; on the other occasion the new-comer regarded her in horror for five minutes, and then said abruptly; "I don't at all like to see ladies smoking," to which she naturally replied: "But I like to do it"; a point of view that had evidently not occurred to him.

A candid admission was made one evening by a lady who left three-quarters of a cigarette in her saucer and rose from the table. I said: "You have forgotten your cigarette." She smiled and whispered: "No, I don't like it, but everyone does it now, so I thought I had better light one."

On another occasion I was travelling in a non-smoking carriage, and longing for a cigarette, but the formidable aspect of the lady opposite, who looked like a head-mistress, deterred me. At last I ventured to ask if she objected. "Not at all," said she calmly, "I was just thinking of smoking myself," and from a correct-looking handbag she produced a box of Russian cigarettes. I have often heard a holder asked for because "the hairs will get into my mouth."

One more true story. She is one of the experienced smokers, one who smoked her half-dozen every day. I offered mine. She refused. "No thanks, I think I'll have one of my own. Yours are so tobacco—ey."

The Evolution of the Cigarette.

"Dagonet," in *The Referee*, has the following remarks on the above subject:—

Very wonderful has been the evolution of the cigarette.

TO-DAY IT IS IN EVERYBODY'S MOUTH.

Twenty years ago it was rather looked down upon as the "smoke" of foreigners and small boys. The sale at the tobacconists' was small and the cigarettes were peculiar.

* * * *

I remember my first. It was a terrible affair with a large piece of cane stuck in the end of it as a mouthpiece. If you smoked your cigarette too low the cane began to burn. Occasionally the cigarette fell off after you had lighted it, and you were left with nothing but the cane in your mouth.

* * * *

The Turkish cigarette was in those days an article of luxury and quite *le hig lif*. The few ordinary people who had acquired

THE CIGARETTE HABIT

either bought the podgy native article or a thin abomination imported in packets from the Continent. Then came the cigarette machine, a complicated affair with which you made your own. The process required time and patience,

and considerable skill in licking the edge of the paper and securing it. The cigarettes I made with a machine generally emptied themselves of tobacco as I raised them to my lips to light them.

* * * *

During recent years the cigarette has become as common in England as on the Continent. One peculiar feature of the trade is that it requires extensive pictorial advertisement. Cigars sell themselves. Cigarettes have filled the tobacconists' windows with female beauty, the newspapers with humorous pictorial advertisement, and the hoardings with Brobdingnagian posters. The cigar and the pipe still take themselves seriously; the cigarette alone conduces to frolicsome puffery.

* * * *

With the boom of the cigarette there has been a slump in the colouring pipe. The mahogany-hued meerschaum is no longer the pride of the Corinthian bachelor. The "sporting gent." has no longer

AN EBONY-HUED CLAY,

which he has mounted in silver and exhibits with pride. As to the meerschaum cigar-holder, it is every day becoming more and more a relic of the men and manners of the Victorian Era. The Edwardian Era knows it not.

TO A FAIR SMOKER.

(WITH A BOX OF CIGARETTES.)

GENTLE lady, don't forget,
When you smoke a cigarette
You should mould your action's plan,
Just for once, on merest man.

Lady smokers, on my soul,
If you take them as a whole,
Charming though they be, do not
Understand the art a jot.

When a maiden takes a light
She will puff with all her might
Lest the curly smoke shall rise
Into her bewitching eyes.

When the cigarette's aglow,
'Twixt a thumb and finger—so—
She elects to hold it in
The position of a pin.

Then the end she lightly nips
With a pair of pouting lips,
Drawing inwards scarce enough
For the very smallest puff.

And e'er that has passed her teeth
She expels the tiny wreath
Lest, perchance, the "invidious" smoke,
Curling back, should make her choke.

Then before she's finished yet
Half the dainty cigarette,
She will tell you with a pout
That it's either done or out.

Lady mine, since smoke you must,
I, your swain, sincerely trust
You will from the very start
Try to treat it as an art.

Learn to hold your weed aright,
Learn to keep it well alight,
Learn to make the smoke-wreaths rise
So that they avoid your eyes.

Take these cigarettes, nor shun
My advice with number one.
By the hundredth you will see
That you smoke as well as we.

—The Tatler.

To buy well is the secret of the tobacconist's success. Buy Eldorados by Weight.

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.

RESULT OF NOVEMBER COMPETITION.

The Winner of last month's competition, in which the word "Registered" was mis-spelt on page 406, was—

Mr. W. J. ROBERTS, 290, Stratford Road, Birmingham,

to whom a parcel of Messrs. James Steel & Co.'s "Specialities" to the value of 20/- has been forwarded.

Our Mis-spelt Advertisement Competition.

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

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

TWENTY SHILLINGS

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

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

The Editor's decision is final.

CUT OUT AND FORWARD THIS COUPON

SPELLING BEE:

Addressed as follows:

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

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

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

Postal Address _____

STANDARD LINES.

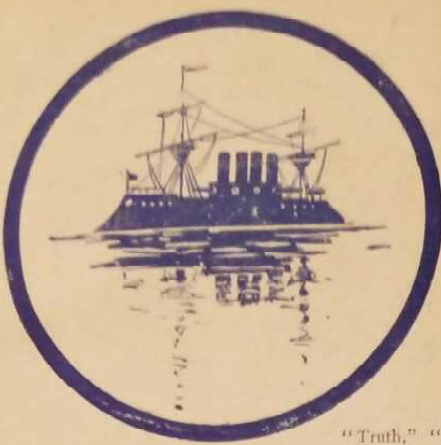
... FREE TO ADVERTISERS.

ANASTASSIADIS <i>Highest Class Turkish Cigarettes.</i> The Tobacconists' Supply Syndicate.	COLONIAL EMPIRE <i>Cigars.</i> Sidney Pullinger, Ltd., Birmingham.	GRAND CUT VIRGINIA Godfrey Phillips & Co., London.	TOBACCONISTS' SUNDRIES Adolph Elkin & Co., London.
ARISTON <i>Turkish Cigarettes, &c.</i> B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	COMMODORE <i>Cigarettes.</i> Adkin & Sons, London.	GUINEA GOLD <i>Cigarettes.</i> Ogdens Ltd., Liverpool.	TURKISH CIGARETTES Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
ASTHORE <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S.W.	DARVEL BAY <i>Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	LA SACERA <i>Cigars.</i> Goodman & Harris, Leicester.	TURKISH TOBACCOS <i>and Cigarettes.</i> J. D. Pappaella, 39, Duke St., St. Mary Axe, London, E.C.
BADMINTON <i>High-Class Smoking Mixture and Cigarettes.</i> R. J. Hill & Co., Shoreditch, London, E.	EXMOOR HUNT <i>Highest Class Medium-Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	LLOYD'S TOBACCOS <i>and Cigarettes.</i> R. Lloyd & Sons, London.	TWO ROSES <i>Cigarettes.</i> J. Biggs & Son, Commercial St., London.
BAHADURS <i>Indian Cigars.</i> A. M. Hooper & Co., 1, Gresham Buildings, London, E.C.	FLOR DE MUNSHÉE <i>Indian Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	MIXED PARCELS Tobacconists' Supply Syndicate, London. <i>See special advt.</i>	VAFIADIS <i>Cigarettes.</i> Melbourne, Hart & Co., 19, Basinghall St., London, E.C.
BANDMASTER <i>Special 10 Packet Line.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	FLOR DE SUMATRA <i>Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St., London, E.C.	NAVY CUT <i>Tobacco and Cigarettes.</i> John Player & Sons, Ltd., Nottingham.	VIKING <i>Tobacco and Cigarettes.</i> Lambert & Butler, Ltd., Drury Lane, London, E.C.
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