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The Cigarette World



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50 CIGARETTES 3d. PRICES ON APPLICATION.

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20





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In request
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LONDON.



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

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

TRY  THE NEW BRAND OF

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"ZEMINDAR"

CHOICE. MILD. FRAGRANT.

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POPULAR PRICES. NO CUTTING.

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BONUS.**

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



To Retail at **3^{D.}** 19/-
WRITE FOR PRICE LIST.
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**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, 1902.

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

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

THE MANIFESTO OF THE ALLIANCE.

WE very often had occasion to criticise both the policy and the methods of the Alliance; we never hesitated to express our views concerning it, though, in certain quarters, we were accused of undue harshness. But though we criticised the particular methods adopted by individuals, we have always, from the first, expressed the opinion that a strong combination was absolutely essential in the interests of the retail trade. It gives us, therefore, the more pleasure to be able to express our cordial approval of the important changes in the constitution of the U.K.T.D.A., which we briefly indicated in these columns, and we heartily welcome the sound, practical, and common sense manifesto which has just been issued, and which will be found elsewhere reported.

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

BRANKSTON'S

BRITISH BRANDS



SHOW GOOD PROFIT TO RETAILERS.

First Flight Mixture.

In 2-oz., 4-oz. & 8-oz. Tins.

PRICE, 6d. PER OZ.

Sweet as the Rose.

In 1-oz. & 2-oz. Packets, 4-oz. Tins.

PRICE, 4d. PER OZ.

Red Virginia.

In 1-oz. & 2-oz. Packets, 4-oz. Tins.

PRICE, 4½d. PER OZ.

Golf Club Mixture.

In 1-oz. Packets, 2-oz. & 4-oz. Tins.

PRICE, 4½d. PER OZ.

SOLE MANUFACTURERS:

THOS. BRANKSTON & CO. Ltd.,

69, 71, and 73, CARTER LANE, DOCTORS' COMMONS, LONDON, E.C.

In the first place, the moving of the headquarters to London is certainly a change for the better; it is true that London has, until recent years, shown itself even more apathetic than the rest of the country, but those who attended the meetings held during the course of the Tobacco War must have been convinced that, at last, the London retailer had awakened to a true sense of his duties and responsibilities. It is clear that London should lead the way, and we have little doubt, now that enthusiasm has been aroused, the metropolis will do its part and set an example of unity and determination to the rest of the Kingdom.

We cannot conceal our opinion that the changes in the Executive are also highly commendable, indeed they were imperatively necessary, if the Alliance was to make any headway. We shall say nothing further upon this point, as we have no personal quarrel with those who initiated, and, undoubtedly, worked hard for the movement, but we hope and believe that the new blood which will be introduced will be of vital benefit to the organisation.

An important change in the policy of the Alliance is indicated in the first clause of the manifesto; hitherto, 20 per cent. profit on tobaccos, and 25 per cent. profit on cigarettes have been the rates demanded; now the minimum of demand is reduced to about 16 per cent. on packet tobaccos sold at 3d. per ounce. Though we are still of the opinion that we have often expressed that the old demands were perfectly reasonable, and, indeed, are already granted by a large number of manufacturers, nevertheless, we think the Alliance have done well to slightly modify them; by so doing, they disarm criticism, and show the manufacturers that they are willing to make any reasonable concessions to secure a satisfactory and permanent settlement. In return for these concessions the Alliance pledges itself to support those manufacturers who agree to these terms, and to that end will distribute amongst their members a list of their names; the members, on their part, as far as is reasonably possible, will be expected to place their orders only with firms who have accepted these prices.

The manifesto concludes with the following strong appeal to the retailer:—"It now rests with the Trade to complete the work, and we earnestly appeal to every retailer—if not in his own interests, in the interests of the trade to which he belongs—to at once send in his name to be enrolled as a member. We also appeal to the various branches and associations throughout the country to make a special effort during the next two or three weeks to increase their number. We may also reasonably invite manufacturers and travellers to encourage retailers to join the Association—as the only barrier to the designs of combines and trusts, now or in the future, on any section of the trade, is a powerful combination of retailers." We heartily commend this appeal to the careful attention of every retailer who has the real interests of the trade at heart, and we urge them to join as speedily as possible, because the power for good of the Alliance entirely depends upon the numerical support it receives, and until

it can be shown beyond dispute that thousands of retailers have joined its ranks, it will be difficult, if not impossible, to induce manufacturers to come into line. We think the manifesto has stated very moderately the case for the retailers, and we believe that, after careful consideration, the manufacturers will find it to their advantage to once for all allay the discontent which has so long existed amongst their customers; if they do so, in the end they are sure to benefit largely.

—*~*~*—

The Imperial have, we understand, pushed their "Irish Roll" recently, but as far as we can gather but little success has attended their efforts. The Irish manufacturers are naturally up in arms, and every effort is being made to thoroughly arouse public opinion on the question. In short, it is being recognised that a valuable national industry is the subject of attack, and, in a country where there are so few industries, this is of vital importance. In Ireland, at present, there are nearly thirty manufacturers of roll tobacco, giving employment to a large number of workers, and paying huge duties to the Inland Revenue. These manufacturers pay duties from £2,000 to as much as £10,000 a year. Such a trade is well worth fighting for, and were it to be destroyed the effect would be simply disastrous. We would venture to once again warn the Imperial against their policy in this matter. They will, in our judgment, assuredly fail in their object, and having failed they will find their Irish trade in their own specialities virtually ruined. If they sow the wind, they will reap the whirlwind. At a time when it is essential for them to secure the goodwill of retailers in order to sell enough of their products to pay interest on their enormous capital, it is extremely unwise to arouse such hostility as they are now doing in Ireland. We speak plainly on this point from a long knowledge of Ireland and its trade conditions, and we hope that the big "combine" will withdraw from the field and leave to the Irish manufacturers that branch of the trade which they have built up by hard work and patient endeavour, and in which they undoubtedly produce a really high-class article.

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"The new bonus scheme of the Imperial Tobacco Company is a modification of the offer in force before the business of Ogden's, Limited, was taken over and the tobacco war ended. The customers are to stock the company's goods and display them effectively; to make all reasonable efforts to extend the sale of those goods; and to conform in every respect to the company's prices and terms. The Imperial Tobacco Company undertake to cause their auditors forthwith, after the declaration of a dividend upon their Ordinary Shares, to certify what proportion of the amount required for such dividend has arisen from the net profits on the company's sales within the United Kingdom, and will set apart a sum equal to one-fifth of the said proportion, which will be distributed among customers admitted to the bonus scheme. The agreement, which must be signed before Wednesday December 10th, will take effect from November 1st."

ESTABLISHED 150 YEARS.

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

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

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

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45, MINORIES, LONDON, E.

The above paragraph briefly conveys the long-looked-for offer of the Imperial Tobacco Company, and it reached the trade on December 2nd. As has usually been the case, very short time was given for consideration, though the Imperial have certainly been long enough in making up their minds. Immediately upon receipt of the above intelligence the U.K.T.D.A. urged their members not to sign the agreement without further consideration, and called a meeting at Anderton's Hotel for December 5th, at 3 p.m. This paragraph is being written before the meeting, but we may first of all note that nothing is said about the profits which have been so constantly asked for; we have often remarked, and must remark again, that the trade are much more anxious to secure a living profit on their sales than to have the chance of a bonus. If they were satisfied as to their profits, in our opinion there would be no need for a bonus at all. On the other hand, the bonus scheme now brought forward would be subjected to a different sort of criticism were it offered in addition to granting the rate of profit so often pressed for. In this case it would be a gift horse, and it would be unnecessary to look it in the mouth; if, however, it is intended to make this offer as the only concession, and to refuse to allow the terms which the big "combine" have so long had under consideration, the case is far different, and we feel sure that it will be considered unsatisfactory. On this point we must for the present reserve judgment, and we will add to our remarks after the meeting.

— ❦ —

The meeting called by the U.K.T.D.A. took place in due course on the afternoon of December 5th, and though the gathering was not large, doubtless owing to the pressure of business, it was most representative. The Chairman, Mr. Boutal, trenchantly criticised the new agreement, pointing out that the retailer would be bound under it to conform to all the price lists from time to time in force, and that consequently there was no guarantee that the Imperial would not raise prices after the trade had pushed their goods. Moreover, he contended that the Auditors might recommend that various expenses be all charged to one year's account, instead of being spread over several years, and that the effect might be that no bonus at all would be forthcoming. He further complained that the Imperial had not observed their undertaking as to not opening more shops, and that in his locality they opened five shops in a radius of 100 yards, the combined rentals of which were over £900 a year, and the cost of fittings over £4,000, and concluded by saying that they must work with the independent manufacturers and give them strong support in return for the concessions they had granted. The time for restraining themselves was over, said the speaker, amid applause, and he would now say "Let her go."

Mr. Ramill, the Secretary, followed with a practical speech, in which he said retailers were being asked to do definite work for problematical benefits. He derided the

notion of the bonus, saying it would pay them better to stick up a board advertising Bovril or *The Daily Telegraph*. They had made two definite demands, firstly, that the Imperial should concede them 20 per cent. profit on tobacco and 25 per cent. on cigarettes; and secondly, that they should open no more shops. To these demands they had received no reply. In his opinion the outside manufacturers were their best friends, and his advice was not to push any goods which did not show the profit mentioned, and if they were forced to stock a few to put them on back shelves.

Mr. Taylor dealt with the bonus question, and entered into calculations to show that the bonus at most would mean about 1¼ per cent. on sales, and that when traders had been induced to sign, it would steadily dwindle to nothing. He thought that to sign the agreement would be a distinct breach of faith with the outside manufacturers who had promised them the rates of profit they had asked. In conclusion, Mr. Taylor moved the following resolution: "That this meeting regrets that the Imperial Tobacco Company has not conceded the rate of profit asked for, and that they have further not observed their undertaking to open no more shops, and hereby pledges itself to refuse to sign the bonus agreement or to push any goods on which that rate of profit was not obtained, and further authorises the executive to circularise the membership and the trade to this effect, and to call a conference of outside manufacturers at an early date." The resolution was carried unanimously.

We give the above summary of the meeting here so that it may be sure of being read by all parties interested, and we refrain from further comment for the present as it is obvious that the Imperial must take into consideration the view expressed at such an important gathering. When they have done so, we sincerely trust they will without delay disarm the evident hostility of the trade by reasonable concessions; in so doing they will certainly be consulting their own interests. The trade is now better organised than it has been for years past, and no manufacturers, however powerful, can afford to disregard its demands. It is high time that the constant friction which has so long continued be put an end to, so that retailers and manufacturers may work in harmony for the good of the trade. This end can, we think, be effected by conciliatory methods, and we can only hope that no time will be lost in grappling with the situation.

A CHANGE OF FRONT.—It will be remembered that at the commencement of the now concluded tobacco war between the English and American interests, Albert Baker & Co. Ltd. refused to sell any of the goods of the firms comprising the Imperial Tobacco Company. A change of policy has, however, taken place, and there is now displayed in the shops of the Baker Company a notice stating that the firm now stocks the tobaccos and cigarettes of the Imperial Company.

"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 5102. **FACTORY: 78, DUKE ST., LIVERPOOL.**
 Telegrams, "AROMA, 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 Banded Cigars. "Zealandia," 2d., Imperial Cigars.

CHRISTMAS SUPPLEMENTARY PRICE LIST, POST FREE.

All Manufacturers' Proprietary Articles at absolutely the lowest prices. Telephone No. 6098, AVENUE.

Trade News and Notes.

No Christmas boxes will be given to their customers this year by the Yarmouth tobacconists.

MESSRS. THOS. BRANKSTON & CO. LTD. have removed from Carter Lane to more convenient premises at Middlesex Street, London, E.

The Preston North End football team were, on their recent visit to Bristol, shown over Messrs. W. D. & H. O. Wills' factory, and each man on leaving received a present of tobacco and cigarettes.

Retailers should not fail to read the advertisement of MESSRS. LUSBY, LIMITED, which appears elsewhere, and also our account of the new scheme which is being pushed by that energetic firm.

AGAINST JUVENILE SMOKING.—The States of Alderney, Channel Islands, has passed a law prohibiting the smoking of cigarettes, cigars, &c., by the young people under sixteen years of age.

A GOOD MOVE.—A fund has been started at Dartmouth to pay the fines incurred, and to be incurred, by the local tobacconist, Mr. Scammell, who has so frequently been before the bench for Sunday trading.

The cigar makers' strike at Havana is over, and the factories are now running as usual. This seems to have happened none too soon, as riots had taken place, in the course of which several persons were killed and over 120 injured.

We have received from MESSRS. ADOLPH ELKIN AND CO., of 140, Houndsditch, E.C., a copy of their supplementary Christmas price list, which contains a number of excellent lines for the festive season. Retailers should write for a copy, which will be sent free on application.

A TOBACCO BROKER'S ESTATE.—The estate of Benjamin Goodwin Davies, formerly of the firm of Messrs. Horatio N. Davies & Co., of 7, Fenchurch Avenue, tobacco brokers, who died on November 28th, aged 67, has been valued at £18,894 gross and £12,695 net.

A journal called "The Golden Book of the Lille Exhibition" refers to the cigarettes of MESSRS. TEOFANI & CO. in glowing terms, and states with truth that the French Administration dare not compare their products with those of Messrs. Teofani. The jury awarded the firm a diploma of honour for the best quality of Turkish cigarettes.

At a recent meeting of the anti-tobacco faddists at Bristol a speaker expressed disgust that so many ladies actually encouraged smoking, but the members were no doubt comforted to hear that there was a considerable number of the fair sex who had pledged themselves to wage war on "the weed." We expect that matrimony

will convert most of these good ladies, and later on they will be filling their husbands' pipes—a charming and thoroughly dainty occupation.

MESSRS. SINGLETON & COLE, of Birmingham, have sent us their special list of their various Christmas specialities. Cigars are packed in boxes of seven different sizes, suitable for Christmas presents, and are all guaranteed to be in good smoking condition and ready for immediate use. A representative of the firm will be sent, if required, to specially show a selection of tobacconists' fancy goods. The firm also direct attention to their £5 mixed parcels, particulars of which they will send on application.

SUNDAY TRADING. QUESTION ASKED IN PARLIAMENT.—On November 17th, Mr. Tully asked the Home Secretary whether he could state the number of convictions and the amount of the fines obtained against Mr. Joseph Scannell, tobacconist, Dartmouth, under the Lord's Day Observance Act of Charles II.; whether the police would be directed to enforce this Act against publicans as well as tobacconists; and, if

not, when it was proposed to repeal it.—Mr. Wyndham: I have no information which would enable me to answer the first part of this question. As regards the latter part, it is not a matter in which I feel called upon to issue any directions such as are suggested, even if I had the power to do so, nor can I express any opinion as to the repeal of the Act in question.—Mr. Tully: Why does the right hon. gentleman refuse to answer the first part of the question?

—Mr. Wyndham: That matter is in the hands of the local police.—Mr. Tully: Has not the right hon. gentleman anything to do with the local police?—Mr. Wyndham: Not in this matter.

gentleman anything to do with the local police?—Mr. Wyndham: Not in this matter.

BRITISH-AMERICAN TOBACCO CO. AT WORK. HEADQUARTERS IN LONDON.—The British-American Tobacco Company, the daughter of the American Tobacco Company and the British Imperial Company, has started business. The company has leased the whole of the first floor of the new Hotel Cecil buildings, and has an option on the second floor. It is certain that London is to be the headquarters of the company. As may be remembered, the company was formed as the outcome of an agreement between the American Trust and the British Imperial Company, the combatants in the recent tobacco war. It was agreed that the export businesses of both companies should be combined, and that the new company should have the entire charge of that section of the trade. The capital is £6,000,000. Mr. J. B. Duke, the head of the American Trust, is the chairman; Mr. H. H. Wills, a member of the well-known English firm, and Mr. W. B. Ogden are vice-chairmen. The directorate consists of eleven

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.

CLARKE'S —
CARLTON

TOBACCO



In Three Strengths, . . .

Mild, Medium, and Full.

PACKED IN 1 oz. FOIL PACKETS, 2 oz., 4 oz., and 8 oz. TINS.

SOLE MANUFACTURERS—

WM. CLARKE & SON, LTD.,

LIVERPOOL AND LONDON.

TRADE NEWS AND NOTES—*continued.*

members of British companies and seven Americans. Although the company will be independent of either the American Tobacco Company or the Imperial Company, its policy will be more or less influenced by the home trade both in Britain and the United States. For the present a separate factory will not be erected. The orders of the new company will be distributed according to a carefully-prepared arrangement between the firms constituting the American Trust on the one hand and the Imperial Company on the other. The question of the company having its own factory was discussed, but it was decided to utilise those already in existence for a year at least, and reconsider the matter at the end of that time. The arrangement which has resulted in the floating of the company has not only put an end to the competition which existed between the American Trust and the Imperial Company in England and America, but also in foreign countries. Throughout the whole of Europe and in parts of Asia the fight between the rival concerns was very keen. All this has now been put an end to, and the undisguised aim of the new company is to attempt to capture the trade of the world outside England and America. Both the American Tobacco Company and the "Imperial" had agents, and in some cases branches, in various parts of the world when they were working independently. It is proposed, we understand, that where two branches exist in one area they shall be combined, and it is intended to open a large number of new branches.—*St. James's Gazette.*

END OF THE AMERICAN TOBACCO BONUS.—On November 22nd the liquidator of Ogden's, Ltd., which, prior to the purchase of the Imperial Tobacco Company, was the British Branch American Tobacco Company, posted to the customers of the firm the second quarter's distribution of bonus, at the rate of £200,000 per annum. With cheques was the intimation that, Ogden's having ceased to do business at the end of September, that was the final distribution of bonus. Nothing is said about the other portion of Ogden's offer, to distribute among the customers, in proportion to their purchases, the entire net profits of the firm on the United Kingdom trade. The second quarter's bonus is equal to a discount of over 9 per cent. on the customers' purchases, and as the same bonus of £50,000 for the first quarter of Ogden's trade equalled discount of 17 per cent., it is obvious that during Ogden's second quarter their home trade was nearly doubled—a fact which affords good reason for the Imperial Company's action in taking over at a comparatively early stage of the tobacco war their American rivals' business.

GERMAN TOBACCO WAR. A KEEN FIGHT IN PROGRESS FOR MARKET CONTROL.—An active tobacco war is in progress in Germany. It is a three-sided contest. The most formidable adversary is the American Tobacco Company, which bought up the Jasmitze tobacco factories of Dresden, and recently set domestic tobacco factories agog by purchasing all the Turkish leaf tobacco in storage at Dresden in order to secure a monopoly of the supply. German tobacco manufacturers and retail dealers are clamouring for protective measures and a counter movement to throw off the grip which the American tobacco interest has already obtained on the German market. To complicate matters, Harry Rothschild, of the Rothschild Brothers Company, of New York City, one of the most powerful rivals of the American Tobacco Company, has opened headquarters in Berlin. Inasmuch as the German tobacco market and its supply are not a monopoly, as in France, Russia, and other countries, the fight for control promises to be a keen one. Edward Kraemer, of the Rothschild firm, has expressed himself as follows on the subject:—"There is no doubt matters will be warm here. In England the Tobacco Trust failed to

make a successful fight, and now it has transferred its efforts to Germany, which is not yet subject to Government monopoly. Mr. Duke, of the Tobacco Trust, visited Berlin and Dresden some time ago. When in Berlin offers were made to a large firm of tobacco sellers, which controls the retail tobacco trade of Berlin and has several hundred shops in the city, but though a high price was offered for the whole stock the Loeser and Wolff firm rejected the proposals, and is prepared to fight the Trust. In Dresden Mr. Duke had more success, and managed to buy up one large factory, and tried to throw out grappling hooks for other cigarette firms in the Saxon capital. On the refusal of these firms to accede to the Trust, the latter has now adopted other tactics, which have aroused the greatest indignation in the German tobacco trade. Not content with buying up factories, the Trust now purchases all available supplies. A large storehouse of tobacco in Dresden, containing six floors full of Turkish leaf tobacco, was entirely sold out to the Trust, and manufacturers as well as dealers are now placed in the plight of buying leaf tobacco from the Trust, which has already been careful to guard every other avenue of escape and make its foothold secure. Hitherto the efforts of the Trust were regarded with more or less scepticism, and the scare was attributed to the general anxiety whenever an American invasion is whispered of. But there is no doubt the Tobacco Trust is trying to imitate the methods of the Standard Oil Company, which makes a dividend of 30 to 42 per cent. on its sales in Germany."—*Financier.*

Festive.

The employees of THOMSON & PORTEOUS, tobacco manufacturers, to the number of 220, were entertained to supper by the firm in the Café, Princes Street, on Saturday evening, November 22nd.

PRESENTATION TO MR. M. J. O'ROURKE.—Consequent on the appointment of Mr. M. J. O'Rourke as representative for the firm of Messrs. J. & E. Kennedy, tobacco manufacturers, some of his friends in city and country entertained him to a supper in the Clarence Hotel, Dublin, on November 24th, and the opportunity was availed of by the directors and staff of Messrs. Paterson and Co. Ltd. the well-known Dublin match manufacturers, to present Mr. O'Rourke with a valuable gold watch and chain, in recognition of his services as chief clerk at their factory at Hammond Lane. The chair was taken by Mr. William Curry, of Navan, Vice-Chairman of the Meath County Council.

A BLACKPOOL WEDDING.—A wedding in which some local interest was centred was solemnised at St. John's Church, Blackpool, on November 18th, by the Vicar, the Rev. M. S. Jeffrey, M.A., R.D. The contracting parties were Miss Alice Sagar, tobacconist, Talbot Road, Blackpool, and Mr. Thos. Dobson Crookhall, son of Mr. John Crookhall, of East Topping Street, Blackpool.

Fires.

Early on November 18th a serious outbreak of fire occurred at 24, City Road, occupied by Messrs. SASKIND BROS., wholesale tobacconists. The first floor, used for show-rooms and stores, was completely destroyed. Owing to the strong wind it appeared at one time as though the whole block would be involved.

Shortly after half-past four in the afternoon of November 17th fire broke out in the cellar of the premises situated in the Quadrant, near the Theatre Royal,

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.)

X THE Wholesale and Retail Trade can now be quite independent of the Tobacco Trust or other combinations, as they can push their own brands, which will be advertised largely. **X**
A special Box Factory has been started to make Unique Packages, Padded and Leather Boxes, exclusively for the . .

FREE TOBACCONIST FACTORY ARTICLES.



LERNA
BRAND
TRADE MARK.

“LERNA” BRAND

MADE ONLY FOR . .

Free Tobacconist Factory, London.

.....
All “Lerna” Goods are invoiced at Retail Prices. In case of any cutting of Prices supplies will be stopped. The following discounts are allowed off Invoice as follows :

- 20 per cent. off all “LERNA” PACKET TOBACCOS.
- 25 per cent. off all “LERNA” PACKET CIGARETTES.
- 30 per cent. off all “LERNA” WEIGHT CIGARETTES.
- 30 per cent. off all “LERNA” IMPORTED EGYPTIAN CIGARETTES.
- 40 per cent. off all “LERNA” CIGARS.

To the purely Wholesale Trade a further 5 per cent. discount is allowed for distribution expenses.

Millions of leaflets issued to the Public and for counter distribution. A novel Bonus Scheme which will greatly benefit the Trade, whether wholesale or retail, will be on a co-operative basis, and issued after the expiration of first six months to the Trade by circulars.

~~~~~  
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## TRADE NEWS AND NOTES—continued.

Nottingham, and occupied by Mr. M. HOWARD, tobacconist. The outbreak caused considerable excitement for a few moments, but fortunately all danger of a serious conflagration was avoided by the promptitude with which the spread was checked.

Shortly after three o'clock on November 11th a fire broke out in the cellar of the premises occupied by JAS. CLARK, tobacconist, 20, The Side, Newcastle. The flames were extinguished in about twenty minutes by the Westgate firemen. Considerable damage was done to goods stored in packing-cases in the basement of the shop.

## Law.

**BREACH OF AGREEMENT.**—At the Alfreton County Court, on November 18th, before His Honour Judge Lindley, John Morton, a barber and tobacconist, residing in Somercotes, sued Samuel Henry Smedley of the same place, for £25 for breach of agreement. There was a counter-claim for £10 for wrongful dismissal. Mr. W. M. Wilson, of Alfreton, was for the plaintiff, and Mr. J. Middleton, of Chesterfield, for the defence. The case for the plaintiff was that Smedley entered into his service in the early part of 1899, entering into an agreement not to set up in a rival business within a radius of 1½ miles from the plaintiff's shop in Somercotes. Last Whitsuntide the plaintiff dismissed the defendant from his service. Since then Smedley had taken a rival business in Somercotes.—For the defence, Mr. Middleton submitted that the only point about the agreement was as to the reasonableness of the clause concerning the prohibitive radius.—His Honour said as at present advised he thought the clause was not unreasonable. His Honour gave Morton a verdict for £2, and an injunction to restrain Smedley from having a business within 1½ miles of Somercotes, with costs, and he also gave a verdict for Smedley for £2, with costs, for wrongful dismissal. The injunction was suspended for six weeks.

**A PIPE MOUNTER COMMITTED.**—At the Clerkenwell County Court, Walter Reading, pipe mouter, 18, Thornhill Crescent, Banbury, appeared in answer to a summons issued by the Court. An administration order was made against defendant on February 2nd, 1898, whereby he was to pay 10s. in the pound. His debts amounted to £32, and nothing had been paid under the order. To bad trade he attributed his laxity in carrying out the order.—The Judge: I don't believe what you have told me. Five years ago you presented a petition to this Court, and the Judge allowed you to get off by paying 10s. in the pound, and you have not made the slightest attempt to carry out the order. I ought to punish a man like you, and you will be committed to prison for forty days, the warrant to be suspended if you pay £5 by December 15th, and 6s. per month afterwards.

## Masonic.

**SIR WALTER RALEIGH LODGE, No. 2432.—INSTALLATION NIGHT.**—There was a record attendance at the installation meeting held at the Inns of Court Hotel, London, on Nov. 27th. The W.M., Bro. A. S. Benjamin, installed Bro. Oscar C. Moore as W.M. in the presence of a Board of Installing Masters numbering 30. W. Bro. W. T. Smithson, P.G.D., both in Lodge and subsequently at the banquet, expressed himself in the highest terms as to the admirable way in which Bro. Benjamin performed the duties of Installing Master, and this compliment was fully endorsed by all present. Bro. Benjamin was presented during the evening with a Past Master's jewel in recognition of his valuable services during his year of office, and a similar presentation was made to Bro. A. Pringle, P.M., the senior I.P.M. of the Lodge. The new officers invested were:—Bros.

E. G. Grahner, S.W.; W. C. Lightfoot, J.W.; Geo. Ransford, P.M., P.P.G.S.B. Middx., Treas.; W. H. Bullock, P.M., Sec.; S. Maier, S.D.; H. O. Winter, J.D.; J. J. Van Gelder, I.G.; Geo. Emblin, P.M., D.C.; J. Parkins, Org.; E. Asser, Harry Alberge, S. Cohen, and G. H. Lawes, Stwds. Among those present were the following:—Bros. Oscar C. Moore, S.W.; George Ransford, P.M., P.P.G.S.W.D.B., Middlesex, Treasurer; W. H. Bullock, P.M., Secretary; E. G. Granher, S.D.; W. G. Lightfoot, J.D.; S. Maier, I.G.; G. Emblin, P.M., D.C.; James Parkins, Organist; H. O. Winter, W.S.; I. L. Van Gelder, E. Asser, and Harry Alberge, Stewards; S. T. Hill, P.M., Tyler; Selby Klingenstein, P.M., 73; D. Phillips, P.M.; W. H. Lowrey, P.M.; Charles Ransford, P.M.; A. Pringle, P.M.; J. H. Custance, P.M.; J. Moore, O. H. Beatty, J. Pearce, J. C. Metcalfe, W. H. Drucquer, Edwin Drucquer, John Taylor, Frederick Berger, John W. Drake, A. H. Cornish, W. R. Daniel, D. de Meyer, J. H. Kevis, Samuel Cohen,

David Naphali, G. H. Lawes, C. Phillips, George S. Benjamin, Henry Drake, Samuel Rull, Thomas Francott, W. Foyle, T. E. C. Barnsley, L. Weenen, S. H. Cann, W. H. Oades, F. Smith, J. O. Pappalia, W. F. Smithson, P.G.D.; W. T. Peat, P.M., 1656, 2722, P.P.G. Org., Middlesex; Sidney Pullinger, S.W., 1551; Robert C. Bell, 335 and 1656; R. T. Hughes, J.D., 2722; F. W. Carpenter, 2859; James S. Harrison, W.M., 1366; C. H. H. Boyce, W.M. Elect, 1512; James Heilbrun, P.M., 2352; H. Massey, P.M. and P.Z., 619 and 1928; Henry Webster, I.P.M., 1512; J. Lewin, 813; H. J. Stubbs, P.M., 1339; Walter G. Fenwick, 1426; W. P. Hodges, 2812; H. J. Inderwick, S.W., 834; W. W. Lee, P.M., 2381; William Hill, W.M., 1512; H. Raphael, P.M., 2265; W. Hammond, 813; S. H. Pridmore, I.P.M., 2749; James W. Gibbs, P.M., 1814; Shirl Mussel, J.D., 865; W. H. Cooke, 2765; Bernard Myers, G. F. Freeman (Cripplegate); A. Baynam, 45; S. E. Myall; J. Hugh, 2705; J. W. Briginshaw, 2272; James Purvis, 504; J. G. Lawson, 1668; J. E. Evans-Jackson, 10; W. Parsons, P.M., 753; and M.

## The Cigarette World.

### THE Journal for Retailers.

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80, Fenchurch Street, London, E.C.



## TRADE NEWS AND NOTES—continued.

Weinberg, 1668. At the banquet, which was admirably served, the usual Masonic toasts were duly honoured, and a capital musical programme given under the direction of Bro. G. H. Lawes. The singers were Miss Beata Cust, Messrs. Arthur Winkworth, E. E. Fenn, and Bro. Harry Hall. The Sir Walter Raleigh Lodge seems to increase in popularity every year, and we feel sure that under Bro. Oscar Moore, the W.M. elect, the coming year will prove in the highest degree successful.

## Obituary.

On Sunday, November 16th, died Mr. B. Packer, aged 62. Deceased was for many years a tobacconist, and a director of the Bath Theatre Company.

## New Companies.

**BARNEY & HANDS, LTD.**—Registered November 12th, by Kerr & Lanham, 13, Chichester Rents, W.C., with a capital of £2,000, in £1 shares. Objects—To acquire the business referred to in an agreement with J. H. Barney, and to carry on the business of wine and spirit merchants and importers, wine growers and shippers, distillers, brokers, agents, brewers, maltsters, hop merchants, manufacturers of aerated and mineral waters and other drinks, tobacco and cigar merchants, bottlers, hotel and restaurant proprietors, &c. No initial public issue. The first directors (to number not less than two nor more than four) are J. H. Barney and H. H. Hands. Qualification, £500. Registered Office, 2, Newhall Street, Birmingham.

**FINLAY & COMPANY, LTD.**—Registered on Nov. 14th, by Jordan & Sons, Ltd., 120, Chancery Lane, W.C., with a capital of £200,000, in £1 shares. Objects—To acquire the business of J. H. Finlay & Co. Ltd., and to carry on the business of tobacco, cigar, and cigarette importers and manufacturers of and wholesale and retail dealers in tobacconists' shop and window fittings, pipes, match cases and boxes, cigar and cigarette holders, smokers' sundries, sticks, umbrellas, &c. The subscribers are—

|                                                                       | Shares. |
|-----------------------------------------------------------------------|---------|
| C. H. I. Hopkins, The Tower, Ryton-on-Tyne, shipowner .. .. .         | 1       |
| H. H. Martin, Newcastle-on-Tyne, solicitor .. .. .                    | 1       |
| H. Eeles, 4, Quayside, Newcastle-on-Tyne, shipowner .. .. .           | 1       |
| J. Blair, 2, Hunter's Terrace, South Shields, solicitor .. .. .       | 1       |
| E. L. Smith, Floss Hall, Durham, gentleman .. .. .                    | 1       |
| A. K. Martin, 21, Dean Street, Newcastle-on-Tyne, stockbroker .. .. . | 1       |
| W. Hastie, 20, Elswick Row, Newcastle-on-Tyne, land agent .. .. .     | 1       |

No initial public issue. The number of directors is not to be less than three nor more than seven. The first are M. St. John, J. F. Weidner, J. Fitzgerald, W. H. Newman, and F. C. Benton. Qualification, £1,000. Registered Office, 39, Mosley Street, Newcastle-on-Tyne.

**YORKSHIRE TOBACCONISTS' SUPPLY CO., LTD.**  
—Issue on 30th October of £100 second debentures, part of a series created 20th August, 1902, to secure £200, charged on the company's undertaking and property, present and future, including uncalled capital. No trustees. Total amount previously issued of same series, £100.

## Police.

**SWEETENED TOBACCO.**—At the Thames Police Court, on November 21st, Janny Tresch, of St. George's Street, was summoned at the instance of the Commissioners of Inland Revenue for selling sweetened tobacco which was not enclosed in a wrapper.—Mr. Hawkins who prosecuted, said the information was laid under Sec. 6 of the Manufacture of Tobacco Act, which imposed a penalty on any dealer in tobacco who sold either cavendish or negro head when not enclosed in a wrapper. There was a considerable demand for those tobaccos, as they contained a certain amount of sweetening matter. If such tobacco were found in unstamped wrappers, the presumption was it came into the country illegally.—Two detective officers of Customs visited the defendant's shop, and in the window saw tobacco which bore no Customs wrappers. They were 1 oz. cakes, with a red label, and the words "Red Star." On each occasion the officers asked for a cake of sweetened, or chewing tobacco, and paid 4d. for each cake. There were no labels on the cakes to show that the higher rate of duty had been paid. There was liquorice in each cake.—The defendant, who said she sold the tobacco as she purchased it, was fined 20s.

**TOBACCONIST'S UNFAIR SCALES.**—At the Liverpool City Police Court, on November 20th, before Messrs. Thomas Linton (in the chair) and A. H. Brodrick, William F. Moylan, tobacconist, was summoned for having in his possession for trade purposes an unjust scale. Inspector F. Deane proved the case, and said that on visiting the shop of the defendant he found a sweet adhering to the bottom of the scales, which were, in consequence, a dram against the purchaser. The defendant's wife had been repeatedly cautioned. A fine of 40s. and costs was inflicted.

**LIVERPOOL BETTING RAID. SMART PEN-ALTIES.**—At the Dale Street Police Court, Liverpool, on November 21st, before Mr. W. J. Stewart, stipendiary, Elizabeth Alice Hodgson was charged with keeping the premises 42, Kensington, for the purpose of betting, and Joseph A'phonse Boucher with managing and conducting the business.—Mr. Trubshaw prosecuted, and stated that the premises in question were used as a tobacconist's shop. In consequence of complaints from people in the neighbourhood as to the shop being used for gambling and betting, it was kept under observation by the police. On October 29th, the day of the Cambridgeshire, seventy-two persons were seen to enter the shop between 12.55 p.m. and 2.25, and thirty-two between 8.20 p.m. and 9.36. On the 30th, between 12.20 and 1.30, fifty-nine persons entered, and between 8.20 and 9.10 in the evening of the same day sixteen persons. On the 31st, between 2.45 and 3.15, fifteen persons entered, and on the 7th November, the day on which the race for the Liverpool Autumn Cup was run, forty-four persons entered between 1.25 and 2.21. These were chiefly youths and young men. A search warrant was granted, and the place was raided on the 14th November, when five persons were arrested. The police found eighty-five slips of paper containing the names of horses, relating chiefly to that day's racing. When charged Boucher said, "I did it to bring custom." The man was warned about eighteen months ago by the police, but in spite of that he had carried on a betting business. In addition to the betting, complaints had been received as to drinking on the premises on Sundays. Mr. Stewart said the police must deal with that in another way.—Mr. Quilliam, who appeared for the defendants, pleaded guilty, and said the tobacco business had been carried on by Mrs. Hodgson for a considerable time



## TRADE NEWS AND NOTES—continued.

without complaint. Some time ago Mr. Boucher was appointed manager of the shop because Mrs. Hodgson had to leave the city. The manager was a member of a betting club close at hand, and he received the slips of paper and took them to the club. He did not make any profit out of the transactions, and his only object in taking the bets was to encourage the trade of the shop.—Detective Tarbuck, who with Detective Whiteley executed the search warrant, in reply to a question from Mr. Quilliam, said that no betting books were found on the premises. The slips seized by the police related to the starting prices of races. There was a betting club near at hand.—Mr. Stewart: That will be registered next year.—Boucher was fined £20 and costs, and Hodgson £10 and costs.

## Public Companies.

**BARON CIGARETTE MACHINE CAPITAL REDUCTION.**—Less than five months' ago the shareholders of the Baron Cigarette Machine Company received a return of 5s. per share, and now an extraordinary general meeting has been called to consider a resolution proposing a further reduction to the same extent. The first operation cut down the capital from £120,000 to £90,000, and the second will bring it down to £60,000. The company has always done well, paying  $7\frac{1}{2}$  per cent. for the first 16 months ended 1897, and  $12\frac{1}{2}$  per cent. every year since. In respect of the present term an interim dividend of 5 per cent. was distributed in July. No reason is assigned for the further decrease of capital, and if the reduction means no additional return on that which remains, the shareholders will regret having to withdraw money from what has hitherto proved so remunerative an investment.

**BRAZILIAN CIGARETTES.**—Brazil, like all other Latin countries, has a deep love for the cigarette. Although it makes very fair cigars and imports others from Cuba and Porto Rico, yet these are incidents in the smoking world. Besides this, public taste is almost the opposite there to what it is in America. They prefer a dark leaf, ranging from brown to jet black, where the American insists upon bright or pale gold tobacco. They carry this love for dark weed to such an extent as to import brown Syrian and dark Odessa leaf. To the American palate Brazilian cigarettes are not at first attractive. The mildest are too high flavoured and too strong, while the strongest are equal, if not superior, to Perique in the amount of nicotine contained as well as in the depth and pungency of their bouquet. After a few days' trial they become very agreeable, and at the end of a week make an American, English, or Turkish cigarette seem flat and insipid by contrast. The manufacture of cigarettes is not confined to any one district in Brazil. Each province, city, and town has its own particular brand, and at least a million smokers manufacture their own in person. Nearly every *renda* or grocery store carries a stock of cigarette papers, and many add to this the sale of tobacco and made-up cigarettes. Of the brands in the market the commonest is one made with a whitish grey cotton paper, filled with a granulated brown tobacco. The flavour approaches that of the Mexican leaf, but is a trifle coarser and stronger. A finer grade is produced from a white cotton paper with a long-cut or curly-cut black leaf filler. Close behind this comes the strongest and probably the most aromatic cigarette in the world. It is made with a fine corn-husk wrapper and filled with long-cut black tobacco.

A fourth class is wrapped with rice paper and filled with short-cut or granulated brown leaf. These four classes may be found in nearly every store in the Republic, so that they may be called national brands. Beyond these are local brands, some of which are so popular as to be sold in one or more provinces. Thus in Bahia they make a very fair article from the native yellow leaf, of which some varieties are bright, wrapped in French imported paper, gummed or open. The tobacco is unflavoured and is a trifle dry. It burns well, and gives a very agreeable and non-irritating smoke. This type is found as far north as Para and as far south as Rio de Janeiro. At Para and Maranhao a pleasant but rather bitter affair is manufactured from rice or cotton paper and the Indian prick tobacco of the Amazon. This tobacco is wrapped in curving and pointed sticks four feet in length and from one to two inches in diameter in the middle. It is compressed as hard as wood and is cut in an old-fashioned knife-box. In many cases the fragments are so dry as to be nodular, making it difficult to smoke and even to ignite with a match. The flavour, however, is capital, and the stimulating effect upon the nervous system immediately perceptible. In the San Paulo district are several brands made from the brown and black tobaccos of the province, whose wrappings are a tough but low grade native paper. Of late years there has been a disposition towards varieties prepared from the yellow and brown Argentine leaf, whose chief recommendation is its extreme economy. In respect to the tobacco used, the Brazilians either want the natural leaf or else one that is strongly flavoured. Probably three-fourths of the tobacco sold is of the former class. Of the latter class the chief foreign elements are said to be of Indian origin, consisting of extracts from aromatic roots and herbs similar to the killikinick, licquorie root, and tonka bean of our own practice. Most of these prepared tobaccos are fermented, pressed, and treated with crude distillates as well as flavoured. In respect to cigarette papers, Brazil occupies a position half-way between Cuba and the United States. The leading varieties are corn-husk, straw paper, cotton paper, rice paper, Spanish pectoral, rice-husk paper, tobacco paper, common ribbed tissue, and flax paper. Nearly all the cigarettes are rolled by hand, machine work being yet in its infancy in that country. Labour is very cheap, and tobacco is similarly inexpensive. There are few legal rules or formalities respecting cigarette workshops, so that the finished output can be placed on the market at very low cost. Brazil is cursed with a paper currency, so that the recorded prices give no fair idea of the real values. Making allowance for the difference between nominal and actual values, cigarettes may be said to cost one-third as much in Brazil as in the United States.

**SMOKING IN THE HOUSE.**—It would appear that the Stock Exchange Committee is determined to suppress the habit of smoking in the House during business hours. Members have habitually ignored the Committee's notices prohibiting the enjoyment of the fragrant weed until after 4 p.m., and those who are smokers have lighted a cigar or cigarette at about 3.30, with the result that by closing time volumes of dense smoke had gathered in the spacious dome. Recently, however, brand new notices were posted at frequent intervals round the walls, which, while appealing to the good sense of members to abstain from contravening the rule, go very near to threatening future offenders with severe punishment.

**ABANDONED THE HABIT.**—After reproving her eldest son for the offence of cigarette-smoking, the lady thought she would improve the occasion still further, and inquired of the younger scion of the house, aged six, if he had been smoking also. "No, mother," was the reply; "I have given it up."



## From the "London Gazette."

### Receiving Orders.

PACE, JOHN (trading as S. Pace), tobacconist, 52, Surrey Street, Brighton. Date of order, November 4th, 1902.

HARVEY, TALBOT, tobacconist, 13, St. Peter's Street, Bedford. Date of order, November 7th, 1902.

WALLACE, WILLIAM, tobacconist, &c., 146, Manchester Road, and 25, Bridge Street, Bolton. Date of order, November 17th, 1902.

SMITH, JOHN WILLIAM, tobacconist, 41, High Street, Grantham, Lincolnshire. Date of order, November 19th, 1902.

TADMAN, HERBERT ERNEST, wholesale and retail tobacconist, 60, Waterloo Street, Kingston-upon-Hull. Date of order, November 28th, 1902.

### First Meetings and Public Examinations.

HATHAWAY, ARTHUR HECTOR, tobacconist, 52, Durham Road, Sparkbrook, Worcestershire, late 371, Ladypool Road, Balsall Heath, Warwickshire. Public examination, County Court, Birmingham, November 27th, 1902, at 2.0 p.m.

PACE, JOHN (trading as S. Pace), tobacconist, 52, Surrey Street, Brighton. Public examination, Court-house, Church Street, Brighton, November 27th, 1902, at 11.0 a.m.

HARVEY, TALBOT, tobacconist, 13, St. Peter's Street, Bedford. Public examination, Shire Hall, Bedford, December 23rd, 1902, at 11.0 a.m.

WALLACE, WILLIAM, tobacconist, &c., 146, Manchester Road, and 25, Bridge Street, Bolton. Public examination, Court-house, Mawdsley Street, Bolton, December 10th, 1902, at 3.0 p.m.

NORTON, BENJAMIN (carrying on business as Norton Brothers), tobacconist and stationer, 20, Alexandra Road, Leeds. Public examination at 11.0 a.m., on December 23rd, 1902, at County Court, Leeds.

SMITH, JOHN WILLIAM, tobacconist, 41, High Street, Grantham. Public examination at 10.30 a.m., on January 9th, 1903, at County Court, Nottingham.

### Adjudications.

PACE, JOHN (trading as S. Pace), tobacconist, 52, Surrey Street, Brighton. Date of order, November 4th, 1902.

HARVEY, TALBOT, tobacconist, 13, St. Peter's Street, Bedford. Date of order, November 7th, 1902.

HATHAWAY, ARTHUR HECTOR, tobacconist, 52, Durham Road, Sparkbrook, Worcestershire, late 371, Ladypool Road, Balsall Heath, Warwickshire. Date of order, November 7th, 1902.

WALLACE, WILLIAM, tobacconist, &c., 146, Manchester Road, and 25, Bridge Street, Bolton. Date of order, November 17th, 1902.

TADMAN, HERBERT ERNEST, wholesale and retail tobacconist, 60, Waterloo Street, Kingston-upon-Hull. Date of order, November 28th, 1902.

### Order on Application to approve Composition or Scheme.

DUNCAN, GEORGE THOMSON (a member of the firm of G. T. Duncan & Co.), tobacco broker, 9, Rangoon Street, E.C. Composition of 7s. 6d. in the pound and payment of all costs, &c. Receiving order discharged, November 13th, 1902. (Separate estate.)

### Notices of Intended Dividends.

SWAINSTON, HENRY BARCHAM, tobacconist, Bank Chambers, Laygate Lane, South Shields. Proofs by November 18th, 1902. Trustee, J. G. Gibson, Official Receiver, 30, Mosley Street, Newcastle-on-Tyne.

LACY, FRANCIS DYSON (trading as Beynon & Stocken), cigar, &c., merchant, 10, Gracechurch Street, E.C. Proofs by November 21st, 1902. Trustee, E. H. Hawkins, Official Receiver, 3, Barbican, E.C.

EVANS, GEORGE, tobacconist, &c., 139, Hingeston Street, Birmingham. Proofs by November 25th, 1902. Trustee, L. J. Sharp, Official Receiver, 174, Corporation Street, Birmingham.

PALMER, ALBERT EDWARD (trading as A. E. Palmer & Co.), wholesale tobacco, &c., merchant, late 28, Tamworth Street, Hulme, Manchester. Proofs by November 26th, 1902. Trustee, C. J. Dibb, Byrom Street, Manchester.

VANSTONE, DOUGLAS HENRY, tobacconist, &c., 16 and 17, Glebe Street, Penarth, Glamorganshire. Proofs by December 10th, 1902. Trustee,

G. David, Official Receiver, 117, St. Mary Street, Cardiff.

FIRTH, EDWARD, tobacconist, 10, Bradford Road, Dewsbury. Proofs by December 10th, 1902. Trustee, E. E. Deane, Official Receiver, Bank Chambers, Batley.

### Notices of Dividends.

SWAINSTON, HENRY BARCHAM, tobacconist, Bank Chambers, Laygate Lane, South Shields. First and final, of 1s. 2d., at the Official Receiver's, 30, Mosley Street, Newcastle-on-Tyne, on November 27th, 1902.

ANSELL, ARCHIBALD (otherwise known and trading as Walter Bernard Mallins), tobacconist, 52, Queen Road, Brighton. First and final, of 7d. in the pound, payable on December 8th, 1902, at Office of the Trustee, Monument House Monument Square, London, E.C.

*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.**



**Order made on Application for Discharge.**

WEITZEL, WILLIAM FRANTZMAN, tobacconist, 2, Marsham Street, Westminster. Discharge suspended for two years, October 28th, 1902.

**Notice of Release of Trustee.**

MITCHELL, JOSEPH, tobacconist, &c., Commercial Square, Newquay, St. Columb Minor, Cornwall. Trustee, G. A. Jenkins, Official Receiver, Boscawen Street, Truro. November 3rd, 1902.

**Partnerships Dissolved.**

VAN RAALTE, S. & SONS, cigar merchants, 2, Glasshouse Street, St. James's, Westminster; Emanuel Van Raalte will carry on the business.

HATTON & SONS, cigar manufacturers, Commercial Buildings, Beck Street, Nottingham; so far as concerns Frederic Hatton. Business will be continued by Thomas Wilson Hatton and George Henry Hatton.

**In the Matter of—**

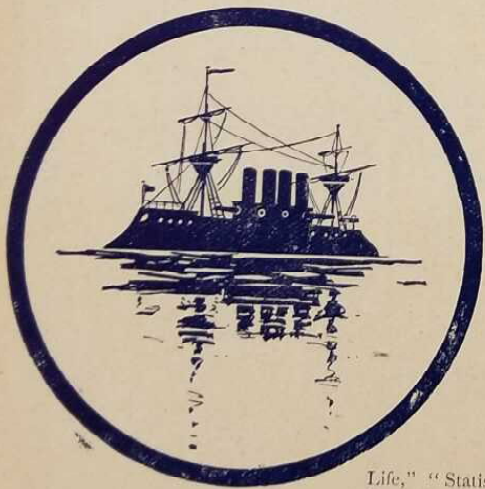
ANN ELIZABETH SCHURSTER.—In her public examination in bankruptcy, at the Birmingham County Court, on November 12th, Mrs. Ann Elizabeth Schurster stated that her liabilities were £760, and her assets £24. Her failure was due to the removal of the meat market from Jamaica Row and the incidence of the war tax upon the tobacconist business she carried on after the death of her husband in 1894. Her husband was insolvent at the time of his death, and she paid 10s. in the £ on his liabilities, finding afterwards that the estate was not really sufficient for the payment of 5s. in the £. The Official Receiver, Mr. Luke J. Sharpe, spoke highly

of the manner in which the debtor's accounts had been kept, and the examination was closed.

G. T. DUNCAN & CO.—The debtors, G. T. Duncan and O. F. M. Hueffer, traded in partnership as above at 9, Rangoon Street, and application was made on November 13th for the approval of a composition of 7s. 6d. in the pound, payable forthwith, which has been accepted by Duncan's separate creditors, the costs and preferential claims being also provided for. It was stated that proposals made in the joint estate and the separate estate of Hueffer had already been approved by the Court, Mr. W. P. Bowyer appeared as the Assistant Receiver, and reported in favour of Duncan's proposal. Mr. Registrar Hope made an order for its approval.

SAMUEL ED. RUSSELL, tobacconist and newsagent, Rothley. Liabilities £59, assets £2 15s. The Official Receiver of the Leicester Bankruptcy Court said debtor was a reservist, who since the war had been keeping a tobacco shop at Rothley, and had got into debt.—Debtor said he was originally in the Coldstream Guards, and when the war broke out he went out as a reservist to South Africa, and was injured at the Modder River. He was invalided home, and his friends at Rothley set him up in business as a tobacconist and newsagent. He thought the business might have paid, but he lost money at bookmaking. He had a pension of 17s. 6d. a week.—Examination closed.

PURITANISM AND SMOKING.—Mrs. Russell Sage, the wife of the great millionaire speculator, has withdrawn from the Society of Mayflower Descendants because the men belonging to the society smoked at the annual dinner. Mrs. Sage declares that she feels strongly on the subject, because she is descended in the seventh generation from Miles Standish, and the society is almost her only diversion.



**SHIP  
BRAND.**

**TWO  
GOOD  
THINGS**

Retailers who have customers who appreciate Virginia Cigarettes of **unique quality and flavour** should stock our celebrated "**Palm Brand**" Special Straight Cut, now extensively advertised in the leading London papers, including "Punch," "Graphic," "Daily Graphic," "Illustrated London News," "Truth," "Navy and Army," "Country Life," "Statist," "Westminster," "Sphere," "Sporting and Dramatic," &c., &c. They are manufactured **by hand**, from **picked leaf**, and are declared by cigarette smokers to be the best obtainable at any price. Very popular and successful lines are our "**Ship Brand**" Cigarettes (by weight) also largely advertised by Poster. They include six sizes, qualities, and prices, and like the "Palm" Cigarettes are best **hand work** only. All our goods show a good profit and we allow no "cutting." Write to-day for List to the

SOLE MANUFACTURERS



**PALM  
BRAND.**

**R. LOCKYER & CO.,**

13, BUNHILL ROW, LONDON, E.C.



THE LEADING SHAG IS  
**Franklyn's**  
**Superfine.**

FRANKLYN, DAVEY & CO.,  
BRISTOL.

**Muratti's High-Class Cigarettes.**

EXCELLENT FOR CHRISTMAS TRADE.

LEADING BRANDS

|                        |     |       |      |      |      |
|------------------------|-----|-------|------|------|------|
| "ARISTON," Gold Tipped | -   | 100's | 50's | 20's |      |
| "ARISTON," No. 10      | - - | 100's | 50's | 25's |      |
| "ARISTON," No. 6       | - - | 100's | 50's | 20's |      |
| "NEBKA," No. 2         | - - | 100's | 50's | 20's | 10's |
| "NEBKA," No. 3         | - - | 100's | 50's | 25's |      |

All the above well-known and popular brands are guaranteed hand-made from the finest selected Turkish Tobaccos, and all packed in beautiful enamelled tins.

PRICES ON APPLICATION.

Head Office and Factory: 54, Whitworth St., Manchester.  
London Office and Sale Rooms: 5, Creed Lane, E.C.



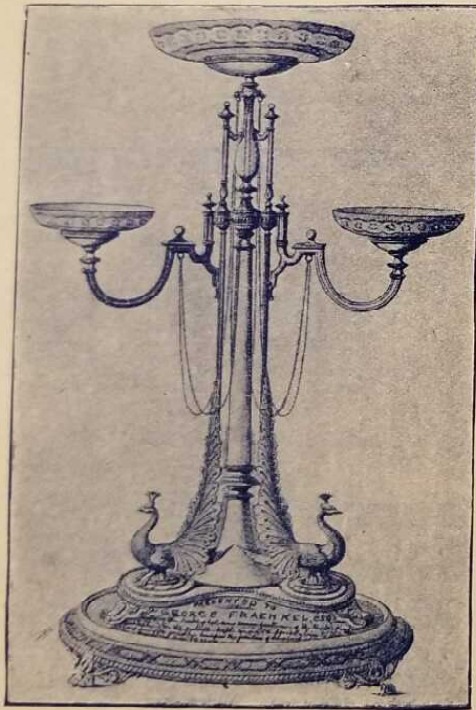
## Presentation to Mr. George Fraenkel.

We give an illustration of the handsome silver epergne recently presented to Mr. George Fraenkel on his retiring from the chairmanship of the Wholesale Tobacconists' Association, Ltd., and also a portrait of that gentleman. The matter was taken in hand by Mr. Lusby, the enterprising director of Lusby, Ltd., and we print below his letter and Mr. Fraenkel's reply:—

"George Fraenkel, Esq.,  
London.

"22, The Minories, E.C.,  
Nov. 10th, 1902.

"Dear Sir,—As the result of the conversation I had with several manufacturers at the dinner of the Association (when you discharged your duties as chairman with marked ability), sixteen of the leading manufacturers have contributed towards a testimonial fund I initiated, and it is now a great pleasure to me, and, indeed, a privilege, to ask you to accept from them the accompanying silver epergne and illuminated address as a token of their appreciation and esteem in which you are held



by all. I enclose a list of the contributors, which clearly proves that your labours and your gratuitous and able services in the interest of the trade have been greatly appreciated. I only approached the leading and influential manufacturers, but the result, as you will observe, has been so satisfactory and pleasing that I am rather sorry I did not make the matter more universally known by applying to every manufacturer in the tobacco trade. With kind regards, and hoping you have now fully recovered from your indisposition, and will live many more years to be of service to the tobacco trade,

"I am,

"Yours faithfully,

"ED. LUSBY."

"London,  
Nov. 12th, 1902.

"Dear Mr. Lusby,—When I received your courteous letter of the 18th September, in which you so kindly congratulated me upon the manner in which I discharged the duties of chairman at the dinner of the Association, I appreciated your good feelings, knowing how strong a supporter of the wholesale and retail trade you have always been, but I then had no idea that you and so many other manufacturers contemplated evidencing their appreciation by presenting me with a testimonial and handsome silver epergne.

"I feel, therefore, the more agreeably surprised at the liberal gift, which I shall always value, and for which I ask you to accept my most sincere thanks.

"From the list you have kindly sent me I notice that out of twenty leading tobacco manufacturers as many as sixteen responded so liberally, and I can only feel deeply grateful that my humble efforts have been recognised and appreciated.



"I venture here to express the view that if it is a grand thing that Britons and Americans can go hand in hand together to capture the tobacco trade of the world, it is equally gratifying to tobacconists to know that they are strongly supported by those manufacturers at home whose ambition does not carry them beyond the limits of studying and satisfying the British trade around them.

"I shall take an early opportunity of thanking the donors individually for their handsome present.

"To you, as the mouthpiece of the manufacturers, I am particularly indebted, and will ever remember the kind feelings which prompted you in initiating the fund. With best wishes,

"Yours sincerely,

"GEORGE FRAENKEL."



# COPE'S "COURTS"

COPE BROTHERS & CO., Ltd. have recently obtained against a Nottingham firm of Cigar Makers and a London firm of Importers PERPETUAL INJUNCTIONS restraining the Defendants from selling Cigars or Cheroots not manufactured by Cope Bros. & Co., Ltd. in any wrappers, or labels, or in any form being an imitation or only colourably differing from the Registered Trade Mark, No. 95,733 in Class 45 of Cope Bros. & Co., Ltd.

NOTICE IS HEREBY GIVEN that legal proceedings will be taken against any person infringing the Trade Mark of COPE BROTHERS & Co., Ltd., shown below.

COPE BROTHERS & CO., Ltd.

LORD NELSON ST., LIVERPOOL, AND  
GREAT EASTERN ST., LONDON.





# MR. LUSBY AND HIS NEW SCHEME.

## A BOLD BID FOR BUSINESS.

**M**

R. EDWARD JOHN LUSBY, whose photograph we reproduce, comes from an old Yorkshire family, whose tree can be traced back to the fifteenth century. His father was the well-known Captain Edward Charles Lusby, who discovered the Lusby Channel, and was some years employed cruising after Chinese pirates, and was the first man to open out Bangkok as a free port. He was accidentally shot in 1874, when quite a young man, just over forty. Mr. Lusby was born in St. Heliers, Jersey, on November 28th, 1866; he is therefore just thirty-eight—and unmarried. He left the Jersey Jesuit Brothers' School in 1881, and came straight to London and entered into the tobacco trade. In 1889 he started the London business of Messrs. T. P. & R. Goodbody, and was their sole agent for some ten years. A few years later he started manufacturing cigars, and also invented Pinoza—namely, patented the treatment of pine oil with tobacco for throat and lung complaint; and to-day many leading men continue to smoke and recommend Pinoza as being most beneficial for throat and pulmonary troubles.

In 1898 Mr. Lusby converted his cigar factory and Pinoza businesses into Lusby (Limited), and relinquished the London agency of Messrs. Goodbody, since which time he has made rapid strides in manufacturing other people's brands, and to-day customers all over Great Britain and Ireland can testify to his skill and taste in the getting up of their most successful lines in cigars and cigarettes. His latest idea is the present scheme referring to "Lerna" and Free Tobacconist Factory goods. Although a very busy man, putting in some ten hours daily at the Minorities factory, yet he finds time for matters outside his business. He belongs to the Guildhall School of Music (having been a pupil of Professor Austin), is organist of a Masonic Lodge, is a clever reciter (having composed some comic sketches of no mean order), is a member of the Jersey Society in London (of which Sir Francis Jeune is president), and he can be seen at most of the leading West-end and City functions. The subject of our sketch is a kind-hearted gentleman, and many tobacconists can point to their success through his kindly help and assistance rendered them in time of need.

Mr. Lusby has always been a man of big ideas. He knows the value of "booming" his schemes, and understands that it is useless to expect success, even if you

have the best goods obtainable, unless you not only let the public know the fact but keep continually impressing it upon them. Acting on this principle he expended large sums in advertising the now universally known Empire's Might cigars, and is now reaping a steady reward for his pluck. Mr. Lusby is, however, above all things an opportunist; he realises at once any new avenue for trade, and having realised that a chance is within his grasp, goes for it "bald-headed." His latest scheme is one of the biggest he has ever tackled, and requires an amount of energy, perseverance, and capital which would make many a man shrink. For many months past the retail trade has been crying aloud for a living profit of not less than 20 per cent. on tobaccos and 25 per cent. on cigarettes. The Imperial has not yet replied to these demands, but meanwhile Mr. Lusby's active brain has been at work, and he now comes forward prepared to supply tobaccos, cigarettes, and cigars on these terms, and, indeed, in many instances on better terms.

Further details will be found in an advertising page, and all retailers should write for the new price list and full particulars. We can only say here that Mr. Lusby has started a special box factory, and is turning out some of the most artistic boxes we have yet seen. There are no less than ten blends of cigarettes put up in different coloured boxes, and the higher priced articles are packed in leatherette padded boxes enclosed "in tins." The cigars are put up in polished boxes, and the labels are really admirable specimens of printing. Altogether the goods present a highly attractive appearance, and will greatly brighten up the shop of the customer. The small man is specially considered, and for a really unimportant expenditure can have a very handsome counter case containing 1,000 assorted cigarettes, 600 in tins and 400 in twenties. Those



MR. EDWARD JOHN LUSBY.

who may prefer their own brands as before can have them, but of course they will not get all the advantages of the new scheme, which, owing to the immense number of boxes manufactured, enables the firm to give unique value. No name will appear on the boxes, except that of The Free Tobacco Factory. The utmost care will be taken to prevent "cutting," and delinquents will have their supplies stopped as soon as they are found to transgress. This scheme is one of the most comprehensive ever put before the trade, and a large sum is being spent to advertise it. Messrs. Lusby should find a ready response to their courageous effort.



# SINGLETON & COLE, Ltd.,

**B**EG to inform their clients and friends in the Trade that ALL POPULAR BRANDS AND MAKES OF TOBACCOS, CIGARS, AND CIGARETTES are supplied in

## MIXED PARCELS,

and sold at the lowest possible prices existing at the time of purchase. We also give our customers the benefit of all the recent changes in prices.

### In Times like the Present

our unique system of Mixed Parcels is simply invaluable to the Trade.

*SEE OUR LATEST TERMS AND DISCOUNTS.*

We possess many advantages, being Tobacco, Cigar, and Cigarette Manufacturers, also large direct Importers of Cigars, &c., and every class of Pipes, Cases, and Tobacconists' Fancy Goods, &c., &c., and these advantages we always share with our customers.

Our System for years has given to Tobacconists the

**Maximum of Profit <sup>with</sup> the <sup>the</sup> Minimum Trouble.**

We respectfully solicit Trade inquiries for

**SPECIAL BRANDS, &c., &c.,**

and you may always rely upon getting all goods at

**ROCK BOTTOM PRICES.**

.....  
ALL ADDRESS NECESSARY—

**SINGLETON & COLE,**  
**BIRMINGHAM.** Ltd.

Branch Distributing Depots: LEEDS, WOLVERHAMPTON, WALSALL & SHREWSBURY.



# Important Manifesto of the Alliance.

THE United Kingdom Tobacco Dealers' Alliance has just issued the following manifesto to the Trade:—

## REORGANISATION OF EXECUTIVE.—FUTURE POLICY.— MANIFESTO OF GOVERNING COMMITTEE.

Dear Sir,—Recent developments, and the determined efforts of combines and trusts to absorb the retail trade, have rendered it necessary that all our available resources of organisation should be utilised and combined to form one great organisation, having the central and working executive in London. With that object we have transferred the headquarters to the metropolis, and appointed the London members of our committee the working executive—responsible to the whole committee. We have also formulated a policy which we think will unite the whole of the trade and ensure the hearty and vigorous co-operation of the numerous branches of the Alliance and of the various associations throughout Great Britain and Ireland.

### FUTURE POLICY.

That the policy shall be purely protective, and that the Alliance shall not as an organisation be engaged in any manufacturing or trading schemes.

That the policy shall be:—

Firstly.—To secure for retailers throughout the United Kingdom, by minimum schedules, which can be enforced, a profit of not less than 20 per cent. on proprietary tobaccos and 25 per cent. on proprietary cigarettes, such selling prices not to be marked on the article by the manufacturer to preclude a higher percentage of profit being obtained where possible or desirable. The only exception to this rule is packet tobaccos sold at 3d. per ounce, which, until there is some readjustment of the duty, or of the degree of moisture, we are endeavouring to have scheduled at about 16 per cent. minimum.

Secondly.—To deal with other proprietary goods as occasion may arise.

Thirdly.—To protect members from any tyrannical action of combines or trusts.

Fourthly.—In any future readjustment of the tobacco duties to endeavour to obtain from the Chancellor of the Exchequer some consideration for the trade.

The following revised rules have also been adopted, which we believe will be advantageous to members and to the manufacturers who support us:—

That the secretary shall supply the various branches of the Alliance with a list of the manufacturers who protect their proprietary goods with the desired minimum schedules of 20 and 25 per cent.

That the members undertake to support as much as possible the manufacturers who protect their proprietary articles with the desired minimum schedules.

The secretary shall supply the various branches with a list of traders in tobacco, cigars, cigarettes, and fancy goods who are willing to supply members of the Alliance at preferential rates on the production of their ticket of membership.

We also recognise the value of the average retailers being well represented on the Governing Committee, as the terms and conditions of trading which suit them will suit the owners of several shops as well as the smallest retailers; and in inducing Mr. Henry Ramill to undertake the duties of Hon. Secretary (*pro tem.*) we are providing a guarantee that such interests will not be overlooked.

With regard to the policy adopted—it is neither ambitious nor Utopian, but it is practicable, and certain of attainment if backed by anything like a following of retailers. It is one that will not only benefit London and the large provincial cities, but also the retailers in the smallest town or village—in fact, all who handle proprietary goods. It has been endorsed by large meetings of the trade in London and the provinces, and is being adopted by many manufacturers and supported by the trade journals. It is a policy which does not clash with wholesale and distributing associations or firms in London and the provinces, neither does it prevent any group of members adopting co-operative or any other form of trading, but not in connection with the Alliance, which is simply a protective organisation, and on no other basis can a great organisation embracing the whole of the United Kingdom and Ireland be worked with success.

We consider a powerful organisation of the trade, based on protective principles, more likely to attain our objects than any manufacturing schemes which would require large contributions from the members, and might benefit the few who had the engineering of such schemes, but not the trade in general.

Many of us have spent time and money in bringing the organisation to its present stage, and, notwithstanding the difficulties with which the pioneers of such movements have to contend, we are not dissatisfied with the results.

We can claim to have laid the foundation of a representative organisation unique in the history of the trade, with branches in the principal towns of the United Kingdom and Ireland, and of formulating a policy which has the unanimous support of the representatives of the various branches and associations of London and the provinces. It now rests with the trade to complete the work, and we earnestly appeal to every retailer, if not in his own interest in the interest of the trade to which he belongs, to at once send in his name to be enrolled as a member. We also appeal to the various branches and associations throughout the country to make a special effort during the next two or three weeks to increase their number. If every member endeavoured to secure another we should make substantial progress. We may also reasonably invite manufacturers and travellers to encourage retailers to join the associations, as the only barrier to designs of combines and trusts, now or in the future, on any section of the trade is a powerful combination of retailers

Yours faithfully,

|                                                               |                                         |
|---------------------------------------------------------------|-----------------------------------------|
| J. F. Duncan (Hon. President),<br>Glasgow.                    | D. Y. Morris, Edinburgh.                |
| F. Hopkinson, Bradford.                                       | P. Watters, Stockport.                  |
| H. G. Hey, Halifax.                                           | W. Liddell, Lancaster.                  |
| D. Herbertson, Newcastle-on-Tyne.                             | J. J. Sorahan, Belfast.                 |
| J. Ashton, Stoke-on-Trent.                                    | A. H. Kapp, Dublin.                     |
| H. Ramill (Hon. Secretary <i>pro tem.</i> ),<br>North London. | T. Glover, Chester.                     |
| W. Roe (Hon. Treasurer), North<br>London.                     | George Carter, Leeds.                   |
| E. S. Boutil (Chairman), South<br>London.                     | W. Donaldson, Aberdeen.                 |
| G. T. Bodey, Central London.                                  | R. W. Bailey, Nottingham.               |
| E. H. Wade, Huddersfield.                                     | T. Bowles, Cardiff.                     |
|                                                               | W. H. Parry (Vice-Chairman),<br>Bootle. |
|                                                               | J. Houghton, Bolton.                    |
|                                                               | G. H. Kempin, Leicester.                |

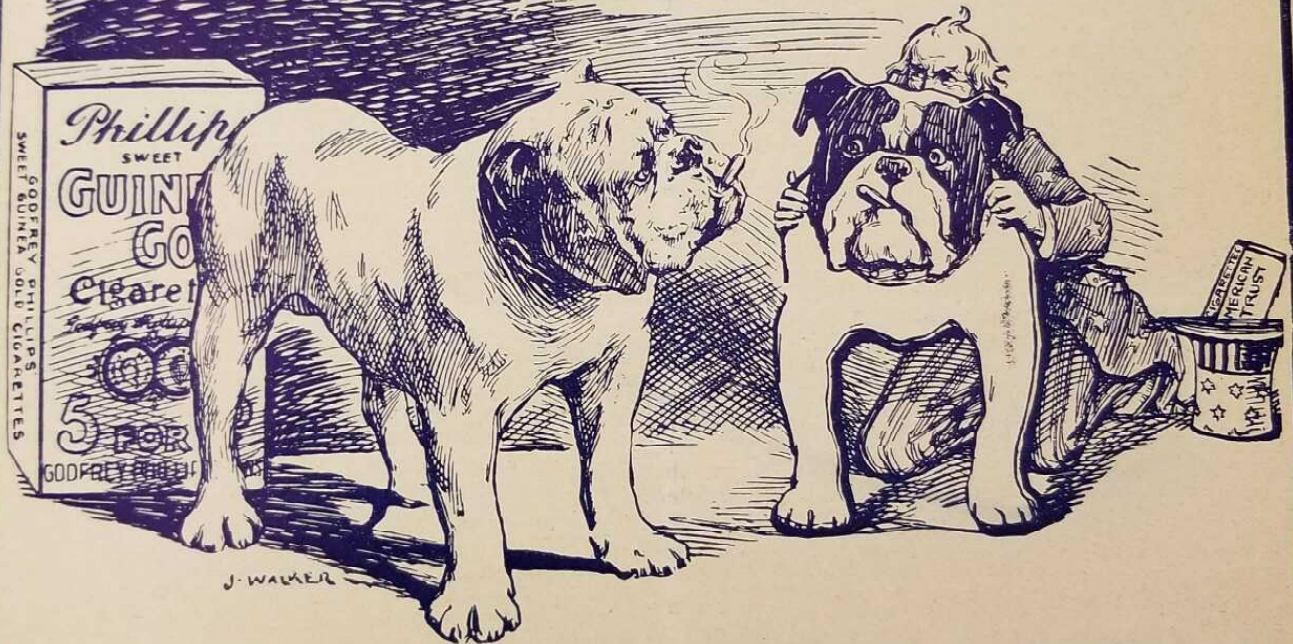
Subscriptions and names for enrolment should be sent to one of the branch secretaries or to the hon. secretary, Mr. Henry Ramill, 89, Junction Road, Holloway, N. The subscription (2s. 6d.) holds good till January 1st, 1904.



"WAKE UP, ENGLAND!"  
The Prince of Wales  
at the Guildhall.

The Real English Bulldog,

# NOT THE SHAM



**5 A 1<sup>d.</sup>** The Real Godfrey Phillips'  
**GUINEA GOLDS,**  
 Not the Foreign Imitations.



## The Imperial Tobacco Company's New Bonus Scheme.

THE following are the conditions of the Imperial Tobacco Company's scheme:—

To the Imperial Tobacco Company (of Great Britain and Ireland), Limited.

I, the undersigned, hereby request you to admit me to the benefit of your customers' bonus scheme, and in consideration of your so doing I will, during the continuance of the subjoined agreement, stock your goods and display them prominently and effectively in my windows and elsewhere in my premises, and will display your show cards and other advertising matter received from you in my windows and inside and outside my premises, so far as the nature of my business permits, and will make all proper and reasonable efforts to extend the sale of your goods, and to promote your interests, and will conform in every respect to your prices and terms (so far as applicable to my purchases) as set forth in your wholesale and retail schedules respectively, and in your conditions of sale or otherwise, from time to time in force, and I will not knowingly sell or supply directly or indirectly goods bought from you to any person, firm, or company who does not conform in every respect to your said prices and terms, nor to any person, firm, or company after receiving notice or information that you have refused to supply your goods to such person, firm, or company. I will continue and perform the foregoing stipulations until you or I shall by notice in writing determine this agreement, and I will from time to time, if required by you, declare that I have performed the said stipulations as a condition of my receiving any payment of bonus.

The certificate of your auditors upon all questions necessary for ascertaining the bonus payable to me is to be accepted as final.

Dated this .....day of.....1902.

Customer's usual signature.....  
Trading style .....  
Business address .....  
Address of branch or branches (if any).....

To the above-named .....

In pursuance of the foregoing request and for the considerations therein set forth, we, the Imperial Tobacco Company (of Great Britain and Ireland), Limited, hereby admit you to participate in our customers' bonus scheme as herein set forth, upon condition of your observing all the stipulations on your part set forth in the said request, and during the continuance of this agreement forthwith after the declaration of a dividend upon our ordinary shares (whether preferred or deferred) we will cause our auditors to certify as accurately as may be practicable what proportion of the amount required for such dividend has arisen from net profits on our sales within the United Kingdom, and forthwith after receiving each such certificate we will set apart a sum equal to one-fifth of the said proportion, and will cause our auditors to certify what percentage the sum so set apart will provide upon all our sales (less goods returned) of bonus-bearing goods—that is to say, goods so described or referred to in our schedules or price lists from time to time in force, during the period in respect whereof the dividend shall have been declared, and within six months after the payment of such dividend we will pay to you the rectified percentage upon all bonus-bearing goods bought by you from us (and not returned) during the same period. But if at any time we shall be of opinion that you have failed to perform any stipulation on your part contained in the said request, then we may by notice in writing to you, wholly or partially annul your partici-

pation in the benefits of the said bonus scheme, and in such case you will wholly or partially (as the case may be) lose your right or interest in the bonus whether accrued or accruing, and subject as aforesaid this agreement with you shall continue in force until you or we shall by notice in writing determine it.

The first period commenced on the 1st November, 1902.

Dated this .....day of....., 1902.  
For the Imperial Tobacco Company (of Great Britain and Ireland), Limited,

Secretary.

### MEETING OF THE TRADE IN LONDON.

WE have given a brief outline of the proceedings at the above meeting, held at Anderton's Hotel on Dec. 5th, in our Editorial, but we reprint an account from *The Morning Advertiser* which should prove of interest:— Having very nearly obtained a monopoly of the market, the Imperial Tobacco Company are now proceeding, it is averred, to put pressure on retail dealers in London and the country not only to sell their goods at a narrow margin of profit (which they wish to dictate), but also to display show cards and other advertising matter both inside and outside their shops. The company is inducing the retailers to sign an agreement to this effect, and in return they offer them a bonus on the sale of certain tobaccos. The bonus, however, will only be reckoned after the payment of dividends on the shares and on condition that stipulations contained in the agreement are faithfully carried out. This action of the Imperial Tobacco Company has been strongly resented by the retail tobaccoists of London, who not unnaturally chafe under the exceedingly small profit at which they are forced to sell the tobaccos manufactured by this giant combination. Further, they are disinclined to sell themselves, body and soul, to a band of dictatorial monopolists, preferring rather to carry on their business unfettered by irksome restrictions.

This was the tone adopted by a meeting of the London Combined Associations over which Mr. F. T. Bouttall presided at Anderton's Hotel on December 5th. Amid the encouraging cheers of the company, he declared "Retailers don't want a bonus. We only want a fair profit." With a view to showing how remote was the possibility of a bonus, he referred to a locality in which the company had five shops, four of them being within a radius of fifty yards. The combined rents of these shops was £900 a year, and the fittings cost £4,000. "That," he said, "having regard to the narrow margin of profit, is a very bad look out for a bonus." As a means of opposing the grasping proposals of the company, he urged his fellow-tradesmen to support those manufacturers who were outside this combine, the brains of which he declared to be with the people who established shops under the name of Salmon & Gluckstein.

An even stronger speech was that made by Mr. H. Ramill, the secretary, who told the meeting that during the last few months schemes had been hatched which, but for the activity of the Association, would have wiped out the individual tobacco retailer. The agreement meant that after a dividend had been declared retailers would receive 5 per cent. profit on proprietary goods. The object of the Imperial Tobacco Company was to squeeze out the independent tobacco manufacturers, but he asked retailers to stick to those manufacturers who had always made it possible for them to get a fair working profit.

Mr. Taylor, with a warmth that betokened a bitter opposition to the methods of the Imperial Tobacco Company, then made some observations concerning the absorption of the American Tobacco Trust. He declared that the tactics of the Americans, which were said to be so distasteful to the British dealers, were now being adopted by the Imperial Tobacco Company. Because certain



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 MANUFACTURERS:—

**R. I. DEXTER & SONS, LTD.,**  
NOTTINGHAM.



independent manufacturers refused to go into their combine, they were now selling "Irish roll" under cost price. "If you sign the agreement," he added, "you will be buying a 'pig in a poke,' for there is nothing in it to prevent the company planting a shop next to yours, whether you are carrying out your contract to the letter or not. I beg you not to become slaves to a soulless corporation, but to give your support to the outside manufacturers."

It was intimated that on this question of profit the Imperial Tobacco Company declined to receive a deputation from the retail traders. A resolution was unanimously passed regretting that the company would not concede their customers 20 and 25 per cent. profit on goods named in their schedules, and also give a guarantee that they would not open any more shops. Further, the retailers resolved to maintain their position by refusing to sign the agreement and to refrain from pushing any proprietary goods which did not carry a fair percentage of profit. It was also resolved to send out this resolution to the trade, and to invite the outside manufacturers to a conference on the subject.

## SOME LEADING LINES.

**GOLDEN CLOUD CIGARETTES.**—Messrs. Cope Bros. & Co. have forwarded us samples of the above. The firm give nothing away with their goods, and rely entirely on their quality. The cigarettes are handsomely boxed, and sold at 3d. for 12 good-sized pieces. We find them excellent smoking, with a pleasant characteristic flavour, and a careful examination has shown us that they are quite free from dust and manufactured from Bright Virginia of sound quality. We think they should prove a profitable line, not only for Christmas but for ordinary trade.

**PREMIER NAVY CUT CIGARETTES, OUTPOST MIXTURE, AND ORBIT TOBACCO.**—Samples of these specialities have been sent us by Messrs. Taddy and Co. The cigarettes, which are having a large sale, are retailed at 2½d. per packet of 10, also in boxes of 20, 50, and 100, and are, we find, carefully manufactured from a tobacco of very mild and pleasing flavour. Dealers who have not yet tried them should write for samples, when we think they will be convinced that they are a most desirable addition to their stock. Price 10s. per 1,000, less discount. **OUTPOST TOBACCO.**—This new line is suited for the palate of smokers who like rather a mellow flavour. It is retailed in ¼-pound tins, and also in ½, 1, and 2 oz. packets. The tobacco is high-class Virginia, and it smokes cool, and at the price of 4s. 6d. per pound to the trade is really remarkable value. **ORBIT SWEETENED TOBACCO.**—This is a first-rate article for that class of smokers who like a sweetened tobacco. It is well packed in attractive tins, and is most agreeable smoking. Retailers will find that it compares favourably with any similar brand, and any that have not already given it a trial should do so at once.

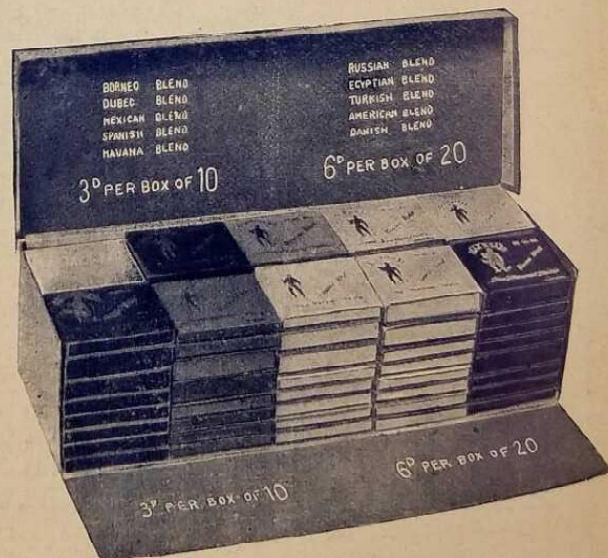
From the JOHN PLAYER & SONS' Branch of the Imperial Tobacco Company we have received samples of the new packing of their well-known Navy Cut Tobaccos: the Mild, Medium, and Tawny are now being packed in ¼ lb. airtight tins, which are put on the market without any increase of price to either the dealer or consumer, but the original flat ¼ lb. boxes will still be continued. A new departure in Medium Navy Cigarettes is the packing of 50's also in airtight tins, in addition to the present card boxes, but in this instance the wholesale price of the cigarettes has been advanced 1s. 6d. per 1,000, and the retail schedule raised to 1s. 1d. per tin of 50. With the old card boxes scheduled at 1s. it remains to be seen

whether the public will pay an extra 2d. per 100 for airtight packing in a general way. The same firm also forward us samples of their new Navy Mixture, medium, which is packed in 1 oz. and 2 oz. foil packets, with an attractive and distinctive label, and from reports to hand we have no doubt that this line will soon be as familiar as some of the older products of the Nottingham House. Navy Mixture Medium is scheduled to retail at 4½d. per oz. and 8½d. per 2 oz., while Castle Mixture, another good line which the firm is pushing, is to be sold at 4d. per oz. and pro rata.

MESSRS. J. & F. BELL, LTD., of Glasgow fame, are good enough to forward samples of two high-class mixtures which should command the attention of the best class of pipe smokers. Under the title of "Pilgrim's Rest" is a mixture of fine old Virginia tobaccos judiciously blended with Perique and Latakia, the result being an exceedingly cool and comforting smoke, which fully warrants the price asked from the consumer, and should satisfy his search after an ideal tobacco. "Porcupine Brand," the other tobacco under notice is also a choice mixture of a high standard of excellence, and had we not have dipped into the Pilgrim's Rest first we should probably have showered all our praise upon the Porcupine. Truth to tell, however, the two brands are far above the average high-priced mixture of the day, as far as quality is concerned, and are evidences of practical knowledge and skilful blending as against the too prevalent straining after public craving for the nauseous and overpowering flavours of certain Oriental tobaccos. Borrowing the advertisement of a well-known commodity in another branch of commerce, we should say that "Pilgrim's Rest" and "Porcupine Brand" are both "grateful and comforting." Both brands are packed in ¼ lb. tins only, and show an excellent margin of profit to the retailer, Pilgrim's Rest being scheduled to retail at 4s. and Porcupine at 2s. 8d. per ¼ lb. tin.

## "LERNA" BLENDS.

Our illustration shows one of Messrs. Lusby & Co.'s counter cartons, containing 60 boxes of 10's and 40 boxes of 20's of 10 sorts of blends of cigarettes in two distinct colours. The cigarettes are to sell at 3d. and 6d. per box,



and are invoiced at retail prices, less 25 per cent. discount. Full particulars of Messrs. Lusby's new scheme will be found elsewhere, and retailers should write for price list at once, as already the firm are inundated with orders.



NAT. TEL. N° 539.

TELEGRAMS VALERIO LEICESTER



WHOLESALE OF

**GOODMAN & HARRIS**  
LEICESTER



# THE TOBACCO MARKETS.

Messrs. PRINGLE BROS., of 102, Fenchurch Street, London, E.C., report as follows under date of December 1st, 1902:—

The business in NORTH AMERICAN TOBACCO has not been on a large scale, DARK VIRGINIA and WESTERN STRIPS being mostly in demand.

The November Imports were:—2,064 Hhds.; Deliveries 1,268 Hhds.; the present Stock being 36,540 Hhds., against 37,479 Hhds. in 1901; 38,334 Hhds. in 1900; 29,408 Hhds. in 1899; 25,963 Hhds. in 1898; 25,231 Hhds. in 1897, and 24,047 Hhds. in 1896.

VIRGINIA LEAF AND STRIPS.—Some sales in the dark grades of the latter were made.

WESTERN LEAF AND STRIPS.—Little doing in the former. The latter were inquired for, especially in the lower grades.

OHIO.—Few inquiries.

CHINA.—But little doing.

JAPAN.—Quiet.

TURKEY.—Not much doing. JAVA.—Some good parcels on offer.

DUTCH.—In usual demand.

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

|                                                                                               | Per lb.      |
|-----------------------------------------------------------------------------------------------|--------------|
| Virginia Leaf, common, middling and semi-bright color, and good to fine                       | 4d. @ 7d.    |
| Strips, common, middling and semi-bright color, and good to fine                              | 6½d. ,, 1/3  |
| Kentucky Leaf, common, middling good and fine                                                 | 5d. ,, 8d.   |
| Strips, common, middling good and fine                                                        | 8d. ,, 1/3   |
| Maryland and Ohio                                                                             | 3½d. ,, 5½d. |
| Negrohead and Cavendish—common and heated, middling to good, fine, bright and soft pressed... | 7½d. ,, 9½d. |
| Columbian                                                                                     | 4½d. ,, 7½d. |
| Java                                                                                          | 8d. ,, 11d.  |
| Turkey                                                                                        | 4½d. ,, 7d.  |
| Japan                                                                                         | 7d. ,, 5/-   |
| China                                                                                         | 3d. nom.     |
| Sumatra                                                                                       | 3d. @ 5d.    |
| Latakia                                                                                       | 4d. ,, 1/4   |
| Paraguay                                                                                      | 5d. ,, 4/-   |
| Greek                                                                                         | 8d. ,, 5/-   |
| German and Dutch                                                                              | 5d. ,, 2/-   |
| Manilla                                                                                       | 7d. ,, 10d.  |
| Havana                                                                                        | 1/3 ,, 40/-  |
| Yara and Cuba                                                                                 | 2/- ,, 3/-   |
| Esmeralda                                                                                     |              |
| Cigars                                                                                        |              |
| Cherokees and Cigars, Manilla                                                                 |              |

## BOARD OF TRADE RETURNS, month ended 31st October.

| TOBACCO.                            | 1900.      | 1901.      | 1902.      |
|-------------------------------------|------------|------------|------------|
|                                     | lbs.       | lbs.       | lbs.       |
| Unmanufactured (from U.S.A.)        | —          | —          | 10,742,600 |
| Stemmed (,, other Countries)        | —          | —          | 225,235    |
| Total Imports                       | —          | —          | 10,967,835 |
| ,, Home Consumption                 | —          | —          | 5,450,658  |
| Unmanufactured (from U.S.A.)        | —          | —          | 3,190,395  |
| Unstemmed (,, other Countries)      | —          | —          | 978,531    |
| Total Imports                       | —          | —          | 4,168,926  |
| ,, Home Consumption                 | —          | —          | 1,607,514  |
| Total (from U.S.A.)                 | 9,311,899  | 10,300,994 | 13,932,995 |
| Unmanufactured (,, other Countries) | 823,453    | 740,263    | 1,203,766  |
| TOTAL IMPORTS                       | 10,135,352 | 11,047,257 | 15,136,761 |
| ,, HOME CONSUMPTION                 | 6,849,313  | 6,726,299  | 7,058,172  |

## BOARD OF TRADE RETURNS, ten months ended 31st October.

| TOBACCO.                            | 1900.      | 1901.      | 1902.       |
|-------------------------------------|------------|------------|-------------|
|                                     | lbs.       | lbs.       | lbs.        |
| Unmanufactured (from U.S.A.)        | —          | —          | 81,310,335  |
| Stemmed (,, other Countries)        | —          | —          | 2,280,849   |
| Total Imports                       | —          | —          | 83,591,184  |
| ,, Home Consumption                 | —          | —          | 52,977,252  |
| Unmanufactured (from U.S.A.)        | —          | —          | 15,516,132  |
| Unstemmed (,, other Countries)      | —          | —          | 6,527,853   |
| Total Imports                       | —          | —          | 22,043,985  |
| ,, Home Consumption                 | —          | —          | 13,599,415  |
| Total (from U.S.A.)                 | 75,918,803 | 66,335,408 | 96,826,467  |
| Unmanufactured (,, other Countries) | 7,953,757  | 6,230,196  | 8,808,702   |
| TOTAL IMPORTS                       | 83,872,560 | 72,565,604 | 105,635,169 |
| ,, HOME CONSUMPTION                 | 63,874,575 | 63,993,634 | 66,486,667  |

## BONDED WAREHOUSE ACCOUNT, month ended 31st October.

|                        | 1900.       | 1901.       | 1902.       |
|------------------------|-------------|-------------|-------------|
|                        | lbs.        | lbs.        | lbs.        |
| Tobacco Unmanufactured | 178,627,000 | 172,949,000 | 199,323,000 |
| Manufactured and Snuff | 2,151,000   | 1,853,000   | 2,588,000   |

THE FOLLOWING TABLE SHOWS THE IMPORTS, DELIVERIES, AND STOCKS FOR NOVEMBER, 1902:—

|                                             | Virginia Stemmed. | Virginia Unstemmed. | Kentucky Stemmed. | Kentucky Unstemmed. | Maryland and Ohio. | Negrohead and Cavendish. | German and Dutch. | Havana, Cuba, and Yara. | Java. | Paraguay. | Columbian. | Turkey. | Greek. | Manilla. | East India. | China. | Japan. | Florida. | Algerian. | Porco Rico. | Latakia. | Havana Cigars. | St. Domingo. | Various and South American. | Esmeralda. | Brazil. | Manilla Cigars. | other sorts. |
|---------------------------------------------|-------------------|---------------------|-------------------|---------------------|--------------------|--------------------------|-------------------|-------------------------|-------|-----------|------------|---------|--------|----------|-------------|--------|--------|----------|-----------|-------------|----------|----------------|--------------|-----------------------------|------------|---------|-----------------|--------------|
| Stock, 25th October, 1902                   | 11980             | 3636                | 19452             | 316                 | 60                 | 1404                     | 2468              | 2721                    | 19377 | 698       | 493        | 13963   | 1964   | 217      | 64798       | 2273   | 5356   | —        | —         | 3965        | 1918     | 267            | 2199         | 112                         | 211        | 2533    | 3547            |              |
| Landed since                                | 763               | 920                 | 372               | 2                   | 7                  | 146                      | 54                | 58                      | 1694  | —         | 15         | 329     | 90     | 2        | 10          | 90     | 160    | 441      | —         | —           | 555      | 602            | —            | 11                          | 4          | 20      | 183             | 238          |
| Total Stock                                 | 12743             | 4556                | 19824             | 318                 | 67                 | 1550                     | 2522              | 2779                    | 21071 | 698       | 418        | 14292   | 2054   | 219      | 164798      | 2433   | 5797   | —        | —         | 4520        | 2320     | 267            | 2210         | 116                         | 215        | 2716    | 3785            |              |
| Exported                                    | —                 | 1                   | 14                | —                   | —                  | 174                      | —                 | 1                       | 33    | —         | —          | 349     | 10     | 2        | —           | 10     | —      | —        | —         | —           | 3        | 26             | —            | —                           | —          | —       | 18              | 12           |
| Bonded                                      | 174               | 109                 | 114               | 6                   | 2                  | 39                       | 15                | 5                       | 115   | 8         | —          | 230     | 37     | 1        | —           | 61     | 95     | 66       | —         | —           | 15       | 34             | 1            | 3                           | —          | 1       | 27              | 20           |
| Duty Paid                                   | 325               | 63                  | 453               | 2                   | 5                  | 6                        | 110               | 103                     | 849   | 24        | 1          | 640     | 54     | 4        | —           | 83     | 96     | 573      | —         | —           | 125      | 678            | —            | 30                          | 14         | 24      | 102             | 162          |
| Deliveries                                  | 499               | 173                 | 581               | 8                   | 7                  | 219                      | 134               | 109                     | 997   | 32        | 1          | 1216    | 101    | 7        | —           | 154    | 191    | 644      | —         | —           | 143      | 738            | 1            | 33                          | 14         | 25      | 147             | 194          |
| 1902                                        | 12241             | 4683                | 19243             | 310                 | 60                 | 1331                     | 2388              | 2670                    | 20074 | 666       | 417        | 13976   | 1953   | 212      | 164644      | 2240   | 5133   | —        | —         | 4377        | 1782     | 266            | 2177         | 102                         | 206        | 2560    | 3561            |              |
| 1901                                        | 15525             | 6303                | 14392             | 1202                | 57                 | 1124                     | 1967              | 2649                    | 19147 | 228       | 385        | 14696   | 1947   | 238      | 385         | 4483   | 536    | 3391     | —         | —           | 1229     | 1126           | 265          | 1430                        | 149        | 197     | 1754            | 2748         |
| 1900                                        | 16344             | 5802                | 14765             | 1277                | 146                | 1610                     | 1853              | 1783                    | 20193 | 66        | 421        | 14276   | 906    | 331      | 398         | 5718   | 1781   | 6712     | —         | —           | 1623     | 1025           | 265          | 1715                        | 687        | 5       | 1070            | 2880         |
| 1899                                        | 12820             | 6490                | 8566              | 1235                | 287                | 1402                     | 2863              | 1182                    | 19025 | 169       | 436        | 13794   | 1320   | 286      | 297         | 3636   | 3825   | 5257     | —         | —           | 2162     | 1352           | 265          | 1706                        | 438        | 12      | 1181            | 2895         |
| 1898                                        | 9930              | 6824                | 7664              | 1190                | 349                | 1891                     | 2767              | 1332                    | 17365 | 335       | 556        | 12320   | 1706   | 397      | 396         | 3577   | 8016   | 5394     | —         | —           | 62652    | 473            | 263          | 1599                        | 432        | 127     | 1880            | 2478         |
| Imports from Jan. 1st to Nov. 24th, 1902    | 5180              | 2930                | 7688              | 43                  | 18                 | 3815                     | 851               | 1055                    | 10961 | 698       | 38         | 7969    | 1635   | 30       | 10          | 1775   | 2995   | 6151     | —         | —           | 4137     | 6668           | 3            | 1076                        | 111        | 339     | 2410            | 2879         |
| " " " " 1901                                | 6759              | 2172                | 5398              | 139                 | 34                 | 5433                     | 816               | 1459                    | 10389 | 213       | 25         | 24577   | 752    | 3        | 1           | 493    | 680    | 3857     | —         | —           | 883      | 6015           | —            | 322                         | 2          | 541     | 2823            | 2361         |
| Increase 1902                               | —                 | 758                 | 2290              | —                   | —                  | 35                       | —                 | 572                     | 485   | 13        | —          | 883     | 27     | 0        | 1282        | 2306   | 294    | —        | —         | —           | 653      | 3              | 754          | 109                         | —          | —       | —               | 513          |
| Decrease " " " " " "                        | 1579              | —                   | —                 | 81                  | 16                 | 1618                     | —                 | 494                     | —     | —         | —          | 16608   | —      | —        | —           | —      | —      | —        | —         | —           | 746      | —              | —            | —                           | —          | 202     | 413             | —            |
| Deliveries from Jan. 1st to Nov. 24th, 1902 | 7644              | 2310                | 5784              | 106                 | 92                 | 3853                     | 1543              | 1048                    | 10069 | 394       | 6          | 10643   | 776    | 53       | 8           | 1582   | 1286   | 6359     | —         | —           | 868      | 5862           | 2            | 412                         | 140        | 293     | 1626            | 2087         |
| " " " " 1901                                | 6515              | 2054                | 5533              | 198                 | 107                | 5953                     | 1787              | 795                     | 11134 | 47        | 61         | 8327    | 513    | 94       | 9           | 1555   | 1780   | 7088     | —         | —           | 1140     | 5874           | —            | 491                         | 516        | 364     | 2166            | 2391         |
| Increase 1902                               | 1129              | 256                 | 251               | —                   | —                  | —                        | —                 | 250                     | —     | —         | —          | 347     | —      | —        | —           | —      | —      | —        | —         | —           | —        | —              | —            | —                           | —          | —       | —               | —            |
| Decrease " " " " " "                        | —                 | —                   | —                 | 92                  | 15                 | 2100                     | 244               | —                       | 1065  | —         | 55         | —       | —      | 41       | 1           | —      | 494    | 729      | —         | —           | 272      | 12             | —            | 82                          | 376        | 71      | 540             | 394          |

Entries have been received for — Hhds., — Cases, — Bales Tobacco, — Packages Manufactured Tobacco, and — Cases Cigars and Cigarettes.



# THE FLOR DE MUNSHEE

(CIGARS and WHIFFS).

## The Perfection of Mild Indian Cigars.

\*\*\*\*\*

SOLE AGENTS—

### JOHN CARIDI & CO.,

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

Telegraphic Address: "DRASTIC," LONDON.

Telephone: 477 Avenue.

### RESULT OF NOVEMBER COMPETITION.

The Winner of last month's competition, in which the word "tobaccos" was mis-spelt on page 386, was—

Miss D. Davies, 140, King Street, Hammersmith, S.W.,

to whom a parcel of Messrs. R. Lloyd & Co.'s Goods to the value of 20/- has been forwarded.

## Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY JANUARY 6th, 1903.

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, 1903.

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

The Editor's decision is final.

#### CUT OUT AND FORWARD THIS COUPON

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

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

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

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

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

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

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



# STANDARD LINES.

... FREE TO ADVERTISERS.

|                                                                                                                    |                                                                                                                        |                                                                                                               |                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ANASTASSIADIS</b><br><i>Highest Class Turkish Cigarettes.</i><br>The Tobacconists' Supply<br>Syndicate.         | <b>EXMOOR HUNT</b><br><i>Highest Class Medium Strength Mixture.</i><br>Edwards, Ringer & Bigg, Ltd.,<br>Bristol.       | <b>LA SACERA</b><br><i>Cigars.</i><br>Goodman & Harris,<br>Leicester.                                         | <b>TOBACCONISTS' SUNDRIES</b><br>Adolph Elkin & Co.,<br>London.                                                                                                            |
| <b>ARISTON</b><br><i>Turkish Cigarettes, &amp;c.</i><br>S. Muratti, Sons & Co. Ltd.,<br>Whitworth St., Manchester. | <b>FLOR DE MUNSHÉE</b><br><i>Indian Cigars.</i><br>John Caridi & Co., 5 & 6, Bury<br>Court, St. Mary Axe, London, E.C. | <b>"LERNÄ" BRAND</b><br><i>Cigars, Cigarettes, and Tobaccos.</i><br>Lusby & Co. Ltd.,<br>22, Minorities, E.C. | <b>TURKISH CIGARETTES</b><br>Teofani & Co., London.<br><i>Highest Award at Paris Exhibition, 1900.</i>                                                                     |
| <b>ASTHORE</b><br><i>Cigarettes and Cigars.</i><br>J. H. Custance,<br>Putney, S.W.                                 | <b>FLOR DE SUMATRA</b><br><i>Indian Cigars.</i><br>Jarrett Bros., 70 & 71,<br>Bishopsgate St., London, E.C.            | <b>LLOYD'S TOBACCOS</b><br><i>and Cigarettes.</i><br>R. Lloyd & Sons,<br>London.                              | <b>TWO ROSES</b><br><i>Cigarettes.</i><br>J. Biggs & Son,<br>Commercial St., London.                                                                                       |
| <b>BANDMASTER</b><br><i>Special 10. Packet Line.</i><br>Cohen, Weenen & Co.,<br>52, Commercial Rd., London, E.     | <b>FLOR DE VARZES</b><br><i>Cigars.</i><br>R. I. Dexter, Nottingham.                                                   | <b>MIXED PARCELS</b><br>Tobacconists' Supply Syndicate,<br>London.<br><i>See special advert.</i>              | <b>VAFIADIS</b><br><i>Cigarettes.</i><br>Melbourne, Hart & Co.,<br>19, Basinghall St., London, E.C.                                                                        |
| <b>"CAPITAN GENERAL"</b><br><i>Cigars.</i><br>J. Van Raalte & Co.,<br>80, Fenchurch St., E.C.                      | <b>GAINSBOROUGH</b><br><i>Cigarettes.</i><br>Cohen, Weenen & Co.,<br>52, Commercial Rd., London, E.                    | <b>MONASTERY</b><br><i>Cigarettes.</i><br>Adkin & Sons, London.                                               | <b>VIKING</b><br><i>Tobacco and Cigarettes</i><br>Lambert & Butler Branch of the<br>Imperial Tobacco Co. (of Gt. Britain<br>and Ireland) Ltd., Drury Lane,<br>London, W.C. |
| <b>CARLTON</b><br><i>Tobacco.</i><br>Wm. Clarke & Son,<br>Liverpool.                                               | <b>GENERAL SUPPLIES</b><br>Singleton & Cole, Ltd.,<br>Birmingham.                                                      | <b>MYRTLE GROVE</b><br><i>Tobacco and Cigarettes.</i><br>Taddy & Co.,<br>45, Minorities, London, E.           | <b>WEST INDIAN PLANTERS</b><br>PLANTORES CIGARS IN PACKETS OF 8 EACH.<br>A. Scheuch & Co.,<br>103, Fenchurch St., London, E.C.                                             |
| <b>CHERRY-TIPPED</b><br><i>Cigarettes.</i><br>Jacobi Bros. Ltd.,<br>9 to 11, Wilson St., London.                   | <b>GOLD FLAKE</b><br><i>Cigarettes and Tobacco.</i><br>W. D. & H. O. Wills, Ltd.,<br>London and Bristol.               | <b>NAVY CUT</b><br><i>Tobacco and Cigarettes.</i><br>John Player & Sons, Ltd.,<br>Nottingham.                 | <b>ZEMINDAR</b><br><i>Mild Indian Cigars.</i><br>Jarrett Bros., 70 & 71,<br>Bishopsgate St. Within, London.                                                                |
| <b>CIGARS</b><br>James Steel & Co.,<br>78, Duke St., Liverpool.                                                    | <b>GRAND CUT VIRGINIA</b><br>Godfrey Phillips & Co.,<br>London.                                                        | <b>PALM BRAND</b><br><i>Cigarettes.</i><br>R. Lockyer & Co.,<br>13, Bunhill Row, London, E.C.                 |                                                                                                                                                                            |
| <b>COMMODORE</b><br><i>Cigarettes.</i><br>Adkin & Sons, London.                                                    | <b>KEY WEST</b><br><i>(The Original 2d.)</i><br>R. I. Dexter & Sons, Ltd.,<br>Nottingham.                              | <b>STARRY QUEEN</b><br>R. I. Dexter & Sons, Ltd.,<br>Nottingham.                                              |                                                                                                                                                                            |

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**HIGHEST CLASS MIXTURE**

(Medium Strength).

**“EXMOOR  
HUNT.”**

**EDWARDS, RINGER & BIGG, Ltd.,  
BRISTOL.**

**Aviss Brothers**

RELIABILITY

**COVENTRY.**

OF QUALITY.

THE TWO FINEST LINES OF **2D. CIGARS**

ARE

**GODIVAS and PINKS OF PERFECTION.**

.....  
WE SOLICIT your Orders for Samples.





# 'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

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

# 'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

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



PRICES AND SHOW CARDS ON APPLICATION TO

## LAMBERT & BUTLER

BRANCH OF

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

DRURY LANE, LONDON, W.C.