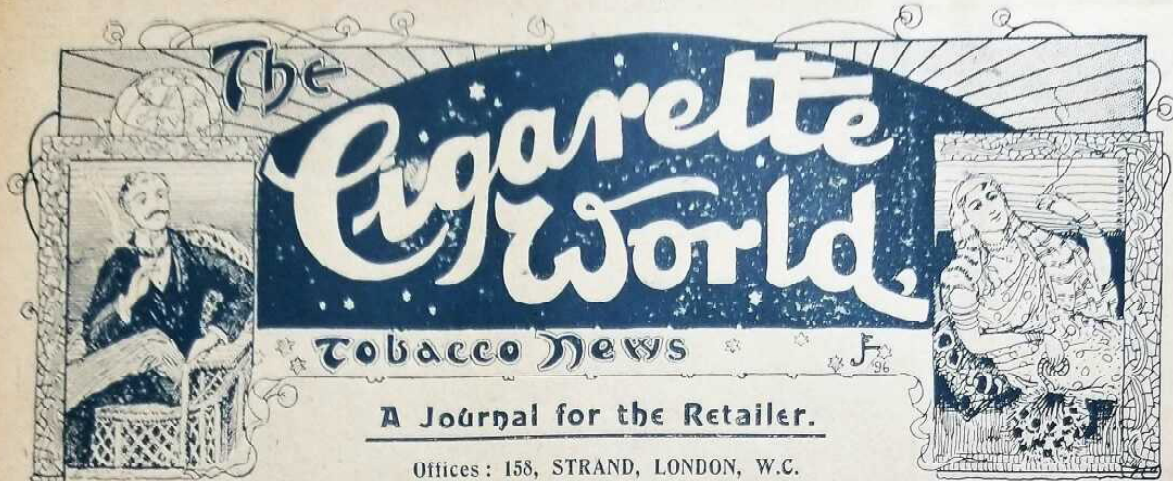


TRUNDLEY & CO.

MAKERS OF THE STAR BRAND OF BRIARS.
SOLE AGENTS FOR
SANDALPHON CIGARS AND CIGARETTES.
IMPORTERS OF
ALL TOBACCONISTS' FANCY GOODS.
87, HOUNDSDITCH, LONDON.



Vol. II. No. 7.

LONDON, FEBRUARY 15th, 1897.

ONE PENNY MONTHLY.
Ann. Sub. 1/6. Post Free.

Notice to Advertising Firms.

THE "CIGARETTE WORLD AND TOBACCO NEWS" APPEALS TO AND IS
SPECIALLY WRITTEN FOR

The Retailer.

"BANDMASTER"

Most Extraordinary 1 D. line of Cigarettes
ever introduced.

MANUFACTURED BY

Cohen Weenen & Co.

24 & 26, HANBURY STREET,

AND

2 & 3, PRINCELET STREET, LONDON.

The Postage on this number of the "Cigarette World" is ONE PENNY.

3d.
PACKETS OF
10



6d.
TINS OF
20



Proprietors—
ADKIN
AND
SONS,



LONDON.

Established 1795.

W. H. LOWRY & CO.,

Cigar & Cigarette Merchants & Importers,
3, BURY COURT, ST. MARY AXE, LONDON, E.C.

SOLE AGENTS FOR

Tr. A. Thalassino's

EGYPTIAN CIGARETTES.

6d. PACKETS OF 10

High Class Goods at Moderate Prices, showing Good Profit.

PHILLIPS

SWEET

QUINEA

GOLD

5

CIGARETTES

10

Guaranteed Pure Virginia.

Sweet, Cool, and Fragrant.

Messrs. F. CHARATAN & CO.,

MANUFACTURERS OF

Meerschaum and Briarwood Pipes

HAVE REMOVED . . .
TO MORE EXTENSIVE PREMISES

146, MINORIES, E.C.

Well-known Manufacturers of Genuine London-made Pipes.

Send for Samples of their remarkable lines of well-finished Silver-mounted Briars at 8/6 and 12/6 (assorted or otherwise). Sample Dozens sent to any part CARRIAGE PAID. Remittance with order. Shapes or Sizes not approved of exchanged.

REPAIRS OF ALL KINDS PROMPTLY EXECUTED.
MOUNTING IN GOLD AND SILVER AT LOWEST
PRICES BY LARGE STAFF OF SKILLED WORKMEN.

NOTE . . .

CHARATAN, 146, MINORIES, E.C.

THE Tobacconist's Handbook,

by E. B. ALEXANDER,

Tobacco Trade Valuer to the Board of Trade.

No retailer or assistant should be without this valuable work, in which information concerning every detail of the trade is to be found. See portion reproduced in "The Cigarette World."

Bound in cloth, 1s. 6d. post paid of the Author, 21, Euston Square, London, N.W.

Notice! Notice! Notice!

WITH A
VIEW OF
MAKING



KNOWN
TO EVERY
TOBACCONIST
IN THE KINGDOM.

Arrangements have been made for the FREE DISTRIBUTION, in both London and the Provinces, of **SPECIMEN COPIES** through the Influential Agency of the following firms—

FRAENKEL BROS., 58, 59, 60 and 60a, Houndsditch, E.C.
LONDON & DISTRICT TOBACCO SUPPLY Co., Ltd., 81, Turnmill St., E.C.
SINGLETON & COLE Ltd., 11 to 16, Cannon Street, Birmingham.
TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon St., London, E.C.
WHOLESALE TOBACCO SUPPLY Co., 63, Aldersgate Street, E.C., and London Road, Southwark.

SEND FOR PRICE LIST TO SOLE AGENTS.



FACTORY:

CAIRO,
EGYPT.

BEST
EGYPTIAN
CIGARETTES

MELBOURNE
HART & CO.,

(CIGAR IMPORTERS) 19, Basinghall Street, E.C.

**FOUR
GOOD
THINGS.**

Snowdrop.

Fine Mild HONEYDEW.
In 1 oz. Packets, Per lb.

4/0

Crocus.

Fine Full HONEYDEW.
In 1 oz. Packets, Per lb.

4/0

Roundhead.

Mixed FLAKE.
In 1 oz. Pocket Tins, Per lb.

4/8

Dreadnought.

Hand-Cut VIRGINIA.
In 1 oz. Pocket Tins, Per lb.

4/8



NOW READY.

SINGLETON AND COLE'S

New Price List

(UP TO DATE)

CONTAINS A COMPLETE LIST OF
ALL MANUFACTURERS' PRICES.

176 pages.
200 illustrations.

SPECIAL DISCOUNTS

INVALUABLE AS A REFERENCE TO TOBACCONISTS.

Copy sent Post Free on application.

SINGLETON & COLE,
11 to 16, CANNON STREET, BIRMINGHAM.



TRADE has at length emancipated itself from the lethargy inseparable from one of the trade's dull seasons of the year. There is ample evidence of business being in full swing. The home manufacturer has scarcely ever had a brighter prospect before him of an exceptionally prosperous year, and the retailer may confidently look forward to largely increased sales in this the "Record Reign year."

* * *

OUR "New Lines" column is an index, as a rule, of both *activity* and *enterprise*; and a little bird whispers to me that ere long we shall find it difficult to find space to do justice to innumerable coming novelties. Firms, both large and small, are at the present time exercising all their inventive faculties to produce goods which shall excel both in value and attractiveness all previous efforts, and also perhaps for their effective and profitable display at the forthcoming International Tobacco Exhibition in May, the success of which, as the founder of these Exhibitions, I have much at heart.

* * *

I HAD occasion some short time since to compliment a trade contemporary on annexing the "New Lines" plank in THE CIGARETTE WORLD's platform, and am again pleased to notice a similar compliment (for imitation is the sincerest form of flattery) this month on the part of another one—*Tobacco*, to wit. In "annexing" ideas (I use the word in no invidious sense, for, as the song says, I much fear "we all do it," and occasionally, too, without being aware of it), it is just as well to go one better if possible. I think the alternative title selected by *Tobacco*, viz., "Some New Things," *might* have been beaten. Why not try again?

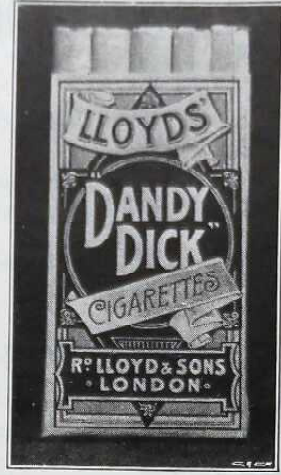
NEW

5

A

1^{D.}

Cigarette



NEW LINE.

5

A

1^{D.}

Special Quality.

Write for Samples and Price to

R^{D.} LLOYD & SONS,

148 & 149, HOLBORN BARS, LONDON, E.C.

IMPORTERS

OF

CONTINENTAL

CIGARS.



(HIGH CROSS CIGAR MANUFACTORY.)

SAMPLES

SENT ON

APPLICATION.

Swain and van den Arend
LEICESTER.

TELEGRAMS—"CIGAR, LEICESTER."

NAT. TELEPHONE, 668.

MANUFACTURERS OF

BRITISH CIGARS.

I HAVE been taken to task. I never object to this; in fact, I invite, and always have invited, criticism, as it begets improvement. Exception has been taken to my having reproduced *in extenso* in our last number the preface to Messrs. Salmon and Glückstein's latest catalogue. I concluded my reason for doing so would have been obvious, as this journal primarily appeals to retailers.

* * *

I, THEREFORE, explain that my reason for doing so was, that it *may* benefit the retailer to keep him constantly on the *qui vive*, and ever, if possible, up to concert pitch. Many of our subscribers might, I thought, possibly profit by closer acquaintance with the *up-to-date* methods of the largest capitalized "cutting" firm. Hints, I also thought, might possibly be obtained from many things appearing in the catalogue, calculated to successfully tickle the palate of the smoking section of the great B.P. Seeing that the catalogue in question is addressed to the *public*, and THE CIGARETTE WORLD circulates only among tobacconists and manufacturers, it could scarcely be an *advertisement*.

* * *

Apropos of this subject, it is noteworthy that up-to-date retailers affect a very close proximity to S. & G., and, having attained it, are quite satisfied that their move was a good one. This is a fact, and one that I venture to think justifies the course I pursued.

* * *

I HAVE before me the Prospectus of the forthcoming Tobacco Exhibition, in May next. I cannot compliment the promoters upon it; it is, in fact, what our friends across the "herring pond" would call a bit *thin*. I regret this, as I *had* hoped that the Exhibition would prove the "event" of this (particularly this) and many succeeding years.

* * *

TRUE, the mystic words on the top left-hand corner of the front page, "First Edition," imply "leave to amend," and so I have hope yet. The question which will inevitably suggest itself to an intending exhibitor (who is both able and willing to lay out a considerable sum of money) is, What inducement is there to exhibit?

* * *

SERIOUSLY, *what* inducement is there? My own opinion, based on a not inconsiderable acquaintance with similar shows at the Agricultural Hall (the home of Trade Exhibitions), is that, unless medals are offered for *merit of goods*, the result can only be disappointing to the promoters. Trumpery £20 space prizes for *stalls* are a poor substitute for this.

* * *

BY-THE-WAY, I notice there is no mention of the Trade Benevolent Association this year. How is this?

* * *

FOR the benefit of members of the trade who feel any interest in the subject, and who have not received a prospectus (I notice the prospectus itself is not advertised), I here recapitulate its features:—

(1.) DATES.—May 8th to 15th inclusive.

(2.) PRIZES.—£20 space prize in next Exhibition for the best working exhibit.

£20 ditto for the best decorated stand.

Diploma for the best dressed window and five guineas to assistant dressing it.

Ditto, ditto, for second best and two guineas to assistant.

(3.) FREE SAMPLES.—On similar lines to last year.

(4.) TARIFF.—Maximum, £50; minimum, £9.

CURTAIN.

* * *

SOME twelve months ago the Revenue authorities conceded the privilege to Leicester of a bonded warehouse (congratulations to the trade there). This concession has, I am pleased to say, been fully justified, as is evidenced by the following, which I cull from the *Leicester Mercury*:—

"No one, however, anticipated the success that has attended the first year's working of the warehouse, details of which are given below. It will be seen that there has been a steady growth in the number of packages dealt with, and when it is realised that each package, on an average, weighs 2 cwt. net, some conception may be gathered of the quantity of tobacco plant dealt with in the manufacture of cigars in the borough, for though manufacturers in other towns bond here, the bulk of the returns are contributed by local manufacturers. It will be seen that the duty paid to the authorities for the year amounted to no less a sum than £61,418 5s. 4d., and it may be confidently expected that next year the figures will reach £100,000. The returns for the twelve months are as follows:—January, packages received 994, packages delivered 83, duty paid £2,510 1s. 5d.; February, 188, 106, £3,073 2s. 6d.; March, 240, 133, £3,893 15s. 8d.; April, 438, 141, £4,117 4s. 8d.; May, 217, 145, £4,207 18s. 5d.; June, 279, 162, £4,836 7s. 1d.; July, 286, 205, £5,901 6s. 9d.; August, 226, 222, £6,256 4s. 3d.; September, 102, 251, £7,075 10s. 2d.; October, 232, 249, £7,095 15s. 1d.; November, 402, 242, £6,890 5s. 11d.; December, 343, 199, £5,560 13s. 5d.; total packages received 3,947, delivered 2,138, total duty paid £61,418 5s. 4d. Number of packages in warehouse, Jan. 1, 1897, 1,958, weighing 368,252 lbs."

* * *

THE suggestion of starting a Benevolent Fund in connection with the Birmingham Association is a step quite in the right direction. Birmingham is to be heartily congratulated upon it. Other Associations please copy.

* * *

MOST people nowadays admit that advertising is an art, and the following paragraph I came across recently, in a public paper, contains many grains of wisdom, jocularly treated as the subject is:—

"Advertise your business and not *yourself*. You are not for sale—it is your goods. The advertiser and the poet possess a common grievance, for it is seldom that either secures a rate per line entirely satisfactory to himself. The goat eats up the posters, the waste-basket gets the circulars, the rag man lugs off the handbills, but newspapers with their advertisements are saved and read by the people. Your advertisement must tell the truth, and nothing but the truth, for a discredited witness is not only no help—it is a positive detriment. You recognise an old friend wherever you see him. Advertisements become old friends when you see them in the same dress of type or display, year after year, and your eyes will pick them out."

CHARLES MAAS & Co.'s

. . . NEW SPECIAL LINE . . .

EMPIRE



PIPE

A New and Startling 1/- Line.



SOLE MANUFACTURERS OF THE

WORLD RENOWNED CROWN PIPES.



13, JEWIN CRESCENT, LONDON, E.C.

Vienna: Hechtengasse 14 (AUSTRIA).

Telegraphic Address : { "CORONATION, LONDON."
"CORONATION, WEIN."

As an instance of how "not to do it," the following, clipped from an American trade contemporary, is at least instructive:—

"I know a man, and a man of money and irremittent success, who respects only himself, and who tries to high-grade himself by low-grading his employes. When he personally signs the firm name to a letter to a stranger he does it upon the finest of engraved letter paper; but when an employé signs the firm name, the employé does it upon the cheapest quality of paper and printing. This man is a fool, and is now being buried under an avalanche of competing sense."

February the Eleventh, 1897.

At the eleventh hour, just in fact as we are going to press, after the above was written, I am somewhat amused to receive the *second* edition of the Prospectus of the Tobacco Exhibition. I scarcely expected this *quite* so quick. To keep you fully posted I add to my recapitulation of the "features" of the Exhibition the following:—

- (5.) FURTHER PRIZES.—"An award will be made to the firm having the finest show of Manufactured Tobacco."
- (6.) CIGARETTE-MAKING RACES.—"The management have an idea of initiating Races in Cigarette Making by hand, to take place at the Hall in the evening about 8 p.m., and to occupy 20 to 30 minutes. There would be separate competitions for men and women. Tobacco and cigarette paper would be supplied. Money prizes would be awarded."

* * *

The latitude the wording of the first paragraph allows is noticeable, and the waiting-to-see-which-way-the-cat-will-jump sort of air about the wording of the last is amusing.

LATE TRADE NEWS AND NOTES.

(Received too late for Alphabetical Classification.)

ANNOUNCEMENTS.

THE TOBACCONISTS' SUPPLY SYNDICATE have acquired of Mr. Temple (late Messrs. Hubbard & Co., established 1771) the old-established factory of 21, Farringdon Street, E.C., for the purpose of manufacturing tobacco.

PERSONAL.

It is with much regret that we hear that Mr. HARRIS (Messrs. Goodman & Harris) is lying dangerously ill at Leicester.

ITEMS OF INTEREST.

We note the following contributions to the Prince of Wales' Hospital Fund ("Daily Telegraph Shilling Branch"):—Directors of MESSRS. J. LYONS & Co., LTD., 1,050 shillings; Employes of ditto, 1,050; Directors of MESSRS. SALMON & GLUCKSTEIN, LTD., 1,050; and also 1,050 as a first instalment from the Employes of the same firm.

POLICE NEWS.

At the Guildhall Police Court on the 10th inst., Thomas James (18), who refused his address, and James Murray (17), who said he had no fixed abode, were charged before Mr. Alderman Treloar with breaking and entering the premises situate at 55, Farringdon Street, and stealing therefrom a large quantity of goods, the property of the TOBACCONISTS' SUPPLY SYNDICATE.—Detective Charles Smith said he saw the prisoners, with another man not in custody, hanging about in a very suspicious manner last night, and he watched them. Shortly after ten o'clock he saw two large parcels pushed over the top of the gateway of these premises. These were taken by James, who walked away with them. He was stopped by another officer. The two parcels contained thirty boxes of cigars. A short time afterwards Murray jumped over the gateway and bolted down Plumtree Court and Robin Hood Court. Witness apprehended him and found

on him 18 pipes, 35 boxes of cigarettes, £1 3s. 2d. in money, and some tobacco pouches. Witness returned to the premises, and on getting over the gateway found a parcel ready packed for removal, containing two towels, an apron, three boxes of pipes, and three boxes of tobacco pouches.—They were remanded. This is the fourth time the Syndicate's premises have been broken into.

Armand Moity (28), a porter, of Bedfordbury, Strand, was charged at Marlborough Street Police Court on the 4th inst., with being concerned with others not in custody, with breaking into and stealing 119 boxes of cigars, 34 boxes of cigarettes, and cigar tubes, and 23 briar and meerschaum pipes of the value of £200 from the shop of MESSRS. LITSICA, MARX & Co. Prisoner was remanded.

RESULT OF THE BERNSTEIN CASE.—Berger sentenced to 18 months', Jay twelve, Cook ten, and Collins to nine months' hard labour.

LIMITED COMPANIES.

MESSRS. HENRY CLAY & BOCK & Co. *The Financial Times* says (Feb. 11th):—According to information we have received as to the shipments of cigars from Havana during last year, Messrs. Henry Clay & Bock & Co. have done exceptionally good business, a fact which is the more remarkable considering the disturbed state of affairs in Cuba. The total export of cigars for the year amounted to 185,914,000, and of these Messrs. Clay manufactured and shipped no less than 52,147,000, or 28 per cent. of the total exports; the company's shipments being over 11,000,000 in excess of their previous year's total. They also made and exported 321,241,000 cigarettes and 90,170 lbs. of fine-cut cigarette tobacco. The business of the Company has progressed almost continuously during the past six years and both in 1895 and 1896 the advance made was particularly rapid. The results of last year's trading ought to be most satisfactory to the shareholders.

MESSRS. SALMON & GLUCKSTEIN, LTD. Cheap tobacco retailing apparently pays, for Salmon & Gluckstein, the big London firm, despite fresh energetic competition, last year made a net profit of £32,583, which compares with £23,461. This allows the 7½ per cent. dividend to be repeated, in spite of the additional capital ranking; £6,700 is written off for depreciation, as against £5,000 last time; £1,346 is written off for preliminary expenses once more, and a balance of nearly £6,000 is left to carry forward, which is slightly higher than a year ago.—*Lincolnshire Echo*.

OBITUARY.

CAVANAGH—Mr. Chas. E. Cavanagh, a retired tobacconist, residing at 20, Alfred Place, Tottenham Court Road, aged 42.

NOTICE.

THE *Tobacconist's Text Book* is unavoidably held over till next issue.—ED. C.W.

"Cigarette Papers."

By S. E. H.

JUDGING from the numerous brands put before purchasing agents (*i.e.*, retailers) daily, manufacturers, I am sure, cannot do themselves justice in trusting to such agents to push all these specialities, and I would therefore suggest that the former open retail depôts of their own, and thus save shopkeepers from probable lunacy, as it is becoming a little beyond a joke! No sooner do you stock "Flyaway Flake" and "Five o'clock Cigarettes," than "Runaway Flake" and "Smoke me quick" Cigarettes are largely advertised, and a "nine days" demand created for same.

* * *

I UNDERSTAND that certain manufacturers and importers have decided to subscribe £20,000 towards the funds of the Tobacco Trade Benevolent Association as a memento of Her Majesty's unique reign. Bravo! This is as it should be. It is far better to put their own house in order before distributing funds elsewhere; and this remark of course applies equally to all trades and professions. Even our astute friend Hooley has localised his gift, and to all and sundry I say, Go and do likewise, *i.e.* after seeing to these charities identified with the trade or calling from which you have made your pile, and I venture to assert that this plan would meet with even royal approval.

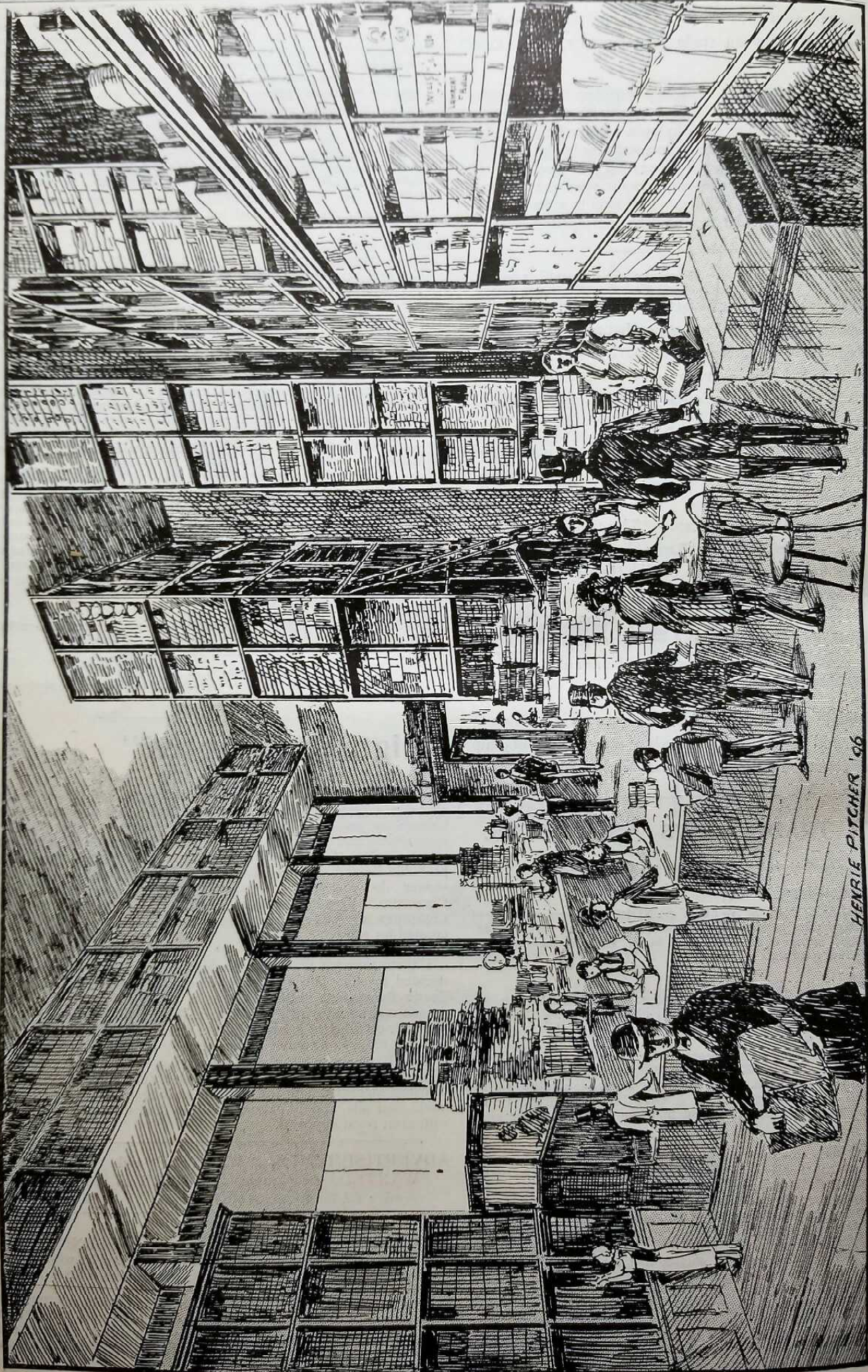
ADVERTISEMENTS, "WANTED" and "SITUATIONS WANTED," &c., are inserted FREE to the extent of 20 words; 6d. for 10 words after or part.

WANTED.

TO MANUFACTURERS.—Wanted, a good PENNY CIGAR Must be banded, pressed, and in 100's.—Reply, with samples and price per 1,000, to BARNETTE, 49, Crompton Street, Derby.

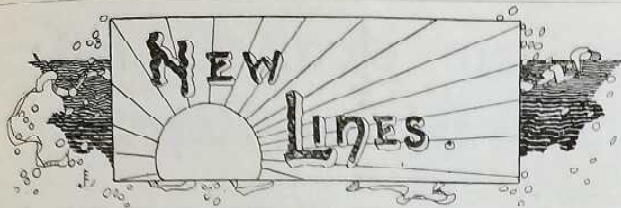
TO CIGAR MANUFACTURERS.—Mr. Hines, eleven years Foreman at Allen Bros., Battersea, will be open to accept an engagement as Foreman or Manager in a few weeks. Exceptional references.—Address, T. Hines, 22, Lavender Road, Clapham Junction, London, S.W.

A FLOOR OF THE WAREHOUSE OF



HENRIE PITCHER '96

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, FARRINGTON STREET, LUDGATE CIRCUS, E.C.



IN our last issue we invited notice to a remarkable new 5 a 1/2 line of cigarettes



which has aroused the attention of tobaccoists throughout the country, and introduced to the trade by MESSRS. COHEN WEENEN & Co., 2 and 3, Princelet St., London, E., entitled "BAND-MASTER." The annexed reproduction of photographs gives an excellent idea of the design on the front and back of the packets themselves, and also of the boxes of 50 in which they are sent out to

the trade. We may refer to the fact that additional premises have been taken to fill orders of this particular line, the sale of which has already run into many millions.

* * *

We have received particulars of a new tobacco line from MESSRS. GEORGE MASON & SON, of Chesterfield. The title is identical with that of their famous cigarette one, it being called



"TRADES' UNION MIXTURE," and it is issued to the trade in both one ounce and half-ounce packets. The label, a replica of which we annex, is a singularly attractive one, being printed in gold and colour, on a rose-pink ground. The tobacco is fully up to the standard of this well-known firm. A further new tobacco line, emanating from the same firm, is styled MASON'S "MIXED FLAKE." It is put up in one ounce decorated tins, price to the trade 4s. 8d. per lb. "The quality of this tobacco has already been recognised by the smoking public, the sales of which increase week by week, and should be stocked by all



enterprising tobacco-sellers." A striking feature of it is that the ounce tins are oblong in shape, with rounded corners, and are particularly handy for the waistcoat-pocket. The design on the lid is exceedingly pretty, it being lettered in gold and red, on a bright yellow ground.

We also have occasion to refer to another new tobacco line of the same firm, which is entitled "MERRIMAC," which is a rich and full dark Virginia flake, in 1 lb. tins to retail at 4s. 4d. The excellent get-up of the tins is identical with a recently much-appreciated line of the same firm, viz., "BAR GOLD FLAKE HONEYDEW."



An important new line of cigarettes has just been placed on the market by the Holborn Bars firm, MESSRS. RICHARD LLOYD & SONS, entitled "TOPMAST NAVY CUT CIGARETTES," to be retailed by the ounce. They are made in different sizes, viz., "Kings" and "Queens," the tobacco is of special quality, and altogether the line is one which should command the attention of retailers. The annexed gives a good idea of the boxes they are issued to the trade in, the get-up of which is decidedly attractive.



* * *

They come not in single file, but in battalions—the 5 a 1/2 lines of cigarettes. The latest we have to notice is dubbed "INVICTA," brought out by the firm of MESSRS. ALEXANDER JONES & Co. The design, as will be seen from our reproduction, consists of the Kent county arms; and the cigarettes "are guaranteed to be manufactured from pure Virginia tobacco and the finest rice paper, rendering them of exceptional purity and fine flavour."


* * *

MESSRS. R. P. GLOAG & Co.'s latest introduction of their particular class of specialities is a line of VULCANITE-TIPPED BRILLIANTES. The accompanying block so completely reveals the points of this



A Happy and Prosperous New Year to All;
Here We are again, so Please Smile and Look Happy!

£1,000,000 SAVED! HOW?

PINOZA is the  to **Health**

AND THE PADLOCK THAT SECURES LARGE AND INCREASING PROFITS.

DOCTORS disagree on many points, but **ALL** the **Medical Profession** acknowledge that to sufferers from weak Chests and Lung complaints, nothing is better than Inhaling or using Pine Oil, therefore proving the Pine Tree is **THE TREE OF LIFE.** Being modest individuals, we simply secure **Three Pine Trees** as our Registered Trade Mark.

PINOZA

Registered Trade Mark
No. 183,024.



Registered Trade Mark (No. 179,668),
Three Pine Trees.

PINOZA

Patentee—
EDWARD J. LUSBY.

You therefore **Save your Doctor's Bill** by **Smoking Pinoza**; by introducing Pinoza to your Customers you not only extend your Customers' lives (thus retaining their continual custom), but help to build up a **Healthier and Stronger British Race**, and at the same time **Save all their Doctors' Bills.** It is an undoubted fact that since **Pinoza** made its appearance through **the Door**, Influenza and kindred complaints flew out **at the Window**, so in this way we reckon we have saved our thousands of **Pinoza** Customers over **£1,000,000 OF BRITISH GOLD.** Being Free as well as Fair Traders, we are extending our operations to Foreign Countries, but are naturally shipping large quantities to our **British Colonies first.**

NO TOBACCONIST need ever **PINE FOR TRADE** if he sells **Pinoza**, and it is the **Only Proprietary Article** that has increased by leaps and bounds, has stood the brunt and criticism of the Trade for 18 months, has thousands of customers, and **not one** has undersold our Printed Price List, and we greet you smiling during 1897. The trade now is simply **TREE-MEND-US**, and it is a fact that many orders could not be executed in time for December Trade, but we are now busy making **NEW NOVELTIES FOR 1897**, for further benefits to mankind.

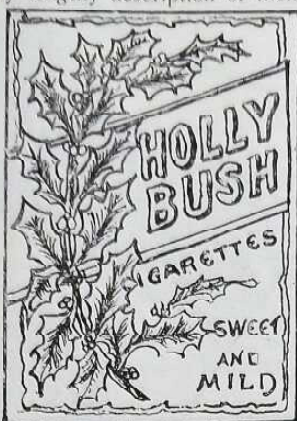
SPECIAL and PRIVATE information for our Customers only.

- To the City and West End of London Customers ... Mr. J. G. Grant is on the Warpath.
- To Suburban Friends ... Mr. Little is ready on his Bike.
- To Country Cousins and Friends ... Mr. John Drucquer has packed his New Year's Novelties, and is waiting for the Pinoza Motor Car.
- To ALL and Everybody ... Mr. Lusby is flying round, but is always at 10, Minories, when wanted.

For UP-TO-DATE NOVELTIES and PRICE LIST, send to

Lusby's Pinoza Hygienic Patents Co., 10, MINORIES, LONDON.

excellent novelty as to render any lengthy description of them quite superfluous. The tobacco used is a fine blend of old tobaccos, and the patented mouthpiece is particularly pleasant to the smoker. All the world knows that MESSRS. GLOAG & Co., whose business was established as far back as 1851, were the pioneers of leaf-covered cigarettes, and their name is inseparably associated with CHALLENGE FLAT BRILLIANTES, which have held their own in the past, as they doubtless will in the future. Their recent line of paper-covered cigarettes, put up in packets of 12 with mouthpieces and hand-made, issued under the brand of "HOLLY BUSH" for the Christmas trade, has proved an excep-



tionally remunerative one, and promises to maintain a lasting popularity with judges of good cigarettes. Finally, we give a reproduction of MESSRS. GLOAG & Co.'s new 5 a 1/2 line of cigarettes, brought out under the name of "CHOICE CHIPS." As is indicated in the name, the tobacco is of a choice blend. The design, being executed in blue and gold, is particularly "catchy." The packet also includes mouthpieces.



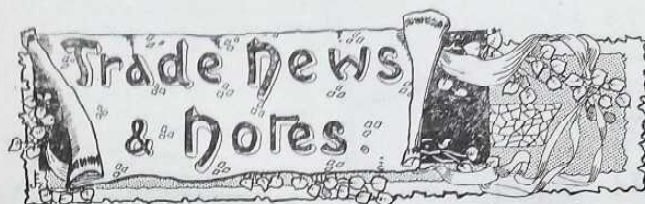
* * *

A New Cigarette Machine.

TO BE WORKED BY HAND.

WE have pleasure in drawing the attention of tobacconists to a surprisingly clever little machine for turning out perfectly filled cigarettes. Its principal feature is that it makes the cigarettes without the ends lapping over, and possesses the distinct advantage of being a splendidly-made machine at a very low price. They can be supplied for £2 15s., or at the rate of 6d. per week on the hire-purchase system. No previous knowledge is necessary to work them, and only a few hours' tuition is sufficient. The young girl we saw working the machine and producing perfectly-made cigarettes, we were assured, had not seen the machine until two days previously. Cigarettes of the exact size of the machine are, as already indicated, made without ends, but cigarettes of a smaller size can also be made by it, in which case one end only is required to be cut. The machine is the invention of Mr. J. E. Rickards, the well-known manufacturer of tobacco-cutting and cigarette machines of Leamington, and who has recently opened fine corner premises at No. 104, Charing Cross Road, London, W.C. We were also much interested in the working of the "Rickards No. 1 Cigarette Machine," capable of producing in a working day of nine hours 2,000 thoroughly well made cigarettes. Various important improvements have been recently made to this particular machine, rendering the manipulation of it so simple that children can work it with ease after a slight acquaintance. The size of the machine is but a little more than the size of an ordinary cigar-box, and where quantities are required, ten machines might be placed side by side, leaving sufficient room for each worker, in a space of about 15 to 20 feet. Any size cigarette can be made with it equal to hand-rolled. The price of the machine to be worked by hand is £6 5s., by hand and pedal combined £7 10s., and stand and table can be supplied with the latter at an additional cost of £2. An outlay of £62 10s. for ten machines would command a daily output of 20,000 cigarettes. We note testimonials of a highly satisfactory character have been received from Messrs. Adkin & Sons, Messrs. J. T. Illingworth & Sons, Messrs. Franklyn, Morgan & Davey, Messrs. W. H. & J. Woods, and Mr. C. W. Hickling.

The "Cigarette World" appeals to, and is specially written for, the Retailer.



Notices for this Column should reach us by the 10th of the month.

MULTUM IN PARVO.

N.B.—To facilitate future reference, Trade News is arranged alphabetically, where possible.

HEADINGS.

Announcements.
Burglaries,
Festive.
Fires.
Items of Interest.
Law and Police.

Limited Companies.
New Brands and Trade Marks.
Obituary.
Personal.
Removals.
Trade Changes.

ANNOUNCEMENTS.

WHOLESALE.

MR. VAN DEN AREND (Swain and Van den Arend), of Leicester, has been presented by the employés of his firm with a very handsome silver spirit kettle on the occasion of his marriage, on the 5th ultimo.

MESSRS. BEWLAY & Co., LTD., claim to have first introduced Indian cigars into England.

THE BIRMINGHAM TOBACCO ASSOCIATION have decided to start a Benevolent Fund. The Secretary reports that 442 members joined the Association in 1896.

MESSRS. W. A. & A. C. CHURCHMAN, of 112, Aldersgate Street, London (and of Ipswich), have taken over the old-established business of Messrs. J. Ryder & Son, of Broad Street, Bloomsbury, W.C.

MESSRS. W. B. COPPOCK & SON, of Nottingham, have acquired "Hockley Mills," with the intention of converting the building into a large cigar factory.

MESSRS. CALLAHER, LTD., will shortly open a large factory at Henderson, Kentucky.

MESSRS. T. P. & R. GOODBODY have appointed Mr. T. A. Vincent, of Sheffield, their representative for that town and for the Midlands.

MESSRS. GRIFFITHS & AVISS, tobacco and cigar manufacturers, of Coventry, have acquired important premises on the Castle Hill, Warwick, with a view to converting them into a factory.

MESSRS. E. HARRIS & Co. have started cigarette-manufacturing in Glasgow.

MESSRS. HUDDEN & Co., having considerably extended their premises at Bristol, are relinquishing their London branch.

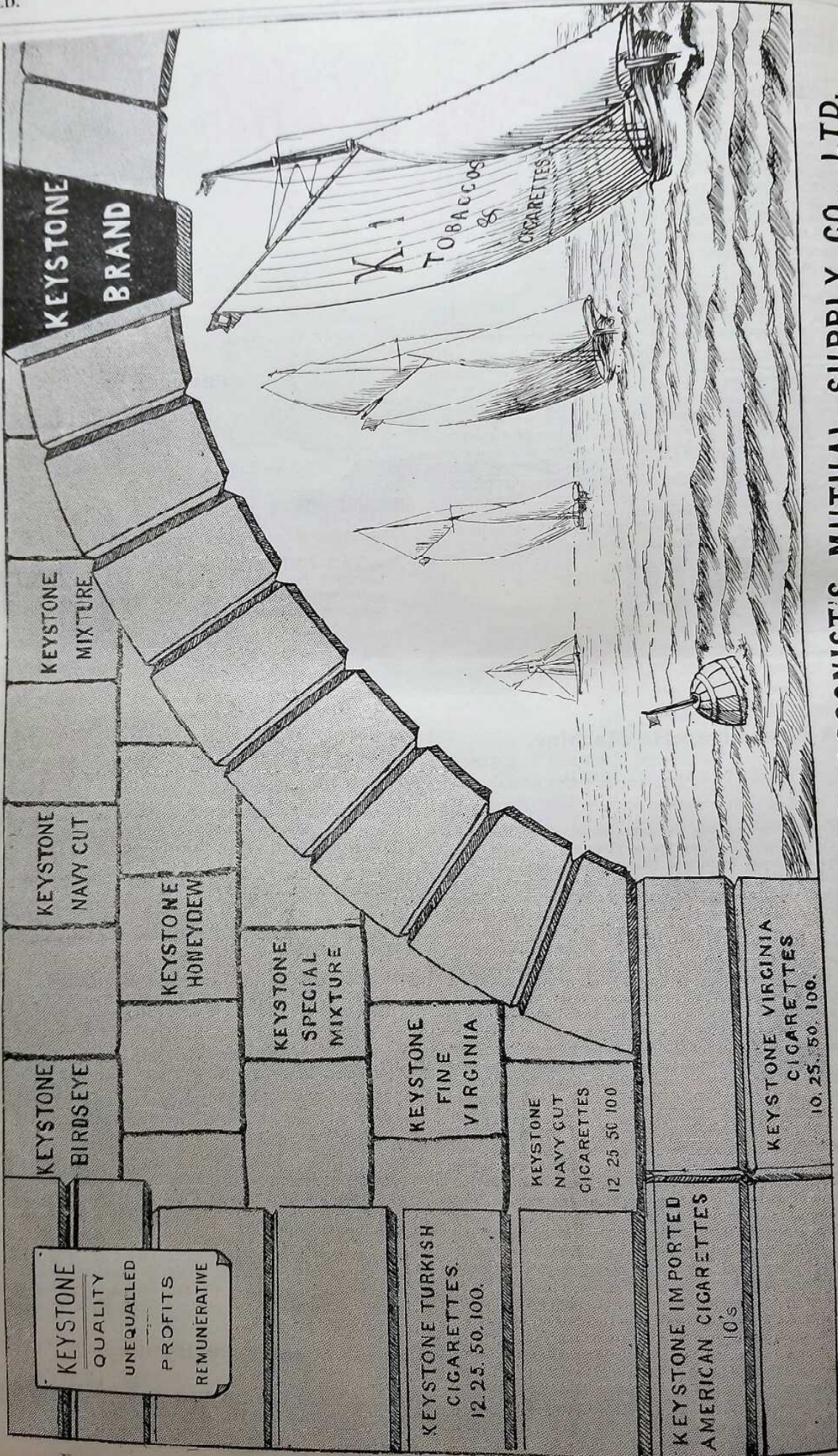
THE INDIAN FAMINE FUND has benefited by many donations from members of the tobacco trade. The following are some of them: W. D. & H. O. Wills, £1,000; Franklyn, Davey & Co., £100; Edward Ringer & Co., £50; Godfrey Phillips & Sons, £25.

THE INTERNATIONAL CIGARETTE-MAKERS AND TOBACCO-CUTTERS' UNION held a public meeting (both sexes) on Sunday, the 24th ultimo, at 7, Aldgate Avenue, E.C. The members pledged themselves to accord their support to the Union.

MESSRS. LAMBERT & BUTLER state that the "La Grotusa" brand is their property.

MESSRS. CHARLES LEONI & Co., of 94, Fenchurch Street, E.C., have admitted MR. RICHARD LEONI as a partner.

THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



THE LONDON AND DISTRICT TOBACCONIST'S MUTUAL SUPPLY CO., LTD.

Chairman—Mr. PETER B. HARRIS.
81, TURNMILL STREET, FARRINGDON STATION, E.C.

MESSRS. W. H. LOWRY & Co., of Bury Court, St. Mary Axe, E.C., are extending their premises. This firm is introducing a new brand of Mexican cigars: BALANCIO.

MR. H. J. NATHAN, of Stratford, is about to introduce three new sizes of the XTRA MEX brand of cigars.

MR. JAMES RICHARDSON will in future represent the firm of MESSRS. J. L. DUNCAN & Co., of Manchester.

THE RICKARDS MANUFACTURING Co., of Leamington, have opened extensive premises at Charing Cross Road, London, W.C.

A NEW cigarette factory is about to be started at Glasgow. The business is to be known as THE SCOTISH CIGARETTE Co.

AN Amsterdam firm of cigar manufacturers, MESSRS. SHUVER & WILLENBURG, are about to open important premises at 68, Lamb's Conduit Street, London.

MR. ARTHUR WOODHEAD, late of the firm of MESSRS. WOODHEAD & Co., has started as a tobacco manufacturer at 195, High Street, Shoreditch, London, E.C.

RETAIL.

MR. LE DAIN is about to open a shop in King Street, St. Helier, Jersey.

MR. PETER B. HARRIS has been presented with a handsomely-framed portrait of himself in appreciation of his seven years' services as President of the London and District Tobacconists' Association.

MESSRS. A. I. JONES & Co., LTD., have opened a new shop at Peckham Rye.

MESSRS. KINGDON & Co., tobacconists, of Sheffield, have opened a branch shop in Glossop Road, in the same town.

MR. J. O'HAGAN has opened a branch shop in South Great George Street, Dublin.

MESSRS. O'SULLIVAN & Co., of Cork, have been served with notice that the G.P.O. will apply to Parliament for power to take over their premises in Pembroke Street.

MESSRS. SALMON & GLUCKSTEIN, LTD., have opened a shop at Devonport.

MR. M. L. TINDALL has opened a shop at 13, Woodhouse Lane, Leeds.

PERSONAL.

WE are glad to be able to state that MR. WILLIAM SYKES, of 124, High Cross Street, Leicester, is at length well enough to resume active business.

IN our January the 15th number it was our pleasing duty to announce a baronetcy for MR. FREDERICK WILLS. Sir Frederick is the fourth son of the late Mr. H. O. Wills, and was born November 21st, 1838. He started the London house, is a Unionist, and is the owner of the *Amphitrite* yacht.

MR. F. P. WILLS (W. D. & H. O. Wills) has offered to present a mansion on Durdham Downs for a convalescent home in commemoration of the "longest reign."

FESTIVE.

THE employés of MESSRS. W. H. CARRINGTON & Co. held their annual ball at Dyson's Hotel, Manchester, on the 2nd ultimo.

WE report MESSRS. COPE BROS.' & Co.'s, LTD., and also MESSRS. JOHN PLAYER & SONS', LTD., annual dinners in another column.

MR. KINNEAR, the sole proprietor of the firm of MESSRS. LEON MARCUS & Co., of Manchester, entertained the whole of the employés recently at dinner at the "Albion," Manchester. In addition, all received an appropriate Christmas gift, the younger members of the staff being "treated" to the pantomime.

IT mostly happens that it is our pleasing duty to record celebrations of a festive character only in connection with the wholesale trade. We use the word "pleasing" advisedly, as, in our opinion, nothing is more calculated to cement pleasant

relations between employer and employés. On this occasion we have to record the entertainment on the part of Mr. DONKIN, tobacconist, at dinner, of the workmen engaged in the erection of his handsome residence in Market Place, Durham, together with his employés. Some prominent members of the choir of Durham Cathedral contributed to the enjoyment of a very successful evening.

COMING EVENTS.

THE FIFTH ANNUAL BANQUET, CONCERT, AND BALL of the "Sir Walter Raleigh" Lodge will be held at the Freemasons' Tavern on Thursday, the 25th inst.

[We shall be glad to receive notices of coming events.—ED. C. W.]

SHORT PARS.

"LABBY" (in a recent number of *Truth*) suggests that smoking should be allowed in the central hall of the Law Courts.

DUTY IN AMERICA.—In the last 27 years it is stated that tobacco has paid a tribute of £200,000,000 to the American Government.

TOBACCO SEEDS, *Answers* says, "are so small that a thimbleful will furnish plants for an acre of ground."

IN FRANCE the tobacco monopoly produces twelve and a half millions sterling to the National Revenue.

MR. GEORGE WATTS, of Dale Street, Liverpool, has hit on what appears to be rather a good patent. It enables the contents of packets or parcels to be seen without undoing, by means of transparent gelatine.

JUST LIKE U.S.—Lighted cigarettes were distributed the other day among a lot of monkeys at the Zoo in Paris by some mischievous urchin. The animals puffed away at the weed with evident enjoyment until the advent of the keeper put a stop to it.

REMOVALS.

From East to West! MESSRS. J. ISAACS & Co., late of 27, Spital Square, E., have removed to No. 5, George Street, Hanover Square, W.

MESSRS. ABRAHAMS & GLUCKSTEIN have removed to 55, Tabernacle Street, Finsbury, E.C.

NEW BRANDS AND TRADE MARKS.

ALABENDA (Tobacco and Cigars). R. P. Swain & Co.

ARBUTUS (Tobacco). R. P. Gloag & Co.

CHINK (Tobacco). Thos. Ogden, Ltd.

DARLONA (Tobacco and Cigars). R. P. Swain & Co.

DEVIL'S HOOFF (Tobacco). Sidney Clifford.

EL COMALO (all). Swain & Van den Arend.

EL MESADERO (Tobacco). E. Kaufmann.

EL NEMORA (Tobacco). E. Kaufmann.

FLOR DE GULAMO (all). F. D. Stephenson.

FLOR DE HALIVA (Tobacco). E. Kaufmann.

HEADWAY (Tobacco). Thos. Ogden, Ltd.

HIGHLAND HEARTS (Tobacco). J. H. Hogg.

HIGHLAND LADDIE (Tobacco). J. H. Hogg.

INTRANISO (Tobacco). E. Kaufmann.

INVICTA (Cigarettes, 5 a 1/2 line). Alexander Jones & Co.

KING RUFUS (Tobacco). Salmon & Gluckstein, Ltd.

LARONA (Cigars). Hatton & Sons.

LAS DASRAS (Tobacco). E. Kaufmann.

LA DISPENSA (all). H. Baselow.

LA SENTENCIA (all). H. Baselow.

READ THIS and
PROFIT BY IT

A NEW CIGARETTE MACHINE

To be worked by Hand,

HAS BEEN INVENTED...

It can be seen, being worked by a Child, Age 13½, at

104, Charing Cross Road, London.

Price £2 15 0, or on the Hire Purchase System for Three Years at
SIXPENCE PER WEEK.

NOTE THE ADDRESS

And make appointment to see the Machine
in operation and to obtain further particulars.

IMPORTANT NOTICE.

The Wholesale Tobacco Supply Co.

Beg to inform their numerous customers and the Trade generally that they

—HAVE TAKEN ADDITIONAL PREMISES AT—

63, Aldersgate Street, London, E.C.

They occupy the whole building, which consists of SIX FLOORS, and EVERY REQUISITE
for the Tobacconist will be found in stock to select from. Write for their new

ILLUSTRATED PRICE LIST (1897 issue)
SENT POST FREE.

THE CHEAPEST HOUSE IN THE TRADE FOR EVERYTHING.

Chief Warehouse and Offices: 63, ALDERSGATE STREET, E.C.
Factory and Counting House: 74, LONDON ROAD, SOUTHWARK.
Warehouse and Stores: SKIPTON STREET, S.E.

LA TABONA (all). A. Edwards & Co.
 LO SIENTO (all). H. Baselow.
 MARLINE SPIKE (Tobacco). J. A. T. Caton.
 MOTOR (Tobacco). Barringer, Wallis & Manners, Ltd.
 MY WIFE (Tobacco). C. S. Hawkesford & Son.
 PEVERIL OF THE PEAK (Tobacco). J. Player & Sons, Ltd.
 PHYLLIS (Tobacco and Cigars). R. P. Swain & Co.
 PORTFOLIO (Tobacco). Salmon & Gluckstein, Ltd.
 PUCK (Tobacco). Salmon & Gluckstein, Ltd.
 PUMA (All). J. Reeve & Sons.
 SAVORY CIGARETTES, THE (Cigarettes). H. L. Savory & Co.
 STIRRUP CUP (Tobacco). John Telfer & Sons.
 TEAM (Tobacco). D. & J. Macdonald.
 TRADES UNION MIXTURE (Tobacco). Geo. Mason & Son.
 WESCO (Tobacco). W. J. Schofield.
 ZIREH (Tobacco). Salmon & Gluckstein, Ltd.

FIRES.

MR. W. COATES, Tobacconist, of 26, Westboro' Street, Scarborough, January 6th. Stock destroyed.
 MR. A. KILBURN, Bradshawgate, Bolton, January 8th. Damage estimated at £30.
 MR. J. SINCLAIR, Tobacconist, of Sunderland, January 2nd. Considerable damage.
 MR. E. TODD, Tobacconist, New Catton, Norwich. Premises gutted.

LIMITED COMPANIES.

BRYANT & MAY, LTD.—Dividend for last six months, 10s. per share. Previous six months' dividend was 7s. 6d. per share. Nett profits for 1896, £75,755 11s. 4d.
 THE DELI LANGKAT TABAK MAATSCHAPPY.—Dividend, 25½ per cent. per annum. A good chappy this!
 W. T. DOBSON & Co., LTD.—This company was registered on the 19th of December last. Capital, £5,000 in £1 shares. Object: To carry on the business of a cigarette paper manufacturer.
 MESSRS. THOMAS OGDEN, LTD., have paid interim dividends at the rate of 5 per cent. per annum on the preference shares and 4 per cent. on the ordinary shares.
 UNITED LANKAT PLANTATIONS.—The directors announce a further dividend of 5 per cent., making 10 per cent. for the year. Nett profit for the year, £25,915.

LAW AND POLICE.*LAW INTELLIGENCE.*

CONNELL *v.* POTTER. At Westminster County Court on the 28th ult., the plaintiff, a retail cigar dealer, formerly in business at Euston Road, sued defendant, a business transfer agent, to recover a sum of £15, which it was alleged was wrongfully detained. Plaintiff said that he gave defendant instructions to find a purchaser, and agreed to pay him £25 if he sold his business. A purchaser was found, and defendant was paid £40 by way of deposit. The balance, £15, was in dispute. Defendant claimed for extra work not included in commission. Judgment given (£5 being allowed defendant for extra work) for plaintiff.

COX *v.* HEATHMAN. At Westminster County Court on the 25th ult., MR. ALFRED COX, said to be a cigar dealer, Beak Street, Soho, claimed payment of £7 10s. in respect of cigars supplied in the way of trade. Defendant admitted the order and delivery of goods, but said he was negotiating the sale of the business, and gave the order on behalf of the purchaser, his brother. Plaintiff should have applied for payment to the latter. Judgment for plaintiff, full amount with costs.

CROCKER *v.* FOWLER. At Wandsworth County Court on the 27th ult., plaintiff sought to recover two weeks' wages from defendant, a retail cigar and tobacco dealer, High Road, Tooting, having been discharged without notice. Defendant admitted discharging plaintiff, alleging that the latter had misconducted himself by being rude to customers and getting too much to drink. Judgment for plaintiff for amount claimed, £3 and costs.

FLETCHER *v.* GROVES. At Lambeth County Court on the 22nd ult., MR. GEORGE FLETCHER, dealer in cigars, of Holland Road, Brixton, sought to recover £9 18s. 6d. for cigars supplied defendant, MR. ARTHUR GROVES, tobacconist, of Queen's Road, S.E. The question arose as to whether the husband or his wife was liable. Defendant admitted, however, that some of the goods in question were still in stock, and that he was using them in the way of trade. Judgment for plaintiff for full amount with costs.

HIGGINS *v.* NATHAN. In the Queen's Bench Division of the High Court on the 18th ult., this action for damages for personal injuries was heard. MR. H. J. NATHAN, London Street, City, was defendant, and MR. JOHN HIGGINS, of the White Lion Hotel, Rotherhithe, formerly sculling champion of the Thames, the plaintiff. The latter, when passing defendant's shop on June 24th last year, having tripped over a wooden flap covering the basement of defendant's shop, his head struck the kerb, and his spine was wrenched by the heavy fall, plaintiff weighing 17 st. 6 lbs., and being 55 years of age. Jury awarded £15 damages, and it was ordered that the balance of money paid into court (£25) should be returned to defendant after costs had been taxed and adjusted.

POLICE NEWS.

William Berger (39), clerk, Morris Jay (50), William Collins (55), and Joseph Cook (57), travellers, were brought up under remand, charged with embezzlement and conspiracy to defraud their employer, MR. JULIUS BERNSTEIN, cigar importer, 25, St. Mary Axe, of £1,500. The case was reported in our last issue. Mr. F. M. Abrahams prosecuted. Berger and Collins were undefended, Mr. W. Beard was for Jay, and Mr. Symmons for Cook. Mr. Julius Bernstein, of 25, St. Mary Axe, said he was a wholesale iron, glass, and cigar importer, and traded as Bernstein & Co. Berger, who was at the time of his arrest his managing clerk, entered his service in 1884. There were several agreements. Latterly his salary was £3 a week. He had been in the position of managing clerk eight or nine years. He (prosecutor) had such confidence in him that he allowed him to practically control the business. The witness had a business account at the Kingsland branch of the London and Provincial Bank, where it was the duty of Berger to pay in moneys. During the last six years the witness had frequently to be away in consequence of ill-health. In his absence Berger managed the business. He had to send the witness a daily account by letter. Berger had power to endorse all cheques while the witness was away. That was the only authority he had with regard to cheques. Until this prosecution was commenced the witness never knew Berger had an account at the Economic Bank. He had no right to pay any of the witness's cheques in to that account. Jay entered his employment in October, 1885, as a traveller, at the salary of £4 a week, and £6 for expenses. Collins was engaged in February, 1891. He had £2 a week and certain allowances and commission. Cook's agreement was dated January 4th, 1892. He had a salary of £3 a week, £5 for expenses, and £1 extra when travelling in the country. There was a second agreement, under which he had authority to undertake other agencies. He was to be paid by commission only. The travellers had to remit all moneys received in respect of customers' accounts to the witness, and had no right to retain money. On remand, Mr. Bernstein produced his books, and went through a large number of accounts, in respect of which moneys which had been paid by customers had (he stated) never been handed over by Berger. The receipts, which were produced, were in the handwriting of the various prisoners. Some of the accounts were paid by cheques, and Mr. Abrahams said, as to some of the cheques, there would be charges of forgery against Berger. He would shortly produce a copy of Berger's account at the Economic Bank, into which, it was alleged, the proceeds of these frauds passed. The prosecutor was cross-examined by Mr. Beard for Jay. The agreement in force at the time of Jay's arrest was dated October, 1886. Under that he had a weekly salary of £4, and £6 a week for expenses. Before he got any commission he had to do an annual trade amounting to £6,000.—Mr. Beard: Has not he increased your business to the tune of £12,000 and £13,000 a year?—Prosecutor: He has increased it, but he

was well paid for it.—Mr. Beard: I suggest you are not an importer, but buy from the trade.—Witness: Then you know more about my business than I do (laughter).—Mr. Abrahams: If such questions are allowed, no one in the City will ever come forward to prosecute.—Mr. Alderman Bell: The question ought not to have been asked.—A list of cheques paid in to Berger's account at the Economic Bank, in respect of which charges of forgery were preferred, was produced by a bank clerk.—Evidence was given to the effect that Berger was in the habit of arriving at St. Mary Axe an hour before business-time, selecting some letters from his employer's letter-box, and taking them away.—On behalf of Jay and Cook it was contended that they had merely done their duty by sending the moneys they had collected to Berger.—All the prisoners were committed for trial.

Archibald Campbell, a notorious character, was charged at Hull Police Court on the 22nd ult. with stealing six half-ounce packets of tobacco from ADOLPH WOLFF, tobacconist, 17, Lime Street, Hull. This was his twentieth appearance, the previous charges in many instances being for stealing tobacco and cigarettes.—Remanded.

Rodino Coperinto (20), an Italian waiter living at Colville Place, Tottenham Court Road, was charged on remand at the South Western Police Court on the 20th ult. with burglariously breaking into a restaurant belonging to DAVID BOZZINI at 41, High Road, Balham, and stealing 800 cigars, 6 dozen forks, &c., value £10, on the night of the 10th ult. Another charge of breaking and entering a restaurant at 4, EDGWARE ROAD, and stealing a number of cigars, was preferred, and prisoner was committed for trial.

John Darwell (16), of Aberdeen Street, Birmingham, was charged on the 5th ult. with stealing two tobacco pouches, value 1s., from the shop of EDWARD WILLIAM MIDDLETON, 150, Lodge Road, Birmingham. After accomplishing the theft, prisoner promptly asked if he "might clean the windows." Having been previously convicted of a similar offence, he was sentenced to three months' hard labour.

Josiah Edwards, labourer, of Hanley, was found "Not guilty" and discharged at the Staffordshire Quarter Sessions on the 6th ult., on a charge of stealing cigars on November 22nd from the shop of HARRY TAYLOR, tobacconist, of Church Street, Stoke.

Frank Ellis (21), waiter, pleaded "Guilty," and *Robert Scott* (30) "Not guilty," at the County of London Sessions on the 5th ult., to breaking and entering the shop of WALTER SEYMOUR, tobacconist, at 15, Knightsbridge Green, and stealing therefrom 100 cheroots and other articles, including "dummy" packets of tobacco and cigarettes, and some of the genuine stuff, value 21s. The jury found Scott "Guilty," and he was sentenced to twenty months' hard labour, Ellis nine months'.

John Hazel, tobacconist, and *John May*, cabman, both giving an address at 811, Old Kent Road, were charged at the City of London Court with cruelty to a horse, the latter with driving it while in an unfit state, and the former with causing it to be worked in that condition. Both prisoners were sentenced to seven days, as the Alderman said it was not a case for a fine.

George Morgan, carpenter, and *Joseph Dalby*, ship's steward, pleaded "Guilty" to burglary at the County of London Sessions on the 1st inst. The offence was committed on the night of January 29th, when, smashing a plate-glass window at 39, High Holborn, one of the establishments of SALMON & GLUCKSTEIN, tobacconists, the two men purloined pipes, cigarettes, &c., worth £10, from the place. The window had only just been replaced, a similar burglary having taken place on January 23rd, six days previously. Burglaries of this character had been committed at several of the firm's shops, and in the immediate vicinity. Sentence, each man seven years' penal servitude.

Henry Theobald, tobacco manufacturer, of 58 and 59, Shoreditch, was summoned at Worship Street Police Court on the 28th ult. for having in his possession for sale cut tobacco which exceeded the limits of moisture allowed by the Act. Defendant admitted possession, but denied that it was ready for sale, and said that if tobacco was moistened up to the limit of thirty-five per cent., moisture in the air would increase it to the extent of three to eight per cent.—The Magistrate: Then you mean that three or four weeks of such abominable weather as we have had lately would make the difference?—Defendant: Yes.—The Magistrate: Then why moisten so near the maximum, and compel people who smoke to smoke water instead of tobacco and buy water at tobacco price?—Fined £10 and two guineas costs,

At the Sheffield City Police Court on the 7th ult., *Richard Thompson*, labourer, Wheeldon Street, was committed for trial on a charge of having broken into the premises of MESSRS. W. H. DENNY & CO., tobacconists, Arundel Street, and stolen five boxes of cigars, three of which were valued at £2 9s. Patrick Curtis, landlord of the Fortune War public-house, Scotland Street, explained that he had purchased five boxes of cigars from the prisoner on the morning of Sunday, December 27th, the price paid being 5s. 6d. per 100. *John Fenton* (19), Bath Street, and *William Watts*, alias *Wooden* (18), Townhead Street, were also charged with having broken into the shop of LORONZO YOULE, tobacconist, Pinstone Street, on January 3rd, and stolen ten boxes of cigars, 3½ lbs. of tobacco, cigarettes, and pipes of the value of £10, and *Richard Thompson*, prisoner in the previous case, was charged with having received the goods. In both the above cases, the windows were smashed, and the goods extracted. Prisoners were committed for trial, bail refused.

Abraham George Sarkiss (22), described as an Egyptian cigarette merchant, was fully committed for trial at Marlborough Street Police Court on the 12th ult. with having obtained from the Cavour Restaurant, Leicester Square, food and wine of the value of 18s. belonging to MR. OSCAR PHILIPPE, the proprietor of that establishment.

William Scrutton (19) pleaded "Guilty" at the County of London Sessions on the 19th ult. to breaking and entering 42, Burne Street, Marylebone, and stealing therefrom 1,200 cigarettes, 1,100 cigars, 40 pipes, 20 cigar-holders, 31 oz. of tobacco, 6 cigar cases, 4 cigarette cases, and 3s. in money, valued at £34 11s. 9d., the property of REUBEN FREEDMAN, tobacconist, of 155, Oxford Street. Sentenced to nine months' hard labour.

Thomas Gordon Willis, tobacconist, 27, East Street, Chichester, was fined 10s. and costs for having on December 8th in his possession for use for trade an unjust weighing machine, scaling a drachm against the purchaser, and this deficiency was due to a piece of "Navy-cut" tobacco resting on the fork underneath the pan. Defendant repudiated the suggestion that the tobacco had been so placed to balance the scales, which were slightly in favour of the purchaser without it. The scales were not forfeited.

John Ernest White, described as a cigar merchant, of Bradford, was sentenced to 14 days' imprisonment at Leeds Police Court on the 13th ult. for assaulting a Midland Railway constable with a walking-stick, and with trespassing on the premises of the Midland Company at Leeds. Prisoner became unruly in the dock, and had to be forcibly removed.

OBITUARY.

With regret, we announce the following deaths:—

BIGHAM—Mr. C. W. Bigham, of Lower Mosley, Manchester.

DOBSON—Mr. W. J. Dobson, Vice-President of the Bradford Tobacconists' Association, age 55.

ELD—Mrs. Elizabeth Eld, Castle Street, Dudley, January 29th.

HUGO—Mr. Charles Hugo, late of Camborne, Cornwall, January 1st.

JOLLYMAN—Mr. James Jollyman, eldest son of the late Rev. William Jollyman, of Barnstaple, age 55, twenty-two years with Messrs. W. D. & H. O. Wills, Ltd., the last nine of which were in London. He was taken ill early in January with pleurisy, but after the first few days his progress appeared to be satisfactory, so that the end came to all his friends as a very great shock. He was held in the highest esteem, not only by all the members of the firm, but by all the staff and employes with whom he came in contact. He was laid to rest on the 1st of this month in Southgate Cemetery.

MCCABE—Mr. James McCabe, of 14, North Street, Dublin, age 33.

MARSHALL—Mr. J. J. Marshall, tobacconist, of 67, Peascod Street, Windsor, January 13th, age 50.

SMITH—Mr. John Smith, Wellington Street, Bingley, Yorks., age 56.

It is also with much regret we have received the announcement of the death of Mrs. Teofani, at the age of 23.

FEBRUARY 15, 1897.

“Cutting.” THIRD ARTICLE.

THE MANUFACTURER OF PROPRIETARY ARTICLES:—HIS POSITION.

If there be one person in the commercial world whose position is truly enviable, it is undoubtedly that of the owner of a largely successful proprietary article. He is practically unassailable; he commands the position all along the line. His name and goods are as household words. In every public resort, in every private community, the struggling village, the isolated hamlet, the busy town, will all know him. The newspapers, the boardings, bus, rail, or tram, will all combine to herald his wares. His is the power that rules. His is the name that commands. Singular, when one comes to think of it, how numerous are the fortuitous circumstances that combine in his favour. The very shopkeepers, in his particular trade, not only pay rent and taxes for the pleasure of distributing his goods, but, it would seem, feel honoured to be favoured with the privilege of exhibiting his striking show cards in the most valuable positions of their establishments—and this, free, gratis, and for nothing.

I am not going here into the matter of how the fortunate manufacturing house attained to such dizzy heights of success, the only fact that concerns us is that this position is *au fait accompli*. What we have to consider is its relative importance as a prominent factor in the subject at issue. A branded article of wide popularity commands not only a ready sale at a stated price, but, it may be assumed, has more friends and supporters than many lesser known articles of the same kind put together. The stocking of such goods is a safe investment—it brings a certain amount of steady trade. While the price of such brands remains firm, all distributors have equal chances. The measure of proportionate success attained by one trader over another becomes then a matter of individual merit—and that only. The selling of such brands *below* the stated price is the *beginning* of the evil known as “cutting.” It is the first powerful plank of the platform. It is the very foundation-stone upon which the gigantic structure is eventually built. Without such a foundation-stone, “cutting” could never exist. No one is more aware of this fact than the owner of the proprietary article himself. However, it suits his purpose to support it. He can see a further material increase in the sales of his brands. The very reduction in prices creates further demands, inasmuch that other goods become displaced, and the poorer or economical consumer becomes thereby attracted. The “cutter” is becoming a good friend, why should he withhold his support? Diplomacy and dissimulation are two such splendid aids—such useful handmaidens to the astute business man. Of course complaints come in by the bushelful. Customers of 20, 30, nay, 50 years’ standing tell of the money they have spent with the firm, and a host of other things, and bitterly complain of this thushness. “My dear Sir, how is it possible for us to help it? Our goods go to so many houses, in such varied quantities, that it is absolutely impossible for us to trace them when once they leave our premises. We are fully alive to all that you say, but what *are* we to do? I assure you nothing pains us so much as this *unfortunate* state of affairs, particularly when such old friends as yourselves are affected. But again I say: What *are* we to do? Suggest some feasible scheme, and I assure you that it will receive our very best consideration.” What could be warmer, what could be more earnest? Talleyrand knew the value of language. The old customer had gone, very despondent; the manufacturer could chuckle: “Let him find a scheme, and then we will, if we *can’t* reject it on the spot, take years to consider it. Then give him a quarter of it.” No, no, it was to the interest of the owner of proprietary articles to support the “cutter,” and right royally has he done so. It will not be doubted for a single moment that if the manufacturer so chose, he undoubtedly could have checked the system; it is utterly absurd, as I shall show later on, to put forward the lame plea that the manufacturer was powerless to act. It simply did not suit him to do so; he felt he could gain more the other way. Unfortunately for the retailers at large, there was no cohesion, there was disunion, there was internal dissension in their ranks. Amid threats, gibes and sneers, there was a lack of practical schemes. In addition to all of this, the business of tobacco selling, because it is thought an easy trade to learn, and requires only “£20 to open a shop,” attracts all sorts and conditions of men—men who are anything but business men. Then, again, there were so many weak-kneed men, men who had to be subsidised, men who were eternally in somebody’s clutches, who for ever wanted financing at critical periods that were sure to arise. How could such men combine? When could they come up to the sticking point? The powerful manufacturer felt that here was a rope of sand, he could afford to dally with them. He could smile at their eternal meetings and endless spouting, nothing of any consequence would ever come of them. Such appears to me to have been the policy of the owner of proprietary articles. That policy was not only a mistaken policy, but extremely shortsighted, and a policy that would be sure to bring a Nemesis in its train. In

the first place, powerful as the manufacturer was, the “cutter” was merely using him as a stepping-stone, as a tool, so to speak, to further his own ends. He began, truly enough, by stocking his numerous windows and advertising in his price list various proprietary articles at reduced figures, or cut prices. By these means he acquired a large turnover. When this was accomplished, he gradually and materially reduced his supplies of these goods, ceased to exhibit them in his windows, withdrew them from his price lists, and his latest list broadly states the fact that *he will purchase nothing that he can produce himself*. The manufacturer has thus defeated his own ends. Again, notwithstanding the singular body of men that formerly constituted the tobacconists as a whole, there were many engaged in the business throughout the country, and those who had the most important establishments, who were men possessing sterling business qualities and considerable backbone. These men have established wholesale concerns on co operative principles, and are themselves producing counter proprietary articles. The success of the “cutter” has, in numerous instances, not only forced to the front the best qualities of these men, but has, in addition, largely eliminated that unimportant body of shopkeepers that brought the trade into disrepute. The powerful manufacturer, by forcing the tobacconist to depend largely upon his own resources, has diverted from himself a considerable portion of that branch of his trade that was profitable, of large consumption, and required no advertising—loose tobacco. In some instances the tobacconist has been strong enough to cease purchasing altogether. The powerful manufacturer, by supporting the “cutter”—his support is not now necessary—and trifling with the trade at large, has alienated from himself a large share of that loyal support that hitherto he might have fairly claimed as his own. He has not only done this, but further, in various important centres, he has created a decided feeling of distinct hostility that is injurious to the best interests of manufacturer and distributor. Last, but not least, the powerful manufacturer has given the incentive to smaller houses to cultivate, on better terms, the goodwill and genial support of the trade. These smaller houses putting forth their best efforts to produce meritorious goods, and, by holding aloof from the “cutter,” helping the retailer in the critical moment over a very ugly stile.

Having, by his own efforts, accomplished all this, the question arises if the powerful manufacturer has not been reckoning without his host. I think he has overshot the mark. He has been the dupe of the wily “cutter.” One day he will see what it has cost him
COSMO.

(To be Continued.)

Messrs. JOHN PLAYER & SONS, Ltd., Nottingham.

ANNUAL DINNER OF THE EMPLOYEES.

THE Annual Dinner of the Employées of Messrs. John Player & Sons, Ltd., Nottingham, took place at the Albert Hotel, Derby Road, on Friday night the 15th ult.

Mr. T. DAVIS presided over a large gathering, the Vice-Chair being occupied by Mr. W. PANNELL. Messrs. J. D. and W. G. PLAYER were present as the guests of the evening. The loyal toasts having been honoured, the Chairman, in felicitous terms, proposed the toast of the “Firm.” In the course of his observations, he commented with pleasurable feelings upon the harmonious relations that existed between the heads of the firm and themselves, and expressed the opinion that so long as they continued to identify their interests with the interests of the firm, those relations would continue to exist. (Hear, hear.) The business was still developing, and it was no exaggeration to say that Messrs. Players’ tobaccos were smoked in every civilized part of the world. There was a bright future before them, and he was sure all present would join him in the earnest hope that the firm’s enterprise would be rewarded with still larger measure of success. (Applause.)

The toast, which was drunk with musical honours, was suitably acknowledged.

The remainder of the evening was given over to conviviality. An interesting programme of instrumental and vocal music had been drawn up. Amongst those who contributed to the harmony were:—Messrs. T. Davis, A. R. Tatlor, A. Farrow, H. Smith, E. Robinson, J. Saunders, J. Lynch, J. Gunn, W. F. Birkin, E. Tatham, and J. Pilkington. A very pleasant and successful gathering was brought to a close by the singing of “Auld Lang Syne” and the National Anthem.

The Retailer will always find profitable matter in the “Cigarette World.”

LONDON & DISTRICT TOBACCONISTS' ASSOCIATION.

PRESENTATION TO THE PRESIDENT.

MR. PETER B. HARRIS (the President) presided, on Thursday, January 28th, at an Extraordinary General Meeting of Members of the above Association, held at Anderton's Hotel, Fleet Street. There was a fair attendance, which included Messrs. A. George, S. Langstein, P. de Konick, W. T. Palmer, James Quinton, H. T. Lovatt, F. Jeeves, G. Ransford, J. H. Kevis, E. Surrey, U. A. Mabile, A. R. Cripps, W. Dix, J. Harraway, T. Arden, C. Bentley, T. Coombs, J. Fraser, F. J. Newton, W. T. Lawrence, W. Lawrence, G. T. Bodey (Hon. Sec.), and others.

The CHAIRMAN said that members would naturally expect a short address from him, seeing that he had been their President for seven years. When he first occupied that position, he felt very proud of it, and that was because the Association at that time numbered some 700 members. At the present time, however, he occupied no official position. He could not think that the falling off in the members was in any way due to him or to the Committee, otherwise they would not have continued to elect him as their President. He had certainly given a good deal of time to the Association—not for his own benefit, but for the benefit of the trade generally. The special purpose of the meeting was to alter one or two of the rules of the Association. As they knew, membership had hitherto meant the payment of a subscription of 2s. 6d. annually, but it had been found that many members of the trade objected to paying that small sum, because they said they could buy proprietary articles without paying the subscription. Such persons, however, forgot the important fact that in selling the brand belonging to the Association they were getting 20 per cent. on the proprietary article, whereas they only got 6½ per cent. on other proprietary goods. Personally he thought it was worth paying 2s. 6d. a year, even if it was only to afford him the opportunity of meeting with fellow-traders in a friendly way, where they could interchange ideas. However, as many members would not pay the subscription, it had been thought better to discontinue it, and make any man a member on the single payment of 2s. 6d. That would keep them together as an Association. He wished to tell them that the Federated Tobacconists were to hold their meeting in London this year, in connection with the Tobacco Exhibition at the Agricultural Hall, and it would be an important matter for the Committee to consider what should be done in the way of entertaining the Delegates. He hoped they would show their country brethren that London stood first. He concluded by proposing certain alterations in the rules of the Association, abolishing the annual subscription, and substituting an entrance fee of 2s. 6d. for every member.

MR. QUINTON seconded the alterations, after he had obtained permission to withdraw his resolution, which he proposed at the last meeting, for merging the Association into the Company.

After some discussion, the alterations were carried *nem con.*

ELECTION OF OFFICERS.

MR. QUINTON said he had much pleasure in moving the re-election of Mr. Harris as their President. The services he had rendered to the Association could not be over-rated, and were they to search London through they could not find a better man for the post. (Hear, hear.)

MR. DE KONICK seconded the motion, which was carried.

The CHAIRMAN briefly thanked the meeting for his re-election, and said he would spare no efforts in the future, as in the past, to ensure the success of the Association.

MR. LANGSTEIN then moved the re-election of Mr. Quinton as Vice-Chairman. This was seconded by MR. LAWRENCE, and agreed to; and, on the proposition of MR. GEORGE, seconded by MR. PALMER, Mr. Harraway was re-elected Treasurer of the Association.

Messrs. Hamborg and Dix were next re-elected as Auditors, and Mr. Bodey as Hon. Sec.

MR. BODEY, in thanking the meeting for their vote, said he trusted the present year would be more fruitful in results than the past; and that they would be able to show the country Associations that they could do something in London, although they might be a bit slow about it.

The Committee having been elected for the ensuing year, Mr. Dix wished to move an alteration in the rules of the Company, respecting the election of members; but, after considerable discussion, Mr. Dix said he would not press the question at that meeting, but would give notice of his intention to propose the resolution at the next meeting.

PRESENTATION TO MR. HARRIS.

MR. QUINTON said the pleasing duty had devolved upon him of presenting an illuminated address to their Chairman, together with his portrait, in crayons, in a gilt frame. (Cheers.) The Address read as follows:—

"London and District Tobacconists' Association.—To PETER B. HARRIS, Esq., January, 1897.—DEAR SIR,—The Members of the various Committees of this Association, over whom you have so ably presided since the first meeting of the members of the retail trade in 1891, desire to take this opportunity, upon the occasion of the election of the new Committee for 1897, to place on record their appreciation of the zeal and tact that you have brought to bear upon what must at times have been an arduous position. Your faith in the cause we were all working for inspired hope in all who came in contact with you, and, to prove that it was not without effect, the London Association holds the position of being the first Association to put proprietary articles of their own upon the market, by which means the retailer was enabled to offer to the smoking public the best of value and obtain a living profit for himself. We trust in the further efforts the Committee are about to make to weld the trade together, that your kindly counsel and friendly intercourse will still remain a source of inspiration to all workers in the trade for the bettering of their position. In thus recording our appreciation of the great services you have rendered to the London Association, and the London traders generally, we ask your acceptance of the accompanying framed photograph, which we trust will always be remembered as that of our President.—We are, dear Sir, yours faithfully. (Signed) J. Harraway, W. T. Lawrence, W. Lawrence, H. T. Lovatt, P. D. de Konick, S. Langstein, J. Quinton, W. J. Palmer, J. Kevis, G. T. Bodey, Charles J. Bentley, C. M. Hinton, G. Ransford, A. George, J. H. Jeeves, E. Surrey, T. F. Newton, J. Arden, U. A. Mabile, A. R. Cripps, T. Coombs, W. Dix, H. O. Hamborg, E. C. F. Grahncrt."

MR. QUINTON said that more signatures would follow of members of the Association who were anxious to testify their appreciation of Mr. Harris's services to the trade.

The CHAIRMAN acknowledged the presentation in a brief and appropriate speech, remarking that no money gift would be so valued by him, as would the Address and Portrait the members had been good enough to give him. (Applause.)

The proceedings then terminated.

Messrs. COPE, BROTHERS & Co., Limtd.

ANNUAL "STAFF" DINNER.

THIS popular and most enjoyable reunion took place on the 2nd January, at the Adelphi Hotel, Liverpool, and was, in every respect, a marked success.

The dinner was served in splendid style in the Grand Ball Saloon, which had been specially appointed and decorated for the occasion, reflecting the greatest credit on the ingenuity and courtesy of the new Manager, Mr. Preusse.


MR. JOHN A. WILLOX, M.P. (Chairman of Directors) presided, supported by Mr. Thomas H. Cope, and Mr. W. Stavely Taylor (Directors), Mr. Charles Cope, Mr. J. Arnold Cope, and Messrs. S. Style, J. Wallace, R. Robinson, W. Hunt, H. G. Robinson, E. J. Pewtriell, A. C. Hughes, &c., &c.

MR. JOHN FRASER and Mr. F. W. KNIGHT (Stewards) occupied the Vice-Chairs, and had charge and direction of the entire arrangements.

The company, altogether, numbered about 100, and the following was the Menu:—

MENU

COPE'S STAFF DINNER.



JOHN A. WILLOX, ESQ., CHAIRMAN.
W. STAVELY TAYLOR, ESQ., DIRECTORS.
THOS. H. COPE, ESQ.

Soup.

ST. GERMAIN. CHICKEN BROTH.

—

Fish.

BARBUES SAUCE RICHE.

—

Entrees.

TÊTE DE VEAU EN TORTUE.
POULET À LA STANLEY.

—


Joints.

SIRLOIN OF BEEF. YORKSHIRE PUDDING.
ROAST LAMB.
VEGETABLES, VARIOUS.

—

Sweets.

BOMBE ADELPHI. PASTRY. JELLY.
FRUITS. DESSERT.
CAFÉ NOIR.



The viands were high-class, and much appreciated. The CHAIRMAN, in felicitous language gave "The Queen," and gracefully congratulated her Majesty on the approaching completion of her sixth decade of beneficent rule. (Applause.) This was received with musical honours, the solo being tastefully rendered by Mr. W. J. Rowland.

Proceeding with the evening's programme, The CHAIRMAN said he was not going to spoil a good dinner by a bad speech; and a long speech must be bad.

The toast he had to propose was that of "COPE, BROTHERS & Co., Limited (applause), in common parlance "Our Noble Selves." They were all rowing in one boat, with heartiness and cordiality—with one goal in view; and success to the firm meant prosperity to themselves individually. (Hear, hear.) He did not know any better incentive to a man to work hard than to know that the result of that service will be participated in by himself, and those dependent upon him. He regretted that from various reasons it had not been quite practicable, as originally desired, to carry out the principle of co-operation between the principals and subordinates in their business, but he could speak with confidence of those who had gone before (and those who sat around him), in the direction of the business, that one of the goals in view was to give those who were working in this concern a more direct and tangible participation in the prosperity and development of its progress (applause). How that was to be done was one of the problems which he, in conjunction with his colleagues, would have to face and settle. They had in their own community some examples of the beneficial results of that principle, and he could speak from personal knowledge when he said that one of the best results was that there was exceptional zeal and loyalty

among those who enjoyed the advantages of the system. (Hear, hear.) As he said last year, it was necessary to put a more aggressive spirit into the business. That policy had been pursued during the past year with the knowledge that it was a sound and right principle, and he thought that they might also promise themselves in the coming year further advances in the same policy. If Cope, Brothers & Co., Limited, had appeared to lag behind in the strain of competition, it had been not from a desire to shrink from responsibility, or timidity, but it had arisen from that sound conservative principle of not wishing to imperil a safe concern by rash experiment. (Applause.) He had had conferences at various times with members of the staff, and it was a most gratifying experience that on one point at any rate there is no divergence of opinion, namely that the merits and excellence of their manufactures were unchallenged and acknowledged on all hands. (Applause.) As regarded prices and concessions, they received many suggestions. It had been proposed that they should give their goods to the tradesmen for nothing, and grant them a handsome bonus for selling. (Laughter.) A more ambitious member of the staff had suggested that we should give all our smokes free, and throw in vests to light them. But while they believe in progress and liberality they were not going to do anything so rash. He mainly wished to suggest that there must be co-operation all round between those who manufactured and those who sold. (Hear, hear.) Those who manufactured enjoyed the high praise of having done their work well in the past, but those who sold were constantly importuned to yield further concessions. They should bear in mind that there was on the part of the customers a disposition to play off one manufacturer against another. Well, they had come to the end of a year, and they were now met to enjoy themselves, feeling they had done in the past year good work, and to take courage to do better things in the future—first to manufacture with the old skill, soundness, and excellence; and next for those who had the selling to put more vigour into their efforts; then they would make the factory busy at home and they would feel grateful to those on the road. (Applause.) He could only repeat what he had occasion to say many times before, that it was one of the prides and pleasures of his life to find in this company such unity of purpose, zeal, and spirit among all engaged in it. He hoped that spirit would be maintained, that they might all assemble next year in good health, and that they might be able to report that they had done still something more to develop the status and business of Cope, Brothers & Co., Limited. (Applause.)

The CHAIRMAN then proposed the toast, and said he need hardly appeal for a loyal acceptance of it.

Mr. F. W. KNIGHT next submitted the toast—"The Manufacturing Departments." He said, last year, when taking part in this interesting anniversary, it was his privilege to make allusion to the earlier and later career of the illustrious firm with which we are associated. He spoke of those who had gone before—of those pioneers who bore the burden and heat of the day—in the inception, the evolution, and permanent formation of the firm of Cope Brothers—pioneers who had not failed to adorn and ennoble the commercial history of the 19th century both at home and abroad. It was thus, that

"Lives of Great Men still remind us"

of our opportunities and obligations, and, in this connexion to most of us now assembled, there continued to cluster and crystallize around the mutations of the past, interesting reminiscences, valued and soothing, over which we fain would gladly linger. But the toast he (Mr. Knight) was struggling with, related, not so much to the past, as to the hopeful present—*emphatically to the living present*—and the eventful future. He took it that the heads of our various manufacturing departments had a great responsibility resting upon them. They were invested with a magnificent mission, to a vast and varied constituency, a constituency that synchronizes with, and embraces, every phase of climate and racial characteristic of the habitable globe. Why, even within the limits of our own United Kingdom, for instance, the idiosyncrasies of the enterprising Englishman, of the shrewd Scotchman, the unique Irishman, and the wonderful Welshman, have to be consulted. All races, all ranks and conditions, all creeds,

all shades of political delusion, make pilgrimage to our shrine, they worship at the Altar of Saint Nicotinus, and seek that variety of solace and sustenance we are expected to improvise and supply. We have to suit and conciliate the dusky Africander, the hardy Norseman, the calculating Chinese, the aspiring Japanese, and the up-to-date Hindoo. We have to be equal to the cupidity of our Continental compeers, and our Canadian cousins. In our line, too, we have to provide for North and South America, the West Indies, Straits Settlement, Australia, Tasmania, New Zealand, &c., &c., indeed our ramifications are represented by a map of the world, all whom and which expect our out-puts to be up to the mark—adapted and adjusted to their exacting climatic conditions, as well as being, in every other respect, practically perfect. Who, it may be asked, is sufficient for these things? This, I know, seems a large order, and suggests an ambitious programme, which calls for a catena, a complexity of capability, which, by the way, I am confident resides with us. It has exhibited itself in the past; and in the future, it shall be more than ever equal to those cosmopolitan exactions; indeed, its splendid fruition, shall speedily become manifest with overwhelming and vanquishing emphasis. (Cheers.) But, it was naturally asked, what is the true method and procedure in the structure and development of such real and permanent success? There must and there will be always, the prerequisite ability, conjoined to unflagging zeal, indomitable perseverance, and a spirit of enterprise, ever fresh and perennial. There must be life and buoyancy within, and an outburst and overflow of vitality and activity, thus, through the movements and media of our ubiquitous and irrespressible representatives (so gracefully panegyricized by our Chairman), we shall magnetize clients everywhere, from the rivers to the ends of the earth; and, as we all heard at Church the other evening, "They shall come from the east and the west, from the north and from the south," and clients' demands for our wares shall be continuous and of ever expansive immensity. This, on the lines indicated, is the law of every genuine, aggressive movement. This has been so in the past, and shall hold good for the future. It speaks for itself; it is germane to the issues involved; there is no mystery about it; it is level to every man's common sense. We cannot give off what we don't previously possess, nor what we haven't the power of producing. The volume of the outward must always be the measure of the inward. This, continued the speaker, is the message of the toast we are about to honour; this is its teaching; this is its truth—truth that has to be proclaimed, reiterated and enforced in a contumacious cutting crisis like the present, with trumpet voice and prophet earnestness. It is the commercial manifesto for this era of unfair, perilous, unreasoning and insane competition, now so sadly extant. Efficiency and energy combined, these indispensable imperatives, spell success; while their opposites, their antithesis, whatever hinders or limits, are unworthy impedimenta to the culmination of lofty, grand and extensive attainments. We must all favour a real, progressive trend in our schemes, our proposals, our ambitions. There must be sound principles and methods to chaperone us along the avenues of resolute, dauntless achievement, while perverse, sceptical reluctance must be ruthlessly and promptly brushed out of the way. (Cheers.) Given such conditions as these, prosperity will not be superficial, a spurt or a spasm, but it will be deep rooted and permanent, the outcome, and development of our inherent and vigorous vitality. Then, concluded Mr. Knight, I venture to predict (and the prognosis shall be verified), that, as in the case of the Temple of old, the glory of our latter house shall be greater than the glory of the former. (Applause.) Gentlemen, I give you the toast of "The Manufacturing Departments" coupled with the names mentioned on the programme. (This toast was taken up with great *éclat*.)

Mr. OSTERWALD, in replying, said all knew what a good cigar was. In order to get it, the first thing is to buy good leaf, the next is to manufacture it, the next is to sell it. If the travellers will say what size and shape they want he was ready to make them; indeed, prepared to make anything. Last year, Mr. Robinson responded to this toast, and it will be remembered he told us that you know what a good cigar is; you must see that you get it.

Mr. BREWER said he felt somewhat disappointed. He was given to understand that there was to be no speech-making, and a contrary intimation had been a sort of anxiety to him since he came into the room. We were all right at manufacturing, and are only too glad of the chance to do it. He was pleased to hear Mr. Willox speak as he did. He be like Elijah when he said, "Hasten, for there is an abundance of rain." He (Mr. Brewer) hoped and trusted that the coming year will be as Mr. Willox prognosticates. The past year had been a year of anxiety, but we had done our best. As regards the manufacturing, he could speak for all his colleagues; all have done their best to turn the stuff out in proper condition, and he was sure that during the past year the quality had been maintained, and we had nothing to regret. All looked forward for increased business.

Mr. HAYWARD thanked the company very much for the kind manner in which his name had been coupled with the toast. Speaking of the department he represented, it was now in its thirty-fifth year, and he thought of all the years this had not been one of the worst. It had been as busy a year as we had ever had, and the smoothest running. As he remarked last time we met, as the orders flow in, the stuff will flow out; and orders have been numerous. He thanked the travellers for their remembrances of the department, and trusted we shall receive a little more of their patronage, so that we may be able to render a good account when we meet another year. (Applause.)

Mr. DAVIS returned thanks for the handsome way in which the toast had been received. He could only say that, as in the past, he intended in the future to devote his very best energies in every way to further the interest of the department he had the honour to represent.

The CHAIRMAN announced, amidst applause, that one of his co-directors, Mr. Thomas H. Cope, would next claim their attention.

Mr. COPE said a year had elapsed since he last had the pleasure of proposing the toast of the "London Branch and the Bonded Works," a year marked perhaps by no very great event in the history of either factory, but certainly with a steady improvement in nearly all departments. Competition is as keen abroad as perhaps it is in London and elsewhere, and whether it is the heathen and very astute Chinese, and wily Mahommedan, or the Londoner, it does not matter very much; they all combine to extract the sixteenth part of a farthing extra out of Cope Brothers and Co., Ltd. However, it would gratify all to know that in face of these and other difficulties we are fairly well holding our own, thanks to the able guidance of the two respected managers whom we have with us this evening. These gentlemen were sparing no effort and care in the production of all their various goods, that will be a source of profit and a credit to the house. He, Mr. Cope, had much pleasure in welcoming them here, and hoped all would join in the toast of the "Branch and Bonded Works," coupling with it the names of Messrs. Griffin and Constable. (Applause.)

Mr. GRIFFIN, on behalf of the London staff, thanked all for the very cordial manner in which the toast had been proposed and received. London was very pleased to meet Liverpool again, and to make known that the branch business last year was in excess of any previous year. (Applause.) This satisfactory result would stimulate to greater activity, and to the achievement of even better results this year. (Applause.)

Mr. CONSTABLE returned hearty thanks for the kindly words spoken by Mr. Cope. It was with great pleasure that he (Mr. Constable) was able to say that the business at the bonded factory had been steadily increasing, the past year showing an out-put greatly in excess of any previous year. Our manufactures were now reaching every corner of the globe, and whenever we get into a new place we have the satisfaction of getting repeat orders, and that it is our intention to maintain. This determination referred to every member of the staff at Simpson Street, for he was glad to say they were all working harmoniously together, and they were imbued with the same spirit, which was to make their branch of the concern a thorough success. (Cheers.)

Mr. GROVES said the toast it was his privilege to offer for acceptance was one which he was sure would be received with

enthusiasm by all present. It was "Our Travellers," those gentlemen whose lives are spent in spreading the name and fame of "Cope" throughout the land; whose winning eloquence can extract orders from the most reluctant buyers, and whose best efforts were, he was sure, at all times put forth in the best interests of our firm. "Our Travellers," concluded Mr. Groves; and may Cope Bros. & Co., Ltd., long retain and prize their valuable services. (Cheers.)

Mr. C. T. GREEN replied. In the first place he must thank Mr. Groves for those kind words, but he didn't think he meant them. Of course, he knew that travellers—the ambassadors of commerce—were regarded as necessary evils, but you cannot do without them yet; and (said Mr. Green) I hope for the sake of my friends here, that it will be a long time before you can. (Laughter.) I am prepared to die (laughter), but not just yet. (Laughter.) It pleases me very greatly to be here to-night in this position, as an orator. I don't often have that pleasure—I generally take the tickets. (Laughter.) I may say this, that up to now London has scored, but we are not going to be put down by public clamour. (Laughter.) Of course you know I come from Manchester, but I didn't come by the Ship Canal. (Laughter.) I don't want to make disparaging remarks about other friends, they look all right. (Laughter.) I shall be only too pleased to meet you and your friends and everybody here twelve months from now, and hear you say that we have had the best year known. (Hear, hear.) With the assistance of the factory (good place!) and the heads of the different departments, we hope to be able to outshine ourselves this year. For my colleagues and myself, I mean to say we are going to have one of the finest years ever known, and the trade we do for you this year will not be only a large trade, but some profit at the end of it. (Hear, hear.) I conclude my remarks with the hope that we are going to have a good year and a profitable year, and that this time next year, when it comes to your turn, you will say, "We are pleased to see you."

Mr. WOOTTON said he had great pleasure in rising to respond to the toast on behalf of his London colleagues. As we had but a short time to finish the speeches, what he had to say must be in a few words. His colleagues were delighted again to meet Liverpool headquarters, and he felt sure the encouraging words from the Chairman would enable all to work with renewed energy to swell the returns of the London branch. It was ten years since first he had the pleasure and honour to represent the London branch, during which time the business had steadily increased, and was sure that with the assistance of friends at Lord Nelson Street it would continue to do so. (Applause.)

Mr. HENRY (Dublin) said he didn't know why the next toast had been entrusted to him. Whether it was that he was not in the habit of speaking, or knowing so little about the staff, he could say nothing against it. (Laughter.) He had, nevertheless, great pleasure in proposing the toast of the "Office Staff." (Cheers.)

Mr. WILLIAMS responded on behalf of the office staff. He begged to tender heart-felt thanks for the kind manner in which the toast had been received. He remarked that our earnest desire, at all times, was to combine efficiency with amiability, and to prove helpful and obliging to all with whom we came in contact in every department. (Cheers.)

Mr. FRASER (Secretary, Cope Bros. & Co., Ltd.), said the toast he had to propose was the health of the Chairman (hear, hear), and in doing so he would make use of the form of the good old man, Rip Van Winkle, somewhat like this—A health to the Chairman, his wife and his family, and may they live long and prosper. (Applause.)

Mr. ROBINSON felt it a great privilege and pleasure in seconding the toast. He was himself to-night a Rip Van Winkle. He endorsed everything Mr. Fraser had said, and hoped they would receive this toast with the usual honours (Cheers.)

The CHAIRMAN proposed to adhere to the rule that no man was to make more than one speech. He would, therefore, for himself return thanks. On the present occasion he was only the representative of the Board of Directors, and therefore, with permission, he would ask Mr. Taylor to respond.

Mr. TAYLOR was sorry that Mr. Willox had taken an unfair advantage of him. He had enjoyed a most excellent dinner, and was in hopes that he might have been left a peaceful listener. The position of Director of Cope Bros. & Co., Ltd., was anomalous. In the first place, they had such mutual confidence in our Chairman that we can only assist him in the great work in hand. Personally his (Mr. Taylor's) small efforts have been to find out some weak points to criticise. He occasionally brought forward one or two small matters which he thought might be dealt with. He was informed that it was a matter of difficulty to get Cope's Tobaccos in such places as Llandudno, Rhyl, &c. When he brought this matter before the Board he was immediately confronted with statistics which showed that the statements made to me were unreliable, that, on the contrary, the streets were almost paved with Cope's Tobaccos. (Applause.) He was glad to say his hair straightened again when it was shown that we can get Cope's Mixture in any part of the world. There was just one serious phase to these remarks, and that was he thought a great deal rests with our travellers. They hold the success or otherwise of the manufacturing department, and he would like to impress upon them the desirability of making efforts to develop the sale of Cope's Tobacco. They had no doubt heard recently of an agitation as to the desirability of establishing a Shipping Department, at the head of which a shipowner should preside. Well, we should enter into a conspiracy to get established a Tobacco Department in connection with the Board of Agriculture, with Mr. Willox to hold the portfolio.

Mr. KNIGHT (in the unavoidable absence of Mr. Wilkie) briefly proposed the toast of "Our Visitors." (Applause.) They were all glad to see Mr. Charles Cope amongst them once more; they all remembered the inspiration of his cheery and genial remarks from last year. They were also glad to have the honourable house of Cope represented that evening by three sons of the late Mr. Thomas Cope. (Applause.) Long may they live to preserve and adorn the reputation and traditions of their father. (Applause.) With the toast Mr. Knight coupled the names of Mr. Charles Cope and Mr. H. G. Robinson (President of the Liverpool Press Club).

Mr. CHARLES COPE said it was again his pleasure to respond to the toast of "The Visitors," a toast which Mr. Knight had proposed in such kindly terms. The visitors were few, as his remarks must be, especially as he had heard some rumours of billiards. Perhaps they didn't all know the old German legend: "The Lord made Adam, and then he made Eve; and, feeling desperately sorry for Adam, he made Tobacco." We won't regret this act. We thank you for your hospitality to-night; we have spent a very pleasant evening indeed. (Cheers.)

Mr. H. G. ROBINSON also responded.

Amongst the recitations, there was one by Mr. Edward E. Roberts, who gave "Shamus O'Brien" with great power and dramatic realism.

The harmony of the evening was continuous and diversified, and the following songs were rendered with capital taste, registering unequivocal successes.

Mr. THOMAS E. GROVES—

"Private Tommy Atkins."
"Father O'Flynn."

Mr. JAMES C. STANSFIELD—

"Once Again."

Mr. G. J. GINGELL—

"The Giddy Little Polka."

Mr. W. J. ROWLAND—

"Tom Bowling."
"The Rhine Wine."

Mr. WOOTTON—

"Anchored."

Mr. VENUS gave the following selections on Flute—
Dances, by E. German.
Saltarello, by E. German.

And on Piccolo—

"Jenny Jones," by C. Godfrey.

The company dispersed about midnight, and the consensus of opinion was, that they had experienced one of the most enjoyable reunions in which they had ever been privileged to take part.

REVISED EDITION.]

The Tobacconist's Handbook.

BY E. B. ALEXANDER,

Of whom complete copies can be obtained at 21, Euston Square, N.W. Cloth 8vo. Post free, 1s. 6d.

CHAPTER I.—*continued.*

LOOSE AND OTHER TOBACCO.

GLAZED jars are, beyond question, the best receptacles, because they are so easily cleansed. At least once, and in hot weather twice, weekly, your jars should be turned out and wiped round with a dry and rather coarse cloth, particular care being taken to clean the corners (if such a term may be used for a round vessel): the object of this extreme care is to remove the "fungus" which is sure to form on the bottom and sides of all receptacles in which tobacco is kept, for it is next to impossible to prevent a certain amount of fermentation except in very dry tobaccos, if this "fungus" or "mildew" be not removed it will taint every bit of tobacco put into the vessel. It goes without saying, that a small portion of *musty* tobacco will have the same effect; therefore, when about to put a fresh lot into a jar, turn out the old stuff, examine it well, and remove any that looks or smells *musty*; you will frequently find that the stale "smalls" at the bottom of the jar have gone "off": the old stuff and the best of the smalls may be put on the top of the fresh; but always work the old down to the last possible bit, before putting in a fresh lot. Notwithstanding all this care, it is sometimes found necessary to wash the jars—a very simple process; but care must be taken to dry them thoroughly before replacing the tobacco. N.B.—Turn over the contents of jars with the hands every morning, and in warm weather leave the lids off for a few minutes.

Tins may be often used to advantage, particularly for such goods as Honeydew, Flake, Navy-Cut, Gold Leaf, &c., that do not require to be kept very moist; those in which 500 Egyptian Cigarettes are packed are useful in point of size and handiness, and are easily kept clean; the lids should be hinged, otherwise they are troublesome to keep in place.

Drawers.—Where anything like a quick trade is done, these are far handier to serve from than jars, but require more care if not lined with zinc; we have seen some lined with a kind of tea-lead, but do not like them, because the lead gets broken away and otherwise harbours mildew; personally we prefer plain hard wood, unlined (although they require more cleansing), because the inevitable contact of the finger nails with zinc or tin, causes an unpleasant sensation.

Barrels or Tubs.—These are requisite where a reserve stock must be kept, and are handy in front of the counter for seats for customers. They require occasional and very careful cleansing, which should be done as follows:—Put some coarse brown paper, loosely crumpled, into the barrel; set the paper well alight, then turn the barrel upside down quickly; the smoke will thus enter the crevices of the wood and kill the mildew; after about two minutes, empty and wipe it out well with a dry coarse cloth or piece of sacking; allow the barrel to cool thoroughly; it will then be ready for use. This operation is best done in the open-air—a back-yard for instance. The foregoing precautions will be found to be sufficient in London or towns where frequent fresh supplies can be procured, but in the provinces, far from the manufacturing centres, the shop-keeper must study the question of carriage, and consequently stock larger quantities; hence greater care must be exercised, more particularly at the sea-side, for the sea-air turns tobacco very much more rapidly than is the case inland. There is but one thing that we know of that has a more deleterious effect on tobacco, and that is the contiguity of beer; therefore, if you happen to supply publicans and beer-shop keepers, always impress upon them the necessity of purchasing their tobacco in small quantities and frequently. We say this, because so many provincial tobacconists do a little wholesale trade. Assuming this to be the case, you will probably stock tobacco of rather a lower grade than you use for retail; as before remarked, these lower grades are more difficult to keep "sweet" than the better class of stuff, and consequently require more attention. Now,

the best plan is to get a few galvanised iron buckets, about as large as horse-pails, but of a lighter make; these will hold about 7 lbs.; order, say 28 lbs. at the time, in four 7-lb. bags; as soon as the tobacco arrives, unpack, check weight (allowing for the bag about 2 ozs.), turn the contents into the buckets, and keep the latter in a cool place. One of the first duties of each morning should be the following:—Spread a large, strong piece of paper on the ground; empty thereon the contents of each bucket consecutively; brush out the bucket with a clean hard whisk or brush, such as a saucepan brush (which should be kept for that purpose only); the result will be a small quantity of whitish dust, *which must be thrown away*; then replace the tobacco, putting the inevitable smalls at top so that it shakes down and becomes dispersed in the bulk. We advise buckets because they are easily handled up and down stairs or steps, are easily cleaned as before described, and, moreover, are inexpensive to replace when worn out; for the galvanised surface will wear out in the course of years' use, and then becomes difficult to clean.

If a basement be used as a store, do not stand your buckets or packets on the floor, but on shelves, which are easily constructed by laying planks across empty cases. You are thus prepared for any sudden irruption of water—such as the bursting or stoppage of a drain. If once tobacco gets *thoroughly wet* there is no hope of restoring it. Prevention is better than cure!

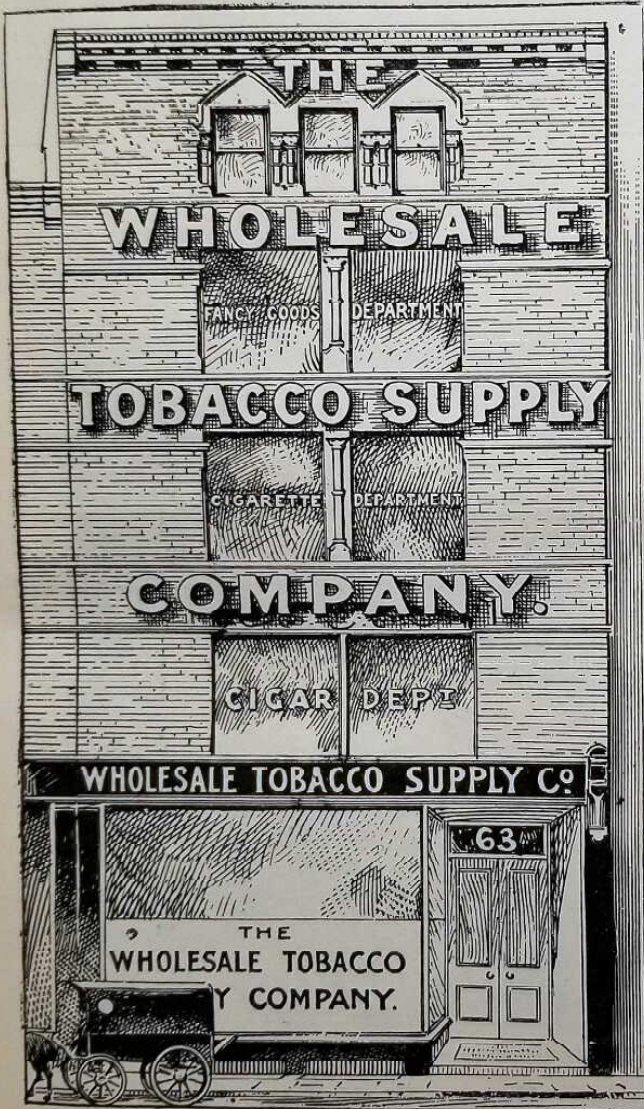
Be as careful as you may, it is impossible to prevent a little "drying in" of tobacco kept in drawers, casks and buckets, which means loss in weight, and waste in creating smalls by handling the dry stuff; particularly in frosty weather. To obviate this we must add a little, a very little, moisture to restore the original condition. This is a matter in which the novice generally makes a "mess of it" by adding too much in one part and too little in another; therefore, we say, unless you take extra care, do not do it all; otherwise you may spoil a whole batch of tobacco by making it too wet and causing it to go "mouldy." The safest way is to take a diffuser or spray—such as chemists sell for spraying perfume, and with pure cold water (absolutely nothing else!) gently spray the *outside* of the tobacco where dry, taking care not to overdo it; when the small quantity of water is absorbed, which will soon take place, shake the smalls over the tobacco and put it back into the drawer or tub. Another, and better way is not to allow the tobacco to get dry, which can be done as follows:—For each drawer, division of drawer, barrel, or bucket, make a canvas cover to fit inside; this cover should be made simply of a *double* piece of sacking or coarse canvas, with the edges hemmed roughly to prevent unravelling; wet *one* side of this canvas, and lay it on the tobacco, *wet side uppermost*, at night, immediately before closing shop; in the morning, turn the tobacco over with the hands, and let the air through it; the effect of this process will be, that while it does not become damped, it does not dry by evaporation. In the course of time the canvas will become "sticky" and "fusty-smelling"; it must then be renewed, or may cause the tobacco to go "off."

Smalls will accumulate in the best regulated shop, even although the good counterman gives each customer a small "modicum" when he is weighing up. At the bottom of every receptacle will be found some fine smalls, almost sand; this cannot well be sold, and should be put into a box kept for the purpose; into this box should also go any small pieces of *musty* tobacco that may be found and that are not worth returning or attempting to restore, also counter sweepings. When you have collected three or four pounds, or more, send the smalls to your manufacturer, who will allow you 2s. 6d. per lb. for it, if it be clean—that is, with no odd pieces of string, paper, &c., in it, and, above all, not a suspicion of burnt tobacco.

(To be Continued.)

Wholesale Tobacco Supply Co.

IN recapitulating the "Trade Events and Features" of the past year, we referred to the "growth of the businesses of tobacconists' dealers," and we now have pleasure in inviting attention to the opening of extensive premises at No. 63, Aldersgate Street, London, E.C. The position selected is an exceptionally fine one, the warehouse being within a few minutes' walk of the G.P.O., and opposite the well-known Manchester Hotel. A feature of the external appearance is the large and brilliantly gilded letters, eminently calculated to attract those interested in the trade. The building, consisting as it does of five fire-proof floors, is replete with every fitting and requirement, enabling a large business to be carried on. There is little doubt but that the large firms of dealers have been the saviours of the smaller retailer, and even a cursory glance through the illustrated catalogue of this firm will



convince the latter that it will be to his interest to avail himself of the low prices and general terms. An application for the catalogue will always command early free receipt of it. The business was established in 1888, and Mr. George Southee is to be congratulated upon the development now in evidence, which amply rewards him for his untiring energy and business tact. Mr. Southee has just returned from a seven or eight weeks' visit to Paris and Vienna in search of all the latest novelties to place before his numerous customers. In passing, we may remark that business will be simultaneously carried on here and at 74, London Road, Southwark. The annexed sketch by no means does justice to the business like appearance which the building presents. The Company deliver once a week with their own vans in all parts of London and the suburbs, and in more distant parts fortnightly, and important concessions for carriage on country orders are also made, and liberal discounts are allowed to purchasers of small parcels.

New Trade Catalogues.

BELOW we give a facsimile (reduced) of the front page of the recently-issued Trade Price List of the well-known TOBACCONISTS' SUPPLY SYNDICATE, of 55, Farringdon Street, E.C., and which we notice is bound in, and issued with, Messrs. Heywood & Co.'s "Compendium" for 1897. The Catalogue is an exceedingly comprehensive one, and it is classified to facilitate quick reference. Copies will be mailed *free* to applicants. In another part of the paper we refer to the fact of the Syndicate having acquired important premises for manufacturing purposes.

Trade Price List.

THE TOBACCONISTS' SUPPLY SYNDICATE.

*Dealers in every article required in the
Retail Trade.*

55, FARRINGDON STREET,
LONDON, E.C.

PROPRIETORS:

B. R. ARKELL, J. H. CUSTANCE, E. GRAHNERT,
J. KEVIS, G. RANSFORD.

(ADJOINING HOLBORN VIADUCT)

Close to all the central Railway Stations, and
Omnibuses passing from all parts of Town.

Telegraphic Address—"CRACKERS, LONDON."

We have also received a copy of MESSRS. ALFRED J. NATHAN & Co.'s "List of Prices Current," and which we understand it is the intention of the firm to issue at intervals of six weeks. The idea appears to be a very good one, and will no doubt considerably augment an already large business.

We also this month give a reduced copy of the cover of the new Catalogue of MESSRS. SINGLETON & COLE, LTD., of Birmingham, which deals most exhaustively with every brand of Packet Tobaccos, Packet Cigarettes, and also Cigarettes by weight, and almost every article required in the retail trade. It is, in fact quite a volume in itself, consisting as it does of no less than 174 pages. As some evidence of the enterprise of the Birmingham firm, we note that the whole of this large Catalogue is included

and issued with the Winter Number of "The Chemists and Druggists' Trade Journal," the guaranteed circulation of which was over 15,000.

TRADE PRICE LIST.

REVISED TO DATE.

ESTABLISHED 1802.

SINGLETON & COE, LIMITED.



11, 12, 13, 14, 15 & 16, Cannon Street,
BIRMINGHAM

Telephone No. 1144. Telegraphic Address: "SINGLETON, BIRMINGHAM."

ENTERED AT STATIONERS' HALL

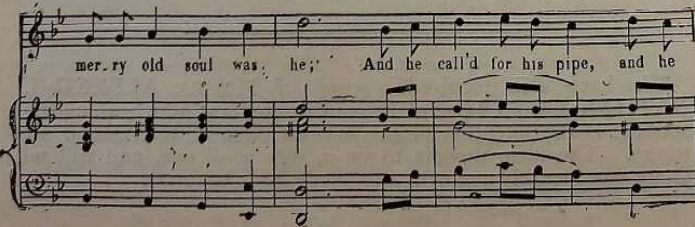
Striking Ads.

THE following advertises MESSRS. GODFREY PHILLIPS & SONS' famous B.D.V., a Pure Virginia Tobacco, and which is sold in packets only:—

The Song of the Age.



Old King Cole was a mer-ry old soul, And a



mer-ry old soul was he; And he call'd for his pipe, and he



call'd for a light, And he call'd for his B. D. V.

THE merry old boys below make a very humorous Ad. They are depicted in the blissful enjoyment of MESSRS. GODFREY PHILLIPS & SONS' excellent 5 a 1d. line of cigarettes, entitled "PHILLIPS' PLUMS." Each figure is on a separate card (with strut at back), and the cards are issued in sets of three.



THE following is a very lovely Show Card issued by MESSRS. ADKIN & SONS, to advertise their innumerable brands of cigarettes. Of the many beautiful show-cards in the trade, this is undoubtedly one of the most artistic, and the dark colouring, showing strong contrasts of lights and shades makes it a very "striking Ad." indeed:—



Messrs. W. H. Lowry & Co.

It is with pleasure we note that in consequence of the great increase of their business, it has become imperatively necessary for the above firm to extend their premises at Bury Court, St. Mary Axe. Mr. W. H. Lowry, the energetic principal, most courteously showed us over the new warehouse and range of offices. The arrangements are excellent, and afford every facility for carrying on a very large business. The firm are to be congratulated upon having acquired much additional space, especially as it has not necessitated a change of address, particularly as premises such as they will now occupy are rarely available in so central a position as St. Mary Axe. We were glad to hear from Mr. Lowry that the sale of the famous Egyptian cigarettes of Tr-A-I-HALASSINO, for which brand this firm are sole agents, has surpassed their most sanguine expectations, the out-put for the last year being quite phenomenal. We may mention that Messrs. Lowry are placing on the market a new brand of Mexican cigars, entitled "BALANCIO."

The Most Popular

Penny Packet

ON THE

Market.

“TRADES UNION”

In Packets containing

7 CIGARETTES

Price 13/6 per 4 Boxes (1400 Cigarettes).

MANUFACTURED BY

GEO. MASON & SON, Chesterfield.

IT WILL PAY YOU to stock a well

advertised article.

**“FLOR DE
DINDIGULS”**

Return you a remunerative profit, and are

NOT CUT.

BEWLAY & CO., LTD.,

49, STRAND, LONDON, W.C.

In ordering please quote the “Cigarette World.”



Are you there?
Are you there?
ARE YOU THERE?

!!!!!!!!!!!!

Why dont you put me on the right firm?
I want Ogden's

Whose?

Ogden's

What name?

Ogden's !

Spell it please

O.G.D.E.N'S

Oh! **OGDEN'S** the *Guinea-Gold*
Cigarette makers! all right—

Now you're on the right firm.



SEND FOR PRICE-LIST
(WHOLESALE ONLY) TO

R. P. GLOAG & CO.,

WALWORTH,
LONDON, S.E.

THE ORIGINAL MAKERS OF LOS BRILLIANTES AND CIGARETTES IN ENGLAND. ESTABLISHED 1851.



On a clear night, count every star in the heavens.
Do this for 37 clear nights and you have counted
the number of

Challenge Flat Brilliantes

that have been sold.

THE COOLEST SMOKE ON EARTH.