

TRUNDLEY AND CO.

MAKERS OF T STAR BRAND OF BRIARS.  
Sole Agents for  
SANDALPHON CIGARS AND CIGARETTES.  
IMPORTERS OF  
ALL TOBACCONISTS' FANCY GOODS.  
87, HOUNDSDITCH, LONDON.



# The Cigarette World



A Journal for the Retailer.

EDITED BY ARTHUR BARRON.

PUBLISHING OFFICES:—  
45, 46 & 47, St. Martin's Lane, Charing Cross, W.C.  
(Where single copies can be obtained.)

LETTERS AND PARCELS:—The Editor, "Cigarette World," Barnes, S.W.

The "Cigarette World's" of the London Route which its **LIGHTNING TRICYCLE SERVICE** covers will be given in our next Number.

# MAP

The "Cigarette World" is on sale each month, at its published price of **ONE PENNY ONLY**, at every Tobacconist's in every Road and every Street shown on the Map.

Vol. II. No. II.

LONDON, JUNE 15th, 1897.

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

COHEN, WEENEN & CO'S



# Band Master

**1D PER BOX of FIVE**

FULL SIZE

GUARANTEED PURE VIRGINIA

# CIGARETTES



**3d.**  
PACKETS OF  
**10**



**6d.**  
TINS OF  
**20**



**UNSOLICITED  
TESTIMONIAL.**

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



Proprietors—

**ADKIN  
AND  
SONS,**



**LONDON.**

Established 1795.



**UNSOLICITED  
TESTIMONIAL.**

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

**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

# QUINER

# GOLD

# 5

CIGARETTES

# 10

Guaranteed Pure Virginia.

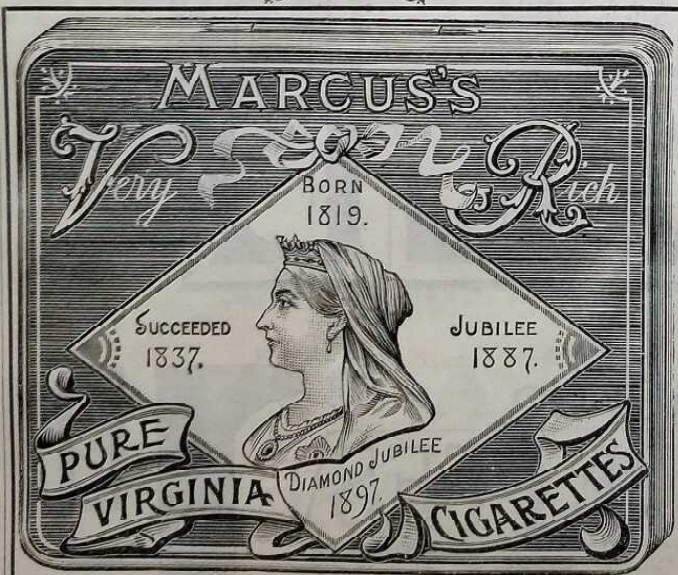
*Sweet, Cool, and Fragrant.*

SEND FOR PRICE-LIST  
(WHOLESALE ONLY) TO

**R. P. GLOAG & CO.,**

WALWORTH,  
LONDON, S.E.  
ESTABLISHED 1851.

THE ORIGINAL MAKERS OF LOS BRILLIANTES AND CIGARETTES IN ENGLAND.



**MARCUS'S**

NEW LINE

The Finest

**3<sup>D.</sup>**

Enamelled  
**TIN**

Yet Introduced.

The Handsomest

**LINE** on

**3<sup>D.</sup>**

the Market.

SEND FOR PRICE LIST TO SOLE AGENTS.



FACTORY:

CAIRO,  
EGYPT.

BEST  
EGYPTIAN  
CIGARETTES

MELBOURNE  
HART & CO.,

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

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.

JUNE, 1897.



THE topics uppermost during the past month have been the Exhibition, the Conference of Retailers, and the so-called revival of the "cutting" question. Trade is now brisk, and retailers generally will undoubtedly benefit by the Jubilee boom.

\* \* \*

MEDALS, prizes and diplomas at the Exhibition were awarded to Messrs. Richard Lloyd & Sons, Messrs. Alberge, The Ludington Cigarette Machine Co., Messrs. Kinnear, Ltd., Messrs. Chas. Maas & Co., The Baron Cigarette Machine Co., Ltd., Messrs. Van Raalte & Co., Messrs. R. P. Gloag & Co., and Messrs. Henry Howell & Co.

\* \* \*

In addition, some person or persons unknown secured prizes, viz., the editorial umbrella of the *Cigar and Tobacco World*, and the cash box of *Tobacco*.

\* \* \*

NEMESIS! Nemesis! The man who associated the words "ghastly failure" with the first Exhibition has himself experienced it in the third. The exhibition-runner whose reputation can survive the scathing, if somewhat flippant, criticism of the *Daily Mail*, and the strangely irrelevant notice of the *Daily Telegraph* (given in another column), must be something more than mortal.

\* \* \*

*Apropos* of the former journal's notice, it reached me from various channels during the Exhibition-week that the management credited poor me with having inspired the said article.

## 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



**Awarded Gold Medal, London, 1897.**

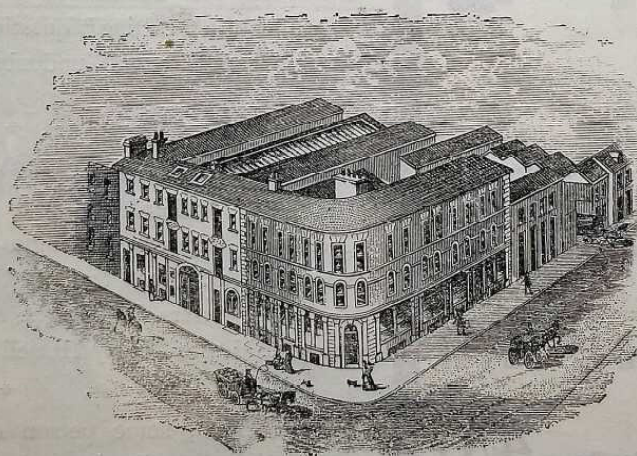


PACKED IN 2 OZ., 4 OZ. & 1 LB. TINS.

AN EXQUISITE PIPE TOBACCO, MANUFACTURED FROM THE  
FINEST BRIGHT VIRGINIA LEAF.

SAMPLES AND PRICE ON APPLICATION TO RICHARD LLOYD & SONS, HOLBORN BARS, LONDON.

IMPORTERS  
OF  
CONTINENTAL  
CIGARS.



SAMPLES  
SENT ON  
APPLICATION.

(HIGH CROSS CIGAR MANUFACTORY.)

**Swain and van den Arend**  
**LEICESTER.**

TELEGRAMS—"CIGAR, LEICESTER."

NAT. TELEPHONE, 668.

MANUFACTURERS OF  
**BRITISH CIGARS.**

In common with most men, I am not insensible to compliment, but, as a business man, I prefer the compliment indirect to the compliment direct. As the article in question was universally voted an exceedingly clever one, this looks like the compliment indirect. It is, I hope, unnecessary to state that I knew nothing whatever of the article until I saw it in print, and in making this statement I do so with apologies to the *Daily Mail*, as the mere suggestion of inspiration savours somewhat of an insult to that largely-circulated journal. It looks rather like a case of *qui s'excuse, s'accuse*.

\* \* \*

HAVING got through about three-quarters of a lb. of tobacco, I— No, I am afraid I shall not make my meaning clear by commencing in this way, so will try again. Having waded through about three-quarters of a lb. of the current number of *Tobacco* (by-the-bye, it weighs  $1\frac{1}{4}$  lbs., and *weight*, you know, counts in trade journalism), I came across the following:—

The Rumoured 1898 Show.

“There was a pretty strong rumour floating round the Hall at the close of the Exhibition that six well-known manufacturers would run the Exhibition in 1898 in order to recover a little lost popularity. Kuschke had it, Gloag got it from a good source, Morris knew all about it, and was full of suggestions as to how they should do it, but he does not quite like the idea of the promoters occupying the centre of the Hall and offering him wall space. The idea is that all tobacconists are to have free railway tickets, free lunches, and free smokes. This is the most popular feature. Singleton and Cole, no doubt, will be given an option on the coal shed! What a time we shall have!”

\* \* \*

WHAT does it all mean? The words “that six well-known manufacturers would run the Exhibition in 1898 in order to recover a little lost popularity,” seem to refer to the Round Tablers. The pronouns and the middle verb in the sentence that follows are so obviously mixed as to defy elucidation. Perhaps you can help me!

\* \* \*

THEN again, why should the eminent Birmingham firm, Messrs. Singleton & Cole, be relegated to the coal shed? Is a pun on the word “coal” intended? And if so, why is it so cruelly implied that in 1898 there would only be a *Single ton* of it?

\* \* \*

THE action of the six-umvirate some months ago in differentiating between the London and Provincial trade was a fair index of what might have been expected to happen at the recent Federation Meeting at the Agricultural Hall. The provinces declined to yield to London on the “headquarters” question. The plain fact is that the provinces unionise, and London never will. The *Tobacco Trade Review* seems to think that the place of meeting might have had a baneful influence on the decision come to. It says:—

“Surely the genius loci had something to do with the strife which took place with such extraordinary results! The Conference was held, most unfortunately, in the same hall which was the scene of the absurd Exhibition, which proved so much of an “*exhibition*,” in the vulgar and derogatory sense of the word, that it has been the laughing stock of the country. Whether the sight of the Exhibition failure affected the delegates to the Conference, turning their ordinary tempers wrong side uppermost, and producing

*discord hitherto unexampled at the trade meetings; or whether some subtle influence hung about the rafters of the dreary building, and cast a blight upon all who entered the walls—whether these or some other causes are responsible for the division amongst the most trusted leaders of the trade, we need not take the trouble to investigate.”*

\* \* \*

It is almost a pity that meetings on the burning cutting question cannot be held *in camera*. The public journals soon got scent of the proceedings at the Agricultural Hall Conference, and pounced upon them as good copy (see “Items of Interest” under “Trade News and Notes”). The following are among the many headline “thrillers”:—

“Another Tobacco War.”

“Retailers Revive an Old Question.”

“Future Boycott Notion.”

“What the Cutters say for Themselves.”

“Tobacco Cutting.”

“The War has broken out as hotly as ever.”

“Retailers are Inviting Manufacturers to meet them to Fight the Common Enemy.”

\* \* \*

It should be borne in mind that the sympathies of the daily press are with the public—for the simple reason that so large a section of it smoke. Result—more “bold advertisement” to the cutters throughout the whole of the kingdom, as the provincial press copied. It might be well for the Associations in future to bear this in mind.

\* \* \*

THE get-up of the Midsummer special numbers of the trade journals is good. The prices, however, seem somewhat elastic. The *Cigar and Tobacco World* is two shillings, *Tobacco* is sixpence, the *Tobacco Trade Review* gives no price per single copy, but only its annual subscription of 5s., and the “baby journal,” as one of them is kind enough to dub us, is the modest but ever popular penny. Well, we don’t intend to raise it!

In our next number we propose to include a whole-page MAP of the ground covered by our TRICYCLE DELIVERY SERVICE. The *Cigarette World* is on sale, at One Penny, at the doors of every Tobacconist and the principal Clubs and Restaurants in each street shown.

AN APPEAL FOR FAIR PLAY.

A certain individual, evidently endowed with considerable inventive faculty, has for some months past been kind enough, on the occasion of his calls upon wholesale houses, to make statements respecting the proprietorship, or part proprietorship, of “The Cigarette World,” and also of the authorship of articles appearing in it. The obvious design of these statements—altered to fit in with his listeners’ particular antipathies—being to keep business away from the Journal, I therefore deem it necessary to say that no one connected with, or whoever has been connected with, the trade, directly or indirectly, has any proprietary interest in the paper, and that any unsigned or un-initialed articles appearing in it are written by the sole Proprietor, who is

Yours very truly,  
ARTHUR BARRON.

# Hugh Stevenson & Sons

MANCHESTER, LONDON, PERTH, BRISTOL, &C.



A ROOM IN ONE OF THE MANCHESTER FACTORIES.

## THE TOBACCO TRADE BOXMAKERS.

### Specialities.

- Small Shouldered Boxes.
- Novel Designs in Fancy Boxes.
- Tobacco Boxes of all kinds.
- Cigar and Cigarette Cases in Polished Leatherette and Wood Veners.
- Folding Boxes and Packets.
- Metal-edged Boxes.

Write for Samples and Quotations, giving as full particulars of your requirements as possible.

Telegrams: "Clamps," Manchester.  
Telephone: No. 269, Manchester.

## THE WHOLESALE TOBACCO SUPPLY COMPANY,

63, ALDERSGATE STREET, LONDON, E.C.,  
AND  
LONDON ROAD, SOUTHWARK.

### Manufacturers & Importers.



The Cheapest Line in Cigarettes ever brought out.  
**14/0 per 1000.**

Packed in attractive tins of 50. Manufactured of  
High Class Virginia Tobacco.

- Straight Cut Virginia Cigarettes, 4/6 per lb.
- Gold Tipped Cigarettes, 5/6 per lb.
- "Woodbine," "Cinderella," "Lucky Star,"  
"Bandmaster," &c., 3/1 per box.
- Guinea Gold, 18/0; Old Gold, 17/9 per 1000.

**2D. per lb. off LOOSE & PACKET TOBACCOS**  
being about **5% DISCOUNT.**

**The Cheapest House in the Trade for Everything.** **NEW ILLUSTRATED PRICE LIST**  
Sent Post Free on Application.





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. ALFRED ARNATT, who recently acquired the premises 188, Queen Street, Portsea, has commenced business as a wholesale and retail tobacconist, under the style of "The Old Lion Gate Original Navy Cut Factory."

MESSRS. DEWLAY & Co., LTD., again exhibit "Flor de Dindigul" cigars at the Victorian Era Exhibition, Earls Court, which opened on the 24th ult. They also occupy over 2,000 feet of advertising space in advertising this famous brand.

MESSRS. W. A. & A. C. CHURCHMAN'S new tobacco factory in Portman Road, Ipswich, is now in course of construction, and the firm hope to be in their new premises in November next. The offices and warehouses will have a frontage of 300 feet, and space is reserved to meet the possible requirement of a bonded warehouse.

MR. ALFRED BERNARD DEXTER, of Nottingham, was married, on the 1st inst., at St. Mary Abbot's, Kensington, to Miss Terése Kippis, of Cumberland Road, Kensington, W.

MESSRS. C. FRYER & SONS, of St. John's Street, West Smithfield, E.C., have issued an illustrated and exhaustive price list of their specialities.

MESSRS. GALLAHER, LTD., have given formal notice to the Meadow Street Flour Mills, Belfast, that they require these premises for the extension of their tobacco factory.

MR. W. G. HOOKER has resigned his position with the "Keystone," 81, Turmill Street, E.C.

MESSRS. KLINGENSTEIN & Co. have registered their trade marks in the Royal Court of Jersey.

MESSRS. LAMBERT & BUTLER have secured registration of their trade marks in Jersey.

THE LEICESTER CIGAR MANUFACTURING Co. have introduced a new brand of British cigars, entitled "Coup de Bec."

MESSRS. RICHARD LLOYD & SONS secured the Gold Medal for the finest display of manufactured tobaccos at the recent Exhibition.

MR. E. J. LUSBY is to be congratulated upon the success he has achieved at Earls Court. The exhibit, some particulars of which were given in our last number, is quite the finest of its kind in the Exhibition. The assistants are resplendent in silk costumes, representing England, Scotland, Ireland, and Wales, which, we understand, were specially designed by that prince of showmen, Imre Kiralfy.

MESSRS. B. MURATTI, SONS & Co., LTD., had an important exhibit at the recent Brewers' and Allied Trades Exhibition at Manchester.

MESSRS. THOS. OGDEN, LTD., have included in the boxes of their well-known "Guinea Gold" brand of cigarettes a well-executed portrait of the Queen. The firm announce that owing to the rapid growth of their business, they have acquired another extensive building in addition to the large ones now occupied by them, devoting the whole of the other portion to their factory. Communications should now be addressed 33, Wapping, Liverpool.

AN exceedingly happy idea is that of MESSRS. JOHN PLAYER & SONS, LTD., in issuing presentation copies of coloured county cycling maps to advertise their many well-known brands. The maps emanate from the eminent lithographic firm of Messrs. W. & A. K. Johnston, of Edinburgh and London.

MESSRS. PSALTIS & CONTOPOULOS, of 65, Chancery Lane, E.C., announce that the cigarettes of Messrs. Handras, of Port Said, are supplied to wholesale houses only.

MR. H. ROSENBERG, who for 25 years has been in the service of Messrs. J. H. Rosenberg & Co., of 16, Royal Exchange, Manchester, announces that in future he will represent Mr. H. Walmsley.

MR. C. SANSON is introducing Teneriffe cigars from the factory of Luis Zamorano Villar.

MESSRS. H. L. SAVORY & Co., of Piccadilly, have been appointed purveyors to the House of Commons.

MR. G. A. J. SCHOTEL, of 93, Aldersgate Street, E.C., has been appointed agent for MESSRS. JOSÉ TINCHANT Y GONZALEZ & Co., of Antwerp.

MESSRS. R. P. SWAIN & Co., Charles Street, Leicester, are about to considerably extend their factory.

THE TOBACCONISTS' SUPPLY SYNDICATE, of 55, Farringdon Street, E.C., purchased the cigar prize medal exhibit of MESSRS. H. ALBERGE & Co., and also that of MESSRS. RICHARD LLOYD & SON, Holborn Bars, E.C., at the recent Tobacco Exhibition. The following members of the Syndicate bought the remainder of Messrs. Lloyd's handsome exhibit, viz.:—Mr. Grahnert, the cigarettes; Mr. Kevis, the Irish roll and hard tobaccos; and Mr. J. H. Custance, the flakes and light tobaccos.

THE TOBACCONISTS' SUPPLY SYNDICATE announce that orders can be executed at the following branch depôts, in addition to their warehouse at 55, Farringdon Street, E.C.:—10, Long Lane, E.C.; 127, Strand, W.C.; 20, Sussex Place, South Kensington, W.; 167, Earls Court Road, W.; 238, Great Portland Street, W.; 263, Portobello Road, Notting Hill, W.; 43, High Street, Putney, S.W.; and 36A, Hill Road, Wimbledon, S.W.

SIR FREDERICK WILLS, BART., has entered his yacht "Amphitrite" for the International Race from Dover to Kiel.

MESSRS. ZEEGEN, SONS & Co., cigar manufacturers, announce that they have opened the premises in 71, Whitechapel Road, E.

#### RETAIL.

MR. G. M. AMOS is now carrying on business as a Cigar Dealer and Tobacconist at 36, Snargate Street, Dover.

MESSRS. APPLIN & Co. have re-opened the shop in Lower Park Road, Bristol.

MR. R. T. BISHOP has removed from Horseley Fields to Queen Street, Wolverhampton.

MESSRS. BLACKWELL & Co., of Gallowtree, Leicester, have introduced a smart method of advertising. Their MR. HOUGHTON has photographed tastefully arranged boxes of cigars, and placed enlargements of the photos in conspicuous positions, to attract passers by.

MR. BROADHEAD, of Parliament Street, Nottingham, has received the sum of £375, as compensation from the M. S. & L. Railway Co.

MESSRS. BURBIDGE & Co., of 27, Market Street, Nottingham, were awarded a diploma and gold medal for their LADY SLAVEY brand of cigarettes, at a recent trade exhibition at Nottingham.

MESSRS. FINLAY & Co., of Newcastle-on-Tyne and South Shields, now have tobacco kiosks at the principal stations on the North Eastern Railway.

TRADE NEWS AND NOTES—continued.

THE GLASGOW AND SOUTH WESTERN RAILWAY Co. seek a tenant for a kiosk for the sale of cigars at St. Enoch's Station, Glasgow.

MR. ALDERMAN HUGHES, tobacconist, Victoria Dock Road, Canning Town, has retired after thirty years of active business life.

MR. C. S. KILHAM, late manager to Messrs. Dennie & Co., of Brent Street, Sheffield, has acquired the Exchange Street branch from the firm.

MR. SAMUEL WORMALD, of 43, Sheffield Road, Barnsley, exhibited at the recent Barnsley Trades Exhibition. The exhibit aroused considerable interest from the fact of it being a working one.

Fires.

A serious fire occurred on the premises of MESSRS. SALMON & GLUCKSTEIN, at High Street, Ashford, on the 17th ult., when the whole of the stock, estimated at about £3,000, was destroyed. Covered by insurance.

A fire broke out at MR. T. STAFFORD'S, tobacconist, of Hammond Place, Chatham, on the 1st ult. Considerable damage was done.

Trade Changes.

MRS. MASTERMAN, of 20, Dairy Gate, York, has disposed of her business to MR. G. H. DALE.

Festive.

The BIRMINGHAM & DISTRICT TOBACCONISTS' ASSOCIATION'S Soirée was held on the 4th ult., in celebration of its 10th anniversary. An exceedingly pleasant evening was spent.

MR. JOHN JACKSON, the genial representative of MESSRS. GOODMAN & HARRIS, of Leicester, was the recipient of many pretty compliments on the celebration of his birthday, on the 26th ult., at The Bay Horse Hotel, Warrington.

MESSRS. R. LLOYD & SONS' Cricket Club were victorious in their match against the Nosegay C.C., at Raynes Park, on the 22nd ult.

MESSRS. JOHN PLAYER & SONS' Choral Society concluded its season on the 27th April with a concert in aid of the Children's Hospital and Indian Famine Fund. Reported fully in another column.

New Brands and Trade Marks.

- BANDSMAN (all). Cohen, Weenen & Co.
- CUVADA (all). W. A. & A. C. Churchman.
- DALAND (all). Cahn & Stern.
- DINKY DOO (Tobacco and Cigars). Joseph Widdup.
- DOÑA ZOROSA (all). R. J. Dexter.
- DRYANDOS (Tobacco). E. Kaufmann.
- EL BANGADO (Tobacco). E. Kaufmann.
- EL KAAHLA (Cigarettes). Benson & Hedges, Ltd.
- ENACTOS (all). John Garnett & Co., Ltd.
- FESTOON (Tobacco). George Wilcox.
- FLOR DE HALIVA (Tobacco). Hoogstraten Brothers.
- CURLY BOY (Tobacco). Gallaher, Ltd.
- GOLDEN BLOSSOM (Tobacco). Singleton & Cole, Ltd.
- INTRICIO (Tobacco). E. Kaufmann.
- ISHTAR (Tobacco). B. Kriegsfeld & Co.
- ISOLDE (all). Cahn & Stern.
- LA CARALITA (Tobacco). Wm. Gibson & Sons.
- LA FARUBELA (all). R. Mills & Co.
- LA FLOR DE BROMEDO (Tobacco). H. Alberge & Co.

- LA NIKLE (all). Adolph Elkin & Co.
- LA NUMENTINA (Tobacco). Wm. Gibson & Sons.
- LA QUESTARA (all). John Garnett & Co., Ltd.
- LA VELLEDA (Tobacco). Rudolf Wolf.
- LANDSCAPE (Tobacco). Gallaher, Ltd.
- LAS ESTAPAS (Tobacco). Wm. Gibson & Sons.
- MI DOERA (all). John Garnett & Co., Ltd.
- MONASTERY (Tobacco). Adkin & Sons.
- NIMBLE DICK (Tobacco). Franklyn, Davey & Co.
- PUNKAH (Tobacco). Jarrett Brothers.
- REVELLER (Tobacco). Hudden & Co., Ltd.
- SANS GENE (Cigars and Tobacco). A. Edwards & Co.
- SANTIAMOS (Tobacco). E. Kaufmann.
- SMALL BORE (Smoking Mixture). Thomson & Porteous.
- SOLIENTA (Tobacco). E. Kaufmann.
- SWEET MEMORIES (Tobacco). F. & J. Smith.
- TEE-TO-TUM (Tobacco). John Player & Sons, Ltd.
- TOLL BAR (Tobacco). Hudden & Co., Ltd.
- TRISTAN (all). Gahn & Stern.
- WEENLOO (Tobacco). Richard Lorl.
- ZERLINA (all). A. Baker & Co., Ltd.

Limited Companies.

J. R. BOTTOMLEY & Co., LTD.—Capital, £50,000 in £5 shares, 5,000 of which are preference shares. Objects: to acquire, take over as going concerns, and carry on the businesses of a brewer, maltster, wine, spirit, and cigar merchant, lately carried on by Mr. J. R. Bottomley, of Huddersfield.

DIAMOND NOVELTY SYNDICATE, LTD.—Registered with a capital of £2,000. Objects: "to enter into a certain agreement, and to acquire, develop, and turn to account certain patents and rights relating to the manufacture of cigar cutters, &c." MESSRS. SPIERS, RONALD & Co. are the managers.

Items of Interest.

TOBACCO CUTTING.—The "tobacco war" between manufacturers, retailers, and cutters, of which so much was said eight months ago, is still on. A meeting of the United Tobacconists' Associations at the Agricultural Hall has given fresh life to it, and brought out again the peculiarities of this extraordinary trade difficulty. Though the meeting was not open to the public, a *Star* man has been able to gather details of all that transpired. The result of the meeting was a decision on the part of the tobacconists to invite manufacturers to a further conference at an early date. This was proposed by Bristol and supported by Birmingham and the provinces generally. London, however, feeling the operations of the cutters and the supineness of the manufacturers more keenly, was in the field with a much stronger resolution, proposing "to cease to deal direct with the manufacturers of proprietary articles" unless uniform discounts were granted. But the proposed boycott of Messrs. Wills, Lambert & Butler, Taddy, and the rest of the big men did not commend itself to the united tobacconists of England—at present. The spirit of the meeting was shown in the address of the outgoing president, Mr. Watts, of Liverpool, who reviewed the history of the trouble from April, 1896, when Sir W. H. Wills stated that the big firms had "come to the conclusion to deal experimentally with certain firms most prominent in that injurious practice (cutting)." Mr. Watts referred to "a firm of Jewish origin, who, by dint of specious advertising had long been the scourge of the London trade." He was specially severe with the manufacturers who failed to protect their own goods from the ravages of the cutters, and, to prove how easily they might do it, produced a list of 56 firms which do not allow their goods to be sold below a certain price. To

JUNE 15, 1897.

## TRADE NEWS AND NOTES—continued.

strengthen his case he showed a letter in which "one of the largest stores in England" complained that they are boycotted by certain firms of this kind because they cut prices.—*Star*.

**THE CIGARETTE TRUST.**—The trial of ten millionaire directors of the America Cigarette Trust, which commenced in the Court of General Sessions this morning, arouses widespread interest. The cigarette trust controls the manufacture and sale of Richmond Gem and other well-known brands which are sold all over the world. Its directors were recently indicted by the New York grand jury for conspiring to create a monopoly. The charge formulated against them to-day sets forth that they have attempted to control the cigarette trade by compelling tobacconists to refrain from selling cigarettes made by rival manufacturers. It is alleged that large numbers of tradesmen who refused to obey the dictates of the trust were driven out of business and ruined. Only one of the directors appeared at the trial to-day, most of the others being abroad. They are defended by a large array of counsel, headed by Mr. Joseph Choate, a well-known member of the New York Bar. The case is an important one, as it indicates that Mr. McKinley's pronouncement against trusts and monopolies, which he embodied in his inauguration speech, is to be acted on, but owing to the enormous money influence involved it is not expected that a conviction will be easily obtained. The penalty is a fine of 500 dols. and one year's imprisonment.—*Daily Mail*.

**ANOTHER TOBACCO WAR.**—There seems to be a likelihood of renewed friction between the manufacturers and several retailers of tobacco and cigarettes, owing to the former continuing to supply their goods to firms which the ordinary retailer terms "cutters"—the retailer who says he saves the purchaser 25 per cent. on all his smokes. Last week the United Tobacconists' Association held a private meeting at the Agricultural Hall on this question of "cutting" in the trade. The Association then determined to invite the manufacturers to a further conference at an early date. A resolution, proposing a boycott by members of the Association of Messrs. Wills, Lambert & Butler, Taddy, and other big firms, was not carried. **MR. SALMON'S VIEWS:** As this renewed agitation is being led by the London retailers, and is mainly directed against the firms of Salmon & Gluckstein and Baker & Co., a *Morning* reporter yesterday called at the headquarters of both establishments. Mr. D. Salmon said he had heard that renewed activity was being displayed by the retailers of London. This did not trouble him at all. In the first place, the retailers were divided among themselves on this question; and, secondly, his firm had fought this same battle eight months ago and won hands down. It was absurd on the part of the retailer to even think that the manufacturers would refuse to supply Salmon & Gluckstein with their goods. The firm took no credit from the manufacturers; they paid cash for everything. But if the manufacturers refused to supply them direct it would not be difficult for his firm to buy all the "class" goods they wanted in other quarters. This fact was amply proved during the last agitation. Then again, would it pay the manufacturers to refuse to serve his firm. In his (Mr. Salmon's) opinion it would not. Such tactics would simply put "S. & G." tobacco more and more upon the market, to the detriment of proprietary brands. They owned the majority of tobacco shops in London, and could easily do this if they wished. If their prices were raised the public would suffer. As matters stood, both the manufacturer and "S. & G." were getting a profit, and the public obtained their tobacco 25 per cent. less than they could buy it anywhere else. The present agitation could not last five minutes. **WHAT BAKER & CO. SAY:** At Messrs. Baker & Co.'s chief office in the Tottenham Court Road, *The Morning* reporter also learnt that that firm knew little or nothing about the present agitation of the retailers, and they were not taking the trouble to find out anything on the subject. They were quite prepared to fight the battle of eight months ago over again if the retailers and manufacturers wished it, but they did not think there would be any cause for this, as the manufacturers were sensible that Messrs. Baker were conducting a business by which they and the public mutually benefit. The other retailers could, if they wished, sell their goods as cheaply as Messrs. Baker.—There seems no doubt from the nature of these two interviews that the smoker may still sleep in comfort—he will not lose his 25 per cent. discount just yet.—*The Morning*.

**PERIPATETIC RETAILING.**—Travelling is to be made still more luxurious. The Chancellor of the Exchequer has added to the Finance Bill a clause to permit the sale of tobacco in omnibuses and tramway cars and carriages, in the same way

as it is permitted in railway carriages. It is easy to understand that a traveller in a railway dining car might wish to buy a cigar at the close of his meal; but surely a passenger by 'bus from the Bank to Charing Cross hardly needs to be provided with tobacco *en route*. Perhaps the object of the clause is to enable automatic cigarette machines to be fixed on the outside of cars and 'buses—they would be useless inside, so long as the police properly forbid smoking there—or perhaps the Chancellor of the Exchequer wishes to enable the conductors of beanfeast brakes to turn an honest penny by selling screws of slag or twopenny smokes to his patrons as they bowl along to Chingford or elsewhere. The real secret of this remarkable bit of Government legislation is that the Treasury sees its way to make a few pounds a year from the licenses, and the penny 'bus and the penny whiff may henceforth be ranked among the hulwarks of the British Exchequer.

**DROMEDARIES THAT SMOKE CIGARS.**—There is no reason why a dromedary should not be partial to a good cigar. Most dromedaries, according to a menagerie proprietor, are particularly fond of tobacco smoke, and can be made to do almost anything under its influence. "Travellers in Egypt," he asserts, "rely more on tobacco smoke for their control over these huge beasts than anything else. When travelling on long journeys the dromedaries are in many cases required to travel night and day without rest, and the beasts are kept up to their tasks by smoking cigars. The driver carries a triangular piece of wood, which is pierced at one point like a cigar-holder. This is inserted in the mouth of the beast, the cigar being lit and pressed into the hole in the same fashion followed by man. The dromedary immediately closes its eyes and puffs away through its nostrils until the cigar is burned away. The indulgence appears to refresh it, and the keeper has no difficulty in persuading the animal to plod on without further rest."

**IN 1897.** Truly are we getting on. Once upon a time the use of tobacco in our workhouses was strictly and sternly forbidden, and the unfortunate paupers to whom a pipe now and again would have been a veritable God's blessing, were denied this small comfort. Now the privilege of smoking has been extended to the bedridden veterans, who are to be permitted to smoke in bed during certain appointed hours. One can easily conceive the joy of those poor old storm-beaten wrecks at this concession, and if it were generally adopted it would undoubtedly bring a vast amount of comfort to a large body of deserving paupers at really very little cost.

**WOMEN TAKING TO CIGARETTES.**—There is no use in making any bones about it. Cigarette smoking is on the increase among the women of this city. American women have been somewhat slow in taking up the habit—which is rather to their credit than otherwise. Those who use cigarettes now, most of them, got a start in some foreign country. The smokers are divided into two classes—the Bohemians, who smoke openly, and the women of wealth, leisure and position, who indulge in a seductive puff in private.—*New York Sun*.

**Burglary.**

THE premises of Messrs. Rodger & Co., of 153, Normanton Road, Derby, were broken into on the night of the 10th ult., when property to a small extent was stolen.

**Obituary.**

**MR. LEWIS ALEXANDER.**—On the 29th ult., in his 81st year; formerly of Fleet Street and Strand. He was a cigar manufacturer and tobacconist for more than 50 years, and the father of E. B. Alexander (author of "The Tobacconists' Handbook"), and M. L. Alexander, both well known in the trade.

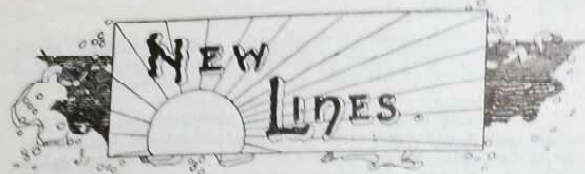
**MR. CHARLES CHEEL,** tobacconist, of Guildford, on the 9th ult.

**JOHN C. HARDIE,** tobacconist, Comrie Street, Crieff, on the 6th ult.

**MR. A. B. HUNTER,** eldest son of Mr. John Hunter (Chairman of Messrs. Hunter, Wiltshire & Co., Ltd.), on the 12th ult., aged 39.

**MR. EDMUND MOLYNEAUX,** for 26 years foreman of The Boston Cigar Manufacturing Co., of Boston, on the 18th ult., aged 58.

**MR. W. NICKLIN,** at Hanley, on the 4th ult.



From MESSRS. RD. LLOYD & SONS, of Holborn Bars, we have received a sample tin of "LLOYD'S VICTORIAN EMBOSSED FLAKE HONEY DEW," specially produced in commemoration of Her Majesty's Diamond Jubilee. It possesses the merit of originality, for on the tobacco itself is embossed a portrait of the Queen. The get-up of the box is very tasty, and the line is one that will probably be popular.

MESSRS. C. S. HAWKESFORD & SON, of 35, Edgbaston Street, Birmingham, have sent us a sample of their "QUADRANT MIXTURE" cigarettes. These cigarettes are, as the name implies, made of the firm's well-known Quadrant Mixture Tobacco, are well filled, and put up in nicely got-up square boxes of 10, to retail at 3d., the wholesale price of which is 20s. per 1,000, and subject to discount according to quantities. The firm also put up a 6d. packet of "QUADRANT STRAIGHT-CUT" cigarettes, the price of which per 1,000 to the trade is 33s. 4d., enabling them to be retailed at 5d. per packet.

THE CABANA CIGAR CO., of 230-231, Tottenham Court Road, forward samples of two new lines of cigarettes, viz., "VIRGINIA WIFFS," which are put up in pretty card boxes, containing 10. The cigarettes are made from the finest Virginia tobacco; the other brand being entitled "VIRGINIA BLEND," consisting of straight-cut Virginia cigarettes, 10 in a box, to retail at 3d. The get-up of the latter is identical with that previously mentioned.

MESSRS. KINNEAR, LTD., the well-known cigarette firm of Liverpool, showed a novelty at the recent Tobacco Exhibition, which is destined to attract a vast amount of attention in the trade. It is a new line, entitled "FLORAL CIGARETTES." Up to the time of going to press, we find that it is not quite ready to be placed on the market, but we may mention that the striking feature of the line is that the paper the cigarettes are rolled in is made from petals of flowers. Effectively carried out, this line should command an immense sale, as it is a pretty idea, which the public will be quick to appreciate.

MESSRS. ALFRED J. NATHAN & Co., 17, Farringdon Avenue, E.C., of Anchor Pipe fame, send us their list of Prices Current for May 20th. The idea of issuing this list at frequent intervals is a very good one, and, we are pleased to hear, has proved highly successful. The next list is due June 30th.

MESSRS. C. FRYER & SONS, of the Tower Tobacco Works, 2-3, West Smithfield, E.C., have issued a most comprehensive and well got-up Trade Price List, which includes the innumerable specialities of the firm in tobacco, cigars, cigarettes, and also snuff

MESSRS. W. A. & A. C. CHURCHMAN'S, of Ipswich and 112, Aldersgate Street, E.C., latest novelty is a 3d. tin of 12 of "STRAIGHT-CUT VIRGINIA CIGARETTES," entitled "Sovereign Value." The novelty of the line consists in the decorated tins being curved, rendering them particularly handy for the pocket. The firm claim for this line that it is the best value ever offered to the public.

MESSRS. FRAENKEL BROS., of 58-60, Houndsditch, have issued an important supplement to their exhaustive trade price list, the principal features of which, in connection with their new departments, are Fishing Tackle Goods, Cricketing requisites, and the thousand and one articles connected with the Fancy Trade.

Mr. W. SYKES, High Street, Leicester, who recently brought out an excellent brand of cigars named the "ROYAL," and which has already commanded a good sale, is about to introduce "EL FUROR," a cigar of first-class quality, and made of best leaf.

MESSRS. NADEL & Co., of 24, Minories, E.C., have introduced an excellent Jubilee cigar line, which they call "EMPIRE'S MIGHT." Messrs. T. P. and R. Goodbody are Agents for London, the firm retaining the Provincial ground themselves. The cigars are made in four sizes, commencing in price at 2d.

## Après.

### THE 1897 TOBACCO EXHIBITION.

#### SECOND NOTICE.

##### THE AWARDS.

THE judges were Messrs. J. Quinton, F. Radman, and George Carter. The prizes were certainly worthily earned. Messrs. R. Lloyd & Sons secured the gold medal for the finest display of manufactured tobacco; Messrs. H. Alberge & Co. obtained the prize for the best display of British cigars; the Ludington Cigarette Machine Co. the prize for the best working exhibit; and Messrs. Kinnear, Ltd., the prize for the best decorated stand.

Diplomas were also awarded to R. P. Gloag & Co., Charles Maas & Co., the Baron Cigarette Machine, Ltd., J. Van Raalte & Co., and Messrs. Henry Howell & Co.

The judges in the window dressing competition (own shops) were Mr. J. A. T. Caton and Mr. C. Goldfinch. The first prize was won by Mr. J. Fraser, 8, Vernon Place, Bloomsbury Square, W., and the second by Messrs. Allen Wright, 217, Piccadilly, W.

##### THE CIGARETTE-MAKING RACES

were a distinct success, and aroused much interest. Mr. Percy Jollyman (R. Lloyd & Sons) and Mr. Frederick Gloag (R. P. Gloag & Co.) were the judges. Miss Lillie Lavender (B. Morris & Sons, Ltd.) secured one medal, and Mr. C. Weinstein another.

##### THE ATTENDANCE

was, as last year, a good one, due to the liberality of well-known firms presenting good goods. I notice that the *C. and T. World* says: "We understand that the attendances were beyond those of last year, amounting in all to 20,711." These figures are quite correct, but, as a matter of fact, there was a falling off in the attendance this year, as the official return of last year was 28,742.

*Tobacco* says that "there was a thinning of the ugly mob which came on the last day of the 1896 Show," but it may be noted that no member of that ugly mob stole the management's cash-box. This year some person or persons burgled the Retail Kiosk belonging to the Proprietor, and, like others, also secured a Prize, viz., £28 sterling.

##### THE BLUNDERS OF THE EXHIBITION

were, as is usually the case in connection with any Exhibition—numerous. That prince of showmen, Barnum, held the opinion that a man who could run either a big hotel or a show successfully was fit to run for the Presidency. A good many people think they can run a show—one of the reasons for this being, I fancy, that they think it is only *playing* at business. Quite between ourselves, I will tell you who I—as having had considerable experience in this direction—think is the ideal man to run a show, a human biped possessed of a tail with an eye at the end of it. *He* wouldn't miss points. The blunders included the following:—

Charging exhibitors (desirous of shaking hands with old customers in their numbers and with possible new ones) sixpence each for tickets when the gate was the same each day after five, except Thursday.

Placing the Band at the wrong end of the Hall. This blunder is the outcome of another one, viz., taking over from the preceding Exhibition (the Leather Fair) the kiosk and "offices," rendering it necessary to create a "draw" to the western end of the Hall.

The British American Machinery Co. Ltd., of 703, Broadway, New York, showed the "Venner" cigarette machine—a machine which, on account of its simplicity of construction, appears to me to have a future before it—was cold-shouldered by the Trade—and why? Simply because their pitch (the corner bay on the right of the entrance of the hall) was filled with boxes bearing the stencil imprint of a well-known firm of "cutters," and the machine itself was at work turning out cigarettes with the name of the firm alluded to on them.

It is in little points like these where the gentleman with the optical "narrative" would score.

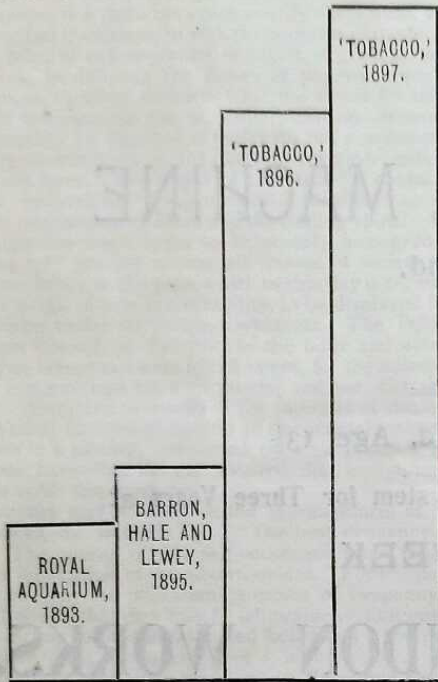
##### FREE SAMPLES.

In our first report of the Exhibition we gave the names of the firms presenting free samples to the public. "Example is better than precept" is a copy-book heading of the good old trusted sort, but one that did not appear to be included in the management's policy. On the Friday a gap had to be filled, and right royally did the management fill it. Very nearly a half of a penny packet of cigarettes, viz., two, were presented to both shilling and sixpenny visitors alike, and these *au naturel*, i.e., without the pretty boxes enclosing the free gifts of exhibitors.

JUNE 15, 1897.

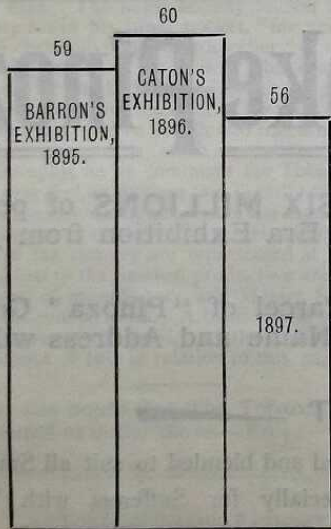
"TOBACCO"

gives the following under the heading of "Comparative value of space paid for" :—



There is no reason why they should not have made the two long pillars about the length of a piece of string, and the Aquarium pillar ought to have been left out altogether, as space at that Exhibition was not charged for.

In our last issue we gave a "Comparative table of past and present exhibits." Here it is, but in pillar form.



PRESS NOTICES.

The 1897 Exhibition was not fortunate in its Press Notices. The following are a few of the principal ones :—

"DAILY MAIL."

Up at the Agricultural Hall just now there is a great void, which, for want of a more attractive title, is described as a Tobacco Trades Exhibition. A band plays at one end of a nearly empty building in front of some rows of empty chairs. Behind them stretches infinite space, diversified with stalls and kiosks.

The meditative man who sighs for "a lodge in some vast wilderness" would be happy here in the enjoyment of the nearest thing to solitude which in the very midst of London's hurly-burly could be hoped for. No pushing or perspiring crowds; no clamour of solicitous salesmen; none of the ordinary disagreeable features of a trades exhibition. An occasional Jewish gentleman connected

with a show case full of twopenny cigars, with sixpenny girdles round them, lounges about smoking sixpenny cigars without labels. An occasional Jewish maiden in charge of a nick-nack stall says, "Sir, have you seen this?" A few people gather round a stall where girls in fancy costumes are minding cigarette machines. But all else is peace and solitude. Inside an enclosure in one corner of space, Peall and Dawson were yesterday afternoon playing exhibition billiards. There is no need to reproach them. They are men with whom the art of billiards is not merely a profession but a pastime, and the pleasure of the game no doubt mitigated their loneliness. They played a game of 500 up, spot-barred, which Peall won. Then they entered upon a 500 up all-in match. It was a most interesting match, because it was played under circumstances which imported all sorts of new conditions. The band—a brass band—was playing ten yards away; upstairs in the gallery a gang of British Jubilee carpenters were making loud hammering preparations for the military tournament. Peall got on the spot and ran up a few hazards when the big drum and the cymbals of the military band came down with a bang and took the side off his ball. Dawson then got position owing to the fortunate circumstance that a mighty hammering overhead shook a ball, which was hovering on the edge, into the pocket. When he had finished Peall went on again. The carpenters up above were planing wood, and the wind rising, the shavings began to flutter round and settle on the table. Peall said he didn't care if it snowed, and went on putting down the red until some sawdust dropped in his eye and put him off his stroke. Dawson was ankle-deep in shavings when his turn came, but he drove the ball by main strength through the debris until his arm tired. Peall eventually won in the longest time on record."

Thusly does Mr. Caton reply to this in the June number of *Tobacco* :—

THE DISAPPOINTED REPORTER;

OR

Where were the Whisky and the Cigars?

SCENE—ENTRANCE TO THE AGRICULTURAL HALL.

TIME: *After Lunch.*

*Enter DAILY "SPECIAL," with parched throat, and craving sort of feeling for nicotine.*

"SPECIAL" (*sol.*): This looks a nice likely place; there was lots going last year. I *should* like a drink. (*To COMMISSAIRE*): Is the boss of this show about? I have left my ticket at home; awfully stupid of me. Press, you know.

COMMISSAIRE: Very sorry, sir; can't admit you without a ticket. Better pay, and then see the manager. ("SPECIAL" *growls, and tenders sixpence.*) Sixpence after five, sir. It is only 2.30 now.

"SPECIAL" *scowls, and produces another sixpence, and passes in. Makes for the billiard saloon.*

"SPECIAL" (*to COMMISSAIRE at door*): Let me in; Press, you know.

COMMISSAIRE: Can't admit you without a ticket, sir. Sixpence, please.

"SPECIAL" *growls and pays. He watches game for an hour; his tongue gets gluey, and ultimately rattles in his mouth like a bell-clapper. Some small chips fall from the gallery on to the table; he stares, his eyes protrude, and he thinks he sees a snowstorm. He feels insulted, neglected, and disgusted. He rushes back to the office, and writes as follows with fierce rancour:*

"I went to a thing they call a Tobacco Exhibition. There is no tobacco, and there is no show. It is a dry, arid, forsaken wilderness. Billiards! There was none; it was a farce. It just rained planks on the table. One broke Peall's cue, and then he used the plank instead. Our throats were choked with sawdust, and soon it was up to our waists, and then the band played. Free smokes! Don't you believe it. There isn't a cigar in the place. Marvellous cigarette machines! Well, the whole lot were standing still. If you want an unmitigated desert—go to the Smokeries."

"SPECIAL": There, that will knock them.

"DAILY TELEGRAPH."

TOBACCO EXHIBITION.

A satirical picture represents Bacon discovering gunpowder by the easy process of sitting down on a keg of the explosive to which some unprincipled person had applied a fuse. Whether the invention was a really beneficent one is a point fairly arguable by gentlemen of military dispositions and

READ THIS and  
PROFIT BY IT



# A NEW CIGARETTE MACHINE

To be worked by Hand,

HAS BEEN INVENTED...

It can be worked by a Child, Age 13½

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

SIXPENCE PER WEEK.

NOTE THE ADDRESS CLARENDON WORKS,  
LEAMINGTON.

THE KEY  
TO HEALTH.



# Smoke Pinoza

DO YOU WANT your Shop advertised to some **SIX MILLIONS** of people this Jubilee Year at the Victoria Era Exhibition from June to October?

IF SO, order by the end of May a £5 Assorted Parcel of "Pinoza" Goods, and become a "Pinoza" Agent, and your Name and Address will be added to the List.

TOBACCONISTS KINDLY NOTE THAT

PINOZA "Fragrant Cut" Brand is mildly flavoured and blended to suit all Smokers.

PINOZA "Faculty" Brand is doubly treated, especially for Sufferers with Weak Throats and Chests.

PINOZA Tobaccos, Cigars and Cigarettes, and Snuffs

are made in "Fragrant Brand" and "Faculty Brand," so when ordering state which is required, as Labels and Tins are quite distinct.

SEND FOR PRICE LIST TO

Lusby's Pinoza Hygienic Patents Co.,  
10, MINORIES, E.C.

members of peace societies. As to the good work done by Sir Walter Raleigh in bringing the "weed" to England there will be little question, notwithstanding the formation of associations for the repression of juvenile smoking. Indulgence by youngsters in pipes and cigarettes is a rashness which usually cures itself, and the chief disturbing fact in connection with the progress of modern civilization is the number of callow youths, engaged, at great inconvenience to themselves, in diffusing the fumes of paper-wrapped cigarettes. We learn, on excellent authority, that the mania for cigarettes is so much on the increase that at military centres—where the soldier might naturally be expected to prefer his old economical friend, the pipe—the consumption of this doubtful luxury is growing quickly. In the old farce "The Angel of the Attic" a character refers in terms of reproach to "a warrior with a handbox" as a highly undesirable conjunction of Mars and the trading spirit. A full private and a cigarette seem to us to be equally incongruous. But the "levelling up" process among all classes of society has, we fear, done some injury to the pipe, which to this day is regarded in small towns as a sign of non-respectability, to be displayed in the streets of a Sunday under no pretence whatever. The Tobacco Trades Exhibition opened on Saturday in the large and accommodating building at Islington caters for all tastes, for the sellers of the weed and its concomitants have to satisfy, and not dictate, the public demand. Designed primarily in the interests of dealers, the show presents many features of interest to the general visitor. On Saturday it was in a partially unfinished state—a pleasant knack which exhibitions have—but we are assured that everything will be in apple-pie order this morning.

Pedestrians and strollers in the thoroughfares of London will have noticed the frequent sign, "The best twopenny cigar in the trade." The merits of this self-encomium must largely depend upon the application of the advertisement. For our part, while not desiring to deny the utilitarian purposes of twopenny cigars, and freely admitting that they may be admirable institutions in a certain sense, we cling to the old-fashioned belief that a thoroughly enjoyable smoke must necessarily cost a higher figure. On a recent Bank holiday a gentleman travelling to Ramsgate had for a companion a son of toil who was evidently determined, by the energetic puffs he gave to his Flor de Bethnal Greeno, to extend practical assistance to our existing agricultural depression. He was not wittingly a vegetarian, and when he accidentally lost his treasure, through a too devoted attention to viewing the beauties of the tunnels as the train passed through, his companion was so delighted at the cessation of the powerful fumes that he offered him a real Havana from his own case. The Bank holiday smoker accepted the gift gratefully, placed it in his inner pocket, "for next Sunday," as he explained, and cheerfully lighted up another "of my own brand," to the horror of his generous "vis-à-vis." This is a large and a busy world, and brands must be provided to suit all pockets. There is the cigar for the nobility, for the student, for the working man—even the schoolmaster has his own brand, and that is usually the "brand of cane." Having said this much in the temper of acute and reasoning philosophy, let us commend the Tobacco Exhibition to all those who may feel an interest in a literally "burning" subject. We are shown the interesting process of the manufacture of cigars, pipes, and cigarettes from beginning to end, and most of the leading tobacco firms of the country are represented at the various stalls. From the dried leaf to the finished product we are taken through all the ramifications of manufacture, and Messrs. Singleton and Cole occupy the great central kiosk. A band is laid on to stimulate the soothing properties of the weed, and the Agricultural Hall has no sinister significance of title in relation to this particular exhibition.

[The reader may notice that The Tobacco Exhibition itself is actually referred to in the above.—ED.]

"TOBACCO TRADE REVIEW."

THE EXHIBITION FIASCO.

We shall not be accused of the cheap kind of wisdom which follows the event if we deplore the fact that the Exhibition at the Agricultural Hall proved a sorry fiasco. Readers of *The Tobacco Trade Review* are aware that we long ago anticipated such a failure. We pointed out that, although an Exhibition once in a while was well enough, any attempt to repeat it every year was foredoomed to catastrophe. Had the suggestion of a triennial gathering of the kind been adopted, the idea might have stood a chance of success; but even this chance has probably been spoilt for years to come by the absurd experiment just tried. The wonder is that any wholesale firms whatever were so good-natured as to countenance the project at all. As it was, the Hall presented a most "beggarly array of empty boxes," and nearly all the important firms were conspicuous by their absence, the chief topic of

conversation amongst the free ticketed visitors who did pass the turnstiles being: "Where's So-and-so?" "I don't see So-and-so," and so on. An index to the general feeling of the manufacturers as to the value of such expensive methods of cultivating business is afforded by the action of such firms as Messrs. Cope Brothers & Co. (Limited) and Messrs. Adkin & Sons. Both these firms had the felicity of achieving honours at the Exhibition of last year, and the prizes they gained included "free space" at the Exhibition of this year. Such an honour and such a bonus, won in fair open competition, was no doubt looked upon as certain to produce a striking display from each of the two firms at the Exhibition just closed. Singularly enough, however, the firms had the hardihood to look their gift-horse in the mouth; and they both decided that he wasn't worth stabling. In other words, neither Messrs. Cope nor Messrs. Adkin thought it worth while to exhibit at the Exhibition, even when the space was offered to them gratis. Many other exhibitors of last year found it undesirable to tempt their fate a second time. In fact, the whole affair seems to have been a miserable failure. The reporters of our daily contemporaries found the only course they could take was to be humorous about it. Here is an extract:—

"The meditative man who sighs for 'a lodge in some vast wilderness' would be happy here in the enjoyment of the nearest thing to solitude which in the very midst of London's hurly burly could be hoped for. No pushing and perspiring crowds; no clamour of solicitous salesmen; none of the ordinary disagreeable features of a trades exhibition. An occasional Jewish gentleman, connected with a showcase full of twopenny cigars with sixpenny girdles round them, lounges about smoking sixpenny cigars without labels. An occasional Jewish maiden in charge of a nick-nack stall says: 'Sir, have you seen this?' A few people gather round a stall where girls in fancy costumes are minding cigarette machines. But all else is peace and solitude."

This cutting from a London paper has been sent us as exactly hitting off the opinion of the Manchester trade visitors. The opinion throughout the trade is not a whit more complimentary. At the Federation meeting we find the chairman "sorry to say the Exhibition was not so good as formerly, but they hoped it would improve"—which is rather cold comfort, but was probably the most merciful thing there was to be said. All that need be added is, that the longer the "improvement" is allowed to mature before another attempt is made, the less likely is the ludicrous failure of this year to be repeated. We have had enough of "Exhibitions" for some years to come.

## "XTRA MEX" CIGARS

**FAR SUPERIOR TO HAVANAS**

	SIZE	PER 100	
"XTRA MEX"	GRAND PUROS	15 <sup>6</sup> / <sub>6</sub>	BANDIED
".."	PUROS FINAS	14 <sup>3</sup> / <sub>3</sub>	
".."	LA PETITE	13 <sup>1</sup> / <sub>1</sub>	NOT BANDIED
".."	JARNARS	14 <sup>9</sup> / <sub>9</sub>	
".."	PETIT BOUQUET	13 <sup>6</sup> / <sub>6</sub>	

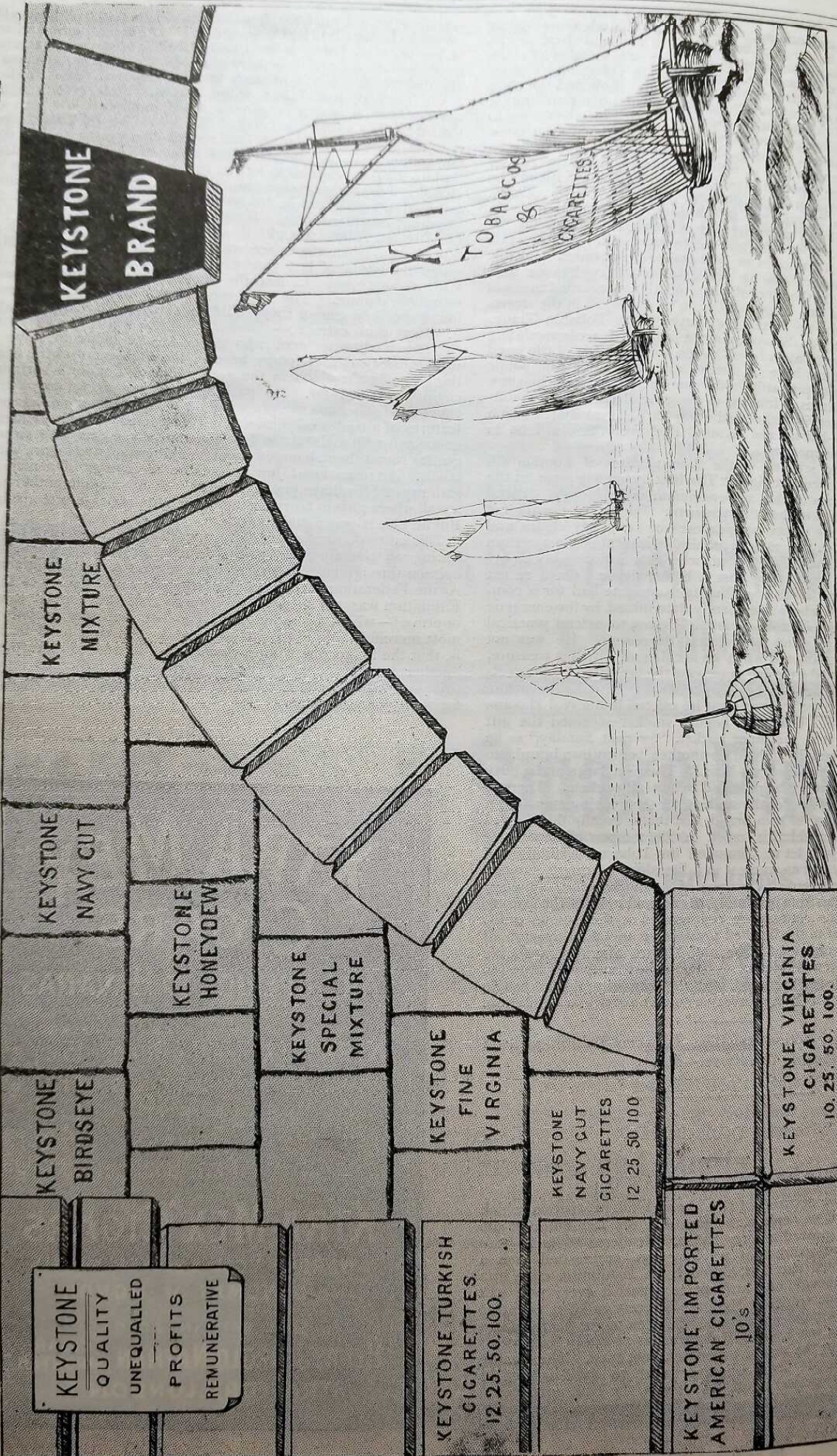
## "XTRA MEX" CIGARS

**AWARDED GOLD & SILVER MEDALS  
AND DIPLOMAS OF HONOR**

SOLE BRITISH AGENT

**HENRY JERROLD NATHAN** CIGAR IMPORTER.  
STRATFORD, LONDON, E.

THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



KEYSTONE  
QUALITY  
UNEQUALLED  
PROFITS  
REMUNERATIVE

KEYSTONE  
BRAND

KEYSTONE  
MIXTURE

KEYSTONE  
NAVY CUT

KEYSTONE  
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KEYSTONE  
SPECIAL  
MIXTURE

KEYSTONE  
FINE  
VIRGINIA

KEYSTONE  
NAVY CUT  
CIGARETTES  
12 25 50 100

KEYSTONE IMPORTED  
AMERICAN CIGARETTES  
10s

KEYSTONE VIRGINIA  
CIGARETTES  
10 25 50 100

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

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



## THE KEYES-BAKER CIGAR ROLLING MACHINE.

As the prospectus of the Keyes-Baker Cigar Rolling Machine Company invited probable investors and others to see the machine in full operation at 23, Bartholomew Close, E.C., we took advantage of the invitation to examine the instrument, the patent for which is now being sold for the sum of £180,000. This, of course, is a large amount of money, and there is certainly no plant at 23, Bartholomew Close, which would justify even a very small proportion of this capital. A number of small machines can be seen in operation, but these are only about the size of an ordinary sewing machine, and appear to be even less complicated than that article of domestic use. It is in the patent for making these machines that the whole value lies, and therefore the validity of the patent is of the highest consequence. In this respect we have the opinion of Mr. Fletcher Moulton, Q.C., M.P., and Mr. Thomas Terrell, Q.C., who state that the "patent 4,700 of 1895 discloses good subject matter, and the letters patent are valid." These unqualified opinions may be considered conclusive upon the point. Of course the ordinary investor can do no more to satisfy himself as to the validity of the patent, but may judge of its usefulness by a visit of inspection. As, however, such a visit is not within the power of every intending investor, an account of what we saw yesterday may be of some assistance.

First of all, it should be understood that this is not a cigar-making machine, but merely a cigar-wrapping machine. The process of making a cigar consists of two parts. In the first place, a number of leaves are brought together by hand, and rolled into something resembling the shape of a cigar. This, when completed, is called the "filling," and after being pressed into proper shape in moulds made for the purpose, passes to the wrapping stage. For wrappers, a peculiar, very even and rather large tobacco leaf is used, and out of one leaf two or even three wrappers can be cut. In the process of hand-wrapping the workman cuts out the wrapper with a sharp knife, which varies from an inch to an inch-and-a-half in width, and has a peculiar turn at each end. With the machine under notice these are all cut out by dies, and less waste of leaf is thereby occasioned. In the wrapping process which follows, the filling is placed in a small receptacle between rollers, with springs which hold it evenly. A needle point overlaps that end of the cigar, to which, in its finished state, the light is to be applied. One end of the wrapper is then inserted between the needle point and the filling, and the machine set in motion by the foot, the wrapping meanwhile being gently held by the fingers of the operator, so as to yield to the pull exerted by the machine. A revolving action is given to the filling, and at the same time the machine carries it laterally from right to left until it is completely covered, when it is clipped off, and an adhesive mixture applied at the same time to the remainder of the wrapper; the butt end of the cigar is finished off exactly as it is received by the smoker. Another movement cuts off and makes even the lighting end of the cigar, which is thus delivered complete and ready for sale.

Although the process takes some time to describe, in actual operation the time occupied is but little, if any, more than twenty seconds to completely wrap and finish a cigar, and the result is certainly equal, if not superior, to that produced by hand-rolling. We were shown the two processes in operation at the same time. The hand workers, who rolled the cigars skilfully and expeditiously, occupied one minute in the process, while the girls working the machines turned out four or five cigars a minute without apparent exertion. Inasmuch as the unskilled labour costs somewhat less than half the skilled labour, and turns out a minimum of double the quantity, we are quite prepared to admit that the inventor's claim of saving thereby 10s. per 1,000 cigars is not exaggerated. We have not the opportunity of ascertaining the number of cigars manufactured in this country per annum, but it must amount to many millions, and considering that most of these cigars are low priced ones, a saving of 10s. a thousand is a more than important item to the manufacturers. As the patents for all the world, except the United States, Canada, Australia and New Zealand are owned by the new company, and the success of the machine has been proved at least in the first of these countries, the asset which the company possesses appears to be of very high value. We would certainly advise any intending investor who is able to do so, to see the machine in operation, and this, we think, will afford more conviction of its value than can be gathered from any description of it.—*Financial Times*.

**F**OR SALE.—HAND CIGARETTE MACHINES.  
In perfect working order. Each can turn out 2,500 per day. Apply by letter, "A. B. C.," care CIGARETTE WORLD, Barnes, London, S.W.

## Humorous.

STATION-MASTER: "You shouldn't smoke, sir."—TRAVELLER: "That is what my friends say."—"But you mustn't smoke, sir."—"So my doctor tells me."—"But you sh'n't smoke, sir."—"Ah—that is just what my wife tells me!"

HER RIVAL.

SHE: "I don't believe you love me any more."

HE: "Why?"

SHE: "Well, you never used to shove me away like that when I wanted to kiss you."

HE: "I didn't carry cigars in my vest-pocket then."—*Chicago Journal*.

SHE smiled at me as she swiftly passed,  
Over the handle bar;  
That sunny smile was the maiden's last,  
Over the handle bar;  
She cannoned hard on a naughty stone,  
She took a header she couldn't postpone,  
And her twinkling heels in the moonlight shone,  
Over the handle bar.

THE BETTER MAN LEFT BEHIND.

A certain man in Leeds, who was a very busy man, and whose opportunities of escaping for a day's fishing were very few, arrived at the Midland Railway Station, Leeds, on a June evening last year, and spoke thus to the guard of the Carlisle train:—"Now, look here, guard—I am completely tired out after a heavy day's work, and I know that I shall fall asleep in the train. I must get out at Appleby, and sometimes, when suddenly awakened, I cut up a bit rough; but never mind—pull me out." The guard touched his hat, pocketed his tip, and the train started. When the man awoke the train was slowing down into Carlisle Station, eighteen miles beyond his destination, and then the vials of his wrath were let loose, and he swore at the guard for five minutes without repeating himself. And then that guard smiled upon him with a seraphic smile, and spoke thus:—"Well, sir, I must say that you can swear better than nine men out of ten that I have ever heard; but, bless you, sir, you ain't a patch on the gentleman that I pulled out at Appleby, and left swearing on the platform!"

MR. BILLUS (looking over the household expense account): "Maria, what does this item of £5 for 'church expenses' early in October mean? I have no recollection of paying out any such sum for the support of the church that month."

MRS. BILLUS: "That was what my harvest festival bonnet cost; and I think you're as mean as you can be!"

A SIMPLE SIBILANT STORY.

Sir Samuel Smithers saw sweet Sara Sanderson swimming. Suddenly she seemed sinking. Sir Samuel stood stunned. Striding seawards, spurning shingle, Sir Samuel swam swiftly Sarawards. Sir Samuel skilfully supported swooning Sara; swimming shorewards Sir Samuel successfully succoured Sara. Seeming somewhat shaky, Sir Samuel sampled some spirits (special Scotch). Sara saw Sir Samuel's self-sacrificing spirit; Sir Samuel saw Sara's sweetness. Sir Samuel soon sought Sara. Striding slowly, Sara sighed softly. Sir Samuel seemed speechless. "Say something, Sir Samuel," said Sara. "Say Sam, Sara," said Sir Samuel. Sara smiling shyly, softly said "Sam." "Sara—Sally," stammered Sir Samuel; "sweet Sara—sweetheart!" Sara solemnly sur-rendered.

"WE all owe a great deal to our beloved country," as the man said when he smuggled in a trunk full of dutiable foreign goods.

THE difference between a clock and a business firm is that when you wind them up the clock goes but the firm stops.

IRATE PARENT (on seeing his olive branches blooming into cigarette smoking): "Great Scot! smoking at your age!! How dare you? When I was your age I could not smell tobacco under a thrashing."

HEIR APPARENT (aged 12): "Yes, dad; that was in the old days, you know; but what a good time you've been having since you came to live with us."

The Best House in the Trade  
for Flakes, Navy Cuts,  
Shags, Roll and all  
Loose Tobaccos.



**GOODBODYS**

SEND FOR PRICE LIST (JUST OUT) TO

**T. P. & R. Goodbody.**

LONDON—10, MINORIES.

DUBLIN—1, WELLINGTON QUAY. BELFAST—41, VICTORIA STREET. LIVERPOOL—91, WHITECHAPEL. CARDIFF 19, PENARTH ROAD.

FACTORIES.—GREENVILLE and TULLAMORE, IRELAND.

**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.

## THE TOBACCONIST'S TEXT BOOK.

COMPILED BY "COSMO."

## A TRADE ENCYCLOPÆDIA.

Being a Concise Compendium of all Subjects, those engaged in any Branch of the Tobacco Trade may find to their advantage to be acquainted with.

**CIGARETTE MANUFACTURERS.**—Owing to the facilities of readily getting cut tobacco, and of easily learning how to make an indifferent cigarette, all classes of people are posing as cigarette manufacturers. The majority of these understand literally nothing about cigarettes either respecting growths and crops of tobacco, or, what is more essential still, the difficult art of blending. There is, of course, a ready market for low grades of cigarettes, as there is for similar grades of other produce, but it would be a libel on the more respectable firms to call such persons cigarette manufacturers. The manufacture of good cigarettes is a matter of no little difficulty. A great deal of experience and keen judgment is necessary to make a favourable selection from the periodical crops of Turkish tobaccos. The variety seems endless. A very great deal of experience is necessary, not only to know what will properly blend, but, in addition, to accurately gauge the results of the blending. This is cigarette manufacturing, and the firms that turn out cigarettes wherein all such details have been thoroughly carried out have no difficulty in placing their goods, or getting for them the good prices that such efforts deserve.

**CIGARETTE BOXES** are mostly made of cardboard and tin, and usually contain the following quantities:—10's, 20's, 25's, 50's, 100's.

**CARTOONS** are cardboard packages containing from 10 to 100 cigarettes, and are so called to distinguish them from tin boxes.

**CIGARETTE LABELS.**—A number of changes have taken place with reference to cigarette labels. Cigarettes, like wisdom, having supposed to have originated from the East, the labels are naturally of an Eastern character. Highly coloured representations of Eastern beauties, stern pashas, mosques, Eastern skies, pyramids, were all called into requisition. Some English manufacturers, having the courage of their convictions, ignored the Eastern labels, adopting instead the names of our great universities and public schools. Another departure in favour of English institutions were the Jockey Club series, followed by an operatic series—though these could hardly be termed labels: they were mere names; but throughout the quality was good class. Once more the Eastern label came in vogue with the Egyptian invasion, pyramids and sphinxes being to the fore, to be again followed by an endless and varied series of fancy terms, purely British, the prevailing feature being harmony of expression rather than any relevancy to the class of goods that the boxes or packets contained.

**CIGARETTE PACKING.**—There is not that amount of skill required in packing cigarettes as in the packing of cigars. The paper is the same shade throughout, and, as they all appear to be made alike, there is no necessity to be so exceedingly careful about a face. Some skill is certainly necessary, but we should hardly say of any great moment.

**CIGARETTE PAPER.**—Notwithstanding the assumption that cigarette paper is made from rice (pure rice paper), it is much more often made from the finest linen rags, from whence it gets all its well-known qualities. Russian and Mexican cigarette papers as are used in England are the same papers covered with harmless chemicals to the desired tint.

Fashion varies with cigarette papers as it does in other things. Some years ago the cigarette papers most in vogue were Papier Pusan, and Cosmopolite; to-day they are scarcely known, and have been superseded in public favour by A. G. Rameses, &c., &c.

**CIGARETTE PHOTOS.**—We are under the impression that photos. were first given away in connection with cigarettes by an American firm, and that, by the collection of a number of smaller photos., you would get in some instances an album of large photos. in exchange. English manufacturers were not slow to copy this innovation, and now almost every 3d. package of cigarettes, and many 1d. packages, have both tubes and photos. It appears, however, from a recent law case, that some of the photos. are thus used without the consent of the originals, while your photograph in a penny package of cigarettes may be flattering.

**CIGARETTE SHOW-CARDS.**—These have varied considerably on similar lines to the labels, from highly coloured specimens of Eastern scenery to the irrepressible girl in every possible costume of every conceivable country, and in every conceivable attitude. Add to this the masher, the soldier, the sailor, with an occasional drawing room scene, and you have the cigarette show-card complete. These show-cards are extremely attractive, a great deal of money is expended upon them, and many of them are both clever and artistic.

**CIGARETTE TIPS.**—Tips have had an important part to play in latter-day cigarettes. The tip was originally suggested by the harshness of the paper to the touch of the lips, the paper frequently adhering to the lips, causing the smoker both pain and annoyance, as he would frequently tear the skin from his lips while trying to get the paper away. Among the first of such tips were those composed of wax and a solution termed "amber." These had the desired effect. They were followed by tips having hygienic properties, such as straw, wool, cotton, gauze, &c., &c., and then glass. Another series of tips were gold, silver, cane, cherry, tobacco, vulcanite, &c., &c. The tip is an undoubted improvement to the cigarette, and the fashion for tips is likely to last.

**CIGARETTE TUBES.**—Cigarette tubes are made from various products, such as meerschaum, amber, briar, cherrywood, myall wood, vulcanite, and cardboard. Owing probably to the increasing demand for cheap cigarettes, and that paper tubes are generally included in the packages of those cigarettes, the better class cigarette tube is not often seen. There are, however, some splendid specimens of both amber and ambroid tubes upon the market. Good amber tubes fetch excellent prices, and in first-class thoroughfares command a steady sale. Many of these tubes are mounted in gold, while some in ultra-fashionable neighbourhoods are handsomely mounted in the centre with devices of flowers and insects, and in monograms of diamonds, rubies, and emeralds. When mounted they look exceedingly pretty, but are so costly that none but the rich or extravagant can afford to purchase them. Such a class of goods are rarely, if ever, stocked by tobacconists, and will only be found in high-class jewellers' establishments.

*(To be Continued.)*

Selected  
Tobaccos.

FINE AROMA.

Attractive Labels.

LOW PRICES.

SEND FOR  
**NEW**  
**LIST.**

THE  
**LARGEST**  
MAKERS  
OF

**BRITISH CIGARS**

Robinson

AND

Barnsdale,

LIMITED,

**NOTTINGHAM,**

and 44/45, Aldersgate Street,

LONDON, E.C.

JUNE 15, 1897.

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, 114 pp. Post free, 1s. 6d.

CHAPTER IV.—*continued.*

## CIGARS, IN GENERAL.

IN a day or two a member of the firm of whom the "Villars" were bought "drops in" for orders, but finds that he has "dropped in" for reproaches, and not of a measured kind. After a more or less angry discussion, it is discovered that our friend the shopkeeper has "baked" all his best cigars in this cupboard with the flue, and, to use a vulgar but forcible expression, has "dried the guts out of them!" The cigars are chippy dry, the boxes shrunk, the labels discoloured, all the flavour has departed from the mild cigars, and but a little left in the "maduros." And all this because our tobacconist had the idea that to keep cigars in condition, they have only to be put in a warm, dry place. The fact is that he has learnt only a part of the lesson: let it be our duty to complete the lesson, as follows:—

To start with, all cigars must not be treated alike.

*English and Continental* goods should be examined upon arrival, and if they are very soft, they should be dried sharply and quickly, and then removed to a position that is *dry* without being *hot*. *Havana* cigars require very gentle treatment, and, properly, should not be dried at all, but put in a temperature of about 60 to 65 degrees F., and allowed to ripen slowly in unopened boxes. *Mexican* cigars should receive the same treatment, but are ready for sale in a much shorter time. *Indian* and *Manilla* cigars should not be dried at all, but, nevertheless, must not be put in a damp position.

In the majority of shops there is no need to incur any expense in making a special storage for cigars, because most retail establishments are lighted by gas, in which case the upper shelves, being within the influence of the heat arising therefrom, afford ample opportunity for getting your goods in condition. If you require them dried quickly put them on the top shelves; as soon as they have been sufficiently exposed to high temperature, move them to a shelf lower down; and when dry enough for use, to a still lower shelf; but never place them lower than about three feet from the floor, because the lower stratum of the atmosphere has nearly always some humidity in it. Occasionally, you may require to use some of the cigars immediately they come in; if, upon examination, you find that they are not in saleable condition, necessity impels you to *force* the drying process. In such cases do as follows:—If the cigars be bundled in 50's, take the bundles out of the box, and (bearing in mind what we said about the packing earlier in this chapter), carefully pull or push about nine single cigars *half-way* out of each bundle, thus:—leave the front, third, fifth and back rows intact; of the second, fourth and sixth rows pull up three alternate cigars in each; you will then find that every cigar in the bundle has quite one-half of its substance exposed to the action of the atmosphere: now lay the bundles, front downwards, on the top of the box from which you have just taken them, and put the lot as it is in the warmest place in your shop. Great care is necessary in handling the cigars or they may fall down and be seriously broken. If you have plenty of gas in the shop, one evening of this forced drying *may* prove enough; therefore, examine them in the day-time, when the gas is *not alight*, because, when warm, cigars will feel soft although they may be quite dry enough for use. Never keep them in great heat longer than absolutely necessary; the longer they are out of box the more difficult will it be to get them in again, because the original packing was done when the cigars were damp and compressible. Your cigars being dry, carefully take them down from the shelf (or wherever they may have been), gently replace each cigar singly in the bundles, stand them points upwards, make level with the palm and fingers of right hand, and then re-box the bundles. In this connection a few hints how to replace two bundles in their box may be useful:—On examination, a

flattened side on each bundle will show where it was originally placed against the end of the box; take that which is flattened on the left side in your right hand (points from you, tie of ribbon downwards), put it into the left end of the box and immediately change hands so that your left hand holds the bundle firmly in its place; now take up the other bundle in your right hand and place it in the box in a slightly slanting position and press to the left, so that the two bundles touch before the latter one reaches the right end of box, into which it should now slip easily; flatten with both hands, fasten up box and put weights on it to keep it so, if necessary. Bundles of 100 (seldom used now) will require 18 cigars pushed up. The forced drying of cigars that are packed in layers takes much longer than in bundles, for it would never do to disturb the rows for that purpose. Suppose you have a box of 50 cigars which you require dried in a hurry:—Open the lid, insert a piece of card doubled several times, so as to form an aperture  $\frac{1}{2}$  of an inch in height, then fasten the box down with string two or three times over so that the lid shall not warp, and put your box into the hot place before mentioned. In examining the condition of cigars packed in layers do not be guided by the top layer, which *may* be much drier than those underneath, but remove two or three of the top row very carefully and examine those underneath; then replace the others as they were, noting that the smooth flattened surfaces should be uppermost.

If you should, by some unfortunate accident, get water or other liquid upset on cigars, wipe them, *without delay*, with a handkerchief, a piece of linen, or anything handy as long as it is clean: once *wet through* a cigar is comparatively "done for," and, even if thoroughly dried, the wrapper will have a "crinkly" appearance, and thus betray the damage.

Keeping cigars in condition at the sea-side is so much more difficult than inland, and is such an important subject that it must have a chapter to itself.

## CHAPTER V.

## STOCKING CIGARS AT THE SEA-SIDE.

It is an old-standing and, we regret to say, well-merited saying of smokers, that it is impossible to get a decent cigar at the sea-side! The outside public ascribe this result to two causes, viz.:—That the average sea-side tobacconist knows insufficient of his business to buy properly; and that his harvesting time is so short that "to make hay while the sun shines" he charges 1*d.* for a 2*d.*, and 6*d.* for a 3*d.* cigar during the season!

That there is *some* substratum of truth in these charges it would be idle for us to deny, but the principal factor in the characteristic "badness" of sea-side cigars is most undoubtedly a natural cause—namely, the amount of salt with which sea-air is impregnated, and for which tobacco has an affinity! How many a gentleman, with the dread of the average tobacconist's cigar before him, takes to the sea-side his own cigars from his own particular cigar merchant in town? "Chortling in his glee," and anticipating an immense amount of enjoyment from smoking his own "specials" from his own box, carefully kept under lock and key from the claws of the "lodging-house cat," for the first few days he has the pleasure of smoking a well-conditioned cigar; but he has hardly been in Mugby-on-Sea a week, when he finds that immediately he lights his cigar it goes "soft as pap!" and decidedly "cabbagey" as to flavour; daily they get worse and worse, and don't that town cigar-merchant hear something when his customer returns! Yet those cigars were the self same as he had so frequently smoked in town, and which were all right until they became impregnated with sea-air, and spoilt! And we may here tell the season-place tobacconist that when cigars have become *thoroughly impregnated* with the salt from the sea-air, it is



A STARTLER.

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



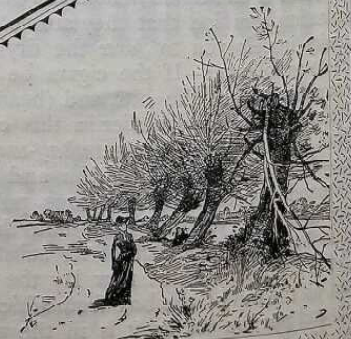
You will Find 



**OUR NETT PRICE LIST**

A PERFECT

**STARTLER**



A Post Card addressed to . . .

. . . THE . . .

**Tobacconists' Supply Syndicate,**

55, Farringdon Street, London, E.C.,

Will ensure a copy of it.

impossible to dry them; they have become "sick," and will fluctuate in degree of moisture with every impending change of weather, just like a piece of seaweed hung up as a natural barometer. Moral: don't let them get "sick!"

Now, before entering into the ways and means to remedy or prevent this result, we would tell our readers a fact that will possibly surprise them—

*It is more difficult to keep cigars in condition at the sea-side in the summer than at any other time!!*

Officers of steamers that visit the tropics will testify to that fact by their experience; we are told that almost the only way to keep cigars dry on board ship is to pack them between layers of tea, which has a greater affinity for water than has tobacco, and which also keeps away the "tobacco weevil"—an insidious member of the insect tribe, fortunately unknown in temperate climates except as an extremely scarce, unwilling and short-lived visitor.

*(To be Continued.)*

## "Cutting." SEVENTH ARTICLE.

THE STORES A FALSE ANALOGY.

It is an historical fact that the stores practically showed the way in the art of reducing profits to the cutters of to-day. Although, as old offenders, they would come in for some share of the opprobrium vented upon Mr. Cutter, the analogy betwixt one and the other is by no means an accurate one. The best known of these stores—the Army and Navy—was originally started for the benefit of the members of both Services, and although an immense business has been built up, these Stores, in a measure, cater for an exclusive set. Exclusive to the degree that the business is only done with those holding subscribers' tickets. There are no window displays, and although they may send their lists broadcast they have few, if any, branches.

Their methods of business again are different. Their profits, if not liberal, yield a fair margin. Their buyers are not so keen in scouring the markets for every class of pretentious shoddy, where-with to trick the general public. They make no efforts to draw the crowd by *3d.* shag, *3½d.* pipes, and the drapers' farthing for matches in lieu of pins. If they have the inclination, they have very little time to spare in attempting to duplicate well-known goods by their own specialities. That a great many of their goods bear their own brands and name is a fact, but what I would wish to impress is, that they are not over persistent in inducing their customers to purchase their wares in lieu of others. That the stores have done damage to traders in general is an admitted fact, but at no time of their existence have they exhausted all the means known to commerce solely to crush their smaller rivals and to create for themselves a monopoly. In comparison with the cutter, the stores may be regarded as honourable and generous foes, foes whom one could readily fight. If not to be conquered, the combat would fall short of fatality; we might be wounded, but not crushed. When speaking of the Army and Navy we might include the Civil Service, the New Civil Service and Junior Army and Navy. Although there are differences as to the trade done, with the exception of some trifling details, the principle of trading is about the same. Whiteley's, Harrod's and Baker's are never regarded as very formidable rivals, for the simple reason that these establishments are mostly frequented by ladies. Not only are the tobacco departments of these establishments small in comparison with others, but in the immediate vicinity of each of them are well-known tobacconists, whose businesses undoubtedly benefit by the large traffic brought about by the existence of such immense general emporiums in their wake. If my memory is correct, I might say that not only do the old tobacconists in these neighbourhoods appear to flourish, but that others have joined them and, with some few exceptions, seem likely to stay. The numerous so-called stores that flood the country are merely private concerns, and abuse the well-known term; it would therefore be ridiculous to class them as possible factors with the establishments above-mentioned. I think my readers will agree with me that, although it would be better if there were no stores at all, still they can be very well tolerated, and that by no means can they be placed—as inimical to the best interests of the trade at large—in the same category as the defiant and obtrusive cutter.

### THE BIG CHEQUE.

A big account is a very tempting matter. When goods go out in large and increasing quantities to a firm doing a pushing business, and the big cheque comes in as regular as clockwork, there is joy in the factory, in the warehouse, and in the counting-house; every department feels puffed up with importance when the big

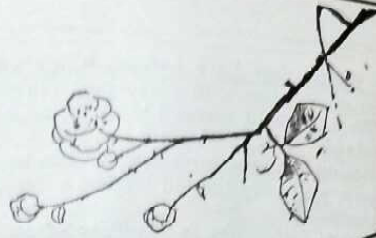
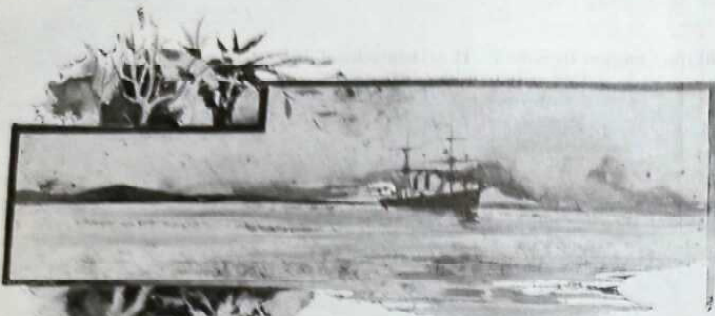
cheque comes to hand. It is something to remember, it is something to boast of. It would seem that the heads of great houses caught the infection from their subordinates, with the difference that their pleasure was not confined to mere talk, but they felt an ardent desire to act—always in favour of the spot from whence the big cheque came. One would think that to the heads of such establishments, controlling vast capitals, with world-wide reputations, a big cheque, with a minimum margin of profit, could not be a very great affair after all. Events prove the contrary, and prove further, not only is human nature weak, but that there is in addition a suspicion of avarice with a noble disregard of the claims of others.

Before the first big cheque could have been received, various proposals must have been submitted as to a minimum scale of charges. In considering these proposals, pros and cons must have been amply discussed. The result, as we all know, was, that the cons were pitched overboard and the pros favourably entertained. The argument that would find most favour would be that a reduction in the retail prices of well-known goods, aided by hold display in well-situated and attractive windows, would lead to a material increase in the demand, not only in the establishment of the writer of the big cheque, but all along the line. This bait was too tempting to resist. One after another of the big six swallowed, and the big cheque did its mischief. These Goliaths of the tobacco trade, for once, reckoned without their hosts. They quite forgot the numerous little Davids that would then spring up, each armed with sling and stone. True, there would be an increase, but for how long? Just long enough to enable the cutter to firmly establish himself in the affections of the public. Could it be imagined for a single moment that the shrewd originators of the saving of 33% could carry on any business—let alone one that had so large a purpose in it—on a fractional profit upon proprietary articles? The turnover first, the capital next, and then the cutter could snap his fingers at the big six or the mighty sixty. This is just what he has done. That comfortable bait of the big cheque hauled in fat salmon as if they were sticklebacks. He has done more than that, he has placed the six at loggerheads with the trade at large, weakening their position on the one hand, and on the other, giving a spur to smaller rivals, that the "balance of power" might not lay so much in one direction. The great marvel is that such eminently practical business men as control the large houses should not have foreseen this. I maintain that the increase in the demand was temporary only. Without pretending to know anything whatever of office secrets, I would go so far as to say that the withdrawal of "packets" from the windows of the cutter, coupled with the tendency of the distributor in general to sell as little of them as he can, would go far to bring down the sale of these goods to the normal strength, if not less. Then what about loose tobaccos. The cutter would have none of it. If the ordinary distributor would only sell "packet" goods practically upon compulsion, it may be taken for granted that in loose stuff, where he virtually held a free hand, he would be less inclined to favour such houses with his patronage. To go no further, I have a small idea that these conditions have, in a large measure, materially helped the returns of a certain well-known Scotch house. I fancy that the big cheque will after all prove to have been very costly. Gold can be bought too dear, and big cheques are sometimes purchased for considerably more than their face value.

COSMO.

### MESSRS. PLAYER'S CHORAL SOCIETY.

THE Choral Society established some time ago by the employés of Messrs. Player, of "Navy Cut" fame, Nottingham, brought its first season to a close on the 27th April by a concert given in the Burnaby Hall in aid of the Children's Hospital and the Indian Famine Fund. The Society boasts a membership of about 100 enthusiasts, who appreciate in no small degree the opportunities which it affords of combining pleasure with instruction. The weekly rehearsals have been well attended, and it is gratifying to know that the concert was, both musically and financially, a success. An admirable programme was drawn up, the proceedings throughout being of a most enjoyable character. The hall was filled to overflowing. Amongst those present were Mr. and Mrs. W. G. Player, Mr. and Mrs. T. Davis, Mr. and Mrs. W. Pannell, Mr. E. Tansley (hon. sec.), &c. Mr. F. Birkin officiated as conductor, and Miss A. Hill accompanied. The choir of well-balanced voices rendered a good account of themselves. Mr. A. Farrow supplied the comic element, and recitations were given by Miss Hooten. Other vocalists included Miss Hammond, Miss Perkins, Miss Haywood, Mr. F. Birkin, Mr. E. Robinson, Mr. T. Davis, and Mr. E. Fish. The Society is now established upon a firm basis. There is plenty of talent in it, and with energy and care a bright future is in store.



# S. CAVANDER and CO.'S

## GRAND TOBACCO

### HAND-CUT VIRGINIA

In 1, 2, and 4 oz. Packets, and 1 lb. and 6 lb. Boxes.

NAVY CUTS,  
FLAKES,  
AND  
OTHER TOBACCOS,

CIGARS  
AND  
CIGARETTES.

PRICE LIST  
ON  
APPLICATION.

London

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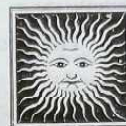


JUNE 15, 1897.



**Don't  
Pass  
This**

or you will  
miss something.



**IF YOU**   
**WANT** 

**IF YOU WANT** to be posted up in the latest News of all Branches of the Tobacco Trade, and classified in a way that aids remembrance, buy **The Cigarette World.**

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**IF YOU WANT** to obtain a Penny Trade Paper for a Penny, and you reside in London, send us a Post Card, and one of our EXPRESS DELIVERY TRICYCLES will bring regularly to your door - - - **The Cigarette World.**

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**IF YOU WANT** to supplement your income by the modest sum of £5 5 0, and you are a retailer or employé, guess who you think are the owners of 24 well known Show Cards, &c., six of which are given in four consecutive numbers of - - - - - **The Cigarette World.**

\* A few back numbers can be had. The TEXT BOOK began with No. 1, and the HANDBOOK with No. 6.

# WHO ARE THE OWNERS OF THESE PRETTY THINGS?

## Our Show Card and Public Advertisement Prize (5gs.) Competition

**OBJECT OF THE COMPETITION.** To guess the Owners of 24 Trade Show Cards and Trade Advertisements in the Public Papers.

**WHO OPEN TO.** The Competition is open to all Retailers and their Employés, i.e., to all in the United Kingdom who retail Tobacco, Cigars or Cigarettes, including Hotels, Clubs, Licensed Victuallers, &c., &c.

**WHAT COMPETITORS HAVE TO DO.** Write the Name of the Owners of the Show Cards or Advertisements under each Picture. Tear out and post the whole of the Page to the Editor, Cigarette World, Barnes, London, S.W., signed as at foot, taking care to mark on the outside of the envelope "Prize Competition."

**A PRIZE OF FIVE GUINEAS** will be Awarded to the Person who correctly guesses the whole or most of the series of 24 (six in four consecutive numbers). If a Tie, the Prize will be divided. The Editor's decision must be final.



Signature of Competitor .....

If an Employé state so .....

Postal Address .....

Address as follows:—  
 The Editor,  
 Cigarette World,  
 Barnes,  
 London, S.W.

TEAR THE WHOLE OF THIS PAGE OFF HERE.

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  
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**“FLOR DE  
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Return you a remunerative profit, and are

NOT CUT.

BEWLAY & CO., LTD.,

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In ordering please quote the “Cigarette World.”

# MEM. FOR TOBACCONISTS.

To sell OGDEN'S GUINEA GOLD CIGARETTES is just as easy as shelling peas. See what we do to familiarize the public with the name of our Brand. The following are a few of the many advertisements which daily appear in newspapers, magazines, &c.

British made by British Labour



**OGDEN'S  
'GUINEA-GOLD'  
CIGARETTES**

M&C



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.



XII

"JUST ONE  
MINUTE TO"  
CALL YOUR ATTENTION TO

**OGDEN'S**

GUINEA -  
GOLD

**CIGARETTES**

Talking about Smoking

HAVE YOU  
SMOKED

**OGDEN'S**

"GUINEA-  
GOLD"  
CIGARETTES?



Don't be palmed  
off  
with  
imitations  
of

**OGDEN'S**

'GUINEA-GOLD'  
CIGARETTES.



Give them a Trial  
Price 3d.



**OGDEN'S**

GUINEA-GOLD  
CIGARETTES

A LONG SMOKE

5,000 MILES  
OF


**OGDEN'S**

"GUINEA  
GOLD"

CIGARETTES

ARE CONSUMED YEARLY

Frank O'Hall




He smiles  
because he is  
supremely happy.

He is  
supremely happy  
because he is  
Smoking one of

**OGDEN'S**

'GUINEA-GOLD' CIGARETTES



M&C

MY  
FAVORITE

PRaised  
ON  
ALL  
HANDS

QUITE  
PURE

FINE  
FLAVOR

**OGDEN'S**

"GUINEA-GOLD"  
CIGARETTES.



M&C