

"THREE NUNS" TOBACCO.

Write to J. & F. BELL, Ltd., GLASGOW, for Illustrated Price List with fixed retail prices.

Published on the 15th of every Month.

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The Cigarette World



The Retailer's Journal:

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

"CAPSTAN" NAVY CUT.

Tobacco
AND Cigarettes

IN THREE DEGREES OF STRENGTH.

- MILD—Yellow and Red Label.
- MEDIUM—Blue Label.
- FULL—Chocolate Label.

Tobacco in 1-oz., 2-oz., 4-oz., and 8-oz. Tins, and Cigarettes in 10's, Cartons, and 50's, Patent Air-tight Tins.

W. D. & H. O. WILLS, Branch of the IMPERIAL TOBACCO CO. (of Great Britain and Ireland), Limited, **Bristol & London.**

The finest 3d. Cigar in the Market.



Has over 30 Years' reputation.

Sample box of 5 Cigars sent free to the Trade upon application to

COHEN, WEENEN & CO.,
52, COMMERCIAL ROAD, LONDON, E.

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SHERWOOD'S CHOICEST CAIRO CIGARETTES.

BARTLETT & BICKLEY,
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THE FAVOURITE TOBACCO.

Extra
Quality
in
Foil
Packets.



Specially
Suited
to
Tobacconists'
Trade.

ADKIN & SONS, LONDON.

BRANCH OF THE IMPERIAL TOBACCO COMPANY (OF GREAT BRITAIN AND IRELAND), LIMITED.

FOR

ASTHORE CIGARETTES

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

TRY



THE NEW BRAND OF

INDIAN CIGARS

“ZEMINDAR”

CHOICE. MILD. FRAGRANT.

MANUFACTURED BY

SPENCER & CO. Ltd., DINDIGUL.

POPULAR PRICES. NO CUTTING.

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JARRETT BROTHERS

70/71, Bishopsgate Street Within, LONDON, E.C.

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LATEST T.S.S. PRICE LIST. .

JUNE, 1903,

WILL BE SENT POST FREE

ON RECEIPT OF POSTCARD.

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SEE THAT YOU GET YOUR COPY.

ADDRESS:—

Tobacconists' Supply Syndicate,
55, FARRINGDON STREET, E.C.

Factory:— Warehouse:—
21, FARRINGDON STREET. 1, 2, 3, 4 & 5, PLUM TREE COURT, E.C.

South London Branch:—

115, OLD KENT ROAD, S.E.



**GAINSBOROUGH
CIGARETTES.**

Cohen, Weenen & Co.,

LONDON.



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



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

**SWEET CHERRY TIPPED
CIGARETTES.**

JACOBI BROTHERS & CO. LTD.,
Patentees & Manufacturers of
**THE FAMOUS
Sweet Cherry Tipped . .
. . . Cigarettes.**

SMOKE COOL AND WITH A NATURAL SWEET SCENT.

COCK HILL, MIDDLESEX ST., LONDON, E.C.

Price List on application.

**The Cigarette World
AND TOBACCO NEWS.**

OCTOBER 15th, 1903.

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

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

THE DUTY QUESTION.



HERE seems to be an idea in trade circles that the tobacco duty may be reduced. We much fear that in this case "the wish is father to the thought," and would warn our readers not to build their hopes on recent events. Mr. Chamberlain, in one of his speeches, certainly held out a vague promise that if his fiscal proposals were accepted it might be found possible to reduce the duty, but that *if* is a mighty big one. An attempt to draw the tariff reformer on this question was made last month by the Association of Tobacco Manufacturers, more especially regarding the cheaper tobacco chiefly consumed by working men, and retailed at 3d. per ounce. It was pointed out that owing to the present high duty neither manufacturers nor retailers could get a living profit at such a price, and everybody who knows anything about trade conditions can bear testimony to the fact. A reply was received that in any consideration of the fiscal system the duties on

ESTABLISHED 150 YEARS.

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

.....

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

.....

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

tobacco would certainly receive attention, and with this could comfort the Association had to be satisfied. We think it would be well for the trade to devote all their energies to the task of getting the Government to promptly introduce revised drawback rates on manufactured tobacco and snuff. The Drawback Committee will doubtless soon be sitting, and overwhelming evidence in favour of the proposals already submitted can and ought to be laid before them. The result, we have not the least doubt, will be a report favourable to the reasonable demands which the trade have so long made in vain. Happily we are not called upon in these columns to express any opinion as to the merits of the fiscal proposals of the ex-Colonial Secretary. All we have to do is to consider, first, whether he is likely to bring the country to his way of thinking, and, secondly, whether the vague promise we have referred to has any chance of being fulfilled if he is successful. Without entering upon politics we may say that, all things considered, it is unlikely that at the forthcoming election the country will be found ready to abandon the policy of Free Trade which, rightly or wrongly, many of the keenest intellects on both sides think is essential to the prosperity of the Empire. Should we be wrong in this, however, we still think that the Chancellor of the Exchequer would find numerous other claims to which he would be forced to give attention in preference to tobacco, though we ourselves are of opinion that a reduction of duty would actually bring increased revenue. No one can say now at what moment an election may take place, but it seems on the whole likely that Mr. Austen Chamberlain will have the opportunity of introducing his first Budget, and we have to ask ourselves whether he is likely to follow out the suggestion of his distinguished father. We think not, though it is more than probable that, like all Governments coming to the end of their term of office, the present Ministry will make a bid for votes by reducing taxation. The income-tax payers will certainly be first considered, as is but fair, seeing the enormous burdens they have had to bear during the war. Next there is no doubt that a big effort will be made to get something off tea, and as everybody consumes tea such a concession would be highly popular. If the Government lasts till March we predict that a penny will come off the income-tax and a penny, or perhaps twopence, off tea, while the smoker will have to go on as he is. Should there be an election before the Budget, and should the Liberals be returned to power, it will certainly be useless to expect any reduction of the tobacco duty. Therefore in every event which can occur there seems no chance of any alteration of the present duty, and it as well to make up our minds to the inevitable.

— ❖ ❖ ❖ —

We are fast approaching another Christmas, and though 1903 cannot be said to have been altogether prosperous, still the trade will make their usual effort to make up somewhat by their Christmas trade for their previous disappointments. "Man never is, but always to be blest," and each retailer is looking forward

in the expectation that the end of the year will yet make amends. We would venture to urge the importance of giving Christmas orders early, thus avoiding the delay which must occur when the big rush comes on, and also ensuring the best selection of the various fancy articles which will be attractively set out to entice the purchaser seeking for suitable gifts. In our columns there is ample choice of firms who may be thoroughly relied upon to give good value for money, and our readers should lose no time in writing for their price lists and samples, so that they can make a good selection.

While advising our readers to give their orders early, we would venture to warn them against a very common error, namely, displaying too many articles at the same time. The human eye can only take in a limited number of objects, and to fill up the counter and cram the window with all sorts and sizes of packages only tends to confusion. A very good plan is to change the window during the busy season daily; a little time spent in this way is by no means wasted. Each day special attention should be drawn by suitable advertising methods to one or two lines; thus customers are induced to come in, and half the battle is gained. This may be obvious to old hands at the trade, but we know of our own experience that many tobacconists have very little judgment in arranging their wares, and therefore we call their attention to the urgent importance of properly advertising and tastefully arranging their wares; they will find it very much to their advantage.

— ❖ ❖ ❖ —

The Imperial Tobacco Company have done well in issuing their minimum price lists; this will help the trade, and leave no excuse for the "cutter." The only pity is that these lists were not issued long ago, but the labour of preparing them was very great, and doubtless accounts for the delay. We could wish that the friction existing between the Imperial and the trade were removed once for all, but though signs are not wanting that both parties are more disposed to give and take, yet there is still an undercurrent of discontent. This might, we think, be speedily removed, and we hope to hear that negotiations are in progress to that desirable end.

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We desire to draw special attention to the appeal, printed elsewhere, of the Tobacco Trade Benevolent Association. Though the collecting day is past, any of our readers who were prevented from contributing can send their contributions to any of the officers, or, if they prefer it, to this office. We shall have great pleasure in forwarding any money so sent, and we sincerely hope that the response will be generous.

SMOKING COMPETITION.—At a "smoking club" in Thailfingen (Southern Germany) a competition was held, the object of which was to smoke a cigar as long as possible without letting it go out. The prize-winner smoked his cigar 74½ minutes, while none of the other competitors' record was over one hour.

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

IMPERIAL PIPES

The Imperial Tobacco Company (of Great Britain and Ireland,) Limited, beg to inform the Trade that they have opened at 58, Holborn Viaduct a Branch for the wholesale supply of Tobacconists' Sundries and Fancy Goods. One of their leading lines is

THE "IMPERIAL" PIPE.

This is a briar root pipe with hall marked silver mount, and hand-finished vulcanite mouthpiece; it is **GUARANTEED**, and will prove to the public an absolute revelation of value for money, for its retail price is only **ONE SHILLING**. The wholesale terms leave an excellent profit to the retailer, for whom a rapid turnover should be secured (1) by the surprisingly good value of the article, and (2) by the extensive advertising which will bring it before the notice of the public.

NO CUTTING.

Steps have been taken, and will be continued, to ensure that there shall be no cutting in the price of this article. Showboards, Showcards and Showcases will be supplied to retailers free for exhibiting the **VARIOUS SHAPES** of the "Imperial" Pipe.

All orders and enquiries should be directed to

THE IMPERIAL TOBACCO COMPANY

(of Great Britain and Ireland), Ltd.,

FANCY GOODS DEPARTMENT.

58, Holborn Viaduct,
London, E.C.

Our Smoking Mixture.

A PARISH SNUFFBOX.—A curious custom, dating from the beginning of last century, is observed at the St. John's Vestry at Exeter. In the year 1810 a snuffbox was presented to the parishioners by the then rector, the Rev. J. Hill, who expressed a wish that the box should be handed round once a year at the annual vestry meeting. Consequently, on the opening of the meeting, the box is, in accordance with the usual custom, handed round among those present.

HYGIENIC TOBACCO.—According to the *Gazette Medicale de Paris* a French physician, Dr. Petitdidier, working on the lines of a research instituted by a German investigator, has discovered a means of neutralising the effect of the nicotine in tobacco. The method as described has at any rate the merit of simplicity. All that is required is to dip the tobacco leaves in the course of their preparation in a decoction of which the principal ingredient is wild sweet marjoram. The procedure is said to destroy all the harmful properties of the tobacco without removing any of its good qualities or its aroma.

UNLAWFUL POSSESSION.—A kind-hearted lady saw a small boy seated on one of our park benches the other day smoking a cigar, which, she afterwards told a friend, seemed almost as big as himself. The lady is an enthusiastic anti-tobacco worker, and never loses an opportunity to impress, especially upon youthful minds, the evils of using tobacco in any form. Seating herself by the side of the lad, she said kindly, "Oh, my boy, wouldn't your father be dreadfully pained if he saw you smoking that cigar?" "Rather think he would," responded the twentieth century young man, without removing the weed from his mouth, "this is one of his best cigars."—*Pearson's Weekly*.

MEXICAN TOBACCO.—The exportation of Mexican tobacco is increasing rapidly, and is keeping pace with the increasing production. Tobacco is planted to-day, and in six months the crop has been gathered and sold and the returns received. This fact of quick returns has induced many landowners to plant tobacco in preference to everything else, especially in the State of Vera Cruz, where access to the American and European markets is so easy. A significant fact deserves to be brought out. The Tuxtla, Acayucan, Husmanguillo, and Simojoval tobacco during the colonial days was largely purchased by Cuban manufacturers, and sold to the world as choice Havana cigars and cigarettes.

NEAT SMUGGLER'S TRICK.—When the Strasbourg express arrived at the French frontier station of Avricourt, on September 29th, the Customs officers asked a M. Lorimer if he had anything to declare. He had a quantity of German cigars in his pocket, but he replied that he had nothing dutiable. The officers thereupon searched him, and, finding the cigars, appropriated them and fined him £2. On arrival in Paris a fellow-passenger, to whom M. Lorimer had confided that he hoped to get his cigars through duty free, drew him aside and pressed £2 into his hand. "Please accept your fine," he said, "and I will send you a box of excellent cigars. I pointed you out to the Customs officers, in consequence of which they did not search me. I got through with £2,000 worth of lace."

HIS MAJESTY AND TIPPING.—The Duke of Fife looks upon the custom of tipping with great disfavour, considering it tantamount to an insult to his hospitality. Whenever his august father-in-law, King Edward, wishes on the Duke's deer grounds, and under the eye of His Grace, to signify approval of a smart gillie, deft loader, or active

beater, he asks the lucky servant for his pipe. Knocking the ashes out of it he fills it with a cut of his own choice mixture, in which he has concealed a sovereign. Then a match is applied, but, hey presto! it will not light. With a twinkle in his grey eye, and the remark, "It doesn't draw at all," the King hands it back to the lucky owner to discover the cause of its temporary defect. The Duke, having at last discovered the King's little game, now turns aside with a smile whenever his Majesty asks a keeper for his pipe.

THE QUEEN ON LADIES SMOKING.—A characteristic anecdote is told of Queen Alexandra when Princess of Wales. One evening some ladies of the Court were discussing before the Princess the fact that some of the fashionable Englishwomen now openly smoked cigarettes after dinner. At last one of the ladies who was present, addressing her by the title which women of rank only use to the Queen and Princess, said "What do you think of it? If there be any pleasure or comfort in tobacco, is it fair that the men should monopolise it? Do you believe it to be as corrupting to the body and mind as Lady Blank says it is?" The Princess smiled. "I cannot decide on the medical or moral bearings of the question," she said gently, "but I have noticed that men who use tobacco to excess always speak of themselves as 'slaves to the habit,' and declare that it is impossible to break from it. I do not see why women, who are trying to emancipate themselves from customs which they declare are tyrannies, should voluntarily put on a yoke which men find intolerable."

MY LADY OF THE NICOTINE.

[Smoking is on the increase among women.]

In days not long departed,
In very recent years,
Crusades the ladies started
Against the weed that cheers.
And men would in the blues be,
When, like some tragic "star,"
She ordered them "to choose be-
tween me and your cigar."

But now the matter gaily
They're treating as a joke;
My wife, for instance, daily
Enjoys a thoughtful smoke.
The process isn't graceful;
Beauty it tends to mar;
But still she keeps her case full.
She likes a sound cigar.

And on my natal morn, I
Approve these curious deeds;
No longer with forlorn eye
I scan her birthday weeds;
Nor need I now destroy them:
We've "changé tout cela."
I find I can enjoy them:
She buys a good cigar.

And so contented, happy,
Through life we jog along;
We're never cross and snappy,
Things don't keep going wrong.
Our life is one of pleasure,
Quite free from tiff and jar.
That wife's indeed a treasure
Who knows a good cigar.

P. G. W. in *Daily Chronicle*.

"LA CINGARA," finest imported Mexicans.

Sole
Importers:

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

New Line.



LLOYDS'
'Golden Melon' Mixture

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

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

SOLE MANUFACTURERS:

RICHARD LLOYD & SONS, LONDON.



“**JUST ONE MINUTE To —**”

call your attention to

OGDEN'S GUINEA-GOLD CIGARETTES

NO WEIGHING. —

NO TROUBLE. —

ALWAYS A SELLER.

OGDEN'S— COOLIE— CUT PLUG.

If you don't stock it write for Samples and Price—

—OGDEN BRANCH,—
The Imperial Tobacco Co. Ltd.,
BOUNDARY LANE, LIVERPOOL.

Mr. A. T. Buildings, 50 180, Sp... Box No. 2. Mr. PRE College Green alterations o walnut, is e Dublin work The busine cigar and to House, 81, ducted unde has lately be the original ABOLISH meeting of tion, with w solved that evening cust of making P may be men practice has for many y BURGLA Thursday, Holden, to Finch Road, her shop, s the premises ibly entered o by means of So far as M at present thief or thie ber of case, amber; a n of cigarettes ber of silver several poun LIVERPO TRADE. — Messrs. Par the stock o creased by Jared with deliveries in namely, 5-5 on the 30th NORTH North Amer son & Co.) amount of favour of b prizes in Ar We refer to low-priced America or LATAKIA through the Acting Brit report on th This report i face "trans Kingdom

Trade News and Notes.

Mr. A. TURNER, of The Cigar Box, Corn Exchange Buildings, Coventry, has opened a much larger shop at 180, Spon Street, to which he has given the name of Cigar Box No. 2.

Mr. PRESTON, the well-known tobacconist, of 15, College Green, Dublin, has just completed very extensive alterations on his premises. The shop front, of Irish walnut, is elegant in design and beautifully carved by Dublin workmen.

The business of MESSRS. STANLEY H. ROSE & CO., cigar and tobacco brokers, established 1897-8 at Seething House, St. Great Tower Street, and subsequently conducted under the name of Stanley Rose & Landman, has lately been transferred to 34, Leadenhall Street, under the original name and style.

ABOLISHING CHRISTMAS BOXES.—At the annual meeting of the Northwich Licensed Victuallers' Association, with which 110 publicans are associated, it was resolved that the practice of giving away cigars to Sunday evening customers should be abolished, as the practice of making presents was not pursued by other trades. It may be mentioned that the practice has been in vogue for many years.

BURGLARS BUSY.—On Thursday, when Miss B. Holden, tobacconist, of Finch Road, Douglas, opened her shop, she found that the premises had been forcibly entered during the night by means of the front door. So far as Miss Holden can at present ascertain the thief or thieves got a number of case pipes, briar and amber; a number of boxes of cigarettes, cigars, a number of silver matchboxes and several pounds of tobacco.

LIVERPOOL TOBACCO TRADE.—According to Messrs. Parry, Crosbie & Co.'s monthly tobacco report, the stock of tobacco warehoused in Liverpool was increased by 5,185 hogsheads, to 119,932 hogsheads, compared with 113,952 hogsheads to date last year. The deliveries in September were greater than the imports, namely, 5,586 hogsheads, so that the stock warehoused on the 30th September was 114,346 hogsheads.

NORTH AMERICAN TOBACCO.—The market for North American tobacco has (say Messrs. Edward Samuelson & Co.) been quiet for the past month, and a limited amount of business transpired. Quotations are all in favour of buyers, and considerably under present ruling prices in America, giving no encouragement to shippers. We refer to grades worth paying duty upon, and not the low-priced tobaccos suitable only for consumption in America or on the Continent.

LATAKIA.—The Board of Trade have received, through the Foreign Office, a copy of a dispatch from the Acting British Consul-General at Beyrout, enclosing a report on the tobacco crop of Latakia for the year 1903. This report states that the harvested crop of the "Abou-Rika" brand of Latakia tobacco as exported to the United Kingdom has been considerably above the average this year.

More than 900 tons of this tobacco were subjected to the customary special process of fumigation, but of this amount some 350 tons only are expected to be of first-rate quality. It is understood that the Régie are now buying up a large quantity of the "Abou-Rika" tobacco for shipment to England, the amount being estimated at from 250 to 300 tons.

THE DUTY ON TOBACCO. LETTER FROM MR. CHAMBERLAIN.—A correspondence has passed between the Association of Tobacco Manufacturers and Mr. Chamberlain regarding the duty on tobacco, more particularly as affecting the tobacco at 3d. per ounce smoked by the working man. It is pointed out that the manufacturers and retailers cannot get a living profit out of tobacco sold at that price owing to the present high duty. Mr. Chamberlain's reply is as follows:—"Colonial Office, Downing Street, September 17th, 1903. Dear Sir,—I am desired by Mr. Chamberlain to thank you for your letter of August 31st, calling his attention to the heavy duties now levied on tobacco, which you say are seriously injuring the trade, and asking, in the event of the country being asked to consider its present fiscal policy, that some prominence may be given to the present duty on tobacco. In reply, I am to say that in any consideration of our fiscal system the duties on tobacco will certainly receive attention. —Yours faithfully,

"ROBERT BROMLEY.
"W. B. Rippon, Esq."

TURKISH TOBACCO REGIE.—The profits of the Tobacco Régie for the year 1902-3 show an increase of close upon £160,000, and it is understood that, besides adding large sums to the reserve, the directors will, at next month's general meeting, recommend the payment

of a dividend of 18 francs per share, against 17 francs last year. The monopoly suffered last year from the competition of the American tobacco dealers, who bought large quantities of Turkish tobacco, causing a considerable rise in prices. This will have the effect of increasing the cost price of the tobacco sold by the Régie this year, as the crop of one year is generally only placed on sale by the monopoly in the following year, and the consequent decrease in profits will only figure in the accounts of 1903-4. It is expected that the current year will compare very unfavourably with 1902-3, as the revenue from the Macedonian provinces has dwindled, while the tobacco crop is exceptionally abundant, and there will be a corresponding increase in smuggling. The Régie's experience has established that when the crop is small smuggling diminished, notwithstanding the rise in prices, while prolific crops are attended by a recrudescence in smuggling. The dividend to be declared for 1902-3—18 francs—is the highest since 1896.—*Financial Times.*

SCOTTISH TOBACCONISTS' ESTATES.—The deed of trust disposition and settlement of James Ritchie Russell, of 104, West Garden Street, Glasgow, and 79, Jamaica Street, and formerly of Gordon Street, Glasgow, cigar

TEOFANI'S

HIGH-CLASS

CIGARETTES

AWARDED THE

GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD).

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

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

T. VAFIADIS & CO.'S EGYPTIANS

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

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

TRUTH HONESTY VALUE

We submit you herewith copies of a few testimonials (notice the dates). These are from tobaccoists who have just bought, and have or will pay for the cigars, not from men who know nothing of the business, and who have received a box of cigars free.

WHAT is what we are offering you in this advertisement, and in our **ST. ELMO** Cigar, and it is what you should give your customer. You are a tobaccoist, and it is your duty to find the best value.

Though your customer may ask for a largely advertised cigar, if that cigar is not the very best you can offer for his money, it is to your interest to tell him which is the best. He expects it from you.

ST. ELMO

Is the finest VALUE
ever offered for . . .

A THREEPENNY CIGAR.

READ WHAT ACTUAL PURCHASING TOBACCONISTS SAY—

HALIFAX, October 5th, 1903.

I have much pleasure in writing to tell you I received the ST. ELMO Cigars and Shield quite safely. I am quite delighted with the Shield. I think it is one of the neatest and best advertisements I ever had. I might also add my customers are greatly pleased with it. Wishing you every success, I remain.

CIRENCESTER, October 4th, 1903.

In reply to your favour of the 3rd, the ST. ELMO Shield came to hand

quite safely. It is a very smart piece of work, and will certainly attract the attention of the public to the cigar it advertises.

BATH, September 25th, 1903.

The ST. ELMO Shield was delivered quite safely and I put it in the window at once, where it is a big attraction and grand advertisement, as it is so unique. I am very pleased with it. Thanking you for same, I remain.

SHEFFIELD,

September 26th, 1903.

Thanks very much for the ST. ELMO Shield. I think it is one of the best advertisements I have seen, and I have at once put it to the front.

October 1st, 1903.

COLE & Co., GLOUCESTER, beg to acknowledge receipt of ST. ELMO Shield in good condition, and also to say they are very pleased with the novelty and attractiveness of same.

THE ST. ELMO SHIELD

IS THE SMARTEST AND MOST
ATTRACTIVE WINDOW SHOW
THAT HAS BEEN PRODUCED.

**GIVEN AWAY FREE
TO HIGH-CLASS SHOPKEEPERS.**

It is a great attraction, setting off a window to advantage. The actual cigar is shown, and practically sells itself, new customers being made and kept. We could not otherwise afford to give such an expensive article away, except that we are assured of your repeat orders. Is not that sufficient proof that we are certain we shall please you?

ST. ELMO IS KNOWN BY ITS QUALITY.

SHOWS A GOOD PROFIT AND INCREASES TRADE.
YOU CAN TRY A SAMPLE 100 FOR 15s.

Sidney Pullinger Ltd., Birmingham.

importer and
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tobaccoist
Mr. Donald
tobaccoist;
Barr. of Yo
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TRADE NEWS AND NOTES—continued.

importer and tobacconist, who died on the 9th June last, appointed as his executors and trustees Mr. James Hart, tobacconist furnisher, of 34, Great Clyde Street, Glasgow; Mr. Donald M'Gregor, of 310, Argyle Street, Glasgow, tobacconist; Mr. David Dick, auctioneer; Mr. James Barr, of Yoker, schoolmaster; and Mr. William Cook, of Glasgow, writer, who valued the whole of his personal estate in England, Scotland, and Wales at £27,224 15s. 9d., which includes £21,082 4s. 3d. invested in 39 different companies registered in England and shares in Wilsons and Clyde Coal Company (Ltd.), valued at £2,390 2s. 6d.—Mr. James Duncan, of Duncraggan, Helensburgh, who died at Harrogate, Yorkshire, on the 25th May last, sole partner of John Duncan & Son, tobacconists, and of Duncan & Co., left estate in England and Scotland which has been valued by the trustees under his deed of trust disposition and settlement at £19,363 13s. 1d., his stock-in-trade in John Duncan & Son being sworn at £2,338 3s. 11d., and the debts due to that firm at £2,333 11s. 7d., and his interest in Duncan & Co. is sworn at £2,943 12s.

BRITISH ASSOCIATION SEE MATCHES MADE.—At the Diamond Match Factory of Messrs. Bryant & May, situated at Litherland, about four miles from Liverpool, the members were shown the machines for making the matches. These are entirely automatic; they cut the matches from blocks of pine wood, dip them in paraffin to assist their "ignition" when struck, tip them with composition, and then dry the heads and deliver the matches complete and finished in boxes, no human hand touching them from start to finish. There are 35 of these machines and they are capable of turning out 20,000 gross of boxes of matches daily. A special feature of the works is the arrangement made for the comfort and well-being of the workpeople. There are kitchens, laundries, cloak-rooms, and a large dining-room where the workers are supplied gratis with soup and tea or coffee, and where they can obtain a good wholesome dinner at a nominal charge. The general health of the workpeople, about 800 in number, receives special attention. A doctor and a dentist visit the works daily, and a matron is in the constant attendance to care specially for the girls. The method of ventilating the building is very good. Fresh air, which is warmed in winter, is distributed to all parts by means of large fans and conducting pipes, and this is so effectually done that the air in all the rooms is changed every four or five minutes. All the machinery is driven by steam power, and the buildings are lighted throughout with about 2,000 incandescent electric lamps, the current for which is generated in the works. The land owned by Messrs. Bryant & May at Litherland is about seven acres, and the buildings at present cover about 1½ acres.

THE TOBACCO MONOPOLY IN FRANCE.—The Dunkirk correspondent of *The Standard* writes:—The State tobacco monopoly in France was established in 1811, and since that time the manufacture and sale of tobacco, as well as its cultivation, have been regulated with the greatest care. The gross amount received by the State from the sale of tobacco in its various forms is 414,000,000 f. yearly,

representing a net profit of 330,000,000 f. The greater part of the tobacco used is grown in France, and, although the regulations under which it may be cultivated are very strict, permits to be allowed to grow tobacco are in great demand. In 25 Departments in France there are 56,000 planters, and an area of 16,000 hectares, or 40,000 acres, is under cultivation. In 1902 the quantity of home-grown tobacco purchased by the Administration was 25,000,000 kilogrammes, at a cost of 23,000,000 f., or 89 c. per kilo. This would represent a gross income of 1,400 f. per hectare—say £22 8s. per acre, which is only equalled by vine growing; hence the demand for permission to grow tobacco. Sixty per cent. of the French tobacco crop is grown in five Departments, viz., Dordogne, with over 4,000,000 kilos.; Lot and Garonne, Isère, Gironde, and Lot each produce from 2,000,000 to 4,000,000 kilos. In Algeria the cultivation of tobacco is free, and considerable quantities are exported to France, which also buys from Maryland, Kentucky, Ohio, and Virginia. Supplies of choice tobacco are obtained from Havana, Mexico, Sumatra, Java, and Brazil. Foreign

cigars to the extent of about 11,000,000, at an average value of 220 f. per 1,000, cigarettes, and tobacco are also imported from America, Turkey, and Great Britain. The total of French purchases of foreign tobacco is 19,000,000 kilos., of an aggregate value of 30,000,000 f. The sales in 1901 were as follows:—Cigars, 2,600,000 kilos.; cigarettes, 1,846,000 kilos.; cut tobacco, 27,873,000 kilos.; hard tobacco, 1,084,000 kilos.; snuff, 485,000 kilos. The method of supplying the public is: first, the State sends the tobacco to depots in charge of its own employés, and these supply the tobacconists, who number 46,000. In order to be able to keep a tobacconist's shop, it is necessary to have a nomination, and the holder of such nomination can sub-let his rights to any other person. The allowance to the tobacconists on the price paid by the public is about 9 per cent. and amounts to 36,000,000 f. yearly, which is divided between the holders of the nominations and those who actually keep the shops. The State owes some 20

manufactories of tobacco, situated in the principal towns, in which some 1,550 men and 15,000 women are employed at wages varying from 5 f. 35 c. per day for men, and 2 f. 80 c. to 3 f. 35 c. for women. The men also receive a pension of 600 f. and the women one of 400 f. on completion of 25 years' service; allowances are also given to widows and orphans, also medical and other assistance in cases of illness. The amount paid to the State by consumers of tobacco represents one-ninth of the total revenue of France.

THE LATE MR. ALEXANDER MAXWELL.—A special meeting of the Tobacco Trade Section of the Incorporated Chamber of Commerce of Liverpool was held in the Board Room of the Chamber on September 21st. Mr. E. S. Forster, vice-chairman of the section, presided, and there were also present Messrs. G. H. Brown, F. A. Goodwin, H. Jarvis, A. P. Mignot, G. E. Pearce, Arthur Read, W. H. Read, W. J. Rodatz, F. W. Smith, and A. H. Milne (assistant secretary). The Secretary reported that several firms had expressed regret at their inability to be present at the meeting.—Mr. E. S. Forster said they had met under most

ISHERWOOD'S Choicest Cairo Cigarettes.

As supplied by Royal Appointment to
H.I.M. THE CZAR.

Price List from the Sole Importers—
BARTLETT & BICKLEY,
17, BROOK STREET,
BOND STREET, LONDON, W.

Sure Profit
50%

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Samples and Full Particulars of the Manufacturers, Clarence Works, City Road, London, E.C.

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TRADE NEWS AND NOTES—continued.

sorrowful circumstances to pass a vote of condolence to the brothers, sisters, and relatives of the late Mr. Alexander Maxwell. Before reading the resolution, he should like to say a few words, although that was not a time for long speeches. He was sure they all felt that in losing Mr. Alexander Maxwell they had lost one whom they most sincerely liked and held in the highest esteem, and whose loss would be deeply felt. He proposed the following resolution, which he thought they might send to the late Mr. Maxwell's relatives:—"The Tobacco Trade Section of the Incorporated Chamber of Commerce of Liverpool desire to take this opportunity of recording their profound sympathy with the sisters, brothers, and relatives of the late Mr. Alexander Maxwell on the occasion of his death. Mr. Maxwell was the first chairman of the section, and it is largely due to his untiring efforts that the work of the section in the interest of the tobacco trade has been so successful. The Committee deplore the loss of an esteemed colleague and personal friend."—Mr. W. H. Read said he would like to second the resolution. Having been connected with the inauguration of the Tobacco Trade Section of the Chamber, and knowing all the circumstances of the case, he bore testimony to Mr. Maxwell's efforts on behalf of the section. Few of its members had been more closely connected with their late friend than he had, as for the last few years he had the pleasure of travelling to business daily with him by train, so had many opportunities of knowing his views. He always took a great interest in the work of the section, and they were indebted to him for his frequent attendance at the meetings, notwithstanding the great calamity that had befallen him in the loss of his sight. He would like to mention his consistent cheerfulness and hopefulness under his affliction. In all his business experience Mr. Read said he never met a man more fair-minded or possessing greater integrity. He was in every respect a true gentleman. Over a fortnight ago he bade him good-bye, as it were for to-morrow, but he must now say with sadness that it was good-bye for ever. He had lost a good friend and cheerful companion, and the section had lost a member it could ill spare.—Mr. Rodatz said he would like to bear witness to a phase of Mr. Maxwell's character which had not been mentioned, and that was his liberality in the matter of all charities brought before him. Mr. Maxwell always gave of his substance in a way in which it made one feel that it was a real pleasure for him to give. He fully endorsed what had been said by other gentlemen. The resolution was unanimously passed, and ordered to be transmitted to the family of the late Mr. Alexander Maxwell, and also to the members of his firm, with an expression of sympathy of the loss to the latter of so able a partner.

We have received from MESSRS. ADOLPH ELKIN & CO., of 140 and 140a, Houndsditch, a copy of their new price list, which is as usual admirably got up and contains much of great interest to the trade, who should at once apply to the firm, who will send copies post free.

Foreign.

TOBACCO-GROWING EXPERIMENTS.—A conflict of opinion exists among Cuban experts as to the advantage that may be gained by growing tobacco under artificial shelter. It is generally agreed, however, that the crop raised under these conditions yields a larger proportion of wrappers or outside leaves for cigars. A lighter colour has been obtained, but against this there is a distinct loss in flavour. The awning, while checking the rapid evaporation of moisture from the soil during a dry season, accentuates the bad effects of too much rain. At the same time effectual protection is afforded the plants from insects.

Further experiments are necessary to determine whether the system can be considered a success, and the experience of several seasons is suggested.

THE MANUFACTURE OF MATCHES.—The International Commission for the Legal Protection of Labour has decided to ask the Federal Council of Switzerland to take the initiative in convening international conferences with a view to the prohibition by an international agreement of the use of white phosphorus in the manufacture of matches.—Reuter.

RHODESIAN TOBACCO.—The Rhodesia Cigar and Tobacco Syndicate has just been formed with a view to encourage the culture of tobacco in Rhodesia and placing Rhodesian tobacco and cigars on the open market. The moving spirit in the syndicate is Dr. C. J. Sketchley. The syndicate has taken up about 10,000 acres of land at Mount Hampden, and the doctor is enthusiastic with regard to the prospects of the syndicate. The soil is rich in lime, one of the first essentials of successful tobacco-growing. A sample of tobacco grown there already with no particular attention showed results equal to the best Virginia.

AMSTERDAM TOBACCO SALES.—The opening sale of the autumn season for Sumatra and Borneo tobacco was held on September 18th last, when 17,807 bales of the former and 3,811 bales of the latter, or a total of 21,618 bales, were offered to tender. Very little high-class leaf was brought forward for sale, most of the better marks having been already disposed of in the spring and summer sales; but the market was good for likely stuff. Top price was realised by the United Lankat Plantations, which sold two lots together from their Padang-Brahang estate—marks II. and VIII.—at the excellent average of 118 cents, or 1s. 11½d. a pound for the whole 792 bales. The Sumatra Cultuur Maatschappij secured second place with 103 cents, or 1s. 8½d., for 266 bales, and the Deli Maatschappij came third with 91 cents, or 1s. 6d., for 922 bales, consisting of two parcels, brands H/2 and 6. About 9,000 bales more sold from these prices down to 50 cents, or 10d., and the remainder, or, roughly, one-half of the total quantity offered, realised all prices down to 17 cents, or 3½d. It is satisfactory to note that all the British companies did well. The British Deli and Langkat Tobacco Company obtained 62 cents, or 1s. 0½d., for 613 bales; the Serdang Tabak Maatschappij sold 487 bales at 46½ cents, or 9d.; the New Darvel Bay (Borneo) Tobacco Company received an average of 77½ cents, or 1s. 3½d., for 1,147 bales; and the New London Tobacco Company sold 141 bales at 72½ cents, or 1s. 2½d., and 694 bales of low-class leaf at 25 cents, or 5d.—The second autumn sale was held on September 30th, when 15,550 bales of the former and 183 bales of the latter were offered to tender. There was a strong demand for the few parcels of fine leaf brought forward, and the Americans bought freely. Nearly all the tobacco offered was medium or low grade, and for this there was no great request. Only three parcels realised over 100 cents, or 1s. 8d., a pound, and all of these belonged to the Deli Maatschappij, which sold 573 bales, brand PB/1, at 154 cents, or 2s. 7d.; 620 bales, brand Deli Toewa/2 at 152 cents, or 2s. 6½d.; and two parcels, brands QB/2 and 4, of 901 bales and 282 bales respectively, at an average of 120 cents, or 2s. Thus 2,376 bales were sold over 100 cents. About 6,500 bales were sold between 50 cents and 100 cents, and the balance—roughly, three-fifths of the total quantity brought forward—realised all prices down to 11 cents, or 2d., a pound. The London companies selling were the United Lankat Plantations, Ltd., which obtained 75 cents, or 1s. 3d., average for two parcels, brand LPC Padang Tjermin/II. and V., aggregating 795 bales; the British Deli and Langkat Tobacco Company, Ltd., which realised 41 cents, or 8d., for 761 bales, and the Serdang Tabak Maatschappij, which sold 261 bales at 42 cents, or 8½d.

"LUMLEY" MIXTURE. Sole Manufacturers: BARTLETT & BICKLEY, 17, Brook Street, LONDON, W.

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

The Real English Bulldog,

NOT THE SHAM



J. WALKER

5 a 1d.

The Real Godfrey Phillips' GUINEA GOLDS.

Not the Foreign Imitations.

TRADE NEWS AND NOTES—continued.

UNITED STATES USING MORE TOBACCO.—The quantity of chewing and smoking tobacco on which tax was paid in the United States for the month of July, 1903, was 25,781,380 lbs., as against 21,827,360 lbs. for July, 1902. This is an increase for the month of the present year of nearly 4,000,000 lbs. The cigarette production, which was on the wane for several years, is making headway once more. For July just past 328,270,043 were turned out, as against 200,503,085 for the previous July, an increase of nearly 38,000,000, or 13 per cent. Progress is also shown in cigars and snuff.

TOBACCO MONOPOLY. RESTRICTIONS ON IMPORTATION OF TOBACCO.—The Board of Trade have received, through the Foreign Office, a translation of portions of a Montenegrin law which is to come into operation on the 1st-14th November next, establishing a tobacco monopoly within the principality of Montenegro. The importation of raw tobacco into Montenegro by private individuals is prohibited by this law. Private individuals may, however, import manufactured tobacco for their personal consumption on payment of duty, but only in the form of cigars and cigarettes, and in quantities not exceeding 20 kilograms (22 lbs.) per annum for each person. Vessels laden with tobacco, either raw or manufactured, are forbidden to touch at Montenegrin coasts or harbours without previously giving notice to the Customs authorities.

Our Vienna correspondent states that the Bulgarian tobacco dealers have formed a ring with a view to increasing the sale prices. In consequence of the higher prices which were enforced last year the growers feel encouraged to extend their plantations. This the ring means to prevent by refusing to grant advances to the producers. The Sofia Chamber of Commerce has lodged a complaint with the Government against the tactics of the combine.

New Companies.

FREEMAN HINES, LTD. (78,565).—Registered September 16th. Capital, £10,000 in £1 shares. Object, to adopt an agreement with F. W. Freeman and J. Hines for the acquisition of certain letters patent for an invention of a joint for pipes and other purposes, and to carry on the business of makers, manufacturers, merchants, exporters, and importers of and dealers in pipes and other articles, &c. No initial public issue. The first directors (to number not less than two nor more than seven) are F. W. Freeman (managing director) and J. Hines. Qualification, £1,000. Remuneration of managing director, £500 per annum; of chairman, £250 per annum; of other directors, £200 each per annum. Registered office, Westminster Palace Hotel, Victoria Street, S.W.

BARON CIGARETTE MACHINE.—The directors of the Baron Cigarette Machine Company, Ltd., have declared an interim dividend at the rate of 5 per cent. per annum for the half-year ended 30th June last.

IRISH-GROWN TOBACCO.—Sir Horace Plunkett has informed Mr. William Redmond, M.P., that the British Government may lend substantial assistance to the movement to create a tobacco-growing industry in Ireland. The Irish Department of Agriculture has reported favourably on the project, and the Treasury will, therefore, ask the Inland Revenue to consider whether a temporary rebate can be made to enable an experimental crop to be grown—probably in Togoat (County Wexford)—on a scale which will test the commercial value of the industry. Sir Horace remarks that the decision of the authorities is possibly being delayed by the Ministerial changes.

R. S. BAYLEY & Co. LTD.—Registered on September 20th, by Waterlow & Sons, Ltd., London Wall, E.C., with a capital of £3,000, in £1 shares. Objects: To adopt an agreement with R. S. Bayley for the acquisition of the business of a cigar importer, merchant, and bonder, carried on by him at 10a, Princes Street, Manchester, and to carry on the same and the business of tobacco manufacturers and merchants, manufacturers and importers and dealers in all kinds of cigars, snuff, pipes, and smokers' requisites, &c. No initial public issue. The directors are to number not less than two nor more than five. R. S. Bayley is permanent director, with £208 per annum as remuneration. Qualification (except R. S. Bayley or his nominees) 10 shares. Any member holding £750 fully-paid shares may appoint himself as a director.

Obituary.

SUDDEN DEATH OF A PRESTON TOBACCONIST.—The sudden death is reported of George Smith, tobacconist, residing at 43, Tulketh Crescent, Ashton-on-Ribble. It appears that on Saturday morning, October 3rd, he complained of palpitation of the heart, and did not go to business that day. At teatime he seemed worse, and said he had a pain in the stomach. His wife thought he was suffering from indigestion, and asked him to have a little brandy, but this he refused. She afterwards gave him half a teaspoonful of Epsom salts in some black currant tea. She later left the house to go to the ambulance concert, but her daughter followed her and told her she thought her father had fainted. On returning home she found her husband dead.

Police.

AN ANGRY TOBACCONIST.—Last month, before Mr. Sheil, at the Westminster Police Court, Albert Worrall, for many years in business as a tobacconist at 119, Westminster Bridge Road, was charged with maliciously breaking two lamps, the property of the London County Council. Mr. T. D. Dutton defended.—James Roberts, a foreman in the employ of the Council, said that shortly before one o'clock that morning a number of red and white lamps were placed in the roadway outside the prisoner's shop to divert the traffic for the protection of men engaged cleaning the tramway track. The prisoner came out of his shop and kicked two of the lamps over, saying they ought not to be outside his shop as they were taking his trade away. The glass was broken, and both lamps otherwise damaged. Answering Mr. Dutton, the foreman said he did not know that any complaints had ever been made by the prisoner. The lamps were deliberately and not accidentally kicked over. Police-constable 257 L said that he was called. The prisoner was the worse for drink, and when told that he would have to go to the police-station he rushed into his shop. Assistance had to be obtained to remove him.—The prisoner, who elected to give his version of the affair on oath, said that lamps were continually placed outside his shop, and it occasioned him immense inconvenience and annoyance. He had complained to the police, but the lamps were still put there on purpose to annoy him.—Mr. Sheil: Did you kick them over?—The prisoner: I accidentally kicked one.—Mr. Sheil: What about the other?—The prisoner: I don't know how that was done. I had some words with one of the men, and then blew a whistle for the police. Later on I was dragged to the station by two policemen, although I asked for and offered to pay for a hansom. I was absolutely sober.—Miss Coad, an assistant to the prisoner, said

"B.B. SPECIAL" MIXTURE. Sole Manufacturers: BARTLETT & BICKLEY, 17, Brook St., LONDON, W.

"PALM BRAND"

Special Straight Cut Cigarettes are to-day the premier Cigarettes of the trade. Since their introduction they have held first place with the Public, being highest possible grade in every respect. Best hand work. Absolutely pure selected leaf. If you would add to your connection stock them without delay. It will pay you to push them, as you will be selling tip-top quality at a reasonable figure.

"SHIP BRAND"

Cigarettes (by weight). Another splendid and popular line, embracing six sizes, qualities, and prices, in Egyptian Blend, Turkish, Virginia, and Straight Cut. You not only get a good profit by selling these, but owing to their unequalled quality you are building up a lasting and paying trade.

SOLE MANUFACTURERS:—

**R. LOCKYER & CO., 12 & 14, Bath Street,
CITY ROAD, LONDON, E.C.**

TRADE NEWS AND NOTES—continued.

that he was perfectly sober; she had no doubt about it whatever.—Inspector German said that if his worship wished it the inspector who took the charge could attend the Court.—Mr. Sheil: I am perfectly satisfied. I see the prisoner was fined here last December for drunkenness. He must pay a fine of £5 5s., or go to gaol for a month's hard labour.

GENEROUS EMPLOYERS.—At the Liverpool Police Court, on September 28th, Alfred H. Dwerryhouse (37) was charged on remand with embezzling £49 5s. 4d., the money of his employers, the Imperial Tobacco Company. Mr. W. Trubshaw, who prosecuted, said the accused was employed as a traveller by the Imperial Tobacco Company, and his salary was £175 a year. It was his duty to solicit orders and collect accounts, and transmit the money to the head office. On the 24th of August he received from a customer the amount mentioned in the charge, and failed to send the money to the office. In the meantime an order was given by the same customer, and the firm requested payment of the previous account before executing it, and upon being informed that their traveller, Dwerryhouse, had received the money, they made inquiries and found it to be correct. Mr. Trubshaw added that the accused was summoned before the directors and admitted that a statement he had previously made as to being robbed was false. The directors had no desire to press the charge, and they asked for leniency.—Mr. H. F. Neale, who defended, said the accused admitted the offence, and expressed his deep regret for what he had done. Mr. Neale asked that Dwerryhouse be dealt with as a first offender.—Mr. Stewart: Do I take it that the directors would concur in such a course being taken?—Mr. Trubshaw, after a brief conversation with a gentleman in court, announced that the company was quite willing that the case should be dealt with as suggested. One of the directors, he said, had promised to refund the money to the company.—Mr. Stewart: Very well, he can be bound over.—The accused was accordingly bound over to be of good behaviour.

A CIGARETTE-MAKER'S ROMANCE.—Solomon Purling, of St. John's Court, Hanbury Street, Spitalfields, was summoned, at Worship Street Police Court on September 20th, for detaining three rings, the goods of Annie Waaxman. Mr. Margetts, solicitor, supported the summons, and Mr. Thos. Metcalfe defended.—The complainant, a smartly dressed young Jewess, living at New Inn Yard, a cigarette-maker, said she had been engaged to defendant, and on the 5th, after they had had an evening walk, she, on reaching home, went to her own room to wash her hands, but first took off her rings and put them on the table in a sitting-room. The rings were a half-hoop diamond, a three-stone diamond, and plain gold ring, and had been gifts from her affianced. She forgot on her return to the sitting-room to put the rings on again, but after the defendant had gone she missed them.—Mr. Margetts: Was there any mention of his having them?—Complainant: No; but I thought he had taken them for a lark, and waited for him next day outside his house, and he did not come.—Mr. Margetts: Where did you part?—Complainant: At the door.—Mr. Margetts: In the usual way?—Complainant (laughing): Yes.—Mr. Margetts: Was it an affectionate parting?—Complainant: Yes.—Cross-examined: Was there any quarrel?—Complainant: No.—Mr. Cluer: There must have been. Nonsense.—Mr. Metcalfe: Had you not asked him to take you to a concert and ball, and he said he could not?—Complainant: No. She added that it was not true she took the rings off and threw them down, and told him he could take them. She considered the rings to be worth £14 10s.—Betsy Phillips, another smartly dressed young lady, said she, as the friend of Annie Waaxman, went on the Monday to see defendant, and asked him why he kept away from Annie, and why he had taken the rings. He said it was the only way he could get them—pretending to be friends with her

and waiting till he could get the rings back.—Mr. Cluer: Why should you go to him?—Witness: I thought I could make it up, as she had no one to take her part.—Mr. Cluer: We don't make love by means of an ambassadress.—Mr. Margetts asked the witness if she knew the value of the rings. Witness said she did not, but it was usual with them to have good rings given them; "and," she added, naively, "I also am engaged, and my young man has given me diamond rings."—Mr. Cluer: If there was no quarrel why should she not go and ask him for the rings? Why think he had taken them for a lark?—Witness: Why cannot a young lady trust a young man?—Mr. Cluer (sotto voce): Why not?—Defendant went into the witness-box and said the complainant had twice before thrown the rings back at him. This time he took them after a quarrel about a concert and ball.—Mr. Cluer: What do you say is the value?—Defendant said he paid £15 16s. 9d. for the three.—Mr. Cluer said that put the complainant out of court, and ousted his jurisdiction. The summons was therefore dismissed.

THE
TOBACCO TRADE BENEVOLENT ASSOCIATION.

THE following circular has been sent out on behalf of the above excellent institution:—

London, E.C.,
September, 1903.

Dear Sir,—The date of the Third Annual Collecting Day having been fixed for Friday, the 9th October next, the Committee desire your earnest co-operation in obtaining a more satisfactory result than on the Collecting Day of 1902.

Owing to the very favourable result of the first Universal Collecting Day, the Association was enabled to increase the number of pensioners from 33 to 40, and also to raise the amount of pensions from £20 to £24 per annum. Unfortunately last year's collection showed a great falling off, which was most discouraging, and the Committee feel that, unless the necessary funds are forthcoming, either by increased annual subscriptions or by special contributions, the charitable work of the Association is likely to be seriously curtailed.

In submitting the enclosed collecting card the Committee hope that you will favour them with your assistance, not only by personally contributing to our funds, but by placing the merits of this Association before the very numerous members of the trade who have not hitherto subscribed. Arrangements are being made to publish in the various trade papers a full list of donors and their donations as early as possible after the Collecting Day of the 9th October.

Receipts, if desired by contributors, will be forwarded by the hon. secretaries.

We shall be obliged if you will kindly return as soon as convenient after the 9th October the collecting card, together with the amount collected, either by cheque, P.O.O., or cash to C. Vogelsberger, 8, London Street, E.C.

We beg to remain, dear Sir,

Your obedient servants,

C. VOGELSBERGER,
E. C. OSMAN,

Joint Hon. Secretaries.

The following are the officials of the Association, and we hope their efforts will have been rewarded by a bumper collection:—President, W. Klingenstein, Esq.; Treasurer, Thos. Durbridge, Esq.; Trustees, J. S. Gilliat, Esq.; Sir W. H. Wills, Bart.; Chas. E. Lambert, Esq.; Joint Hon. Secretaries, C. Vogelsberger, E. C. Osman; Bankers, Robarts, Lubbock & Co., Lombard Street, E.C.

From the "London Gazette."

Receiving Orders.

ROBINSON, CARL, tobacconist, Church Lane, Newton Heath, Manchester. Date of order, September 21st, 1903.

BLACKHAM, HAROLD, tobacconist, &c., 296, Pleck Road, and Ida Road, Walsall. Date of order, September 22nd, 1903.

TAYLOR, ERNEST HARRY, hairdresser and tobacconist, 25, Gloucester Street, and Wallbridge, Stroud, Gloucestershire. Date of order, September 29th, 1903.

First Meetings and Public Examinations.

BLACKHAM, HAROLD, tobacconist, &c., 296, Pleck Road, and Ida Road, Walsall. First meeting at the Official Receiver's, Wolverhampton, October 7th, at 12.30. Public examination, Court-house, Walsall, October 15th, at 11.30.

ROBINSON, CARL, late tobacconist, Church Lane, Newton Heath, Manchester. First meeting at the Official Receiver's, Byrom Street, Manchester, October 3rd, at 11.30. Public examination, Court-house, Quay Street, Manchester, October 5th, at 10.

SIMMONS, HAROLD STANLEY, commission agent for cigars, &c., 42, South King Street, Manchester. First meeting at the Official Receiver's, Byrom Street, Manchester, September 11th, at 3. Public examination, Court-house, Quay Street, Manchester, September 14th, at 10.

Adjudications.

BLACKHAM, HAROLD, tobacconist, &c., 296, Pleck Road, and Ida Road, Walsall. Date of order, September 22nd, 1903.

MILTON, CHRISTOPHER JOSEPH, tobacconist, High Street and Rockhill, Bromsgrove. Date of order, August 17th, 1903.

TAYLOR, ERNEST HARRY, hairdresser and tobacconist, 25, Gloucester Street, and Wallbridge, Stroud, Gloucestershire. Date of order, September 29th, 1903.

Notices of Intended Dividends.

HUTCHINSON, WILLIAM JAMES, tobacconist, &c., 23, East Hill, and 3, Overy Street, Dartford. Last day for proofs, September 25th, 1903. Trustee, R. T. Tatham, Official Receiver, 9, King Street, Maidstone.

JARVIS, JOHN HERBERT, tobacconist, &c., 45, Carr Street, Ipswich. Last day for proofs, September 30th, 1903. Trustee, F. Messent, Official Receiver, 36, Princes Street, Ipswich.

LACEY, ALFRED, and HENRY THOMAS DUNN (trading as Lacey & Dunn), tobacconists, 25, High Street, Loughborough, Leicestershire. Last day for proofs, September 26th, 1903. Trustee, J. G. Burgess, Official Receiver, 1, Berridge Street, Leicester.

SCHLARB, FREDERICK JOSEPH, stationer and tobacconist, 226 and 238, High Street, Willesden Junction, Middlesex. Last day for proofs, October 20th, 1903. Trustee, Albert Willmott, Official Receiver, 14, Old Jewry Chambers, London, E.C.

Notice of Dividends.

SEAMAN, JOHN, tobacconist, late 564, Fulham Road, S.W. First and final, of 3s. 2d., at Bankruptcy Buildings, Carey Street, W.C., on any day (except Saturday), between 11 and 2.

Appointments of Trustees.

ASHFORD, ERNEST JOSEPH, tobacconist, &c., 317 and 319, Gooch Street, Birmingham. Trustee, J. W. B. Brown, Prudential Buildings, Corporation Street, Birmingham. September 21st, 1903.

DAVIES, JULIUS LIONEL, cigar merchant, Wensley Bank, Thornbury, Bradford. Trustee, G. B. Ingham, 15, Kirkgate, Bradford. September 18th, 1903.

Dissolution of Partnership.

"THE KIKU CAFE," cigar vendors, 18 and 19, Great St. Helens, London.

Deeds of Arrangement.

ATKINSON, JOHN WM., tobacconist and hairdresser, 175 and 354, Park Road, Liverpool. Assignment. Dated August 21st; filed August 25th, 1903. Unsecured liabilities, £447 1s. 9d.; estimated net assets, £265 9s. 1d. Trustee, William Denton, C.A., 7, Sweeting Street, Liverpool.

AYERS, WILLIAM THOMAS, tobacconist, hairdresser, and perfumer, 2, Fish Market, and 41, Silver Street, Salisbury. Assignment. Dated September 3rd; filed September 7th, 1903. Unsecured liabilities, £538 19s. 3d.; estimated net assets, £230. Trustee, James K. Dowden, I.A., Bank Chambers, Salisbury.

LIDDELL, WILLIAM, tobacconist, 27, St. Nicholas Street, Lancaster. Assignment. Dated August 31st; filed September 7th, 1903. Liabilities—unsecured, £443 14s. 10d.; secured, £1,773 6s.; estimated net assets, £358 4s. 7d. Trustee, Royden M. Compton, accountant, &c., Church Street, Lancaster.

JONES, THEOPHILUS, tobacconist, 2, Market Strand, Falmouth. Composition of 5s. in the pound, payable by two instalments, viz., 3s. in seven days from registration of deed, and 2s. within four months from date of first instalment, secured by a surety. Dated September 19th; filed September 21st, 1903. Liabilities—unsecured, £555 9s. 1d.; secured, £800; estimated net assets, £170.

WAR OFFICE TOBACCO. FIVE HUNDRED TONS WASTED.—An instance of War Office wastefulness comes to light in the purchase of five hundred tons of "Cavendish" cake tobacco, purchased in America and shipped to the Cape during the war. This tobacco is at present warehoused at Southampton, where it seems likely to stay, as it is scarcely a marketable commodity in this country. It seems that the tobacco was sent to South Africa to be sold in the field canteens, and either "Tommy" found the weed too strong for him, or else the tobacco never went up country at all. Some months ago a similar stock was sold at 2d. a pound by the Southampton Customs.

CHRISTMAS PRICE LIST

Free on Application.

Adolph Elkin & Co.,

Wholesale Tobacconists,

140 and 140a, Houndsditch,
LONDON, E.C.

SPECIALITIES.

- "La Nikle," 1d. Rothschild Cigar.
- "Zealandia," 2d. " "
- "British Pluck," Dark Flaked Virginia.
- "Sportsman," " " "
- "Glossy," Gold Flake Honey Dew.
- "My Sweet," Mixture.

ALL MANUFACTURERS' PROPRIETARY ARTICLES

At absolutely the Lowest Prices.

Telephone No. 6098 Avenue.



THE HIGH-CLASS

"ARDATH" SMOKING MIXTURE.

STATE EXPRESS

VIRGINIA GRADE

CIGARETTES.

Quo Vadis

TURKISH GRADE

CIGARETTES.

WEIGHT LINES

MARHABA **WINFRED**
(Egyptian). (Virginia).

STATE EXPRESS
Nos. 111 and 222.

Full Illustrated Price List, Dummies, Showcards, and
other Advertising Matter, Post Free on Application to

ARDATH TOBACCO Co.,
WORSHIP STREET, LONDON, E.C.

Highest

Class

Mixture

(Medium Strength).



"EXMOOR HUNT."



EDWARDS, RINGER,
and **BIGG,**

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

BRISTOL.

CATERING FOR SMOKERS.

[SPECIALLY WRITTEN FOR *The Cigarette World*.]



SMOKERS are not all of the same way of thinking as to how best to puff the fragrant weed. Some have so cultivated their taste for a particular flavour that if they require a cigar it must be of a certain brand, and although the tobacconist may offer something equally as good in flavour and aroma, and at the same price, yet, because it is not called by their pet name, they refuse to purchase. Other smokers will persist in puffing the same brand of cigarette or smoking mixture year in and year out; they have got so accustomed to the particular qualities that nothing else appears to be worthy of their attention. It is only on rare occasions that their tobacconist can induce them to try something new; but they invariably go back to their favourite line. As far as the retailer is concerned this is satisfactory, because with this kind of customer he knows exactly how to deal, and if he be a wise salesman he will stock these certain articles—not necessarily in large quantities, of course. This is undoubtedly a profitable plan to adopt. Said a customer to his tobacconist, a few days ago, "Let me have half a dozen of my cigars, please." It sounded strange, but inquiry showed that this retailer stocked this particular cigar solely for the one customer, but never purchased more than one box at a time. He has all to gain by so doing; he pleases a customer, and that is one of the many roads to success; he also satisfies himself—he sees a profit.

But there is another class of customer which the retailer has to deal with. The smoker who is always changing his "weed" is not so easily catered for. To satisfy such individuals many tobacconists who only possess a limited stock have a difficulty. They enter the shop bent on purchasing something new, which they have seen advertised or which has been recommended, in the way of either cigars, cigarettes, tobacco, or smoker's requisites, and if the man behind the counter says he does not stock it, the customer

with an air of surprise replies, "Oh, it's been on the market a long time!" The tobacconist is forced to express his regret, whereupon the smoker leaves the establishment. What one retailer does not stock another may, and so this "changeable" customer seeks to satisfy his want in some other quarter, which, in the long-run, he succeeds in doing. But that is no consolation to the retailer who has lost a customer simply because he failed to keep his stock up to date.

There are plenty of tobacconists who are still content to carry on their business in an old-fashioned style. They have stocked certain articles ever since they have been in business, and although repeatedly asked by both regular and casual customers for certain articles, which they do not stock, yet they are reluctant to add any fresh lines to their meagre store. They fear that if they purchased any fresh novelty, or new smoking mixture, that it would not go readily into consumption. "Nothing venture, nothing have," and, since there is a deal of speculation in every business, these tactics do not savour of the up-to-date method of successfully carrying on a retail tobacconists trade. With a little perseverance it is possible to increase the takings from regular customers by introducing fresh goods, and at the same time, obtain additional ones. If these retailers would get out of their orthodox groove of doing business, and keep abreast of the times by stocking the new lines as they appear on the market, they would then be in a position to satisfy all comers; their turnover would be appreciably added to; and their roll of customers lengthened. A casual purchaser well served with just what he requires may often become a frequent visitor. It is a better policy, seeing that the tastes of smokers differ to such an extent, to stock a small quantity of many commodities than to make big purchases of only a few, which may possibly hang on hand for some time. This proves in the end unsatisfactory both to seller and buyer.

Imperial Tobacco Company's Minimum Price Lists.

THE above company have issued the following circular and conditions of sale for their various proprietary articles. As no information is to hand as to rate of profit allowed the retailer, we cannot, of course, say to what extent the trade will benefit:—

September 30th, 1903.—Dear Sir,—We have much pleasure in enclosing a list of minimum retail prices of our tobaccos and cigarettes protected by "conditions of sale." The list has been most carefully compiled with a view to the further protection of our customers generally, and we trust our efforts will be appreciated. Offering you our best services, we are, yours faithfully, — branch of the Imperial Tobacco Company (of Great Britain and Ireland), Limited.

Conditions of Sale.

All goods sold subject to conditions of sale, whether bought direct from the Imperial Tobacco Company (of Great Britain and Ireland), Limited, or from any dealer, are sold upon terms comprising an agreement by the buyer that they shall not be retailed, directly or indirectly, and whether by reduction of price or by giving presents, at less than the prices mentioned in the conditions of sale attached to such goods, and shall not be re-sold except subject to these conditions as a term of the sale.

The acceptance of the goods by a purchaser will be deemed to be an acknowledgment that they are sold to

him, and received and accepted by him, on the conditions herein expressed, and such purchaser shall be deemed to agree with the vendor to him (as agent in this respect for the Imperial Tobacco Company) to observe all such conditions.

All goods sold subject to conditions of sale are supplied to a wholesale dealer subject to the terms of the above express agreement, and also subject to the additional terms that these conditions shall remain attached to every package sold wholesale, and shall form part of the terms upon which such wholesale dealer re-sells the same, and that he will not re-sell the same except subject to such conditions, and will enforce such conditions against any purchaser from him who shall commit a breach of the same, and such wholesale dealer further agrees that he will not sell the said goods, or any of them, below the retail prices, except to persons who carry on business as retailers of tobacco, and hold the necessary licence for such business.

If these conditions are not fully accepted by any purchaser, the goods must be forthwith returned to the vendor, and the retention of goods by any purchaser shall be conclusive evidence that the same have been bought, received, and accepted by him subject to the conditions herein expressed.

No person is permitted to use the registered trade marks of the Imperial Tobacco Company upon any sale inconsistent with the conditions aforesaid.

THE IMPERIAL TOBACCO COMPANY (OF GREAT
BRITAIN AND IRELAND), LIMITED,
JOHN PLAYER AND SONS' BRANCH.



THE CIGARETTE WORLD AND TOBACCO NEWS, OCTOBER, 1903.

MARSŪMA

Is a secret blend principally composed of choicest EAST Indian Tobacco.
No Trichinopoly or Southern Indian Tobacco is used in its manufacture.

THE LARGEST SALE IN THE WORLD.

Finest EAST Indian Tobacco is the most costly in the World.

LORD KITCHENER

wrote us that he much enjoyed smoking Marsūmas, and also took Marsūmas with him to India.



LORD KITCHENER OF KHARTOUM.

MR. A. W. PINERO

wrote us a letter of congratulation in putting such a fine cigar on the market.



Mr. A. W. PINERO.

FOUR CELEBRATED MEN

WHO SMOKE AND
PRAISE

MARSŪMAS.



Sir HENRY IRVING.

SIR HENRY IRVING twice wrote us congratulatory letters, and said Marsūmas were most excellent.



Sir EDMUND BARTON.

SIR EDMUND BARTON took Marsūmas with him to Australia, and wrote us to say they were marvellously good.

HAVANNA CIGAR MANUFACTURING CO., HAVANNA, NEAR CONGLETON, ENGLAND.

LEADING LINES.

Messrs. R. LOCKYER & CO. are so well known by their justly celebrated "Palm" Brand that there is a danger of some of their other specialities being comparatively unnoticed. Some of the following are admirably suited for the Christmas trade, and they are all hand-made from the purest tobaccos, without any artificial flavouring whatever:—

WINDSOR CASTLE.—These are 22 carat gold-tipped Turkish of splendid quality, put up in very handsome fancy straw boxes, gilt foil and tissue lined. The boxes are tied with white satin, and sealed. This is a most attractive line in appearance, and in manufacture and flavour is of the highest class. The cigarettes are put up in two sizes, and are packed in boxes of 100, 50, and 25.

HELEDA.—These Turkish cigarettes are less expensive, but are also turned out in most taking style in choice padded boxes. They are manufactured from a special blend of choice Oriental tobacco of medium strength.

KASSANDRAS.—Turning now to Egyptian cigarettes, we must again refer to our old friends, "Kassandras." Our readers will need no long description of this line; suffice it to say that it will be appreciated by every connoisseur, and is undoubtedly one of the very best cigarettes to be bought for money. The price, though necessarily high, is not too high for such quality, and once introduced to a customer Kassandras will ever afterwards sell on their merits.

PALM BRAND (EGYPTIAN).—Messrs. Lockyer supply this brand in three qualities, the best of which is packed in tins. These cigarettes, though lower in price and not, of course, to be compared in quality to Kassandras, are thoroughly reliable; they are mild in flavour, and have a delicate aroma.

PALM BRAND (VIRGINIA).—These cigarettes have so often been dealt with in these columns that we need only say they are as good as ever, and are sure to be appreciated by smokers who prefer Virginia tobacco. They can be had at varying prices, gold-tipped, cork-tipped, or plain, and in two sizes, exactly the same tobacco being used in each size. As to which is the best Virginia cigarette opinions may differ, but though Palms may be equalled, it is our opinion that they cannot be excelled.

"MY LADY'S OWN."—These dainty cigarettes, packed in handsome red watered boxes, containing 10, 20, 50, and 100, can be obtained either in Turkish or Virginia tobacco. They are tipped with 22 carat gold, and should prove a really good line at Christmas among the fair sex.

SCENTED CIGARETTES.—No discriminating smoker would think of buying scented tobacco, but unhappily all smokers are not discriminating, and there is a demand at the festive season for such goods. Retailers should give Messrs. Lockyer's Rose or Musk a trial; they are among the best of their class, and are sold by weight.

SPECIAL "SHIP" BRAND.—Last, but not least, we come to these popular favourites, of which there are six varieties, ranging in price from 6s. 10d. to 9s. 4d. per lb., according to quality. They are hand-made, and compare favourably with any in the market. Customers can have with an order of 12 lbs. the loan of a handsome mahogany case filled for counter. These cigarettes are always uniform in quality, and, being manufactured from high-class tobacco, are sure to find a ready sale.

We need scarcely add that retailers get a good profit on all Messrs. Lockyer's goods, and those who desire their own brands manufactured should ask for quotations, as the firm pay special attention to this class of business.

THE Wholesale Tobacconists' Protection Association, Ltd.

THE Board meetings of the above Association have now been resumed, and much business has been conducted during the month. A great proportion of the business has been of a private nature, which at present cannot be made public, but the trade can rely upon the Association doing its utmost for the wholesale section.

That the Association is a most powerful factor in the trade will be recognised by an intimation which has been received from an important manufacturer, who desires to be furnished with a list of recognised wholesalers (with a view to special terms), as he feels that the majority of the most important wholesalers are now connected with this Association.

It has been decided by the Association that they will use their best endeavours to obtain for all wholesalers a better margin of profit on cigars than they have been previously receiving, and energetic steps are now being taken to induce many manufacturers to fall in with their ideas as to what constitutes a legitimate profit. Furthermore, many members of the Association have intimated that they will not list cigars which do not show a fair margin of profit.

To the Editor of the Cigarette World.

41, North John Street,
Liverpool, September, 1903.

INCOME TAX CHARGES.

Sir,—The notices of charge which are usually sent out at this time of the year have been distributed, and with the income tax standing at its present high rate it is necessary to carefully examine the notices at once, and if the assessment is excessive notice of appeal should be given as directed. When notice of appeal has been given, a proper statement in the form required by the Surveyor should be prepared and handed in in support of the appeal. It is for lack of compliance with these reasonable requirements that so many fail to get their assessment properly adjusted. Many persons neglect to keep any proper accounts whatever, but if a correct cash and stock account has been kept there should be little difficulty in getting the assessment fixed at a fair amount. If your readers find that the assessment is larger than their average profits, they should certainly give notice of appeal, and claim repayment of the amount of over-paid tax. No time should be lost in lodging business appeals, whilst a claim to set off a loss in farming or business against income from other sources should be lodged immediately. Many persons are entitled to make a claim for three years, and the amount recoverable might amount to upwards of £30. All property owners and persons whose incomes are derived from rents, dividends, interest, annuities, &c., whether paid "free of income tax" or not, also in respect of life insurance premiums, should communicate with us at once. Thousands of people pay income tax who ought not to pay anything at all, and very many are entitled to substantial benefits. Incomes not exceeding £160 per annum are exempt, and substantial abatement can be claimed on incomes not exceeding £700 per annum. We shall be happy to advise gratuitously all of your readers who send full particulars of their income and a stamped addressed envelope for reply whether or not they are entitled to a reduction of assessment or a refund of income tax already paid.

Yours faithfully,

THE LANCASHIRE TRADERS' ASSOCIATION.

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STOCK

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(EXQUISITOS)

50%

PROFIT TO RETAILERS

SAMPLES & PARTICULARS OF MANUFACTURES
CLARENCE WORKS CITY ROAD, LONDON, E.C.

Smoking in New York Banks.

OUR American contemporary, *Tobacco*, has the following interesting article. It is enough to make some of the bank directors in this effete old country faint with horror, and the mere suggestion of such a shocking outrage at the Bank of England might cause a fall in the stock, investors being alarmed and inclined to believe that the directors had lost their senses.

In every bank in New York, says a recent issue of the *Times*, there is a rule against smoking, and it is doubtful if any depositor or visitor to any banking institution in the town ever saw a coil of tobacco smoke sifting through the atmosphere in the big counting-houses—that is, no visitor who is excluded from the building promptly when the bank closes. But if the curious could squeeze their way through closed portals in the afternoon they would be treated to a very different sight.

The rules against smoking in all the big banks of the city apply only during banking hours. After the doors are closed and locked one can transform himself into a human volcano with perfect freedom—and he does. And "he" is legion.

The favoured one who is allowed to remain within the locked doors of such an institution as the National City Bank is treated to an unusual spectacle. At least 150 clerks are employed in this bank, and of that number there are probably not a score who do not indulge in the "weed," in some of the manifold forms in which it is offered by modern tobacconists.

As the hands of the clock approach closing time, 150 pairs of eyes search for the form of the superintendent of the building. As he approaches the doors hands reach into pockets with military unison of movement. The hands rest there until the lock clicks in the door. Then, in a twinkling, cigarettes, cigars, and pipes are produced, and in another second there is a fusilade of striking matches. Before a minute passes a dense blue vapour begins to rise behind the bright glass partitions, and before the clerks have finished their day's work the usually immaculate counting-room has all the appearance of a good old-fashioned smoker, the scratching of pens being substituted for the clink of steins.

"It is really wonderful the way they smoke up," said the superintendent of a big bank building on Wall Street the other day, "though I know to work six hours without a pull at the weed is somewhat of an ordeal. Those who don't know might imagine that being kept off the weed for so long might cure one of the habit, but judging from my observations it is quite the reverse. No sooner do I get the doors closed than they start right in like a lot of impatient locomotives. Some of them go at it in a manner that you might call ravenous, and it isn't long before the air is filled with a blue fog.

"There was a time when I thought this was the case only in our bank. A few inquiries, however, have convinced me that it is the same in every big banking institution throughout the financial district.

"In some of the banks cigarettes are strictly forbidden, even after hours, though I hardly see why the line should be drawn, for cigar butts are just as dangerous if one considers the possibility of fire. Then the chances of fire from this source is only a remote possibility, for before the smoking is well under way the cleaners get to work and are about until the last clerk has wound up his work on his ledger.

"The idea that cigarette smoke leaves a more lasting odour is also foolish, for when you get about twenty-five different kinds of pipe tobacco and as many brands of cigars mingling in one mass of smoke you have a composite aroma of tobacco besides which the vapour of a cigarette is but a delicately perfumed mist.

"How do we get the smell out? Why, after the smokers have left we open all the windows and turn on the electric fans and ventilators. Half an hour later the atmosphere is as fresh as crisp mountain air. Even in winter we keep the electric fans handy."

A PARALLEL.

Delicate, white and slender;
 Chic, as the Frenchman saith;
 Perfumed, and blowing tender
 Kisses with fragrant breath.
 Dainty and sweet, like a woman,
 Fashioned like her—and yet
 Something perchance less human—
 Gay little cigarette!

Soothing when most I need it,
 Each little care and pain;
 Bidding me never heed it—
 It will not come again.
 To all my moods the kindest;
 The readiest to forget
 My sins—to my faults the blindest—
 Dear little cigarette!

Yet like a woman? Truly
 There are some points that tell.
 Not carried out unduly
 I find a parallel:
 There is the Turkish yonder—
 Thank you—a match. Now get
 Ready to hear and ponder
 The Tale of a cigarette!

Touched by the fire of passion;
 Pressed to your lips, and lo!
 How warm in first love fashion
 That quick responsive glow!
 You call to mind how sweet it
 Seemed when your lips first met?
 There is the box—repeat it,
 Smoking a cigarette!

The smoke rings you are blowing—
 Those are the dreams you had—
 The joys she was bestowing
 On you her lover lad.
 Those are the clouds of fancy
 Raised by the amulet
 Of youth's sweet necromancy—
 Or—by a cigarette!

How soon it all is finished!
 How useless to pretend
 That pleasure's undiminished—
 'Tis bitter at the end!
 The tears may wet your lashes
 In semblance of regret,
 But here's a heap of ashes,
 A smoked out cigarette!

Marjorie, Maude, Cecilia—
 How soon your day was done!
 Dorothy, Phyllis, Delia—
 Yet we have had our fun!
 Come back to me? No, never—
 Ethel, Marie, Juliette!
 But—in the box there's ever
 Another cigarette!

—Edwin Meade Robinson.

SINGLETON & COLE, Ltd., v. THE TOBACCO TRADE.

What is the chief cause of non-success and failures in the Tobacco Trade?

Over-buying and consequent bad stock.

Over-buying and loss of discounts through not being able to pay promptly. Loss of discounts means shrinkage of profits, and this, combined with oftentimes increasing expenses, means **FAILURE**.

Our "MIXED PARCEL SYSTEM"

is the great remedy for the above-mentioned. We supply "everything" a Tobacconist requires, whether in Tobaccos, Cigars, Cigarettes, Fancy Goods, &c., &c., also **every known make** of Proprietary Goods. Customers can buy small quantities and often, thus being able to stock almost an endless variety of Goods, and which is of the utmost importance, to hand it to the smoker, fresh, sweet, and in perfect smoking condition.

With the special facilities we possess, as the result of long experience, we know exactly what is required, and how to supply it upon the best possible terms to the Trade.

Our £5 MIXED PARCELS

carry with them the best discounts and are "free delivered."

Our NEW PRICE LIST

will soon be ready. It will contain upwards of 500 pages of all trade matter (and no advertisements). It will be a unique production, far out-shining anything we have previously issued. Send early for a copy, and mark the application "NEW PRICE LIST," and it will be sent as soon as possible.

We have just completed very extensive additions to our warehouse, which was rendered imperative by the progress of our increasing business.

We wish to draw your special attention to our

FANCY GOODS DEPARTMENT.

Owing to our large purchasing powers, we are able to offer the pick of the market, and at prices, combined with quality, which simply defy competition.

We employ highly-skilled pipemakers, and supply at the shortest notice any Specialities required, also all trade repairs receive special and prompt attention. We do all our own silver-mounting and engraving. Inscription Plates for presentation purposes promptly attended to. Shop and window fittings stocked, and we always have a large variety to select from.

In addition to being General Distributors, we possess a model factory, replete with the most modern machinery in all departments. We are therefore in an exceptional position for manufacturing every class of loose and hard Tobaccos, also Cigars and Cigarettes, which, for quality, workmanship, finish, and price are unequalled.

We import Cigars from all Cigar producing countries, and always keep a very large duty-paid stock of all the leading lines in Havanas, Mexicans, &c., &c., in good condition and ready for immediate use.

To assist our customers where required, we are prepared to produce "Special Brands," with reserved labels, either in Tobaccos, Cigars, or Cigarettes.

In conclusion, we study neither time nor trouble, and our very best endeavours are always used to try and benefit our clients and put them upon a sound and healthy basis, which cannot help but bring success, and your prosperity leads to ours.

SINGLETON & COLE, Ltd., 11-16, Cannon St., BIRMINGHAM.

Telegrams:—Singleton, Birmingham.

Telephone:—1144.

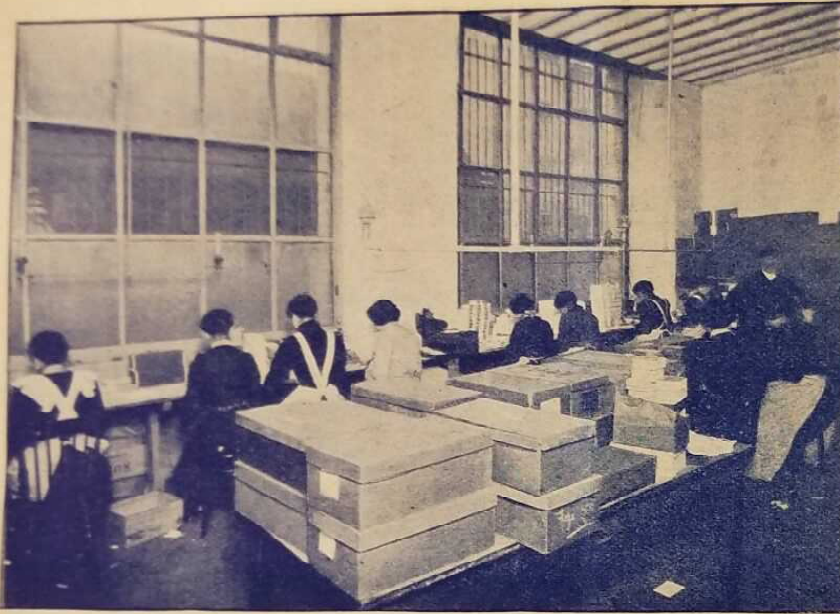
Distributing Depots:—Liverpool, Leeds, Wolverhampton, and Walsall.

Factory:—Shrewsbury.

Lockyer's Cigarette Factory.

WHERE "PALMS" ARE MADE.

Messrs. R. LOCKYER & Co., of Bath Street, City Road, are to be congratulated on the possession of what we may justly call a model factory. Thoroughly equipped in



BOXING AND LABELLING.

every respect and built specially for the purpose, the structure affords every facility for carrying out the large business of the firm. Those who are interested in the many ingenious cigarette-making machines on the market must go elsewhere, for Messrs. Lockyer & Co. have not a machine in the place, every one of their cigarettes being hand-made. The methods of the human machines vary very much, however, in some cases a long stick being used, in others the tobacco is merely rolled in the paper with the fingers, and this simplest of methods is considered the best, and used in the best class of goods. The rapidity with which some of the girls worked was nothing short of marvellous, and as we saw the piles of dainty little whiffs growing as if by magic beside the operators, we could easily understand that, all things considered, the lot of the cigarette girl is an enviable one. Indeed, manual dexterity in this branch of trade reaps a much more handsome reward than education can procure in many of the occupations open to women. We must add, however, in justice to the sterner sex, that the men are

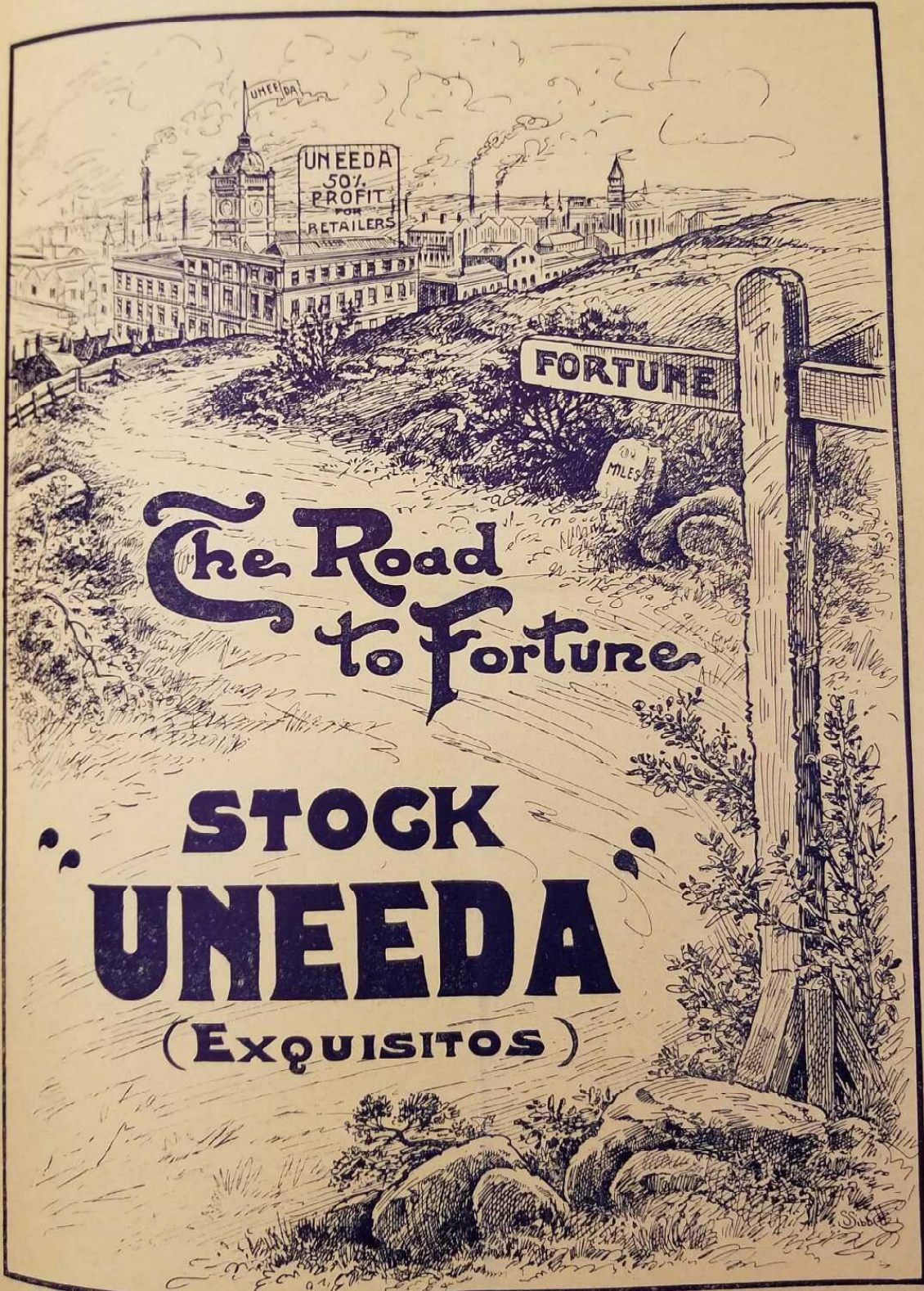
generally the best workers. A detailed description of the various processes of manufacture would, though extremely interesting to those who possess a technical knowledge of the subject, take up more space than we can spare just now, so we will content ourselves with saying that we were specially struck with the extreme cleanliness of the whole establishment and the admirable organisation which enables Mr. Lockyer to attain such remarkable results.

There is, however, one department which we think we must say a word or two about, namely, the store for the paper used to manufacture cigarettes. The importance of this department it is impossible to over-estimate, and Mr. Lockyer gives a vast amount of personal attention to it. The paper used not only has to be carefully selected, but has to be kept until it has attained exactly the proper degree of dryness. Messrs. Lockyer have about 2,000 different varieties, some tipped with 22 carat gold and others with silver. Each customer has a box in which a stock of paper is kept ready for immediate use, and we were shown our own particular lot ready to cover those delightfully fragrant cigarettes which sooth the editorial nerves and cares, and render him charitably disposed to all mankind—callers only excepted. The firm do an ever-increasing trade in supplying customers with their own brands, and much of their success in this department is due to the fact that the paper used may always be relied upon.

Our representative found Mr. Lockyer extremely busy and looking forward to very heavy Christmas orders. He finds the sales of his various brands showing a steady progressive increase, and his "Palms" especially, to use the proper metaphor, "growing" in favour. A full notice of the firm's leading lines will be found elsewhere, and our readers should also consult our advertisement pages.



CIGARETTE MAKING.



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TOBACCO IN WAR.

DESPITE the Anti-smoking Leagues and similar organisations tobacco grows in popularity year by year, and by no class of persons are its virtues more appreciated than the gallant soldiers of the King, not a few of whom have gone into battle pipe in mouth as well as sword in hand. In comparatively recent years there has been a great change in the attitude of the high military authorities towards the fragrant weed, for, though not absolutely forbidden, smoking was for a long time condemned by the British Army commanders, as witness the famous "General Order No. 577," issued by the Duke of Wellington just before he relinquished the supreme command. "The Commander-in-Chief," it read, "has been informed that the practice of smoking pipes, cigars, and cheroots has become prevalent among the Army, which is not only in itself a species of intoxication occasioned by the fumes of tobacco, but undoubtedly occasions drinking and tipping by those who acquire the habit; and he entreats the officers commanding regiments to prevent smoking in the mess-rooms and in adjoining apartments, and to discourage the practice among the officers of junior rank in their regiments." In the third year of the twentieth century the foregoing seems somewhat curious reading; and, despite the great Duke's prejudice against it, tobacco played no small part in winning more than one of the great battles that brought him fame and glory. Indeed, it is highly probable that but for its soothing influence the history of the terrible and prolonged Peninsular campaign would have had a less agreeable interest for the people of this country, as well as for our ancient ally more immediately concerned. How differently have later commanders regarded tobacco! When General Grant was making history and a great military reputation in the American Civil War he seldom smoked fewer than twenty-five cigars in the course of a day. It is recorded, too, that on the day of the battle which preceded the surrender of the Confederate General Lee, at Appomattox, Grant was seen riding from end to end of the line with an unlighted cigar between his teeth. For several hours he was much too occupied to ask for a light, and when news of the surrender was flashed over the Northern States, the incident of the unlighted cigar was made quite famous. Moreover, it had a somewhat startling sequel, for within a week of the incident being published, cigars began to pour in on the victorious General in daily increasing numbers. They came from admirers in St. Louis, Cincinnati, Chicago, Detroit, Buffalo, Boston, New York, Philadelphia, and other important centres, until they reached the almost incredible total of thirty thousand. It is only fair to mention that most of these cigars were of the finest brands, and General Grant determined to show his appreciation by smoking as many as possible of them. In this he succeeded so well that he gained the reputation of being one of the greatest smokers in the United States.

Nobody could have been much fonder of tobacco, in the shape of snuff, than the famous German, General Moltke. While working out his wonderfully-successful strategies in the war of 1871, he is said to have consumed from six to eight ounces in the course of a week. Prince Bismarck was another no less enthusiastic German devotee of the weed. There is on record, in his own words, a delightful story of how, at Königgrätz, he had only one cigar left in his pocket, which, during the whole of the battle, he guarded as carefully as a miser guards his treasure. Said he, "I did not feel justified in using it. I pined in glowing colours in my mind the happy hours when I should enjoy it after the victory. But I had miscalculated my chances. A poor dragoon lay quite helpless, with both arms crushed, murmuring for something to refresh him. I felt in my pockets, and found that I had only gold, which would be of no use to him. But stay—I had still my cherished cigar! I lighted it for him, and placed it between his teeth. You should have seen the poor fellow's grateful smile. I never enjoyed

a cigar so much as that one which I did not smoke." Tobacco was, indeed, a great and potent factor in the success of the German arms, many of the soldiers going into action pipe or cigar in mouth. Sir Redvers Buller knows the value of the "divine herb." During the Red River Expedition of 1870, a soldier of the King's Royal Rifles was badly in need of a smoke. Seeing a figure that seemed familiar just before him, he slapped the individual on the back and asked, "Got a pipeful of baccy, mate?" When the figure turned, revealing the features of Captain Buller, as Sir Redvers then was, the soldier was overwhelmed with confusion. Producing his own empty pipe, the officer replied, "Very sorry I can't oblige, but I haven't a pipeful for myself."

Tobacco is undoubtedly one of the greatest blessings that soldiers have ever known, a fact which is better appreciated on the battlefield than anywhere else. "Many a time," wrote a private of the 2nd Fusiliers, from Ladysmith, "I have seen fellows of ours only too eager to sell a pony, with saddle, bridle, and everything complete, for a stick of tobacco." During the siege of the town some of the gallant Bluejackets are said to have calmly smoked their pipes as they worked their guns; and after the engagement with the Boers at Maggersfontein a soldier was found dead, with his pipe clenched firmly between his teeth. To the wounded the weed is a solace beyond compare, and during the Crimean War there were instances of mortally wounded men drawing with the utmost composure at their pipes almost to the last breath. The smoke of tobacco often mingled with the smoke of battle in that great war. For four hours a soldier fought in the battle of Inkerman in defence of a battery of British guns, his only comrade being his pipe, which he continued to smoke after he had been struck down by a Russian musket ball. In the thrilling charge of the Light Brigade at Balaclava more than one of the "noble six hundred" rode into the jaws of death calmly smoking. The regimental butcher was preparing meat when the fatal order came, smoking the while. But he did not intend to be left behind, and with his comrades charged into the Russian ranks without removing his pipe from his mouth. He was one of the few who returned, and was still smoking when he made his way back to the British lines. In one of the engagements in the Franco-Prussian War the Brunswick Hussars galloped into action with cigars in their mouths, charging a dense body of the enemy with deadly effect. American soldiers are inveterate smokers, and when not puffing away at their pipes or cigars are pretty certain to have a quid of tobacco in their mouths. A volunteer serving with the United States forces in the Philippines had his pipe knocked out of his mouth by a stray Filipino bullet, which fortunately did no further harm. Tobacco likewise played a prominent part in the heroic struggle at Rorke's Drift. Not for the first time, the British soldiers then smoked as they fought, and fought as they smoked, pausing now and again to light up their pipes with pieces of burning wood from the hospital, which the ferocious enemy had succeeded in setting on fire. Our "only General," as Lord Wolseley was wont to be called, is said to have celebrated the British victory at Tel-el-Kebir by indulging in as many as nine cigars, one after the other. The great Napoleon conquered nations, but he could not conquer tobacco, which was powerful enough to place him *hors de combat* when whole legions could not. Indeed, smoking made him positively ill, but if he could not find solace in a pipe, he consumed a large quantity of the weed in the shape of snuff. Nor must a still more interesting, if no more illustrious, example be overlooked. It is recorded in the pages of history that the beautiful and courageous Queen Marie of Naples performed prodigies of valour under the inspiring influence of tobacco. In the siege of Gaeta, the final stronghold of the ill-starred House of Bourbon in Italy, she personally headed more than one fierce and desperate onslaught upon the enemy with a cigar between her tempting lips.—*Evening Standard.*

LA FLOR DE VARZES Y CA



FABRICANTES DE TABACOS

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

Lords of England

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

Regalia Britannica

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

Princessas

In 100's and 50's.

WHOLESALE ONLY, FROM THE MANUFACTURERS:-

R. I. DEXTER & SONS, LTD.,

NOTTINGHAM.

Tobacco... access of the... value of the... of 1870... need of a... just before... and asked... ure turned... edvers then... Produc... Very sorry... ssings that... appreciated... y a time... adysmith... ell a pony... a stick of... the gallant... ir pipes as... ment with... dead, with... e wounded... e Crimean... n drawing... to the last... with the... s a soldier... battery of... which he... own by a... the Light... noble six... ing. The... atal order... to be left... Russian... He was... when he... e of the... runswick... mouths... ly effect... when not... ertain to... volunteer... ines had... o bullet... likewise... Rorke's... ers then... pausing... burning... my had... as Lord... ebrated... as many... Napoleon... o, which... en whole... ositively... nsumed... ff. Nor... example... ory that... les per... uence of... d of the... e-headed... on the... Evening

THE TOBACCO MARKETS.

Messrs. FRINGLER BROS., of 102, Fenchurch Street, London, E.C., report as follows under date of 1st October, 1903:—

There has been a moderate business in NORTH AMERICAN TOBACCO during the past month, in which the principal inquiry has been for low-priced WESTERN STRIPS.

The new import has been partly sampled, and shows an entire absence of colour in Ovensboro Strips, tops and middlings being dark and heavy, and fillers decidedly common and dusty.

The September Imports were—1,100 Hhds.; Deliveries 1,180 Hhds.; the present Stock being 34,457 Hhds., against 34,010 Hhds. in 1902; 36,870 Hhds. in 1901; 37,995 Hhds. in 1900; 27,743 Hhds. in 1899; 26,620 Hhds. in 1898, and 25,845 Hhds. in 1897.

VIRGINIA LEAF AND STRIPS.—A moderate business. Some cheap parcels of dark Virginia Strips on offer.

WESTERN LEAF AND STRIPS.—Some fair-sized parcels of filler Strips have been sold.

CHINA.—Little on offer.

JAPAN.—Quiet.

TURKEY.—In good demand. JAVA.—Some good parcels on offer.

DUTCH.—Quiet. CAVENDISH.—As usual.

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

	Per lb.
Virginia Leaf, common, middling and semi-bright color, and good to fine	4d. @ 6d.
Strips, common, middling and semi-bright color, and good to fine	7½d. " 1/2
Kentucky Leaf, common, middling good and fine	4½d. " 1/3
Strips, common, middling good and fine	3½d. " 5d.
Maryland and Ohio	5½d. " 9d.
Negrohead and Cavendish—common and heated, middling to good, fine, bright and soft pressed...	4½d. " 6d.
Columbian	6½d. " 10d.
Java	6d. " 1/6
Turkey	3d. " 6d.
Japan	4d. " 10d.
China	5d. " 8/-
Sumatra	5d. " 9d.
Latakia	4d. " 7d.
Paraguay	6d. " 5/-
Greek	10d. " 1/6
German and Dutch	3d. nom.
Manilla	@ 5½d.
Havana	4d. " 1/3
Yara and Cuba	5d. " 2/6
Esmeralda	1/- " 5/-
Cigars	1/3 " 3/6
Cheroots and Cigars, Manilla	2/- " —
	2/- " 4/-

BOARD OF TRADE RETURNS, month ended 31st August.

TOBACCO.	1901.	1902.	1903.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	—	18,377,424	5,342,618
Stemmed l " other Countries	—	247,646	138,620
Total Imports	—	18,625,070	5,981,238
" Home Consumption	—	5,274,259	5,295,062
Unmanufactured f from U.S.A.	—	927,272	2,436,637
Unstemmed l " other Countries	—	692,911	378,698
Total Imports	—	1,620,183	2,815,335
" Home Consumption	—	1,367,458	1,582,700
Total f from U.S.A.	11,178,398	19,304,696	8,279,255
Unmanufactured l " other Countries	509,288	949,557	517,308
TOTAL IMPORTS	11,687,686	20,245,253	8,796,573
" HOME CONSUMPTION	5,835,539	6,641,717	6,877,768

BOARD OF TRADE RETURNS, eight months ended 31st August.

TOBACCO.	1901.	1902.	1903.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	—	50,520,301	28,738,604
Stemmed l " other Countries	—	1,868,370	1,204,547
Total Imports	—	52,388,671	29,943,151
" Home Consumption	—	42,208,097	40,981,835
Unmanufactured f from U.S.A.	—	10,560,150	14,080,978
Unstemmed l " other Countries	—	4,742,795	4,594,572
Total Imports	—	15,302,945	19,485,550
" Home Consumption	—	10,411,322	12,566,007
Total f from U.S.A.	44,725,529	61,080,451	43,719,582
Unmanufactured l " other Countries	4,868,751	6,611,165	5,709,119
TOTAL IMPORTS	49,594,280	67,691,616	49,428,701
" HOME CONSUMPTION	51,085,831	52,619,419	53,547,842

BONDED WAREHOUSE ACCOUNT, month ended 31st August.

	1901.	1902.	1903.
	lbs.	lbs.	lbs.
Tobacco Unmanufactured	165,758,000	177,351,000	191,271,000
Manufactured and Snuff	2,170,000	2,448,000	3,104,000

THE FOLLOWING TABLE SHOWS THE IMPORTS, DELIVERIES, AND STOCKS FOR SEPTEMBER, 1903:—

	Virginia Stemmed.	Virginia Unstemmed.	Kentucky Stemmed.	Kentucky Unstemmed.	Maryland and Ohio.	Negrohead and Cavendish.	Dutch and German.	Havana, Cuba, and Yara.	Java.	Paraguay.	Columbian.	Turkey.	Greek.	Manilla.	East India.	China.	Japan.	Florida.	Algerian.	Porto Rico.	Latakia.	Havana Cigars.	St. Domingo.	Various and South American.	Esmeralda.	Brazil.	Manilla Cigars.	other sorts.
Stock, 24th August, 1903	10926	5322	14913	272	113	1175	1884	2431	10341	453	396	14500	1205	216	21	5855	2092	3186	—	—	3928	1666	266	1999	109	436	2719	3462
Landed since	449	52	599	—	—	167	6	96	1427	—	—	1230	15	2	—	76	100	555	—	—	17	337	—	18	—	—	116	65
Total Stock	11375	5374	15512	272	113	1342	1890	2527	20768	453	396	15730	1820	218	21	5931	2192	3741	—	—	3045	2003	266	2017	109	436	2835	3547
Exported	5	—	—	—	—	3	399	—	3	—	—	132	—	—	—	6	2	—	—	—	—	20	—	—	—	—	13	8
Bonded	195	129	135	—	—	3	93	4	8	190	9	—	148	28	—	48	25	65	—	—	98	25	—	2	—	1	17	5
Duty Paid	275	101	336	1	6	9	105	70	833	31	—	509	46	4	—	94	88	532	—	—	199	402	—	36	7	19	74	92
Deliveries	475	230	471	1	12	411	100	78	1006	40	—	789	74	4	—	148	115	597	—	—	298	447	—	38	7	20	104	105
Stock, 24th September	10900	5144	15041	271	101	931	1781	2449	19742	413	396	14941	1746	214	21	5783	2077	3144	—	—	3647	1556	266	1979	102	410	2731	3422
Imports from Jan. 1st to Sept. 24th, 1903	2816	1422	829	10	105	1692	537	571	9245	135	—	9781	631	11	19	3995	983	2913	—	—	1480	3916	—	141	72	421	1215	1260
Increase 1903	—	172	—	—	95	—	—	—	1034	—	—	5348	—	—	—	1685	2715	5235	—	—	2092	5498	3	1039	88	200	2158	4334
Decrease	675	—	5054	30	—	1537	193	381	—	453	23	—	705	17	—	1732	2322	—	—	—	612	1572	3	898	16	—	943	1004
Deliveries from Jan. 1st to Sept. 24th, 1903	5134	2147	4525	46	60	2296	1055	930	8928	350	11	7743	783	50	14	2861	1120	5430	—	—	2051	3834	—	309	58	217	1084	1428
Increase 1903	—	191	—	—	—	—	—	116	806	24	8	103	174	9	8	1603	138	310	—	—	1494	—	—	—	—	—	—	—
Decrease	1352	—	145	37	19	1044	221	—	—	—	—	—	—	—	—	—	—	—	—	—	604	1	19	56	21	207	131	—

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

Muratti's High-Class Cigarettes.

LEADING BRANDS

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

B. MURATTI SONS & CO. LTD.,

PURVEYORS TO THE FRENCH GOVERNMENT MONOPOLY.

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

RESULT OF SEPTEMBER COMPETITION.

The Winner of last month's competition, in which the word "Receive" was mis-spelt on page 281, was—

Mrs. S. Foxwell, 2, Bedminster Parade, Bristol,

to whom a parcel of Messrs. Singleton & Cole's Specialities to the value of 20/- has been forwarded.

Our Mis-spelt Advertisement Competition.

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

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

TWENTY SHILLINGS

to the person whose letter pointing out the word is first opened on the 6th of November, 1903.

This Competition is open to Retail Tobacconists and their Employés only.
The Editor's decision is final.

CUT OUT AND FORWARD THIS COUPON

SPELLING BEE:

Addressed as follows:

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

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

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

Postal Address _____

THE CIGARETTE WORLD AND TOBACCO NEWS, OCTOBER, 1903.

STANDARD LINES.

... FREE TO ADVERTISERS.

ANASTASSIADIS <i>Highest Class Turkish Cigarettes.</i> The Tobaccoists' Supply Syndicate.	EXMOOR HUNT <i>Highest Class Medium Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	ISHERWOOD'S <i>Choicest Egyptian Cigarettes.</i> Bartlett & Bickley, 17, Brook Street, London.	STARRY QUEEN R. I. Dexter & Sons, Ltd., Nottingham.
ARISTON <i>Turkish Cigarettes, &c.</i> B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	FLOR DE MUNSHEE <i>Indian Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	KEY WEST <i>(The Original id.)</i> R. I. Dexter & Sons, Ltd., Nottingham.	TOBACCONISTS' SUNDRIES Adolph Elkin & Co., London.
ASTHORE <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S.W.	FLOR DE SUMATRA <i>Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St., London, E.C.	LLOYD'S TOBACCOS <i>and Cigarettes.</i> R. Lloyd & Sons, London.	TURKISH CIGARETTES Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
BANDMASTER <i>Special id. Packet Line.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	FLOR DE VARZES <i>Cigars.</i> R. I. Dexter, Nottingham.	MARSŪMA CIGARS The Havanna Cigar Manufacturing Co., <u>Havanna</u> , near Congleton, England.	"UNEEDA CIGAR" 50% Profit. SALMON & GLUCKSTEIN, LONDON.
CARLTON <i>Tobacco.</i> Wm. Clarke & Son, Liverpool.	GAINSBOROUGH <i>Cigarettes.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	MIXED PARCELS Tobaccoists' Supply Syndicate, London. <i>See special adot.</i>	VAFIADIS <i>Cigarettes.</i> Melbourne, Hart & Co., 19, Basinghall St., London, E.C.
CARROLL'S FAR FAMED <i>"Premier Coil."</i> P. J. Carroll & Co., Dundalk, Ireland.	GENERAL SUPPLIES Singleton & Cole, Ltd., Birmingham.	MONASTERY <i>Cigarettes.</i> Adkin & Sons, London.	VIKING <i>Tobacco and Cigarettes</i> Lambert & Butler Branch of the Imperial Tobacco Co. (of Gt. Britain and Ireland) Ltd., Drury Lane, London, W.C.
CHERRY-TIPPED <i>Cigarettes.</i> Jacobi Bros. Ltd., 9 to 11, Wilson St., London.	GODIVA <i>Cigars and Cigarettes.</i> Avisss Bros. Ltd., London.	MYRTLE GROVE <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minories, London, E.	WEST INDIAN PLANTERS PLANTORES CIGARS IN PACKETS OF 8 EACH. A. Scheuch & Co., 103, Fenchurch St., London, E.C.
CIGARS James Steel & Co., 78, Duke St., Liverpool.	GOLD FLAKE <i>Cigarettes and Tobacco.</i> W. D. & H. O. Wills, Ltd., London and Bristol.	NAVY CUT <i>Tobacco and Cigarettes.</i> John Player & Sons, Ltd., Nottingham.	ZEMINDAR <i>Mild Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St. Within, London.
COMMODORE <i>Cigarettes.</i> Adkin & Sons, London.	GRAND CUT VIRGINIA Godfrey Phillips & Co., London.	PALM BRAND <i>Cigarettes.</i> R. Lockyer & Co., 12, Bath Street, City Road, E.C.	

OF WHOM AND WHAT TO ORDER.

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Telegraphic Address:

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FLOR DE MUNSHÉE

(CIGARS and WHIFFS),

The Perfection of Mild Indian Cigars.

SOLE AGENTS-

JOHN CARIDI & CO.,

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

Telegraphic Address: "DRASTIC," LONDON.

Telephone: 477 Avenue.

The Cigarette World

IS

THE MOST POPULAR JOURNAL

FOR

RETAILERS.

TO GET BEST RESULTS FOR CHRISTMAS, APPLY FOR LIST OF SPACES VACANT FOR NOVEMBER ISSUE.

Subscriptions only One Shilling per Annum. Post Free.

Terms for Displayed Advertisements on application.



'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

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

'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

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



PRICES AND SHOW CARDS ON APPLICATION TO

LAMBERT & BUTLER

BRANCH OF

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

DRURY LANE, LONDON, W.C.

THE VILL. NO. 11, NO.
THRI
J. & F. BEI
The
GRAND
TOBACCO
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