

**MEM. FOR  
TOBACCONISTS.**

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

British made by British Labour

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

M&C

Are you there?  
Are you there?  
**ARE YOU THERE?**  
!!!!!!  
Why don't you put me on  
the right firm?  
I want OGDEN'S  
Whose?  
OGDEN'S  
What name?  
**OGDEN'S!**  
Spell it please  
**O.G.D.E.N.'S**  
Oh! OGDEN'S the  
"GUINEA-GOLD"  
CIGARETTE makers!  
All right - Now you're  
on the right firm.

XII

"JUST ONE  
MINUTE TO"  
CALL YOUR ATTENTION TO

**OGDEN'S**

GUINEA -  
GOLD /  
**CIGARETTES**

If I ken't  
hev no  
Di'mond  
Jubilees.  
I guess I ken  
hev

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

M&C

A LONG SMOKE

5,000 MILES  
OF  
**OGDEN'S  
'GUINEA  
GOLD'**  
CIGARETTES  
ARE CONSUMED YEARLY

Frank O'Hall

He smiles  
because he is  
supremely happy -  
He is  
supremely happy  
because he is  
Smoking one of

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

M&C

MY FAVORITE  
QUITE PURE  
FINE FLAVOR  
BEST TASTE

**PRAISED  
ON  
ALL  
HANDS**

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

M&C

September 15th, 1897.



Send for  
FREE SAMPLE  
of

"Merrythought" Tobacco

Packed in 1 oz. Tins.

Our new Price List, with special discounts, post free  
on Application.

John Player & Sons,  
NOTTINGHAM. LIMITED,

V.L. II. No. 14.  
ONE PENNY.  
MONTHLY.



# The Cigarette World



Letters & Parcels.

The Editor,  
Barnes,  
London,  
S.W.

A Journal for the Retailer.

EDITED BY ARTHUR BARRON.

W. D. & H. O. WILLS, LTD.,  
BRISTOL and LONDON,

Invite the Special Attention of the Trade to

## Diamond Queen CIGARETTES.

Manufactured from a choice Blend of Virginia Tobacco, packed in cartons of 10 Cigarettes  
with mouthpieces.

PRICE LISTS AND FULL PARTICULARS AND TERMS ON APPLICATION.

COHEN, WEENEN & CO'S



# Band Master

10  
PER  
BOX of  
FIVE

FULL  
SIZE

GUARANTEED PURE  
VIRGINIA

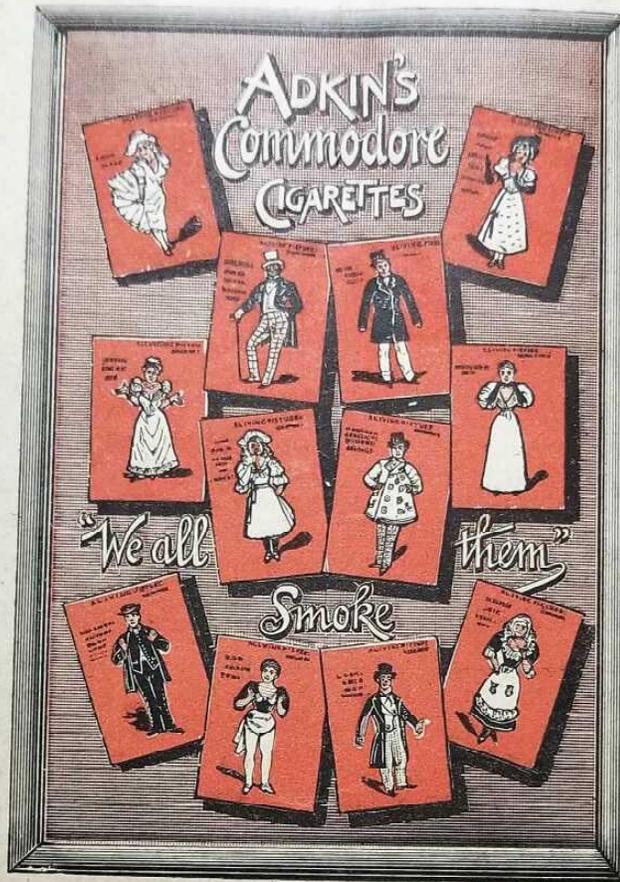
## CIGARETTES

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

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

UNSOLICITED  
TESTIMONIAL.

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



Proprietors  
**ADKIN**  
AND  
**SONS,**

LONDON,  
Established 1795.

UNSOLICITED  
TESTIMONIAL.

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

**W. H. LOWRY & CO.,**

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

SOLE AGENTS FOR

**Tr. A. Thalassino's**  
**EGYPTIAN CIGARETTES.**

**6d. PACKETS OF 10**

*High Class Goods at Moderate Prices, showing Good Profit.*

# PHILLIPS

SWEET

# QUINER

# GOLD

# 5 CIGARETTES 10

Guaranteed Pure Virginia.

*Sweet, Cool, and Fragrant.*

SEND FOR PRICE-LIST  
(WHOLESALE ONLY) TO

**R. P. GLOAG & CO.,** WALWORTH, LONDON, S.E.  
THE ORIGINAL MAKERS OF LOS BRILLIANTES AND CIGARETTES IN ENGLAND. ESTABLISHED 1851.



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

**Challenge Flat Brilliantes**

that have been sold.

**THE COOLEST SMOKE ON EARTH.**



**MARCUS'S**

**NEW LINE**

The Finest

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

Enamelled

**TIN**

Yet Introduced.



The Handsomest

**LINE** on

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

the Market.

SEND FOR PRICE LIST TO SOLE AGENTS.



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

NOW READY.

SINGLETON AND COLE'S

## New Price List

(UP TO DATE)

CONTAINS A COMPLETE LIST OF  
ALL MANUFACTURERS' PRICES.

176 pages.  
200 Illustrations.

**SPECIAL DISCOUNTS**

INVALUABLE AS A REFERENCE TO TOBACCONISTS.

Copy sent Post Free on application.

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

SEPTEMBER, 1897.



## FOUR GOOD THINGS.

### Snowdrop.

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

4/0

### Crocus.

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

4/0

### Roundhead.

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

4/8

### Dreadnought.

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

4/8



TRADE during the past month has naturally been stagnant. "Events of the Month" are conspicuously absent, leaving one little to comment upon. I am afraid that the event of the month is only the weather, which might perhaps not inaptly be described as another "Longest Rain." At any rate, Geo. R. Sims appears to think so, for after somewhat dolefully remarking, in the *Referee*, that newspapers are more or less at a discount during the silly, or otherwise holiday, season of the year—for lack of a more entertaining subject, amusingly versifies the first of September:—

As a First 'twas the worst I remember,  
For a hurricane harried the trees,  
And I cried as I eyed wet September,  
"O! where is Mount Ararat, please?"

In the Park Noah's Ark might have floated  
The Zoo as its cargo with ease;  
But the crew looking blue would have voted  
"A straight course for Ararat, please!"

In the street on his beat, succour craving,  
Cried a constable sunk to his knees  
In the flood of black mud he was braving,  
"O! a pilot for Ararat, please!"

In a boat I'm afloat for this reason,  
All around me are rivers and seas,  
So my friends, until ends the wet season,  
My address is Mount Ararat, please.

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

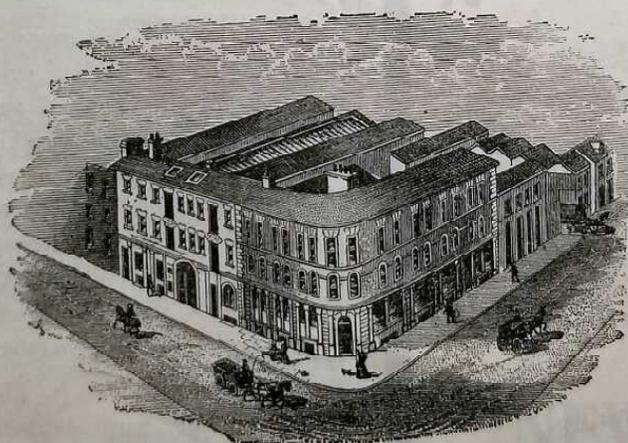


PACKED IN 2 OZ., 4 OZ. & 1 LB. TINS.

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

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

IMPORTERS  
OF  
CONTINENTAL  
CIGARS.



SAMPLES  
SENT ON  
APPLICATION.

(HIGH CROSS CIGAR MANUFACTORY.)

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

TELEGRAMS—'CIGAR, LEICESTER.'

NAT. TELEPHONE, 668.

MANUFACTURERS OF  
**BRITISH CIGARS.**

AN apparent calm in the tobacco trade, however, is but a prelude to activity, and I hear of many new and startling novelties in both cigar and tobacco lines, in addition to innumerable cigarette ones.

\* \* \*

By the way, nothing testifies more to the ever-increasing popularity of the cigarette than the headings in public journals. "Cigarette Papers," "Coffee and Cigarettes," "Over a Cigarette," &c., &c., and indicate the fast hold the fascinating little smoke has on the smokist.

\* \* \*

THE "automatic salesmen," as now introduced in London trams and buses, appear to have caused a veritable flutter in the doves. Personally, I can only see in them an extended consumption of the joyous weed (supply often begets demand), in connection with which the Chancellor of the Exchequer may be credited with commendable perspicacity. The "inveterate" is miserable without the weed that soothes—in some form or another—the consumption of which, too, protects one from the harebrained chatter of the omnibus chatterbox.

\* \* \*

THE confirmed smoker sticks as a rule to his pet brand, and is generally loaded up with it, but if perchance he is un-loaded, why not pander to his little weakness and let him sample someone else's straight—or crooked "cut." Seriously, I do not think for one moment that it will affect the "legitimate" in any appreciable degree any more than the automatics at railway stations, and he can well afford to tick the subject off with a shrug of his shoulders.

\* \* \*

IT seems somewhat "rum" ("Stokes on Memory." Mental mem.; Jamaica. Ah, yes! Rum) that after all we are to get our Havannahs from Jamaica, but it looks like it. If the mountain won't go to Mahomet, Mahomet must go to the mountain. Cuban experts are hard at work in Jamaica. From all accounts the soil and climate are right. Personally, I await the result of this second effort to introduce them into this country with interest, for very nearly twenty years ago I fastened on to them as introduced by Messrs. Bewlay, and remember well the brave show they made in the Cheapside establishment. Just as we are going to press I hear that Messrs. Garcia & Co., of Nottingham, have already received a first consignment.

\* \* \*

ANENT Jamaica cigars, I happened on the following, which appears in a work published as far back as 1881, entitled *Tobacco Whiffs*:—"But now we are again invited to try real Jamaicas, which, I am bound to say, come to us with all the credentials of 'Real Jam—,' if I may be pardoned for this feeble attempt at a verbal joke. And why, let me ask, should we not have real Jamaica cigars of good flavour and character as we have Cuban or Havannah cigars? Jamaica is situated in what we may call the great zone of fine tobacco growth; it is only 87 miles south of Cuba, and the conditions of its soil and climate are similar to those of that island; and we may even go further, and say that some climatic conditions of Jamaica for the cultivation of first-class tobacco are even more

favourable than those of Cuba. For instance, whereas in only one part of Cuba, the famous Vuelta Abajo, the soil is annually replenished by the alluvial deposits of floods and detritus from the mountains, there are very many valleys in Jamaica thus annually enriched. This is a very important point, as tobacco can only be produced with success on the richest soil, and no plant absorbs so large a proportion of mineral elements from it; and therefore a continual replenishment of it is absolutely necessary—a replenishment which cannot be thoroughly effected by the use of manures, or, so to speak, artificial stimulants."

\* \* \*

DR. JANKAU gives some eminently practical and useful hints to sufferers from various complaints who find it somewhat difficult to deny themselves the solace of smoking. In the majority of surgical cases he says it is permissible, with exception of convalescence from operations upon the bladder and abdomen. Patients with diseases of the eyes, nose, throat, or pharynx should never smoke. The internal diseases which would not permit smoking are peritonitis, typhoid fever, and similar affections. In stomach affections smoking may be allowed if the smoke be filtered. Patients with organic heart diseases should smoke as little as possible. In lung diseases, under certain circumstances, he would hold smoking to be indicated; also in syphilitics. In those with nervous diseases there is no general rule; sudden withdrawal often does harm, while in cardiac neuroses only a very weak tobacco, with filtration of the smoke, is allowable. To smoke in the sick-room where there are several patients present is hardly to be commended. The best time to smoke he would believe to be several hours after meals.

\* \* \*

I COMMENT the article under the heading of "Opposition Shops," appearing in the current number of the *Tobacco Trade Review*, to thoughtful retailers. I am constrained to do this because it emphasises views which I have myself enunciated in this column in the earlier numbers of THE CIGARETTE WORLD. There is a straight-from-the-shoulder ring about it, and it contains truths which, whether palatable or not, are still truths, and the would-be up-to-date tobaccoist should lay them to heart.

### Humorous (continued from page 415).

A professor well known at the Cape has a wife and family, but, professor-like, his thoughts are always with his books. One evening his wife, who had been out for some hours, returned to find the house remarkably quiet. She had left the children playing about, but now they were nowhere to be seen. She demanded of her husband what had become of them, and he explained that, as they had made a good deal of noise, he had put them to bed without waiting for her or calling a maid. "I hope they gave you no trouble," she said. "No," replied the professor—"with the exception of the one in the cot there. He objected a good deal to my undressing him and putting him to bed." The wife went to inspect the cot. "Why," she exclaimed, "that's little Johnny Green from next door!"

#### NOT TO BE OUTDONE.

BRITISHER (to Citizen of the United States): "What did you think of our Diamond Jubilee?"

U.S. CITIZEN: "Fair, sirree, very fair, but just you wait till we bring off our Ruby Commemoration!"

DAY

DAWN

Cigarettes.

NINE A PENNY.

*Price 13/6 per 1000 (900 in a Box)*

GEORGE MASON

AND SON'S

(Chesterfield.)

LATEST LINE.

## Late Trade News and Notes.

(Received too late for Alphabetical Classification.)

On Saturday, September 11th, a friendly cricket match was played on the Notts Castle Ground by the employes of Messrs. Robinson & Barnsdale, Ltd., cigar manufacturers, Nottingham. Married & Single. Excellent refreshments were provided, and a very enjoyable afternoon was spent; the match resulting in an easy victory for the bachelors.

The premises of MESSRS. J. & P. LEWEY, cigar manufacturers, of Wellclose Square, were burglariously entered in the early hours of the morning of the 8th inst. The thieves, it appears, effected an entrance to the place by forcing the padlock of the warehouse, and escaped with as many as 500 boxes of cigars. The matter is now in the hands of the police, but so far no arrest has been made.

MESSRS. ALFRED BAKER & Co., LTD., are now fitting up and will shortly open an "up-to-date" store at 42-1, Strand (corner of Bedford Street), W.C.

With reference to an announcement appearing in a contemporary journal, that MESSRS. SALMON & GLÜCKSTEIN, LTD., were contemplating opening in Dublin, the firm write us that they have no intention of doing so.

MESSRS. BEWLAY & Co., LTD., having received several inquiries for Jamaica cigars, state that their first shipment will not be here for some few weeks, and that Jamaica is capable of supplying this country with cigars of very fine quality. They are making efforts with the aid of capital, expert Cuban planters, and enlightened business management, to achieve this result.

MESSRS. JARRETT BROTHERS, of 70 and 71, Bishopsgate Street Within, E.C., sole agents for Messrs. Spencer & Co., Ltd., inform us that in connection with the conversion of the latter firm into a Limited Liability Company, the capital was subscribed more than three times over.

AN amalgamation of the leading Egyptian cigarette manufacturers in Cairo is, we understand, in contemplation. Mr. Frank Davies, the managing director of the London and Foreign Contract Corporation, left England on Tuesday for Egypt, to negotiate, on behalf of the corporation and another strong financial group, for the purchase of the various businesses. Should investigation prove the properties concerned to be a satisfactory field of development, the amalgamation will no doubt soon become an accomplished fact.

ON the 5th inst., the shop of MR. BYRNE, of 10, Aungier Street, Dublin, was forcibly entered, and property to the value of about £20, consisting of tobacco, cigars, &c., was stolen, the burglars selecting only goods of the best quality. It is but a few weeks ago that a plate glass window valued at £10 was broken at the same shop.

MR. S. E. YELLAND, the well-known tobacconist, of Southsea, writes to the *Daily Mail* as follows:—"Having over twenty years' experience in the tobacco trade, I have naturally met a great many inveterate smokers; but to-day a request was made to me asking if I would take 300 empty 4-oz. 'navy cut' tobacco tins from a colonel living in Dorchester. I think this lover of the weed must have broken the record of the experiences of most in the trade."

A SHARP advance in the price of cigarettes has been made in New York, and will be felt all over the States. The American Tobacco Co. raised the price of their principal brands from \$3.80 to \$4.10 a thousand. This company practically controls the cigarette market, and the increase was therefore universal. Five cent packages are now worth 8c., and 10c. ones bring 15c.

A LARGELY-ATTENDED meeting of the Dublin Tobacconists' Association was held on Sunday evening, September 5th, at their new rooms, 47, York Street, Mr. W. Darcy in the chair. Arrangements were made for the drawing of the sweep, which will take place on Tuesday evening; all blocks to be returned against them. The treasurer (Mr. H. Napier) read letters and subscriptions from the following firms—Messrs. Wills, £2 2s.; Hignett, £1 1s.; Mitchells, £1 1s.; Clarkes, £1 1s.; Pater-sons, £1; B. Kriegsfeld, £1; Taddy, 10s. 6d.; Players, 10s.; Ogden, 10s.; Murattis, 5s. The meeting adjourned till Sunday, September 19th, at 7.30 o'clock.

MR. DANIEL HAMILTON has retired from the firm of Carty & Hamilton, pipe manufacturers, of Ayr.

MR. FRANCIS PETRIE (lately manager to Mr. John Sinclair) has acquired the business of the late Mr. James Hendrie, of Leith Street, Edinburgh.

THE factory situated in Alban Street, Inverness, belonging to the North of Scotland Tobacco Co., Ltd., is in the market. The Company's retail business at Union Street is also for sale.

SOME Jamaica cigars have already arrived in this country. Messrs. Garcia & Co., of Nottingham, have received a consignment.

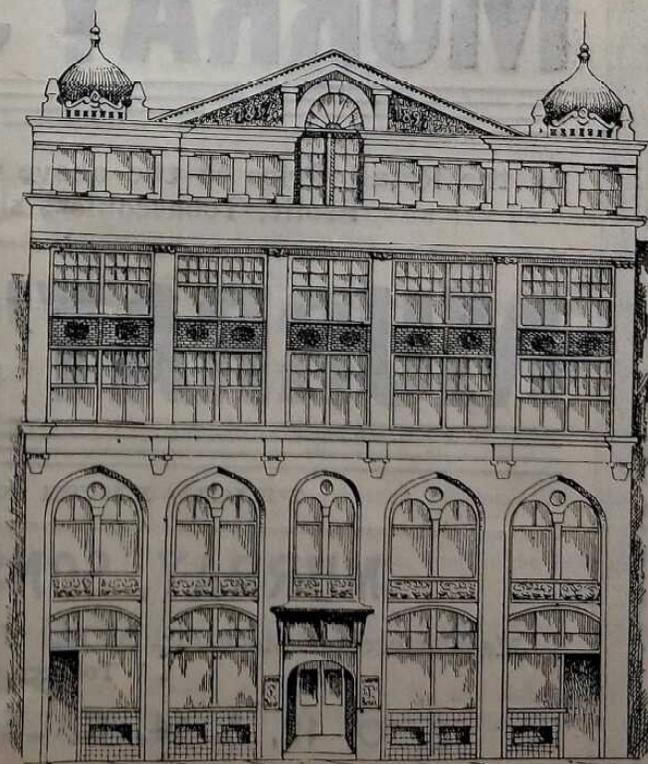
(Continued from Page 413.)

I say, Mr. Editor, I cannot get anything out of Leicester. It is cigars and picnics, picnics and cigars. Leicester, in a measure, acts as a key note to the cigar industry of the country. I am pleased to find that, notwithstanding the abnormal slackness at present existing in things generally throughout the country, that Leicester is fairly busy in firm orders for the better class of British cigars. On two or two Leicester firms, notably that of Messrs. Goodman & Harris, have built new premises of a commodious character, to meet the ever increasing demand for their well known brands. I remember, when in Leicester some few months ago, a manufacturer telling me that he would have to put up an additional factory away from Leicester, in order to secure the class of labour he required. It would appear that the hosiery trade of Leicester has more attractions for apprentices than the cigar trade, and that fact will eventually compel manufacturers to go a little farther.

\* \* \*

The enterprising burglar has been doing fairly well in Manchester. There is one thing I like about the burglar, he is not narrow minded. He has no exclusive ideas as to property. Cigars or diamonds are the same. When he cannot get the one, with the air of a philosopher he contents himself with the other. He was busy at two establishments at Manchester, the premises of Mr. W. B. Russell, in St. Mary's Gate, and Messrs. Thomas & Co.'s of Piccadilly. At Messrs. Russell's he only managed to get from £15 to £20, at Messrs. Thomas's he got £40. This burglar was too greedy. On Friday night he got £40, on Sunday night he came for more; this time he got collared, and three months for his pains. Who would be a burglar?

## Messrs. LAMBERT & BUTLER'S New Premises, Drury Lane, London.



# Churchman's NEW Latest 3<sup>D.</sup> LINE.

Best Value Ever Offered.

Handsome Enamelled Tins  
Curved to fit the Pocket.

12 STRAIGHT CUT  
VIRGINIA CIGARETTES.

Factories:  
IPSWICH, AND  
112 & 113, ALDERSGATE STREET,  
LONDON, E.C.



## MURRAY'S

MELLOW SMOKING MIXTURE.  
MILD COOL TOBACCO.  
MOTTLED FLAKE.  
GOLDEN FLAKE HONEYDEW.  
'HALL-MARK' TOBACCO.  
HAND-CUT VIRGINIA.

As the Retail Price of the above well-known Specialities allows a good Profit, Tobacconists should keep them in Stock.

## MURRAY'S

### IRISH ROLL.

Buyers of Genuine IRISH ROLL should give  
MURRAY'S a Trial.

*Owing to its splendid smoking qualities and careful finish*  
IT IS NOW WITHOUT A RIVAL.

PRICE LISTS ON APPLICATION.

## MURRAY, SONS & CO., LIMITED,

Manufacturers of Standard Irish Roll of the Finest Quality, and all sorts of High-class  
Tobacco, and Irish Snuff,

8, 10, 12, & 14, CALENDAR STREET, BELFAST.



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

**MULTUM IN PARVO.**

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

**HEADINGS.**

- |                    |                             |
|--------------------|-----------------------------|
| Announcements.     | New Brands and Trade Marks. |
| Burglaries.        | Notes.                      |
| Festive.           | Obituary.                   |
| Fires.             | Personal.                   |
| Items of Interest. | Removals.                   |
| Law and Police.    | Tenders and Contracts.      |
| Limited Companies. | Trade Changes.              |

**Announcements.**

*WHOLESALE.*

The ANGLO-EGYPTIAN CIGARETTE Co., of Cairo, have appointed MR. D. O'DONOVAN, of George Street, Limerick, as their District Agent.

MR. C. A. BROWN, of Hull, has accepted an agency for MR. VINCE, of Leeds.

MESSRS. W. A. & A. C. CHURCHMAN, of Ipswich, London, and Norwich, have opened an office and warehouse at 31, Redcliffe Street, Bristol. MR. BEDDINGFIELD is in authority.

MESSRS. HENRY CLAY & BOCK & Co., LTD., in a circular letter under date of August, 1897, say as follows:—"You will, therefore, not be surprised by our informing you that we are under the absolute necessity to extend to the 'La Intimidad' brand the same increase of 6 per cent. which we are already charging on our other brands, 'Henry Clay,' 'Aquila de Oro,' and 'La Espanola,' without engaging, however, to abstain from a further general advance in prices of our product, which may perhaps be necessitated at no distant date."

MESSRS. GALLAHER, LTD., have now secured the Meadow Street Flour Mills, Belfast, as an addition to their already enormous factory.

By special permission of MESSRS. GALLAHER, LTD., a Thrift Meeting was held on the 18th ult. in the dining hall of the Company's manufactory at Belfast. There was a large attendance of workpeople. Mr. Bell, the manager, presided, and stated that he was glad to welcome the representatives of the National Thrift Society, as he felt sure that the thrift propaganda now being carried on in Belfast was greatly needed. The credit system which prevailed among the workpeople was a system to be condemned and abolished, as it got many into debt and difficulty, and was certainly the very reverse of thrift.

MESSRS. GOODMAN & HARRIS, of Leicester, are now in the occupation of their commodious new premises. The building is a three-storey one, and is replete with every modern requirement.

Letters of allotment have been issued by MESSRS. HILLS, LTD. The majority of the shareholders are customers. The new company will, as soon as feasible, revert to the old title of the firm, viz., R. & J. HILL, LTD.

MR. E. HUFF, cigar manufacturer, Amsterdam, has taken offices at 104, Leadenhall Street.

MESSRS. JOHN HUNTER, WILTSHIRE & Co., LTD., have declared an interim dividend at the rate of 5 per cent. per annum.

MESSRS. KAPP & PETERSEN, LTD., the famous pipe manufacturers, of Dublin, had an important exhibit at the NATIONAL HORSE SHOW. Somewhat of a sensation was caused by sandwich men going round with enormous model pipes mounted on wheels.

A smart advertisement was hit on by MR. QUIGLEY, of Nassau Street, Dublin, on the occasion of the visit of the Duke and Duchess of York to Ireland. MESSRS. J. & E. KENNEDY, the well-known manufacturers of that city, manufactured in Virginian tobacco a pair of silhouette portraits of their Royal Highnesses.

The KEYES-BAKER CIGAR ROLLING MACHINE Co., LTD., announce that they have acquired spacious premises at 67, Aldersgate Street, E.C., and that MR. L. DAVIS, lately with the BARON CIGARETTE MACHINE Co., LTD., has been appointed manager.

The LEICESTER CIGAR MANUFACTURING Co have introduced a new brand of cigars of choice Havana tobacco, entitled FLOR DE FOLTEGOY CA.

MESSRS. MURRAY, SONS & Co.'s famous "Mellow Smoking Mixture" was much in evidence on the occasion of the Royal Horse Show, recently held in Dublin. With characteristic enterprise the following advertisement appeared in all the prominent Irish journals:—

ROYAL Visit to Horse Show.—As the present Horse Show will be ever memorable in consequence of the visit to it of Their Royal Highnesses the Duke and Duchess of York, we have decided to present a special prize tin of our celebrated MELLOW SMOKING MIXTURE to the rider of the horse winning first prize in every jumping competition during each day of the Show. We need scarcely mention that this unique tobacco has been the national smoking mixture for the last thirty years. It will be necessary for the winning riders to send us, along with their address, a certificate from the Secretary of the Show, stating the event in which they won first prize. Murray, Sons & Co., Limited, 96 and 97, Talbot Street, Dublin; and Belfast. Estd. 1810.

*Tobacco Leaf* states that the RICHMOND CAVENDISH Co., LTD., is now distributing its well-known brands throughout America through the agency of dealers and jobbers. The Company's sole agent for the U.S.A. is MR. REGINALD FRANCKLYN, 72, Beaver Street, New York.

MESSRS. F. & J. SMITH, of Glasgow, are about to extend their factory, having purchased much additional space at the back of their premises.

*RETAIL.*

MRS. BEVERIDGE, tobacconist, of Blairgowrie, having died suddenly on a recent date, MRS. ALEXANDER NEILSON has now secured the business so long carried on by her predecessor.

MR. CAWKWELL, tobacconist, of Charles Street, Hull, has opened a branch business at Hessle Road, Hull.

MR. THOS. CORNISH has opened new premises in St. Leonard's Road, Bexhill-on-Sea.

MESSRS. DOYLE, tobacconists, the Quay, Waterford, have completed extensive improvements in their premises, including the construction of a new shop front.

MR. ALBERT EDWARDS has opened an exceptionally fine shop in Goldsmith's Street, Nottingham.

MR. J. FARRELL, of Dublin, has opened a cigar divan in the Rathmines Road.

MR. W. HAMBLING has opened a tobacconist's shop in Southgate Road, Yarmouth.

MR. N. HARRIS has opened a shop, lately in the occupation of MR. J. DOBSON, at 7, Lowgate, Hull.

The business of MESSRS. LIVETT, tobacconists, 12, Union Place, Leith Walk, Edinburgh, is for disposal.

MESSRS. WARD & GOLDFINCH are making extensive alterations and improvements at their shop, 28, Bishopsgate Street, E.C.

Selected  
Tobaccos.

FINE AROMA.

Attractive Labels.

LOW PRICES.

SEND FOR  
**NEW  
LIST.**

THE  
**LARGEST  
MAKERS**  
OF

**BRITISH CIGARS**

Robinson

AND

Barnsdale,

LIMITED,

**NOTTINGHAM,**

and 44/45, Aldersgate Street,

**LONDON, E.C.**

TRADE NEWS AND NOTES—continued.

**Fires.**

On the 10th ult., between the hours of five and six a.m., the premises of MR. R. J. BRINSON, tobacconist, at 127, Blackfriars Road, S.E., were discovered to be on fire. The alarm was given by some passers by, who were fortunate in awakening the inmates, enabling them to escape without serious injury.

A fire recently took place on the premises of MR. J. BURRIDGE, 139, Blackburn Road, Acerington. Damage was slight.

**Removals.**

MR. SAMUEL HAWLEY, wholesale tobacco, snuff, and cigar merchant, has removed his wholesale business to 46, Lees Road, Oldham.

MR. H. F. WILLIAMSON, tobacconist, Boston, has removed from 116 to 69, West Street.

MESSRS. J. C. MULLER & Co. have removed from 37, Victoria Street, Liverpool, to No. 5, the Temple, Dale Street.

**Personal.**

On the 17th ult., MR. T. ROUNDTREE, tobacconist, of Alcester, met with a somewhat serious accident while getting over a fence, which giving way, he fell and was badly injured. He was removed to the General Hospital, at Birmingham, where an operation was performed, and he is now in a fair way to recovery.

SIR WILLIAM HENRY WILLS and the MISSES STAN-COMB WILLS are staying at Blagdon during the Autumn season. We regret that on the occasion of a gymkana race at some sports in connection with the flower show there, one of the horses bolted and rushed into the spectators, several of whom were knocked down, including Sir William Henry Wills, M.P. and Miss Stancomb Wills. Although suffering from shock, fortunately neither were injured, Sir William remaining to the close of the sports.

**Festive.**

The employes of the tobacco and cigar departments of MESSRS. W. A. & A. C. CHURCHMAN'S Ipswich factory had their thirty-second annual outing on the 21st ult. The place chosen was Yarmouth. It may be mentioned that this was the 107th anniversary of the establishment of the firm's business.

MESSRS. J. STAFFORD, SONS & OSWIN, of Leicester, treated their workpeople and staff to a day at Hunstanton, on the 21st ult. The party numbering some 500, a special train was chartered by the firm.

The MESSRS. WILSON (A. L. Wilson and W. C. Wilson), who have succeeded to the business of Mr. W. C. Wilson, snuff grinder, of Sheffield, entertained their employes on the 9th ult., at Cleethorpes.

The employes of MESSRS. W. H. & J. WOODS, tobacco manufacturers, of Preston, recently had their twenty-first annual outing at Blackpool. The party numbered some 250. Luncheon and tea were provided at the Tower Café, Alderman and Mrs. Woods joining the party.

**New Brands and Trade Marks.**

AISHA (Tobacco). Dawson & Son.

ANGILDAD (Tobacco). Walters & Co.

ANVIL BAR (Tobacco). Thomson & Porteous.

ARBOUR (Tobacco). Thomson & Porteous.

BALLOT BOX (all). E. & W. Anstie.

BELFRY (Cigarettes, cork-tipped, by weight). Stephen Mitchell & Co.

BRODARE (Tobacco). H. C. Lloyd & Son.

CONFAB (Tobacco). R. J. Lee.

COMPASS (Pipes). Kippax Brothers.

COSQUENIA (Tobacco). Ernest Tinchant.

CYCLE (Tobacco). J. & E. Kennedy.

CYCLIST (Tobacco). J. & E. Kennedy.

EL AMEBO (Tobacco). Ernst Kaufmann.

EL PARAVANTE (Tobacco). Ernst Kaufmann.

EL RIMOCOLO (Tobacco). Ernst Kaufmann.

EL USIMBO (Tobacco). Ernst Kaufmann.

ERL KING (Tobacco). John Player & Sons, Ltd.

FLOR DE BROSMO (Tobacco). J. A. T. Caton.

FLOR DE COMONDETTA (Tobacco). Ernst Kaufmann.

FLOR DE GRANULLO (Tobacco). Ernst Kaufmann.

FLOR DE NEGUNDO (all). Samuel Maier.

FLOR DE UNTELLO (Tobacco). Ernst Kaufmann.

FLOR DE VARASCO (Tobacco). Wilson, McPherson & Co.

FLEUR-DE-LYS (Cigarettes). Innes, Smith & Co.

FULL SAIL (Tobacco). F. & J. Smith.

GALAXY (Tobacco). F. & J. Smith.

ISLAND QUEEN (Tobacco). John Player & Sons, Ltd.

JOCK SCOTT (Tobacco). W. D. & H. O. Wills.

LAMPLIGHTER (Tobacco). Kinnear, Ltd.

LADY FINGERS (Cigars). The Boston Cigar Manufacturing Co.

LA PARTENUCCA (Tobacco). Ernst Kaufmann.

LORANTOS (all). L. Whitmond & Sons.

LOS AMUSAMOS (Tobacco). Ernst Kaufmann.

LOS CENTAPOS (Tobacco). Cohen, Weenen & Co.

MERRY AND FREE (Cigarettes, cork-tipped, by weight). F. & J. Smith.

MOCASSIN (Tobacco). John Player & Sons, Ltd.

MOUNTAIN BERRIES (Cigars). The Boston Cigar Manufacturing Co.

NOMAD (Tobacco). F. & J. Smith.

OCEAN PRINCE (Cigarettes, 5-a-1d., and 2 mouthpieces). Adkin & Sons.

ON LEAVE (all). E. & W. Anstie.

ORBIT (Tobacco). Taddy & Co.

PERFECTO (all). E. & W. Anstie.

PICAROON (Tobacco and Cigarettes). Taddy & Co.

POLYANTHUS (all). E. & W. Anstie.

PRELUDO (all). W. H. Newman, Ltd.

RECORDER (Tobacco). R. J. Lee.

RIPLEY (Cigarettes by weight). Richd. Lloyd & Sons.

RURO (Tobacco). J. A. T. Caton.

SEVEN SPEARS (Tobacco). Kinnear, Ltd.

SILTO (Tobacco). J. A. T. Caton.

SPORTING BEAUTY (Tobacco). Kinnear, Ltd.

STORMY PETREL (Tobacco). R. J. Lee.

SWASHBUCKLER (Tobacco). R. J. Lee.

TRIBESMAN (Tobacco). Kinnear, Ltd.

THE CHAIRMAN (Tobacco). R. J. Lee.

THE BANKER (Tobacco). Jas. Bridge & Sons.

TROOPER (Tobacco). Richd. Lloyd & Sons.

TOURNAMENT (Tobacco). R. J. Lee.



**OCEAN PRINCE**  
1d PER PACKET  
Adkin & Sons, London.

The graphic features the brand name 'OCEAN PRINCE' in a large, ornate serif font. Below it, '1d PER PACKET' is written in a smaller font, with 'PER PACKET' on a banner. To the right is a circular portrait of a man in a military-style uniform with a peaked cap. The entire design is enclosed in a decorative rope-like border.

... THE .....  
**Penny=Packet Cigarette of the Century.**

# JARRETT BROS.

..... 70 and 71,

*Sole Agents for . .*

Bishopsgate St. Within,

**Spencer & Co.,**

LONDON.

MADRAS.

**FLOR DE SUMATRA**

**FLOR DE ZENANA**

**MILD INDIAN CIGARS.**

Agents for the  
 PARA USTED MANILLA CIGARS and CHERROOTS.

Sole Agents for CHARLES GREWEL, Antwerp.



## TRADE NEWS AND NOTES—continued.

## Law and Police.

## LAW INTELLIGENCE.

**BENHAM v. VERRELL.** This case was tried in the Queen's Bench Division, on the 10th ult., before Mr. Justice Hawkins and a Common Jury. Mr. Randolph appeared as counsel for plaintiff, Mr. George Benham, who sought to recover from defendant, Mr. Ernest T. Verrell, damages for alleged fraudulent misrepresentations with regard to the sale of a tobacconist's business, and also for unlawful distress. The facts appeared to be that on August 1 of last year, the plaintiff, who had been a gentleman's servant, was attracted by an advertisement in the *Daily Mail* offering for sale a West-end cigar and tobacco business, a lock-up shop, no Sunday trade, doing £18 weekly, the price required being £100. Plaintiff wrote in consequence, and received a reply from defendant, dated from 45A, Victoria Street, Westminster, at which address the business advertised was situated. Verrell represented that the £100 would cover "goodwill, lease, fixtures, and fittings"; that the stock was worth £70, but he was willing to sell it at 5 per cent. off cost price; that the rent of the place was £100 a year, without rates or taxes; that the average takings amounted to £18 weekly; that the business was increasing and could be developed, because he (defendant) did no Sunday trading. At an interview subsequently the defendant told plaintiff he would accept £80 instead of £100, provided plaintiff would take the stock at £58, and after some further negotiations, plaintiff agreed to these terms; £80 for the business, the stock to be paid for £30 down and the balance in four quarterly instalments. Plaintiff paid £110 and entered into occupation, but found while he was in the business that the takings never reached anything like £18 a week. The first week the earnings were £11 os. 10½d., and afterwards varied from £5 to £7. About the middle of October defendant came to the place and demanded £11 as rent for part of the Michaelmas quarter. Plaintiff said he never entered into any agreement of tenancy with defendant, and declined to pay because, as he said, the profits made had not amounted to so much. Defendant then threatened proceedings, and on October 27 a bailiff was put in, and on October 30 the superior landlord distrained for rent due from defendant. Defendant, who conducted his case in person, said the plaintiff had no experience of the business, and the weather while he was in it was wet. He denied that any of his representations were untrue. What he told plaintiff was, that he had built up an increasing business, and the highest it had reached in one week was £18. The books he produced showed that exactly. Plaintiff saw all the invoices and also the takings-book before he paid his money, and was aware that there were only six months of his (defendant's) lease to run. The jury found for the plaintiff, with £40 damages on the issue of fraudulent representation, and £35 damages on the issue of wrongful distress; and for defendant for £28 on his counter-claim for balance of the purchase-money of the stock.

**DUGGAN v. MUNRO.** On the 4th ult., before Mr. Commissioner Kerr, this case was disposed of. The claim made by the plaintiffs, MESSRS. M. T. DUGGAN & Co., business transfer agents, Devonshire Chambers, Bishopsgate Street, E. C., was in respect of a sum of £5, which they sought to recover from the defendant, Mrs. C. Munro, tobacconist, 152, Green Lanes, Clissold Park, as commission upon the sale of her business. The plaintiffs' case was that the defendant had given instructions for them to find a purchaser for her business. Terms were arranged, and a person of the name of Mrs. Beattie was found willing to purchase the business. Mrs. Beattie went to the defendant's place of business, and made an offer of £80. The defendant, however, refused the offer, saying she required £100. Mrs. Beattie, in her evidence, said she eventually agreed to give £100, on the understanding that there was to be £30 worth of stock on the premises and certain repairs to be done. She subsequently paid a deposit to the plaintiffs, who had said the takings were represented to be between £11 and £12 per week. Mr. Andrews, a clerk in the plaintiffs' employment, said the business was agreed to be sold for £100 upon £30 worth of stock being upon the premises. The defendant had refused to carry out the transaction with them (plaintiffs), and had since placed the matter in the hands of other agents. The defendant (Mrs. Munro) said Mrs. Beattie called upon her as a likely purchaser of the business, and made an offer of £80 for it. She (defendant) declined to take the sum because the price that was being asked was £125. In conversation with Mrs. Beattie, she (defendant) had said she would take £100, but had not agreed that there should be £30 worth of stock upon the premises. There was no guarantee given by her that the takings amounted to £12 per week.

The plaintiffs had made terms without her authority, and which she could not agree to. Mr. Commissioner Kerr said there was a difference between the parties as to the terms of the sale. He would give judgment for the plaintiffs for the amount claimed, but suspend payment for three days to allow the defendant to take the necessary steps for having the case tried before a jury.

**ROBSON v. WILSON.** At the Consett County Court, on the 4th ult., Mary Robson, wife of Robert Robson, the administratrix and legal personal representative of the late Mrs. Ellen Simpson, claimed possession of the shop premises of Thomas Wilson, hairdresser and tobacconist, Annfield Plain, held at a yearly rental of £13, and also £5 15s., mesne profits from January 25th, 1897, up to the present time. It transpired that Wilson had been served with notice to quit, but declined to give up the premises. It was shown, however, that the agreement the defendant had with Mrs. Simpson was as good as a lease, and that the plaintiff was not the proper party to give notice. Judgment was given for the defendant, with costs.

**SCHOLEY v. PLENDERLEITH.** This case came on for hearing before Mr. Julian Robins, Assistant Judge, in the City of London Court on the 12th ult. The action was one brought by Mr. HENRY SCHOLEY, cigar importer, 142, Minories, E. C., to recover an amount of £7 16s. 11d. from the defendant, Miss M. J. Plenderleith, tobacconist, 3, Prince's Buildings, Coventry Street, W., being the price of cigarettes supplied. The plaintiff's case was that on April 7th, cigarettes were supplied to the defendant, upon which she was entitled to a credit of three months. The defendant subsequently sent another order for cigarettes, which order, the plaintiff said he would execute upon receiving payment for the first lot of cigarettes. The defendant had refused to pay the account until the credit had expired. On this period of time being reached the account was not paid, and action had to be taken to obtain payment. The defendant said that as the plaintiff would not execute the second order until the first account was paid, she gave the order to another firm. The reason for not paying the account at the time credit expired was because of a threatening letter sent by the plaintiff's solicitor. Besides this, the usual trade discount of 5 per cent. had not been taken off the account. The learned Judge pointed out that the account had not been paid although the defendant had received the stipulated time for credit. He thought, however, that if the plaintiff did not wish to be hard upon the defendant, he would allow her the discount. Judgment was eventually entered for the plaintiff for the sum of £7 14s. 5d., and an order made for the defendant to pay this amount by two fortnightly instalments.

## POLICE NEWS.

**HENRY FRENCH** (20), **GEORGE SMITH** (20), and **GEORGE THOMAS** (21) were charged before Mr. Moreton Smith, the Recorder of Gravesend, at the Quarter Sessions, on the 14th ult., with stealing a box of cigars, the property of **GERVASE E. TONGE**, a local wholesale tobacconist, on July 8th. On the date mentioned Smith was seen by a lad to bring a box of cigars out of Mr. Tonge's establishment, and join three others, with whom he shared the goods. The men were afterwards noticed walking towards London on the main road by prosecutor and the police, but ran away. An exciting chase ensued, and the three prisoners were captured. The other man escaped. The prisoners pleaded guilty. French admitted a conviction for felony at Clerkenwell in 1896, and Smith acknowledged having been imprisoned for felony at Highgate. Evidence as to the past records of the prisoners were given by members of the Metropolitan police. Smith had received four terms of imprisonment since March, 1895, and French had been to gaol, for larceny chiefly, four times since 1895. The police added that the prisoners belonged to the worst gang of thieves in North London. The Recorder sentenced Thomas to nine calendar months' hard labour, French to thirteen months' hard labour, and Smith for eleven months. Perhaps, he said, that would break up the gang. If they came to that Court again they would be sent to penal servitude.

**STEPHEN HENRY HARRIS**, tobacconist, of 23A, Stall Street, Bath, and others, were before a full bench of magistrates at Bath on the 26th ult. Harris was charged with keeping a room for betting purposes. According to the evidence eighty-four persons were observed to enter and leave the shop in about four hours on one day, and sixty-six on another. When the police went to the shop they found Harris behind



Freeman's  
**'DARVEL BAY'**  
(BORNEO)

Cigars

STILL HOLD THE LEAD,

---

AND SELL AS FREELY AS IMPORTED HAVANAS.

*Made in six sizes.*

---

Sole Agents : JOHN CARIDI & CO.,

32, Great St. Helen's,

Telegraphic Address:

"DRASTIC, LONDON."

LONDON, E.C.



## TRADE NEWS AND NOTES—continued.

the counter, and they searched him, and found upon him £12 10s. in gold, and 13s. 10d. in other moneys. At his side there was a drawer or till, and lodged upon that, the door being partly open, was a note. It did not mention races on it, but bore a column of figures with names and initials down the middle. In the drawer were a couple of slips, a telegram, an I.O.U. from Ryan (a well-known betting man) for £60, a book of instructions for betting, and some sporting papers. The magistrates convicted Harris, and postponed sentence until they had heard the other cases, after which they discharged one defendant, fined Harris £50 or three months' hard labour, and fined two other defendants £25 each or two months. Harris offered a cheque for the whole £100, which, being endorsed in court, the magistrates accepted it.

**JAMES HARRISON**, 50, a basket-maker, of no fixed place of abode, was charged on the 4th ult., at the Borough Police Court, Huddersfield, with stealing four boxes of cigars, valued at £2, the property of **MESSERS. JACKSON & TAYLOR**, Brook Street, Huddersfield, cigar merchants. Prosecutors' warehouseman sent an errand boy with the boxes to take to the carrier at a local inn, to be taken by him to Meltham. This was on July 30th, and a few minutes afterwards, James Suthers, a butcher's assistant, saw the prisoner coming from the "Woolpack" yard with a parcel, and, as he had not one when he went in, he informed the barmaid. Prisoner was arrested in New Street. Sentenced to one month's imprisonment.

**CHARLES B. HOLL** and **GEORGE LAWSON**, tobacconists, of Yarmouth, were summoned, on the 11th ult., for Sunday trading, and, pleading guilty, were each fined 5s., and 9s. costs. The fines were paid.

**JOHN ROBINSON**, tobacconist and hairdresser, Walton Road, Liverpool, was summoned on the 11th ult. for having committed a breach of Section 126 of the Public Health Act, 1875, by having wilfully exposed himself while suffering from scarlet fever, without having taken proper precautions against spreading the disease. It appeared that, on June 8th, Dr Manby, assistant medical officer of health, visited the defendant, when he was suffering from scarlet fever. He advised him to go to the hospital, but defendant preferred to stay at home, saying he had his own doctor, and was attended to. Defendant undertook to remain isolated, and adopt any precautions which Dr. Manby desired. On July 1st, defendant was seen standing at the door of his shop, and he was at that time passing through the stage of "peeling." Defendant was fined £5 and costs.

## Limited Companies.

**J. GOLDBERG & SON, LTD.**—Registered on August 11th by Kerr & Lanham, Chichester Rents, W.C., with a capital of £6,000, in £1 shares. Objects: To acquire and take over the business carried on in Liverpool under the style of J. Goldberg & Son, to enter into a certain agreement with Samuel Samuel and Mordaunt Samuel, and to carry on the business of manufacturers of, and dealers in, pipes and other tobacconists' and fancy wares. Registered without articles of association. Registered office, 41 and 43, Paradise Street, Liverpool.

**JOHN HUNTER, WILTSHIRE & Co.** have declared the usual interim dividend of 5 per cent. per annum for the six months ending June 30th last.

**THE MEXICAN TOBACCO PLANTATIONS, LTD.**—At an extraordinary general meeting, held on the 9th ult., it was decided to wind up voluntarily. Mr. A. F. Roberts was appointed liquidator.

**OLLAGNIER CIGARETTE MACHINE COMPANY, LTD.**—Registered August 11th, with capital £25,000, in £1 shares, to acquire the patents and inventions of Mr. Ollagnier, and to manufacture, sell, and deal in tobacco, cigars, and cigarettes. The number of directors is not to be less than 3 nor more than 5. The subscribers are to appoint the first. Qualification, £100. Remuneration, £75 each per annum (£100 for chairman), and a share in the profits. Registered by A. P. Rodyk, 70A, Aldermanbury, E.C.

**RALEIGH TOBACCO COMPANY, LTD.**—Registered August 27th by Jordon & Sons, Ltd., 120, Chancery Lane, W.C., with a capital of £5,000, in £1 shares. Objects: To carry on the general business of tobacco and cigar merchants. The directors are J. Taylor, C. H. Marsh, L. M. Snowden, H. M. Gowans, and J. Rutherford. Qualification, £50. Remuneration to be fixed by the company.

**SULLIVAN, POWELL & COMPANY, LTD.**—Registered on July 29th by Roscoe & Hincks, 23, Christopher Street, Finsbury Square, E.C., with a capital of £4,000, in £1 shares. Objects: To enter into an agreement for the acquisition of the business carried on by a company of the same name (registered in 1887), and to carry on the business of cigar, cigarette, and tobacco manufacturers, importers, and merchants. A. G. Sullivan is the manager, with £300 per annum. Registered office, 4, George Street, Hanover Square, W.

## Items of Interest.

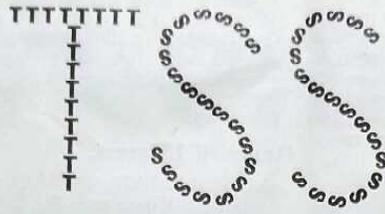
**AUSTRALIAN TOBACCO.**—At the sale room of Messrs. Grant, Chambers & Co., 37, Fenchurch Street, the first samples of Australian tobacco have been lying. A variety of opinions has been expressed with regard to the leaf, and they have been mostly favourable. The Victoria people are very sanguine as to the matter, especially Mr. Bondurant, the Government tobacco expert. It is interesting to note in this connection that the Minister of Agriculture at Melbourne has had a great deal of trouble in getting the Victorian farmers to take a practical interest in tobacco culture. The Government, however, mean business, and some of Mr. Bondurant's own growing—that is to say, tobacco sown and planted according to his directions—will, it is expected, be submitted next year.

**MEXICAN TOBACCO.**—The effect which the insurrection in Cuba would be likely to have in promoting the trade in Mexican tobacco and cigars has for some time past been a matter of speculation. Mr. Chapman gives some information on the subject in the report referred to above. The tobacco exports are mainly shipped from Vera Cruz. The exports are, however, small in proportion to the production, owing to defects in cultivation, preparation, and classification for the market. The influx from Cuba of labour more skilled in handling tobacco is remedying these defects to a great extent, and the continued introduction of foreign capital and energy will go far towards improving this branch of agriculture, especially the taking up of tobacco plantations on the Upper Papaloapam by an experienced Dutch Tobacco Company. Home consumption is considerable, and affords a market for inferior qualities. Cigars for export are manufactured chiefly from San Andres Tuxtla and Valle Nacional tobacco. These are principally sent to the United Kingdom, the demand having been limited to cheap brands of from \$22 to \$35 per 1,000. The demand for a better class seems now to be increasing, and brands at \$150 are being sent out. The Cuban revolution has helped the Mexican market, but "no great effect will be felt until stocks of Havana cigars are more reduced." The year 1896 gave a good crop, but much loss has been suffered by the present crop, that for 1896-97, through the lateness of the season and heavy rains, the loss at San Andres Tuxtla being estimated at some \$200,000.

**A RUN ON TOBACCO.**—Mr. J. M. Barrie is probably the only author whose writings have seriously assisted in making the fortune of a tobacconist. This was one of the results, however, of the publication of that popular work, "My Lady Nicotine." Everybody in that book, it will be remembered, smoked a certain Arcadia Mixture, and spoke highly of it at every possible opportunity. Readers then began to ask Mr. Barrie where Arcadia Mixture was to be bought, and Mr. Barrie told his friends that they could buy it, under the name of Craven Mixture, at a certain shop in Wardour Street. There was forthwith a run on the mixture, and the tobacconist's profits probably totalled up to a good deal more than the author's royalties.

**THE CONSTITUENTS OF TOBACCO SMOKE.**—Analysing the smoke from tobacco, it is found to contain water in the form of vapour, free carbon in minute particles, ammonia compounds in a state of vapour, carbonic oxide, and nicotine, a complex substance which, when analysed, is found to contain a fluid alkaloid—nicotine proper—a volatile substance containing ammonia, and a bitter resinous extract. Numerous other substances are often produced, but those mentioned are always present, and to them can be traced the effects of smoking.

**"THEY ALL DO IT."**—The cigarette-smoking mania, I find, is not the exclusive prerogative of higher strata of Society (secretly) or of Bohemians (openly). Amongst our sex, flower-girls have suddenly elected themselves devotees of nicotine! Two or three times during the past week I have been attracted by a crowd—why is one invariably "attracted" by a crowd?—and



BRANDS

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



# Tobaccos, Cigars and Cigarettes.



Customers may rely on all of the  
T.S.S. Brands being of the Best  
Quality obtainable at the price.



 Favour us with a trial and judge for yourself.

**OPEN TO ALL. MEMBERSHIP OPTIONAL.**

**TO ENTITLE YOU TO THE BONUS OF 1 PER CENT. THE SUBSCRIPTION IS ONLY 1/-  
PER QUARTER, OR 3/6 PER ANNUM.**

Offices—

55, Farringdon Street, London, E.C.

Warehouse—

2, 3 and 4, Plum Tree Court, E.C.

Factory—

21, Farringdon Street, E.C.

Branch Depots—

10, Long Lane, E.C.  
127, Strand, W.C.  
43, High Street, Putney.  
36a, Hill Road, Wimbledon.

20, Sussex Place, South Kensington.  
167, Earl's Court Road, S.W.  
263, Portobello Road, W.  
238, Great Portland Street, W.

TRADE NEWS AND NOTES—*continued.*

found that it is nothing more than a flower-girl in her lunch hour smoking a cheap cigarette, to the delight of a small and select audience of small boys.—*Gentlewoman.*

**T'WAS EVER THUS.**—John B. Duke, the millionaire cigarette-maker, recently stated before the Lexow Committee in New York that he had never smoked a cigarette in his life.

**TOBACCO GROWN IN JAMAICA.**—The plea for attention to the minor industries in the West Indies is at last bearing fruit. This morning (August 12th) the arrival of the first cargo of tobacco grown in Jamaica is reported from New York, where the fact possesses great interest, as it represents a transfer of the Cuban industry to the English colony.

**IT IS AN ILL WIND** that blows no one any good, and the Cuban rebellion may yet prove the salvation of Jamaica and other West Indian Colonies. Tobacco every bit as good as that produced round Havana can be produced in Jamaica in almost any quantity, and now that the Cuban crop is failing the inhabitants of Jamaica are beginning to turn their attention to securing the market. If only they will produce us cigars as well-made—that is the great secret—as those that come from Havana, they need not fear that English buyers will not take them up. If Jamaica seizes the opportunity which the Cuban rebellion gives her, she may easily become the greatest manufacturer of cigars in the world, and recover much of her old prosperity.—*The People.*

**THE PRICE OF CIGARETTES** has just been raised by the Cigarette Trust, a step which will result in a clear profit of over a million dollars this year. The *New York Journal* ascribes this move to the desire of the trust to cover the expenses of defeating the recent prosecution under the anti-trust law, which exceeded 100,000 dols. The *Journal* says that smokers will have to pay the trust's legal expenses, and provide a handsome profit besides.

**DECLINE OF SMUGGLING.**—Smuggling is a dying business. The great risks to be run and the little profit to be earned have damped the ardour of the most enterprising, and year after year the Customs returns show a diminution in the number of seizures and in the quantity of goods seized. The little smuggling that is done appears to be confined to tourists who are anxious to secure small portions of tobacco and spirits. The wholesale business has almost gone out of fashion, as is shown by the fact that this year, as against 2,719 persons convicted, only twelve were found guilty of attempting to import quantities exceeding either 20 lb. of tobacco or five gallons of spirits. Two seizures of importance were, however, made in the port of London, and some ingenuity was shown in the endeavour to hoodwink the revenue officers. In one case 200 lb. of cavendish tobacco was found in two casks entered as containing only potatoes. In another case 164 lb. of cavendish tobacco was discovered concealed under a boiler, in a place accessible only from the stoke-hole, on board a vessel laden with granite from Guernsey. In both cases the persons guilty of these attempts were convicted and punished. The total number of seizures of smuggled goods of all kinds this year came to 4,705, and the amount of penalties recovered was £4,703. The highest sum recovered during the past ten years was in 1891, when £8,126 was obtained in penalties. Since that time the figures have shown a considerable diminution, until they have now reached barely half that number.

**PROBABLY THE YOUNGEST** female devotee to tobacco, if *Cassell's Saturday Journal* is to be credited, is Miss Ada Parker, an inhabitant of New Jersey, who has reached the age of four. Ada has a companion, Gus Pike, a boy of five, living in the same house, who both smokes and chews tobacco. The children are inseparable. Ada borrows her father's pipe at every opportunity, and although carefully watched she manages to get a supply of tobacco daily. "She learned to smoke when she was a baby," says Mrs. Parker in explanation of her daughter's queer taste. "Her father would hold her on his knee while he smoked after supper, and let her put the stem of his pipe into her mouth once in a while. She liked the taste of tobacco. As she grew older she would take the pipe out of doors and smoke by herself. We thought it was clever at first, but we do not think so now. She and this little boy smoke together, and she gets the tobacco no matter where I hide it. But lately she has been taking a clothes pin and walking about the yard with it in her mouth, apparently enjoying it as much as if it were a pipe. Strangely enough, the tobacco has never had any bad effect upon her."

**LIEUT.-GEN. SIR JAMES CLERK-RATTRAY, K.C.B.**, of Craighall, Forfarshire, was publicly entertained the other evening in Blairgowrie in honour of the knighthood recently conferred on him by Her Majesty. The chairman at the function, Prof. Ramsay, of Glasgow, told a good story regarding Sir James when serving with his regiment in the Indian Mutiny, says the *Westminster*. Sir James was severely wounded during the struggle by a shot between the shoulders, and after being told that he had probably only an hour to live, was asked what he would like. "Well," was the reply, "I think I should like a big cigar." He smoked the cigar in perfect calmness, and there he was, Prof. Ramsay added, a living witness of the admirable effect which smoking may have on certain temperaments.

**Notes.**

The following resolution was recently unanimously passed at a recent meeting of the Magherafelt Board of Guardians: "That we, the Guardians of the Magherafelt Union, ask the English Government to withdraw all restrictions on the growth and cultivation of tobacco in Ireland, and give the Irish farmers the free use of their land for growing any crops that the land will produce; and we would respectfully ask all other representatives of the people in Ireland to lend their assistance in obtaining liberty for so great an industry."

A new pipe, entitled **THE DUKE**, has been placed upon the market. The advantage claimed for it is that air is admitted through the base of the bowl by a ball valve, without in any way interfering with the draught. This causes a more complete combustion of tobacco, all moisture is consumed, and no oil formed.

An exceedingly useful series of cigar tables (a sort of ready reckoner), has been published by MR. KNOLNENBERG, of Jacksonville, Illinois.

The Bristol tobacco duties for July were £128,037.

A curious sign of the times is that the trade in cigarettes is advancing with rapid strides, while the importation of cigars declines. Cigarette importations have advanced from Rs. 3,39,561 to Rs. 4,36,468 during the year. The quality was, however, principally very inferior.—*Indian Daily News.*

The attention of the German and French Governments has recently been directed to brands of so-called gold-tipped cigarettes. The end intended to go between the lips is covered with a metallic leaf which is claimed to be gold, but which analysis shows to be an imitation of gold attached to the paper by lead chromate. In another form a false silver leaf is attached to the paper by white lead.—*Science Siftings.*

**Burglaries.**

Early last month, property to the value of about £20 was stolen from the premises of MR. W. B. RUSSELL, in St. Mary's Gate, Manchester. The thief accomplished his object in the night by heaving a large stone through the big plate glass window.

The premises of MESSRS. THEMANS & CO., 26, Piccadilly, Manchester, were burglariously entered on the 13th ult., and a quantity of cigars and other property to the value of about £400 were stolen. It appears that a second attempt was made the next day, when two men were captured and subsequently sentenced to three months' hard labour.

**Obituary.**

**MR. GEORGE BEALE**, on the 11th ult., aged 50. Mr. Beale recently retired from the firm of Messrs. Stafford, Sons & Oswin, of Leicester.

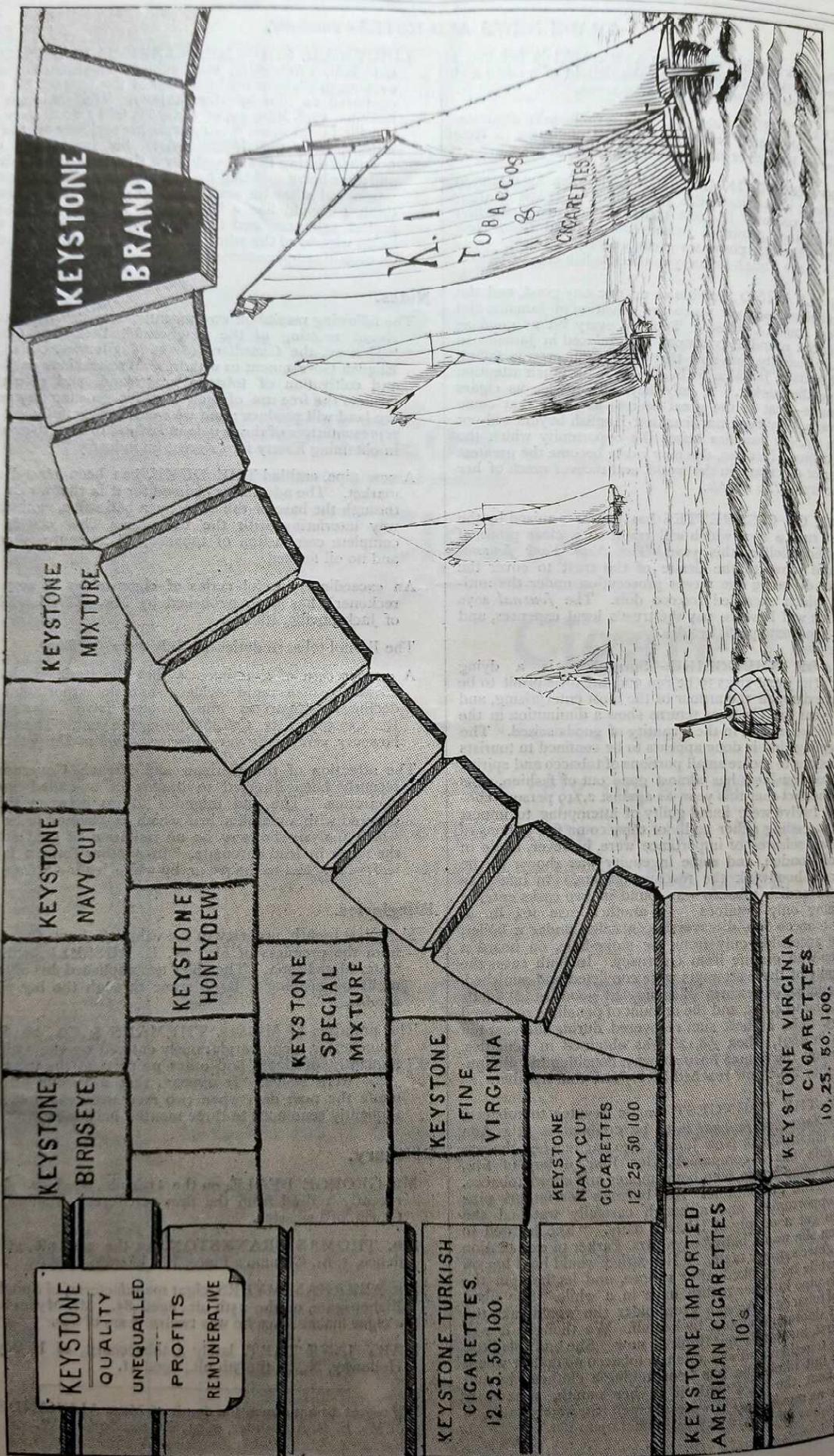
**MR. THOMAS BRANKSTON**, on the 20th ult., at his residence, 5, St. German's Place, Blackheath, aged 85.

**MR. ABRAHAM MYERS**, cigar manufacturer, of Spital Square Bishopsgate, on the 25th ult., aged 85. Mr. Myers had been a cigar maker since he was twelve years of age.

**MARY JANE TART**, lately a tobacconist, of Hotley Road, Holloway, N., on the 5th ult., aged 41.

We regret to announce the death of **MRS. ALEXANDER**, wife of Mr. E. B. Alexander, of 21, Euston Square, W.

# THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



THE LONDON AND DISTRICT TOBACCONIST'S MUTUAL SUPPLY CO., LTD.  
81, TURNMILL STREET, FARRINGTON STATION, E.C.

SEPTEMBER 15, 1897.

# THE TOBACCONIST'S TEXT BOOK.

COMPILED BY "COSMO."

A TRADE ENCYCLOPÆDIA.

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

**DINDIGUL.**—Is an important district in the south of India; a considerable portion of this district is given over to the cultivation of tobacco. The Dindigul tobacco is considered the highest in quality of the Indian production. Some of the best known Indian cigar manufacturers have both plantations and factories upon the spot. The Dindigul tobacco is distinguished by an agreeable mildness; in colour it is generally dark. The large and important English colony situated in India are very partial to the Dindigul cigars, and of late years their introduction into the English markets has been attended with marked success. In deference to English taste, the manufacturers of Dindigul have, to a large extent, eschewed the old shapes of "Indians," and are now making most of them in the more fashionable shapes of Havana; in addition to this they are also blending other tobaccos—those that will best assimilate—with the agreeable result that the Dindigul cigar is becoming more popular daily. As Dindigul is part of an English possession, it is to be hoped that its cigar trade may prove a very flourishing industry.

**DRAWBACK.**—Ever since England has made of tobacco an important article of commerce, she has been largely interested in its exportation. The duties levied upon tobacco upon its entrance into British ports necessitated some arrangement whereby the merchant and manufacturer could secure a return of the duty paid upon its exportation. This return is familiarly known as the "drawback." During the last century, when the tobacco industry was in an early progressive stage, the facilities for bonding goods and the proper regulation of the drawback were of a most primitive character. Add to this the fact that the custom-house officer of that period was by no means above suspicion, and that many and great frauds were in quite a number of instances successfully practised upon the revenue of the country, so much so, that a Ministerial squib of the period treated the practice as follows:—

They had learnt such a knack  
In the case of drawback  
For each pound of tobacco exported,  
That the custom for two  
They drew back as their due,  
By which they were greatly supported.

In addition to playing tricks with the weights, ingenious methods were adopted whereby the incorporation of foreign substances was utilised to obtain a fictitious drawback upon the exported article. The attention of both Walpole and Pitt was directed to this unsatisfactory state of affairs, and, although both Ministers made strenuous efforts to suppress such unworthy practices, they were unsuccessful, and it was not till the reign of Victoria that the country was saved the expense of numerous and important frauds under the heading of drawback.

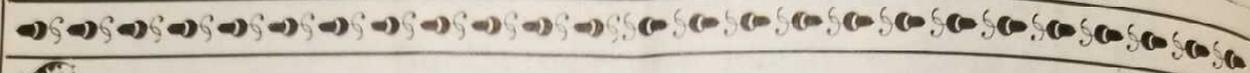
The preamble relating to drawback will suffice to give my readers an idea of the existing law, which, by-the-by, is carried out very stringently:—1863, March 27th, 26 Vict, c. 7. "The Manufactured Tobacco Act." Relates to the rates of duty then existing, and to Drawback. Provided always that no tobacco shall be exported from any ports or places which shall not have been approved for the importation of tobacco, and no drawback shall be allowed upon any tobacco, except snuff, in which the inorganic matter contained therein shall exceed the proportion of 22 lbs. of every 100 lbs. weight of such tobacco, exclusive of water; and if such tobacco shall contain less than 22 lbs. and more than 18 lbs. of such inorganic matter to every 100 lbs., exclusive of water, a deduction shall be made from the drawback allowed of 3s. 3d. (1884, 3s. 7d.) in respect of every lb. of such excess of inorganic matter above 18 lbs. in 100 lbs. as aforesaid. Nor shall any drawback be allowed upon any tobacco in which the sand contained therein shall exceed 2 lbs. in every 100 lbs. of such tobacco, exclusive of water; nor shall any drawback be

allowed on the exportation of any cavendish or negro-head tobacco manufactured in bond and delivered for home consumption; nor shall any drawback be allowed upon any tobacco, in which there shall be found more than 25 lbs. of tobacco stalks in every 100 lbs. weight of such tobacco, exclusive of water; nor unless the tobacco stalks contained therein shall have been fairly cut in the same, with portions of the lamina of the leaf adhering thereto. Provided nevertheless that the full drawback of 3s. 3d. (1884, 3s. 7d.) per lb. shall be allowed upon snuff on the exportation thereof, if the quantity of inorganic matter contained therein does not exceed the proportion of 18 lbs. in every 100 lbs. weight of such snuff, exclusive of water, but if it contains more than that proportion of inorganic matter, a deduction shall be made from the drawback allowed of 3s. 3d. (1884, 3s. 7d.) in respect of every lb. of such excess above the proportion of 18 lbs. to the 100 lbs.; and, in assessing the duty on any package of tobacco imported into Great Britain and Ireland, or in calculating the drawback allowable on the exportation or deposit in the warehouse of any package of tobacco from Great Britain and Ireland, no duty shall be charged or a drawback allowed in respect of any fraction of a lb. And it shall be lawful for the officers of Custom for the purpose of this Act to take samples of any tobacco imported into, or entered for exportation from Great Britain and Ireland, or deposited into the warehouse to be used for ships' stores. And in case any dispute shall arise as to the quantity of moisture contained in any tobacco imported into Great Britain and Ireland, or as to the quantity of water or inorganic matter, including sand, contained in any tobacco upon which drawback is claimed on exportation, it shall be lawful for the officers of Customs to submit any such tobacco, or samples thereof, to the officers of Inland Revenue or Excise as to the quantity of moisture or inorganic matter contained therein, whose decision shall be final, and the amount of duty or drawback in respect thereof shall be determined accordingly.

**DUBEC.**—Is a district of Turkey justly celebrated for its fine growth of tobacco. The purest Dubec may practically be considered, so to speak, the heart of the cabbage; the smallest leaves are in the centre of the plant, and contain all the virtue, nutriment and fat, &c., &c. Originally the tobacco is of a light colour; it, however, cannot be used in this form, and takes a considerable time before it arrives at maturity, at which time the leaf darkens considerably, approaching to a beautiful mahogany colour. Careful manufacturers will frequently keep in bond Dubec tobacco for as long a period as three years, in order to get it at its highest state of perfection. All Dubec tobacco is not necessarily of the same quality; various sections of the district produce various grades. Age, in some instances, will largely determine quality. There are, generally speaking, three grades of Dubec tobacco—1st, 2nd, and 3rd. Under the heading of the 3rd grade is often included Bashma, an inferior tobacco. Bashma is frequently packed and shipped as Dul ec. Unless a manufacturer is an expert, by no means always the case, he will at times unconsciously purchase Bashma for Dubec, and unwittingly make up "Dubec" cigarettes of Bashma tobacco.

**DUTIES.**—The present duties upon tobacco are as follows:—

	MANUFACTURED (PER LB.).	£	s.	d.
Cigars	... ..	0	5	0
Cavendish or negro-head	... ..	0	4	6
"	" manufactured in bond	0	4	0
Other manufactured tobacco	... ..	0	4	0
Snuff, containing more than 13 lbs. of moisture in every 100 lbs. weight thereof	... ..	0	3	9



**SILVA** AND  
**PINNA**

RIO DE JANEIRO



**BRAZILIAN CIGARETTES**

**Brands**

**RIO NOVO**

**GOYANO**

**POMBA**

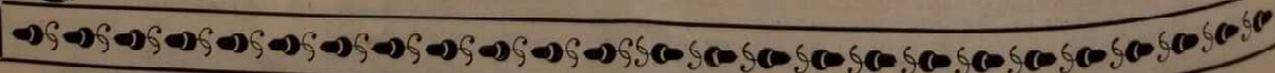
**MARKA REGISTRADA**

(MAIZE WRAPPERS)

Sole Importer

**WILLIAM NEWBERY,**

Cigar Merchant, Reading, England.



UNMANUFACTURED (PER LB.),	£	s.	d.
Containing 10 lbs. or more of moisture in every 100 lb. weight thereof ... ..	0	3	2
Containing less than 10 lbs. of moisture in every 100 lbs. weight thereof ... ..	0	3	6

The laws relating to the duties are very comprehensive, and the very greatest care is exercised by the Revenue Department to see that they are properly carried out; the fact that very few cases indeed ever come forward where these laws are transgressed affords ample evidence of the vigilance of the excise officials. To afford my readers some idea of this Act, I will give the first six clauses:—

1840, July 3rd. 3 and 4 Vict., c. 18.

(i.) Repeals all former Acts.

(ii.) Enacts that every manufacturer of, and dealer in, and retailer of tobacco or snuff in the United Kingdom shall make a true entry of every workhouse, storehouse, room, shop, and place by him made use of, or intended to be made use of, for the manufacturing, storing, keeping, and selling of tobacco or snuff, by delivering such entry to the officer of Excise in whose survey his manufactory or premises shall be situated. And in every such entry every workhouse, storehouse, room, shop, and place shall be distinguished by a particular number or letter, or number and letter or letters; and every such workhouse, storehouse, room, shop, and place shall also be kept marked and numbered with the like distinguishing numbers or letters, or number and letters corresponding to the description thereof in the entry; and, in default thereof, such manufacturer, dealer, or retailer shall for every workhouse, storehouse, room, shop, or place not entered or not marked or numbered, forfeit £100, together with all tobacco or snuff found therein.

(iii.) And be it enacted that it shall be lawful for any officer of Excise at any time, but between the hours of ten of the clock in the evening and six of the clock in the morning only with the assistance of a constable or other peace officer, to enter into any workhouse, storehouse, room, or shop, or place made use of by any manufacturer of, dealer in, or retailer of tobacco or snuff, for the manufacturing, keeping, or selling of any tobacco or snuff, and to inspect or examine all tobacco or snuff therein; and every manufacturer of, dealer in, and retailer of tobacco or snuff who shall on demand refuse to show to any officer of Excise any tobacco or snuff in his custody or possession, or shall conceal from the sight or inspection of any officer of Excise any tobacco or snuff, shall forfeit £200, together with all the tobacco or snuff so concealed.

(iv.) And be it enacted that no manufacturer of tobacco or snuff shall receive into any workhouse, storehouse, room, shop, or place, or into his custody or possession, any leaf or manufactured tobacco of any description otherwise than from the warehouse in which the same shall be warehoused under the laws and regulations of the Revenue of Customs, and in the same hogshead, cask, chest, or package, with the same marks and numbers thereon, in which the same shall be cleared and delivered from such warehouse on payment of the duty (save and except in the case of samples duly ticketed and certified by the proper officer of Customs), nor without a true and lawful permit, granted by the proper officer of Excise under the laws and regulations of Excise relating to permits, accompanying such tobacco, and every manufacturer of tobacco or snuff who shall receive, or have in his custody or possession, any leaf or unmanufactured tobacco contrary to the directions aforesaid, shall forfeit the same and £200 for every such offence.

(v.) And be it enacted that any manufacturer of tobacco or snuff who shall receive into his custody or possession any leaf or unmanufactured tobacco shall, on the next visit of the officer of Excise under whose survey he shall be, produce and deliver up to such officer the permit which shall have accompanied such tobacco, and shall also, if required, show to such officer all such tobacco, or, in case of any part thereof having been laid down for manufacture before the visit of the officer, so much thereof as shall remain, on pain of forfeiting, for every omission or neglect, £200, and all such leaf or unmanufactured tobacco.

(vi.) And be it enacted that no leaf or unmanufactured tobacco of any description, save and except such samples as aforesaid, shall be carried or removed from any part or place in the United Kingdom to any other place or part thereof, without a true and lawful permit, granted by the proper officer of Excise under the rules and regulations of an Act passed in the second year of the reign of his late Majesty King William IV., intituled "An Act to consolidate and amend the laws regulating the granting and issuing permits for the removal of goods under the laws of Excise," accompanying the same, under the pains and penalties and forfeitures in the said Act contained.

When Sir Stafford Northcote was Chancellor of the Exchequer an attempt was made to increase the tobacco duty. An additional 4*d.* per lb. was levied, making the duty 3*s.* 6*d.* This was found to be a mistake. The duties yielded less. The trade was disorganised, and considerable dissatisfaction was the consequence. It was found necessary to revert to the old duties, as quoted above.

## New Cigar Fields.

ANOTHER attempt is to be made to introduce the Jamaica cigar into England. Messrs. Bewlay and Co., Limited, are making the experiment. Nearly twenty years have passed since the Jamaica cigar was first brought to England, to be smoked in quiet moments and treasured as a delicacy. There had been, curiously enough, a revolt in Cuba just before that time. Whether it was the 35th or the 194th revolt does not matter. What is to the point is that certain Havana planters fled to Jamaica, and, looking around for something to do, they found a land of promise on the south of the island, notably Morgan's Valley and the "retreat" properties owned by the Hon. George Solomon. The soil was precisely like that of the rich Vuelta Abago Valley of Havana. There they planted and grew tobacco, and very good tobacco it was. It made excellent cigars, and some of them fell into the hands of Mr. T. K. Bellis, of Jeffrey's Square, St. Mary Axe, E.C. Mr. Bellis imported a large supply. He liked the cigars, and his friends liked them. He undertook to take the whole production of Mr. Solomon's estates. Sir Joseph Hooker, of Kew Gardens, and Sir Anthony Musgrave, the Governor of Jamaica, began to talk of "the cigar of the future." Mr. Bellis worked up a good trade, at prices ranging from 1*s.* to 5*s.* per 100. A large establishment was opened in Piccadilly, and all went merrily along. But at that moment an unfortunate thing happened. The revolt died out, and as the next rebellion was not due for some months, the planters returned to Cuba. This left the curing and manufacture on the estates to the native population, who knew as much about it as they did of the spinning of cotton. Careless growing, indifferent curing, and worse manufacture resulted in a cigar so bad that the purchaser had to save it for his poor relations. The Piccadilly shop was closed, money was lost, the estates were abandoned, and the cigar of the future became the cigar of the past. Since then a few small factories have been at work in the island, but the cigars are for local consumption only. Their high price has prohibited any export trade to England. Mexican cigars of fine quality can be sold here, duty paid, at a lower price than the small makers have charged on the spot in Jamaica. A representative saw Mr. Bellis as to the prospects of a revival of the Jamaica cigar industry. Having had business relations with the island for forty years or more, Mr. Bellis speaks with some authority. "Jamaica can grow, and has grown," he said, "really fine tobacco. She has the right climate and the right soil. Moreover, the soil is virgin, and is not saturated with the ammonia from manure. Hence the cigar has a peculiarly mild, sweet flavour, free from the rankness which sometimes characterises the Havana. There is no reason why one cigar should not be produced as cheaply as the other. The requirements are proper capital, expert Cuban planters, and enlightened business management. Why should not Jamaica take the tobacco trade from Havana, just as India and Ceylon are taking the tea trade from China? With the men and the means it could be done. This is essentially the time to begin. The Havana soil is almost worn out, and the revolution has practically stopped planting. The Englishmen would have to find the money. The Cuban planters would find the skill. There are certainly prospects for Jamaica if the tobacco industry is properly undertaken."—*Daily Mail.*

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A ROOM IN ONE OF THE MANCHESTER FACTORIES.

SEPTEMBER 15, 1897.

REVISED EDITION.]

## The Tobacconist's Handbook.

BY E. B. ALEXANDER,

Of whom complete copies can be obtained at 21, Euston Square, N.W. Cloth 8vo, 114 pp. Post free, 1s. 6d.

CHAPTER VI.—*continued.*BRITISH CIGARS—*continued.*

How is the novice to tell when, say, a good 2*d.* cigar is submitted to him? In the first place it must be in good condition, otherwise *dry*, or he will be unable to form a fair opinion; any cigar when new will go very soft when lit, and may burn very badly, with a "lip" (or blistered ring adjoining the fire), or on one side; yet the same cigar, if dry, would burn with a fairly white ash and regular. A *white* ash is not a sign of quality; there are many good tobaccos, notably Havana, which burn with a *grey* ash (not that there is any chance of getting a scrap of Havana in a 2*d.* smoke!), while, on the other hand, an ordinary German leaf will generally burn milky-white. As to the flavour, all that we can say is, that if it does not smell absolutely disagreeable when alight, it will pass all right for a 2*d.* smoke; of course, the better the flavour the more chance of doing a trade. Appearances, too, must be studied as well as quality; if the cigar be constituted of fine expensive tobacco, roughly made and put in a plain or dowdy-looking box, it will be condemned "without benefit of clergy," or rather without trial! But put a common but well-made "smoke" in a well-got-up and labelled box, and "presto!" they sell rapidly to the multitude.

There is a great disparity of tastes between the smoker of a 2*d.* and a 3*d.*; the latter always *thinks* he knows, and very frequently *does* know, when he gets value for his money, and, therefore, the shopkeeper must be very careful about his 3*d.*'s, more particularly as they *pay* well! You must keep a full, medium and mild box on the counter; most customers like to be asked which strength they prefer? It gives the appearance of being attentive to their particular tastes; and should one light a cigar and it burns badly, blame the maker and offer to exchange it for another at once; this attention will please and frequently lead to increased sales and fixing him as a "regular" customer. As a matter of course, this does not apply to 3*d.* cigars only, but you cannot afford to do this often with a cigar of less price. You will, at times, get a customer who does not care for a five for 1/- cigar, and yet will not pay more than 3*d.*; therefore, you must keep a box or two of a different and slightly better brand at four a 1/- to meet his requirements. It is well to be prepared to name a price per box for all your cigars in case of a chance to sell a complete box; twopennies can be done at 14/- per 100, or 7/- per 50; threepennies, if five for 1/-, at 19/- per 100; and at four for 1/- at 22/6 per 100. The foregoing are calculated for ordinary trade, but when you have the misfortune to be opposed by a "cutting" shop (as happens too frequently in these days!), you must perforce quote rather lower prices; at the same time you will always be able to say that you give better quality than the "cutters"; it is only in proprietary articles, of which everybody knows the price, that the "cutter" takes the ground from beneath our feet in the matter of profits!

Among the various kinds of 3*d.* cigars that have come under our notice (and their name is legion) we know of none to excel the "Marcella" brand, manufactured by Messrs. Allan Brothers. From ten years' experience of these cigars, we can safely say that they are uniformly good in quality, well made, and handsomely boxed.

To hark back to buying: some manufacturers send in their goods just as they are made, quite moist, which is all very well if you are in no hurry to use them, and have facilities for drying them gradually; other firms dry their goods quickly before delivering them, and these are sometimes "baked," and consequently have little or no flavour; either of these conditions have their drawbacks, because all that you really require is that the cigars should be just ready for use, that is to say, fairly dry. To examine the condition and general appearance of the goods, it is not sufficient to be guided by the outside or "toppers"; it is easy enough to lift a bundle out of a box,

push up three or four cigars from the centre, and examine them; it is not quite so easy to inspect the underneath cigars of a box that is packed in layers, but it can be done, in two ways, as follows:—Remove half-a-dozen of the top row, singly, laying each cigar side by side as it was in the box, then examine the underneath row; when this is done, replace each cigar as it was before; or, a quicker method (if you are handy) is to place the bottom of the box against your body, and, holding it in both your hands, allow the lid to open slowly and the cigars to fall against the lid; now hold the box with one hand steadily, and with the other remove a cigar from an underneath row and examine it; replace the cigar and reverse the process. If this be done carefully, all the cigars will fall back to their original position; you may even keep a cigar or two out of the lower layers, as long as the two extracted were not next each other, without disturbing the appearance of the box. You will better understand this by studying the "packing" of cigars, as explained in a previous chapter. The necessity for thus examining the inside cigars is, firstly, because the outside ones may get quite dry, while the remainder are not in equally good condition; and, secondly, because the inherent weakness of human nature may induce the manufacturer to put the best looking cigars outside or at top, as the case may be!

*Colours.*—In buying, bear in mind those colours that sell best in your shop; most of your customers *may* prefer strong smokes, or they may "run" on the mild, so buy accordingly. It is generally safe to get a greater number of medium (Colorado) than of the other colours; as a rule there are more of them sold, and in the event of your being out of mild or full, you can put some of the "medium" in a "Claro" or "Maduro" marked box, as the case may be; it is an innocent deception, hurting none, because it is the eye and ear that must be pleased in the majority of instances. The taste is not frequently studied by the purchaser of cheap cigars, unless it is *outraged* by substituting absolute rubbish in place of good value, an act which no retailer would be guilty of, if he wished to keep his trade together!

*Badly-made cigars* will be found occasionally among the best regulated varieties; all have to pass an inspection as they leave the cigar-maker's hands, and many are "thrown out," for which the maker does not get paid; yet sometimes a cigar with a small vacancy in it (the technical *vulgate* is "hollow-gutted"), or one rolled so tight that it will not draw, will escape detection. Should a customer light one of the former, the *insufficient interior* will betray itself by the cigar going very "soft"; should he get a "hard" one he will at once discover it by the difficulty in lighting it. Exchange the "soft" one without delay, for there is no remedying it; the other may, as frequently happens, be tight only in the shoulder, and may be made to draw freely by inserting a small knife, or a steel point, where it has been cut off; if this does not cure it, then give your customer another; never let him leave the shop discontented, if you can help it! In this connection, we may mention that it is advisable to keep a short bonnet pin, or better, a printer's "point" (which is a long taper awl with a short handle), on the counter ready for use. As to the badly-made cigars which you have exchanged, save them to return to your cigar merchant, as also any cigars of which the outer leaf has become badly broken; he would sooner exchange them than that your customers should become disgusted with his goods.

*Adulteration.*—It has frequently been said of bad cigars, by smokers, that they are made of cabbage-leaves; and there are many novices in the trade who openly express their opinion that adulteration of some kind is practised in cheap cigars. Pray dismiss this from your mind, for it has no existence in fact. The Customs regulations are so stringent, and the Customs officers so vigilant and frequent in their visits to the factories, that manufacturers have no opportunity, even if they had the wish, to employ anything but tobacco in the ingredients of British cigars: there is plenty of bad tobacco to be had as

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# THE Tobacconist's Handbook,

by E. B. ALEXANDER,

Tobacco Trade Valuer to the Board of Trade.

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

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

low as 2*d.* per lb. in bond (add the duty to this), so that it is not worth while to run the risk of detection; besides which the cost of manipulating any foreign substance, such as leaves of other plants, would be almost as expensive as using the aforesaid cheap tobacco. The penalty for adulteration of tobacco is £300, and for sending out such adulterated tobacco, £200 in addition (see Customs regulations).

An old gentleman, who has been engaged (as man and master) in manufacturing cigars for over 60 years, tells us that he cannot remember a single instance of prosecution of a cigar manufacturer for adulteration. On the other hand, he remembers the following incident:—Certain representatives of a medical journal once undertook a small expedition for the purpose of detecting and revealing the adulteration practised in connection with cigars (if any); to that end they purchased cigars at every shop from Charing Cross to the Bank; these they had analysed, with the result that the only substance found other than tobacco was a very small piece of bread, which had evidently got into a cigar by accident, probably because the maker surreptitiously ate some bread while at work, which is distinctly against the rules of all well-regulated factories.

(To be Continued.)

## Indian Cigars.

In cigar manufacture extreme dryness of climate is of primary importance, since on the condition of the atmosphere depends, to a very great extent, the quality of the cigar manufactured. The tobacco used may be of unquestionable quality, yet a damp climate would materially affect its virtue when cigars are made of it. The cigar manufacturer is not a tobacco cultivator. The combined business was given a trial, and the results were such as not only not to justify it, but to restrict the maker to manufacture alone. The manufacturer conducts his sampling in the following manner:—A couple of European experts, with about a dozen natives, receive the samples from the contractors in what is known as "hands," *i.e.*, a handful of leaves measuring from the stock ends. These hands are given to the experts, who feel and examine each leaf as to its consistency, and the amount of "gum" on the leaf, its texture, colour, and the nature of the fibres, whether coarse or fine. If the sample does not satisfy this preliminary test, it is at once rejected and another one brought forward. The rejected sample, however, may be shown again as inferior leaves for "fill ups," *i.e.*, the interior portion of a cigar, which may consist of a rejection, good in many points, but wanting in one or more points.

When a sample has passed the preliminary test, it is subjected to a fire test. Each sampler, natives included, takes a leaf, rolls it up into a rough cigar, and commences to smoke it, inhaling and sniffing at the smoke to discover the aroma. When the cigars have burned down about an inch they are handed in for examination of the ash and the manner in which the tobacco has burned, whether regular or irregular. The experts, after judging the quality of the ash, flick it off to find out another necessity of a good leaf, *i.e.*, the "point." If the glowing portion left after flicking off the ash assumes a point it is a good sample; therefore, the sharper the point the better the tobacco.

It is not such an easy matter to judge the ash; for, although a white ash indicates good tobacco as a general rule, the opposite may oftentimes be the case, and experts admit that a grey ash needs careful judgment. It may mean a first-class leaf or the very contrary. This sampling is continued "hand" by "hand" for about a week, usually during January and October. The amount of nicotine swallowed by these samplers is no joke, and, as tannin acts on the tea-taster, so does nicotine on the tobacco-sampler.

The tobacco leaf, when received from the cultivator, though ripe, is not fit for immediate use, and has to be carefully stored till it gradually further matures. This needs constant attention, and the turning of the leaves from time to time. The Indian-grown tobacco leaf is unsuited as outer wrappers or coverings for the better-classed cigars. The manufacturer has, therefore, to look farther afield to obtain a leaf light and elegant, to give finish to an otherwise perfect cigar. It is here that the expense

is heaviest, since tobacco leaves from Java, Sumatra, &c., have to be imported at great cost. It is singular that Java and Sumatra can produce a superior tobacco-leaf to India, but it is due to the fact that tobacco cultivation in those regions receives more care and attention than the natives of India can be induced to give it. The Java and Sumatra leaf is smaller, finer, and silkier. It is not naturally so, and this condition is due purely to culture.

To describe the manufacture, &c., of cigars from start to finish it is necessary to go through a factory step by step. The workroom in a factory is a spacious hall, along the walls of which the workmen sit in two rows, facing each other. Each workman has a lad as an assistant, who sits opposite him, and between them is a zinc-covered board, and a box containing the tobacco leaves necessary for a day's output, the paste to fasten down draggle ends of leaf, and the nippers, knife, scissors, and other implements necessary for the business.

The drying yard is an open cemented yard, kept scrupulously clean, at one end of which are situated the soaking cisterns, into which "hands" of leaves have been dipped—and only dipped—the night previous to when they are required, and then spread out to dry. The dipping is done to damp the leaves and render them pliable when placed in the hands of the workmen the following morning. It is here in the early morning that the workmen receive their complement of tobacco leaves sufficient for their day's work. The workmen in turn hand over the leaves to their boy assistants, who immediately proceed to spread them out to dry on the cemented floor. A sunny day is, therefore, indispensable, and a wet one to the cigar manufacturer and his workmen means practically no work.

The youngsters work like ants, turning and re-turning the damp leaves, the sooner to dry them and render them workable. When the drying is fully completed the boy takes his place in front of his mate, and the day's work commences in right earnest. There is no time lost, and the boy employs his little fingers busily in the preliminary work of cigar manufacture. He cuts up bits of tobacco in lengths, known as "fill ups," and when a sufficiency is in hand, he deftly rolls them together on the zinc-covered board before him, and covers them with a leaf called the inner wrapper. His work is roughly done and ends here.

This roughly-wrapped cigar is then taken in hand by his adult partner, and the nicety of cigar manufacture comes in. He judges, with an experienced eye, the rough cigar, and then proceeds to give it shape and finish; he tightens the rolling by re-rolling it, judges its weight, &c., and then, if the cigar is a superior quality one, envelops it in a Java or Sumatra leaf, of which he has a stock ready cut on hand for the purpose; if otherwise, in a leaf of Indian growth. The cigar is placed on the leaf, and then with a rapid roll it is enveloped. To tip this with the leaf evenly overlapped all round needs experience, but a finished workman, with a dexterous twist of his fingers, finishes it off, while a touch of arrowroot paste firmly fastens it down. An industrious workman has been known to make as many as 5,000 cigars in one day.

At the conclusion of a day's work each workman takes his day's outturn of cigars to a machine, where their length is measured and the surplus ends cut off. They are then taken to an expert. He examines each cigar as to its size, weight, colour, quality of tobacco, &c., and passes such only as bear this critical test, rejecting any possessing the smallest defect. Of course, this is a loss to the workmen, but the rejections from one class are often good enough for another class of cigars. The weight of a cigar is a very important matter of detail, as every hundred are strictly set down at a certain fixed weight, this being absolutely necessary for purposes of export.

With the boxing of the cigars the final process is not concluded. The cigars are as yet too fresh, and need drying; they are, therefore, stored in the drying rooms, in which, by means of stoves kept lighted day and night, a gentle and equal supply of heat is maintained. It is practically a gentle baking process the cigar boxes are subjected to. The cigars when sufficiently baked are ready for the consumer, and, according to *Capital*, 50,000 cigars are often despatched from one factory in a day. The value of such a consignment would be Rs. 100,000, or £7,500.

**NEW**

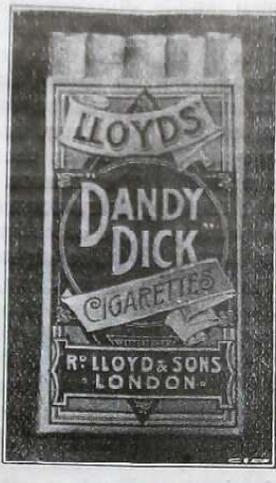
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**5**

A

**1<sup>D.</sup>**

*Cigarette*



**NEW LINE.**

---

**5**

A

**1<sup>D.</sup>**

*Special Quality.*

Write for Samples and Price to

**R<sup>D.</sup> LLOYD & SONS,**  
148 & 149, HOLBORN BARS, LONDON, E.C.

# ADOLPH ELKIN

---

& Co.

---

Cheapest House in London  
For Tobacconists' Sundries.

Sole Proprietors of the Unequaled  
**LA NIKLE**  
Brand of TWOPENNY CIGARS

UP-TO-DATE PRICE LIST FREE BY POST.

**140 & 140a, Houndsditch,**  
LONDON, E.C.

## "XTRA MEX" CIGARS

FAR SUPERIOR TO HAVANAS

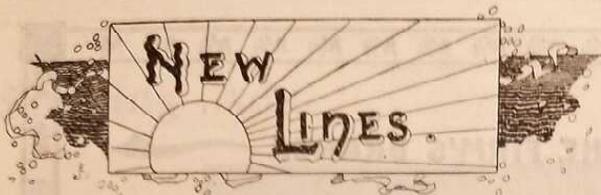
	SIZE	PER 100	
"XTRA MEX"	GRAND PUROS	15 <sup>6</sup> / <sub>6</sub>	BANDIED BANDIED NOT
" "	PUROS FINAS	14 <sup>3</sup> / <sub>3</sub>	
" "	LA PETITE	13 <sup>1</sup> / <sub>1</sub>	
" "	JARNARS	14 <sup>9</sup> / <sub>9</sub>	
" "	PETIT BOUQUET	13 <sup>6</sup> / <sub>6</sub>	

## "XTRA MEX" CIGARS

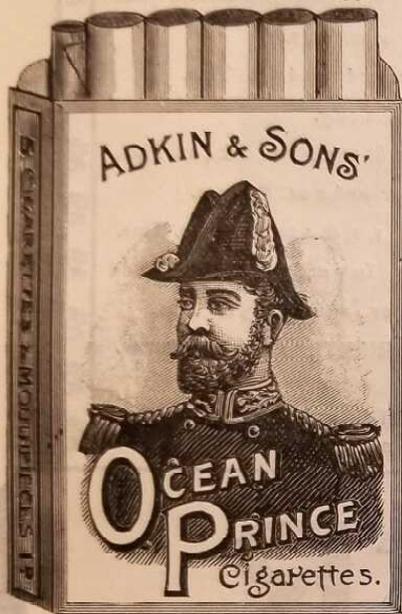
AWARDED GOLD & SILVER MEDALS  
AND DIPLOMAS OF HONOR

SOLE BRITISH AGENT  
**HENRY JERROLD NATHAN** CIGAR IMPORTER.  
STRATFORD, LONDON, E.

SEPTEMBER 15, 1897.



There are not very many new lines to notice this month, but we find that our numerous readers appreciate being kept *au fait* with everything which is latest in the market, and are always pleased to hear from firms who are introducing new specialties.



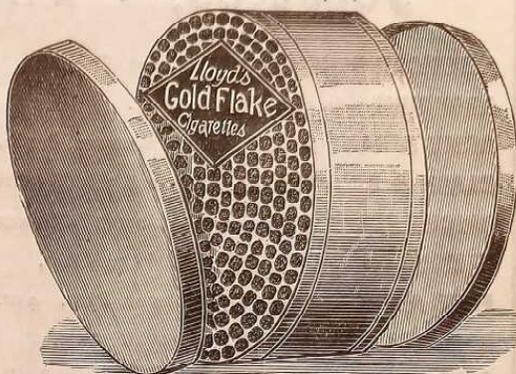
Yet another five-a-penny line, well deserving its description of a marvellous penny packet, reaches us from MESSRS. ADKIN & SONS, of Aldgate. The title of it is certainly a happy one—"OCEAN PRINCE." The cigarettes, by-the-by, are full size, and are put up in handsome sliding boxes, wider than the general run, in each of which is included two mouth-pieces. Altogether, the line is an unexceptionable one, and it is not difficult to predict a very large sale indeed.

From the Castle Tobacco Factory, Nottingham, we have received samples of MESSRS. JOHN PLAYER & SONS', LTD. latest tobacco line, the title of which—a very taking one—is "MERRYTHOUGHT." The annexed block gives a good idea of the handsome ounce tins in which the tobacco (Navy cut) is packed. Price to the trade, 5s. 3d. per lb., subject to the usual discounts, to retail at 4½d. per oz. tin. The design on the lid is beautifully executed in red and dark blue on a light blue ground. Having sampled the tobacco, we can say that the line is one which will deservedly sustain the reputation of the great Nottingham firm, and is probably the best value which has ever been offered to the public. As will be seen in the firm's advertisement on front cover, applications are invited for free samples.



MESSRS. JARRETT BROTHERS, of 70-71, Bishopsgate Street Within, E.C., the well-known and sole agents for the large firm of manufacturers of Indian cigars, MESSRS. SPENCER & CO., LIMITED, of Madras and Dindigul, forward us a sample box of a really fine line of Indians, which has just been placed on the market, under the brand of "FLOR DE SPENCER, NO. 2." The particular characteristic of it is that it is a high class and very mild cigar, and is eminently calculated to suit the palate of smokers in this country. Messrs. Jarrett are so far pleased with the results of the introduction of this brand into this country, purchasers speaking most flatteringly of it. It may be remembered that the firm of Messrs. Spencer & Co. was recently converted into a Limited Liability Company, and, as evidence of the estimation in which tobacco shares are held, it is somewhat gratifying to be able to record the fact that the capital was subscribed more than three times over.

The energetic Holborn Bars firm, MESSRS. RICHD. LLOYD & SONS, are again to the fore with yet another cigarette line, registered under the title of "RIPLEY," which will doubtless attract considerable attention from cyclists. The cigarettes are made of straight-cut Virginia, and are put up in ½ lb. tins. Price to the trade, 5s. 6d. per lb. From the same firm we have also received a novel circular box, specially designed for window display. It will be seen from



the above sketch the box has two lids, and if suspended or placed where looking-glass is employed in decoration, the reflected effect is particularly attractive.

From MESSRS. EPRILE & SONS, late Eprile & Samson, tobacco and cigarette manufacturers, of 35, George the Fourth Bridge, Edinburgh, we have received a sample box of a first-class new cigarette line called "BON ACCORD." The cigarettes are of large size and hand-made, and manufactured from the finest selected Virginia. They are put up in 1 lb. and ½ lb. boxes, and run twenty-three or twenty-four to the ounce. The price, viz., 7s. 6d. per lb., is not too much for such excellent quality.

### Humorous.

A gentleman returning home late one night down a lonely country road was suddenly attacked by a tramp, who, not satisfied with annexing his victim's watch and chain, turned his pockets out also.

When the unfortunate gentleman had staggered on to his feet again, he beheld the tramp standing a few yards away smiling at his discomfiture.

"Here's half-a-crown for yer, guv'nor," he said, showing his dirty yellow teeth, "my pal's down the road, and if he meets you, and you haven't got no money on you, he'll scorch your skin for you. Now, be off."

Boy (from the country): "Can't you give me a job on this 'ere paper? I ain't no good as an editor, but there might be other sorts o' work in sich places ez this."

EDITOR: "You might suit in some capacity. Do you know anything about book-keeping?"

Boy: "No."

EDITOR: "Good at figures?"

Boy: "Perty good."

EDITOR: "How much are 9 and 7?"

Boy: "97."

EDITOR: "Consider yourself engaged. You shall be made manager of our circulation department."

### SIXPENN'OTH FOR A PENNY.

In a recent case for compensation brought by a tobacconist against a railway company, the cross-examining counsel, who considered himself particularly smart, asked the plaintiff:

"But you don't really make £1,000 a year out of this little shop, do you?"

"Oh, yes, I do," said the tobacconist, emphatically.

"But how?"

"Well, you see," said the witness, confidentially, "it's the situation of the shop. I get a lot of gents in late at night, who call for a sixpenny or shilling cigar, and I give 'em a Whitechapel penny 'un, and, bless you! they don't know."

"Oh, nonsense!" said the counsel, contemptuously; "you don't expect to make me believe you can do that?"

The witness waxed warm. Eyeing counsel with indignation, he retorted:

"Oh, can't I? Well, I've done it to you a good many times!"

And counsel collapsed.

## Tobaccos.

### A FEW OF THE FIRM'S BRANDS

**AMERICAN PLUG (BRIGHT).** 2 oz. Bars.

**ARCHDUKE.** In 1 oz. Packets only.

**ARMY & NAVY PLUGS.** 1, 2, 4, 8, 12 oz., & 1 lb. Bars.

**BLACK & BROWN FLAKES.** 1 and 5 lb. Tins from 4/-.

**BRIGHT FLAKE HONEYDEW.** 1 and 5 lb. Boxes.

**FAMOUS 6<sup>d</sup>. & 1/- PLUG.** 2 and 4 oz. Bars.

**FREE AND EASY MIXTURE.** 1 oz. Pkts. 4 oz. Tins.

**GOLD LEAF HONEYDEW.** 1 and 5 lb. Tins.

**GOLD PLATE HONEYDEW.** 1, 2, & 4 oz., 1 & 5 lb. Tins.

**HARLEQUIN FLAKE.** 1, 2, and 4 oz. Tins.

**LABOUR LEADERS.** 1 and 2 oz. Packets.

**LATE AND EARLY FLAKE.** 1 and 5 lb. Tins.

**LOOSE MIXTURES.** Black & Brown Cavendishes at all [Prices.

**MANX PLUG (BRIGHT).** 2 oz. Bars.

**NAVY CUT.** 1, 2, and 4 oz., and 1 and 5 lb. Tins.

**NUTCRACKER.** In 1 oz. Tins only.

**PARAGON MIXTURE.** 1, 2, & 4 oz. Pkts., 2 & 4 oz. Tins.

**POPULAR MIXTURE.** ½ oz. and 1 oz. Packets.

**RICH DARK HONEYDEW.** 1, 2, & 4 oz., 1 & 5 lb. Tins.

**SUN DRIED HONEYDEW.** In 1 and 5 lb. Tins.

**TWO FLAKES.** 1, 2, and 4 oz., and 1 and 5 lb. Tins.

**VIRGINIA HONEYDEW (BRIGHT).** 1 and 5 lb. Boxes.

### — ALSO —

**IRISH ROLL.**

**PIGTAIL.**

**SHAGS.** Loose, and in Packets, at all Prices.

**BLACK and BROWN COILS,** and

**BLOCK TARGET.** Black and Brown.

# GALLAHER



## Limited,

**Belfast, London, Liverpool & Dublin.**

## Cigars.

A LARGE VARIETY OF BRITISH AND FOREIGN ALWAYS IN STOCK.

## Cigarettes.

**COLUMBINE (GOLD TIPPED).** Tins of 10's and 20's, and 1 lb. Boxes.

**DAY STAR.** 3d. Packets of 14 Cigarettes.

**GOLDEN HARVEST.** ½ lb. and 1 lb. Boxes.

**GOLD PLATE.** ½ lb. and 1 lb. Boxes.

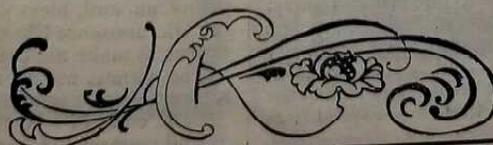
**GOLDEN SPANGLER.** In 10's and 50's.

**HARLEQUINS.** In Tins of 10's and 20's.

**PARAGON.** ½ oz., 1 oz., ½ lb., and 1 lb. Boxes.

**SILKWORM.** In 1d. Packets of 6 Cigarettes.

**WINDFALL.** In ½ oz. Packets.



## Striking Ads.



We have not included exhibits at shows under this heading before, but on a recent visit to the Victorian Era Exhibition at Earl's Court, shortly after entering we were so struck with this particularly "Striking Ad.," that it occurs to us to do so. Our illustration gives an excellent idea of the handsome and ornamental pavilion in which the various specialities of Messrs. Bewlay & Co., Ltd., are displayed. Needless to say, the famous Flor de Dindigul Brand is very much in evidence, including both Cigars and All-Tobacco Cigarettes. In addition, the firm has on show other famous Brands of Havanna, Manilla, Teneriffe, India, and Burmah Brands. Among Anglo-Indians, and there are always many in London, the Trichinopoly Cigars and Cheroots, as supplied by this firm, are always a favourite Brand. The "Trichi" is not only cheap, but is made of the finest tobacco, possessing a grand flavour and bouquet. We are told that a confirmed pipe-smoker takes quickly to these cigars, as he finds them "more satisfying to smoke," and "an agreeable change to a pipe." The trade will also watch with interest the revived experiment of the introduction of Jamaica Cigars into this country. From all accounts there appears every prospect of Jamaica-grown tobacco in time equalling the products of Cuba.

The following is so obviously a "Striking Ad." that it is quite unnecessary to enlarge upon it:—

**A GOOD MAXIM**

**3d.**  
per packet  
of  
Ten.

British -  
Made  
by  
British  
Labour.

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

Telegraphic Address—  
"ELPRECIO, LONDON."

Telephone No.  
35,486.

# THE CABANA CIGAR COMPY.

Trade **CCC** Mark.

Awarded  
**GOLD**  
and  
**SILVER**  
Medals at the  
International  
Tobacco Trades  
Exhibition,  
1895.



Awarded  
**GOLD**  
and  
**SILVER**  
Medals at the  
International  
Tobacco Trades  
Exhibition,  
1895.

Manufacturers of the Celebrated

## DUKE OF WELLINGTON CIGARS

Specialities: { Hand-made Cigars.  
Quill Fins, Senortas, Pressed Brilliants.  
Gold-Tipped Cigarettes.

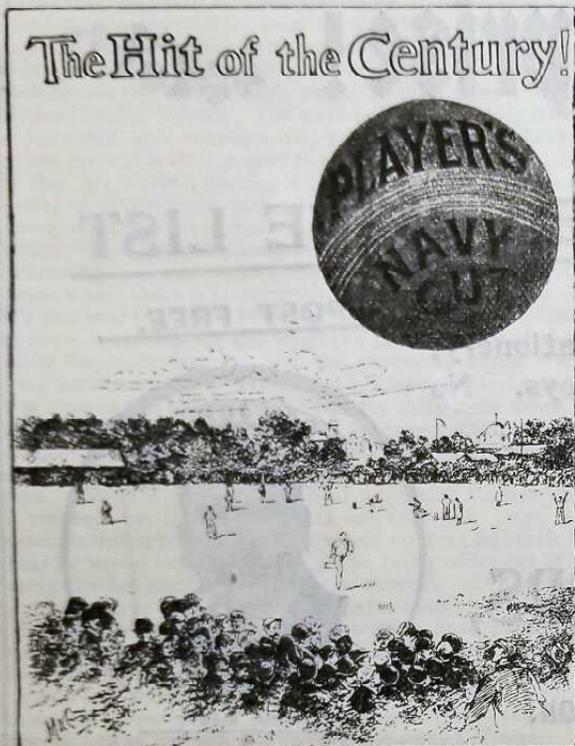
**EXCLUSIVE BRANDS FOR LARGE USERS.**

**CABANA CIGAR COMPY. (ESTABLISHED 1854.)**

MODEL FACTORIES—

**230 & 231, TOTTENHAM COURT ROAD,  
LONDON, W.**

Here again we have another "Striking Ad."—"The Hit of the Century." It struck us—the idea we mean, not the cricket ball—that this was a particularly smart one, and most aptly emphasizes Angus Macdonald's advice on advertising. He tersely says—"Illustrate your advertisements whenever possible. A picture attracts the eye. While the attention is attracted the story is told, and the impression made."



Just as we are going to press we notice another amusing and Striking Ad. of MESSRS. PLAYER'S. It consists of a picture of a particularly "Ancient Mariner," whose dimensions in width about equal his height, and this is the tale he tells:—"Wots the good of Trying to find the North Pole? You wot find a better 'Bacca' there than PLAYER'S NAVY CUT."

The "Ad." Musical has ever been an attractive one, and the following is a very good sample of the class:—

A  
Medium  
Mild  
INDIAN  
CIGAR  
OF  
EXQUISITE  
FLAVOUR  
AND  
AROMA  
Samples  
for  
4 & 5  
1/-  
Sent free  
Post free  
12 Stamps  
by the  
BEVILL & CO.  
49 & 72 Strand  
LONDON  
W.C.2

## A MUSIC LESSON

*stands for DINDIGUL cigars of the best*

*sample of which should be bought as a test*

*and remember this excellent brand*

*better is not to be found on the land*

*thing, is to do as you please*

*man, however will smoke only these*

— 50 —

*not tell you have the one of many*

*Flor de Dindigul, better than any*

REGISTERED

PRICE 3<sup>p</sup> EACH OF ALL TOBACCONISTS.

## English Notes.

INVENTORS are a peculiar race of people; for some reason or the other they appear to be differently constructed to mankind in general. In one respect the inventor bears a striking resemblance to the racing tipster, he has such overweening modesty. He talks so small. Such limited ideas as to the value of his invention. Hazy as to amount, anything short of a million or so he will hardly look at. The pipe inventor seems to be the worst of all. Perhaps my readers, who are nothing if not practical, will understand me better if I quote the following advertisement from an esteemed contemporary:—"Manufacturers to work on royalty, an admitted good thing in patent pipes. Sale certain. Only firm able to cope with same entertained, or able to supply inventor with good value." Of course there are no patent pipes upon the market. The market is thirsting for them. St. Cloud and Vienna are so anxious to manufacture patent pipes on royalty. But then, you see, the "sale is certain," and only firms able to cope with same entertained. Ah me! Ah me! I envy the inventor. It is so refreshing to find a man, in this fearful age, so simple and so confiding, so sanguine, with so large a share of hope, and, withal, so charmingly innocent. "Sale is certain. Only firm able to cope with same entertained." Stop! erratic quill, or you'll have me dreaming of it.

Our local legislators have long taken the palm for wisdom. They are so broadminded, so exceedingly tolerant. Now, there are some persons of this ilk in the well-known bloater town of Yarmouth. These gentlemen consider it the proper thing for brakes and boats to ply for hire on Sundays, and for refreshment houses to remain open, yet they fine the poor tobacconist from 5s. to 10s. for retailing his wares on that particular day. This may be puritanical religion, but I'm dashed if its consistency.

England's pride! I am in no mood to write an essay to the claims of perfidious Albion to this particular kind of pride. I have an idea that it is a pride of a unique quality, and for which a certain insular nation claims a monopoly. Be this as it may, I have always understood it to be a proper kind of pride, and when a proper kind of firm identifies itself with a proper kind of pride, well we need go no farther. Messrs. Hignett & Co., of Liverpool, have chosen this agreeable title for a new kind of tobacco. I have not sampled the tobacco, but I am familiar with the reputation of Messrs. Hignett & Co., and I am sure that the one will do credit to the other. "England's pride" is good, but never so good as when it is backed by British pluck.

\* \* \*

Most branches of trade have their princes or tip-top leaders. Some are popular, some otherwise. A thousand things may tend to make the prince's throne an uncomfortable sort of resting place. But this they must accept as incidental to the lofty heights they have attained. Men of such distinction have it, however, in their power to confer great and lasting benefits. It is then one feels that the fruits of commerce are not altogether devoted to the selfish aspirations of so many Midases, but that in their wide distribution they may be the effective means of bringing sunshine and joy where it is indeed most needed.

\* \* \*

I think the trade will readily concede the position of "leaders" or "princes" of the trade to the eminent firm of Messrs. W. D. & H. O. Wills. I find the different members of this firm have just contributed the munificent sum of from £25,000 to £30,000 towards the erection of a Jubilee Convalescent Home for Bristol. This is hardly all. The original total sum required was £50,000; the impetus given by the generous rivalry of Messrs. Wills eventually secured £70,000. Give honour to whom honour is due.

(Continued on page 389.)

# A Great Surprise!

JUST OUT.

**140  
PAGE** ILLUSTRATED PRICE LIST

POST FREE.

For Tobacconists and those selling Stationery,  
Fancy Goods, Jewellery, Cutlery, or Toys. No  
other House can sell at our prices!!

**How can they?**

**FRAENKEL BROTHERS,**

*The Largest and Cheapest House,*

**58, 59, 60, 60<sup>A</sup>, HOUNDSDITCH, LONDON.**



TRADE MARK.  
\*

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



# GOODBODYS

SEND FOR PRICE LIST (JUST OUT) TO

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

LONDON—10, MINORIES.

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

FACTORIES.—GREENVILLE and TULLAMORE, IRELAND.

“Cutting.” TENTH ARTICLE.

COMBINATION AND AMALGAMATION.

THE history of commercial bodies teems with illustrative examples of intelligent and comprehensive combination, of combinations established either to protect the interests of any particular body, or to repress encroachments of antagonistic forces. The tendency of such combination has invariably been to materially strengthen such bodies, and give them additional importance, causing them to be both feared and respected. In order to be successful, the art of combination demands the closest study and attention, otherwise it more than defeats its own objects. The mere fact of combining is nothing, unity, harmony, and cohesion are prime factors. Where these factors are present in their proper order something may be achieved, where they are absent, nothing will be accomplished. There is a great deal of *littleness* in man, this littleness gives rise to petty jealousies, and these petty jealousies are fatal to the success of any movement where the allegiance of members is necessary. Without indicating that one should be a mere cypher, it is nevertheless necessary, where there is a common cause, to advocate the sinking of one's personal feelings. It matters not the size or the importance of the town, it matters not the weight or the influence of the man, providing the object is good and the proposals sound. Without wearying my readers with examples, it is notorious that some of the greatest men in the history of our country came from small towns, and were of insignificant origin. Some years ago, when tobaccoists' associations were started, I was hopeful that something tangible would be achieved. I was hopeful that the emergency would bring the man. When I came to think of important leaders who had been created by circumstances, I felt that the large body of tobaccoists throughout the country would ere long find their leader, and that he would lick things into shape, bring order out of chaos, and carry the business of his legions to victory. My hopes were in vain. Years have elapsed since the associations were started, the man has not arisen. Some trifling objects have certainly been achieved, but of no material consequence. While watching the methods of the various associations, it occurred to me that the organisers had much to learn in that difficult art of successful organisation. Another fact struck me most forcibly—the utter want of appreciation of the value of money, the sinews of war.

Let us make an effort to go into the matter on broad comprehensive lines. In the first place, nothing can be done without money. As soon as a man leaves his house expenses arise. However self-sacrificing a man may be, it is not fair, it is not just to expect that man to spend his time and to tax his brains without adequate compensation. Associations have started with the ridiculous idea of carrying on the work of organisation on a paltry 2s. 6d. per annum per member. Many towns have had the large number of say twelve members, and if they paid regularly, which they did not, the magnificent annual total for working an association would be 30s.; upon a pro rata scale, the majority of towns would be in the same box. What folly to think that anything could be accomplished out of such nominal amounts. Why on earth do the tobaccoists not take a leaf out of the trades unionists' books. There must be in round numbers more than ten thousand tobaccoists in the United Kingdom. A contribution of 3d. per week—which would break no man—would give the magnificent total of some £6,000 per annum. What could you not do with this income? With such a revenue, backed by the practical support of 10,000 members, a federation of tobaccoists could in reason accomplish anything. But, you will say, all this is moonshine! How can we collect scattered contributions throughout the country; we should spend the £6,000 in collecting it. Not so; one member in a district, covering ten or twenty members, would act as collector, and his collections could be remitted either weekly or monthly at the cost of a couple of stamps. You thus possess the first prime factor—substantial sinews of war; this would enable you to perfect your organisation, to hold conferences, and establish central bodies, and to have ample funds at your disposal for such commercial purposes as exigencies may demand. It should be the business of the supreme council to have a small staff of able canvassers or lecturers constantly travelling throughout the country, personally interviewing district members, and attending local meetings. It should be the business of these men to keep the members true to their allegiance, bring back waverers, and meet the efforts of the enemy. Every section of the country would and should be an inseparable part of the whole body. The one supreme council should, through its subordinate central bodies, rule the whole. If it were found necessary to place upon the market proprietary articles, one series and one series only should prevail. No one brand should govern the north and another the south, but the one brand should govern the whole country. It would then be found that the interests of each member would be identical. If serious efforts were made to establish on broad lines a national organisation of tobaccoists, and these truths were properly brought home to the tobaccoists, I see no reason why such an organisation should not have a brilliant and enviable future in front of it.

A word in conclusion. This article concludes the series; much has been said upon all sides upon “Cutting.” I felt that something more could be said. It has been my endeavour to touch many aspects of the question with the view of pointing out not only the attendant evils, but what the practice of unchecked “Cutting” may eventually lead to. I have also endeavoured to point out an intelligent and tangible solution of the problem. It remains now to be seen if these humble efforts are in vain, or if as I would hope that a sentence here or there has set someone thinking. The scribe thinks and writes, writes and thinks; he knows not upon what troubled waters his poor barque goes—he sends it forth upon its mission, that is the best he can do.

(Concluded.)

COSMO.

Humorous.

The other day we were walking beside a railway line with a man who was very hard of hearing. A train was approaching, and as it rounded the curve the whistle gave one of those ear-destroying shrieks which seem to pierce high heaven. A smile broke over the deaf man's face. “That's the first robin,” said he, “that I have heard this spring.”

CITIZEN (to country editor): “That was a very handsome notice you gave me in this week's paper, Shears, and I called in to—”

COUNTRY EDITOR: “Er—to subscribe for a year?”  
“N—no; to see if you had an odd copy lying about anywhere.”

A SYNONYM.

(With a difference.)

No matter though they cough and choke;  
While “gentlemen” presume  
Outside an omnibus to smoke—  
Ladies can only “fume.”

CRUEL.

POET (despairingly, to Editor): “Shall I ever have anything of mine printed in your paper, sir?”

EDITOR: “I must refer you to the manager of our advertisement department!”

THE CHRISTIAN IN BRIEF.

Mr. Storm, whose name was John,  
Was “The Christian”—rather “gone.”

And Miss Quayle, whose name was Glory,  
Was the lady of the story.

John, the passionate but pure,  
Was a curate—and a cure.

Glory, fresh as garden pinks,  
She was Manx—and also minx.

Glory, being fair and tall,  
Warbled at a music-hall.

And the magic of her strain  
Set her curate raising Cain.

Glory's songs were rather warm,  
And her methods made John Storm.

He began to rant and rail,  
And his words made Glory Quayle.

John evangelised Soho,  
But the people there were low.

And, with oaths upon their lips,  
Knocked the Christian into chips.

John was very nearly dead,  
Glory sat beside his bed.

And he murmured through the gloom—  
“Glory, Glory, I'm a boom!”

“Glory, with your hair of gold!  
Fifty thousand copies sold!”

So he died—and she did not  
Wed the barber on the spot.

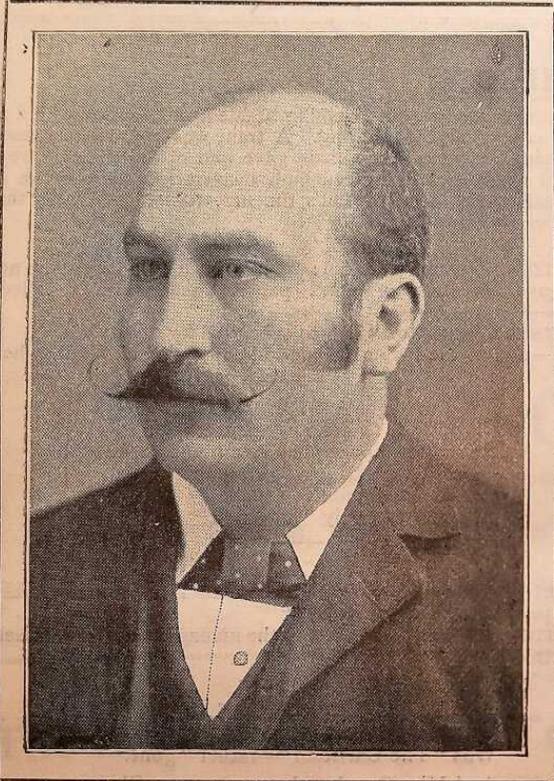
But resolved forthwith to go  
And evangelise Soho.

There you'll meet her, dressed in black—  
Golden hair hangs down her back.

But Soho, as we're advised,  
Is not yet evangelised.—*Pick-Me-Up.*

## A Visit to a Large London Store.

FEELING considerable interest in the welfare of a large number of our readers who combine dealings in fancy goods with tobacco, and having heard that Messrs. Fraenkel Brothers, the enterprising firm of sundriesmen of 58, 59, 60 & 60A, Houndsditch, E.C., had inaugurated many new departments, I wended my way City-wards.



On entering the admirably appointed warehouse, I espied the familiar figure of the ever-genial Don Jorge, moving about among the many groups of customers with which the spacious building was filled. On catching sight of me he hailed me with a cheery "Good morning. Come to see our new departments, I suppose?" and on my answering in the affirmative, "Come along," said he, "this is our Tobacconists' Department"; and in addition to the various brands of cigars and cigarettes, such as the famous "Don Jorge" (pardon my vanity), "Dandy Coon," "Pegaway," &c., I was shown samples of the firm's latest lines in tobaccos, notable among which are the "Sweet Coon" tobacco (in connection with which a silver watch is presented gratis), the now famous extra fine "Sweet Gold Flake," in ounces, and a new brand of Navy Cut, the "Paul Jones," which is having an enormous sale. What struck me most, however, was the grand appearance of their new brand of cigars, the "Mimic," which, to use a hackneyed phrase, "fills a much felt want." Being made of the finest leaf, they are the nearest approach to Havannas. I tried them, and wondered that they could be sold at 15s. per 100.

In glancing across to the Fancy Goods Department, which is just opposite, I saw the cases and parcels of goods, ordered by the morning's post, being got ready for dispatch, it being part of this firm's system of business to send off goods the same day as

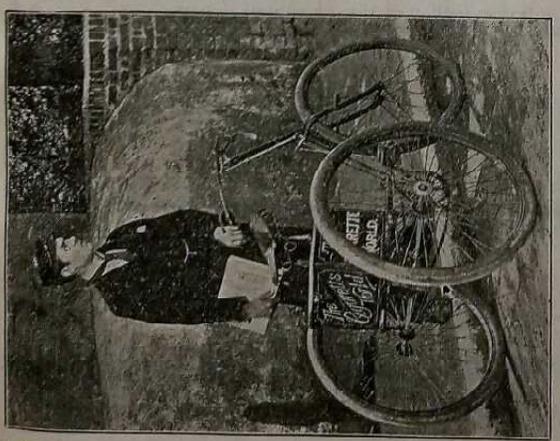
order is received, the magnitude of the correspondence (the post on the morning of my call numbering over 400 letters), involving the maintenance of an enormous staff. As I wandered round, to the sweet strains of "Get your hair cut," played by a musical cigar box, my eye was struck (not literally, of course) by a handsome carved wooden clock, and visions of a "happy home" in which this should form a principal ornament, at once flashed across my mind. "How much?" said I, imagining that at the very least the reply would be £1 or 25s. each, but to my surprise the answer I received was: "72s. per dozen." I succumbed, and, with Mr. Fraenkel's kind permission, purchased that clock, and it now takes a place among my most cherished possessions. In this department I was shown an array of watches and jewellery to suit every taste and all classes of purchasers, from the nickel keyless at 33s. per dozen, up to the handsomest gold repeating watches with chronometer balances, brooches, bangles, scarf pins, set with stones real and artificial, sufficient to cause a Cecil Rhodes to turn green with envy, and every article of jewellery that could be imagined, together with a fine show of electro-plated goods. In the Leather Goods Department are arrayed a splendid assortment of bags, portmanteaux, hand bags, writing cases, &c., &c., at all prices. The Umbrella and Walking Stick Department is also being carried on on a large scale.

The Toy Department contains, in addition to the ordinary run of toys, a large number of mechanical tin toys, such as motor cars, trains, clockwork figures, &c., and also a large stock of card games, and playing cards, and all things dear to the juvenile mind.

Musical instruments also have a department to themselves, and here can be had mouth organs at all prices, with the sound of which our ears are, at holiday times especially, more or less delighted; also banjos, violins, drums, tambourines, guitars, &c., &c., nowadays sold by many tobacconists.

The Stationery Department, which is one of the largest of its kind in London, was next visited, and we should recommend our readers to add this lucrative and pleasant business to their existing ones, and Messrs. Fraenkel Bros., in these goods, as in all others, are just the right people. On my visit I saw huge piles of paper of all kinds—note paper, blotting paper, brown and wrapping paper—and every description of envelopes, post cards, and a most beautiful and varied assortment of packets and cabinets of fancy stationery, inkstands and stationers' sundries. Altogether I was amazed and astounded, and my impulse was to buy a sample of everything I saw, but I reflected that even this would necessitate the hiring of a pantechinon van. With an effort I tore myself away, and on my way out I was shown the Cutlery Department, with its immense stock of knives, forks and spoons of all kinds, and departed wondering how Messrs. Fraenkel Bros. can so successfully manage such a huge concern, and sell at such low prices. While reflecting on this wonderful show, I glanced at a copy of Messrs. Fraenkel Bros. new price list, which contains 140 pages, and the illustrations in which number over 1,000. A very valuable catalogue, it appeared to me, giving particulars of the firm's new bonus system, which is most liberal, and contains a host of useful information for the dealers who should apply for a copy to the firm.

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