

Park Drive Cigarettes

A Huge Success!

Splendid Value—10 for 2d.—Strong Advertising—Good Profits.

GALLAGHER LTD.—THE INDEPENDENT FIRM—BELFAST AND LONDON



Published on the 15th of every Month.

WRITE TO
 112, Commercial Street, London, E.
 FOR
GODFREY PHILLIPS & SONS
 LATEST PRICES OF
Tobaccos & Cigarettes,
 IN PACKETS AND BY WEIGHT.

Royal Navy
 (Jamavana) **Blend.**

Packed in 1 oz. Packets and 2 oz. and 4 oz. Tins.

The Tobacco used for this Brand is of the same growths and similar in Blend to that manufactured by us for the Admiralty for the use of H.M. Navy.

COHEN, WEENEN & CO., London, E.

MURATTI'S CIGARETTES

are worth the special attention of all progressive tobacco-nists. They are **extensively advertised**, and as the demand is increasing daily, and the margin of profit is **highly remunerative** to the retailer, they are essentially the goods to stock. Liberal supplies of artistic advertising matter sent free on application.

LEADING BRANDS:

ARISTON

(PURE DUBEC).

NEB-KA

(FINEST TURKISH).

SOLE MANUFACTURERS:

B. MURATTI, SONS & CO. LTD., MANCHESTER.
LONDON: 88, Gracechurch St., E.C.

FRANCO-BRITISH EXHIBITION: Kiosk No. 95.
ELITE GARDENS: Close to Band Stand.

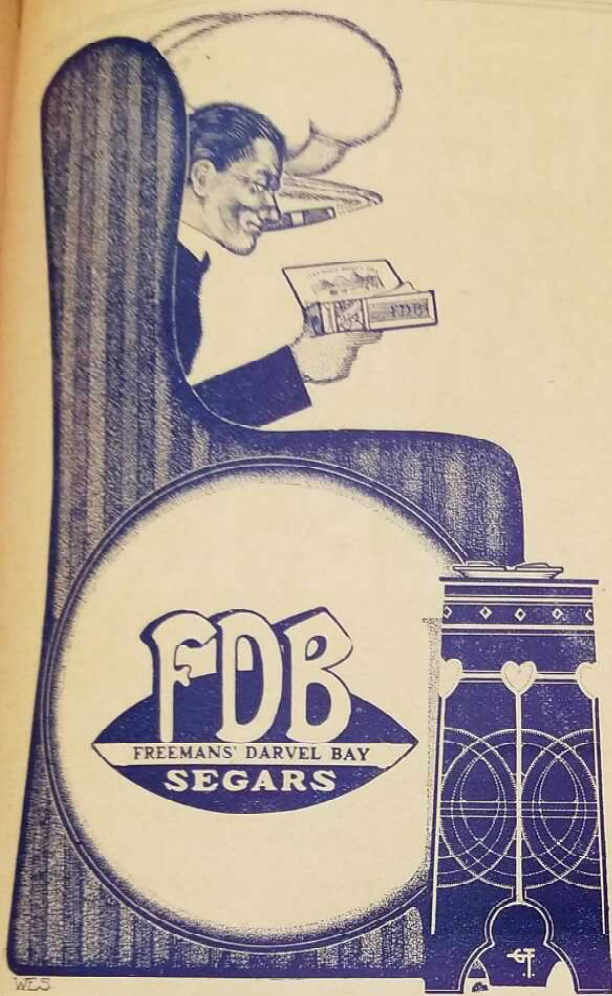
FOR

Asthore Cigarettes

APPLY TO

J. H. CUSTANCE,

Sole Agent for the United Kingdom. . . Putney, S.W.



"THESE SEGARS ARE DISTINCTLY ENJOYABLE."

THE FULLEST SATISFACTION IS ALWAYS OBTAINED FROM

"FREEMAN'S" DARVEL BAYS.

THEY { ARE FULL IN QUALITY.
 ARE MODERATE IN PRICE.
 PROVIDE THE FULLEST SMOKING ENJOYMENT.

Every Segar can be sold with the utmost confidence.

FOR PRICES AND PARTICULARS WRITE:
J. R. FREEMAN & SON,
 LONDON, N.,
 And GRANGETOWN, CARDIFF.



IMPORTANT!

Murray, Sons & Co., Ltd., are now manufacturing "Front-Bench" Cigarettes in a medium strength, in addition to the mild which have already proved so great a success.

FRONT-BENCH MILD & MEDIUM

Write for prices and particulars of new strength.

MURRAY, SONS & CO., LTD., BELFAST.

Talbot St., DUBLIN; Glassford St., GLASGOW.

OUR NEW DEPARTURE.

“Cigarette World” Post Cards. —

IN order to save our readers trouble, we have printed a number of Post Cards which they can send to Advertisers. They will be delivered free with each copy. They are in the following form and will be found most convenient:—

Please send me Price List and Particulars of your Specialities as advertised in “The Cigarette World and Tobacco News.”

Name _____

Address _____

ADDRESS:—

MANAGER, Cigarette World and Tobacco News,

32, Broadway, WIMBLEDON, S.W.

OUR L
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OUR LATEST SUCCESS.

SWEET
GRAPES

5 a 1^d

With Coupon for Presents.

PRICE
14s. per 1,000.
Less Discount according to
Quantity.

STOCKED BY ALL
WHOLESALEERS.

Manufactured by
B. MORRIS & SONS, LTD.
LONDON, E.

"NATIONAL SHAG," PACKED IN 1/32, 1/16, 4s. 6d. per lb.—THE PRIZE MEDAL SHAG FOR QUALITY.
W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.

40% PROFIT.

DONORE CASTLE
CIGARETTES, 8d. per oz.,
Yield 40% on List.

ADVERTISING MATTER SUPPLIED.

Write for List, Dept. C,

T. P. & R. GOODBODY,
DUBLIN,

Who are not connected with any
Trust or Combine.

The Cigarette World AND TOBACCO NEWS.

SEPTEMBER 15th, 1908.

All Communications to be addressed to Offices of "Cigarette World," 32, The Broadway, Wimbledon, S.W.

Blocks should be sent direct to
Messrs. Chorley & Pickersgill, Ltd., The Electric Press, Leeds.

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

Advertisements of which proofs are required should reach us on the 23rd of the month; samples can be dealt with up to the 25th.

A GENEROUS RESPONSE.



HIS issue is the first of a new series which we hope will be considered a great improvement upon the old. The cover design has been drawn by Mr. J. E. C. Haigh, of Bathford, near Bath, and we think our readers will agree that it is an excellent piece of work. We would also direct special attention to the special article, "The Business Man and His Banker." This is the first of a series of articles under the heading of "Money Savers for Business Men," which are specially written for us by an expert. The object of this series is not to give detailed explanations of details with which every business man is acquainted, but to give precise and practical information which will lead in every case to saving or making money.

Amongst the articles already arranged for in this series are "The Business Man and His Broker," "Practical Hints about Fire Insurance," "Life Insurance as an Investment," and "Business Systems."

We have arranged also for a special article of a general nature by a gentleman of great experience in the trade on "How to Start a Business," and this, we think, should be a great help to many of our readers.

ESTABLISHED 150 YEARS.

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

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

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

In our last two numbers we made a special appeal to the trade to render us assistance in various directions, and we gratefully acknowledge the generous response which we have received. "In the first place many valuable suggestions have reached us from manufacturers, some of which we have already adopted, while others are under consideration, and we are extremely grateful for the kindness which prompted them.

In the next place we are happy to state that we are making great progress with our list of independent tobacconists, many of our readers having written to us and sent names, and our agents have also been doing successful work in this direction. This month upwards of five hundred independent tobacconists will receive a copy of this journal, in addition to our ordinary circulation, and in a very short time we feel confident that our list will reach one thousand. We should perhaps say here that we are not neglecting other tobacconists, who are at present in the "clutches" of the Trust, because we have some hope that they may be converted. Now we want independent manufacturers to carefully note the list above referred to, and we would repeat that from their point of view circulation amongst shops whose windows are dressed with about 65 per cent. of Trust goods is absolutely valueless. The men we want to reach are the men who will give them a fair show in their windows and on their counters. It is often said that it is sufficient to advertise in the daily Press and create a public demand, because then tobacconists will be forced to stock the articles advertised. Now we have nothing to say against general advertisement; on the contrary, we think it absolutely necessary. But under present conditions it is not enough to compel tobacconists to stock your goods; what you want to do is to induce them to push them. It is here that the utility of a trade journal is shown; it is here too that the value of the trade journal run entirely in the interests of independent manufacturers is manifest. The Trust places large orders for advertising with other trade journals, and it is only human nature that nothing against the interests of such large advertisers is likely to appear. Moreover, so much space has continually to be occupied in the interests of Trust goods, that very little is left for outside manufacturers. We are not fettered in this way; we have not got, and will not accept, advertisements from any of the concerns in the Trust, and we are therefore in a position to do much more for our advertisers than they could get elsewhere. We are confident that there is not a man in the trade to-day who will not acknowledge that an independent trade journal is not only desirable but indispensable. In order to make that journal as influential and as useful as possible we need support, because we cannot be expected to fight the battle entirely at our own expense. We are prepared in the future, as we have done in the past, to give our whole time and energy to the work, and we claim the support of those outside the ring. We should add that we employ an advertising expert, who will submit special designs for advertisements and special schemes for various classes of customers. Too often the drafting and designing of advertisements is left to people who have no trained knowledge, and then firms are disappointed with the results obtained. The proper course, whether you advertise in this journal or not, is to seek expert assistance as to how to put your matter before the public.

The above was in type before the report of the meeting of Carreras, Ltd., came to hand. We must first congratulate the company upon the very favourable balance sheet put before the shareholders, which showed a profit of £31,089. The directors declared a dividend of 7½ per cent. and carried forward the sum of £18,935. We are glad to note that the profits are not being divided up to the hilt, as we are quite sure that all reasonable men among the shareholders will recognise that the gradual building up of a reserve fund will greatly help the financial stability of the concern. It is better to receive the handsome dividend of 7½ per cent. and to see a considerable sum placed to reserve rather than to get 10 per cent. by the division of the whole of the profits. Mr. Bernard Barron, the managing director, pointed out last year the necessity of adopting a conservative policy, in view of the amount credited in the balance sheet for goodwill; and we are sure that the continuance of this policy will gradually cause an increase in the value of the shares. We hope all other independent manufacturers will weigh the wise remarks with reference to Trusts made by Mr. Barron, and so that they may be sure to particularly notice them we repeat them below.

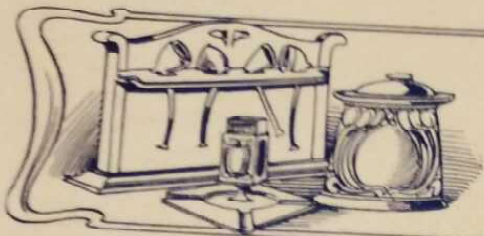
"It was not an easy or simple matter to control a tobacco business to-day, as the obstacles are numerous. There was no industry which was more hedged in, controlled, or influenced by Trusts and combinations than the tobacco trade. The baneful influences of such combinations are felt not alone in this country, with its Trust having a capital of some £20,000,000 sterling, but in almost every part of the world there was one section or another of a great combination, having a capital of some £100,000,000, endeavouring to capture the markets. *The influence which the Trusts brought to bear on the retail tobacconists was a particularly bad feature of their operations.*"

The last words in particular should be carefully weighed, for we are very much afraid that independent manufacturers as a rule do not adequately realise the extent to which the retail trade is being controlled and influenced by the big "combine."

We have from time to time pointed out in detail the various insidious methods which have been used with the object not only of obtaining complete control of the retail trade, but also for cutting into the business of the wholesale trade, but very often our remarks have fallen on deaf ears; nevertheless we believe that our persistence has awakened a number of retailers to the danger of the position in which they stand, for there can be no doubt whatever that if they allow themselves to fall under the domination of the Trust they will eventually find their rates of profits curtailed. They will become mere managers working for small salaries, and forced to devote the whole of their energies to pile up wealth for the Imperial Tobacco Company. In conclusion, we would simply say that if outside manufacturers would spend but a small fraction of the amount they devote to advertising by coming into our columns, we should very shortly be in an absolutely unassailable position, and able to forward their interests in a way that no other trade journal has ever done, or, under present conditions, ever could do.

It is needless to add more. We must leave the issue in the hands of the trade.

"NATIONAL WEIGHTS," 5 FOR 1d., WITH COUPONS, 3s. 2d. PER BOX. SELLING WELL EVERYWHERE. CUSTOMERS PLEASSED. RETAILERS PLEASSED.—W. T. OSBORNE & CO., 47, BLACKFRIARS RD., LONDON, S.E.



Smoking Mixture.

THE GOOD SALESMAN.—It may have been overlooked that the mere salesman behind the cigar counter may be a mighty good salesman. He can be as much better than the average as the best paid travelling man is better than the cheapest "drummer" that goes on the road. But to do this he must be endowed with ambition, energy, and tact by nature, and must personally see to it that he makes the most of every opportunity. First of all, be honest. Remember you are not honest with your employer or yourself if you are trying to sell goods without knowing how, and without a thorough knowledge of the goods handled, and some general knowledge of the leading brands that your house does not carry in stock. Always remember that you are expected to sell goods, but at the same time do not overlook the fact that in selling goods you are in the position of trying to make a profit for the house, and to send a pleased customer home who will come back again. If you can't believe in the goods handled, find another job where you can believe in them. Your lack of faith in the goods you sell will undermine you. Having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, and pleasing qualities. Having this pride in the goods which you sell, you can't help showing it both to employer and customer in your handling of them, replacing them neatly and keeping things shipshape. Your manner in speaking of them will carry conviction to the extent that you know about them. Out of this condition you will hear your customer asking, "Now, what do you think as between this brand and that brand?" When you hear that question it is a tribute to your salesmanship: Store these things in your recollections—they are invaluable as a stimulus to confidence. Your tactfulness will come of your own education of yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home satisfied than you could have learned of scores of easily pleased customers. There is a distinction to be made here and a difference to be recognised when you meet the purchaser who knows exactly what he wants. Sell him that thing that he insists upon having. There is nothing inconsistent with honesty in doing so. If you have had a chance to express yourself as you feel, it will have been in favour of something else; you need no argument in letting the person have the thing he insists upon buying. If he should return with a possible complaint, it will be well if you have had a chance to say something when the sale was made. Recall your speech, tactfully, and your next sale will be likely the goods of your own choice.—*Tobacco, of New York.*

A FAMOUS LADY TOBACCONIST.—An application at Le Mans for a license to open a tobacco bureau has brought to public notice a forgotten war heroine, Madame May, who in 1870 distinguished herself by a series of daring exploits. The application was calculated to startle the official who received it. The person who made it was dressed as a man, but was undoubtedly a woman. She made no secret of it. Ever since 1870 Madame May had worn man's clothes, and would do so till the end of her life. She was born in 1844 near Le Mans, and was living at Metz at the time the war broke out. She offered her services as a scout, and was accepted. At first she drove about the country in a cart, and after some time adopted masculine

attire, which would permit her more easily to move about among the soldiers. Her cleverness in avoiding detection, as well as her courage, were soon recognised, and she was charged with carrying important despatches to the farthest outposts along the frontier villages, which exposed her constantly to the risk of being caught and shot as a spy. She was, in fact, captured one day as she was carrying three important messages through the enemy's lines to the commander of the besieged forces at Thionville. She was searched by the Germans, who, to their honour be it said, treated her most decently, and sent her away free, but with strict orders not to cross their lines again. In spite of the search, she had succeeded in hiding the despatches in her clothes, and preventing the enemy from seizing them. She returned to Metz after the surrender, and found her house burnt down to the ground. She married a M. Imbert, but her husband died, leaving her with a girl whom she had adopted, and whose three children she has brought up. Being reduced to poverty, she was advised to apply for a concession of a "bureau de tabac," which is one way of rewarding old public servants in France.—*Daily Telegraph.*

ONE AGAINST THE LORD CHANCELLOR.—Lord Halsbury recently celebrated his eighty-third birthday, and was congratulated by innumerable friends on being still one of the youngest men for his age in England. "Lord Halsbury," said a well-known lawyer not very long ago, "has only one failing—he has no vices." And this "failing," no doubt, is what has kept the ex-Lord Chancellor in good health and spirits all his life. One of the "vices" which Lord Halsbury was reproached with lacking was the usual devotion to tobacco. The late Montagu Williams used to describe how he and Sir Hardinge Giffard (as Lord Halsbury was at the time) used to dispute a good deal about tobacco and its merits whenever they travelled, on legal duties, together. Williams was a great smoker, and it used always to annoy Sir Hardinge beyond measure to see him bringing out his pipe, placidly, and lighting up, with a smile of happiness, in the room in which they sat together. At last Sir Hardinge determined to protest, and one evening he exclaimed with such fervour, "I hate tobacco! I never smoke," that Williams was forced to smoke his pipe outside. However, he had his revenge. He knew well that Sir Hardinge would never breakfast without him, and next morning he came down purposely so late that there was no time for the meal before going into court. Williams was reproached for his unpunctuality, and genially replied: "Oh, I hate breakfast! I never eat breakfast." The hint was taken, and in future Williams had his pipe in peace.—*Daily Mirror.*

CHILD SMOKERS.—In the Philippines the use of tobacco is universal. The native child begins to smoke as soon as it is able to walk. In the northern provinces especially it is no uncommon sight to see a child of five or six puffing at a big cigar. The women smoke fully as much as the men, and commonly smoke cigars where the men use cigarettes. In the northern parts of Luzon immense cigars, often two feet long and as thick as the wrist, are used. Such a cigar is suspended from a rafter of the house by a string, and smoked during the day by all the members of the family, as desired.

Lines that sell:—"NILO" EGYPTIAN BLEND CIGARETTES, 5s. 6d. lb.; "GOOD TACK" (32), 3s. 6d. lb.; "SPECIAL STRAIGHT CUT, No. 5," 5s. 6d. lb.; "LOLAH" TURKISH CIGARETTES, 5s. 6d. lb.; "DOTS" VIRGINIA (40), 5s. 6d. lb.—W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.

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TOBACCO GROWI
BY Mr. LLO
W. T. OSBORNE



Trade News and Notes.

MESSRS. TEOFANI & CO. LTD. have appointed Mr. R. Sharp as their representative for Lancashire, Yorkshire, Wales, and Ireland.

MR. DAVID SCOTT, a tobacconist, of High Street, Rochester, fell dead on August 29th on board the Medway Company's steamer *City of Rochester*.

WOMEN SMOKERS.—A woman who protested to the Brussels railway authorities because her fellow-passengers in a ladies' compartment were permitted to smoke, was informed that as the label "for ladies" did not state whether they were smokers or not the occupants could do as they liked.

WORKMEN INJURED AT BRISTOL TOBACCO FACTORY.—Two men, named William Thomas, aged 27, of 11, Queen's Road, Brandon Hill, and Alfred Cox, aged 22, of Marsh Lane, Bedminster, were working at an emery wheel on August 25th at the British-American Tobacco Factory, Ashton Gate, when they accidentally fell on an emery stone, which was turning at about a thousand revolutions a minute. So serious were their injuries that both men had to be taken to the factory surgery, and, after receiving attention there, were conveyed to the General Hospital in the Bristol City and Marine Ambulance Wagon. At the institution it was found that Cox was suffering from injuries to his head and left hand, while Thomas's arms were severely injured, and in addition he had sustained severe shock. They were both allowed to return to their homes.

COMMON SENSE ON TOBACCO SMOKING.—The truth of the whole matter is probably to be sought somewhere half-way between the positions of the extremists. There is little question that the majority of mankind can enjoy tobacco smoking in moderation without any obvious harm resulting; and it is equally true that to many, especially brain workers, the habit does bring a certain soothing and beneficent influence. It is also certain that many men misuse the drug by excessive and harmful indulgence in it, to their physical and mental deterioration, and this is particularly true of boys and adolescents, in whom the habit of excessive smoking is a real and pressing evil. Again, there are some whose idiosyncrasy to nicotine is such that they are far better off by total abstinence from tobacco. But because the latter class exists it is as hopeful to attempt to root out smoking as it is to abolish tea drinking and alcohol taking for a similar reason.—*The Hospital*.

TOBACCO GROWING IN ENGLAND. STATEMENT BY MR. LLOYD-GEORGE.—With reference to

the grant of £6,000 annually, recently made by the Government for the encouragement of tobacco growing in Ireland, a correspondent wrote to the Chancellor of the Exchequer, expressing the view that if the experiment proved a success in Ireland there was no reason why good results might not also be obtained in England. Mr. Lloyd-George was asked whether it could be hoped that the Government would in the near future extend to England the same facilities as have been granted to Ireland for the cultivation of tobacco. The following reply has been received:—"Treasury Chambers, Whitehall, S.W., 12th August, 1908.—Sir,—In reply to your letter of July 10th on the subject of tobacco growing in England, I am desired by the Chancellor of the Exchequer to say that it would be premature to consider the question, seeing that there is at present no power to grow tobacco in England and Wales, and Mr. Lloyd-George is not aware that there is any considerable public opinion in favour of removing the legal restrictions at present in force. I have the honour to be, sir, your obedient servant, M. H. Sands."

TOBACCO TRADE "WAR." TRUST'S FIGHT IN PRICES WITH GROWERS.—A decisive step has been taken by the American Tobacco Trust, says the *Manchester Daily Dispatch*, in consequence of the long-continued disturbances caused by the "night riders" in Kentucky. It is announced that the Trust will withdraw its buyers altogether from Kentucky, and remove its headquarters to Cincinnati, from which centre a war will be conducted as to prices with the Kentucky tobacco growers. The trouble is of long standing. Originally it arose from the fact that the

Tobacco Trust, seeing its requirements to be considerably short of the supply of tobacco from Kentucky, attempted to force down the price to a point which the grower declared was quite unremunerative. There was a period of deadlock, during which the tobacco ran to waste, and then the Trust went to a limited number of growers in order to supply just the quantity of tobacco required for the time being. To these it offered a higher rate, but shut out the remainder of the growers. In consequence of this the growers who were "frozen out" started a fight against the Trust. While the more substantial men formed a union to defend prices, the violent element, hit hard by the policy of the Trust, resorted to nocturnal disorders. For months Kentucky has been terrorised by bodies of men armed and well-mounted, who have swept down upon the tobacco warehouses of the Trust and the premises of those who sold to the Trust, and with fire and whip have inflicted punishment on the occupiers. The advantage appears to lie with the Trust, but growers will now in all probability unite to sell and manufacture their products, so as to fight the Trust on the retail market.

CONNOISSEURS SMOKE

TEOFANI'S

HIGH-CLASS CIGARETTES. LTD.

PURVEYORS TO HIS HIGHNESS



THE KHEDEVE OF EGYPT.

HORS CONCOURS. MEMBRES DU JURY. GRANDS PRIX
GOLD MEDALS, CROIX BIJOUX, CROIX D'HONNEURS,
DIPLOMES D'HONNEURS, &c., &c.

FROM ALL WHOLESALE HOUSES, OR FROM

TEOFANI & CO. Ltd., LONDON.

Tel. Address—TEOFANI, LONDON. Tel. No. 2783 AVENUE.

CIGAR PROSECUTIONS SEQUEL.—Before Mr. W. P. Bowyer, Assistant Receiver, on September 7th, the creditors met under the failure of Leopold Ernest Butcher, who lately carried on business as a cigar merchant in Gracechurch Street, E.C. The debtor attributed his present position to inability to give proper attention to his business during the last six months, in consequence of the cigar prosecutions, and to loss of trade occasioned thereby. It was reported that the debtor had been prosecuted twice for selling cigars by a false trade description, but the fines imposed had in each case been paid by the manufacturers. The case went into bankruptcy, the debtor estimating his liabilities at £550 and his assets at £200.

Foreign.

ARGENTINE REPUBLIC REVISED TOBACCO DUTIES.—The Argentine *Boletín Oficial* for April 10th last contains a revised tariff of excise duties (*impuesto interno*) to be levied on cigars, cigarettes, and manufactured tobaccos imported into the Argentine Republic. This revised tariff, together with an English translation thereof, may be inspected by persons interested at the Commercial Intelligence Branch of the Board of Trade, 73, Basinghall Street, London, E.C.

TURKISH TOBACCO.—The receipts of the company farming the tobacco monopoly in Turkey amounted in the year ending March 31st to £2,660,895, and the expenses to £2,146,864, including £750,000 baksheesh paid to the Government. Of the £514,030 surplus £140,800 is carried to reserve, £106,371 to the Government, £124,099 to the Debt Administration, £18,661 to the founders, and £124,029 to the shareholders. The Sublime Porte always manages to secure its full pound of baccy. The Régie receipts for the past five months show an increase of £160,363, the reforms not extending to the consumption of nicotine.

PORTUGUESE TOBACCO MONOPOLY SCANDAL.—The Council of Ministers has decided to insist upon Count Burnay, director of the tobacco monopoly, producing all the letters alleged to have been received by him from peers, ex-Ministers, and deputies making efforts to extort money from the monopoly. The tobacco monopoly pays a yearly rental to the State of one and a half million pounds, and Count Burnay affirms he has received letters from a number of statesmen offering to bring pressure upon the Government to reduce this rental by one-third if the directors of the monopoly will agree to pay over to them 50 per cent. of the amount of the reduction.

SAN PAULO MATCH FACTORY.—The report for the year 1907 states that, owing to the keen competition, referred to in the previous report, having been continued until quite recently, the trading account of the Brazilian Company shows a loss of £11,668. The sales, however, of the company's product were more than maintained, and had they been pressed a large increase could have been shown, but with unremunerative prices it was undesirable to do this. After debiting profit and loss account with the balance of the trading account of the Brazilian company, London administration, interest, a sinking fund, and other charges, there is a balance for the year of £22,686 to the debit of profit and loss account. The interest on the debentures has been punctually paid, and the issue has, by the annual drawing and purchases in the market, been reduced by the sum of £4,000. Since the accounts were received from Brazil a satisfactory agreement has been concluded between manufacturers, which should, within a reasonable period, put the factory again upon a paying basis.

Law.

"CUBAVANA" CIGARS.—Mr. H. J. Nathan, cigar merchant, Martin Street, Stratford, claimed £8 17s. 1d. for "Cubavana" cigars supplied to E. Redgrave, tobacconist, 103, Peascod Street, Windsor. Defendant said that the plaintiff had been heavily fined for selling the cigars sued for, and therefore they were unsaleable. He (defendant) would be fined too if he sold them. It would be illegal. Mr. Groser, plaintiff's counsel, said that the whole world must know that "Cubavana" cigars were British made. Defendant had kept the cigars for several months, and he could not return them now. He must take the band off, or say when selling them that they were British cigars. The Judge said that, after the lapse of time, he must find for the plaintiff, with costs.

Police.

BURGLARY AT WORKSOP.—During Monday night, August 31st, the lock-up premises of Messrs. Brailsford and Co., tobacconists, of Bridge Street, Worksop, were burglariously entered. The thieves effected an entry by a window at the rear of the premises, the shutters being forced open with an iron bar, a pane being skilfully broken near the catch, and the window raised. Two tills were broken open and about 30s. taken, but though the contents of the shop were disturbed nothing else was missed. The thieves were evidently well acquainted with the premises, there being lock-up shops on either side, and the night being stormy aided them. Though nothing but money was taken, the police are hopeful to soon lay their hands on the burglars.

AFTER THE CIGARETTES.—George Swain (14), a labourer, of Baron Road, Canning Town, was charged with attempting to steal a packet of cigarettes, the property of Mrs. Gertrude Osborne. The prosecutrix is a tobacconist, and keeps a shop at 84, Hermit Road, Canning Town. On the previous Monday she was in her shop parlour, and, looking into the shop, saw the lad with his hands in a showcase which contained cigarettes. Mrs. Osborne ran to the door, bolted it, and asked the lad what he was doing. He said, "Nothing, lady." The police were fetched, and he was given into custody. The father of the prisoner told the Bench that his boy had a good character, and he had never known him do anything of the sort before. On the prisoner promising to be of good behaviour in the future he was discharged.

FINED FOR CARELESSNESS. AN EXCISE PROSECUTION.—An Excise case of interest to the tobacco trade came before the Manchester Stipendiary Magistrate on August 10th. The defendants were Messrs. Max Drapkin & Co., tobacconists, who were summoned under Section 2 of the Tobacco Act, 1842, for having neglected to make a "true entry" in a return required by the Excise of a room in Corporation Street used by them for the manufacture or storage of tobacco. They were liable under the Act, it was stated, to a penalty of £100 and to the forfeiture of the tobacco found on the premises. The prosecuting solicitor said Mr. Drapkin was a Russian subject, but he had been in business in Manchester twenty or thirty years, and must be well acquainted with the Excise regulations. In May last his business was converted into a limited liability company. He was informed of the necessity of making a return in the name of the company (as it had previously been made in his own name), but he neglected to do this until after the summons had been issued. Replying to the Magistrate, Mr. Pinch, of the Inland Revenue, said there was no charge of concealment. The offence was that of omitting to make a return which would give the

officers of the Inland Revenue of inspection. and disregard of the law. A fine of £100 on the premises was imposed.

SPIRITUALIST
who described himself as a Spiritualist, 17, Edgware Road, Leeds, on Thursday the property of the late, on August 5th gave, on a paper giving at a paper giving observed. "I see the lecturer in London you have been in food by false pre me food I should The Magistrate: it benefit you to: as you have done Shields?—Hunt: stimulates the b sionally. I don't I got into the p the other night, have been there conscious condi Magistrate: Bu conscious when out with the Hunt: I was cor —The Magistrat conscious they w cigars?—Hunt apologise to the the wrong I hav but I had no stealing them, real motive for —The Magist edited a week one time?— sir; a journa *Spiritualist* I Magistrate: I friends or rela municate with have a relati my children's The Spiritua have quite d The Magistr him to thre prisonment in week he had t

SERIOUS FALSE PR
William Joh Birmingham with obtaini Harry Stock and £6 from Shovel Inn, Steele, prose said the pris means of a prisoner w Stockley's (Stockley) w said he wa similar cash ed th cheque wa

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officers of the Inland Revenue the right of entry for purposes of inspection. It was a case merely of carelessness and disregard of the order. For this the magistrate imposed a fine of £10. The forfeiture of the tobacco found on the premises was not asked for.

SPIRITUALIST IN TROUBLE.—Horatio Hunt (29), who described himself as an author, and gave as his address 17, Edgware Road, London, was charged on remand at Leeds, on Thursday, August 13th, with stealing 50 cigars, the property of the landlord of the Brougham Arms, Kirk-gate, on August 5th. The Stipendiary Magistrate, looking at a paper giving the previous history of the accused, observed, "I see that twelve years ago you were a Spiritualist lecturer in London, and did pretty well, but since then you have been in trouble for drunkenness and obtaining food by false pretences.—Hunt: If the spirit had given me food I should not have been in this position now.—

The Magistrate: How does it benefit you to get drunk, as you have done in North Shields?—Hunt: Well, it stimulates the brain occasionally. I don't know how I got into the public-house the other night. I must have been there in an unconscious condition.—The Magistrate: But you were conscious when you came out with the cigars?—Hunt: I was conscious then.—The Magistrate: You were conscious they were not your cigars?—Hunt: Yes. I apologise to the publican for the wrong I have done him, but I had no intention of stealing them, and had no real motive for taking them.—The Magistrate: You edited a weekly paper at one time?—Hunt: Yes, sir; a journal called the *Spiritualist Review*.—The Magistrate: Have you any friends or relatives to communicate with?—Hunt: I have a relative in Sussex—my children's grandmother. The Spiritualists seem to have quite deserted me.—The Magistrate sentenced him to three weeks' imprisonment in addition to the week he had been in custody.

SERIOUS CHARGE OF FALSE PRETENCES.—At West Bromwich last month, William John Fisher Hodgkins (39), pattern maker, of Birmingham Road, West Bromwich, was charged on remand with obtaining by means of false pretences £4 10s. from Harry Stockley, tobacconist, High Street, on the 25th July, and £6 from William Herbert Cooke, licensee of the Malt Shovel Inn, Dove Street, on the 7th August. Mr. J. S. Steele, prosecuted, and Mr. J. Clark defended. Mr. Steele said the prisoner obtained the £4 10s. from Mr. Stockley by means of a bogus cheque. It was open for them to charge prisoner with forgery. On the 25th July he went into Stockley's shop and asked an assistant if Harry (meaning Stockley) was in. Upon receiving a reply in the negative he said he wanted to see him, particularly as he required a cheque cashing. Mr. Stockley, he added, had cashed him a similar one a day or two previously. The assistant cashed the cheque, and prisoner went away. The cheque was made out in the name of Mr. W. Bonthron,

and signed Thomas Kirby & Son, who, Mr. Sharpe said, were a firm of printers at Walsall. The cheque which prisoner utilised was obtained from a Mrs. Bartlett, licensee of the Anchor Hotel, Wednesbury, by means of a false statement. The same methods were employed in the other case.—When arrested by Sergeant Mollart prisoner admitted his guilt, saying he was pushed for money.—Dora Timmins, assistant at Stockley's shop, said prisoner asked for some tobacco when he went in the shop. He afterwards mentioned the matter about the cheque. She believed his story.—Harry Stockley said he did not know prisoner, and when he sent the cheque to the bank it was returned "no account."

—Mr. Thomas Holden Kirby, a director of the firm of Thomas Kirby & Sons, Walsall, said the cheque had not been given by them.—Prisoner pleaded guilty.—The magistrates then investigated the charge against prisoner of obtaining £6 from Cooke.—For the defence Mr. Clark said the act was one rather of a lunatic than a criminal. Prisoner was a man of property, and if any extreme necessity arose he could obtain money by advance on the income that was coming in. He intimated that prisoner would bear all costs of the case, and no one would be out of pocket in the slightest degree.—The magistrates decided to deal with prisoner under the Probation of Offenders Act, and bound him over to come up for judgment in three months.

ALLEGED STREET ROBBERIES.—Arthur Bassett (34), commission agent, was charged before Alderman Sir James Ritchie with stealing 236 dozen briar pipe bowls, of the value of £59 6s. 3d., belonging to Messrs. E. Deguingand and Son, manufacturers, 5, Colonial Avenue, and Alfred Henry Davies (52), warehouseman in Golden Lane, was accused of feloniously receiving 100 dozen of the bowls. Mr. A. Ross, solicitor, defended Davies. On July 31st a porter in the service of the prosecutors was sent out with a trolley containing 236 dozen pipe bowls in 119

boxes to deliver to various customers. While the man was in a warehouse in Fleet Street on business the trolley and its contents disappeared. The empty trolley was found in Little Britain the same evening, and it was proved that Bassett deposited three sacks full of boxes of pipes at a place in the Minories for the night, saying that the warehouse where he was to deliver them was closed. It was shown that on the following day Bassett, who was known to him, sold 100 dozen of the bowls to Davies at his warehouse in Golden Lane for £3 15s., the wholesale value of that quantity being £25, and that Davies subsequently sold them for about the same sum to a firm in Bunhill Row, from whom they had been recovered. Bassett attempted to sell the remainder to a firm of pipe manufacturers in the Minories for 5s. a gross, but they refused the transaction, and informed the police. Other 72 dozen of the stolen pipes were recovered. When arrested Bassett admitted the sale to Davies, but said he himself was selling

GOLD MEDALS

Were awarded at the Brewer's
Exhibition, 1907, to Messrs.

Hemming & Edwards for

EL SOLANIA - - 2d.

PEARL MAIDEN - 3d.

as the most suitable Cigars for
the trade.

Write for Lists to

HEMMING & EDWARDS,

42, LUDGATE HILL, E.C.

the pipes on commission for a man whose name and address he did not know. When before the Court, Bassett said that Davies did not know they were stolen. Davies said the man who sold the pipes to him produced a receipt showing that they were a cheap job lot for which he had paid £2 10s. He (Davies) exposed them openly on his counter for a week, and then sold them at a slight loss. Sir James Ritchie committed both prisoners for trial, but intimated that the case against Davies was not strong. On representations by the police, he refused bail. The prisoner, Arthur Bassett, was further charged with stealing nine lace blouses and some elastic belting, worth £12 17s. 6d., belonging to Mr. Maurice Varhouver, manufacturer, 65a, Oxford Street. On August 10th an errand boy in Mr. Varhouver's service was sent to deliver the goods in a parcel to a customer in Cheapside. On the way he was accosted by the prisoner, who asked him to deliver a letter for him at an address close by, promising him 6d. on his return, and meanwhile taking charge of his parcel. The boy could not find the address, but on returning to the place where he had met the prisoner the latter had disappeared. When he was arrested on the previous charge all the goods were found in his possession. Sir James Ritchie committed the prisoner for trial.

Public Companies.

FOLLIES CIGARETTE COMPANY, LTD.—Registered July 24th. Capital £200, in £1 shares. Objects: To carry on the business of tobacco manufacturers, cigar and cigarette makers, &c. Registered without articles of association.

LEVAILLANTS, LTD.—Registered August 1st. Capital £2,000, in £1 shares. Objects: To carry on the business of tobacconists, confectioners, newsagents, caterers, hairdressers, and general storekeepers, &c. Registered office, 10, Drapers' Gardens, London, E.C.

ORIENT CIGARETTE COMPANY, LTD.—Registered August 18th, by A. P. Abbott, 62, New Broad Street, E.C. Capital £500, in 4s. shares. Objects: To carry on the business of cigarette, cigar, and tobacco manufacturers and dealers, &c. Private company. The first directors are A. P. Abbott and A. E. Taylor.

COPE BROTHERS & CO. LTD.—The report for the year ended June 30th, 1908, states that the profit and loss account shows a credit balance of £9,350, and after providing for debenture interest and all expenses of management leaves a balance for disposal of £6,203. The directors recommend a dividend of 1s. per share, free of income-tax, and that the balance of £2,453 be carried forward.

CARRERAS, LTD. BAD EFFECTS OF TRUSTS.—Presiding at the annual meeting of Carreras, Ltd., recently, Mr. Bernard Baron (Chairman and Managing Director), in moving the adoption of the report and accounts, said that the result of the year's business showed a balance to profit and loss account of £31,089, which enabled the board to pay a dividend of 7½ per cent., and to carry forward the sum of £18,035. Special efforts had been made to develop and extend trade in foreign parts, which had caused an

increase in working expenses. It was not an easy or simple matter to control a tobacco business to-day, as the obstacles which beset the path of the trader were both great and numerous. There was no industry which was more hedged in, controlled, or influenced by trusts and combinations than the tobacco trade. The baneful influences of such combinations are felt not alone in this country, with its trust having a capital of some £20,000,000 sterling, but in almost every part of the world there was one section or another of a great combination having a capital of some £100,000,000 endeavouring to capture the markets. Fortunately, they were not affected by these trade combinations so much as some others amongst the independent manufacturers; but they could not expect wholly to escape the evils which invariably accompany the workings of a would-be monopoly. The influence which the trusts brought to bear on the retail tobacconists was a particularly bad feature of their operations. Their efforts had been, and would be, to help those in the retail trade. Mr. W. J. Yapp seconded the resolution for the adoption of the report and accounts, which was carried.

VAFIADIS Cairo Cigarettes



Messrs. J. R. Freeman & Son have done much to remove the popular prejudice against the British cigar, and have sold enormous numbers of their various brands to smokers who have the discrimination to understand that a really good home-made cigar is much better value for money than the cheaper quality of Havana. Retailers should send for their price list, where they will find particulars of many splendid "sellers."

FOUR HUNDRED POUNDS PER ANNUM FOR PAUPER SMOKERS.—An official return of the Strand Guardians shows that £400 was spent during the past twelve months in providing those old inmates in the workhouse with an ounce of tobacco each per week. The supply is to be considerably curtailed during the coming year.

PROFITABLE TOBACCO.—The British South Africa Company is informed that tobacco growers in Southern Rhodesia have had a most prosperous season, and that the acreage under tobacco will be largely increased next year. As an instance of the value of tobacco cultivation to the Rhodesian farmer, a most remarkable crop has been grown in the Salisbury district by a man who has been in the country less than a year. His tobacco is estimated to realise £1,500, which is more than his farm, improvements, and labour have cost him.

THE NEGRO'S LUCK.—A stroke of luck has befallen a negro named Charley Gregory, a native of the United States, who is at present engaged as a dancer in a Montmartre music-hall. Gregory entered a tobacco shop in the Rue Fontaine to buy matches. The proprietor had just partly burnt with the end of his cigar a ticket in the lottery organised on behalf of consumptive children at Ormesson, and offered it to the negro. This ticket has now won £4,000, which Charley Gregory will receive after the necessary formalities have been complied with. Though elated with his success, the negro does not intend to give up work. He will continue to dance the cake walk, but will allow his wife, who has danced all the summer, to take a rest in the winter.



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OLD HIGHLAND FIGURES.



"THE old order changeth, giving place to the new," and the signs and symbols with which were wont to be associated certain trades and callings are fast disappearing from the public gaze, their origin being well-nigh forgotten.

At one time, outside many old-established premises devoted to the sale of tobacco and snuff, could be seen one or more quaint figures, carved in wood, of a Highlander, or, more generally, a negro, placed above windows or doorway.

Some few dealers in snuff, however, displayed not only highly decorated, but massive and imposing Scotsmen, in full Highland dress—kilt, tartan, and feather bonnet—and usually partaking of snuff.

The finely-preserved figure, which for so many years has met the gaze of passers-by with a fixed and stony expression from the doorway of Fredk. Wright's well-known premises, 112, High Street, Cheltenham, forms a fine example of these giant trade signs; and an equally characteristic one adorns another old tobacco

business in Whitefriars, Hull, near to a street bearing that curious name, "The Land of Green Ginger," and other existing specimens will doubtless occur to the reader. Yet these old figures are fast becoming extremely rare in our cities and towns, having to give way to modern improvements and a different mode of advertising.

Perhaps the most striking specimens of both Highlander and negro are those which for upwards of one hundred years have stood in the tobacco factory until lately occupied by Messrs. Biggs & Son, at Shoreditch, opposite the old terminus of the Great Eastern Railway Company.

This factory having ceased to exist, these old trade signs and relics of bygone times were offered to and promptly secured by Fredk. Wright, who, having devoted a lifetime to the manufacture and distribution of tobacco products, is equally enthusiastic regarding literature or souvenirs pertaining to the old days of the tobacco industry. These purchases are now on view at his premises, The Cross, Gloucester, where residents or visitors desirous of inspecting probably the quaintest and most ancient symbols of the trade extant may step inside and see them. It must not be supposed that Highlanders were so particularly addicted to "snuffing" as to warrant the carving and decoration lavished upon the tobacconists' signs and symbols, or that they were the original signs of the trade, for Fairholt thus describes the premises so far back as 1617:—

The shop opened to the street, and has a penthouse of boards from which hangs a double loop, used to hold pipes. Strong water-glasses are behind on the shelves, the counter is covered with a fair linen cloth, and upon it stands the figure of a negro, smoking.

It was in 1720 that one David Wishart, a Scotchman and a Jacobite, opened his tobacco and snuff depot in Coventry Street, Piccadilly, the opening day being also the birthday of "Bonnie Prince Charlie." Whether he was in any way related to that sturdy Protestant plotter who met his death at the stake in St. Andrew's no information is available, yet David combined both politics and

business, and his shop became the rendezvous of admirers of the Stewarts, both Scotch and English.

Wishart was the first to set up the figure of a Highlander as his signmark. His paper and trade card bore a representation of the same figure, surmounted by a thistle and crown; and although tobacco dealers with no Scottish connection or Jacobite leanings speedily adopted a similar sign, yet David Wishart doubtless had a political meaning which Jacobites well understood, as well as directing strangers to the shop where "the best sneezing powder" was obtainable.

Other Highlander signs have also attracted notice, and, writing to the *Daily Graphic* some years ago, a Captain of the R.M.L.I. said:—

Your mention of the Highlander as a tobacconist's sign reminds me of the Highlander in full dress who was for many years, and for aught I know may still be, on guard outside a tobacconist's shop in Camden Alley, Portsea; I think the name was Cavander. On a very stormy night, when few people were about, a party of youngsters belonging to a frigate under sailing orders at Spithead, after spending the evening at the "Nut," as the Keppel's Head was known, with the assistance of their two boatmen, dragged him down and took him off to the ship, which sailed next morning, and he adorned the midshipmen's berth during a commission of three years on the Pacific station. On the return of the ship he was duly forwarded to his owner, none the worse for the sea trip, and in 1862 I saw him looking very smart.

To show that history repeats itself, the figure that was so well known in Tottenham Court Road as "Lawrence's Highlander" was carted off on "Ladysmith night" and introduced to the War Office authorities in Whitehall. This sign is a beautifully preserved survival of Old London, being carved from a solid block of oak, and dates back considerably over 100 years. He has, indeed, suffered the indignity of capture on several occasions at the hands of the rowdy element of students who complete their education at a local hospital, and who evidently find it relieves their childish feelings to play with this huge doll in their moments of anguish.

"Lawrence's Highlander" (once the property of Mr. Thomas Rayner's father, who carried on business in Tottenham Court Road for many years, and was famous as a snuff blender) has now, alas! left the trade, but may be found still sternly surveying the world from Messrs. Catesby's Linola establishment, perhaps meditating on that pinch of snuff which for more than a century has eluded its proper destination, or mayhap on the subject of "Independence—Highland and Trade."

HISTORICAL SNUFF.

Smoking has to a great extent supplanted snuffing, yet snuff has still many admirers, and its popularity seems likely to continue until Nature shall disclose some other sovereign remedy to relieve the labouring brain and to dispel the mists that cloud the thoughts.

Thou art the drug preferred of every clime,
To cleanse the head and set the senses free,
And lengthen life beyond the wonted span.

And James Boswell, in his "Shrubs of Parnassus," exclaims:—

One pinch of snuff relieved the vapoured head,
Removed the spleen, removed the qualms fit,
And gave a brisker turn to female wit.

Nicot, having presented the crushed leaves of tobacco to Catherine de Medici, snuffing became a positive rage in France, and from France the habit spread to our little island.

Throughout the Georgian era snuffing pervaded all classes. The politician, the divine, court aristocracy, and the masses all snuffed, and amongst the elite the art and grace in presenting the box was elevated to a science.

Women as well as men partook of the "divine dust," and a writer thus alludes to the practice among women-kind:—

She who with pure tobacco will not prime
Her nose, is no lady of the time.

While a satirist, annoyed at the sneezing which disturbed the calm serenity of the church services, thus reproves the "snuffers" of his day:—

The box is used, the book laid by as dead,
With snuff, not scripture, there the soul is fed,
For when to heaven the hands of one of those
Are lifted, twenty raise theirs to the nose.

It is recorded of Lord Petersham, eldest son of Lord Harrington, that he mixed his own snuff and gave his name to a celebrated blend. He also assorted his own teas, and the Princesses of George III. frequently honoured him by taking a dish of tea at Harrington House. So inveterate a tea drinker was he that on meeting his cousin, General Starhope, on his return from India—a long journey in those days—his first greeting was, "Delighted to see you. Have a cup of tea?" As a connoisseur of snuff his enthusiasm knew no bounds. He kept it in cannisters on shelves in his study, dressed his servants in snuff-coloured livery, painted his carriages the same dull hue, and even selected horses to match. It will be recalled that he gave his name to a greatcoat, and finally committed a crowning act of folly in marrying the actress, Miss Foote. The many finely-wrought and decorated snuff-boxes of his time, now so greatly coveted by collectors, and of which he possessed some notable examples, furnish additional proof of the snuffing craze then in vogue.

Upon one such receptacle occurs the following eulogistic couplet:—

Till man had all he could enjoy he had not joy enough;
Nor fully could each sense employ till fortune gave him snuff.

Space forbids giving other examples of quaint quips depicted upon many old snuff-boxes we have handled, and decency forbids a description of others owned by our forbears.

Truly great men carried boxes filled with the fragrant dust. Pope, Addison, Swift, and Dryden used it to dispel the mist which clouded their dizzy brains. Lord Chesterfield, Dr. Murray, and Dr. Gardner recommended it for various afflictions. Moliere wrote of it as "the natural craving of an upright man," and Gibbon snuffed while he worked at the "Rise and Fall of the Roman Empire." Johnson, Boswell, and Oliver Goldsmith all used it, and George III. was a mighty devotee, and kept a jar chamber in his palace filled with every known brand, together with an expert who had sole charge of it, his illustrious mother being nicknamed—justly, though unpolitely—"Old Snuffy," through fairly reeking with the penetrating dust.

Pitt, Burns, Reynolds, and Sir Walter Scott used it. Southey blessed "most rare Columbus, for supplying his nose with its capacity of joy."

Both Napoleon and Wellington had this weakness, and Moltke carried a pound of snuff while directing the grand coup which captured Napoleon and 80,000 prisoners, but which pound of snuff the economic German officials made the saviour of their country and gallant strategist pay for.

Lord Nelson and Napier found it a sailor's comforter, and the latter, short of ready cash, attempted to get some on credit, and had to show his underlined—marked "Charles Napier, N.N."—before he could satisfy the wily dealer that he was really the great man without money, and which had the desired effect.

It is related that a German officer begged a pinch of a lieutenant on the battlefield, and as the latter was presenting a box he was decapitated by a cannon-ball. The General, moulded to the discipline of war, turning to a second lieutenant, said, "Well, sir, I am sure you will give me a pinch." The pinch was given, and the actors coolly resumed the grim business of battle.

History tells us of the abuse engendered by the craving of man for snuff. The Indians inhaled the dust of pure tobacco leaves from two ladles, which they conveniently made to fit the nostrils, and an English writer thus refers to this filthy excess:—

To such a length with some bad fashion grown,
They fed their nostrils with a spoon.

One gentleman, and it is to be regretted that he was an Englishman, is accredited with the employment of a pistol, loaded with snuff, which he discharged into the nose with disastrous effect.

In the distant past snuff has been employed in divers ways, quite apart from its legitimate use. In 1662 Don John of Austria was fighting against Portugal, and two English regiments were sent by our Charles II. to aid the Portuguese, these being under the command of Count Schomberg, whom it will be remembered became the devoted follower of William of Orange, and fell at the Battle of the Boyne. Our troops practically won for Portugal the battle of Ameixial, by storming the heights, and Alphonso VI. of Portugal, to mark his appreciation of their valour, graciously presented each soldier with three pounds of snuff, which, however, they mostly threw away in disgust. Charles II., whose coffers had not, at this time, been quite drained by his lady friends, put matters right with a gratuity of 40,000 crowns in cash instead of dust. Although not appreciated in 1663 as a reward for valour, an instance is recorded where snuff has been utilised to check that fearless bravery which has always distinguished the British Jack Tar.

In 1702 our fleet, under Sir G. Rooke, forced its way into Vigo Bay, and the enemy, finding a merchantman there laden with snuff, secured the ship and cargo, and, mixing snuff and gunpowder together, after fixing and firing fuses, allowed the vessel to drift towards the English Squadron. This diabolical plan succeeded. She blew up as arranged, and nearly suffocated the crews of several ships in the vicinity with fumes of snuff and smoke. Lieutenant Purser and over a hundred men were reported as having jumped overboard in their agony. It is satisfactory to learn that Dutch and English, acting together in this affair, captured six ships, besides five galleons, laden with treasure, and that the French, despite this unique effort in naval warfare, had to burn eleven vessels to prevent their capture.

The misuse of snuff has, however, a still more sinister application, for it has been charged to the Jesuits that they discovered its practicability, and employed it as a subtle poison for killing off an enemy. The writer has, however, found no clear case recorded to substantiate this charge, and we know that the religious rivals of their day were not slow to add to the record of the Jesuit, however cruel and austere it may have been.

In 1712 the Duc de Noailles made use of a box of Spanish snuff with which to poison the Dauphiness of France, and the Duc de Bourbon removed Santeuil, the poet, in a precisely similar fashion.

We are indebted to the kindness of Mr. Fredk. Wright, of Cheltenham, for the facts in the foregoing article on "Highland Figures and Historical Snuff." They are taken from a tastefully produced brochure which that gentleman has published for the enlightenment and interest of his customers, present and future. The book is a specimen of present-day advertising which cannot fail to have good trade results, and is an example that many first-class tobaccoists might, with advantage, follow.

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FOR

Money Savers for Business Men.

No. 1.—THE BUSINESS MAN AND HIS BANKER.



As the Editor has asked me to write a series of articles likely to be of use to all business men, I do not think I can do better than begin by giving a little information as to the best means of dealing with bankers, and I think I shall be able to save my readers a considerable amount of money. In the first place let me deal with the question of investment.

BANKS AND INVESTORS.

All banks advertise that they provide every facility for their clients for investing in Stock Exchange securities, and the volume of business done through banks throughout the country is simply enormous. All who deal with banks should, however, understand that they are paying very much more for buying or selling stocks than is charged by any ordinary member of the Stock Exchange, and after the figures which I shall give have been digested I am sure that my readers will in future employ their own brokers.

Now it is well known that, owing to the keenness of competition, a very large commission is paid by stock-brokers—generally as much as 50 per cent.—upon all orders introduced, or, in other words, they will divide their commission.

HIGH RATE OF BROKERAGE.

Now as far as the client is concerned, there is no possible objection to this, provided the brokerage he pays does not exceed the usual rate; but as a matter of fact all stockbrokers employed by banks divide their commission with the bank, and charge the client generally more than double the price at which an ordinary member of the Stock Exchange would do the work. Not only do they do this, but they charge commission upon an entirely different system, namely, so much per cent. upon the actual money paid, and not so much upon each £100 of stock, as is the usual and proper course. The instances I am about to give are from actual contract notes now before me, but in each case I have made the amount of stock 1,000 for the sake of convenience. If, for example, you buy 1,000 Mexican Railway First Preference at 130 through your own broker, you will pay for commission £2 10s., being 5s. per cent.; on the other hand, the bank broker would charge you 10s. per cent., and not upon 1,000 stock, but upon £1,300, the cost of 1,000 stock, so that his commission would be £6 10s., against £2 10s.

It is, of course, only fair to say that when stock is purchased under par, there will be a saving to the client, but as nearly all good investment stocks are considerably over par, the advantage is nearly always in favour of the bank broker. For instance, all English railway debentures, guaranteed shares and stocks, and preference stocks, are considerably over par; it is therefore clear that those who buy through their bankers are paying a very high price for the privilege, and they gain no advantage whatever, since any member of the Stock Exchange could do the business quite as well, and, indeed, is likely to take more trouble on behalf of an individual client, whose recommendation he hopes to have to secure other business. I just pause here to observe that although there are "outside" brokers who deal fairly by their clients, yet the prudent investor will give them a wide berth, as he has absolutely no check

upon them, whereas members of the Stock Exchange would forfeit their membership—which would mean financial ruin—if they did not strictly carry out their bargains. The subject of "outside" brokers is, however, of very wide interest, and I hope to return to it on another occasion. It should be observed that the charges made by bank brokers, except, of course, in British Government securities, are always much larger than the ordinary rate, though it is not always double the amount, as in the instances I have already given. Perhaps, however, I have said enough upon this branch of my subject.

BANKS AND BORROWERS.

Next with regard to what is, perhaps, the greatest advantage of banks, namely, the facility they give for borrowing, there are a few points to which I may profitably direct attention. The usual course is to charge 1 per cent. over the bank rate, with a minimum of 4 and very often 4½ per cent.; this, it need hardly be said, is a very unsatisfactory way of borrowing money, as the bank rate may fluctuate very considerably in the course of the year, and, as has recently been the case, it may go as high as 6 or even 7 per cent. The wise course to adopt is, if possible—and it is sometimes possible—to get your banker to agree to charge you a fixed rate of, say, 4½ per cent. for twelve months certain, of course subject to the condition that you keep the required margin.

With reference to the margin, roughly speaking banks lend 80 per cent. of the value of stocks, but inasmuch as there is always a difference between the buying price and the selling price of stocks, and as of course prices vary when dividends are deducted, it is not safe to borrow more than, say, 75 per cent.

Before I go any further I should like to point out that it is always better to borrow from a bank than to get an overdraft, because a higher rate of interest is invariably charged for the latter.

Of recent years bankers have introduced more stringent regulations in their transactions with their customers, though occasionally a little diplomacy will induce them to slightly relax their rules. It used to be the custom to simply get the customer to sign a printed form through a sixpenny stamp, and at the same time to hand over his stock or share certificate, together with blank transfers, signed but unstamped and undated. If then it became necessary for the bank to realise the stock they could do so under the authority given by the printed form without trouble or delay. This practice has now been discontinued, but in the case of sums not exceeding a few hundred pounds it is even now generally easy to persuade bankers to adopt it; where, however, anything like a large sum is borrowed, banks now insist upon the shares being transferred into their names. This, of course, means considerable extra expense to the borrower, because stamp duty at the rate of 10s. per cent. has to be paid upon the transfer, and subsequently stamp duty has again to be paid when the loan is paid off, and the stock retransferred to the borrower's name. In the case of a loan of £1,000, therefore, the extra expense would be £10, and if, as often happens, the money is only required for a short period, this considerably increases the cost of borrowing.

"BEARER" STOCKS.

The best and cheapest method is for every business man who thinks he is likely to require a loan from his bankers to have a certain portion of his investments in bearer stocks, for in this case there is no stamp duty to pay, and he can borrow any amount he requires by merely handing over the bonds to his bank and signing a simple form across a sixpenny stamp. For instance, let us suppose that you have among your investments £1,500 in Peruvian debentures, and £1,500 in Great Western Railway Company ordinary stock, and you require to borrow £1,000, you will save £10 by borrowing upon the former stock, because the bonds are to bearer.

INTEREST ON MONTHLY BALANCE.

Lastly there is another point which does not generally receive the attention it deserves, namely, the possibility of getting interest upon the monthly balance; this, where the capital is large, is very important. There are many banks which advertise their willingness to pay interest upon the monthly balance, but there is only one bank of absolutely unimpeachable standing and security which can be recommended, namely, the Birkbeck Bank, therefore I am forced to give them this free advertisement. The Birkbeck Bank pays 2 per cent. per annum interest upon the monthly balance when it is not drawn below £100, and its security is absolutely beyond question.

I have said nothing about the rate of interest allowed upon deposits by banks, because obviously no business man would ever be so foolish as to invest his money in such a way.

I hope that the hints given in this article, which are the result of many years' experience, will prove useful, and I shall be pleased to answer any questions from my readers if they will send a stamped addressed envelope for reply, but it must be understood that I cannot reply in the columns of this paper, and that I cannot undertake to recommend either stockbrokers or bankers. All letters should be addressed to:—"Finance," c/o *Cigarette World and Tobacco News*, 32, Broadway, Wimbledon, S.W.

RHODESIAN TOBACCO.

A SUCCESSFUL SEASON.

RHODESIAN tobacco planters (writes a Bulawayo correspondent) have just finished a successful season, and are so pleased with the results secured that a large increase in acreage is being planned for the coming year. It has always been the aim of those in charge of the development of the Rhodesian tobacco industry to work for quality alone, and thus displace the imported tobaccos, while securing something of merit that could be exported profitably. This policy has been justified by the fact that Rhodesian leaf now brings the highest prices paid on the African market, while European manufacturers offer to take quantities far beyond the producing capacity of the present Rhodesian population. The two types of leaf to which the industry is being confined are Bright Virginia and Turkish, both requiring more attention than the ordinary Boer tobaccos, but returning a far greater profit, with the added advantage of practically unlimited markets. At first it was not an easy matter to convince farmers that nothing was wanted but the best; but this year the Bulawayo warehouse is working 200,000 of Turkish leaf, the greater proportion of which is of superior quality, and which exceeds on the average a value of 2s. a lb. The Salisbury warehouse is full of Virginia leaf, some of which, in the opinion of competent tobacco men, could not be excelled

by the best American crops. That Rhodesian Virginia is a satisfactory substitute for American leaf is indicated by the fact that English manufacturers offer the same price per grade as those paid for American Bright leaf. The Rhodesian Turkish leaf experts are quite elated, and, in broken English, explain that soon there will be but little leaf in Turkey of better quality, while it already is superior to the Bulgarian, Greek, Roumanian, Servian, and Asia Minor types. Inasmuch as the Rhodesian cost of production is less than in either Turkey or America, the growers are making large profits. One grower realised £1,000 for 10 acres of Turkish, while two planters have paid for their farms, buildings, and all the plant and improvements out of their first crop.

All the Virginian leaf is flue-cured—a system introduced from America—which not alone gives the leaf a permanent bright colour, but preserves its best qualities. The Rhodesian planters have made an advance on Turkish methods to the curing of Turkish leaf, which, if done in conservative Turkey, would cost them their heads; but which in Rhodesia lessens the cost of curing, while in most instances improving the quality of the leaf. The Rhodesian industry could never have developed on the high grade lines that it has if it were not for the establishment of the B.S.A. Co.'s warehouses. These institutions receive the farmer's crop, and at once advance him 50 per cent. on its estimated value. The tobacco is then graded, packed, matured, and sold, a guarantee being given with the sale that the warehouse will bear all the charges if the leaf is not up to sample, or if the bales are not in sound keeping condition. The system meets with the approval of both the planter and the manufacturer. In these warehouses American tobacco specialists and Turkish experts will be found working side by side, teaching the Matabele, Mashona, and Barotse to distinguish the different grades of leaf. All are instructed to disregard expense and work for reputation. Trade words, imported from all countries, such as "wrappers, fillers, cutters, lugs, scrap, type, grade, body, finish, hand, caloup, postal, Dubec, Cavallas," fly around the warehouse, until the visitor is confused and recognises that the tobacco industry has a language of its own.

It is intended to have a public sale of Rhodesian leaf in October, and it is not at all improbable that the sale may be held in some centre such as Capetown. The Government has no agents, and is in no way connected with the Rhodesian tobaccos sometimes hawked around by speculators. Every bale coming from the warehouses bears the warehouse stamp, and carries with it the warehouse guarantee.

MISCELLANEOUS.

The owner of the Patent No. 1328/06, relating to Cigarette Wrapper Charging Machines wishes to negotiate with manufacturers and users with a view of granting licenses under it on reasonable terms.

For information apply Messrs. Lloyd, Wise & Co., Chartered Patent Agents, 46, Lincoln's Inn Fields, London, W.C.

The Proprietor of the Patent No. 25,007 of 1895, for "Improvements in Machines for making All-tobacco Cigarettes," is desirous of entering into arrangements by way of license and otherwise on reasonable terms for the purpose of exploiting the same and ensuring its full development and practical working in this country. All communications should be addressed in the first instance to:—Haseltine, Lake & Co., Chartered Patent Agents and Consulting Engineers, 7 and 8, Southampton Buildings, Chancery Lane, London, W.C.

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With the Independent Manufacturers.

BY THE EDITOR.

[Independent Manufacturers are invited to send any items of interest with regard to their business for insertion in this column.]



DURING a short holiday in Ireland I had the pleasure of visiting Messrs. Gallaher & Co. and Messrs. Murray, Sons & Co. in Belfast. Dealing first with Messrs. Gallaher, I found that business was brisk, and that there was a large and continually growing demand in all departments, especially, perhaps, for Irish roll and for the various grades of cigarettes. The new line, "Park Drive," is going splendidly, and as it has been well advertised everywhere, it should be given a trial. A special feature of this line is that with every twopenny packet a coupon is enclosed, and these coupons are redeemable for cash at 1s. per hundred.

I was gratified, though not surprised, to learn that so far from being injured by the Trust, the firm is at present doing a much larger business than that done before the Imperial Tobacco Company started. Not only is their business rapidly increasing all over Ireland, where, by the way, the proprietary brands of the Imperial Tobacco Company seem to find little favour, but there is a very great increase even in places where the big "combine" have been putting forth their greatest efforts. After all, value for money is the secret of success, and smokers all over the world know that they will get it from Messrs. Gallaher.

I much enjoyed my visit to the factory of Messrs. Murray, Sons & Co. Ltd., and if space permitted should like to give a description of it, but I can only say that I was greatly struck with the admirable arrangements made for the comfort of the employees, and I noted particularly the briskness with which they went about their work. I learnt that the volume of business in Irish roll was tremendous. "All we want," said the manager with a smile, "is a little more profit." I was asked to carefully sample the firm's line of special Virginia cigarettes, which are retailed at 10d. per ounce. I have smoked a large number since, and I can confidently recommend retailers to give a trial order. The cigarettes are hand-made from a very mild blend of Virginia tobacco of exceptionally high quality. They are delicate in flavour, and I find them quite innocuous to the throat. The firm's celebrated mixture was also, I learned, going very strong, and for quality, needless to say, it is hard to beat.

The next firm I visited was Messrs. P. J. Carroll & Co., of Dundalk, and here again I am pleased to be able to report that despite the efforts of the Trust bigger business than ever has been done. In fact, the firm have found their present factory altogether too small for their growing business, and are expending a large sum of money in extending it. Not only is Messrs. Carroll's celebrated Irish roll in greater demand than ever, but the cigarette business is going ahead rapidly, and repeat orders are continually coming in. In fact, wherever they are introduced they speedily gain the favour of smokers.

The Tobacconists' Supply Syndicate, of 55, Farringdon Street, London, E.C., are doing particularly good trade

in their special lines of cigarettes, and we know of no better line to sell by weight than the firm supplies. The quality is everything that could be desired and never varies, as large purchases are continually being made of the very best leaf, no matter what the price is, so that the excellence of quality which has already secured so much appreciation from discriminating smokers may be kept up at all costs.

Retailers on the look out for really sound saleable cigars and cigarettes should write to Messrs. J. H. Custance and Co., Wholesale Department, High Street, Putney, S.W., and ask for sample prices. Their "Asthor" cigarettes are the best to stock, as they are all hand-made, and are sold in most attractive boxes from 4d. per box of 10 up to about 1s. 6d. per box of 25. The dearer qualities will meet with high appreciation from connoisseurs; they have a delicious flavour, and are mild and delicate. The firm's "Asthor" cigars are already well known, and should find a ready sale.

Though visitors to the Franco-British Exhibition have not been so numerous recently owing to the bad weather, nevertheless there has generally been a crowd eagerly watching the manufacture of the celebrated B.D.V. cigarettes in Messrs. Godfrey Phillips & Co.'s fine stand. I am glad to learn that the firm are reaping a rich reward in increased business for their enterprise and pluck in expending such large sums to bring their specialities before the cosmopolitan crowd of sightseers who daily throng the Exhibition.

We recently referred to the fine kiosk of Messrs. B. Muratti, Sons & Co. Ltd., at the Franco-British Exhibition, and we also noticed the artistic price list issued by that firm. We have been glad to learn that very good business has resulted, and we feel sure that the effect of this advertising will be felt even more after the Exhibition, and will cause a large number of new customers to be added to the already large list of the company.

The Marsuma Co., of Congleton, report great briskness in the demand for their "Amio" cigarettes. For prices of this line readers should see the firm's advertisement on our back cover, and it is especially to be noted that "Amios" cannot be purchased at "Trust subsidised shops," and that the retailer receives a very handsome profit. Moreover, the public demand is continually kept up by lavish advertising, and also by the fact that each packet contains a coupon, which entitles the purchaser to a handsome gold-plated keyless watch or a fountain pen when he has collected a certain quantity.

Messrs. B. Morris & Sons, Ltd., of Half Moon Lane, London, E., have had a highly successful year despite Trust competition, and what they justly describe as their latest success. "Sweet Grapes" cigarettes, are more popular than ever. "Lobby" cigarettes—a line introduced to meet the demand for a really high-class Virginia cigarette at the popular price of 2½d. for ten—are also doing exceedingly well. The showcards sent out with this line are most artistic, and retailers can have specimens on application to the firm.

FOR CHOICE PRESENTS WRITE FOR CATALOGUE OF WALKING STICKS TO HENRY HOWELL & CO. LTD., MANUFACTURERS, 180, OLD STREET, E.C.

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the six months being 5,221,000 lbs., as compared with 4,108,000 lbs. and 3,917,000 lbs. in the two previous corresponding periods. The causes of this greatly increased waste constitute a highly technical question which may be left to those more immediately interested, but in the period under review it has had the effect of transforming an apparent gain in the consumption of 647,000 lbs. into an actual decline of 65,000 lbs. It is certainly not a big decrease, but it makes all the difference between steady progress and retrogression. Turning to the imports, which have an unusual degree of interest for the manufacturers at the present critical juncture, surprise may be caused by the fact that, in view of the reported restricted supplies, the landings of unmanufactured tobacco show an increase of 14,451,000 lbs. at 53,551,000 lbs. This increase is attributable partly at least to the earlier shipment of the crop, much of which was steam-dried, and it is noteworthy that the June shipments show a falling off of nearly 25 per cent., as compared with the corresponding month of last year, while as compared with the same month of 1906 the decline amounts to close on 50 per cent. Besides, there is good reason to believe that much of the tobacco being imported is earmarked for the "combine" or other large buyer, and will not be available for the independent manufacturers. The same remark applies to the stocks in bonded warehouses, which on June 30th amounted to 185,644,000 lbs., or not far short of two years' supply. It is matter of common knowledge that the Imperial Tobacco Company has something like two years' supply, at least, of leaf in bond, so that it is obvious that a very large proportion of the total stocks really belong to it.

TOBACCO-GROWING IN THE EMPIRE.

From the foregoing it will be obvious that British tobacco manufacturers are to a large extent at the mercy of the growers in the United States. The progress made in the direction of opening up Imperial sources of supply has not been particularly encouraging, as while 48,561,000 lbs. of unmanufactured tobacco have been imported from the United States during the past six months, as compared with 32,309,000 lbs. and 38,910,000 lbs. respectively in the previous two corresponding periods, the imports from other countries for the same period have amounted to only 4,989,000 lbs., as compared with 6,789,000 lbs. and 5,772,000 lbs. in 1907 and 1906. While quite a number of British Colonies and possessions seem suitable for the growing of tobacco, the greatest hopes are in the meantime centred on Africa, where more energy has recently been shown in the cultivation of the weed. The Imperial Tobacco Company has lately acquired a large tract of land near Blantyre, in East Africa, a healthy district which promises well for the future. A factory has been erected there for handling the crops grown by the farmers in the district, and the officials of the company express themselves as satisfied with their experience so far. In Southern Rhodesia also considerable progress is being made, and according to a recent official statement the British South Africa Company's tobacco warehouse at Buluwayo is handling 200,000 lbs. of Turkish leaf, while the Salisbury warehouse is full of leaf of the Virginian type, some of it in the opinion of American specialists being equal to the best grown in Virginia. At the present level of prices tobacco-growing should prove an exceedingly lucrative occupation, and if proper attention is paid to the handling of the leaf there seems no good reason why a large proportion of the raw material of the British tobacco manufacturers should not be grown within the Empire.

Upon the publication of the above article Mr. John S. Gilliat wrote the following letter, which is worth careful study:—

"THE TOBACCO INDUSTRY.

"To the Editor of 'The Times.'

"SIR—I have read with much interest your article on 'The Tobacco Industry' in *The Times* of to-day.

"For 130 years my firm had been regular importers of American tobacco from Virginia, Kentucky, Tennessee, and Missouri, but this has all been destroyed by the action of the 'combine,' as you call it, and this course of trade practically no longer exists. For 150 years no trade had a higher or better position than the tobacco trade. Bringing in one of the largest revenues to the country, the importers were practically collectors of it. For all this length of time, 50 years of which I have been closely associated with the trade, I have known no trouble, internal or external. It was profitable to importers, brokers, and manufacturers; it paid the middlemen, as well as those more directly concerned in the provision of the raw leaf, and in its manufacture over here.

"Then arose the American combination, which was at first resisted by the leading manufacturers of this country as an anti-British proceeding, and a counter-combination was created on this side, but it soon succumbed to those who were in the first instance its rivals, and joined with the American 'trust' to form the 'Imperial Tobacco Company of Great Britain and Ireland.'

"Now your whole article on 'The Tobacco Industry' shows the extraordinary change and extraordinary mischief which have been created by this huge monopolising combination. Its promoters on this side did not want wealth, for they were the richest manufacturers in the trade. The object was to crush out all existing agencies and obtain a control which should enable them to dictate prices to the world. Truly an American idea! and what have they

done by it? The worst, and, I may say, the most appalling, result is that they have converted the peaceful tobacco districts of Kentucky into a perfect hell of discord. It is their combination which has brought about the combination of growers in the United States for restriction of crop and maintenance of prices. I need not repeat the tale of what has been taking place in Kentucky—it is exactly described by your account of the 'lawlessness' in that State. I who know Kentucky so well, from my long association with it and visits to the State, can scarcely imagine the contrast between the quiet comfort and wealth in it in old days and the disorder and disquietude now. It is very difficult to kill a powerful trust, but the growers' associations started with some hope of doing it, and it seems to me that, as their hand is against every man, so every man's hand will be against them. Since the combination has been established and my old tobacco business thereby destroyed, my firm have done a little with the independent manufacturers of this country. They cannot be treated as the independent manufacturers of Kentucky have been treated. You know how the great advance in leaf tobacco has told upon what may be called the poor trade, i.e., the consumers of roll, twist, and shag. It may be said that the consumer will not complain of some additional cost to him, but it cannot be; competition among the manufacturers must prevent that. Threepence per ounce must remain the sale price, and you have to adapt the trade to that price, and that alone.

"It may be said, perhaps, by the promoters of this great tobacco combination that they had no choice, that upon the appearance of the American endeavour to do in the tobacco trade what has been done in so many others—that is, to crush out all the old machinery, all the old interests—they could do nothing but combine with them. I do not think so. The tobacco trade in this country, as it used to be, was too wealthy to be destroyed by any American combination. If it had been let alone, it would have gradually died out as far as this country is concerned. And what a tide of trouble would it have saved if this had been the case! I put at the head the loss of life and property in Kentucky. But what of the independent manufacturers in this country and the United States? They must be either destroyed or continue at the mercy of the combination, and that cannot be for long. In this world men never seem able to let well alone. If there ever was a universally prosperous trade, until the 'combination' touched it, the tobacco trade was in that position. It may be said that it is in the nature of all trades for the old agencies to be destroyed; one can only judge that by its consequences. I suppose the tobacco trade has gone on longer without interruption than any other; but my point is that it has been destroyed by its own friends. I am not speaking of the results of this combination to the companies. They are very great, no doubt; naturally they would be; but all consideration of its world-wide effects has been put aside. Quiet, solid, valuable old agencies have been destroyed. The artificial raising of prices, never a sound commercial proceeding, has been carried out to the direct injury of the old trade. And though for many years I have watched the destructive effect of trade combinations in the United States, I have now been brought into direct personal contact with an attack which I never thought would be made against one of the most wealthy and prosperous trades of this country, and which I believe is developing, and will develop its evil consequences continually now.

"JOHN S. GILLIAT.

"Chorleywood Cedars, Rickmansworth."

HOME THEY BROUGHT.

NEW VERSION.

(A London medical man expresses great faith in smoking as a preventive of influenza.)

Home they brought the microbe dread,
We or sighed, or muttered "Why?"
Made an ugly face and said,
"We must nurse him, and he'll fly."

Then we banned him soft and low,
Called him worthy to be cursed—
Truest fiend and no blest foe—
Yet in high displeasure nursed.

Stole a maiden from her place,
Lightly to the doctor step—
Brought the warriors face to face—
Yet his hold the microbe kept.

Rose a nurse of sager years,
Brought my pouch and pipe to me.
"Like summer tempests be your fears,
Sweet!" I cried, "I'll smoke for thee!"

A. W. B., in the *Daily Chronicle*.

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