

# "THREE NUNS" TOBACCO.

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Published on the 15th of every Month.

## The Cigarette World

Published on the 15th of every Month.



The Retailer's Journal:

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

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Tobacco AND Cigarettes


IN THREE DEGREES OF STRENGTH.

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

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The finest 3d. Cigar in the Market.

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ISHERWOOD'S CHOICEST CAIRO CIGARETTES.

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Extra  
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JUNE, 1903,

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**The Cigarette World AND TOBACCO NEWS.**

SEPTEMBER 15th, 1903.

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

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

TOBACCO INVESTMENTS.



ON the appearance of the prospectus of the Imperial Tobacco Co. we expressed the confident opinion that investors were afforded a rare opportunity of obtaining a good rate of interest combined with excellent security, and the results of the first year's trading and subsequent progress of the concern have justified our views to the full, and what is, perhaps, more to the point, the stocks have steadily appreciated in value. The first mortgage debentures have recently been dealt in as high as 108, at which they yield £3 18s. per cent., and but for the fact that the company have power to redeem them at 105, we should expect to see them a couple of points higher, as the security behind them is second to none. The chances of their being redeemed are, in our opinion, very slight, and those who hold them for investment pure and simple must not be in any hurry to sell; those, however, who now desire to invest should select the preference



ESTABLISHED 150 YEARS.

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

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

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Flaked and all Descriptions of Fancy Tobaccos in Embossed  
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**45, MINORIES, LONDON, E.**



shares. These can be bought at about £1 3s. per £1 share, return 4½ per cent., and are likely at least to maintain this price. Salmon & Gluckstein's £1 shares, on which dividends of 10 per cent. per annum are guaranteed by the Imperial, are now at £2½, at which price they return nearly 4½ per cent., and offer a security of undoubted value. They, too, are likely to increase in value, and very unlikely to fall at most more than a shilling or two. It is unlikely that the recently published balance sheet of Salmon and Gluckstein shows that the Imperial have had to pay a small sum under their guarantee, but that is of little importance, as the extra profit they have made by the purchase of their own proprietary articles since they acquired control of the shops will amply compensate them. Our remarks are merely directed to the value of the shares as an investment, and even if the earnings of the concern were only half what they used to be, the guarantee of Imperial renders them worth buying at any price which shows a 4 per cent. return. When the Imperial offered its capital, many hostile criticisms were directed against it, and those criticisms would have been quite sound if applied to an American trust company, but we think the writers failed to realise the business abilities and characters of the men who had to shape the destinies of the "combine." The directors have gained their position in the trade by hard work, and not only have they experience and capacity but they are men of high reputation, who have conducted their own concerns honourably and successfully for years past. When joined together, therefore, there was every reason to believe that they would continue to show all these qualities, and the shareholders had no reason to fear that any of the financial methods which are so notorious in America would be employed. We have not always been able to approve of the policy of the company, but we have nothing but praise for the way in which the business has been managed, and indeed are of opinion that it is worthy of the best traditions of British commerce. Those who have their money in the Imperial can sleep on their investment; their security is in the character of those at the helm, and they may look to see their company achieve one of the most remarkable triumphs in the whole history of industrial undertakings.

Before leaving the Imperial, we should like to say a few words about their recent move in raising the prices of American cigarettes. It is a significant fact that during the struggle, when these articles were reduced to prices which returned no profit at all, no decrease was caused in the sale of British manufactured cigarettes; on the contrary, the sale, if anything, increased. This was partly due to patriotism, but as we pointed out at the time, it was chiefly due to the fact that those who tried the goods sold by their countrymen and compared them with the American productions they had formerly used, found that they got better value for their money and therefore became permanent customers. The present move will, to a great extent, kill the trade in American cigarettes, but this must result in an enormous increase in the sales of cigarettes

manufactured by the Imperial, and consequently in larger profits. Much has been made in certain quarters of the fact that the Imperial are now pushing their fancy goods department. We confess we see no reason in the world why they should not do so, provided they give retailers a good profit. The Imperial pipe, which is selling like wildfire, certainly does allow a handsome profit, and as it is well advertised it is undoubtedly a great advantage to the trade. The other articles in the fancy goods line, we believe, also show excellent results, and we hear of no grumblings among the retailers. This again must prove of advantage to the shareholders, and it is an indication that the directors are ready to seize every opportunity of developing the business.

Unfortunately, it is not possible to record the same amount of success all round, and the report just issued by Messrs. Cope Bros. Ltd. is very disappointing. The continued and ruinous competition in the tobacco trade, say the directors in their report for the year ended June 30th, has necessitated a large expenditure on advertising. To cover losses on the year's trading, £4,542 has been taken from the reserve, the actual trading deficit being £1,368, the balance being for debenture interest fees and income tax. The directors have returned half their fees. The company's branch factory at Great Eastern Street is closed, and the London business transferred to the Clerkewell premises of Richard Lloyd & Sons, with whom the Copes have amalgamated.

The directors have certainly worked very hard to improve the position of the company, and have acted with generosity in only accepting half their fees. We can only hope that the condition of trade may speedily improve, and that this old-established business may once again become prosperous. The name of Cope is almost a household word, and the articles made by the firm are of such sterling merit that they should not be long in returning to favour. The amalgamation with Richard Lloyd & Sons must prove of advantage to both concerns, and it seems probable that the future may atone for the misfortunes of the past.

There has been one of the usual scares associated with the "silly season" over the alleged licking of cigars during the process of manufacture, and much ink slinging has resulted. We do not propose to pay the writer of the sensational paragraph which has appeared the compliment of quoting those diatribes, and need only say that, though it is possible that the practice is permitted in some low-class factories, we are perfectly certain that it is the exception, and that in the largest and best-managed firms it would not be tolerated. Mr. A. H. Dexter, the President of the United Kingdom Cigar Manufacturers' Association, in the course of a letter to the Press, says: "No such practice as the chewing or biting of the points of cigars by an operative would for a moment be tolerated in any well-managed cigar factory; such a habit could only be resorted to by an operative too idle to use the proper tools, and any such person would be immediately discharged." The smoker thus re-assured may continue to puff his cigar in peace, and the sensationmongers must look out for a new horror to alarm the credulous public.

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



# 'IMPERIAL' PIPES

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

## THE "IMPERIAL" PIPE.

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

## NO CUTTING.

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

All orders and enquiries should be directed to

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(of Great Britain and Ireland), Ltd.,

**FANCY GOODS DEPARTMENT.**

58, Holborn Viaduct,  
London, E.C.

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# Our Smoking Mixture.

**WHAT BECOMES OF "FAG ENDS."**—Those saunterers on the Parisian Boulevards, or in the Champs Elysees, who kick out of their path the still smoking end of a cigar, have little idea that the despised scrap of tobacco forms a branch of commerce which employs no fewer than two hundred persons, and brings in yearly the sum of £20,000. Early every morning the principal streets and boulevards are carefully searched for these cigar-ends; a son or two is given to beggars to hunt for them in the gutter, and the garçons of the cafés, for a consideration, collect the remains of the cigars left by their customers on the tables for the dealers. Having obtained a sufficient quantity, these men go into some out-of-the-way corner and, with a sharp knife and wooden board for their only tools, chop up the "ends" into tobacco. This is fastened up into neat little packets, and sold at about the price of "coporal" to poor people.

**PINCH OF SNUFF.**—A certain well-known tobacco and snuff manufacturer's son entered one of the crack cavalry regiments, to the great disgust of the aristocratic "gentlemen and officers" thereof. It was privately decided to make the intruder feel that he was one too many in that exclusive unit of the service, and a very neat plan indeed was formed with that object. It was brought into operation the very first night he appeared at mess. As soon as the dessert was over and the wine was in the rounds, everyone of his brother officers simultaneously took out their pocket handkerchiefs, and then ensued for several minutes what was more like a sneezing competition than anything else. The one for whose benefit this little hint was intended looked around in mild astonishment a moment before taking in the import of the display. Then he rose, dignified and calm, and, with the politest air in the world, "Gentlemen," he said, taking out a silver-mounted snuff box, "allow me to offer you a pinch of my father's very best snuff." It is only fair to say that the action was appreciated at its worst, and the popularity of the newcomer dated from that moment.

**THE POPES AND THE WEED.**—The attitude of the Vatican toward tobacco has varied from one extreme to another. Urban VIII. (1623-1644) proscribed the weed, threatening to excommunicate anyone who presumed to take snuff within St. Peter's or the Vatican. Innocent X. (1644-1655) issued an encyclical against the sovereign herb in 1650, which bears a curious resemblance to the counterblast of King James I. of England. This rule prevailed through the terms of Alexander VII. (1655-1667), Clement IX. (1667-1669), Clement X. (1670-1676), Innocent XI. (1676-1689), Alexander VIII. (1689-1691), Innocent XII. (1691-1700), Clement XI. (1700-1721), and Innocent XIII. (1721-1724). It was abrogated by Benedict XIII. (1724-1730), who issued an encyclical to that effect in 1725. When elected Pope he was an inveterate snuff-taker. He attempted to give up the practice, but found himself unable to do so. He therefore issued his famous brief, which allowed church officials to use the weed at their pleasure. Since that time, all, or nearly all, the Popes have used snuff—Clement XII. (1730-1740), Benedict XIV. (1740-1758), Clement XIII. (1758-1769), Clement XIV. (1769-1774), Pius VI. (1775-1789), Pius VII. (1800-1823), Leo XII. (1823-1829), Pius VIII. (1829-1830), Gregory XVI. (1831-1846), Pius IX. (1846-1878), Leo XIII. (1878-1903), Pius X. (1903—). Gregory XVI. enjoyed a pipe made of Sardinian briar. Pius IX. liked both cigars and cigarettes. The present pontiff uses snuff, and is said to appreciate a good Havana or Manilla.—*Tobacco Leaf.*

**SMOKING ACCOMMODATION AT HOUSE OF COMMONS.**—During the past session the inadequacy of the smoking-room accommodation at the House of Commons has been more apparent than ever, owing partly to the necessity for constant attendance of members through dull debates in view of "snatch" divisions, and partly to the wet weather, which prevented resort to the Terrace so often as usual. In the circumstances the desirability is being strongly urged upon the Government of making provision in next year's Estimates for giving effect to the recommendations agreed to by the Select Committee on House of Commons Accommodation, presided over by Mr. Akers-Douglas, in 1901; or, failing this, of reconsidering the feasibility, discussed in 1880, and again in 1896, of covering in the Cloister Court and making it into a smoking lounge, after the fashion of certain well-known hotel vestibules. The Committee which sat two years ago came to the conclusion, as the result of exhaustive inquiry and examination, that a large increase in the smoking-room accommodation at St. Stephen's "is urgently called for." When, on the retirement of Sir Reginald Palgrave, the suite of rooms up to that time allotted to the Clerk of the House of Commons was appropriated for the convenience of Ministers and the Press, several rooms on the Terrace front were vacated by members of the Government, and the proposal of the Committee was that these apartments, together with the adjacent corridors, should be annexed for the purpose of constructing, beyond the present strangers' smoking-room, a series of three rooms of similar dimensions, two to be used as Members' smoking-rooms, and the third as a Members' reading-room. The reason assigned for not taking immediate action upon this report was that during the war all expenditure unconnected therewith must be kept down to the lowest possible limit, but it is pointed out that this obstacle no longer exists. One objection to converting the Cloister Court into a smoking-lounge is that to reach it from the lobby Members would have to pass the Whips on "sentry-go" at the main exit, whose duty it is to see that hon. gentlemen do not leave the Parliamentary precincts unpaired when important business is being transacted. Another, which was put forward by Sir John Taylor when the subject was considered by a Select Committee in 1880, is that, besides concealing the external architecture of the cloisters, a roof over the court would interfere with the lighting and ventilation of the Members' cloak-rooms; for, sad to relate, these beautiful old cloisters themselves now serve the ignoble purpose of providing shelter for overcoats, umbrellas, walking-sticks, and kindred impedimenta. When the ancient Chapel of St. Stephen's perished by fire in 1834, the crypt and cloisters alone escaped destruction, and it is quite natural that the Office of Works should be anxious to preserve inviolate their architectural beauties. But it is felt by many people acquainted with the possibilities of the Cloister Court that a scheme for utilising it in the manner suggested might easily be devised without either disfiguring its surroundings or causing inconvenience in the cloak-rooms. It is somewhat curious, by the way, that in the course of an excavation made in the court five years ago, as a preliminary to strengthening the foundations of a portion of the cloisters, a clay pipe, pronounced by antiquarians to be at least a couple of centuries old, was dug up by a workman. Can it be that, after the resolution of 1693—"that no tobacco be taken by any Member in the Gallery, nor at the Table, sitting in Committees"—the smokers made a practice of adjourning to the Cloister Court to enjoy their "weed"?

"LA CINGARA," finest imported Mexicans.

Sole Importers: MELBOURNE, HART & CO., 19, Basinghall St., E.C.



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LLOYDS'

# 'Golden Melon' Mixture



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

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

SOLE MANUFACTURERS:

## RICHARD LLOYD & SONS, LONDON.



**"JUST ONE MINUTE TO —"**

call your attention to  
**OGDEN'S  
GUINEA-GOLD  
CIGARETTES**

**DO YOU  
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# 'ST. BRUNO' FLAKE ?

If not, you are missing a grand selling line.

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# Trade News and Notes.

MR. JAMES RITCHIE RUSSELL, cigar importer and tobacconist, who resided at 104, West Campbell Street, Glasgow, has left £20,930 7s. 11d.

**SOUTHPORT SCORES.**—Although on the Continent the tramway companies have long considered the needs of their smoking passengers, British companies have rigidly banned pipe and cigarette from the interiors of their vehicles. At Southport, however, a new departure has been made, for in the novel penny-in-the-slot electric tramway-car the two ends of the vehicle are reserved for smokers.

**ANTI-CIGARETTE BILL.**—Mrs. Coulter, the only woman member of the Utah Legislature, has succeeded in carrying a stringent Anti-Cigarette Bill. It imposes a 20s. fine, or five days' imprisonment, for any person under 18 years of age who has in his possession a cigarette, a cigar, tobacco, or opium. The women of New Jersey have been working hard to get a similar Bill through, but although the age limit was only 16, the Governor vetoed it on the ground that "most boys of 16 smoke, and generally without injury." The women of New Jersey have not got votes, or the success of their Bill would have been assured.

**THE TOBACCO TRADE. MESSRS. SAMUELSON AND CO.'S REPORT.**—The delivery of 5,470 hhds. and import of 5,720 hhds. shows a large movement in the North American tobacco during the last month. The sales have been chiefly western strips, in which buyers have operated largely owing to the abnormally low prices of the medium and finer grades. Crop reports from the Baltish district speak of nondescript and inferior tobacco, small in size and in many places very dirty. The prices will, it is said, be regulated by the Americans, who want to get back the gold they showered on the farmers last year. The farmers ought in their own interest to have grown cotton instead of tobacco, and no doubt they will next year. Regarding western tobacco, if the crop should prove favourable, no doubt stemmers will operate largely, as it is of vital importance to them that manufacturers should be able to buy cheaper in this market than they can by opposing stemmers in the west.

**GREAT TOBACCO INCREASE.**—Smokers contribute a stupendous amount towards the revenue of the country. The duties upon tobacco realised £12,451,473, as compared with £10,567,705, or 17·8 per cent. This large increase is not, however, wholly due to greater consumption, for the quantity taken out of bond in 1901-2 was considerably reduced by the forestalments which were made at the end of 1900-1, in anticipation of a rise in the duties. The returns for the first half of the year gave promise of a much larger revenue, but the clearances subsequently fell off. The general slackness of employment during the winter of 1902-3, and the somewhat higher prices of the cheaper qualities of tobacco, may have been partly responsible for the falling off. The collapse of the competition between

the Imperial Tobacco Company and the American Company in September, 1902, withdrew some of the advantages which had been given to the consumer during the fight for the tobacco trade of the United Kingdom, and must have to some extent influenced consumption during the last half of the year.

**MARSUMA CIGARS.**—Last month, by a printer's error, we were made to announce that Mr. Tully, of 93, Leadenhall Street, E.C., had been appointed by the Havana Cigar Co., of Congleton, their sole representative for London and the south of England for Marsuma cigars. The name should, of course, have been Mr. Edward J. Lusby, whose energetic methods and great experience should help to make Marsumas boom even more than at present.

## Fires.

Serious damage was done about midnight on September 7th at the tobacco shop of Mr. L. LYONS, 101, City Road, E., by an outbreak traced to a light thrown away.

A fire broke out on September 3rd in the shop of Mr. LAMB, a Southport tobacconist.

About 9.30 on Thursday night, September 3rd, the Gravesend Fire Brigade received an alarm that a fire had broken out at 66, High Street, the premises occupied by Mr. BILL as a tobacconist. The premises were insured. The cause of the fire is unknown.

The Leeds Fire Brigade were summoned on September 1st to quell an outbreak of fire on the premises of MESSRS. BATES & CO. LTD., cigar makers, Nineveh

Road, Holbeck. A single jet from the street main sufficed to extinguish the flames. A portion of the stock was damaged.

**RATS CAUSE A FIRE.**—Last month a fire was discovered on the premises of MESSRS. SALMON & GLUCK-STEIN, Queen Street, Wolverhampton. The outbreak occurred in a storeroom over the shop. Smoke was seen issuing from the windows, and the fire brigade were at once summoned. The fire was quickly extinguished, and on an examination it was found that it had been caused through rats gnawing through the woodwork of some boxes containing matches, which had been ignited. Considerable damage was done to the stock and the shop by water.

**BIG BRIGHTON BLAZE.**—A serious fire occurred about two o'clock in the morning of August 25th at premises occupied by MADAME FOULGER, wardrobe dealer and tobacconist, at 88 and 89, St. James's Street, Brighton. As far as can be gathered it seems that a woman who was passing noticed the place alight, and at once raised the alarm. By the time the firemen arrived the shop was blazing furiously—indeed, the flames, blown by the high wind, were reaching half across the road, and it looked a very big task for the brigades. It could be seen at once

# TEOFANI'S

HIGH-CLASS  
CIGARETTES

AWARDED THE  
GOLD MEDAL

AT  
PARIS EXHIBITION, 1900  
(HIGHEST AWARD).

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

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

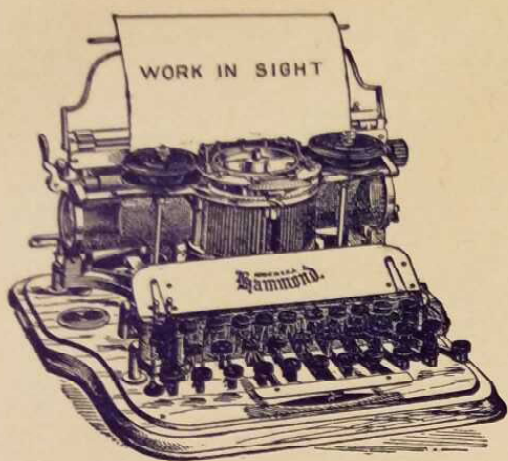
T. VAFIADIS & CO.'S EGYPTIANS

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

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



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PERFECT ALIGNMENT.	WORK IN SIGHT.
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## TRADE NEWS AND NOTES—continued.

that the fire was quickly working its way up inside the premises, and the first thought of Fire Superintendent Lacroix on arrival was for the safety of any possible inmates. There were, in fact, several persons sleeping in the house when the fire broke out, but they were quickly got out by way of a back entrance leading into Camelford Street. This back entrance seemed to be approached by a passage, and the gale of wind which was blowing from the sea could cut along this passage, and considerably assist the flames, being assured that nobody was left on the premises, the firemen set to work at once with the hose, and it happened fortunately that the neighbourhood is well supplied with hydrants, so that plenty of water could be got to play upon the then fiercely-burning building. There seemed a danger of the adjoining house catching fire as well, but the firemen really worked well, and within about twenty minutes the flames were subdued, although it was only by persistent attention with the hose that it was prevented from bursting out afresh in some other part. After a little more than half-an-hour's hard work, Superintendent Lacroix and his men were able to send the "stop" message, and all danger was over, although the fire still smouldered. By this time the shops and ground floor were entirely gutted, and the first storey seemed to have very little left inside except the walls and joists, and the damage must be very considerable.

## Foreign.

**TURKISH TOBACCO CROP.**  
—The 1902 crop of Turkish tobacco leaf used for making cigarettes is said to have been the best on record, and the 1903 crop, although large, will not produce tobacco of such fine quality.

**TOBACCO IN PORTO RICO.**  
—Mr. Consul Churchward, in his report on the trade of Porto Rico in 1902, which has just been issued from the Foreign Office, says:—"The tobacco industry within the last two years has grown greatly, both in its production and manufacture, for practically the whole crop is now exported made up. With free trade with the United States came more orders than could be filled by makers of all classes, and, as is always the case under such circumstances, in many instances the suppliers took little care to insure the sample, and in the hurry for trade jeopardised the reputation of the article. The only complaint made of Porto Rican tobacco up to now was that one-sixth of the crop only was suited for wrappers, and that those were not up to the ordinary standard. Considering the very haphazard way in which, until lately, tobacco was grown in Porto Rico, this is not surprising, but the systematic culture that a good free market has encouraged will no doubt improve the quality of the leaf, for the cultivation of which every condition, labour not the least one, of the island is favourable."

## Law.

**A MANAGER'S AUTHORITY.**—At the City of London Court, last month, the British Cigar Company, 34, Leaden-

hall Street, sued the County Hotel Company, Ltd., of Newcastle-on-Tyne, for £8 3s. for goods supplied. The goods were ordered by the late manager of the defendants' hotel. They said that the manager had the goods for himself, and was not authorised to order them for the company. The plaintiffs said they thought that the manager had authority. The judge found for the defendants, with costs.

## Limited Companies.

**SALMON & GLUCKSTEIN, LTD.**—The following report to the shareholders of the company for the sixteen months ended April 30th, 1903, has been issued by the directors:—The directors have pleasure in submitting the balance sheet and profit and loss account made up to April 30th, 1903. Your directors desire to point out that the present accounts cover a period of sixteen months, the Imperial Tobacco Company (of Great Britain and Ireland), Ltd., who guarantee our 10 per cent. cumulative preferential dividend, having suggested that they should be made up to periods corresponding with those up to which their own accounts are prepared. Your directors have since been advised, however, that our accounts should be made up to the end of December in each year, and in future this will be done, and the figures placed before our shareholders annually in the early part of the year as heretofore. In February and March of last year, extraordinary general meetings of our shareholders were held, when they approved and ratified the provisional agreement entered into with the Imperial Tobacco Company, whereby that company guaranteed a cumulative preferential dividend of 10 per cent. per annum on the capital of 500,000 shares of £1 each from January 1st, 1902, payable half-yearly, on January 1st and July 1st in each year, and such dividend has been duly paid. The agreement further provided for increasing the capital of the company to £600,000 by the creation of 100,000 deferred shares of £1 each, which were, in terms of the agreement, subscribed for by the Imperial Company, and a sum of 2s. per share was paid upon them. New Articles of Association were also adopted to give effect to the foregoing, and to provide for the future management and control of the Company's business. With the approval and consent of the deferred shareholders, the remaining 50,000 of the 10 per cent. cumulative preference shares were issued in January last at a premium of £1 5s. per share. These shares were offered to and all taken up by existing preference shareholders. The proceeds of this issue were applied in discharging and reducing outstanding loans. Arrangements have been entered into to transfer our export business to the British American Tobacco Company on terms satisfactory to your directors. All our shops, as well as the factory plant and machinery, have been maintained in an efficient state of repair, and the cost charged to revenue as heretofore. It is proposed to appoint Mr. William Plender, F.C.A., of the firm of Messrs. Deloitte, Dever, Griffiths & Co., and Messrs. Pannell & Co.,

# ISHERWOOD'S Choicest Cairo Cigarettes.

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

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

For Price Lists of **THEODORO VAFLADIS & CO.'S Imported EGYPTIAN Cigarettes** Apply **MELBOURNE, HART & Co.,**  
19, Basinghall St., E.C.



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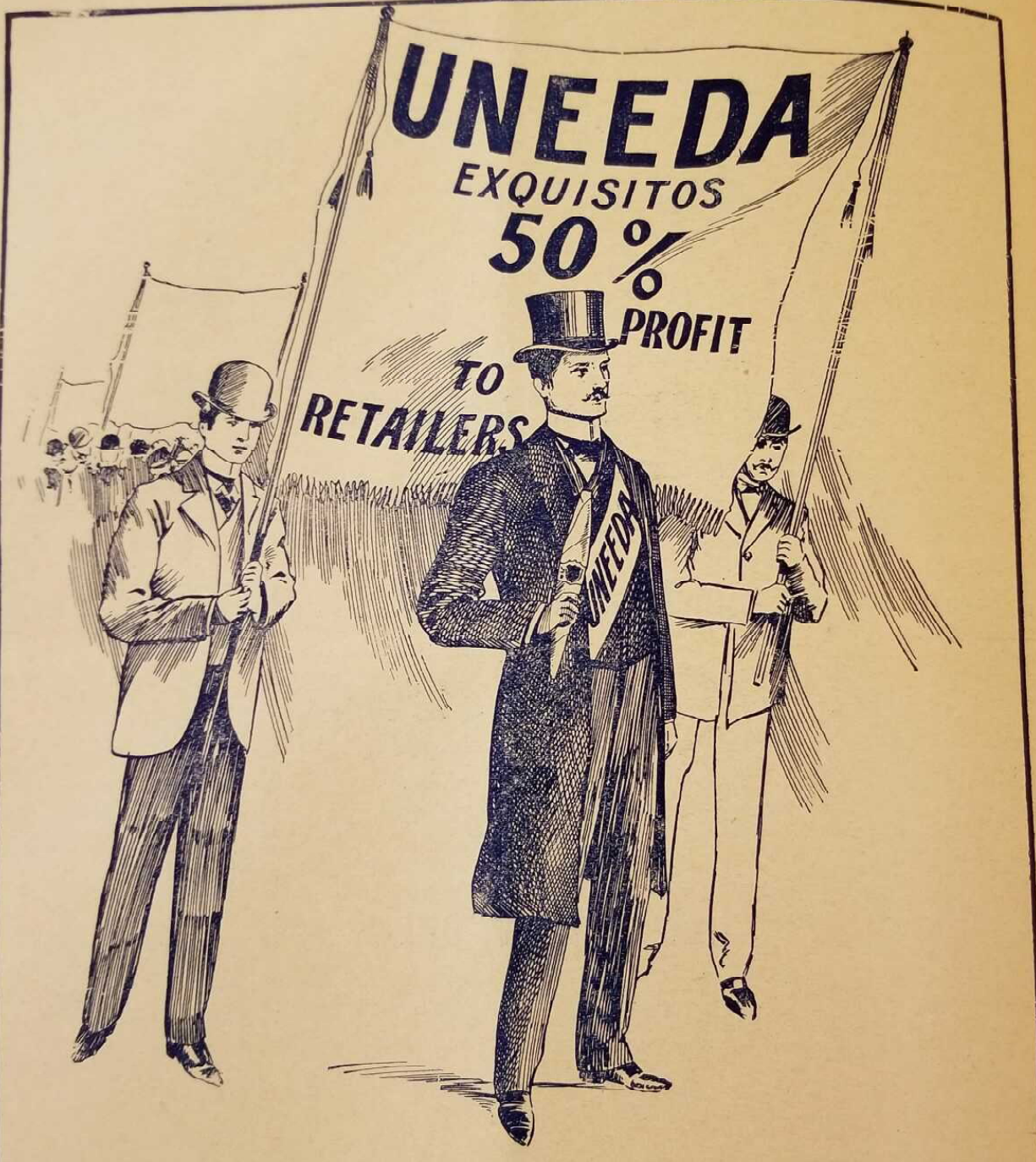
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# UNEEDA LEADS THE WAY!

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



## TRADE NEWS AND NOTES—continued.

as the company's auditors for the ensuing year. Shareholders are again reminded that they have it in their power greatly to further the success of the company, and the directors respectfully claim their assistance, both by their personal patronage and by their recommendation.

BALANCE SHEET, April 30th, 1903.

Dr.		£		s. d.		£		s. d.	
To Capital—									
<i>Authorised—</i>									
500,000	10 per cent. Cumulative								
	Guaranteed Preference								
	Shares of £1 each ..	500,000	0	0					
100,000	Deferred Shares of £1								
	each .. .. .	100,000	0	0					
600,000		600,000	0	0					
<i>Issued—</i>									
450,000	10 per cent. Cumulative								
	Guaranteed Preference								
	Shares fully paid ..	450,000	0	0					
50,000	Do. upon which the sum								
	of 5s. per share has								
	been called up ..	12,500	0	0					
	Amounts received in								
	anticipation of instal-								
	ments payable on								
	50,000 10 per cent.								
	Cumulative Guarant-								
	eeded Preference Shares	27,868	10	0					
		490,368	10	0					
	<i>Less Calls in arrear on</i>								
	<i>10 per cent. Cumula-</i>								
	<i>tive Guaranteed Pre-</i>								
	<i>ference Shares ..</i>	368	0	0					
500,000		490,000	10	0					
100,000	Deferred Shares upon								
	which 2s. per share								
	has been paid up ..	10,000	0	0					
600,000					500,000	10	0		
4½	per cent. First Mortgage De-								
	benture Stock ..	200,000	0	0					
	Interest accrued ( <i>less tax</i> ) ..	700	11	0					
		200,760	11	0					
..	Creditors—								
	On acceptance .. ..	603	11	10					
	On open account .. ..	90,989	19	8					
	Cash Creditors .. ..	30,481	6	7					
		131,074	18	1					
..	Premiums Account—								
	On Debenture as per last								
	Balance Sheet .. ..	1,354	6	6					
	On Preference Shares issued								
	in 1903 ( <i>less cost of issue</i> )	62,400	17	7					
		63,755	4	1					
..	Reserve Account .. ..	40,000	0	0					
..	Profit and Loss Account—								
	Balance brought forward								
	from 1901 Account, as per								
	last Directors' Report ..	8,924	13	11					
	Balance to credit at April								
	30th, 1903 .. .. .	61,666	13	5					
		70,591	7	4					
	<i>Less—Dividends paid on 10</i>								
	<i>per cent. Cumulative</i>								
	<i>Guaranteed Preference</i>								
	<i>Shares, for the year ending</i>								
	<i>December 31st, 1902 ..</i>	45,000	0	0					
		25,591	7	4					
		£961,182	10	6					
Cr.		£	s. d.	£	s. d.				
By Goodwill of business, trade marks,									
leases, fixtures, machinery,									
plant, &c., at factories and									
shops—and outlay on freehold									
sites, factories, &c., in St.									
Luke's—as per last Balance									
Sheet, with additional expendi-									
ture during the 16 months..									
		556,377	0	9					
	<i>Deduct—Depreciation of</i>								
	<i>leases, fixtures, machinery,</i>								
	<i>and plant for 16 months..</i>	21,483	10	7					
		534,893	10	2					

Cr.		£		s. d.		£		s. d.	
By Stock in Trade—									
	At factory and in bond,								
	taken at cost .. ..	224,057	3	7					
	At shops (selling prices <i>less</i>								
	deduction of profit to								
	reduce to estimated cost)	114,313	16	8					
	Shop-fitting materials ..	738	13	6					
						330,709	13	9	
..	Book debts, rents receivable out-								
	standing, &c., including amount								
	receivable from the Imperial								
	Tobacco Company (of Great								
	Britain and Ireland), Ltd.,								
	under Agreement dated Jan.								
	2nd, 1902 .. .. .	47,145	17	8					
..	Deposits with Customs and other								
	authorities .. .. .	556	10	0					
..	Rates, Insurance, &c., paid in								
	advance .. .. .	2,768	13	10					
						59,471	1	0	
..	Investment at Cost .. ..								
	Cash—					10,000	0	0	
	At Bankers .. .. .	22,805	1	10					
	In hand .. .. .	3,303	3	3					
						26,108	5	1	
						£961,182	10	6	

## PROFIT AND LOSS ACCOUNT for the 16 Months ended April 30th,

Dr.		£		s. d.			
1903.							
To Debenture Interest .. .. .							
					12,000	0	0
..	Depreciation of leases, fixtures, machinery,						
	plant, &c., at shops and factory .. ..				21,483	10	7
..	Balance carried to Balance Sheet .. ..				61,666	13	5
					£95,150	4	0
Cr.							
By Balance on Trading (including Dividend on Invest-							
ment) after providing for Directors' fees,							
and crediting the amount receivable from the							
Imperial Tobacco Company (of Great Britain							
and Ireland), Limited, under Agreement dated							
January 2nd, 1902 .. .. .							
					94,768	13	6
..	Transfer fees .. .. .				381	10	6
					£95,150	4	0

In accordance with the provisions of the Companies Act, 1900, we certify that all our requirements as Auditors have been complied with.

August 10th, 1903.

(Signed) PANNELL & Co., Auditors.

## New Companies.

FRENCH TOBACCO COMPANY, LTD., registered 11th August. Capital, £1,000 in £1 shares. Objects: To carry on at 40, Gerrard Street, Soho, or elsewhere, the business of manufacturers of, dealers in, and agents for the sale of pipes, cigar and cigarette holders, tobacco, cigars, cigarettes, snuff, smokers' requisites, and tobacco-nists' sundries generally. No initial public issue. Registered office, 40, Gerrard Street, Soho, W.

## Police.

The local branch of Messrs. SALMON & GLUCKSTEIN LTD., tobacconists, at 188A, High Street, Stoke Newington, was broken into between the hours of 11.30 on Sunday night and daylight on Monday morning.

EXCESSIVE HOURS.—At the Woolwich Police Court last month Henry Ash, of 9, The Pavement, New Cross Road, was summoned for employing Albert King, a young person within the meaning of the Factory Acts, for more than 74 hours in one week, also for failing to exhibit the notice required by the said Acts.—Fined 20s. and 2s. costs on the one summons, and 10s. and 2s. costs on the other.

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



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

The Real English Bulldog,

# NOT THE SHAM



**5 a 1d.** The Real Godfrey Phillips' **GUINEA GOLDS.**  
Not the Foreign Imitations.

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## TRADE NEWS AND NOTES—continued.

**POPP ONCE MORE.**—On September 6th, at High Wycombe, Albert Kellaway, assistant to Jacob Popp, newsagent and tobacconist, answered two further summonses for trading on Sunday contrary to an Act of Charles II. He pleaded "guilty." The constable who proved the offences said that the majority of defendant's customers were adults. The Bench imposed a fine of 2s. 6d. in each instance, with 5s. costs.

**SAVED BY A TOBACCO BOX.**—While on duty in Prince's Avenue, Muswell Hill, on September 7th, Constable Pollard had his attention drawn to the conduct of a man named William Foskett, who was begging. Following him to a shop in Hillfield Gardens the constable told the man that he should take him into custody. Foskett thereupon struck at him twice with a knife, the second blow cutting through his cape and striking a tin tobacco box in his breast pocket. Another constable who came up was struck on the head, but he knocked the knife out of Foskett's hand with his truncheon. At Highgate Police Court the following day the accused was remanded in custody.

**THE MOISTURE QUESTION.**—On August 27th, at the Newcastle Police Court, Robert Dunford and James Sturge Rea, carrying on business in Hanover Square, Newcastle, as Harvey & Davy, tobacco manufacturers, were summoned for having had in their possession, on 19th May, certain roll tobacco fit for sale, and such tobacco, on being dried at a temperature of 212 degrees Fah., was decreased in weight by more than 30 per cent. Defendants were also summoned for similar offences on 25th May and 7th June, the maximum excise penalty for each offence being £50. Mr. Hawkins prosecuted on behalf of the Inland Revenue Commissioners, and Mr. Edward Clark defended. Evidence was called to show that the samples taken contained more moisture than was permissible.—Mr. Clark said they might have exceeded the legal limit, but the defendants had not intentionally done so, and they emphatically denied that they had done so.—Mr. J. R. Pocock, Inland Revenue officer at Newcastle, stated that out of 65 samples taken from the defendants in April, May, and June, 13 were found to be wrong.—Mr. Rippon, manager for the firm of Harvey & Davy, stated with regard to the process of manufacture that they always left a margin to work upon so far as moisture was concerned. They never, to his knowledge, added more water than would give 29 per cent. of moisture.—The Chairman (Ald. Baxter Ellis), in announcing the decision of the Bench, said they were agreed that there had been no intention on the part of the firm to increase the moisture in the tobacco for the sake of ensuring a greater profit, but they could not close their eyes to the fact that the cases had been proved. For each offence defendants would be fined 40s. and costs.

**BONFIRE OF CIGARS.**—An extraordinary story was told to the Barnsley magistrates, on August 17th, during the hearing of a case in which John Smith, miner, of Cudworth, was charged with having damaged a quantity of beer, wine, spirits, and cigars, the property of the Cudworth Village Club and Institute, Limited, to the value of £200. Mr. A. Muir Wilson said the case was the most remarkable he had ever heard of. During the last four and a half years Smith had been the steward at the club named, but for certain reasons the committee, on the night of Monday, the 27th ult., decided to get rid of his services, and four o'clock on the following day was fixed as the hour on which he should be paid off. Smith got wind of what was going to happen, and prepared a reception for the committee which they had little dreamt of. Twenty "54's" of beer were found with their corks knocked in, and 40 gallons of Irish whisky, 20 gallons of rum, 11 gallons of "special" Scotch whisky, mineral waters, and cordials had been treated in the same fashion, the cellar being flooded to the depth of 2½ feet. In addition to that, Smith got 8,000

cigars and 290 packets of cigarettes, and, with the aid of paraffin, burned them in the yard. One remarkable feature of the affair was that nobody attempted to stop that extraordinary performance, and damage was done to the extent of well over £200. When the officials spoke to Smith, he said that was the best day's work he had ever done in his life, that he was the happiest man on earth, and that the King of England had never done so much good.—Joe Race, colliery timekeeper, secretary of the club, gave evidence bearing out the stated facts. He said defendant did not seem to be a bit sorry, but rather delighted. Nothing was saved; but some pigs, which got to the flowing liquor, were rendered intoxicated.—John Parker spoke to seeing the cigars burned. It was not a big fire, but it lasted four hours, and though there were a number of people looking on, none made any attempt to stop defendant. They seemed frightened, though defendant did nothing but walk quietly about, and keep pouring paraffin on to the burning cigars. Smith was committed for trial, bail, himself in £50 and sureties to the same amount, being granted.

**SUNDAY TRADING AT DONCASTER. TOBACCONISTS PROSECUTED.**—On August 17th, at the Doncaster Borough Police Court, three cases of Sunday trading were heard. Mr. Tovey (Town Clerk) prosecuted, and Mr. Andrews defended in the case of John Stanley, tobacconist, of 10, Hallgate.—The Town Clerk (Mr. R. A. Tovey) said that defendant lived at No. 10, Hallgate, and that in consequence of information laid against the defendant, his premises had been watched during Sunday, the 9th inst. The proceedings were taken out under an old Act of Charles II.'s time, known as the Lord's Day Observance Act, and he would point out that this Act was by no means obsolete on account of its age, for their Worships would know that the Poor Law Act went as far back as the reign of Queen Elizabeth. The Act at present in question had been amended in 1871, when it was before the Houses of Parliament. It was desirable that Sunday trading shops should be closed, as a nuisance was caused to the immediate inhabitants and also to the persons passing to and from places of worship.—Detective-Sergeant Bugg stated that he had received instructions to watch the defendant's premises on the 9th inst. He was stationed near to the shop from 10.35 until after 7 p.m., during which hours he saw several persons, men, girls, and boys, enter and purchase tobacco, cigarettes, and chocolate.—Police-constables Glasby and Dixon corroborated.—Mr. Andrews said he would admit that persons had been into the shop, and that trading had been carried on. He contended that the Act made it necessary for a man to solely depend upon his shop for his livelihood before he could be convicted of Sunday trading. The defendant was a mechanic, and on these grounds the case would fall through.—Mr. Tovey: You have the fact that he is a tobacconist, and that his shop was open on Sunday.—Mr. Andrews pointed out that the shop was one that depended upon its Sunday customers, and said that if it was closed on that day it would have to be closed altogether. He thought it was too late in the day to attempt to improve the morals of Doncaster with respect to Sunday trading.—John Aspinall, 128, St. Sepulchre Gate, was similarly charged for an offence on the same date.—Sergeant Bugg proved the case.—The Chairman: Do you plead guilty?—Defendant: Yes. I've kept it open for 23 years, and shall do again. I have a living to get. (Laughter.)—Arthur Scott, tobacconist, West Laith Gate, was also charged, the case being proved by Sergeant Bugg and Police-constable Glasby. Defendant said that after receiving a warning from the Chief Constable he had closed the shop.—After a short retirement the Chairman (Mr. Wightman) said that the magistrates did not intend to foster Sunday trading, and they hoped the present cases would be a warning to others. Defendants were each fined 1s. and costs.

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



## TRADE NEWS AND NOTES—continued.

**INFLAMMABLE CIGAR HOLDERS.**—On August 10th, Edward Carney (54), hawker, was charged before Alderman Sir Henry Knight with attempting to obtain 6s. from Detective Nicholls, of the City Police, by false pretences.—Detective Nicholls gave evidence to the effect that on Tuesday night the defendant came up to him in Cheapside and offered him a cigar and cigarette-holder for sale, stating that they were made of amber and gold. He added that he wanted 6s. for them, and that he would not be selling them for that price if he were not "hard up." The witness told the defendant that he was a police officer, and that he should charge him with attempting to obtain 6s. from him by false pretences, the cigar and cigarette holder being only made of celluloid. The defendant exclaimed, "Who would have thought you were a — 'tec?" The witness searched him and found upon him a number of bills relating to these articles, the price of which ranged from 1s. to 1s. 3d. The defendant got his living by hawking these things about.—The defendant: I have been selling things in the streets for 40 years, and I bear a thoroughly good character.—Detective Nicholls said the cigar and cigarette holder were made of most inflammable celluloid, and were very dangerous. They were bought in Houndsditch for 1s. or 1s. 3d.—Mr. Turner, the representative of a firm of pipe manufacturers, gave evidence as to the dangerous nature of the articles. They were made of celluloid, and were of a most inflammable nature. They might blaze up suddenly at any moment.—Sir Henry Knight: Dozens of people may have had their noses burnt off and we have not heard of it. (Laughter.)—Mr. Turner: They also cause bad throats.—Sir Henry Knight: If they are really dangerous the attention of the wholesale trade ought to be called to it.—Mr. Turner: It is the appearance of the articles which sells them.—Sir Henry Knight (to the Assistant Clerk): Are there no means of preventing it—no statute? The Assistant Clerk (Mr. Trotter): No. I do not know whether the Public Health Department could intervene in the matter, but they might be communicated with.—Sir Henry Knight: I am only considering the public danger. It is a serious matter for a man to get his nose or face burnt. At the suggestion of the Alderman, an experiment was made in court by Mr. Turner, to demonstrate the inflammability of the articles. Mr. Turner applied a match to the cigar and cigarette holder, and they at once blazed up. There was some difficulty in extinguishing the flames, and after it was put out a dense smoke was emitted.—The defendant said he did not represent that they were made of amber and gold. He only offered them to Detective Nicholls for 2s.—Sir Henry Knight said he was not satisfied that the defendant was so viciously disposed as would induce him to punish him. It was a very serious thing to misrepresent the article. With regard to the inflammability of the articles, it was the fault of the people who supplied them to the defendant. They ought not to sell such things. He discharged the defendant.

## Public Companies.

**JOHN HUNTER WILTSHIRE.**—The directors of John Hunter Wiltshire & Co. Ltd. have declared the usual interim dividend of 5 per cent. per annum, for the six months ended, 30th June last.

**ALBERT BAKER & CO.**—The directors declare an interim dividend for the six months ended June 30th, 1903, at the rate of 6 per cent. per annum, less tax. The dividend warrants were posted on the 31st inst.

**COPE BROS. & CO. LTD. REPORT AND BALANCE SHEET.**—The directors beg to submit herewith statement of accounts for the year ended June 30th, 1903, duly audited. The profit and loss account shows a net deficit on the year's trading of £1,013 12s. 6d. This amount is

increased by debenture interest, £2,002 9s. 2d.; directors', auditors', and trustees' fees, £1,036 5s.; income tax, £499 9s. 7d.; making a total of £4,542 16s. 3d., which has been written off the reserve fund. The directors have again returned one-half of their fees for the past year. The agreement for the amalgamation of this business with that of Messrs. Richard Lloyd & Sons, Clerkenwell Road, London, approved at the meeting of shareholders on September 15th last, has been carried into effect. The stock, assets, and goodwill of Richard Lloyd & Sons' business have been paid for by the issue of debentures and ordinary shares. Cope Bros. & Co.'s branch factory in Great Eastern Street, London, has been closed, and the London business transferred to Clerkenwell Road. Mr. William Jollyman, senior partner in Richard Lloyd and Sons, has entered upon his duties as general manager with a seat on the board of Cope Bros. & Co. Ltd. Other changes in the staff and administration have been introduced with a view to economy and increased efficiency in the conduct of the business. These changes, now being gradually effected, have not been in operation long enough to be felt in the last financial year; but the directors are satisfied with the results so far as they are known. The continued and ruinous competition in the tobacco trade has necessitated a large expenditure on advertising, the whole of which has been charged against the year's trading.

JNO. A. WILLOX (chairman),  
W. STAVELEY TAYLOR,  
THOMAS H. COPE,  
W. JOLLYMAN,

Directors.

W. H. POWELL, Secretary.

Liverpool, 10, Lord Nelson Street, August 28th, 1903.

PROFIT AND LOSS ACCOUNT FROM JULY 1ST, 1902, TO  
JUNE 30TH, 1903.

<i>Dr.</i>	£	s.	d.	£	s.	d.	
To Year's deficit on trading account .. .. .				1,368	17	3	
„ Income tax .. .. .				490	9	7	
„ Directors', trustees', and auditors' fees .. .. .	1,836	5	0				
Less Directors' fees returned	800	0	0				
„ Debenture interest .. .. .				2,002	9	2	
				£4,898	1	0	
<i>Cr.</i>				£	s.	d.	
By Transfer fees .. .. .					20	12	0
„ Income by investment .. .. .					334	12	9
„ Amount transferred from reserve fund .. .. .				4,542	16	3	
				£4,898	1	0	

### TO MY PIPE BOWL.

Hail! faithful bowl, friend indeed,

Thou solace of my lonely hours.

With good "Virginia" leaf I will fill thee up,

And airy castles build with smoky towers.

Perchance I'll wander through Elysian fields,

Or in Utopia's fair land may roam;

Yet when the magic of thy power is spent

I'll find myself safe back again—at home.

When fortune frowns and fickle friends forsake,

And failure seems to be a deadly crime,

I'll fill thy bowl, and in the incense sweet

Puff out defiance to old Father Time;

Forget the wrongs that breed revengeful thoughts,

And blissfully unconscious of life's toil and tears,

The balm of peace will permeate my soul,

And wing my thoughts to brighter, happier spheres.



## Science of Advertising.

ONE of the hardest questions for the average user of paid advertising to solve is that of space. The average advertiser solves this problem by dividing the sum of his annual appropriation for such purpose by the estimated cost of a schedule of rates in a selected list of papers brought to his notice in one manner and another and takes his chances on the result; perchance emerging from his annual experiment with satisfactory results, but more often ready to abandon advertising in the journalistic field as altogether unprofitable.

In an endeavour to spread an appropriation of advertising over the largest possible scope, the manufacturer or merchant too often loses sight of his competitor. He seems unmindful of the fact that in the very medium he has chosen for his eighth of a page, there appears a full page "ad." of an estimable rival. Without counsel or advice he plunges into the field of advertising to spread his appropriation, and hopes to reap results which are all out of proportion to his little space. If you are looking for notoriety you wouldn't carry a large catch of fish through the back alley to excite your sceptical friend's envy. You would hire a band and go straight down the middle of the main thoroughfare. There is just as much reason in hoping to excite the curiosity and loosen the purse strings of cautious buyers in placing a little half-grown "adlet" in columns that are congested with similar matter.

To a large extent we are what we make people think we are. Our investments in advertising space should not be of the bargain counter kind; buy it as you would a diamond—one pure, white, two-carat gem is worth a dozen little ones, and will attract ten times the admiration. One well-displayed, well-written page space in a journal of prestige will do a hundred fold more good than this scattered makeshift spreading that too many advertisers attempt. A page permits of a treatment in typography impossible in any lesser space. It enables the advertiser to exhibit a picture or cut of the article he is giving prominence, and to paint his picture in forceful rhetoric.

If you are hunting for chipmunks it is all right to use a popgun, but if you are after big game go loaded for bear, and while you're burning powder make every shot count.

Many advertisers who are enjoying the present period of prosperity give this as a reason for neglecting their publicity or deferring changes or improvements until such time as their orders may begin to fall off. They realise, perhaps, as all good business men must, that *the time to advertise is all the time*; nevertheless they go on neglecting their ads., and in many cases permit them to misrepresent their business just because they are too busy. The efficiency of the ads. may be 25 per cent. or less, while the same condition in the shop would not be tolerated. Like as not when hard times come, as they will periodically, the advertising is the first expense to be curtailed or cut out.

Now if advertising is worth doing at all it is worth doing well. It is a power to be used at all times. In "too busy" times, with more orders than one can conveniently take care of, a shrewd advertiser will tell about the *quality*, or *workmanship*, which commands a better price. Demand regulates price, and a campaign of educational advertising enables an advertiser to raise prices and still maintain a volume of business with greater profit.

Buying space is a very small part of advertising; what is said in the space and how attractively it is presented is of far greater importance. The business man of to-day

who persists in being too busy to have his advertising properly attended to is adding needlessly to his expense account.—*Canadian Tobacco Journal.*

## SPECIAL LINES.

EL SHEMAH CIGARS.—We have been favoured by Messrs. Cohen, Weenen & Co. with samples of "El Shemah" cigars, which they are just now bringing specially before the trade. The brand has already been known for over thirty years as one of the best selling 3d. lines, and those of our readers who do not at present stock it should send to Messrs. Cohen, Weenen & Co. for samples and judge for



themselves. The label, which we reproduce, is of striking design, and the cigars are well boxed and neatly banded. They are of good flavour and sound quality; moreover, they have been manufactured with great care and are in every way worthy of the deservedly high reputation of the firm. There seems a tendency towards improvement in the cigar trade just now, and there is thus a favourable opportunity for pushing a really good article which gives the retailer a fair profit.

GAINSBOROUGH CIGARETTES.—We have also received samples of this line—which we specially noticed when first introduced. Unlike many other brands which were put on the market during the tobacco war and failed to hold the popular favour, Gainsborough Cigarettes have continued to increase in demand and the sales have shown steady progress. Messrs. Cohen, Weenen & Co. have spent considerable sums in judicious and original schemes of advertising, and the result is that the cigarettes are now eagerly inquired for everywhere. They are sold in packets of ten at the popular price of 3d., and the design on the cover is one of the best produced and most attractive we have come across. In each packet there is a framed portrait of some celebrity and a coupon. One hundred of these coupons can be exchanged for a mounted photograph measuring 24½ by 20 inches of any of the celebrities on the list, while for 200 coupons a mounted enlargement of any photograph can be obtained. Specimens of these enlargements we inspected some time ago, and may repeat that they are really admirable examples of the photographer's art. The cigarettes make a very nice display on the counter, and we advise those of our readers who as yet have not tried them to write for particulars.



# From the "London Gazette."

## Receiving Orders.

ASHFORD, ERNEST JOSEPH, tobacconist, &c., 317 and 319, Gooch Street, Birmingham. Date of order, August 24th, 1903.

BLADES, FREDERICK ROBERT, tobacconist, &c., 22, Waterside North, Lincoln. Date of order, August 24th, 1903.

HEALEY, JAMES, tobacconist, &c., 74, Bolton Road, and 34, Manchester Road, Walkden, Lancashire. Date of order, August 26th, 1903.

HORTON, JOHN, tobacco merchant, &c., 71, Mortimer Street, and 15, Clifton Villas, Herne Bay. Date of order, August 18th, 1903.

SIMMONS, HAROLD STANLEY, commission agent for cigars, &c., 42, South King Street, Manchester. Date of order, August 24th, 1903.

DAVIES, JULIUS LIONEL, Wensley Bank, Thornbury, Bradford, cigar merchant. Date of order, August 28th, 1903.

## First Meetings and Public Examinations.

BLADES, FREDERICK ROBERT, late tobacconist, 22, Waterside North, Lincoln. Public examination, Sessions House, Lincoln, September 17th, 1903, at 3.

HORTON, JOHN, tobacco merchant, &c., 71, Mortimer Street, and 15, Clifton Villas, Herne Bay. Public examination, Guildhall, Canterbury, September 17th, 1903, at 10.

MILTON, CHRISTOPHER JOSEPH, tobacconist, High Street and Rock Hill, Bromsgrove. Public examination, Guildhall, Worcester, September 8th, 1903, at 2.15.

DAVIES, JULIUS LIONEL, Wensley Bank, Thornbury, Bradford, cigar merchant. Public examination, October 7th, 1903, at 10 a.m., at County Court, Bradford.

HEALEY, JAMES, 34, Manchester Rd., Walkden, Lancashire, tobacconist, &c. Public examination, September 21st, 1903, at 10.30 a.m., at Court-house, Salford.

## Adjudications.

ASHFORD, ERNEST JOSEPH, tobacconist, &c., 317 and 319, Gooch Street, Birmingham. Date of order, August 25th, 1903.

BLADES, FREDERICK ROBERT, late tobacconist, &c., 22, Waterside North, Lincoln. Date of order, August 24th, 1903.

HEALEY, JAMES, tobacconist, 74, Bolton Road, and 34, Manchester Road, Walkden, Lancashire. Date of order, August 26th, 1903.

HORTON, JOHN, tobacco merchant, &c., 71, Mortimer Street, and 15, Clifton Villas, Herne Bay. Date of order, August 18th, 1903.

## Notices of Intended Dividends.

ASHWORTH, THOMAS, tobacconist, late 20, Henshaw Street, Oldham. Last day for proofs, August 12th, 1903.

Trustee, H. Booth, Official Receiver, Greaves Street, Oldham.

HARDY, ERNEST WILLIAM, tobacconist, &c., 58, Goose Gate, 106, Saint Ann's Well Road, Nottingham. Last day for proofs, September 14th, 1903. Trustee, T. Gourlay, Official Receiver, 4, Castle Place, Park Street, Nottingham.

## Notices of Dividends.

DRABBLE, SIDNEY HERBERT, tobacconist, 70, Pinstone Street, Sheffield. First and final, of 1s. 4½d., at the Official Receiver's, Figtree Lane, Sheffield, on September 1st, 1903.

GREGORY, JOHN HENRY, tobacconist, &c., Uppingham, Rutland. First and final, of 1s. 6d., at the Official Receiver's, 1, Berridge Street, Leicester, on August 15th, 1903.

HOLDEN, THOMAS, tobacconist, 9, Princess Street, Bury. First and final, of 5s. 1d., at the Official Receiver's, 19, Exchange Street, Bolton, on August 6th, 1903.

TAYLOR, JOSHUA, Buckle Lane, Normanton, Yorkshire, tobacconist, &c. First and final of 7s. 3d. in the pound, payable on September 4th, 1903, at Official Receiver's Office, Wakefield.

## Notices of Release of Trustees.

HARGREAVE, RICHARD, tobacco manufacturer, South Church Side, Kingston-upon-Hull. Trustee, R. Hodgson, Bank Chambers, Parliament Street, Kingston-upon-Hull. July 23rd, 1903.

MAINWOOD, WILLIAM JAMES, wholesale cigar, &c., merchant, 41, St. Leonards Road, Windsor. Trustee, C. Mercer, Official Receiver, 95, Temple Chambers, Temple Avenue, E.C. July 20th, 1903.

## Application for Debtor's Discharge.

CHAMBERS, FRANK HENRY (trading as Chambers and Co.), tobacco cutter, &c., 85, Peter's Gate, Nottingham, October 14th, 1903, at 12.

Derby Road, Nottingham.

LIVED ON CIGAR ENDS.—An old man who has just died in a Blackfriars Road lodging-house lived there for twenty years, never spoke to a fellow-lodger, and was only heard to speak there when paying the landlord sixpence for his bed. Every morning he trudged away with a leather bag to the Houses of Parliament. Outside here he picked up all the cigar and cigarette ends. This process was repeated in the main West End streets, down the Strand, and through the Temple. He made his "find," which usually weighed over 2 lbs., into ½d. packets, and sold them to the lads employed in Southwark and Blackfriars workshops as they left their work.

MRS. HUB: "My little boy Ralph has gone into spectacles."

MRS. GOTHAM: "How odd! Mine has gone into cigarettes."

## NEW PRICE LIST FOR 1903

Free on Application.

# Adolph Elkin & Co.,

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

## SPECIALITIES. . .

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

## ALL MANUFACTURERS' PROPRIETARY ARTICLES

At absolutely the Lowest Prices.

Telephone No. 6098 Avenue.





# Ardath Tobacco Co.'s

## High-class Productions.

# "ARDATH" STATE EXPRESS

THE HIGH-CLASS

VIRGINIA GRADE

## SMOKING MIXTURE. CIGARETTES.

WEIGHT LINES

**MARHABA**  
(Egyptian).

**WINFRED**  
(Virginia).

**STATE EXPRESS**  
Nos. 111 and 222.

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

**Ardath Tobacco Co., Worship Street, London, E.C.**

# Muratti's High-Class Cigarettes.

## LEADING BRANDS

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

### B. MURATTI SONS & CO. LTD.,

PURVEYORS TO THE FRENCH GOVERNMENT MONOPOLY.

Head Office and Factory: 54, Whitworth St., Manchester.

London Office and Sale Rooms: 5, Creed Lane, E.C.



## Tobacco Culture in Rhodesia.

A TALK WITH AN EXPERT.

TOBACCO growing is destined to be, it is hoped, a big industry in Rhodesia, if one may judge from the conversation with Dr. C. J. Sketchley, which an interviewer of the *Bulawayo Chronicle* had recently. It is 25 years since Dr. Sketchley was in Bulawayo on a hunting expedition, and he remembered Selous, James Dawson, and other old-timers. But the place has changed, he said. Dr. Sketchley is an old South African, and was district surgeon at Potchefstroom during the previous British occupation of the Transvaal, and went into the fort, where his wife was killed by one of the Boer bullets. Leaving South Africa he started the ostrich farming industry in California, but for the last twelve years has been acting as tobacco expert for the Fiji Government in the Fiji Islands. There he was a great planter himself, and only left it when he was practically driven away by hurricanes and floods. Dr. Sketchley then determined to try Rhodesia, which he believes could grow as good tobacco as Borneo or Sumatra.

That he knows something about tobacco planting is pretty evident, for when he took over the Government appointment, only four tons of tobacco were exported, which only realised 1½d. per lb., while in the first year under his management nine tons were sent, which realised 2s. 9d. per lb. Finally it went up to 4s. 2d. per lb., and all from the same kind of tobacco, but, of course, it was properly cultivated and cured.

Asked what he intended to do up at Bulawayo,

"I have come up here," said Dr. Sketchley, "to offer my services to the Government, and am therefore leaving for Salisbury at ten o'clock. If I can make arrangements with the Government I shall start an experimental plantation, and also give lectures; in fact, take the work in hand thoroughly and create a payable industry. You see," he continued, "people make the mistake about curing the tobacco; it wants care, and there is nothing beats the Fiji houses, which could be built in Rhodesia from local materials for next to nothing."

"There has been a good deal of attention given to tobacco lately, and several farmers have large plots of ground under the plants," remarked the reporter.

"I am glad to hear that, for if I cannot come to an arrangement with the Government, I should like to join some man who had good land and was willing to go into the industry thoroughly. I have brought some valuable seed with me, some of it costing £3 an ounce. I get this seed from Borneo in order to keep up the quality of the article."

"What you want here," continued the doctor, "is tobacco and rubber cultivation, and it seems to me that Matabeleland and Mashonaland are admirably adapted in parts for both. What attention should be most directed to is the cultivation of cigar wrappers, which pay best."

"Have you had much to do with cigars?"

"I had a cigar factory in Fiji, and sold cigars in London at 16s. per hundred, which I produced at 4s. 3d. per hundred, and I know no reason why this could not be done here. I brought some cigars with me and gave them to Dr. Jameson, who said, 'make a Rhodesian cigar equal to this, and they will go well.'"

"What about water?" queried the reporter.

"Tobacco does not take such a very great quantity of water, but, of course, if you can get irrigation so much the better, and the more money will be made. I should suggest to the Government to go in for a scheme with systematic boring all over the country. There are some fine stretches of land which only require a little water to make them some of the finest pasture lands of the world."—*Anglo-African Argus*.

## HOME-GROWN TOBACCO.

The question of encouraging the cultivation of tobacco, which was incidentally raised in the House of Commons recently, deserves some more consideration than was given to it by Mr. Ritchie. The Chancellor of the Exchequer declared his "great interest" in the experiments now being carried out by the Irish Board of Agriculture, but his views were of a character so purely abstract that he could hold out no hope of being able to lower the duty on the product in the event of the experiments proving successful. Of course, all this is in strict accordance with the precedents of fiscal practice. But when regard is had to the half-forgotten history of tobacco culture in the United Kingdom, and to the present condition of the farming interest in these islands, it may well be doubted if a broader and a more practical attitude than that of mere curiosity would not have better befitted the circumstances of the case.

### PERMISSION AND PROHIBITION.

Up to the period of the Restoration tobacco was somewhat extensively grown in both England and Ireland, and eventually it came to have an important competitive value as against the imported article. This fact stands attested on the statute book. By an Act of 1660, strengthened and made more stringent in 1663, the cultivation of tobacco was practically forbidden except under what were intended to be prohibitive penalties. This was done, as the preamble of the measure expressly states, in order "that the colonies and plantations of this Kingdom in America be defended, protected, maintained, and kept up, and that all due and possible encouragement be given unto them." The Act remains a monument of parental altruism fit to place in comparison with the fabled piety of the pelican. After the Declaration of Independence these considerations vanished, and in 1779 the two Acts of Charles II. were repealed, and leave was given to grow tobacco in Ireland, though under certain limitations as to export, and subject to the same duties as the imported article, while, curiously enough, England was still left subject to the disabilities of the Caroline legislation. Under this edict of emancipation the tobacco industry speedily developed in Ireland, and so great was its importance that the freedom of culture was formally guaranteed in the Sixth Section of the Act of Union. A rather inexplicable change took place a generation later. In 1830 Mr. Goulburn, then Chancellor of the Exchequer, proposed a preferential reduction of duty on Irish tobacco from 3s. to 1s. 8d., but this was strongly opposed, and a select committee of inquiry having recommended that the prohibition prevailing in England should be extended to Ireland, an Act to carry this into effect was passed in 1831 on the motion of a private member. It may be mentioned that this, 1 and 2 William IV., unlike the preceding measures of George III. and Charles II., contains no preamble to explain its origin or justify its expediency.

### THE MODERN MOVEMENT.

Within recent years attempts have been made, and with a considerable measure of success, to reintroduce the cultivation of tobacco as an economic product in Great Britain and Ireland. In Kent the matter has been put to the test, though only tentatively, by Mr. Faunce de Laune, and it is understood that his efforts have proved satisfactory from an agricultural point of view. But a much more thorough trial than can be open to any private experimenter has been given to the question on the other side of the Channel, where, under the auspices of Mr. Horace Plunkett's Board, the growth and manufacture of various varieties of tobacco have been kept up on a scale sufficient to prove that the plant, if not in the strict sense indigenous, may yet be as easily and as profitably acclimatised as Raleigh's other import, the potato. The fiscal difficulty is the only obstacle in the way. Some of the Irish crop of 1899 "realised 3s.

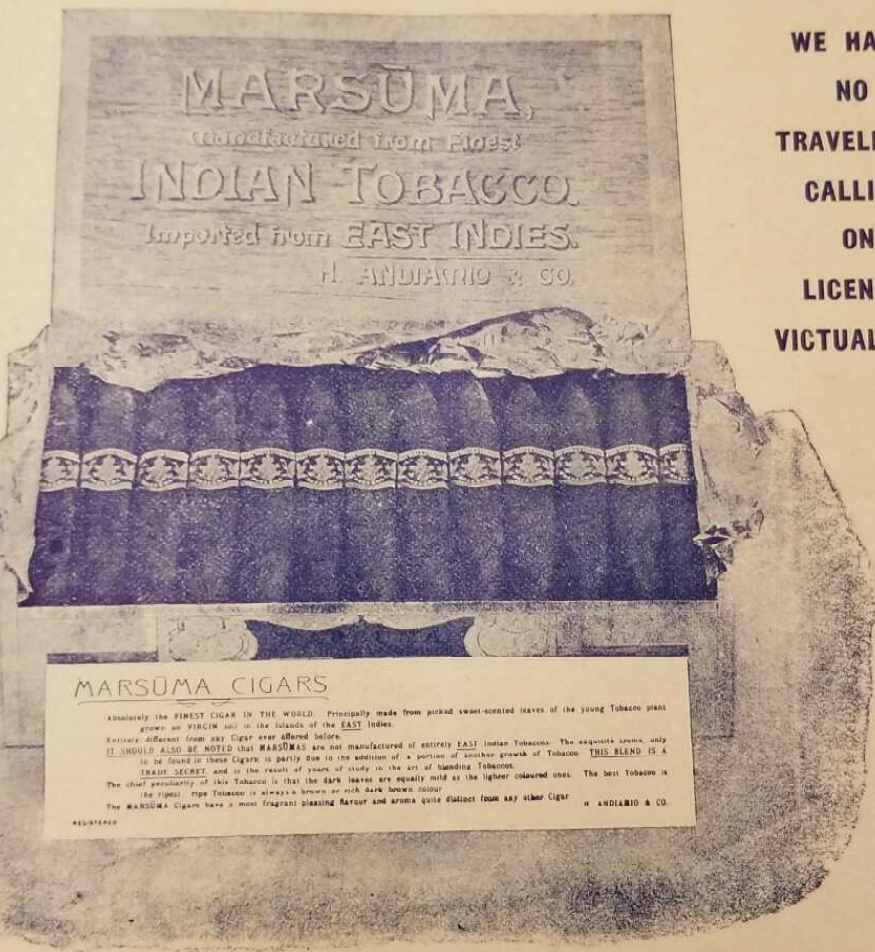


# SHOW CARDS, WINDOW BILLS, POSTERS, IRON PLATES, ILLUSTRATED PRICE LISTS,

And every description of good class Advertising matter supplied FREE OF CHARGE.

ENAMELLED LETTERS PUT ON WINDOWS FREE OF CHARGE.

THE CIGAR WITH  
THREE TIMES  
LARGER SALE  
THAN  
ANY OTHER  
BRAND  
IN ENGLAND.



WE HAVE  
NO  
TRAVELLERS  
CALLING  
ON  
LICENSED  
VICTUALLERS.

**MARSUMA CIGARS**

Absolutely the FINEST CIGAR IN THE WORLD. Principally made from picked sweet-scented leaves of the young Tobacco plant grown on VIRGIN soil in the Islands of the EAST Indies.  
Entirely different from any Cigar ever offered before.  
IT SHOULD ALSO BE NOTED that MARSUMAS are not manufactured of entirely EAST Indian Tobacco. The exquisite aroma only to be found in these Cigars is partly due to the addition of a portion of another growth of Tobacco. THIS BLEND IS A TRADE SECRET and is the result of years of study in the art of blending Tobacco.  
The chief peculiarity of this Tobacco is that the dark leaves are equally mild as the lighter coloured ones. The best Tobacco in the world. Fine Tobacco is always a brown or rich dark brown colour.  
The MARSUMA Cigars have a most fragrant pleasing flavour and aroma quite distinct from any other Cigar. H. ANDIAMO & CO.  
REGISTERED

**"DIFFERENCE BETWEEN A CANE CHAIR AND —"**

Mr. WILFRED G. ETCHELLS writes:

"20, WOODFIELD ROAD, REDLAND, BRISTOL, June 30th, 1903.

"GENTLEMEN,  
"I am a regular smoker of your excellent MARSUMA Cigars, which are undoubtedly all you claim for them. My object in writing you, however, is not to tell you what you must be almost tired of hearing, but to ask if you are aware that there is an imitation of your brand on the market which is being put up in boxes and bands which are so like your own that at a first glance one could hardly tell the difference. The name is WXXXXX. I have just smoked one of these WEEDS, and can only say, to plagiarise Mr. Barrie, that the difference between a cane chair and a WXXXXX would not be so noticeable as a change from a WXXXXX to a MARSUMA."

"But it seems to me that this is a sort of thing that should be stopped at once.—Yours faithfully,  
**"WILF. G. ETCHELLS."**

**HAVANNA CIGAR MANUFACTURING CO.,**  
HAVANNA, near Congleton, ENGLAND.



a pound after payment of duty," and with increased experience in treatment even higher prices may be expected. It is hardly to be expected, however, that the produce of the sun and soil of this country will ever quite be able to compete with that of Cuba and Virginia on equal terms. Nor does there seem to be any reason founded on common sense why it should be called on to do so. If native tobacco were duty free, as in the time of the Commonwealth, or if a substantial preference were enacted, as proposed by Mr. Goulburn, a new and much-needed stimulus would be given to the cause of agriculture, and a real boon conferred on the consumer. Lord Althorp voted against the Bill of 1831 because he preferred to lose revenue rather than lessen the prospect of Irish prosperity, and his present day successor might profit by so good an example of subordinating financial theory to realised fact. This is no case of imposing a Protective duty, but of removing an unnecessary impost, and if Free Trade be anything more than a phrase it must at least be held to involve the right to deal freely with our own products in whatever manner may appear to be most conducive to the general interests of the country.—*Morning Post*.

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## Eminent Men and their Pipes.

As a reward for the giving up of tobacco a Yorkshire manufacturer recently offered a sovereign to each of his employees who neither burns, chews, nor snuffs the alleged poisonous herb during the ensuing twelve months. Even the nicotian infidel cannot regard 240 pennies as commensurate with the sacrifice involved by a year-long renunciation of tobacco. It is patent that the anti-tobacconist who rates tobacco thus low has never known the ease and luxury of a sweet-smoking pipe, not to mention the charm of a choice Havana.

### ONCE—ALWAYS.

Rewards, pecuniary or otherwise, can have little to do with the giving up of smoking. Did not Robert Louis Stevenson declare that if tobacco was pronounced fatal to him, he should still remain constant to his cigarette, in the conviction that no death could be more happy than that by smoking? Within 20 years of the introduction of tobacco into England, Sir Kenelm Digby summed up the judgment of smokers for all time in the question and answer, "Who was ever delighted with tobacco the first time he took it? And who could willingly be without it after he was awhile habituated to the use of it?" Once a smoker always a smoker is the rule. There are exceptions, but they do not include the greatest men. Carlyle was once persuaded to give up his pipe, not for a year, but for a mere month. A friend had pointed out to him that his dyspepsia probably arose from his incessant consumption of "York River" in a "long clay of the nobler sort." Carlyle agreed to the trial, but when the counsellor called at Cheyne Row a week later to inquire progress, he found the historian smoking. "Oh," said Carlyle, waving his pipe, "I've given in. I was meeserable with it and I was meeserable without it; I think I may as well be meeserable with it."

### TENNYSON AND HIS PIPE.

A similar story of the insistent sovereignty of tobacco over Tennyson was recorded by Professor Max Müller. Some friends taunted the poet that he could never give up tobacco. "Anybody can do that," he said, "if he chooses to do." When his friends still expressed doubt, Tennyson said, "I shall give up smoking from to-night." That same evening he threw his pipes and tobacco from his bedroom window after the final pipe before going to sleep. The next day he was most charming, but somewhat self-righteous. The second day he became very

moody and captious. The third day no one knew what to do with him. On the fourth day after a disturbed night he rose early, went into the garden, picked up one of his broken pipes, stuffed it with some of the scattered tobacco and returned to breakfast clothed and in his right mind. Nothing more was ever said about Tennyson's giving up tobacco.

### MARK TWAIN—AND OTHERS.

Some such experience as this befalls the smoker who rashly vows renunciation of the herb. But in his later years Cruickshank became both a teetotaler and anti-tobacconist. That, however, was after he had done his best work, for Mark Twain has discovered that life without tobacco is possible if work is also unnecessary. It was the same experience which led Porson, the Greek scholar, to declare that when smoking went out learning would go too.

Even when reason admits that tobacco may be abandoned with advantage, the senses prove invincible, though there are few smokers as courageous as Robert Hall, the Non-conformist divine, who accepted an anti-smoking tract with the answer, "I can't refute these arguments, and I can't give up tobacco." But when the late King Humbert of Italy was told by his doctors that tobacco was injuring his health he gave his royal word to smoke no more, and henceforth did not. In the same straits Prescott, the historian of Spain and Mexico, was reduced to one cigar per diem by his physician. To make the best of this restriction, Prescott rummaged every tobacco factory for the biggest cigar made.

### WANTED, AN EQUIVALENT VICE.

Even the absence of tobacco itself does not break the habit of smoking. The craving for the fume is the most unquenchable of human appetites. Sailors on weather-bound ships have frequently taken to smoking tarred rope when their tobacco was exhausted. In the siege of Chitral Sir George Robertson and his fellow officers were reduced to smoking chopped wood and bark, with which was mingled a small quantity of tobacco. During the late war in South Africa tea has been the popular substitute for the legitimate leaves of burning. Such extremities would have appealed to Charles Lamb, who, having acquired the art of smoking "by toiling after it as some men toil after virtue," was content to use the coarsest and cheapest tobaccos. His attitude to smoking was that of the average smoker—playing with the idea of giving it up, for his "Farewell to Tobacco" is one of the best poems ever penned in its praise. His wish, "May my last breath be exhaled from a pipe," is too extravagant for all but the devotee, yet the ordinary user of tobacco cannot light his pipe and answer the anti-tobacconist better than by quoting Elia's dictum, "I purpose to give up smoking as soon as I have fixed on an equivalent vice."

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## TOBACCO CULT.

### NOTIONS FOR A TOBACCO SOCIETY.

To the ardent devotee of Lady Nicotine the ignorance of most men about tobacco is a melancholy consideration. The vast majority of men who claim to be smokers are unworthy of the name. They masquerade as such, but in reality they only puff tobacco. For the ability to inhale the fume of tobacco without nausea and to exhale it with pleasure does not make a man a smoker. It is grotesque to rank the urchin indulging in surreptitious whiffs at five-a-penny cigarettes with the sturdy veteran of the pipe, learned in all the lore and mystery of tobacco. There is the difference between smokers and puffers that there is between the scholar and the child reading one-syllable







words. Both understand the significance of the written symbols—but to what vastly different uses is the knowledge put! Pen, ink, and paper produce the butcher's bill, and in worthy hands the poet's dream. So it is with tobacco. Your true smoker is a poet among men.

#### A CULT AND A COMMUNION.

The fact that few men know that tobacco has any history and mystery shows how deplorable is the condition of smokers. They do not dream that smoking is more than a hobby; that it is a cult, a secret communing, a devotion, a mystery. And yet they style themselves smokers!

What distinguishes a smoker from a mere puffer of tobacco cannot be briefly determined. There are masters who refuse to recognise as smokers all who spell tobacco with a small "t." But this is pedantic. Yet it is generally admitted that the smoker must have sealed his faith by abjuring tobacco at some period of his career. This is the slenderest hall mark possible. No man can be regarded as a smoker until he has resolved to give up smoking—and failed to do so. It is the failure that is essential.

#### WANTED, A SOCIETY OF SMOKERS.

Among the millions who claim to be smokers, how many have accepted this trivial ordeal? What is needed is an Incorporated Society of Smokers or a University of Nicotia, with a series of examinations in the whole art and mystery of tobacco, which every man would be required to pass before assuming the rank and title of a smoker. By a carefully graduated course of study he would be initiated into the inwardness and intents of the mystery, and no longer esteem only the volume of vapour and the fragrance of the fume. As it is, how many could satisfactorily answer such elementary questions as follow here?—

#### SMOKERS' MATRICULATION EXAMINATION.

- 1.—Why do you smoke? State reasons fully.
- 2.—Narrate the history of the first smoker, and state the effects of tobacco upon him. "There never was no sich pusson." How does this remark of a celebrated woman apply to him?
- 3.—Enumerate all legislation against tobacco, and point out the results.
- 4.—(A) Did Shakespeare smoke? Give reason for your opinion, and state the probable effect of a cigar on Hamlet's philosophy.  
(B) What was Tennyson's favourite smoke? What would Julius Cæsar have smoked had tobacco been known in his day?  
(C) Carlyle smoked York River in a clay. Estimate the effect of (1) Havannas, (2) a briar and Golden Cloud, (3) Turkish cigarettes on him, and so on literature and the world.

#### MORE QUESTIONS.

- 5.—Who were the famous men who have not smoked, and say why they did not?
- 6.—Trace the influence of tobacco upon literature, art, and science since its discovery.
- 7.—Weigh the influence of tobacco upon constitutional government and liberty. Briefly sketch Society as it would exist on a non-nicotian basis.
- 8.—Write an original ode to tobacco, or quote the tributes of ten different poets.
- 9.—Analyse and compare the virtues of the much-advertised brands of tobacco. (At least eight sorts must be treated.)
- 10.—Point out the difference between long and short, bent and straight pipes. Compare the merits of meerschams, briars, and clays.
- 11.—Describe the best method of blowing rings with smoke.
- 12.—Describe the best method of cleaning, loading, and lighting a pipe. Weigh the comparative merits of matches, vestas, and spills.

#### PRACTICAL EXAMINATION.

- 1.—Examine and report upon the names and qualities of the samples of loose tobacco submitted to you.
- 2.—Repair and smoke the given pipe to the best of your ability.
- 3.—Light your pipe (a high wind will be artificially produced for the occasion).
- 4.—Classify the given cigars. Smoke one to the satisfaction of the examiner, and sketch its good and bad qualities, stating the name of brand and probable price per hundred.
- 5.—Treat the cigarettes in the same way.
- 6.—Make the given tobacco into twelve cigarettes.

#### IF YOU PASSED!

If you passed this examination you would be worthy to be made free of the Ancient and Honourable Brotherhood of Smokers, who all possess the inalienable right of buying as much tobacco as they can and smoking it when and wherever Providence and their matches allow. To these things are added in time—if the brother be worthy the serenity of mind and spirit which neither matters, man, nor woman can ruffle—the patience of the Pyramids, the wisdom of the Sphinx, and an infinite capacity for smoking any and everything smokable.—*The Sun*.

---

### Wholesale Tobacconists' Protection Association, Ltd.

The month of August has been a quiet month, as our officers and the majority of the members have been recuperating at the seaside or on the continent, and consequently there is no business to report. We are, however, looking forward to a busy time next month, as when the directors return the board meetings will be held as usual. A general meeting has not been called of late as it is found that the committee, who are a representative body of the trade, are able to conduct the business in a satisfactory and expeditious manner, thus avoiding a deal of unnecessary expense.

Any wholesaler wishing to obtain further particulars regarding the Association, can obtain a copy of the Articles of Association, which gives all details of membership, subscription, &c., by sending 1s. to the Hon. Secretary, Mr. Wm. Foyle, 119, Sebert Road, Forest Gate, Essex.

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#### HINTS FOR SMOKERS.

Don't drink while you are smoking. In a recent number *The Lancet* pointed out that alcohol, being a powerful solvent, absorbs the constituents of tobacco smoke which are deposited on the teeth and gums and carries them into the stomach, where they may produce definite toxic symptoms. Smokers were accordingly advised to abstain from drinking alcohol at the time they are smoking. Hard smoking immediately before going to bed is a common cause of insomnia. Smokers who find themselves thus afflicted should forego tobacco some time before retiring to rest, or take a short walk in the open air after the last pipe. Troubles which arise from over-smoking will disappear with the discontinuance of smoking. The ills of tobacco are rarely organic, but merely temporary. Temper your tobacco to your appetite. If you find you can smoke cigarettes all day without satisfaction, take to a pipe or cigars. When you find that light navy-cut leaves you wanting more, smoke a darker and stronger tobacco. You cannot smoke a great quantity of this. It is the use of light-coloured mild, and fibrous tobacco which lead to "smoker's throat" and such ills of excess.



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

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

Over-buying and consequent bad stock.

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

## Our "MIXED PARCEL SYSTEM"

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

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

## Our £5 MIXED PARCELS

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

## Our NEW PRICE LIST

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

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

We wish to draw your special attention to our

## FANCY GOODS DEPARTMENT.

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

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

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

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

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

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

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

Telegrams:—Singleton, Birmingham.

Telephone:—1144.

Factory:—Shrewsbury.

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



## THE YEAR'S TOBACCO TRADE IN CANADA. ENORMOUS INCREASE.

Total cigars sold (number), 168,290,392; increase (number), 16,500,876.

Total tobacco sold (pounds), 12,284,066; increase (pounds), 959,908.

Total cigarettes sold (number), 176,435,240; increase (number), 42,190,200.

Total raw leaf imported (pounds), 11,615,963; increase (pounds), 911,002.

The phenomenal increase above recorded shows that despite the efforts of "faddists" Canada is becoming more and more a worshipper at the shrine of "My Lady Nicotine."

Our contemporary, *The Canadian Cigar and Tobacco Journal*, from which we extract the figures, proceeds to analyse them as follows:—

Our sales of straight "Canadian leaf" cigars only amount to a little over two and three-quarter millions, being a decrease of eight hundred and thirty thousand. "Combination" cigars may be said to have fairly held their own; over six and one-quarter millions were produced, or an increase, roughly speaking, of a quarter-million. Domestic cigars made from "foreign leaf" show the big increase, the figures jumping from one hundred and forty-two millions to one hundred and fifty-nine millions—an increase of seventeen millions, or, in other words, nearly a 12 per cent. increase over the previous fiscal year.

Montreal division shows the biggest increase, producing fifty-two and a quarter million cigars—an increase of nearly six millions, and practically one-third of the entire cigar production of Canada.

London, the next big cigar centre, has not been so fortunate this year, making less than thirty-two millions, and

only three hundred thousand more than in the previous fiscal year.

Toronto is beginning to assume considerable prominence, now occupying third place, and with an increase of nearly five millions for the year; making altogether, approximately, fifteen and a half millions. It is not difficult to trace the increase in Toronto, nor yet to account for it, a new factory and unionism respectively explaining the situation.

Next in importance comes Hamilton, with nearly eleven millions produced, and an increase of almost two and a half millions.

Quebec city has also done remarkably well, showing an increase of two millions. Winnipeg also increased a million and a half, the other divisions having no fluctuations of significance.

The foreign tobacco figures are without interest, beyond the totals, as this class of tobacco is usually shipped in bond, and the divisional figures therefore represent warehouse transactions rather than production. Canadian tobacco increased less than a quarter of a million pounds; and combination tobacco half a million—making three-quarters of a million increase altogether, as against one-quarter million increase in foreign leaf.

Cigarettes carry off the honours for the greatest development. Naturally Montreal division takes nearly all the trade, and in consequence about all the increase. Hamilton division, however, jumped from nine and three-quarter millions to eleven millions odd; and St. John has a two and a half millions increase. Roughly speaking, about 87 per cent. of the entire consumption of cigarettes was produced in one factory in Montreal.

### *Cigarette Tobacco in Italy.*

MR. CONSUL COCOTO has just supplied to the Foreign Office an account of experiments in the growing of cigarette tobacco in Lecce, Italy. He states that about ten years ago, on the public taste requiring large quantities of Oriental tobacco cigarettes, the department decided to institute a series of experiments in this province, in order to ascertain whether it was possible to produce such tobaccos in the country instead of importing them. It was reflected that the province of Lecce lay in approximately the same latitude as Greece and Turkey, from which countries supplies were drawn for the requirements of the department as to cigarette making. By observation it was found that the elements were entirely favourable as to climate, dominating winds and rainfall, and that the chemical composition of the soil was all that could be desired for the culture in view. But the difficulty was to persuade the husbandman to effect such radical changes in this system of treating the new plant as were absolutely necessary to obtain success. With the ordinary American plant the farmer had been accustomed to treat growing tobacco much as he would have done any other crop. On the first introduction of the Oriental quality, farmers accustomed from generation to generation, since the first introduction of the cultivation of the plant in 1745 (about) to a certain style of cultivation rebelled against what they termed the "severity" of the conditions imposed regarding the cultivation of the new quality; one point of which they

complained bitterly as a great hardship was the requirement *sine qua non* that only ovine manure should be used. It was demonstrated to them that the bovine manure they had been accustomed to could not be tolerated in consequence of the strong rank flavour and taste.

As the result of continuous experiment, a code of regulations was drawn up by the department, in which was given every possible information as to how the Oriental plants were to be reared, and the land-owners were invited to take note of the conditions the Government offered, the cultivation of the American leaf being restricted, so that the farmer had no longer the option of continuing cultivating the qualities he had raised in former years. The offers were, that the department would supply all seeds, which were to be sown in specially prepared and ovine manured beds in October. During the infancy of the seedling plants a most careful treatment was required, such as covering with matting at certain hours of the day and night, precautionary measures against noxious insects, and constant weeding out of parasite and other growths; in May, the young plants were to be transplanted with all due care to the open fields, which had been ploughed to the depth of 85 centims., and carefully manured with ovine matter; the young plants were to be set in rows not less than two feet apart, the plants being eight or nine inches one from the other, and due attention paid to irrigation when water was obtainable, the department paying a higher price for irrigated than for plants which had grown without any but natural irrigation. During the whole time of the rearing of the plant, from the sowing until the leaves were finally delivered at the Government



# UNEEEDA

EXQUISITOS

50%  
PROFIT  
TO  
RETAILERS



THE  
 MOST WIDELY  
 ADVERTISED  
 CIGAR  
 IN THE WORLD  
 THEREFORE  
 EASIEST  
 TO  
 SELL

**FREE**  
 WINDOW DISPLAYS  
 AND SHOWCARDS.

Samples and  
 Particulars of the  
 Manufacturers,  
 CLARENCE WORKS,  
 CITY ROAD,  
 LONDON, E.C.



establishments, the producer was exposed to surprise visits at all times; the inspectors removed any defective or worthless leaves, burning them immediately. The farmer was prohibited from removing a leaf from a plant for any reason whatever.

Between September 15th and 20th, the whole crop was to be carried and the leaves collected in bundles of 200, and dried in sheds on the property and then conveyed to Lecce for delivery at the Government classifying floors, when the producer was paid the price of the leaves; and later, when these had been thoroughly examined, classified, and rebundled, he was paid a further premium on the results. A plant properly cultivated should give as many as 14 leaves, but of these approximately, one-half would be of second quality, and the remainder would be classified in at least two or three grades of fineness, only, possibly, two or three leaves off a plant giving the whole of the characteristics required to be classified as "super excellent," one of the conditions being a perfectly uniform lemon gold colour. The necessity for this discrimination in the classification of the leaves arises from the fact that the leaves which have grown near the ground level are far more rank, and do not possess the pure aroma required for first-class tobacco, while those closest to the flower are found to be too rich in nicotine, the best esteemed leaves being consequently some of those from the middle growth of the plant. For the 1903 crop, now under cultivation, the total requests to be permitted to cultivate amounted in all to 40,000,000 of plants of the Oriental qualities alone; while the administration was unable to entertain proposals for more than 16,500,000. The reason why the department could not permit more than the quantity stated to be cultivated is that the premises at Lecce, although vast and airy, are not sufficiently extensive to handle more than that quantity of tobacco. The Consul states that having had an opportunity of trying some of the cigarettes, he found that they were most satisfactory as to aroma and flavour. By public notice, dated Rome, September 15th last, the department announced that they would accept offers to grow a total of 290,000 plants of "Cattaro" qualities for snuff, 5,275,000 plants of "Burley" for ordinary tobacco, 2,000,000 plants of American "Bright," and 16,500,000 plants of various qualities of Oriental types; the product of the latter to be used, mixed with imported tobacco, in the manufacture of cigarettes of various kinds as sold by the Monopoly, at prices varying between 2 and 12c. each, the weight of the cigarette being a gramme—1,000 cigarettes to the kilo. In this manner it is anticipated that the 1903 crop should give 125 to 130 tons of Oriental tobacco. This would not be sufficient for one month's requirement of the country; consequently, it has not been possible so far to issue a cigarette made exclusively of native-grown tobacco, in view of the impossibility of maintaining the supply of the type should it meet with approval and be much asked for.

### Government Laboratory Report.

THE work of the Government Laboratory for the year ending on March 31st, 1903, is the subject of a report to the Commissioners of the Treasury by Professor T. E. Thorpe, C.B., Principal Chemist. During the period under review in the Customs department 400 samples of tobacco have been submitted for examination as regards moisture and sweetening matter, &c., and 766 samples of tobacco offals have also been submitted. In this department tobacco is sampled for the determination of moisture on which the rate of duty depends, and for sweetening matter or other ingredient which renders it liable to a higher duty as "Cavendish." Tobacco offals, being the waste from

tobacco which has paid duty before being manufactured, are entitled to drawback, but it is necessary to test samples in this laboratory in order to ascertain that no ingredients are admixed on which no duty has been paid.

In the Excise department very elaborate tables are given. The following table shows the quantity of tobacco cleared for home consumption and the average amount consumed per head:—

Year ended March 31st.	Total Population.	Pounds-weight.	Per head.
1841	26,700,000	23,096,281	0 13 $\frac{3}{4}$
1851	27,347,000	37,734,786	1 0 $\frac{1}{2}$
1861	28,887,000	35,413,846	1 3 $\frac{1}{2}$
1871	31,724,000	42,656,658	1 5 $\frac{1}{2}$
1881	35,192,000	50,379,425	1 6 $\frac{1}{2}$
1891	37,740,000	60,253,516	1 9 $\frac{1}{2}$
1893	38,366,000	63,869,026	1 10 $\frac{1}{2}$
1895	39,059,000	65,572,157	1 10 $\frac{3}{4}$
1897	39,750,000	69,566,988	1 12
1898	40,113,000	72,388,079	1 12 $\frac{1}{2}$
1899	40,481,000	81,116,999	2 0
1900	40,835,000	80,955,037	1 15 $\frac{3}{4}$
1901	41,454,000	83,561,083	2 0 $\frac{1}{2}$
1902	41,873,000	68,595,176	1 10 $\frac{1}{2}$
1903	42,287,000	81,132,874	1 14 $\frac{1}{2}$

The irregular clearances of the four previous years due to anticipation of a change of duty, as mentioned in my last report, appear to have been discontinued, and an approximately normal quantity has been cleared during the year. This quantity is equivalent to 1 lb. 14 $\frac{3}{4}$  oz. per head of the population as against 1 lb. 14 $\frac{1}{2}$  oz., the average of the four previous years, thus showing that the consumption of tobacco still increases at a somewhat greater rate than that of the population.

The following table shows the number of samples of tobacco and snuff examined for drawback, and the pounds weight exported as merchandise or deposited in warehouse for drawback:—

#### TOBACCO.

Description.	Number of Samples.	Pounds weight of Tobacco.
Cut .. .. .	1,287	94,933
Roll .. .. .	53	5,420
Cake and Plug .. .. .	19	755
Cigars .. .. .	285	14,070
Cigarettes .. .. .	3,173	122,222
Not sampled, G.O., 16/1900 ..	4,817	237,400
	444	2,093
Total .. .. .	5,261	239,493

#### SNUFF.

Description.	Number of Samples.	Pounds weight of Tobacco.
Scotch .. .. .	80	9,413
Rappee .. .. .	89	2,515
Offal .. .. .	798	2,182,146
Total .. .. .	967	2,194,074

The weight of cake and plug tobacco exported on drawback was nearly 150,000 pounds less than was exported last year, the decrease being due to the termination of the war in South Africa,





FABRICANTES DE TABACOS

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

Lords of England

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

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

Regalia Britannica

Princessas

In 100's and  
50's.

WHOLESALE ONLY, FROM THE MANUFACTURERS:—

R. I. DEXTER & SONS, LTD.,

NOTTINGHAM.



# THE TOBACCO MARKETS.

MESSRS. FRINGLE BROS., of 102, Fenchurch Street, London, E.C., report as follows under date of 1st September, 1903:—

There has been a considerable business done in NORTH AMERICAN TOBACCO during the past month, principally in WESTERN STRIPS.

The August Imports were:—236 Hhds.; Deliveries 1,380 Hhds.; the present Stock being 31,546 Hhds., against 33,057 Hhds. in 1902; 36,970 Hhds. in 1901; 36,442 Hhds. in 1900; 26,809 Hhds. in 1899; 26,707 Hhds. in 1898, and 25,282 Hhds. in 1897.

VIRGINIA LEAF AND STRIPS.—Have been dealt in to a moderate extent.

WESTERN LEAF AND STRIPS.—A large business done in medium Western Strips. Some fair-sized parcels of Leaf have found buyers.

OHIO.—Little on offer.

CHINA.—Good selection and fair business.

JAPAN.—Quiet.

TURKEY.—In good demand.

JAVA.—Some good parcels on offer.

DUTCH.—Quiet. CAVENDISH.—As usual.

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

	Per lb.
Virginia Leaf, common, middling and semi-bright color, and good to fine	4d. @ 7d.
Strips, common, middling and semi-bright color, and good to fine	8½d. " 1/2
Kentucky Leaf, common, middling	5d. " 10d.
good and fine	11d. " 1/4
Strips, common, middling	3½d. " 5½d.
good and fine	7½d. " 9½d.
Strips, common, middling	4½d. " 6½d.
good and fine	7d. " 11d.
Maryland and Ohio	" 10d.
Negrohead and Cavendish—common and heated, middling to good, fine, bright and soft pressed	6d. " 1/6
Columbian	3d. " 6d.
Java	4d. " 10d.
Turkey	nominal
Japan	5d. @ 9d.
China	4d. " 7d.
Sumatra	6d. " 5/-
Latakia	10d. " 1/6
Paraguay	3d. nom.
Greek	@ 5½d.
German and Dutch	4l. " 1/3
Manilla	5d. " 2/6
Havana	1/- " 5/-
Yara and Cuba	1/3 " 3/6
Esmeralda	"
Cigars	2/- " 40/-
Ceroots and Cigars, Manilla	2/- " 4/-

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

	Virginia Stemmed.	Virginia Unstemmed.	Kentucky Stemmed.	Kentucky Unstemmed.	Maryland and Ohio.	Negrohead and Cavendish.	Dutch and German.	Havana, Cuba, and Yara.	Java.	Paraguay.	Columbian.	Turkey.	Greek.	Manilla.	East India.	China.	Japan.	Florida.	Algerian.	Porto Rico.	Latakia.	Havana Cigars.	St. Domingo.	Various and South American.	Esmeralda.	Brazil.	Manilla Cigars.	Cigars, other sorts.	
Stock, 25th July, 1903	11324	5555	15390	270	94	1194	1998	2507	19754	495	396	14171	1803	216	21	5763	2174	3673	—	—	4167	1625	266	1095	113	427	2765	2488	
Landed since	86	27	96	2	25	160	—	40	535	10	—	1140	9	4	—	446	71	83	—	—	15	407	—	29	—	24	68	155	
Total Stock	11470	5582	15492	272	119	1354	1998	2547	20289	506	396	15311	1902	220	21	6209	2245	3756	—	—	4182	2032	266	2024	113	451	2833	3643	
Exported	—	—	—	—	—	143	—	—	26	6	—	102	17	—	—	20	44	5	—	—	12	18	—	—	—	—	17	51	
Bonded	257	179	248	—	2	32	3	46	161	16	—	366	23	—	—	229	36	45	—	—	53	19	—	1	—	1	17	13	
Duty Paid	286	81	331	—	4	4	111	70	761	31	—	593	57	4	—	105	73	520	—	—	189	320	—	24	4	14	80	117	
Deliveries	544	260	579	—	6	179	114	116	948	53	—	811	97	4	—	354	153	570	—	—	254	366	—	25	4	15	114	181	
1903	10926	5322	14913	272	113	1175	1884	2431	19341	453	396	14500	1805	216	21	5955	2092	3186	—	—	3928	1666	260	1999	109	436	2719	3162	
1902	11827	3423	17366	368	73	1459	2591	2885	19400	698	406	12941	1891	227	8	4972	2219	5425	—	—	734	1953	267	2265	117	143	2579	3463	
1901	13979	6343	13366	1207	84	1150	1537	2639	19429	33	392	11292	918	266	385	4968	550	5522	—	—	1396	1450	265	1604	246	160	1379	2766	
1900	16764	6175	11990	1278	215	2100	2254	1306	20452	93	477	11312	999	344	493	6157	2396	6331	—	—	1573	1413	265	1648	632	14	1081	2785	
1899	11749	6508	6660	1265	318	2010	2161	1075	18967	211	455	9155	1482	309	392	3355	4067	5157	—	—	6	2430	1607	205	1785	498	89	1377	2705
Imports from Jan. 1st to Aug. 25th, 1903	2367	1370	230	10	105	1525	531	475	7818	135	—	8551	616	9	19	3919	883	2358	—	—	1463	3579	—	123	72	421	1099	1195	
" " " 1902	2967	1076	4092	30	10	3088	676	941	7542	638	23	3931	1331	28	—	1634	2553	4561	—	—	124	4834	3	1038	85	200	1911	2145	
Increase 1903	—	294	—	—	95	—	—	276	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Decrease	600	—	3862	20	—	1563	145	466	—	593	23	—	715	19	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Deliveries from Jan. 1st to Aug. 25th, 1903	4659	1917	4954	45	50	1885	946	852	7992	316	11	6954	700	46	14	2713	1005	4833	—	—	—	1753	3387	—	271	51	197	980	1323
" " " 1902	5848	1716	4665	30	71	2998	1165	721	7224	302	2	6740	534	36	6	1113	867	4497	—	—	—	498	3857	1	286	99	217	1117	1451
Increase 1903	—	201	—	15	—	—	—	131	678	14	9	214	275	10	8	1600	138	336	—	—	—	—	—	—	—	—	—	—	
Decrease	1189	—	11	—	21	1113	219	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	

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

HI  
E  
to who  
In one found a mis-spe goods the wo  
TV  
to the is first  
Tobac



# HIGHEST CLASS MIXTURE

(Medium Strength).

# "EXMOOR HUNT."

**EDWARDS, RINGER & BIGG,**  
 BRANCH OF THE IMPERIAL TOBACCO COMPANY (OF GREAT BRITAIN AND IRELAND), LIMITED,  
**BRISTOL.**

## RESULT OF AUGUST COMPETITION.

The Winner of last month's competition, in which the word "Enquiries" was mis-spelt on page 230, was—

Mr. George Verrinder, 2, Morpeth Villas, Morpeth Street, Gloucester, to whom a parcel of the Imperial Tobacco Co.'s Fancy Goods to the value of 20/- has been forwarded.

## Our Mis-spelt Advertisement Competition.

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

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

**TWENTY SHILLINGS**

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

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

### CUT OUT AND FORWARD THIS COUPON

Addressed as follows: **SPELLING BEE:**  
 Cigarette World,  
 2, Ellison Road, Barnes,  
 London, S.W.

Word Mis-spelt \_\_\_\_\_  
 In Advert. of Messrs. \_\_\_\_\_  
 Signature of Competitor \_\_\_\_\_  
 If a Retailer, state so \_\_\_\_\_  
 If a Retailer's employé }  
 state who employed by } \_\_\_\_\_  
 Postal Address \_\_\_\_\_

July. 1903. 4,070,534 36,348  
 4,120,802 5,202,607  
 3,048,613 888,520  
 3,937,130 1,840,223  
 7,110,147 944,824  
 8,064,000 6,902,010  
 1903. 22,803,200 1,085,020  
 23,880,201 35,686,773  
 12,611,208 4,120,442  
 16,740,740 10,983,301  
 35,414,597 5,215,368  
 40,620,965 46,670,074  
 1903. 190,632,000 3,159,000  
 Bristol, 427 2765 3400  
 Newcastle, 24 68 155  
 Glasgow, 451 233 3643  
 other ports, — 17 54  
 1 17 13  
 14 80 117  
 15 114 161  
 436 2749 3466  
 143 2579 3463  
 160 1379 2796  
 14 1081 2785  
 89 1377 2785  
 421 1090 1195  
 200 1911 2145  
 221 — —  
 — 812 930  
 197 080 1323  
 217 1117 1451  
 — — —  
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# STANDARD LINES.

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