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IMPORTERS OF  
ALL TOBACCONISTS' FANCY GOODS,  
87, HOUNDSDITCH, LONDON.



*The* **Cigarette World** *AND FANCY GOODS*

Proprietors: "THE CIGARETTE WORLD" SYNDICATE.  
Offices: 158, STRAND, LONDON, W.C.

**AN INDEPENDENT TRADE JOURNAL**

Edited by ARTHUR BARRON.

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ESTABLISHED 1896

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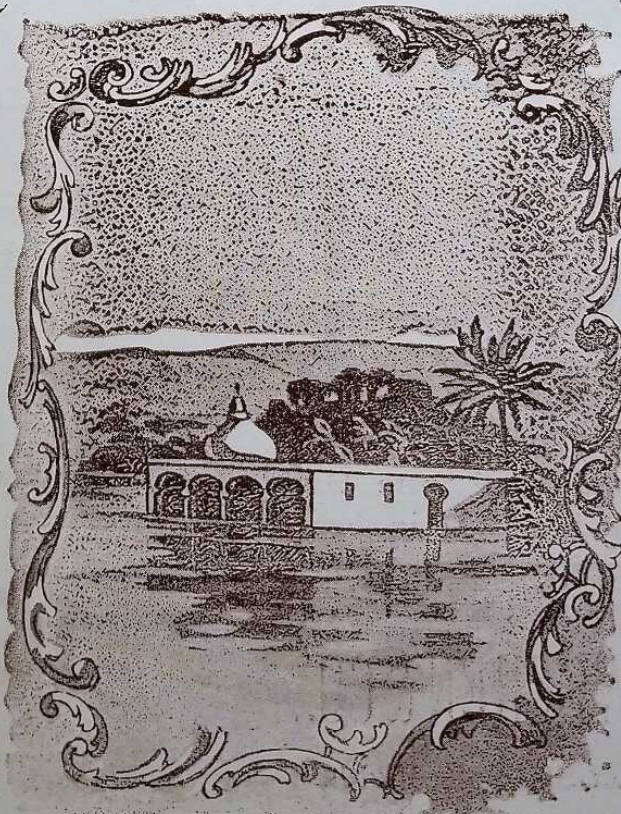
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INDIAN CIGARS  
YET  
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Stock our  
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I. & II.
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TWO SILVER  
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"MARIGOLD."

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"The man who smokes thinks like a sage and acts like a Samaritan."—LORD LYTTON.

### NOTICES.

ALL COMMUNICATIONS intended for insertion in "THE CIGARETTE WORLD" should be addressed to the Editor, all other communications should be addressed to the Manager, "The Cigarette World," 158, Strand, London, W.C.

The Editor invites correspondence from his readers on any matter of interest to the trade. All letters must be signed by the sender's real name, and address, not necessarily for publication, but as a guarantee of good faith.

Well written literary contributions are invited from Authors, Journalists, Travellers, and all able to produce thoroughly interesting and readable matter of technical subjects within the range of the journal, but contributors should study the general tone and style of the journal before sending in. In no case will the Editor consider himself responsible for the safety of any MS. sent in.

"THE CIGARETTE WORLD" is published on the 15th of each month.

### ADVERTISEMENTS.

Advertisements should be pictorial if possible, and embody original ideas. The managers will gladly submit both ideas and rough sketches FREE of cost to advertisers.

### You see this?

Aim to infuse individuality in your advertisements. Whether an advertisement be large or small, it ought to possess some distinctive characteristic. ILLUSTRATE your advertisements whenever possible. A PICTURE ATTRACTS THE EYE. While the attention is attracted the story is told and the impression made.—ANGUS MACDONALD.

## Our Raison D'Être And Programme

Briefly, the "Reason of our existence" is, we think, amply justified by the extraordinary increase of Cigarette smoking, during the last few years, it being beyond question that the National Revenue has been enormously augmented by it.

Manufacturers have increased in numbers, and machinery for the manufacture of cigarettes daily occupies the thought and attention of clever inventors and it is quite impossible to forecast the possibilities and future development of one of the most important branches of a leading industry.

No apology is therefore, we think, necessary for the introduction of a Monthly Journal (to be published on the 15th of each month) which proposes to devote itself mainly to the interests of an ever increasing trade.

THE CIGARETTE WORLD pretends in no way to compete with the three existing influential Trade Journals (we



confess we should not particularly mind if they had no existence) but attempts a complete and distinct departure from the conventional lines of Trade Journalism.

The features of "The Cigarette World" at the outset of its career, will mainly consist of the following:—

1. Chatty paragraphs under the heading, "Between Ourselves."
2. Monthly instalments of a Trade Encyclopedia, entitled "The Tobacconists' Text Book."
3. Trade News and Notes appropriately illustrated.
4. "New Lines" illustrated.
5. Tobaccodom.
6. Gleanings and Americanisms.
7. A Free Suggestion Column.
8. A Free Employment Bureau.
9. Illustrated articles on the Cigarette and Fancy Goods Houses at home and abroad. Also illustrated interviews.
10. A list of forthcoming Trade Meetings, including Cigarette and Smoking Concerts, &c.
11. The free use of our columns for the discussion of matters closely affecting the Cigarette and Fancy Trades.
12. The establishment at, as early a date as possible of Trade "Social Unions," on the American lines.
13. Fearless criticism.
14. Illustrated Advertisements of an attractive and striking character.
15. A moderate Subscription.

## Between Ourselves.

IN consequence of unexpected pressure on the advertising columns, eight pages more have been added than originally intended, necessitating a thin paper in order to comply with postal regulations. Subsequent issues will be printed on thicker paper.

IN this column I propose to use the personal pronoun in lieu of the more sheltering editorial "we." I do this in no spirit of egoism, but because I wish it to be distinctly understood, that I am prepared to take upon myself the full responsibility of all that appears in it.

"CUTTING" is still the absorbing topic with retailers. I cannot help thinking that there is much unnecessary alarm throughout the country in connection with this vexed question. Posing as a benefactor to his race, by giving exceptional value in one article, the cutter educates his customers up to expecting exceptional value in another, or in other words he must "live up" to his cutting. In the long run if he does not do this he cannot keep his customers. The risk he runs is that his "cut" goods may be purchased to the exclusion of his others.

In the main, the public nowadays is an educated one. Most people know a good article when they meet with it

and I do not myself believe that selling standard goods without profit, will hoodwink a discriminating public into buying other articles if they also, are not up to concert pitch.

THERE is an aspect of the case which I do not think has been ventilated before. Is it not possible that the large cutters with their attractive, if somewhat "draperyfied" windows, are largely responsible for increased smoking among a different class, who really are not the least bit particular *what* they smoke, as long as it *smokes*, and are quite satisfied so long as they are able to buy tobacco at so moderate a price as threepence per oz? Does not its very cheapness beget sale?

"CUT the Cutters" appears now to be advocated and adopted by many, but unless this policy is judiciously carried out, the remedy may prove worse than the disease. I happen to know a few cases myself where this policy has been pursued by shrewd men of business with conspicuously successful results, *because the very best value possible is given in everything else that is not cut.*

HEREIN, in my humble opinion, lies the sole solution of the cutting trouble. What, after all, *is* cutting? Is it anything more than a transparent advertising trick? It only seems to me to emphasize the axiom, that advertising pays. Mere advertising alone will not lead to fortune, but judiciously advertising a really good article, and a really good article only, does.

IT should never be forgotten that "cutting" obtains in most trades; and with all due deference to the views of many of my good friends, I do not think they can achieve any practical result by their efforts to *stop* cutting. Assume for a moment that as a body they succeeded in boycotting the manufacturers who supply cutters—would they not soon be hoist with their own petard?—for what is to prevent them—the manufacturers—from opening shops all over the country?

ANOTHER point our friends should bear well in mind is, that firms who advertise largely with the public are absolutely independent of the retailer. They create a demand which must be supplied. "Cutting" obtains, as I have said, in almost every trade, and very soon will in all, and like the poor, will be ever with us. The drapery trade, for instance, has been a big offender in this direction, but it is just worth while to bear in mind that it has led to many a fortune, simply because they advertised themselves largely *by* cutting.

A LARGE firm, whose name is now a household word, founded its fortunes upon it. On what, you say? Well—if you have not heard the story before I will tell you—on *bustles*. These interesting articles of feminine attire, were at the time I refer to, regarded as indispensable adornments to the female form divine, and the particular gentleman I refer to, determined to "cut" them. He purchased them in enormous quantities, and retailed them at a price considerably under cost. The bait took, and enabled him to play the "Will you walk into my parlour" game, and they



walked. Getting the public there—he gave them the very best value he could afford to do, according to his then abilities to buy—and thus secured a large percentage of bustle purchasers as regular customers. *Verb sap.*

I do not wish for one moment to ask you to accept my dictum as the only panacea for what after all is a species of fungus growth of latter-day trading, which arises out of the keenest of keen competition, and which again in many trades is consequent upon the decadence of the middleman, and of the daily struggle to live.

THE public press at home and abroad bristles with paragraphs, manifestly inspired by writers possessing a pronounced antipathy to cigarette smoking by the New Woman. The very virulence of these attacks suggests the fear that it is a coming craze. Surely such paragraphs are eminently calculated to defeat the writers' object. They but advertise what many ladies—particularly some in the "hupper succles"—are doing, and womankind, like mankind, is prone to imitate.

THE ladies have annexed most of the amusements and sports dear to man, and seem bent, forsooth, on acquiring some of his vices (prithes, forgive me ye manufacturers of this subtle little smoke), and when the feminine mind *does* fasten on to a craze, it generally does it in earnest, which promises well for the future of the perennial cigarette. Trade in this particular branch should be brisk ere long.

CYCLING, for instance, has permeated through the whole of Europe, and statisticians aver that lady riders outnumber the gentlemen!

DR. BENJAMIN BLACKFORD, the Superintendent of the State Insane Asylum at Staunton, U.S.A., is responsible or the following. He says, "To a great extent the increase of insanity may be attributed to the pernicious "cigarette-smoking habit;" and a New York oculist declares that the cigarette is the greatest enemy to the eyes of young man. All this would appear to afford good "copy" for the Anti-Tobacco Association. Their "counterblasts," however, in face of the ever increasing number of worshippers at the Nicotian shrine, remind one of the fly on the cow's horn—it does not hurt the "coo much."

To the reflective mind, however, it suggests a very interesting question. "Why do we smoke?" or perhaps I should say, having in my mind's eye the inveterate smoker, "Why do we smoke so much?" This has always struck me as a nice problem to solve. Having given the matter considerable thought, especially during a period when I was invalided, and sojourned for a few years at one of England's loveliest health resorts—becoming (I suppose—on the principle that "Satan finds some mischief still for idle hands to do") an inveterate smoker myself, I came to the conclusion that it is an *occupation*, that is to say, it is an occupation to the mind *through the eyes*. If we did not see the smoke, *should* we smoke? This appears to me to be

fairly well proved by the fact that it is a rare thing to see a blind man smoke.

I DO not say a blind man never smokes—the late Post master-General, the Rt. Hon. Henry Fawcett, for instance, who was blinded by accident by his father, was a great smoker—but then, after all, it is the exception that proves the rule.

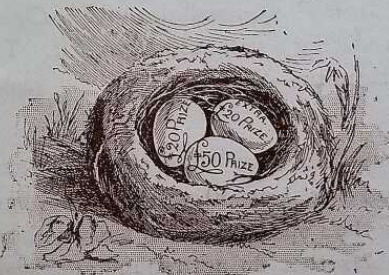
SERIOUSLY, I should much like the "thanks" of thinkers on this subject, and await with interest the views of others. Please favour me with yours.

ANENT the "arsenic" scare, I am somewhat amused to read the following from the *Dublin Evening Telegraph*, "The mild and popular cigarette is the latest article brought under the purview of the medical alarmist. He associates it with arsenic, and predicts most serious consequences to all who smoke it habitually. We are getting accustomed to the gentleman, however, and now receive his discoveries and admonitions with comparative composure. One time or another he has concerned himself with almost every article of consumption in common use, but somehow or other the world manages to drag along in total disregard of his warnings."

THE gross cash receipts of Mr. Caton's Exhibition (including £599 7s. 6d. taken at the gates) were £1,721 6s. 1d.

IT has now been definitely arranged that the 1897 Tobacco Exhibition will take place at the Royal Agricultural Hall, about the same time of the year as the 1896 one, viz.: on a date equi-distant between Easter and Whitsuntide. I wish it every success for it is always a pleasure to see our own babies reach a happy boyhood (by the bye I suppose I am right in ascribing to an exhibition the *masculine* gender) and attain to a robust manhood. Good luck to it—*i.e.*, the Exhibition.

"THE 1897 Exhibition Nest Eggs may shortly be expected to commence incubating"—thus far had I got in inditing a short par on this subject when it suddenly occurred to me that this is exactly what Nest Eggs *don't* do. They are really only, well—*nest eggs*, so this particular par must perforce be lost to my readers.



I MUST congratulate my contemporary on having anticipated me in a recent number, in an idea I intended to include in our programme—an idea begotten of the last exhibition, viz., to publish a *series* of portraits of the travellers for the great houses—not those of any particular house. *Tobacco's* "Plate for the Month" consisted of a group of travellers for Messrs. Wills.



THE "Wooing of Wills" it would appear, has now commenced in earnest—will the hitherto coy maiden respond? \* \* \*

A NEW reading of an old favourite, with apologies to Messrs. W. D. & H. O. Wills and "The Cigar & Tobacco World."



Step-Father says, "We must have Wills!"

It does not often happen—but then it is generally the unexpected that does happen—that one Journal has to apologise on behalf of another. In this instance it behoves me to do so. I beg most respectfully and politely to apologise on behalf of my esteemed contemporary *Tobacco*, for the omission of any mention in either the Souvenir or June number, of the testimonial presented to Mr. Arthur Barron by the Exhibitors at the Exhibition this year. Thanks are due to *The Tobacco Trade Review*, and also to *The Cigar and Tobacco World* for producing a verbatim copy of it. To use an expressive Americanism—Shake.

"FRIENDS, Strangers and Enemies" (don't smile, please—we all have them—the latter, I mean), will greatly oblige by communicating to me their opinions on our first number. There are few first numbers that do not require apologies for, especially when one seeks to break new ground. I aim at producing a Journal which shall be alike useful to both producer and distributor, and shall esteem suggestions for its improvement a favour.

I CANNOT refrain from expressing my grateful thanks for, and keen appreciation of, the many kind letters I have received, wishing success to this new venture. Emanating so spontaneously as they have done from houses high up in the cigarette world, is encouragement indeed.

## Trade News And Notes.

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

### ANNOUNCEMENTS.

MESSRS. BOCK & Co., have purchased the well known "Intimidat" Brand.

MESSRS. CHARLES KAHN & Co., announce they will carry on business at 60, Fenchurch Street, E.C. as tobacco leaf merchants.

MR. G. WARSAW of Russell Street, Southsea, has taken a shop in the Palmerston Road.

MR. DRAPKIN, of Manchester has taken another shop at 3, Corporation Street.

MR. RUGG of Newport, has extended his premises and proposes to engage in the wholesale trade in addition to the retail.

MR. TEOFANI has returned from his annual visit to the Turkish tobacco plantations. He reports the crop will be one of the best for many years.

MESSRS. POYNTZ & SON, tobacconists of Tralee have opened a shop at Castle Street.

The firm of J. Frankal & Co., Mile End, Road, E. have for some years enjoyed an excellent reputation as manufacturers of good class cigarettes. Among their various specialities may be mentioned the 'Bon Odeur.' The 'Bon Odeur' as its name signifies possesses a first class aroma largely due to the quality of material of which it is composed and the care displayed in manipulation. The 'Bon Odeur' is elegantly packed in boxes of 100's, 50's and 25's and is a thoroughly reliable article. A recent speciality of Messrs. Frankal & Co. and for which they claim sole rights is a thin cigarette delicately perfumed in *Rose pink paper* especially adapted for ladies. We understand the new woman is taking to them rather freely. Other of their brands favourably known, packed in boxes of 10's, 25's, 50's and 100's are 'Madras' 'Salkah' 'Aide de Camp' 'Majestic Navy Cut' with a variety of weight cigarettes. Within the last 12 months the firm has removed from 208, Mile End Road, to larger premises at 39, Cottage Grove, Mile End, E. We are informed that the constant increase in their business will shortly necessitate a further removal to still larger premises. All of the better qualities of Messrs. Frankal's specialities are made with gold (22 carat) and silver tips.

A striking and comprehensive trade catalogue is the one issued by MESSRS. FRAENKEL BROS., Wholesale Tobacconists and Shippers, on the occasion of their recent removal to larger premises, viz 58, 59, 60 & 60A, Houndsditch E.C. The following "points" may be noted.

1. The Catalogue consists of 64 Pages and contains useful hints for tobacconists and dealers.
2. It includes lists of Tobacconists' goods of every description, particularly Cigars, Cigarettes, Tobaccos, Fittings, Walking Sticks, Glass Show Cases Tobacco Jars, Scales, etc., etc.,
3. The floor space of the new premises (stated to be the largest in the trade) is 14,000 feet super. The ground floor is 140 feet deep and contains six sale counters each 45 feet long.
4. The catalogue is profusely and clearly illustrated and includes some 400 well executed illustrations of everything a tobacconist requires to completely stock himself.
5. On the first floor the famous "Eclipse" Machine turning out 500 cigarettes per minute is much in evidence, and the upper floors afford exceptional opportunities for cigar and cigarette making, tobacco cutting etc. A recent introduction of the firm is a new line of cigarettes the *PINK KING* at 4/6 per lb. box, to retail at 4d to 6d per ounce.
6. Our readers should send for this catalogue which Messrs. Fraenkel will forward post free, as it may probably be the means of effecting considerable saving. The firm distribute freely to their customers a good supply of show cards and other advertising matter. The variety of goods on show is unique and includes the well known "Don Jorge" and the "Dandy coon" cigars and cigarettes.

Manufacturers should inspect the new Baron Cigarette Machine at Billiter Buildings, 49, Leadenhall Street. Its points are. 1. Speed and accuracy. 2. It can turn out any shape cigarette. 3. Requires no engineer to look after it. 4. Produces about 500 a minute (oval or round). 5. Requires only one man and a girl to work it.

### TRADE CHANGES.

MR. LONDER has acquired the business of Mr. Cavanagh at Ryde.

MR. ADAM CARR has purchased the business of Mrs. Denby, tobacconist, Brighton.

MESSRS. NOAKES, CARDEN & Co., 79, Leadenhall Street, E.C., and Victoria Street, Liverpool, announce that Mr. W. NOAKES retires from the firm by mutual arrangement.

MESSRS. UHTHOFF & Co., of 10, Great St. Helens, announce that they have admitted Mr. E. A. Unthoff into partnership.

Mr. ALEX INGLIS retires from the firm of J. T. Inglis, of High Street, Stockton-on-Tees.

MR. T. J. RYAN has acquired the stock and business of Mr. Warner, Tobacconist, 10, Dick Street, Middlesborough.



MESSRS. ADOLPH ELKIN & Co. have extended their premises at 140, Houndsditch. They announce that they have been appointed special agents of Messrs. Churchman, of London and Ipswich, and Messrs. Mason of Chesterfield.

MESSRS. R. & T. HEBBLETHWAITE of Leeds, announce that they have disposed of their retail shop in Woodhouse Lane, Leeds.

**REMOVALS.**

MESSRS. E. S. GOODES & Co., Cigar and Tobacco Manufacturers have removed to 105, Newgate Street, E.C.

MESSRS. SALMON & GLUCKSTEIN LTD., have removed their cigarette department from Clerkenwell to Whitechapel.

MESSRS. R. P. SWAIN & Co., Cigar manufacturers have removed from their old premises in High Cross Street, Leicester to a more commodious building in Charles Street.

MR. T. M. de LOECKER, London Agent for Fiolet's Clays, has removed to Tabernacle Street, Finsbury.

**FESTIVE.**

The Silver mounters of MESSRS. CHAS. MAAS & Co., held their annual dinner on July 11th, at Norfolk Hotel, Worthing.

The employes of MESSRS. ABRAHAM & GLUCKSTEIN, held their ninth annual excursion at Stanford Rivers, near Ongar.

The annual excursion of MESSRS. J. STAFFORD, SONS & OSWIN employes took place on July 18th. Hunstanton was the place selected.

The employes of JOHN SINCLAIR, Newcastle-on-Tyne, chose Shotley Bridge, Durham, for their annual excursion, which took place July 24th.

Some 250 persons, employes and friends of MESSRS. W. H. & J. WOODS of Preston, went on the 23rd ultimo for their annual excursion to Blackpool.

The Leicester and Nottingham Cigar and Tobacco Manufacturers, met at Leicester on July 20th in friendly rivalry in cricket and subsequently dined at the George Hotel. The home team won hands down, making 187 to their opponents 26.

MESSRS. W. H. CARRINGTON & Co's. annual outing took place at Southport.

The employes of MESSRS. W. & F. FAULKNER took their annual outing last month, at Walton-on-Thames.

MESSRS. I. & D. LEVY & Co's employes held their annual outing at Rye House Hotel, Hoddesden, July 9th. The party numbered over sixty.

The annual excursion of MESSRS. F. G. STRETTON & Co's, employes took place on July 13th at St. Margarets, Herts.

**FIRES.**

MRS. HOOMES, Tobacconist, Arcade, Ilfracombe, July 29th.

MRS. KATE SOUTHWOOD, Tobacconist, Mansfield Road, Nottingham, premises burnt out July 6th.

MR. W. PAGE, New Road, Gravesend, premises burnt out July 3rd.

MR. P. CARROLL'S, Tobacco premises, Winthorp Street, Cork, were, through a fire caused by the spontaneous combustion of matches, much damaged.

MESSRS. C. EDWARDS & Co., Lower Abbey Street, Dublin, the damage by fire at their premises is covered by insurance. The fire broke broke out at an adjoining house.

MR. MANNING, pipe manufacturer, Rosegarth Street, Boston. Considerable damage to stock and the fittings. Loss covered.

W. JAGO, 52, Church Street, Woolwich, premises gutted.

**LIMITED COMPANIES.**

COPEBROS. & CO., LTD. (Capital fully paid £350,000) Dividend for year ending June 30th 1896 three shillings per share. £1000 added to reserve. £3436 9s. 9d. carried forward.

THE UNITED LANKAT PLANTATION CO., LTD., have declared an interim dividend of Five per cent. on their ordinary shares.

MESSRS. SALMON & GLUCKSTEIN, LTD.'S dividend for the half year ending June 30th is at the rate of 7½ per cent.

THE SOUTH WALES TOBACCO MANUFACTURING CO., LTD., announced a Dividend of 8½ per cent. £500 added to reserve.

The revenue of THE BRITISH NORTH BORNEO CO., LTD., at length shows an increase over expenditure. At the 27th half yearly meeting Mr. Hildyard stated there was not one shareholder in

a hundred who had the faintest notion of what this Company meant. They had 31,000 square miles of splendid freehold land. The paid up capital of the whole of this land was £450,000. With regard to the proposed railway he recommended its construction.

NEW LONDON BORNEO TOBACCO CO., LTD. The Directors recommend a Dividend of 2/- per share, equivalent to 12½ per cent on the ordinary shares.

CASHEL TOBACCO & SNUFF CO., LTD. *The Freemans Journal* has the following:—We publish to-day (July 25th) in our advertisement columns the prospectus of a company formed for the purpose of carrying on the business of tobacco and snuff manufacturers in Cashel. This will mean the revival of an Irish industry, and a very profitable industry too. It is not long ago since Mr. Power, of Cashel, who carried on the manufacture of tobacco in that town for a period of fifty years, retired, having amassed a considerable fortune. The new company are fortunate in having acquired, at a moderate price, Mr. Power's plant and machinery, which are said to be in excellent condition. A list of the skilled labourers formerly in Mr. Power's employment is still available. The vendor, Mr. George Hackett, will apply for five hundred shares in the Company, besides taking half the purchase money in shares. The Directors will receive no remuneration till 8 per cent is paid by the Company and a competent gentleman has offered his services as manager at a very low salary until the same percentage is paid. The Company thus starts on its enterprise with every prospect of success, and we are sure that the shares placed in the market will be readily subscribed for.

**GENERAL.**

MR. H. WALMSLEY'S new branch establishment at Cross Street, Manchester, includes a well fitted smoking and reading room, for the free use of his customers. A very happy idea.

The recent articles in *The Tobacco Trade Review*, on the important subject of effective window dressing, have evidently not been written in vain, for many travellers assert that already improvement in this direction is obvious.

The Norwich Board of Guardians have accepted the following contracts for the half-year. Messrs. W. A. & A. C. CHURCHMAN, Shag 3s. 7½d. per lb.; Messrs. LAMBERT, Twist 3s. 4d. per lb., and Snuff 5s. 6d. per lb.

The great increase of the cigarette branch of MESSRS. COHEN, WEENEN & CO., necessitates larger premises, and the firm has arranged to have a model factory built.

At the recent lifeboat demonstration at Newcastle-on-Tyne, Messrs. Harvey & Davy displayed a gigantic pile of Twist, mounted on a wagon. One to Messrs. H. & D.

Mr. F. Perkins, Barras Bridge, Newcastle, has hit on rather a smart idea. He has provided free accommodation for temporarily "stabling" cycles, which has been productive of good business results.

The *Cigar and Tobacco World's* "Friend on the Road," this month is Mr. Patrick St. John (Messrs. Gallaher). The cartoon is decidedly clever.

Messrs. Wills have introduced the portraits of 50 well-known cricketers, one of which appears in each packet of certain cigarettes.

The Tender of Mr. J. A. Marks was the lowest (£1,390. os. od.), and the one accepted, for extension of cigar factory for Mr. R. J. Dexter.

The cigar-box trade has increased in such volume, that any and all cedar shipments (and some have been poor indeed), have been eagerly taken, much above a reasonable relative value. Paraguay wood is once more being sent forward in plentiful quantities, and has sold rather freely at an advance of 1d. to 1½d. per ft., in the absence of better or more suitable sorts.

In the recent case of Tomkins v. Salmon & Gluckstein, it was elicited that,—1.—The annual takings of the Eastcheap shop were some £10,000. 2.—That Messrs. Salmon & Gluckstein only enter into verbal agreements with their Managers. 3.—That according to the plaintiff, there would be a loss of ¼ lb. in 10 lb. of fresh tobacco in a week, and cigarettes which came in at 18 to the oz., would go out at 22 to the oz. 4.—That the Co's. shops numbered between 80 and 90.

**OBITUARY.**

With regret we announce the following deaths, viz:—

MR. RICHARD PARKER, Tobacconist, Newport Street, Bolton. July 16th.

MR. JOHN ANDREW HOWARD, Tobacconist and Cigar dealer, Bridge, Bolton.

MR. THOMAS HAMILTON, Cambridge. June 28th.

MR. HENRY JAMES, Cigar Merchant, Rutland Street, Regent's Park, committed suicide by throwing himself under a railway van. The Jury's verdict was suicide whilst of unsound mind.

MISS MARGARET NELSON, Tobacconist of 7, Church Street Marylebone, committed suicide by hanging.



## New Lines.

*N.B.—Particulars of New Lines should reach us early in the month.*

MESSRS. GODFREY PHILLIPS & SONS have introduced a new line of the now popular penny packet of Cigarettes, entitled PHILLIPS' PLUMS. Each packet contains five cigarettes, mouthpieces and photo. The design of the wrapper includes a gold bordering, is well executed and is decidedly "catchy."



"KING'S WORTH" is the charmingly got up new line of MESSRS.

HIDDEN & CO. Ltd., of Bristol and London. The lettering on the box is in gold relief—a welcome change to the customary style. The cigarettes are of fine bright Virginia, and are 12 in number and retail at sixpence. The photo accompanying it is particularly attractive, being executed in colours.



A DAINTY little box (3 $\frac{3}{4}$  by 3) is that which contains Messrs. B. MORRIS & SONS', Ltd., latest brand of Cigarettes entitled GOLDEN SPRAY. It has a fawn coloured ground, and opens like a tiny jewel case. The tobacco used, fully sustains the reputation of this well known firm.



The line has been quick to "catch on" and has even inspired the Poet Laureate of *The Hotel* staff to break out in a fresh place. Thusly he warbles:—

I can only say  
Of "Golden Spray,"  
In the gloom of night  
Or the light of day;  
A friend so sweet,  
With charm so gay,  
I ne'er did meet  
As "Golden Spray."

It seems somewhat difficult to belie the claim of Messrs. COHEN WEENEN & Co., in their new line to being "the best value ever offered." It is a 3d. line in handsomely decorated flat tin boxes which contain 10 cigarettes, made of the best selected Virginia. This seems a bold bid for the favour of the devotee of this particular class of smoke.

AN *article de luxe* at a very moderate price, entitled GOLD TIP, is one of the latest productions of the T.S.S. (The Tobacconists' Supply Syndicate, of 55, Farringdon Street, E.C.,



Each box contains 10 cigarettes, gold tipped—22 carat gold. The tobacco employed is straight cut Virginia. The other new lines include "GOLD FLAKE," manufactured from fine Gold Leaf, NAVY CUT made from fine Gold Leaf and STRAIGHT CUT, manufactured from fine selected Virginia. These special lines (3d. packets) are splendidly got up in well designed



covers and the Tobaccos used are of such excellent quality as to ensure a very large sale especially as they show a good profit to the retailer.

A HAPPY inspiration was that of Messrs. DRAPKIN & MILHOFF, to

produce a cigarette which is perfectly innocuous to even the most susceptible throat. That they succeeded, the following testimonial they received from the eminent operatic tenor Jean brand bears.



"Gentlemen.—In reply to your letter, I have no objection to state that the cigarettes which I smoke of your make prove highly satisfactory and never give any obstacle to the exercise of my vocal duties.  
Yours faithfully,  
JEAN DE REZSKE.

The following medicos also testify to the merits of this cigarette, Dr. Howard Marshall, (senior house surgeon St. Bartholomews), Dr. Reginald Brown, M.C.C.S., as also do many "theatricals" among whom we find Hayden Coffin, Wilson Barrett, E. F. Willard, Rutland Barrington, George Alexander, Forbes Robertson and Harry Monkhouse. The inimitable J. L. Toole says "unfortunately a non-smoker, but my friends appreciate them." The box measures 4 $\frac{1}{2}$  X 3, and the accompanying block gives an idea of the "get up" of this smart line. The tobacco is superior Turkish.

MESSRS. B. KRIEGSFELD & Co., of 45, Lower Mosley Street, Manchester, Manufacturers of Turkish, Russian and Virginian Cigarettes, introduced early this year a new threepenny line of cigarettes entitled IVY, the success of which has been quite phenomenal, many millions having been sold, and—wonder of wonders—without any advertising. The box contains 12 cigarettes of pure Virginia tobacco; mouthpieces and photo, and in addition a coupon.



Each carton containing 100 or 500 cigarettes is accompanied with a handsome photo—show card mounted for window display. Messrs. Kriegsfeld & Co. claim to be the largest manufacturers of special Brands for the trade, as they make over 2,000 of these in addition to their own.

JUST as we are going to press Messrs. GALLAHER & Co., of Belfast, advise us of two somewhat startling new lines of cigarettes. The first is entitled WINDFALL (the versatility shown by up to date firms in discovering smart titles is really something to wonder at). Each packet contains fourteen cigarettes weighing half an ounce and retails at 4d. The other new line (DAY STAR), for quality and price would appear to take some beating. The packets contain fourteen cigarettes and retail at threepence.

WE have also received a sample of a new line from Messrs. ALEX JONES & Co., of Queen Victoria Street, called STRAIGHT CUT VIRGINIA. The packet consists of 10 cigarettes—full size—well made—of fine tobacco—to retail at 3d. The cardboard cover is gold lettered on pale pink.

THE eminent firm of T. P. & R. GOODBODY, of Tullamore, invite attention to a departure in plug and negro head, got up to retail at 3d. per ounce. The line is taking very well indeed, as it saves the trouble of cutting, and shop-keepers can get from 3d. to 4d. per plug, which pays better than cutting roll for 3d. an oz.

MESSRS. MASON & SONS' (of Chesterfield) latest, is a penny packet of five large size cigarettes. The tobacco is sun cured Virginia. A notable feature of this line is that the packets do not contain the customary photo or mouthpieces. The title is a good one, viz., FULL SIZE.

THE new pipe line of the go-ahead Farringdon Avenue firm—Messrs. A. J. NATHAN & Co.,—should command a ready sale. This new pipe is dubbed the "Midstream" and is a well finished unmounted briar.



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SPECIMEN OF (See N.B. at foot).

# The Tobacconists' Text Book.

COMPILED BY "COSMO."

A TRADE ENCYCLOPEDIA.

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

Edited by ARTHUR BARRON.

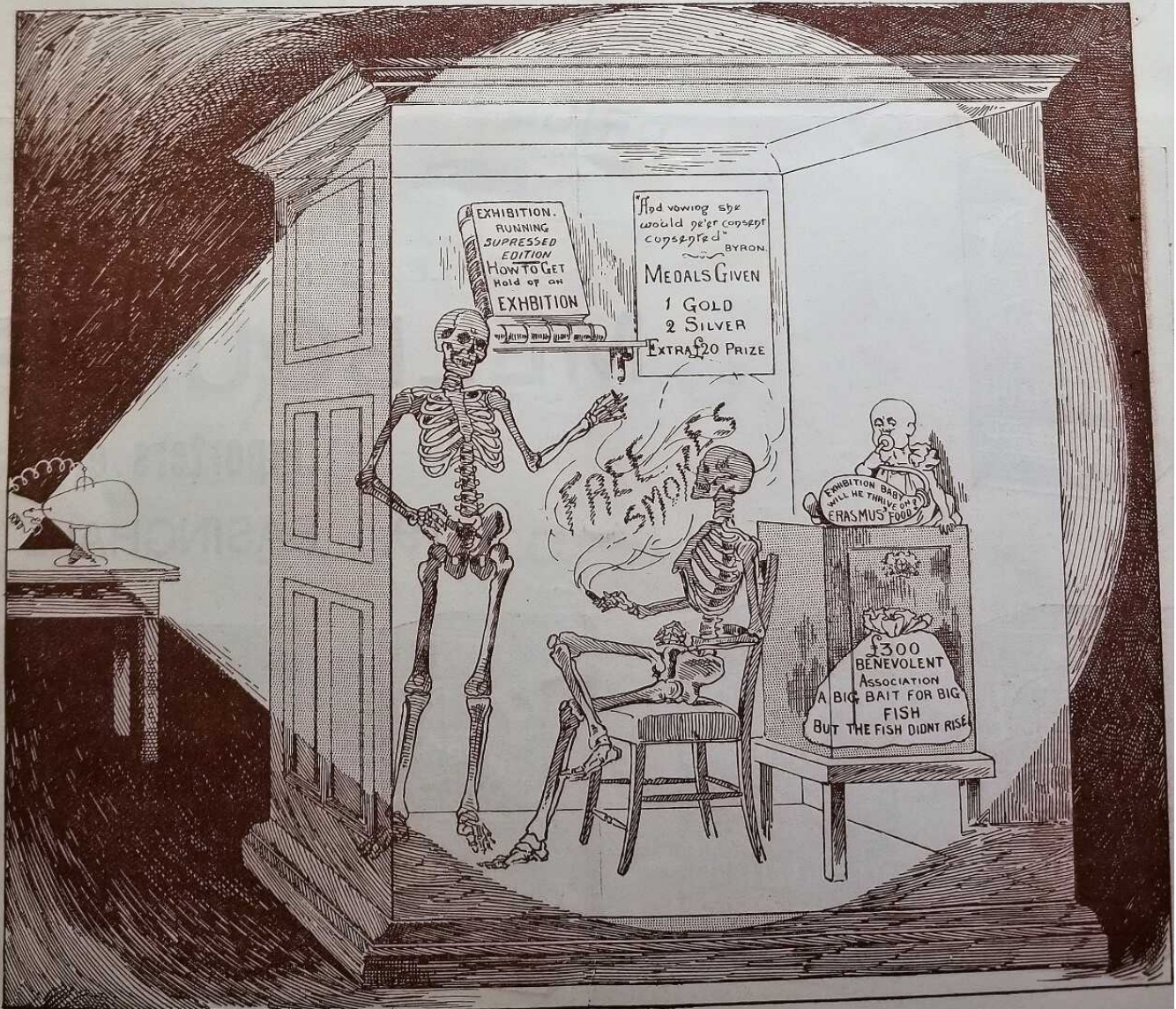
**ABAJO** (*Vuelta*).—A district in Havannah, where is grown the finest classes of Havannah tobaccos. The peculiar qualities of the soil associated with unique climatic influences have earned for these tobaccos a reputation that has, for decades, placed them in the very front rank in the markets. Up to the present no tobacco produced upon any part of the globe will compare with that grown in the Abajo district. The district has in consequence become crowded with tobacco plantations and large cigar factories, employing some tens of thousands of hands, and finding a profitable outlet for millions of capital. The words 'Vuelta Abajo' on boxes of Havannah cigars indicate that the tobacco of which the cigar is made was grown on plantations in that district.

**ALBATROSS** (*Stems*) The bones of the wings of the albatross are dressed, polished and mounted in silver and make capital connecting stems for the best quality briar and meerschaum pipes. Very great care must be made in the selection, as quite a number of any given lot have to be discarded as useless. They not only possess the peculiar property of successfully resisting heat, but in addition cause the pipe to smoke very cool. They are a very great improvement upon the old goosebone, but unfortunately for the lover of elaborate tourist cased pipes are now becoming very rare. The pipe manufacturer in fact never knows when he may get them and is consequently very careful of those he may have in stock.

N.B.—In future Issues, Two Whole Pages will be devoted each month to the "Text Book."

## THAT EVERLASTING 1896 EXHIBITION.

### THE SKELLINGTONS IN THE KUBBUB.



ERASMUS Sxxxxxy CxxxxN (loq): "Confound those Röntgen Rays. Whoever would have thought they would have penetrated THAT."



AUGUST 15, 1896.

# THEODORO VAFIADIS & CO.,

MANUFACTURERS OF EGYPTIAN CIGARETTES, CAIRO, EGYPT.

## CURRENT PRICE LIST.

Khedivial.	In tins of 50, at per 1000	110/-
Extra Fine, G. F.	" " " "	80/-
Fleur d'Orient F. M.	" " " "	70/-
Nom Plus Ultra	" " and 25, at per 1000	60/-
Yentige	In packs of 12 (in tins of 600) at per tin	87/6
Cavalla F. S.	In tins of 100, at per 1000	87/5
" "	In packs of 10 (in tins of 500) at per 1000	52/6
Cavalla Round	In tins of 100 and 25, at per 1000	53/-
Egyptian	In cardboard boxes of 100 and 25, at per 1000	48/6
		42/6

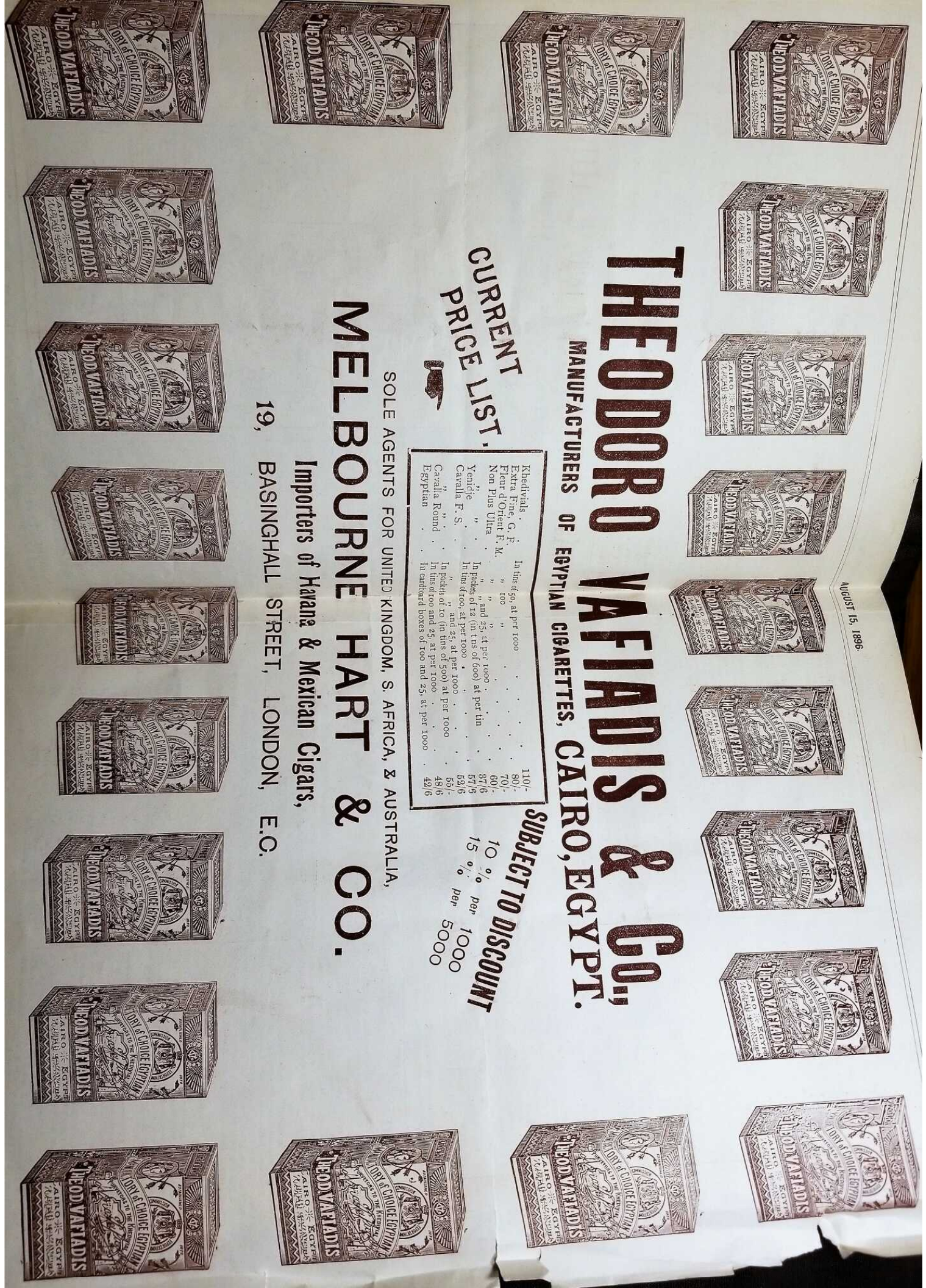
**SUBJECT TO DISCOUNT**  
 10 % per 1000  
 15 % per 5000

SOLE AGENTS FOR UNITED KINGDOM, S. AFRICA, & AUSTRALIA,

## MELBOURNE HART & CO.

Importers of Havana & Mexican Cigars,

19, BASINGHALL STREET, LONDON, E.C.





# Gleanings And Americanisms.

## HOW TO MAKE TOBACCO.

To three fourths of a cross . . . T  
Add a circle complete . . . O  
Let two semi-circles a perpendicular meet B  
Next add a triangle that stands on two feet A  
Then two semi-circles } . . . C C  
And a circle complete . . . O

"He who doth not smoke hath either known no great griefs or refuseth himself the softest consolation next to that which comes from heaven. On the whole then, woman in this scale and the weed in that, Jupiter, hang out thy balance and weigh them both; and if thou givest the preference to woman, all I say is, the next time Juno ruffles thee—O Jupiter—try the WEED." *BULWER—"What will he do with it."*

CHARLEY (loq).—"Say Tom—got any tobacco?"

TOM.—"No, old Man, just run out."

CHARLEY (sotto voce).—"Hang it—suppose I must use my own again."

A CHICAGO cigar-store displays this sign:—"While waiting for the cars come in and tell us your troubles.

Period, 1866.—Civil Service Clerk enters affiliated shop.

C.S.C.—"A pound of best shag please."

Mr. S.—"Yes Sir" (delivers it).

C.S.C.—(producing Ticket), "20% discount."

Mr. S.—"Oh!—!—! (savagely but helplessly).

C.S.C.—"By the way, I think I'll take a cheroot."

Mr. S.—(shouting), "Here, Joe bring a CO-OPERATIVE cheroot!!"

In Denver Mr. J. I. Ross recently adopted a practical method of advertising the "Battle Axe" plug tobacco. Free samples were given away by a decorated brigade of twelfth century soldiers, each carrying a battle axe.

MANY amusing incidents are afforded by the pranks of a recent tornado with fence and wall advertisements. One corporation has every grain elevator here and many fences covered with its advertisement of a certain brand of plug. In several instances the letter "P" has been blown out, and the ad. reads "Lug." Sometimes the signs of two or three rivals have blown together in a heap. Another sign announce: "The future home of \*\*\* plug tobacco." It is an immense affair, but the tornado first zig-zagged it like a rail fence, and then threw the picture of the home flat on the ground. A New York cigar manufacturer is represented as "S. Denberg, Gentlemen." A lot of good money has been thrown away on these boards.—*New York Tobacco.*

If you have a remarkably strong constitution you may read the following; but if not, let it run a bye: If a cigar makes a man ill, will a cheroot make a man-illa?

A CHICAGO cigar dealer humorously remarks that he will sell only one of his one cent cigars to customers as they will never want another.

# Tobaccodom.

**Australian Competition.**—Australia threatens to compete with India as a tobacco-producing country, and active measures are now being taken, the *Bombay Gazette* states, with a view to the development of this industry. Small quantities of tobacco have for some time been grown, and the Melbourne Agricultural Department is of opinion that a highly profitable trade might be built up. With that object in view, therefore, the services of Mr. Bondurant, an American expert, were engaged, and he had just reported upon his inspection of the north-eastern districts of Victoria.

**Cigarette Smoking** in this country dates back to about 1844. The great impetus in their increased use was caused by the Crimean War of 1854-56, when numbers of our military and naval officers adopted this method of smoking from the inhabitants of Russia, Turkey, Malta, Levant, and other parts of Europe. The first well-known person who smoked cigarettes publicly in the street was the late Laurence Oliphant, who had resided for many years in Russia, Turkey, and Austria, where the habit prevailed.

**London's Latest Folly** is the heading under which the *Daily Mail* draws attention to the use of Tea Cigarettes. It says "One of the most injurious and dangerous of new fashions is the tea cigarette. Words cannot describe the final effects of it. The agony of the opium fiend is a shadow to that of the nauseated victim of the tea cigarette. It will be hours before food can be locked at, yet the first step toward a cure is a cup of tea. An hour afterward comes the craving for the tea cigarette."

"**To Day**" in replying to a correspondent says "P.E.M. has contracted the habit of cigarette smoking, and smokes sometimes as many as twenty cigarettes a day. He is very anxious to get rid of the habit, and wishes to know if I can recommend him anything. There are one or two brands of cigarettes which would cure him in a week, but if I gave the names, I should probably get myself into trouble. He might, next time he is in Paris, buy some native-grown French tobacco, and if that does not cure him of smoking, I do not know what will."

**Grudged the Smoke.** The lady who rewarded the honest finder of £70 with a threepenny bit to buy a cigar with at Prestatyn has her parallels in Northern phraseology. In Lancashire they talk of the man who "gudges the smoke off his porridge" and in the Cumberland dales of the one who "wouldn't part w' the reek off his kale."—*Star.*

**Tobacco Blindness.**—A number of horses in the valley of the Darling river, Australia, have been overtaken by a serious calamity. In consequence of the inundations of the river a large quantity of tobacco plants have made their appearance in the prairies. The unsuspecting horses have chewed the weeds, and, as a consequence, they have become blind. The animals are said to be otherwise vigorous and agile.

**Smoke versus Bacilli.**—A Viennese doctor has discovered that smokers are less liable to diphtheria and other throat diseases than non-smokers in the ratio of 1 to 28. He declares that smoking should be positively forbidden in bacteriological laboratories, as the scent from the smoke hinders the development of the bacteria.

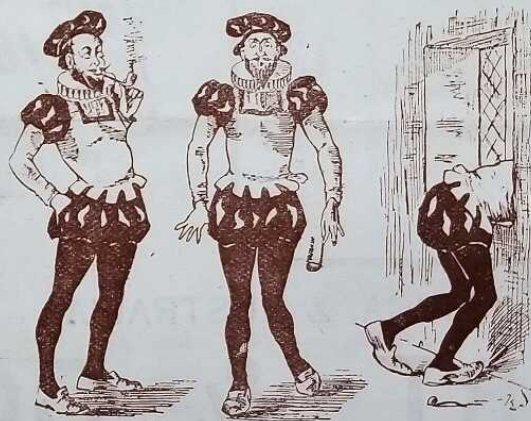
**Another Goat that Eats Tobacco.** A short while ago we mentioned a goat at Hatfield which eat large quantities of tobacco; now we have discovered another specimen. The most prominent member of the United States cruiser *Newark* is Billy, the goat, whose staple food is tobacco. When Billy was picked up by the *Newark* in Naples some four years ago, and life was to him one vast area of undiscovered grass tufts, one of the crew, while the others went scurrying around to get something for Billy to eat, spied a huge wad of tobacco which some old salt had been enjoying, and maliciously extended it to the unsuspecting goat on the palm of his hand. Billy, thinking it might be some sunburnt tuft of grass, gulped down the quid. For some days his inside had to be carefully tended by the ship's apothecary, and when Billy was able to be about again, everyone thought he had done with tobacco for ever. But it seemed that the taste had only served to create an appetite in this direction, and from that time forth Billy developed an inordinate desire for left-off quids and cigar stumps. He has waxed fat on this diet, too, and now has a supreme contempt for green grass and blooming trees.—*Success.*

The French will soon be in a position to celebrate the fiftieth anniversary of the official introduction of the "panatella" cigar, a cheap Havana first offered to the public in 1846. We might follow suit with the Penny Pickwick's jubilee if the date has not, as we fear, been passed.

**A Tobacco Journal states** (so says *Success*) that there is a considerable falling off in the demand for cigars, and for this loss the increasing popularity of cycling is held chiefly responsible. Who's the culprit?

We are indebted to our humorous friend *Moonshine* for the following:

TABLEAUX IN THREE ACTS.



SIR WALTER RALEIGH'S FIRST PIPE.

## When Established?

### NOTICE.

The following is an authenticated list which we should like to enlarge. Firms will oblige by advising us of the dates of their establishment in time for next issue.

Title of present Firm.	Date Established.	No. of years.
W. D. & H. O. Wills . . .	1710 . . .	186
Taddy & Co. . . . .	1716 . . .	180
Stephen Mitchell & Son . . .	1723 . . .	173
Henry Archer & Co. . . . .	1790 . . .	106
Adkin & Sons . . . . .	1795 . . .	101
J. & F. Bell . . . . .	1798 . . .	98
Murray, Sons & Co., Ltd. . .	1810 . . .	86
B. Morris, Sons & Co., Ltd. . .	1810 . . .	86
John Player & Sons . . . . .	1823 . . .	73
Lambert & Butler . . . . .	1836 . . .	60
W. & F. Faulkner . . . . .	1838 . . .	58
Godfrey Phillips & Sons . . .	1845 . . .	51
Aviss Bros. . . . .	1850 . . .	46
R. P. Gloag & Co. . . . .	1851 . . .	45
Cabana Cigar Co. . . . .	1854 . . .	42
Richmond Cavendish Co. . . .	1863 . . .	33
Thos. Ogden, Ltd. . . . .	1867 . . .	29
Robinson & Barnsdale . . . .	1876 . . .	20



## A Word about Briars.



present moment.

A good briar pipe is still the staple of the fancy goods trade. But the pipe must be good. It is worse than useless to stock indifferent goods. If there were any one period more than another when it was incumbent upon the retailer to stock goods of the highest quality and of tested merit, it is undoubtedly that of the present moment.

Whatever "cutters" may do in tobaccos, cigars, and cigarettes, they are beaten at every turn when it comes to pipes. That they display showy goods at ridiculous prices goes without saying, but is there in any one of the "cutters' shops a single briar of known repute? The experienced retailer, who has made fancy goods a study, speedily detects this weak spot in the armour of the "cutter," and takes every care that he shall benefit by it.

The good class smoker is very fastidious about his pipes. He will have them well made in every particular. He knows something about grain. He will see that the mouth pieces and mounts are flush. He has a hawk's eye for harmony and angles. He will swear by a piece of good old seasoned briar. Such customers are not influenced by the saving of a ½d. here and there upon a ounce of tobacco; a penny upon a packet of cigarettes, or a reduction upon a Havannah that, in a matter of quality may leave much to be desired. The same taste that manifests itself in his choice of pipes predominates over all. He has the means to gratify such tastes and does not stoop to haggle.

If there be one article in the pipe trade that has attained repute as a standard of excellence and taste, it is certainly that of the "Crown Pipes." Any time during the last twenty years this particular pipe may have been seen well to the front in the best establishments in the country. It must not be supposed that, amid fierce competition at home and abroad, this enviable position could have been obtained for the "Crown Pipe" without the greatest care and infinity of trouble. Mr. Chas. Maas, the head of the firm of Messrs. Chas. Maas & Co., and the proprietor of the "Crown Pipe" has been connected with the pipe trade for over twenty-five years. During that period it has been his pleasure to give the closest study to the improving and perfecting of that article with which his firm is identi-

fied. The result is, that for a perfectly finished pipe, for elegance and taste in design, the "Crown Pipes" rank second to none. The London made companions and tourist cases, in briars, meerschaum, amber, vulcanite, horn, and albatross, well deserve the term included in the brand; they are in every sense of the word truly *recherché*. The mounts are of a stout texture, well-finished, beautifully bevelled at the edges, fit flush, mouth pieces hand-made, clean cut, wide or narrow bores as may be desired, the bowls clean, well polished (natural), of a rich dark red with a decided grain; one style of case, heavy plush double velvet, dark brown leather covering with a neat gilt line.

If it be conceded that England turns out some of the very best goods in the way of well made briars, the "Crown

Pipes" have in no small degree influenced that reputation.

There are great varieties in the grades of the briar root, but, yet in addition to the quality of the wood, something is still needful, before a first-class pipe is manufactured. You may take the very best quality of briar root, and it will turn out very unsatisfactory pipes. The high class briar, that gives you the sweet and mellow pipe, can only be made of wood that has been thoroughly well seasoned. In this respect a well seasoned briar is like a good old whiskey, it becomes ripe and mellow by age. The wood becomes softened, and after being smoked a short time becomes impregnated as it were with the virtues of the of the tobacco consumed, delightfully juicy. It then becomes the guide, philosopher, and friend—the constant charm of the veteran smoker, by far and away his most treasured possession.

Well seasoned Briarwood has always been a special feature of the "Crown Pipe" manufacturers, to ensure this to perfection, the firm keeps the raw material in stock for some years

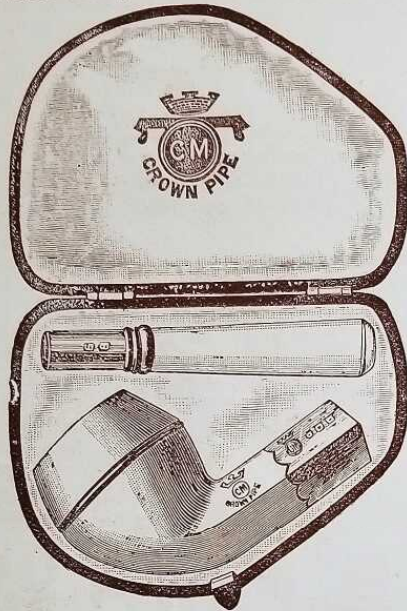
before permitting any pipes to be manufactured therefrom. The firm having a branch house at Vienna under able and experienced superintendence are constantly on the watch, and in consequence are first in the market with the very latest novelties.

Thus the "Crown Pipe" aims to be foremost in every development of taste, the exacting demands of which are ever varying. With an elegance unsurpassed the manufacturers of the "Crown Pipes" have succeeded in producing an immense variety of Briars in cases, with some extra fine specimens of ambroids, which for price are within the reach of every smoker who cherishes a good pipe, while some superb designs in extra quality companions are made with amber mouth-pieces cut from the solid block. The "Crown Pipe" had hitherto only consisted of high class





and expensive goods. Of late years however the firm has devoted considerable attention to the getting up of an extensive assortment of less expensive goods at popular prices; as for instance 'The London Mount' 'The Riviera' 1/- pipe which betrays the same care, style and finish that



is characteristic of their better class goods. It is puzzling how the 1/- 'Crown' pipes can be produced at the price. We notice that the firm are producing 6d. pipes in a great variety of shapes, which are remarkable for



their excellent value. With their usual wont, the 'Crown pipe' manufacturers will be to the fore with some striking novelties for the forthcoming season. A half hour may be spent very profitably in their well stocked showrooms in Jewin Crescent, E.C.

COSMO.

LI'S PIPE.

ORDINARILY the tobacco pipes used in China are made of common white metal, but Li's is exquisitely chased in silver. Its most bulky part is a reservoir of water completely closed in, from the upper part of which rises a vertical silver tube with a horn mouthpiece. Let into the upper part of the water reservoir is the pipe proper, which is adjusted in such a way that its lower extremity touches the water. It is not unlike a cigarette holder. The operation of smoking would be more irritating than soothing to a Western smoker, for the pipe has to be replenished every minute or so, and there is, moreover, the risk, if the tube gets ever so little awry, of sucking up, not smoke, but water.—Star.

## Our Free Suggestion Column.

Suggestions contained in this column are available for the free use of Subscribers.

Firms wishing to use them must of course ascertain for themselves, in the event of deeming them worthy of registration or adoption that they have not been anticipated. "Great minds think alike" and it is possible that while the authors of these suggestions may think them original they may not be so.

Gentlemen willing to communicate original ideas for this column are invited to do so but they must distinctly understand that the ideas are "pro bono publico."

In communicating, the sender is requested to say whether he wishes his name attached or not. If silent on the subject we shall conclude that he wishes no acknowledgment.

### A PRIZE OF 10/6

will be awarded each month for the best suggestion on any subject calculated to be of practical benefit to any branch of the Trade, The C.W. reserves the right to print any suggestion sent in.

**Ballyfoyne:**—A suggestion for a new Brand of Cigarettes or Tobacco for an Irish House.

**Puff Puffs:**—A suggestion for a 1d. line of Cigarettes with Picture of Locomotive attached.

**A New Business:**—We have often wondered why small shops adjacent to the great London Termini have not started for pipe cleaning. If a man could leave his pipe in the morning and get it back on his way home in the evening as good as new at say a price of 2d. or on the "While you Wait" system. Is not this exactly what he wants and would be willing to pay for?

**The Non-Patent Pipe:**—A suggestion for a perfect free bore ordinary pipe, (communicated by A. Jameson, Manchester.)

**Poster or Page Ad.**—A suggestion for a Wall Poster or Page Advertisement.

Messrs. LIK. KRĒASHUN & Co. are so full up with orders that they do not require to use this space at present.

**A Notice or Show Card:**—A suggestion for a Show Card or for a Notice for shops wishing to politely intimate that they do not give credit or change cheques.



GENTLEMEN ARE REQUESTED  
NOT TO ASK  
FOR CHEQUES TO BE HANDED  
AS A REFUSAL MAY OFFEND



**New Lines.—Continued from Page 10.**

MESSRS. GODFREY PHILLIPS and SONS notify us of their latest, entitled "VIRGIN GOLD." The characteristics of this original and unique line of cigarettes are as follows: 1. Exceptionally good value to the public, and good profit to the retailer. 2. Tobacco, selected Virginia. 3. Guaranteed, tipped with 22 carat gold. 4. Ten cigarettes to retail at fourpence, a new price for pure gold tips. 5. An exceptionally pretty "get up," the box being of a pale blue ground, with tasteful gold lettering and design of cupids. 6. The cigarettes are hand-made.

**A NEW CIGARETTE FOR THE PEOPLE.**

THAT enterprising firm, MESSRS. DRAPKIN & MILHOFF, threaten to astonish the world with a new cigarette for the people, which will be introduced to the smoking public under the auspices of those up-to-date radical dailies, the "Star" and "Morning Leader," and in consequence will be known as the "Star and Leader Cigarette." The Cigarettes themselves will be manufactured from the best growths of Virginia and Turkish Tobacco, are very neatly packed, and will retail at 10 for 4d. There are, however, various remarkable things about these cigarettes. To start, every smoker presenting to his tobacconist a certain number of coupons, will be entitled to receive a first-class bicycle with all the up-to-date improvements. The following describes the Bicycle: 1. Weight 28lbs. or under; 2. Double Tube Pneumatic Tyres; 3. Tangent Laced Wheels; 4. Ball bearings to all parts; 5. "O" Backstays and Forks; 6. Black Enamel; 7. Bright Parts nickel-plated; 8. Guaranteed for 12 months. We are assured that these bicycles will be equal to anything that can be purchased at £18 18s. Dealers are already alive to the possibilities of these cigarettes. We had the privilege of looking over a large number of orders for some millions of cigarettes, one well-known firm of merchants alone ordering 1,000,000 in advance, while others followed rapidly on with orders for 500,000, 250,000, and 100,000, and in consequence the original intention of issuing the goods on the 10th has been altered to the 24th of August. The estimated output is expected to exceed 500,000 per day. The manufacturers have recently acquired extensive premises, and put down new plant, in order to cope with the demand. In a few days the cycles will be on show in various well-known tobacconists' windows throughout the country. The trade will doubtless remember the boom some few years ago in connection with "Pick Me Up" Cigarettes, pro-

bably the biggest known up to that time. From what we have already seen concerning the "Star and Leader" cigarettes, we have every reason to think that it will leave the "Pick Me Up" cigarette boom largely in the shade.



**Pen and Ink Sketches** constitute about the most effective advertisement possible and possess the merit of cheap re-production. Intending advertisers in this Journal can at all times have rough sketches submitted to them free, together with price for the complete sketch and cost of its re-production.

**Notices Concerning,  
Our Second Number.**

**MANUFACTURERS' BRANDS OF CIGARETTES.**

WE are obliged by the receipt of Lists of Brands of Cigarettes from so many houses, but find it is simply impossible to do justice to same in this issue. The List has assumed such gigantic proportions that it would appear to call for a special supplement. It is proposed to compile it in a way that will be of practical use to the retailer. Those manufacturers who have not yet sent are invited to do so and to mention the price each Brand is intended to retail at.

**COMING EVENTS.**

SECRETARIES and others will oblige by sending us notices of forthcoming Meetings, Smoking (Cigar and Cigarette) Concerts and of events likely to be of interest and use to the Trade generally.

**FREE EMPLOYMENT BUREAU.**

EMPLOYERS and Employees are invited to send their Advertisements for this column as early as possible. They will be inserted free to both *i.e.* to the extent of twenty words, 6d. per five words afterwards.

**CHATS WITH SUCCESSFUL RETAILERS,**

A SERIES of articles under the above heading will shortly appear.

**CARICATURES OF SHOWCARDS.**

WE propose to give a caricature show card each month. The caricature will be from the humorous side *only*.

WE hear that Messrs. Salmon & Glückstein, Ltd., contemplate advancing all their prices for packets and proprietary goods on the 1st of September.

The following appears in the *Daily Telegraph* of the 18th inst.:

**T**OBACCONISTS' SUNDRYMEN, Dealers, and others willing to supply us, for cash, with the goods of any or all the undermentioned manufacturers: Lambert and Butler, Wills, Player, Taddy, Gallaher, and Hignett's, please write, in strict confidence, naming best discount, to A. Baker and Co. (Ltd.), 99, Tottenham-court road, W.

**Correspondence  
Column.**

(We do not necessarily identify ourselves with the views contained in this column.)

To the Editor CIGARETTE WORLD.

August, 10 1896.

Sir,—All trades have holidays, almost all shops in most businesses close early one day in the week. The unfortunate tobacconist is practically the only one left out. His hours are longer than any other and his work is harder, since his transactions are more numerous. Can nothing be done?

Obediently yours,  
SYMPATHY.

To the Editor CIGARETTE WORLD.

Dear Sir,—Captain Marryat tell us that one of his inimitable characters was never altogether happy unless he was completely miserable. This we find was owing principally to his extreme gullibility. A celebrated doctor of pharmacology and therapeutics discovers symptoms of arsenical poison in a cigarette smoke. On analysis it is found that of seventeen samples, six contain an infinitesimal proportion of the drug, that we know as well as he, will produce phthisis, which is quite as easy under other circumstances to produce without.

We wonder if the doctor ever heard of the scythe that cut a man's leg off with its shadow? Or of a gentleman who was so thin that it took six weeks fattening to make him a respectable skeleton? Or the beggar that sat so long in one place that his shadow remained on the wall for five days after he was dead? Or the man who was so tall that he had to get on a ladder to shave? Or the gigantic oyster that it took three men to swallow? If not, he must get us something better than the pills he offers, for we decidedly refuse to swallow one story more than the others, which are every whit as easy in our mouth.

Highbury, N.  
August 14th, 1895.

Yours truly,  
HUMOCUS.



# CHARLES MAAS

## And Co's



CROWN

RECHERCHE

PIPES.

13, Jewin Crescent, London, E.C.

AND AT VIENNA.

Telegraphic Address:

London: "Coronation, London."

Vienna: "Coronation, Wien."



Every Tobacconist should stock "PINOZA" HYGIENIC SPECIALTIES.

**SPECIAL  
NOTICE.**

This Plate Glass Counter Case, value £2, and novel Automatic Clock, with two actions, containing Pinoza Tobacco, Cigars & Cigarettes to value of 51s., and Pinoza Soaps, Perfumes, Tooth Paste, Pastilles, to value of 37s., will be sent to any Tobacconist, so that all Stock can be well displayed and room

left to sell from. The Retail Price List sent with each case, and no cutting is allowed.

No Shop is complete without one of these Handsome Pinoza Cases.

These Goods pay to stock, so why not send for a case at once, Carriage Paid.

**Net Value, £4 1s.**

SEND FOR

**NEW PRICE LIST**

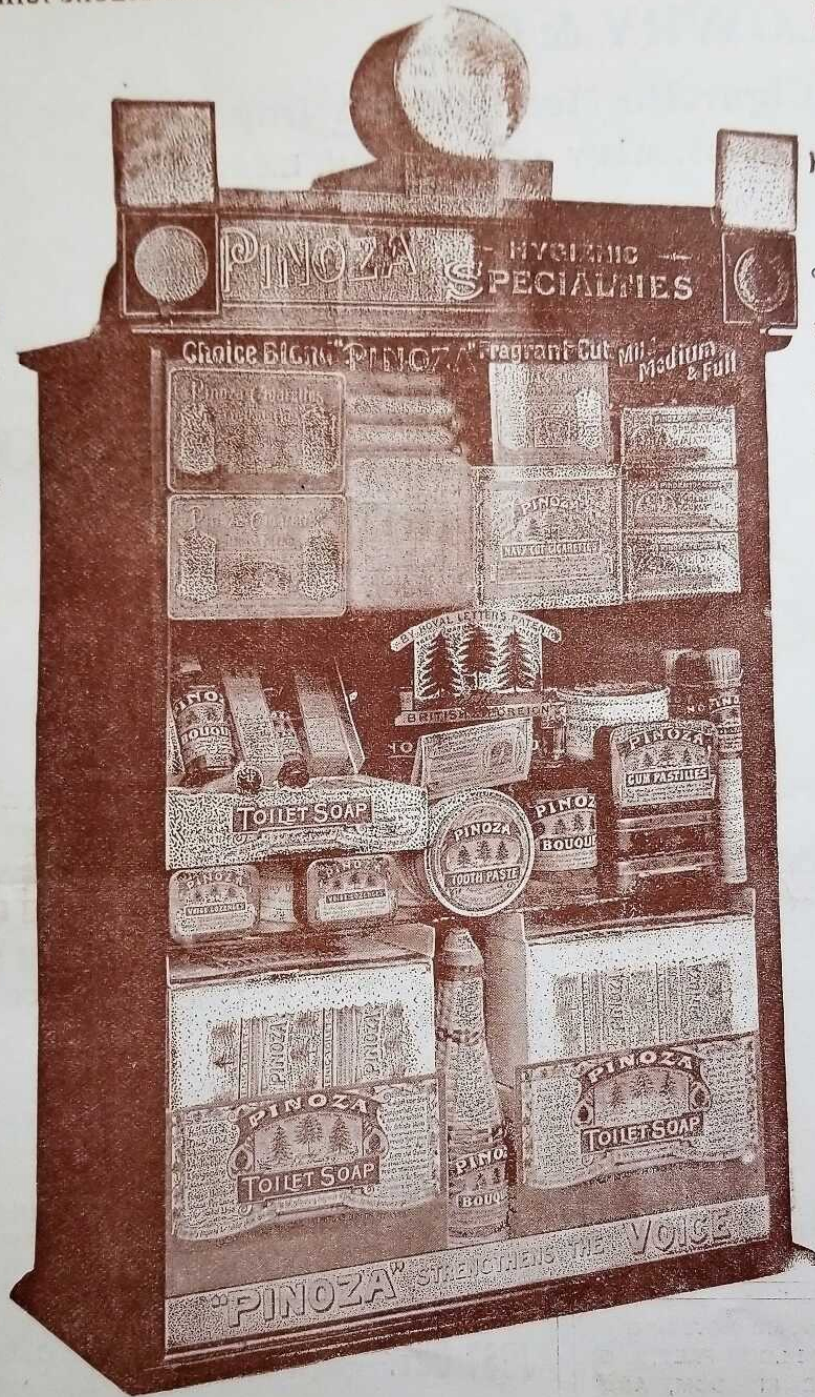
TO SOLE PATENTEES

**LUSBY'S**

**PINOZA HYGIENIC**

**PATENTS CO.,**

10, Minories, London.



**SPECIAL  
NOTICE.**

**PINOZA CIGARS**

These Cigars consist of 2d., 3d., 4d., 6d., and 1s., (latter in glass bottles), and are acknowledged the mildest and most soothing Cigar in the Trade. Now sold in all the West End Clubs. At the last great Banquet of Colonel Sir Howard Vincent, M.P., at Queen's Hall to meet Lord Salisbury, the Duke of Devonshire, and some 3,000 guests, the Honorary Committee selected Pinoza Imperiales, 6d. size, as a Specialty for the guests.

WRITE FOR PRICES

**PINOZA  
ADVERTISING  
WAX MATCHES,**  
1/2d. & 1d. Size.

**J. FRANKAL & Co.,**

30, COTTAGE GROVE, MILE END, E.  
Madras. **Majestic.**

**Elite.** (Navy Cut).

(Straight Cut Virginia).

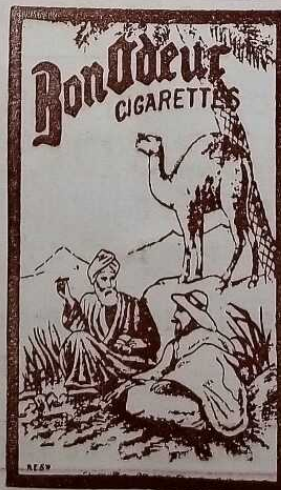
**Sal Ka.** **Kassala.**

**Aide de Camp.** (Egyptian Blend).

ALL PACKED IN TINS AND FANCY BOXES.

10/-, 25/-, 50/-, and, 100/-.

Gold and Silver Tipped  
TURKISH AND VIRGINIA.



**EXTRA SPECIAL "ROSE PINK"**  
GOLD TIPPED.

Particularly adapted to the New Woman.

**WEIGHT GOODS—**

**VIRGINIA,**  
**MONOGRAM,**  
**STRAIGHT CUT.**

**TURKISH—**  
**BIJOU,**  
**CROWN,**  
**UNIVERSITY,**  
**ANGEL BRAND.**

**RUSSIAN BLEND—**  
**PETITS,**  
**GOLD TIPPED.**

ALL OUR GOODS ARE HAND-MADE.



# W. H. LOWRY & CO.,

Cigar & Cigarette Merchants & Importers,

3, BURY COURT, ST. MARY AXE, LONDON, E.C.

SOLE AGENTS FOR

## Tr. A. Thalassino's

EGYPTIAN CIGARETTES.

6d. PACKETS OF 10.

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

First Honours Awarded.



Trade Mark.

# FRAENKEL BROS.,

The Leading Wholesale Tobacconists, Manufacturers, and Shippers.

58, 59, 60, 60a, Houndsditch, London, E.C.

OUR NEW SHOW ROOMS, COVERING A FLOOR SPACE OF 14,000 FEET, ARE THE LARGEST IN THE KINGDOM, AND OUR BUSINESS AND STAFF OF EXPERIENCED ASSISTANTS EXCEEDS THAT OF ANY SIMILAR HOUSE IN THE TRADE, ASSOCIATIONS, COMPANIES, AND ALL OTHER WHOLESALE TOBACCONISTS PUT TOGETHER.

WE DEFY ANY OTHER HOUSE TO SELL AS CHEAP AS WE DO, AS WE ARE THE LARGEST BUYERS IN THE TRADE.

2d. per lb. discount allowed (which is nearly 5 per cent. off) on all manufacturers' packet tobaccos, and deducted at time of purchase

### JUST OUT.—NEW PRICE LIST,

Containing 300 Illustrations,  
Post Free on Application.

Cigarettes by Weight  
From 4/6

Superior Gold Flake Honey Dew  
From 3/11 per lb.

Silver Mounted Briar Pipes  
From 3/6 per dozen.

WE DEFY  
all  
COMPETITION  
and  
IMITATORS.

See Press Opinions.

Richmond Gems,  
Cameo & Chancellor  
Cigarettes,  
3s. 1½d. per 100.

Old Gold and  
Don Jorge  
Cigarettes,  
17s. 9d. per 1,000.

COONS, 6 a 1d.,  
WOODBINE,  
— AND —  
CINDERELLA  
Cigarettes,  
12s. 3½d. per 1,000.

WE BEAT  
— ALL —  
ASSOCIATIONS,  
COMPANIES, etc.,  
— FOR —  
PRICES.

THE LARGEST AND CHEAPEST HOUSE IN THE TRADE



TxE  
TXXXXXXXXXXS  
SXXXXY  
SXXXXXXXXXE.

A FLOOR OF THE WAREHOUSE OF THE



HENRIE PITCHER '96

**TOBACCONISTS' SUPPLY SYNDIGATE**  
55, FARRINGTON STREET, LUDGATE CIRCUS, E.C.

TxE  
TXXXXXXXXXXS  
SXXXXY  
SXXXXXXXXXE.



# LEON MARCUS

AND CO.'S

"SUPERB"

CIGARETTES.

TELEGRAMS:

"Cigarettes, Manchester."

MANCHESTER: Head Office & Factory, 35, 37, & 39, Dickinson Street.

LONDON: Office & Sale Room, 2, Aldermanbury, E.C.

N R WICH: Office & Sale Room, 8, White Lion Street.

National Telephone—2767.

## SUCCESS IS YOURS

Send for Price List to

**IF YOU BUY RIGHT.**

**HENRY JERROLD NATHAN**

STRATFORD AND LONDON.

Nathan's Turks	....	Full Size	....	} 12/3 Per 1,000 Nett (OR 4 BOXES).
Ogden's Tabs.	....	Trade Union	....	
Cinderellas	....	Lucky Star	....	
Woodbines	....	(Ogden's)	....	

"XTRA MEX" CIGARS 13/6 AND 14/9 PER 100.

Cigars of every description. Pipe, Cigar and Cigarette Cases,  
and EVERYTHING the Trade requires at EQUALLY LOW PRICES.

SHAG PACKED IN HALF OUNCE PACKETS from 3s.2d. per lb.

A.G. Cigarette Papers, 2s. 6d. per Box.



# "STAR AND LEADER" CIGARETTES

IN  
EVERY ONE'S  
MOUTH.

## A NEW CIGARETTE FOR THE PEOPLE.

The "Morning Leader" and "Star" having attained such an enormous daily sale, and circulating to the limits of the kingdom, it has occurred to one of the largest firms of Cigarette Manufacturers, whose brands of goods are held in the highest repute wherever Cigarettes are esteemed, to approach the papers with a view of obtaining their consent to the adoption of the titles "Star" and "Leader" for a special brand of Cigarettes.

The proprietors of the papers having given their consent to the proposal, the result will be most beneficial to the smoking public for the reason that the Cigarettes are of **FIRST CLASS QUALITY**, equal to those usually sold at 6d. a packet.

It must be clearly understood that it is in no wise a commercial speculation on the part of the proprietors of the "Star" and "Morning Leader" they being in no way financially interested.

Each packet contains, in addition to

**12**

**"STAR AND LEADER"  
4d. CIGARETTES 4d.**

made of high-class and pure tobacco, one coupon, and upon presentation of 1,500 of these coupons to the "STAR" and "MORNING LEADER" CIGARETTE COMPANY, PREMIUM DEPARTMENT, 73, FARRINGTON STREET, E.C.

## A HIGH GRADE PNEUMATIC BICYCLE

1896 pattern, guaranteed for 12 months, will be given entirely

**FREE OF CHARGE.**

It is open for employees of factories, workshops, warehouses, banks, or any institutions to form clubs, and thus speedily obtain a high class guaranteed Cycle.

These Cigarettes are manufactured by

**THE "STAR AND LEADER"  
CIGARETTE COMPANY,**

**83, COMMERCIAL ST., LONDON,**

and will be on sale everywhere on the

**24 AUGUST, 1896,**

The Cycles will shortly be exhibited in the chief centres of London, Manchester, Liverpool, Birmingham and Glasgow.

## FIRST LIST

OF

**WHOLESALE AGENTS**

OF WHOM THE

**"STAR & LEADER"  
CIGARETTES.**

CAN BE OBTAINED

- BENEDICTUS, H.,  
23, Commercial Rd., E.  
BIGGS, J. & SON,  
159, Commercial St., E.  
CITY CIGAR CO.,  
134, High St., Woolwich.  
DRAPKIN, M.,  
3, Corporation St., Manchester.  
FOYLE & SON,  
37, Houndsditch, E.C.  
HARRIS, W. J. & SON,  
84 to 86, Commercial Rd., E.  
HOVENDEN, R. & SONS,  
London.  
KING, WILLIAM,  
4, Broadway, Wimbledom.  
MARTIN BROS.,  
Guernsey, Channel Islands.  
PARKE, A.,  
16, Houndsditch, E.C.  
PHILLIPS, M.,  
9, Maxwell St., Glasgow.  
SINGLETON & COLE, LTD.,  
Birmingham.  
ST. PETERSBURG  
CIGARETTE CO.,  
Portsmouth & Isle of Wight.  
TOBACCONIST SUPPLY  
SYNDICATE,  
55, Farringdon Rd., E.C.  
TRUNDLEY, J. G. & CO.,  
87, Houndsditch, E.C.  
VERSTONE, J.,  
6, Gill St., Liverpool.  
WELFARE, H. & CO.,  
30, Clapham Rd., S.E.  
WHOLESALE TOBACCO  
SUPPLY CO.,  
74, London Rd., S.E.  
WISBEY, J. & CO.,  
77 to 82, Houndsditch, E.C.



W. P. F. Co.  
96

W. P. F. Co.





Are you there?  
Are you there?  
**ARE YOU THERE?**

!!!!!!!!!!!!!!

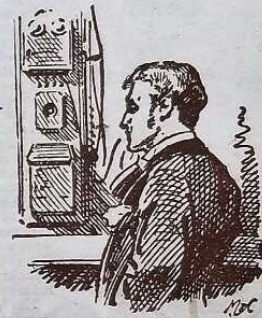
Why don't you put me on the right firm?  
I want Ogden's  
Whose?

**Ogden's**  
What name?  
**Ogden's!**

Spell it please

**O.G.D.E.N.'S**

Oh! *OGDEN'S* the *Guinea-Gold*  
*Cigarette makers!* all right—  
Now you're on the right firm.



ON a clear night, count every star in the heavens. Do this for 37 clear nights and you have counted the number of Challenge Flat Brilliantes that have been sold.

**THE COOLEST SMOKE ON EARTH.**

**R. P. GLOAG & Co., 40 & 42, Boyson Rd., Walworth, S.E.**

Manufactory: 40 & 42, Boundary Lane, Camberwell, S.E. Wholesale only. Established 1851.