

October 15th, 1897.

Send for  
**FREE SAMPLE**  
of

**"Merrythought" Tobacco**

Packed in 1 oz. Tins.

Our new Price List, with special discounts, post free

**John Player & Sons,**

**NOTTINGHAM. LIMITED,**

U. No. 15.  
**PENNY.**  
MONTHLY.

Letters & Parcels.

The Editor,  
Barnes,  
London,  
S.W.

# The Cigarette World



A Journal for the Retailer.

EDITED BY ARTHUR BARRON.

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

Invite the Special Attention of the Trade to

## Diamond Queen GIGARETTES.

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

PRICE LISTS AND FULL PARTICULARS AND TERMS ON APPLICATION.

COHEN, WEENEN & CO'S



**1D**  
PER  
BOX of  
**FIVE**

FULL  
SIZE

GUARANTEED PURE  
VIRGINIA

### CIGARETTES



3d.  
PACKETS OF  
10

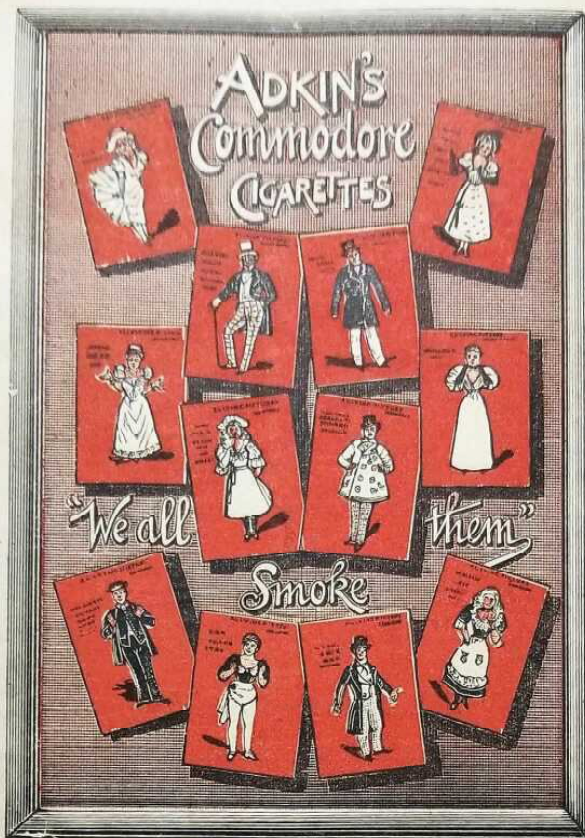


6d.  
TINS OF  
20



UNSOLICITED  
TESTIMONIAL.

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



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



LONDON.

Established 1795.



UNSOLICITED  
TESTIMONIAL.

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

THE BEST HOUSE FOR

## WALKING STICKS

OF EVERY DESCRIPTION AND IN IMMENSE VARIETY, MOUNTED OR PLAIN, IS

**HENRY HOWELL & Co.,** MANUFACTURERS,

180, OLD STREET, LONDON.

Price List Free on application. or Traveller will call.

## W. H. LOWRY & CO.,

Cigar & Cigarette Merchants & Importers,

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

SOLE AGENTS FOR

## Tr. A. Thalassino's

EGYPTIAN CIGARETTES.

6d. PACKETS OF 10

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



# PHILLIPS

SWEET

# QUINER

# GOLD

5 CIGARETTES 10

Guaranteed Pure Virginia.  
*Sweet, Cool, and Fragrant.*



SEND FOR PRICE-LIST  
(WHOLESALE ONLY) TO

THE ORIGINAL MAKERS OF LOS BRILLIANTES AND CIGARETTES IN ENGLAND.

**R. P. GLOAG & CO.,**

WALWORTH,  
LONDON, S.E.  
ESTABLISHED 1851.

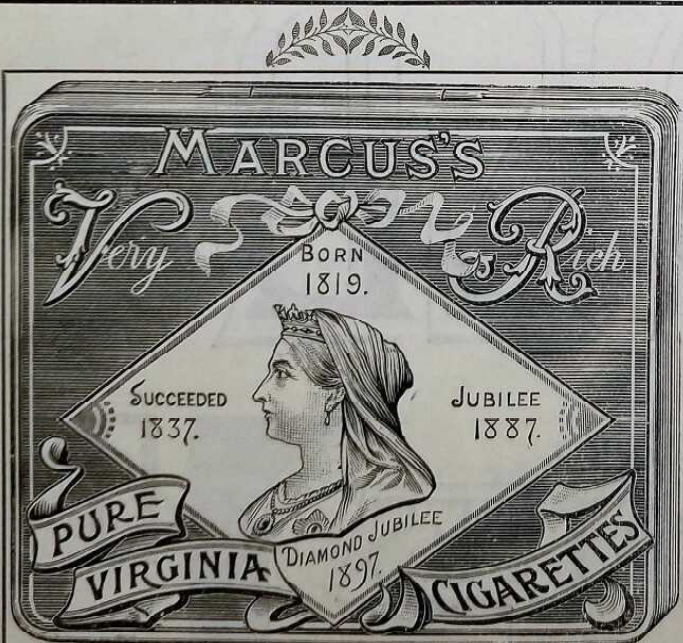


a clear night, count every star in the heavens.  
Do this for 37 clear nights and you have counted  
the number of

**Challenge Flat Brilliantes**

that have been sold.

THE COOLEST SMOKE ON EARTH.



**MARCUS'S**

NEW LINE

The Finest

**3**

<sup>D.</sup>

Enamelled  
**TIN**

Yet Introduced.

The Handsomest

**LINE**

on

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

the Market.



SEND FOR PRICE LIST TO SOLE AGENTS.



FACTORY:

CAIRO,  
EGYPT.

BEST  
EGYPTIAN  
CIGARETTES

MELBOURNE  
HART & CO.,

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

NOW READY.

SINGLETON AND COLE'S

# New Price List

(UP TO DATE)

CONTAINS A COMPLETE LIST OF  
ALL MANUFACTURERS' PRICES.

176 pages.  
200 Illustrations.

**SPECIAL DISCOUNTS**

INVALUABLE AS A REFERENCE TO TOBACCONISTS.

Copy sent Post Free on application.

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

OCTOBER, 1897.



ONCE more the wheels of commerce revolve with their normal rapidity, and with a buzz and a whirr dear to the heart and ear of the man returned to his labours after a well-earned rest.

\* \* \*

THERE is every sign—as there should be at this season of the year—of a good harvest. To drop metaphor, trade is good, very good, in all tobacco centres.

\* \* \*

DEATH has, I regret to notice, claimed many good men and true during the past month, notably Mr. E. J. Kennedy, J.P.—of the well-known Dublin firm of manufacturers, Messrs. J. & E. Kennedy—and among prominent retailers, Mr. James Quinton, of Finsbury Pavement, and Mr. J. J. Woods, London.

\* \* \*

IN connection with this sad theme, sympathy goes out to Mr. Alex. Jones, of Queen Victoria Street, E.C. He has sustained a heavy loss in the death of two of his little ones from diphtheria, in a single week. In addition, he barely escaped a yet heavier loss—that of his wife, from the same disease.

\* \* \*

MESSRS. GALLAHER, LIMITED, may well be proud of their colossal new factory. The reproductions of the very fine photos, by Mr. Benson, of 22, Lombard Street, Belfast, which we give in this issue, convey an excellent idea of what one-man enterprise in the sister Isle has accomplished.

## FOUR GOOD THINGS.

### Snowdrop.

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

4/0

### Crocus.

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

4/0

### Roundhead.

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

4/8

### Dreadnought.

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

4/8





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

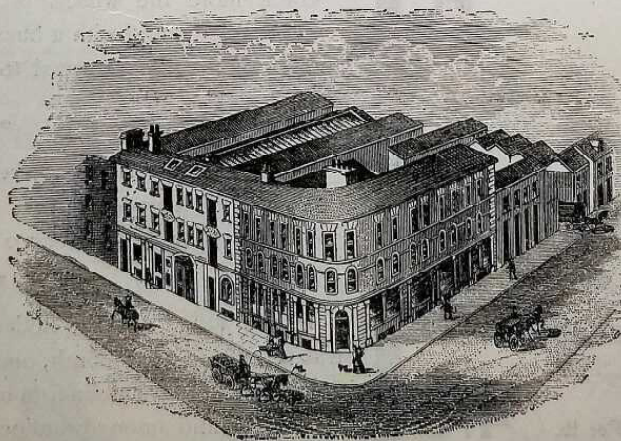


PACKED IN 2 OZ., 4 OZ. & 1 LB. TINS.

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

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

IMPORTERS  
OF  
**CONTINENTAL**  
CIGARS.



SAMPLES  
SENT ON  
APPLICATION.

(HIGH CROSS CIGAR MANUFACTORY.)

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

TELEGRAMS—'CIGAR, LEICESTER.'

NAT. TELEPHONE, 668.

MANUFACTURERS OF  
**BRITISH CIGARS.**



HISTORY records the fact that many great men, of many nationalities, found inspiration in the pipe. Those who unthinkingly ascribe mind degeneracy to smoking, might well pause and wonder at the great names in literature, science, art, statesmanship, divinity, &c., who were votaries to it. The roll is a great one—Lord Bacon, Sir Isaac Newton, Bishop Hall, Dr. Hooker, Ben Jonson, Tennyson, Carlyle, Lytton, and hundreds of others, both classics and moderns.

The great army of *anti's* to everything would have us believe that whatever happens to be to many exceptionally enjoyable in this world should of necessity be vetoed. The faddist shrieks on the public platform against the use of many of the good things the gods provide. Alcohol, for instance, in *any* form, because the abuse of it "steals away the brains." Again, he would debar us—one and all—the use of tobacco, because, forsooth! it makes some people's hearts pit-a-pat a little too quick (and, perhaps, because Nature omitted to endow *his* particular internal economy with the requisite arrangements to enable him to enjoy the joyous weed). I do not wish to inflict on you an essay on the ethics of such subjects—it would take columns to do it. I cannot, however, help thinking that he—the faddist—would accomplish more if he advocated, with equivalent fervour, the temperate use of everything sweet Nature (ever bountiful) supplies.

WHILE pensively toying with my own pet pipe (a briar by the way), it occurred to me to try a close-of-the-nineteenth-century experiment of this same "inspiration" idea; so I forthwith rang up "Jingle"—*our* "Jingle" I mean, the gentleman on our staff who undertakes for lucre to versify *instantly*, on any subject from the North Pole to little apples.

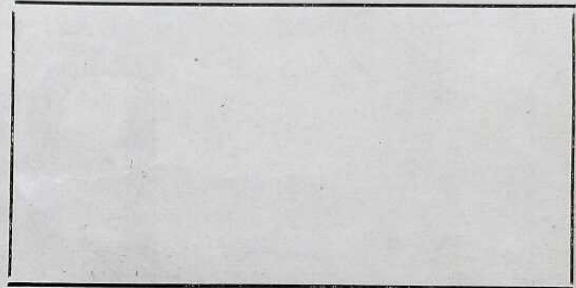
As a consequence, enter "Jingle" with his pet briar, as is his habit, in full blast. With a cunning begotten of long acquaintance with impromptu poets, we hand him our own stylographic, desiring him to versify (of course on the spot) anent the popular Briar, suggesting he should do so on the rhythmical lines of "I want yer ma Honey" of "Shop Girl" fame. Four puffs of the briar sufficed to set him going, and he forthwith wented. Result, the following:—

*Air*—"I want yer, Ma Honey, Yes I do."  
When ma heart is a-weary  
And everything seems dreary,  
Den I war'nt yer, ma briar, yus I do.  
When the day's long toil is ended,  
And ma way I've homeward wended,  
Den ma briar I think lovingly ob you.  
When in bad times I, with sorrow,  
Dread the coming ob de morrow,  
And I don't know—what—to—do,  
You, with brighter thoughts inspire me,  
And with new ambition, fire me,  
When yer're loaded up I *love* yer, yus I do.

CHORUS.

For I war'nt yer, ma briar,  
Yes, I war'nt yer every minute;  
Compar'd with yer no other joy  
In my opinion's in it;  
For when I start a-smoking  
All my worries cease provoking,  
Ah, I loves yer mighty madly, *yus* I do

Good! we said, that will do. The editorial eye, diverted from our briar to his, noticed with grim satisfaction it was another case (*à la* Kipling) of "The Light that Failed." With evil purpose, we suggested that as "copy" was lacking, he should further versify (also *instantly*) on another subject, say, "Should ladies smoke?" He replied, "Oh! certainly—that's easy. By-the-bye, have you any tobacco?" With fell intent, we reluctantly admitted we had not. "Never mind," said he, and with "I-never-expected-*that*—sort-of-air" (calculated to command the life-long sympathy of the "inveterate"), he sadiily put down his pipe. The editorial pen is busy for ten solid minutes by the clock. Otherwise silence reigned, and at the expiration of that period, "Jingle" handed in his copy. It read (?) as follows:—



Most self-respecting proprietors of journals, except those specially devoted to the interests of the weed that inspires, would have given this member of their staff his *congé*. Jingle will, however, still, I hope, live to jingle for THE CIGARETTE WORLD, but *with* his briar, if you please.

OH! the weed; the weed; the weed! *Wee'd* like to do without you if we could.

IN a recent number I referred to an amusing incident of a bull entering a 'baccy shop at Lowestoft. Nowadays, the fair sex are never far behind, and a similar invasion is now recorded on the part of a lady bull—otherwise that useful creature who deigns to furnish us with lacteal nourishment in the shape of the morning milk.

EMULATING the example of the Lowestoftian bull, a cow lately invaded the sanctum which in the past was held to be sacred to man—the smoking room, to wit. The following is a cutting from our esteemed contemporary, *The Caterer*:—

*A cow in a smoking room is, in its way, quite as much out of place as a bull in a china shop. Nevertheless, an adventurous shorthorn made its way into the smoking room of the Cambrian Hotel, Cardiff, the other afternoon, and rather startled the guests, who were unaccustomed to bovine society. Under the circumstances the embarrassment was mutual. The cow, however, did not lose her head, but observed a dignified reticence in matters conversational, and a stolid disinclination to retire from the scene. Mine host and his guests could in no wise influence her decision in the latter particular, and the cow remained literally in possession until a local butcher and his men were summoned. By dint of superior technical knowledge, supplemented by some mild physical inducement, the cow was strategically induced to retire, and leave the smoking room of the Cambrian Hotel to its rightful habitués.*



DAY

DAWN

Cigarettes.

NINE A PENNY.

*Price 13/6 per 1000 (300 in a Box)*

GEORGE MASON  
AND SON'S

(Chesterfield.)

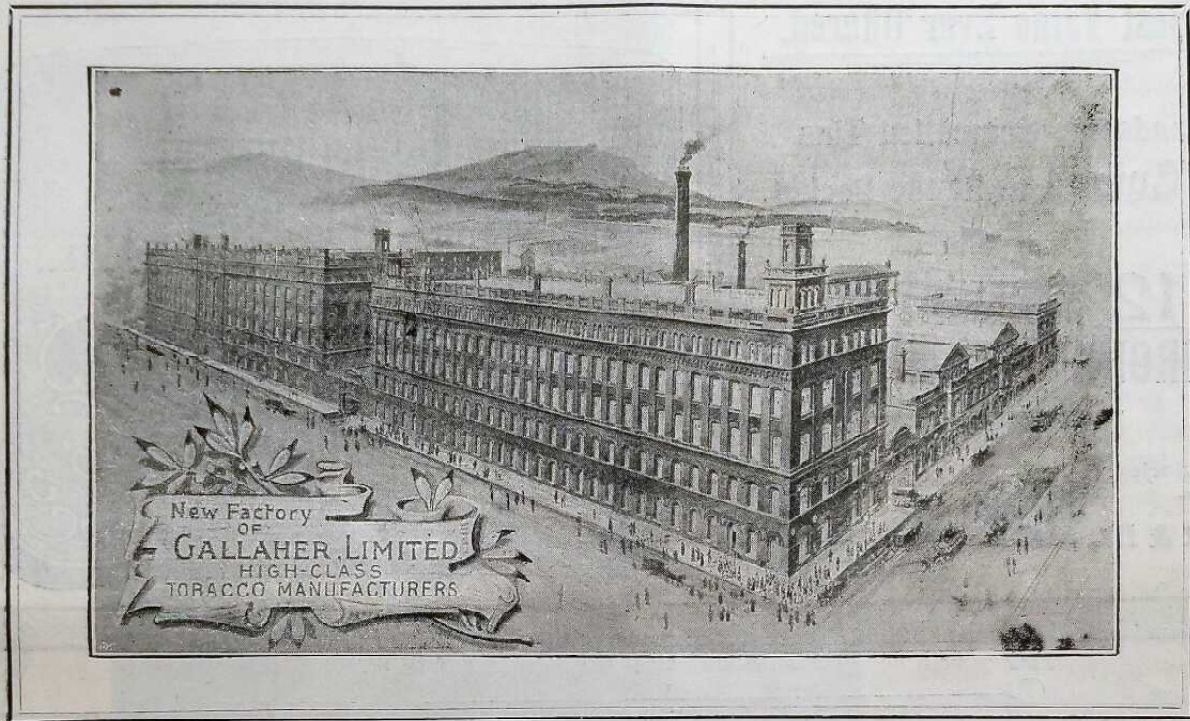
LATEST LINE.



OCTOBER 15, 1897.

# TOBACCO FACTORIES OF THE UNITED KINGDOM.

MESSRS. GALLAHER, LIMITED, BELFAST.



## Some interesting facts concerning the great Belfast Factory.

THE above is from a photograph of the front elevation of MESSRS. GALLAHER'S, LIMITED, palatial new factory, in connection with which we have pleasure in giving some interesting facts.

\* \* \*

The MAIN OFFICES are approached from York Road, through a handsome porch and vestibule, which lead to an imposing hall laid with mosaic tiles. On either side are private offices, waiting rooms, &c. Behind the great hall are the immense public offices, lighted from the top by a large dome.

\* \* \*

This now gigantic business was founded in 1857 by Mr. Thomas Gallaher, J.P. The present output exceeds sixty tons of tobacco per week, and the duty paid to Her Majesty's Customs is now well over three-quarters of a million per annum. The firm recently wrote to the papers in connection with Messrs. Lipton's claim to the largest sum in the world's history at one time paid in duty, viz., £50,513 11s. 5d., that Gallaher, Limited, at one time (16th April, 1894) paid duty amounting to £57,067 12s. 9d. Messrs. Gallaher have large auxiliary factories both in London and Henderson, Kentucky, U.S.A.

\* \* \*

The factory proper is a five-story building, 300 feet long, 45 feet wide, and 85 feet high; the main gateway faces York Street. All the floors of the building are made of massive iron beams, resting on columns



Entrance to Offices.



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

Best Value Ever Offered.

Handsome Enamelled Tins  
Curved to fit the Pocket.

\* • \*

**12 STRAIGHT CUT  
VIRGINIA CIGARETTES.**

Factories:

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



## A Great Surprise!

**JUST OUT.**

**140 PAGE ILLUSTRATED PRICE LIST**

**POST FREE.**

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

**How can they?**

**FRAENKEL BROTHERS,**

*The Largest and Cheapest House,*

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







General Office.

in beds of concrete, and carried up through the entire buildings to the roof. These beams are covered with patent wood-block flooring, except the top floor, which is laid with marble Tarrazzo. Needless to say, the building is fireproof throughout, and a perfect system of ventilation obtains.

\* \* \*

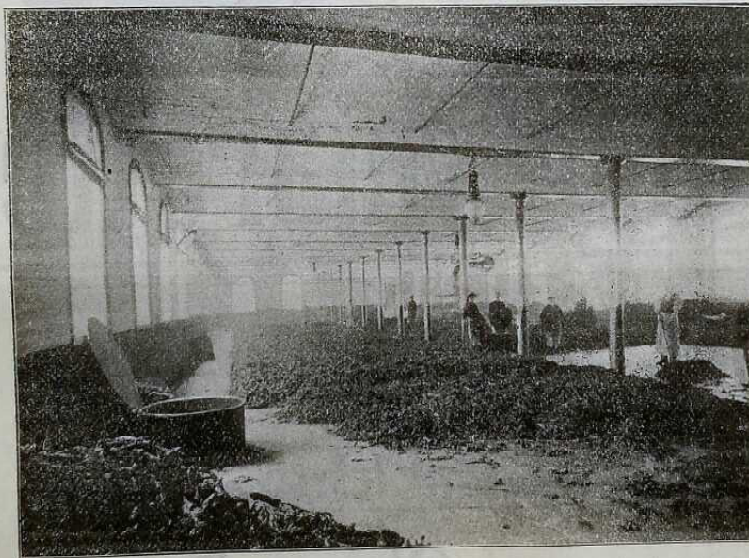
THE TOP FLOOR is utilised as a stock room, where every accessory for parcelling is stored.

\* \* \*

THE FOURTH FLOOR is devoted to the manufacture of Cigarettes, now a big branch of the firm's trade.

\* \* \*

THE THIRD FLOOR is used as the Stripping Room. The photo. we give conveys an excellent idea of it. The leaf, after being stripped and opened out, is conveyed to—



Leaf Room.

THE SECOND FLOOR, where takes place the work of spinning the leaf into endless ropes, which are afterwards wound in coils on machines and made ready for the press, the work being dexterously done by girls.

\* \* \*

THE PRESS ROOM contains one hundred hydraulic presses of the most approved type, and these are constantly filled with Callaber's famous Irish Roll and other tobaccos valued at over £70,000. The same process of twisting and coiling is done in various sizes, but the tobacco is cut to certain lengths, laid

solidly together, and compressed into oblong cakes or plugs. These are taken to the cutters, which, with lightning strokes, prepare the tobacco for the packing department.

\* \* \*

THE SAMPLE ROOM is an interesting one; it is filled with air-tight bins, in which the samples are heaped up in piles. They consist of American, Japanese, Sumatra, and other kinds of tobacco, and the estimated value of the samples alone is over £10,000.

\* \* \*

THE SNUFF DEPARTMENT, in its magnitude, is somewhat of a surprise, when we consider that snuff-taking appears to have become a declining habit.



Corner of Fancy Department.







IN

HIGH CLASS

**Cigars and Cigarettes.**



Choice Tobaccos.

Attractive Packing.

SEND FOR CATALOGUE  
AND SAMPLES.

Cheap Prices.

**ROBINSON AND**

**BARNSDALE**

(LIMITED),

**NOTTINGHAM**

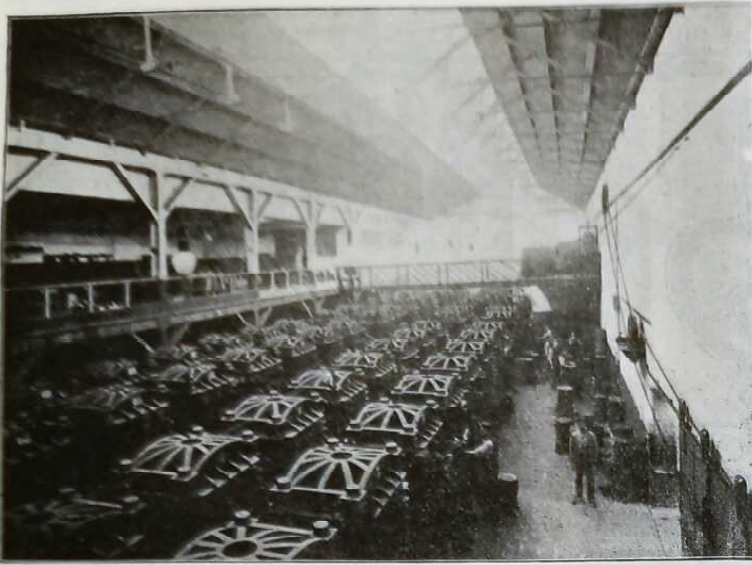
AND . . . .

44/45, Aldersgate Street,

**LONDON.**







Press Room.

THE WELFARE of the numerous hands of this gigantic factory is well considered. In addition to a fine dining room for the workers, there is also a commodious waiting room, supplying accommodation during wet weather.

\* \* \*

At the upper end of the factory is situated the BONDED STORE, which runs through from Earl Street to Meadow Street. This building is six stories high, with a floor space of about four acres. Its construction is also fireproof, the floors being laid with Stewart's Granolithic Paving, and there is a warehouse capacity for about 10,000 hogsheads of tobacco. On the ground floor of this building are the offices for the Custom House officials. Each of the twenty-six rooms in the bonded store is separated by fireproof double doors, made of wood covered with several plies of tin, which are self-closing in the event of fire. They are held back when open by rings joined together with fusible metal, which will melt at a temperature of 140 degrees, thus releasing the doors, which then close of their own accord.

\* \* \*

THE DIRECTORS OF THE COMPANY, which has a privately subscribed capital of £1,000,000 sterling, are Mr. Thomas Gallaher (Chairman), Mr. W. J. Bell (Managing Director), Mr. T. M. Bell, and Mr. P. St. John.

\* \* \*



Roll Spinning Room.



THE BRANDS of the firm are far too many to enumerate. An alphabetical list of some of the principal ones will be found on page 450. Each box bears Gallaher's patent label, which affords a guarantee to the public that the contents are not tampered with, as it must be broken before the boxes are opened.

*The Subject of our next Notice will be the  
Factories of Messrs. COPE BROTHERS &  
Co., Limited.*



Stock Room of Fancy Boxes.





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

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

# MURRAY'S

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

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

# MURRAY'S

## IRISH ROLL.

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

*Owing to its splendid smoking qualities and careful finish*

**IT IS NOW WITHOUT A RIVAL.**

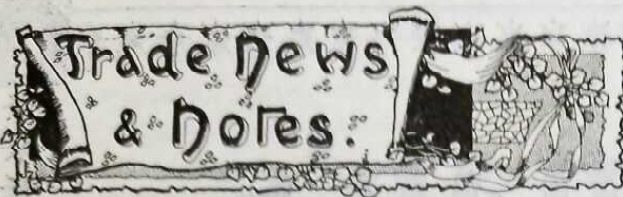
PRICE LISTS ON APPLICATION.

**MURRAY, SONS & CO., LIMITED,**

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

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





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

## MULTUM IN PARVO.

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

### HEADINGS.

Announcements.  
Burglaries.  
Festive.  
Fires.  
Items of Interest.  
Law and Police.  
Limited Companies.

New Brands and Trade Marks.  
Notes.  
Obituary.  
Personal.  
Removals.  
Tenders and Contracts.  
Trade Changes.

### Announcements.

#### WHOLESALE.

MESSRS. EDMUND ALTON & Co., cigar manufacturers, of Peverill Street, Nottingham, announce that MR. THOMAS J. LUNN, lately with Messrs. Hudden & Co., Ltd., of Bristol, will, in future, represent them in the south-western districts of England, and also in Ireland.

AN interesting paragraph has gone the round of the public press, recording a singular incident which occurred a few days ago at an hotel at Walton-en-the-Naze. An almost octogenarian *habitué* of the smoking-room called for an ounce of tobacco, and was supplied with a packet of Churchman's, of Ipswich. To his astonishment and gratification, on opening the packet he found a £5 Bank of England note within.

MR. ARTHUR COLTON, who has for some years represented Messrs. Kapp & Peterson, announces that he has transferred his services to "The Masta Patent Pipe Co., Ltd.," of 150, Fleet Street, London, E.C.

MESSRS. FRAENKEL BROTHERS, of 58 to 60, Houndsditch, E.C., invite attention to the fact that customers placing Christmas orders with them early, will be entitled to participate in the distribution of bonus on the 1st December next.

MESSRS. GALLAHER, LTD., cigar and tobacco importers, of Belfast, write to state that on April 16th, 1894, they paid duty amounting to £57,067 12s. 9d., which exceeds Mr. Lipton's recently recorded payment by £6,554 1s. 4d.

MESSRS. GOODMAN & HARRIS, of Leicester, have secured the services of MR. J. H. SIMPSON, lately with Messrs. Muratti. He will act as their representative in London.

MESSRS. W. H. NEWMAN, LTD., of Birmingham and Liverpool, are about to open establishments in the important thoroughfares of Manchester.

MESSRS. PAPADAPPOULO BROTHERS have transferred their business in the country to MR. A. E. AINSWORTH. The firm have also appointed him their sole agent for Ireland. The business will be, as before, carried on at 118, Leadenhall Street, E.C.

MESSRS. E. T. POLLARD & Co. have acquired large premises at 3 & 4, Gough Square, Fleet Street, where they will manufacture cigarettes for the wholesale trade.

MR. J. C. SCHROEDER, of 129, Cheapside, E.C., has now a fine stock of cigar ribbons on hand.

MR. T. F. TATE now represents the Leicester Cigar Manufacturing Company in London.

THE TOBACCONISTS' SUPPLY SYNDICATE, of 55, Farringdon Street, purchased the entire first shipment of the Turkish Monopoly Cigarette Co.'s excellent new brand of cigarettes (3d. packets, "Asker") The T.S.S. have now arranged for an important extension of their premises.

FROM the *United States Tobacco Journal* we cull the following:—  
"Thomas Clarke, of Liverpool, England, has deeded to the William E. Clarke & Sons' Co., of Henderson, Ky., a corporation organised under Kentucky laws, a large tobacco plant at Henderson, consisting of a brick factory and all other equipments and improvements for handling tobacco. The price paid was \$45,000."

THE WHOLESALE TOBACCO SUPPLY Co., LTD., 63, Aldersgate Street, E.C., announce that they will issue a new and comprehensive price list on the 1st prox. Concurrently with the issue of this price list, a new scheme will be inaugurated, which the Company claim will be a novel one in connection with the tobacco trade, and which will benefit every retailer in the Kingdom.

MR. F. C. YOUNG, the late manager of Messrs. Marcovitch & Co., has commenced business as a cigarette manufacturer and cigar importer, at 22, Golden Square, W.

### RETAIL.

MR. D. F. ALLAN has opened an important shop in Helensburgh, the well-known watering place near Glasgow.

MR. JAMES BROWN has purchased the tobacconist business lately carried on by MR. ELDER, at 255, Leith Walk, Leith.

MESSRS. COOPER & Co. have opened a tobacco store in Howard Street, Glasgow.

MR. DOBBINS has opened a tobacco store in Queen Street, Bridgend.

MR. R. GREEN has inaugurated a new business at 3, Hempstead Terrace, Ashford, Kent.

MR. J. F. JAMES has opened a shop at 30, South Quay, Great Yarmouth.

MR. S. LAPEDUS, of Harcourt Street and New Bridge, Dublin, has opened an additional establishment in the same city.

MR. R. MEREDYTH, tobacconist, has opened an important shop in Commercial Street, Mountain Ash.

MR. ROBERT OVER, tobacconist and newsagent, in High Street, Rugby, has, through serious illness, been obliged to retire from business, which he has successfully carried on for over 25 years.

MR. J. L. PARKER'S shop (Town Hall Square, Lancaster) has been acquired by a local bank. The bank will erect an important shop quite near.

AN exceedingly clever cash register till has been introduced into the establishments of MESSRS. PYBUS & Co., of Sunderland. Not only does it register every sale and give the total for the day, but it also prints tickets, stating what bonus is given upon purchases.

MR. C. RAMSDEN, of Blackpool, has opened a branch shop at the Hotel Metropole Buildings in that town.

A shop at the London Bridge end of King William Street has been acquired by MESSRS. SALMON & GLUCKSTEIN & Co., LTD.

MESSRS. SNELL & Co., tobacconists, of George Street and Bedford Street, Plymouth, have just completed some important improvements in connection with the latter establishment.

MR. WHITTAKER, lately with MESSRS. SINGLETON & COLE, LTD., has acquired the business of MR. T. E. MATTOCK, of Victoria Street, Wolverhampton.



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

Cigars

STILL HOLD THE LEAD,

---

AND SELL AS FREELY AS IMPORTED HAVANAS.

*Made in six sizes.*

---

Sole Agents : JOHN CARIDI & CO.,

32, Great St. Helen's,

Telegraphic Address:

"DRASTIC, LONDON."

LONDON, E.C.



## TRADE NEWS AND NOTES—continued.

## New Brands and Trade Marks.

ASKER (Cigarettes). Turkish Monopoly Cigarette Co., Ltd.  
 COCKPIT (Tobacco). Stephen Mitchell & Son.  
 DIGGER (Tobacco). John Player & Sons, Ltd.  
 DIPLOMACY (Tobacco). S. & T. Marfell.  
 DRAWBRIDGE (Tobacco). Taddy & Co.  
 EL PERMENTE (Tobacco). Catlow & Allen.  
 EL READO (Tobacco). J. A. T. Caton.  
 EL TREZUKO (Tobacco). Rudolf Wolf.  
 FLAKED GOLD LEAFED (Cigarettes). Taddy & Co.  
 FLOR DE VALCOLA (Tobacco). W. H. Newman, Ltd.  
 FLOR DE ZALATA (Tobacco). W. H. Newman, Ltd.  
 FORUM (Tobacco). John Player & Sons, Ltd.  
 GOLDEN HINDE (Tobacco). Taddy & Co.  
 HIGH SHERIFF (Tobacco). W. H. Newman, Ltd.  
 HURRAH (Tobacco). J. A. T. Caton.  
 KHENITE (Tobacco). Salmon & Gluckstein, Ltd.  
 KING MIDAS (Tobacco). Stephen Mitchell & Son.  
 LA BERETA (All). Cohen, Weenen & Co.  
 LA BIGORNIA (Tobacco). Henry Baselow.  
 LA BRANCADA (Tobacco). Henry Baselow.  
 LA CODIANA (Tobacco). W. H. Newman, Ltd.  
 LA CUNERA (Tobacco). W. H. Newman, Ltd.  
 LA KINSONA (Tobacco). Adkin & Sons.  
 LA PITORRA (Tobacco). Henry Baselow.  
 LITTLE INDIANS (All-Tobacco Cigarettes; packets of 10).  
 Oakes & Co., Ltd.  
 LOS FRUGENTES (Tobacco). Catlow & Allen.  
 LOVE BIRD (Tobacco). The United Tobacconists' Association, Ltd., Birmingham.  
 MCGREGOR (Matches). Harriss & Co.  
 MONICA (Tobacco). J. A. T. Caton.  
 MORN & EVE (Cigarettes). Robinson & Barnsdale.  
 NIBLICK (Tobacco). Cope Brothers & Co., Ltd.  
 NOONDAY (Tobacco). Thos. Ogden, Ltd.  
 NUTMEG (Tobacco). Robinson & Sons, Stockport.  
 PAPRICA (Tobacco). Rudolf Wolf.  
 PAY DAY (Tobacco). Wm. Clarke & Son.  
 PORTHOLE (Tobacco). Stephen Mitchell & Son.  
 POWDER PUFF (Tobacco). S. & T. Marfell.  
 OMBOS (Tobacco). Oakes Brothers & Co.  
 RANJITSINJI (All). Bewlay & Co., Ltd.  
 REBS (Tobacco). Otto Mönsted.  
 RUBY QUEEN (Tobacco). W. D. & H. O. Wills, Ltd.  
 SILVER BLOOM (Tobacco). W. Fleming, Telfer & Co.  
 SIROCCO (Tobacco). B. Kriegsfeld & Co.  
 SNAP-DRAGON (Tobacco). Stephen Mitchell & Son.  
 TEBEL (Tobacco). Toler Brothers, Ltd.  
 TICKABAZOO (All). J. Stockvis & Co.  
 VISHNUS (Cigars and Tobacco). Oakes & Co., Ltd.  
 WAR CRY (Tobacco). The United Tobacconists' Association, Ltd., Birmingham.  
 ZIG-ZAG (Tobacco Pipes). Vuillard & Strauss.

## Law and Police.

## LAW INTELLIGENCE.

VAN TOLL, *v.* BONIFACE. In this case MR. F. VAN TOLL, a tobacconist, carrying on business at Warwick Street, Worthing, recently sued MRS. BONIFACE, of the same town, for £2 11s. 3d., money owing for goods supplied to her husband while he was landlord of the Engineer's Inn at Broadwater. An order was made for the amount claimed, payable at the rate of 4s. a month.

## POLICE NEWS.

GEORGE CAIN (22), described as a clerk, living in Rowton House, Clerkenwell Road, was charged on remand before Mr. Plowden, at Marlborough Street Police Court, on the 24th ult., with breaking and entering the shop No. 395, Oxford Street, W., and stealing over £5 in money, 120 cigars, some cigarettes, and other property, together of the value of £7, and belonging to Mr. W. H. Crake. The prisoner was also charged with having a loaded revolver in his possession while on the said premises. The evidence given last week when the case first came before the Court showed that about half-past five o'clock on the morning of the 18th inst., Constable Keeble, of the C Division, saw the door of the house in question open, and on looking inside observed the prisoner. Finding that he could not escape the accused said, "All right, governor, you have got me. I have got a revolver, but won't shoot you." Cain was taken into custody, and when searched he was found to have a revolver, which was loaded in six chambers, in his possession, 59 cartridges, and also the property mentioned in the charge. The shop, in which a general store business was carried on, was found to be in a state of great confusion, the drawers that were locked having been forced open and their contents strewn about the floor.—Detective Brewer, of the C Division, examined the premises, and found that access had been gained to them through a fanlight which appeared to have been left open. Mr. Plowden committed the prisoner, who made no reply to the charge, for trial.

GEORGE CARTER (35), dealer, and LOUIS ZANSMER (34), boot finisher, were indicted before Mr. McConnell, Q.C., Chairman of the County of London Sessions, with having broken into and entered the warehouse of HENRY SOLOMON LEWEY, a cigar manufacturer, at North East Passage, Cable Street, and for stealing and feloniously receiving 498 boxes of cigars, valued at £200. Mr. W. H. Leicester prosecuted, Mr. Purcell defended Carter, and Mr. Turrell appeared for Zansmer. During the night of the 7th of September, Mr. Lewey's premises were entered by burglars and a large quantity of cigars was carried off. There was not sufficient evidence to connect the prisoners with the burglary, but receiving only. On the 17th September, about half-past nine in the morning, Detective Inspector White and Detective Sergeant Caunter, of the H Division, were in Hanbury Street, Spitalfields. They noticed Carter in charge of a horse and van, and Zansmer was sitting by his side. Inside were some sacks, and the officers decided to arrest the men. This they did, and at the station the sacks, upon examination, disclosed the contents—nearly 300 of the stolen boxes of cigars. Carter made statements of an incriminating character, and upon the advice of Mr. Purcell, he pleaded guilty to the receiving count of the indictment. Zansmer was convicted. Warder Cook proved several convictions on Carter's record. The Chairman deferred sentence on the men to see if any further information was forthcoming concerning the missing property. The detective officers were commended, and each was awarded £1, in addition to his expenses.

THOMAS COLEMAN, of St. Philip's Marsh, was charged on the 22nd ult., at Bristol Police Court, with breaking a window in Wine Street. The police evidence went to show that on the previous evening defendant was seen to throw a stone through the window of MESSRS. SALMON & GLUCKSTEIN, at the corner of Wine Street. The defendant had brought the stone from High Street, where witness saw him pick it up. Defendant admitted breaking the window, saying he did not know why he did it, and had no animosity against anyone. The agent of a plate glass insurance company said that the window was insured. After the manager of the firm had spoken as to the damage to the window, which he said would have to be replaced by a new one at a cost of £30, the defendant was committed for trial, bail being allowed.





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BRANDS



THE

TOBACCONISTS' SUPPLY SYNDICATE,  
55, FARRINGTON STREET, LONDON, E.C.




# Tobaccos, Cigars and Cigarettes.

—\*\*\*\*\*—

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

—\*\*\*\*\*—

 Favour us with a trial and judge for yourself.

OPEN TO ALL. MEMBERSHIP OPTIONAL.

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

Offices—

55, Farringdon Street, London, E.C.

Warehouse—

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

Factory—

21, Farringdon Street, E.C.

Branch Depots—

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

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



OCTOBER 15, 1897.

## TRADE NEWS AND NOTES—continued.

DANIEL DAVIS, a boy, was charged at Thames Police Court on the 14th ult. with being concerned with others in stealing a quantity of tobacco and cigarettes, the property of NATHAN GOLDSTEIN, tobacco manufacturer, of Plummer's Row. The prosecutor had a shop in Great Prescott Street, and for some days past property had been missed. On Monday some boys broke one of the shop windows, and some more things were stolen. The boys then ran away, but Davis was captured. Mr. Mead remanded the boy, who denied the charge.

WILLIAM MULLIN (19), RICHARD GLENNELL (18), LEWIS KINSELLA (16), and WILLIAM BUCHANAN (16), were charged on the 30th ult. at Dale Street Police Court, Liverpool, with shopbreaking and stealing quantities of tobacco, cigarettes, sweets, &c. The prisoners committed a number of felonies in the neighbourhood of Great Homer Street, and as the result of enquiries they were all arrested by Detectives Gibson and Wright. Kinsella pleaded guilty to four charges of larceny, Mullin to two, and Buchanan to one. These three were each sent to gaol with hard labour for three months. Glennell was on licence from the reformatory ship *Clarence*. He was therefore discharged and handed over to an officer of the ship.

CHARLES REILLY, dealer (18), was charged at the Southern Division Police Court, Dublin, on the 23rd ult., with unlawfully breaking and entering into the tobacco shop 103, Aungier Street, between 10.15 p.m. on the 5th and 5.40 a.m. on the 6th ult., by means of forcing the stock lock, and stealing £7 in cash, 8 lbs. of plug tobacco value 31s., 16 lbs. of roll tobacco value £3 3s. 4d., seven silver-mounted sticks, three cases of briar pipes value £6, some silver mounted pipes (value unknown), and three boxes of cigars value £7 10s.; total value, £19 2s. 4d., the property of Mr. HORAN. The prisoner was further charged with having portion of the stolen tobacco in his possession on the 7th ult., and offering it for sale to Mr. Fox, 14, Great Longford Street, and Mr. M'Cabe, 13, Townsend Street. The prisoner admitted that he took the tobacco, and afterwards offered it for sale as stated. Remanded.

At Portsmouth Police Court, on the 17th ult., CHARLES MILNE ROOKS (17) and GEORGE OSBORNE ROOKS (16) were charged with breaking and entering the shop of WILLIAM JOHN KIRBY, tobacconist, 25, Russell Street, Southsea, between 11.15 of the 11th and 9 a.m. of the 12th ult., and stealing a bottle of scent, two boxes of cigarettes, and 12s. 6d. in bronze, altogether of the value of 16s. Prosecutor said the younger prisoner had been in his employ as errand boy, but was discharged on the 10th ult. because he doubted his honesty, money having been missed. On Sunday morning he found that the shop had been broken into, and the articles mentioned stolen. Prisoners pleaded guilty, and were committed for trial at Quarter Sessions.

ALEXANDER TAYLOR, tobacconist, of 37, Nicolson Street, Edinburgh, was charged, on the 24th ult., with two other men, under suspicion of having used the shop as a betting house. A quantity of betting literature was seized when the police raided the premises, but very little money. Remanded on bail.

## Limited Companies.

An extraordinary general meeting of the shareholders of the GENERAL TOBACCO COMPANY, LTD., was held at Winchester House on the 18th ult.—In the course of an explanatory speech by the chairman, the text of which was read by the secretary of the company, Mr. Heinemann said the balance sheet submitted at the last general meeting in July was far from satisfactory, and since then the directors had concentrated their efforts on ensuring the position of the company. They had so far succeeded as now to be able to tender their resignations, leaving the company free to enter upon new business. Negotiations had been concluded with two important financial houses in South Africa through whom most of the losses of the company had been sustained, and having done that the directors thought their position a somewhat anomalous one, and they decided to resign. He moved that these resignations be accepted, and that Messrs. Arthur Charles Middlemass, Arthur Devere, and Alfred Herbert Barker be appointed directors. Mr. Wheatley seconded the motion. In answer to a question, the secretary said the lowest number of directors was three, and a quorum was two. The motion, on being put, was carried, and the meeting ended.

NORTH WALES TOBACCO MANUFACTURING COMPANY, LTD.—Registered September 16th, by Jordan & Sons, Ltd., 120, Chancery Lane, W.C., with a capital of £5,000 in £5 shares. Object, to acquire the business of the North Wales Tobacco Manufacturing Company, as now carried on at 8, North Road, Carnarvon, and to develop and extend the same. Table A mainly applies.

L. & H. PINTO, LTD.—Capital £250,000 in £1 shares, of which £150,000 are 7 per cent. preference shares (accumulative). Objects, to acquire, take over as a going concern, and carry on the business of Mexican merchants, tobacco and cigar manufacturers and tobacco growers. The first directors are R. J. Price, L. Pinto, H. Pinto, F. Rendon, and J. S. Neill. Offices, 292, High Holborn, W.C.

SATTERWHITE CIGARETTE MACHINE Co., LTD.—Capital £10,000 in £1 shares. Objects, to acquire, develop, work, turn to account, and deal with any inventions, patents, licences, &c., relating to the manufacture of cigars, cigarettes, and tobacco.

THE WHOLESALE TOBACCO SUPPLY Co., LTD.—The business of the Wholesale Tobacco Supply Co., Ltd., of 63, Aldersgate Street, E.C., 74, London Road, Southwark, S.E., and Skipton Street, S.E., has been converted into a limited liability company. All the shares have been taken up by the former proprietors of the Company.

## Removals.

The offices of the KEYES-BAKER CIGAR ROLLING MACHINE Co., LTD., are now at 57 and 58, Broad Street, E.C.

MESSRS. GEORGE MENGEL & Co. have removed to 23, Moorfields, E.C.

MESSRS. B. MURATTI, SONS & Co., LTD., of Manchester, have changed their London address, having removed to 5, Creed Lane, Ludgate Hill, E.C.

## Burglary.

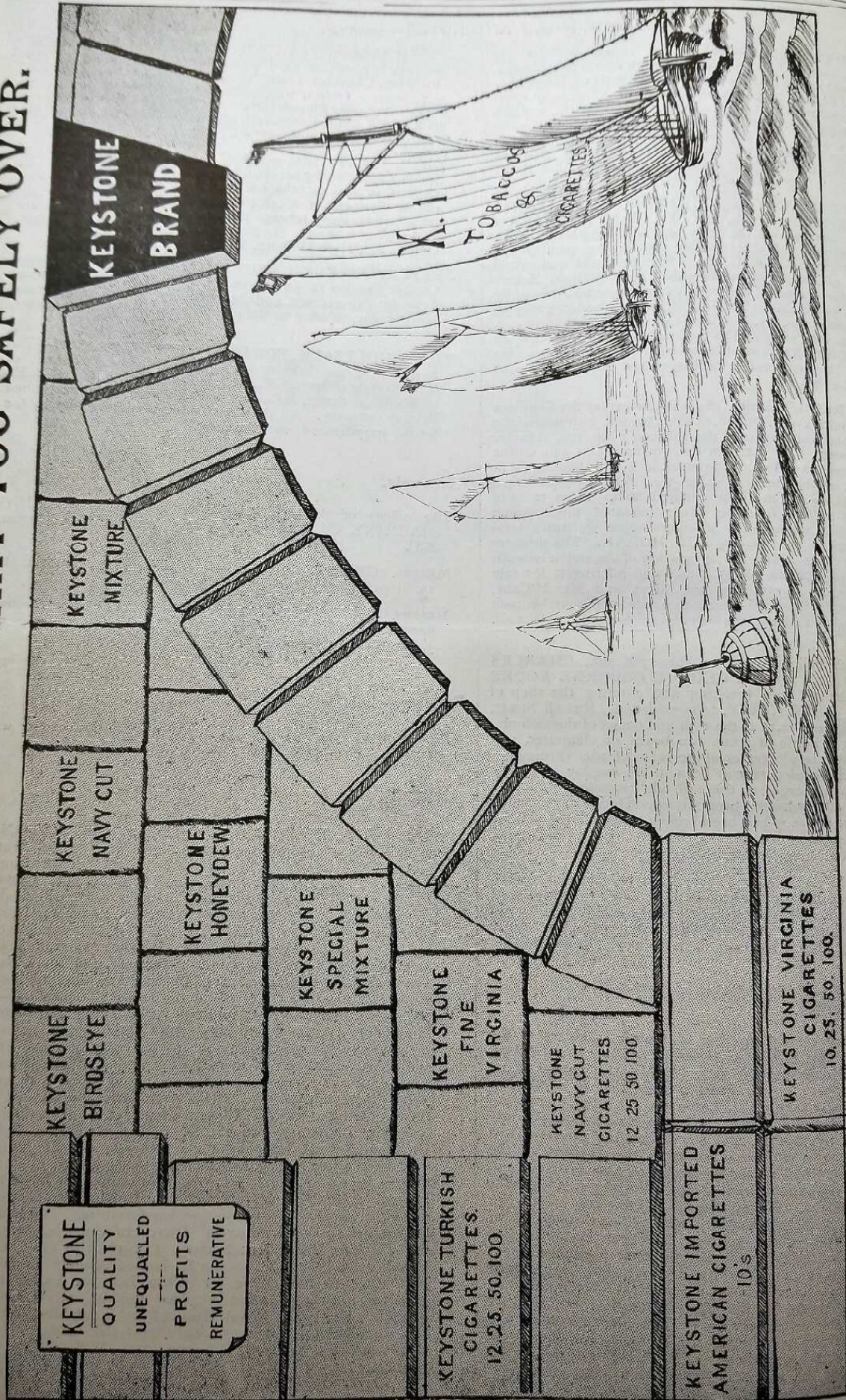
The shop of MR. T. J. LOFT, 4, Town Pier, Gravesend, was recently broken into, and a quantity of tobacco stolen.

## Personal.

WILL OF THE LATE MR. THOMAS BRANKSTON.—By his will of the 3rd November, 1896, Mr. Thomas Brankston, of St. Germain's Place, Blackheath, and of the firm of Messrs. Thomas Brankston & Co., Carter Lane, Doctors' Commons, E.C., tobacco and snuff manufacturers, who died on the 20th of August last, aged 85 years, leaves personal estate of the gross value of £24,983 11s. 6d. Testator appointed as executors his nephews, Thomas and William Marshall Brankston, of Carter Lane, tobacco manufacturers, and Mark Noble Buttanshaw and Mark Noble Buttanshaw, jun., of Budge Row, solicitors, to each of whom the testator bequeathed—for the executorship—£250; to his cousins, Mary and Jemima Brankston, £500 each; to his cousin Charles, £100 and other benefits; to his foreman, £200; to his cigar foreman, £150; to his cashier, £150; to clerks, £100 and £50 each; to his nurse, £200; to a man servant, £100; and legacies to every person in his employment at his warehouse and factory, and in his domestic service. There are legacies to various friends, and Mr. Brankston bequeathed to his wife, Mrs. Sybilla Brankston, £200, his consumable stores, and a life annuity of £200 charged on his real estate. He confirmed other provisions previously made for Mrs. Brankston, and he devised his real estate to his nephew, William Marshall Brankston, to whom he also left his house and his furniture. The testator bequeathed to the Commercial Travellers' Schools, £105; to the Tobacco Benevolent Society, £52 10s.; to the London City Mission, £52 10s.; to the Earlwood Asylum for Idiots, £52 10s.; to the Home for Little Boys at Farningham, £52 10s.; to the Infant Orphan Asylum at Wanstead, £52 10s.; and to the Royal Hospital for Incurables, £52 10s. Mr. Brankston left his residuary personal estate in equal shares to his nephews, Thomas and William Marshall Brankston.



# THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



KEYSTONE  
QUALITY  
UNEQUALLED  
PROFITS  
REMUNERATIVE

KEYSTONE TURKISH  
CIGARETTES.  
12.25. 50.100

KEYSTONE  
NAVY CUT  
CIGARETTES  
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KEYSTONE IMPORTED  
AMERICAN CIGARETTES  
10s

KEYSTONE VIRGINIA  
CIGARETTES  
10.25. 50. 100.

KEYSTONE  
BIRDSEYE

KEYSTONE  
NAVY CUT

KEYSTONE  
MIXTURE

KEYSTONE  
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KEYSTONE  
SPECIAL  
MIXTURE

KEYSTONE  
FINE  
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KEYSTONE  
BRAND

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



OCTOBER 15, 1897.

## TRADE NEWS AND NOTES—continued.

## Fire.

The premises of MR. C. LANSDELL, tobacconist, of 189, High Road, South Tottenham, N., were almost entirely destroyed by fire on the 10th ult. Contents were insured.

## Festive.

MR. GEORGE EDMOND ANSTIE, youngest son of the late Mr. E. B. Anstie, J.P., of Devizes, and junior member of the firm of E. & W. Anstie, was married on the 2nd ult. to Miss Amy Brown, youngest daughter of Mr. Wm. Brown, J.P., chairman of the board of Brown & May, Ltd., engineers.

On the 15th ult., a complimentary dinner was given to the President of the Bristol Tobacconists' Association (MR. CHARLES HENRY KNIGHT) in acknowledgment of his services in connection with the Association. Mr. T. Davey presided, and during the evening presented Mr. Knight with a handsome clock from the members of the Association.

The employes of MESSRS. JOHN PARTRIDGE & SONS, of Post Office Yard, Leicester, recently had their annual outing at Nanpantan.

## Items of Interest.

THE "BARON."—There seems to be great trouble in Cracow—and all through the Baron Cigarette Machine. It appears that the Austrian Government have not been slow to appreciate the claims of the machine in question, and they have at the present time about ten of these machines at work, and have ordered more. On 29th ult. 1,200 women employed at the Cracow cigarette factory struck work, demanding the withdrawal of the machine there at work, which turns out about 150,000 cigarettes daily. They emphasised their demands by breaking all the windows in the factory, the result being general rioting. Eventually a battalion of infantry and a squadron of cavalry had to be called out to subdue the excited women. Writing on the subject, a Vienna correspondent informs us that the Austrian Government do not mean to put up with any more nonsense of this sort, and that unless the hands at Cracow return to work that factory will be closed and the cigarettes usually made there will be made in another town. The officials speak in the highest possible terms of the Baron Cigarette Machine, and rather than pander to the demands of the women workers the authorities will import foreign labour.

CONVICTS CLAMOURING FOR TOBACCO.—The *Toronto Mail*, of September 16th, says:—"The trouble at the St. Vincent de Paul penitentiary continues, and the convicts appear to be determined to keep up the row until tobacco is restored to them. Their attitude was so threatening that they were left in their cells, and the guards are on the alert. The regular guards were reinforced to-day by half-a-dozen Dominion policemen. The whole trouble has arisen over a decision of Sir Oliver Mowat, Minister of Justice, that the free issue of one plug of chewing tobacco a week to each convict should cease after Dominion Day. The order was carried into effect, but until a few days ago the convicts were allowed to receive tobacco from their friends. Then Mr. Stewart, the Dominion Inspector of Penitentiaries, came to Montreal, and, acting on instructions, positively prohibited the convicts from receiving tobacco. Mr. Foster, the acting warden, does not sympathise with the order, as he believes the convicts should have their tobacco. To-day, J. R. Hooper, the wife poisoner, who strongly objected to the noise made by the other convicts, was removed to the Kingston penitentiary, in charge of Mr. Dan. O'Leary. Two other convicts, Benedict and Leary, who were serving terms for burglary, were also sent to Kingston. The convicts will be confined in their cells until they show a disposition to be more tractable."

CURATIVE POWERS OF TOBACCO.—A curious incident has been lately narrated by a French physician of the curative powers of tobacco, exceeding anything that its most devoted advocates have hitherto imagined. A man dumb, but not deaf, from his birth, who was much addicted to smoking, found himself in a new social environment, where his daily want was not understood. After frantic endeavours to make his desire known, he suddenly exclaimed "Tobacco!" and

from that moment found his speech. The statement is advanced upon apparently sufficient authority, though it is certainly a strange one. Let the scientific explanation be what it may, how overmastering must be the passion that makes the dumb to speak! Surely even the anti-tobacco agitator must own that the exclamation was at least less discreditable than an impassioned cry for soda and brandy, or even for that "pot of the smallest ale" which Christopher Sly besought his friend to give him for a comfort amid his enchantments. What has seemed to be confirmed deafness has often been cured by a direct appeal to the emotions ("Is this shilling yours or mine?" or even by dropping a coin so as to ring upon the ground behind the patient), but that the word "Tobacco" should be an "Open, Sesame" to the dumb mouth is rare indeed.

EXPENSIVE SMOKING.—There are several wealthy men in London who are reputed to spend over £500 per year on cigars. This is certainly a most extravagant sum, but several American millionaires are said to exceed it. One of them is reported as spending £2,000 annually on cigars. An English nobleman who married a wealthy American woman has astonished London with his extravagance in cigars. He pays about £100 monthly for them, and always deals with one tobacconist, who posts a sign to that effect in order to attract customers. Several prominent Englishmen buy cigarettes imported from Turkey at a cost of fivepence each. One of them smokes and gives away one hundred in a day, which is probably the record.

## Notes.

The amount of duty paid to the Customs at the Bristol port for the last month was £113,780.

It is in contemplation to hold an Exhibition of Irish manufactured goods in Dublin in 1898. The principal firms in the Tobacco Trade in the Sister Isle appear to approve of the scheme.

An improved new bonded warehouse is in course of erection in Burfield Street, Belgrave Road, Leicester.

The peripatetic sandwich man has been much in evidence lately in the streets of the town of Leicester advertising James's Gold Leaf Navy Cut.

The Melbourne Custom House has made a big seizure of smuggled goods from the Norwegian sailing ship *Phos*. The seized goods consisted of 3,000 cigars, 160 lbs. of tobacco, and 650 gallons of liquors.

With reference to the supply of tobacco to troops proceeding to India and the Colonies, it was notified on the 25th ult. that seized tobacco will not be available for the purpose this season, but that arrangements have been made for tobacco to be on sale at minimum rates (usually 1s. 6d. per lb.) in the canteens on board hired transports and freight ships.

The number of cigars sold at the National Liberal Club for the past year was considerably over 100,000, the cigarette sales for the same period exceeding 150,000.

The New South Wales Government has decided to enforce the law for the closing of shops on Sunday.

## Obituary.

MR. JACOB HUNT, aged 82. The deceased was in the employ of MESSRS. E. & W. ANSTIE of Devizes.

MR. E. J. KENNEDY, J.P. and ex-M.P. (Messrs. J. & E. Kennedy, Amiens Street, Dublin), on the 9th ult., aged 51 years.

MR. EDWARD MURRAY, of 23, Ellis's Quay, tobacconist and cigar merchant, Dublin, aged 50 years.

MR. JAMES QUINTON, of 17, Finsbury Pavement, on the 18th ult., aged 54 years.

MR. JOHN J. WOODS, of 212 & 234, Strand, W.C., on the 13th inst., aged 42.





**SILVA** AND  
**PINNA**

RIO DE JANEIRO



**BRAZILIAN CIGARETTES**

Brands

**RIO NOVO**

**GOYANO**

**POMBA**

**MARCA REGISTRADA**

(MAIZE WRAPPERS)

Sole Importer

**WILLIAM NEWBERY,**

Cigar Merchant, Reading, England.



OCTOBER 15, 1897.

## THE TOBACCONIST'S TEXT BOOK.

COMPILED BY "COSMO."

A TRADE ENCYCLOPÆDIA.

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

**EGYPTIAN CIGARETTES.**—Cigarettes bearing this name are not made from Egyptian tobacco, for the simple reason that cigarette tobacco is not cultivated in Egypt; these cigarettes are made in Egypt (Alexandria and Cairo) from tobacco grown in Turkey. Among fashionable circles this cigarette is very popular, it commands a high price, has a standard reputation, and possesses qualities peculiarly its own. The great secret lies in the blending. A capable blender of choice cigarette tobaccos is somewhat of a *rara avis*, and for some singular reason he appears to have located himself in Egypt. Prior to the first Soudan campaign the Egyptian cigarette was practically unknown in England. It is assumed that during that and subsequent campaigns the British officer became a lover of the Egyptian cigarette, and on his return introduced it to his club and associates. To a connoisseur of cigarettes this particular cigarette possesses undeniable advantages. It is distinguished by a delightful aroma, a genial fragrance, and is a mild and agreeable and withal dainty smoke. The best of the Egyptian cigarettes are made in Cairo, not that Cairo possesses a monopoly of expert blenders, but that its climatic influences are more favourable to the preservation of the delicate aroma than that of Alexandria. It is needless to say that as soon as the Egyptian cigarette became a fashionable craze in England it had a host of imitators. There was scarcely a manufacturer who did not produce so-called "Egyptian" cigarettes. Oriental labels wherein the sphinx and pyramids figured were in great demand. The great majority of the public were misled, millions of "Egyptian" cigarettes were sold that had never been out of London. This, however, merely served to advance to greater prominence the genuine article, as a few, very few, names of Egyptian manufacturers became prominently associated with brands of excellent quality. Notwithstanding the many changes in the cigarette trade, notably the phenomenal growth in the demand for the cheaper article, and the rising popularity for the Virginian cigarette, the imports of Egyptian cigarettes are steadily increasing, a fact indicative of the conservatism of the leisured classes for articles of merit that have won their favour. From the latest reports it appears that the Egyptian cigarette has attracted the attention of the man of finance, and we may look forward ere long to the flotation of an powerful syndicate, having for its object the amalgamation of the most important Egyptian Cigarette Manufacturers. If these reports be correct, such an amalgamation, intelligently and courageously worked, should have a promising future before it, and become a legitimate field for the ubiquitous speculator.

**ELEGANTES, ESPECIALES, ESQUISITO, ESPLENDIDES, EXCEPCIONALES** are Spanish terms applied to cigars to indicate various degrees of quality. However reliable these terms may have been when first introduced, they are not so now, the wholesale use of the terms by all classes of manufacturers for every grade of cigar having long deprived these letters of any significance whatsoever.

**ESMERALDA** is the name of a leaf once popular for a second grade of cigar. The leaf itself was smooth and silky, of a light texture and colour, and was usually distinguished by a variety of round spots which gave it a very pretty appearance. The production of this particular leaf must have been exhausted, as there is little, if any, of it on the market at the present time.

**ESPANOLA** is the name of a once well-known brand of Havana cigars. At one time Espanolas were in great demand and fetched very fair prices, but of late years other brands appear to have taken their place, and to-day the Espanola is only occasionally stocked.

**ESPARTO GRASS.**—A Spanish grass indigenous to the south of Spain and the north of Africa, and especially

abundant in the sterile and rugged parts of Murcia and Valentia and in Algeria, flourishing best in sandy and ferruginous soils, in dry sunny situations on the sea coast. This particular grass has long been popular as a pipe cleaner; most tobacconists stock it. It is usually sold in bundles at the ever popular penny.

**EVAPORATION.**—Evaporation plays an important part in the manufacture of tobacco. When fixing the duty for unmanufactured tobacco the Government allows a certain percentage for evaporation; this very percentage enables the tobacco to be wholesaled, in some instances, at the actual cost of the duty, 3s. 2d. per pound, and to be retailed at a few coppers beyond. The question of evaporation should be closely studied by the retailer. He will find when fixing his profits on his sales of tobacco that he will be compelled to make allowances for evaporation. What these allowances may be will largely depend upon the condition in which he keeps his tobacco. Evaporation in some instances means the difference betwixt profit and loss.

**EXCISE.**—Excise is a term of obvious Latin derivation signifying a duty charged on home goods, either in the process of their manufacture or before their sale to the home consumers. The history of this branch of the revenue dates back to the Civil wars, when the Republican Government, following the example of Holland, established, as a means of defraying the heavy expenditure of the time, various duties of Excise which the Royalists, when restored to power, found too convenient or necessary to be abandoned, notwithstanding their Roundhead origin and unpopularity. At first these duties were confined to malt liquors and kindred beverages, then they became extended to a greater variety of goods. As an instance of their unpopularity, Dr. Johnson in his well-known lexicon calls Excise "a hateful tax levied upon commodities, and adjudged not by the common judges of property, but wretches hired by those to whom excise is paid." The excise duties, however, were abolished in connection with a great number of articles, and eventually were only levied on spirits, malt liquors, tobacco, &c., &c.

**EXCISE OFFICER.**—This person is possessed of extensive powers of a decidedly inquisitorial character. He is at liberty to inspect every room where tobacco is kept or manufactured, to examine all books relating to the incoming and outgoing of raw material and stock. He is energetic, but I should hardly think popular. He appears, in many senses of the word, to perform his duties with conscientious regard to the interests of his employers, the Inland Revenue department. It is, without doubt, creditable to the trade at large that, although all sorts and conditions of men are engaged as manufacturers in the industry, it is very rare that we hear of any flagrant instance of an infraction of the excise laws. Smuggling belongs to another department, and injures rather than helps the manufacturer, as it is manufactured goods that the smuggler most affects.

**FACE** is the technical term usually applied to the top row of cigars in the box. The careful observer will first observe the almost perfect harmony of colour in that face. He will then observe the great skill in which the identity of finish is maintained, the beautiful flat and glossy appearance—all of this is the work of the experienced packer or bundler. The cultivation of the "face" is brought to a great degree of perfection, even the commonest of Britishers have very presentable "faces." We have been informed that in some factories the cigars intended for the "face" are made by skilful male makers, while the body of the box is made by the ordinary female worker. We cannot vouch for the truth of the information, and merely give it as hearsay evidence.

**FACTORY ACTS.**—The long series of Factory Acts culminating in the Home Secretary's Bill (1878) constitut



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OCTOBER 15, 1897.

one of the most important chapters in the history of modern English legislation; the Acts assert the right of the State to control the industrial organizations which depend upon the labour of women and children. As yet the freedom of the adult male labourer has been held sacred from the interference of the legislature, but it is necessarily involved, to some extent, in the protection exercised over persons whose co-operation is necessary to his work. The gradual aim of the important principle, that in the interests of the moral and physical well-being of the community the labour of women and children should be restricted by law within reasonable limits, may be seen by a glance at the factory Bills introduced into parliament at the beginning of the century. All of this has tended to materially improve the condition of the thousands of women and children who find it necessary to earn their livelihood in the numerous tobacco, cigar, and cigarette factories that cover the country. While the smaller, and, in some instances, illiberal minded manufacturers have been compelled to study the laws of sanitation, &c., &c., &c., it is gratifying to observe that some of our large and important manufactures have taken a broad-minded view of these beneficent laws, and have, in a large manner, exerted themselves to make the surroundings of their workpeople as healthy and agreeable as possible.

## MAINLY ABOUT NOTHING—and Something Else.

THIS is the age of crazes and booms. While one section of the country goes crazy over whiskey, the other section booms cocoa. It is well that it is so. In these dreadful days of dreary dullness—we can go one better than the *Morning Advertiser*—a little wholesome excitement here and there gives that condiment to the food, that tonic to the system, that makes life tolerable. The tobacco trade is not without its cornering boom. Whether it is to be an African slump or a Klondyke nightmare remains to be seen; at all events, we are going to have our boom. The farmers of nearly every country on the two hemispheres have simultaneously decided to grow tobacco. Each country can produce the very finest growth ever heard of. It is a foregone conclusion that tobacco is scarce, prices are rising, bonded warehouses empty, &c., &c., all because an insurrection in Cuba has played some havoc with that particular market. I will say nothing about the present tobacco producing countries and their ability to cope with the demand. There may be, and possibly are, one or two countries that may enter the field of competition in tobacco planting successfully. The great majority of those, however, who contemplate tobacco planting, I fear, merely court failure. If I could call those people together I should like to advise them to a serious course of study, wherein climatic conditions, existing markets, supply and demand, would form the subjects, and then I should suggest that they abandon the venture.

It is with sincere regret that I notice the death of Mr. James Quinton. I have known this gentleman in one capacity or another for upwards of twenty years, and throughout the whole of that period I have entertained for him the very highest feelings of respect. An honest, hard-working, upright, benevolently-inclined and kindly-disposed gentleman. We have too few James Quintons amongst us, far too few, to lose a single one, and certainly not such an one. Those who knew him, and the number must be legion, must have been struck with his many good qualities, his sincerity, his modesty, his whole-heartedness, and that charm that was ever inseparable from a manner that was so beautifully unassuming. He leaves some sons. I am sure that I echo the sentiments of the trade at large when I say that I fervently hope these sons may prove worthy of their honoured sire.

"In chatting with a friend the other day, the question cropped up respecting girls in tobacconists' shops. "Look here, old fellow," said my friend, "what in the name of mischief do girls know about smoking? How can they tell a cigar, tobacco, cigarette or pipes; they can merely say that so and so swears by them, or that we sell a great deal of them, &c., &c. Do you think it is business?" Now I thought this was nasty. I happen to belong to the *genus homo*, and I love to distraction all the descendants of Eve. Whether it be a Venus of Milo, Diana of the Crossways, Helen of Troy—or even Tottie Fay—dear creatures, I love them all. Am I expected in the interests of business in general, and my readers in particular, to cast aside this yearning love of youth, to shut my eyes henceforth to all the charms of golden locks, beauteous cheeks, bewitching eyes, and such ravishing lips?—I can indulge in it all for a penny cigarette. The sacrifice is too great. But if I have to be a truthful martyr, I should taboo the girls as assistants. My friend is right, it is not business. Carry on your business in a business way—don't trifle with it. Wherever possible, let your

assistants be men; they at least smoke, can argue rationally with some pretension to knowledge of what they talk about, and are the more able to bring home conviction to the cynical and unbelieving enquirer. The noodles whom the girls attract are of no particular consequence. Let a man talk tobacco, and a girl talk frills and flounces.

I am so glad, I feel so ecstatic; in fact, words fail to do justice to my pleasurable emotions. The Vegetarians at their Conference did find a kindly word to say of tobacco. A woman, too. An honourable woman, too. A Scotchwoman, too, bearing the glorious name of Bruce. The Honble. Mrs. F. J. Bruce, of Arbroath, N.B., in the course of an eloquent address, said many kindly things in favour of tobacco and its numerous votaries. If this is not advancement in the right direction, tell me what is? If Mrs. Bruce would favour me with her address, I will send her a packet of Mrs. Ormiston Chant's cigarettes.

Cuba declines to accept autonomy. Perhaps Cuba is right. Autonomy is a good thing if properly understood. There may be different ideas as to what constitutes autonomy. The British conception of autonomy would be broad, and any such system of government from such a source would carry with it many beneficent institutions. The Spanish ideas of autonomy, I fear, would be quite another thing. The Cubans know this, and therefore reject it. When such proposals are supported by the sending of additional armaments, I think the Cubans are right. If the future prosperity of Cuba is to be ensured it would stand a better chance at the hands of an independent government, elected by the Cubans themselves, than from the despotic government of Spain—a country that is a standing rebuke to all civilized nations.

A nimble threepence is quite as good in its way as a nimble ninepence. I don't see why ninepence should be so awfully proud of itself; it is only the fractional part of a shilling after all, and so is threepence. Ninepence has had the monopoly too long, and it is high time that threepence should have a show. Such, I fancy, must have been the idea of Messrs. Franklyn & Davey, of Bristol. They have introduced a new tobacco under the title of "Nimble Dick," at 3d. per ounce. If "Nimble Dick" becomes as popular as our old friend "Nimble Ninepence," I should think its owners will be satisfied.

Thirty-three per cent. is a nice, comfortable percentage—there is something liberal about it, something that suggests beyond the dreams of avarice, &c.; something that reminds one of Isaac Gordon and gentlemen of that ilk. So very different now, isn't it, to those wretched Goschens. My great-grandmother invested £10 in Goschens for me, and I have been starving ever since. There is no gainsaying the fact that 33 per cent. is a very agreeable percentage. What a familiar figure it is to-day. Since a certain firm essayed this wide stretch of imagination, every twopenny-halfpenny establishment is going to save the consumer 33 per cent. I wonder what the consumer thinks about it all. I shall never forget the "house that Jack built." The procession of wagons that made a farthing swell into ten thousand pounds. It was a capital story, so very clever and so *deucedly* probable. If the consumer thinks at all about the matter he might say, "How much profit do these beggars get then. If they can have such fine establishments, pay high rents, taxes, heavy gas bills, &c., &c., and then save me 33 per cent., what must be the profit made by the man who doesn't save me such a percentage. Of course the whole thing is preposterous, absurdly so. It was a clever dodge. Caught on. Knowledge is power. Know the weaknesses of your fellow creatures, and you get great power. If I were to make a suggestion it would be an addition to that old adage, "Know thyself," to "Know the other fellow" as well.

Have you recently been to the Metropolitan railway stations on every line? Have you been inside, on the platforms, outside? Have you been to the booking office of Broad Street Station? If so, you must have noticed that a certain firm—wild horses shall not drag the name from me—no, Messrs. Godfrey Phillips, you get no advertisement from me. As I was a sayin', have you noticed those tremendous tin tablets concerning two certain brands of tobaccos. There is no particular modesty about them, they are eternally staring one out of countenance. You have them to the right of you, to the left of you, in front of you and behind you. They positively haunt you. The other day I went into my usual 'bacca shop and asked for an ounce of B.D.V. and Marigold. "But, Mr. Free Lance," said my tobacconist, "you smoke X.Y.Z." "X.Y.Z." said I, absently crossing my fevered brow with my hands. "Ah! that was yesterday; yesterday is past. Don't bother me with the past, the past is dead, I live to-day, the present and possibly the future; I don't care what it was yesterday, to-day it is B.D.V., Marigold." I clutched the two separate ounces, and as I entered my station my conscience felt easy. I looked up to the tablets, showed them my packets, and muttered "All right, old fellow, don't bother me any more, I've got you safe, snug and sound, and by the powers above and the demons below I'll consume you—to the last shred. I'll cremate you and *gloat* over the ashes."

FREE LANCE.



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OCTOBER 15, 1897.

REVISED EDITION.]

## The Tobacconist's Handbook.

BY E. B. ALEXANDER,

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

CHAPTER VI.—*continued.*

WE were shown some time since a piece of leaf taken out of a cigar, which leaf was of a decidedly greenish tint, and, consequently, was assumed by the finder to be of some other plant; but we at once recognised it as tobacco which had been plucked while unripe and had not changed colour during fermentation. You will frequently find patches of pale green on the outer wrapper of very mild cigars, thus bespeaking an immature leaf, nothing more!

There was a prosecution, not very long since, of a man who picked up cigar-ends and sold them, without having a licence, and of another who used such cigar-ends in the manufacture of cigars or cigarettes; but nothing came of the latter, because no adulteration was proved, the filthy ingredient being still tobacco. It may be remarked that these cigars or cigarettes were made by a foreigner for foreigners; an English stomach could not stand them! If you have ever tried to smoke a very cheap French or Italian cigar, you will be able to form some idea as to what men of those nationalities will put up with!

## CHAPTER VII.

## HAVANA CIGARS.

IN these days of advanced education, it is almost heresy to doubt our readers' knowledge of the geographical position of Havana, the country from which are exported the choicest cigars in the universe! Yet we venture to remind them that Havana is the chief town of a division (*intendencia*) of the same name, of the island of Cuba, the largest island of the West Indies, and of which it is the capital.

In Havana city are the warehouses and factories of the makers of all the celebrated brands, as well as of scores of others with whose brands we have but slight acquaintance. The tobacco is grown in all parts of the *intendencia* by planters who take their produce into the city and sell it in open market. It frequently happens that the planters are "hard up" and sell the growing crops at a low price to certain manufacturers or dealers who speculate upon the result of the crop, which may turn out a good one in point of flavour, and in yielding a large proportion of wrappers, or, on the other hand, the yield may be poor in every respect. Generally speaking, there is an extra good crop about every four or five years; connoisseurs will remember, with pleasure, the crops of '81, '85, and '88. Beyond doubt climatic influences have much to do with the result of the crops, but there is much also in the successful "curing" by fermentation, of which there are two processes, before it is fit for use.

Tobacco is very exhaustive of the soil; various fertilizers have been used, among them guano, to the indiscriminate use of which has been attributed, with more or less reason, the coarse and heavy tobaccos which have reached us at times, but this has not frequently been the case of late years.

The island produces two other growths of tobacco, namely, Yara and Cuba, both much coarser than Havana, but very useful for "fillers" and the inner or "bunchwrapper."

Time was when the mention of a "Havana cigar" conjured up the acme of enjoyment to a smoker, but now we listen to the once magic words with mixed feelings, for all Havana cigars do not represent the *summum bonum* of "the weed." And whence this change? In our young days, the duty on cigars was 9s. 6d. per lb., and Havana cigar-manufacturers worked up only two, or at the outside, three grades of leaf, the remainder of the raw material being exported to England and other parts of Europe, and to the United States. The reduction of the duty to 5s., and the annually increasing demand for cigars (in 1851 England consumed nearly 28 millions of pounds of tobacco of all kinds, and in 1894 no less than 64 millions of

pounds, or an increase of 126 per cent.) gave the Habaneros ample reasons for working up every bit of leaf that they possibly could; at one time we received large quantities of Cuba and Yara leaf, but we seldom see such a thing now, the inference being that the Havana cigar manufacturer uses up all the leaf grown on the island and *perhaps* from other islands! *Quien sabe?* It is certainly marvellous that in one division of an island should grow the tobacco for all the cigars which are, undoubtedly, shipped from Havana. Not only is that division fertile, beyond comparison, in the finest tobacco that the world can produce, but the Habaneros boast, with much reason, that they have the cleverest and best makers of cigars, and certainly the latter take much trouble in getting the cigars all one size and shape. When a maker is told to make a certain cigar he is provided with a turned wooden model (*zitola*) of the exact form and size required, and a flat piece of wood with a hole through which each cigar can be drawn, and he must be guided by these standards. In this connection may be explained the advantage that the cigar maker of Havana, in common with those of all cigar tobacco-producing countries, has over those who have to work imported tobacco, and that is, that they have it in its original moisture shortly after it is cured, and are thus able to manipulate it without additional moisture, although it has been whispered that the Habaneros sometimes "liquor" leaf of poor quality with diluted Catalan wine, to give it an artificial flavour. In England we are not allowed any adventitious aids to the natural flavour, but have to treat the leaf, which arrives "bone-dry," with plenty of water and let it lie to get "supple," thus inducing a third fermentation, which spoils, in a degree, the original "curing."

"*Vuelta Abajo*" are two words that we see on every box of Havana cigars, and, translated with the context, mean that "the contents are warranted to be made of tobacco grown in the district of the *Vuelta Abajo*!" We fear that this cannot be "swallowed" even with the proverbial "grain of salt." The *Vuelta Abajo* is a district of Havana, comprising the region of the small rivers rising in the "Sierra de los Organos," and flowing out on the south coast of the island; these rivers are quite wide in places. In the summer the heavy rains cause them to overflow their banks; in September, as soon as the dry season commences, the waters recede to their original channels, leaving a deposit of rich alluvium (the same process of nature as that which takes place with the Nile, in Egypt). The best tobacco plantations are in the "*Vuelta Abajo*," and consequently from that district comes the *finest of the fin*, but in that category the ordinary Havana cigar of English trade cannot be included, for the *Vuelta Abajo* could not produce one-tenth part of the world's consumption. As a matter of fact the major proportion are made from "*Partidos*" tobacco, which includes the produce from all other districts—notably that which lies between the "*Vuelta Abajo*" and the city of Havana.

Let it not be assumed, from the foregoing remarks, that all other Havana tobacco than "*Vuelta Abajo*" is inferior, on the contrary, some of the "*Partidos*" leaf is actually larger and finer, and there are, and have been millions of really fine cigars made from the best of the "*Partidos*," and these command a comparatively high price, particularly those which are made from the "early ripe" leaf (*temprano*), which is, as a rule, ready for gathering in January. Nevertheless, there is a wide margin of quality between these and "*Vuelta Abajo*" cigars, which seldom come to the lot of the ordinary shopkeeper to handle, because of the very high price which they command; we may safely say that the smallest sizes retail for 60s. to 70s., while the largest and best may represent as much as £70 per 100. Such as these are to be found in a few high-class shops in the City and West-end of London, and in some other large cities; in the United States, Austria, and Russia, are also customers for these high-priced cigars. France and other countries, where tobacco dealing is a Government monopoly, buy principally the inferior grades of Havanas.



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FAR SUPERIOR TO HAVANAS

	SIZE	PER 100	
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" "	PUROS FINAS	14/3	
" "	LA PETITE	13/	
" "	JARNARS	14/9	
" "	PETIT BOUQUET	13/6	

## "XTRA MEX" CIGARS

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OCTOBER 15, 1897.

Brands may sometimes be adopted from the name of the maker, sometimes the name of the factory where the cigars are made, while others are entirely fancy names. For instance:—"Cabana," "Upmann," "Murias," "Bock," are makers' names; "Por Larrañaga" and "La Intimidada" are the names of factories, while fancy names are such as "Henry Clay," "Newton," "Lo Mejor," &c., &c. The comparative value of brands can only be learnt by experience, no rules for the guidance of the novice can be laid down, but he will soon discover for himself that the celebrated brands cost more and sell at higher prices than unknown brands, which may be equally good or better. At the present day the average smoker requires a "known" brand for 4*d.* or 6*d.*; the retailer cannot make much profit from these, because the stores and "cutters" compete to his disadvantage, but there is always an opening for a "pushing" tradesman to introduce the less-known, less-costly, and equally good brands; he can, with truth, tell his customers that the manufacturers of these world-renowned brands cannot buy up all the good tobacco grown in Havana, and that in order to meet the ever-increasing demand for their cigars, they must, perforce, use inferior grades. It is an accepted fact that more than one brand of Havana cigars (we must not mention names) that a few years since stood foremost in the market, absolutely lost caste in consequence of their immense success tempting the proprietors to work up low-class tobacco; they have since "seen the error of their ways," but it is a difficult task to regain a lost name. Now, some of the best manufacturers send out the inferior grades under what is sometimes known as "annexed" brands.

(To be Continued.)

## Our Manners and Customs.

THERE has been recently published the forty-first report by the Commissioners of Her Majesty's Customs, covering the year ended 31st March last, and it will be found well worth perusal by all students of national and commercial statistics. It shows a very satisfactory state of affairs in the year 1896-97, the gross amount of Imperial Customs revenue collected during the year having been nearly 21½ millions sterling, and the net amount (that is, after deduction of drawbacks and re-payments) well over 21¼ millions. This total is a round half-million more than the figure in the previous year, and £246,000 more than even the Budget estimate. This branch of our country's income is, therefore, exhibiting a fair amount of that elasticity so dear to Chancellors of the Exchequer. It will be remembered that no fresh duties were imposed in respect of the past year and yet the Customs have brought in 2'42 per cent. more than in the preceding twelvemonth, and 1'17 per cent. more than was expected of them a year ago by the responsible officials. We have here a very tangible evidence of the progress being made by the trade revival, and the additional spending power it has brought to the people. All readers of Budget speeches will have been struck by the sudden importance which is assumed once a year by common-place articles of everyday consumption, and by the graphic deductions drawn by the Chancellor of the Exchequer from the fluctuations in these commodities. There is no surer testimony to commercial prosperity than a steadily increasing demand for tea, tobacco and wine, so that it is peculiarly welcome to see that these three items once more show a considerable increase. It was the year 1895-96 that was the first of the revival in trade, and the population was so prompt to recognise the improvement in conditions that there was an increase of £333,000 in the Customs receipts from tobacco, of £159,000 from tea, and of £111,000 from wines, or a total of £603,000. After this it would not have been unreasonable to expect a halt to be called, but, on the contrary, the public has smoked and snuffed so freely, and has imbibed so lavishly tea and foreign vintages during 1896-97, that tobacco shows a further increase of £270,000, tea of £53,000, and wine of £41,000, or a total of £364,000. It will be noted that it is rather the fragrant weed than to the cup that cheers or the bowl that flows that the public has been turning of late in its search for a suitable medium by which to celebrate prosperity. It is true there has been rather a rush for rum, on which £133,000 more in Customs duties has been collected, but in other foreign spirits there has been a decline of £25,000. We are, therefore, disposed to suggest that

the growth of rum indicates that people have been getting up so early to cope with their increasing business that rum-and-milk has been a necessary introduction to the day's labours. The report points out that in the matter of rum the comparison is against a year of exceptionally small consumption, and can hardly be regarded as a criterion of a genuine trade movement. Leaving out this fortuitous gain in rum, the net Customs receipts still show an improvement of £378,000, or 1'8 per cent., over 1895-96, brought about almost entirely, as we have shown, by tobacco, tea, and wine. To make it clear how encouraging this is, we need only quote the following passage from the report of the Commissioners:—"Except when new duties have been imposed, or when abnormal conditions of one kind or another have prevailed, the increase on the Customs has not often attained to 2 per cent. in recent years, with the single exception of 1895-96. As the increase of the population does not amount to more than about 0'8 per cent. per annum, every rise in the receipts beyond that is an evidence of increased spending power, and from this point of view the conditions in the past year of the revenue under our charge cannot be considered as otherwise than satisfactory." Taking in turn the three items that have so greatly helped our income during the past year, we get at some very instructive facts. Taking tobacco first, the consumption for the twelvemonth was nearly 64½ million lbs. of leaf and about 3½ million lbs. of manufactured tobacco—an aggregate of 68,000,000 lbs. Now, the increase of population would have demanded only 500,000 lbs. of increase last year, whereas the quantity of raw leaf alone increased by 1,078,000 lbs., while in addition there was an increase of 430,600 lbs. in manufactured tobacco. There is no question, therefore, as to the fast growing popularity of "My Lady Nicotine" in these islands. In passing we may remark that, while all smokers know how difficult it is to buy even a twopenny weed that is not described as a Havannah, out of the 3,381,000 lbs. of cigars imported into the United Kingdom during 1896, only 2,200 lbs. came from Cuba. On the other hand, 2,020,000 lbs. came from the United States, so our readers can draw their own inferences. Glancing next at tea, we find that our consumption last year was 228½ million lbs., an increase of nearly 3½ million lbs., the total working out at 5½ lbs. per individual of the population. Considering the vast number of men who prefer to take their cheering and inebriation hand in hand, this result speaks well for the tea-drinking capacity of the fair sex and the curates. Since the reduction of the duty on the leaf by 2*d.* per lb. in 1890, the revenue derived has risen from £3,425,000 to £3,806,000, or no less than 11 per cent. The past year's rate of increase was 1'4 per cent., while the addition to the population was under 1 per cent. But it is not tea alone that has grown in popular favour, for coffee and cocoa have participated, although the consumption of these is small beside that of tea. Of coffee 6,700 cwts. additional have been consumed, the percentage of the increase in the Customs duties being 2'7 per cent., and as chicory has remained stationary, there has evidently been an improvement in the purity. As regards cocoa, the raw article has had an increased importation of 970,000 lbs., while more than 1,000,000 lbs. additional of the prepared article have been taken from Holland. In the leaps and bounds with which the drinking of wines, rum, tea, coffee, and cocoa is advancing, do we see the effect of the striking increase of the smoking habit, which is said to tend to dryness?—*Financial Times.*

A favourite little golf story comes from Scotland.

"I shall hae to gie it up," remorsefully remarked the Scotch minister, who had used language when his ball lay buried in a bunker.

"What, golf?" asked his friend and caddie.

"Na," returned the other, "the ministry."

Mr. Lionel Brough once played a game of billiards in an asylum with one of the patients. He conceded his adversary twenty-five points, with the result that he was hopelessly beaten. Then the patient took him quietly on one side, and said:

"Look here, if you go on giving points so recklessly as that, you'll find yourself in this asylum instead of me!"

PRINCESS SAWDOFFSKI: Why did the Emperor send the Grand Duke Petrovna to Siberia?

PRINCE SAWDOFFSKI: The Duke casually spoke of His Majesty as the old Czardine.

One of the problems which puzzle a musician is how to strike a bee flat without getting stung by its demi-semi-quaver.



# Tobaccos.

A FEW OF THE FIRM'S BRANDS

- AMERICAN PLUG (BRIGHT). 2 oz. Bars.
  - ARCHDUKE. 10 1 oz. Packets only.
  - ARMY & NAVY PLUGS. 1, 2, 4, 8, 12 oz., & 1 lb. Bars.
  - BLACK & BROWN FLAKES. 1 and 5 lb. Tins from 4/-.
  - BRIGHT FLAKE HONEYDEW. 1 and 5 lb. Boxes.
  - FAMOUS 6<sup>d</sup>. & 1- PLUG. 2 and 4 oz. Bars.
  - FREE AND EASY MIXTURE. 1 oz. Pkts. 4 oz. Tins.
  - GOLD LEAF HONEYDEW. 1 and 5 lb. Tins.
  - GOLD PLATE HONEYDEW. 1, 2, & 4 oz., 1 & 5 lb. Tins.
  - HARLEQUIN FLAKE. 1, 2, and 4 oz. Tins.
  - LABOUR LEADERS. 1 and 2 oz. Packets.
  - LATE AND EARLY FLAKE. 1 and 5 lb. Tins.
  - LOOSE MIXTURES. Black & Brown Cavendishes at all [Prices.
  - MANX PLUG (BRIGHT). 2 oz. Bars.
  - NAVY CUT. 1, 2, and 4 oz., and 1 and 5 lb. Tins.
  - NUTCRACKER. In 1 oz. Tins only.
  - PARAGON MIXTURE. 1, 2, & 4 oz. Pkts., 2 & 4 oz. Tins.
  - POPULAR MIXTURE. ½ oz. and 1 oz. Packets.
  - RICH DARK HONEYDEW. 1, 2, & 4 oz., 1 & 5 lb. Tins.
  - SUN DRIED HONEYDEW. In 1 and 5 lb. Tins.
  - TWO FLAKES. 1, 2, and 4 oz., and 1 and 5 lb. Tins.
  - VIRGINIA HONEYDEW (BRIGHT). 1 and 5 lb. Boxes.
- IRISH ROLL. PIGTAIL.  
SHAGS. Loose, and in Packets, at all Prices.
- ALSO —  
BLACK and BROWN COILS, and  
BLOCK TARGET. Black and Brown.

# GALLAHER



## Limited,

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

## Cigars.

A LARGE VARIETY OF BRITISH AND FOREIGN ALWAYS IN STOCK.

## Cigarettes.

- COLUMBINE (GOLD TIPPED). Tins of 10's and 20's, and 1 lb. Boxes.
- DAY STAR. 3d. Packets of 14 Cigarettes.
- GOLDEN HARVEST. ½ lb. and 1 lb. Boxes.
- GOLD PLATE. ½ lb. and 1 lb. Boxes.
- GOLDEN SPANGLED. In 10's and 50's.
- HARLEQUINS. In Tins of 10's and 20's.
- PARAGON. ½ oz., 1 oz., ½ lb., and 1 lb. Boxes.
- SILKWORM. In rd. Packets of 6 Cigarettes.
- WINDFALL. In ½ oz. Packets.





OCTOBER 15, 1897.



We have pleasure in noticing an entirely new departure on the part of the **TURKISH MONOPOLY CIGARETTE Co., LTD.** (London Offices: 5, Bevis Marks, E.C.). It consists of a 3*d.* packet of cigarettes of the Company's well-known manufacture, and made in two strengths, viz., "mild" and "medium." The line is one which will unquestionably "catch on" in this country, particularly with connoisseurs. It is entitled "ASKER." Price



to the trade, 20*s.* per 1,000, subject to the following discounts for quantities:—5 per cent. on 1,000, 7½ per cent. on 5,000, 10 per cent. on 10,000, and 12½ per cent. on original case lots. An exceedingly handsome gelatined show card in colours, measuring 8 in. by 5 in., is in course of preparation. We may mention, in connection with the introduction of "ASKER" Cigarettes, that the Tobacconists' Supply Syndicate, of 55, Farringdon Street, immediately secured the whole of the first shipment.

\* \* \*

MESSRS. TADDY, of the Minories, London, E., send us samples of an exceptionally fine quality of TADDY'S FLAKED GOLD-LEAF CIGARETTES just introduced by the firm. They are put up in 3*d.* packets of ten, the design upon each being strikingly original, and quite out of the common. The cigarettes are manufactured from the finest selected leaf, and warranted pure. Price to the trade, 18/6 per 1,000, subject to usual discounts.

\* \* \*

On page 452 will be found facsimiles of the packets of an important new introduction of leaf cigarettes by MESSRS. OAKES & Co., LTD., of Madras, and 46, Old Broad Street, London, E.C.

This, we believe, is the first time in which all-tobacco cigarettes have been put up in this attractive manner, and the firm claim that it is the only Pucca (genuine) Cigarette which has ever been manufactured in India. Each packet contains ten cigarettes and a finely-executed photograph. The title is an apt one, "LITTLE INDIANS," and the design on the larger boxes includes, as will be seen by the accompanying block, two tiny copper-coloured specimens of humanity. On each corner of the smaller boxes appears the figure representing Ganiput, the Hindoo God of Luck. The boxes of ten are intended to retail at 1*s.* (wholesale price, 70*s.* per 1,000, in packets), and 65*s.* per 1,000, in boxes of 100. Messrs. Oakes & Co., Ltd., whose firm was established in 1843, claim to have been the first to introduce Havana-shaped Indian cigars, before which introduction the Old Dawson shape—which was a strong Indian cigar (with a straw)—was the only one known.



\* \* \*

Annexed we give a replica of an ounce tin of cigarettes, containing eighteen, just introduced by MESSRS. ROBINSON & BARNSDALE, LTD., of Nottingham and London. This attractive

and really fine new line is issued under the title of "DUBEC." The cigarettes are large size, well filled, and manufactured from selected Turkish. The finely-executed design on the tin is, as will be seen, of exceptional attractiveness. It is, of course, impossible to convey any idea of its brilliant colouring. Price, wholesale, 10*s.* per lb.; the ounce tin to retail at 1*s.* A further new line of cigarettes of the same firm is that of "MORN AND EVE." These are also put up in handsome tins of ten, to retail at 6*d.*, the



wholesale price of which is 40*s.* per 1,000. They are hand-made, leaf-tipped in alternate shades of dark and light leaf. The third new line of Messrs. Robinson & Barnsdale's is entitled "HIGHEST HONOUR WHIFFS," being all-tobacco cigarettes, and of very fine quality. They are packed in pretty straw-plaited and diminutive cigar-shaped cases. This is certainly a line which will command the appreciation of those who favour leaf cigarettes. They are intended to retail at 6*d.* per case of eight, the wholesale price being 48*s.* per gross.

\* \* \*

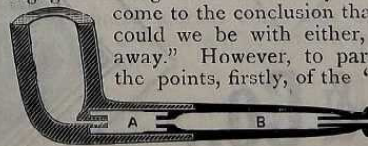
MESSRS. SWAIN & VAN DEN AREND, the High Cross-Cigar Manufactory, Leicester, have placed a fancy cabinet on the market, in imitation morocco leather, containing twenty-five cigars, the whole being in excellent taste and well finished. Same should ensure a ready sale, and prove an attractive addition to a well dressed window. They are also bringing out two new brands, a 4*d.* and a 2*d.* cigar, of which we shall be able to give full particulars in our November issue.

\* \* \*

From MESSRS. WM. CLARKE & SON, of Liverpool, we have received a sample packet of a striking new tobacco line—the latest of their many new ones. Its title is "PAY DAY." It is put up in ounce and half ounce packets, to retail respectively at 3*d.* and 1½*d.* Price to the trade, 3*s.* 6*d.* per lb. The tobacco, which is cut from pure Virginia, is of very excellent quality, and is certainly a marvel at the price.

\* \* \*

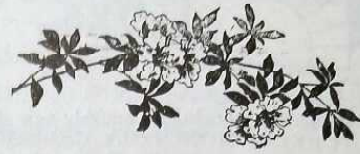
Samples of two important briar pipe lines have been forwarded us, possessing distinctive merits of their own, and having been engaged testing them alternately for some time, we have rather come to the conclusion that it is a case of "How happy could we be with either, with t'other dear charmer away." However, to particularise, we give a few of the points, firstly, of the "MASTA" Patent Pipe. It consists of three parts, viz., the bowl, mouthpiece, and perforated disc. The stem



is bored out its entire length from the bowl to the tip of the mouthpiece, and divided by the funnel-shaped disc into two large chambers A, B, with traps at the extreme ends to prevent the nicotine flowing either into the mouth or into the bowl. By this method the moisture is retained in the chambers, from which it can be readily freed after smoking by detaching the mouthpiece from the stem and turning both upside down. If this is regularly done the pipe will remain sweet and clean, and will not require cleaning or any other attention. Retail prices, 1*s.* 6*d.* ordinary quality, 2*s.* 6*d.* selected French briar, 3*s.* 6*d.* picked French briar. The address of the Company is 153, Fleet Street, E.C., where Mr. Arthur Colton, the energetic and courteous manager presides.



# A Novelty



## “LITTLE INDIANS” Cigarettes.

**The  
only  
Pucca**

(REAL)

EVER  
PRODUCED  
IN  
INDIA.



In Cartons of Tens  
and Cedar Boxes of  
100's.



MANUFACTURED  
BY

**OAKES & Co.,**

Limited,

**MADRAS.**



LONDON  
ADDRESS:

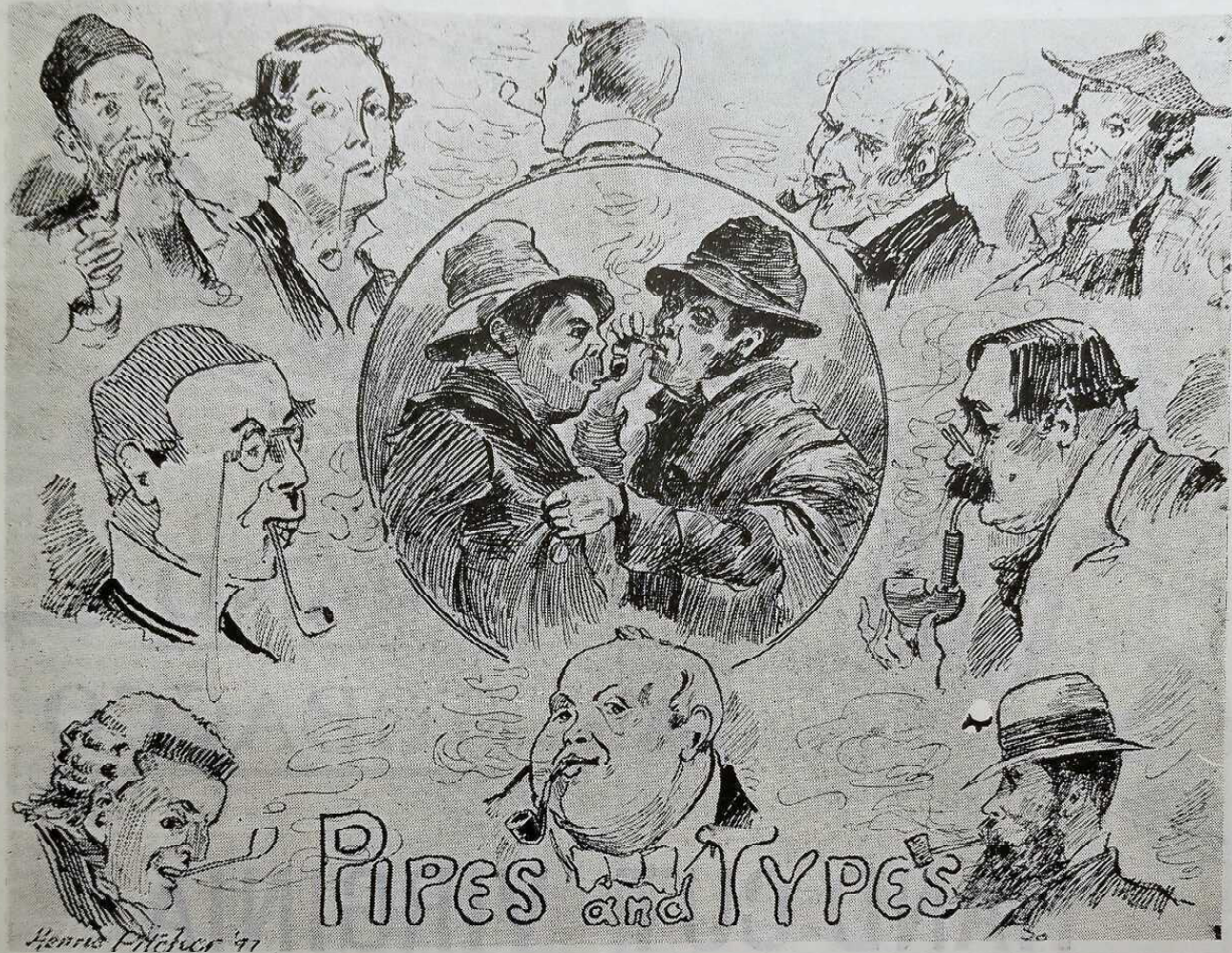
46,

**New Broad St.**



# Types, and Pipes.

SERIES No. 1.



## Humorous.

### THE 'BACCY CADGER.

(Scene: A railway carriage.)—The B.C. to Tom: "Got any baccy, Tom?" "No, old man, run clean out."

The B.C. to Dick: "Can you spare any baccy, Dick?" "Afraid not old man, left my pouch at home."

The B.C. to himself: "Hang it! suppose I must use my own."

REPORTER: "It is said that yourself and your comrade, O'Hoggarty, were calm and collected after the dynamite explosion at the quarry?"

MR. LUBBERTY: "Wull, it was loike this: Oi was calm an' O'Hoggarty was collected."

What is more beautiful than to see the simple faith with which a bald-headed man will buy an infallible hair restorative from a bald-headed barber

We have nothing more to say of the editor of our contemporary, says the "Sweetwater Gazette." Aside from the fact that he is a squint-eyed consumptive liar, with a breath like a buzzard and a record like a convict, we don't know anything against him. He means well enough, and if he can avoid the penitentiary and the vigilance committee for a few more years, there is a chance for him to end his life in a natural way. If he don't tell the truth a little more plentifully, however, the Green River people will rise as one man and churn him up till there won't be anything left of him but a pair of braces and a wart.

"Pa, who was Shylock?"

"Great goodness, boy! You attend church and sunday school every week and don't know who Shylock was?" cried his father, with a look of surprise and horror, "Go and read your bible, sir!"

A lawyer at Stratford, Ontario, whose sign read "A. Swindle," was advised by a friend to have his first name spelled out in full—Arthur, or Andrcw, or whatever it might be. He didn't follow the advice, however. His first name is Adam.

A country journal offers this inducement: "All subscribers paying in advance will be entitled to a first class obituary notice in case of death."

SHOCKIT: "Does learning the bicycle require any particular application?"

SPROCKETT: "No, none in particular, but arnica is about as good as anything."

MATERFAMILIAS: "John, the baby's swallowed a farthing."

PATERFAMILIAS: "Oh, well, it won't hurt him."

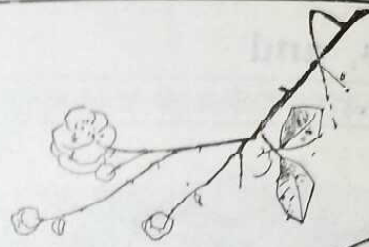
MATERFAMILIAS: "I was mistaken, John; it was a sovereign."

PATERFAMILIAS: "Heavens! Send for the doctor, quick!"

CONDUCTOR (to passenger inside): "Can you squeeze another lady in there?"

ELDERLY LADY: "Sir!"





# S. CAVANDER and CO.'S

## GRAND TOBACCO

### HAND-CUT VIRGINIA

In 1, 2, and 4 oz. Packets, and 1 lb. and 6 lb. Boxes.



NAVY CUTS,  
FLAKES,  
GARRISON PLUG,  
AND  
OTHER TOBACCOS,

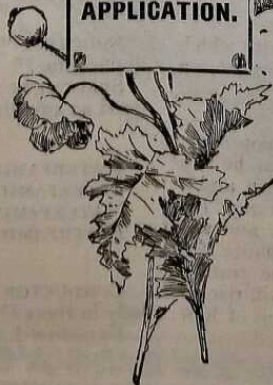
PRICE LIST  
ON  
APPLICATION.

London

and

CIGARS  
AND  
CIGARETTES.

Portsea.





OCTOBER 15, 1897.

## Scotch Notes.

THE tourist season is now practically at an end. The end of September generally sees the last of "the strangers from the south," as, after that, we in Scotland cannot guarantee the weather, and the southerner is not equal to storms such as we have in the North. Though we all regret his departure, it being a habit of ours to regret the departure of anything profitable, still he smoked a good deal while he was here, and we have little to complain of. Seriously, the season has been a very good one, much better in fact than I expected. Things have not been so bright in the far North, such as Inverness, and I am afraid some of our friends there will have some difficulty in making both ends meet.

Referring to my remarks in my last letter anent the poor window displays in Scotland, I was in Glasgow the other day, and was struck with the taste with which some of the tobacconist's windows were laid out. They are far superior to anything I have seen in Edinburgh, with the exception perhaps of Simpson's in Princes Street. I hope our Edinburgh friends will take the matter up, seeing the Christmas season is approaching, and let us have something worthy of the "fair city of the East."

The all-absorbing topic of conversation among Edinburgh tobacconists is the recent raids upon tobacconist shops which have been used as betting establishments. Betting has been, and I am afraid still is, carried on to a very large extent in Edinburgh in tobacconist's shops. The first case was that of Norman B. Chisholm, 19, South College Street. He pleaded guilty when the case came up at the Police Court, but put forward a plea that he did not know he was doing wrong. It was however pointed out that he had been there before, and the Sheriff fined him £50, and Arthur Chisholm, who was also found in the place, £10, or twenty days imprisonment.

The second case was that of Alexander Taylor, tobacconist, 37, West Nicolson Street. He was defended by an advocate, who objected to the relevancy of the charge, and challenged the right of the police to search the pockets of those gentlemen who were open to police attacks of the kind. The case was therefore remanded to permit of the Sheriff looking into the matter.

This betting is a very serious matter, and I would warn all retailers strenuously to have nothing to do with it. It can only be indulged in to the utter ruin of legitimate business. I take comfort however from the conviction that a great many of those convicted of carrying on betting transactions in tobacconists' shops are not really tobacconists at all, but merely betting men who ostensibly carry on the business of a tobacconist to cloak their real business. The sooner these gentry are exposed and rooted out the better for the reputation of the trade. In conclusion, let me quote the words of the music hall song—"Never put your money on a gee-gee"; but if you must have your little flutter then by all means have it, but do not convert yourself into a "bookie," and your shop into a gambling den.

The tobacconists whom I have favoured with a call seem all very cheerful, and quite contented with the business doing. Trade is moderately brisk, and, as a rule, fairly high-class. They all chronicle an increase in the consumption of cigarettes. Comparatively few people in Scotland care to make their own cigarettes, and prefer to buy them ready made. For cigarette tobacco however "Three Castles" is undoubtedly the brand that is going. Some of our smart manufacturers would doubtless reply that theirs is the brand that is coming. Well! Well! Let it come. Competition is the life of trade.

"TAM O'SHANTER."

### THE PINOZA PIPE.

From time to time patent pipes are placed upon the market. All of such pipes claim to be possessed of advantages more or less pretentious. On close examination the so-called patent means a twisted stem here, a slight cavity there, or the insertion of a piece of clay somewhere else. If we examine the patent list we shall observe the hundreds of patents taken out for pipes. Scarcely one per cent. of these ever see the light of day. What becomes of the remaining 99 per cent. will for ever remain a mystery. The why and wherefore of the failure of many of the so-called patent pipes is obvious to those who know something about pipes. The patents are in a large measure based upon theories. A club man or crossing sweeper having a little leisure on their hands try some primitive dodge to improve their pipe. Fancy goes a long way, and they fancy they have done so. Every man is fond of his own offspring, and the more faddy the kid the more he clings to it.

The club man thinks he has a fortune in his fad; he borrows a few pounds of his friend the crossing sweeper, and patents his pipe. He supplies a few to his friends, who don't agree with him, and that's the end of it. The "PINOZA" Pipe is a very different thing altogether. In the first place, the "Pinoza" pipe does not depend upon any of the above misleading ingenious contrivances for its active principle. Consequently, there is nothing to get out of order. Secondly, it is not the fad of an outsider, but the clear conception of a practical man. Sufficient has been said respecting the well-known merits of the pine oil; in fact, the knowledge is all but universal. Pine oil itself, for various beneficent purposes, is applied practically to numerous articles of commerce. It has been applied successfully by Mr. E. J. Lusby to tobacco. The increasing demand for Mr. Lusby's "Pinoza" specialities prove beyond a doubt that not only are they appreciated, but that they decidedly fill an acknowledged want. To apply the pine extract to the pipe is merely a step further in the right direction. The advantages are all in favour of the pipe, inasmuch that in the "Pinoza" pipe you may smoke any tobacco you choose. The smoker will retain all the virtues of his particular tobacco, *with this difference*, that a material portion of the nicotine will be absorbed in the passage of the smoke from bowl to mouth, preventing it from entering the system, purifying the smoke at the same time. Nicotine, as the active principle of tobacco, is all very well, but, after all is said and done, it would be better for us if we could enjoy our pipe with a little less nicotine. This is just what the "Pinoza" pipe accomplishes in the simplest manner imaginable. In the bowl of the pipe there is inserted a cartridge impregnated with the extract of pine. This acts as a powerful absorbent, and performs the work above-mentioned. The cartridge is not a fixture, and is easily removable. When once the pipe is tested it cannot fail to make numerous friends. The pipes themselves leave nothing to be desired in the way of quality, finish, &c., &c. The prices are not prohibitive; they can be retailed from a 1s. up. Our readers should send to Mr. Lusby for further particulars.

Look out for Messrs.  
Swain & Van Den Arend's  
NEW LINES

which will be advertised in  
the next Number of

"The Cigarette World."



# The Hygienic Pipe of the Age.

## LUSBY'S "PINOZA" PIPE

Absolutely the Coolest and Sweetest Pipe ever introduced. [Made from well-seasoned Briar and Best Asbestos Wood, with an Antiseptic Cartridge or Coil of Pinoza Absorbent Patented Paper which collects the nicotine and purifies the smoke.

### RETAIL PRICES.

	<i>Each.</i>
"PINOZA" ASBESTOS PUSH PIPE - - - -	1/-
"PINOZA" BRIAR, in 4 shapes - - - -	1/-
"PINOZA" BRIAR, Silver Mounted, in 4 Shapes - - - -	1/6
"PINOZA" SPECIAL-SEASONED BRIAR - - - -	3/6

Hand-Cut Mouthpiece, Highest Quality and Finish. Heavy Sterling Silver Mounts.

"PINOZA" REFILLS, 6d. per Box of 50, or 6 a Penny Loose.

### A LUXURY TO SMOKERS—BLENDED WITH OLD BONDED TOBACCOS.

LUSBY'S FRAGRANT CUT BRAND TOBACCOS AND CIGARETTES.

In Three Blends: Mild (Fine Cut), Medium (Navy Cut), Full (Hand Cut), 5d. per oz. Packet,  
1s. 8d. per ¼ lb. Tin.

Lusby's Fragrant Cut Cigarettes—8d. per oz., 2s. 6d. per ¼ lb. Box.

### NOTICE TO AGENTS.

PINOZA PIPES ARE NOW ADVERTISED IN 260 PAPERS.

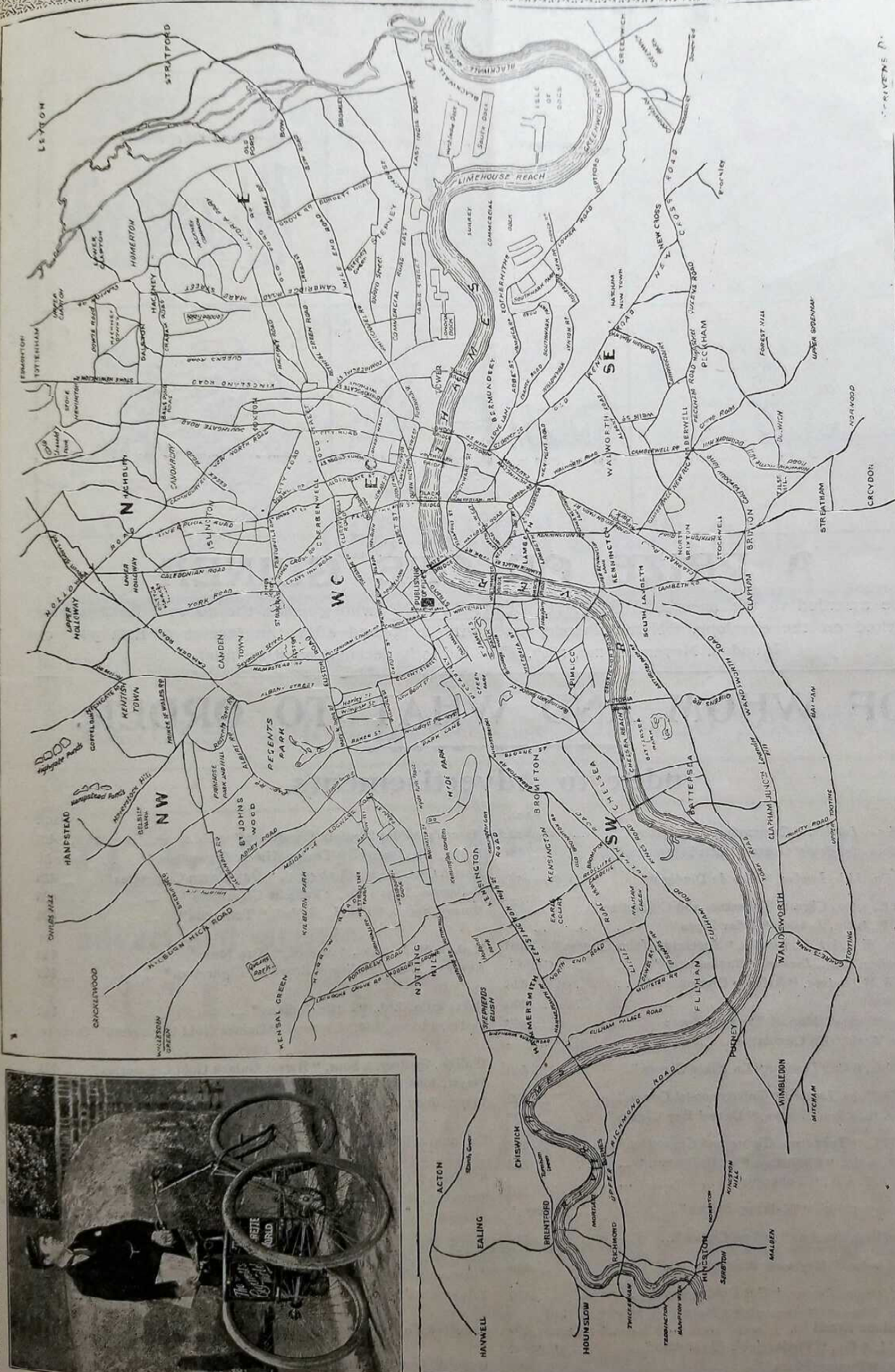
Send orders before the end of October, so that your name can be added to the fresh List of Agents.

Lusby's Pinoza Hygienic Patents Co., 10, Minories, E.C.



ACCO  
VS.

# SKETCH MAP of the C.W.'s EXPRESS TRICYCLE DELIVERY SERVICE ROUTE.



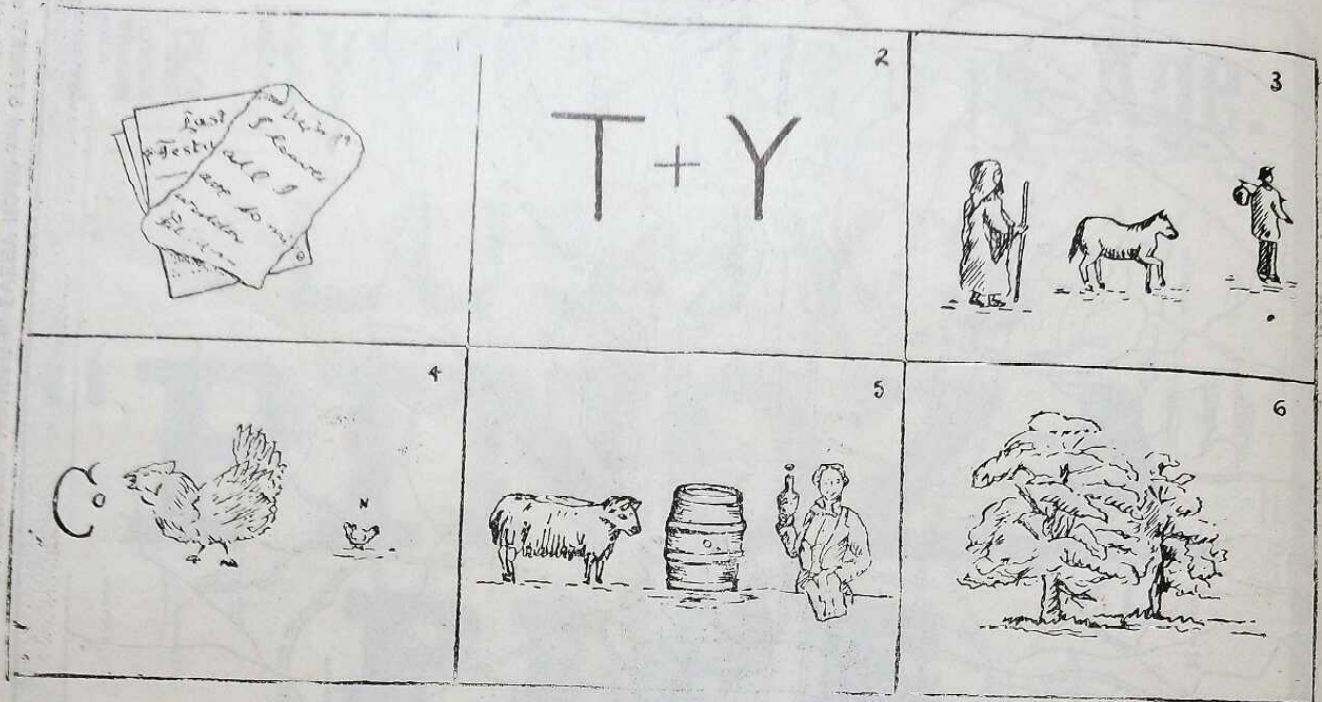
This Journal is on sale AT THE DOORS of EVERY TOBACCONIST, the PRINCIPAL CLUBS, RESTAURANTS, and LICENSED HOUSES in EVERY ROAD and STREET shown on this MAP at ONE PENNY ONLY. It will be observed the Circuit includes a distance of over 10 miles all round London, taking in such outlying districts as Stratford, Leyton, Hounslow, Kingston and Croydon.





# Our Punning Pictorial Name Puzzle

FIRST SERIES.



## A PRIZE OF ONE GUINEA

Will be awarded to the successful RETAIL COMPETITOR who guesses the above. Letters must be marked on the envelope, "Name Puzzle," and will be opened after the receipt of first post on Monday, November 1st, 1897. The Editor's decision must be final.

## OF WHOM AND WHAT TO ORDER.

### Index to Advertisements.

	PAGE.		PAGE
Adkin & Sons, London, "Commodore Cigarettes"...	Cover i.	Marcus's "Pure Virginia Cigarettes" .....	424
Adkin & Sons, London, "Ocean Prince Cigarettes" .....	434	Mason, Geo., & Son, "Trades Union Cigarettes" .....	Cover iii.
Bewlay & Co., Ltd., London, "Flor de Dindigul" .....	Cover iii.	Mason, Geo., & Son, Chesterfield, "Day Dawn Cigarettes" .....	428
Cavander, S., & Co., Cigars, Tobaccos, and Cigarettes .....	454	Melbourne, Hart & Co., "Vafiadis Cigarettes" .....	425
Charatan, F., & Co., London, "Briar Pipes" .....	446	Murray, Sons & Co., Ltd., Belfast, "Tobaccos" .....	434
Churchman, W. A. & A. C., Ipswich, "Sovereign Value Cigarettes." .....	430	Nathan, H. J., & Co., Stratford, "Xtra Mex" .....	448
Cohen, Weenen & Co., London, "Bandmaster" .....	Cover i.	Newbery, Wm., Reading, "Brazilian Cigarettes" .....	442
Custance, J. H., Putney, "Asthore Cigarettes" .....	444	Oakes & Co., Ltd., "Little Indians" .....	452
Cigarette Machine... ..	446	Ogden, Thomas, Ltd., Liverpool, "Guinea Gold Cigarettes" .....	Cover iv.
"Cigarette World's" Map of Tricycle Route .....	457	Phillips, Godfrey, & Sons, "Sweet Guinea Gold Cigarettes" .....	423
"Cigarette World," Re Circulation .....	—	Player, John, & Sons, Ltd., "Merrythought Tobacco" .....	Cover i.
Elkin, Adolph, & Co., London, "La Nikle Cigars" .....	448	Player, John, & Sons, Ltd., "Four Good Things" .....	425
Fraenkel Brothers, London, "Tobacconists' Goods" .....	430	Robinson & Barnsdale, Ltd., "Christmas Novelties" .....	432
Freeman, J. R., & Son, London, "Darvel Bay Cigars" .....	436	Singleton & Cole, Ltd., "New Price List" .....	425
Gallaher, Ltd., "Tobaccos, Cigars and Cigarettes" .....	450	Stevenson, Hugh, & Sons, "Boxes" .....	444
Gloag, R. P., & Co., "Challenge Flat Brilliantes" .....	424	Swain & Van den Arend, "British Cigars, &c." .....	428
Goodbody, T. P. & R., "Tobaccos" .....	—	Taddy & Co., "Myrtle Grove" .....	Cover i.
Howell, Henry, & Son, "Walking Sticks" .....	Cover ii.	Tobacconists' Supply Syndicate, "T.S.S. Brands" .....	438
Jarrett, Brothers, London, "Indian Cigars" .....	448	Tobacconists' Handbook, E. B. Alexander .....	446
Keystone, London, "Keystone Brands" .....	440	Vafiadis & Co., "Egyptian Cigarettes" .....	425
Lloyd, Rd., & Sons, London, "Cut Golden Bar" .....	426	Wills, W. D. & H. O., "Diamond Queen Cigarettes" .....	Cover i.
London & District Tobacconists' Mutual Supply Co., Ltd., "Keystone Brand" .....	440		
Lowry, W. H., & Co., "Thalassino's Cigarettes" .....	Cover i.		
Lusby, E. J., "Pinoza Pipes" .....	456		



The Most Popular

**Penny Packet**

ON THE

**Market.**

**“TRADES UNION”**

In Packets containing

**7 CIGARETTES**

Price 13/6 per 4 Boxes (1400 Cigarettes).

MANUFACTURED BY

**GEO. MASON & SON, Chesterfield.**

*Doubtless due to fact of “THE CIGARETTE WORLD” being on sale at the very doors of retailers in London and 10 miles round (by means of its Express Tricycle Service) at ONE PENNY, and that the subscription is only ONE AND SIXPENCE per annum, the Journal now has the*

**LARGEST CIRCULATION OF ANY TOBACCO JOURNAL.**

**IT WILL PAY YOU** to stock a well

advertised article.

**“FLOR DE DINDIGULS”**

Return you a remunerative profit, and are

**NOT CUT.**

BEWLAY & CO., LTD.,

49, STRAND, LONDON, W.C.

In ordering please quote the “Cigarette World.”



**MEM. FOR  
TOBACCONISTS.**

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

**A GOOD MAXIM**



**3D.**  
per packet  
of  
Ten.

British  
Made  
by  
British  
Labour.

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

Are you there?  
Are you there?  
**ARE YOU THERE?**  
!!!!!!!!!!!!  
Why dont you put me on  
the right firm?  
I want Ogden's  
Whose?  
Ogden's  
What name?  
**Ogden's!**  
Spell it please  
**OGDEN'S**  
Oh! **OGDEN'S** the  
"GUINEA-GOLD"  
CIGARETTE makers!  
All right - Now you're  
on the right firm.

**XII**  
"JUST ONE  
MINUTE TO"  
CALL YOUR ATTENTION TO  
**OGDEN'S**  
GUINEA -  
GOLD  
CIGARETTES

"If I ken't  
hev no  
Di'mond  
Jubilees.  
I guess I ken  
hev  
**OGDEN'S**  
'GUINEA-GOLD'  
**CIGARETTES**"

**A LONG SMOKE**  
**5,000 MILES**  
OF  
**OGDEN'S**  
**"GUINEA  
GOLD"**  
CIGARETTES  
ARE CONSUMED YEARLY

Frank O'Neil

He smiles  
because he is  
supremely happy—  
He is  
supremely happy  
because he is  
Smoking one of  
**OGDEN'S**  
**'GUINEA-GOLD' CIGARETTES**

MY  
FAVORITE  
QUITE  
PURE  
PRAISED  
ON  
ALL  
HANDS  
FINE  
FLAVOR  
**OGDEN'S**  
**"GUINEA-GOLD"**  
CIGARETTES.  
BEST  
ALL