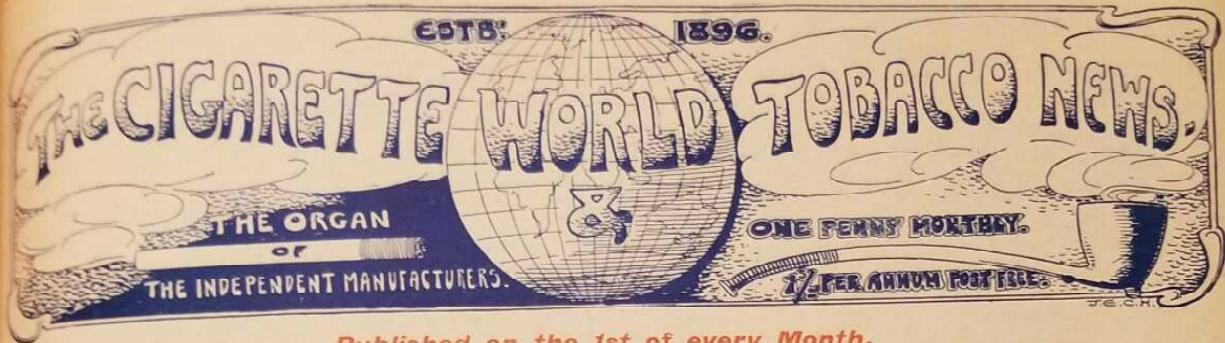


Park Drive Cigarettes

A Huge Success!

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

GALLAGHER LTD.—THE INDEPENDENT FIRM—BELFAST AND LONDON



Published on the 1st of every Month.

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

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APPLY TO
J. H. CUSTANCE,
 Sole Agent for the United Kingdom.
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WALKING STICKS. PIPE RACKS,

—————TOBACCO JARS,—————

CIGAR AND CIGARETTE CABINETS,

And every Article sold in a Cigar and

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Assets - - exceed £2,000,000.

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THE CIGARETTE WORLD AND TOBACCO NEWS.

£250 FREE INSURANCEUNDERTAKEN BY
THE OCEAN ACCIDENT AND GUARANTEE CORPORATION, LTD.,

(Empowered by Special Act of Parliament.) Principal Office: 36 to 44, MOORGATE ST., LONDON, E.C.

THIS COUPON-INSURANCE-TICKET MUST NOT BE DETACHED.

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WILL be paid by **The Ocean Accident and Guarantee Corporation, Limited**, Principal Office, Nos. 36 to 44, Moorgate Street, London, E.C., to the legal personal representative of the *bona fide* holder of this Coupon-Insurance-Ticket if the holder shall be killed or fatally injured by an accident within the United Kingdom to any passenger-train in which the holder is travelling as a ticket-bearing or fare-paying passenger; or to any public omnibus, tramcar, or cab, which is being driven by a licensed driver plying for public hire and in which the holder is travelling as a fare-paying passenger.

Provided that the above undertaking is subject to the following special conditions, which are of the essence of the contract, viz.:

- (a) That death result within thirty days after the accident; (b) that the holder shall, prior to the accident, have written his (or her) usual signature in ink in the space provided underneath; (c) that notice of the accident be given to the Corporation at its Principal Office in London within fourteen days after its occurrence; (d) that medical certificates and other information be furnished by the person claiming upon request for the same by the Corporation; and (e) that this Insurance applies only to persons over twelve and under seventy years of age, is limited to one Coupon-Insurance-Ticket for any one holder, and holds good for the current month of issue only.

This Insurance entitles the holder to the benefit of, and is subject to, the conditions of the "Ocean Accident and Guarantee Company, Limited, Act, 1890," Risks Nos. 2 and 3, when they are not incompatible with the special conditions above stated.

The possession of this Coupon-Insurance-Ticket is admitted to be the payment of a premium under Sec. 33 of the Act. A Print of the Act can be seen at the Principal Office of the Corporation.

Month of Issue—
DECEMBER, 1908.

Signature of holder

**SPECIAL FOR XMAS !**

Handsome padded box in green, crimson, or purple, lid bearing the words "Compliments of the Season" blocked in gold, contains

2-oz. tin MURRAY'S MELLOW MIXTURE;
50 FRONT-BENCH medium Virginia cigarettes.

Complete in protective cardboard case, makes a most suitable Xmas gift.

To retail at **2/-** only.

Special Xmas price-ticket included.

Orders now being rapidly filled. Full particulars from

MURRAY, SONS & CO., LTD.,
BELFAST; Talbot Street, DUBLIN;
Glassford Street, GLASGOW.



Black Cat

PURE MATURED VIRGINIA—MILD
CIGARETTES

In a very short time things are going to happen in connection with Black Cat Cigarettes and you must "get next" to **THE BUSINESS.**

Quality is the one and only thing that builds and holds business both for you and for us. Nothing else matters a scrap.

Black Cat Cigarettes are not only of the very finest quality—better than before, if such a thing is possible—but **THEY YIELD A GOOD PROFIT AND CREATE A SOUND TRADE.**

"KEEP YOUR EYES OPEN."

Of all Wholesalers or direct from the Sole Manufacturers—

Carreras & Marcianus Cigarettes, Ltd.

4 to 8, ST. JAMES PLACE, LONDON, E.C.

Phone: 563 Avenue.

Wires: "CRAVENERAS, London."

OUR LATEST SUCCESS.

SWEET
GRAPES

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With Coupon for Presents.

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

STOCKED BY ALL
WHOLESALEERS.

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

40% PROFIT.

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

ADVERTISING MATTER SUPPLIED.

Write for List, Dept. G,

T. P. & R. GOODBODY,
DUBLIN,

Who are not connected with any
Trust or Combine.

The Cigarette World

AND TOBACCO NEWS.

DECEMBER 1st, 1908.

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

BLOCKS SHOULD BE SENT DIRECT TO
Messrs. CHORLEY & PICKERSGILL, Ltd., The Electric Press, Leeds.

The Editor will be pleased to consider any articles which may be submitted on subjects of interest to the Trade. Prompt payment will be made for those accepted. MSS. must be clearly written on one side of the paper only, and stamps should be enclosed for their return in case of rejection. Back numbers not 6 months old can be supplied at 3d. each, post free; over 6 months old, 6d. each, post free; back numbers before 1907, 1/-, post free.

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

TRUST DEVELOPMENTS IN AMERICA.



It was only to be anticipated, the American Courts, after a long period of delay, have convicted the American Tobacco Company under the "Trust" Laws, and it now remains to be seen what penalty will be inflicted. It is of course obvious, that unless the punishment is very severe it will make little difference to the Trusts, and indeed in the revelations during the trial it is hardly possible to imagine punishment at all commensurate with the offences lately disclosed. Those who had any hope of the Trust being dealt with effectually must have had that hope shattered when they read recent disclosures as to the doings of both parties at the recent presidential election. It is too evident that the enormous financial resources of the

ESTABLISHED 150 YEARS.

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

.....

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

.....

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

Trusts in America make their position almost, if not quite, invulnerable. Happily, however, the adverse decision has injured the American Tobacco Company in the only way possible, for we read that the stock fell 45 points in a few days.

Tobacco, of New York, in commenting upon the decision referred to above, goes into many details which English readers would hardly understand, but the following extract from its leading article will be of interest:—"The decision in the case of the United States Government against the tobacco trusts can hardly be described as a great victory either for the American people in general or the independent tobacco interests in particular. Nominally, to be sure, the decision is against tobacco trusts, but it is, to say the least, difficult to see how such a decision is to bring in substantial relief to the vast multitude who have suffered most grievously because of the tobacco trusts. Three of the judges declare that the tobacco trust has violated the law of the land, but the reasons for their decisions carry the impression that they think that the Sherman Anti-trust Law is more to be condemned than the tobacco trust.

"Indeed, one of the opinions seems to say, in fact, that more or less frequent 'illegal and repressive acts' may be expected upon the part of those who 'strive as every business man strives, to increase their business.' This would certainly appear to the ordinary citizen as going a long way towards divorcing ethics from modern business." After referring to the views held by those who conducted the prosecution, *Tobacco*, of New York, expresses a view that the decision, as a whole, leaves the way open for the Tobacco Trust to drive a coach and four horses through the provisions of the Sherman Anti-trust Law, but derives comfort from the fact that, owing to the light that was thrown upon many of the transactions of the Tobacco Trust, similar methods will not be attempted in future.

As we mentioned that the Imperial Tobacco Co. and the British American Tobacco Co. were included in the prosecution, it is only fair that we should add that the Court dismissed the petition against them.

We must now refer to the British American Tobacco Company. This Company started out with the idea of capturing the tobacco trade of the world outside Great Britain, and we express the regret which all Englishmen must feel at the fact that some of the British directors of the Imperial Tobacco Company have associated themselves in such an enterprise. It is painful to think that even now when the methods of the American Tobacco Company have been so thoroughly exposed, people are found to continue any dealings with those in control of it.

Recently a company has been formed for the purpose of exploiting Canada in the interests of the British American Tobacco Company, and now another company has been started to capture the trade in various parts of South Africa.

Doubtless other companies will be promoted with the same object elsewhere, and if the methods by which the

American Tobacco Company obtained their hold upon the trade in America be tolerated in other civilised countries, similar results may, of course, be expected. Happily, however, there are some doubts on the point.

We would ask our readers' special attention to our competition in this number. In one of the advertisements there is a word purposely mis-spelt, and to the reader whose letter containing the corrected word is first opened, we shall award a prize of the value of £1, for which we will give an order upon the firm in whose advertisement the mis-spelt word is contained. To every reader who sends in the correct word we shall send a copy of this journal post free for 12 months. In order to prevent any possible suggestion that this competition can come within the legal definition of a lottery, we wish it to be clearly understood that no coupon whatever is necessary, but for the convenience of our readers we print a coupon elsewhere, which may be filled up if desired. All replies must reach us by the first post on Dec. 8th, any coming afterwards will be destroyed unopened. The winner will be announced in our January issue and must apply by letter for the prize and enclose 12 stamps for a year's subscription to this journal, and at the same time satisfy us that he is a *bona-fide* tobacconist or tobacconist's assistant.

The purpose of this competition is not only to provide an easy puzzle for retailers, but also to insure that all our advertisements are carefully perused, and this we feel quite sure will be of great benefit to our advertisers.

All replies must be in enclosed envelopes, addressed "Manager, *Cigarette World and Tobacco News*, 32, Broadway, Wimbledon, S.W.," and the words "Prize Competition" must be written in the left-hand corner of the envelope.

We hope our readers will carefully read the above simple conditions, and that as many as possible will compete, because, as above stated, each competitor is sure of a prize.

Elsewhere will be found notices of various Christmas lines; by the Editor, to which we would invite careful attention, where no reference is made to a firm advertising in our columns, it must be understood either that they are relying upon their ordinary lines or that we have not received the necessary prices and samples in time. Our readers should therefore use our post cards to apply for particulars, and in this way they will have a good selection of price lists before them when they are making their final decision.

May we again ask our readers to kindly mention this paper when communicating with advertisers, and may we remind them that we shall be pleased to supply printed post cards upon application. These post cards have been much appreciated by the trade as they save a great deal of time and trouble. We have just had a very large quantity printed, and hope our readers will take advantage of the opportunity.

In conclusion we take this opportunity of wishing all our readers a merry Christmas and a bright and prosperous New Year.

MURATTI'S HIGH CLASS CIGARETTES

HAVE BEEN AWARDED

The Grand Diploma of Honour

(HIGHEST AWARD FOR TURKISH CIGARETTES.)

AT THE FRANCO-BRITISH EXHIBITION, LONDON, 1908.

.....

Xmas, 1908.

To ensure delivery in good time, traders are respectfully requested to place their Xmas orders as early as possible.

.....

MURATTI'S LEADING BRANDS

ARISTON. * NEB-KA.

(PURE DUBEC.)

(FINEST TURKISH.)

Are very suitable for Presents, being most tastefully packed, and of the finest quality.

SPECIALLY RECOMMENDED:—

ARISTON DE LUXE,

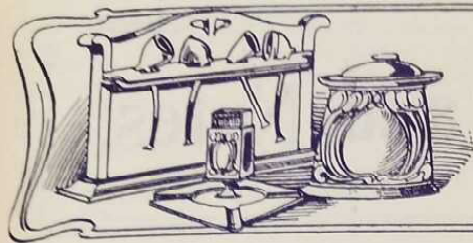
The height of excellence in
:: Cigarette Manufacture. ::

ALL THESE GOODS GIVE THE RETAILER A HANDSOME PROFIT.

Artistic Showcards, Price Tickets, Empties, &c.,
gratis on application.

B. MURATTI, SONS & CO. LTD.,

Head Offices and Factory: WHITWORTH STREET, MANCHESTER.
London Depot: 88, GRACECHURCH STREET, E.C.



Smoking Mixture.

CIGAR ENDS AND CHARITY.—Boxes for cigar and cigarette ends were placed in all cafés and public buildings in Germany some time ago by a charitable organisation. The scheme has proved so successful that 1,728 poor children are being clothed for the winter with the money derived.

JUVENILE SMOKING.—The practice of juvenile smoking in this country in the seventeenth century was practically universal. Jorevin de Rochefort, a French traveller of that period, in an account published in 1671, gives a description of an evening he spent in Worcester. He was catechised by one of the townsmen as to the habits of the French people. "While we were walking about the town," he writes, "he asked me if it was the custom in France as in England that when the children went to school they carried in their satchel with their books a pipe of tobacco which their mother took care to fill early in the morning, it serving them instead of breakfast, and that at the accustomed hour everyone laid aside his book to light his pipe, the master smoking with them and teaching them how to hold their pipes and draw in their tobacco, thus accustoming them to it from their youths, believing it absolutely necessary for a man's health."—*Daily Chronicle*.

THE ADVENT OF THE CIGARETTE.—The subject of cigarette smoking has been pretty well ventilated during the recent debates in Parliament, but it is probably unknown to many young readers that the habit is of comparatively recent date. Up to 1877, though cigarettes could be purchased in shops that had a foreign clientele, Englishmen seldom smoked them. In that year Mr. John Morgan Richards, who had accepted the agency of a well-known firm of American manufacturers, undertook to introduce them to the English tobaccoists. The story of how he overcame the opposition of the trade to this form of tobacco smoking he relates in his interesting volume of reminiscences, "With John Bull and Jonathan." At first they were absolutely refused by the dealers, but he was determined not to be beaten, and, as a last resort, he conceived the plan of offering to purchase a tobacco dealer's licence for every chemist who would undertake the sale. This expedient succeeded; the chemists took them up, and developed a considerable trade. The tobaccoists soon became aware that they had made a mistake in refusing the business, and also hastened to place them on their counters. A curious fact is that the demand for cigarettes was at first confined to the East End, and further difficulties had to be overcome before the West End dealers could be induced to take them up.

THE SIZE OF CHEQUES—The *Bankers' Magazine* suggests that there should be a uniform size for cheques—say, 3½ in. by 7 in. for single signature, and 4½ in. by 7 in. for double signature. At the present time there are banks whose cheques run as large as 8½ in. by 11 in., while others issue little miniatures of 2 in. by 3½ in. There certainly seems to be no reason why this reform should not be carried into effect; but it is one which obviously is of more moment to clerks in the Clearing House than to the general public. It will probably be news to many people that there are cheques in circulation which are used simply as a medium of advertisement. "A survey of the cheques going through the hands of an important London bank will display some most remarkable productions. One cheque we have in our minds exhibits pictures of the eight places of business

of the firm, including the stables, together with a list of the departments of the business, which is that of a universal provider. Another cheque proclaims the excellence of the sausages produced by the one who issues it, whilst a third gives a compressed essay upon the benefits of insurance. All these matters are quite foreign to the real object underlying the issue of the cheque, and that matters should have reached the present pitch is, to a certain extent, due to the keen competition amongst the banks. To oblige a customer the willing manager has given way a point in favour of a special cheque, and, from one step to another, this process of giving way has been pursued until bankers themselves stand amazed at the result." We fear that the ordinary man will be more interested in another aspect of the "size" of cheques—and that, unfortunately, is one which cannot be so readily adjusted.—*Financial News*.

THE STORY OF THE MALTESE CROSS.

In the year 1904 Nature was in a generous mood, and bestowed her favours upon the Virginia tobacco crop with no unstinting hand. Mere man can rarely improve upon the work of Nature, especially when it concerns the growing of tobacco. So the 1904 crop was the best produced for the last ten years—a product of Nature at her best. This excellent crop experienced many vicissitudes before it reached its ultimate fate of being converted into the ubiquitous cigarette.

Just after the English consignment of the crop arrived in bond there arose a hemming and hawing as to the price. There is nothing like a good stiff price for eliminating the bargain-counter purchaser from any deal. The offers received, as the auctioneers say, did not come up to expectations, so the 1904 lay in bond maturing—and waiting for some bold spirit, who had a weakness for giving the public the best quality, to come along and plank down the price. Thrrr-ee long, weary years had passed, as the story-book says, when suddenly the Chairman of Carreras, Mr. Bernhard Baron, made up his mind. He bought the crop, neck and crop, so to speak. By St. James' Place, but it was Virginia tobacco. The stuff one can only dream about, because one so seldom gets it in tangible form. This tobacco had now matured for nearly four years. It was a great sight too good for 10 for 3d. cigarettes, but Mr. Baron thought hard one day. Then, like Alexander the Great, he said, "I'll make Black Cat Virginia the best cigarette in the world! I'll put this tobacco into Black Cat cigarettes." And it was so.

After the tobacco matter was settled, the next thing was to get some mark to distinguish this fine tobacco from the common kind. A Maltese Cross was selected, because the history seemed to fit the purpose it was required for. We read that in the olden times the Caliphs of Egypt presented a Maltese Cross to the Knights of Malta. Every Knight wearing the Maltese Cross was a man of honour and worthy of implicit trust. The Maltese Cross fitted the Black Cat Cigarettes in every particular. It was decided to print a little Maltese Cross on every Black Cat Virginia cigarette made from the 1904 crop tobacco. That's the whole story—the Maltese Cross stands for 1904 crop, guaranteed and backed by the name of Carreras.



Trade News and Notes.

Following his retirement from the active management of the interests of the United Tobacco Co. (South Africa), Ltd., Mr. Albert Holt has now arrived in England, and, we understand, intends to make a stay of some length.

GOOD NEWS FOR SMOKERS.—The fine Virginia tobacco crop of 1904, which is now being manufactured after maturing in this country for four years, is stated to be the best produced for ten years. It is exceptionally fine and full flavoured.

SUICIDE BY GAS. LONELY TOBACCONISTS' STRANGE END.—Mr. Frederick Jones, Deputy-corer, held an inquest at Cardiff, on November 6th, on the body of Jeremiah Hartnett, of Eldon Road, whose death under singular circumstances has been reported. Gladys Richards, Chancery Lane, a girl who assisted the deceased in his tobacconist business, gave evidence of identification, stating that when she last saw Hartnett on Sunday he complained of headache. Going to the house on Monday she got no reply. She had never seen deceased peculiar in his manner, nor was she aware that he was in any position of difficulty. He had been indisposed for a week. He never said he had been invalidated home from South Africa. Police-constable John Harvey said that when he burst the back door he found the place full of gas, and in the kitchen he saw deceased lying across the table and gas stove, face downwards. A jet had been turned on, and gas was escaping near his face. Witness had made inquiries, but had failed to discover the man's history. He possessed two medals and seven bars for service in the Royal Engineers. Dr. M. Pittard (Divisional Surgeon) attributed death to poisoning by gas. The War Office has been communicated with, but so far nothing has been ascertained to shed any light on the man's antecedents. The jury returned a verdict of "Suicide by gas poisoning," and found there was nothing to indicate the state of his mind at the time.

Foreign.

PERSIA BUYS ROUMANIAN TOBACCO.—According to the Austro-Hungarian Consul in Bucharest, the Persian Government has given an order to the Roumanian Régie through the Persian Financial Inspector for a large quantity of tobacco and cigarettes for delivery in Persia.

TURKISH TOBACCO MONOPOLY.—A Constantinople correspondent of the *Kolnische Zeitung* reports that English

capitalists are seeking to obtain on expiration the concession now held by the Tobacco Regie Company as a monopoly. They offer, on the granting of the concession, an immediate loan of £T15,000,000, at the rate of 4 per cent. The High Porte has referred the application to the Minister of Finance and the Public Debt Commission for investigation.

AMERICA AND TOBACCO COMPANIES. AMERICAN TOBACCO CO. LOSES.—The Government's contention that the American Tobacco Company is a trust operating in restraint of trade and in violation of the Sherman Anti-trust Law has been sustained, the decision being handed down by four judges of the United States Supreme Court. Judge Lacombe said that the receivership which had been requested was impracticable and unnecessary. The complaint against the Imperial Tobacco Company and the British American Tobacco Company was dismissed.

TRANSVAAL TOBACCO.—Tobacco has been grown in the Transvaal for many years, says the *South African News*, but of late the industry has languished. According to the report of the Committee appointed to advise the Government as to the best method of developing it, the industry is in many respects in a worse position to-day than it has ever been. The inquiry showed that an enormous amount of inferior tobacco is grown, and that farmers are not, as a rule, sufficiently progressive to make a serious attempt to supply the particular needs of the manufacturers and dealers. The Committee ascribe the present position to the lack of knowledge on the part of many growers of the changes which have taken place in the industry, to the primitive and casual methods of growing and treating tobacco now in

vogue, and to the fact that more attention appears to have been paid to quantity than to quality. While some of the Rhodesian growers get an average price of 2s. 6d. per lb. for their crops, quantities of the Transvaal product are sold at from 1d. to 1½d. per lb. It is pointed out that as the local markets are limited, an export trade is essential if the industry is to expand, and to secure this an improvement in every branch of culture is imperative and urgent. The Committee propose that steps should be taken to instruct farmers in methods of cultivation and curing, and in reference to the types of tobacco most likely to give satisfactory returns, and that co-operation among the producers should be encouraged as much as possible. To these purposes will doubtless be devoted the preliminary grant of £10,000, which has remained unexpended since last year because of the difficulty of deciding how it could be utilised to best advantage.

TOBACCO TAX IN THE ARGENTINE REPUBLIC.—The Argentine *Boletín Oficial* for the 2nd October contains

WHY PUSH TRUST GOODS WHEN INDEPENDENT MANUFACTURERS GIVE YOU BETTER PROFIT, AND EQUAL SATISFACTION TO THE PUBLIC?

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a tariff showing the rates of the internal tax (*impuesto interno*) leviable on cigars, cigarettes, and other manufactured tobacco imported into the Republic. The duties leviable on cigarettes and on English and North American manufactured tobaccos are shown in the subjoined statement. In the case of cigars, the rates fixed vary with the numerous brands, and this portion of the tariff, which is of considerable length, may be inspected by British firms interested at the Commercial Intelligence Branch of the Board of Trade, 73, Basinghall Street, London, E.C. :—

Cigarettes, weighing (inclusive of the packing)—	Valuation.		Rate of Internal Tax.	
	Pesos per packet.	Pesos per packet.	Pesos per packet.	Pesos per packet.
Up to 26 grammes per packet ...	0.30		0.07	
Over 26 up to 30 grammes per packet ...	0.45		0.10	
" 30 " 40 " " "	0.60		0.15	
" 40 " 60 " " "	1.00		0.20	
" 60 " 80 " " "	1.25		0.25	
" 80 " 100 " " "	1.40		0.30	
" 100 grammes per packet ...		7 cents for each 25 grammes or fraction thereof.		
Cigarettes imported loose will pay at the rate of 7 cents for each 24 grammes or fraction thereof.				
English and North American tobacco in tablets or sticks ...	4.50		1.50	
English tobaccos: <i>Traveller Brand, Player's Navy Cut, Capstan Navy Cut, Gallaher's Pioneer Brand, Glasgow Mixture, Log Cabin, Viking Navy Cut, May Blossom, Waverley Mixture, Golden Magnet, Bond of Union, Ocean Spray, Gold Flake, Honey-dew, Reindeer, and Richmond Mixture</i> ...	6.00		2.00	
North American tobacco: <i>Central Union and Idle Hour</i> ...	6.00		2.00	
English and North American tobaccos not specified: cut (<i>picadura, hebra</i>) or snuff...	12.00		4.00	

Law.

COW IN TOBACCONIST'S SHOP. NEATH CLAIM FOR DAMAGES.—At Neath County Court, on November 15th, before Judge Bishop, G. W. Hopkins, tobacconist, Bridge Street, Neath, sued John Harris, butcher, of Swansea, for £6 14s. damages to fixtures and fittings, caused, it was alleged, through a cow belonging to the defendant bolting into the shop on August 26th last. Mr. H. Jones (instructed by Messrs. Thomas & Thomas) appeared for the plaintiff. Defendant pleaded that there had been no negligence on his part, as he had four men in charge of the cow when it was being driven through the streets. His Honour gave judgment for the amount claimed.

TOBACCONIST AND A SHOWCASE.—Messrs. R. Lockyer & Co., manufacturers, of Bath Street, City Road, E.C., sued Arthur Brown, cigar merchant, of Gloucester Place, Wellingborough, for the price of goods sold and for the return of a cabinet. Plaintiffs' case was that upon defendant giving an order for 25 lbs. of cigarettes they loaned to him a case for exhibiting the same on his counter. Defendant contended that the case was a gift. Plaintiffs' traveller said that if he would give an order for 25 lbs. weight of cigarettes, they would print his name on them, and also present him with a showcase.—His Honour: What number of cigarettes would 25 lbs. weight represent?—About 10,000. They have printed about five times more cigarette papers than I wanted, and I am now sued for the price of them.—Mr. Lewis, for plaintiffs, said it was hardly reasonable to suppose that they would make a gift of a case which cost them £3 3s.—His Honour: I think it very likely they would if they thought they had a good customer.—Holding that it was a gift, his Honour gave judgment in defendant's favour. The case was produced

in court. Asked as to who it would now belong to, his Honour said, "To defendant. It was given to him."

ALLEGED WRONGFUL DISMISSAL.—At the Lord Mayor's Court, on November 20th, before Sir Forrest Fulton, K.C., Recorder, and a jury, David Milch, traveller, of Warne Lane, Cricklewood, sued J. Frankau & Co. Ltd., cigar merchants, Gracechurch Street, for damages for wrongful dismissal, and for arrears of commission. The plaintiff also asked that an account should be taken in respect of any commission which might be due to him in respect of orders received by the defendants through his introduction. Mr. Arthur Page (instructed by Messrs. Nordon) appeared for the plaintiff, and Mr. A. M. Latter (instructed by Messrs. Wild) for the defendants. For the plaintiff it was stated that he was to receive a salary of £156 a year, and commission. In May he was dismissed, five weeks' notice being given to him. He had introduced over 300 fresh customers, and they had done business with the defendants since his dismissal. It was in respect of that business that he asked for an account to be taken. For the defence it was urged that the notice given to the defendant was reasonable, and that he was not entitled to commission on orders received after the determination of his employment. The jury found that the plaintiff was entitled to three months' notice, and to commission on orders received for six months.

TOBACCONIST'S CLAIM FOR COMMISSION.—William Frederick Coombs, tobacconist, of 66, Seven Sisters' Road, Holloway, sued Walter Davies, of 47, Cranwick Road, Stamford Hill, for £11 as commission due on sales, at the Clerkenwell County Court on November 7th. —Mr. Thomas was counsel for plaintiff, who said he became manager of defendant's tobacconist's business in Hercules Road, Lambeth, at a salary of £1 5s. per week and 2½ per cent. commission on sales. In July, 1908, he gave defendant notice to leave. All his wages were paid up, but when he left there was £13 10s. due to him for commission. Subsequently defendant paid £2 10s. off the commission account, and promised to pay the balance at the rate of £1 per week. This he had failed to do.—Defendant, who was represented by Mr. Tebb, counsel, filed a counter-claim for rent.—Regarding this, plaintiff said he lived on the premises whilst in defendant's employ. He occupied two rooms on the top floor at 5s. per week. In May, 1907, he moved from the top floor to the first floor, defendant suggesting that he would be in a better position for safeguarding the place. But nothing was said about any increase in the rent. Ever since moving to the first floor he had continued to pay 5s. per week as rent, and that amount appeared in the book. Defendant had never made any complaint.—The Judge: Is there any correspondence in which he refers to your paying an increase in the rent?—None whatever.—Replying to Mr. Tebb, plaintiff said the first floor had been let at 10s. 6d. per week.—I put it to you that Mr. Davies said you could have it, provided you would pay the rent paid by the previous tenant?—There was no suggestion of any increase in the rent.—Defendant, in evidence, said that plaintiff told him he would like to take the first floor. He (defendant) pointed out that there was a considerable difference in the rent. Plaintiff replied that he would pay it, as it would be more convenient for him to occupy the first floor.—Replying to Mr. Tebb, defendant said he was now counter-claiming for the difference in the rent.—His Honour: Was anything said about balancing one account with the other when plaintiff left?—No. When he asked me for £2 10s. I let him have it.—In giving judgment, His Honour said that in cases of that kind, where there was oath against oath, he had to consider which side the documentary evidence was favourable to. In that case the documentary evidence was decidedly in favour of plaintiff, because after the alleged understanding made in May, 1907, plaintiff had put down 5s. per week as rent, and not once had defendant demurred to it.—Defendant: I left the whole concern in his hands.—His Honour said he must find in plaintiff's favour on the claim and counter-claim.

A HIGHGATE HILL BUSINESS.—A judgment summons was heard at the Clerkenwell County Court before His Honour Judge Edge, on November 17th, in which the plaintiff was Frank Vincent Slatter, engineer, of 56, Fann Street, E.C., and the defendant H. Applestone, described as cigar importer, of 11A, Highgate Hill. Judgment was obtained in the Mayor's Court on August 12th last for £8 6s. debt and costs.—Plaintiff's representative said the debt was for electric light fittings supplied.—The summons was answered by a young man who gave his name as Louis Applestone.—His Honour: Who carries on this business?—Barnet Applestone, the father of Louis Applestone, came forward. He said he never carried on the tobacco business.—His Honour: Who did?—The father: My wife. His wife's Christian name, added witness, was Hannah.—The son: I would like to explain that some time back my mother was in difficulties. She obtained a loan of money from a man named Sugarman, who made a bill of sale. It was tested by a firm in an inter-pleader action which came before your Honour's deputy. The inter-pleader was won by Mr. Sugarman, and since then he has taken possession of the premises. We are still living at the top of 11A.—His Honour: Is the bill of sale registered?—Yes, your Honour. It is in Hannah Applestone's name.—Plaintiff's representative said he saw the tobacco license plate over the door bore the name of Sugarman. He saw the young man, Louis Applestone, and asked him if he had a tobacco license in the name of Sugarman. First of all he replied that he would ask his father. Then he said that if he (witness) wanted to know Mr. Sugarman he must find him.—His Honour: The question here is, who is the defendant in this case?—The son: Mother admits the debt.—Plaintiff's representative: I have seen the father serving behind the counter.—The father: It is not my business.—His Honour: No, you say it is your wife's. It is another instance of the gross frauds perpetrated under the shield of the Married Women's Protection Act. I only wish I could commit married women when they carry on business in their own names in this way.—The father said he was not the tenant of the shop at any time. It was leased in his wife's name.—Plaintiff's representative: The father and son answer to what name best suits them. They keep changing over. We don't know which is which.—His Honour: I hardly know which is which after hearing all this evidence. I wish I could send them all to prison. It is time some strong action was taken in cases of this kind. I shall amend these proceedings and make the order upon Louis Applestone, sued as H. Applestone, that he pay 20s. per month, the first payment on the 30th November.

Police.

SOUGHT ARREST.—James Moore (40), a labourer, was charged on remand at the Clerkenwell Police Court, with stealing from inside the shop, 132, Gray's Inn Road, a tobacco pouch, value 3s., the property of A. J. Abbey, tobacconist.—Harry Hadby, assistant, said he saw the man at eight o'clock snatch the pouch from the counter and said, "Give me in charge." When the constable was called the man gave himself up. "I'm the man you want," said prisoner to the officer.—"If you don't charge me I'll go in and pinch something else," said the man, according to the constable.—The man explained that he was destitute and could not get into the casual ward.—Mr. Hutton sent him to prison for 21 days.

WALSALL YOUTHS' THEFT OF TOBACCO.—At Walsall, on November 16th, six youths named Joseph Harris, William Parkes, Harry Cattell, Thomas Mannion, Alfred Marlow, and George Faulkner, all of the Green Lane district, were charged with stealing a parcel containing tobacco, cigarettes, and boxes of matches, valued at 18s. 4d., belonging to B. Dean & Co. Ltd. A carter named Holmes missed the parcel from his van while calling on

customers in the Birchills district, and the parcel was found in a fowl pen, hidden in a nest. The prisoner Cattell was seen to go to this pen, and on being arrested by Detective-sergeant Jones he made a statement incriminating the other youths. All the prisoners were put on their good behaviour for three months.

CHIEF RABBI AS ARBITRATOR.—In the case of Morris Zains (40), tobacconist, on bail, charged with having fraudulently converted to his own use the sum of £250, received by him for a specific purpose, for and on account of Rosie Kashman, Mr. George Elliott, for the prosecution, explained that Mark Kashman, the husband of Mrs. Kashman, was committed in July to Newington Sessions on a charge of receiving stolen property, but was admitted to bail, and the defendant Zains became his surety. In order that he might become surety Mrs. Kashman deposited with Zains the sum of £250. Mark Kashman in due course surrendered to his bail, and Zains was thereupon discharged from his recognisance. He was then asked to return the deposit of £250, but confessed that he had spent the money, whereupon Mrs. Kashman instituted this prosecution for fraudulent conversion, and he was committed for trial at this court. Since his committal, both parties being Jews, mutual friends went to the Chief Rabbi for his advice in the matter, and as a result of the conference, on the ruling of the Chief Rabbi, the sum of £250 had been deposited with him, and the suggestion was, as far as it could with propriety be made to the court, that in the interests of both parties the prosecution should be withdrawn and the money handed over to Mrs. Kashman. Subject to the approval and permission of the court, therefore, he proposed to withdraw the prosecution.—Mr. Fordham, for the defence, expressed his readiness to acquiesce in such a course, but pointed out that his client was a substantial man, having two shops in Wardour Street. When Mrs. Kashman deposited £250 with him in order that he might become surety for her husband, his understanding of the agreement was that he was to be at liberty to invest the amount in his business and to repay it as soon as Kashman was released from custody. There had apparently been a different understanding on the part of Mrs. Kashman, and the defendant had therefore willingly handed the £250 to the Chief Rabbi, and was prepared to abide by his decision.—The Recorder said the case could stand over for the present, on the understanding that as soon as the cash had been actually paid over to Mrs. Kashman the matter might be dealt with civilly, and no evidence offered in support of the criminal charge.

ILLEGAL USE OF ELECTRICITY.—At Chester Police Court, on November 11th, Wm. S. Evans, hairdresser and tobacconist, 5, Bridge Street, was charged with fraudulently consuming electricity between 26th June and 4th November. Mr. E. Brassey defended.—Mr. Cecil Oakes, Assistant Town Clerk, stated that in July, 1904, at defendant's request, a small fan was installed on his premises for ventilation purposes, and a separate meter was supplied. In October of the same year defendant made a request for 16 incandescent lamps to be installed on his premises, and these were connected to a new meter for lighting only. The fan was dismantled in 1906. During the first year it consumed 38 units, during the next year 19 units, and for 16 months after that none. At defendant's orders an electrical engineer named Ackerman put in other lamps in his shop, and these were connected with the power meter. During the last 12 months 929 units passed through the power meter, and as a matter of fact the fan had not been in use for a single hour. Between 20th June and 4th November, 339 units were consumed, and the loss caused to the Corporation was £12 odd.—Mr. Oakes said it would be proved that defendant knew what he was about in having the lighting wires connected with the power plug. He did not put all the lights on the power circuit, as that would have been too flagrant and might have been easily discovered. The lights that were in use during the day only were put on the power circuit.—Mr. S. E. Brittain, electrical engineer, said he examined de-

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defendant's premises and found two lamps in the shop, two in the hairdressing saloon, and an illuminated sign outside the shop, all connected with the power circuit. The amount charged in power rates for the 16 months ending October 30th, was £7 2s. 7d. If lighting rates had been charged defendant would have been called on to pay £19 10s. 6½d.—By Mr. Brassey: The electricity was the same for power and lighting, but the rates for power were much cheaper. They did not accuse defendant of using more electricity than was registered by the meters.—Mr. Brassey: You don't charge Mr. Evans with stealing the electricity?—Mr. Brittain: No; with fraudulently consuming.—Other evidence having been given, the prosecution agreed to reduce the amount involved to allow the case to be dealt with summarily.—Mr. Brassey said a friend of the defendant persuaded him to have a special kind of lamp fixed, which would effect an economy, and it was thought that this had led him into trouble.—Defendant was fined £20 and costs. The money was paid.

CARTERS CHARGED AND DISCHARGED.—Samuel Wilson and John Peters were charged before the Belfast Recorder on October 31st with the larceny of a box containing 14 lbs. of tobacco, the property of the Midland Railway Company, on 26th September. Mr. George Hill Smith (instructed by Mr. Bates) prosecuted for the Crown, and the prisoners were defended by Mr. William Tughan.—Mr. Smith said the prisoners were carters engaged in carrying goods from the Heysham shed for delivery in the city. The box was consigned from Messrs. Murray, Sons & Co., to a firm in England. The box was placed on the cart covered with a tarpaulin, and removed on the date referred to, but on the same day the box was returned. The issue was one of intent.—Wm. Parker, a labourer at the Heysham shed, said on the 26th September he saw the prisoners loading a lorry. Wilson got up to cover the load, and Peters lifted the box and placed it on the vehicle. By Mr. Tughan: He knew the prisoners for some years. Several packages were put upon the van for delivery in the city. The box was put on the front of the van. It would have been missed that evening by the checker. Any person could have seen it had the cover been lifted. It was brought back about nine o'clock on the Monday morning, and was in the same condition as when it was removed.—David Stewart, stevedore for the Midland Railway Company, said he examined the lorry, and found the box covered up.—By Mr. Tughan: Goods had been taken by mistake for delivery on different occasions and brought back.—George Rodgers, checker, said he saw the van being loaded. The box was missed, but nothing was done that day.—By a juror: He had finished checking Wilson's van before the box was placed on the vehicle.—Harbour-Constable Long, who kept the lorry under observation, gave evidence as to the removal of the van. After making one call he drove immediately back to the shed, where Wilson was arrested. He said, "When I went to get my load off I saw the box of tobacco, and I then went back to the shed with the load." Peters said, "I know nothing about it, except it was loaded in mistake." No attempt was made to dispose of the tobacco.—By a juror: No goods were delivered, and the carter returned at once to the shed.—Mr. Smith, at this stage, said it would not be right for him to press a matter of that character after the evidence. But it was felt that an investigation was necessary. He would consent to a verdict of "Not guilty." There was nothing against the prisoners.—His Honour said a mistake had been made.—Mr. Smith said Constable Long had acted rightly. There was no stain upon the character of either of the accused.—Mr. Tughan said he thought if a suggestion were made by his Honour or the jury to the Midland Company, the men might be taken back.—Mr. Smith said he would have no hesitation in writing to the Company to that effect.—His Honour said he was sure the Company would have pleasure in taking the men back when it was found that a mistake had been made in bringing the charge against them at all.—The prisoners were then discharged.

BUSINESS MOVEMENTS.

MESSRS. SCHISHKA & CO. have No. 239, Holborn, in the hands of the decorators, and will open there on or about December 1st as first-class tobacconists.

MR. E. KELLY has opened a new business at 363, Clapham Road, immediately facing L. C. & D. Railway Station.

MR. T. E. HAGON, No. 213, Kennington Park Road, S.E., has removed to No. 166 in the same thoroughfare, the latter site offering better facilities for a brisk passing-by trade.

MR. J. ALEXANDER has opened up trade at an attractively decorated shop, specially constructed to meet his requirements, at No. 85, Bedford Road, Clapham, adjacent to Clapham Road Station.

MESSRS. W. & T. RUTTER have opened up a smart establishment opposite "The Horns," Kennington, and on a site easily commanding view from the Oval and Kennington Park.

MR. C. T. HALE has commenced trading at No. 206, High Street, Tooting, S.W.

MR. EDWARD DALE has adapted the premises, No. 72, Upper Tooting Road, S.W., near the Bell Coffee Palace, for retail business.

MRS. C. DYER, The Pagoda, 181, Merton Road, S.W., has opened up an attractive shop at that address.

MR. J. W. ROGERS has opened a smart establishment at 21, Upper Tooting Road, S.W.

MR. F. NEWMAN has acquired the premises, 130, Clapham Park Road, and has commenced business with a smart show in a commanding situation.

MRS. H. CROCKSON has removed to 101, Kennington Lane, corner of Mansion House Street, S.E. The premises, which are recently erected, have an imposing appearance and are well situated.

MR. G. SMITH has converted 146, Old South Lambeth Street, Upper Kennington Lane, S.E., formerly a laundry, to a retail establishment.

MESSRS. W. F. GILES & CO. have commenced a new business at 26, Balham Hill, S.W.

MR. E. EMERY has an attractive display at the new premises, 209, Tooting High Road, S.W.

The following businesses have changed hands and are conducted by the persons named:—

MR. THOMAS BARTLETT, at 75, High Street, Merton, S.W.

MRS. DAMES, at 29, Abbey Parade, Merton, S.W.

MRS. MAYO succeeds Mrs. Austin at 151, Stockwell Park Road, S.E.

MR. A. ELLISTON has acquired from Mrs. Austin the business lately carried on by her at 151, Stockwell Road, S.W.

MISS SHIRLEY succeeds Mr. Chamberlain at 4, Windmill Row, Kennington Lane, S.E.

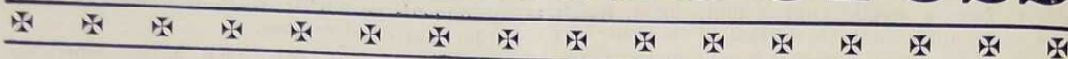
MR. C. T. HALE has acquired the business formerly carried on at 206, Tooting Hill, by Mr. F. Body.

MISCELLANEOUS.

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

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

Have you seen The Maltese Cross



*It is printed above the Trade
Mark on every BLACK CAT
VIRGINIA CIGARETTE.*

**What does it mean
What does it mean
What does it mean**



IT'S A SECRET IN THREE CHAPTERS :

CHAPTER I.

The fine Virginia Tobacco Crop of 1904 was the finest produced in Virginia for the last ten years.

The leaf was thick and strong, and looked like being "a good thing" after it had been properly matured.



CHAPTER III.

Something was needed to distinguish this prince of Virginia tobaccos from the common stuff, so a Maltese Cross was chosen to mark all Cigarettes made from the famous 1904 crop.



CHAPTER II.

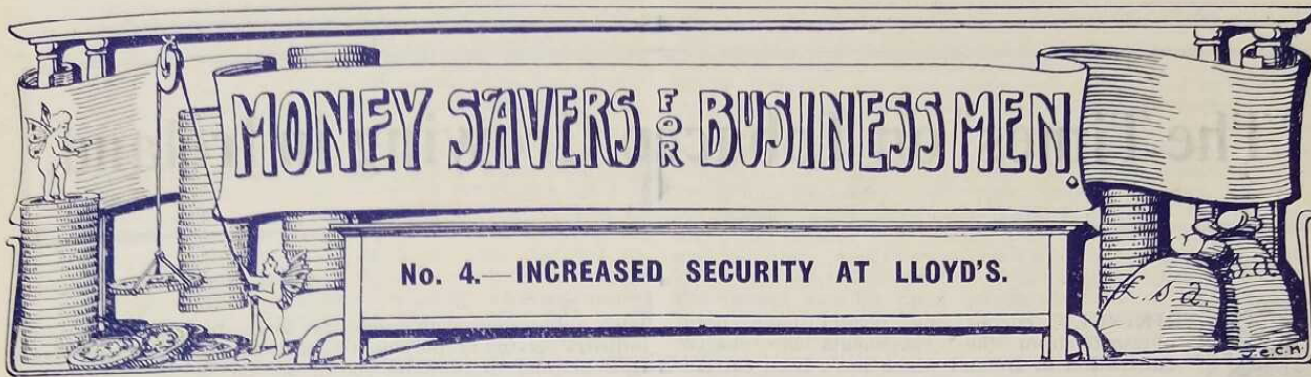
This 1904 crop lay in bond waiting a purchaser who would pay the price demanded. Mr. Baron, the Chairman of Carreras, saw the tobacco, thought it would be a treat for BLACK CAT CIGARETTE smokers, so he bought the lot.

Carreras & Marcianus Cigarettes, Limited,

4 to 8, ST. JAMES' PLACE, LONDON, E.C.

Telephone—563 AVENUE.

Telegrams—"CRAVENERAS, LONDON."



Our October issue I dealt with the question of "Fire Insurance," and pointed out the advantages of doing this class of business at "Lloyd's."

For a long time comparatively little business of this description was done, owing to the fact that the commission paid to agents was considerably less than they could get from "Fire Insurance" companies, but when this difficulty was removed, it became evident that a vast number of policies would be speedily secured.

The public had become educated by experience upon the question, and were able to appreciate the advantages of a simple policy free from irritating conditions.

In order to meet the increasing competition, interested persons made quite unjustifiable attacks upon the security offered to policy holders by the underwriters at Lloyd's.

The whole question has been recently dealt with, and I cannot do better than reprint the valuable and instructive article which recently appeared in the columns of the *Financial Times*.

I would ask my readers to carefully consider this and to read again my article on "Fire Insurance" in the October issue.

The article in the *Financial Times* is headed "The Enhanced Security of Lloyd's," and runs as follows:—

The recent unanimous decision adopted at an influential meeting of members of Lloyd's, whereby the financial stability of the "Room" will be materially strengthened, is a matter of greater importance than may at first appear. After the end of this year, underwriters' transactions are to be subjected periodically to a test of solvency, which, by its very severity, will have the effect of revolutionising the internal economy of what may be described as the greatest and, certainly, as one of the most conservative institutions in the City. As matters stand at present—and the position has remained unaltered for generations—Lloyd's underwriters are a law unto themselves, in so far as they are not called upon to reveal, either in or outside the "Room," their balance sheets of profit and loss, premium revenue, the extent of their commitments, or even the nature of the liabilities they may incur. All this is about to undergo a healthy and radical change—a change, let it be stated, not rendered necessary as reflecting on the integrity of underwriters, but one brought about by the exigencies of a business which has altered in character and volume during the last two decades to an extent quite unprecedented. Underwriters, therefore, are to be congratulated on making an advance bold enough to ensure the maintenance of the high standard of credit which they have kept in the past. This they have done by voluntarily agreeing to submit their accounts in future to a semi-private audit. The importance of the new scheme lies in the provision that a duly qualified auditor's certificate must be presented annually to the Committee of Lloyd's, whose requirements will only be satisfied when it is established thereby that each underwriter's premium income is not in excess of the amount of deposit entrusted as security with the Committee.

Although the adoption of the new rule will be quite voluntary on the part of each individual underwriter, the chances are that it will virtually amount to an obligation, since it has been decided by the Committee that the names of members complying with the restrictions will be posted on the notice board at Lloyd's. It does not require a great stretch of imagination to assume that the best business will go to the names recorded as having satisfied the searching test of the Committee. With regard to insurance business, other than marine, security for the assured is specially provided by a unique system representing a substantial mutual guarantee of solvency arranged inside the "Room," and the arrangement specially excludes underwriters of the same syndicate from guaranteeing each other. A scheme of this nature has been in vogue for some time past, but it has recently been so far strengthened as to make Lloyd's underwriters practically invulnerable.

As is well known in City financial circles, a Lloyd's underwriter, before he is allowed to practise his profession in the "Room," must deposit with the Committee a minimum sum of £5,000, which is held by them in trust in the form of first-class securities. This amount, which by the way is happily seldom drawn upon, is set aside absolutely as a protection to the assured against the insolvency of any one individual signatory to a policy, and becomes available in the event of the underwriter, in consequence of business adversities or from any other cause, failing to meet his obligations. When this deposit system was instituted many years ago the affairs of Lloyd's underwriters were confined exclusively to marine insurance, and up to the present time the deposit cover has never been extended beyond a protection against maritime and transport risks. As it stands, the aggregate amount of business conducted in the "Room" has become so vast that, notwithstanding the popular idea to the contrary, the annual premium revenue of underwriting members as a whole is greater than that of all the British marine insurance companies put together. This fact is acknowledged by those in closest touch with the market, notwithstanding that no official figures are obtainable for the purpose of an actual comparison.

For some time past, in view of the ever-increasing volume of business, it has been thought that the existing guarantee system established at Lloyd's was inadequate to meet the requirements of modern conditions, and that in order to maintain the public confidence in connection with the dealings of private underwriters a reform in domestic policy was expedient. This is the more apparent when it is understood that the deposit of £5,000 standing to the credit, say, of each one of the underwriters or "names" of a syndicate, as they are termed in the "Room," who jointly transact an enormous business, is at present no larger than the security required from a member who "writes" a comparatively small account. Thus the important reforms to which we have referred will have the effect of enhancing the commercial value of a Lloyd's policy. It is greatly to the credit of the members of Lloyd's that they have succeeded in establishing a plan on their own initiative of enhancing their prestige.

"The Times" on Tobacco Growing in Ireland.



STRIKINGLY encouraging results have been obtained from the experiments in tobacco cultivation in Ireland which have been carried on for some years past under Government sanction. During the past summer, crops have been raised in seven Irish counties to the full limit of 100 acres which was conceded by Mr. Austen Chamberlain, as Chancellor of the Exchequer, in 1904, and for a further period by the present Government. There was already abundant historical evidence that tobacco of some kind could be produced on Irish soil. It has been grown there at different periods, for more than three hundred years. The value of the present series of experiments lies in the proof afforded that Ireland is, to all appearance, specially well fitted by Nature to produce tobacco leaf of high commercial quality, able to compete in the world's markets with some of the best produce of the tobacco fields of the East and the West.

In recent years, with the increasing number of recent attempts to revive old Irish industries, and to establish new ones, the possibility of re-establishing tobacco culture was naturally not forgotten. But the originators of the new experiments were faced by a double difficulty. They had not only to learn, almost from the very beginning, the methods of an industry which was practically a new one—for little information had been handed down of the details of the system of culture 70 years before, even if it was likely to be of much service for present needs—but it was necessary to gain the permission of the revenue authorities for every step in advance. In 1898 leave was thus obtained by Colonel Everard for a small experiment on his estate in County Meath. Here for two years the old Irish tobacco was grown under the allied auspices of the Agricultural Co-operative Society. Little difficulty was found in inducing the "old Irish" plant to grow, for it is almost as ineradicable a weed as borage or horse-radish; but the commercial result supplied but a limited encouragement. The cured leaf proved to yield a coarse and peculiarly pungent cavendish; and, when it was made up into cigars, only the hardiest enthusiast could pretend that they were likely to win a wide and lasting popularity. They were classed with the Western brands of American whisky, warranted to kill at 40 rods. In 1900, the Irish Agricultural Organisation Society successfully raised crops of better quality in 16 different counties, the object of this wide distribution of the experiments being to gain as much information as possible about the capacity of different soils and climates. Then the matter was taken up by the Department of Agriculture and Technical Instruction, which engaged the services of an expert supervisor from France.

In the next year work was confined to ten counties, the total area under cultivation being still only two acres. The difficulty of providing proper accommodation and supervision for curing the leaf while the plots were so small and scattered led, in 1902, to the concentration of the work under the wing of the Munster Dairy Institute, in County Cork. In this year it was resolved to send the cured leaf to France, as British manufacturers viewed the unfamiliar product with some mistrust. The machinery of the different Government departments involved in this unprecedented proceeding was duly set to work, and, in the fulness of time when the bales of leaf eventually reached the French Custom-house at Calais, they had become hopelessly spoilt by mould, and were destroyed by the officials of that port. In spite of this untoward ending to the year's labours, enough experience had by this time been gained to show that tobacco fit for manufacture could undoubtedly be produced on Irish soil. The next step was to produce it, not merely as an agricultural experiment—though the experimental side of the undertaking has since been expanded, rather than abandoned—but in quantities large enough to give a fair idea of whether

Irish tobacco-growing could be made into a remunerative industry, giving employment to a large number of hands, and thus helping to promote the prosperity of the country and check the constant tide of emigration.

In 1904, therefore, the work was taken up on a larger scale. In answer to an appeal made by both political parties in Ireland, leave was given by Mr. Austen Chamberlain to increase the area of cultivation to 100 acres, and a rebate was secured of 1s. per lb. for five years. In the district of Meath, selected for further experiment, Colonel Everard was alone found willing to devote land to the purpose. The D.A.T.I.—to refer to that active department by its familiar and less cumbersome designation—built on his estate a curing barn with heating plant, at a cost of £1,000. In 1905 fresh plantations were made, on different soils, in Wexford and King's County. The King's County crop proved a fair one, but the Wexford one a failure, probably owing to lack of experience in its management. Since then tobacco-growing has been taken up more widely by various Irish landowners and the full limit of 100 acres has been reached, while further experimental work, in the introduction and hybridisation of new varieties, is still being actively carried on. The present Government have sanctioned the continuance of the experiment for another five-year period, so that its *status* is at least assured until the year 1913; while after this year tobacco culture is to be permitted in Scotland as well as Ireland. The rebate of duty, however, has been reduced to 2d. a lb.

THE RANDLESTOWN PLANTATION.

From this *résumé* of the recent history of Irish tobacco culture it will be seen that in addition to existing purely by Government sufferance, it has experienced its full share of the natural difficulties of pioneer work of every kind. No one, however, who has had the opportunity of visiting Colonel Everard's plantation at Randlestown, which has been the cradle of the Irish industry, during the time of the tobacco harvest, can fail to be struck by the substantial aspect of the whole undertaking and the air of sanguine enterprise and thoroughness which pervades it throughout. The tobacco crop at Randlestown occupies several large plots of arable land, one of which has now been planted for the fifth year in succession without any sign of the exhaustion of the soil. The soil is here a productive loam, overlying the limestone; but it is stated that good crops of tobacco have also been grown on bog land of low agricultural value. The cutting of the tobacco crop is an interesting process to watch. It has been found most satisfactory to organise the labour in gangs of about 15 persons, under a ganger or foreman; and each gang works along the strip to be harvested in a formation nearly as regular as was once to be seen more commonly than now in the hayfields, when the hay was being raked by hand into its advancing parallel lines. First comes a troop of light horse, in the shape of half-a-dozen boys, sent ahead to pick off the superfluous shoots and suckers. Next come about as many men, stooping over the plants and severing their stems with a thrust of a sharp spud-like knife. The rear is brought up by a party of girls, who fix to the cut ends of each stem a loop of thread, by which it is hung to the staves on which it is dried. For this purpose the staves are laid across upright hurdles, and carried in carts to the farm buildings in the midst of which stands the capacious drying barn, clad with galvanised iron, provided by the D.A.T.I. But the tobacco does not enter this barn, with its floor heat supplied by hot pipes, until it has undergone a partial drying in other buildings, or even in the open air. The whole of what a few years ago was an ordinary range of roomy stables, cow-houses, and the other normal outbuildings of a country house, is now to be seen in September and early October overflowing with the frames hung with drying tobacco leaves, and exhaling a sweet and slightly sickly smell. The full aroma of the weed

THE CIGARETTE WORLD AND TOBACCO NEWS, DECEMBER, 1908.

does not develop until a considerably later stage. In the full press of harvest, every foot of covered space is utilised, and the shifting of the successive pickings from house to house supplies one of its elements of movement to the unusual and animated scene. The glorious weather of the week when I paid my recent visit made outdoor drying more easy than usual; and at the end of the glutted buildings a range of hurdles spread its yellowing freight to the bright autumnal sun. But even in wet weather it is found that a good deal of this preliminary drying can be carried on with no more protection for the laden frames than a canvas or tarpaulin cover. In one of the fields the cut stems were also hanging to dry from staves thrust obliquely into the soil, as is seen in pictures of American tobacco plantations. In the centre of the range of outbuildings a group of girls were busily working under an open shed stringing together the leaves which had been dried and stripped from the stem. Each deftly pierces the central rib of the leaf with an exaggerated darning-needle. These original needlewomen, like most of the other hands employed, are paid by the piece; and, after a few seasons' experience, the cleverest and most practised of them can now earn fifteen or sixteen shillings a week. For the earlier stages of the drying, most outbuildings can be adapted with comparatively little trouble and expense. What is necessary is to fit doors and windows so that the night damps can be thoroughly excluded, while free ventilation can be kept up by day. The process of completing the curing of the half-dried leaf in the hot air barn demands a more careful adjustment of temperature. Here, too, the scene in the height of the harvest is a very busy one. Stout beams run at intervals of a few feet across the whole interior of each of the chambers into which the barn is divided. The staves, laden with these half-dried leaves, are laid closely upon the beams in rows, beginning at the top of the chamber; they are passed up and put in place by men and boys, nimbly straddling upon the fixed beams, among the omnipresent pendent stems. The cured and stripped leaf is afterwards packed under a screw press into bales; and this concludes the first stage of manufacture, which is followed, later, by the process of fermentation, for which the cured leaves are stacked together in large heaps.

Tobacco plants of several dozen varieties have already been experimented with at Randlestown in the past few years; and one branch of the work consists in the development of new hybrid kinds. A large part of the vegetable garden is laid out in small experimental plots, in which the selected heads of blossom are carefully tied up in bags, to prevent chance insect fertilisation. Here and there appears the coarse foliage and yellowish blossom of a solitary specimen of the ineradicable and potent Wexford weed. But the many different varieties fall into three chief classes—Turkish, American, and Sumatran. The names of the two former are more familiar in English ears than the last. The island of Sumatra supplies the best of all leaves for the "wrapper" or outer covering of cigars, which is required to be of a peculiarly fine and even texture. The profits of the Sumatran plantations, which yield this leaf, are often enormous; and Sumatra leaf is also extensively grown in the Southern United States. In America, however, where the air is far drier than that of the steaming Eastern island, the plant has to be cultivated in an exceedingly artificial and costly manner. Whole fields are roofed in with canvas, stretched over frames, to which each separate plant is tied, like a hop-bine in Kentish gardens. There are also elaborate provisions for supplying moisture to the surrounding atmosphere, by means of conduits and sprinklers. It is one of the most promising features of Irish tobacco cultivation that Sumatra leaf can apparently be grown without any of these costly and tedious processes, the natural mildness and cloudiness of the climate providing all the required conditions. It is hoped, and apparently on sound grounds, that if Ireland develops a constant supply of Sumatra leaf, it will find a large export market in Holland and in other countries where cigars are manufactured on a great scale. Special attention is also now being devoted by Lord Dunraven to the culture of the Sumatra leaf in County Limerick.

COMMERCIAL POSSIBILITIES.

Tobacco growing in Ireland has thus reached a stage at which it has fairly proved itself capable of becoming a valuable addition to the country's economic resources if it is given the opportunity of development. But the experimental phase is still far from concluded, while the commercial has been little more than begun. One of the obstacles, indeed, to the commercial development of the industry has lain in the fact that so long as the growers receive a subsidy from the Department of Agriculture, they are bound to devote part of their capital

and attention to prescribed experiments. The greater part of the work of applying the general rules of culture and curing to the special conditions found in Ireland has now, perhaps, been achieved, owing to no small extent to the enterprise of Captain R. W. Everard, who spent some time in the tobacco States of America to gain preliminary experience of the industry, and to the expert direction of Professor Harper, of the University of Kentucky, who proved himself at Randlestown a most scientific and energetic pioneer. One comparatively small point may be taken to illustrate the way in which ingenuity is steadily producing more perfect results. For Turkish cigarette tobacco the smaller leaves are the more delicate and valuable; and those at the top of the stem are alone used in Turkey for the production of the best qualities. This year the device was hit upon at Randlestown of removing the main stem of each plant, and thus inducing it to produce three smaller shoots, instead of one large one. The yield of delicate leaf is thus greatly increased, while the only drawback is the slightly greater risk of damage from sharp early frost, as the plant takes longer to complete its growth. Rules that are axioms in America by no means always hold equally good in Ireland. In America, for instance, tobacco cannot be successfully cultivated within a certain distance of the coast; and some advisers, with a slightly exaggerated view of the diminutiveness of the islands on which we dwell, argued that no spot within their limits lay sufficiently far inland for the required purpose. But tobacco has been grown in Wexford on the very margin of the shore.

As for the commercial possibilities of the industry in Ireland, it is naturally difficult to set it on a secure initial basis as long as it has to compete against the established foreign trade with the slight assistance of the 2d. in the lb. rebate, which is all that it has to look to in the immediate future. There is also a great handicap in the absence in this country of fully-trained workers and of the "rehandling" factories, with their large and expensive plant, which play an important part in preparing the American leaf for the market after its curing is completed. One enterprising and public-spirited pioneer has engaged Greek overseers to supervise the production of his Samos tobacco: but skilled supervision cannot be procured from the Levant at any price which allows of a profit on the crop which they supervise. Owing to the absence of "rehandling" factories, it is impossible to reduce the percentage of moisture in the tobacco to as low a figure as that of the American product, and, since the duty is levied on tobacco by weight, the grower has to pay for this excess of moisture pretty heavily. Those cheaper pipe tobaccos, moreover, which alone seem likely to find at present a ready market with the English manufacturer, cannot be remunerative to grow while the duty stands at anything like its present figure. Something has been done to secure a market in this country for special brands of Irish produce by the establishment, as an experiment on commercial lines, of the Irish Cigar Factory in Dublin. Its manufactures include pipe tobaccos, green cigars, and excellent cigarettes of both Turkish and "straight-cut" character. For the specified reasons it must be difficult to attract capital for the development of the industry, until the industry is further developed. From this vicious circle the growers and others who are interested in the success of the experiment look to the Government to free them by the special treatment which they claim is deserved by the public utility of their enterprise. There can be no doubt whatever of the benefit which would accrue to Ireland from a development of the tobacco industry, with its regular demand for labour all through the year. Its establishment would certainly provide a most valuable check to emigration. At one centre of tobacco growing, in County Louth, where the closing of a school seemed lately imminent owing to the disappearance of children to be taught, emigration is said to have recently ceased within the area from which the labour for the new industry is drawn. As the result of the experiments of the last decade it has been proved to the satisfaction of impartial external judges that the Irish soil and climate have a strong natural capacity for producing this valuable crop. In 1906 a large American "re-handler" stated that, even then, the tobacco of County Meath "compared most favourably with the average crop in Kentucky." Last year one of the largest Liverpool brokers wrote that it had been "certainly proved (presuming 1905 to have been a most unduly favourable season) that it is possible to grow several classes of merchantable tobacco of American types in Ireland." The question for the Government now to decide is whether they are prepared to give the nascent industry the encouragement necessary for its development, or prefer to view the proved practicability of tobacco cultivation on Irish soil exclusively as an interesting addition to our botanical knowledge.—*The Times*.

THE FIRST AND ONLY "GRAND PRIX" EVER AWARDED FOR WALKING STICKS WAS GIVEN AT THE PARIS EXHIBITION IN 1900 TO HENRY HOWELL & CO. LTD., 180, OLD STREET, E.C.

SPECIAL CHRISTMAS LINES.

By THE EDITOR.

I paid a visit recently to MESSRS. JOHN HIGGINS AND SONS, of 10, Long Lane, London, E.C., and was pleased to hear that a very large number of Christmas orders had already been despatched. Retailers should send for price list, as they will find many useful lines on which liberal profits can be made. There is an especially nice stock of smokers' cabinets; they are carefully made and of a very handsome appearance. They are the sort of goods to be eagerly snapped up for Christmas presents. I saw also tobacco jars and pipe racks at prices to suit all pockets, and there was, moreover, a choice selection of walking sticks.

I was particularly pleased with the grotesque cherry pipes on sale; these should be very popular at Christmas, especially the quaint cherry known as "Manikin." Tobacconists during the festive season generally contrive to sell a goodly number of block amber and amberoid cigar and cigarette tubes, and they will find an admirable variety nicely cased at Messrs. Higgins' establishment.

What is more to the point, they will find that the prices will give them a very generous return.

I must not forget to mention the fact that the firm supply every sort of patent pipe, and that they make a speciality of the repair department, a fact well worth noting.

Snuff boxes in great variety are also stocked.

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, FARRINGTON STREET.—Mr. Nicholl, the Syndicate's genial manager, showed me a bewildering variety of Christmas specialities of all kinds. There were particularly attractive lines of Turkish, Egyptian, and Virginia cigarettes, most attractively packed in water silk boxes, containing 10, 20, 50, or 100 pieces, to retail at the rate of 6d. for 10. These lines have a very showy appearance on the counter and are made of really high-class tobacco. A particularly well got up line was a brand called "Sweet Lilies," sold in boxes of 10, 25, 50, or 100. These cigarettes are made from the finest Virginian strips which money can buy, and I can confidently say that there is no finer Virginia cigarette on the market. They are sold to the trade on very liberal terms, and once introduced may safely be relied upon to push themselves.

The Syndicate have taken great pains to put some really fine British cigars upon the market. I sampled a new 3d. cigar called "Peveril," which is the largest three-penny upon the market, and I found it astonishingly good value. "Peverils" are packed in handsome cedar boxes and are sure of a good trade at Christmas.

Rather a better line of cigars were packed in plain cedar hinged boxes, without name or label on them, and these boxes when empty should prove useful to the ladies of the household. As is always the case, there is a plentiful stock of fancy goods of every description, and the prices at which they are supplied to the trade should ensure a very large demand. Tobacconists who can make a personal visit should not fail to do so, so as to get first pick, while others should write immediately for samples and prices.

MESSRS. B. MURATTI, SONS & CO. LTD.—We have received the firm's Christmas list, and note that they make a special feature of their "Ariston" and "Ariston de Luxe"

cigarettes. These lines have several times been favourably noticed in these columns, and all that need now be said is that they are manufactured from the best Turkish tobacco and are most artistically boxed.

"Ariston de Luxe," in particular, are particularly suitable for Christmas presents, and like all the firm's brands give the retailer a profit worth having.

The following particulars about the firm will be of interest. It came into existence in the year 1821 at Constantinople, but it was not until 1886 that Mr. D. B. Muratti, the second son of the original founder of the Constantinople house, established in Manchester the firm of B. Muratti, Sons & Co. Ltd. At the present time the output of the various branches at Xanthi, Cavalla, and Samsoun is upwards of 1,200,000 lbs. per annum. Under the able guidance of Mr. D. B. Muratti, the business at Manchester has increased by leaps and bounds and necessitated several removals.

At the present time 600 workers are regularly employed at the immense factory in Whitworth Street. Space does not permit us to give an account of the astonishing output of the firm, but we may mention here that over 15,000,000 cigarettes are supplied annually to the French Regie, while over 50,000,000 cigarettes are annually exported to Germany. Of course there are millions sent to the Colonies and other countries, without counting the home trade, which is of enormous proportions and continually increasing.

Close association between the Manchester house and the Constantinople business enables the company to obtain the very pick of the Turkish tobacco crops, and to this is largely due their success in the production of really high-grade cigarettes.

As we had the pleasure of reporting recently, the firm was awarded the Grand Diploma of Honour at the Franco-British Exhibition—the highest award for Turkish cigarettes.

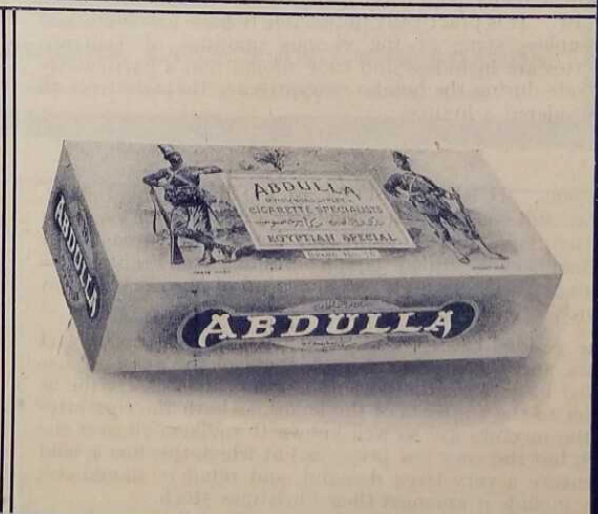
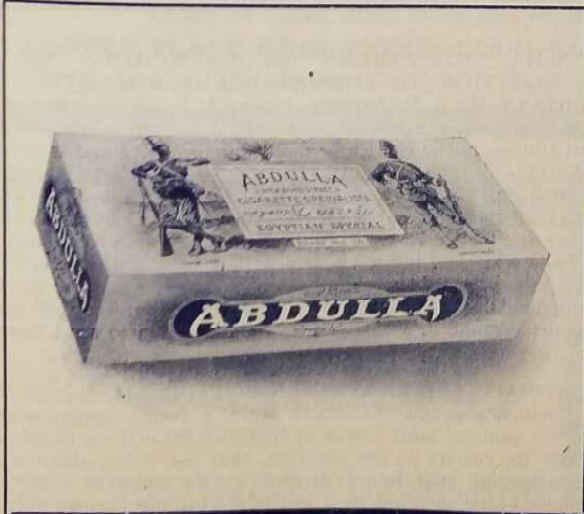
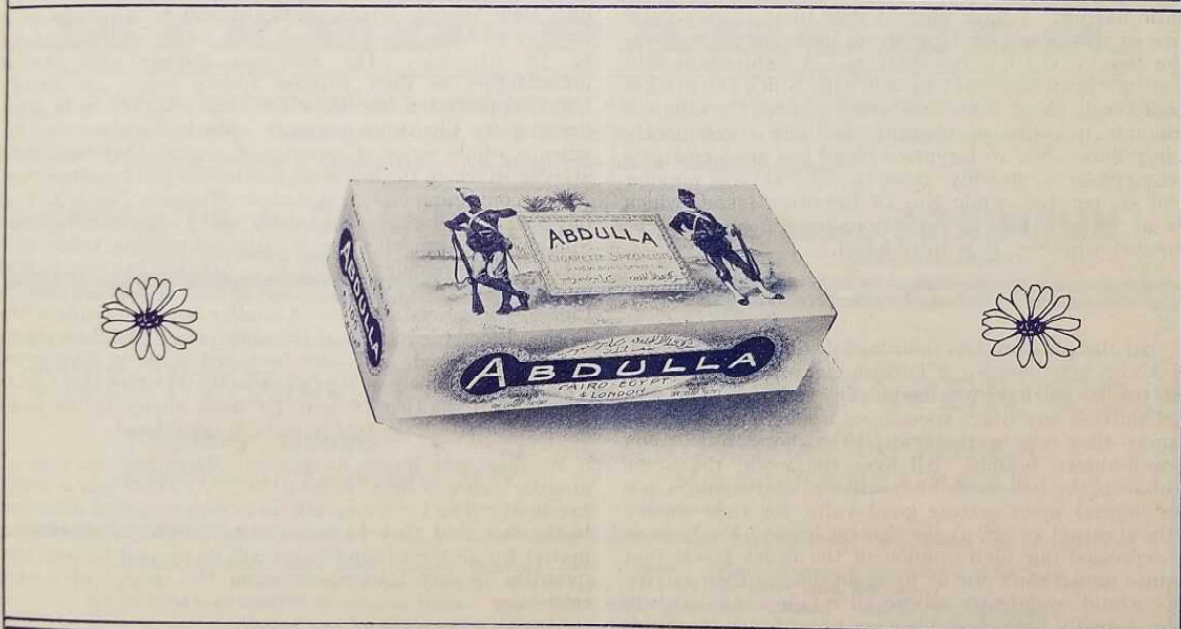
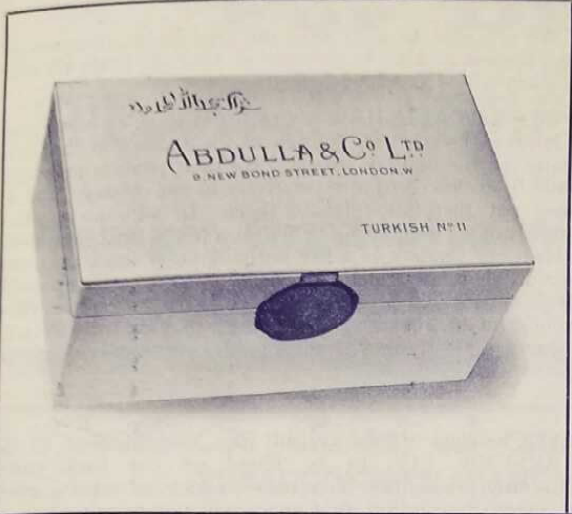
MESSRS. ABDULLA & CO. LTD.—I recently had the pleasure of accepting the courteous invitation of Mr. Lynn, the able Managing Director of the above firm, to pay a visit to their factory at Wells Street. It seems but yesterday that Messrs. Abdulla started business, but their success has been continuous, indeed, almost phenomenal. They started in a very small way, but are now turning out over a million cigarettes weekly, and are employing over 300 hands. The factory is a spacious airy building, admirably adapted to the purpose, and every consideration has been shown for the comfort of the workers, and the firm not only manufactures all their specialities at this factory, but they design and make all their boxes, and to this department a great deal of attention is devoted with the happiest results, as it is not only necessary to sell a good article, but it is essential to present it in the most attractive form, and this principle is carried out in everything turned out from Messrs. Abdulla's establishment.

I cannot spare space to dwell as long as I could have wished upon the artistic beauty of many of the designs, but our readers will get a good idea of some of them by referring to the firm's advertisement elsewhere.

Though none of the lines I saw are specially produced for Christmas they are admirably suited for presents and will look most tempting on the counter. A specially choice present for a fastidious smoker would be a cabinet box

FOR EVERY VARIETY OF WALKING STICKS WRITE TO THE LARGEST MANUFACTURERS IN THE WORLD—HENRY HOWELL & CO. LTD., 180, OLD STREET, [E.C.]

THE CIGARETTE WORLD AND TOBACCO NEWS, DECEMBER, 1908.



containing, in three compartments, some of the finest Turkish, Egyptian, and Virginian cigarettes produced by the firm. This cabinet has a hinge of yellow ribbon and an imitation lace wrapper to keep away dust from its fragrant contents. The printing is in yellow and red upon a grey ground, with an edging of red.

My editorial labours have been much lightened by sampling a number of the firm's specialities, in particular No. 5 Turkish special. This cigarette retails at 8s. per 100, but can also be obtained in 50 boxes. These boxes are printed in gold on a cream background, and are very taking in appearance. The cigarettes are made of Dubec tobacco of the finest quality and are particularly delicate and fragrant. It is getting more and more difficult to obtain anything approaching to the ideal in Turkish cigarettes, but this comes as near to it as possible.

No. 11 Turkish special is a cheaper quality, retailing at 6s. per 100, a capital line and very excellent value for the money, but of course it cannot bear comparison with the No. 5 special. No. 17 special Virginia, of course, is well known. This line retails at 5s. per 100, and is boxed in dull green, the printing and designs being in white. The cigarettes are old favourites of mine, and have a pleasant aromatic flavour. I have noticed that there is very little nicotine in this brand, and this is an important consideration for those who are heavy smokers. A comparison with some of the cheap and nasty brands with which the market is flooded will show that the latter generally contain a considerable quantity of nicotine, and are consequently most injurious. No. 16 Egyptian blend is a good cigarette and commands a steadily growing sale at the popular price of 5s. per 100, while No. 18 Egyptian blend, which retails at 6s. per 100, is exceptionally fine and will be appreciated wherever it is introduced.

We had the pleasure last month of dealing with MESSRS. TEOFANI'S new line, No. 8 Turkish cigarettes, and doubtless our readers will have written for prices ere this. This firm are not putting any other specialities upon the market for Christmas, they rely, as they can safely afford to do, upon their well-known brands. All over the world the name of Teofani is the hall-mark of excellence, and smokers can always depend upon getting good value for their money from the cheapest as well as the dearest brand. We have so often expressed our high opinion of the firm's goods that it is quite unnecessary for us to again discuss their merits, and we would confidently advise all retailers who wish to develop a really high-class business to write for the firm's price list. It is practically impossible to have a well-stocked shop unless some of the various qualities of Teofani's cigarettes are included, and they should find a particularly large sale during the holiday season, since they are truly to be considered a luxury.

MESSRS. MURRAY, SONS & CO. LTD., of Belfast, Dublin, and Glasgow, have sent us samples of an excellent line they have just brought out for the Christmas trade—a handsome padded box, containing 50 Front-Bench medium cigarettes and a two-ounce tin of Murray's Mellow Mixture.

The padded cases are made in a choice selection of art colours, and the words "Compliments of the Season" are blocked in gold on the lid. It is quite unnecessary for us to refer to the contents of the boxes, as both the cigarettes and the mixture are so well known to smokers all over the world, but the very low price (2s.) at which this line is sold will ensure a very large demand, and retailers should certainly include it amongst their Christmas stock.

Messrs. Murray are also selling special Christmas cigarettes made of silk-cut Virginia. These are packed in

attractive, red-padded boxes, containing 25, 50, and 100, to retail at 1s., 2s., and 4s. respectively.

We are glad to note that the firm report an unusually busy season, and we trust therefore that the trade will send in their orders as soon as possible.

MESSRS. GALLAHER & CO., of Belfast, have as usual a large and varied stock from which a selection should be made for the holiday season. All their popular favourites have been described appreciatively in our columns, and we need not therefore refer to them. In addition to these there are a number of Christmas lines, and we would advise our readers to write without delay for a price list, so that they may get their orders in at the earliest possible date. We might add that "Park Drive" cigarettes (that wonderful 2d. line) are going strong; they are truly splendid value for the money, and should have a record sale at Christmas.

Our readers should consult the advertisement of the MARSUMA CO., to be found on our back cover. This enterprising firm have such a variety of enticing goods of every description that space will not permit us to go into their merits, but a post-card will bring prices of a number of lines which no high-class tobacconist can afford to be without. The excellent flavour and careful manufacture of their popular Indian cigars are always highly appreciated, and these lines will certainly be in great demand for Christmas presents. We had written thus far when a whole series of samples of special Christmas lines arrived, of which the following particulars will be interesting. A box containing one cigar each of Marsuma No. 1, 2, 3, 4, one packet of Marsuma Cigarettes, and a sample of Marsuma Smoking Mixture, this line is really astonishing value, as it retails at the popular price of 1/-. Another line sure to find a ready sale is a box containing five Darvel Bay Exceptionales Cigars, also priced at 1/-. A similar box containing seven Borneo Blend Cigars sells at the same price. All these cigars are well matured, and may be relied upon to give every satisfaction. There is also a line of five Darvel Bay Cigars at 6d., and another of four La Reza cigars at the same figure, so that all pockets have been considered.

We must not forget to mention Marsuma "Surabaya," in cedar boxes of nine, to retail at 2/-. This Cigar is really excellent. The Company ask us to direct special attention to the fact that they have very large stocks of advertising matter for all their brands, and will be pleased to send any quantity to any tobacconist upon the receipt of a post card.

WHY NOT SMOKE IN CHURCHES? M.P.'s SUGGESTION TO COMBAT BEERHOUSE ATTRACTIONS.—Mr. A. Richardson, Liberal M.P. for a Nottingham division, paid a visit to Wirksworth last month and delivered an address in the British School-room on "Men and Women Workers." The Rev. W. Hutton presided over a large gathering. In dealing with the licensing question, Mr. Richardson held that if all the poor people from the slums gave the pledge it would be broken if they had to go home to the wretched houses in which they lived. People could not live decent lives and be moral if they were in one room tenements. Why were not churches used for the working men to smoke in? It would be better than to send them to beerhouses.

TOBACCO-PIPE AS MILK-BOTTLE.—It was stated in evidence against Elizabeth Bute, a young woman sent to six months' hard labour at Sedgely (Staffs), on October 19th, for cruelty to her children, that one baby, about six months old, was found sucking at the stem of a dirty tobacco-pipe inserted in a bottle containing curded milk. Next time the policeman visited the house the child was dead and buried.

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BLACK CAT <i>Cigarettes.</i> Carreras, Ltd., St. James' Place, Aldgate, E.	PARK DRIVE <i>Cigarettes.</i> Gallaher, Ltd., Belfast and London.		
CIGARETTE PAPER The French Cigarette Paper Co., London.	SWEET GRAPES B. Morris & Sons, Ltd., London.		
CIGARETTES Abdullah & Co. Ltd., 2, New Bond St., London, W.	TOBACCOS & CIGARETTES Godfrey Phillips & Sons, London.		
CIGARS Marsuma Co., Congleton.	TURKISH CIGARETTES Teofani & Co. Ltd., London. <i>Highest Award at Paris Exhibition, 1900.</i>		
DONORE CASTLE <i>Cigarettes.</i> T. P. & R. Goodbody, Dublin.	WALKING STICKS Henry Howell & Co. Ltd., London.		
FRONT BENCH <i>Cigarettes.</i> Murray, Sons & Co. Ltd., Belfast.	JOHN HIGGINS & CO., Walking Sticks, Cigar and Cigarette Cabinets, 10, LONG LANE, E.C.		
GENERAL SUPPLIES The Tobacconists' Supply Syndicate.			
HIGH-CLASS CIGARETTES B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.			
LOVAT SMOKING MIXTURE William King, Wimbledon, S.W.			
MIXED PARCELS Singleton & Cole, Ltd., Birmingham.			

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OF WHOM AND WHAT TO ORDER.

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