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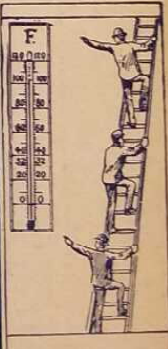
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WE have notice of change of address of the
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Queen Street, Cheapside, E.C.

This Company, by the way, have taken over and are now the owners of THE ANGLO-AMERICAN CIGARETTE MACHINERY CO. (Aptekman's Patent), and we are glad to note that such an excellent idea as the cigarette tool is should have got into such good hands. The Managers of the Tobacco Engineering Co. Ltd. are Messrs. Ellis, Leslie & Co., of 15, Queen Street, the senior partner therein being Managing Director, and our representative has had the pleasure of going round their very well situated and well organised offices, meeting with very courteous treatment. In the hands of such a well-found firm, both as to capital and experience, this little wonder of a tool should, and we believe will, have a great future before it.

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The Cigarette World
AND TOBACCO NEWS.

FEBRUARY 15th, 1908.

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

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

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

Advertisements of which proofs are required should reach us on the 6th of the month; samples can be dealt with up to the 10th.

IMPERIAL FINANCE.

SPEAKING purely from the investor's point of view, we have from the first expressed a favourable opinion of the Imperial Tobacco Company's shares. From the point of view of the Trade, however, it is quite another matter, because the enormous increase in profits is a severe menace to trade interests, and should it continue, retailers will find themselves absolutely helpless in the grip of a trust whose policy is, we will not say dictated by, but sensibly influenced by Americans whose record in their own country over the doings of the American Tobacco Trust has excited public opinion to an almost unprecedented extent. These doings we have exposed very frequently in these columns, and we have been practically alone in the warnings we have given as to the possible outcome of the apathy shown by the tobacco trade throughout the country. Independent manufacturers have felt the strain severely; some have retired from business rather than face it; others have been

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absorbed; others again have gone to the wall and their businesses have been acquired by the Imperial at ridiculous prices. There are some remaining who earn very low profits, and who may go under if the raw material goes up much higher. Fortunately, however, there are many left who have known how to meet Trust tactics, and have by the liberal profits allowed and the sterling value given to the public, built up such a position that they have at present little to fear—at present, we say, since it is quite obvious that they must continue to use every effort to retain the fruits of their energy and enterprise. We claim to have consistently tried to urge upon retailers the importance of pushing the goods of outside firms, and we are grateful for the increased and increasing measure of support accorded us. Still, like Oliver Twist, we ask for more, in order to enable us to keep agitation alive, and we feel sure that we shall not ask in vain. We have never asserted that the goods supplied by the "combine" are of bad quality, or that the public do not get fair value for their money. What we have said, and what we do say, is that independent manufacturers give as good, and often better, value, and moreover, allow the man who sells a much better rate of profit. It is interesting to note the methods of the Imperial, for, as we shall show, they are all designed with the object of securing the complete control of the trade. Take, for instance, the wholesalers. It is obvious that they were in a position to do the Trust immense service; they acted as gigantic distributing agencies, and the extra percentage they received was more than compensated for by the fact that they saved the "combine" a large number of bad debts. It might have been supposed that they would have been encouraged as much as possible, but exactly the contrary is the fact. Travellers now wait upon the smallest retailers, who combine confectionery and hair-dressing with their tobacco business, and induce them to give their orders by bonuses, free window dressing, and other familiar devices. We should like to take some of our independent manufacturers round the suburban districts as an object lesson; they would find that to-day the vast majority of small shops practically sell none but Imperial goods. Many of these men are quite ignorant and have small capital, so that if they once get a little behind they are absolutely helpless, and are simply the slaves of the big Trust. Hardly a day passes that we do not see one or other of them obliged to give over the struggle, and we generally find the Imperial to be the principal creditor. Clearly they do not make much money out of this branch of their business, but they get control and keep out the independent manufacturer, and that is their object. It is notorious that a large number of people go into the tobacco trade who possess no knowledge of it, and we therefore have every sympathy with the movement for raising the cost of the license very considerably; this would save many a man from rashly embarking his capital, and would confine the trade to those who understand it. Unhappily, we fear that this is not understood in high places, and we have little hope that it ever will be. Leaving the wholesalers, we need only refer briefly to the way retailers have been dealt with, and

we have not forgotten the decrease in price to the public with a much smaller decrease to the trade. This was tamely acquiesced in, and no doubt has paved the way for further encroachments upon the rights of the seller when occasion offers. The acquisition of Salmon & Gluckstein and A. I. Jones provide the strongest competition for those who have built up the profits of the firms in the "combine," and we have heard rumours that other shops are owned by the Imperial. This we can scarcely believe, but there is always this danger, and it may prove a very real danger in the future. Briefly put, in whatever direction we look, we see that the Trust, Octopus-like, is stretching out its tentacles, and when it seizes hold of its prey, escape is next to impossible.

Turning a little more in detail to the profits of the Imperial, it is worthy of note that in 1901-2 the dividend paid on the deferred shares was 3 per cent., in 1902-3 4 per cent., in 1903-4 6 per cent., in 1904-5 8 per cent., in 1905-6 10 per cent., and this year 12 per cent., besides £250,000 to the reserve fund and £203,000 carried forward, including reserve for bonus to customers. At the end of the first year of the company's operations, the Chairman announced that the "combine" was doing over 55 per cent. of the total tobacco trade of the country; since then no similar figures have been given, but it must be over 70 per cent. to-day. This, as our French neighbours say, "gives one furiously to think," and we would ask our readers what they may expect should this gigantic figure be much exceeded. As it is, they see the profits of the Imperial mount up by leaps and bounds annually, yet they were told that it was not possible to give them the very reasonable rate of profit they asked for. Have their profits also risen by leaps and bounds, or have they not, on the contrary, become "small by degrees and beautifully less"? The columns of *The Gazette* show clearly enough what a state the trade has got into, and yet they go on helping to pile up this enormous wealth for the "combine," and by so doing are helping to drive out of the market the men who have always treated them liberally. It cannot be too often repeated that the object of the Trust is to gain absolute control of the retailers. The reason for this is equally obvious—namely, once that control has been obtained, to enforce such conditions as will still further reduce the earnings of tobacconists and proportionately increase the dividend of the Imperial shareholders. We know, of course, that no Trust ever admits this; they contend, indeed, that their sole aim is the good of the trade, but we know from experience how they use their power when they have got it. We need not dwell further on this matter lest we weary our readers. The facts are plain and the moral is obvious. Retailers have long been in a dream, and truly they are more than likely to have a painful awakening.

We are fully aware that some of our readers don't like being taken to task for their apathy, but we feel it to be our duty to do our utmost to point out the perilous position in which that apathy has placed the trade, and having done that duty to the best of our ability we can only leave the issue in the hands of those who are most concerned.

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Trade News and Notes.

On cigarettes to the value of £6,250,000 smoked in Spain last year, the Government made a profit of £2,500,000.

MR. THOMAS GALLAGHER, wholesale tobacco merchant, has purchased the premises and plant of the Dublin Distillery Company, Great Brunswick Street, Dublin, which originally cost about £130,000.

MESSRS. TEOFANI & CO.—Mr. P. Teofani writes us that he has now become sole proprietor of the firm of Teofani & Co., in which for many years he has been leading partner. We congratulate Mr. Teofani, whose services to the trade are well known, and we hope he may continue to have every prosperity.

PRECEPT AND EXAMPLE.—At a recent meeting of the Enfield Education Committee it was decided to permit lectures to be given at the schools on the evils of cigarette smoking. When the public business had been transacted and the meeting resolved itself into committee, the Chairman (Mr. Engel) suggested a cigarette, and, taking one from his case, he lighted it. Other members followed suit.

MR. GALLAHER AND TOBACCO DUTY.—Mr. Thomas Gallaher, Belfast, stated on January 24th that the London Chamber of Commerce had twice written asking him to join in a petition to the Chancellor of the Exchequer praying for a reduction in tobacco duty, but he declined because he knew not what action the Tobacco Trust or weak independent manufacturers would take. Besides, he absolutely refused to attempt to force the hands of the Government, seeing that they would require all the money they could get for old-age pensions and other schemes to which they were pledged. The working man would, he believed, be always able to buy his ounce of tobacco at 3d.

VICE-PRESIDENT OF AMERICAN TOBACCO COMPANY.—Mr. W. R. Harries, vice-president of the American Tobacco Company, who gave evidence in the case brought by the United States Government against the American and other tobacco companies, is the son of the late Mrs. Thomas, Gwaelodymaes, Llangennech, and half-brother of Mr. T. Thomas, the present representative of that district on the Carmarthen-shire County Council. Mr. Harries is an authority on the American tobacco trade. He served the earlier part of his commercial career at the office of the Old Lodge Works, Llanelly, then owned by Messrs. Nevill Bros. On the closing of the works in 1876 he left for Cardigan, where he married a daughter of the late Mr. John Lewis, County Treasurer, of Haverfordwest.

BIRMINGHAM TOBACCONISTS' TRADE ASSOCIATION.—The unsatisfactory position of the retailers in the tobacco trade formed the basis of the speeches at the twentieth annual meeting of the Birmingham and District Tobacconists' Trade and Benevolent Association held recently at the Colonnade Hotel, Birmingham. Mr. L. F. Asheroft presided. Mr. Moreton, who seconded the adoption of the report, said that they could not blame the

combines, or outside manufacturers, for the present prices of tobacco, because the leaf itself was so dear. It was very necessary that the retailers should get better profits, for it was very certain that their position in that mighty revenue-producing trade was a most unsatisfactory one. It seemed to him that there was only one solution to the difficulty, and that was that the duty on the tobacco leaf should be reduced. Mr. S. Muir said that if the profits were not remunerative to manufacturers owing to the cost of the leaf and the Government duty, the only course was to increase the retail prices.

TOBACCO MONOPOLY. COMBINE'S UNDERMINING PLANS.—A representative of the *Irish Daily Independent* had an interview with Mr. Albert Goodbody, of Messrs. Goodbody's tobacco factory, in Donore Avenue, S.C.R., Dublin, on January 28th, with regard to the probable effect the war between American Tobacco Trusts and the Growers' Association may have on the price and supply of the tobacco leaf in this country, and on the retail prices to consumers. Mr. Goodbody said the Imperial Tobacco Company was quietly endeavouring to undermine

the trade of the Irish manufacturers by selling roll tobacco under actual cost price. That, Mr. Goodbody said, would mean, if continued, that the Irish manufacturers would be eventually driven out of the trade. Mr. Goodbody said his firm would be prepared to join the proposed deputation to the Government with a view of obtaining a reduction of the duty. The price of the leaf, he said, had recently gone up at an enormous rate, and he feared that during the next year and a half there would be considerable difficulty in procuring American leaf, as the American Tobacco Company,

which was connected with the Imperial Tobacco Company, seemed determined to buy up as much of the raw material as they possibly could, and thus hamper the progress of the other English and Irish manufacturers' trade.

TOBACCO GROWING IN IRELAND. INTERESTING LETTER FROM THE DEPARTMENT.—Mr. Thomas P. Hughes, Drungaron, Middletown, County Armagh, has received the following letter from the Department of Agriculture on the subject of tobacco growing:—
"Sir,—With reference to your letter of 1st inst. on the subject of the growing of tobacco, I have to acquaint you that the raising of the crop generally in Ireland is at present prohibited by statute. Provision has been made in the Irish Tobacco Act, 1907, for the removal of this prohibition, but as the Act in question will not become operative until Parliament has provided for an Excise duty on tobacco produced in Ireland, it is not probable that any alteration in the existing law will take place in time to admit of your growing the crop in the current year. Experiments in the cultivation of tobacco on a commercial scale are being carried out at several centres in Ireland under special licence from the Board of Inland Revenue. The area which may be utilised for these experiments is strictly

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"SPECIAL STRAIGHT CUT, No. 5," 5s. 6d. lb.; "LOLAH" TURKISH CIGARETTES, 5s. 6d. lb.;
"DOTS" VIRGINIA (40), 5s. 6d. lb.—W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.

limited, and the Department understand that there is no likelihood that any increase will be allowed this year in the acreage already approved. A report on the results of these experiments will be published in due course. A copy of the notes on the experiments conducted at Randlestown, county Meath, in the year 1904 is enclosed for your information.—I am, sir, your obedient servant.

"T. P. GILL, Secretary."

Fires.

FIRE AT MADELEY.—Mr. E. Lovatt's lock-up tobacconist's shop, Park Street, Madeley, was, early on January 18th last, discovered to be on fire by P.C.'s Wakeley and Heatley, whose prompt action evidently saved the building from total destruction. The police are to be commended on their prompt action.

FIRE IN BRISTOL.—At 3.27 on January 24th the Central Fire Station received a telephone call to the effect that a fire had broken out at Mr. Leigh's tobacco establishment, North Street, Stokes Croft. The brigade, under Chief Officer Gotts, at once attended with the chemical engine and the horse fire escape. On arrival it was found that there was an outbreak in a top room, but the application of buckets of water by the firemen soon suppressed all danger of a conflagration. Some papers, &c., were destroyed, and damage was also done to the room by fire and water. The cause of the outbreak is unknown.

Foreign.

DEVELOPMENT OF TOBACCO TRADE IN PERSIA.

—The British Vice-Consul at Bushire (Mr. H. G. Chick), in his report for 1906-7, recently published by the Foreign Office (*Annual Series*, No. 3,951), notes that the export of tobacco from Bushire rose from £20,451 in 1905 to £29,474 in 1906-7. There are two totally distinct varieties of the plant cultivated in Persia, denominated respectively "tutun," grown on the Caspian littoral and shredded very fine, serving for cigarette smoking and snuff, and "tambaku," with which the export *via* Bushire is alone concerned. This has hitherto been extensively exported to other Mussulman lands for smoking in water pipes—"Kilians" and "narghiles," but this year shipments of tambaku from the Isfahan districts to the amount of £331 to Liverpool and £148 to the United States are also to be noted. The cultivation of the plant is very extensive in Isfahan; another class of the same variety, but much more fiery and acrid to the taste, is known as "garmsir" (tobacco from the warm regions), and is grown in the districts of Lar and Galadar in the Persian Gulf zone. "Garmsir tambaku" is consumed in Turkish Arabia, the Aden hinterland, and the Jeddah coastline. Mr. Chick says that the Isfahan tobacco trade is capable of great development, but is hampered by the restrictions imposed by the Persian Government in their concession to the Société de Tombac. Very profitable openings, he thinks, would probably be found in Tunis, Tripoli, Algiers, and Morocco, and a demand is reported, though unsatisfied, on the east and west coasts of Africa. Prices of Isfahan "tambaku" in Bushire ruled from 3½ to 6 krans (1s. 3d. to 2s. 2d.) per man of 7½ lb. The export duty is 1 kran (4½d.) per man of 6½ lb. Crops promise to be good for the current year.

MATCHES IN PERSIA.—The following information, relating to articles in demand in Persia in which British trade might be increased, is taken from a report on the trade of Bushire for 1906-7 by the British Vice-Consul there (Mr. H. G. Chick), recently published by the Foreign Office (*Annual Series*, No. 3,951):—An increase from £3,701 to £10,526 represents fairly accurately both the

increased use and the increased importance of matches as a trade commodity. At the same time the market is temporarily overstocked, so many kinds having been introduced, and there are said to be about 400 cases unsold in Bushire. The assignment of a large portion of the above sum to the United Kingdom, Germany, and India is misleading, as, with the exception of some Austro-Hungarian matches, all brands on the market are Swedish. The "Rucee," a sulphur match made in Sweden, has been largely driven off the market by the Vulcans Tandstickor "Globe" brand; likewise a sulphur match made at Tidaholm, in Sweden, and supplied to Persia *via* Hamburg. These latter are packed in cases containing 50 gross, and in boxes of about 75 matches each, 1½ inches in length; this gives them a very considerable advantage over the "Rucee" brand, which has a useless length of wood, but their chief merit is the low price of 150 krans (£2 15s. 6d.) per 50 gross, as against 180 krans (£3 6s. 8d.) for the "Rucee." An Austro-Hungarian sulphur match in round boxes found a considerable sale in the province of Isfahan. The only safety match in general use by the better classes and smokers is the "Ship" brand, made at Sodertelje, in Sweden, selling at a price of 270 krans (£5) per 50 gross, with about 63 matches per box. Matches for Persia are largely supplied through Bushire, and it would seem well worth the while of British manufacturers to set themselves to produce matches, especially sulphur, which would compete with the "Globe" and "Ship" brands. It must be borne in mind that only the wealthy can afford to pay the prices of safety matches, and the peasants, the majority of the population, prefer a match that can be ignited without the aid of a box.

Law.

DUBLIN TOBACCONIST'S PREMISES. EJECTMENT ACTION SETTLED.—On January 16th, in the Nisi Pius Court (No. 2), before Mr. Justice Gibson and a city special jury, the case of O'Farrell *v.* Jordan was listed for hearing. The action was brought by Mr. Thomas O'Farrell, of 7, Rosmeen Gardens, Kingstown, to recover possession of the shop and cellar, No. 1, North Earl Street, and other premises in North Earl Street and Lower Sackville Street, Dublin, from Miss Elizabeth Catherine Jordan, the defendant, who held as tenant from the plaintiff under a lease for a term of five years from July, 1902. The defendant carried on business as a tobacconist in the shop for some time, and appointed Mr. Thomas F. Lyttle as manager. It appeared that in 1904, during the currency of the defendant's lease, Mr. Lyttle agreed with the plaintiff to take a reversionary release of the premises, to commence on the expiration of the defendant's term. The plaintiff claimed to be entitled to the beneficial interest in the reversionary lease, as it had been given to Mr. Lyttle while he was acting as her manager; and she also asked for an account as against him. Mr. Ronan, K.C., and Mr. Gerald Fitzgibbon (instructed by Mr. Philip Smith) appeared for the plaintiff. Serjeant O'Connor, K.C.; Mr. Moriarty, K.C.; and Mr. George M'Sweeney (instructed by Mr. Peter Seales) for the defendant; and Mr. Horner, K.C., and Mr. Bartley (instructed by Mr. Drennan) for Mr. Lyttle. When the case was called, Mr. Horner stated that the case had been settled, and applied to have the consent entered into by the parties made a rule of court. According to the terms of the consent, the plaintiff should have judgment for possession without costs; Mr. Lyttle should pay two-thirds of the plaintiff's costs, and discharge all liabilities under the lease, and should pay the defendant, Miss Jordan, £175, and give her an indemnity against all debts due by her to him or to Messrs. Murray & Co. Ltd.; and the defendant, Miss Jordan, abandoned all claim in respect of the premises under the Town Tenants Act or otherwise. Mr. Justice Gibson made the consent a rule of court.

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Police.

PIPES STOLEN FOR SILVER MOUNTS.—Before Mr. Loveland, K.C., Frederick Chapman (21), carman, was indicted for having broken and entered the shop of Clara Leforgeais, pipe manufacturer, of White Lion Street, Clerkenwell, and stealing a quantity of pipes, value £200. Mr. Burnie prosecuted. It was proved that the front door was forced on the morning of the 4th of January, and as a result of inquiries Detective-Sergeant Garrard and Detective Butt visited the prisoner at his room in Hebert Street, not far off, and there discovered under the bed about £50 worth of the missing pipes. Each of these was valued at from 3s. 6d. to 7s. 6d., but it was clear that they had only been stolen for their silver mounts, because the remainder, after being stripped of these, were believed to have been burned. The jury found the prisoner guilty of receiving the property, and a second charge of having broken into other premises in the same street on December 21st was not proceeded with. Previous convictions being proved, Mr. Loveland, K.C., sentenced the prisoner, who was described as the companion of thieves, to twelve months' hard labour.

TRAPPED BY CIGARS. FUMES OVERCOME SUPPOSED BURGLARS.—Two alleged burglars were found nearly asphyxiated on January 23rd in the airtight cigar drying-room at the tobacco factory of Messrs. Elliott & Co., Huddersfield. When the foreman entered the premises early in the morning he found that the building had been broken into by way of the roof. Investigations were made by the local police, who left at about 9.30, having made no discovery. Shortly afterwards the foreman of the drying-room opened one of the sliding doors of a chamber which is practically airtight, and was startled to see the head of a man in front of him on one of the shelves. He immediately closed the door again, and sent for a policeman. It was found that two men were lying insensible on the shelf. They were at length taken to the police-station. The explanation of their condition is that the fumes from the cigars, which were put into the chamber wet and were being dried by heating apparatus, had overpowered them. Had the men not been found when they were, says the *Chronicle*, they would no doubt in the course of an hour or so have been suffocated.

BOYS' WEAKNESS FOR CIGARETTES.—George Steer (16), of Stoughton, and Alfred Avery (16), of Walnut Tree Close, errand boys, were charged with being concerned together in breaking and entering the premises of 111, High Street, and stealing 24 cigars, 98 cigarettes, and four boxes of matches, valued 15s., the property of Arthur Simonet, on February 1st. P.C. Punter said that on Saturday afternoon he accompanied Sergt. Hawkins to the late County Cigar Stores, at 111, High Street, which had been unoccupied for some weeks. Witness was told there was somebody in the cellar, and he went into the cellar through the coal "shoot." He searched the cellar, and found Avery in a corner. As witness took hold of him he said there was another boy in another part of the cellar, and witness

also found the other prisoner. Asked what they were doing there, they replied "Getting cigarettes." Prisoners were taken up through a stairway where the door had been forced, and from there to the police-station, where they were searched. Steer had 17 cigars, three boxes of wax vestas, and one box of cigarettes on him, and Avery had six cigars, 48 cigarettes, and one box of wax vestas. Witness made further inquiries from Mr. Simonet, who rented the premises, and witness and he searched the place and found more cigars and cigarettes strewn about. A link was missing from the chain on the grating.—Mr. A. Simonet said the cigars and cigarettes were valued 15s.—Prisoners pleaded guilty, and Steer said that they were both sorry they had done it, and it would not occur again.—Mrs. Steer said that her son had done no work since July.—The Chief Constable (Mr. Worlock) said that Steer had been bound over at the Surrey Assizes in September last for a serious offence, and he (the Chief Constable) had received complaints from Avery's mother about the boy's conduct. Mr. Worlock added that there were two other boys in court, named Froud and Hardy, who had been concerned in the case, but nothing could be proved against them.—Prisoners were fined 10s. each, or a week's imprisonment, and allowed a fortnight in which to pay. Addressing the boys Froud and Hardy, the Mayor warned them that they were going the same way as the other two. In Froud's case, particularly, it was extremely serious that a boy of his age should be in that position, and he (the Mayor) should take an opportunity of finding the boys' parents and seeing what could be done for them.

A SINGULAR CHARGE. CURIOUS MIDNIGHT AFFAIR AT WEST KENSINGTON.—At West London Police Court, on January 11th, Edward Gosset Tanner, a well-dressed man, described as an engineer, residing at Edith Road, West Kensington, was charged with breaking into a tobacconist's kiosk belonging to Finlay & Co., at West Kensington Station (District Railway), and stealing a packet of cigarettes. Mr. Oswald Hanson defended. The evidence showed that the defendant drove up in a cab to a coffee-stall outside the railway station in the early hours of the morning, and after treating the cabman and himself to a coffee, stepped over to the kiosk, which was close by, opened the door with a key, entered, and came out with a packet of cigarettes. Police-constable 301 T. had observed him and took him into custody, and the defendant said he was a customer at the kiosk and would pay for the cigarettes. He added that he only did it "for a lark."—Mr. Hanson observed that it was quite true that the defendant was a regular customer at the kiosk, and he (Mr. Hanson) was surprised that under all the circumstances a firm like Finlay & Co. desired to proceed with the case. Moreover, the defendant did call next day at the kiosk and pay for the cigarettes.—Mr. Murphy, the London manager for Finlay & Co., admitted that that was so but said the attendant should not have taken the money.—Evidence was given by James Vogan, the coffee-stall keeper, to the effect that the defendant told him he should pay for the cigarettes the next morning, and asked him to tell the attendant so. "He was smoking one of the cigarettes," added the witness, "when the policeman came up and said, 'You must come with me to the Jubilee.'"

GOLD MEDALS

Were awarded at the Brewer's
Exhibition, 1907, to Messrs.
Hemming & Edwards for

EL SOLANIA 2d.
PEARL MAIDEN 3d.

as the most suitable Cigars
for the trade.

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Write for Lists to

**HEMMING & EDWARDS,**  
**42, LUDCATE HILL, E.C.**

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

W. T.

(Laughter.)—Mr. Hanson: Meaning the Jubilee Police-station?—The Witness: Yes, it was very funny—like Limericks. (Laughter.) The witness caused laughter by mimicking the "la-di-da" way in which the defendant said "I am a regular customer—it's all right—I'll pay." The witness had previously offered to sell him a packet of "Woodbines," but he replied, "No—I want my own cigarette."—Miss Edith Blackwell, the kiosk young lady, said she told the manager the defendant was a regular customer. In answer to the magistrate, she said there had been a shortage of stock.—Mr. Lane, K.C., observed that after that reply there could be no reason for criticising the manager for proceeding with the charge, because he might have thought that the man who took this packet of cigarettes was responsible for the shortage in stock. As regarded the present charge, it would be silly to treat the case as one of felony. The defendant acted very foolishly, and apparently he thought that he was entitled to act as he did because he was a customer; in fact, he seemed to hold so high an opinion of himself as a customer to consider that without his custom the kiosk would vanish. (Laughter.) He discharged him.

**IMITATION HAVANA CIGARS. TRADER HEAVILY FINED.**—At the Mansion House Police Court last month, Emin Suleiman, trading as El Ghazee, at Monument Buildings, King William Street, and at 122, Piccadilly, appeared upon summonses, before the Lord Mayor, at the instance of Mr. Alfred Fordham, secretary of the Trade Marks Owners' Association, for applying a false trade description, viz., Habana, to certain cigars, and for selling the same with the false trade description attached. There were also summonses for applying to and selling cigars to which had been attached a false description—viz., a combination of words and marks calculated to lead to the belief that the cigars were made or produced in Havana. Mr. F. E. Smith, M.P., prosecuted. Mr. Geo. Elliott, who represented the defendant, pleaded guilty to selling the cigars. Mr. Smith said of the many cases of this kind which had been prosecuted this was infinitely the gravest and most barefaced fraud on the smoking public. If the Lord Mayor would look at the box of cigars produced he would see that it bore the word "Habana," also a statement indicating that they were the produce of the finest plantation in Cuba, and that they were manufactured by Antonio Castro, whose factory address was given. As far as the prosecution were able to ascertain—and they had considerable means of information—there was no such person as the person indicated, and no such factory at the address given. The cigars, instead of being hand wrapped, were machine moulded, or formed by mechanical means. Instead of being the produce of the finest plantation in Cuba they were made probably in Belgium, and the whole case (concluded Mr. Smith) exposed a very serious case of fraud.—Mr. Elliott said he did not seek to defend the case on legal grounds, but the defendant had three establishments, and he was not able to be present at each. As a fact, when the purchase in this case was made, he was in Constantinople. The defendant purchased these cigars in Belgium, and seeing the description on the boxes he had consulted his solicitors and had given specific instructions that they were not to be sold as Havana cigars. He desired to express his regret that his instructions had not been carried out.—Mr. Smith: As an earnest of his regret perhaps the defendant will give us the name of the factory where the cigars were made, and we may then perhaps make the acquaintance of the owner.—Mr. Elliott: I am very anxious it should be known so far as I am personally concerned. Subsequently the defendant said he did not know the name of the maker, as he bought through an agent at Antwerp.—Mr. Smith: He ought to be well advertised. (Laughter.)—The defendant said he bought some 16,000 of the cigars, and had still 15,000, and these he would re-ship and have them re-boxed.—The Lord Mayor, dealing with the case on the two summonses for selling, said this was about the worst case of the kind he had had before him, and he quite agreed that the statements inside the box were in-

famous.—Mr. Elliott: I do not defend them.—The Lord Mayor: The defendant bought these cigars and knew perfectly well he was going to sell something which was wrongly described in order to deceive and defraud. That is quite clear, and no remarks will alter my opinion as to that. I wish I had the whole of the cigars here in order that I might do with them what I am going to do with the box I have here. The box of cigars produced will be destroyed, and the defendant must pay a fine of £20 on each of the two summonses, and £10 ros. costs on each—£61 in all.—Mr. Smith: May I ask that the box produced shall be retained in case we make the Antwerp agent's acquaintance?—The Lord Mayor: Yes. Then the order will be that the box of cigars produced shall be forfeited instead of destroyed. The money was paid.

**IMITATION HAVANAS. CITY FIRM FINED.**—Summonses were heard at the Guildhall on January 27th, before Alderman Sir Marcus Samuel, against the Wholesale Tobacco Supply Company, Ltd., Aldersgate Street, at the instance of the Trade Mark Owners' Association, under the Merchandise Marks Act. The defendants were charged with having, during the last six months, sold to one Sandford a box of cigars to which a false trade description was applied, and further with applying such false description. Mr. F. E. Smith, M.P., was counsel for the prosecution, and Mr. F. St. John Morrow for the defence.—In opening the case Mr. Smith said he thought he should be able to satisfy the Court that the defendants had not only committed an offence under the Act, but an impudent fraud upon the public. The Trade Mark Owners' Association had occasion recently to prosecute a man named Sandford, who kept a small tobacconist's shop, for selling in a box labelled "Habana," and with other of the well-known Havana indications, including the lock-label with the Spanish wording, cigars which were no doubt made in a locality much nearer to the city of London than was the island of Cuba. The case came before Mr. Plowden, who dealt very leniently with Sandford upon his promising to assist the prosecution in discovering—to use the learned magistrate's own words—the "real criminals." Sandford gave the name and address of the defendant company as the persons from whom he purchased the cigars, and through them the manufacturers, who would be prosecuted in due course, had also been discovered. He (Mr. Smith) did not believe the defendants would be able to plead that they acted innocently, for they must have known quite well that these cigars were not manufactured in Cuba, and were therefore not entitled to be sold as Havanas.—John Sandford, of Lisson Grove, tobacconist and stationer, said that when he first started business he wrote to the Wholesale Tobacco Supply Company, asking them to send him necessities for the tobacco line. Amongst other things they sent him the box of cigars now before the Court. He knew nothing about Havanas, and only sold them as "fourpenny smokes."—Mr. Morrow: No one told you these were Havanas? No.—Mr. William Klingenstein, of St. Mary Axe, a cigar importer of many years' standing, called as an expert witness, stated that the cigars contained in the box produced were not Havanas. The label used was an imitation of that adopted by the Union of Havana Cigar Manufacturers. In cross-examination, the witness said to the best of his belief the cigars in question were not made from Cuban tobacco. An habitual smoker of Havanas would know that one of that size could not be purchased for 4d.—Sir Marcus: Are you going to contend that they are made of Cuban tobacco?—Mr. Morrow: Yes, sir.—Sir Marcus: That, I am afraid, won't help you much.—Mr. Morrow submitted that there was no evidence to show that the defendants had applied a false trade description to this box of cigars. With regard to the other summons for selling the goods, all he could say was that his clients had given the prosecution every information as to where they had obtained them from, and the initials of the firm were on each cigar.—Sir Marcus: Yes, just as one sees on an Havana cigar.—Mr. Morrow argued that the real offenders were the manufacturers, and not the middlemen. He

called no evidence.—The Magistrate: There will be no conviction on the summons for applying, but on the other one, for selling with a false description, the defendants will be fined £20 and ten guineas costs, and I shall order the goods to be destroyed.

**PUBLICAN AND HIS WIFE CHARGED. SINGULAR CASE: SEQUEL TO PURCHASE OF TOBACCO.**—At Tipton Police Court, on January 21st, before Messrs. R. Clayton and W. W. Doughty, Joseph Turner, Chater's Passage, Tipton, and Thomas Duffield, Lion Yard, Park Lane, Tipton, were charged with stealing a quantity of tobacco and pipes; and Samuel Martin and Clara Louisa Martin, of the Navigation Inn, Tipton, were charged with receiving the goods. Mr. Wall, barrister, appeared for the Martins.—Thomas Edward Price, tobacconist, Gospel Oak, Tipton, stated that he kept a lock-up shop in Owen Street, Tipton. He found his shop window had been broken and a roll of tobacco, 21 lbs. in weight, of the value of £3 10s. 10d., nine briar pipes, and other things had been stolen.—P.C. Ogden stated that on December 20th he went to the Navigation Inn, kept by Samuel Martin, and told the latter that there had been a burglary, and tobacco and playing cards had been stolen. Witness further asked Martin if anybody had been there trying to dispose of any of the stolen goods, and he said there had not.—P.S. Cook also deposed to going to the Navigation on the 16th, Inspector Burgess being with him. The Inspector asked Martin if he had offered to him any tobacco for sale, and he replied that he had not had any.—Inspector Burgess gave similar evidence. From information received he again visited the Navigation with P.S. Shaffery. Witness said to the landlord that he had received information that he had bought tobacco either from Turner or the youth who went with him. Martin replied that he had never bought tobacco from either of them, but when witness told him to consider he said he would tell the truth. His wife, he said, had bought tobacco from Duffield for 5s. Martin called his wife into the smoke-room, and said, "They have come for that tobacco." Mrs. Martin was very much put about, and said "I don't know where it is." Martin said, "It is no use saying that. It will have to come out now." They went upstairs, and when they came back Mrs. Martin was carrying the tobacco (produced), which was handed to witness. They both said that they hoped nothing would come of it, and witness asked them why they did not tell him about it the previous night, and Martin replied, "I did not want to give my wife away." Witness subsequently went to Duffield's, and charged him with breaking into the lock-up shop and stealing the tobacco. He said, "It is all right." Witness told him that he had recovered the tobacco from the Navigation Inn, and Duffield said "Turner was with me, and knows as much about it as I do." When charged jointly, Duffield said, "All right." Turner replied, "I know nothing." In reply to Mr. Ward, witness said both Martin and his wife were very much distressed, particularly Mrs. Martin.—P.S. Shaffery corroborated Inspector Burgess.—Mr. Wall, for the defence, called Clara Louisa Martin, wife of Samuel Martin, who said Duffield was a customer, and whilst her husband was away at Wolverhampton on business Duffield called and asked her if she would buy some tobacco. Witness asked him where he had had it from, and he said that he found it at Oldbury. Duffield said, "Give me a dollar for it," and witness paid him 5s. Witness did not know that the tobacco had been stolen, and she had not the slightest reason to feel suspicious about it. Witness told her husband about it the next day, and he said, "Whatever did you do it for? You will get me into trouble." Next day she heard of the robbery from the shop, and she took the tobacco upstairs. She acted quite innocently in the matter.—Samuel Martin said he had previously held the license of the True Briton, and altogether had been a license-holder for five years in Tipton. He knew nothing, he said, about the purchase of the tobacco until his wife told him, and he said it would get them into trouble. Witness suggested that he should go to Sergt. Cook and tell him about it, and she said, "For God's sake,

don't." Witness knew that he ought to have done so, but he was screening his wife.—In his address to the Bench Mr. Ward asked the magistrates to regard the act of Mrs. Martin as a foolish one, but without the slightest criminal intention, whilst Martin simply screened his wife. Turner was discharged, as also was Samuel Martin. Mrs. Martin and Duffield were committed for trial.

## Public Companies.

**BRYANT & MAY.**—The directors have declared dividends at the rate of 7s. per share on the preferred shares and at the rate of 6 per cent. per annum on the deferred shares for the half-year ended December 31st.

**BORGEN'S.**—This Company has been registered with a capital of £7,000 in £1 shares to acquire the business carried on by M. Borgen at 104, Great Hampton Street, Birmingham, and to carry on the business of pipe manufacturers and mounters, manufacturers of tobacco pouches and jars, tobacconists, dealers in smokers' requisites, &c. The subscribers are M. Borgen, J. H. E. Trout, H. Borgen, H. Brenholz, F. Smith, Mrs. J. Borgen, and P. Borgen.

**WILLIAM RUDELL, LTD.**—Capital, £6,000, in £1 shares. To acquire and carry on business of William Ruddell, tobacco, cigar, cigarette, and pipe manufacturer, 147 and 148, Francis Street; 134, James Street; and 24, Wexford Street, Dublin. Directors not more than five nor less than three, the first being Messrs. Alexander Nesbitt, draper, Dalkey; William Nesbitt, merchant, Dalkey; and Dr. G. E. Nesbitt, Dalkey. Registered office, 147 and 148, Francis Street, Dublin.

**BARON CIGARETTE MACHINE COMPANY.**—The report of the directors for the year ended December 31st states that the amount standing to the credit of profit and loss account, including the balance brought forward, and after writing off the usual depreciations on machinery, tools, &c., is £5,639, out of which the directors recommend a dividend of 6 per cent., free of income-tax, carrying forward £2,039. The sum of £500 has been paid to the directors, and they have waived all further claims up to December 31st, 1907, in respect of fees and commission, to which they are entitled under the articles of association.

**IMPERIAL COMPANY'S DIVIDEND RAISED.**—The Imperial Tobacco Company recommend a dividend of 10 per cent. and a bonus of 2 per cent., both free of income-tax, on the deferred ordinary shares for the year ended October 31st, placing £250,000 to the general reserve account, and carrying forward about £203,000, which includes reserve for customers. Each year since formation this company have increased their distribution on the deferred shares. The first dividend (for 1901-2) was 3 per cent.; for 1902-3 4 per cent. was paid, and 1903-4 6 per cent.; for 1904-5 8 per cent., and for 1905-6 10 per cent. The addition to the reserve fund a year ago was similar to that now announced, and £179,681 remained for division among customers and to carry forward.

### IMPERIAL TOBACCO COMPANY.

We shall publish full report and balance sheet in our next issue.

**THE FRENCH PIPE OF PEACE.**—Not many people know that there is a select smoking club in the Chamber of Deputies. It is restricted to twenty members, who must smoke nothing but a pipe. The late Minister of Justice, M. Guyot-Dessaigne, was the president of the club, and the members recently met to elect a successor. Among the deputies who find solace in the intervals of their labours by smoking the democratic pipe in the club are M. Camille Pelletan, a former Minister, and M. Simyan, of the United States Department for Posts and Telegraphs.

## From the "London Gazette."

### Receiving Orders.

NATHAN, MOSES (trading as Moses Hart), tobacconist, &c., 42, Cambridge Road, Mile End, London, E., lately Fish Market, Fleetwood, Lancashire. Date of order, January 22nd, 1908.

SAKOFKY, MARKS (trading as S. Marks), tobacconist, lately 610F, Mile End Road, London, E. Date of order, January 10th, 1908.

SCHIFF, SEYMOUR, tobacco dealer, 5, Ilderton Road, South Bermondsey, London, S.E. Date of order, December 19th, 1907.

WARNER, HERBERT SNELLING, tobacconist, &c., 158, London Road South, and 4, Freemantle Road, Lowestoft. Date of order, January 17th, 1908.

WATTS, SAMUEL, tobacco dealer, 125, Princess Road, Moss Side, Manchester. Date of order, January 23rd, 1908.

### First Meetings and Public Examinations.

LEURIA, HENRY, tobacconist, 259, York Street, Belfast. Before the Registrar, Local Bankruptcy Court, February 5th, 1908, at 12, for proof of debts, and before the Court on February 10th, 1908, at 12, to audit assignee's accounts and make a dividend.

NATHAN, MOSES (trading as Moses Hart), tobacconist, &c., 42, Cambridge Road, Mile End, London, E., lately Fish Market, Fleetwood, Lancashire. First meeting at Bankruptcy Buildings, Carey Street, London, Feb. 4th, 1908, at 11. Public examination, same place, March 6th, 1908, at 11.30.

SAKOFKY, MARKS (trading as S. Marks), tobacconist, lately 610F, Mile End Road, London, E. Public examination at Bankruptcy Buildings, Carey Street, London, W.C., February 18th, 1908, at 11.

SCHIFF, SEYMOUR, tobacco dealer, 5, Ilderton Road, South Bermondsey, London, S.E. First meeting at Bankruptcy Buildings, Carey Street, London, January 7th, 1908, at 12. Public examination at Bankruptcy Buildings, Carey Street, London, W.C., January 28th, 1908, at 11.

WARNER, HERBERT SNELLING, tobacconist, &c., 158, London Road South, and 4, Freemantle Road, Lowestoft. Public examination at Town Hall, Great Yarmouth, February 4th, 1908, at 11.

WATTS, SAMUEL, tobacco dealer, 125, Princess Road, Moss Side, Manchester. First meeting at Official Receiver's offices, Byrom Street, Manchester, February 5th, 1908, at 2.30. Public examination at Court House, Encombe Place, Salford, February 11th, 1908, at 10.30.

### Adjudications.

NATHAN, MOSES (trading as Moses Hart), tobacconist, &c., 42, Cambridge Road, Mile End, London, E., lately Fish Market, Fleetwood, Lancashire. Date of order, January 22nd, 1908.

SAKOFKY, MARKS (trading as S. Marks), tobacconist, lately 610F, Mile End Road, London, E. Date of order, January 23rd, 1908.

SCHIFF, SEYMOUR, tobacco dealer, 5, Ilderton Road, South Bermondsey, London, S.E. Date of order, January 13th, 1908.

WARNER, HERBERT SNELLING, tobacconist, &c., 158, London Road South, and 4, Freemantle Road, Lowestoft. Date of order, January 17th, 1908.

WATTS, SAMUEL, tobacco dealer, 125, Princess Road, Moss Side, Manchester. Date of order, January 24th, 1908.

### Notice of Intended Dividend.

LEE, WILLIAM, tobacconist, &c., 14 and 36½, Cleveland Street, Doncaster. Last day for proofs, February 12th, 1908. Trustee, J. C. Clegg, Official Receiver's office, Figtree Lane, Sheffield.

### Notices of Dividends.

DENNE, ANNIE MARIA, tobacconist, &c., 21A, High Street, lately 39, High Street, Sandgate, Kent. First and final of 8s. 11½d., at 68A, Castle Street, Canterbury.

FISHER, WILLIAM HENRY, tobacconist, &c., 9, Exchange Street, Crewe. First and final of 1s. 11½d., at Official Receiver's office, King Street, Newcastle, Staffs.

YATES, FREDERICK THEODORE, tobacconist, lately 18, Granville Terrace, and 11A, Warrington Street, Ashton-under-Lyne. First and final of 4s. 4½d., at Official Receiver's office, Byrom Street, Manchester.

### Notices of Release of Trustees.

BATE, HANNAH ELIZABETH (described in the receiving order as Mrs. H. E. Bate, widow), tobacco dealer, 268, Camberwell Road, London, S.E. Trustee, E. L. Hough, Bankruptcy Buildings, Carey Street, London, W.C. Date of order, December 9th, 1907.

BEEVERS, CHARLES HENRY (carrying on business under the style of C. H. Beevers & Co.), cigar merchant, &c., 17, Glossop Terrace, Hyde Park, formerly 10, White Horse Street, lately 4, Dodsworth Court, Leeds. Trustee, J. Bowling, 22, Park Row, Leeds. Date of order, December 22nd, 1907.

CLARKE, C. F., tobacco dealer, lately 19, Wellington Terrace, Blackpool. Trustee, E. L. Hough, Bankruptcy Buildings, Carey Street, London, W.C. Date of order, December 17th, 1907.


GRANGE, JOHN, tobacconist, &c., 25, High Street, Loughborough. Trustee, J. G. Burgess, 1, Berridge Street, Leicester. Date of order, December 11th, 1907.

JOSEPH, ELI, tobacconist, 3, Gas Road, and 14, Bridge Street, Pontypridd. Trustee, E. Owen, Post Office Chambers, Pontypridd. Date of order, December 11th, 1907.

# VAFIADIS

## Cairo

## Cigarettes



**Attract High-Class Trade.**

Dummies for Window Display, Price List,  
and full particulars from  
Theodoro Vafiadis & Co., 19, Basinghall St.,  
London, E.C.  (CORRESPONDENCE  
INVITED.)

**BUY HIGH-CLASS WALKING STICKS FROM HENRY HOWELL & CO. LTD., MANUFACTURERS,  
180, OLD STREET, E.C.**

LEVENBERG, PHILLIP, tobacco dealer, 57, Leman Street, London, E. Trustee, G. W. Chapman, Bankruptcy Buildings, Carey Street, London, W.C. Date of order, December 9th, 1907.

SILVERMAN, JACOB (trading as the London and Suburban Cigar Company), tobacconist, &c., 278, High Road, Kilburn, London, N.W. Trustee, G. M. White, 14, Old Jewry Chambers, London, E.C. Date of order, December 2nd, 1907.

SLEATH, JOHN, wholesale tobacconist, 49, Blake Lane, Small Heath, Birmingham. Trustee, A. S. Cully, 191, Corporation Street, Birmingham. Date of order, December 13th, 1907.

WAGSTAFF, JOSEPH, cigar merchant and tea dealer, 14, Townend Street, The Groves, and 4½, Hare's Passage, Stonegate, York. Trustee, D. S. Mackay, The Red House, Duncombe Place, York. Date of order, December 30th, 1907.

WATKISS, WILLIAM, tobacconist and grocer, 44, Bott Lane, Walsall. Trustee, S. W. Page, 30, Lichfield Street, Wolverhampton. Date of order, December 13th, 1907.

WOOLF, MAURICE ALVAN, pipe merchant and moulder, 16, Wheathill Road, Anerley, Kent, and 1, Hanover Court, Milton Street, London, E.C. Trustee, E. S. Grey, Bankruptcy Buildings, Carey Street, London, W.C. Date of order, December 17th, 1907.

**Dissolution of Partnership.**

WIX, JULIUS, and ZEFFERT LOCKERMAN, tobacco and cigarette manufacturers, 25, Buckle Street, Whitechapel, London, under the style of Wix & Lockerman. All debts due to and owing by the late firm will be received and paid by Julius Wix, who continues.

**NEW LINES.**

SELLING CIGARETTES.—Messrs. Carreras, Ltd., have sent us samples of their new line of Virginia Cigarettes. The cigarettes, which retail at 2½d. per packet of ten, we found to be of good quality and agreeable flavour, and it would be hard indeed to beat them at the price. The company is indefatigable in providing really sound brands, which may be relied upon in every way, and as they allow the trade excellent terms, up-to-date retailers should write the firm.

ARDATH "SPECIAL" SMOKING MIXTURE.—When, many years back, Ardath Smoking Mixture was first introduced to the public, it at once attracted the support of the medical profession. Since the introduction of "Ardath Special," however, owing to the claims made for the high-class qualities of the blend, the *Lancet* have gratuitously analysed the mixture and put it to the most careful test possible, with the result reported by them in their issue of the 30th November last, as follows:—

"This is a coarse-cut pipe tobacco in which more than one kind of tobacco is blended. It is easy to recognise, for example, the presence of pure light Virginia leaf blended with Latakia and other growths. The result is a mixed tobacco which combines certain attractive qualities. It yields a smoke of agreeable flavour, cool, and free from irritating properties. Latakia lends "substance" to American tobacco, besides contributing its peculiar flavour which just now is popular. The tobacco contains no objectionable ingredients."

This testimony from such a source ought to greatly increase sales, and as a liberal profit is allowed, retailers should give a trial order.

MESSRS. B. MURATTI, SONS & CO. LTD.—Although the past month is generally regarded as an "off" one in the tobacco trade, one of the few firms of manufacturers which have been in any way busy is that of Messrs. B. Muratti, Sons & Co. Ltd., whose extensive Manchester factory continues to work at high pressure. An important branch of the firm is its export department, from which huge consignments of high-class cigarettes are shipped every week to France, Germany, and the Colonies. It may not be generally known that Messrs. Muratti have been purveyors to the French Regie for many years, and the fact that they supply the Regie with many millions of cigarettes yearly, all high-class goods, is striking testimony to the French people's appreciation of Muratti's cigarettes, and that the firm's goods meet with the full approval of the Regie. Messrs. Muratti's Ariston brand constitutes the greater part of their exports, and, indeed, these particular cigarettes—the firm's leading brand—are quite as great favourites at home as abroad. There are 20 varieties, and the home trade wholesale prices range from 30s. to 100s. per 1,000, and the retail prices from 1s. per 25 to 14s. 6d. per 100, so that all tastes and pockets are catered for. The packings are all exceedingly artistic, and as the firm are always willing to provide supplies of tasteful advertising matter on application, and, what is perhaps most important, the goods show a very handsome profit to the retailer, there is every inducement to stock and push them.

**WOMEN SMOKERS.**

**LITTLE TIM SULLIVAN'S REPARTEE DURING DISCUSSION.**

SINCE New Year's Eve, when the Café Martin, in New York, removed the ban upon ladies smoking, the question of the feminine cigarette has never been allowed to rest.

It was the alleged wicked example of London and Paris, which certain proprietors at New York cited as an excuse for repealing the prohibition.

To tell the truth there has been less smoking in public restaurants of late than usual, but the Board of Aldermen, which rules New York, took the question up, and decided by a big majority to pass the ordinance of little Tim Sullivan, making it a misdemeanour for proprietors of public places to allow women to smoke.

Alderman Brown, a Republican, was the only member who showed opposition.

Since, however, the corporation counsel has declared that it is altogether unconstitutional and *ultra vires* for aldermen to pass any such ordinance, nobody cares a jot for what they have done.

It is certain, says the New York correspondent of the *Telegraph*, that American women, if they were really prohibited from puffing cigarettes behind their fans, would rise in their wrath and speedily squelch the Board of Aldermen, or any other Board.

Mr. Brown, in the debate, said that Tim Sullivan merely introduced the ordinance in order to get even with a restaurant which refused him a table on New Year's Eve.

This insinuation the immaculate Sullivan hotly denied, adding, "Brown is the best-qualified man for the Ananias Club I know."

American women are not so much devoted to cigarettes as European ladies, and it was in the foreign cafés alone where the proprietors made a move towards laxity.

The Café Martin withdrew the privilege of smoking for ladies after one day's trial, and others followed this example. In the most fashionable restaurants the question has never seriously been raised. Ladies could smoke if they liked, and if anybody objected there was always a private room.—*Evening News.*

**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.**

# THE PIPE OF PEACE.

DANGER OF A RISE IN THE PRICE OF TOBACCO.

## TRUSTS' WAR.



CRISIS in the tobacco trade is rapidly approaching, says the *Evening Standard*. The upheaval caused by the attempt of the American Tobacco Trust to capture the tobacco trade of Great Britain, unprecedented though it was, is likely to be eclipsed by the war which has broken out between the

great Tobacco Trusts and the Growers' Associations. The effect of the struggle will be felt throughout the entire world, as it strikes at the very root of the industry—the source of supply.

A situation has been created which, so far as Great Britain is concerned, can only have one of two results, if it be not relieved by a substantial fall in the price of tobacco leaf. These alternative results are the raising of the retail price of manufactured tobacco to the consumer, or the extinction of the independent firms of tobacco manufacturers, i.e., those firms not included in the combination known as the Imperial Tobacco Company (of Great Britain and Ireland).

In a petition which has been forwarded to the Chancellor of the Exchequer by the London Chamber of Commerce, praying for the reduction of the duty on unmanufactured tobacco by 2d. per lb. and a proportionate reduction in the duty on imported manufactured tobacco, cigars, and cigarettes, it is stated "that under the present duty and moisture limit it is impossible for tobacco to be manufactured for sale at 3d. per ounce and allow a living profit to manufacturers, dealers, and retailers. The greatly increased cost of the raw material has made it impossible for manufacturers to supply tobaccos which are sold at 3d. per ounce at a profit to themselves and retailers."

As a proof of the difficulties caused to manufacturers by the increase of duty, we would mention that the number of tobacco manufacturers in this country has decreased during the last seven years by 87. Tobacco manufacturers are not in a position to recoup themselves for the increased cost of the raw material in consequence of the present rate of duty, coupled with the restrictions in moisture and oil, and therefore they are bound to ask that a workable rate of duty be fixed." In effect the petition is simply a prayer to the Chancellor of the Exchequer to come to the rescue of the manufacturers.

### GROWERS' COMBINATION.

The great increase in the price of tobacco leaf, amounting to 100 per cent. or more, is perhaps due in some measure to the world-wide increase of the consumption and to the slight restriction of the production; but there is no doubt that the principal cause is the action of the growers in combining to hold up the available supplies with the view of obtaining a better price. How serious the situation has become in the tobacco-growing districts of the United States—from which, as is generally known, practically the whole of our supplies of leaf is obtained—is evidenced by the reports recently cabled of outrages on life and property by the so-called "Night Raiders." The trouble is not altogether of recent growth. It took its rise several years back in the alleged policy of the trusts of restricting competition at the buying centres and beating down prices until the growers were left without a remunerative margin of profit. At that time growers were small, isolated farmers, and were easily dealt with in turn by the representatives of the powerful trusts.

The advantages of combination being thus forcibly brought home to the growers, a few of the more daring spirits began to ask themselves why they should not forge

a similar weapon. The work of organisation was set about energetically, and in due course the American Society of Equity was formed, the main plank of whose platform was the pooling of the crops of tobacco until such time as the trusts consented to buy them at growers' prices. The American Society of Equity enrolled recruits rapidly, but there still remained outside its ranks a number of growers sufficient to nullify its efforts to control the crops.

Then it was that the policy of coercion and terrorisation was entered upon. Bands of masked men, acting in the name of the combined growers—whether with or without their consent it is impossible to say—rode into various towns at night, and, holding up the police and fire stations, proceeded to dynamite and burn the warehouses of those who persisted in their independent attitude. These raids have now been in progress for several months, and a number of lives have been lost and much valuable property destroyed; but the authorities seem quite unable to cope with the law-breakers.

### MARKET STAGNATION.

Quite recently a band of farmers rounded up all the tobacco buyers in the neighbourhood of Sebree, Webster County, and escorted them to the town, where they were turned loose, after being warned that worse might occur to them if they persisted in buying tobacco. A representative of the Imperial Tobacco Company has been killed, and other officials injured. The result is that the marketing of the tobacco leaf in Kentucky and certain districts of other States is in a state bordering on stagnation. Up till a few weeks ago the position practically was that the American Society of Equity had two crops of tobacco on hand—as much, it was thought, as it would be able to carry, and the Trusts were credited with having a stock of leaf equal to two years' supply. It seemed a question of who could hold out longest, with the odds in favour of the Trusts. Judge, then, of the surprise of the trade when it was announced that the Imperial Tobacco Company had bought the entire 1907 tobacco crop controlled by the American Society of Equity in Henderson, Union, Webster, Hopkins, and Crittenden Counties, Kentucky. The transaction involved 16,000,000 lbs. of tobacco, and the purchase price was stated at £300,000, which, it is believed, is the highest price ever paid except in time of war. At the same time the American Tobacco Company bought a huge parcel of tobacco at a big price. These sensational purchases by the Trusts were read as representing a great victory for the growers, and have had the effect of materially strengthening their hands.

The position of the independent manufacturers in this country is now a serious one. In view of its huge turnover and the fact that it is only in the cheaper grades of tobacco that it suffers anything like keen competition, the British Tobacco Combine is in a better position to stand the strain of high prices for leaf than the smaller manufacturers. Without the co-operation of the combine these manufacturers are unable to raise the retail prices of manufactured tobacco, and thus recoup themselves for the increased cost of the raw material. The combine, on the other hand, would have some difficulty in justifying an increase in the price to the consumer, as it already makes handsome profits, those for the last financial year amounting to £1,787,340, so that the smaller manufacturers seem in a fair way of being crushed out altogether before long. Then the trade would be entirely in the hands of the combine, with what results to the consumer time alone will show. In any case, the working man's "three penny shag" was never in greater danger of going than it is at present.

FOR CHOICE PRESENTS WRITE FOR CATALOGUE OF WALKING STICKS TO  
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# Tobacco Trade Developments.



QUITE a number of important developments have taken place in the tobacco trade during the past few weeks. Chief among these is probably the purchase by the Imperial Tobacco Company (of Great Britain and Ireland) of the entire 1907 tobacco crop controlled by the American Society of Equity in Henderson, Union, Webster, Hopkins, and Crittenden Counties, Kentucky. This deal involves 10,000,000 lbs. weight of tobacco, and the purchase price is stated, apparently on good authority, at £300,000, which, it is believed, represents the highest price ever paid except in time of war. It appears that the negotiations were carried through by the Chairman of the Stemming District Tobacco Association and the local manager of the Imperial Tobacco Company, and extended over a week, and the result is held both in the United States and in this country to be a great victory for the farmers. Certainly it is fraught with consequences of the greatest importance to the independent tobacco manufacturers of the United Kingdom. It means that a price has been established which growers throughout the whole of the tobacco-growing districts of the United States will do their utmost to maintain. In addition, it sets the seal of the Imperial Tobacco Company's acquiescence on the principle of the marketing of the tobacco crop through associations of growers, which were originally formed, and have since been carried on, with the avowed object of opposing the "Combinations," or Trusts, as they are more usually termed in America. Those growers' associations were formed two or three years ago owing to the alleged difficulty experienced by the farmers in obtaining from the representatives of the two great tobacco trade combinations—the Imperial Tobacco Company and the American Tobacco Company—a price which showed an adequate margin of profit. Those associations have steadily gained in strength, their protagonists hesitating not at coercion even of the most violent type to force the farmers to join their ranks. The lawless tactics which have been employed by the associations, or rather by those acting in their name, have become a by-word. The warehouses of the independent farmers have been burned and dynamited by bands of "night riders," who have gone the length of "holding up" a town, while, according to information received in this country, a party of farmers, numbering from 20 to 30, recently "rounded up" all the tobacco buyers in the vicinity of Sebree, Webster County, and escorted them to town, where they were turned loose after being warned that worse might happen to them if they persisted in buying tobacco from independent farmers. The farmers next visited all the warehouse managers in the town and warned them not to send out any more buyers, on pain of direful consequences. More remarkable still it is to learn that on the following night a meeting of prominent men in the local tobacco trade, including representatives of the Imperial Regia and the American Tobacco Company, decided to obey the behests of the farmers. There is practically no shadow of doubt that the very high level of prices to which tobacco has attained is in a large measure due to the restrictive operations of the growers' associations. They have been holding up the tobacco in warehouses specially built for the purpose with the view of forcing buyers to come to their terms, while with the same object they have also taken steps to restrict the crop.

Some idea of the importance attained by those associations may be gained from the statements recently attributed to

Representative A. O. Stanley, of Kentucky, who is reported to have said that the Planters' Protective Association, whose membership consists of tobacco growers in Kentucky, Tennessee, and Virginia, now boasts of 20,000 members, although only in its fourth year. According to Mr. Stanley the association practically dominates the market, the supply as well as prices. "Since the organisation was perfected the prices have risen to six and seven times the former figures," he continued. "Last year the association sold over 80,000,000 lbs. of tobacco, considerable amounts of which went to foreign buyers like the Italian Regia, the French and Austrian Regia, and the English manufacturers." In explaining the work of the association, Mr. Stanley said that every district elected a Committeeman, the Committeeman in turn naming a Director, who has a voice in the business affairs of the organisation, and the Directors electing officers who are paid and devote their entire time to the interests of the association. That further measures of a restrictive nature are in contemplation is all too evident. At a meeting of Burley tobacco growers held at Sheebyville, Kentucky, on October 31st, when thirty counties in Kentucky and several in Ohio and Indiana were represented, resolutions were passed recommending the adoption of a decision previously come to by the Executive Committee to the effect that no crop be raised next year. The principal argument put forward in support of this recommendation was that the Society of Equity had in hand two crops unsold and that it would be almost impossible to pool another crop or to finance it if it could be pooled, and that the Society, burdened with three crops, would fall to pieces of its own weight. At the very time that meeting was being held the Imperial Tobacco Company came forward and relieved the Society of Equity of its 1907 crop, leaving on its hands only the crop of 1906, so that the action of the combination would appear to have given the Society of Equity a new lease of life, while it is almost certain to stiffen the backs of the growers' associations in Virginia and North Carolina.

Recent developments in the tobacco leaf market at home are also worthy of consideration. The imports of unmanufactured tobacco for the eleven months of the year ended November 30th show a decrease as compared with the corresponding period of the previous year of almost 20,000,000 lbs., while the home consumption shows an increase of over 5,000,000 lbs. The effect of the reduction of the differential duty on stemmed tobacco, i.e., strips, is seen in the increase of the imports from 18,148,455 lbs. last year to 44,113,938 lbs. this year, and in the reduction of the imports of unstemmed tobacco, known in the trade as "leaf," from 87,704,835 lbs. to 42,002,849 lbs. The figures for October were noteworthy, the imports of strips falling by one-third to 4,082,000 lbs., while the imports of leaf increased by the same proportion. It has to be observed, however, that the imports of leaf from the United States showed an actual decrease, those from other countries increasing from 809,000 lbs. last year to 1,969,000 lbs. This latter development is significant of the desire of British importers to find buying markets free from the restrictions of various kinds which are now imposed in the United States. During November the imports of leaf still further improved to 5,149,227 lbs. and the imports of strips recovered to 5,325,193 lbs. The quantity of leaf imported from countries other than the United States was 916,098 lbs. It has always been the policy of importers of tobacco to keep, at least, two years' supply in bond to ensure them against a failure of the crop and other contingencies of a like nature, but the

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latest statistics show that there is a tendency now to depart from this policy. The stocks of unmanufactured tobacco at the end of November amounted to 184,981,000 lbs., which compares with 199,215,000 lbs. and 199,459,000 lbs. respectively at the corresponding dates of 1906 and 1905. The outlook for the independent manufacturers in this country does not improve.

In addition to the big purchase by the Imperial Tobacco Company reported above, the Owensboro' or Green River crop has been bought up by the American Tobacco Company—thus practically precluding the possibility of any considerable shipments of strips to the independent manufacturers next season. In short, the two great combinations which dominate the tobacco trade of the world have to all intents and purposes cornered the new crop. The current high level of prices has already brought the independent manufacturers' margin of profit down to the irreducible *minimum*, and if quotations are further advanced—and the indications at present all point irresistibly in that direction—those manufacturers would appear to have nothing before them but heavy loss. Their only chance of salvation lies in an increase in the prices of the finished article to the consumer; and that is out of the question unless the initiative is taken by the Imperial Tobacco Company. That company, as is shown by its annual reports, is making handsome profits, and being in such a favourable position, both as regards stocks and the purchase of its supplies, is not under the same necessity to raise prices as the severely handicapped independent manufacturer.

So far as the outlook for the future in the American tobacco-growing districts is concerned, it would seem to be entirely in favour of the grower and to the prejudice of the manufacturer and consumer. Having tasted the sweets of artificially-maintained prices the growers are fast becoming rabid advocates of "pooling arrangements," and as the recalcitrant farmers are being daily enrolled under the banner of one or other of the growers' associations it looks as if the bulk of the crop will now be handled by those organisations. Needless to say, this does not improve the prospect for users, but the effect of the high level of prices which has been established will inevitably be to increase the area under tobacco cultivation. Growers may combine to restrict planting, but outside capital will speedily be attracted by the prospect of large profits, and even the *force majeure* of torch-bearing "night riders" may be opposed by something equally convincing. There is also the possibility that the great combinations may be compelled to begin growing on their own behalf to escape the tyranny of the growers' associations.—*The Times*.

## Substitutes for Tobacco.

How would you enjoy a pipeful of wood shavings, saturated with a strong solution of pepper, as an after-dinner smoke? Strange as this may seem for a substitute for tobacco, it is, nevertheless, used as such by Indians along the Alaskan Coast. Their mouths are often made raw by the practice, and the eyesight of many is affected by the strong fumes.

It is no uncommon practice among farmers to smoke the leaves of the tomato and potato plants. While these plants both contain a narcotic poison, the smoking of leaves in moderation is harmless. Excessive use, though, produces a heavy stupor from which the smoker awakes with a terrific headache and a feeling of utter exhaustion. Insanity and suicide have often been caused by the immoderate use of these two weeds. Rhubarb, beet, and even garden sage leaves, are all smoked by farmers, but are, perhaps, the least harmful of substitutes for tobacco.

In Jamaica "ganjah," a variety of Indian hemp, is smoked by all classes with terrible results. It is stated that it was this weed that was used by the leaders of the Indian

Mutiny to drive the Sepoys into the passions of raging mania which they exhibited during that campaign. Ganjah-smoking affects the beginner in a peculiar way. While under its influence his senses of time, sound, and distance are obliterated.

A single minute may seem a month, a child's voice sounds like the rattle of a machine gun, and a little finger may seem a mile long. "Continued use causes cataleptic fits and eventually idiocy, or raving, homicidal madness."

"Coltsfoot tobacco" is smoked by the rustics in small country places in England, and is called, by them "the finest remedy on earth for catarrh." It is simply a powdered form of the leaves of the common coltsfoot, a plant found growing wild in chalky soil. The smoke causes no terrible after-effects, although some say that it is injurious to the eyes, and it certainly does relieve difficult breathing.

In Sweden a weed found growing in the hills known as mountain tobacco, is smoked in great quantities. Like "coltsfoot tobacco," it is powdered before using and causes the smoker to become a mental and physical wreck.

Dried holly leaves, the bark of the willow tree, and leaves of the stag's-horn sumach are all smoked by the American Indians, and are the least harmful of the substitutes for tobacco. "Indian tobacco," or the leaf of a kind of lobelia, is smoked extensively, and is extremely poisonous.

"Tombeki," another species of the lobelia, largely used in Asia, is smoked in a water pipe and produces a decidedly unpleasant odour. Those who smoke it regularly become intensely nervous and are subject to curious hallucinations.

In the Bahamas cascarilla-bark is another narcotic that destroys the health and mind of the smoker. Natives of Central America are inveterate users of pimento tobacco, which they make from dried pimento berries, or allspice. It invariably gives the smoker a sore throat and often causes cancer of the tongue.

The natives of South Africa are affected in a peculiar manner by the smoke from the dried leaves of the camphor plant. The smoker trembles with fright at nothing, weeps bitterly, and uses all sorts of words which do not in the least express his meaning. The wild dagga, another South African plant, poisons slowly any who use it.

Probably the best known and most terrible of all poisons smoked in pipes is opium. The effects of inhaling opium smoke are at first delightful dreams, from which the smoker awakes with a severe headache and an awful thirst. The results of continued use of the drug are so horrible that they must be seen to be believed.

The victim becomes a shrunken wreck of skin and bone, with yellow countenance blotched with black marks at the corners of the eyes and mouth. The teeth turn black, the hands become mere claws, and the skin takes on a peculiar waxy appearance. The habit grows very rapidly, and in a short time the victim is a hopeless idiot.

The effects of the stramonium, or thorn apple, are equally as hideous, though less known, as those of the poppy. This plant is smoked in South American countries, and also in Europe. Convulsions often follow its use, in which the wretched man falls to the earth and digs fiercely in the ground with his fingers. Madness and death are the inevitable ends of the users of the thorn apple.

After all, smoking a pipeful of good, wholesome tobacco is not the worst habit one could form.—*Family Doctor*.

SOVEREIGNS IN A DUST-CART.—An absent-minded Canterbury tobacconist having occasion to leave his shop, placed his cash, about £40, in a bag in a refuse pail, for safety. When he returned he emptied the pail into the scavenger's cart, and it was not until an hour afterwards that he remembered what he had done with the money. He hurried to the electric light works, where he was just in time to prevent the morning's scavenging being deposited in the refuse destructor. After a two hours' search the money was discovered.

# The Science of Advertising.

(BY FRANKLIN HOBBS, THE "HIMSELF" MAN OF "THE LETTER SHOP," AN ADVERTISING EXPERT), FROM THE HOTEL WORLD.



HAVE heard persons say they would not buy advertised goods because they did not care to help pay for the advertising. They wanted full value in the goods themselves. I have heard salesmen argue that their firms did not advertise, and for that reason could

sell cheaper.

Some time ago I began an investigation which I have practically completed. I had tests made of various lines of advertised and unadvertised goods, full and complete comparisons made of their respective qualities. I priced goods and bought goods in stores which did not advertise, and in stores which did advertise, and compared prices and qualities. I caused goods to be purchased from merchants who did not advertise, and from those who did advertise liberally, and made careful comparisons of the prices of the goods purchased.

Who pays for the advertising?

If it were possible I would like to answer this question in a word—but as the cost of all advertising is distributed among so many people, I must needs go into detail. Before doing that let me set your mind at rest on one point. When you buy an advertised cigar you do not pay for the advertising. When you buy a brand of advertised ham you do not pay for the advertising. When you travel on a railroad train you do not pay for the advertising of that railroad. When you buy a pair of shoes you do not pay for the advertising. This applies to every conceivable article of merchandise—every conceivable thing which enters into the commerce of the world.

Who pays for the advertising?

Advertising is an economy and not an expense—not even an investment. Advertising is a saving. You don't believe that? I didn't expect you to—I didn't believe it myself until I had absolute and convincing proof that the buyer of merchandise does not pay for the advertising. In order to make this matter clear to the lay mind I must use some rather homely examples. A clothing merchant on one corner does not advertise, but he pays 100 dollars per month rent, employs four clerks at 75 dollars per month each, pays 50 dollars per month for his light, and 100 dollars a month for incidental expenses, book-keeping &c. On this total expense of 550 dollars per month he sells four suits of clothes per day at a gross profit of 7.50 dollars per suit. This business for twenty-five business days a month brings in a total gross profit of 750 dollars, and after deducting his expenses of 550 dollars, leaves a margin of 200 dollars per month as the dealer's remuneration for his personal services and for interest on his investment. Another merchant on the next corner pays the same rent, a trifle more for clerk hire, a trifle more for light, and a trifle more for general expenses, book-keeping, &c., and finds that his total expense for the month is 600 dollars—but this merchant spends 500 dollars a month in advertising. Somebody pays for that. Is it the man who buys the suit of clothes? No. The customer has nothing to do with it, and pays no part of it either directly or indirectly. These two merchants handle the same grades of clothing and sell the same goods at the same price. At the end of the month the advertising merchant finds that he has sold eight suits of clothes per day—twice as many as the merchant who does not advertise—and, making the same profit on each suit, he finds he has a profit for the month of 1,500 dollars. He deducts his expenses of 600 dollars,

and finds he has 400 dollars left as remuneration for his own services and interest on his investment. Who paid for the 500 dollars' worth of advertising? Well, in this case the owner of the building paid part of it, because he received no more rent from the advertising merchant who sold eight suits per day than he did from the merchant who did not advertise and sold only four suits per day. That accounts for 100 dollars of the 500 dollars, which is paid by the landlord; and then the electric light company paid 45 dollars of it, because the light bill of the non-advertising merchant was 50 dollars per month, and of the advertising merchant was 55 dollars per month, instead of being doubled at the same time he doubled his sales. So the electric light company and the landlord paid part of it. Then the four salesmen paid the other proportion, and were glad to pay it. They had once worked for a non-advertising merchant at 75 dollars per month, and they are now working for the advertising merchant at an advance of 10 per cent. in salary. They are now getting 82 dollars 50 cents per month each, and each man sells two suits of clothes per day, while previously they received only 75 dollars per month, and sold an average of one suit per day. So these four salesmen pay 270 dollars of the advertising bill, and by so doing gain an increase of salary of 10 per cent. And then the book-keeper and the general expense paid 85 dollars toward the advertising bill, because the book-keeper's salary was increased 15 per cent., while the business doubled, so that an economy of 85 dollars per month was effected. This amount went toward the advertising fund of 500 dollars per month. Now there is a comparison of your advertising merchant and your non-advertising merchant in the same business on the same street, selling the same grade of goods and employing the same grade of help. Two men, we will say, of equal ability—one of them believing that if he advertises he must increase the price of his goods, and the other knowing that the mere fact that he does advertise will enable him to sell more goods for the same price, or possibly at a less price.

Who pays for the advertising?

When I buy a hat from an advertising merchant I am not at all interested in who pays for his advertising, as I am quite sure that I do not. The hat merchant who advertises, assuming that he knows how, can sell his hats for 2 dollars 50 cents, while the same quality of hat must bring 3 dollars in a store of the merchant who does not advertise.

Get this point, then, fixed clearly in your mind. Advertising is an economic saving and not an extra expense.

In talking with a retail druggist regarding advertising, he told me his business was not one that could be profitably advertised, and that he could not afford to advertise. I suggested to this merchant that he spend one-half of the net profits of his business in advertising, and he adopted my suggestion, with the result that his business for 1906 was three and one-half times his business for 1905. His profits were sufficient to pay his expenses, to pay for his advertising, to pay him 285 dollars per month more than he had been accustomed to draw for himself, sufficient to enable him to increase his stock of goods, as his added sales furnished additional capital, and he is to-day selling every article in his store on which the price is not regulated by the manufacturers or by the Retail Druggists' Associa-

tion at from 5 per cent. to 15 per cent. less than he was selling or could sell these same articles before he began advertising.

Who pays for his advertising? The answer is the same as in the case of the clothing merchant. The advertising bills are liquidated by the landlord, the light company, the clerks, and even by the sprinkling wagon that passes before the front of his store. He paid during 1905 one dollar per month toward the sprinkling of the street in front of his store, and in 1906, although his business was three and one-half times as much, he still paid only one dollar to the street sprinkler.

Who pays for his advertising?

The sprinkling cart.

Being a manufacturer you say that this does not apply to your business particularly, and fits only the retail business. This applies to the manufacturer and to the jobber and to the retailer, to the mail order house. The manufacturer has a certain fixed overhead expense which will not increase more than 10 to 20 per cent. with the doubling of his output. I know factories that are closed at least one to three months each year, the major part of the overhead expenses continuing while no goods are being made. Advertising will keep these factories open twelve months in the year, would enable the manufacturer to work a night shift in the same building with the same machinery, thus materially decreasing the cost of his product, and enabling him to sell his product more profitably and at a less price.

Who pays for the advertising?

The man who doesn't—advertise.—*Canadian Cigar and Tobacco Journal.*

## RHODESIAN TOBACCO.

EXPERTS PREDICT A GREAT FUTURE FOR THE INDUSTRY—THE PRESENT TRADE AND ITS POSSIBILITIES.

It may be recalled that a recent interview with Mr. G. M. Odlum, the Agricultural Adviser to the Chartered Company, for which a representative of South Africa was responsible, was full of encouragement and instruction to those interested in the progress of the tobacco industry in South Africa. It records successful effort and indicates clearly the lines on which real advance is to be made. To the latter aspect too much attention cannot be paid, either by the individual grower or by all those Government appointed agencies in the several colonies that are now laudably engaged in raising the standard of culture of the industry. Tobacco already bulks largely in the volume of South Africa's exports, and according to a competent London importer's estimate is of such prospective importance as "to be able to make a great country by itself." Although a fact well known in South Africa, it may occasion surprise to many at home to learn that the South African colonies already export tobacco to the value of nearly £400,000 a year, while the production is probably thrice that amount. Only a small portion of the exports from the several colonies, however, finds its way to Europe or elsewhere overseas, the bulk being distributed to consumers within the South African Customs Union itself.

It is worth observing that the market in South Africa is not confined to the white population, but embraces the native, the Indian, and the Chinese coolie, and that there is throughout the sub-continent a large consumption not only of tobacco, cigars, and cigarettes, but also of snuff and of goorak and hookah mixture. It is also not without significance that the tobacco-producing colonies are able to supply not only their own present domestic requirements of the locally-grown article, but to export £100,000 worth more of the native product than the value of the total

imports of foreign tobacco. Indeed, under the various healthful stimuli now being applied progress in recent years has been rapid, and given improvements in the methods of production, so as to secure an article more generally suited to European taste, it should not be long before South Africa takes its place with the largest producers as a regular competitor in the tobacco markets of the world. That this forecast is not far removed from fulfilment is shown by the favourable judgment accorded to the tobacco exhibits at the recent exhibition in London. Experts declared that some of the brands of South African pipe tobacco possess qualities which make them suitable for the London market. As a general rule, the South African leaf is not too strong, and burns well. Such known defects as it sometimes possesses are remediable. They generally arise from improper fermentation in curing, lack of uniformity in quality from insufficient grading, &c.

Commercial defects, shared by all South African tobacco alike, and which will be remedied as the industry expands and progresses, are that the volume offered by South African growers is too small to be worth the attention of importers, and the prices much above the level obtained in London. The great London importers require to handle hundreds of tons, and when South African growers are able to produce and supply in quantity to this extent they will then doubtless be in a position to quote lower prices. In no small measure is the success in tobacco cultivation due to the special suitability of the South African soil to the growth of the tobacco plant. The last factor is of special significance, for the sandy, stony districts of Rhodesia, the Transvaal, and Cape Colony, unsuited to the raising of cereals or vegetables, are found to be eminently fitted for the growth of a tobacco leaf delicate in flavour and amenable to the manufacture of the highest class of tobacco or cigars. An appreciable enhancement will occur when the land banks which are about to be instituted become operative, for, with their assistance, growers will be able to extend their acreage under tobacco and improve their curing appliances and processes. The progress reported in Rhodesia, where, since Mr. Odlum began his useful labour, the acreage under tobacco has recently been increased from 400 to 2,000, will be repeated in each of the other colonies, and there can be no doubt that by dint of such a combination of forces a vast expansion in the industry must result.—*Daily Report.*

HOW TO TREAT YOUR PIPE.—First get a pipe worthy of attention. Genuine lovers of the weed almost invariably use the French briar, with amber on, as second best, vulcanite mouthpiece—never celluloid. The briar pipe has the charm of giving off no odour of its own, and the tobacco is given full opportunity to do its best with its own smoke. When the pipe gets ripe and lovable with long use, if it has been rightly cared for it becomes a thing of beauty, even in the eyes of the non-smoker. Never light your pipe at a gas or lamp. Let the flame of the match be drawn into the centre of the bowl, or it will char the rim. Be just as careful when the pipe is five years old as when it is new. Use a modern scraper to rid the bowl of adhering ashes, never a knife. Keep the stem clean always, and at least once a week steam the pipe thoroughly with the cheap little apparatus familiar to most smokers. Polish the pipe daily with chamois leather, or an old silk handkerchief, set aside for that purpose. Never clean the pipe with water. If alcohol is used, keep it from the outside of the bowl, or it will mar its surface. Be choice in the selection of tobacco. It should be neither too powdery nor too heavy, and should smoke cool to the end. Smoking should be deliberate, never furious. A straight-stemmed pipe is more easily cleaned than one which is curved, but probably more easily broken. For rowing, driving, &c., the "bulldog" is the approved shape; but the literary man and student should use the straight stem only, as the eyes are less affected by the smoke. Be good to your pipe, and it will be good to you.

## Women as Smokers.

### THE ENGLISH EXAMPLE.

This generation has seen great changes in the matter of smoking among women. In the beginning of the nineteenth century we had a race of women who had reached the climax of refinement. They were delicate, dainty, and scrupulous on points of correct conduct. They were associated with the fragrance of lavender, with the scent of rose leaves in pale drawing-rooms, and their hands were occupied with the lace pillow or the embroidery frame. Only the women who worked in the open, who tramped by hedges, and rested by roadsides smoked. Sometimes their calling would bring them into contact with the ladies from the drawing-rooms. On these occasions the well-used pipe was removed, and an apology was made that even a suggestion of tobacco smoke should reach these fine ladies. The pendulum has swung round. The women of the wandering classes smoke less, and we are assured that four out of every five English ladies of position are smokers. English example has, it is said, induced the hotel and restaurant managers of New York to withdraw restrictions which have held force hitherto as to ladies smoking in public. They find that so many of their American clients who have been in Paris and in London have acquired the habit from their European sisters that they like the freedom of smoking a cigarette or two after a restaurant dinner. Investigations in London have proved that there is no really fashionable West End hotel, restaurant, or club where there is any restriction as to ladies smoking. Some of a dozen or so managers laughed at the idea that any restriction should exist. "Why, there are not ten ladies out of a hundred who do not smoke now," said one of those gentlemen when questioned. "A lady dining alone would naturally be asked to desist if she smoked, but then no lady does dine alone."

He seemed quite confident on the subject. During the recent International Congress of Women in Berlin, two ladies, wearing the congress badge, were refused admittance to a good restaurant because they were not accompanied by gentlemen. It happened that one of these ladies was the wife of a Foreign Minister, so that the occasion was not a pleasant one for that same restaurateur.

"Are we asked to supply special cigarettes for ladies when cigars are sent round for gentlemen?" said another of our leading hotel managers. "No; not frequently, for when ladies smoke they carry their own cigarette cases of gold or silver, very often jewelled and crested." "Of course, ladies smoke," said another of these gentlemen, in reply to a question. "We are often asked to hand round special cigarettes after dinner. No one pays the slightest attention as to whether ladies smoke or do not. Why should they?"

"The class of ladies who smoke?" he repeated. "That it is impossible to say. Some people are ready to declare that actresses smoke; that is nonsense. Others would say that a 'real lady,' such as a countess or a duchess, would never smoke. That, too, is nonsense. As a matter of fact, it is no uncommon thing in a restaurant to see a duchess smoking at one table after dinner and an actress at the next one who does not smoke. A beautiful actress is usually very abstemious; she has to take care of her complexion, her nerves, her voice."

"Do ladies smoke?" said one more, laughing; "I should rather think they do! I should say that out of every five ladies four smoke, even if they do not do it in public. Age does not matter; old ladies smoke as well as young. We are often asked to send up special cigarettes for ladies when cigars are ordered after dinner. I should say the American women smoke least of all."

"A dozen years ago," was the reply elsewhere, "there was a restriction, but ladies never smoked in public. It was only the so-called emancipated woman who had her

hair cut short and who wore ugly clothes who liked to parade a cigarette. It was not tolerated. It was sometimes a difficult task, but we were obliged politely to let it be understood that our patrons objected. Even men did not smoke in the dining-room until after half-past eight. People nowadays are altogether less punctilious. They smoke always and all over the place. Many ladies have cigarettes after lunch, after tea, and after dinner."

There is one very well-known restaurant in London where ladies are not allowed to smoke. It is cosmopolitan, but if, as occasionally does happen, a lady smokes, she is politely asked to desist.

Asked as to the habits of factory girls, a tobacconist, who sells enormous quantities of cigarettes every year, scouted the idea of smoking being prevalent amongst them.

"Not the London factory girls, I assure you," he said. "I can't speak for others. Why, a London factory girl would say the habit was vulgar; she would not smell of tobacco, she prefers essence of violets."

"I'll tell you who smoke," he went on confidentially, "and that's the Suffragettes. They do smoke! The kind they like? Oh, I don't know; they smoke their husbands' or brothers' cigarettes. When a woman really takes to smoking, she is quite indifferent as to the brand if she gets her cigarettes fragrant enough and strong enough. Some go in for scented cigarettes, but not many. As a rule, women like gold-tipped ones. Some use holders to keep their fingers clean; other's don't mind the disfigurement."

Smoking amongst English women has stood for emancipation. Some 25 or 30 years ago, when women freely entered the Universities, when women became doctors, painters, journalists, without any remarkable importance being attached to their action, they felt it necessary to assert themselves. Some dressed like men, some cut their hair short, many smoked. There was something "daring" in the action, and the more timid the woman the more she loves to be considered brave. Women revelled in smoking at that period. Woman has swept most restrictions out of her path, and may almost do as she likes nowadays (with the exception of that vote), and still she smokes. Some regard it as giving them a certain cosmopolitan air, others frankly like it. Brain workers sometimes find that tobacco soothes them and acts restfully; it stimulates others. The neurotic woman who exceeds in cigarettes would exceed in something else if she could not smoke.

The idea that the habit is cosmopolitan is quite correct. The Russian woman, who smokes as she eats chocolates, does not make her smoking aggressive. In Geneva, perhaps the most cosmopolitan city in the world, one rarely sees a lady smoking in a fashionable restaurant. A year ago, when Geneva was crowded with Russian politicians, when women who were in the forefront of the movement had taken refuge there, they were seldom seen smoking, even in their favourite haunt, the Jardin des Bastions, where of an evening one heard little but Russian. Here and there a lady would smoke a cigarette; she was at once labelled "Russian," and no one paid any special attention. The women of Denmark smoke a great deal, Austrians are smokers, so are Poles; Egyptian women and Spaniards enjoy cigarettes. The dainty Japanese honestly finds satisfaction in her tiny pipe. French women, with the exception of artists, literary women, and politicians, as well as students who frequent the Quartier Latin, smoke very little. Italian women rarely indulge in cigarettes.

The English woman has a different conception of life from most of the Continental. She has another standard. Life has changed for her. It may be that now the class of women who formerly were sheltered need the solace of tobacco, just as the woman on the hard road of reality did in former days. The cause is differentiated; the result the same. The woman who throws herself into the "Weltschmerz," who struggles and strives, attaches little importance to her cigarette; it soothes her for the moment; it amuses her. If the broad question is raised whether it is wrong for women to smoke, the true answer is that it depends on the smoker.—*Daily Telegraph*.

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