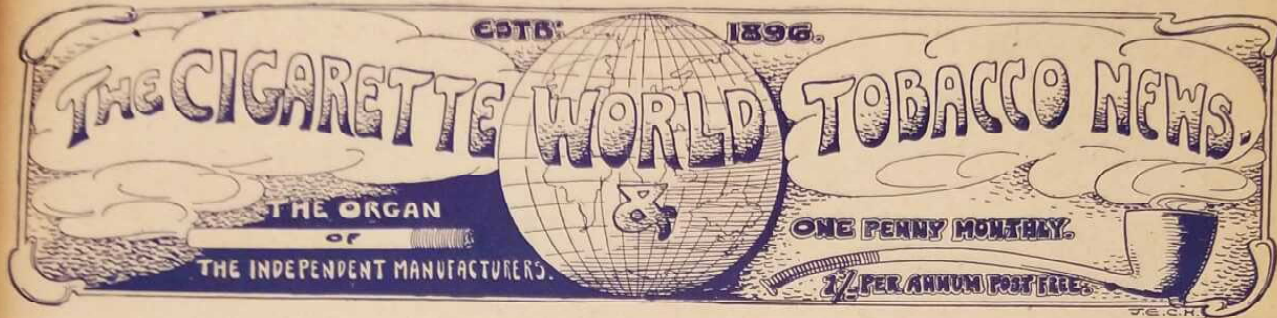


Park Drive Cigarettes

A Huge Success!
Splendid Value—10 for 2d.—Strong Advertising—Good Profits.
GALLAGHER LTD.—THE INDEPENDENT FIRM—BELFAST AND LONDON



Published on the 1st of every Month.

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FOR
GODFREY PHILLIPS LIMITED
LATEST PRICES OF
Tobaccos & Cigarettes,
IN PACKETS AND BY WEIGHT.

FOR
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APPLY TO
J. H. CUSTANCE,

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MURATTI'S CIGARETTES

give you an excellent profit
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(PURE DUBEC).

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General Manager and Secretary, RICHARD J. PAULL.

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THE CIGARETTE WORLD AND TOBACCO NEWS.

£250 FREE INSURANCE

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Month of Issue—
FEBRUARY, 1909.

Signature of holder



Two excellent brands to stock—
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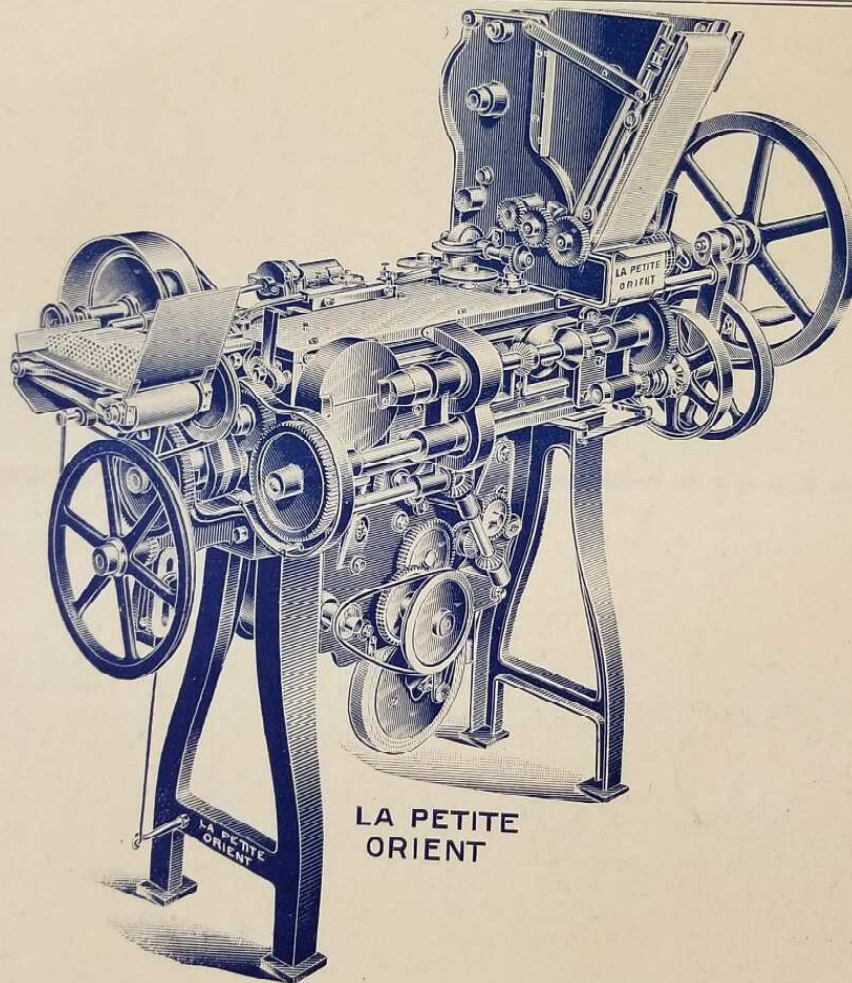
MURRAY, SONS & CO., LTD.,
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Write for prices.

"LA PETITE ORIENT" Cigarette Making Machine

This is the baby "ORIENT." It is particularly adapted to the requirements of small manufacturers where a very large output is not required, nor a large floor space available. The construction of "La Petite Orient" is similar to that of the "Orient," only on a smaller scale. "La Petite Orient" Cigarette Making Machine can be operated by a girl without any assistance. The Machine may be run by hand or power.



LA PETITE
ORIENT

CAPACITY: 30 to 40 Cigarettes per minute. Round or Oval Cigarettes can be made in different sizes.

FEEDING: The tobacco is not broken in passing through the feeding box, but retains its length during the whole process of manufacture.

PRINTING: Will print in bronze and ordinary ink at one operation, or in two colours, or in bronze only.

OVERLAP: The paper lap is only one millimetre in width—the smallest overlap ever made on a cigarette machine.

The finish of the Cigarettes produced by "La Petite Orient" Machine is better than the best hand-made work

Further particulars can be had on application.

The BARON CIGARETTE MACHINE CO. Ltd.
8 ST. JAMES' PLACE, ALDGATE, LONDON, E.C.

OUR LATEST SUCCESS.

SWEET
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With Coupon for Presents.

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

STOCKED BY ALL
WHOLESALEERS.

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

40% PROFIT.

DONORE CASTLE

CIGARETTES, 8d. per oz.,

Yield 40% on List.

ADVERTISING MATTER SUPPLIED.

Write for List, Dept. G,

**T. P. & R. GOODBODY,
DUBLIN,**

Who are not connected with any
Trust or Combine.

**The Cigarette World
AND TOBACCO NEWS.**

FEBRUARY 1st, 1909.

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

BLOCKS SHOULD BE SENT DIRECT TO

Messrs. CHORLEY & PICKERSGILL, Ltd., The Electric Press, Leeds.

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

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

"AARON'S ROD."



WHEN Moses and Aaron went before Pharaoh, Aaron, it will be remembered, cast down his rod and it became a serpent, whereupon the Egyptian magicians by their enchantments succeeded in achieving the same miracle, but Aaron's rod swallowed all the rest. The Imperial Tobacco Company have already swallowed a great many concerns, to their great advantage, and have shown a truly serpent-like power of digestion. Moreover, they continue to ask for more, and there are now not a great number left to swallow. We are compelled to form this view by the results recently published of the year's operations of the big "combine." The deferred shares get 12 per cent., a cool quarter of a million is added to the reserve, and £200,000 is carried forward. Though this result shows the nominal falling off of £3,000, yet when we take into

ESTABLISHED 150 YEARS.

TADDY & CO.,

Tobacco, Cigarette, and

Snuff Manufacturers,

and Cigar Importers.

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

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

consideration the unfavourable conditions of last year, and the great depression in trade, the figures must be deemed remarkably favourable. "If they do these things in the green tree, what will they do in the dry?" If in such a year as 1908 such success has been achieved, what may be expected in a really good year? We are afraid to hazard a guess at the percentage of the trade of the United Kingdom now in the hands of the Imperial, but we would remind our readers that at the end of the first year that percentage was 55, and we will leave them to estimate for themselves what it must be now. A point, or rather *the* point, which retailers have to consider is what will their position be should the Imperial continue to progress at the present rate, and ultimately gain complete control. All trusts work on the same lines, and as we have frequently pointed out the American Tobacco Company is the most unscrupulous trust in America. Our fear is that the American tail in the Imperial will wag the dog, and that once a real grip has been obtained the retailers will be dealt with mercilessly, and will become mere managers for the "combine."

Leaving aside this question, we now come to the position of the independent manufacturers, and it is quite clear that it is becoming more serious every day; but if it is serious it is not hopeless. Even at the eleventh hour we are confident that if a wise policy is adopted much can be done to secure a fair share of the trade.

Though we have consistently attacked the Imperial Tobacco Company, our readers will do us the justice to acknowledge that we have never taken unfair advantage, neither have we attempted to depreciate any of the articles sold by the "Trust." What we have said, and do say, is that as regards all brands of tobacco and cigarettes at popular prices, at least as good value can be got from independent manufacturers, and in a great many instances better value. We have, however, no hesitation in saying that the manufacturers of the highest-class cigarettes are not in the "Trust." Without disparaging the "Trust" brands of cigarettes, we would venture to say without fear of contradiction that they cannot compare with the best products of such firms as Teofani & Co., Lockyer & Co., Abdulla & Co. Ltd., Carreras Ltd., Taddy & Co., and Muratti, Sons & Co. Ltd., to name a few out of a large number. As for outside manufacturers who make a speciality of a cheap line, very many of their names are to be seen in our advertising columns, and there are others who ought to advertise with us, who need not fear comparison with any line turned out by the "Trust."

These facts, we think, make it clear that enterprise and energy can succeed in getting a far greater percentage of high-class trade than is now obtained. We believe that one of the best methods to pursue is to get at the independent retailer, and we have shown that we have exceptional opportunities of assisting manufacturers to do so. When you have got the independent retailer, you must see to it that you keep him independent, and you must be prepared to make very liberal concessions with regard to profits, so that he may find it to his interests to push your goods. Now it is difficult to much increase the profit

allowed to the retailer of cheap popular lines, but it ought to be easy to do so on the high-class cigarettes, and the sacrifice made would undoubtedly have valuable results in the future. Independent manufacturers would do well to give instructions to their representatives to do their utmost to counteract the efforts which the Imperial Tobacco Company are making to increase their trade in loose tobaccos. The amount of this trade which the "combine" have got hold of recently is to our knowledge enormous, yet we believe that much of it may be recovered if a very vigorous policy is pursued.

—*~*~*—

We have received full particulars of the forthcoming Imperial International Exhibition to be held at the White City this year, and we think that London may look forward to having a repetition of the splendid success of last year's exhibition; indeed, we doubt not that the promoters will profit by their experience and will introduce many improvements.

The special feature of the forthcoming exhibition will consist in the display of the most distinctive and unique products and manufactures in which foreign nations, their colonies and dependencies, and the British Empire respectively excel, so as to bring before the world for the first time the specialities of each country in a comprehensive and practical form, and to enable visitors to the exhibition to see at a glance the highest results of modern thought and energy in all the departments of science, art, and manufacture of each nation. The effect of such an exhibition must be to impress upon every country the particular lessons it can learn from others, to increase friendship and good feeling between it and its neighbours, and to extend the commerce of all.

The various health resorts and spas of the Continent and of the United Kingdom will be invited to make special display of their attractions, their curative properties, and the charms of the scenery in their neighbourhood, so that their hygienic advantages may be seen at a glance, thus enabling every visitor to realise the various beauty spots of the world, and the facilities for reaching them.

The magnificent collection of pictures and sculpture was greatly admired last year, and the Art Section will be again a great feature this year, and it is confidently expected that visitors will be enabled to view the finest examples of the genius of painters of all schools that have ever been brought together in this country.

It only remains to add that applications for spaces should be made as early as possible, addressed to "The Secretary, Exhibition Office, Macfarlane Road, Shepherd's Bush, W."

NOTICE.

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon Street, E.C., beg to say they are in no way associated with the Wholesale Tobacco Supply Co. Ltd., 63, Aldersgate Street, E.C.

TOBACCO TRADE Benevolent Association.

FOUNDED 1860.

President: WILLIAM KLINGENSTEIN, Esq.

Trustees: BARON WINTERSTOKE of BLAGDON,
J. S. GILLIATT, Esq.,
CHAS. E. LAMBERT, Esq.

Treasurer: THOMAS DURBRIDGE, Esq.

Pensioners now receive **£24** per annum. Temporary relief granted to necessitous Members of the Trade, their Widows and Orphans.

The work of the Association is carried on voluntarily, therefore practically without expense.

DONATIONS AND SUBSCRIPTIONS will be thankfully received by the Honorary Collectors:—

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Every Half-Guinea contributed carries with it a vote at the next Annual Election of Pensioners.

Honorary Joint Secretaries:—

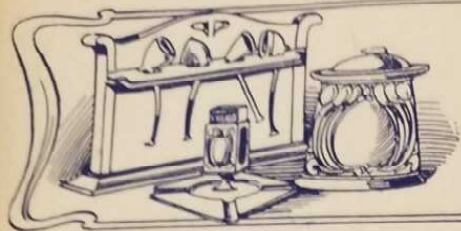
C. VOGELSBERGER, Esq., 8, London St., E.C. (to whom all Communications should be addressed), and E. C. OSMAN, Esq.

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Smoking Mixture.

CIGAR SANDWICHES.—From Portland, Ore., comes the story of an absolutely new sandwich invention for getting around the sale of tobacco on Sunday, except in restaurants. In New York City the sandwich served to justify the sale of liquor is at least nearly real. In Portland they have actually invented the cigar sandwich. A man who wants to buy a Perfecto just walks into a cigar store and orders a Perfecto sandwich. He gets two thick slices of bread with his favourite between them. Then he magnanimously gives back the bread. The District Attorney is trying to determine whether a cigar sandwich is a sandwich within the meaning of the law.—*The Globe*.

CARELESS THIEVES.—Thieves who broke into the premises of A. Davidson, tobacconist, Cleethorpe Road, Grimsby, had a disappointing visit. Having forced an entry at the rear, they rummaged the stock, and gathered a nice collection of cigars and cigarettes ready for removal. Finding the assistant's watch, they pocketed it, and then prospected a cupboard, and while striking matches to ascertain its contents set alight a garment hanging inside upon a peg. The blazing cloth was hurriedly snatched from the hook and flung into the kitchen, but it ignited the curtains, and they blazed so furiously that the alarmed visitors bolted, forgetting their booty in their hurry to escape. The fire burnt out without doing much damage, and if the visitors would only return the watch "all will be forgiven," as the agony advertisements say.

WHAT SOME QUEENS SMOKE.—There is still more or less prejudice against women smoking, although the prejudice does not seem to extend to royalty, and most of the queens and empresses of Europe are devotees of the weed. The Dowager Empress of Russia smokes an enormous number of cigarettes a day, and the Czarina also finds the habit soothing to her nerves after they have removed the victims of the latest bomb throwing. The Queen of Portugal likes Russian cigarettes, but her mother, the Countess of Paris, prefers a cigar. Ex-Queen Natalie of Servia has her own brand of coffin nails, which are specially manufactured for her. The Queen of Roumania and the Queen Mother of Spain affect the Egyptian variety and are incessant fumigators. One of the few exceptions to the rule is Queen Alexandra of England, who shares many of the views of the late Queen Victoria in regard to the conduct of her sex.

NO SMOKERS WANTED. STRAIGHTLACED BRIDLINGTON METHODISTS.—A good deal of amusement, and here and there some indignation, is being caused in Bridlington by the rumour which has escaped from one of the quarterly meetings of the local Methodist circuits to the effect that the services of a minister are to be lost to the district because it has been found that the good man smokes a pipe! So says a correspondent. At a recent meeting of the Primitive Methodist Circuit at Bridlington the name of the Rev. R. W. Reveley, now of Hull, came before the meeting as a likely minister to succeed the Rev. George Welbourne (Bridlington) in 1911, but solely on account of the rev. gentleman's fondness for an occasional whiff of tobacco it was decided not to extend to him a unanimous invitation, and accordingly the rev. gentleman,

who, had he gone to Bridlington, would have done so at a sacrifice of £10 or £15 per annum in salary, will not now go to Bridlington.

DIFFERENT KINDS OF SMOKERS.—There is a marked difference between the man who loves his pipe and the man who smokes it only occasionally. The true pipe smoker pulls gently and affectionately upon the lighted tobacco, emitting slender cloudlets from his lips, while the amateur puffs hard and keeps his tobacco burning so fast that it is soon burnt out. Perhaps this explains why men of phlegmatic temperament are generally pipe smokers, while those who are nervous and excitable are more often addicted to cigarettes. It may also explain why pipe smoking, which is almost universal in England and Germany, has never become a really common habit in America, Britons and Teutons being constitutionally phlegmatic, while Americans as a class are generally nervous and excitable. In Latin countries the pipe is the companion of poets, painters, philosophers, and men who have retired from active life, while the cigar and the cigarette are used by those who are still engaged in business or labour.

SMOKING CONTESTS IN BELGIUM. NOVEL FUNCTIONS THAT ARE OF FREQUENT OCCURRENCE IN KING LEOPOLD'S LAND.—Belgium enjoys the distinction of consuming more tobacco per capita than any other country in the world. It consumes twice as much per head as does its next nearest competitor in the fine art of smoking. Boys and girls smoke in Belgium, and there isn't a vestige of law against it. Nobody there objects to seeing school children smoking cigarettes or pipes in the streets. So it isn't any wonder that Belgium consumes six pounds of tobacco a year to each inhabitant, where the German—an inveterate smoker—gets along on half that quantity, and the cigarette-smoking Russian and the cigar-smoking Italian use but a sixth of the Belgian's annual allowance. Actually the average Belgian doesn't consider himself a well-educated smoker until he has taken a regular course in smoking. This idea is the primary reason for the establishment of the Rookers' Club of Bruges, Belgium. It is a smoking club where everybody smokes. The entire clubhouse is decorated with a marvellous array of pipes collected from every quarter of the globe, and made of almost every material that can be imagined. The members hold smoking competitions in order to keep up interest in the club, and to enliven their popular meetings. The competitors are seated at a long table, and to each is given a long clay pipe containing two and a half grammes of tobacco which has been carefully weighed beforehand. At a given signal from the president they light up, only one match being allowed to each smoker. The president keeps glancing from one end of the table to the other. A thin blue cloud serves as a proof of the vitality of the pipe. On the other hand, when no smoke appears the gong is sounded and the member whose pipe has gone out leaves the table. At the end of an hour it may be that only two remain. Both sit motionless, emitting from time to time a faint grey line of smoke. The one who keeps his 2½ grammes of tobacco alight the longest wins. It is not uncommon for an expert, a champion smoker, to make one pipe last 90 minutes. And it is not uncommon for some elderly woman to enter the contest—and she asks no handicap either.



Trade News and Notes.

JUVENILE SMOKING IN JERSEY.—To prohibit smoking by children under sixteen years of age a Bill was introduced on January 14th in the Jersey States.

The accounts of the United Tobacco Companies for the year ended 30th September, after paying 6 per cent. on the preference shares, and interim dividends amounting to 18 per cent. on the ordinary shares, show a surplus, including £16,230 brought forward, of £19,075, which the directors recommend should be carried forward.

BRISTOL'S TOBACCO TRADE.—The Customs duties levied at Bristol during the past year again exceed four millions sterling, although the total is less by £50,000 than that of the previous year. In tobacco there has been an increase of £96,000, the total receipts from the tobacco duties being £3,449,990. There has been a falling-off of £115,000 in the receipts from the sugar duties, which were reduced from May last. Other figures are much about the same.

**WEIGHING TOBACCO IN LIVERPOOL DOCK WAREHOUSES. CON-
CESSION TO TRADERS.**—The Liverpool Tobacco Trade Section of the Chamber of Commerce having approached H.M. Customs with an application that tobacco in bonded warehouses might be allowed to be weighed in pounds only when the cental series is used, Mr. Edgar Butes, the Collector at Liverpool, has intimated that this permission has been granted, but states that the ordinary weight units are to be recorded when the avoirdupois series is used. The Dock Board have also directed that from January 1st all tobacco stored in their warehouses will be weighed in pounds instead of cwts., qrs., and lbs.

Foreign.

PORTUGUESE TOBACCO COMPANY'S DIVIDEND.—At an extraordinary general meeting of the shareholders of the Portuguese Tobacco Company it was decided to pay for the year 1907-8 a supplementary dividend of 6 per cent., to be drawn from the reserve fund.

REDUCED AMERICAN TOBACCO CROP.—A preliminary estimate by the United States Department of Agriculture of the total products of tobacco in the United States in 1908 places the crop at 629,634,000 lbs., as against 698,126,000 lbs. in 1907, thus indicating a decrease of 68,492,000, or 9.8 per cent. The average production in the past five years has been 722,744,000 lbs.

TOBACCO DEAL.—The Acting British Consul at St. Louis (Mr. R. Stanhope) reports that the Burley Tobacco Society, of Louisville, Kentucky, has sold to the American Tobacco Company the whole of its 1906 and part of its 1907 crop of tobacco at an average of 20 cents. per pound for the 1906 output and 17 cents. per pound for the 1907. Nearly 80,000,000 pounds of tobacco have thus been sold for some 14,000,000 dollars.

DESTRUCTION OF TOBACCO LEAF.—H.M. Consul-General at Manila (Mr. R. de B. Layard) reports that, according to trustworthy information, in the Cagayan province of the island of Luzon 33,000 quintals of tobacco leaf, valued at about £50,000, were destroyed on 13th October by a typhoon. No destruction, however, occurred to crops, and, as exceptionally large stocks of good leaf are on hand, it is anticipated that the disaster will have little, if any, effect on the Manila tobacco market.

NO CIGARETTES FOR WOMEN. FRENCH CUSTOMS STRICTNESS.—A circular issued by the

director of the Customs Office contains bad news for travellers who visit France. The circular explains that the Customs officials have been directed to reduce the quantity of tobacco, cigars, and cigarettes which travellers are allowed to import for personal consumption to half what is now allowed. Accordingly, after May 1st, travellers will be forbidden to bring into France more than ten cigars, twenty cigarettes, or 1 $\frac{3}{4}$ ounces of tobacco. It is expressly stated that the traveller must choose between tobacco, cigarettes, or cigars, and will not be allowed to bring in the stipulated quantities of each, and that no traveller may fill his pockets with the share of a companion who may be a non-smoker. The Director of Customs also refuses to recognise the right of women to smoke, and so forbids them the privilege of importing even the smallest quantity of cigarettes free of duty.

PORTUGUESE TOBACCO MONOPOLY. THE CLAIM AGAINST THE GOVERNMENT.—The Lisbon correspondent of the *Frankfurter Zeitung*, in referring to the recent extraordinary meeting of the Tobacco Monopoly Company, states that it was resolved to place the deficit of 412,288 milreis for 1907-8, after taking this amount from the reserve fund, to a separate account, which is to be liquidated on the settlement of the company's claim against the State. It was decided to devote the surplus of the reserve fund to the extent of 450 contos to the statutory reserve, 270 contos for the payment of a 6 per cent. dividend for the current year, and to put 303,622 milreis to a "reform" account, which alone will be drawn upon in the future for the payment of extraordinary dividends. The report presented to the meeting stated that an improvement

CONNOISSEURS SMOKE

TEOFANI'S

HIGH-CLASS CIGARETTES. LTD.

PURVEYORS TO HIS HIGHNESS



THE KHEDIVES OF EGYPT.

HORS CONCOURS. MEMBRES DU JURY. GRANDS PRIX
GOLD MEDALS, CROIX BIJOUX, CROIX D'HONNEURS,
DIPLOMES D'HONNEURS, &c., &c.

FROM ALL WHOLESALE HOUSES, OR FROM

TEOFANI & CO. Ltd., LONDON.

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in business has taken place in the course of the current year, and that the company's claim against the State amounts to 946 contos. The claim is based upon the circumstance that the sale of products diminished in consequence of the introduction of Sunday rest, owing to the delay in the declaration of higher import duties on foreign tobacco, the régime in the colonies, the insufficient "fiscalisation" of the State, and the general crisis.

TURKISH TOBACCO REGIE. SMUGGLING CLAIMED TO BE DETRIMENTAL TO TURKEY AS WELL AS THE COMPANY.—According to the Vienna correspondent of the Berlin *Tageblatt*, the shares of the Turkish Tobacco Regie Company have declined heavily since the beginning of the present year, the fall being 100 kronen, notwithstanding a recovery of 20 kronen in the past few days. Since the revolution in Turkey the smuggling of tobacco, which was previously carried on to a large extent, has considerably increased, and exercises a strong influence upon the receipts. It is also feared that the new régime will be less disposed than the old Government to a prolongation of the company's concession on its expiration in 1914, and although the company has already provided large reserves for this contingency, only a tolerably satisfactory liquidation could be expected if the final years of the concession yield very favourable results. Apart from this, financial circles in Vienna are of opinion that any injury caused to the company will hit Turkey in the first place, not only in connection with the country's share in the profits, but also because the preponderating portion of the 200,000 shares is held by Turkey. The number of shares held in Austria-Hungary is estimated at no more than 30,000 or 40,000 at the present time.

A GREAT YEAR FOR PORTO RICAN CIGARS.—There is every reason for believing that 1909 will prove a record-breaking year for the better grades of Porto Rican cigars—the cigars made by reputable manufacturers from specially selected Porto Rican tobacco. Much of the tobacco grown in Porto Rico last year was of exceptionally high grade, and some of it was far superior to any that has heretofore been produced in the island. This tobacco naturally commanded a high price, and the price was still further enhanced by an attempt to corner the supply. The attempt was not a success, although a few firms that lacked sufficient capital to protect themselves were badly pinched. The leading independent manufacturers on the island, however, had possessed sufficient foresight to provide themselves with ample supplies of leaf before the sudden rise in prices last summer, and they are therefore in a position to make better cigars than ever before. The fact that last year's crop of tobacco in Porto Rico was of such superior quality can hardly fail to prove a considerable factor in strengthening the disposition upon the part of the trade in the United States to push the sales of the finer Porto Rico cigars retailing at three for a quarter and upwards. Porto Rican cigars of this character have already won their way into favour with a considerable number of smokers, and the fact that the cigars made by reputable manufacturers from the Porto Rican tobacco grown last year—which are now in the stocks of the distributors and dealers—are better than anything that they have offered in the past, is bound to retain the clientele already established, and at the same time increase the number of steady consumers of fine Porto Rico cigars.

JAPANESE AND SWEDISH MATCH COMBINE.—A leading Japanese match-stick company is reported to be arranging to secure capital from the Swedish Match Trust. This trust was formed in 1906 by eighteen match manufacturing companies of Sweden for the sale of matches, and it has been able to overcome the Japanese match competition in India. The Swedish Trust, on the other hand, has been feeling anxious regarding the sources of its future supply of wood for match-sticks, which it cannot obtain wholly at home. Learning that Japanese match manufacturers, who have repeatedly failed in attempts to

form a combination, are anxious to secure foreign money, and also that there is an abundant supply of match-stick wood in Japan, the Swedish syndicate has made investigations into the position of the Japanese industry, and the outcome is that it has now decided to invest money in the industry in Japan, and negotiations are proceeding with several Japanese companies. A proposal was made that the Swedish Trust should take half the amount of the capital of the Japanese match-stick company already referred to, but in view of the depression of business in Japan the trust hesitated to agree to the proposal. Negotiations for the combination between the trust and the Japanese Company have, however, again been opened, says *Commercial Intelligence*. If the combination is successfully arranged, a large export of match-sticks will be the result, and in that case the price in Japan will rise, and the match industry, which is already suffering from the depression in trade, will be reduced to an even worse position. The manufacturers outside the proposed combination have been holding conferences to consider the course to be taken. The leading match manufacturers of Kobé and Osaka are considering a proposal to incorporate the industry into one company, and, if possible, to obtain a charter to monopolise the export of matches. There are 124 match factories in Kobé and Osaka. Of this number 13 in Osaka and 17 in Kobé have temporarily suspended operations. The export of Japanese matches so far this year shows a decrease of 40 per cent. as compared with the corresponding period of last year, and the outlook is considered almost hopeless unless united efforts are made by the companies to relieve the situation. It is expected that the amalgamation scheme will come to a successful issue.

Law.

A TOBACCONIST'S LACK OF CAPITAL.—Albert Edward Pitman, of 27, Charminster Road, Bournemouth, a tobacco dealer, had filed a statement of affairs showing gross liabilities £224 19s. 9d., of which £202 9s. 9d. was expected to rank for dividend. The assets, consisting of trade fixtures, stock-in-trade, and furniture, amounted to £105, and after deducting preferential claims the amount left was £82 10s., leaving a deficiency of £119 9s. 9d. The causes of failure alleged by the bankrupt were "Want of capital, which prevented me from developing the wholesale business." Examined by the Official Receiver, the debtor, who is 36 years of age, stated that he commenced business as a tobacco dealer at 2, Boscombe Chambers, Christchurch Road, Boscombe, in 1896, with a capital of about £40. He had no previous knowledge of the business, as he was a book-keeper to a miller, and his capital represented his savings. He earned from 25s. to 30s. a week, and that was more than he had done in the tobacco business after paying expenses. In 1899 he opened a branch business at 27, Charminster Road, and that was very successfully carried on. In 1905, in consequence of the landlord requiring possession of the Boscombe Chambers premises, the business carried on there had to be relinquished. He had to give up the premises, but without receiving any compensation, as he was only a monthly tenant. When he gave up the Boscombe Chambers he went into his affairs a little, and then found that he was £40 or £50 to the bad, and from that time he was certainly aware of his insolvency. He was never able to recover his position, and it was entirely with the hope of recovering himself that he started in the wholesale trade. He did very well for a time, and should have continued to have done so if he had had capital. Practically he had been insolvent for four years, but he did not consult his creditors, as he was never pressed, and he hoped to have recovered, but the thing had gradually gone on from bad to worse. Allowed to pass.

SALE OF A BUSINESS.—At the Clerkenwell County Court, on January 20th, George Collis, brushmaker, of Havelock Street, Caledonian Road, sued George Barwood, prison warder, of Hemingford Road, Barnsbury, for £10 10s., as money paid for a business. Mr. Cowdell, solicitor, represented the defendant. Mr. O'Connor, counsel for the plaintiff, said that in response to an advertisement offering a sweet and tobacco business for sale for £10 10s., plaintiff and his two children called upon defendant, who represented that the profits were 18s. per week. Plaintiff purchased for £10 10s. The profits for the first week amounted to 11s., and afterwards, with one exception, they did not reach anything like 11s. per week.—Plaintiff's daughter said they took possession of the shop on September 4th. They opened at 8 or 8.30 a.m. and kept open till 10.30 at night and 11 o'clock on Saturdays. Witness kept an account of the takings in the book produced.—Defendant said the advertisement was absolutely correct. He carried on the business for nine months. For five months out of that he was out of employment, and during that time he, with his wife and child, had nothing to live upon except the profits from the shop. The profits were accurately represented at 18s. per week.—Defendant's wife corroborated her husband's statement.—In cross-examination it was admitted that defendant bought the business for £2 10s. He worked it up, and the profits all through worked out at 18s. per week.—Another witness said that on one occasion, after plaintiff purchased the business, he went to the shop, but could hardly get in owing to the number of boys larking about there with plaintiff's daughter.—This had been denied by Miss Collis in her evidence.—His Honour said he did not take much notice of the question of larking. He thought the terms were, as stated by defendant, that out of the profits of 18s. per week the rent of 4s. had to be paid. As to the question of profit, he thought there was no dishonesty or fraud on the part of defendant. He was a little too sanguine, that was all. The verdict must be for plaintiff for £3 5s., with costs on the scale recovered.

THE SALE OF A BUSINESS. CLAIM FOR MIS-REPRESENTATION NOT SUBSTANTIATED.—At the Kingston County Court, on January 17th, before His Honour Judge Harrington, Mr. John Morris, now residing in Canbury Avenue, Kingston-on-Thames, brought an action to recover £17 9s. from Mr. Herbert Steadman, 5, Criterion Buildings, Windows Bridge, Thames Ditton, balance of the purchase money of the business carried on at the address named. Defendant admitted the amount was due, but counterclaimed for £50 on the ground that the business was not what it was represented to be. Mr. C. G. Sherwood appeared for the plaintiff, and Mr. G. C. Carter (Messrs. Durham, Carter & Durham) represented the defendant. The counterclaim was dealt with first, and defendant said that he had had 32 years' experience in hairdressing, and had had two businesses, both of which prospered; he was the proprietor of one for over twelve years. Last August he got into communication with plaintiff through Messrs. Lansley & Co., business agents, of Kingston-on-Thames, and plaintiff asked him to give £175 for the business at Ditton, representing that it was a good business, and the only reason he was leaving was that he wanted to take a public-house. Plaintiff told him the takings were about £10 a week in the tobacco department and about £3 5s. a week in the hairdressing saloon, it being a purely local trade. As the amount asked was too much, the negotiations were broken off, but in September they were renewed, and witness ultimately agreed to pay £145 and take the stock at a valuation, the latter amounting to £60 6s. 9d. Witness paid £190, leaving the amount owing for which he was now sued. He took possession on September 29th, and at once found the takings were not as represented. He sent for plaintiff, and expressed himself as being very dissatisfied, and plaintiff said he knew a man who would give £50 more than defendant had given, and he would go and see him. He (Morris) would want a present from witness, and would show his

own books to the prospective purchaser, but witness was not to show his. Witness replied that any re-sale must be entirely without any assistance from him. By doing without the hairdressing assistant, who was transferred with the business, the takings just paid expenses, but it was not nearly so good as he expected it to be, and on the takings since witness took possession it would not be worth much more than £60. In cross-examination witness denied that he ever closed the shop on Saturday evenings and gone for a walk. He had always given his whole time and attention. In answer to a question from His Honour, witness said the book showing plaintiff's takings must have been concocted in order to deceive him. He knew that plaintiff had only had the business since March last. At this period, at the suggestion of His Honour, the solicitors in the case had a conference, and Mr. Sherwood informed His Honour that he was willing to settle the case for a verdict of ten guineas, with costs on that case, foregoing his chance of succeeding on the counterclaim. Mr. Carter said each party ought to pay their own costs, but Mr. Sherwood not agreeing, the case proceeded.—Mrs. Steadman having corroborated her husband's evidence, the hairdresser's assistant, who was employed at the shop at the time of the sale, said the business was principally a working-class one.—Mr. E. Mann, 2, Criterion Buildings, said when Mr. Morris had the business he frequently mentioned to witness that it only paid the landlord. There did not appear to be any difference in the customers after the change of tenant.—Mr. J. Wingfield Willis (Messrs. Minnitt and Willis, Kingston-on-Thames) valued the fixtures at the present time at £28 13s. 6d. Cross-examined, he said he would be very surprised to hear that Mr. Morris paid £92 for them last March. This closed the case for the defendant.—Mr. Sherwood submitted there was no case for him to answer, misrepresentation not having been made out.—His Honour wished to hear what plaintiff had to say.—Mr. Morris said he told defendant it was a "season" business, better in summer than the winter, and he was perfectly satisfied with it. He did a good-class business, as many as twenty-eight shampoos a week. Defendant had threatened that if witness did not forego the £17 he would prevent him getting his public-house license. In cross-examination witness said he personally could not assist in the hairdressing beyond lathering and amusing the customers by chatting to them. (Laughter.)—His Honour said he did not desire any further evidence, and in giving judgment for the plaintiff on the claim and counterclaim said there was no evidence of falsification of the books, and that the representations made by plaintiff to defendant were substantially correct. Unfortunately defendant took the business over at the very worst time of the year; he had no doubt it was a "season" one, and defendant might do as well next summer as plaintiff had done last.

Obituary.

MR. DAVID STAINCLIFFE.—One of the best known men in the Bradford retail tobacconist trade, Mr. David Staincliffe, died suddenly on January 21st, in his sixty-first year, at his residence, 3, Cleveland Road, Manningham. The deceased, who carried on business at the shop at the corner of Market Street and Kirkgate, and at Tyrrel Street, was at business up to midnight on Saturday. He died with tragic suddenness shortly after reaching home and before medical assistance could be summoned to his aid, the cause of death being syncope. Mr. Staincliffe was a native of Bradford, and was one of the few tobacconists who had served a regular apprenticeship to the trade. He was the inventor of a machine for making up cigarettes; he was a member of the Oddfellows' Friendly Society, and of the Bradford Glee Union, and leaves a widow, one son, and a daughter.

Police.

JACOB POPP'S TRIUMPH.—An unexpected result of two prosecutions preferred against Jacob Popp, the High Wycombe tobacconist, who has been summoned times out of number for offending against the antiquated Act of Charles II., for carrying on his ordinary calling on the last two Sabbaths, occurred at the Borough Sessions on January 16th. Although he pleaded guilty, the summonses against him were dismissed on account of the six magistrates failing to agree. Three were in favour of the imposition of the usual fines and costs, and three against.

CURIOUS CASE OF LARCENY.—Emma Hayward (40), married, of Station Road, Ilford, was charged with stealing 40 packets of cigarettes, valued at 3s. 4d., the property of the Mechanical Supply Company. The evidence showed that on Saturday evening the prisoner was seen loitering about No. 2 platform at Seven Kings railway station, and in ten minutes Wm. Millman, a foreman porter, saw her go to an automatic machine eight times. On each occasion she placed something in the slot and took a packet from the machine. Eventually Millman went to her and found her eating chocolate, which she said she had obtained by placing pennies in the slot machine. Millman found that a bag she was carrying contained 40 packets of cigarettes, and he at once called Constable Simpson, 936 K, and sealed the machines. The prisoner was told she would be arrested for stealing the cigarettes from the machine. She strongly protested her innocence, saying that she had found the bag containing the cigarettes under the seat. The machine was afterwards examined, and twelve tin discs were found in it. In another machine on the same platform eight similar discs were found, and when the one at Goodmayes station was examined twenty tin discs were discovered. Later another tin disc was found on the seat where the prisoner had been sitting. The prisoner, a respectably dressed woman, strenuously denied the charge, and declared that she found the bag beneath the seat.—Mr. Spedding Curwen (the Chairman): We have not the slightest doubt of your guilt. You will be fined 40s. and costs, or one month's imprisonment.—The Prisoner: I am innocent.

TOBACCONIST SUMMONED.—Alfred George Williams, tobacconist, York Road, Wandsworth, was summoned, before Mr. de Grey, by H.M. Customs for selling tobacco called Cavendish containing an ingredient prohibited by Act of Parliament, and which was not enclosed in a labelled wrapper. Mr. Arthur Hubbard, prosecuting, said a member of the detective staff visited the defendant's shop and purchased a cake of tobacco exposed in the window. It was Cavendish, and contained liquorice sweetening. The detective called again under a writ of inspection and received two more pieces of the same kind of tobacco from the defendant. Counsel explained that the use of the wrapper was made compulsory in order to prevent adulteration. Moreover, the importation, he pointed out, should be prohibited, and the inference was that the tobacco which the defendant had was either stolen from the warehouse or smuggled. The defendant, when asked where he got it from, told the detective that he purchased a pound of a Jew from Houndsditch for 3s. 6d. The proper price for Cavendish tobacco, said Mr. Hubbard, was 4s. 4d. Having bought it for 3s. 6d. the defendant must have known he was dealing illegally.—John D. Read, the detective, said on the occasion of his first visit he paid fourpence for one ounce, the usual price being 4½d.—The defendant said if he had not bought it genuinely he would not have been so foolish as to expose it in the window. He gave the same price for it as he paid for Irish roll. He did not sweeten it, neither did he know the duty had not been paid.—Mr. de Grey said he did not feel satisfied that the defendant had acted illegally. Consequently he imposed a nominal penalty of 3s. and the costs.

WHAT THE LANDLORD SAW.—Alice Sterck (26), a general servant, was charged with stealing from the bar of the "Ship and Bluecoat Boy," Walworth Road, five cigars and two packets of cigarettes, the property of her employer, Henry J. Robins. The prosecutor stated that the prisoner had been in his service as a housemaid for ten weeks. During the past four or five weeks he had missed cigars from the bar, and he communicated with the police. Early on Sunday morning, in company with two detectives, he placed himself in a room behind the bar, from which a view of the bar could be obtained. The prisoner came downstairs, entered the bar, helped herself to a drink of spirits, and then went to the cabinet where the cigars were kept, and took some cigars from two boxes. She afterwards took some cigarettes, and then went to the street door and took in the milk. As she was returning upstairs she was stopped. He asked her what she had. She replied, "Some cigars," and pulled them out of her blouse.—Mr. Hopkins: How many?—The Prosecutor: Two threepenny and three twopenny and two packets of cigarettes. Proceeding, the prosecutor stated that after she had been given into custody the prisoner's boxes were searched, but nothing was found.—Mr. Hopkins: Did you get a character with her?—The Prosecutor: Yes, I had a three years' good character from her last but one place.—Detective-sergeant Hearn, who, with Detective Peachey assisted the prosecutor in keeping observation upon the prisoner, stated that she remarked to him, "I was going to take them to my people at home." Afterwards she said she was going to give them to a gentleman as a present. The prisoner now expressed her regret, and Mr. Hopkins ordered her to pay a penalty of 40s.

WHAT IS A HAVANA?—Mr. Cluer, at the Old Street Police Court, on January 26th, resumed the hearing of summonses issued under the Merchandise Marks Act, against Messrs. Joseph Phillips, Philip Phillips, and David Phillips, trading as Godfrey Phillips & Sons, wholesale cigar and tobacco manufacturers, Commercial Street, Spitalfields. The summonses (four against each defendant) alleged that certain boxes of cigars, sold on certain dates, bore a combination of words, marks, and labels calculated to lead to the belief that such goods were made and produced in Havana, and not being so, were a false trade description under the Act. The question raised by the defence was that the cigars, being made with Havana tobacco—tobacco grown on the island of Cuba or close to—were Havana cigars, and therefore correctly described. The magistrate remarked at the last hearing that it was quite certain that so long as Messrs. Phillips put outside the boxes "Made in Whitechapel," the firm could go on using them as long as they liked. The boxes bore labels inside the lids, "Guaranteed British make." The defendants, represented by Mr. Walter, K.C., and Mr. Ricardo, elected to go before a jury on the question.—Mr. H. Symmons, for the prosecution, called Mr. Gilbert Frankau, of Messrs. Frankau & Co. (Limited), cigar importers, Gracechurch Street, who said that a Havana cigar was a cigar of Cuban tobacco exclusively manufactured in the island of Cuba. Spanish words always appeared on the cigars. The Bella de Cuba cigars, a box of which was in question in this case, were, he added, not Havana cigars, but, in his opinion, purchasers looking at the box would think they were.—Mr. Symmons: As to the price of these. Would you expect to pay 70s. a 100 for British-made cigars?—Mr. Cluer: What has that to do with the question whether they are Spanish? The defence at present have not given a sign of contending that they are made anywhere but here.—Mr. Ricardo said that as the defendants had elected to go for trial he would not cross-examine the witness now. The defence would be reserved until the trial.—Mr. Cluer sent the case for trial at the North London Sessions.

ROMANCE OF AMBER.—The romance of amber was associated with that very modern matter-of-fact inducement to honesty, the Merchandise Marks Act, in a case heard at Marlborough Street, on December 30th. L. Ashen-

farl, of Christopher Street, Finsbury Square, E.C., was summoned at the instance of Mr. Jacobson, of Königsberg, Germany, on behalf of the Royal Amber Works, Königsberg, for selling "copal" with a false trade description. Mr. John Harris prosecuted, and said that the defendant in July last called upon Mr. Weingott, a meerschaum pipe manufacturer carrying on business in Glasshouse Street, under the name of Edwards & Co., and sold him something purporting to be amber, but on being tested it proved to be "copal." Copal was a common natural tree gum, but had been sold as amber after a sandy deposit had been put upon it to make it look like the genuine article. No doubt a great deal of it had been sold, and had realised the price that real amber would fetch. Defendant said that he sold the gum to Mr. Weingott as he bought it, and for what he bought it, namely, amber.—Mr. J. S. Weingott stated that he was not prosecuting in the case, but was appearing as a witness for the German Government. The defendant sold him the article in question, which looked like genuine amber, and was in fact the best imitation outwardly ever seen in the trade. There was no amber in it. Genuine amber was found on the shores of the Baltic and the Mediterranean, the latter being the more valuable as it was very scarce, and it consisted of fossilised pine tree gum. The particular tree which it came from was now extinct, and used to grow on cliffs which were washed away by the sea, and the wood eventually disappeared, leaving the gum on the shore, which gum in time became fossilised by the action of the sea. In proof of his assertion he might mention that if a piece of genuine amber were rubbed on the sleeve it would give off the smell of pine.—Mr. Denman tried the experiment, and remarked, "Yes, it is quite plain."—In cross-examination the witness said that the Greeks called amber "elektron," and that the defendant used that name when he was at his establishment. It was called that name by the Greeks four or five thousand years ago.—Mr. Denman (smiling): That is a little time before the passing of the Merchandise Marks Act. (Laughter.) In giving his decision the magistrate said that beyond question the defendant sold for amber a substance which was not amber, and the uncontradicted evidence was that it was copal gum worth about 5d. a pound. A fine of £10, with five guineas costs, would be imposed, with the alternative, in default of payment, of a month's imprisonment.

BOYS AND CIGARETTES.—Last month, at the North London Police Court, Albert Froggatt (10), of Casterton Street, Hackney, and Alfred Reynolds (9), of Hackney Grove, Hackney, were charged with stealing, on 14th January, from 31, Lower Clapton Road, 87 cigarettes, value 3s. 6d., the property of Francis William Peacock, tobacconist. It was stated by Police-constable Raines, 282 J, that at 10 o'clock on Thursday night he was on duty in Dalston Lane, and saw prisoners leave a front garden. On seeing witness Froggatt threw away a handful of cigarettes, and the pair ran off. He caught Froggatt, and asked where he got the cigarettes, and he said the other boy had given them to him, having got them from a shop in Lower Clapton Road. Witness picked up about ten cigarettes. He took Froggatt to the shop he mentioned and spoke to prosecutor, who then missed a box from the counter that had contained about 90 cigarettes. The box was found in the garden later by a constable. Froggatt said Reynolds gave him a penny to keep watch while he went in and took the box of cigarettes.—Reynolds: No; Froggatt took them and gave them to me. (Laughter.) The constable also stated that on Froggatt were found 41 cigarettes and a broken metal watch.—Police-constable Diamond, 311 J, deposed that from information received he went to Mare Street, Hackney, and saw Reynolds, who had some cigarettes projecting from his pocket. When told with what he would be charged he said, "Froggatt went inside the shop and got them, and I watched outside." On him were found 46 cigarettes, tin tobacco box, pocket-knife, metal brooch, and a pot in the shape of a dog's head. It was said that Rey-

nolds was at this Court on the 22nd December last charged, with several other boys, with stealing grocery and tinned food, and "leading the life of Robinson Crusoe." He was discharged under the Probation Act, and the others were birched. He did not know of anything against Froggatt.—The mother of Reynolds said it was only lately that her son had given trouble of this sort.—Mr. Froggatt said that lately his son had stopped out late at night instead of coming straight home from school. He thought a good birching would do good.—Mr. Chester Jones: I think so, too. (To prisoners): I hope it is the last we shall see of you here. If you are brought here again you will be given a severe flogging. You will now receive five strokes each with the birch.

CIGAR TRAVELLER CHARGED.—Henry Edward Heard (44), a traveller, living in St. Martin's Road, Stockwell, was charged on a warrant before Mr. Mead with having in August last, and on other occasions, obtained by false pretences the sum of 13s. 2d. and other amounts with intent to defraud Francis Holland, of the firm of Holland & Co., cigar merchants, carrying on business in High Street, Chippenham, Wiltshire. Mr. Barrington Matthews prosecuted, and Mr. A. Abrahams appeared for the defence.—Mr. Matthews said the prisoner was engaged by the prosecutor as traveller in July last, and the allegation was that he obtained customers who were not in a position to pay for the goods sold to them, with a view to drawing commission on the sale. The terms on which he was employed were a commission of 5 per cent. on sales effected, with £5 weekly for travelling expenses.—Detective-sergeant West mentioned that when the accused was arrested, and told the charge that would be preferred against him, he said that the matter was one of vindictiveness on the part of the prosecutor.—Mr. L. S. Brown, manager to Messrs. Holland & Co., deposed that in June last, in consequence of a communication received from the defendant, he supplied him with a quantity of cigars of the total value of £29 9s. Subsequently he saw the defendant at Chippenham, and engaged him as traveller on the terms mentioned. On August 5th he received from the defendant, on behalf of a customer of his, a professional billiard player, an order for cigars of the value of £25 10s. In respect to that order 25s. 6d. commission was given the defendant. On August 28th he received an order for cigars from the professional billiard player himself, and in connection with that order the prisoner received 13s. 2d. commission. He had never received payment for any of the cigars he supplied to the billiard player.—James Henry Barr said that he was a professional billiard player, and lived in Ferndale Road, Brixton. He had known the prisoner for six or seven years. In May last the defendant told him that he was travelling for a firm of cigar merchants, and asked him for an order. He said he could have two months' credit, and that the firm was not a hard one, and would not press him. The witness told him that at present things were very bad, and that he could not possibly pay for them then. In consequence of what the defendant said he gave an order for 2,000 cigars. After he received the cigars the prisoner called on him and said, "You don't want all those cigars, do you?" and the witness replied, "Certainly not; if you want a few you can have them." He then picked up three or four hundred cigars and handed them to the defendant. Subsequently, in August, the prisoner asked him if he could do with more cigars, and he replied that he could, and ordered 500 cigars and 2,000 cigarettes. After he had received the goods he again saw the defendant, who said, "If you don't want the lot I can do with one or two," and he gave him about 200 cigars, and perhaps a couple of boxes of cigarettes. The defendant never asked him for payment for the cigars, and he had paid nothing in connection with the transactions. When he ordered the cigars he was not exactly in a position to pay for them, and he was not now in a position to pay for them. When he ordered them he told the defendant that he was not going "very strong," but possibly in the course of time things

might improve.—Mr. Mead: Are they all smoked?—The Witness: Yes, I think so.—Mr. Matthews: All smoked, but not paid for. (Laughter.)—Mr. Mead, remanded the defendant, allowing bail, which was immediately forthcoming.

Public Companies.

NEW LONDON BORNEO TOBACCO.—The directors of the New London Borneo Tobacco Company, Ltd., announce an interim dividend of 2½ per cent. (6d. per share), less income-tax, on the ordinary shares for the half-year.

ROBERT BRUCE, LTD. (Tobaccoists, Birmingham).—Mortgage debenture, dated 4th December, 1908, to secure £500, charged on the company's undertaking and property, present and future, including uncalled capital. Holder, J. P. St. John, Maney Hill Road, Sutton Coldfield, Warwick.

IMPERIAL TOBACCO.—The directors of the Imperial Tobacco Company (of Great Britain and Ireland), Ltd., 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 to 31st October last, placing £250,000 to general reserve account, and carrying forward £200,000, which includes reserve for customers' bonus.

SALE OF AMERICAN CIGARETTES DECREASING IN GREAT BRITAIN.

SOME interesting generalities regarding the tobacco and cigarette trade in Great Britain are contributed to a recent issue of *Printers' Ink* by its London correspondent, Thomas Russell, who says among other things:—

"An almost complete change in the national habits of Great Britain with regard to smoking can be directly traced to advertising. Less than 30 years ago practically no one smoked cigarettes except a few very Frenchified people. The working man smoked tobacco in a pipe. All classes above the working-man standard smoked cigars, and nothing but cigars.

"About 1880 the Richmond Gem Cigarettes began to be advertised here. John Morgan Richards and his brother-in-law, the late H. K. Terry, brought them over, and, so far as I know, this was the first serious attempt to introduce cigarettes.

"Of course American pipe tobaccos came along at the same time, and the first effect of the Richmond Gem advertising was to get the cigar smokers smoking American packet tobacco in meerschaum pipes—a most unsatisfactory combination.

"The depression of agriculture and fall of land values about that period hit the smaller people in the leisure class pretty hard, and high-class tobaccos, formerly almost unknown, were used as an economy instead of cigars.

"The cigarette caught on first with what we call the lower-middle classes. These snobbish classifications are much marked here.

"A packet of Richmond Gems containing ten used to cost sixpence, or 12 cents in American money, and the effects of the Richmond Gem advertising, which was large and included wall posters, as well as newspaper advertising on a large scale, especially in the high grade six-penny weeklies, was to bring cigarettes into general use.

"The cigarette is still gaining ground all the while, and more and more pushing out the pipe, but the greatest progress is being made with the poorest—the artisan—class, and American cigarettes are no longer widely advertised.

"Cigarettes cost more than smoking tobacco in proportion to the time taken to burn, but that doesn't matter. The invidious facility with which cigarette smoke can be

inhaled, and the large advertising done on behalf of the cigarette, act together to change the national habit." {

The correspondent then tells of the so-called American invasion, by J. B. Duke and other members of the Tobacco Trust, and the subsequent combination between the invaders and the Imperial Tobacco Co., and then goes on to say:—

"The Imperial Tobacco Co. is a big institution. It is worked from Bristol, where the Wills' firm has had its headquarters ever since anybody can remember, but the Wills' products are not the most widely advertised.

"The policy appears to be to select the output of one or two firms for pushing a few leading brands of goods by advertisement as specialities, and let the rest of the combine take care of the bulk trade, but I speak with great reserve on any methods of the Imperial Tobacco Co., whose officials are just about as communicative as owls, and appear to regard the tobacco industry as a subject far too sacred to be profaned by journalistic treatment.

"Therefore anything I know about the ways of the concern is obtained entirely in the open market. I know that the Imperial Tobacco Co. keeps a large staff of travelling men who dress the windows of retailers free of charge. I know that they do their work well.

"I know that the combine has no shops of its own, and the only retail concern that is tied up with it at all, the large multiple-shop firm of Salmon & Gluckstein, Ltd., undertook at the time of the fight not to open any new shops.

"Of course, the window-dressing scheme helps the combined manufacturers against outside concerns, of which there are several vigorous ones who are good advertisers. Gallagher of Belfast, Lea of Liverpool, and Cope Bros. and Co., all advertise tobacco and cigarettes, and there is a vigorous campaign carried out on behalf of East Indian cigars, as Flor de Dindigul and Marsuma—cigars made of Indian and Sumatra tobacco, a little different from Havana and not without charm when you get used to them. Richmond Gems, Duke's, and other American cigarettes are not advertised at all, and, as a result, they are a little difficult to obtain."

BUSINESS MOVEMENTS.

MR. E. HUCHIN has opened 86, York Road, Battersea, as a tobacconist.

MR. FREDERICK PORTLOCK has opened 61, High St., Wandsworth, as a first-class tobacconist and hairdresser.

THE BLACK CAT LIBRARY.

MESSRS. CARRERAS, LTD., are always fertile in devices of the most original kind for advertising their specialities. Their latest device is the "Black Cat Library," which at present consists of 250 stories, but new stories will be added from time to time. The stories are condensed versions of many interesting bits of the world's history, together with an excellent collection of anecdotes, both original and selected.

The regimental series deserves special mention, because it contains a condensed history of each of the regiments in the British Army.

Each 3d. packet of Black Cat Virginia Cigarettes contains one of the stories referred to. We have several specimens before us as we write, and next month we shall print one, as we are sure it will be of interest to our readers.

The firm especially desire us to mention that the Maltese Cross, which was printed on each cigarette of 1904 crop, will no longer appear, but instead, the figures 1904 printed above the trade mark on each cigarette.

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A word to the wise is sufficient.

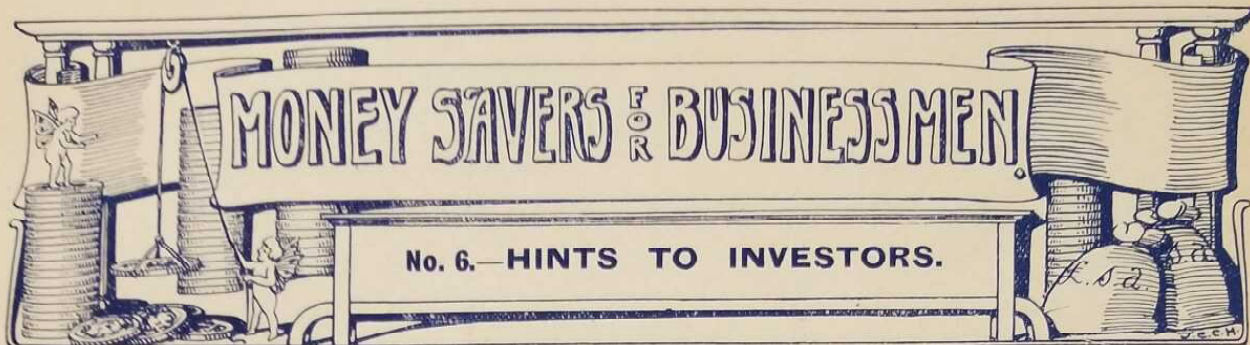
NOTE.—All packets of Black Cat Virginia Cigarettes of "1904" Crop now going out contain a story from "Black Cat Library." These stories are certain to become very popular with the public.

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IT is extremely difficult, indeed practically impossible, to obtain honest and practical advice upon investment, and I therefore have pleasure in acceding to the suggestion made by many correspondents that I should deal with the matter in these columns. In the first place the Duke of Wellington's opinion that "good interest means bad security" must never be lost sight of, and it may be taken for granted that any more than 4½ per cent. cannot be obtained without taking some risk. It is often necessary that a higher rate should be obtained, and the risk should in such cases be minimised by spreading the capital to be invested over various securities. Before I deal with the best methods of investment, I would direct attention to a few leading points which are worthy of consideration.

Let me begin by observing that it is not wise to invest in the shares of a concern which are at a very high premium, in consequence of the fact that very high dividends have been paid in the past. The reason for this is obvious, and it is that your investment in the company will be dependent upon a continuance of those high dividends, whereas if you invest your money in a concern paying a lower dividend you will not run so much risk by a depreciation of capital, and there would also be less chance of any considerable reduction of dividend. An instance will show this clearly. If you buy 100 £1 shares in a concern which has paid for some years past 30 per cent., you will probably have to pay about £520 for the shares and will accordingly be getting about 5½ per cent. for your money. If, however, bad times come, and the dividend is reduced to 20 per cent., though this would be a very handsome dividend for the original shareholders, it would represent less than 4 per cent. upon the price you gave, and would result in a considerable depreciation of your capital. While I am on this point it is as well to note that in the case of an investor holding the shares I have mentioned at par it would be wise for him to realise, because he should look to the return not on the original price of the shares, but on the present market value. A profit is never a profit until it is realised, and an investment of £100 which became worth £520 should be sold, and the money invested in a good debenture or preference stock.

The ordinary investor has not sufficient technical knowledge to enable him to estimate the value of shares in a new company, and advice concerning new companies is very frequently considerably coloured by the amount of money spent in advertising it by the promoters, consequently new ventures should be left alone.

Though many fortunes have been made by patents, it is well known that there is no investment so risky, and unless the investor has not only special information, but a thorough knowledge of the trade in which the invention is to be exploited, he should not be tempted to invest his money, no matter what allurements are held out to him. The investor must particularly beware of all financial newspapers, for it is hardly possible to name one from which really honest advice can be obtained. More particularly should he beware of so-called financial newspapers

run by or in the interest of outside brokers, for these papers are chiefly devoted to the puffing of undesirable enterprises of every description in order to enable promoters to unload their shares. In return for this service the wily promoters pay handsomely, and it will be taken for granted that when any particular company is puffed either in these journals or in circulars it is a concern that should be avoided.

I have taken the trouble to study for more than two years the articles and advice given in one of the best known of these journals, and I have found that 10 per cent. of the companies favourably commented upon have risen in value while the other 90 per cent. have fallen very heavily. There was one particular company, the name of which I had better not mention, whose £1 shares were persistently recommended when they sold at £4 15s., and have been recommended ever since, though they have continuously fallen and are now dealt in at £1.

Another concern was puffed and lauded to the skies when its £1 shares sold at 48s., and it is still puffed to-day though the shares have since fallen to 5s.

While I am on the subject of outside brokers, I think it well to point out that though there are one or two firms who may be relied upon to carry out their bargains, and who have sufficient assets to make them worth suing should they fail to do so, nevertheless the investor has no hold over any broker who is not a member of the Stock Exchange. It is always wise to deal with a member of the Stock Exchange, because the committee can and will under their regulations force a broker to carry out his bargains, and if he does not do so he will incur the very serious penalty of forfeiting his membership. Outside brokers delude the public by advertising that they charge no commission, but it must surely be obvious that they must make a profit, as they are certainly not in business for philanthropy. Their profit is made by the margin between buying and selling. If, for instance, a share is quoted at 115¼ a good broker on the Stock Exchange will probably buy at 115½ and sell at slightly under 115¾. Whereas an outside broker would sell at 115¼ and buy at 115¾.

It is very usual in new companies for the vendors to take the whole of the price for their business in shares, and this gives a *bona-fide* appearance to the prospectus. For the first year or so after the company has been formed every effort is made to declare a good dividend, and very insufficient sums are allowed for depreciation or for reserve. The vendors then employ the services of circularising outside brokers and financial journals of the class we have described, and by continually puffing the shares they are enabled to unload upon the gullible public, and thus realise their profit. When they have succeeded in doing this it is generally found that dividends fall, and that the enterprise which has been started with excessive capital goes to the wall. On the other hand, it often happens that shares in sound enterprises, honestly conducted, are continually attacked because those concerned with them will not consent to pay for "puffs."

(To be continued.)

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Remarkable Frauds on the Revenue.

WELL KNOWN CITY MERCHANT SENTENCED.

GEORGE SOUTHEE, residing in Palmeira Gardens, Westcliff-on-Sea, and Managing Director of the Wholesale Tobacco Supply Company, Aldersgate Street, and Etienne Whitmore Kelson, of the same address, Secretary of the company, surrendered to their bail, before Judge Lumley Smith, upon the indictments charging them, on dates between September, 1904, and October last, with feloniously and without lawful excuse having in their possession stamps which had been fraudulently removed from other documents. They were also indicted for fraudulently removing the stamps with intent to use them again, and with so using them. There was a general indictment charging them with conspiracy to defraud the revenue.

Mr. Marshall Hall, K.C., and Mr. Pridham Wippell defended Southee, and Mr. Tindall Atkinson, K.C., and Trevor Bigham appeared for Kelson.

Mr. Bodkin, who with Mr. Briggs prosecuted for the Inland Revenue authorities, stated that the case, which was a rather important one, was under the Stamp Duties Management Act, 1891, which made it an offence to do any one of the things charged against the accused, and the proof that they were not doing them lay on the defendants. In this case the allegation was that stamps which had been used either on letters which had passed through the post or upon receipts for money paid were used over again by the defendants. The jury would hear that the obliterating marks had been erased or altered in the case of stamps passing through the post so as to avoid detection, and in the case of stamps taken from receipts the writing had been altered by the use of signatures which would fit in with the previous writing on the stamps.

When the matter came under the notice of the Inland Revenue authorities (continued counsel), their officers collected 250 receipts of this company for tobacco supplied, and as to which the stamps had been previously used, and evidence would be given that Southee had given envelopes to a boy to soak in water in order that the stamps might be detached, and that he had given instructions that those stamps were to be placed on other papers, and when the officers visited the premises of the tobacco company they saw Kelson, who did not appear to have been concerned with the business of the company until a recent date, and he denied all knowledge of the frauds. Southee, when seen, remarked that a fraud had evidently been committed by someone, but he also denied all knowledge of it.

Mr. George Stubbs, a Government analyst, said that he had examined 1,056 receipts bearing stamps, of which 695 were signed "Southee," and he believed them to be in Southee's handwriting. Of the remainder 218 were in the handwriting of Kelson.

Witness had examined a receipt bearing the name of Kelson over a stamp. The stamp had been defaced by Post Office bars, and after the signature had been written, bars had been ruled over those existing and over the name of Kelson.

In the witness box Southee denied ever knowingly using a stamp which had been cancelled. On September 10th, however, Kelson told him that he had been using stamps which had come through the post, and which he had picked up from a waste-paper basket. He also said that he had used stamps which had been taken from old receipts. They went at once to a solicitor, before whom Kelson repeated his statements.

In cross-examination by Mr. Bodkin, Southee said that the signatures "G. Southee" and "George Southee," which appeared over some of the stamps, were not written by him.

Mr. Bodkin: You will agree that the imitations of your handwriting are extremely good ones?

The Defendant: I do.

And have caught your characters to the life?—Yes.

And it has puzzled you?—Yes.

Did you make any profit in your trading?—I don't propose to answer that question.

Give your reason?—Because my Lord informs me I am not obliged to do so.

The Judge: If you are proposing to sell your business you need not say anything about it.

Mr. Bodkin: I suggest that for the purposes of income tax you each year returned a loss on the trading of this business?

The Defendant: It has nothing to do with the case.

The Judge: I thought these communications with the income tax people were strictly private.

Mr. Marshall Hall, K.C. (for Southee): This man is being prosecuted by the Inland Revenue people, and he is asked questions upon matters which they can only get from their own private information.

The defendant declined to answer Mr. Bodkin's question as to whether he made a profit or loss on his business.

Kelson, in the witness box, denied that he was concerned in any way with the using of stamps in the business of the tobacco company, which stamps had been cancelled either by having been through the post or previously used on receipts.

Mr. Marshall Hall, K.C., addressed the jury on behalf of Southee, and Mr. Tindal Atkinson, K.C., for Kelson.

The jury found Southee guilty, and Kelson not guilty.

The Judge said that although the profit or saving was very small, it appeared that the thing was systematic. There could be no doubt at all that it had been going on for years, and it had been properly described as a mean and petty fraud on the part of a man who was doing a considerable commercial business. The least sentence he could pronounce on Southee was one of imprisonment for 12 months in the second division.

Mr. Bodkin asked, having regard to Southee's position, that he should be ordered to pay the costs of the prosecution.

The Judge said that the old rule used to be that the man should pay in purse or in person. Did they want this man to do both?

Mr. Bodkin said that was not so. It was the ordinary practice, where a person described as a wealthy person, or the head of a lucrative business, had been defrauding the public purse, that the public should not suffer the further cost of bringing that person to justice. It was not an increase of the punishment.

The Judge said that he was aware before that he had power to do it, but he was told that it was a power not very often enforced, and he thought it was sufficient if he sentenced prisoner to 12 months' imprisonment.

Kelson was discharged.

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White Phosphorus Matches Prohibition Act, 1908.

THE Home Office has issued the following notice:—The attention of grocers, tobacconists, and other retail dealers in matches is called to the provision in this Act under which it will be illegal after December 31st, 1910, for any retail dealer to sell, or to offer or expose for sale, or to have in his possession for the purposes of sale, any matches made with white or yellow phosphorus. Any such matches in the possession of a retail dealer after that date for the purposes of sale will be liable to be forfeited.

The clauses of the Act are as under:—

PROHIBITION OF USE OF WHITE PHOSPHORUS IN MANUFACTURE OF MATCHES.

1.—(1) It shall not be lawful for any person to use white phosphorus in the manufacture of matches, and any factory in which white phosphorus is so used shall be deemed to be a factory not kept in conformity with the Factory and Workshop Act, 1901, and that Act shall apply accordingly.

(2) The occupier of any factory in which the manufacture of matches is carried on shall allow an inspector under the Factory and Workshop Act, 1901, at any time to take for analysis sufficient samples of any material in use or mixed for use, and, if he refuses to do so, shall be guilty of obstructing the inspector in the execution of his duties under that Act:

Provided that the occupier may, at the time when the sample is taken, and on providing the necessary appliances, require the inspector to divide the sample so taken into two parts and to mark, seal, and deliver to him one part.

PROHIBITION OF SALE.

2. It shall not be lawful for any person to sell or to offer or expose for sale or to have in his possession for the purposes of sale any matches made with white phosphorus, and if any person contravenes the provisions of this section, he may, on complaint to a court of summary jurisdiction, be ordered to forfeit any such matches in his possession, and any matches so forfeited shall be destroyed or otherwise dealt with as the court may think fit, but this provision shall not come into operation as respects any retail dealer until the first day of January, 1911.

PROHIBITION OF IMPORTATION.

3. It shall not be lawful to import into the United Kingdom matches made with white phosphorus, and matches so made shall be included amongst the goods enumerated and described in the table of prohibitions and restrictions contained in section 42 of the Customs Consolidation Act, 1876.

COMPULSORY LICENCE TO USE PATENTS.

4.—(1) Any person who is manufacturing or proposing to manufacture matches by way of trade may present a petition to the Board of Trade, praying for the grant of a compulsory licence to use any process patented at the passing of this Act for the manufacture of matches without white phosphorus, other than matches intended to strike only on a surface specially prepared for the purpose.

(2) The Board of Trade, after considering any representations that may be made by the patentee as defined by the Patents and Designs Act, 1907, and any person claiming an interest in the patent as exclusive licensee or otherwise, and, after consultation with the Secretary of State, may order the patentee to grant a licence to the petitioner on such terms as the Board may think just. The provisions of the Board of Trade Arbitrations, &c., Act, 1874, shall apply to proceedings under this section as if this Act were a special Act within the meaning of that Act.

(3) An order of the Board directing the grant of a licence under this section shall, without prejudice to any other method of enforcement, operate as if it were embodied in a deed granting a licence and made between the petitioner and the patentee and such other persons claiming an interest in the patent as aforesaid.

SHORT TITLE, COMMENCEMENT AND CONSTRUCTION.

5.—(1) This Act may be cited as the White Phosphorus Matches Prohibition Act, 1908, and shall, except as otherwise expressly provided, come into operation on the first day of January, 1910.

(2) For the purposes of this Act the expression "white phosphorus" means the substance usually known as white or yellow phosphorus.

GLASGOW TOBACCO TRADE.

It is safe to say that 1908 has been one of the most trying years ever experienced by British tobacco manufacturers. The high prices ruling for leaf a year ago have been maintained, and more than maintained, during the intervening months, and the manufacturers of twist, roll, and the cheaper kinds of tobacco generally have had difficulty in securing a margin of profit on their operations. Notwithstanding the high price of the raw material, manufacturers have found it impossible to obtain any advance for the manufactured article. The independent manufacturers fully realise that it is out of the question to attempt to advance wholesale prices without the co-operation of the combine, and, according to present indications, there is no prospect of such co-operation. It is true that the combine advanced certain of their prices by a penny per pound, but this did not apply to Scotland—and, in fact, the prices ruling in England are still below those obtainable in Scotland. In view of the importance of leaf prices the interest of the trade has been to a very large extent centred in the growing districts in the United States during the year. The monthly receipts and deliveries of unmanufactured tobacco at Clyde ports during the past eleven months have been as follow:—

	Receipts.		Deliveries.	
	Hhds.	Tres.	Hhds.	Tres.
January	7	739	233	215
February	87	209	207	204
March	125	134	204	188
April	291	233	191	148
May	121	10	224	185
June	250	448	224	282
July	57	38	169	138
August	1,045	29	226	197
September	1,166	—	209	192
October	45	224	240	186
November	26	365	249	198

The statistics of the industry indicate that it continues to make real progress, although not, perhaps, on the same substantial scale as during recent years. The home consumption of unmanufactured tobacco during the first eleven months of the present year amounted to 90,043,562 lbs., as compared with 89,207,339 lbs. in the corresponding period of last year, representing an increase of 836,223 lbs., which, however, it should be noted does not compare too well with the increase of 5,258,093 lbs. recorded at the corresponding date of 1907. In the same period the home consumption of imported manufactured tobacco has fallen from 1,980,391 lbs. to 1,886,873 lbs., the whole of this being attributable to the decreased demand for cigars. Despite the difficulty of doing business with the growers, the imports of unmanufactured tobacco have increased by no less than 22,001,878 lbs., bringing the total up to 108,118,665 lbs. The exports of unmanufactured tobacco continue to make steady progress, showing an increase for the eleven months of 358,000 lbs. at 3,932,000 lbs. The stock in bond at the end of November amounted to 192,319,000 lbs., as compared with 188,786,000 lbs. at the end of 1907.—*Glasgow Daily Herald.*

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