

TRUNDLEY & CO.

MAKERS OF THE STAR BRAND OF BRIARS
SOLE AGENTS FOR
SANDRAPHON CIGARS AND CIGARETTES.
IMPORTERS OF
ALL TOBACCONISTS' FANCY GOODS,
87, HOUNDSDITCH, LONDON.



The **Cigarette World**

Tobacco News

• • and Fancy Goods Trade Record. • •

A JOURNAL FOR THE RETAILER

Offices: 158, STRAND, LONDON, W.C.

Vol. II. No 6.

London, January 15th, 1897.

ONE PENNY MONTHLY.
Ann. Sub. 1/6. Post Free.

NOTICE TO ADVERTISING FIRMS.

While Circulating among MANUFACTURERS of all Branches of the Trade, THE CIGARETTE WORLD AND TOBACCO NEWS appeals to, and is specially written for,
THE RETAILER.

"BANDMASTER"

Most extraordinary **1^d**. line of Cigarettes
ever introduced.

Manufactured by

COHEN WEENEN & Co.

24 & 26, HANBURY STREET,

AND

2 & 3, PRINCELET STREET, LONDON.

3d. PACKETS
OF 10.

6d. TINS
OF 20.



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ADKIN
AND
SONS,

LONDON.
Established
1795.

DARVEL BAY.

British North Borneo.

Samples and Prices of

J. R. FREEMAN & SON,

HOXTON, LONDON,

Manufacturers of High Class British Segars.

Telegraphic Address—
"ELPRECIO, LONDON."

Telephone No.
35,486.

THE CABANA CIGAR COMPY.

Trade **CCc** Mark

Awarded
GOLD
and
SILVER
Medals at the
International
Tobacco Trades
Exhibition,
1895.



Awarded
GOLD
and
SILVER;
Medals at the
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Tobacco Trades
Exhibition,
1895

Manufacturers of the Celebrated

DUKE OF WELLINGTON CIGARS

Specialities: { Hand-made Cigars.
Quill Fins, Senioritas, Pressed Brilliants.
Gold-Tipped Cigarettes.

EXCLUSIVE BRANDS FOR LARGE USERS.

CABANA CIGAR COMPY. (ESTABLISHED 1854.)

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LONDON, W.

CHARLES MAAS And Co's

NEW SPECIAL LINE

THE

EMPIRE *** PIPE

A New and Startling
1/- Line.

SOLE MANUFACTURERS OF THE

WORLD RENOWNED CROWN PIPES.

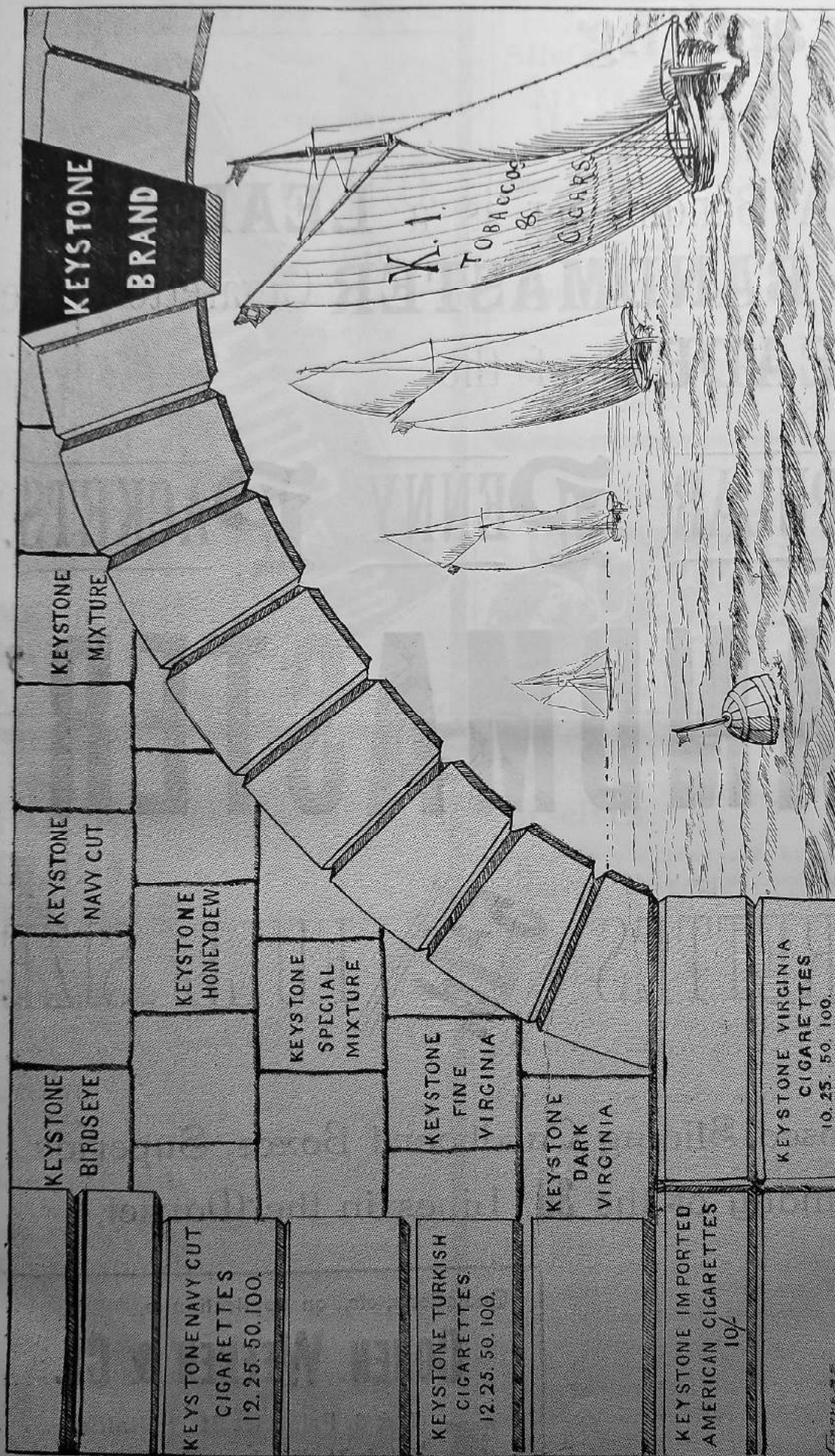
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'CORONATION, WEIN.'

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S.

THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



THE LONDON AND DISTRICT TOBACCONIST'S MUTUAL SUPPLY CO., LTD.

TURNMILL ST., FARRINGTON STATION, E.C.

A Startling New Line.

A Bandmaster is a **LEADER**
and the **BANDMASTER** Cigarette is the
LEADER of the

POPULAR PENNY PACKETS.

'BANDMASTER'

CIGARETTES **5 1/10** FULL SIZE

In Closed Sliding Cardboard Boxes, Superior
to many of the **3d.** Lines in the Market.

Quotations, etc., on application to

COHEN WEENEN & CO.

PLEASE
NOTE
FULL
ADDRESS

{ 2 & 3, Princelet St., Spitalfields
24 & 26, Hanbury St., London,

JANUARY 15, 1897.

SEND FOR PRICE LIST TO SOLE AGENTS.



FACTORY
CAIRO,
EGYPT.

BEST
EGYPTIAN
CIGARETTES

MELBOURNE
HART & CO.,
(CIGAR IMPORTERS) 19, Basinghall Street, E.C.

NOW READY.
**SINGLETON and COLE'S
NEW PRICE LIST**

(UP TO DATE)

Contains a COMPLETE LIST of all MANUFACTURERS' PRICES.

176 PAGES. 200 ILLUSTRATIONS.

Special Discounts.

Invaluable as Reference to Tobacconists;

Copy sent Post Free on application.

SINGLETON & COLE.

11 to 16, CANNON STREET BIRMINGHAM.



The Cigarette World
AN INDEPENDENT
TRADE JOURNAL
Edited by ARTHUR BARRON.

AND WINEY GOODS
TRADES RECORD
ESTABLISHED 1886

**FOUR
GOOD
THINGS.**

Snowdrop.

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

4/0

Crocus.

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

4/0

Roundhead.

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

4/8

Dreadnought.

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

4/8

JOHN PLAYER SONS LTD

NOTTINGHAM.

**Between
Ourselves.**

1897—WHAT will it bring you? I trust both happiness and prosperity. That it may do so and in good measure, is the earnest wish of THE CIGARETTE WORLD AND TOBACCO NEWS.

In pursuance of our general programme, viz., to include everything that is calculated to be of practical benefit to the retailer, we have arranged to reprint (in parts) a revised edition of Mr. E. B. Alexander's interesting and useful work "The Tobacconist's Handbook." The first instalment will be found in another column.

1896—If we except the ever varying aspect of the perennial "Cutting" trouble, has been apparently uneventful—a good sign—in Nations as in Trades.

In recapitulating the events of the year I propose to adopt the principle obtaining throughout the whole of the columns of the CIGARETTE WORLD AND TOBACCO NEWS viz., that of giving the maximum amount of news in a minimum amount of space.

Briefly the
EVENTS AND FEATURES OF THE TRADE.

may be summarized as follows;—

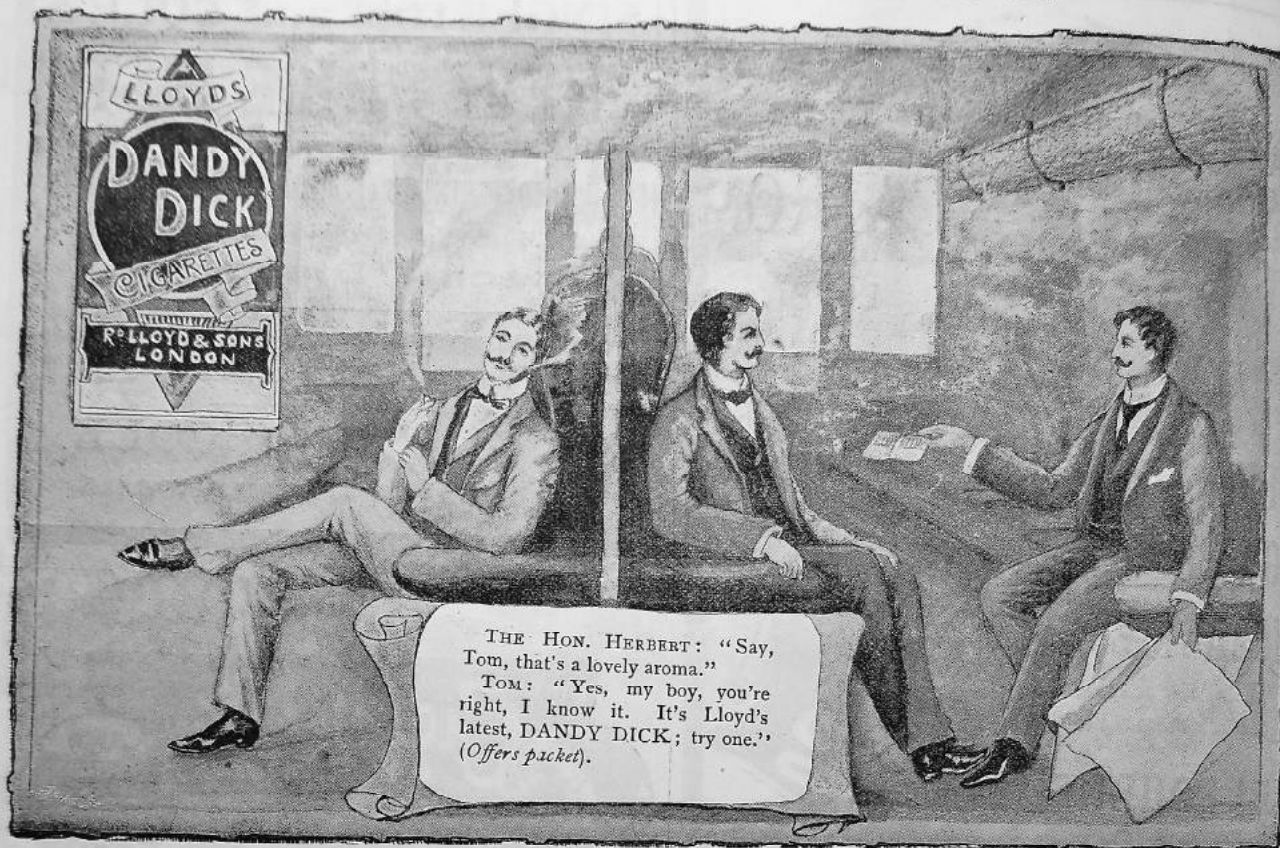
The Cuban War.

The phenomenal development of Cigarette smoking.

The Meetings of the six-unvirate at the now historical

"Round Table."—the six firms being Messrs. Wills,

LLOYD'S DANDY DICK.



Per Packet of FIVE Cigarettes ONE PENNY.

NOTICE! NOTICE! NOTICE!

WITH A
VIEW OF
MAKING



KNOWN
TO EVERY
TOBACCONIST
IN THE KINGDOM.

Arrangements have been made for the FREE DISTRIBUTION, in both London and the Provinces, of
SPECIMEN COPIES, through the Influential Agency of the following firms—

FRAENKEL BROS., 58, 59, 60 and 60a, Houndsditch, E.C.
LONDON & DISTRICT TOBACCO SUPPLY Co., Ltd., 81, Turnmill St., E.C.
SINGLETON & COLE Ltd., 11 to 16, Cannon Street, Birmingham.
TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon St., London, E.C.
WHOLESALE TOBACCO SUPPLY Co., 74, London Road, S.E.

FRAENKEL BROS.



Now Ready—
NEW ILLUSTRATED PRICE LIST

The Largest and Cheapest House in the Trade.
L. Department,
58, 59, 60 & 60a, HOUNDSDITCH, LONDON, E.C.

Of Cigars, Cigarettes, Loose and Packet Tobaccos, Tobacconists
Fancy Goods, Stationery and Cutlery.
600 Illustrations, &c., post free.

Taddy, Lambert & Butler, Copes, Players and Hignetts, with the laudable object of stopping the miserable practice of "cutting."

The momentary triumph of the "cutter."

The growth of Tobacconists' Dealers.

The postal importation of Cigars from the Channel Islands.

The Baronetcy of Mr. Frederick Wills (Messrs. W. D. & H. O. Wills.)

The presentation of a local free Library (Bristol), by Sir W. H. Wills, Bart. M.P.

The generous gift of £5,000 by Mr. J. A. Willox (Messrs. Cope Bros. & Co. Ltd) to the Institute of Journalists.

The holding of the second of a series of International Tobacco Trades Exhibitions (founded in 1895 by Mr. Arthur Barron) by Mr. E. S. Caton, and the presentation of the sum of £300 to the Trade Benevolent Association in connection therewith.

The large increase in the Revenue from tobacco to the sum of £10,748,522.

The large manufactory extensions (actual and announced) of the following firms, Lambert and Butler, Gallaher, Taddy, Dexter, Mitchill & Son, R. & H. Faulkner, R. Lloyd & Sons (London) and Cohen Weenen & Co.

The concessions made to retailers as regards discounts by Messrs. Wills, and Messrs. Player.

The announcement of Messrs. W. Clarke & Son of Liverpool of prizes to the value of £2,000 and Mr. H. J. Nathan's free distribution of 250,000 XTRA MEX Cigars on the 21st of June 1897, in "commemoration of her Majesty's Record Reign."

The large increase in the number of Tobacco Licenses, And last but not least,

The establishment of the GIGARETTE WORLD AND TOBACCO NEWS.

* * *

I MAY I am sure be pardoned for suggesting that *the* event of the Year is the birth of the GIGARETTE WORLD—a journal written specially for, and appealing especially to, the retailer, and—(I intended running on, but the imaginary prolonged Oh's—of the pyrotechnic display order—on the part of my esteemed contemporaries, arrest my pen). I will, however, say something, and that is, that I am deputed to express grateful thanks for the flattering support the Journal has received during 1896.

* * *

THE new price list (226 p. octavo) issued by Messrs. Salmon & Gluckstein, Ltd. to the great B.P. is instructive reading and affords to many ample food for thought. As our numerous provincial subscribers are probably not possessed of a copy and cannot readily obtain one, I reproduce the Introductory Chapter which read as follows :

"DEEDS, NOT WORDS." To the Smokers of the Universe. Gentlemen,—We ask your patronage—not for once, but for

all time. Please give us the former, and the latter will certainly follow. A philosopher has remarked that "he who makes two blades of grass grow where only one grew before is a benefactor to mankind." In a measure we aim to do that for the devotees of the divine plant, and there can be no excuse for us if we do not succeed, inasmuch as we have all the advantages and opportunities on our side, and believe we know how to use them.

Here are a few reasons why :—

1. We are a Limited Liability Company, with a capital of £400,000, and we rank as the largest cash buyers in the retail tobacco trade of the world.
2. Our Directors are all practical men in the business, each one having been trained in one or other department of the industry, and they thus represent a combined experience of over 200 years in the various branches of the tobacco and cigar business.
3. As with our Directors, so with our employes. We never recognize low-priced (and thereby incompetent) service for a moment, and have no place for drones.
4. Our enormous business, which has been fought for and won by sheer merit and the deserved appreciation and support of the smoking public, places us in a very unique position. Our gigantic turnover makes us almost the largest importers and purchasers in the trade, and the fact that we are always prepared to pay ready cash down for all we buy puts the markets of the world at our feet, and secures us bargains unapproachable by smaller traders. We therefore can and do sell retail at cheaper prices than ordinary shopkeepers can buy at wholesale.
5. We never purchase anything we can manufacture. There *must* be a profit in manufacturing, and we save that, and give it to the public—our customers—by the rule that all goods, regardless of what they may be, only bear a *fixed percentage of profit on cost*. We are quite satisfied with our fair share of profit—we ask no more—and are convinced that the smoking public appreciates our laudable efforts to please and to save its pocket.
6. Our factories are modern, amongst the largest of their class, equipped with all the latest machinery and labor-saving appliances, models of sanitation and hygienic fitting, and embrace all that skill and science can devise for the comfort and health of our work-people, economy of labour, augmented output, and skilfully produced articles. No expense has been spared to secure the very best of everything. Our premises are capacious, lofty, well lit and ventilated, and admitted to be the nearest to perfection of any in our trade in the world. They occupy over an acre of floor space, and no room is less than eleven feet high. We use steam, gas, and electricity for lighting, and our departments are so many and vast that we are obliged to have 257 telephonic connections under the one roof for the purposes of intercommunication.

7. Our *duty-paid cigar store-rooms* are considered marvels of scientific instruction. In them *we can keep two million cigars in perfect condition for smoking at any moment.* We thus need not trouble about atmospheric disturbances, dampness or salt-air—the bane of all sea-side cigar dealers—and customers consequently can always rely on obtaining from us cigars in absolutely uniform condition and ready for immediate use. This desideratum is the outcome of hundreds of costly experiments by us covering some thirty years of patient study. As a rage for “green” cigars has set in of late, and all kinds of ruses have been adopted with the object of keeping the goods quite fresh—even so far as bottling every cigar in glass as though it was pickled—we have, at some expense, imported some American appliances which keep the cigars perfectly fresh. Smokers who appreciate the true flavor of a *fresh* cigar, instead of a dampened and soddened article, may now depend upon getting it from us *identically* as they desire.

8. By our gigantic turnover—tons where others dispose of pounds—we are not only able to supply all smoking tobaccos lower than the usual market rates, but they are fresher when they come into the hands of the smoker, inasmuch as our branches are supplied with fresh deliveries daily, and our productions as sold at all our establishments, no matter where situated, are just as regular as the postage stamps vended at the numerous post-offices.

We have given a few of the reasons why we consider we deserve the confidences of all smokers, and how it arises that we are their money-savers. Interested parties may and probably do “pooh-pooh” our statements, but here are truths which the world is at liberty to investigate. Plain facts and honest dealing have ever been our beacon lights and the true secret of our phenomenal success, when supported by the further facts that we invariably quote:—*One price only—the lowest; One quality only—the highest.*

Kindly put our representations to any fair test and advise your friend and brother-smokers to do the same. *You will be grateful, others will be the same, and so will*

Yours obediently
SALMON & GLUCKSTEIN, Ltd.,
The World's Greatest Purveyors
of Smokers' Supplies,
Manufacturers, Importers,
Merchants & Retailers.

I RECENTLY referred to the fact that the popular proprietary articles of our leading firms, no longer appear either in this firm's shop windows, or on their counters, and the natural inference is that the great firms having been the means of “getting the chestnuts out of the fire” for this firm in the past, they (S. & G.) propose, in the future, to get them out for themselves.

HAIR-DRESSING Saloons have been added to the following London establishments of Messrs. S. & G. Ltd, 29, Fenchurch St., Upper Islington, 36, Chancery Lane, 213, Brompton Road.

It is somewhat significant that while in this department the hair is cut, the prices are *not*,

The Barnsley fiasco is much too funny for anything. It is one more illustration of how difficult it is to get the retail trade to co-operate, affording the “cutter” the very opportunity he seeks.

* * *
THUSLY does our staff Poet versify on this;
Oh faithless, faithless Barnsley men
Is this the way you try
To put down cutting in your midst
And keep your prices high?

* * *
You swore to pull together
On the tide that swiftly ran
Which taken at the flood should bring
Fortune, to ev'ry man.

* * *
But now you all are trying
To paddle your own canoes
Be careful; there are currents strong
Think—what you stand to lose.

* * *
Your bark is frail, the current swift
And many have been stranded
Now each of you must steer his way
Through dangers single-handed.

* * *
But still I think if S. & G.
Upon your town should light
You'd stand together once again
Your common foe to fight.

P.B.

* * *
THE list of Brands for the past year shows an unusually large increase, and the fertility displayed in finding titles is highly creditable. The registration however, of brands with similarly sounding names to existing ones, (I except the use of the world *gold*) strikes me as hitting below the belt and in my opinion is to be deprecated.

* * *
ALL is supposed by many, to be fair in Love, War and Business, but this particular practice I submit, is *not* fair.

* * *
EVIDENCE of the dull season is not wanting. That interesting marine monster the sea serpent, whose vagaries are journalistically supposed to be confined to the summer holiday season, appears to be breaking out in a winter place, and threatens like the new “discovery” regarding the Tobacco Plant, to also become “perennial.”

* * *
THE following par has had a free run of the London and Provincial press.

“TOBACCO DISCOVERY.—A Perennial Plant.—An important discovery has been made in Hungary with regard to the tobacco plant, by Herr Wilhelm Doroczi. Herr Doroczi has found that tobacco is a perennial plant, while hitherto it has been regarded as an annual, having to be sown every year. This, it is believed by experts, will open up a new era, in the production of tobacco, and tend greatly to cheapen its price.”

I should rather like to know who the particular “experts” are that are referred to.

* * *
I am somewhat amused by the “crying out” of the German tobacco press on the increasing importation of

cigarettes to that country. It appears, according to a German trade paper the—*Deutsche Tabak Zeitung* that cigarette smoking is vastly on the increase, and the trouble is, the native does not appear to be as partial to the home grown or manufactured article as to the imported one. We may yet find that the cigarette "made in England" will be the popular one there. A "Roland" for an "Oliver" at last!

The playfulness of the printer on occasions, is proverbial and the following is a personal experience. In a recent issue of the "Cigarette World," the three figures as below appeared with the following wording "Tableaux in Three Acts" (at the top) and "Sir Walter Raleigh's First Pipe" (at the bottom). Our worthy printers in submitting a proof to us of Messrs. Cohen Weenen & Co's. advertisement did so with the block of the said three figures in (it being of similar size) instead of the block of their famous "Gaiety Girl" brand of Cigarettes. Much has been said of Sir Walter Raleigh, but it will probably be news to some that he was manufactured from high class Virginia tobacco, hand made, and packed in a beautifully decorated tin box.

THE SURPRISE OF THE TRADE!!!



POSSIBLE OF SIZE AND GO OF BOX

COHEN WEENEN & CO.'S

Specialists in GOLD LINES & CIGARETTES

"GAIETY GIRL"

IN BEAUTIFUL DECORATED TIN BOXES

BEST VALUE EVER OFFERED.

They are manufactured from High Class Virginian Tobacco, are Hand Made, and packed in beautifully decorated TIN BOXES.

Quotations, etc., on application to

MESSRS. COHEN WEENEN & CO.,

2 & 3, Princes St., Spitalfields.
24 & 26, Hanbury St., London, E.

10 IN DECORATED
TIN BOXES
FOR 3^d.

The American Tobacco Co. appear to have, in connection with their excellent brand of pipe tobacco—"Duke's Mixture" (—good title this for Yankee-land—) adopted the "doormat with a lb. of tea"—principle. With every lb. of this brand a briar pipe is presented.

I understand that the manufacturers do not propose to enforce their "ultimatum" *i.e.* the recently issued list of prices.

The next meeting of the London and District Tobaccoists Association, Ltd., is fixed to be held at Anderton's Hotel at 2.30 on Thursday the 28th, inst. Mr. Peter B. Harris in the chair.

LIVERPOOL AND THE TOBACCO TRADE.

Through the courtesy of the Mersey Docks and Harbour Board, the plans of the new tobacco warehouse at the Stanley Dock were yesterday offered to the inspection of the following representatives of the Tobacco Trade Section of the Liverpool Chamber of Commerce: Mr. John Elliot (chairman), Mr. W. H. Read (vice-chairman), Messrs. C. E. Crosbie, T. H. Edwards, John Hignett, C. E. Samuelson, Kerr Waddell, and Thomas H. Barker (secretary). Mr. A. G. Lyster, dock engineer, and Mr. Miles K. Burton, general manager of the trust, explained the plans, and it has been arranged that the latter should be sent to the Chamber for a few days for exhibition to the members of the section. The plans will be on view in the boardroom until Tuesday next, when a general meeting of the section will be held for consideration of the building scheme, and if need be, to report to the Dock Board on the subject.



BUSINESS during the first few weeks of a new year is naturally dull, and it is matter of no surprise that we have in this issue but few New Lines to announce. What there are, however, are of an interesting character, but time has not admitted of our following our usual place of photographing the boxes, labels, etc. This will be done in our next number.

ANNEXED we give a replica of a 5 a rd. packet of cigarettes entitled, REAL JOY, and introduced to the trade by the well-known manufacturers and dealers, MESSRS. SINGLETON & CO., LTD., of Birmingham. We have sampled these cigarettes and can pronounce them excellent; they are of good size, and the tobacco used leaves nothing to be desired. The label is attractive, being printed in dark blue and gold upon a duck's-egg-green ground. The line should be deservedly popular, as it is one showing a remunerative profit to the retailer. Just as we are going to press we receive a new line from MESSRS. FRAENKEL, BROS., the well-known firm of dealers of Houndsditch, E.C., it is an oval tin containing 50 cigarettes, to retail at 10^d, the brand is entitled SWEET GOLD FLAKE CIGARETTES. The quality of the tobacco is good, and the price shows a good profit. It should command a ready sale. Trade price, 13/4 per 1,000. We have seen an advance copy of Messrs. FRAENKEL, BROS.' latest catalogue. The firm's previous ones have been octavo—the present is quarto size—and is as comprehensive, as it is possible for it to be. The tobacconist will find it an excellent reference book—the classification is good, and the sketches exceedingly well executed. The annexed is a photo of the cover.



This Catalogue is available to Tobacconists, Dealers, Victuallers, Stationers, Chemists, Confectioners, Grocers, Hairdressers, Patent Brokers, Auctioneers, Undertakers, Messrs. Customs, Bankers, Shippers, and all Dealers in Tobaccoes and other Goods, or those conducting business.

Complete Price List. Copyright 1897. For the Trade only. (8th Edition.)

COMPARE OUR PRICES 1897.

FRAENKEL BROTHERS,
Wholesale Tobacconists, Fancy Stationers, Outlets and Fancy Goods Dealers, Manufacturers and Shippers.

THE LARGEST AND CHEAPEST HOUSE FOR LARGE OR SMALL DEALERS

Address: "CRARIOT" LONDON.

ESTABLISHED 1870. Telephone "AVENUE" No. 1008. LONDON, E.C.

The Largest Show-Rooms in the Kingdom, with a floor-space of 14,000 Sq. Ft.

58, 59, 60 & 60A, HOUNSDITCH, LONDON, E.C.

Your recommendations will be attended to, and the best of 4/6 to 5/6 to your friends, wherever an educational business, will be of great value to them.

ENTERED BY STATIONERS HALL

ANOTHER nicely-executed catalogue reaches us from MESSRS. ADOLPH ELKIN & CO., of 149, Houndsditch, E.C., who are wholesale agents for MESSRS. GEORGE MASON & SON, of Chesterfield, and MESSRS. W. A. and A. C. CHURCHMAN

of Ipswich. This, also, should be in the hands of the distant retailer.

FROM MESSRS. R. LLOYD & SONS of Holborn Bars, we have received two new tobacco lines, the titles of which are both apt and original. The first is a dark Virginia flake tobacco (rich and full), entitled, MERRIMAC. It is put up in 1lb. tins, most attractively labelled in blue and gold on a red ground. Trade price is 4s. 4d. per lb., leaving a splendid profit to the retailer. The other entitled, RIPLEY, should undoubtedly appeal to the ubiquitous cyclist, recalling rides on the famous Ripley Road, aptly termed the Mecca of all good cyclists. It is a light-flaked HONEY-DEW, and put up in 1lb tins. Trade price, 4s. 4d.

THE cigarette smoker should regard himself as a highly-favoured individual. He, at any rate, considerably benefits by the keen competition of the day. The worst of it is that so much spoiling is likely to make him more exacting. He will be expecting an ounce of tobacco soon, when he buys a box of cigarettes. These remarks are suggested by the receipt of a new line of cigarettes placed on the market by MESSRS COHEN, WEENEN & CO., and is registered under the name of BANDMASTER. It is a distinct departure from the conventional 5 a 1d. packet, inasmuch as the get up is equivalent to the usual and well-known threepenny sliding box, and in addition to this striking feature—the cigarettes (made of pure Virginia) are full size. The design, (executed in brilliant colour), includes a portrait of a typical bandmaster, is eminently catchy, and as the line is one of exceptional value, it is not too much to predict for it a wide popularity. Excellent progress is being made with the new factory in course of erection in Commercial Street for MESSRS. COHEN, WEENEN & CO. The first part of the building will be ready for occupation in June. It consists of five floors, the superficial area of which will be about 12,000 feet.

The Empire Pipe.

MESSRS. CHARLES MAAS & CO., the well-known manufacturers of the crown pipe, are to be congratulated upon the successes that have attended the now well-known "Empire" pipe. The sales have been very large, the public having taken to it freely. While the market may be inundated with patents, there is always room for a really sensible pipe. Among the vast bodies of consumers there are numerous faddists who, from time to time waste energy, time, and money on frivolous "improvements," not having any practical knowledge of that which they take in hand, their so-called patents are usually worthless. It is, however, quite another matter when a class house of large experience, such as that of MESSRS. CHARLES MAAS & CO., puts upon the market a patent pipe. They know just what is needful, and in something less than a brace of shakes evolve the idea.

Inner tubes have always found great favour, as they prevent the nicotine from clogging the sides of the stem, but when the inner tube is composed of specially prepared red clay, that at once purifies the smoke while absorbing the nicotine, its great advantages to the smoker must be obvious. The finish of the pipe is quite in accordance with that precision and care so characteristic of the house.

I personally inspected the stock of Messrs. Maas' novelties at Jewin Crescent, and was greatly struck, not only at the immense variety of designs, but at the exquisite taste displayed in their superb get-up, which, without exaggeration, is a credit to the trade. I noticed particularly some splendid specimens of black amber tubes, mounted in gold, without a flaw, both in clouded and clear. I was shown a good-sized cigarette case of pure amber, that for extreme rarity, and as a dainty souvenir of exquisite workmanship, might be difficult to equal throughout the trade.

It is pleasing to remark that notwithstanding the many triumphs that reward the efforts of the Crown Pipe manufacturers, they still go on excelling, there is not a season passes, in which they do not beat the record of its predecessor, while at all times the productions of the house will act as a standard of merit for the trade.

Messrs. Bewlay & Co., Ltd.

MESSRS. BEWLAY & CO., LTD.—The sales of the popular FLOR DE DINDIGUL Cigar, as was to be expected, have increased enormously during the last six months. This well-known firm of Indian Cigar Importers have just recently put two new sizes of the brand on the market. The first is called BOUQUETS (a smaller size), and an extra large one entitled, SUBLIMES. We may also mention that their FLOR DE DINDIGUL Cigarettes (the feature of which is that in lieu of cigarette paper, tobacco leaf is used), are also "going strong." The output of these brands is now immense, and it is quite the exception to find a tobacconist who does not stock them.

Messrs. George Mason & Son.

MESSRS. GEORGE MASON & SON.—During the past year the well-known Chesterfield firm have been well to the fore in the introduction of PENNY PACKET lines—each possessing distinctive features. The following are the principal ones:

Brand.	No. in Pckt.	Tobacco.
TRADES UNION	Seven	Pure Virginia.
BEST BIRD'S EYE	Five	Bird's Eye.
FULL SIZE	Six	Pure Virginia.
FIRST FAVOURITE	Six	Best Virginia.
A 1 SCENTED	Five	Prize Virginia.

Their famous GOLDEN DAYS Cigarettes put up in handsome Sixpenny Tins (10) still retain their popularity with public and retailer. In tobacco lines the firm's MIXED FLAKE, put up in 1-oz. OBLONG tins, with rounded corners, is a very catchy line and one of remarkably good value.

Cigarette Papers.

BY S. E. H.

WAS anyone known to die through a cigarette? Yes, Richard the III. by a Richmond straight cut.

How is it some customers are so short sighted as to expect always the same number of cigarettes per ounce?

MANUFACTURERS appear to be giving themselves away lately. For instance a well advertised cigarette for which smokers have to pay 7d. per ounce (cutters price) for the tobacco alone, is now procurable at 3d. per packet.

AGAIN certain cigarettes hitherto sold at 6d. per packet of 10 are now obtainable in penny packets of 5.

MESSRS. OGDEN ever to the front with ingenious advertisements have I think gone "one better" than any other firm by sending out "living pictures" to advertise their famous cigarettes although the "get up" would do infinite credit for a 6d. line instead of 3d. one. If they require a "wrinkle" I would suggest walking advertisement of the opposite sex with skirts and jackets embroidered with cigarettes.

"ALL the world's a stage and all the cigarettes should be Players," might form a useful advertisement for the famous Nottingham firm. At any rate I give it gratuitously! By the way as S & G profess to study the public so largely it seems passing strange that these popular cigarettes are not obtainable at any of their depots. One would imagine that the profit on these would satisfy a company who are popularly supposed to "cut" very fine. Perhaps some shareholder will at next meeting be able to elucidate the mystery.

FOR cool audacity I think the following deserves to take the proverbial "cake." A short time since a foreign cigarette maker presumably working on his "own" sauntered into a tobacconist shop and asked for a certain kind of cigarette and after being shewn a variety of packets stated that they were not the sort he "used to" purchase of the shopkeeper and took his departure. Only ten minutes elapsed before he reappeared showing samples and soliciting orders for the kind of cigarettes he had on his first visit discovered were lacking in the tradesman's shop. Your readers can imagine the kind of reception this un-commercial traveller received on his second visit.

THE only "windowless" cigarette shop in London can be seen outside The Pavillion Music Hall, where the ingenious proprietor has made his show cases appear on the walls as windows.

A FRIEND of mine wishes to know why Old Gold Cigarettes are obtainable at 24d. per packet seeing that he has been in the habit of paying 8d. per oz. for the tobacco? I've referred him to Head Quarters for the information and doubtless he will get a satisfactory reply. There are some questions that puzzle one especially having regard to the fact that the A. T. Coy., spend such enormous annual sums in advertising these particular cigarettes. By the way, retailers seem pretty passive in respect of the cutting this company encourages apparently leaving all their curses for British manufacturers, perhaps they consider peace with America and its subjects desirable at any cost.

I AM told that one of the wholesale dealers is so conscientious that in the entrance to his depot he has affixed convex and concave mirrors respectively, with the words beneath, "Before I became a Tobacconist," showing a happy countenance, and under the other, "twelve months after," with a worried look.

SOME tobacconists think to preserve their individuality by having their initials stamped on the briar pipes they offer, but the advantage of this they will find is counteracted by the initials on the mounts of same.

I WONDER why it is considered necessary to embellish the packets of certain imported cigarettes with the full name and address of London agents, in addition to advertising the brands. Surely shopkeepers can always find the former, without this superfluity, although, of course, it may be very useful for amateur traders and embryo "£20" tobacconists on the prowl.

BY THE WAY, a firm of pouch manufacturers stamp their name both inside and outside their goods. They might really give the poor retailer an inch of room to impress his India rubber on same.

"I COULD push your specialities with greater warmth if you were to send me a sable-lined overcoat as a Christmas box." The above was actually addressed by a would-be facetious retailer to a wholesale firm. Although the very embryo coat might be warm, yet the request seems exceedingly cool! notwithstanding the inclemency of the weather, but a man who has the courage to tackle the elements, i.e., manufacturers, in this sort of fashion, must ultimately succeed in favourably impressing the latter, although I believe the article in question would cost about 300 guineas.



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

MULTUM IN PARVO.

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

HEADINGS.

Announcements.
Surgeries.
Festive.
Fires.
Items of Interest.
Law and Police.

Limited Companies.
New Brands and Trade Marks,
Obituary.
Personal.
Removals.
Trade Changes.

ANNOUNCEMENTS.

WHOLESALE.

MESSRS. JOHN CARIDI & CO. have been appointed sole agents for MESSRS. J. R. FREEMAN & SONS' famous Darvel Bay Rothschild cigars.

MESSRS. W. A. & A. C. CHURCHMAN have acquired a piece of land in Portman Road, Ipswich, having a frontage of 230 feet, and are about to erect another factory.

WE recently referred to the money prizes MESSRS. WILLIAM CLARKE & SONS, of Liverpool, were giving in connection with their famous THUNDER CLOUD tobacco. The following are the November awards: Marshall, W. S., 25, St. George's Road, Glasgow, first prize, £5; Smith, Arthur, 147, Ellesmere Road, Sheffield, second, £3; Richards, Geo. E., 74, South Street, Bridport, third, £2; Hunt, Wm., 130, Ickmild St., Birmingham, special, £5; Randal, 187, Ickmild St., Birmingham, tobaccoist's prize, £5.

MESSRS. A. FRIES & BROS. (flavourings for tobacco and cigars), have appointed MESSRS. FUERST BROTHERS, of 17, Philpot Lane, City, their sole agents for the United Kingdom.

MESSRS. MURRAY, SONS & CO., LTD., of Belfast, will shortly considerably extend their premises.

MESSRS. GOODMAN & HARRIS, of Leicester, have purchased the building (specially erected by Messrs. Emberlin and Co. for a cigar factory), at the corner of Vestry Street, Leicester, and also more land for extension purposes.

MR. JULIUS KOPELANSKY retires from the firm of J. KOPELANSKY & CO., Tobacco and Cigarette Manufacturers, of 65, Leadenhall Street. The style of the firm will in future be KOPELANSKY, COOK & CO.

MESSRS. LAMBERT & BUTLER have taken additional premises at 23, Bucknall Street, W.C., for the manufacture of tobacco in bond for export.

MR. FRANK LEDGER (Ledger, Smith & Co.), announces that the title of his firm will in future be LEDGER, SONS & CO.

MR. H. J. NATHAN, of Stratford, announces that he will on the 21st of June, 1897, give away 250,000 XTRA MEX cigars, "in commemoration of the Record Reign of Her Majesty the Queen."

THE NORTH BRITISH BORNEO CO. announce that the crop for 1896 is 15,520 bales. The number for the corresponding period of 1895 was 10,374.

MR. JAMES RICHARDSON of Manchester is now the accredited representative of the firm of MESSRS. J. L. DUNCAN & CO., of 26, Withy Grove, Manchester.

Additional premises have been secured by MR. W. J. SCHOFFIELD, Cigar Importer of Leeds, at 4, Blackman Lane, Leeds.

THE WHOLESALE TOBACCO SUPPLY CO., will shortly open important premises at 63, Aldersgate St., E.C.

RETAIL.

MR. D. BOWERS of 109, High St., Longton, tobaccoist, has acquired new premises at 46, Market St., intending shortly to open same as both a wholesale and retail tobacco business.

The tender of MR. BUNDY (tobaccoist of Queen St., Portsea, has been accepted by the Portsea Island Board of Guardians for tobacco for their workhouse.

MR. E. DENNEHY has opened a business at George St., Cork, to be known as the El Dorado.

MR. ALFRED GRUNDY of 46, Berry St., Liverpool, tobaccoist, is about to open an additional shop at 81, Lord St., in that City.

The tender of MESSRS. FORDAGE & CO., of 117, High St., Southampton for the supply of snuffs and also of tobacco was the one accepted by the Local Board of Guardians.

MR. W. B. RUSSELL of Market St., Manchester has purchased of the Trustees the businesses of Conn Casey of 15, Piccadilly, Manchester.

MESSRS. SALMON & GLUCKSTEIN LTD., opened their new shop in Halifax on the 12th ultimo.

MR. WAKE has opened an additional shop at 180, High St., Dowlais.

PERSONAL.

WE extract the following significant par from the *Tobacco Trade Review's* "Tobaccoists of To-Day," the January subject of which is MR. H. ASTON, President of the late Nottingham Association: "He attributes his success mainly to the fact that he places before his customers his own specialities in packet tobaccos in his own packets, and his own brands of cigars, bundled with his own ribbons, boxed in his own boxes, and labelled with his own labels. Mr. Aston declares that he sells twenty pounds of his own packet tobaccos to one pound of the advertised brands combined.

MR. E. J. KENNEDY (J. & E. Kennedy), has been returned unopposed for the North Dock Ward, Dublin. Mr. Kennedy was Lord Mayor of Dublin some few years ago.

WE regret to hear that MR. H. J. NATHAN, of Stratford, has met with a bad accident, a serious injury to his knee cap, which will incapacitate him for some time. A speedy recovery to him.

MR. J. E. RICKARDS, of Leamington, has invented a new hand cigarette machine for making cigarettes without ends.

THE name of MR. FREDERICK WILLS (W. D. and H. O. Wills), is included in the New Year list of baronets. Thusly the *Daily Telegraph* mentions this: "Mr. F. Wills is a member of the well-known Bristol firm of tobaccoists."

ITEMS OF INTEREST.

INTERESTING STATISTICS.—We cull the following from the interesting article headed, "Statistics" appearing in the January 1st number of *Engineering*. That Journal remarks that "The little blue-book of facts comes to us from the Board of Trade like a freshening breeze at dawn. It is 'The Forty-third Issue of the Statistical Abstract for the United Kingdom in each of the Last Fifteen Years. Presented to both Houses of Parliament by Command of Her Majesty.' It is one of the severest of blue-books. Not one of its 263 pages but is occupied by columns of figures. It is tables from wrapper to wrapper. Yet, perhaps, both Houses of Parliament have seldom had more reason to be grateful to Her Majesty because of a gift, for each column is a pin-prick in the inflated bladder-theory of some faddist."

"Tobacco and snuff" give some surprising figures. In 1882 the sum paid for duty amounted to 8,838,176*l.* This steadily advanced until 1887, when the total was 9,367,186*l.* The next year the figures fell to 8,713,944*l.*; but after this there was an almost continuous increase until the last returns show the enormous total of 10,748,522*l.* The smokers—for the snuffers must now be an unimportant section—therefore may be said to have provided the funds required for all the shipbuilding done for the Royal Navy during the year, including repairs, maintenance, &c., and left just upon three millions over to comfort the soul of the Chancellor of the Exchequer; or, to put the matter in another way, if the Anti-Tobacco League had been able to work its will the five millions surplus of the last Budget

would have been converted into almost a five millions deficit. Of course, that does not prove the Anti-Tobacco League to be either right or wrong. We have yet to account for the sudden diminution under this head for the year 1888; for it is evident that the smokers of the nation did not all at once become more self-denying to the extent represented by over half a million or more in duty. The explanation is soon forthcoming, for in the year mentioned the Chancellor of the Exchequer reduced the tobacco duty by an amount which was estimated to aggregate 600,000*l.* for the year, but which really only came to a little over half a million, so that the smokers did appear to have somewhat repented of their misdeeds—from the anti-tobacconist's point of view—and, indeed, the falling-off of imports of tobacco for that year (1888) was very marked. It must be remembered, however, that the amount paid for duty is a better criterion of the quantity smoked than is the weight of tobacco imported. The annual totals for the latter are very irregular, whilst those representing duty paid are steadily progressive. The declared value of all tobacco imported during 1895 was 3½ millions sterling, so we spend about 14 millions every year in the soothing vice, three-quarters of which, however, is simply taken from the pockets of our smokers to be put into those of the producers of warships,—steelmakers, riveters, platers, mechanics, &c.—a good part of course to be smoked over again. It will be seen, therefore, that the tobacco question is really one of extreme importance from a fiscal point of view, and some economists have founded high hopes upon the prospect of the habit being extended to both sexes. We fear these persons are basing their expectations on false premises. The natural man has no greater physical desire to smoke than he has to be sea-sick. Youths overcome the inherent repugnance of their stomachs to tobacco, in order to appear manly. If women smoke, the practice will longer be distinctive of manhood. Hence there will be no youthful smokers to grow to men-smokers, and the woman-smoker will in turn disappear. The result will be a deficit of five millions, or a new tax.

NOBLE FRANCE.—Travellers to the Riviera are having a rough time of it at the Paris Gare du Nord. It seems the Custom House officials are not satisfied with the examination of small baggage at Calais and Boulogne, but lie in wait at the Paris Station to stop certain of the passengers and examine their bags. One person, well known in London, a few days ago had his bag opened, and in it were found two small packages with twenty-five cigars. They were promptly taken away from him, and he was made to pay a fine of £4. Another, not appreciating the matches, which are a Government monopoly in France, had in his bag a box containing a thousand wax matches made in England. They were not taken from him, but they were counted, and he was compelled to pay a franc for each match—£40 in all.

THE ANTI-TOBACCONIST BICYCLE.—The bicycle seems to have come to the relief of women who object to their husbands, brothers, or sons using tobacco, and although no special statistics have been compiled in this country, they have data on the subject across the herring pond. The wholesale tobacco dealers in the States declare that the figure for 1896 will show a falling off of 730,000,000 in the consumption of cigars as compared with 1895. The estimate is made by them that there are 1,000,000 wheelmen in the United States, and that each consumes two cigars a day less on an average by reason of the time which they give to riding a wheel. It is calculated that this will represent a saving to the consumers of £7,300,000 and a loss to the manufacturer of about £2,920,000. The saving, if expended in bicycles at the standard price of £20 each, would buy 36,500 wheels, or supply an army larger than that now in the service of the United States.

SUMATRA TOBACCO.—Thirty-two years ago, when tobacco was first cultivated in Sumatra, only fifty bales were sent to Europe. For 1895 the number was 207,347. The average price, however, was, with the exception of 1890, when the crop was the heaviest on record, the lowest for a quarter of a century.

THE MICMACS.—A very prominent trait of the tribe of Micmacs in the Wild West is their love of tobacco. Some years ago a Micmac was found nearly dead from exposure. After a vigorous application of whisky and rubbing, he opened his eyes, and his lips moved feebly. Someone bent over him, and at length managed to catch the sound "tobacco." A piece of tobacco was quickly given to him, and he received it with a sign of satisfaction. He then rapidly recovered his strength, and soon exclaimed, "Now bringum food."

MADE IN GERMANY.—A correspondent caps the jokes about things "made in Germany" by sending us a letter he has just received from a cigar manufacturer there, advising the dispatch of samples, and remarking—"I would thank you for taking the pain of smoking the cigars." That phrase

was undoubtedly "made in Germany," but it possibly contains an essential truth.

A NEWCASTLE FREEHOLD.—The business of Finlay & Co., Newcastle-on-Tyne, is situated in Collingwood, and what is called "Finlay's Corner," a freehold, has been sold by the proprietress for £90,000! She received in cash £30,000, and leaves £60,000 on mortgage, which produces more than double the previous rent of the whole!

MY GRACIOUS!—According to official reports tobacco is adulterated with sugar, alum, lime, flour or meal, rhubarb leaves, saltpetre, fuller's earth, starch, malt comings, chromate of lead, peat moss, molasses, burdock leaves, common salt, endive leaves, lamp black, gum, red dye, scraps of newspapers, cinnamon stick, cabbage leaves, and straw brown paper.

"PUSSY" REQUISITIONED.—A bright tobacconist in an American town, anxious to push his business, and bring it prominently before the public, advertised for 800 cats, and got them, and the second day turned them loose each with his advertising card tagged on the collar. The cats ran home, taking the advertisement with them, hungry as bears.

A VERITABLE "MIXTURE."—In the advertising columns of a contemporary appears the following: "Blue devils fly before the honest breath of Blank's tobaccos, and the man who smokes our goods thinks like a sage, and acts like a Samaritan." Shade of Bulwer!

THE ANTI-TOBACCO LEAGUE ought to make capital out of the fact that the Philippine Islands are at present a centre of revolution; for, if a writer in "Household Words" is to be believed, tobacco grows in such profusion that the people smoke all day long. Several times a year the provident Tagal lays in a stock of the weed as carefully as the house-keeper of her lands lays in provisions. "Everyone is a smoker. Boys and girls of ten smoke all the time, rolling their own cigars as deftly as their parents. It is common enough to see in the streets of Manila father and mother sauntering along, each with an enormous cigar, and followed by five or six children, varying in age from ten to twenty, all smoking." Those who object to smoking on the ground that, if man had been intended to smoke, he would have been born with a stove-pipe up his back, will now be free to argue that it is over-indulgence in tobacco which has brought on the revolutionary fever.

SIXTEEN YEARS TO SMOKE IT.—Mr. E. Broadhead, tobacconist, of 13, Lower Parliament Street, Nottingham, hit on a smart idea to attract at Christmas. He placed in his window a gigantic roll of Irish Twist, stating that it was 1,250 feet long, and weighed 180 lbs., and that it would take a man sixteen years—less a day—to smoke it, assuming he smoked it at the rate of half an oz. a day.

REMOVAL.

MESSRS. LITSICA, MARX & CO. have removed from the Strand to 174, High Holborn.

NEW BRANDS AND TRADE MARKS.

BAGETELA (Tobacco). Goodman and Harris.

BULLFINCH (Tobacco). Robinson & Sons.

CERCANIA (Cigars). A. Edwards & Co.

CHIT CHAT (Tobacco). B. Kriegsfeld & Co.

CRIC-CRAC (Matches). I. Van Landuyt.

DANDY FIFTH (Cigarettes). Salmon & Gluckstein.

EL DUARE (Tobacco). Swain & Van Arend.

FANFARRIAS. H. Van Salk & Co.

FLOR DE KYLAS (Tobacco.) F. Wright.

FLOR DE TOGO (Cigars, &c.) M. Pezaro & Son.

GERGANIA (Cigars, &c.) A. Edwards & Co.

GLODINA (Tobacco). A. I. Jones & Co.

GOSPODINA (Tobacco). S. Blum & Co.

GUIDE, THE (Cigars, &c.) U.T.A.

LA CHARRADA (Cigars, &c.) Hy. Baselow.

LA DECOSSA (Cigars, &c.) J. Reeve and Sons.
LA MAYONA (Tobacco). B. Morris & Sons, Ltd.
LA MELSA (Tobacco). E. Aston & Co.
MERRYTHOUGHT (Tobacco). John Player & Sons, Ltd.
NAZENTA (Cigars, &c.) S. Maier.
OCTARON (Cigars, &c.) U.T.A.
ORACULO (Tobacco). S. Beum & Co.
QUICK MARCH (Cigars, &c.) U.T.A.
RATAPLAN (Tobacco). Salmon & Gluckstein.
REAL JOY (Cigarettes, 5 a rd.) Singleton & Cole, Ltd.
RECRUIT (Tobacco). E. J. Newbegin.
RESCUE (Tobacco). C. Fryer & Sons.
THREE CLASPS (Tobacco). Salmon & Gluckstein.
WEEPING WILLOW. B. Kriegsfeld & Co.
WHITE HEATHER (Tobacco, Pipes, &c.) A. A. Percy.
WIGWAM (Tobacco, &c.) W. Fleming, Telfer & Co.

FIRES.

On December the 16th, a fire occurred at the private residence of MR. A. C. CHURCHMAN, of Ipswich, viz., at 154, Norwich Road. The loss is fully covered.
MRS. M. A. MITCHILL, Tobacconist, 73, Regent Quay, Aberdeen. Premises and stock considerably damaged.
DAVIS, SMITH & CO., Tobacconists, 130, Bute Road, Cardiff. Loss covered.
MRS. HANNAH RODDIS, Tobacconist, Sheaf St., Sheffield. The fire was confined to the shop. The stock, in view of Christmas trade, was extra large. Loss covered.

LIMITED COMPANIES.

BARON CIGARETTE MACHINE CO.—The statutory meeting was held on the 22nd ultimo. The Chairman (Mr. Alfred Newton) stated that already the Co. was self-supporting. The French Regie had purchased a machine, and in an ordinary working day of nine hours, it turned out 220,000 cigarettes. By the middle of next month the Co. would have 30 machines earning royalties, the price was £350 each per annum, each contract being for 5 years.

CIGAR MAKING MACHINE CO.—The annual meeting was held on the 24th ultimo., at the Cannon St. Hotel, Mr. Margowski presiding. The report stated that "the Co has made a small profit on trading, which can be taken as evidence of the eventual dividend earning powers of the Company."

MANX TOBACCO MANUFACTURING CO., LD., announce a dividend of 6 per cent.

NEW DARVEL BAY (BORNEO) TOBACCO PLANTATIONS, LD.—The annual report states that the crop of 1895 from the company's estate consisted of 1,299 bales. The gross average price obtained at the sales in Amsterdam was 2s. 3½d. per pound, being a higher figure than that realised for Sumatra tobacco in this year's sales, a satisfactory evidence of the appreciation of Borneo tobacco, and the quality of the company's produce. The quantity of tobacco shipped was about 400 bales less than anticipated, which was a great disappointment to the board. The drought of the two previous years was followed by an unprecedented storm and flood in the latter days of December, 1895, whereby a large quantity of the crop was destroyed; this unfortunate circumstance, and the heavy loss by the death of coolies in the early months of last year, owing to an epidemic, have caused the disappointing result of the company's operations. The total amount realised for the crop was, after deducting freight and charges, £17,892. The board is pleased to state that a very considerable improvement has taken place in the health of the coolies. The manager's recent advices state that he has completed the harvesting of last year's crop, and has placed in the fermenting shed some 3,200 piculs, estimated to produce about 2,000 bales, 425 fields having been completed. Arrangements are in progress for placing under cultivation 500 fields in 1897.

LAW AND POLICE.

LAW INTELLIGENCE.

CARIDI v. COHEN. An action was brought on the 15th ult. in the Lord Mayor's Court by MESSRS. JOHN CARIDI & CO., cigar and cigarette merchants of 32, Great St. Helen's, E.C., against *Mr. Cohen*, a tobacconist, who was said to trade at 28, St. Swithin's Lane, E.C., under the style and title of T. DURANT, to recover, £10 5s. for cigars and cigarettes sold and delivered. Defendant did not appear, but plaintiff's Counsel stated that defendant's solicitor had written to the plaintiffs offering on behalf of his client, to pay £3 in discharge of the debt, and the costs in full. An early reply was requested as the defendant was about to proceed to South Africa. The jury returned a verdict for plaintiffs for amount claimed, and judgment was entered with costs.

FOWLER v. GOOCH. At Westminster County Court on the 23rd ult., the plaintiffs MESSRS. FOWLER & CO., wholesale cigars dealers, sought to recover an account of £9 15s. for cigars supplied to the order of the defendant, a tobacconist in the Walworth Road. The question arose as to liability, for some time past defendant and his wife had given orders for goods and no question had been raised, some of the bills having been paid by the defendant and some by his wife, but defendant was assumed to be the person who was always looked to for payment. Defendant now disclaimed having any interest in the business, and said he did not get a penny of benefit out of it. The wife stated that had plaintiffs not been so ready to bring this action, she would have paid the account without any trouble. His Honour Judge Lumley Smith, Q.C., in giving judgment against the husband for amount claimed with costs, remarked that as the wife had expressed her readiness to pay the debt, the husband would probably not be much hurt by the judgment.

GODDARD v. COOK. An action brought at Westminster, County Court on the 16th ult., in which plaintiff, a business transfer agent, of York Street, Westminster, S.W., sued defendant, tobacconist and cigar dealer, of Mile End Road, E., to recover the sum of £12 12s., commission for professional services, rendered in procuring a purchaser for his business. Plaintiff stated that he had gone to a considerable amount of trouble in the matter, spending about £3 in incidental expenses, resulting in him finding a purchaser of the name of COX, at a higher price than the defendant in the first instance asked for the business. He, (plaintiff) was not employed to carry the sale to completion, but he contended that he was equally entitled to his commission. Defendant so far, admitted the facts put forward by plaintiff, but contended that the purchaser was introduced by other agents. His Honour in giving judgment, said that vendors brought trouble upon themselves by going to more than one agent. He was quite satisfied that plaintiff was the person who first introduced the ultimate purchaser, and therefore judgment for twelve guineas with costs.

PLAYER v. DOUGLAS.—"NAVY CUT" PERPETUAL INJUNCTION.—On the 11th ult., at the rising of the Chancery Division of the High Court of Justice, before Mr. Justice Stirling an injunction was moved on behalf of MESSRS. JOHN PLAYER & SON, tobacco manufacturers, Nottingham, to restrain the defendants MESSRS. J. DOUGLAS & SON, Torquay, from selling navy cut tobacco as "Player's" "Navy Cut," such tobacco not being manufactured by plaintiff. Defendants through Counsel consented to a perpetual injunction, and pay costs of motion. His Lordship made the order asked for.

POLICE NEWS.

A stylishly-dressed man, named *Montague Bernard*, alias *Cecil Wade* alias *Brady*, was charged at Manchester to-day with obtaining money by fraud. He advertised for assistants and demanded cash security, describing himself as having a loan office, with a head office in Liverpool. The police discovered that he was formerly a tobacconist at Birmingham. In his possession were ten watches and pawn tickets. He was remanded.

William Berger, (39), of 20, Rectory Road, Stoke Newington, clerk; *Morris Fay*, (50) of 2, Charlton Street, Old Trafford, Manchester; *William Collins*, (35), of 7, Long Villa Priory Road, Clapham; and *Joseph Cook*, (57), of 65, Queen Margaret Grove, Mildmay Park, travellers, were charged on remand at Guildhall Police Court, on the 30th, ult. with embezzling and stealing various sums of money the property of their employer, Mr. JULIUS BERNSTEIN, cigar merchant, of 25, St. Mary Axe. They were further charged with conspiring to cheat and defraud the prosecutor of sums amounting to £1,000. Prosecuting counsel stated that it was discovered that for the last 18 months or 2 years a system of robbery had been going on among those employed

by Mr. Bernstein. On the 5th ult. M. Schwartz, a customer, complained that a bill had been drawn on him in respect of an amount he had paid. Berger was then arrested and admitting his guilt, offered to give every assistance in discovering the defalcations. The other defendants were also taken into custody and confessed to having robbed prosecutor for the last 18 months, except Jay who only admitted irregularities, not defalcations. The case was again adjourned, any reduction in bail being refused.

Bernard Carr, of the Bull and Bear Yard, was charged at Stone Police Court, (Salop), on the 16th ult. with stealing a box of cigars, the property of MISS HOWARTH of The Crown Hotel. Prisoner admitted the offence and was fined in a mitigated penalty of 10/- and costs, in the hope it would be a warning.

If acquaintance with Police Courts be an indication of advancing civilisation there is no doubt that the Chinese are rapidly reaching a high stage, for of late they have figured in quite an undue proportion in the Metropolitan courts. On Monday two Chinamen made their bows before the magistrates in the East End for transforming themselves into ambulatory tobacco shops. The first-mentioned was discharged with a suitable lecture, to which the patient listened attentively, but was unable to understand; but the two smugglers were more severely dealt with. *Chen Kow* and *Ah Yang*, sailors, were seen leaving a steamer in the West India Docks, one carrying a sack and the other cabbages. They looked very innocent individuals, but when searched proved to be walking receptacles of the weed. It was in the sack and in the cabbages, in their jackets and in their pig-tails, and they seemed quite astonished that at every fresh shake given them by the officers more cigars fell out of them. They were each fined 30s, with alternative of fourteen days' retirement in an establishment where, as conversation is prohibited, their ignorance of any language but Chinese will not be noticed.

William Durnell, (17), labourer, Queen Street, Seven Dials, was charged at Marlborough Street Police Court, with stealing a box of cigars, value 10/-, belonging to MISS ELLEN CROSSLEY, Tobacconist, of 98, Charing Cross Road, W. The robbery was effected when prosecutrix's back was turned. Sentence two months hard labour. Prisoner had been previously arrested and charged with a similar offence on the same day at Bow Street, Police Court, but the magistrate discharged him.

Frank Ellis, and *Robert Scott*, were charged on remand at Westminster Police Court, on the 20th ult. with being concerned with another not in custody in breaking and entering No. 15, Knightsbridge Green, and stealing a quantity of cigarettes and cigars, a number of dummy packets of tobacco, a wooden "tobacco" block, and a lady's jacket, the whole valued at 27/-, the property of Messrs. H. and F. SEYMOUR. The prisoner Ellis was caught on the premises the other prisoner being apprehended afterwards at a Chelsea common lodging-house. Mr. Sheil remarked that "the shop seemed to have been all dummies—not much good to burglars," and committed both men for trial.

On Friday at Walsall Police Court, *John Farrell*, (11), of 9, John Street, and *Luke Green*, (10), of 4 Court, 2 house, Wisemore, were charged on remand with stealing two dozen packets of cigarettes, a quantity of cigars and sweets, value 2s., from the window of the shop, 203, Green Lane, the property of Thomas Bull. The offence was committed between the hours of 9 p.m. on November 24th and 8 a.m. on November 25th, and the lads were sent to an industrial school till they were 16 years of age, it being shown that the parents of the lads did not exercise proper control over them or take proper care of them.

William Reynolds, (49), potman, of Henry Street, Deptford, was charged at Thames Police Court, on the 17th ult. with stealing a box of cigars, value 4/2, the property of HENRY WALTER SECAR, the "Red Lion," Greenwich Road. Remanded.

Charles Salter, (14), was charged at Thames Police Court on the 17th ult. with stealing a box of cigarettes, value 9/-, the property of MORRIS GOLDSTEIN, tobacconist, Mile End Road, from the shop counter. Sentence; 12, strokes of the birch-rod.

Richard Sage, (19), carman, and *William Boukin*, (21), barman, were charged at Lambeth Police Court, on the 21st, and 28th ult. with being concerned together in burglariously breaking and entering No. 202, Coldharbour Lane, Camberwell, and stealing therefrom 4½ lbs. of tobacco, and 150 cigars, value 35/-, the property of CHARLES JOYCE, a coffee-house keeper. They were further charged with breaking into and entering No. 12, Heron Road, Loughborough

Junction and stealing therefrom property to the value of £66, belonging to CHARLES GRATTARI, an engineer. The prisoner Sage admitted having taken 50 half ounces tobacco, 50 quarter ounces, seven penny and seven twopenny cigars, and ultimately reckoned the value at 28/4. Both prisoners were committed for trial. Sage on both charges and Boukin on the first charge only.

George Sargent, a labourer was charged at Eastbourne Borough Bench, on the 18th ult. with theft of a meerschaut pipe, the property of ROBERT GARDENER, hairdresser and tobacconist, Seaside, Eastbourne. Prisoner pleaded, guilty, and as he had been drinking, he was allowed the option of paying 20/-, including costs or seven days. Time for payment refused.

OBITUARY.

BARBER—Mr. M. Barber, so long associated with the match trade, died on the 13th December, age 73.

HARGREAVE—Mr. Richard Hargreave (Hargreave & Sons), tobacco manufacturers of Hull, age 84.

SAMUELSON—Mr. Edward Samuelson (E. Samuelson & Co.), Tobacco Merchants, Liverpool, on the 19th ultimo, age 73.

SLIM—Mr. Joseph Slim, tobacconist, of Five Ways Market St., Wednesbury, committed suicide on the 19th ultimo, age 45.

SWEET—Mr. W. D. Sweet, who represented Messrs. B. Morris & Sons, Ltd., died on the 26th December.

Cutting. SECOND ARTICLE.

WHAT CUTTING MEANS TO THE MANUFACTURER.

I HAVE a very high opinion of a conscientious manufacturer. In a commercial country in a commercial age he is far and away the most important factor in the vast network of industry upon which a nation's prosperity is based. It is his intelligence, his energies, his perseverance that spreads the name and fame of his country to the four corners of the earth. What the English manufacturer has done for the Union Jack, ever eloquent history fairly establishes, and it is unnecessary to emphasise it. The English manufacturer is fully conscious of this, lives up to it, improves upon it, and from his lofty pedestal contemplates with no small degree of justifiable pride the enviable position his labours have attained for him.

This is the beautiful symposium, the splendid climax, the grand finale. There are an abundance of perplexing details, of wretched heartburnings, of exhausting struggles, innumerable failures, abortive experiments before unqualified successes are even within measure of attainment. The manufacturer would shudder to speak of these until he had crossed the rubicon, then and only then would he dare to look backward. Gaze at the man, "paled with the sickly cast of thought," the drooping figure, the white head-scars gained in the brunt of the battle. How many has he left behind, fallen by the wayside, crushed and beaten out of all shape, fearfully mutilated stump of that which was. The manufacturer who survives and succeeds, has indeed much to be proud of. Penetrate his inner life, get him in a quiet, confidential mood, get from him the guiding principle of his career. What will he tell you? This. "That it was ever my constant study that those goods my firm turned out, and with which its name and reputation were associated should be the best of their kind. I have had to be firm, very firm; to ensure this I have spent heaps of money upon improvements and experiments, I have made numerous enemies among workmen and others, because I would not have scamped work imposed upon me. I have paid the best price for labour, and secured the best results. My good name and firm will stand upon their merits amid all competitors. I have been careful to imbue the same spirit in my sons and successors that the future of my house shall be equal with its past."

We are tempted to enlarge upon the typical manufacturer, his large works, his hives of busy labourers, his local importance his generous doles to deserving institutions, his adherence to his party, his loyalty to his country, and perchance his seat amongst its honoured councillors. His splendid example pervading all. A gem of the very purest waters, a nobleman of the bluest of blue blood, needing no statuesque cast of the *Vere de Vere* to blazon it forth, but the right royal majesty of man with its god-like vigour of power, intellect and strong morality making foot-prints for the sands of time.

What does cutting mean to him? He will not have his goods cut. He knows their worth. He knows only one principle, fair value, and the right to live and no monopoly. He has fixed a moderate profit upon his profit, and this he will adhere to. To

cut his goods to meet the cutter, he himself must cut. What does that mean? Sweat labour, with all its attendant evils. He is proud of his workmen; he is enabled to pay them fairly well for their labour, and they are a well-formed, contented, healthy-looking body of men, with properly-fed, properly-housed, and properly-clothed families. He will have no stunted, shrunken, sallow dwarfs of men, working for him. Nor will he stoop to produce inferior goods. Reverse all the principles of a life time. For what? To help a few greedy wolves to spoil their neighbours. Not he. He will go on as he began, or close his works. But there are other manufacturers of a very different calibre, and these are only too numerous. They were ever the fringe, the flotsom and jetsom, and will ever remain so. Without any ideas of their own, they lived and thrived by stealing those of others. These men have no particular scruples, they will duplicate anything that can be duplicated, sweat labour is their salvation. Bones may protrude, stomachs may be empty, hospitals be filled—in short, thousands may die that they may live. These are the direct friends and supporters of the cutters, there is, however, the manufacturer, and the small, struggling man. Both of them worthy members of society, and both of them desirous of living. These men, who have in them the makings of good men, are unable to stand the pressure, and give way. What are they to do? They must keep their trade by any device, they are not strong, and are easily sent to the wall, they are thus drawn within the meshes, become demoralised, making the situation more critical, gradually undermining the stronger man and with some few exceptions, ending up by the elimination of all that is good in the time-honoured manufacturer. This is what cutting means to the manufacturer.

WHAT CUTTING MEANS TO THE CONSUMER.

What cutting means to the consumer? Upon this subject there may be a difference of opinion. Henry George, some years ago, in that well-known work, "Progress and Poverty," a work that should be in every household, exposed up to the hilt the wretched fallacies enunciated by John Stuart Mill and his school. The consumer, in a wage-earning country is of necessity a wage-earner. His powers of consumption are limited or extended in direct proportion to the wage he can earn. It is absurd for him to dream that he can buy in the cheapest market, and sell in the dearest. If the consumer, *as a body*, buy in the cheapest markets, the very multiplication of cheapest markets leave no dearest markets to sell in. He will be compelled to take his labour to the cheapest markets; get for it the cheapest price, his powers of consumption proportionately reduced. This, however, though a broad statement is only one aspect of the question, and of a relative character only. I am confined to particular issues, and must come to details. The consumer of well-known packet tobaccos is induced to purchase them because they are largely advertised, believing with a considerable amount of truth that a firm cannot afford to spend a vast amount of capital to advertise a speciality unless it is worthy of it. Having no practical knowledge of the virtue of the tobacco that he consumes, he takes the advertised brands as being reliable, he finds one or other suits his taste, and sticks to it. Prior to the advent of the cutter, he paid a regular price for it, out of which every one could live. There was no ground for complaint, he was fairly well satisfied. With the event of the cutter came a sweeping reduction of prices. Mr. Consumer got his particular tobacco a $\frac{1}{2}$ d. or 1d. per oz. cheaper. This reduction was extended on a private scale, to other goods. Now, then, what does the whole of this portend? The ordinary consumer will consume upon an average, a $\frac{1}{2}$ lb. of tobacco a week. I will take the middle course of a $\frac{1}{4}$ d. or a 1d., and say the consumer saves through the cutter $\frac{1}{2}$ d. on each oz. of tobacco, which means 3d. per week. It is utterly absurd to go into statistics upon this particular 3d. It would be misleading in the highest degree. As the Yankee says in this particular instance, they don't count. What does the consumer do with this particular 3d.? Does he put it in the bank? Not a bit of it. Does he give it to his grandmother to buy her an annuity? I don't think so. He might drop it into the collecting box, perhaps. It might find its way to the South Sea Islands to buy "old 'ats" for the chiefs. Who knows? Well, what does he do with this extra 3d.? Possibly another glass of bitter, or puts another 3d. to it, and stands a chum a special Scotch. Now for the other goods. The only thing that Mr. Consumer can depend upon are the packet tobaccos. These cannot be tampered with. The hosts of other things is where Mr. Cutter comes in, and Mr. Consumer goes out. Every device known to commerce is used unscrupulously by Mr. Cutter to pay expenses, and make the biggest profits out of the other things. Sea damaged goods, goods that are off, seconds, faulty goods, goods that are made up for the occasion, are alluringly put forth to Mr. Consumer for his patronage. For that wretched 3d. Mr. Consumer becomes a fair bait for shoddy. Colossal capitals may be acquired, and dividends must be paid, handsome fronts, high rents, valuable goodwill, deterioration of stocks, plant, sensational advertising, comes out of the other things, and the deluded consumer pays. The wholesale consumption of shoddy stuff means the deterioration of trade. The benefits conferred upon

Mr. Consumer seem to be very equivocal. If the truth could be carried home to Mr. Consumer, he would soon awaken to the actual situation. Not only would he see how much he gets tricked, but he would see further, that if this system of *abnormal* cutting became prevalent in all trades, legitimate trading would totter to its very foundation. The status of Mr. Consumer would be considerably reduced, everything would be on the downward scale. Fraud, shoddy, adulteration, would rule the roost; instead of being a nation of honest shopkeepers, we should descend to the level of scheming tricksters.

THE OBJECT OF THE CUTTER.

The object of the cutter is purely monopoly. The means by which he obtains that object are worthy of study. In the first place the whole thing is a very well-matured plan. The first step is to secure likely spots in busy thoroughfares. Elaborate fixtures, *plenty of light*, very stocky, the windows filled with well-known proprietary articles. The latter he marks down to within a fraction of their actual cost. He is not one to hide his light under a bushel, on the contrary, he avails himself of all possible means to bring these prominently before the public. The well-dressed window coupled with a sweeping reduction in prices attracts the public in large numbers. Without perceiving anything further, they note a certain reduction in their favourite articles of consumption. They are thus induced to enter, and to speculate. By a number of such establishments, patrons become plentiful. To supply the wants of the ever-increasing number of patrons, extensive purchases of certain special brands can be safely made, the best discounts thus secured. As cash comes in, cash can easily go out, the turnover being rapid, the capital for this particular class of goods need not be so large as some would imagine. The new customer of yesterday becomes the regular customer of to-day, it is soon found that his wants are not limited to packet tobaccos, in fact, every effort is made to wean him from them. A variety of other goods, upon which there is a substantial profit, are constantly brought forward with ordinary persistency, they are eventually sold. It is gradatory at first, proprietary articles used as baits, will lead, when once the customer is secured, proprietary articles are gradually withdrawn. Other goods, principally the cutter's own, take their places, the object is accomplished. With some few exceptions, cutting then exists in name only, comparatively speaking, fair prices are secured—numerous establishments in important situations, a well-advertised name, and a large and increasing clientèle. In fact a very important business of all but colossal dimensions has thus been built up. At what cost? First, at the cost of the manufacturers of proprietary articles, the cutting of whose goods has been the leading draw; second, at the cost of the ordinary tradesman, who has all but crippled his business while trying to carry on the unequal combat.

Having achieved all this, the cutter becomes powerful. He poses as the guide, philosopher, and friend of the consumers drags him in as a factor in his fights; employs his arts to hoodwink a badly-informed press thirsting for copy, chuckling all the time at the success of his devices. He sounds the tocsin to his own tune. He has changed his password, hitherto it was defence, now it is open defiance. He has become the master of the situation, he holds it in the palm of his hand. He has aroused the whole country. In every quarter associations are formed aiming particularly at him. He is the cause of speeches, conferences, and threats. Great manufacturers combine at round tables for his especial benefit—and wait upon him for consultation. He can twist his tongue in his cheek, he can wink the other eye, he can strut, brag and bluster, he has them all by the ears. Has he not gained his object? Has he not gained more than his object? In his most sanguine moments he could never have dreamed of such unparalleled success. He is the power of the trade of to-day. Not only is he this, but without spending a single sou, he has had columns upon columns of valuable newspaper advertising—that the world may know the fact. The cutter has decidedly gained his object.

COSMO.

(To be Continued.)

IOWA ANTI-CIGARETTE LAW.

The anti-cigarette law passed by the recent State Legislature is virtually a dead letter in Burlington. All cigar and tobacco shops sell them. This is the result of the decision of the Supreme Court regarding original packages. Formerly cigarettes were shipped into Burlington in boxes containing a dozen or more packages of cigarettes; now the American Tobacco Company ships the packages in loosely, thrown into an uncovered basket. In this way, each package containing from ten to twenty cigarettes, forms an original package, and may be purchased by the consumer as such with perfect immunity from the penalty of the cigarette law.

The Tobacconist's Handbook.

BY E. B. ALEXANDER.

Complete copies of the Handbook can be obtained of Mr. Alexander, at, Euston Square, N.W. Cloth octavo, 1s. 6d. Post free, 1s. 6d.

CHAPTER I.

LOOSE AND OTHER TOBACCO.

It is a common saying that "Tobacco does not pay!" meaning, of course, that the profit is small as compared to that earned upon other branches of our trade.

Well! so it is. But, with few fortunate exceptions, the bulk of shopkeepers find that the takings for tobacco exceed that of cigars and fancy goods together, hence it behoves us to study how to make it pay best or rather, how to save waste in its various forms.

Undoubtedly, the first thing is to ascertain what manufacturers' goods meet the taste of your customers, and those you would induce to become your customers: and here we cannot too emphatically impress upon you the absolute necessity of sinking your own particular likes and dislikes for this, that, or the other manufacturer's goods: for your pocket's sake you must be ruled by the majority and by the requirements of the particular neighbourhood in which your shop is located. It is obviously impossible to lay down any golden rules on this subject, but a few hints may be found useful. For instance:—If your locality be inhabited principally by poor people, the largest demand will be for 3d. Shag and Roll; while the better class of mechanics will require a strong 4d. Shag of undoubted quality: in the immediate neighbourhood of railway stations, where every customer is more or less pressed for time, packet tobacco obtains a large sale. If you have a fairly good middle-class trade, it is seldom worth while to stock 3d. tobaccos; at the best it is an unprofitable branch of our trade, and if the turnover be slow, absolute loss will arise from drying-in, turning musty and other waste. Some retailers keep a small quantity of cheap tobacco wherefrom to serve penn'orths only, but as these amount, perhaps, to no more than $\frac{1}{2}$ -lb. per day, the difference in prime cost is absolutely not worth the trouble entailed.

In addition to Shag, you must also stock Dark Returns, Light Returns, Bird's Eye, Cut Cavendish, Flake Mixture, and a little "Hard," such as Twist, Nailrod, and Cake Cavendish, to sell at 4d. In some neighbourhoods there is a demand for 4d. Light Shag, but unless it be for any considerable quantity, you may safely give Dark Returns, and your customer will be no wiser and no worse off, for the difference is very slight, and that only in a shade of colour, which may be perceptible to an expert. Some shops are compelled to keep both Fine and Coarse Cut Cavendish, but the majority avoid the former if possible, as it is very difficult to keep sweet: a medium cut will satisfy everybody.

As to cost price:—do not think of giving less than 3/10 for 4d. Shag if you wish to make a trade; a few pence more will ensure good value in the other 4d. lines. Most shops have a small trade in 5d. lines, such as Dark and Light Returns, Bird's Eye, Flake (Light and Dark), Navy Cut, Mixture, &c.; this is a branch that should be cultivated as much as possible, as it yields a better profit than the others, and can often be "pushed" in place of proprietary packets, which latter are the mainstay of the "cutting" shops: in this connection there is opportunity for making a "speciality," more particularly for those who have customers that make their own cigarettes; for instance, a first-class Light Virginia, to which you can give a name of your own, so as to distinguish it from similar tobaccos kept by your neighbours. Beyond these prices we get into what are known as "Fancy Tobaccos," such as Fine and Coarse Turkey, Latakia, Special Mixture, Pioneer, Log Cabin, Old Judge and other Pipe Tobaccos; Yankee Pride, Nickel Nugget, and other Chewing Tobaccos: ranging from 5 $\frac{1}{2}$ d. to 9d. per ounce. Again there are fine qualities of Turkish which retail at from 9d. to 1/6 per ounce; but, of course, there is but little demand for these expensive lines, and that only in high-class shops. Experience tells us that where there is a fairly large trade we cannot buy *all* our tobacco of one house; it will be universally found that while "Messrs. Thingumy's" Dark Shag will suit your customers "down to the ground!" their Returns and Bird's-Eye will not be appreciated as much as "Messrs. What's-their-name's;" and nothing but "Who is it's" Hard will please some of the most fastidious ones; and, so on. We do not mean to say that you are to go on changing and changing and changing; but let your judgment be tempered with observation, fix upon the houses whose stuff is most regular in condition, colour and quality; and "stick to them" as long as possible. As a matter of course, manufacturers will go out of their way to study the peculiar trade of a steadfast customer.

Having got your tobacco, the very important subject of *stocking* the same has to be discussed. We must start with the acknowledged fact that it is impossible to stop the fermentation in tobacco altogether, unless it is packed in absolutely air-tight vessels, having been previously thoroughly cooled: the processes of manufacture leaving it quite warm, sometimes hot; were it packed thus, fermentation would commence at once, and completely spoil the stuff; this will account for the fact that it occasionally happens that a hermetically closed tin, when opened, is found to contain absolutely mouldy tobacco; also that loose stuff

in bulk at times arrives slightly heated; all of which may arise from pressure of business at the factory, inducing the packers to weigh out tobacco which has not been thoroughly cooled. Hence it behoves the retailer to open his parcels without delay; very slightly heated it will generally be sufficient to open out the middle of the parcel and let it "air;" but, if it has "gone off," which may happen with low class goods in hot or "thundery" weather, return it at once; the manufacturer will not thank you to sell stuff which will hurt his trade, and he has facilities for restoring it, when it has not gone too far, which you have not. With packet tobacco, should a musty packet come under your notice, examine three or four more of the same parcel; if they are also bad, send the lot back; it may happen that just one packet has got wet by some accident, and is then bound to go wrong; of course it is not worth while returning that one packet. It may be taken for granted, that the higher the quality, the longer the tobacco will keep "sweet;" but with Cut Cavendish, even good class stuff requires watching in warm weather; this is probably caused by the pressure used in the course of the manufacture, in order to make it black.

Another peculiarity of tobacco is that it will easily absorb a portion of the flavour or smell of anything with which it comes into close contact. Here it behoves grocers and others who sell provisions, &c., to keep their tobacco as far away as possible from coffee, bacon, cheese, spices and other goods with distinctive odours; also to avoid weighing it on the same scales; tea, however, will not hurt it, in fact, some people consider its neighbourhood improves the flavour of tobacco; but that is a matter of taste!

Keeping in Condition.—As soon as possible, unpack your tobaccos, turn them out of paper into their proper receptacles; the best paper ever made, except it be waxed, spoils tobacco by contact, more or less.

Examine each lot, see that the manufacturer supplies the stuff in saleable condition, especially in cheap tobacco: do not forget that the law will not allow more than 35 per cent. of moisture under any circumstances, and that the retailer is more liable to be pounced upon than the manufacturer. The novice will say, "Anyone can detect when there is more than one-third water in the stuff!" but he is mistaken in that: to start with, the ordinary leaf tobacco, which seems to him to be "bone dry," contains, at least, 10 per cent. of moisture; the raw material used for cheap lines is of a spongy character, and very absorbent, and consequently, would not feel as damp as a richer quality of tobacco, with far less moisture therein. As a matter of fact, all reputable manufacturers test their tobaccos carefully where there is any doubt about the condition, before sending it out. There have been some prosecutions for excessive moisture, but they have all, or nearly all, been in respect of cheap Roll Tobacco, of which is extremely difficult to get every portion of equable moisture; for instance, the centre of a 28-lb roll may be very much moister than the outside, but the Customs Authorities, with questionable fairness, decline to take the average of the entire roll, but will seize upon the heaviest part.

It is also advisable to check the weight of the packages immediately after delivery: the best regulated firms make a mistake, and also are liable to get dishonest servants. It is obviously unreasonable to complain of short weight after you have had the goods in the house a day or two. You will generally find that some good class tobaccos get "lumpy" in packing; these lumps must be very gently opened or rubbed between the hands, before putting into stock.

Presuming that your tobacco is in saleable condition when you get it, your object must be to *keep it in the same condition* until sold; therefore it must not get drier or be made moister, if possible: it is advisable get fresh supplies twice or thrice weekly, unless you have a particularly good place wherein to keep stock; the best place is a cool, light and fairly ventilated basement; a dark, damp cellar, favours the growth of mildew, and should be avoided. Stocking tobacco being such an important subject, it follows that the receptacles for the same should receive much attention.

Jars.—Almost every shopkeeper uses jars, and these are mostly covered with a loose tin lid; some are fitted with cork covers which keep the moisture in, but are open to the objection that the cork itself gets musty, and is very difficult to clean properly; the only method is to dab them freely with spirit, which will kill the fungus; if Methylated Spirit be used, do not replace the corks in the jars until they are thoroughly well aired; or the flavour of the *Methylate* will be imparted to the tobacco; a far safer cleanser is old Rum, which is certainly expensive, but, on the other hand, adds to the pleasant flavour of the tobacco. It is hardly necessary to add, that the foregoing cleansing and other processes should not be done in the shop, otherwise your customers may suspect you of "faking" the tobacco, and should a Customs Officer have the same idea, the whole of your stock is liable to seizure, of which, more in a subsequent chapter.

(To be Continued.)

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BOGEY.
BOUQUET.
BRISTOL.
BORNEO TOBACCO.
BRANDS.
BRIARWOOD.

BROSELY.—A small place in Shropshire, for many years famous as the home for a long clay pipe. These pipes, with very long thin stems, rather symmetrical in shape, prettily tipped with red, that suggests a thin coating of sealing wax, were ever popular throughout the country, and would be found in the smoke rooms and bar parlours of most of the provincial hotels. I am afraid, though, that their use is somewhat on the wane, they seem to be going out with mine host of the good old-fashioned country inn that gave refreshment to man and beast. The Broseley was a splendid old English institution, and graced alike the mobile lips of the head of a country family, and the jovial smiling lips of his sturdy and bucolic tenant.

BUNCH.—Bunch is the cigar before it has the wrapper or outside leaf placed upon it, and is consequently really the body of the cigar. It is necessary that the bunch should be firmly and evenly made, for the cigar to be a success. If the bunch be tight the cigar will not draw, if it be loosely made the cigar will burn away rapidly without giving that degree of satisfaction that is desirable. Machines will never make bunches properly as the hand must be conscious as it were of what is at all times necessary, and in every properly turned out bunch. A good bunch maker should make the best cigar maker. Like everything else, a great deal of the quality of a cigar is almost as much in the making of it as in the materials of which it is composed.

BUNCH WRAPPER.—The bunch wrapper is usually of a different growth to that known as the wrapper or outside leaf. It is coarser, generally of a comparatively inferior quality. In common class cigars German bunch wrapper is used in other classes of cigars, it is purely a matter of blending, viz., that class of bunch wrapper that will best assimilate with the wrapper and fillers and produce the most agreeable results.

BUNDLER.—A bundler is a person, usually a man, who is employed in a cigar factory, technically speaking make up the cigars when passed by the foreman into bundles, owing to boxes of 50's being the vogue, cigars are now rarely "bundled" but packed in rows. Bundling, however, was only a minor part of a bundler's duty, the more correct term would have been sorter, as his principal duty is to sort out the colours, claro, Colorado, Maduro, &c., &c. When the cigars have passed the foreman's hands, any and every variety of colours may be, and as a rule are in every lot. The bundler then not only sorts out the colours as above, but makes a still closer scrutiny in harmony of colour, particularly in the top row of the box, commonly called the face, wherein perfect harmony of colour should reign supreme. It is likewise his duty to box the cigars in a manner that suggests both skill and care. Bundlers require a keen sight and must at all times have the best light procurable. In the United States of America bundlers are called "packers."

BURMAH.—A British dependency that produces a dark kind of tobacco from which are made Burmese Cheroots. Burmese Cheroots are largely smoked in India. Various attempts have been made to introduce them into England, but we think with no appreciable measure of

success. The tobacco itself though black in colour is very sweet and comparatively mild. It is, however, not reliable, great difficulties being experienced in getting uniformity in quality. It remains to be seen if the inducements of European patronage will influence the Burmese planters sufficiently to try such experiments that may lead to success.

CAIRO.—An important town in Egypt, and of considerable repute among fastidious consumers of Cigarettes. A large export trade is done with Great Britain and Europe, the Egyptian Cigarette being immensely popular. Cairo would owe its eminence as a Cigarette manufacturing town, to the fact of having within its walls a number of clever tobacco blenders. Egypt produces no Cigarette tobacco. The export trade to England alone goes far into the tens of millions. Some of the leading Egyptian Manufacturers make Cairo their headquarters.

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by E. B. ALEXANDER,

Tobacco Trade Valuer to the Board of Trade.

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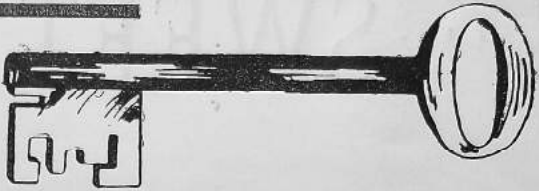
PHILLIPS'
SWEET
GUINEA
5 GOLD
1^d
CIGARETTES

Sweet, Cool and Fragrant.

Guaranteed Pure Virginia.

A Happy and Prosperous New Year to All;
Here We are again, so Please Smile and Look Happy!

£1,000,000 Saved! How?

PINOZA is the  to Health

And the Padlock that Secures Large and Increasing Profits.

DOCTORS disagree on many points, but **ALL** the Medical Profession acknowledge, that to sufferers from weak Chests and Lung Complaints, nothing is better than Inhaling or using Pine Oil, therefore proving the Pine Tree is **THE TREE OF LIFE**. Being modest individuals, we simply secure **Three Pine Trees** as our Registered Trade Mark.

PINOZA

Registered Trade Mark,
No. 183,024.



Registered Trade Mark (No. 179,668),
Three Pine Trees.

PINOZA

Patentee—
EDWARD J. LUSBY.

You therefore **Save your Doctor's Bill** by **Smoking Pinoza**; by introducing Pinoza to your Customers you not only extend your Customers' lives (thus retaining their continual custom), but help to build up a **Healthier and Stronger British Race**, and at the same time **Save all their Doctors' Bills**. It is an undoubted fact that since **Pinoza** made its appearance through **the Door**, Influenza and kindred complaints flew out **at the Window**; so in this way we reckon we have saved our thousands of **Pinoza** Customers over **£1,000,000 of British Gold**. Being Free as well as Fair Traders, we are extending our operations to Foreign Countries, but are naturally shipping large quantities to our **British Colonies** & c.

NO TOBACCONIST need ever **PINE FOR TRADE** if he sells **Pinoza**, and it is the **Only** Proprietary Article that has increased by leaps and bounds, has stood the brunt and criticism of the Trade for 18 Months, has thousands of Customers, and **not one** has undersold our printed Price List, and we greet you smiling during 1897. The trade now is simply **TREE-MEND-US**, and it is a fact that many orders could not be executed in time for December Trade, but we are now busy making **NEW NOVELTIES FOR 1897**, for further benefits to Mankind.

SPECIAL and PRIVATE Information for our Customers only.

- To the City and West End of London Customers ... **Mr. J. G. Grant is on the Warpath.**
- To Suburban Friends **Mr. Little is ready on his Bike.**
- To Country Cousins and Friends **Mr. John Drucquer has packed his New Year's Novelties, and is waiting for the Pinoza Motor Car.**
- To ALL and Everybody... .. **Mr. Lusby is flying round, but is always at 10, Minories, when wanted.**

For UP-TO-DATE NOVELTIES and PRICE LIST, send to

Lusby's Pinoza Hygienic Patents Co., 10, MINORIES, LONDON.

PENEMORE JONES & Co.,

IMPORTERS AND MANUFACTURERS OF
CIGARS AND CIGARETTES.

SPECIALITIES—

'La Mantilla' Cigars.

Flor de Adrienne Cigars.

THE MOST RELIABLE BRITISH CIGARS IN THE MARKET.

SOLE AGENTS FOR—

Caravopoulo Freres & A. D. Tavanotti's
EGYPTIAN CIGARETTES.

'GOLDEN BLOSSOM.'

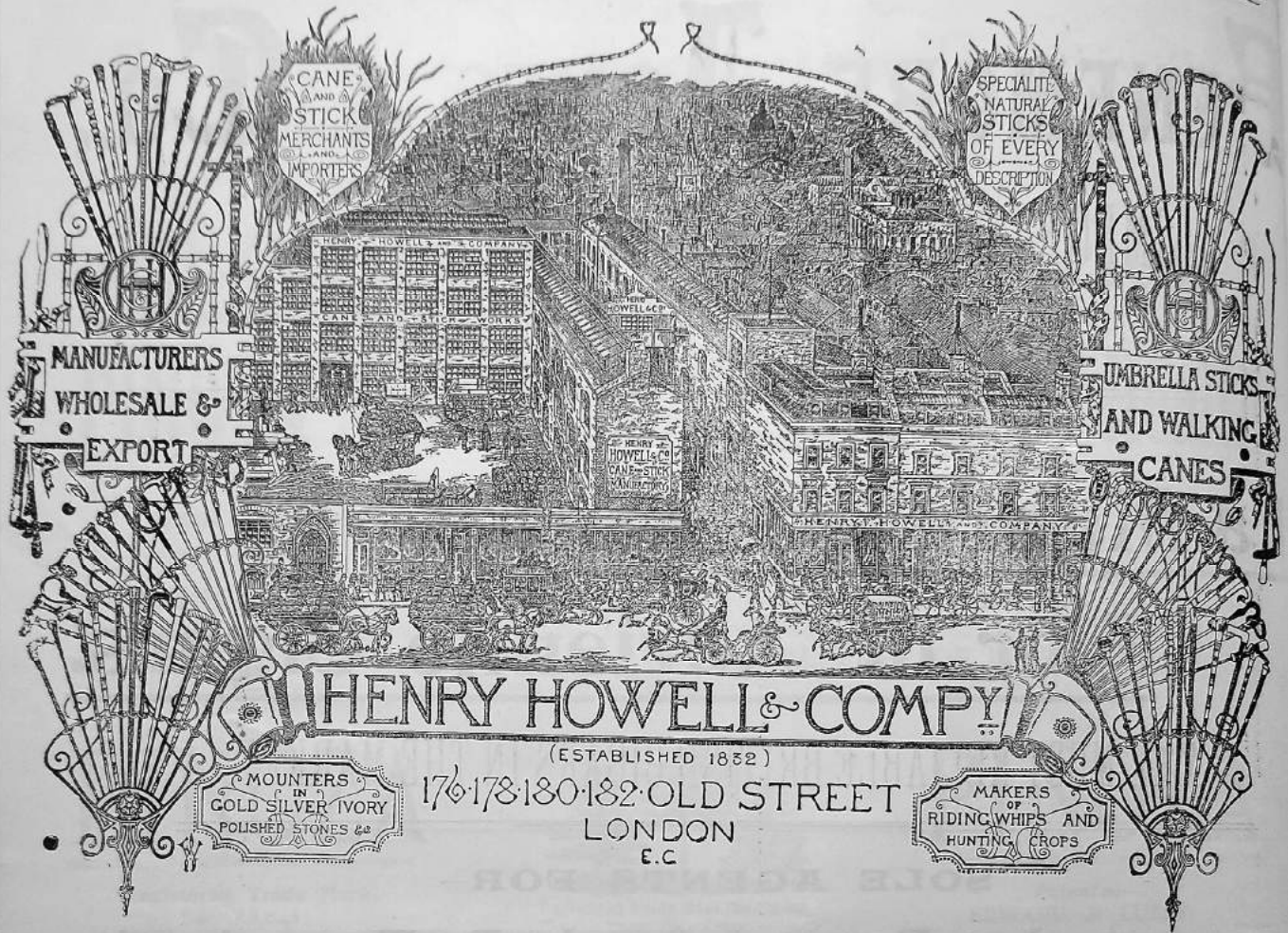
The Finest Virginia Cigarette obtainable.

STOCK THE ABOVE BRANDS
AND INCREASE YOUR SALES.

Price List on Application.

SOLE ADDRESS—

72, Bishopsgate Street Within, E.C.



HENRY HOWELL & CO.

MANUFACTURERS

WALKING STICKS.

CIGARETTE STICKS.

CIGAR STICKS

HUNTING CROPS . . . RIDING WHIPS.

SPECIALITE—NATURAL STICKS.

PRICE LISTS FREE ON APPLICATION.

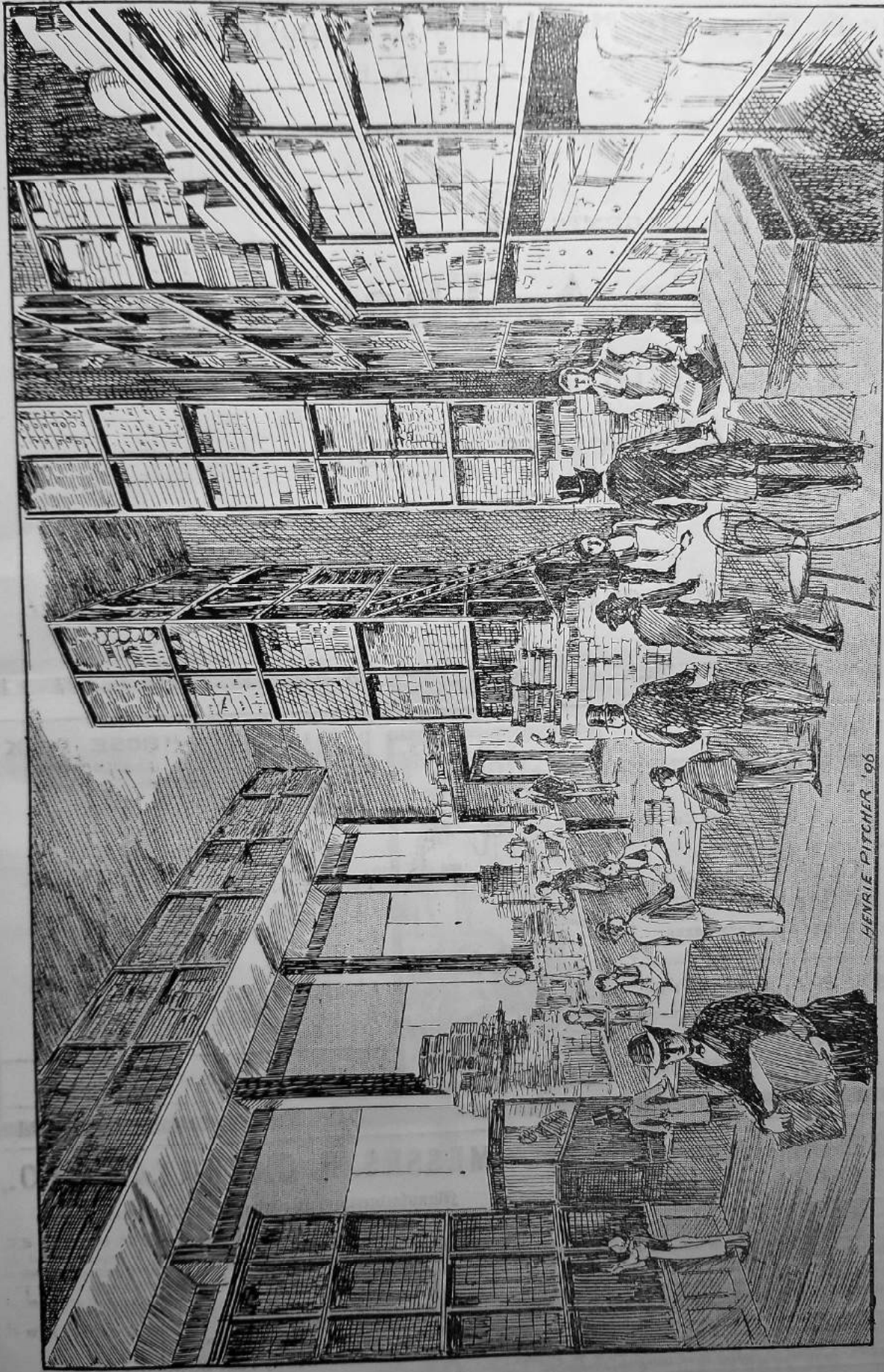
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A FLOOR OF THE WAREHOUSE OF THE



HENRIE PITCHER '06

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TOBACCONISTS' SUPPLY SYNDICATE,

55, FARRINGTON STREET, LUDGATE CIRCUS, E.C.

W. H. LOWRY & CO.,

Cigar & Cigarette Merchants & Importers,
3, BURY COURT ST. MARY AXE, LONDON, E.C.

SOLE AGENTS FOR

Tr. A. Thalassino's EGYPTIAN CIGARETTES.

6d. PACKETS OF 10

High Class Goods at Moderate Prices, showing Good Profit.

J. FRANKAL & Co.,

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

Elite. (Navy Cut).
(Straight Cut Virginia).

Sal Ka. Kassala.
Aide de Camp. (Egyptian Blend).

ALL PACKED IN TINS AND FANCY BOXES.

10's, 25's, 50's, and 100's.

Gold and Silver Tipped
TURKISH AND VIRGINIA.



EXTRA SPECIAL "ROSE PINK"

GOLD TIPPED.

Particularly adapted to the New Woman.

WEIGHT GOODS—

VIRGINIA,
MONOGRAM,
STRAIGHT CUT.

TURKISH—

BIJOU,
CROWN,
UNIVERSITY,
ANGEL BRAND.

RUSSIAN BLEND—

PETITS,
GOLD TIPPED.

ALL OUR GOODS ARE HAND-MADE.

SITUATIONS WANTED.

Twenty words FREE. 6d. for 10 words after.

CHARLES E. JENNINGS, seeks re-engagement for Tobacconists Fancy, Tobacco, or Cigar and Cigarettes; has travelled 20 years; can introduce good sound connection throughout the United Kingdom.—Address: 7, Newnham Street, Edgware Road, London, W.

YOUNG LADY desires Situation as Manageress or Assistant; city preferred; thoroughly experienced.—'L. F.' 59, Rawstone Street, London, E.C.

TRAVELLER, with good connection in Midlands, North of England, Scotland, etc., is desirous of Representing First Class Cigar or Tobacco House; good references.—L. Israel, 38, Oakley Road, Islington, London, N.

TO CIGAR, CIGARETTE, & TOBACCO MANUFACTURERS.—A Traveller with established connection in Midlands, North of England, Scotland, &c., will be open to represent the above in the New Year. Good references. Address: Lewis Israel, 38, Oakley Road, Islington, London, N.

ADVERTISER seeks situation as Traveller; fair connection amongst publicans and others.—'Cuba,' 81, Second Avenue, Manor Park, E.

MESSRS. F. CHARATAN & CO.,

Manufacturers of Meerschaum and Briarwood Pipes,

HAVE REMOVED to more extensive premises, 146 Minories, E.C. Well-known manufacturers of genuine London-made pipes. Send for samples of their remarkable lines of well-finished silver-mounted briars at 8/6 and 12/6 (assorted or otherwise). Sample dozens sent to any part carriage paid. Remittance with order. Shapes or sizes not approved of exchanged.

Repairs of all kinds promptly executed. Mounting in gold and silver at lowest prices by large staff of skilled workmen.

Note:— Charatan, 146, Minories, E.C.

BUSINESS FOR DISPOSAL.

SMALL CIGAR MANUFACTURERS AND TOBACCONISTS BUSINESS to be disposed of in the North of London; good position; main thoroughfare. Reason for selling, ill-health. In present owner's hands over 25 years. Good opportunity for energetic young man with small capital. £150 Stock at valuation.—Apply, Wright, 107, High Street, Stoke Newington.

The Most Popular
Penny Packet

ON THE
Market.

"TRADES UNION"

In Packets containing

7 CIGARETTES.

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

Manufactured by

GEO. MASON & SON, Chesterfield.

IT WILL PAY YOU to stock a well

advertised article.

**FLOR DE
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Return you a remunerative profit, and are

NOT CUT.

BEWLAY & CO., LTD.

49, STRAND, LONDON, W.C.

In ordering please quote the "Cigarette World."



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Are you there?
ARE YOU THERE?

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Why dont you put me on the right firm?
I want Ogden's
Whose?

Ogden's
What name?
Ogden's !

Spell it please

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



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

THE COOLEST SMOKE ON EARTH.

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

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