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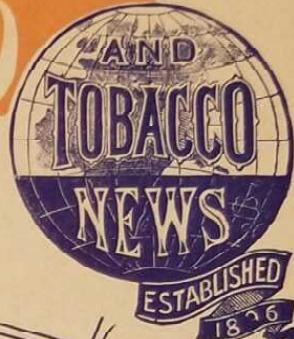
THE ORIGINAL "CHALLENGE" FLATS

To be obtained from all Wholesale Houses

Published on the 15th of every Month.

Published on the 15th of every Month.

The Cigarette World



The Retailer's Journal:

ONE PENNY MONTHLY; ONE SHILLING PER ANN. POST FREE.

W. D. & H. O. WILLS, LTD.

WILLS'S

"GOLD FLAKE"

Tobacco
AND Cigarettes

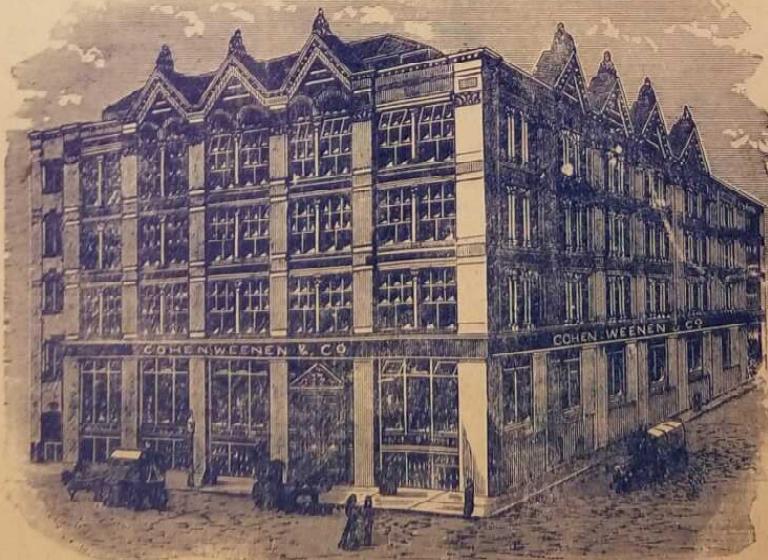
IN TWO DEGREES OF STRENGTH.

MILD (the original) with Yellow and Red Label.
In 1-oz., 1-oz., and 2-oz. Square Foil Packets; 1-lb. and 1-lb. Decorated Tins; and 2-oz., 1-lb., 1-lb., and 1-lb. Patent Tins.

MEDIUM (fuller flavour) with Blue and White Label.
In 1-oz. and 2-oz. Square Foil Packets; and 1-lb. Patent Tins.

IN PACKETS AND PATENT AIR-TIGHT TINS.

Cohen, Weenen & Co.'s



New Premises,

52, Commercial Road, E.

COMMERCIAL "TWO ROSES," 5 CIGARETTES, PRICE 11. COMMERCIAL "50"

COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES, 3.1. PRICES BY APPLICATION and Manifestos.

BIGGS'S

BIGGS'S

3d.
PACKETS OF
10

6d.
TINS OF
20

UNSOLICITED
TESTIMONIAL.

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

**THE
COMMODORE
CIGARETTES**

In request
by **EVERYBODY**

Proprietors—
**ADKIN
AND
SONS,**

LONDON.
Established 1759.

UNSOLICITED
TESTIMONIAL.

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

FOR

ASTHORE CIGARETTES

Apply to J. H. CUSTANCE, PUTNEY, S.W., Sole Agent for the United Kingdom.

TRY THE NEW BRAND OF

INDIAN CIGARS

"ZEMINDAR"

CHOICE. MILD. FRAGRANT.

MANUFACTURED BY

SPENCER & CO. Ltd., DINDIGUL.

POPULAR PRICES. NO CUTTING.

SOLE AGENTS—

JARRETT BROTHERS

70/71, Bishopsgate Street Within, LONDON, E.C.

This Month's
Special
Line.

"OUR SPECIAL GOLDEN VIRGINIA," 5/3 Per Lb.

A Hand-Made Cigarette, beautifully boxed in dummy boxes for window and shelf display with initial orders.

Send for
British & Foreign
Cigar List.
It will save you money.

**T
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A few Special Lines in CIGARETTES.

FANCY BOXES. PADDED LIDS.

	Per 100
Lady Bettys (22ct. Gold Tipped) 10's & 12's	3/6
" " " 25's	3/3
" " " 100's	3/-
Special Gold Tipped Turkish, 25's	3/9
" " " 100's	3/6
" " " Virginia, 25's	3/9
" " " 100's	3/6
Golden Silk Cut, Large Size, 100's	4/-
Crown Virginia { A very Special Line. } 25's	2/11
" " " 50's	2/10
" " " 100's	2/9

ANASTASSIADIS TURKISH.
Green Padded Boxes, Gold Blocked, a splendid high-class Cigarette, selling well.

No.	100	50	25
No. 1	50/-	52/6	55/- oval.
" 2	42/6	45/-	47/6 "
" 3	40/-	42/6	45/- round.

The Tobacconists' Supply Syndicate,

55, FARRINGDON ST., E.C.

Warehouse:
1, 2, 3 & 4, Plum Tree Court.

Factory:
21, Farringdon Street.

Telephone Holborn 1235.
Telegrams: "Crackers, London."

We hold one of the Largest Stocks of FANCY GOODS in the Trade.

The following are some of our SPECIAL LINES:—

	Per Doz.
CASE BRIARS	from 17/6 to 38/-
1st CHOICE BRIARS, all shapes	7/6
Do. Silver mounted... ..	7/6
6d. BRIARS, best value	3/9
GOOD BRIARS, six shapes	2/6

POUCHES—Buckskin and Kangaroo, lined Lorne, plain and with silver shield, the best and cheapest in the trade; Bag Pouches and Rubbers of all kinds.

Cigar and Cigarette Cases.
Latest Patterns at Rock Bottom Prices.

The Tobacconists' Supply Syndicate

Invite your careful attention to the prices quoted on this page; a complete and illustrated Catalogue will be forwarded on application to

HEAD OFFICE:
55, FARRINGDON ST., E.C.

Some Tobaccos that it will PAY YOU to sell.

Garcko Flake	} 4/4 per lb., in 1 oz. Cigarette Tobacco } Packets.
" Mixture	
" Dark Flake	
" Blended	
T.S.S. Mixture, 1 oz. Packets, 4/6	
Oceanic Flake, a rich, dark Honeydew	3/11 per lb.
Fifty Five Flake, do.	3/9 "
(1d. per lb. off 5 lb. parcels)	
Special Light Flake	4/1 "
A Good Light Flake	3/9 "

Samples of LOOSE SHAGS at prices ranging from 3/3 to 4/6 per lb. sent on receipt of post card.

TURKISH TOBACCO OF HIGH GRADES BLENDED AND CUT TO ORDER. . . .

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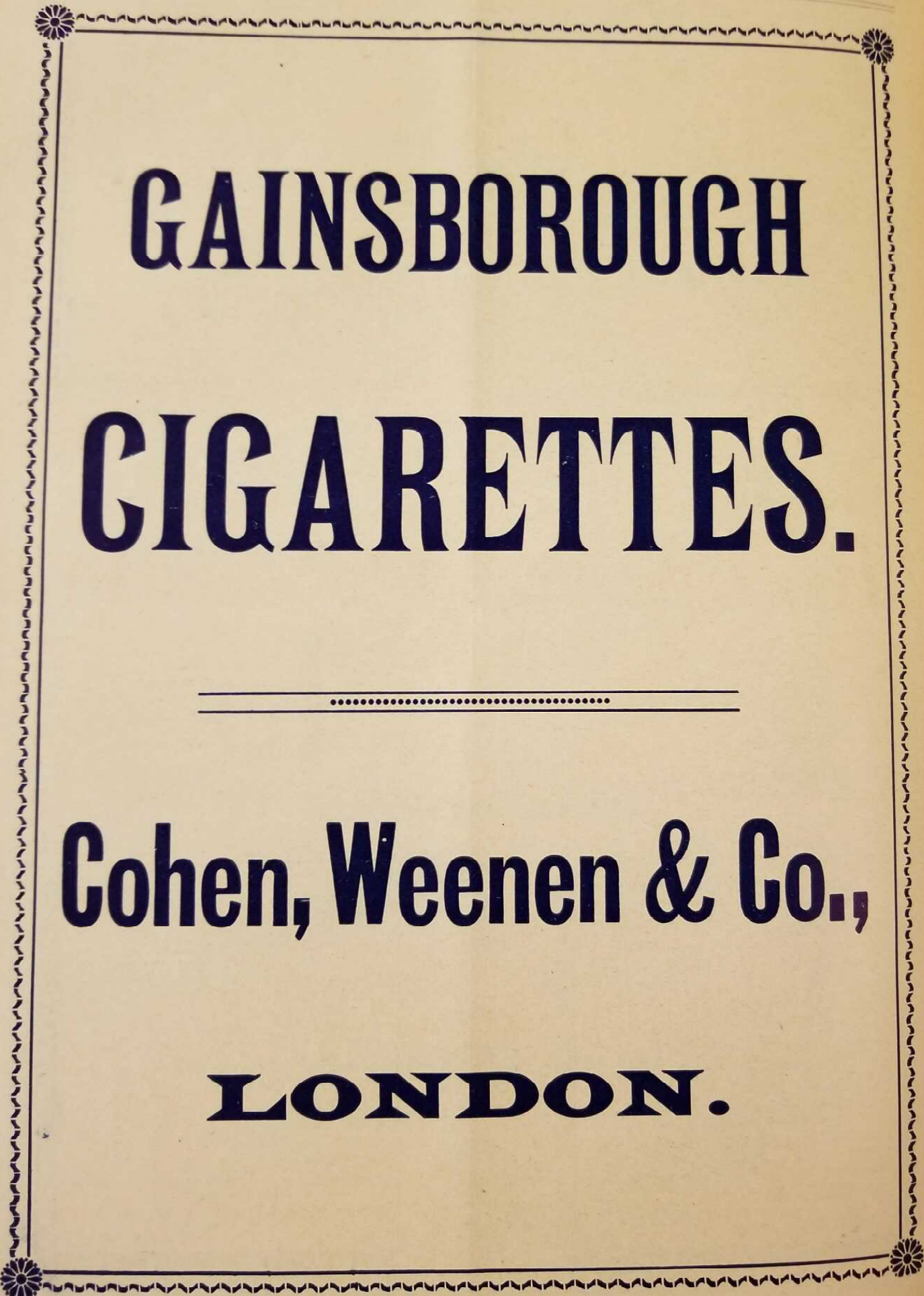
Weight CIGARETTES

That are worth your **Attention.**

T. S. S. Straight Cut	4/3 per lb.
Garcko Gold Flake	4/9 "
Happy Tidings (30 to oz.)	5/- "
Cork Tipped	5/6 "
Leaf Tipped	5/6 "
Gold Tipped	5/6 "
Garcko Silk Cut (24 to oz.)	5/9 "
Garcko Oval Virginia	6/3 "
Golden Strips	6/3 "
Cigarros (a small leaf Cigarette, 16 to oz.)	6/6 "
Crown Cork Tipped	6/9 "
Garcko Young Ladies'	6/9 "
Special Virginia	7/3 "

TURKISH WEIGHT CIGARETTES at equally low prices and high quality.

Special line of Virginia Straight Cut Cigarettes, 4/1 per lb.



GAINSBOROUGH
CIGARETTES.

Cohen, Weenen & Co.,

LONDON.

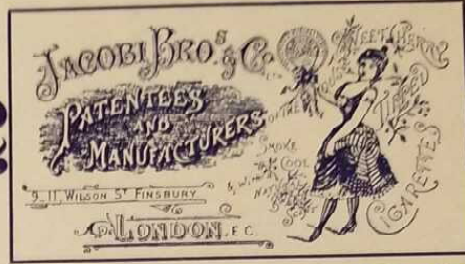


To Retail at **4^{D.}** 26/-
Per 1,000.



To Retail at **3^{D.}** 19/-
Per 1,000.
WRITE FOR PRICE LIST.

SWEET CHERRY TIPPED CIGARETTES.



JACOBI BROTHERS & CO. LTD.,
9 & 11, WILSON STREET, LONDON.

Price List on application.

The Cigarette World AND TOBACCO NEWS.

JULY 15th, 1902.

All Communications to be addressed to Offices of "Cigarette World," 2, Ellison Road, Barnes, S.W.

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



NOTHING is so certain as the unexpected." Last month we wrote hopefully of the general prospects of trade now that peace was restored, and thus the only cloud removed from that clear sky which we all wished to see on Coronation Day. This month, alas, we are all cast down by the terrible news of the serious illness of the King and the consequent postponement of the ceremony. Though, unhappily, the illness was most dangerous, yet, as we write, the illustrious patient is progressing very favourably, and his medical attendants have pronounced him out of immediate danger. That His Majesty may speedily be restored to health is the heartfelt wish of everybody, and the nation at such a crisis may take comfort in the reflection that the percentage of recoveries from the operation which has been performed on King Edward is very high. It is needless to add that, at the best, months at least must pass before it is possible to expect the Coronation.

For Price Lists of THEODORO VAFIADIS & CO.'S Imported EGYPTIAN Cigarettes Apply MELBOURNE, HART & Co.,
19, Basinghall St., E.C.

The **RIGHT LINES**

AT THE

RIGHT TIME.

MUST NOT BE MISSED

BRITISH

ALL

OVER.



Full
Value
and
Satisfaction.

NOW is the time to **PUSH**

2^{D.} **JACK JONES** 2^{D.}

AND

3^{D.} **COLONIAL EMPIRES** 3^{D.}

Mr. Lincoln Springfield, the newly-appointed press representative of the Imperial Tobacco Company, has lost no time in putting in good work on behalf of his employers. We reproduce elsewhere extracts from his article on "The Tobacco War" in the current number of that admirably-conducted monthly, *The North American Review*. Mr. Springfield does not give any inkling as to the decision of the Company upon the many important points now before its Board, but he puts forward much the same defence of its policy which has already been made public, namely, that the trade misunderstood the circular issued with the bonus announcement. We cannot pretend to think that this is sufficient; it would have been wise, in our opinion, for the big Company to have frankly recognised their error—for error it was—and to have withdrawn the objectionable clause altogether instead of modifying it in a somewhat unsatisfactory way. We feel quite sure that the Company would never have resorted to the boycotting tactics which their circular seemed to suggest, but this is only another reason for its withdrawal. We know that much irritation is still felt in trade circles, and this irritation is greatly increased by the long delay in fixing the percentage of profit, a delay the more vexatious because in other quarters a prompt and satisfactory decision has long ago been arrived at. We have always strongly advocated the claims of the Imperial Company as against the American invader, and our remarks are those of friendly critics, and are made not only in the interests of the retail trade, which it is our first duty to study, but also in the best interests of the Company itself.

Mr. Springfield trenchantly criticises the ridiculous offers of the American Tobacco Company, and shows that they have produced the contrary effect to the intentions of that astute financier, Mr. Duke; he also argues ably and soundly in favour of the policy of the Imperial Company in buying their raw material direct. It is unquestionably true that this presses very hardly on the tobacco brokers, but at the same time it seems evident that in this way alone can the Americans be defeated, and at such a crisis the Imperial will naturally use every possible weapon against a resourceful and unscrupulous enemy.

A LIVE, UP-TO-DATE HUSTLER WANTED TO CARRY CIGARS AS A SIDE LINE TO SELL TO SOUTHERN JOBBING TRADE. NO "HAS-BEEN" OR "NEVER-WAS" NEED APPLY. COMMUNICATIONS CONFIDENTIAL. ADDRESS, &C.

This is a specimen of an advertisement which recently appeared in an American trade journal. We do not give the address, but if there are any "hustlers" wanting such a job we rather fancy we can find one for them in their own country. Don't all speak at once.

Our national "talking shop" has some strange cranks, and none stranger than Sir W. Gurdon. The following extract from that gentleman's speech on the Finance Bill will abundantly demonstrate this:—"Sir W. Gurdon hoped that there would soon be a higher duty on the

expensive brands of cigars and on cigarettes. He viewed with alarm the growing habit of smoking cigarettes by small children, and it was impossible to exaggerate the evil which might happen to the British race if indiscriminate cigarette smoking went on. They had only to refer to history to see the evils attendant on the smoking of cigarettes. In the war with America the Spaniards, who were confirmed cigarette smokers, had no chance against their opponents. He believed that the war in South Africa would have been concluded a year earlier if we had not poisoned our soldiers by sending them cigarettes. How could they expect our soldiers to fight on cigarettes when the Boer had a good pipe of tobacco?" We wonder whether Sir W. Gurdon happened to read *The Lancel* article some months ago on the effects of smoking upon troops during war; if he did, he should know that in moderation tobacco is highly beneficial to the men when they have specially fatiguing duties to perform.

In a case we report elsewhere under the heading of "A Penny Cigar Machine," we note with great satisfaction that the learned County Court judge decided against the defendant on the ground that he had rendered himself liable by not returning the invoice sent to him when the machine was despatched. This is sound sense as well as sound law, and we could wish it was frequently applied in similar cases. There are too many people who receive, not one, but many invoices, without ever disputing their correctness, and then when the time arrives for payment raise all sorts of defences to avoid their liability. This should be a warning to them and an encouragement to the honest trader, while at the same time it should serve to bring home to the careless the necessity of carefully examining and checking invoices as they come in, a business habit which, easy and simple though it is, is very often neglected at times of pressure.

There is much talk of a sort of federation of Tobacconists' Associations, and the idea is an excellent one. Now that London has at last become thoroughly aroused, the organisation of such a movement might fitly be undertaken by some of our prominent men, and thus the metropolis would take the lead, as it ought, in a well-worked-out scheme for the general benefit of the trade. The Alliance having proved a broken reed, the wisest course is to replace it by a body more representative of, and more in sympathy with, the retailers. It is, in our view, entirely due to the lack of such an organisation that some firms still hold out against the moderate demands made upon them; when it is seen that tobacconists are really united and mean business there will be no more trouble. We shall have the greatest pleasure in giving our hearty support to such a movement, and we think the time has now come when it may be inaugurated with the brightest hope of success.

Since the infectious nature of consumption has been fully recognised, and it has been proved demonstration that

"LA CINGARA," finest imported Mexicans.

Sole Importers:

MELBOURNE, HART & CO., 19, Basinghall St., E.C.

Manufacturers of the Popular Registered Brands of Cigars

Established 1832.

La Fragancia AND
Gironde

JAMES STEEL & CO.

ELAINE,

Imperiales, Cissia, Paula,

La Stella, My Fancy, La Aroma, El Globo,

Courts, Fabarisa, Steel's Mexicans (Con. Fina & Reg. Principe), etc.

TELEPHONE 5192.

Telegrams, "AROMA, LIVERPOOL,"

FACTORY: 78, DUKE ST., LIVERPOOL.

N.B.—The Trade only Supplied.

Price Lists on Application.

New Line.

LLOYDS'

'Golden Melon' Mixture

An entirely new blend of **rich** full-flavoured tobaccos, highly concentrated, and of delightful aroma.

Packed in 2 oz. foils and 4 oz. tins, and showing a profit of 33% to Retailer.

SOLE MANUFACTURERS:

RICHARD LLOYD & SONS, LONDON.**ADOLPH ELKIN & CO.,**

WHOLESALE TOBACCONISTS,

140 & 140a, HOUNDSDITCH, LONDON, E.C.

Specialities:—**"LA NIKLE," 1D., ROTHSCHILD CIGARS.****"ZEALANDIA," 2D., IMPERIAL CIGARS.**

PRICE LIST, CORONATION EDITION, POST FREE.

TELEPHONE NO. 6098, AVENUE.

the *sputum* is responsible for conveying the germs of this fell disease, efforts have been made to put a stop to the abominable practice of spitting, though up to the present, owing to the almost criminal carelessness of the public, with but little effect. The Glamorgan County Council have deserved well of the community by being the first public authority to promulgate a by-law against spitting in public rooms and vehicles. This, as we report elsewhere, has been passed by the Home Secretary, subject to the amendment that its operation be confined to public carriages, waiting-rooms, and places of public entertainment, as he is advised by experts that it cannot properly be applied to churches, chapels, schools, and shops. We heartily congratulate the Glamorgan County Council, and only hope that other similar bodies will go and do likewise; and we further trust that the noble army of smokers will use their influence and set a good example in this matter, now that they understand that the habit is not only an offence against decency and good manners, but also highly dangerous.

We direct our readers' attention to a racy article from the pen of Mr. Charles Austin Bates (which we reproduce elsewhere) on the Science of Advertising. Mr. Bates is an expert, and admirably sums up the position when he writes:—

"On the other hand, did you ever hear of a business man failing because he advertised? Did you ever hear even of a man failing because he advertised extravagantly?"

The mercantile agencies give a great many reasons why men fail in business. Every year they go over the record, find out why the failures occur, and then tabulate the reasons given.

Now, since mercantile agencies were first established, advertising has never been given as a reason for the failure of a bankrupt. Every year, however, you find thousands of business men who admit freely that they owe their success to advertising.

These facts are surely sufficient to prompt the advice to every manufacturer, every wholesaler, and every retailer in the cigar and tobacco business—*advertise!*"

Not long ago we commented upon the continual talk about proceeding against the trusts in America, and the fact that no serious attempt was ever made to bring them to book. The question has now become most important, and is to be one of the electoral issues. President Roosevelt, in a recent speech at Pittsburg, touched the point gingerly, and is evidently afraid to promise either to apply the present law strictly or to introduce the necessary new legislation. The following brief summary of his remarks was culled from the press:—"Mr. Roosevelt cautiously indicated that the trust question will be made a main issue in the election campaign. While expressing his belief that new legislation is required for the regulation of trusts, he deprecated any hurried or radical alteration in existing Acts. Great industrial tendencies, he said, of which the trust developments were the outcome, must not be dealt

with in any rash spirit, or disaster to national industries would inevitably follow." It will thus be seen that in America there is at present nothing to hope for in the shape of measures to deal with this terrible evil, which has attained gigantic proportions and which is nothing short of a national disgrace. We can only hope that the American people will awaken from their apathy and demand protection against the unprincipled men who are enriching themselves at the cost of the best interests of the community.

After we had penned the above paragraph we took up a daily paper and found that the Beef Trust, having been formed in America, had continued to gain a foothold here, and were already forcing up prices. Large sums have been given for stands in the meat market, and every effort is being made to get the entire control of the trade. Our contemporary, the *Daily Mail*, on this point says:—"Meanwhile the price of meat goes up, and the American packers and consigners more and more control our market. First-class butchers are now asking and obtaining, in some cases, as much as eighteenpence a pound for rump-steak, cash down. Many West End clubs have increased the prices of ordinary joints a penny a course all round to cover extra expense. The housewife is paying more for her children's food." It is unnecessary to comment on the above facts; they point their own moral.

We have had occasion before to comment on the numerous prosecutions of tobacconists for carrying on betting, or allowing betting to be carried on, at their establishments, and this month we report several other cases, and regret to say that did space permit we could report many others. The trade naturally feel it a grievance that persons who have no intention of doing legitimate trade should stock a shop cheaply with just enough goods to produce the impression that they are doing a *bona-fide* business, and then carry on the more profitable occupation of betting, thus casting a slur upon the genuine retailer, and it is satisfactory to note that very heavy penalties have been inflicted.

We would specially warn beginners against receiving, or permitting to be received, messages for a bookmaker. This is a warning we know to be much needed, and we hope it will be of service in preventing some who are new to the trade in unwillingly bringing themselves under the law.

SO DID THE SMOKING.

It wasn't a smoking compartment, but they were using it for that purpose all the same, and she was too modest to object.

By-and-by the two men got into a discussion over the woman question, and at last one of them, an unregenerate bachelor, appealed to the lady thus—

"Do you think there will be men in heaven, miss?"

She blushed.

"No," she answered. "They will want to go somewhere where they can smoke."

The discussion stopped; so did the smoking.

ESTABLISHED 150 YEARS.

TADDY & CO.,

Tobacco, Cigarette, and
Snuff Manufacturers,
and Cigar Importers.

.....

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

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

Gossip.

I WAS about to depart on my iron steed for a short tour with a view to recuperating after my severe journalistic labours, when a mandate reached me from Mr. Editor to supply my usual monthly notes as early as possible, and as there seems no escape, and, moreover, the modest—too modest—honarium I shall receive will come in handy *en route*, I betake me cheerfully to my task, while my steed before mentioned waits in the hall of my humble domicile, and is at the moment being oiled and attended to by my youngest hopeful, who has an eye to the main chance, and expects liberal largesse.

I really think the weather is too hot even for writing gossip, or, indeed, for work of any kind, and I have a natural desire to do less work and get more for doing it, but, alas, the poor scribe is never properly appreciated, and so must to his task. I have heard little else talked about but the postponement of the Coronation. As a class, tobaccoists are extremely loyal, and on all sides I hear sympathetic references to the illness of our popular monarch, and a cheerful determination everywhere shown to put aside personal disappointments at such a national crisis. This is the right spirit, and I can only hope that the Coronation ceremony may be possible in the near future, and I doubt not that His Majesty will receive an even heartier and warmer greeting than would otherwise have been the case, since he has been undoubtedly brought nearer to his people through suffering, which more than anything else unites humanity, and may not be avoided by the King in his palace any more than the pauper in his hovel.

I see that the Imperial Company has received two important accessions, Messrs. A. & C. Churchman, of Ipswich, and Messrs. Faulkner, of London, having decided to throw in their lot with the "combine." I expect soon to hear of many more firms coming in after the example set by the two old-established and important business houses referred to, and I am also inclined to think that it is their interest to join while they have a good opportunity. It is well to remember the adage—

"He that will not when he may,
When he will he shall have nay,"

and it is not to be expected that the Imperial are going to keep "open house" indefinitely, though I need scarcely add it is to their interest to absorb really high-class progressive businesses whenever possible on reasonable terms. While I am upon the question of the Imperial I should like to ask delicately when they are going to definitely reply to the retailers. I am continually assailed with questions on this point, and I can do no more than advise patience—advice which, I regret to say, generally causes very strong language. Meanwhile, practically all the outside men have given their answer, and if it has not always been exactly what was expected, still a disposition to deal generously has in most cases been shown, and, on the whole, I can say the trade have been satisfied.

Someone has been getting at *The Echo* and endeavouring to excite the indignation of the smoker by saying that in consequence of the formation of the Imperial Company his favourite weed has already been raised in price. Mr. Springfield, who, by the way, I think is certainly earning

his £1,500 a year, disposes of the report and states that in no case has the price of any of the Company's goods been raised. Up to the present I can't help thinking the consumer has no cause for complaint, but if our American friends ever got the upper hand he would very soon find out how much their protestations of regard for his welfare were worth. They would pursue the policy they have carried out so successfully in their own country, and not only raise prices, but practically force special lines upon the trade. For this, if for nothing else, I think we must be thankful that they seem much more likely to drop some of their ill-gotten gains than, to use one of their own phrases, "come out on top."

I have been glad to note from the Press that many Trades Councils throughout the country have shown sympathy with the locked-out cigar makers, and I have been still more pleased to find that their organisation wisely repudiates the suggestion that the men acted as they did merely to oppose vaccination; their objection was to being compelled to submit to it on pain of dismissal. The argument that by refusing to be vaccinated they may cause the spread of the disease seems to me very weak, since those who do believe in vaccination can always protect themselves. I say this as a strong believer in vaccination, and as one who much regrets that it is no longer compulsory. Still I must add, for the benefit of those who have written so strongly on the subject, that I emphatically protest against employers trying to enforce by threats of dismissal a practice which is no longer compulsory.

A correspondent who seems of an argumentative turn of mind tells me he has been recently having a keen discussion with a non-smoking friend about the healthfulness of tobacco, and confesses that he has been unable to answer some of the arguments advanced against the "divine weed." He accordingly appeals to me to furnish him with more weapons for his armoury. I am afraid that, though his card shows him to be a retailer, he has not perused *The Cigarette World* very diligently or he could have found matter enough to completely pulverise his anti-tobacco friend. To repeat even the more important points would take up more space than I can spare, therefore I hope my correspondent will forgive me, and if he will take my advice, "keep his breath to cool his porridge," for to try to convince an anti-tobacco faddist is simply waste of time. If he will not take my advice let him search his file of *The Cigarette World* and he will find himself fully equipped for the fray.

Persistent rumours are going the round about a new "combine" of Scotch manufacturers, and occasionally this is varied by a statement that the Irish firms are about to join forces, as they find the Saxon is doing too well in the Emerald Isle. I am bound to say I don't believe any of these reports. "Combines" are not popular, and there is no real necessity for any more. Moreover, the outside manufacturers, or the best of them, have been doing well, and their relations with the trade are so satisfactory that they can safely look forward to even better results. "There is always room on top," and those who sell good articles need not fear competition if they only exercise reasonable prudence—a quality they have not hitherto been lacking in.

T. VAFIADIS & CO.'S EGYPTIANS

leave a good margin of profit to the Retailer, and **are not cut.**

(MELBOURNE, HART & CO.,
10, Basinghall St., E.C.)

ROBINSON & BARNSDALE, Ltd.

BRITISH MANUFACTURE. 



'Cubas Superba.'

The success attending the introduction of the above brand of Superb Cigars
has more than realised our expectations.

IT HAS CAUGHT ON.

We confidently predict the same enormous Sale for our

LATEST PRODUCTION, 

'El Valor.'

High-Class 3d. Cigar.

A COMBINATION OF FINE TOBACCOS.

HAND MADE.

.....

ROBINSON & BARNSDALE, Ltd.
NOTTINGHAM.

Our Smoking Mixture.



SUNDAY TRADING.—In view of the many prosecutions which have recently been instituted for this breach of the law, the following article from our contemporary, *The Money-maker*, should be of interest:—Some City Fathers in the west of England seem to be concerned about the manner in which Sunday trading is carried on. Most people are aware that many years ago an Act, still in force, was passed to attempt to make people less worldly on Sundays than had hitherto been the case. This Act, known as the Lord's Day Observance Act, was passed in the reign of King Charles II. By its provisions no tradesman, workman, artificer, or labourer, on pain of forfeiting 5s., should work on the Lord's Day except for works of necessity or charity. No boat or barge was to be used or goods exposed for sale. The sale of meat at inns and victualling houses to persons not otherwise provided was allowed. This would appear to the ordinary individual to have been excepted already under the "necessity" clause, but perhaps if not specially mentioned it would have been incumbent on the landlord to see that his "patrons" did not eat more than was absolutely essential to satisfy their necessities. Milk before nine and after four in the afternoon, and mackerel before and after Divine service could be sold. It is to be hoped that housewives bought the necessary mackerel and milk before going to service, and so saved themselves the anxiety inseparable from the doubt as to whether they would be able to get it on their way home. One result possibly not foreseen is that the price of goods sold on a Sunday cannot be recovered in an action. Those responsible for setting the law in motion in a certain district ingeniously endeavoured to exact the pound of flesh provided by the Act as penalty to an alarming extent. A Sabbath Day breaker was caught, as they can be any Sunday, selling some small articles (I forget just at present what particular articles), and an account was kept. The prosecution endeavoured to persuade the magistrate that the penalty was 5s. each article sold, but the magistrate decided it was not so. The tobaccoist of to-day would have to sell very dear tobacco to make it worth his while to open on Sundays if the prosecution of this case had established their reading of the Act. Hotels and public-houses now have their own special laws. Jews, whose Sabbath is, of course, on Saturday, are specially exempted from the Act and may treat Sunday as Monday or any other day.

In 1871 an Act was passed providing that no prosecution should be instituted under this Act unless the consent of the chief of the police of the district, two magistrates, or a stipendiary magistrate gave consent. This is, no doubt, a wise precaution, and prevents fanatics from jostling over one another in their endeavour to purify the first day of the week. Most people will, however, agree that some sort of prohibition to Sunday trading should be in force to make Sunday different from the other six days.

There is one possible way round the Act, for it provides that the persons mentioned shall not carry on their respective trades on the Sabbath Day. Apparently there is nothing to prevent them carrying on another business on that day. It has, in fact, been held that although a horse-dealer cannot legally sell a horse on a Sunday another man can. The City Fathers should see that the law is amended, for at present endeavouring to fight Sunday trading is similar to going into battle armed with a blunderbuss.

TOBACCO SMOKERS.—According to recent statistics the average consumption of tobacco by each person in the various countries is as follows:—Netherlands, 3,400 grammes; United States, 2,110; Belgium, 1,552; Germany, 1,485; Australia, 1,400; Austria and Hungary, 1,350; Norway, 1,335; Denmark, 1,125; Canada, 1,050; Sweden, 940; France, 933; Russia, 910; Portugal, 850; England, 680; Italy, 635; Switzerland, 610; and Spain, 550.

TOBACCO PIPES FOR SCHOOLGIRLS.—At the time of the great plague in London every child (male and female) was ordered to take a pipe of tobacco to school, and at intervals during lessons both master and children lighted up. A correspondent says he has held positions in various cigar and tobacco manufactories since 1844, and has never known of the death of a cigar or tobacco maker from cholera or smallpox, or any other infectious disease. He advises persons who do not smoke to burn a little tobacco in their rooms every morning before leaving home for business. Travelling in smoking carriages, he says, serves much the same purpose. Dr. Paul Tassinari, of Pisa, subjected the germs of various deadly diseases to the action of dense clouds of tobacco smoke during periods of 100 to 150 hours, and the development of dangerous bacteria was either partially or wholly arrested. But lest the popular belief in tobacco smoke as a disinfectant be too much strengthened, it should be pointed out that nobody retains smoke in his mouth for 100 hours at a time.—*Science Siftings*.

THE TOBACCO INDUSTRY IN QUEENSLAND.—As the result of his inquiries into the tobacco industry in Queensland, Mr. Temple Smith, the officer in charge of the Victorian Tobacco Plantation, has forwarded a report to the Minister of Agriculture. Mr. Smith was assisted in his inquiries by Mr. Nevill, the Queensland expert, who will visit Victoria in June and advise the growers on various points. The principal Queensland growers, says Mr. Smith, are in the Texas district, where the best tobacco is grown. The soils on which this leaf is produced are very similar to those on the river-flats in the north-eastern portion of Victoria, where our best leaf is grown. The Texas crop is produced almost solely by Chinese upon the share system. In the curing of the leaf the methods adopted in Queensland differ. The expert uses closed sheds of wood and cures the leaf by putting open fires under it until it is dried out. "And," says Mr. Smith, "I saw some very fine leaf done in this way." The other and more generally adopted method is to place the leaf in sheds of brush timber, with open sides, which allow the air to circulate among the leaf and the warm rays of the sun to dry it. The leaf is graded into firsts and seconds, and put up in bales by all the producers. The Government expert, however, packs his leaf into hogsheads, a system which has many advantages over the other. The yield this season in Queensland will be only about 70 tons, as against 275 tons in ordinary years, the drought being responsible for the shortage. The most profitable variety grown is that known as Shoestring, which in good seasons yields from 1,100 lb. to 1,500 lb. per acre, and realises from 6d. to 9d. per lb. Blue mould, as in Victoria, is the greatest enemy of the planter in the northern state. The early plant especially is an easy victim to the pest. No effectual remedy has been discovered, although some planters state that if the seed-beds are raised in the centre, the plant has been found less liable to be attacked. ■■■■

CLARKE'S

CARLTON

TOBACCO



In Three Strengths, . . .

Mild, Medium, and Full.

PACKED IN 1 oz. FOIL PACKETS, 2 oz., 4 oz., and 8 oz. TINS.

SOLE MANUFACTURERS—

WM. CLARKE & SON, LTD.,

LIVERPOOL AND LONDON.

Trade News and Notes.

MESSRS. FAULKNER & CO., manufacturers of the "Nosegay" Tobacco, of which forty million packets are said to be sold annually, have decided to throw in their lot with the Imperial Tobacco Combine.

ROBBERY WITH A CIGARETTE.—A bold robbery by means of a cigarette is reported to have taken place at Warsaw. A banker's servant, Constatin Kardacz, was sent with 30,000 roubles to the Imperial Bank. On the way a respectable-looking stranger found a pretext for asking him which way to go, and in course of conversation offered the servant a cigarette. After two or three minutes Kardacz collapsed, and the stranger took possession of the portfolio containing the money, no trace of which can be found. The cigarette had been poisoned.

AN EXPLOSIVE CIGAR.—Lieutenant Slattery, of the Irish Rifles, and Lieutenant Scott, 4th Volunteer Regiment, both living in Melbourne, took part in the farewell to Major-General French last February. Scott offered a cigar to Slattery, who at first declined it, but eventually accepted it. No sooner had he lighted the cigar than it exploded, damaging his left eye, burning off his eyelashes, and the left side of his moustache, and raising blisters on both his hands. Lieutenant Slattery sued his friend in the district court for "negligently giving him a cigar containing explosive material," and was awarded £15 damages and costs.

THE BISHOP AND TOBACCO.—The Bishop of Mashonaland has written to the Imperial Tobacco Co. :—"I am convinced," says the Bishop, "that if sufficient attention be given to the subject, we have in South Africa the solution of the problem which the Imperial Tobacco Trust is now facing with such courage"

CANADA REDUCES TOBACCO DUTY.—By Section 3 of the Act, the Canadian Internal Revenue duties on snuff and manufactured tobacco, other than cigars and cigarettes (leviable also on imported tobacco and snuff in addition to import duty proper), are, from the 1st July, to be reduced from 9 $\frac{1}{2}$ cents to 6 cents per pound; while those on cigars and cigarettes (also leviable on imported cigars and cigarettes) are fixed as follows :—

	Dols.	Cts.
Weighting more than 3 lb. per 1,000—		
Cigars	per 1,000	3 00
Cigarettes	"	3 00
Weighting 3 lb. or less per 1,000—		
Cigars	per lb.	0 18
Cigarettes of a wholesale value or price not exceeding 2 dols. per 1,000	"	0 18
Do. do. exceeding 2 dols. per 1,000	"	0 36

THE CIGAR MAKERS' STRIKE.—Under the auspices of the Cigar Makers' Union, a meeting was held at the Great Assembly Hall, Mile End, on June 17th, to protest against the action of Messrs. Salmon & Gluckstein in

refusing to employ those of their workmen who refused to be re-vaccinated. Two hundred men were said to be affected. Mr. W. C. Steadman, L.C.C., the chairman, declared that the time had now arrived for the cause of these men to be taken up by the great body of the Trades Unions. He thought that it was not a question of fighting one firm, but of a battle with a gigantic trust. The London Trades Council and the Parliamentary Committee of the Trades Union Congress had given their support.

5,000 MILES OF CIGARETTES PER WEEK.—The inspectors under the Factory Acts for the Bristol district calculate, according to a recently-issued Blue Book, that 5,156 miles of machine-made cigarettes are turned out weekly in the area under their jurisdiction. This is the output of one hundred machines.

UNITED TOBACCONISTS' ASSOCIATION AND THE COMBINES.—The seventh annual meeting of the United Tobacconists' Association, Limited was held at the offices of the company, Colmore Row, Birmingham, on June 17th. Mr. F. A. Badman presided, and in moving the adoption of the report, which recommended a dividend

of 20 per cent., the same as last year, pointed out that there was a slight improvement in the financial position of the Company compared with the previous year. At the same time he regretted that the sales did not show the increase that was expected. This was no doubt due in some measure to the extraordinary amount of cutting and the activity of the two great combines. The tactics of the combines had produced some effect on the small manufacturers, but he was pleased to say that it had not affected the U.T.A. to any great extent, and he did not

think it was likely to do in the future, because the directors were fully alive to all the movements both of the Imperial and the American combines. The directors had been considering a policy of branching out and extending the business, and they had a scheme under consideration which, if adopted, could not fail to give a great impetus to the brands of the U.T.A., Limited, and spread the sale in all parts of the country. They found that the United Kingdom Tobacconists' Alliance had been proceeding on different lines to the old associations, and there was no doubt that the Alliance movement had undermined the old tobacconists' associations throughout the country, and they had practically ceased to exist in the North of England and Yorkshire. He was pleased to say, however, that efforts were being made to resuscitate those associations, and if successful he believed it would be of very great benefit to the U.T.A., Limited. Personally, he felt that the Birmingham Association had acted on the right lines in keeping independent both of the Alliance and the two combines, and theirs was still the most solid tobacconists' association in Great Britain. The chairman went on to say that an amount representing 25s. in the £ of their

TEOFANI'S

HIGH-CLASS

CIGARETTES

AWARDED THE

GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD).

TEOFANI & CO., 18, Bury Street, St. Mary Axe, E.C.

Telegraphic Address: "TEOFANI, LONDON." Telephone No. 2783 Avenue.

Why Smith Left Home.—To find a shop where he could buy Mahomet Cigarettes.

TRADE NEWS AND NOTES—continued.

subscribed capital was on deposit in the bank, and adding the current account they had something like double the capital in hand.—Mr. Goldspink seconded the resolution, and it was unanimously adopted. The sum of 25 guineas was then voted to the directors for their services during the past year.

We are authoritatively informed that MESSRS. J. & T. HODGE, of Glasgow, have declined to join the Imperial Company in spite of statements to the contrary. True it is that negotiations were on foot, but these have ended in the result stated. Mr. James Hodge has, however, severed his connection with his old firm, and is now installed as manager of the J. & D. Macdonald branch of the Imperial, while his brother continues to trade on his own account under the old style at the St. Ninian Street works.

AMSTERDAM TOBACCO SALES.—The eighth sale of the season for Sumatra and Borneo tobacco took place on Friday, the 4th inst., when 16,391 bales of the former, and 1,445 of the latter, were put up to tender. Very little high-class leaf was forthcoming; but for this there was a fair demand. For medium and low class tobacco the market, however, was very far from encouraging. The highest price of the sale was 200 cents., or 3s. 4d. a pound, obtained by the Deli Maatschappij, for a parcel of 433 bales. Second place was secured by the same company, with 135 cents, or 2s. 3d., for 345 bales, and the United Lankat Plantations, Ltd., came third with 120 cents, or 2s., for a lot also consisting of 345 bales. The last-mentioned company sold two more parcels of its inferior leaf, aggregating 661 bales, at 35 cents, or 7d. per pound. The British Deli and Langkat Tobacco Company, Ltd., sold 500 bales of low-class leaf at 32 cents, or 6½d., and the New London Borneo Tobacco Company, Ltd., two lots of 446 and 370 bales respectively, at 60 cents, or 1s., and 35 cents, or 7d. The New London and Amsterdam Borneo Tobacco Company, Ltd., realised 45 cents, or 9d., for a parcel of 392 bales. Up to date the total sales of Sumatra and Borneo tobacco total about 163,000 bales, while about 50,000 bales are now lying at Amsterdam awaiting the autumn sales, which commence on September 12th.

BARON CIGARETTE MACHINE.—On July 8th, in the Chancery Division, Mr. Justice Farwell sanctioned the petition of the Baron Cigarette Machine Company, Ltd., for the reduction of its capital by writing off £30,000, by the return of 3s. per £1 share. The company was incorporated in August, 1900, with a capital of £120,000, and in March last resolutions were passed to reduce the capital to £90,000, the present assets being more than sufficient for the purposes of the concern. Mr. Upjohn, K.C., appeared for the company.

Festive.

On Friday, June 27th, 100 of the employees of Messrs. R. J. Elliot & Co. Ltd., cigar manufacturers, of Huddersfield, had a pleasant day's outing at Blackpool.

Fires.

FIRE AT CORK EXHIBITION.—A small outbreak of fire occurred in the Cork Exhibition on Saturday evening, June 14th. Some articles in one of the tobacco stalls took fire, but the attendant quickly applied a chemical fire engine, with the result that the outbreak was at once extinguished. The affair occurred about five minutes after the Exhibition had been closed for the night.

FIRE AT RAWTENSTALL.—On Sunday night, June 22nd, when Police-sergeant Howison was on duty, he observed smoke issuing from under the shutters of a shop in Queen's Buildings, Rawtenstall, occupied by Mr. H. Fenton, tobacconist. The officer immediately went round to the side door, and informed Mr. Fenton, who at the time was in company with his son reading in the back part of the building. Mr. Fenton on opening the middle door was forced back by the dense volume of smoke, but afterwards made another attempt to enter the shop, and discovered that the window and part of one side of the shop was on fire. By means of a good supply of water conveyed in buckets lent by the neighbours, the fire was got under. The Rawtenstall Fire Brigade, under the superintendence of Mr. Ware, were on the scene four minutes after being summoned, but did not play upon the fire. The damage is estimated at between £300 and £400, but it is covered by insurance.

Foreign.

PRODUCTION OF TOBACCO IN MEXICO.—According to a report by the Belgian Consul at Mexico City published in the *Bulletin Commercial* (Brussels) of the 17th ult., the production of tobacco in Mexico has recently increased considerably, owing to the fact that several new plantations have been cultivated. During the last five years the exports of this article have varied greatly, attaining their highest point in 1898, during which year 7,997,352 lbs. of tobacco in leaf, and 1,250,000 lbs. of manufactured tobacco were exported. The districts where this kind of cultivation has increased to the greatest extent are those of San Andres Tuxtla and Playa Vicente in the State of Vera Cruz, Tepic in the West of the State of Jalisco, and the States of Oaxaca, Puebla, and Chiapas. During the year 1900, the local factories have consumed a total of 15,000,000 lbs. of tobacco, of which 2,000,000 lbs. came from Virginia. The production of tobacco in leaf in Mexico for the year 1902 is estimated at 17,000,000 lbs. During the year 1900, Mexican factories have produced 377,502,882 packets of cigarettes, containing 15 to 25 cigarettes each, and 120,536,924 cigars. The tobacco planters and manufacturers state that the quality of Mexican tobacco has greatly improved and that at the present time it is almost, if not quite, equal to the best products of Cuba.

FRENCH TOBACCO STRIKE.—After enduring a week, a strike in the twenty-one tobacco factories of the State came to a graceful end. M. Rouvier, the new Minister of Finance, examined into the grievances of the workers, and yielded on the one point that they considered essential. A certain class of workers, who claimed rights of seniority, were taken from one department of labour to another, less remunerative to themselves. Hence the refusal to continue work. The State does not grow tobacco, but it buys from the planters at a fixed market rate, and the latter must sell the whole of their produce, without any reservation, otherwise there will be trouble. The unauthorised cultivation of tobacco is an expensive luxury. They fine you 50 cents. a foot if the plantation is in the open air; if the tobacco is grown under glass the fine is three times as much. Foreign tobaccos are generally bought for the Government by the French Consuls abroad. The tobacco plant is principally cultivated in the Departments of Dordogne, Isère, Pas-de-Calais, Lot and Nord. Bureaux de Tabac go by favour in France, generally to the relics of military people, who subtil the concession.

BOER TOBACCO.—The *Birmingham Despatch*, for June 18th, published the following interesting interview with Mr. Singleton:—Mr. Singleton, of the big firm of

J. Millhoff & Co. Ltd. will make your cigarettes with your own name and boxes.

TRADE NEWS AND NOTES—continued.

tobacco merchants in Cannon Street, told a *Despatch* representative that a Boer prisoner on parole, one of the men who had been detained for some time at Deadwood Camp, St. Helena, called at his office a week ago and laid before him a plan for tobacco growing in South Africa. The burgher was enthusiastic about the country and its suitability for growing the "weed," and was confident that a class of article could be produced to suit English ideas and palates. "Of course," pointed out Mr. Singleton, "tobacco has long been grown in South Africa. Every Boer has grown sufficient for his own use, and quantities have been sent to this country. We sell quite a lot of it. But up to the present it is coarse and unattractive in look, and quite unsuited for general sale. I believe the statement of the Bishop of Mashonaland, that the country is admirably suited for the growth, and it only requires, I take it, the proper kind of seed and a little study of the special requirements of this country to make a big and successful trade. But first of all tobacco-nists on this side want to see the result of a few experiments, and then if the right sort of leaf is produced they can go ahead. There is everywhere a desire to help the colony, and we should all be most happy to transfer some of our patronage to South Africa if we can be suited." Specimens of what is grown at present by the Boers were shown to the *Despatch* representative, and Mr. Singleton gave him a sample. The tobacco sent over up to now has a rather fearsome look, but although it smokes rather dry it is not unpleasant. Mr. Singleton intimated that he was also watching with interest the experiments now being made in tobacco growing in Australia.

Law.

A PENNY CIGAR MACHINE.—At the Maidstone County Court, on June 16th, James Fuller, of Sutton Valance, agent, sued Charles Draper, Half-way House, Sevenoaks, for £6 16s. 6d., the price of an automatic machine sold and delivered.—Plaintiff said he could have the machine at £6 10s., the ordinary price, plus 5 per cent., if he paid within three months, which brought the price up to £6 16s. 6d., and defendant agreed to have it. The next day plaintiff sent him the invoice. At the expiration of three months plaintiff asked for the money, but the defendant sent the machine back saying it was no good.—Defendant contended that the day after he had the machine it got out of order, and he took it away from the bar. He questioned whether it was a legal machine.—Albert Boaks, in the defendant's employ, spoke to the machine going wrong and removing it from the bar.—His Honour pointed out that defendant, by not returning the invoice, made himself liable, and judgment would be entered for plaintiff for the amount claimed, with costs.—Defendant: "What about the machine?"—Plaintiff said he would at once send it to the defendant.

A CIGAR MERCHANT'S ESTATE.—Before Sir Francis Jeune, without a jury, on July 7th, Wigley v. the King's Proctor. This was a pedigree case, in which the plaintiff, Reuben Wigley, claimed a declaration that he was a cousin-german and one of the next-of-kin of

the late Benjamin Cant, of Haverstock Hill, cigar merchant, who died intestate on December 3rd, 1901, a widower, without child, parent, or relation. The plaintiff further asked for a declaration that he was entitled to a grant of letters of administration to the estate and effects of the deceased. The King's Proctor, by his pleadings, put the plaintiff to proof of his claim.—Mr. Inderwick, K.C., and Mr. Newson were for the plaintiff; Mr. G. S. Robertson (Mr. Sutton with him) for the Crown. Mr. Inderwick said that the plaintiff, who lived at Colchester, claimed to be a cousin-german and one of the next-of-kin of the late Benjamin Cant, who, having started life in a newspaper shop, by means of his energy established a large business as a cigar merchant, and died leaving property of the estimated value of over £50,000. After the death, as there were no known relations and no will could be found, advertisements were issued and the Treasury were communicated with, and the Crown then lodged a *caveat* . The difficulty in the case was the absence of the certificates relating to the marriage of the in-

testate's parents in 1828, and to his birth or baptism in 1829, both of which events had occurred before the passing of the statute 6 and 7 Wm. IV., c. 86, which provided for the registration of such matters. There was, however, ample evidence of reputation.—Mr. Robertson: Not from members of the family.—Mr. Inderwick: Which would justify the Court in finding that the claim was established.—Mr. Robertson: The *crux* of the case is whether Benjamin Cant and Margaret Johnstone (the father and mother of the intestate) were married. They died in 1866 and 1857 respectively.—Mr. Inderwick: We say they were married in 1828, and that the intestate was born in 1829; and in support of that contention we can produce certificates of the intestate's marriage and death, and also of his parents' death. We have also the certificate of the marriage of his brother Charles Cant to Jane Wilson at Glasgow on February 28th, 1868, in which Charles is described as the "son of Benjamin Cant and Margaret

Cant, formerly Johnstone." The learned Counsel having referred to the evidence taken on commission, and to the various documents, the President expressed the view that the claim was made out.—Mr. Robertson: The Crown only desire the Court to be satisfied.—The President accordingly made the declarations prayed for, and, on the application of Mr. Robertson, directed that the costs of the Crown should come out of the estate.

New Companies.

ARTHUR LLOYD & CO. LTD.—Registered on June 13th, by C. Double, 14, Serjeants' Inn, W.C., with a capital of £1,000 in £1 shares. Objects:—To carry on the business of tobacconists, tobacco growers, merchants, and manufacturers, snuff, cigar, and cigarette manufacturers and dealers, manufacturers of and dealers in pipes and tobacconists' sundries, &c. No initial public issue. Registered without articles of association.

The Cigarette World.

THE Journal for Retailers.

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ANNUAL SUBSCRIPTION,

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Do you want your own name or brand on cigarettes?

Millhoff & Co. Ltd. will supply them without any extra charge.

TRADE NEWS AND NOTES—continued

WHOLESALE TOBACCONISTS' PROTECTION ASSOCIATION, LTD.—Registered 12th June with 100 members, each liable for 2s. 6d., with objects as indicated by the title.

Obituary.

MR. R. GREEN, of Chesterfield.—The death occurred at his residence, on June 24th, of Mr. Robert Green, tobacconist, Holywell Street, Chesterfield, one of the best-known and widely-esteemed of the tradesmen of the town. Mr. Green was attacked with congestion of the brain on Thursday night, June 19th, and never recovered. The deceased was only 49 years of age, and leaves a widow and two children. He was for years one of the sidesmen at the Parish Church.

MR. G. H. ALEXANDER, the manager of the cigarette factory at the Tobacconists' Supply Syndicate, died suddenly, we regret to say, on the 10th inst. Mr. Alexander had just reached the factory at 21, Farringdon Street, and was about to open up his department ready for the workpeople, when he was taken with a seizure and expired before medical aid could be summoned. The deceased was one of the best-known men in the cigarette trade, and was for many years, prior to his engagement with the Syndicate, manager of the cigarette department of Messrs. Lambert & Butler. Mr. Alexander was a widower, his wife having also died suddenly not long ago, and much sympathy is felt for a large family of comparatively young children left behind.

Public Companies.

BARON CIGARETTE MACHINE.—The Baron Cigarette Machine Company (Ltd. and Reduced) has declared an interim dividend of 5 per cent., being at the rate of 10 per cent. per annum, in respect of the half-year ended 30th June.

NEW LONDON BORNEO TOBACCO COMPANY (LTD.).—The tenth yearly general meeting was held at Leadenhall House, Leadenhall Street, on June 18th. Mr. Strutt, M.P., presided, and moved the adoption of the report, together with the dividend recommended therein. He stated that the company had had a successful year's working. He would not apologise for a 13 per cent. dividend, although it was not so good as those of the past two years. Since the formation of the company an average of over 10 per cent. had been paid. Of late years this had been produced quite as much by economy in working as by high prices. At the present time the company were planting large quantities of tobacco, and so long as they could produce it at the present price there was no cause for alarm. Considerable delay in the planting was caused by the extremely heavy rains early in the current year, but a cable had just been received stating that about the same amount of planting as was done during 1901 had been successfully accomplished. The rise in the London expenses was almost entirely owing to the income tax. The deferred shares would eventually rank with the ordinary shares, and the founders' shares would also participate in the profits. This system of deferred shares and founders' shares had proved somewhat of a difficulty, because it prevented the Board in a good year from putting by the large amount they would like to set aside for a reserve fund, and it hampered their action in a good many ways. They had thought it very advisable to get rid of these shares altogether, and they went so far as to make Count de Geloës an offer—if he would bring them the shares and

they could get the consent of the shareholders—of a lump sum, partly in shares, of £35,000. The amount seemed large, but it was not accepted. The Board had to face the fact that they might have in time—not in the immediate future—to divide the profits among the deferred and founders' shares as well. Had they been able to get rid of the shares held by Count de Geloës they might have gone on almost exactly as now. Not liking to face the future with the present estates, which apparently could not average more than about a thousand acres a year, he had been looking round to see whether the company could not launch out somewhere else, so as to get a larger business, which would be able to pay the increased income on the increased number of shares. There was a large district on the Padas River which he believed the Government was attempting to open up by means of a railway, but he had no definite information as to how far they had succeeded in making the line. If the company received sufficient encouragement he thought they might come to terms with another company in Borneo and develop a far larger enterprise than they had at present. Should the company go into the scheme it would be necessary to call up some of the uncalled capital. Possibly not more than 1s. a share would be required, and certainly not more than 2s. for quite a year.—Mr. H. Devitt seconded the motion, which was adopted.

B. MORRIS & SONS (LTD.).—The annual meeting was held on June 8th, at Cannon Street Hotel. Mr. W. S. Leo Schuster presided, and expressed the regret felt by the Board at having to submit a report showing such bad results. For eleven years in succession the company had paid substantial dividends which were honestly earned, but all trades, and especially the tobacco trade, were liable to fluctuations. There were several causes for the company's want of success during the past twelve months. Their operations had been hampered to a large extent by the rebuilding of their factory, and they had also suffered from the exceptional slackness in the cigar trade, which formed so important a part of their business. The action of the large trusts in competing with one another by offering inducements to the retailer had considerably interfered with business. Naturally, the retailer was at a loss to know what to do for a time, and so held back his orders. He was, however, pleased to say that since the end of the company's financial year on March 31st last, their business had improved materially. Their returns for both April and May were considerably in excess of those for the same months of 1901. He had no hesitation in saying that, despite their having had a bad year, the business of the company was on an absolutely sound footing, and that the Board would be able to pay a dividend next year, as hitherto. Having explained the reasons for utilising the reserve fund in writing down the value of the factory and plant, he said that the stock, standing at £55,929, had been taken at cost or under. (A shareholder: "It is £20,000 more than it used to be.") He regarded that as a fortunate thing. It was calculated to safeguard their interests, in view of the large financial resources which the big trusts possessed. On the whole, the Board looked with confidence to the future of the company. He then moved the adoption of the report, which was seconded by Mr. J. Duckworth. A discussion followed, in the course of which Mr. Clarke strongly criticised the accounts, and contended that they showed the company to be in an unsatisfactory position. Mr. Preston and Mr. Crick, while admitting their disappointment at receiving no dividend, thought that it was unfair to blame the Board, the latter gentleman remarking that he had seldom seen a cleaner balance-sheet than that under consideration. Mr. Kirby, the auditor, said that the stock was tested by his firm, so far as non-experts could do so, by comparing the invoices as to cost and so on, and had there been anything which

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TRADE NEWS AND NOTES—continued.

aroused their suspicion as to the correctness of the value placed on it, they would have reported it to the shareholders. The way in which the value of the building and plant had been dealt with appeared to be reasonable and sound, in the absence of an expert's valuation, which it had been thought advisable to defer for the time being. Eventually the motion was agreed to.

IMPERIAL TOBACCO.—The Imperial Tobacco Company (of Great Britain and Ireland), Ltd., has declared an interim preference dividend at the rate of 5½ per cent. per annum on the 5½ per cent. cumulative preference shares for the period ended the 30th April last.

Police.

DUBLIN TOBACCONISTS RAIDED.—On June 13th, in the Southern Police Court, Dublin, before Mr. Swift, Jerome M'Donald, 48, James's Street, who carries on the business of tobacconist at that address, was summoned by Superintendent Flower for having used his premises for the purpose of receiving bets on the 29th May last, which was the date of the running of the Lancaster Spring Handicap. Mr. Tobias prosecuted. Mr. Gerald Byrne, who appeared for the defence, admitted the charge contained in the summons.—Mr. Tobias said this was not the first offence.—Mr. Byrne said the previous conviction was three years ago.—Mr. Swift said there was no use in imposing small fines in these cases. He would say a penalty of £50 now. It was merely one of the risks of the business.

—Laurence Byrne, 8, Christchurch Place, who also carried on the business of tobacconist, was summoned for a similar offence on the same date by Superintendent Flower. Mr. James Brady, who appeared for the defence, said if he had any merits on his side they lay in the fact that no great business was being done. Only one person was found in the shop.—Mr. Tobias: There was a woman in the shop making a bet, and a man receiving the money. It appeared that the defendant had been similarly convicted four years ago, and he was now fined £25.—Catherine Wilson, 146, Thomas Street, and her married daughter, Mary Ann Doyle, both of whom keep a tobacconist's shop at the address mentioned, were also summoned for the same offence by Superintendent Flower on the 29th May. Mr. Tobias said he should mention in this case that Mrs. Doyle had been convicted on a precisely similar charge in May, 1899, and fined £5, and again last October, when a fine of £20 was imposed. Mrs. Wilson had also been fined £10.—Mr. Brady, who appeared for the defence, said he was instructed that there was no customer in the shop when the police officer came in. He was also informed that the latter appeared in a disguise something like a street-sweeper.—Mr. Swift: That would suggest sweepstakes. (Laughter.)—Mr. Brady said he might also mention that Mrs. Doyle's husband had deserted her, and she had to do something to earn her own living.—Mr. Swift said he could not lose sight of the fact that this was the third offence. He could not say a less penalty than £50. The other defendant, who, it appeared, was only present in the shop, and did not appear to be taking part in the reception of bets, was ordered to find bail in £20, or go to gaol for two months in default.

FALSE PRETENCES.—At Norwich Police Court, on June 13th, before the Mayor (R. J. Colman, Esq.), G. H. Morse, Esq., and H. Flowers, Esq., James Houghton (31), cabman, late of Barrack Street, was charged with obtaining, by means of false pretences, goods to the value of £1 8s. 1d., from Henry Corsbie, with intent to defraud, on November 19th. He was further charged with obtaining by false pretences 7s. from Charles Dashwood, with intent to defraud, on October 24th.—Mr. Corsbie, manager to Messrs. Lambert & Sons, tobacconists, said that on the

date mentioned prisoner entered the shop and said that his sister, Mrs. Fulcher, kept a shop at Tinkler's Lane, and had been a customer of the firm for several years. He added that he was about to open a shop at No. 16, Waterloo Road, and asked if he could have goods on the same terms as they had been supplied to his sister. Believing that the man was about to open a shop, witness the same afternoon despatched a parcel of goods to Cowgate Street. From inquiries he had since made he found that the accused had not opened a shop at Waterloo Road. Payment had not been made for the goods.—Henry Allen, an errand boy, in the employment of Messrs. Lambert, deposed to delivering the goods to No. 1, Hartley's Yard, Cowgate Street, where he left the parcel with a woman. It was addressed to Mr. Houghton.—Beatrice Dunthorne, of Havelock Road, Yarmouth, said that last year she was living in Hartley's Yard, Cowgate Street. She remembered receiving the parcel of goods from the last witness in November, and shortly after delivery prisoner came and took the parcel away.—Edmund Nobbs, a shopkeeper, of Oak Street, said that prisoner had never been to him to hire No. 16, Waterloo Road, as a shop. It was a private house.—Detective-Inspector High spoke to receiving the prisoner into his custody at Wandsworth Road Police Station, London. When the warrant was read over, he said, "Yes, that's right. I've been expecting this. It's best to get it over."—Prisoner pleaded guilty.—The magistrates felt that they must protect local tradesmen from men who went about like the prisoner, and they would therefore pass sentence of two months' hard labour.

THEFT OF CIGARS.—At the Grimsby Quarter Sessions, on July 1st, Joseph Jenkinson (36), fireman, pleaded guilty to breaking and entering the dwelling-house of John Henry Kitchen on the 14th June, and stealing a quantity of cigars, 16s., and other articles belonging to the Tadcaster Tower Brewery Company. Mr. J. Smith, instructed by Messrs. Reid & Bloomer, who held the brief for the prosecution, called Kitchen, who stated that the house was the New Market Hotel, in the Central Market. He was only temporary manager at the time, and no one lived on the premises.—The Recorder said it seemed a peculiar thing that an hotel in a market square should be left at night with no one sleeping on the premises. Had there been anyone sleeping there at the time—and bearing in mind the prisoner's bad record in the past—he would have sent him to penal servitude. The sentence was that he be sent to hard labour for eighteen calendar months.—Mr. Smith explained that the house was undergoing complete repairs, even to the roofs, which was the reason no one slept there.

BROACHING A SHIP'S CARGO.—At the Borough Police Court, on June 28th, before Alderman Getley and Mr. Edward Williams, a man named John Proctor, of 4, Oak Street, was charged on remand with having broached some cargo from the s.s. "Warwickshire," lying in the Morpeth Dock, and stealing a box containing 24 lbs. of tobacco, the property of Arthur M. Bibby and others, of 26, Chapel Street, Liverpool, on the 25th inst.; and further with having smuggled 3½ lbs. of foreign manufactured tobacco with intent to defraud H.M. Customs of the duties thereon.—P.C. Pickens stated that he was called to the ship on the morning in question, and was told by the third officer that prisoner had admitted taking fourteen cakes of tobacco, but there was a box containing 24 lbs. weight missing. Witness took prisoner to the Bridewell, and charged him with the theft. He told him that he had only taken 14 plugs.—Mr. Holden, for the defence, stated that the smuggling was involved in the theft to which prisoner pleaded guilty. He had not left the ship when the officer caught him, and he considered the charge of smuggling was rather "far-fetched."—Prisoner denied all knowledge of 10 lbs. of the 24 lbs. which it was alleged he had stolen.—Superintendent

Mahomet went to the Mountain. If you want Mahomet Cigarettes go to Millhoff.

TRADE NEWS AND NOTES *continued.*

Bennett stated that breaking cargoes was becoming very common, and practically every ship that left the Birkenhead docks had a portion interfered with in that way.—The Chairman said that the magistrates must endeavour to put down this practice, and as a warning to others they would fine prisoner 60s. and costs, or in default 14 days' imprisonment.

LARCENY OF TOBACCO.—At the Southampton County Bench, on June 25th, Edwin Haines, Henry Mitchell, William Rumble, and John Henry Green were charged on remand with stealing a quantity of tobacco from the transfer shed of the London and South-Western Railway Company, at Eastleigh, being goods as cargo, to the value of 2s. 7d., on the 17th inst.—Mr. C. Lamport appeared on behalf of the London and South-Western Railway Company. Evidence in support of the charge was given to the effect that the goods were in the transfer shed at Eastleigh for transport to Aldershot on the 17th inst. The case was all right on arrival at the shed, but was subsequently found to be broken, and tobacco missing. Prisoners at first denied knowledge of the theft, but later they all admitted their guilt. Prisoners elected to be dealt with summarily, and all pleaded guilty. To a further charge of stealing tobacco to the value of 7s. 7d., under similar circumstances, on the 3rd inst., prisoners again pleaded guilty.—Mr. Lamport stated that there was a further charge of stealing chamois leather, under like circumstances, against Haines, Mitchell, and Green, but the Company had no wish to proceed with that case.—Prisoners were each committed to prison for one month on each charge.

MORE SUNDAY PERSECUTION.—**MR. POPP STILL DEFIANT.**—Mr. Jacob Popp, tobacconist, of High Wycombe, has a fine method of defying the police and the magistrates. Convicted of breaking an Act of Charles II. by selling his wares on Sundays, he does not permit them to seize his goods or send him to prison. He pays the fine, and continues to break the law. This has been going on for about six months, and the representatives of law and order seem likely to be the first to be tired out by the process. On Saturday, July 5th, when Mr. Popp was again in two instances fined 5s. with 10s. costs, or seven days in prison, the following conversation took place in court:—The Mayor (to his colleagues): Are you not sick of defendant coming up here? I am. We are getting the laughing-stock of the whole country. Either one must be wrong—he or us. Alderman Deacon: I hope you don't imagine we are wrong. We are only doing our duty. The Mayor: But there are so many others breaking the law in this way. Alderman Deacon: We have only to deal with the cases that come before us. The Mayor: It is very sickening, though, isn't it? Alderman Deacon: It may be to those who pay the fine. The Mayor said he would like to know whether defendant's trade was still increasing, and the head constable said the class of people were youths and others who simply went to the shop out of bravado. He believed they would eventually get tired of it. He was not tired, and he would not be. A gentleman rose in the court to say that he and other respectable people were among Mr. Popp's Sunday customers, but was promptly ordered to be seated.—The Mayor: I shall be very pleased if you can come to an arrangement. I am sick of it, and I believe the head constable is.

BETTING TOBACCONISTS AT YORK.—**HEAVY PENALTIES.**—At York, on July 3rd, Thomas Hudson was summoned for using a tobacconist's shop in Mickle-gate, York, for betting purposes. The Chief Constable said that on June 20th the premises were raided under a warrant by Inspector Blackburn and two officers, who found the defendant writing in a betting-book, and other books and papers relating to betting transactions were on the premises. They brought the books away, and found

they recorded bets with defendant in regard to horses announced to run on certain dates. The Chief Constable proceeded to quote the number of entries in the books on various dates, which showed that between the 10th June and the 20th June £563 13s. 10d. had been received in backing horses. The defendant pleaded guilty, and Mr. Wilkinson, in mitigation of penalty, submitted that defendant had not made money by it.—A fine of £100 and costs was imposed, the Chairman characterising the case as a very bad one.—Two men who were found on the premises betting were bound in £10 each to avoid-gaming houses in future.—Arthur Dean, tobacconist, of Lord Mayor's Walk, York, who was charged for using his shop for betting purposes, was fined £20 and costs.

EMBEZZLEMENT BY A COMMERCIAL TRAVELLER.—At the Yarmouth Quarter Sessions, on July 6th, William Heath (35), described as a commercial traveller, was indicted for embezzling in May and April £5 18s., money he had received on behalf of his master, Mr. Harry A. Blagg, of Broad Row. Mr. E. E. Wild (instructed by Mr. H. Chamberlin) conducted the prosecution, and the accused was undefended. The story for the prosecution was that prisoner had been twenty years in the employ of prosecutor, who discharged him last year, and in April re-engaged him as manager of his tobacconist business. He had to keep a record of all sales and cash taken. The specific offences alleged against him related to transactions with various customers in Sure Shot cigars, which he had sold at 9s. per 100, this being really the cost price, and it was complained that he had improperly entered such sales, and had not accounted for the cash received on the cigar sales he made. To illustrate prisoner's methods, Mr. Wild showed with regard to one transaction, the sale of 2,000 Sure Shots at £9 per 1,000 to a customer named Julier, who paid £5 down and £4 on delivery of the cigars, that prisoner made one entry in the day book of 500 Sure Shots at 9s., cash paid in office, £2 5s. Two entries followed on later dates of 1,000 Sure Shots to Julier at 9s. 6d., and of 500 at 9s. 6d. Similar cases were detailed in regard to two other customers named Thaxter and Leavold. Mr. Wild pointed the attention of the jury to the fact that these peculations commenced the very month prisoner returned to prosecutor's employ, and prisoner not only did his master an injustice by selling his stock at cost price, but he also failed to account for the monies he received. Mr. Blagg, in the box, said prisoner was engaged at a weekly wages and if there had been any profit he might have had part of it, but there was none. Prisoner might have sold Sure Shots by the thousand at 6d. per hundred profit, but 9s. was the cost price, and he had no right to sell at this figure. In reply to the prisoner, prosecutor said that on taking stock of the Sure Shots on the premises there were about 2,000 not accounted for. Prisoner's wages were 28s. per week, and witness admitted that when he re-engaged him he said nothing about any division of profits.—The landlord of the St. Nicholas Tavern, S. C. Thaxter, spoke to a purchase of 400 Infalibilidad cigars for 29s. from prisoner whom he paid at the time, and who gave a receipt on a piece of plain paper, on the pretext that prosecutor had no billheads ready. Cross-examined: The cash price of these cigars was 7s. 3d. per 100.—Frederick Leavold, a Cobholm newsagent, said he bought for 6s. 6d. two boxes of cigarettes from prisoner, who told him there was no need to give a receipt as they were paid for at the time.—Detective-Inspector Lingwood, who arrested the prisoner at Caister, said that when he was charged he declared that prosecutor dare not charge him, and if he did he would "show him up." Upon prisoner was found a few pence, several pawntickets, and papers relating to betting.—Prisoner made a statement to the jury from the witness-box without being sworn. He

Don't go abroad for Eldorados. They are to be found at J. Millhoff & Co's Ltd.

TRADE NEWS AND NOTES—*continued.*

stated that when Julier paid him £5 he lost £4 of the amount, and manipulated the accounts in the hope of in time repaying the whole amount. As to Leavold's account the money might have been paid, and it escaped his memory. He denied any intent to defraud, stating he never had been and never would be a thief. Careless he said he might have been, but, striking his breast, he dramatically declared he was not a thief.—The jury found prisoner guilty, but recommended him to mercy on account of his wife and children.—Prisoner told the Recorder that £10 is. was due to him for expenses, and, therefore, there could be no embezzlement.—The Recorder said that no honest jury could have arrived at any other verdict, and they were kind to him, for they saw no merit in him, but they pitied his wife and children. But for their recommendation he would have received a longer sentence. He would have to go to hard labour for four months.

CIGAROLOGY.

The Sun recently published the following entertaining article on this alleged new science:—"Cigarology" is the title of a new art, the rules of which have been formulated after years of study by a European psychologist. Its object is to reveal character, and the claim is made that in no other way can the character of a stranger be more readily discovered than by observing the manner in which he smokes. The reason is because in society all persons conform, more or less, to long-established rules, and thus there is very little difference between one person and another. No rules, however, have been laid down as to the manner in which a man shall smoke, and, as no two men smoke in exactly the same manner, it is possible, says the inventor of this new art, to learn the character of every smoker whom one may meet. Here are the rules to be observed, and they apply to all persons, whether they smoke pipes, cigars, or cigarettes. The man who holds his pipe carelessly in the corner of his mouth, letting it hang down, is a nonchalant, indolent person, and, on the other hand, the man who grasps it so firmly between his teeth that marks are left on the amber mouthpiece is nervous and highstrung. Generosity, courtesy, and loyalty are the characteristics of a man who fills his pipe recklessly and rapidly, and who sends forth irregular puffs of smoke, but, admirable though his character is in these respects, his friendship is not likely to last very long, and implicit confidence should at no time be placed in him. Coldness, reserve, and caution are, on the contrary, the salient characteristics of a man who fills his pipe slowly and methodically, and who smokes with the regularity of an automaton. The results, however, obtained from a pipe are not by any means equal in value to those which are furnished by a cigar. Many smokers carry their cigars in the upper left-hand pockets of their vests, and the sole reason why they do so is because they want to have them at hand whenever they feel a desire to smoke. They may have a dozen cigar cases, yet they will not use them, simply because it takes a little longer to open a case and take a cigar out of it than it does to take a cigar from the vest pocket. In other words, these men are disinclined at any time to make any gesture which is not absolutely necessary. Of a quite different type are those who bite off the end of the cigar with their teeth. Prodigals and devil-may-care fellows they are, and woe to him who loans them any money except on the best security. Cigars, the ends of which are bitten off in this manner, are very likely to unroll, and time must be spent in arranging them; more-

over, very often they cannot be arranged and must be thrown away, all of which, it is claimed, is convincing proof that men who act thus set no value on time or money. Fastidious men, after lighting their cigars, hold them, not only between their teeth and their lips, but also with two, three, four, or even with all the fingers of the left hand, and, after smoking for a while, they remove them from their mouths and examine the lighted ends carefully to see if everything is in order, and especially if the fire is burning steadily and evenly. Men who act thus never waste words, and are generally shrewd and prudent. Men who are quick-tempered or of a lively temperament hardly touch the tip of the cigar with their teeth, and after two or three puffs they take it from the mouth and hold it in the hand. In other matters they act similarly—that is, they do everything by fits and starts, and find it impossible to adhere very long to any fixed course of action. Absent-minded men, on the other hand, frequently let the cigar go out, and, if they are not very choice in their taste, try to light it again. Akin to them are the men who, after smoking for a while, let the cigar go out and then throw it away—an infallible sign, according to the inventor of "Cigarology," of a mind which may be very intuitive, but which is certainly not able to reason well or logically. They, however, are admirable persons when compared with those who at any time have the misfortune to place the lighted end of a cigar in their mouth. The mere fact that they commit such a blunder is said to be evidence of extreme thoughtlessness, and for this reason sensible persons are cautioned not to have anything to do with them. A cigar tilted upward in the direction of the nose is said to be an unerring token of an energetic and impatient character, and, on the contrary, a cigar which is held in the opposite direction—namely, inclined toward the chin—is said to betoken melancholy and the habit of indulging in day dreams. Finally, a cigar which is held steadily in a horizontal direction is an index of sang froid, indifference, and very often of unscrupulousness and want of character. That a man's profession or trade may, in many instances, be learned from the manner in which he smokes, the inventor of "Cigarology" maintains, and as a proof of the truth of this statement he points out that politicians, as a rule, jealously guard a cigar between their lips and smoke it until it burns their nose and moustache, both of which acts are to be expected from men who are, as a class, rather selfish and greedy. By similar reasoning he claims that persons who gnaw and roll with their lips the end of a cigar until it becomes a shapeless lump are extremely suspicious and rarely put complete trust in anyone.

Messrs. LOCKYER'S CATALOGUE.

WE have to acknowledge receipt of a tastefully-got-up catalogue issued by this enterprising firm. It contains admirable illustrations of the various departments of manufacture, and a full price-list of the various specialties which are now so well known and popular in the trade. The celebrated "Palm" Brand is, needless to say, conspicuous, and those few retailers who do not already stock this line should write for a catalogue. It is, we believe, absolutely impossible to produce a finer cigarette than the "Palm" Brand, whether Virginia or Turkish. Connoisseurs appreciate them highly everywhere, and everyone who knows what a really good cigarette is will cheerfully pay the price demanded, which, we may add, leaves the retailer a good profit. Messrs. Lockyer & Co. have, of course, cigarettes at lower prices to suit all pockets, they are all guaranteed hand-made, and are without doubt splendid value.

Sweet and Twenty-five Pick-Me-Ups in a box. To sell at 6d. and leave you a first-class margin of profit.

From the "London Gazette."

Receiving Orders.

HODSON, JOHN THOMAS, hairdresser and tobacconist, High Street, Coalville, Leicestershire. Date of order, June 11th, 1902.

BAKER, WILLIAM HENRY, tobacconist and newsagent, 140, High Street, Newport, Isle of Wight. Date of order, June 17th, 1902.

G. T. DUNCAN & CO., tobacco brokers, 9, Rangoon Street, London. Date of order, June 20th, 1902.

EVANS, GEORGE, 139, Hingeston Street, Birmingham, tobacconist and commission agent. Date of order, June 30th, 1902.

WEBBER, WILLIAM HENRY, St. Columb, Cornwall, tobacconist and jeweller. Date of order, July 2nd, 1902.

First Meetings and Public Examinations.

HODSON, JOHN THOMAS, hairdresser and tobacconist, High Street, Coalville, Leicestershire. First meeting, July 1st, 1902, at 11 a.m., at Official Receiver's Offices, Derby. Public examination at the Court-house, Burton-on-Trent, on July 16th, 1902, at 12 noon.

BAKER, WILLIAM HENRY, tobacconist and newsagent, 140, High Street, Newport, Isle of Wight. First meeting, July 7th, 1902, at 2.30 p.m., at 19, Quay Street, Newport, Isle of Wight. Public examination, July 7th, 1902, at 3.15 p.m., at the Town Hall, Newport.

WEBBER, WILLIAM HENRY, St. Columb, Cornwall, jeweller and tobacconist. First meeting, July 17th, 1902, 12 noon, at Official Receiver's Offices, Truro. Public examination at Town Hall, Truro, on August 14th, 1902, at 11.45 a.m.

Adjudications.

HODSON, JOHN THOMAS, hairdresser and tobacconist, High Street, Coalville, Leicestershire. Date of order, June 11th, 1902.

PALMER, ALBERT EDWARD (trading as A. E. Palmer & Co.), wholesale tobacco and cigar merchant, 28, Tamworth Street, Hulme, near Manchester. Date of order, June 14th, 1902.

BAKER, WILLIAM HENRY, tobacconist and newsagent, 140, High Street, Newport, Isle of Wight. Date of order, June 17th, 1902.

WEBBER, WILLIAM HENRY, St. Columb, Cornwall, tobacconist and jeweller. Date of order, July 2nd, 1902.

Notices of Release of Trustees.

ROTHERY, LAURENCE, hairdresser and tobacconist, Tower Toilet Club, 2, Folly Hall, Huddersfield. Trustee, Tom Herbert Kaye, Accountant, 4, Ramsden Street, Huddersfield. Date of release, April 25th, 1902.

THOMPSON, HERBERT, painter, tobacconist, and newsagent, 22, Westfield Road, Leeds. Trustee, John Bowling, Official Receiver, 22, Park Row, Leeds. Date of release, June 17th, 1902.

JEPSON, MARGARET (lately trading as Thomas Doran), tobacconist and yeast dealer, 135, Chapel Lane, Wigan. Trustee, Thomas Winder, Official Receiver, 19, Exchange Street, Bolton. Date of release, June 17th, 1902.

Notices of Intended Dividends.

HARGREAVE, RICHARD, South Church Side, Kingston-upon-Hull, tobacco manufacturer. Last day for proofs, July 19th, 1902. Trustee, Robert Hodgson, Bank Chambers, Parliament Street, Hull.

SOFER, SAMUEL (trading as S. Sofer & Co.), 6, Little Alie Street, Aldgate, tobacco pouch manufacturer. Last day for proofs, July 26th, 1902. Trustee, William Izard, 52, Gracechurch St., E.C.

HUGHES, FREDERICK WILLIAM, 28, Windsor Road, Evesham, lately tobacconist, now a compositor. Last day for proofs, July 26th, 1902. Trustee, Luke Jesson Sharp, Official Receiver, 45, Copenhagen Street, Worcester.

Notices of Dividends.

MITCHELL, JOSEPH, Commercial Square, Newquay, St. Columb Minor, Cornwall. First and final, of 2s. 10½d., payable on June 21st, 1902, at the Official Receiver's Office, 8, Albert Road, Middlesbrough.

PEARL, CHARLES, tobacconist, 44, Eastgate Street, Gloucester. First and final, of 2s. 3½d., payable on June 30th, 1902, at the Official Receiver's Office, Derby.

Application for Debtor's Discharge.

HEILBUTH, ALFRED, cigar and cigarette merchant, 103, Great Russell Street, Bloomsbury, W.C., and 10, Glasshouse Street, Regent Street, W. Day fixed for hearing, July 10th, 1902, at 11 a.m., at Bankruptcy Buildings, Carey Street, W.C.

*Have you found
the Mis-spelt Word?*



*If you have send it
along and be "in the
swim."*



Be careful to mark your envelope—

"SPELLING BEE,"

CIGARETTE WORLD,

2, ELLISON ROAD,

BARNES,

LONDON, S.W.

Quo Vadis? To Millhoff's to order Pick-Me-Up Cigarettes.

PRIZE FOR SHOP DECORATION.—Mr. A. Owen, tobacconist, of 213, Conway Street, was fortunate enough to obtain first prize of £1 offered by the Mayor for the best shop decoration in Cleveland Ward, Dukinfield. He had a really wonderful display. It consisted of a peak formed with flags flying from a pole, and here and there were big bunches of artificial flowers.



THE SYNDICATE'S ANNUAL OUTING.

THE employees of the Tobacconists' Supply Syndicate, of 55, Farringdon Street, E.C., accompanied by four of the proprietors and one or two friends, held their annual summer excursion on June 14th, when a party numbering about forty journeyed down to Marlow by rail and river. Starting from Paddington Station at about 9 o'clock, Windsor was soon made in the G.W.R.'s comfortable special saloon carriage which had been reserved for the holiday-makers, and, detraining here, the party made its way down to the bridge, where the smart steam launch, *Windsor Belle*, was waiting to negotiate the fourteen miles or so of the prettiest part of the grand old river Thames. "Once on board the lugger and the lunch is mine," the romantic youth of the party was heard to exclaim, and while this description of the launch can scarcely be described as accurate, the other part of his remark was true enough in substance and in fact, so far indeed as all were concerned.

The earlier stages of the outward journey were unfortunately passed in steady rain, but the determination of all present to allow no such trivial affair as this to mar their enjoyment, made the contrariness of the weather but little felt, and when the atmospheric conditions improved as the day went on, the scenery was all the more appreciated. About 2 o'clock the party reached Marlow Lock, where a capital photograph was taken, a reproduction of which we have pleasure in presenting on this page; and then a move was made to the quaint old "George and Dragon" Hotel, where host Steed had various good things provided for the inner comfort of the travellers. At the festive board the chair was taken by Mr. George Ransford, who was supported by Messrs. B. R. Askell, J. H. Custance, E. Grahner, T. Rayner, J. Braid, and J. T. Haslam. After justice had been done to the creature comforts, the customary speeches were indulged in, the Chairman proposing the loyal toasts

being the signal for the start. Following this, he proceeded to give "The Staff" in terms which were alike happy and appropriate, and which were heartily appreciated by those to whom he referred. Responses to this toast were made by Messrs. J. Moore, W. J. Blay, W. Kevis, J. Smith, J. Campbell, and W. Uncle, representing various departments of the syndicate's business. The toast of "The Proprietors of the Syndicate," given by the Manager, was responded to by the Chairman and Messrs. Arkell, Custance, and Grahner, who all testified to the pleasure which it gave them to be present. Regret was expressed that Mr. J. H. Kevis found himself unable to attend so as to complete the "family circle" of the Board, and a telegram which he sent from Hastings wishing all a jolly time, and expressing disappointment at not being present was duly read. "The Visitors" was the next toast on the list, and this being proposed in due form, Mr. T. Rayner and Mr. Jackson replied appropriately. After dinner, the launch proceeded higher up the river, some of the party going with her as far as Temple Lock, while others preferred to stroll about the pretty old Berkshire market town, all meeting again for tea prior to the return journey to Windsor. This was made in good time, giving the party ample leisure to catch the 9.50 train back to Paddington, to which their saloon had been attached. Notwithstanding the sometime adverse state of the weather, a thoroughly happy day had been spent by all, and, thanks to the magnificent accommodation on the *Windsor Belle* and the courtesy of the crew throughout the day, but little inconvenience was felt on account of the rain. The officials responsible for the details of the day would like to recommend the *Windsor Belle* for similar parties, the owner, Mr. Jacobs, being a well-known resident of Windsor, three times decorated by the Humane Society for saving life, and a tobacconist to boot.

There's many a slip 'twixt cup and lip. When slipping try a PICK-ME-UP.

THE INFLUENCE OF TOBACCO.

UNDoubtedly tobacco has exercised a very considerable national and social influence. Its votaries have been denounced as being little, if anything, above the level of drunkards, and the most intemperate abuse on the part of so-called temperance advocates has been levelled at it. We may assume, upon the authority of the first chapter of Genesis, that all creation being very good and being all placed under man's domination, it was, and is, designed for the rational use and enjoyment of mankind. It is the abuse and not the use that is to be condemned, and it is here that the mistake is made. Truly it is well to abstain from the use of anything that may cause our brethren offence, but it is better to show them that we can make use of the blessings of Providence without excess. "Be strong, quit you like men," surely shows the higher level of life, but in these days of cant and quackery is apt to be overlooked.

The late Mr. C. H. Spurgeon, with whose views we have no sympathy whatever, but who was at least manly and outspoken in his utterances, on one occasion declared, when the use of tobacco had been assailed by a brother preacher, that he meant "to smoke a cigar to the honour and glory of God" that very night. The phrase has an ill sound (as, indeed, the preacher admitted), but upon consideration it cannot be denied but that a true note had been struck, and it would be well for us all if we recognised more thoroughly the duty of thankfulness for all the many benefits we enjoy. This view was made clear by Mr. Spurgeon himself, and in a letter to the *Daily Telegraph* he said—"As I would not knowingly live even in the smallest violation of the law of God—and sin is the transgression of the law—I will not own to sin when I am not conscious of it. There is growing up in society a Pharisaic system which adds to the commands of God the precepts of men; to that system I will not yield for an hour. The preservation of my liberty may bring upon me the upbraiding of many of the good, and the sneers of the self-righteous; but I shall endure both with serenity so long as I feel clear in my conscience before God. The expression, 'smoking to the glory of God,' standing alone, has an ill sound, but in the sense in which I employed it I shall stand to it. No Christian should do anything in which he cannot glorify God, and this may be done, according to Scripture, in eating and drinking, and the common actions of life. When I have found intense pain relieved, a weary brain soothed, and calm and refreshing sleep obtained by a cigar I have felt grateful to God, and have blessed His Name; this is what I meant, and by no means did I use sacred words triflingly. . . . I am told that my open avowal will lessen my influence, and my reply is that if I have gained my influence through being thought different to what I am I have no wish to retain it."

We are bound to say that we think Mr. Spurgeon amply made good his case.

It is quite certain that, on the one hand, tobacco has been extravagantly and wildly condemned, and, perhaps, it has been quite as unjustifiably belauded. But the difficulty of holding the balance true is impossible to the non-smoker, and extremely difficult to the smoker also. We are unable to sing its praises in moderation, for the beneficent influence of tobacco is universal.

No drunkard is ever a smoker. The proposition sounds startling to the uninitiated, but is absolutely the fact. A drunkard may "smoke" in a small and casual way, but the craving for alcohol inevitably destroys the taste for "My Lady Nicotine," and before long the one

kills the other. The assertion that smoking leads to drunkenness is founded upon ignorance, and want of knowledge is the usual stock-in-trade of those blatant advocates who discern evil in all the simple honest pleasures of the people, and who prefer to make their wildest assertions from the pulpit of a church, or more usually a chapel, a kind of "fool's castle" where, however ridiculous and illogical, their views cannot be contradicted without a breach of decorum.

The influence of tobacco varies in different places in its intensity. In Germany, perhaps, it reaches its highest point. Neither English mechanic, French workman, men who apparently can do nothing without pipe or cigarette in their mouths, nor Turk and Egyptian, to take from whom their cigarette would almost denationalise, nor Mexican, nor American, whose exploits in the way of smoking are by no means slight, none of these can equal the German in his devotion to his pipe. It is his constant companion in every waking hour, and he will even smoke at his meals, taking alternately a mouthful of food and a mouthful of smoke. Whether this be excess or not he thrives upon it, and the influence of his big solid pipe, and his big heavy person, is apparent throughout the world.

Our Gallic cousins prefer the cigarette, and its light and ephemeral character is eminently suitable to the gay, frothy, inconsequent nature of the people. Kruger smokes a pipe, and its reputed size and weight accord well with that heavy obstinacy of purpose that is only limited by want of ability and means to carry his designs into effect.

Ill-doers have smoked, they also have shared in the other benefactions of Nature. The rain, we are told, falls upon the just and the unjust alike, and men are not scoundrels, murderers, or villains because of their pipes, but in spite of them. May we not conclude that being insensible to the beneficent influences of tobacco is the proof positive of a nature too hardened and unholy to be affected for good by anything.

But far otherwise is the general result. Sam Slick says that a pipe is the "poor man's friend; it calms the mind, soothes the temper, and makes a man patient under difficulties. It has made more good men, good husbands, kind masters, indulgent fathers, than any other blessed thing upon this universal earth."

The influence of tobacco as a medicine remains to be dealt with, and Edmund Gardiner in his "Trial of Tobacco," published in 1610, says:—"What is a more noble medicine, or more ready at hand than tobacco," and gives an account of the successful result of its use by a patient. But it must be confessed that its introduction into the realms of medicine by these ancient doctors and herbalists was by no means an unqualified success. It was hailed as a nostrum for the relief of every ill that man is heir to. Many villainous concoctions and stews were composed with its aid, with the inevitable result that its influence rapidly faded in a realm to which for the most part it was unsuitable to be introduced.

But its better self remained, and in its proper sphere it has continued to extend its sway:—

"Scent to match thy sweet perfume,
Chemical art did ne'er presume;
Through her quaint, alembic strain,
None so sov'reign to the brain."—*Lamb.*

And who shall say what noble thoughts, great deeds, either of brilliant achievement or of sturdy endurance, the world owes to the subtle influence of tobacco.—From Mr. J. W. Cundall's *Pipes and Tobacco*.

Window dressing is a great factor with the modern tobacconist. Dress your window with **Pick-Me-Ups**.

THE SCIENCE OF ADVERTISING.

MR. CHARLES AUSTIN BATES has the following able article on the above subject in *Current Advertising*:—

In these days of keen competition it is becoming more and more difficult to unlock the door that leads to business success. Advertising seems to be about the only key that will fit the lock—it is a key which, if properly inserted, never fails to work.

The returns may not be direct nor clearly traceable in all cases, but they come—most assuredly they come. Indeed, it has come to be an accepted fact that no firm, no matter what line of business they may be engaged in, can afford not to advertise continuously.

Take, for instance, any of our successful cigar manufacturers. What would become of them if they ceased to advertise? The effect would soon be evident—they would commence to lag behind in the race, and ere long be wholly forgotten.

On the other hand, did you ever hear of a business man failing because he advertised? Did you ever hear even of a man failing because he advertised extravagantly?

The mercantile agencies give a great many reasons why men fail in business. Every year they go over the record, find out why the failures occur, and then tabulate the reasons given.

Now, since mercantile agencies were first established, advertising has never been given as a reason for the failure of a bankrupt. Every year, however, you find thousands of business men who admit freely that they owe their success to advertising.

These facts are surely sufficient to prompt the advice to every manufacturer, every wholesaler, and every retailer in the cigar and tobacco business—*advertise!*

We all advertise.

The infant's inarticulate gurgles advertise most effectively for board and lodging.

Our sons and daughters are well advertised at the head of their classes, and Mr. Kipling's "flannelled fools at the wicket" are advertising their prowess, and perhaps their pulchritude, to all who will see.

"Mr. Smith, allow me to present my friend, Dr. Scalpel."

More advertising.

"Mrs. Gramercy Parke: Tuesdays in April."

Advertising of a most subtle sort—for Mrs. Parke's friends block her street with their carriages, and their number advertises the success of her reception.

The diamonds of Mrs. Lenox Newport, the laces of Mrs. Washington Square, and the gowns of Mrs. Plaza Van Netherland convincingly express their prosperity and their taste.

We all advertise.

It is the one thing all of us do. Some of us crave caviar, and like port with our cheese, and some of us do not. But in some way or other—always or seldom—we advertise our smartness, our wisdom, our wit, our wealth.

The fact that what we advertise mostly doesn't amount to much—doesn't amount to much.

We want gold on our harness and a putty-faced footman—for advertising. For surely we would be physically just as comfortable with nickel-plating, and it may be difficult to live up to the footman's idea of what we ought to be.

We are seen at the opera partly for the music and largely for the bluff.

We choose our pictures and the decoration of our houses with one thought to our own inclinations and another to our friends' opinions.

If our magnificence creates conversation the advertising is successful.

Much money is expended for advertising businesses, but more for advertising personalities.

The high hat is an assertion of prosperity, and advertises its wearer into the consideration he might not otherwise receive.

The presentation of a collection of porcelains to the Art Museum, and the giving of money for libraries is advertising—commendable, useful, desirable advertising, and positively worth the money.

And when we die.

Flowers, tears, hearses with plumes and horses with black fringe around them, mourners and carriages, and eulogies, and preachers, and things advertise our greatness and the grief of our heirs.

And, finally, they plant a ton or so of granite immediately above our swelling bosoms to keep the grave from bur ting with our pride, and in letters of imperishable stone they carve upon it an advertisement of our manifold virtues.

So our life begins with a "help wanted ad.," and ends with a "testimonial." And all is advertising.

IRISH TOBACCO.

At the present time, when the question is agitating the minds of some of our manufacturers as to what is legally "Irish Roll" and what is not, there has appeared, although not on the market, a roll which is perhaps more Irish than the "real Irish," notwithstanding that it is manufactured in the land of the Sassenach. From Messrs. Cope Brothers & Co. Ltd., of Liverpool, we have received a 3½ lb. target of roll manufactured by that eminent firm entirely from leaf grown under the supervision and care of the Board of Agriculture in Ireland, and which shows a very decided and marked improvement on any previous attempts of the kind. The appearance of the tobacco in question differs but very little from the ordinary roll of commerce, lacking, if anything, a little in richness of colour. The difference in the home-grown leaf is, however, more discernible in the pipe, smoking as it does with a slightly earthy flavour, but perfectly sweet and sound withal. We should imagine that if this tobacco were manufactured in any quantity, and put upon the market for general sale, the taste for it would soon be acquired by those who desire to patronise it, and from our personal experience of it we prefer it far before Boer tobacco, Brazilian tobacco, French Caporal, or any of the Continental Régie's products for the pipe.

Putting on one side the question of improvement in the quality of the leaf as time goes on and the soil gets used to its crop, we unhesitatingly say that the sample which Messrs. Cope Brothers have supplied us with is perfectly smokable, and proves conclusively that a marketable Irish-grown tobacco is not only a possibility but a fact. It is to be earnestly hoped that the experiments will soon develop into practical results, and that no red tape restrictions will be permitted to hamper what has been and what we trust may again be a profitable crop for the Sister Isle. To Messrs. Cope Brothers & Co. are due the thanks of all interested in the subject of Irish tobacco for the care and skill which they have expended over these experiments, and for the excellence of their product from the raw leaf.

Provide PICK-ME-UPS to Please Particular People.

SMOKE STATISTICS.

THE extent to which the consumption of tobacco has increased during the present century is most remarkable, and best shown by the totals imported per annum in decennial periods:—

TOTAL IMPORTS OF TOBACCO AND CONSUMPTION PER HEAD OF THE POPULATION.

Year.	Total import.	Per head.
1821 - -	15,598,000 - -	11.71 ounces
1831 - -	19,534,000 - -	12.80 "
1841 - -	22,309,000 - -	13.21 "
1851 - -	28,063,000 - -	16.87 "
1861 - -	34,135,000 - -	18.88 "
1871 - -	42,775,000 - -	21.49 "
1881 - -	49,820,000 - -	22.60 "
1891 - -	60,930,000 - -	25.00 "
1900 - -	80,955,000* - -	31.75 "

* Amount cleared from Custom House.

In the sixty years between 1831 and 1891 the consumption per head of the population was doubled, and the total imports of tobacco were trebled. From 1841 the increase is very marked, each of the ten years ending '51, '71, and '91 showing an increase per head of 3 ounces. The last decennial period, 1901, shows a still greater increase, the consumption per head of the population being nearly 32 ounces, or an increase of 7 ounces since 1891.

In the year ending March, 1900, 124,000,000 pounds of tobacco were imported, and 81,000,000 pounds cleared for consumption. This represents 2 pounds per head of the population. But this does not give the consumption per smoker. Deducting 30,000,000 non-smokers (women, children, and 25 per cent. of the men), it appears that Britain's ten million smokers consume 81,000,000 pounds of tobacco per annum. Thus, striking an average, each devotee of Lady Nicotine reduces to ashes 8 pounds of the sacred herb in the course of a year, or $2\frac{1}{2}$ ounces per week.

The authorities attribute the increases of recent years to the growing popularity of the cigarette. In his Budget speech of 1896 the Chancellor of the Exchequer stated that the Customs' officials estimated that not less than £1,000,000 sterling a year is literally thrown into the gutter in the shape of cigar and cigarette ends.

The tremendous increase in the consumption of tobacco is shown also by the advance of the revenue from the truly "sovereign herb." A hundred years ago the revenue from tobacco was not a million sterling. In 1849—half a century ago—tobacco brought £4,425,040 into the Imperial Exchequer. In 1891 it for the first time produced more than half the Customs' revenue. In 1900 it brought in the enormous sum of £11,257,500 (including £96,000 for manufacturers' and vendors' licences), or one-tenth of the ordinary national revenue.

About 56,000 tons of tobacco are imported into Britain every year, and of this 36,000 tons are consumed. Of this only 1,100 tons are foreign cigars, for the pipe is England's smoke. The value, *ex duty*, of the tobacco annually imported is over £5,500,000 sterling. Only some £400,000 worth of this is manufactured tobacco—negrohead, cavendish, cigarettes, and snuff. The cigars are worth £1,500,000. The bonded warehouses of the United Kingdom never hold less than 20,000 tons of unmanufactured tobacco, three-quarters of which are stored in London.

About 200,000,000 cigars are smoked annually in this country, London alone consuming 1,000,000 a week. The lowest estimate places London's daily bill for tobacco at £15,000.

The value of the tobacco imported every year into England is between five and six millions sterling. Taxation increases this to £17,000,000. Profits, pipes, pouches, matches, &c., make Britain's annual smoking bill at the very lowest estimate amount to £20,000,000, or £1 per head for every male inhabitant. During an average life—from seventeen to sixty years of age—it is estimated that a pipe smoker expends £100 on tobacco, a cigarette smoker £330, and a cigar smoker £800—an average of, say, £350 per smoker. But what are these sums in comparison with the solace to saddened hearts, the comfort to wearied bodies, and the courage and joy to harassed souls and saddened spirits? The golden shekels weighed against the balmy smoke fly upwards to the beam; they are as nothing in man's sight.

In all countries, save some in Asia, where its growth cannot be supervised, tobacco forms a constantly increasing source of revenue. Governments have no firmer supporter than tobacco; were smoking to die out, half the Governments of the world would be undermined. The first English colonies were formed by and through tobacco, and the herb also played no unimportant part in the Revolution of 1688, the expenses of William III.'s expedition to England being defrayed by an increased tax on tobacco in Holland. There is no other article—a luxury, but so much in demand as to be a necessity—that could take the place of tobacco as a source of revenue.

In most continental countries the manufacture and sale of tobacco is a State monopoly. Such is the case in Austria-Hungary, Italy, Spain, and France. At a ball in the Tuilleries in 1811, Napoleon noticed a lady wearing magnificent diamonds. On inquiry he was told that she was the wife of a tobacco manufacturer. Learning from this brilliant display the lucrative character of the trade, the Emperor on the following day issued a decree making tobacco a State monopoly in France. France now obtains more money from tobacco than does any other State; in the last year the profits of the Régie were £15,715,000. In Germany and Holland, where tobacco is largely cultivated, the duties are very low.

It is estimated that 1,000,000,000 acres of land are devoted to the cultivation of tobacco throughout the world, and the annual crop of the civilised world at more than 2,000,000,000 pounds, valued at (exclusive of duty) £45,000,000 sterling.

A third of this comes from America, of which 590,000,000 pounds are grown in the United States, where 1,000,000 acres are devoted to its culture. The State of Kentucky is responsible for 185,000,000 pounds of this. Cuba produces about 60,000,000 pounds of leaf a year, 40,000,000 pounds of which are exported and the rest manufactured in Havana.

About 500,000,000 pounds of tobacco are grown in Europe annually. In Austria-Hungary 150,000 acres are devoted to the plant, 50,000 in Germany, 32,000 in France, and 12,000 in Italy. Tobacco is an important branch of agriculture in Holland. Last year England imported £372,000 worth of Dutch tobacco. To learn that tobacco is largely grown in Russia is surprising; 128,000 acres are under cultivation, yielding 140,000,000 pounds of leaf a year, valued at £300,000. In the East Indies about 500,000,000 pounds of tobacco form the annual harvest. The export from Natal and Africa generally is trifling.

PICK-ME-UP Cigarettes. The most profitable and quick-selling line for your shop.

Every year the cloud of incense offered to Diva Nicotia grows greater and greater, exceeding in increase the population of the world. In 1850 the *Statistical Journal* estimated that the world smoked 1,050,000,000 pounds of tobacco annually, or 70 ounces per head of the population. This, remembering the universal practice in the East, where women and children smoke as well as men, is by no means an extravagant estimate. At the low price of 2d. a pound the world's tobacco costs £36,462,000 a year. On the same basis the world now consumes 6,300,000,000 pounds, or 2,812,500 tons of tobacco a year, worth £52,000,000 sterling.

In 1891, the last year for which general figures can be obtained, the consumption of tobacco in Europe averaged 2½ pounds per head of the population. If the smokers be taken as forming 30 per cent. of the population, this averages 2½ ounces per smoker per week. In the last few years John Bull has just reached this point.

The Germans have the reputation of being the hardest smokers, but they do not smoke more than the Austrians, Danes, Swiss, and Belgians. The Dutch are the greatest smokers, and the citizens of the United States are a good second. The Russians smoke least of all. The following are the latest figures of the annual consumption of tobacco per head of the population in the principal countries:—

	Per head per annum.		Per head per annum.
Holland	7 lbs.	Norway	2.3 lbs.
United States	5 "	France	2.1 "
Austria	3.8 "	Sweden	2 "
Denmark	3.7 "	United Kingdom	1.34 "
Switzerland	3.3 "	Italy	1.25 "
Belgium	3.2 "	Spain	1.7 "
Germany	3 "	Russia	1.2 "

—From Mr. W. A. Pennes' *The Sovereign Herbs*.

Tobacco Growing in Rhodesia.

G. D., a correspondent of our contemporary, *The Scotsman*, has the following valuable contribution on the above subject in a recent issue:—

Rhodesians have become keenly interested in the contest between the Imperial Tobacco Syndicate and the American Tobacco Trust. It is now almost certain that Rhodesia will have a great deal to say in the matter. People generally associate the vast territory south of the Zambesi with mining industries, and imagine that gold and other minerals are the only exports to be anticipated. It is true that gold is being produced, and copper and coal discovered in increasing quantities, but in spite of this the far-seeing American Bishop Hartzell declared recently in a speech to the farmers of Salisbury that there was as much wealth above ground in Rhodesia as there was beneath it. Probably the Bishop had in his mind only the ordinary agricultural products and, as a non-smoker, did not realise that his prophecy would be verified by the cultivation of tobacco. A few facts culled from the reports of various civil Commissioners and native Commissioners who supervise the whole territory, will show how extremely likely a contingency it is that Rhodesia, at least that part of it south of the Zambesi, will become one of the great tobacco growing countries of the world. This country is roughly 400 miles from east to west and the same distance from north to south. Any home reader who wishes to appreciate to the fullest extent what is implied in the following remarks, can do so by taking a map of the country and noting how much of it is comprised in the districts of Umtali, Charter, Gwelo,

Bulawayo, Sebungwe, Belingwe, and Melselter. In all these tobacco is grown. Practically these districts comprise the whole country. Nothing can be said of the tobacco-producing powers of the small remainder, as experiments have not been made there. Where the tobacco has been grown it has already gone beyond the experimental stage. Experiments were made in 1899, 1900, and with such encouraging results that farmers have during the last year planted tobacco extensively. Farms of 10, 15, 18 acres, some of them containing 30,000 plants, now exist. It was obvious from the first that Rhodesia was a tobacco-producing country. There is an indigenous kind that flourishes everywhere. Those who cultivate it for its sweet-scented flowers soon found it was veritably "weed" long before it reached the connoisseur of the smoking-room. From the existence of this local variety the Agricultural Department of the Rhodesian Government took the hint and introduced tobacco seeds of different kinds, including the best. These were distributed for cultivation. The results were highly satisfactory. Some of the leaves produced from Cuban seed reminded one of the best cigars, in spite of the fact that the curing was done locally. Twenty-five specimens of tobacco leaf from ten different districts have been sent home for expert opinion.

It is to be noted that the tobacco to be produced is not what is commonly known as Boer tobacco, though that variety has been grown for some time and largely consumed locally.

Naturally if this new trade in Rhodesian tobacco is to be developed cheap transport is a necessity. Fortunately nearly all the districts enumerated above as tobacco-producing are tapped by railways or will shortly be. In spite of the war, which has been an enormous handicap to traffic, railway construction has been going steadily on. Two years ago there were only about 250 miles of railway in South Rhodesia. The main artery from Salisbury to Bulawayo—300 miles—connecting the port of Beira with the Cape system, had still to be constructed. This line has been now laid from Salisbury as far as Gwelo—180 miles. Gwelo was reached on the 6th of May, and traffic commenced thus far on June 1st. The whole line will be finished by November, as all the earthworks and masonry are complete. Another 40 miles of rail have been laid north from Salisbury towards the Ayrshire mine, 82 miles distant. Two hundred and thirty-two miles of the distance from Bulawayo to the Victoria Falls—275 miles—have been surveyed, and 40 miles of line laid down. This branch is of the greatest interest, as it passes the extensive Wankie coalfields, and traverses one of the tobacco-growing districts. Another line of 104 miles from Bulawayo south to Gwanda will bring the total mileage up to 1,011, of which 650 miles have already been laid. If the whole of the territory tapped by this extent of railway were to be planted with tobacco, it is obvious that a very valuable export trade will be added to the already great wealth of Rhodesia. Before such a trade is established there is still a considerable amount to be done. Tobacco factories have to be built, and, what is of more importance, experts will have to be introduced into the country to supervise the curing of the tobacco, and to see that it is prepared in such a way as to suit the palates of probable foreign consumers. The Imperial forces which passed through Marandellas will be able to say what has been produced, so far as they consumed largely the locally-grown and cured tobacco. It is only for experts to say what may still be done, and it behoves home manufacturers to seize the present opportunity, and assist in realising a new industry for Rhodesia. Local consumption can always be depended on, but this is a very small item as compared with possible future demands from other countries. The prospect of supplying all the wants of British consumers of tobacco from British territory must be very acceptable to people at home whose minds have been so strongly turned of late towards the colonial expansion and development of our great Empire.

Tobacconists who understand their business are never without a good stock of **Pick-Me-Up** Cigarettes.

THE TOBACCO WAR.



MR. LINCOLN SPRINGFIELD, the newly appointed press representative of the Imperial Tobacco Company, has an admirable article on the above subject in *The North American Review*, and as it presents the policy of that company authoritatively and lucidly, we venture to reproduce the more important passages:—

The formation of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd., with a capital of fifteen millions sterling, in some respects marks an entirely new development of British Industrial business. It is true that in recent years large amalgamations of manufacturers have been carried through in the United Kingdom, which are now in more or less flourishing circumstances; but they owe their existence to causes differing widely from those which operated in drawing together the leading firms of English and Scotch tobacco manufacturers, and were prompted by a desire to effect economies in administration.

For many years a number of the most important and best known English tobacco manufacturers—that is to say, those firms whose productions are retailed to the consumer in packets bearing their names and registered brands and trade marks, and therefore known in the trade as proprietary goods—have had a working agreement or understanding amongst themselves for the purpose of regulating the minimum prices at which their goods should be sold to the public by the shopkeepers, and thus preventing the ruinous cutting of prices which was formerly very common and much on the increase, especially in the large towns. At the same time, each of these firms competed keenly for the custom of the retail trade, and for the patronage of the public for their manufactures, with very satisfactory results.

When, therefore, it became known that representatives of the American Tobacco Co. had actually secured the controlling interest in an English tobacco manufacturing company, and that the President of the American Trust had declared his intention of obtaining control of the entire tobacco trade of the United Kingdom, it was only natural that those firms which had previously worked in friendly and honourable rivalry, but with a common understanding, should consult one another as to what steps should be taken to oppose a common foe. Not that Mr. Duke's arrival in this country was unexpected; it had been threatened for years, and various more or less authoritative statements regarding the American invasion had been in circulation for a long time. But when the report that a British company had succumbed to the attractions of American dollars was confirmed, representatives of the leading British manufacturers held a meeting, at which it was resolved that they should unite their interests to resist the invader, and protect their valuable businesses. Having agreed amongst themselves as to a common course of action, they invited others to join them; and, on October 14th, 1901, a circular was issued to the trade and to the public announcing that the great amalgamation was an accomplished fact, and that thirteen firms, whose names were as well known throughout the British Empire as household words, had resolved to put an end to competition amongst themselves and to unite in the defence of the great industry which the ambitious American Trust magnate had declared his determination to capture.

Amongst these firms the most important is W. D. and H. O. Wills, Ltd., of Bristol and London, whose business was established nearly two hundred years ago. They were the first firm of tobacco manufacturers to send out their wares in packets bearing their name. This system,

however, was quickly adopted by others, although Wills's Birds' Eye for many a decade enjoyed an enormous and almost exclusive sale in all parts of the British Empire. This business was formed into a private, limited company in 1893, with a capital of about £2,000,000; but the whole of the shares and debenture stock were retained by the partners, and therefore the undertaking remained, for all practical purposes, a private firm. During recent years the business of W. D. & H. O. Wills has increased greatly; the company have three large factories in Bristol, employing about 5,000 men and women, and one in London, and it is reported that last year they paid about £1,500,000 to the Government for duty, while their profits are supposed to have nearly approached seven figures. Many years ago Messrs. Wills introduced a profit-sharing scheme amongst their clerical staff and the workpeople, based on the net earnings of the company, and this has advanced continuously, until last year each participant—and the arrangement includes all employees, from the general manager to the youngest child—received a bonus of more than 40 per cent. on the wages received during the year. Messrs. Wills are credited with producing two-thirds of the total quantity of cigarettes sold in the United Kingdom, and they are also the most important manufacturers of British cigars. Their export factory gives employment to about 1,500 hands, and the manufactures of the company are known on every market in the world, including the United States, in spite of almost prohibitive tariffs. Messrs. Wills's enormous export trade is largely owing to the well-known air-tight tin, of which they hold the patent rights, and in which their manufactures can be sent to distant parts without being affected by climate or age.

Bristol has long been an important tobacco centre, and Messrs. Wills show, with some pardonable pride, a letter to some of their predecessors from the Father of the American nation, advising a shipment of his tobacco in the following terms:—

“ VIRGINIA, 25th Nov., 1759.

“ GENTLEMEN,

“ Some time this week I expect to get on board the *Cary* for your house, 50 hhds. tobacco of my own and Jno. Parke Curtis's, which please to insure in the usual manner. I shall also by same ship send you ten or 12 hhds. more if I can get them on board in time, but this I believe will be impracticable if Capt. Salman uses that dispatch in loading which he now has in his power to do.

“ I am, Gentlemen,

“ Your most obedient and humble servant,

“ G. WASHINGTON.”

“ P.S.—My goods per Capt. Yates are arrived in James River, and I thank you for your diligence in sending them.”

It is not surprising, therefore, to find that other important tobacco manufacturing concerns are located in a city so long connected with the trade. The oldest business now carried on under the original name is that of Franklyn, Davey & Co., who, with Edwards, Ringer & Co., control a great portion of the Superfine Shag trade of South Wales, drawing their supplies from the Richmond district of Virginia, and producing the same smoking-tobacco which was consumed by the earliest votaries of the weed—a strong, full-flavoured article, which the modern cigarette smoker would find ill-adapted to his more delicate palate, yet containing the genuine features of the *Nicotiana Tabacum* which first attracted the early settlers of Virginia, and which Sir Walter Raleigh introduced to his fellow-subjects of Queen Elizabeth. Both of these firms are included in the Imperial Company.

Are you selling your goods at full prices? Then stock Pick-Me-Up Cigarettes. They are not cut.

Passing from Bristol to London, we find in the Imperial Tobacco Co. the important firm of Lambert & Butler, whose manufactures have for many years retained a strong hold upon the British public, and whose name is a synonym for excellence of quality, inferior to that of no other house in the trade. Another London house in the combine is the very old-established firm of Adkin & Sons, one of the partners of which has been Vice-Chairman of the Tobacco Trade Section of the London Chamber of Commerce for some years, and whose cheaper manufactures enjoy an enormous sale in the eastern counties of England.

At Nottingham, one of the most important industrial centres of the midland counties, the Imperial Tobacco Co. are represented by John Player & Sons, Ltd., a business established half a century ago, which in recent years has developed into one of the best known and most prosperous tobacco manufacturing undertakings in the kingdom.

At Liverpool, the British port to which most of the American-grown tobacco is now shipped, the Imperial Company have secured three businesses—Hignett Bros. and Co., Ltd.; William Clarke & Son, Ltd.; and the Richmond Cavendish Co., Ltd. These three important undertakings are widely different in the class of manufactures they produce. The name of Hignett has for a long time been known in connection with a number of the leading packet tobaccos sold throughout the United Kingdom, while Messrs. Clarke's business has been chiefly in what are known in the trade as "heavy goods," a term which includes such articles as Irish Roll, Pigtail, Cavendish, and similar manufactures. The amount of tobacco used in this factory being exceptionally large, Messrs. Clarke have long ranked as one of the most important supporters of the British revenue, owing to their very large payments of duty on the raw material. The Richmond Cavendish Co.'s business is conducted in a bonded factory, and consists entirely of tobacco manufactured on the principle which obtains chiefly in the United States and known in England as "sweetened."

Having made their arrangements with the above-named English houses, the men responsible for the formation of the Imperial Tobacco Co. turned their attention to the Scotch manufacturers, with whom business had long been known to be in a very flourishing condition. The proverbial preference of Scotchmen for their own countrymen, even in business affairs, had enabled the Glasgow manufacturers to avoid undue competition in prices, with very beneficial results to those interested. The oldest and largest of these firms is that of Stephen Mitchell & Son, reported to be the oldest firm of tobacco manufacturers in Scotland, and possibly in the United Kingdom. For seven generations there has always been a Stephen Mitchell in this firm, and Messrs. Mitchell are understood to rank third in the trade of the United Kingdom as to the amount of duty paid to Government. The other Glasgow houses now absorbed in the Imperial Tobacco Co. are F. & J. Smith and D. & J. Macdonald, both of which are furnished with new, up-to-date, splendidly equipped factories, fitted with the most modern machinery.

It is understood that arrangements have been completed with several other manufacturers for their inclusion in the Imperial Company at an early date; but of these thirteen firms already mentioned, it may be confidently stated that they practically held in their hands the cream of the British tobacco trade. The businesses were all in a flourishing condition, realising handsome profits, their wares were household words, and literally in the mouths of the great majority of smokers in the United Kingdom, as well as in more distant countries. These businesses, too, were firmly established, and did not depend for their continuance on extravagant advertising. The English public are inclined to regard profuse expenditure in advertising with suspicion, realising that money thus disbursed has to be repaid in some form by the consumer. If, therefore, the price is low enough to compete with

manufacturers who adopt other methods, it follows, so the British public argue, that the quality is inferior. This, however, is a matter which may well be left to the discrimination of the smoker, who is not slow to decide the question for himself.

When Mr. Duke commenced operations at Liverpool last October, he adopted a course similar to that which made him famous in the United States. He at once reduced the price of some articles made in his English factory, and offered certain goods which the public were prepared to buy at low prices, conditionally on orders being given for articles which they did not want. Next, he cut down the price to the trade of some of the cigarettes for which his English firm was best known, and later reduced the prices of nearly all his American manufactures—by as much as 40 per cent. in some cases. But the British shopkeeper and the British smoker were blind to this generous treatment, and did not respond in the way Mr. Duke expected. The sale of the cheapened articles decreased rapidly, and other action became necessary. So Mr. Duke resorted to still further and even more extravagant advertising, and has patronised the newspapers and billposters of the United Kingdom in such a way as to make them believe that their fortunes are now permanently assured.

All this time the Imperial Co. declined to be drawn, and refused to be frightened by Mr. Duke's prodigal expenditure of the funds of the American Tobacco Co. They maintained an oyster-like silence as to their intentions, and could not be prevailed upon to follow Mr. Duke's example in slaughtering their profits by reducing their prices, and we are informed that they have not lowered the price of any of their manufactures, such a course of action having been quite unnecessary. Experience has taught the directors of the Imperial Co. that the smoking public are willing to pay a fair price for a good article, and that when the price of any proprietary brand is cut down the public believe that the quality of the tobacco is inferior, and the sale at once drops in response to the lowering of the price. A certain section may think and act on different lines, but these are not the mainstay of any business, and need not be seriously reckoned with. In England, more than in any other country, perhaps, it is quality that tells, and no amount of puffing will secure a large sale for an inferior article. Englishmen may, from an American standpoint, be slow, but at any rate they are sure. Another point which the President of the American Tobacco Co. had not reckoned with was the strong feeling of patriotism pervading all classes in Great Britain, and which was never so pronounced as at present. The objection to anything in the way of a Trust or a business "corner" has had a great deal to do with Mr. Duke's lack of success in his present campaign.

At any rate the effect of the American Tobacco Co.'s invasion of the United Kingdom, and of the boastful announcement of their determination to capture the entire trade of the world, has been distinctly favourable to British manufacturers, and particularly to the members of the Imperial Tobacco Co. In spite of the new competition, its business has increased enormously, and in some of the factories overtime work has been the rule recently instead of the exception it is supposed to be. At Bristol, one of Messrs. Wills's huge factories, employing nearly 3,000 workpeople, is now being enlarged so as to accommodate 1,200 more. At Nottingham an additional factory has just been secured to meet the needs of Messrs. Player's growing trade; and at Glasgow, Messrs. Macdonald have had to move into larger premises.

Up to the present, therefore, the American attack has not resulted in the closing of any of the Imperial Co.'s factories, and the directors are able to regard the future with equanimity. The American Tobacco Co. have had a branch in London for more than twenty years, and have spent scores of thousands of pounds in advertising their wares; but they have not been successful in establishing a trade of any importance for their manufactures.

Darvel Bay Borneo is the finest leaf. Darvel Bay Cigars in four different sizes by J. Millhoff & Co. Ltd.

It is understood that one part of the American Tobacco Co.'s plans was to secure all the bright Virginia and North Carolina tobacco offered on the markets in the fall of 1901. The order was a large one, and it failed to come off. Tobacco is not an article which can be handled in the same way as coal, wheat, or petroleum, which, having been brought to market, may be stored indefinitely. It requires to be handled and cured quickly, and the excellent arrangements which regulate the markets in the tobacco-producing districts of the United States are quite sufficient to protect the farmer on the one hand and the independent manufacturer on the other from the disastrous consequences of a corner in leaf tobacco. If such a thing were possible, the shrewd men of Virginia, the Carolinas, and Kentucky are too much alive to their own interests to allow themselves to be left with only one customer to buy their produce, at whatever price that one purchaser chooses to pay for it. They realise the advantages derivable from a free and open market, and may safely be left to retain this as their strongest safeguard against the operations of any monopolist.

But in every business where the material used is a natural product, the result of cultivation and dependent on weather or climate, exceptional years will occur, and 1901 was one of such special seasons. When the last crop came to market in the south, it was found that it was below the average in quantity and above the average in quality; or, rather, that the cheapest grades of tobacco were scarce. Thanks to the large stocks they held in the King's warehouses, the Imperial Company were, to an exceptional degree, independent of the tobacco crop of last year, and could afford to wait until one more abundant and more suitable for their purpose should be harvested. At the same time, everything offered at reasonable prices was readily bought by the English manufacturers; but owing to the action of the American Tobacco Co., prices were put up early in the season to a figure which practically closed the English markets and prevented sales to manufacturers, under the circumstances already referred to. The Imperial Tobacco Co. were not slow to realise the position, and, after due consideration, decided that old methods must give place to new necessities.

The English tobacco manufacturers have hitherto obtained their supplies of American leaf chiefly through importing merchants or commission houses, who, having received consignments from their agents in the United States or from independent shippers, have sold the tobacco thus placed in their hands to the manufacturers. Some manufacturers have, on the other hand, been in the habit for many years of making purchases direct from their own agents in Virginia and Kentucky. Naturally, the Imperial Tobacco Co. were reluctant to break through business methods which had worked satisfactorily for generations; but they felt that in future they must be on an absolute equality with their strongest competitor in a matter of such importance, and that they were compelled to go to the source of supply and get as near the producer as possible, without the intervention of any middleman. They therefore determined to transfer their market for purchasing leaf to the United States, and with this object in view they have established a branch in Richmond, Virginia, under the control of a resident director, assisted by some of the most capable and experienced men in the tobacco district, and have arranged to have their own stemmeries and factories with specially retained buyers on all the principal markets. Such a course will enable the Imperial Tobacco Co. to obtain supplies at first hand and at market price. They can face the possibility of severe competition from the American Trust with composure, for they realise that, if the Trust puts up the market price, the effect will be the same to both, but with an important difference. Being undoubtedly larger purchasers of bright Virginia tobacco than the Imperial Tobacco Co. are at present, the Trust will suffer more by having to pay more dearly

for their large purchases than the Imperial Tobacco Co. will for their smaller requirements. At the same time, the excessive competition which has prevailed, owing to a very large number of factors and shippers bidding against each other on the Virginia markets, in order to send supplies to their agents in Great Britain, will to some extent be removed; although it is not anticipated that the Imperial Co. will be altogether independent of the London and Liverpool merchants and brokers, but that they will supplement their own purchases in Virginia by whatever may be sent to the United Kingdom on consignment. It is, however, probable that this new line of action on the part of the Imperial Co., which represents a purchasing power of many thousands of hogsheads of tobacco annually, may have the effect of leading a number of shippers and factory owners in America to retire from the tobacco business altogether, as in future they will not be able to rely upon as ready sales at remunerative prices for their shipments as heretofore, seeing that most of the largest buyers, who were formerly in active competition against each other, are now joined in one business concern, and that they intend to buy as near the tobacco fields as possible.

At the outset of the campaign, the Imperial Co. promised their customers a bonus on their purchases of the company's proprietary goods. No details of the amount to be distributed could be given at the time, but as soon as the prospectus of the company had been issued, and the capital subscribed several times over by the public, the bonus scheme was published to the trade. One of the conditions imposed upon those who desired to share in the amount to be distributed was to the effect that those who participated should, if required, discontinue the sale of any of the goods of the American Tobacco Co., Ogden's, Ltd., and of any other manufacturer to whom the Imperial Co. might take exception. This clause was, to some extent, misunderstood by the traders, who thought they saw it in an attempt to establish a monopoly, which in a free country like England would always be most unpopular. It is, however, probable that the Imperial's stringent condition was directed only against the two above-named undertakings—now practically one business concern; and the mention of other manufacturers is understood to have been made only in case any additional tobacco manufacturing businesses were purchased or controlled by Mr. Duke's company. This was afterwards made clear by the Imperial directors, who, in response to the representations of some of their customers, modified the terms of their bonus agreement, with the effect that a very large number of wholesale and retail tobacconists throughout the United Kingdom readily availed themselves of the opportunity of securing the benefits offered them in the Imperial's profit-sharing scheme. The offer of the Imperial Co. was a distribution of one-fifth of the total net profits of the company, and, in addition, the sum of £50,000 was to be paid to those customers accepting the company's terms, on their trading during the first six months' business—this latter amount being, it is understood, the personal gift of the directors. It is, of course, impossible to say at present what sum will represent one-fifth of the Imperial profit; but, as the average profits for three years ending June, 1901, were given in the prospectus at over £1,000,000 sterling, and as it is known not only that very considerable economies will be effected by the amalgamation, but that all the combining firms have been exceptionally busy, and that their profits have greatly increased throughout the period for which the average profits were certified, it may be taken for granted that the profits for 1902 would approximate one million and a quarter pounds sterling. This would provide a very handsome sum for distribution, and the company's customers were not slow to appreciate the fact. But Mr. Duke, in his feverish anxiety to part with the American Trust's earnings, promptly capped the Imperial Co.'s offer by one which not only excited astonishment, but furnished a great deal of amusement in the

The Only Way to get on. Sell a good article. Try Pick-Me-Up Cigarettes.

SINGLETON & COLE, Ltd.,

BEG to inform their clients and friends in the Trade that ALL POPULAR BRANDS AND MAKES OF TOBACCOS, CIGARS, AND CIGARETTES are supplied in

MIXED PARCELS,

and sold at the lowest possible prices existing at the time of purchase. We also give our customers the benefit of all the recent changes in prices.

In Times like the Present

our unique system of Mixed Parcels is simply invaluable to the Trade.

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We possess many advantages, being Tobacco, Cigar, and Cigarette Manufacturers, also large direct Importers of Cigars, &c., and every class of Pipes, Cases, and Tobacconists' Fancy Goods, &c., &c., and these advantages we always share with our customers.

Our System for years has given to Tobacconists the

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tobacco trade. The sum of two hundred thousand pounds is to be distributed by him amongst the purchasers of the American-Ogden manufactures, and, in an uncontrollable outburst of generosity, Mr. Duke, not satisfied with bleeding the holders of the stock of the American Consolidated Co., gave away by a stroke of the pen the whole of the profits earned by Ogden's, Ltd. Not that this will in the least affect the amount to be received by Mr. Duke's customers; for, while the last balance-sheet issued by Ogden's, Ltd., before its capture, revealed an available profit of something less than £40,000, it may be taken as certain that a very much larger sum than this has been lost by Mr. Duke in his benevolent desire to supply the retailer with tobacco at less than cost price, and in the extravagant advertising of five-a-penny cigarettes with which he opened his British campaign, and which has since been maintained, to the wonder of the wholesale and retail trade and the delight of billposters and newspaper proprietors. Probably, therefore, the shareholders in Mr. Duke's American Co. will be called upon to foot a much heavier bill than would be represented by his offer of £800,000 in four years.

Thus the bonus scheme of the Imperial Co. brought Mr. Duke into the open in his true colours, and such a revelation is probably of itself worth to the Imperial all they will have to distribute under their agreement with their customers.

One of the smartest moves on the part of the Imperial directors was the securing the control of the business of Salmon & Gluckstein, Ltd., the largest retailers of tobacco in the world, who own about one hundred and fifty of the principal shops in London and provincial cities. This firm had for some years adopted a policy of cutting prices, and selling at small profits to the injury of other retailers. Under Imperial control this will not be possible, and they will have to sell at the same prices as other retailers, who will readily appreciate the improve-

ment in their lot which must result from such a course of action.

What the next move on the part of the Imperial Tobacco Co. may be has not yet been divulged by the officials responsible for its control. Probably a good deal depends upon the action of the American Trust. The Imperial Co. have so strong a hold upon the British public that they can regard Mr. Duke's offers to the trade without undue alarm, whilst acting on the wise injunction that a state of preparedness for war is the surest way to insure peace; and they may be trusted to secure themselves in a strong position, having a far more intimate knowledge of the requirements and desires of both the wholesale and retail traders than their opponents can possibly possess.

It is rumoured that in all probability the Imperial Co. may carry the war into Mr. Duke's own country, and fight him on his own freehold, as it is understood he considers the United States to be. Such a development is by no means unlikely; for, although a great deal of amusement may occasionally be obtained by "twisting the lion's tail," the noble beast has a way of retaliating in a forcible manner when once he is aroused. It is believed that not a few engaged in the tobacco business in the United States would welcome the starting of a factory under the auspices of a powerful company, possessing ample resources and conducting its business on fair and equitable lines, and opposed to the methods employed by the Consolidated Tobacco Trust. Other reports have been current that an arrangement exists, or is under consideration, with some of the most important manufacturing concerns in America and Canada who still are outside the Trust. Whether there is any foundation for these statements we cannot at present say definitely, but we may feel sure that a good deal more will be heard of the Imperial Tobacco Co., not only in Great Britain, but also in that great country whose ambitious representative called the Imperial Company into existence.

Muratti's High-Class Cigarettes.

LEADING BRANDS

"ARISTON," Gold Tipped	-	100's	50's	20's
"ARISTON," No. 10	- -	100's	50's	25's
"ARISTON," No. 6	- -	100's	50's	20's
"NEBKA," No. 2	- -	100's	50's	20's 10's
"NEBKA," No. 3	- -	100's	50's	25's

All the above well-known and popular brands are guaranteed hand-made from the finest selected Turkish Tobaccos, and all packed in beautiful enamelled tins.

PRICES ON APPLICATION.

Head Office and Factory: 54, Whitworth St., Manchester.
London Office and Sale Rooms: 5, Creed Lane, E.C.

"WAKE UP, ENGLAND!"
The Prince of Wales
at the Guildhall.

The Real English Bulldog,

NOT THE SHAM



J. WALKER

5 A 1^{d.}

The Real Godfrey Phillips' GUINEA GOLDS,

Not the Foreign Imitations.

THE TOBACCO MARKETS.

MESSRS. FRINGLE BROS., of 102, Fenchurch Street, London, E.C., in their monthly report, dated July 1st, 1902, report a quiet market in NORTH AMERICAN TOBACCO.

These reports from the West state that the weather is hot and dry, and rain is badly needed.

Substitutes have also not been largely dealt in.

The June Imports were—742 Hhds.; Deliveries 1,297 Hhds.; the present Stock being 31,718 Hhds., against 36,765 Hhds. in 1901; 35,103 Hhds. in 1900; 25,774 Hhds. in 1899; 26,408 Hhds. in 1898; 24,427 Hhds. in 1897, and 25,355 Hhds. in 1896.

VIRGINIA STRIPS AND LEAF.—Moderate sales in both Bright and Dark Virginias.

WESTERN LEAF AND STRIPS.—Only a few sales to report in the latter.

OHIO.—Quiet. CHINA.—Several shipments arrived, but sales slow.

JAPAN.—Same remarks apply. TURKEY.—Not much doing.

JAVA.—Some good parcels on offer. DUTCH.—Sells as usual.

CAVENDISH.—Nothing fresh to report.

THE FOLLOWING QUOTATIONS MAY BE TAKEN AS REPRESENTATIVE OF THE MONTH'S PRICES.

	Per lb.
Virginia Leaf, common, middling and semi-bright color, and good to fine	3d. @ 7d.
Strips, common, middling and semi-bright color, and good to fine	4 1/2d. @ 8d.
Kentucky Leaf, common, middling good and fine	3d. @ 5 1/2d.
Strips, common, middling good and fine	7 1/2d. @ 9 1/2d.
Maryland and Ohio	4 1/2d. @ 10d.
Negrohead and Cavendish—common and heated, middling to good, fine, bright and soft pressed	4d. @ 1 1/3
Columbian	3d. @ 2 1/2
Java	4d. @ 10d.
Turkey	4d. @ 11d.
Japan	5d. @ 8 1/2d.
China	5d. @ 7d.
Sumatra	7d. @ 5 1/2
Latakia	3d. @ 3/6
Paraguay	3d. @ nom.
Greek	3d. @ 5d.
German and Dutch	4d. @ 1/4
Manilla	3d. @ 4 1/2
Havana	8d. @ 5 1/2
Yara and Cuba	5d. @ 2 1/2
Esmeralda	7d. @ 10d.
Cigars	1/3 @ 40/-
Cheroots and Cigars, Manilla	2/- @ 3/-

BOARD OF TRADE RETURNS, month ended 31st May.

TOBACCO.	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Unmanufactured (from U.S.A.)	—	—	4,973,279
Stemmed (from other Countries)	—	—	290,850
Total Imports	—	—	4,324,149
Home Consumption	—	—	4,755,871
Unmanufactured (from U.S.A.)	—	—	902,526
Unstemmed (from other Countries)	—	—	557,050
Total Imports	—	—	1,550,184
Home Consumption	—	—	1,132,379
Total (from U.S.A.)	4,139,983	3,232,723	5,065,805
Unmanufactured (from other Countries)	926,253	675,765	808,538
TOTAL IMPORTS	5,066,236	3,908,488	5,874,343
HOME CONSUMPTION	4,943,978	2,394,738	5,888,250

BOARD OF TRADE RETURNS, five months ended 31st May.

TOBACCO.	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Unmanufactured (from U.S.A.)	—	—	17,084,417
Stemmed (from other Countries)	—	—	1,287,424
Total Imports	—	—	18,371,841
Home Consumption	—	—	26,826,023
Unmanufactured (from U.S.A.)	—	—	6,202,759
Unstemmed (from other Countries)	—	—	3,101,454
Total Imports	—	—	9,304,213
Home Consumption	—	—	6,604,573
Total (from U.S.A.)	25,141,722	22,648,418	23,287,165
Unmanufactured (from other Countries)	4,151,804	2,990,798	4,388,878
TOTAL IMPORTS	29,293,526	25,639,216	27,676,043
HOME CONSUMPTION	33,636,550	36,719,118	33,431,190

BONDED WAREHOUSE ACCOUNT, month ended 31st May.

	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Tobacco Unmanufactured	160,102,000	159,959,000	159,143,000
Manufactured and Snuff	2,313,000	1,923,000	2,659,000

THE FOLLOWING TABLE SHOWS THE IMPORTS, DELIVERIES, AND STOCKS FOR JUNE, 1902—

	Virginia Stemmed.	Virginia Unstemmed.	Kentucky Stemmed.	Kentucky Unstemmed.	Maryland and Ohio.	Negrohead and Cavendish.	Dutch and German.	Havana, Cuba, and Yara.	Java.	Paraguay.	Columbian.	Turkey.	Greek.	Manilla.	East India.	China.	Japan.	Florida.	Algerian.	Porto Rico.	Latakia.	Havana Cigars.	St. Domingo.	Various and South American.	Esmeralda.	Drizzle Cigars.	Other Cigars.	
Stock, 22d May, 1902	12935	3816	13059	367	96	1876	2941	2808	10238	706	387	15188	1028	212	84516	773	5770	—	—	832	1590	205	266	110	180	2639	2700	
Landed since	493	105	124	19	10	132	44	186	735	1	—	97	43	13	—	485	747	409	—	—	545	—	30	35	10	163	371	
Total Stock	13428	3921	15183	377	106	2008	2985	2994	20093	707	387	15285	1071	225	85001	1520	6188	—	—	832	2135	265	3340	151	190	2802	3071	
Exported	1	12	—	—	4	26	—	1	38	—	—	68	—	—	—	—	—	7	—	—	23	—	2	—	—	—	24	
Bonded	319	114	133	—	2	76	28	4	134	41	—	149	12	—	—	36	16	65	—	—	9	39	—	28	—	—	34	
Duty Paid	279	72	352	—	9	12	116	85	681	14	—	494	30	5	—	84	77	441	—	—	35	382	—	10	12	25	67	
Deliveries	599	198	485	—	15	288	744	90	853	55	—	711	51	5	—	120	93	513	—	—	44	435	—	49	12	25	125	
Stock, 20th June	1902	12229	3723	14068	377	91	1720	2841	2004	10170	652	387	14574	1920	220	84881	1497	5675	—	—	788	1700	265	2201	139	174	2679	2829
1901	16683	6693	11969	1315	103	1090	1766	2206	18508	38	395	13587	1012	280	385	5217	782	5715	—	—	900	1964	265	1770	313	57	1498	1608
1899	12264	6294	10046	1271	228	1320	2325	1460	19044	112	419	12049	1071	359	397	6096	2739	6404	—	—	1761	1431	265	1676	563	84	1130	1836
1898	10573	7148	7154	1238	295	1945	894	1713	10638	173	654	6870	1894	453	414	4577	9928	7219	—	—	62957	881	265	1122	401	45	2413	3426
Imports from Jan. 1st to June 20th, 1902	2679	957	444	30	10	2643	651	780	5650	511	3	3605	1246	13	—	1283	1549	3750	—	—	66	3641	—	971	85	184	1741	1174
1901	4496	1640	231	107	16	2423	596	725	4966	—	25	19594	415	3	1	481	284	3155	—	—	4	3340	—	241	2	261	1553	1139
Increase 1902	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Decrease	1817	683	—	77	6	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Deliveries from Jan. 1st to June 20th, 1902	4538	1297	3085	21	53	2292	890	541	5572	221	1	4781	420	28	6	853	655	3436	—	—	386	2917	—	193	77	170	547	1004
1901	3089	1130	2815	50	56	2978	1064	417	6359	24	51	4423	250	52	9	810	1120	4062	—	—	600	3061	—	173	534	224	1150	1800
Increase 1902	1409	167	270	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Decrease	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

Entries have been received for — Hhds., — Cases, — Bales Tobacco, — Packages Manufactured Tobacco, and — Cases Cigars and Cigarettes.

To buy well is the secret of the tobaccoist's success. Buy Eldorados by Weight.

Brea

At the N. v. Swain of promi Clark, w by Mr. S After Miss lived wit Shields. close to kept thi defendar in 1896 was in t tobacco. months, In 1897 work, a in Layg mother the busi Witne and saw shop for he was was aw meeting venienc up to N and foo attenda There v 1901, sh from hi her to d ment r month the sho voice ir he aske night h it very was ver engaged said, "J to you. to you. been so in the you wo one els right a a youn him ou to his regard followit he had marry verbal about she

Breach of Promise Action Against a Tobacconist.

AMUSING EVIDENCE.

At the Newcastle Assizes, on July 9th, the case of Nicholls v. Swainston was heard. This was an action for breach of promise of marriage. Mr. Shortt, instructed by Mr. Clark, was for the plaintiff, and Mr. Mundahl, instructed by Mr. Smith, of South Shields, was for the defendant.

After counsel's opening statement,

Miss Nicholls, the plaintiff, was called, and said she lived with her mother at 16, Winchester Street, South Shields. Her mother used to keep a tobacconist's shop close to the gates of Redhead's engineering works. She kept this shop from 1896 to November, 1900. The defendant was an apprentice at Redhead's as an engineer in 1896, when she made his acquaintance first. He was in the habit of coming to her mother's shop to buy tobacco. When she had known the defendant some months, towards the end of 1896, he promised her marriage. In 1897, owing to the engineers' strike, he fell out of work, and took a shop not far from her mother's place in Laygate Lane. It was a tobacconist's shop like her mother's. At that time defendant knew nothing of the business. He could not even write a business letter.

Witness said she assisted him in stocking the shop, and saw the travellers herself. She also assisted in the shop for six months until defendant got on so well that he was able to get an assistant. When his assistant was away, and defendant wanted to go to some athletic meeting, she served in the shop still, at great inconvenience. She kept up this occasional attendance right up to November, 1901. Defendant was a great athlete and footballer. She was able to see from her frequent attendances that defendant had a very good business. There was a front and a back shop. Up to December, 1901, she had never on any occasion released the defendant from his promise of marriage, and he had never asked her to do so. In December, 1899, he gave her an engagement ring, which was still in her possession. In the month of August last year she and her sister called at the shop. Just as she went in she heard a woman's voice in the back shop. On every previous occasion he asked her through into the back shop, but on this night he did not invite her to go through. She thought it very strange, and asked him the reason. He said he was very busy. She replied, "What do you mean, being engaged to me and having a woman in there?" He said, "There is no woman there; certainly I am engaged to you. Come and see me to-morrow; I want to talk to you." When she went he admitted that there had been someone in the back shop, but that they had been in the habit of coming there. He added, "Why should you worry? If I don't marry you I shan't marry anyone else." Down to December everything went on all right after this explanation. Then she met him with a young woman, and he said now that she had found him out she could go and do what she liked. She went to his shop and made arrangements to see him with regard to the matter. She took her mother on the following Monday to see him, and then he explained that he had changed his mind, and that he did not intend to marry her. She denied that on January, 1901, she verbally released him from his promise. It was true about that time she did not see him so much, because she was attending her mother, who was ill. After some time, he came and asked her to go out with him again, and then they were seen out as usual. She had purchased some table linen in view of the marriage.

By Mr. Mundahl: It was through her experience and help that she had enabled defendant to build up so good a business. They had given up their own shop. It was through the defendant's pleading, however, that they gave up her mother's tobacconist's shop. This shop was not a herbalist's shop, though they sold drinks to the workmen. It was true that his athletic friends helped the defendant's business by their custom, but if he had not kept the right sort of stock on her advice, he would not have done so well. She denied in January, 1901, when he was late in meeting her, telling him to go away, and that she would have nothing more to do with him. It was true that for two months after this incident he had not walked her out, but that was not owing to any rupture but owing to her mother's illness. In March, when she could get away, they were just the same as ever. It was untrue that after January defendant had not been in her house. At the end of March he pleaded very hard for her to walk out with him.

Why had he to plead so hard?—Because he thought she would not go out with him. He probably thought she would not go out with him because in January she was vexed with him for not turning up to time. In the two months of her mother's illness they were on friendly terms.

Did you not threaten that unless he went with you you would bring him up for breach of promise?—Never.

Did you not say that his business would be ruined, and that it was in consequence of this threat that he arranged to come and see you again?—No. She added that she had never told anyone that the engagement was off. They were together on friendly terms right down to November.

By Mr. Shortt: Her mother's tobacconist's shop was given up at defendant's own request. He told her she was wearing herself out in the business, and that as they were going to be married soon, she should have a rest.

Miss Ellen Nicholls, sister of the plaintiff, gave evidence confirmatory of plaintiff's statement. She last saw the pair together on the last Sunday in November. Up to that time they were engaged. She bore out what her sister said regarding the incident of the back shop in August last. When her sister heard the woman's voice in defendant's back room she said, "Are you still engaged to me or not?" He then replied, "Certainly I am. What are you worrying about?"

Mrs. Nicholls said defendant, during the five years of her daughter's engagement, had been to her house hundreds of times. He generally stayed for his supper on Sunday nights. She first heard there was trouble between her daughter and defendant on December 7th. She then went by appointment to Mr. Swainston's house, when, in answer to her desire for an explanation, defendant said he had changed his mind, and did not intend to marry her. He added, "I have only been going with your daughter this last summer through pity."

Jane Storey said she had seen the parties twice together last August. She knew they were engaged.

Margaret Lugdon spoke of seeing defendant and plaintiff often together from Whitsuntide to November, 1901. She and plaintiff went to church together, and every Sunday when they came out the defendant was waiting at the door for plaintiff.

Quo Vadis? To Millhoff's to order Pick-Me-Up Cigarettes.

Similar evidence was given by two other young ladies. One of them, in answer to Mr. Mundahl, said she had never seen the parties kissing each other. She imagined that that would be done privately. (Laughter.)

Mr. Mundahl, for the defence, said his case, shortly put, was this: That these young people were engaged up to January last year. Then there was an unfortunate difference between them, and the plaintiff told him to go away. It was admitted that they did not see each other for two months after this, and though defendant saw her occasionally after the end of March, there was no renewal of the promise of marriage. What happened was that the plaintiff, repenting of her hasty words, went to the defendant's shop, and urged him to become engaged again. This he declined to do, but as she threatened that she would bring him up for breach of promise, he perhaps very foolishly agreed to see her occasionally, but on very much different terms.

Henry B. Swainston, the defendant, said he was 27 years of age, and had a small tobacconist's shop rented at £25 a year. He started business during the engineers' strike on a capital of £80 borrowed from his father and mother, and about £20 of his own. He was assisted from the commencement by a relative, and afterwards he engaged an assistant. It was not true that for the first six months he was assisted by the plaintiff in his shop, or that he relied on her knowledge in stocking the place. His turnover was £15 a week. His profits were about £2 2s. a week. He admitted that he was engaged to plaintiff up to January, 1901. Then, owing to his being spoken to by two women in the music hall entrance, the plaintiff created a scene, and said, "After this we are done; don't speak to me again." After that she went to his shop on business, but he never spoke to her. In March she came and asked to be forgiven, and when he refused she threatened to bring him up for breach of promise. "Then I got a bit frightened," continued witness. "I thought I would humour her about taking her out, and said 'All right, I will take you out, but I cannot promise to go with you again.'" (Laughter.)

His Lordship: What is the difference between taking her out and going with her?

Witness: Well, I meant I would not be engaged to her. After that, he took her out for rambles up to July, but only in the public streets. He was not on affectionate terms with her then, and certainly never kissed her. Before that there was no trouble in kissing her. (Laughter.) He gave a different version of the back shop incident. He denied that he admitted then that he was engaged to plaintiff. In fact, he asked her what right she had to ask whom he was speaking to in his shop. Mrs. Nicholls went to his parents' house in a business mood, asking for compensation. He told Mrs. Nicholls that her daughter had thrown him up, and plaintiff said she had only given him a few months' holiday. His parents observed that it was no use the young people going together if they did not like each other. At the idea of marrying for love Mrs. Nicholls laughed. She said it was a matter of business.

Mr. Shortt: Was the rupture in January, 1901, at the music hall entrance owing to plaintiff accusing you of going with women of loose character?—Yes.

That was the real ground she gave for dismissing you?—Yes.

Can you account for the fact that Miss Nicholls was never asked that in the witness-box?—No.

Witness went on to say, in answer to Mr. Shortt, that the reason he had renewed the acquaintance was because he was afraid of the talk of the town. He thought that plaintiff might think she would still get him if he consented to walk with her. In any case he was afraid of the talk of the town.

Did you tell Mrs. Nicholls that you only walked out with Miss Nicholls for pity?—No.

You walked out with her once or twice until the end of July?—Yes.

Was she quite content with that arrangement?—She seemed to be.

Did she make any further advances to secure the fascinating Mr. Swainston?—Well, she was always dangling over my head this breach of promise. (Laughter.)

She used to keep saying to you, now come with me or I will bring you up for breach of promise? (Laughter.)—Yes.

Then in July when you say you dropped off taking her out, what became of the breach of promise?—Oh, I was getting tired of it then. I let things take their own course.

One reason why you made this arrangement was to make people believe that you were still engaged?—No.

After the night of the music hall incident, were you very heart broken?—No.

Had Miss Anderson, the lady heard in the back shop, appeared on the scene then?—No.

Or any other lady yearning to marry the charming Mr. Swainston?—No.

Now, did you care twopence about Miss Nicholls leaving you on that night?—Oh, yes, I cared—a little.

Mr. Shortt: A little!

Miss Middleman, assistant in defendant's shop, said after the music hall incident, plaintiff told her that she had seen enough of defendant, and would have nothing more to do with him. Sometime before that she asked witness if defendant was not fast and wild.

Defendant's sister said that when plaintiff's mother claimed compensation, and when defendant said that plaintiff had given her up, plaintiff remarked she had never given up hopes of winning her brother back until that night.

Miss Anderson bore out defendant's version of Miss Nicholls' visit to the shop, when witness was talking with him in the back shop. She admitted to Mr. Shortt that defendant had been paying addresses to her. She understood that the engagement with plaintiff had been broken off.

Mr. Shortt characterised defendant's statement as one of the most astounding stories ever told in a breach of promise case.

THE VERDICT.

The jury found for the plaintiff, damages £100. Judgment was given accordingly.

TO SIR WALTER.

There's many a saint with his figure quaint,
High-placed o'er a holy altar,
Who wouldn't be missed from the saintly list
As much as the great Sir Walter.

There's many a niche with its carving rich,
Filled in as a church decreed,
That belongs by right to the noble knight
Who gave us the fragrant weed.

There's many a flare of incense rare
Now burnt at some lordly shrine,
That isn't as fine as the smoke divine
That floats around when comrades dine
Lingering o'er the nuts and wine.

With never a trouble and never a care
To furrow the cheek or whiten the hair.
So here's a toast to the knight of old
Who sought in vain for the fabled gold:
For he found a treasure that's better far,
When it takes the shape of a prime cigar.

So we'll cense his shrine in finest style
With the purest plant from Cuba's isle,
And highest honour on him confer—
The sanest saint in the calendar.—*Tobacco Leaf.*

Mahomet Cigarettes in 10's, 20's, 50's, and 100's, and by weight. Splendid line for every tobacconist



FABRICANTES DE TABACOS

THIS CELEBRATED BRAND IS MADE IN THREE SIZES, viz. :—

Lords of England

*In 100's, 50's
and 25's.*

*In 100's, 50's
and 25's.*

Regalia Britannica

Princessas

*In 100's and
50's.*

WHOLESALE ONLY, FROM THE MANUFACTURERS:—

R. I. DEXTER & SONS, LTD.,

NOTTINGHAM.

NEW BRANDS

The following appeared in the *Trade Marks Journal* for June 4th, 1902:—

Sa'adet.—242,250. Tobacco, whether manufactured or unmanufactured. The Turkish Régie Export Company, Ltd., Djoubali, Constantinople, Turkey; and of 5, Bevis Marks, London, E.C.; manufacturers. 26th November, 1901. *The phonetic rendering of the Arabic characters appearing on the face of the Mark is as follows—“Ess Sultan Abdul Hamid Khan ibnuss—Sultan Abdul Medjid Khan.” Translation of the foreign characters appearing on the face of the Mark:—“The Sultan Abdul Hamid, son of the Sultan Abdul Medjid.” “The essential particulars of the Trade Mark are the combination of devices and the word ‘Sa’adet,’ and the applicants disclaim any right to the exclusive use of the added matter, namely, the signature of the Sultan of Turkey, which, being translated, is ‘the Sultan Abdul Hamid, son of the late Sultan Abdul Medjid.’”*

Golden Linnet.—244,095. A manufactured tobacco. Beresford Thomas Foyle, trading as Foyle & Sons, 37, Houndsditch, London, E.C.; wholesale dealer in tobacco, cigars, and cigarettes. 10th February, 1902. *The entry of this Mark on the Register shall not affect the right of any owner of the name “Linnet” to use that name or the foreign equivalent thereof. “The essential particulars of the Trade Mark are the combination of devices and the words ‘Golden Linnet,’ and the applicant disclaims any right to the exclusive use of the added matter, except in so far as it consists of his own name.”*

Golden Pelican.—244,873. A smoking tobacco. Tetley & Sons, 2, Boar Lane, Leeds; and 9, Station Square, Harrogate; tobacco manufacturers. 14th March, 1902. *“The essential particulars of the Trade Mark are the following:—The device and the words ‘Golden Pelican,’ and the applicants disclaim any right to the exclusive use of the added matter, except in so far as it consists of their own name and addresses.”*

Smart Set.—244,998. Tobacco, whether manufactured or unmanufactured. Leahy, Kelly & Leahy, Ltd., The Castle Tobacco Warehouse, Castle Place, Belfast; and also 33, Grafton Street, Dublin; cigar and tobacco merchants. 19th March, 1902.

Dousita.—245,268. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 29th March, 1902. *By consent.*

Candytuft.—245,610. Tobacco, whether manufactured or unmanufactured. Edwin Winward, 9, Oxford Street, Bolton, Lancashire; tobacco manufacturer. 17th April, 1902.

Ostrilion Brand.—246,066. Tobacco, whether manufactured or unmanufactured. F. Lenders & Co., 29, Great St. Helens, London; merchants. 5th May, 1902.

The following appeared in the *Trade Marks Journal* for June 11th, 1902:—

Skit.—245,082. Tobacco, whether manufactured or unmanufactured. William Edward Kingdon, trading as Kingdon & Son, 8 and 15, High Street, Sheffield, Yorkshire; tobacconist. 21st March, 1902.

Imperial Bushmen.—244,017. Tobacco, cigars, cigarettes, and snuff. Richard Cowell, trading as the Manufacturers' Cigar Stores, 67, John Street, Sunderland; cigar manufacturer. 6th February, 1902. *“The essential*

particulars of the Trade Mark are the combination of devices and the words ‘Imperial Bushmen,’ and the applicant disclaims any right to the exclusive use of the added matter.”

245,600. Tobacco, whether manufactured or unmanufactured. James Joseph Kelly, trading as The National Tobacco Co. of Great Britain and Ireland, 35, Upper Camden Street, Dublin; manufacturer; 19th April, 1902.

Juverna.—245,601. Tobacco, whether manufactured or unmanufactured. James Joseph Kelly, trading as The National Tobacco Co. of Great Britain and Ireland, 35, Upper Camden Street, Dublin; manufacturer. 19th April, 1902.

La Riskato.—245,716. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 22nd April, 1902.

Fitinza.—246,321. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 15th May, 1902.

Cetusa.—246,322. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 15th May, 1902.

Vintua.—246,325. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 15th May, 1902.

The following appeared in the *Trade Marks Journal* for June 18th, 1902:—

Rybco.—245,709. Tobacco, whether manufactured or unmanufactured. The firm trading as Riby Corbitt and Co., 169, Wold View Terrace, Haxby Road, York; cigar and tobacco merchants. 21st April, 1902.

Flor de Olando.—245,799. Tobacco, cigars, cigarettes, and snuff. J. Millhoff & Co. Ltd., 27, Commercial Street, London; tobacco, cigar, and cigarette manufacturers. 23rd April, 1902. *By consent.*

“Listoga.”—246,124. Cigars, cigarettes, and manufactured tobacco. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. 7th May, 1902.

Chez-nous.—246,348. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. 16th May, 1902.

The following appeared in the *Trade Marks Journal* for June 25th, 1902:—

Nectarine.—244,237. Manufactured tobacco. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. 14th February, 1902. *“The essential particulars of the trade mark are the combination of devices and the word ‘Nectarine,’ and the applicants disclaim any right to the exclusive use of the added matter, except in so far as it consists of their own name.”*

Sundowner.—246,024. Tobacco, cigars, cigarettes, and snuff. Robert Tracey, trading as H. C. Lloyd & Son, 76-77, Fore Street, Exeter; tobacco and snuff manufacturer. 2nd May, 1902.

Rolyat.—246,169. Manufactured tobacco. Arthur John Taylor, 396 to 402, Stapleton Road, Bristol; tobacconist. 9th May, 1902.

La Meruna.—246,210. Tobacco, whether manufactured or unmanufactured. E. Gabarrot & Co. Ltd., 7, Union Court, Old Broad Street, London, E.C.; cigar manufacturers. 10th May, 1902.

La Nodola.—246,212. Tobacco, whether manufactured or unmanufactured. E. Gabarrot & Co. Ltd., 7, Union Court, Old Broad Street, London, E.C.; cigar manufacturers. 10th May, 1902.

La Tilopa.—246,215. Tobacco, whether manufactured or unmanufactured. E. Gabarrot & Co. Ltd., 7, Union Court, Old Broad Street, London, E.C.; cigar manufacturers. 10th May, 1902.

Are you manufacturing cigarettes? Ask J. Millhoff & Co. Ltd. for samples of their Turkish and Virginian tobaccos

NAT. TEL. N^o 539.

TELEGRAMS VALERIO LEICESTER.

GEMSBOCK CHOICE CIGARS



TARANDOS 50 & 25

CERVATICOS 50 & 25

VENADOS 30 & 25

PRINCESAS 100

WHOLESALE OF
GOODMAN & HARRIS
LEICESTER.

La Tirria.—246,216. Tobacco, whether manufactured or unmanufactured. E. Gabarrot & Co. Ltd., 7, Union Court, Old Broad Street, London, E.C.; cigar manufacturers. 10th May, 1902.

Marmaduke.—246,518. Tobacco, whether manufactured or unmanufactured. Gallaher, Ltd., 132 to 142, York Street, Belfast; and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. 27th May, 1902.

Old Masters.—246,520. Tobacco, whether manufactured or unmanufactured. Gallaher, Ltd., 132 to 142, York Street, Belfast; and 45, Clerkenwell Road, London, E.C.; tobacco manufacturers. 27th May, 1902.

Vedette.—246,622. Manufactured tobacco. Cope Bros. & Co. Ltd., 10, Lord Nelson Street, Liverpool; tobacco manufacturers. 31st May, 1902.

Equipa.—246,679. Tobacco, cigars, cigarettes, and snuff. Julius Kaufmann and Theodor Kaufmann, trading as E. Kaufmann, 5 and 6, Paternoster Square, London; merchants. 2nd June, 1902.

El Viburno.—246,681. Tobacco, cigars, cigarettes, and snuff. Julius Kaufmann and Theodor Kaufmann, trading as E. Kaufmann, 5 and 6, Paternoster Square, London; merchants. 2nd June, 1902.

The following appeared in the *Trade Marks Journal* for July 2nd, 1902:—

Imperial Bushmen.—244,017. Cigars and cigarettes. Richard Cowell, trading as The Manufacturers' Cigar Stores, 67, John Street, Sunderland; cigar manufacturer. 6th February, 1802. "The essential particulars of the trade mark are the combination of devices and the words 'Imperial Bushmen,' and the applicant disclaims any right to the exclusive use of the added matter."

The following appeared in the *Trade Marks Journal* for July 9th, 1902:—

Tusita.—245,539. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London, E.C.; cigar shippers. 14th April, 1902.

La Ravola.—245,715. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; E.C., cigar shippers. 22nd April, 1902.

La Bodrosa.—245,718. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London, E.C.; cigar shippers. 22nd April, 1902.

Camel Corps.—246,107. Tobacco, whether manufactured or unmanufactured. Alfred Preedy, trading as A. Preedy & Sons, 84, High Street, Dudley, Worcestershire; cigar and tobacco merchant. 7th May, 1902.

246,132. Egyptian Cigarettes. François Michel Cortesi, trading as Franç M. Cortesi, 8, Rue Ezbekiah, Cairo, Egypt; cigarette manufacturer, and Mayor of the Island Ios, Greece. 7th May, 1902. Address for service in the United Kingdom, c/o Reginald W. Barker, Vulcan House, 56, Ludgate Hill, London. "The essential particular of the Trade Mark is the device, and the applicant disclaims any right to the exclusive use of the added matter, except in so far as it consists of his own name."

Tritina.—246,323. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London, E.C.; cigar shippers. 15th May, 1902.

Disetta.—246,324. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London, E.C.; cigar shippers. 15th May, 1902.

Maestro de Armes.—246,678. Tobacco, cigars, cigarettes, and snuff. Julius Kaufmann and Theodor Kaufmann, trading as E. Kaufmann, 5 and 6, Paternoster Square, London, E.C.; merchants. 2nd June, 1902.

Coaster.—246,770.—Tobacco, whether manufactured or unmanufactured. Standard Tobacco Co., 66, Scotland Road, Liverpool; tobacco manufacturers. 6th June, 1902.

Messrs. Churchman Join The Imperial.

IN view of the fact that this well-known and old-established firm have decided to throw in their lot with the Imperial, the following history of the business should be of interest:

The firm of Messrs. Churchman was founded as far back as the year 1790, when the French Revolution was in full swing, and Great Britain was preparing to meet the world in arms. Ever since that time it has been carried on and developed by direct descendants of the originator. Mr. William Churchman started the business, and left it to a son bearing the same name; to him succeeded Mr. H. C. Churchman, whose genial personality is still so well remembered; and the present proprietors are his sons, Mr. W. A. and Mr. A. C. Churchman, both of whom have been elected to the honourable position of Mayor of Ipswich. This is not one of the many cases, therefore, in which a title remains, while the actual conduct of affairs has passed into other hands.

Upon the foundations of success laid by their ancestors, the present proprietors have built up a connection which extends not only throughout East Anglia, but to the whole of this country, and to most of the great Colonies of the Motherland. The result has been obtained, of course, by up-to-date enterprise in keeping abreast of the times. There are people still living, perhaps, who can recollect the days when Messrs. Churchmans' grandfather cut his tobacco in the same way as many farmers now cut chaff, with gear worked by an old and fat white horse that went round and round in a circle. Then the long "churchwarden" was invariably smoked, no respectable man would appear in the street with a short pipe in his mouth; the cigar was but an occasional luxury; and the cigarette was unknown. The trade in snuff—for which, by the way, there is a greater demand now than haters of the snuff-taking habit may imagine—was at least equal to that in tobacco. It was during this early period, however, that Churchman's Counter Shag established the high place in popular favour that it still retains.

Of later years, under the impulse of youth and energy, the business has gone on by leaps and bounds. The old premises at Hyde Park Corner, no longer anything like large enough, were given up in 1898, and a new factory erected in Princes Street, on a conspicuous and suitable site near the railway station. What a difference between the modern equipment here, all steam-driven, and the old circus-horse arrangement! The raw material, brought over in hogsheads from America principally, is worked up to perfection by means of machinery most beautifully specialised for many purposes. Through one set of rooms, lofty and well-lighted—at night by electricity made on the premises—the process of cigar-making may be followed, from the first sorting out of selected leaves to the sample-room in front, stocked with boxes of the weed well matured in this fragrant form. By another series of processes, the shag and "smoking mixtures" are produced, the tobacco being fed into machines which chop at the rate of 450 strokes a minute, "panned," and otherwise treated, and passed out ready for sale as what the retailers call "loose stuff," or into the "packetting" room. This work is done by machines which present a pretty sight when in operation. It is supplied at one end with the requisite quantities of tobacco, placed in little hoppers, and at the other end with the tinfoil or paper wrapper, and without trying to tell how it is done, the result is that the little packets, done up with exquisite neatness, run out on a continuous band below at the rate of about 3,000 per hour from each machine. Two other methods of treatment are equally interesting; but there is no space here to tell of the ingeniously-contrived hydraulic presses in which cake tobacco is produced, nor the wonderful appliances for spinning roll tobacco, or cording it as the sailor does his "prick" tobacco. The cigarette-making for the firm is carried on at a large factory in London, while Messrs. Churchman have also a warehouse at Norwich, and are as well known there as in the county town of Suffolk.

THREE NUNS Tobacco.

J. & F. BELL, Ltd.,
GLASCOW.

1 oz., 2 oz., 4 oz.

Write for Copy of NEW ILLUSTRATED PRICE LIST with fixed Minimum Retail Prices.

RESULT OF JUNE COMPETITION.

The Winner of last month's competition, in which the word "mouthpieces" was mis-spelt on the front cover, was—

Mr. J. A. CRABTREE, 35, Wellington Road, Dewsbury,

to whom a parcel of Messrs. Biggs & Co.'s Goods to the value of 20/- has been forwarded.

Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY AUGUST 6th, 1902.

In one of the *Advertisements* in this issue can be found a word, not a proper name, that is purposely mis-spelt. We offer a Prize of the particular goods referred to in the advertisement in which the word appears to the value of

TWENTY SHILLINGS

to the person whose letter pointing out the word is first opened on the 6th of August, 1902.

☞ This Competition is open to Retail Tobacconists and their Employés only.

The Editor's decision is final.

CUT OUT AND FORWARD THIS COUPON

SPELLING BEE:

Addressed as follows: } Cigarette World,
2, Ellison Road, Barnes,
London, S.W.

Word Mis-spelt _____

In Advert. of Messrs. _____

Signature of Competitor _____

If a Retailer, state so _____

If a Retailer's employé }
state who employed by }

Postal Address _____

STANDARD LINES.

... FREE TO ADVERTISERS.

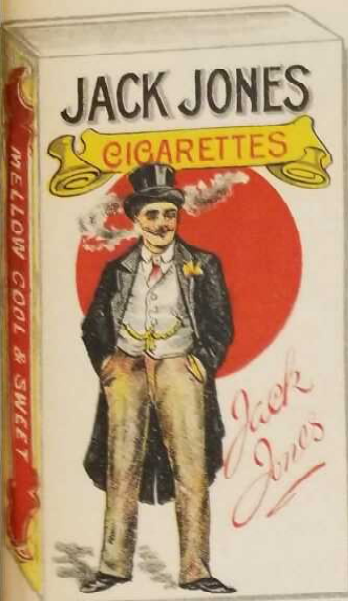
ANASTASSIADIS <i>Highest Class Turkish Cigarettes.</i> The Tobacconists' Supply Syndicate.	DARVEL BAY <i>Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	LA SACERA <i>Cigars.</i> Goodman & Harris, Leicester.	TOBACCONISTS' SUNDRIES Adolph Elkin & Co., London.
ARISTON <i>Turkish Cigarettes, &c.</i> S. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	EXMOOR HUNT <i>Highest Class Medium Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	LLOYD'S TOBACCOS <i>and Cigarettes.</i> R. Lloyd & Sons, London.	TURKISH CIGARETTES Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
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