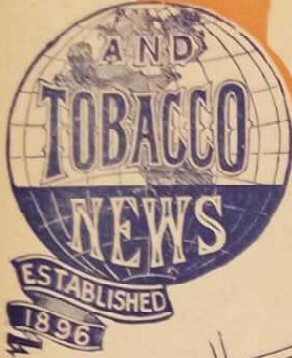


THE ORIGINAL "CHALLENGE" FLATS

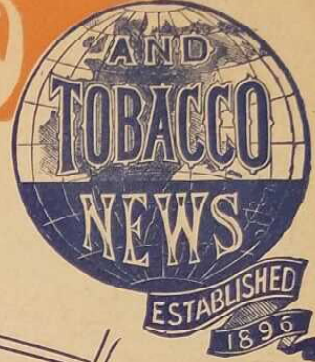
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Published on the 15th of every Month.

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 1/2-oz., 1-oz., and 2-oz. Square Foil Packets; 1/2-lb. and 1-lb. Decorated Tins; and 2-oz., 1/2-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 1/2-lb. Patent Tins.

IN PACKETS AND PATENT AIR-TIGHT TINS.

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New Premises,

52, Commercial Road, E.

BIGGS'S COMMERCIAL "TWO ROSES," 5 CIGARETTES, PRICE 10. PAPER IN APPLICATIONS. ST., LONDON.

BIGGS'S COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES, PRICE 10. PAPER IN APPLICATIONS. ST., LONDON.

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."

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
½ lbs.; dummy boxes for window and shelf
display with initial orders.

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

T S S

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.

Garoko Flake	4/4 per lb.,
" Mixture	in 1 oz.
" Dark Flake	4/4 per lb.,
" Cigarette Tobacco	Packets.
" Blended	4/4 per lb.,

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. . . .

T S S

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.

JUNE 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.

FORTUNATELY for us we have no concern with politics. It is not for us to discuss the why and wherefore of the war, the way in which it was conducted, or the policy to be pursued with the recent large addition to our Empire. We cannot, however, refrain from expressing our gratification at the glad tidings of peace which have happily come to hand in time to dissipate the only clouds which seemed likely to remain in the sky at the forthcoming coronation of our popular monarch, who, it is an open secret, has been most anxious that the festivities which will take place in every town and village should not be marred by sad thoughts of the hardships which of necessity our gallant soldiers have to endure while doing their duty to their country. We have to look at the subject from the traders' point of view, and we need hardly say that peace is the most important factor in bringing about a steady renewal of business. Increased taxation and higher prices in almost every direction have

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.}

of course greatly reduced the spending power of the public, and consequently retailers have suffered proportionately. No doubt they will continue to suffer for awhile, because the effects of the war cannot be got over all of a sudden; it will take time to bring back prosperity, but when it does come it will, we hope, come to stay. We shall, it is true, see no remission of taxation this year, and we must be prepared to continue our sacrifices for the present, but we can do so the more cheerfully as we know that next year we are certain to find relief. Meanwhile the renewed feeling of confidence will promote a great development of business, which should more than compensate for the continuance of the heavy burden for a little while longer.

—*~*~*—

THE Tobacco War, however, shows no signs of ceasing, though there is little to chronicle about the movements of the belligerents. The Imperial Company resemble the mills of God, in that they grind slowly; let us hope that they will show a still further resemblance by "grinding exceeding small." Certainly, they have shown no disposition to hurry their grinding, for the trade is still waiting for their decision upon a number of points. As we predicted, no one now troubles much about that bonus; the anxiety is rather what profit is to be guaranteed. Meanwhile, the Imperial's difficulty has been the outside manufacturers' opportunity, and the clever representatives of this class have been pushing their wares with remarkable energy and gratifying success. They have advertised extensively, and have satisfied the retailers by liberal guaranteed profits, and, not content with merely pushing their well-known proprietary articles, they have introduced new brands, and are rapidly getting hold of the smoking public. The result is that despite their vast capital and unlimited resources the Imperial will find their task of conciliating the trade the harder the longer they delay settling the various details which have been causing friction. They are carrying the war into the enemy's country, and we hope they will succeed to an extent beyond their highest expectations, but the real battle is here, or rather here the carcass is, and here, therefore, is the best place to concentrate their efforts upon. The American Tobacco Company have speedily settled the question of profits, and have issued their price list, but still they do not seem to be laying hold of the trade; in short, Mr. Duke seems to have bitten off a good deal more than he can chew. Nevertheless, it is a fatal error to underrate your opponents, and we hope and believe that the Imperial and the outside manufacturers are not likely to make such a blunder. If they act firmly and discreetly, and we have no doubt on this point, the struggle is a mere matter of time, and the ultimate crushing defeat of Mr. Duke a certainty.

—*~*~*—

LAST month we felt it our duty to publish the extraordinary document described as the balance sheet of the U.K.T.D.A., together with such comments as the occasion

seemed to demand. Since then our contemporary, *The Tobacco Trade Review*, has published an explanation as to certain items affecting it contained in the balance sheet. We think it only right to publish the explanation as prominently as possible, though we did not in any way comment upon the items referred to. We are not so suspicious as to always seek for evil in matters which *prima facie* appear to be purely business transactions, and we certainly never supposed for a moment that our contemporary had in any way departed from the honourable and straightforward conduct which has always characterised it, but apparently others have made entirely unwarranted and offensive suggestions, and we have therefore the more pleasure in publishing the explanation referred to, which runs as follows:—"On this matter, therefore, we content ourselves with a personal explanation, due to the fact that in the Alliance balance sheet—a private and confidential document published against the wishes and interests of the Alliance, and which in deference to the heads of that body we refrain from publishing—occur three items in which the name of *The Tobacco Trade Review* appears, viz.:—

	£	s.	d.
Receipts: Advertisement <i>T.T.R.</i> ...	20	0	0
Payments: <i>T.T.R.</i> Account ...	79	13	3
„ Postages ...	0	3	5

The Alliance, as its members and others are aware, issued a pamphlet, and invited printing quotations from ourselves and other tobacco journals. In response we gave them an estimate which, in the desire to assist the retail organisation, was purposely made as low as possible, and upon which—for it was accepted—we actually made a small loss. The item of £20 to our credit above represents the sum we paid the Alliance for our advertisements on the cover of their pamphlet. The other items represent money paid by us on behalf of the Alliance in respect of the pamphlet, and the bulk of it was for postages. The plain statement can, of course, be substantiated, and should render further pretence of misconception impossible."

—*~*~*—

So much for what affects our contemporary, but we must entirely decline to agree that the publication of the document in question was in any way improper. When a body claiming to represent the trade refrains from publishing its balance sheet, and its Secretary, notwithstanding, refers to its prosperous condition and solicits further support, we think it is the especial duty of the trade journalist who poses as the friend of the retailer to give him all the information possible to enable him to come to a decision as to whether or not he should support an organisation which is asking him for help without giving him the only facts upon which a business man could form a sound opinion. It must be obvious that a properly worked organisation would be of the utmost value to the retailer, who has gone to the wall in the past from the want of such a body, but we think the management of the Alliance is such that nothing useful can be expected from

"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. Fin. & Reg. Princips), 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.

it. Others may have a different view, but, thinking as we do, we should be neglecting the interests of our readers if we refrained from letting them know all that can be discovered, so that if they contribute to Mr. Hey's organisation they will do so with their eyes open. We note that Wakefield—very Wide-a-Wakefield—has withdrawn from the Alliance altogether, and we expect other places will follow suit. We have only to add that we have every desire to give a fair hearing to both sides, and if Mr. Hey desires to explain the position our columns are open to him. He seems, however, to much prefer making ludicrous attacks upon trade journals in general, to descending to a simple explanation of particulars.

SOME comment has been made upon the announcement of the Imperial Tobacco Company that ten per cent. interest will be charged on all unpaid instalments of amounts due on shares. This is a very usual course to adopt, and in very many cases, as in this, that rate of interest is specially authorised by the Articles of Association. The reason is not far to seek; there are a great number of dilatory people who cause a great deal of trouble by delaying their payments simply from carelessness, and unless they were rather heavily penalised their money might not be forthcoming for an indefinite period. Moreover, there are many others who do not desire to invest at all, but merely try to get an allotment and sell for special settlement as soon as they can get a small premium; this class deserve no consideration whatever. Instead of condemning the action of the Board, we think they have acted most wisely in the interests of the shareholders as a body.

WE are afraid that the "unco guid" will view with horror the kindly suggestion put forward in *The Times* by Sir Algernon West that, in commemoration of the Coronation, prisoners should be allowed to a small extent the pleasure of the fragrant weed. We think the idea an excellent one, as the fact that a concession so highly prized could be withdrawn for misconduct would undoubtedly tend to improve prison discipline and serve to humanise prisoners.

IN view of the vast amount of discussion on the sanitary aspect of smoking, the following notes by Dr. Andrew Wilson, F.R.C.S., are of interest:—"An interesting suggestion was recently made to the effect that it would be interesting if the medical journals could turn their attention to the question of the influence of tobacco smoke on germs by way of affording some information to smokers regarding what might be called the sanitary aspect of the practice in which they indulge. I am sorry to say the smokers get little encouragement from the hygienic standpoint and from medical opinion. Not that any smoker will in the least degree be discouraged by this result, seeing that the practice of smoking is one undertaken from a

sense of personal enjoyment rather than from any sanitary benefit—save that of soothing the mind—to be derived from it. At the same time it is interesting to note certain experiments conducted many years ago in Paris, whereby microbes or germs exposed to the action of very dense tobacco smoke were either killed or rendered innocuous. These experiments, unfortunately, have no great application to the case of the ordinary smoker and his mouth, for it is obvious that in his case there can be no reproduction of the conditions under which the germs were exposed for many hours to the action of a far denser power of tobacco than could possibly be generated by the ordinary smoker. We must also remember another point, viz., that many of the germs that are found in the mouth are perfectly harmless, and may be regarded as natural tenants of our mouths. All the same, we should be wise if we simply regard the habit of smoking as a harmless luxury without troubling our minds in the least about any supposed sanitary advantages it might be regarded as conveying to us." While entirely agreeing with the last sentence, we think that Dr. Wilson would admit that smoking is likely to prevent injury resulting from bad smells, and though tobacco may not be a perfect disinfectant it is undoubtedly a powerful germicide, and in all probability saves its votaries from many dangers.

THE SMOKERS IN THE HOUSE.

They need more room to load their bowl;
And this should be conceded,
Since for this solace of their souls
Loder and Bowles have pleaded.

There's something sure in that desire
That Mr. Crombie spurns;
Smoke is, we know, allied to fire,
Though by no means to Burns.

'Tis strange, for you will find inside,
If for a pipe you wish,
That two constituencies provide
Unopposed Cavendish.

True, for cigars of high repute
You'll search the House in vain;
But there's your boyhood's substitute,
If you'll resume it—Caine.

But, since cigars you cannot get,
I think upon the whole it
Is best to try a cigarette—
South Islington says "Rollit."

"But no," non-smokers cry with rage;
"Your pleasure is our grief;
In libraries you turn the page,
But shall not roll the leaf."

—Daily Chronicle.

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.



DEAR good lady writes to *The Star* as follows—“Is it too late to ask the Government or local authorities to forbid all smoking out of doors on Coronation Day? In every direction there will be inflammable material, and women and children in muslins

and inflammable finery will assuredly come to grief if smoking be permitted.” This seems rather a large order, and if it were possible to imagine any government having the power to issue it it would probably bring about a revolution. Alas! there is also no power to order ladies to wear hats of a reasonable size instead of immense structures which effectually prevent people behind them from seeing anything. This little habit of the fair sex will prove specially irritating at the Coronation, and we trust that lovely woman, who “doubles our joys and divides our sorrows,” will take the hint and for once in a way prefer the comfort of other people to the joy of displaying new head-gear.

* * * *

I think the shareholders in The Imperial Tobacco Company must feel on very good terms with themselves, as the speech of Sir William Wills, Bart., the chairman of the big combine, made at the statutory meeting, was cheerful in the extreme. In the first place, he was able to say that so far from the company having gone back since it was registered there had, on the contrary, been a satisfactory all-round increase. This is the more gratifying as the Americans reduced their prices to the public very considerably, and have, moreover, by coupons and other attractions, striven hard for popular favour. Moreover, I happen to know that a number of retailers have up to the present done but little to push the company's goods owing to a feeling of uncertainty as to the profits and of soreness caused by the very long delay in deciding upon many matters which they felt to be of vital importance. That soreness, however, is passing away, and it only wants a minimum price list, showing a good living profit, to stimulate the trade to really work their very hardest to give their countrymen a great triumph.

* * * *

Sir William Wills, while wisely declining to prophesy, expressed the belief that the profits of the first year would exceed the amount estimated in the prospectus, £1,050,000, and in some quarters it is fully expected that they will reach the gigantic total of £1,500,000. This we think rather too optimistic, but we should not be surprised to see £1,250,000 reached. The shareholders will also have read with satisfaction that the policy of the board will be to add large sums to the reserve rather than pay high dividends. This will be, of course, greatly to the advantage of the preference shareholders and debenture holders, as it will make their holdings more valuable in the market and therefore less liable to fluctuations in price. I think that a few preference shares picked up at the present price would be a wise purchase, and the interest is practically certain, and there is good prospect of a steady rise.

* * * *

Some people are very hard to please. Some months ago I used to continually hear when on my rounds grumbles about the prospects of the Coronation being injured by the continuance of the war; now the war is over I supposed that I should meet with nothing but cheerfulness, but quite the contrary is the case. First of all it is the weather, and that is a legitimate grumble enough; then it is said that the Coronation festivities will draw large crowds up to London and leave provincial tradesmen lamenting; and lastly, that no real advance in trade can be made till things

have settled down. Well, no doubt there is something in all this, but I positively decline to growl; I think we all ought to be so delighted to have done with a war which has not only been costing the nation stupendous sums of money, but also the infinitely more precious lives of our soldiers, that we should make up our minds to be cheerful. I know some of my readers will say, “What about the increased taxation?” but even so, there is comfort in the thought that it is unlikely to last, and had the war gone on another year goodness only knows what would have been taxed next.

* * * *

I am often struck with the utter lack of intelligence shown by tobaccoists in the matter of advertising; they do not seem to realise that to ensure success it must be systematic, continuous, and varied. I have recently read the following hints in the *Canadian Cigar and Tobacco Journal*, and as they put the matter in a nutshell I reproduce them, and hope they will be laid to heart, especially just now, when advertising is so essential:—No business can prove a perfect success without advertising. There are three methods. One, that is not only inexpensive but profitable—the window. Place in it irresistible temptations that no smoker who passes your store can resist. The next is the circular, and this is for people who do not read the local newspaper. It should always be got up in an attractive and up-to-date form, and should contain, in addition to a general advertisement of the shop, some particular items which you consider worth calling attention to, with the prices of same. The third and last is the newspaper advertisement—a little more expensive than the other two methods, but the returns are usually proportionately great. Your ad. should be changed for every issue of the paper. See that it always contains something new and catchy; and, as in your circular advertising, don't let it be too general; but mention the various items of your stock likely to catch the public fancy. But greater still than either of these methods as a profitable advertisement is the man who buys and is satisfied. The pleased customer is a more potent factor in bringing trade to your shop than all the other advertisements put together.

* * * *

I think the following will take some believing, but I give it for what it is worth. I should imagine a cigar without nicotine would be about as delightful as beer without alcohol, but opinions differ, and as the cigars in question were of French manufacture the flavour could not well be spoiled by any process whatever:—“The question of eliminating from cigars the poisonous nicotine, which strikes such terror to the hearts of anti-tobacco faddists, is one which has long engaged the attention of scientists—thus far with no very satisfactory results. It would seem, however, that a Chicago cigar manufacturer has solved the problem, at least to his own satisfaction; and there also comes a report from Paris, of a discovery of a similar nature in that city, which has been put to the test by various physicians and found to be all that its inventor claims for it. The report naively states that one of the doctors smoked in twelve hours thirty large black cigars which had been treated by the process, whereas three ordinary cigars smoked successively usually make him ill. An experiment was also made with a boy of 15, a non-smoker, who smoked four of the cigars during an afternoon without so much as turning pale. It is also said that fastidious amateurs have failed to distinguish the neutralised cigars from ordinary ones. The process, which is said to be secret, consists in steeping the tobacco leaf for several hours in a certain liquid compound.”

Freeman's
'Darvel Bay'
 (BORNEO)
CIGARS
STILL HOLD THE LEAD.



Sole Agents: JOHN CARIDI & CO.,
5 & 6, Bury Court, St. Mary Axe,
 Telegraphic Address:
 "DRASTIC LONDON."
 Telephone: 477. Avenue. **LONDON. E.C.**

Our Smoking Mixture.

TOBACCO SMOKE AVERTS DISEASE.—Added now to the joys of tobacco is the knowledge that smoking may prevent some diseases. Dr. Dumon has studied the action of tobacco smoke upon the various organisms found in the cavity of the mouth, and has found that while it has no effect upon typhoid fever germs or tetanus (lockjaw), it greatly retards the growth of the bacilli of influenza, of diphtheria, and of consumption.

KING ALFONSO MAY NOW SMOKE.—Two years ago, after having dined with his august mother and her Ministers of State, King Alfonso rejoined the latter in the smoking-room, and, taking a cigarette from one of the members of the Cabinet, he placed it unlighted between his lips, and then, flinging it on the ground, exclaimed, "Just wait two years longer, and then won't I, a free man, smoke to my heart's content."

TOBACCO AND HICCOUGH.—In a Russian medical journal, Dr. G. Taterstoff draws attention to excellent services which may be obtained from the ordinary snuff tobacco as a means for cutting short hiccough. He relates an instructive case of a patient with some chronic chest disease, accompanied by violent cough attacks, in whom the latter used to be followed by extremely obstinate hiccough. The common remedies, including cocaine, failing to exercise any controlling influence on the most distressing symptom, Dr. Taterstoff at last decided to give a trial to the said old-fashioned popular means of making the patient on each occasion thoroughly snuff into his nose a pinch of the powder, until the appearance of lively sneezing. From the first *séance* the effect was truly marvellous, the hiccough subsiding as if by magic.—*Health.*

CUBAN TOBACCO.—For the encouragement of Mexican growers and manufacturers of tobacco, the journal *Le Mexique* quotes an article from the *Revue Scientifique* upon the condition and prospects of the competing industries in Cuba, which are represented as being anything but satisfactory. It is affirmed that the average quality of the Havana has fallen off, and that the cost of its production has increased in recent years. The quality of the best kinds is still unequalled, but their price has risen enormously, and the cheaper sorts are merely tipped with superior tobacco, the rest of the material used being of much less fine flavour, being sometimes acrid and bitter after the first few whiffs. Moreover, the exports of Cuban cigars are stated to have fallen off greatly, the decrease having become apparent even before the United States' war with Spain. In 1889, for example, the quantity exported was upwards of 250 millions of cigars, in 1891, 196 millions, and in 1897 only 133 millions. Within this period the cost of labour in the manufacture of cigars has risen considerably, after repeated strikes of the workpeople. The present cost of producing a particular class, of which the brand is given, is 77s. per thousand, of which 25s. represent the material and 40s. the labour, irrespective of the other charges. It is fair to state that the falling off in the exports of cigars has been partly compensated for by a substantial increase in the shipments of Cuban leaf tobacco. On the other hand, the shipments of Cuban cigarettes have been reduced. *Le Mexique* concludes that these indications should furnish a stimulus to Mexican growers and manufacturers, and that Cuba is not likely to regain her former predominant position in this industry until the export duties on Havana cigars are abolished.

WHITE WOOD AS A CURE FOR THE TOBACCO HABIT.—According to the *Eclectic Medical Journal*, the *Liriodendron tulipifera*, also known under the names of white poplar and white wood, is probably the largest of the lumber-producing trees native to the United States, excepting, of course, the giants of California. The inner bark has been used to a considerable extent, in years gone by, as a domestic remedy for malarial conditions, or, infused in whisky, as a tonic or bitters. This bark also constitutes a very efficient cure for the tobacco habit. The fresh, inner bark may be chewed, or the powdered bark may be mixed with sugar and extract of liquorice, and pressed into a tablet, say of five grains of the bark. These tablets are to be allowed to dissolve in the mouth whenever the desire comes to smoke. The man who made the discovery cured himself, and he was a most inveterate smoker. He also gave it to dozens of his friends, with fine results, finally selling his receipt to a large drug house for fifteen hundred dollars. While the remedy is cheap, it is also harmless, and at the same time a fine stomachic, resembling gentian in its action upon the gastric organs. We can suggest a better remedy, namely, to smoke some of our American friends' penny packets of cigarettes. This is bound to cure, if, indeed, the patient survives, but this is by no means certain.

SMOKING AT BUCKINGHAM PALACE.—During the reign of Queen Victoria there was no regular smoking-room in Buckingham Palace. On the rare occasions when the late Queen gave a dinner party the men smoked in the dining-room. King Edward, however, has changed all that, and has brought Buckingham Palace up to date by the creation of a large and comfortable smoking-room. The room is decorated in Oriental style, and is adorned with various curios which the King brought back from India.

STOLEN SWEETS.

I never smoke a cigarette
 But comes the recollection
 Of one who—I can see her yet—
 Could make them to perfection.
 A pretty girl, with laughing eyes,
 And mouth most kiss provoking,
 A rosebud! In that rosebud lies
 The reason of my smoking.
 Around each small tobacco roll
 The memory still lingers
 Of her and of the time I stole
 The first one from her fingers.
 She made some comment on a dunce,
 Then laughingly she beckoned
 For more tobacco, and at once
 Began to roll a second.
 Between her dainty finger tips
 She fashioned it to please me;
 Then held it to her rosebud lips
 And lighted it to tease me.
 "Now, possibly you may steal this,"
 Said she, "you've grown so foxy."
 I did, and got a rosebud's kiss—
 A kind of kiss by proxy.

—Smart Set.

T. VAFIADIS & CO.'S EGYPTIANS

leave a good margin of
 profit to the Retailer, and

are **not cut.**

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○ Limited,

'Cuba Superba.'

THE unprejudiced connoisseur who does not buy a cigar solely because it is a Havana, but relies on quality, flavour, and aroma, will find it impossible to obtain a better medium-priced and thoroughly reliable Cigar than the . . .

British Made

A New Blend of the most choice Tobaccos,
Hand Made by most experienced

'CUBA SUPERBA.'

British Workmen.

'Cuba Superba,'

OBTAINABLE IN
VARIOUS SIZES.

THE RELIABLE
CIGAR.

'Cuba Superba.'

Robinson & Barnsdale, Ltd.,

Nottingham and London.

Trade News and Notes.

AMERICAN TOBACCO TRUST METHODS.—The efforts of the American Tobacco Trust to capture the trade of Canada have brought it into collision with the Canadian dealers, on account of the objectionable tactics used to gain its ends. A couple of months ago complaint was made to the Canadian Government that the United States Tobacco Trust had secured a footing in Canada by the purchase of the Empire factory, and was operating against domestic manufacturers by unfair methods. The allegation was that the Trust had served notice on the Canadian retailers that they must purchase all their native tobaccos from the Tobacco Trust's Canadian factory, otherwise they would be refused certain American brands which are very popular in Canada. This high-handed proceeding brought about united action on the part of the Canadian manufacturers, who sent down an influential deputation to appeal to the Government for redress. The Canadian Government, after making a few preliminary inquiries, has evidently come to the conclusion that the charge is not without foundation; for his Honour Duncan Byron MacTavish (Judge of the County Court of Carleton) has been commissioned to conduct an investigation of the matter. English retailers meanwhile may note what may be in store for them.—*Financial News.*

ESTATE OF A LIVERPOOL TOBACCO IMPORTER.—The estate of the late Mr. David Rowatt, of the firm of Rowatt & Lyon, tobacco importers, Liverpool, who died recently at his residence in Waterloo, and whose will has just been proved, has been sworn at £63,388 net. The sole executor is his son, Mr. David Crawford Rowatt. After providing for certain legacies, including two of £10,000, two of £6,000, and one of £3,000, the testator bequeaths the residue of the estate and his business to his son.

SERIOUS ACCIDENT TO AN ABERDEEN TOBACCONIST.—A serious accident occurred on May 24th at Ruthrieston Station on the Deeside section of the Great North of Scotland Railway, when Alexander Campbell, tobacconist, George Street, Aberdeen, fell backwards off the station platform to the line and split the top of his skull for about five inches. The man was immediately picked up in an unconscious condition, and on the arrival immediately afterwards of the 10.28 suburban train he was conveyed to Aberdeen by it. The unfortunate gentleman, despite the care and attention he received at the Royal Infirmary, died on June 3rd.

THE IMPERIAL TOBACCO COMPANY (of Great Britain and Ireland) announces that certificates of the Debenture Stock and Preference Shares will be ready on June 2nd, at 259A, Winchester House, to be exchanged for allotment letters and bankers' receipts.

THE WEED FOR PRISONERS.—Sir Algernon West, in a letter to the *Times*, suggests that His Majesty should graciously celebrate his Coronation by commanding that, henceforth, prisoners who wish to smoke—or chew, if they prefer it—should be allowed a limited quantity of tobacco, say, three-quarters of an ounce a week, at their own expense, or that of their friends. He claims for his plan the following advantages:—(1) The punishment of the smoker and the non-smoker would be approximately equalised. (2) The temper of many of the prisoners would, I believe, be materially improved by a couple of pipes or cigarettes a day, and they would become more amenable to discipline and less troublesome to those in charge of them. (3) A new, very simple, and perfectly inexpensive punishment—suspension from the use of tobacco—would be introduced in many cases, in some of which it might be exceedingly effective. (4) Prison warders would be relieved of a temptation to commit an extremely serious breach of the rules, which, in some cases, must frequently be urgently present with a kind-hearted man. (5) Untried prisoners who are eventually acquitted, and may be innocent,

would be treated with more consideration. (6) If such rules were made in honour of the Coronation an enormous number of prisoners for many years to come would have occasion to remember the Coronation of King Edward VII. with heartfelt gratitude.

TOBACCO WAR. RUMOURED EXTENSION OF THE IMPERIAL.—Signs are not wanting that the Imperial Tobacco Company are in a happy mood; and the retail tobacconists, who at first looked askance at their proposal, are now predicting their success, their

co-operation to a large extent being assured. Meanwhile the British "combine" are maintaining profound secrecy as to the nature of further moves, which, it is stated on good authority, are exercising the attention of the directors. All that can be definitely ascertained is that the I.T.C. are negotiating for the acquisition of further tobacco manufacturing firms in this country, and that these companies are not adverse to "coming in," provided their controllers retain some interest in the combine. So far as can be gathered at present, the average net profit of £1,060,000 which the combined manufacturing firms in the Imperial Company have made for the last three years looks to be more than realised this year, for the returns from retailers show no falling off, but rather a steady increase in the public demands.

WAKEFIELD AND DISTRICT TOBACCONISTS' ASSOCIATION.—The annual meeting of this organisation was held at the George Hotel last month, when Mr. J. H. Fallas was elected president, and Mr. E. Archer was not only re-elected secretary and treasurer, but during the evening he was the recipient of a handsome

TEOFANI'S

HIGH-CLASS

CIGARETTES

AWARDED THE

GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD).

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TRADE NEWS AND NOTES—continued.

clock, as an acknowledgment of his services in those capacities for the last seven years.

THE DUNDEE "TOBACCO" CASE.—In the First Division of the Court of Session recently, the reclaiming note for David Wilson and Robert Simpson Baxter in the Dundee "tobacco" case was withdrawn. Mr. Young, for the Crown, moved for expenses. Mr. Wilton, for the reclaimers, asked for modification. The Court modified them to two guineas.

AMSTERDAM TOBACCO SALES.—The sixth sale of the season took place on the 3rd inst., when 19,426 bales of Sumatra, 1,047 bales of Borneo, and 271 bales of Mexican tobacco were put on the market. An improved tone was manifested, as compared with previous sales, and there was a good deal of competition amongst buyers, which led to the whole of the leaf offered being taken at prices that may well be regarded as satisfactory. Only one parcel of 128 bales was held over unsold. Almost the top price of the sale was realised by the United Lankat Plantations Company, with a lot of 803 bales, fetching 185 cents, the only higher price scored being 190 cents, at which figure one of the smaller of the Dutch companies sold 385 bales in advance of the general auction. A parcel of 601 bales, belonging to the British Deli and Langkat Company, realised 118 cents. Out of the total amount sold about 11,800 bales fetched over 90 cents, and of this quantity 6,783 bales (that is considerably more than half) realised over 100 cents, the proportions, in round figures, being as follow:—Between 100 cents and 120 cents, 1,500 bales; between 120 cents and 140 cents, 1,170 bales; between 140 cents and 150 cents, 1,450 bales; 150 cents and over, 2,650 bales. The next sale, which is to take place on Friday, 20th inst., is likely to be of considerably smaller dimensions than the one above reported, as only some 15,000 bales are expected to be put forward, comparing with 20,744 bales offered at the last sale.

An amalgamation of match factories is rumoured from Japan. The trust, it is stated, will have a capital of 12,000,000 yen, which is to be found by wealthy Americans.

A LUCKY JOURNALIST.—A very pleasant function took place at the Dr. Butler's Head, Masons' Avenue, E.C., on June 7th, when Mr. Lincoln Springfield, a popular London journalist, was entertained by his journalistic friends to a complimentary dinner. Mr. Springfield has just left journalism to become Press representative of the Imperial Tobacco Company. Mr. J. Nicol Dunn, of the *Morning Post*, presided, and among others present were Mr. T. P. O'Connor, M.P., Mr. Cust, M.P., and Mr. Melville Stone, of the Associated Press.

Foreign.

THE COUNCIL OF ADMINISTRATION of the Ottoman public debt at Constantinople reports that the receipts for April from five revenues were £T80,245, and from tobacco tithes £T307. In 1901 the receipts from five revenues were £T77,136, from tobacco tithes £T7,500, and from Cyprus £T2,500.

AMSTERDAM TOBACCO SALES.—The fifth sale of the season for Sumatra and Borneo tobacco was held on Friday, May 16th, when 19,025 bales of the former and 2,567 bales of the latter, or a total of 21,592 bales, were offered to tender. The market was a good one for likely lots, and prices all round showed a substantial advance on brokers' valuations; but most of the tobacco brought to market was of medium or low-grade quality. The highest price of the sale was 200 cents, or 3s. 4d., a pound, which was obtained by the Deli Maatschappij for a parcel of 640 bales, the same company taking second

place with two lots aggregating 665 bales, sold at 185 cents, or 3s. 1d., and third place with a lot of 724 bales at 165 cents, or 2s. 9d. The Langkat Tabak Maatschappij, however, sold two parcels, amounting together to 521 bales, at 175 cents, or 2s. 11d., in advance of the general tender. The London companies sold as follows: The Sumatra Tobacco Plantations Company, Limited, 103 bales at 145 cents, or 2s. 5d.; the United Lankat Plantations Company, Limited, two lots of 481 bales and 213 bales respectively at an average of 90 cents, or 1s. 6d.; the British Deli and Langkat Tobacco Company, Limited, 523 bales at 85 cents, or 1s. 5d.; and the Serdang Tabak Maatschappij 340 bales, in advance of the general tender, at the same price. The New Darvel Bay (Borneo) Tobacco Plantations, Limited, realised 150 cents, or 2s. 6d., average, for two large parcels amounting in all to 1,266 bales; the New London Borneo Tobacco Company, Limited, sold one lot of 362 bales at 90 cents, or 1s. 6d., and two more of 507 bales and 215 bales respectively at 50 cents, or 10d.; and the New London and Amsterdam Borneo Tobacco Company, Limited, sold 217 bales at 85 cents, or 1s. 5d. Up to date there has been sold in Amsterdam of the present crop 88,332 bales of Sumatra and 6,243 bales of Borneo leaf, while 56,448 bales of the former and 1,493 bales of the latter lie awaiting sale. This is in addition to the tobacco sold and awaiting sale at Rotterdam. A rough analysis of the present sale shows that 640 bales sold at 200 cents, or 3s. 4d., a pound, about 11,000 bales at various prices down to 100 cents, or 1s. 8d., over 9,000 more down to 50 cents, or 10d., while the lowest price of the sale was 42 cents, or 8½d.

FOREIGN TOBACCO AS IRISH ROLL.
THREATENED PROSECUTIONS.—The Press Association states that the practice of selling foreign-made tobacco as Irish roll is regarded as one of the effects of the recent combine movement, and has been severely felt by Irish manufacturers. The question was discussed at a meeting held in Dublin recently, at which the manufacturers unanimously resolved to institute prosecutions in future under the Merchandise Marks Act against any persons selling or retailing as Irish roll tobacco not manufactured in Ireland.

TOBACCO DUTY IN THE ARGENTINE REPUBLIC.—The Argentine *Boletín Oficial* for the 24th March last contains the text of a Decree modifying the regulations with regard to the internal taxation of tobacco in the Argentine Republic. From this Decree it appears that imported cigars, cigarettes, and manufactured tobacco are to pay the internal duty leviable thereon according to a valuation to be fixed at intervals of three months by a commission nominated by the Executive and consisting of two officers of the Internal Revenue Department and two merchants, presided over by the Administrator-General of the Internal Revenue Department. If at the end of any quarter no modification of the valuation is announced, it is to be understood that the previous valuation remains in force.

TOBACCO WORKERS' STRIKE.—The Government employes in the tobacco factories of Paris, numbering about 3,500, have gone on strike, and a general strike of all the tobacco workers of France is feared.

Law.

A CLAIM FOR WRONGFUL DISMISSAL.—In the King's Bench Division, on May 27th, the case of *Jenkins v. Walsh* came before Mr. Justice Channell and a special jury. The plaintiff, John Thompson Jenkins, of Notting Hill, London, sued Miles Smithson Walsh, of

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

TRADE NEWS AND NOTES—continued.

Pretoria Villa, Bramley, Leeds, to recover damages for wrongful dismissal. The defendant had pleaded that he was justified in dismissing the plaintiff, but was not represented in Court.—Mr. Boxall, K.C., said it was really an undefended action. The defendant was a cigar manufacturer. Plaintiff advanced defendant £700, and entered into an agreement to manage defendant's London business at a salary of £4 a week. In December, when plaintiff asked for his salary, he was dismissed without notice, although the agreement provided for three months' notice. Plaintiff sued for his salary and got judgment for £34, but had not yet had a penny of the money. He now sued for salary in lieu of notice.—His Lordship directed the jury to return a verdict for plaintiff, and judgment was entered for £60 with costs.

THOSE AUTOMATICS AGAIN.—At the Clerkenwell County Court, on June 4th, the Minerva Automatic Company, 122, York Road, King's Cross, sued Henry Lowe, tobacconist, 9, Church Street, Greenwich, for £8 5s. in respect of three automatic skill machines. Mr. Moritz was counsel for plaintiff. Defendant was represented by Mr. Sewell, solicitor. Counsel said that defendant purchased three of the machines, but since the prosecutions had been instituted by the police against persons allowing the machines to be used, on the ground that they were not machines in which skill was required, but simply gambling instruments, defendant had become somewhat alarmed, so he attempted to return the machines, and he refused to pay for them. Mr. Dunthorne gave evidence as to selling two machines to defendant, the price agreed upon being £5.—By Mr. Sewell: He knew that at the time the order was given there had been some question as to the legality of using the machines. Defendant and himself talked about it, but it was not true that defendant said that he should not pay for the machines until the question had been settled. He did not tell defendant that his company were going to take a case to the Court of Appeal, neither did defendant tell him he would pay for the machines if a guarantee was given that he could use them without fear of prosecution. He agreed to pay for them in a month.—Ernest Edwin Cannon, of the plaintiff company, said he sold defendant the third machine. After keeping it three weeks defendant returned it. During the hearing it was mentioned that question of legality with regard to the use of machines was going to be brought before the Court of Appeal.—His Honour suggested that it would be best to adjourn the case under the circumstances. If it was held to be illegal by the Court of Appeal, then it was illegal from its conception, and the whole transaction was void. Both parties agreed to have the case adjourned generally.

TOBACCO TRADE ACTIONS.—In the Chancery Division of the High Court, on June 6th, Mr. Justice Joyce had before him a motion by which Ogden's, Limited, of Liverpool, asked for an injunction to restrain defendants, Messrs. Young & Sons, Limited, of Bolton, from using the word "Clarion" in connection with a smoking mixture.—Mr. Hughes, K.C., for the plaintiffs, said his clients had for ten years used the word "Clarion" as a name of one of their tobaccos, and they alleged that it necessarily denoted tobacco of their manufacture. A great deal of evidence had been filed on both sides, and the defendants' affidavits were in conflict with those of the plaintiffs. He was, therefore, afraid that his lordship would not try the motion on affidavit evidence, and the motion must stand to the trial.—Mr. Ashton Cross asked that the case might be heard with a jury at Liverpool.—Mr. Hughes said he would consider the suggestion.—Mr. Justice Joyce said if the parties did not agree the case could not go to Liverpool. The motion was ordered to stand till the trial, the costs to be costs in the action.—Mr. Justice Joyce subsequently granted a perpetual injunction in the case of Ogden's, Limited *v.* Smidt, restrain-

ing the defendant, a retail tobacconist, from abstracting photographs from packets of Ogden's cigarettes before selling them.—Mr. Sebastian, for the plaintiffs, said Ogden's were in the habit of giving away photographs with their packets of cigarettes. A great feature was made of the practice, and persons buying packets of their cigarettes expected to get the photographs. Defendant had abstracted photographs, but he appeared and submitted to judgment, and agreed to pay the costs.

New Companies.

E. & W. ANSTIE, LTD.—Registered on May 22nd, by Busk, Mellor & Norris, 45, Lincoln's Inn Fields, W.C., with a capital of £90,000, in £1 shares (40,000 Preference). Objects: To acquire as a going concern the business of a tobacco manufacturer, now carried on by E. L. Anstie and G. E. Anstie, as "E. & W. Anstie," at Devizes, Wilts, to adopt an agreement with the said E. L. Anstie and G. E. Anstie, and generally to carry on the business of tobacco manufacturers, makers of cigars, cigarettes, pipes, and other smokers' requisites, snuff grinders and merchants, &c. The subscribers are:—

	Shares.
E. L. Anstie, Devizes, tobacco manufacturer..	1
G. R. Anstie, Devizes, tobacco manufacturer..	1
Mrs. M. Anstie, Parkdale, Devizes ..	1
Mrs. A. E. Anstie, Elm Lodge, Devizes ..	1
Miss A. B. Anstie, 31, Market Place, Devizes	1
W. H. Brown, Beechcroft, Devizes, engineer..	1
H. G. Norris, 45, Lincoln's Inn Fields, W.C., solicitor ..	1

Minimum cash subscription, 50 per cent. of the shares first offered to the public. The number of directors is not to be less than two nor more than five. The first are E. L. Anstie and G. E. Anstie (both permanent). Qualification of first directors, £5,000; of subsequent directors, £1,000. Registered office, 30, Market Place, Devizes.

Public Companies.

NEW DARVEL BAY (BORNEO) TOBACCO CO.—The ninth ordinary general meeting of the New Darvel Bay (Borneo) Tobacco Plantations was held on May 13th, at Winchester House, E.C., Mr. Sigmund Sinauer (Chairman of the company) presiding. The Secretary (Mr. M. Phillips) having read the notice convening the meeting, the Chairman said:—The meeting is delayed, as some accounts had to be referred back to Borneo. The explanations reached us at the same time as advice of the first shipment of the new crop of tobacco. In addition, Mr. Arensma asked for a holiday, after five years' work. We cabled back approval, and he arrived this morning. We had last year what I may call an ordinary year; not a very good one, although, as far as our tobacco from Darvel plantations are concerned, it has turned out fairly satisfactorily. That result has, however, suffered considerably by the output of the Balong Estate across the Bay being unsatisfactory, and that caused an extra expense to be incurred. It is our intention to give up planting there altogether. The tobacco which we have had realised a profit of £6,600, which would have been considerably more but for the loss connected with the Balong Estate, which we have written off entirely. We have already by the sale of a small portion of the crop that we have had, a little over one-third of the tobacco we are going to receive, realised nearly £42,000. The cost will not exceed that of last year. The remaining portion of the crop will not, of course, realise in proportion so much;

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

TRADE NEWS AND NOTES—continued.

still, taking a very low estimate, and after consulting with Mr. Arensma as regards that estimate, we think we shall realise altogether £70,000 at the very least. That will enable us not only to write off the deficiency shown at the present time, and to put a very large amount to reserve, but it will further enable us to give you an interim dividend this year, as soon as we realise some more of our tobacco. For this year we are opening fresh land near our present Darvel estates. On 16th inst. we shall be selling our second shipment. With regard to Mr. Arensma, I may say that he very considerably takes his well-earned holiday at that period of the year when his presence in Borneo is not so essential as at other times. The Chairman concluded by proposing the adoption of the report and accounts.—The Chairman, replying to a question, said that originally the directors were authorised to spend £2,000 for exploiting for gold. They had proved the existence of gold on the property, but without proper appliances and a light railway they could not make it pay. The expense would be written off in the next balance-sheet. The motion was then put to the meeting, and carried unanimously. The retiring directors (Baron von Stein and Sir Edward P. Wills, K.C.B.) were re-elected on the proposition of Mr. Carmichael, seconded by Mr. Appleton. The Chairman, in acknowledging a vote of thanks moved by Sir Edward Carbutt, said the directors were among the largest shareholders of the company, and therefore the shareholders' interests were their own. They had had uphill work in their time, but he thought their prosperity was now assured. They had every confidence in Mr. Arensma, who was far-seeing and not too much of an optimist.

IMPERIAL TOBACCO COMPANY. STATUTORY MEETING.—The statutory meeting of the Imperial Tobacco Company (of Great Britain and Ireland), Ltd., was held at the Cannon Street Hotel, on 11th inst., when a report was submitted to the shareholders showing that of the £15,000,000 share capital of the company, the number of shares allotted to the 24th ultimo was 3,333,338 cumulative preference shares, 747,700 preferred ordinary shares, and 747,668 deferred ordinary shares. Of the preference shares 3,000,000 have been allotted for cash, while 32 preferred ordinary shares were paid for as allotment. In part satisfaction of the purchase money 333,338 preference shares, 747,668 preferred ordinary shares, and 747,668 deferred ordinary shares have been allotted as fully paid, and there remain to be allotted as fully paid to those firms and companies whose businesses are to be acquired 1,166,662 cumulative preference, 3,511,381 preferred ordinary and 3,511,380 deferred ordinary shares. Arrangements have been come to for the acquisition of Messrs. Mardon, Son & Hall's business. A resolution was carried, fixing the qualification of a director at 10,000 shares. The receipts on capital account amounted to £3,946,734, and the payment to £1,197,401.

NORTH OF ENGLAND TOBACCONISTS' ASSOCIATION.—The annual meeting was held last month at the Hotel Metropole, Newcastle, under the presidency of Mr. David Herbertson. There was a good attendance. It was resolved to continue the association on the old lines, but on a firmer basis if possible. Mr. Herbertson was re-elected president, and Mr. John Sinclair elected vice-president, in place of the late Mr. Thomas Lewens. The members of the committee were also elected for the ensuing year. A picnic committee was elected to make the necessary arrangements for holding their annual excursion.

NEW LONDON BORNEO TOBACCO.—The directors recommend a final dividend for 1901 of 9 per cent. on the ordinary shares, making 13 per cent. for the year. The dividend on the deferred shares for 1901 will be $\frac{1}{2}$ per cent.

NEW LONDON BORNEO TOBACCO.—The report of the New London Borneo Tobacco Company, Ltd., for 1901, to be presented at the meeting on the 18th inst., states that the crop of 1900 proved to be 5,575 bales, compared with 6,023 bales produced in 1899. The average price obtained was 74½ cents per half kilo, or about 1s. 1½d. per lb., as compared with 78 cents per half kilo, or 1s. 2¼d. per lb. obtained for the 1899 crop, and 92¼ cents, or 1s. 5d. per lb., for the 1898 crop, and the crop was about 7½ per cent. less than that of the previous year, and, being partly affected by drought, the prices obtained, in a declining market, for all except the finest qualities, showed an average reduction of nearly 4½ per cent. The accounts show that the 1900 crop realised £45,603, and the total sum chargeable against the same, including London expenses (less receipts) and depreciation, amounts to £36,055, showing a balance of £9,547, and after deducting £983 placed to reserve, in accordance with the articles of association, which will then amount to £7,699, there remains £8,564 available for distribution. The balance of undivided profit brought forward is £69, which, added to the £8,564, makes £8,633, out of which a dividend of 4 per cent. on the ordinary shares, amounting to £2,560, was paid in January, and the directors now recommend a final dividend for 1901 of 9 per cent. on the paid-up capital of the ordinary shares, and $\frac{1}{2}$ per cent. on the deferred shares, leaving £163. The total dividend for the year 1901 is thus 13 per cent. on the paid-up capital of the ordinary shares, and $\frac{1}{2}$ per cent. on the deferred shares. The season of 1901 opened very favourably, but unfortunately in August and September a considerable period of drought was experienced. The crop has produced 5,500 bales, of which 4,949 bales have arrived in Amsterdam; 3,670 bales have been sold at an average of 97¼ cents per half kilo, or about 1s. 5½d. per lb. The earlier tobacco proved of good quality, and fetched satisfactory prices, and it is estimated that the sales so far effected will more than cover the entire cost of the crop. At present it appears probable that the total outturn of the crop will vary but little from the result of the previous year. The expenditure on the 1901 crop up to the end of the year amounts to £27,105, as against £27,657 in 1900. It is proposed to plant in 1902 a total of about 800 fields. A telegram from the estates, of 24th May, reports a planting of 2,200,000 plants, showing that the cultivation was again early. The weather was reported to be favourable on all the estates.

IMPERIAL TOBACCO COMPANY. CONFIDENCE IN THE VALUE OF THE UNDERTAKING.—The statutory meeting of the shareholders of the Imperial Tobacco Company (of Great Britain and Ireland), Ltd., was held on June 11th at the Cannon Street Hotel, E.C., Sir William Henry Wills, Bart. (the Chairman of the company), presiding.

The Secretary (Mr. H. W. Gunn) read the notice calling the meeting, and the report stated:—"The directors beg to present the following report to the shareholders—(1) The share capital of the company is £15,000,000, divided into 5,000,000 5½ per cent. cumulative preference shares of £1 each, 5,000,000 preferred ordinary shares of £1 each, 5,000,000 deferred ordinary shares of £1 each. The number of shares allotted to the 24th of May, 1902, is 3,333,338 5½ per cent. cumulative preference shares of £1 each, 747,700 preferred ordinary shares of £1 each, 747,668 deferred ordinary shares of £1 each. (2) Of the shares allotted, 3,000,000 preference shares have been allotted on the footing that they are to be paid up in cash as stated in the prospectus—namely, on application, 2s. per share; on allotment, 8s. per share; on 15th April, 1902, 10s. per share. And 32 preferred ordinary shares of £1 each were paid for in full on allotment. 333,338 preference shares, 747,668 preferred ordinary shares, and 747,668 deferred shares have been allotted as fully paid

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

TRADE NEWS AND NOTES—continued

in part satisfaction of the purchase money, as mentioned in the contract dated 3rd February, 1902, adopting the preliminary agreements of the 3rd and 10th of October, 1901, as referred to in the prospectus. (3) There remain to be allotted as fully paid to those firms and companies whose businesses are to be acquired under the said contracts and agreements, but the transfer of which has not yet been completed, 1,166,662 5½ per cent. cumulative preference shares of £1 each, 3,511,381 preferred ordinary shares of £1 each, and 3,511,380 deferred ordinary shares of £1 each. (4) Since the issue of the prospectus an agreement has been entered into, dated the 17th April, 1902, between Mardon, Son & Hall, Ltd., and this company for the purchase of their business, and arrangements are in progress for the acquisition of other undertakings. (5) The total amount of cash received by the company in respect of the said 3,000,000 5½ per cent. cumulative preference shares is £2,959,695. (6) Below will be found an abstract of the receipts and payments of the company on capital account to the 24th May, 1902. (7) All preliminary expenses, including brokerage, in connection with the formation of the company and the first issue of capital, excluding stamp duties, are payable by the vendors, and are estimated at £60,000. The stamp duties payable by the company are estimated at £90,000.

The Chairman said—Gentlemen, I have not to detain you very long this morning. This is a meeting which has been called in accordance with the provisions of the recent Act of Parliament, for the purpose of affording to the shareholders an opportunity of discussing any matter relating to the formation of the company, or arising out of the report. Personally I am glad, as Chairman, to have the opportunity of meeting our shareholders, and of assuring them generally how fully satisfied the directors feel as to the present position of the company. You own a business—a union of businesses—which have been created and built up by their proprietors after a large degree of success, and which have been, are, and will continue to be managed by practical men of business. The properties have been valued by experts of high standing at what I believe is a fair and reasonable rate, and I think you may feel every confidence that you have full value for your money. I am glad also to say that the trade output of the firms forming the Imperial Tobacco Company has not gone back since the company was formed; but, on the contrary, there has been a satisfactory increase in our business, and without any attempt at prophecy I see no reason why this prosperity should not continue. We are making goods which, as the history of the past has shown, are highly appreciated by the public, and we intend, under all circumstances, to maintain our high standard of quality. A transition period naturally involves much extra work on the part of all concerned. This has been most cheerfully borne, and, notwithstanding this hindrance, we have increased our returns, which I think is an encouraging augury for the future. (Applause.) Personally, I have great confidence in the value of our undertaking, a feeling which is evidently shared by others, as additional firms of excellent standing are now desirous of being included in the Imperial Tobacco Company. (Applause.) The profits of the first year will, it is believed, exceed the profits certified in the prospectus, and it will be the policy of the Board to strengthen the company by creating a large reserve fund out of profits rather than to pay high dividends. Only by such a method can that financial security be preserved which the directors consider to be essential for the company's future prosperity. (Applause.) Now, gentlemen, I propose to move, "That the future qualifications of a director shall be the holding of 10,000 ordinary shares in the Imperial Tobacco Company."

Mr. G. A. Wills seconded the resolution, which was put and carried unanimously.

Mr. Joseph Lyons:—Ladies and gentlemen, may I have

the privilege of proposing a vote of thanks to the Chairman and the Board? (Applause.) Of course, the time has not arrived yet for us to make any criticisms, but I am quite sure that you will agree with me that our business is in the hands and under the control of gentlemen who occupy a leading position in the commercial world, and that we are pretty safe in their hands. (Applause.) As far as the competition is concerned, I have heard it boasted that the American Trust Tobacco Company have said that they, together with the Imperial Tobacco Company, control more business in the trade than the rest of the trade combined. I may say that it reminds me of a poor farmer, who once made it his boast that he and the rich farmer of the village possessed between them more cows than all the rest of the village put together. When he was asked to explain, he said that farmer Jenkins had 140 cows and he had one cow, so that they had 141 cows between them, while the rest of the village had only 20 cows. I think most gentlemen present will agree with me that the American competition is in the position of the poor farmer. (Laughter and applause.) As I said, I am not going to detain you for any lengthened period, but I feel sure that you will agree with me in thinking that we are perfectly safe in the hands of the gentlemen who control this gigantic business, and I will ask some shareholder to kindly second the vote of thanks which I move. (Applause.)

Mr. P. Mosditchian seconded the resolution, which was very cordially received.

The Chairman:—I am very much obliged to you for the vote of thanks. I feel a deep interest in the prosperity of this company, and you may depend upon it that not only I personally, but my colleagues, who are all practically acquainted with the working of the business—for we have no ornamental directors on the Board—will give our best attention, so that your interests may be protected and the prosperity of the company extended. (Applause.)

The meeting then separated. —*Financial Times.*

OGDEN'S EXCURSION.—The entire staff of Messrs. Ogden's, Ltd., the well-known tobacco and cigarette manufacturers, numbering close upon 3,000 persons, is to visit Blackpool shortly. Eight special trains have been engaged by the firm for the occasion, and arrangements have been completed for admission to every important place of amusement or interest in the town. The directors, heads of departments, and representatives are to accompany the excursion.

Police.

RESET OF TOBACCO. TWO CARTERS FINED.—At the Central Police Court, on May 27th—Judge Martin presiding—five carters were charged with resetting 14 lb. 11 oz. of tobacco, value £2 10s. 11d., the property of Messrs. J. & F. Bell, 39, Brunswick Street. They all pleaded not guilty. Detective Trench stated that a boy named Wm. Steedman obtained work from Messrs. Bell as a message boy, giving the firm a false address. He was sent to deliver a roll of tobacco to a grocer in St. James's Street, but failed to do so, also to turn up at his employment. Witness arrested him next day, and he admitted selling the tobacco to men in a work at Polmadie Road. He was taken to the works, and pointed out to the officer the five accused, who each admitted purchasing portions of the tobacco. The boy was tried at a subsequent court and sentenced to receive twelve stripes of the birch rod. The accused gave evidence in their own behalf, each pleading he had no notion that the tobacco had been dishonestly got by the lad. One of them stated that while in the employment of the Caledonian Railway he had known of boys employed by F. & J. Smith selling

TRADE NEWS AND NOTES *continued.*

bits of roll tobacco to them, which, they said, they had received as a present. The magistrate found the charge against three of the accused not proven. The others—Andrew Fisher and Wm. Dunbar—he found guilty of resetting 4 oz. of the tobacco. In their case he thought the ends of justice would be met by imposing a penalty, and, seeing that they were respectable men who had never been in trouble, they would have the option of a fine of £1 1s., or undergoing 14 days' imprisonment.

OLDHAM BETTING RAID.—John Longley, who occupied a tobacconist's shop at 260, Rochdale Road, Oldham, answered four summonses at the local police court, on June 11th, charging him with a breach of the Betting Act of 1853.—A young man, giving the name of James Jones, deposed to going to the defendant's shop on May 30th and 31st, and June 2nd and 3rd. He put 1s. on two horses on each occasion. He went round to the defendant's back premises, where he handed to the defendant slips containing the names of horses.—Cross-examined by Mr. Sixsmith, the witness said he had been many a time to the shop with money from other people. He had been going to the shop about three years for probably above 30 people.—John Smith also deposed to putting a few shillings on horses, but he had never betted with the defendant before May 31st. The witness Jones first told him about the shop.—Mr. Sixsmith: Were you employed by the police? Yes.—Sergeant Walker stated that he and three other officers went to the shop at 1.45 p.m. on the 3rd inst. On getting out of the cab, he saw defendant at the shop door. He ran round by the back of the Gaping Goose public-house into his house. He was followed by another officer and arrested. Witness found 66 slips relating to bets on the defendant, 50 relating to the 3rd June, and the remaining 16 to other dates. He found £6 17s. 1d. in his pocket, and in the shop till £13 10s. The bets varied from 13s. downwards.—Mr. Sixsmith, in pleading guilty, said the defendant had formerly worked at Platt's works, but he had not been able to follow his trade for two years. The defendant was convicted three years ago of a similar offence, and was then fined £25. For some time he gave it up, but the customers came and he was induced to again carry on the same business. He was now determined to leave the premises and give up the business.—The Chairman, after the magistrates had consulted, said for the first offence defendant was fined £50 and costs, and the costs in the other three charges; in default, three months' hard labour. The Chairman added that on the four charges they might have imposed a penalty of £400.

The "Tobacco Lords" of Glasgow.

THE *Glasgow Evening News* recently published the following interesting notes on the early days of the tobacco trade in Glasgow:—

Considering the important part played in the past life of the city by the "Tobacco Lords," it is surprising that the present crisis in that trade has not received more attention. In earlier years, as we know, the "Virginians" were looked up to as the Glasgow aristocracy, and as such had their privileged walk at the Cross, on which none dared to tread who was not of their order. The tobacco lord was a big man, and, like the renowned Captain Paton, "along the plainstones like a Provost he would go," yet for all that he had his business bump largely developed. Many a famous name in the city's life can be culled from the list of these men, and names, too, that link the long-forgotten with the present. To George Buchanan, of Mount Vernon, for instance, are we indebted for the name and construction of Virginia

Street, which he formed through the grounds surrounding his town residence, Virginia Mansion, which was entered by a spacious gateway in Wilson Street. Another Buchanan engaged in the trade, who has left his mark on the city, was Andrew, of Drumpellier. He was Provost of Glasgow in 1740-41, and along with his three brothers founded the Buchanan Society in 1725—an institution which still survives and does a lot of good educational and charitable work. Provost French, who laid the foundation stone of St. Enoch's Church in 1780, was also a "Virginian." Alexander Spiers, of Elderslie, and John Glassford, of Dougalston, were, perhaps, two of the greatest who engaged in the trade. The latter has been described—taking his opportunities into account—as the greatest merchant Glasgow ever had, and certainly his enterprises were many and varied. He was an extensive shipowner, founder of the famous Cudbear Works, afterwards known as "Mackintosh's Secret Works," and a partner in the Glasgow Arms Bank, the Thistle Bank, the Glasgow Tanfield, and the Pollokshaws Printfield. Spiers was also a man above the common, and survived the disaster which overtook many of the Virginians at the outbreak of the American War. The Oswalds, of Scots-toun, and of Auchincruive, were also in the trade. Richard, who built Oswald's Land in the Stockwell, was buried in the Glasgow Cathedral, and acted as one of the six Commissioners to the rebels of '45. George Oswald seems to have been a man of some culture, as we find him being appointed Lord Rector of the University in 1797, an honour given to another Virginian merchant, George Bogle, of Daldowie, in 1737. Patrick Colquhoun, who became Provost in 1782, also shed some lustre on the order of Dows. He was the first chairman of the Chamber of Commerce, and after leaving Glasgow was Chief Police Magistrate at Queen's Square, Westminster. He changed the name of his Glasgow estate to that of Kelvin Grove, and his mansion-house there will be remembered as serving to house the city museum. Lawrence Dinwiddie also acted as one of the Commissioners to the rebel Jacobites, and had his town house in the second flat of a tenement in the Trongate, while another merchant who resided in the same locality was Colin Dunlop, of Carmyle. He was one of the founders of the old Ship Bank, and also filled the Provost's chair. Dunlop Street was named after him, and at least a portion of his house is yet to be seen on the south side of Argyle Street, being the second east from Dunlop Street. Such were a few of the men who laid the foundations of the city's greatness of the present day. The first trading transaction which Glasgow merchants had with Virginia is said to have been carried out in charge of the captain of the vessel. He was not a man of figures, however, and when asked for a statement of accounts on his return, said he could give none, but produced a "hogger," or stocking, filled with coin as the result. Pleased with their gains, but believing if an educated person had conducted operations their profits would have been greater, the next shipment was made in charge of one skilled in accounts. On his return they got a splendid written out statement, but no "hogger." As a rule, the trade was carried on by small joint-stock companies, one of the parties acting as manager. Goods were shipped and tobacco received in return, the goods being purchased on a twelve months' credit. Settling-day saw the accounts discharged in a wine-shop, and the last item being settled by the payee—

"He then would mix the genuine stuff

As they made it long ago,

With limes that on his property

In Trinidad did grow."

At the present time it is not without interest to recall the fact that these wine shops were run by some well-born young women, whose parents may have suffered a change of fortune, it being customary in these days to set them up in this business in the same way as a widow is even yet helped to start business as a greengrocer, milliner, or dressmaker.

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

From the "London Gazette."

Receiving Orders.

RANSOM, FLORA SIDNEY, tobacconist, 13, Broad Street Corner, Birmingham. Date of order, May 6th, 1902.

PARFITT, JOHN, tobacconist, Barley Street, Brynmawr. Date of order, May 1st, 1902.

BURGESS, HENRY WILLIAM, tobacconist, Corn Market Street, Thame, and Princes Risborough. Date of order, May 6th, 1902.

PAPE, WALTER MARRITT (trading as Pape & Son), tobacconist, 53, Market Place, Wisbech St. Peter. Date of order, May 21st, 1902.

HANCOCK, HERBERT CHARLES, tobacconist, 52, Green Lane, Derby. Date of order, May 27th, 1902.

PALMER, ALBERT EDWARD (trading as A. E. Palmer & Co.), wholesale tobacco and cigar dealer, 28, Tamworth Street, Hulme, near Manchester. Date of order, May 30th, 1902.

Notices of Release of Trustees.

BERESFORD, WILLIAM, late tobacconist, 126, High Street, Mexborough. Trustee, J. C. Clegg, Official Receiver, Figtree Lane, Sheffield.

HOWARD, W. G. (trading as Byne & Co.), tobacconist, 3, Old Town Street, Plymouth. Trustee, T. H. Geake, Official Receiver, 6, Athenæum Terrace, Plymouth.

SCHOTEL, GERARD ADRIANUS JACOB, cigar importer, 93, Aldersgate Street, E.C. Trustee, A. H. Wildy, late Official Receiver, Bankruptcy Buildings, Carey Street, W.C.

ZAKHEIM, MARTIN, formerly tobacconist's foreman, 10, Downs Road, Clapton, N.E. Trustee, A. H. Wildy, late Official Receiver, Bankruptcy Buildings, Carey Street, W.C.

FREEMAN, BARNET, tobacconist, 181, Grange Road, Birkenhead. Name of trustee, William Denton, chartered accountant, 7, Sweeting Street, Liverpool.

First Meetings and Public Examinations.

BURGESS, HENRY WILLIAM, tobacconist, Corn Market Street, Thame, and Princes Risborough. Public examination, County Hall, Aylesbury, June 9th, at 11 a.m.

MARKLEW, ERNEST, tobacconist, resident lecturer, &c., late 43, New Hall Road, Attercliffe, Sheffield. Public examination, Session Hall, Preston, June 6th, at 11 a.m.

PARFITT, JOHN, tobacconist, Barley Street, Brynmawr. Public examination, County Court, Tredegar, June 20th, 1902, at 10.30 a.m.

PAPE, WALTER MARRITT (trading as Pape & Son), tobacconist, 53, Market Place, Wisbech St. Peter. Public examination, July 17th, 1901, at 11 a.m., at Shire Hall, Norwich.

HANCOCK, HERBERT CHARLES, tobacconist, 52, Green Lane, Derby. Public examination, June 10th, 1902, at Court-house, Derby.

PALMER, ALBERT EDWARD (trading as A. E. Palmer & Co.), wholesale cigar and tobacco merchant, 28, Tamworth Street, Hulme, Manchester. First meeting,

June 13th, 1902, at 3 p.m., at Official Receiver's Office, Manchester. Public examination at the Court-house, Quay Street, Manchester, at 11 a.m. on June 30th, 1902.

Adjudications.

BURGESS, HENRY WILLIAM, tobacconist, Corn Market Street, Thame, and Princes Risborough. Date of order, May 6th, 1902.

PAPE, WALTER MARRITT (trading as Pape & Son), tobacconist, Market Place, Wisbech St. Peter. Date of order, May 21st, 1902.

PARFITT, JOHN, tobacconist, Barley Street, Brynmawr. Date of order, May 1st, 1902.

RANSOM, FLORA SIDNEY, tobacconist, 13, Broad Street Corner, Birmingham. Date of order, May 6th, 1902.

HANCOCK, HERBERT CHARLES, tobacconist, 52, Green Lane, Derby. Date of order, May 27th, 1902.

Partnerships Dissolved.

OWLES BROS. (Edmund Manton Owles and Arthur John Owles), Trevelyan Buildings, Corporation Street, Manchester, cigar and cigarette importers and dealers. Debts payable and receivable by E. M. Owles.

The co-partnership of W. M. PATON, cigar importer, 101, Bath Street, Glasgow, of which W. M. Paton and W. D. Strachan were sole partners, has been dissolved. Messrs. Taylor & Ireland, C.A., 55, Bath Street, Glasgow, have been appointed to liquidate the business.

The partnership between JOE BEEVERS and JOE THEWLIS KAY, hop merchants and cigar manufacturers, of Leeds, was dissolved by the death of Joe Beevers on October 13th, 1901. Notice dated May 15th.

The partnership between PERCY EDWARD CADLE and JOHN FREDERICK SIMPSON, tobacco and cigarette manufacturers and cigar merchants, Colonial Hall, New Street, Cardiff, has been dissolved by mutual consent as and from April 30th, 1902.

Notices of Intended Dividends.

PEARL, CHARLES, tobacconist, 44, Eastgate Street, Gloucester. Last day for proofs, June 17th, 1902. Trustee, Charles Scott, Official Receiver, Gloucester.

TOOLE, WILLIAM ROCHFORD (trading as W. Moffat & Co.), tobacconist, 5, Marlow Street, Buxton. Last day for proofs, June 21st, 1902. Trustee, Arthur C. Proctor, Official Receiver, 23, King Edward Street, Macclesfield.

Notices of Dividends.

BULLOCK, ZILLAH, tobacconist, Royal Library and Cigar Stores, Southend-on-Sea. First and final, of 1s. 5½d., at the Wholesale Traders' Association, 3, Barbican, E.C., on June 2nd.

DAY, WILLIAM JOHN, tobacconist, 184, High Street, Margate. First and final, of 7s. 2½d., at the Official Receiver's, 68, Castle Street, Canterbury, on May 24th.

Palatable Palatinis are welcomed in Palaces. Get prices from Millhoff.

In the Matter of

HENRY WILLIAM BURGESS.—The first meeting of creditors concerned in the failure of Henry William Burgess, of Cornmarket Street, Thame, and Princes Risborough, tobacconist, was held at the offices of the Official Receiver, St. Aldate's, Oxford, on May 10th. The deficiency is estimated at £534 18s. 6d., and the alleged cause of insolvency is want of capital. The following creditors for over £10 had proved: Mr. C. J. Plimm, £60 14s. 6d.; Messrs. Singleton & Cole, Ltd., £32 17s. 9d.; Messrs. Oppenheimer & Co., £25 7s. 3d.; Messrs. Adolph Frankau & Co. Ltd., £23 10s. 9d.; Stretton Hills Mineral Water Co. Ltd., £22 10s.; Messrs. J. & A. Howlett, £16 10s. 6d.; Mr. Geo. Elton, £15 7s. 6d.; Mr. C. F. Howland, £12 12s.; Miss Rosa A. Saw, £12 10s.; Mr. Henry Newitt, £11 10s. 9d.; Messrs. H. Archer & Co., £10 13s. 10d.; Mr. C. F. Wakefield, £11 7s. 4d. Mr. Plimm was the only creditor present. The debtor was called in and examined by the Official Receiver. He said he had no offer to make to his creditors.—The Official Receiver remarked that he had received an affidavit made by Mrs. Burgess claiming the furniture and equipment of the massage room and a number of wedding presents. At the present time she had not proved as a creditor, and he did not know whether she would, but so far as the affidavit went it seemed that the things which she claimed belonged to her.—In response to a question by Mr. Plimm, debtor said this claim would not affect the statement of affairs which he had presented to the Official Receiver, because he had not included in that statement the items claimed by his wife. He had a pension of £6 17s. a quarter from the War Office. The contingent liabilities were sums which he had borrowed, the repayment of which had been guaranteed by Mr. Plimm. There was no other security than that of Mr. Plimm for these sums, and he deposited no security with Mr. Plimm. It was resolved that debtor be adjudged bankrupt, and that the Official Receiver apply to the Court for the adjudication, the matter being left in the hands of the Official Receiver to wind up.

FLORA SIDNEY RANSOM, spinster, lately carrying on business as a tobacconist, at 13, Broad Street Corner, Birmingham. A meeting of creditors was held on June 2nd, at the offices of the Official Receiver (Mr. L. J. Sharp), Corporation Street, Birmingham, when a statement of affairs was submitted, showing that the liabilities were £152 and the deficiency £115. The case is a summary one, the Official Receiver being trustee.

CHARLES HENRY DAY.—The bankrupt, a Halifax tobacconist, on May 12th, in his public examination, gave the extra tobacco duty of two years ago as the chief cause of his failure. He put up his prices, he explained, to the amount of the duty. His customers, however, protested, and he had to return to the old prices. The duty was charged him by the wholesale houses.

CHARLES PEARL.—A meeting of the creditors of Charles Pearl, late of 44, Eastgate Street, Gloucester, tobacconist, was called at the office of the Official Receiver, Mr. C. Scott, last month, but no creditors put in an appearance. The debtor's statement of affairs had not been lodged, as he had absconded. In the printed statement issued to creditors the Official Receiver said that on April 2nd a meeting of creditors was held in Bristol, at which the debtor submitted a statement of his affairs, from which it appeared that his unsecured liabilities amounted to £824, and his assets were said to consist of stock-in-trade of the estimated value of £246, book debts £10, and fittings, fixtures, furniture, &c., estimated at about £23, from which had to be deducted £51 4s. 5d. for rent, &c., payable in full. On April 7th the debtor disappeared. A distress for a quarter's rent, £30, had then been levied, and on April 9th a sale thereunder took place, when the greater part of the stock was sold. So

far as he (the Official Receiver) could judge, less than £50 worth of stock was left, and this he had taken possession of, and, unless the creditors wished otherwise, he should sell by auction in small lots. The matter was left to the Official Receiver.

FREDERICK WILLIAM HUGHES.—At the Worcester Bankruptcy Court, on May 14th, before Mr. Registrar Allen, Frederick Wm. Hughes, tobacconist, of 28, Windsor Road, and 21, Bridge Street, Evesham, attended for public examination. The deficiency was stated to be £160 8s. He started a hairdresser's saloon in the hope of recovering his position, but his hopes in respect of that were not realised. The examination was closed.

FORD WILFRID PILCHER.—In the case of Ford Wilfrid Pilcher, of 53, Beaver Road, Ashford, tobacconist, against whom a receiving order has been made in the Canterbury Bankruptcy Court, the debtor's statement of affairs shows unsecured liabilities £269 5s. 9d., and net assets £56 3s. 6d. The cause of failure is stated to be:—"Cutting prices in order to work up a business." The Official Receiver makes the following observations:—The Receiving Order was made on a creditor's petition, the act of bankruptcy being a declaration of insolvency and execution of the deed of arrangement. The debtor commenced business in October, 1900, as a tobacconist, at his present address, with a capital of £75, which was bequeathed to him by a relative. This business has not been a success; the debtor attributes his insolvency to his having to sell his goods cheaply in order to work up a business. A meeting of the creditors was held on the 27th March, when an offer of a composition of 6s. 8d. in the £ was made and accepted, but the debtor states that he was unable to carry this out. With the exception of £17 10s. for money lent, all the scheduled debts appear to be for goods supplied to the business. The debtor has not kept any books of account.

SIMON KAHAN.—The bankrupt formerly carried on business at 25, Leadenhall Street. A sitting for his public examination was held before Mr. Registrar Hope on May 29th. The statement of affairs showed liabilities £985, of which £740 was expected to rank, and assets £115 4s. 8d. In reply to Mr. G. W. Chapman, Official Receiver, the bankrupt stated that he came from Russia in 1881, and commenced business as a wholesale tobacconist in July, 1899, at 25, Leadenhall Street. He had a capital of £190, of which £90 was borrowed. He traded under the style of the Caucasian Cigarette Manufacturing Company. In June last he removed to premises in Whitechapel Road. The bankrupt attributed his failure to losses by bad debts. There was no opposition by creditors, and the examination was concluded.

A UNIVERSAL PANACEA.

IN an Irish town the lads of a school acquired the habit of smoking, and resorted to the most ingenious methods to conceal the habit from the master. In this they were successful until one evening, when the master caught them puffing most vigorously.

"How now?" shouted he to one of the culprits. "How dare you be smoking?"

"Sir," said the boy, "I am subject to headaches, and a pipe takes off the pain."

"And you? And you? And you?" inquired the pedagogue, questioning every boy in his turn.

One had a "raging tooth"; another "colic"; the third a "cough"; in short, they all had something for which the weed was an unfailing remedy.

"Now, sir," bellowed the master to the last boy, "pray, what disorder do you smoke for?"

"Alas! all excuses were exhausted; but the interrogated urchin, putting down his pipe, and looking up into his master's face, said in a whining, hypocritical tone:

"I smoke for corns, sir!"

Do you want your own name or brand on cigarettes?

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

THE TOBACCO WAR.

MR. DUKE AND THE CUBAN CIGAR TRADE.



It seems that the *New York Herald* was right after all. There was never any doubt that the Havana Tobacco Company had been formed by the American Tobacco Trust to obtain control of the Cuban trade, and now there is no longer any doubt that the Havana Company has secured a predominant interest in the Havana Commercial and Henry Clay & Bock and Company. Mr. Duke, therefore, has drawn first blood so far as the preliminary encounter across the Atlantic is concerned. Not very much information has yet been received here about the deal, but from inquiries we have made in quarters most likely to know, we fear there is no room left for scepticism that the American Trust is now in complete control of the Havana Cigar industry. This news will be very disappointing to Clay & Bock shareholders, who have thus unwittingly played into Mr. Duke's hands, and also to supporters of the Imperial Tobacco Company, with whom it was understood the Havana Commercial and Clay & Bock would work on friendly terms in the States against the American Trust.

In order to get some idea of what has happened, it will be necessary to refer to what occurred in the early part of this year. Clay & Bock and the Havana Cigar and Tobacco Factories have for a long time possessed the cream of the Cuban trade despite strenuous competition, and the last big attempt made by the Americans to encroach on this virtual monopoly in the shape of the Havana Commercial fared no better than its predecessors, for even up to the end of last year its trading loss was, we believe, somewhere in the neighbourhood of £350,000. Still, even when a concern is successful, it does not care to be forced into suicidal rivalry, so that when Mr. George Pierce Butler and a syndicate took over the Havana Commercial and expressed willingness to come to terms with Clay & Bock in order that both companies might peacefully divide the trade of the island, the Directors were not indisposed to listen to the new proposals, especially as they seemed to be fairly generous.

Mr. Butler at first offered £15 per £10 Ordinary Share, provided he could get at least 60 per cent. of the total number, and he also guaranteed participation by the existing holders in any dividend the Directors might declare in respect of 1901 up to 10 per cent. One of the conditions proposed was:—

The shares purchased will be transferred to a voting trust consisting of three trustees, two of whom will be appointed by the Board of this company. The shares will remain registered in the trustees' names for ten years, so that for that period the administration of the company will continue under the control of the Board for the time being.

The Directors recommended the acceptance of the offer in a circular dated 23rd January, but a hitch took place in the negotiations, and the final agreement was not recommended for approval to the shareholders till 24th March, and showed considerable alteration in the original terms. Mr. Butler had to increase his price to £17 per share, making, with the dividend afterwards paid, £18, and, in consideration of the voting trust being abandoned, he gave an undertaking binding in the English courts to the Preference shareholders and Debenture holders of Clay & Bock and the Havana Cigar and Tobacco Factories that the owners of the Ordinary shares in either company would, at no time within ten years, attempt or take any steps to wind-up unless they first bought the Preference shares and Debentures at their

fair market value. Eventually Mr. Butler acquired not 60, but 90 per cent. of the Ordinary Shares of Clay & Bock, and so gained control of the company.

Lord Ebury, at the annual meeting of Clay & Bock on 21st April last, in justifying the attitude of the Directors in entertaining and recommending the acceptance of Mr. Butler's terms, made some observations which, in the light of the news of the last few days, read very curiously. His Lordship pointed out that, had the Board declined to negotiate with Mr. Butler, that gentleman could have appealed to the shareholders direct, although it was not likely a majority of the proprietors would have accepted any offer from him without first inviting the concurrence of the Directors. Lord Ebury proceeded:—

Supposing, however, as is more than likely, that Mr. Butler had not cared to face the risk of such a proceeding, then the Havana Commercial Company would presumably have struggled on for a short time longer, doing as much mischief as possible, till it was swallowed by a leviathan combination, which both Mr. Bock and our co-director in the Havana Cigar Company—Mr. William Lane—had warned us were only waiting for an opportunity to spring, and which, if we had not accepted any terms they were disposed to offer, would no doubt have challenged us to one of those now fashionable non-dividend paying competitions, in which victory must eventually rest with the purse that has no limit. I do not think that we should have given evidence of any prudent regard for your interest if we had waited for such a contingency to arise, and though the actual position is not as well defined as I should wish, and as it was defined in the original agreement, it certainly is a better position than that which would have arisen if the events foreshadowed both by Mr. Bock and by Mr. Lane had come to pass.

Now the leviathan combination has swallowed up not only the Havana Commercial but also Clay & Bock without even a struggle for mastery. It is impossible to know for certain yet what Mr. Butler's attitude on this transfer of control is, but apparently he has been outvoted by his colleagues in the syndicate; instead of fighting Mr. Duke these financiers have sold to him, of course at a profit, their combined interest in the Havana Commercial and Clay & Bock, and thus deprived the Imperial Tobacco Company of the support it was expecting from the amalgamation.

As Reuter's telegram stated, the capital of the new Havana Tobacco Company is £7,000,000, but in addition there is a bond issue of £2,000,000. How sufficient profits are to be earned to pay any dividend on this huge amount of capital it will puzzle the average individual to divine. To earn 3 per cent. only would require £270,000, and last year the profits of Clay & Bock did not amount to quite £55,000. This was handsome enough for that company's modest capitalisation, including the Debentures, of £500,000, but what will it be for the Havana Tobacco's £9,000,000? Not a ¼ per cent. Yet to judge by past results the bulk of the company's revenue must come from this source. To attempt to increase income sufficiently by raising prices would mean such an abnormal levelling-up that the move would swiftly defeat its object. Under all these circumstances, some definite particulars of Mr. Duke's latest achievement will be awaited with a good deal of interest in this country, and the sooner we get some sort of official announcement the better.—*Financial Times*.

Provide PICK-ME-UPS to Please Particular People.

THE TOBACCO MARKETS.

MESSES. PRINGLE BROS., of 102, Fenchurch Street, E.C., report, under date of June 2nd, a quiet market in NORTH AMERICAN TOBACCO.

Substitutes were dealt in to a small extent.

The May Imports were:—183 Hhds.; Deliveries 1,511 Hhds.; the present Stock being 32,273 Hhds., against 37,301 Hhds. in 1901; 35,450 Hhds. in 1900; 25,437 Hhds. in 1899; 25,111 Hhds. in 1898; 25,198 Hhds. in 1897, and 25,854 Hhds. in 1896.

VIRGINIA LEAF AND STRIPS.—Moderate sales in both.

WESTERN LEAF & STRIPS.—The latter sold to a fair extent.

OHIO.—Seldom asked for. CHINA.—Sells slowly.

JAPAN.—Has been imported rather more freely.

TURKEY.—Quiet. JAVA.—Few inquiries.

DUTCH.—Unchanged.

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

BOARD OF TRADE RETURNS, month ended 30th April.

TOBACCO.	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	—	—	3,593,662
Stemmed U. other Countries	—	—	240,909
Total Imports	—	—	3,744,571
Home Consumption	—	—	6,401,673
Unmanufactured f from U.S.A.	—	—	978,747
Unstemmed U. other Countries	—	—	748,243
Total Imports	—	—	1,726,990
Home Consumption	—	—	1,613,669
Total f from U.S.A.	4,862,013	3,631,086	4,482,409
Unmanufactured U. other Countries	683,182	566,377	989,152
TOTAL IMPORTS	5,545,195	4,197,463	5,471,561
HOME CONSUMPTION	3,175,825	5,399,882	8,014,742

BOARD OF TRADE RETURNS, four months ended 30th April.

TOBACCO.	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Unmanufactured f from U.S.A.	—	—	13,053,674
Stemmed U. other Countries	—	—	1,955,344
Total Imports	—	—	14,109,018
Home Consumption	—	—	22,070,752
Unmanufactured f from U.S.A.	—	—	5,399,681
Unstemmed U. other Countries	—	—	2,549,380
Total Imports	—	—	7,949,061
Home Consumption	—	—	5,472,194
Total f from U.S.A.	21,001,739	19,179,843	18,453,355
Unmanufactured U. other Countries	3,225,641	2,322,472	3,004,724
TOTAL IMPORTS	24,227,380	21,502,315	22,958,079
HOME CONSUMPTION	28,602,578	34,324,380	27,542,946

BONDED WAREHOUSE ACCOUNT, month ended 30th April.

	1900.	1901.	1902.
	lbs.	lbs.	lbs.
Tobacco Unmanufactured	161,373,000	159,562,000	160,364,000
Manufactured and Snuff	2,086,000	1,715,000	2,416,000

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

	Virginia Steamed.	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.	Algeria.	Porto Rico.	Latakia.	Havana Cigars.	St. Domingo.	Yarupaco and South American.	Esmeralda.	Brazil.	Manilla Cigars.	Cigars, other sorts.	
Stock, 23rd April, 1902	13678	3992	15475	352	104	1850	2668	2884	18942	722	386	15854	1976	216	8	4528	539	5522	—	874	1489	265	2075	76	205	2411	2706		
Landed since	122	10	36	15	—	294	95	—	1255	12	1	444	—	—	—	124	326	723	—	—	557	—	—	50	—	263	180		
Total Stock	13800	4002	15511	367	104	2144	3063	2884	20097	734	387	15998	1976	216	8	4652	865	6245	—	874	2046	265	2205	126	205	2774	2886		
Exported	238	—	—	—	—	156	—	2	3	—	—	91	—	—	—	—	—	—	—	—	—	39	—	—	—	32	11		
Bonded	326	116	107	—	—	2	107	12	11	142	16	—	146	14	—	39	12	38	—	—	7	33	—	9	—	21	22		
Duty Paid	301	70	345	—	—	6	5	110	63	664	12	—	573	34	4	97	80	424	—	—	35	393	—	20	10	16	82	145	
Deliveries	865	186	452	—	—	8	268	122	76	809	28	—	810	48	4	136	92	466	—	—	42	456	—	35	10	16	135	178	
1902	12935	3816	15059	367	96	1876	2941	2868	19288	706	387	15188	1928	212	8	4516	773	5779	—	—	832	1590	265	2260	116	180	2670	2708	
1901	16630	6860	12364	1328	110	698	1733	2225	18439	39	424	13150	1044	286	385	5361	990	5712	—	—	1008	1177	205	1728	368	54	1473	2725	
1900	17167	6498	10370	1273	238	1547	2354	1393	18542	120	429	10955	1118	367	401	6173	2885	6330	—	—	1827	1358	265	1666	575	23	1104	2885	
1899	11828	6776	5282	1221	330	2301	2367	1051	16729	255	465	10453	1585	339	394	3184	5553	5129	—	—	6	2653	1436	265	1800	322	103	1768	2516
1898	10518	7380	7048	1245	319	2155	1057	1823	15952	121	680	9995	1810	408	414	4751	10553	6773	—	—	6	3016	1260	265	1037	37	79	2413	2444
Imports from Jan. 1st to May 23rd, 1902	2186	852	320	20	—	2511	607	594	4925	510	3	3506	1203	—	—	798	802	3341	—	—	66	3096	—	801	50	174	1578	804	
1901	4025	1634	222	107	—	16	1662	453	610	4100	—	25	19357	414	3	1	481	284	2603	—	—	4	2844	—	139	2	232	1292	939
Increase 1902	—	—	98	—	—	849	154	—	825	510	—	—	789	—	—	317	518	678	—	—	62	252	—	752	48	—	256	—	
Decrease	1839	782	—	87	16	—	—	—	10	—	—	22	15749	—	3	1	—	—	—	—	—	—	—	—	—	58	—	135	
Deliveries from Jan. 1st to May 23rd, 1902	959	1099	2600	21	38	1904	740	451	4719	166	1	4070	369	23	6	733	562	2923	—	—	342	2482	—	141	65	145	724	865	
1901	2676	948	2411	49	44	2618	957	363	5553	23	32	3044	227	46	9	675	921	3573	—	—	492	2652	—	113	297	198	911	902	
Increase 1902	—	151	180	—	—	—	—	88	—	143	—	426	142	—	—	58	—	—	—	—	—	—	—	—	31	—	—	—	
Decrease	1717	—	—	19	6	714	211	—	834	—	21	—	—	23	3	—	350	650	—	—	150	170	—	—	—	—	102	127	

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

WINDOW DRESSING.

The following interesting notes on the above subject are from the pages of our contemporary, the *Canadian Cigar and Tobacco Journal*, and are well worth attention:—

Let simplicity be the watch-word of every cigar dealer who wishes to make a success of his window display. One of the most frequent mistakes is to introduce too many different things in the window at the same time. Your work will be much more effective if you limit your displays to a single line of goods. This should not be taken, of course, as a hard-and-fast rule. Like every other rule, it has its exceptions. But in increasing the number of lines displayed, you also increase your difficulty in displaying them effectively. Therefore the average retailer will obtain the best results by dressing his windows in as simple a manner as possible.

An effective method of arranging open boxes of cigars is to fix in the window an inclined plane. The latter may be formed by means of solid boards or a slatted framework. Having placed this at the desired angle, cover it with cloth of a bright hue. In arranging the cigar boxes on this slanting platform, make the display as solid as possible, leaving only a small space between each box so that the coloured cloth will show. It is important that the latter should be rich in appearance, and the best colours to use are deep crimson, deep green, or deep blue.

The window display that attracts a blockading crowd is not necessarily a profitable advertisement. There is


too much of the quality of "yellowness" in some window displays—sensationalism that detracts from the goods and merely amuses sightseers. A box of blue-nosed monkeys in a window full of cigars would attract plenty of attention to the window, but none at all to the cigars. A single box of cigars in a window full of monkeys would be more likely to make sales. The goods displayed should be, as far as possible, relied upon for effect. The goods are the main theme of interest. The purpose of your display is to sell them, and if pedestrians are to buy, they must be interested by the goods alone.

Rigid attention should be given to colour schemes and combinations of goods. Striking colours may be used to good purpose to catch the eye, but don't overdo it by making an effort to stun pedestrians. Your object in every display you make should be to attract, and hold, and grow upon the man in the street. When he stops to look at pipes, for instance, it is an indication that he needs a pipe, or at least wants a new one, and that he is a possible buyer. According to the philosophy of windows, no man will stop for any other reason. It is not desirable to stop him for another reason. The window merely aims to meet him half way and then hold him.

It is a mistake to suppose that your window must never be used for anything but artistic display work. The object of a store window is to draw trade, and anything that is likely to be of assistance in this is worthy of a show. Take the guessing contest scheme, for instance. The retailer who can think out something new and up-to-date in this way should not hesitate to utilise his window for it.

HIGHEST CLASS MIXTURE

(Medium Strength).

“EXMOOR
 HUNT.”

EDWARDS, RINGER & BIGG, Ltd.,
 BRISTOL.

TRUSTS THAT FAILED.

IN view of the excitement recently caused by the various trusts operating in this country the following, which we take from our interesting contemporary *Aspects*, may serve to re-assure the timorous:—

Another and still more formidable trust that is just now dying—beaten by the determination of the people not to be bullied into paying high prices by millionaire combines—is the great Beef Trust. This combine has hit both the States and ourselves pretty hard lately—we got our Army beef for South Africa from this source. The Beef Trust, which is only a few months old, went in for the "mailed fist" policy, and gathered in all the big meat-producing, canning, grazing businesses of the States, and many of those of Canada. It has control of over 6,000 ranches and farms, and employs 600,000 men, besides ruling all the stock-yards, slaughter-houses, and meat-carrying trades in America.

Every competitor that turned up was attacked at once, and soon had to surrender his business or be ruined and left on the field. Within ten days of the formation of the trust meat cost ten per cent. above ordinary prices, and later, fifteen and twenty per cent. The American beef trade to this country—we take 2,700,000 cwts. a year from the States—first sent prices up with a run, but only for two days, for the British nation dropped American beef like a hot coal, and imported more from elsewhere. In the States the people all pulled together and practically stopped eating meat, the meat consumption falling forty per cent., and the patent food vendors did a roaring trade. In New York alone the trust found itself with 10,000 cattle on its hands on the sixth day, and the meat trade is at a standstill. On top of this, the trust has laid itself open to action-at-law, and the directors have left New York in a body to baulk the action and save time.

When a foreign trust, especially one formed on the Continent, tries to rule British prices, it nearly always comes to grief; and there is a good instance of this in the wreckage of the Sugar Trust, in which France, Germany, and Belgium joined their sugar-growing industries together with the object of dictating to us what price we should pay for beet-sugar, the staple sugar of the poorer classes in this country. This was a very big handful, indeed, for over sixty large firms were banded together, with a capital of £12,000,000. We get 25,000,000 cwts. of sugar a year from these countries, and pay about two-pence a pound for it.

This combine, as soon as it had got its strength well in hand, started a despotic rule at once, and began by running up sugar a farthing a pound, and then a halfpenny. This was two years ago. The British public stood the farthing, with a few grumbles, but Holland, from whom we get 2,700,000 cwts. a year, came to the rescue with sugar at three-halfpence a pound. The trust, however,

captured Holland's sugar trade in a few weeks, and within two months put up the price a penny a pound. The British public rose in a body at this, dropped beet sugar altogether, and our own West Indian sugar trade got the biggest fillip in its history. In another month the trust had 14,000,000 cwts. of sugar on its hands, and six weeks later came to complete disaster, and was wound up, having lost many fortunes on the deal.

The American Boot Trust made a strong attack on us at the beginning of last year, but after making things very uncomfortable for the British trade for six months retired hurt, and has left us alone ever since. American boots, with a capital of £1,000,000 behind them, and a board of six millionaires to direct the trade, were put on the market at ruinously low prices. These captured the British boot-wearer for a time, and resulted in driving 2,000 workers in our boot trade out of employment, and breaking several firms. Had they succeeded in killing the British trade, we should now be paying whatever prices the trust chose to ask us for boots. But the British manufacturers banded together for a fight, and did their best, showing pretty clearly that American boots and boot fashions were only a fad, having nothing like the stability of the soundly-made English boot; and the trust, having sunk its capital in Britain with no result, had to wind up its operations in this country and withdraw.


NEW LINE.

"JACK JONES" CIGARETTES.

THE "Jack Jones" cigars having proved so successful, Messrs. Sidney Pullinger, Ltd., have chosen the same name for a new line of cigarettes they have just introduced. They are to retail at 2½d. per packet of ten, and are manufactured of sound Virginia tobacco of good flavour. Moreover, we find from a careful trial that they smoke cool to the tongue, are well blended, and, what is a highly important point in cheap cigarettes, are entirely free from dust, being made from strips of high quality. There are neither photos. nor coupons included, but the packets are got up in a most attractive and artistic way, bearing on one side the well-known "Jack Jones" design, and on the other the words, "Manufactured by British labour, British brains, and British capital." The terms on which they are supplied to the trade are most generous, and will be found on the inset advertisement in this issue. We can recommend our readers with every confidence to order a supply, as we think they are sure of a ready sale.

* * We regret that last month we inadvertently, in our notice of "Protection" Cigarettes, made the price 3d. instead of 6d. for 20.

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

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.

The Triumph of the Cigarette.

THE war in the tobacco trade, which seems to be of more general interest just now than the South African struggle, has so far been remarkable for the vigour with which certain brands of cigarettes have been pushed on the notice of the public. A glance at the advertisement columns of any newspaper elicits plain evidence of this activity. And the reason is not far to seek. It lies in the fact that there are at the present time more cigarette smokers than pipe or cigar smokers. An enormous number of people never smoke anything but cigarettes, and even those who prefer pipe or cigar are by no means proof against the charms of the seductive and dainty "tag," as the boys call it. The triumph of the cigarette is, indeed, remarkable. To-day it is in the mouth of every other man or boy you meet in the street, and an ever-increasing number of ladies soothe themselves with it in private. England has become a nation of cigarette smokers, and this within a comparatively short period of time. In the middle of the nineteenth century our fathers regarded with a sort of pitying contempt the very few people who smoked cigarettes. The habit, they said, was effeminate, un-English, fit only for foreigners, poor creatures. A cigarette doubtless suited a Frenchman or a Spaniard, but a pipe or a cigar was the thing for an Englishman. But when, thanks to a blundering War Office, British officers found themselves not only half-frozen in the snows of the Crimea, but wanting in every little comfort and luxury which ought to have been theirs, they were very glad to accept from their French allies such kindly gifts as loose tobacco and rice-paper in which to roll it. They took to cigarettes because neither cigars nor pipes were available, and though they at first regarded such a way of smoking as only a makeshift, they eventually found it so agreeable that they did not give it up even when they had the chance to do so. When the army returned to England a great many of our officers had become confirmed cigarette smokers. They set a new fashion which thousands of other people in a good position in life quickly followed. The cigarette had come to stay.

The greatest drawback to the cigarette was that it was not easy to make. Ready-made cigarettes were unknown in the late fifties, and the majority of people who tried to roll one discovered how very clumsy they were with their fingers. Then were invented those small "makers" which are so seldom seen nowadays, but they were not of any very great use, and at last the tobacco manufacturers became alive to the fact that ready-made cigarettes would be likely to have a good sale. Hence one difficulty was removed, and the effect was quickly apparent. People who had not smoked before took to such a seemingly mild form of nicotine worship, and, indeed, a new smoking public came into existence. For some years, however, cigarette smoking was a rather expensive luxury. The price generally charged for the ready-made article loose was about tenpence an ounce, and packages of ten were sold for not less than sixpence or sevenpence. One reason for these high charges was the cost of making, which averaged about two-and-sixpence a thousand. So long as cigarettes remained so dear it was obvious that only the well-to-do classes of people would be able to purchase them, and so manufacturers began to look around for a machine that would save labour. Several were invented, but most of them were not all that could be desired, but at last the real thing was hit upon—a machine which could turn out about fifteen thousand beautifully-made cigarettes in an hour at a cost of only twopence-farthing a thousand. Though the saving thus effected is only a matter of rather less than three-tenths of a penny on every ten cigarettes, the machine had the effect of bringing down the price of packages with a rush, and now brands of good quality are sold in enormous quantities

at threepence for ten. It is often stated by "anti-tobacco" people, and sometimes even by those who smoke pipe or cigar, that the cigarette contains many very injurious properties. In the United States a campaign against cigarettes has been carried on for years by a section of the Press, and the most preposterous statements have been made. About two years ago the *Lancet* made a careful analysis of several brands of cigarettes, and found that "the allegations in regard to the presence of foreign poisonous materials in cigarettes are entirely unfounded." Some of the figures given by the *Lancet* are interesting. The average cigarette sold in London weighs 17.34 grains, of which the weight of the paper is 0.63 grains. The percentage of nicotine is 1.05, of moisture 13.82, of mineral matter 13.00, and of saccharine matters reckoned as glucose 13.52. Owing to the agitation against cigarettes in America, the number manufactured in that country in a year is decreasing. Nearly 4,400,000,000 were manufactured in 1898, but last year's output was probably not more than 3,000,000,000. The reverse is the case in the United Kingdom. About four years ago a trade paper estimated that 10 per cent. of the population smoked on an average five cigarettes a day. The 10 per cent. of 1898 must have increased to 12 per cent. by now, and, accepting those figures, and taking the population at 42,000,000, we have it that we smoke 25,000,000 cigarettes a day, or 9,200,000,000 a year.—*The Sun*.

OGDEN'S PRICES.

Messrs. OGDEN'S Ltd. have lost no time in agreeing to the minimum schedule put forward by the wholesale association, and the following list has been issued to the trade by that body:—

OGDEN'S PACKET TOBACCOS.

	$\frac{1}{2}$	$\frac{1}{3}$	$\frac{1}{4}$	$\frac{1}{5}$	$\frac{1}{6}$	$\frac{1}{8}$
Honor Bright	4/10 $\frac{1}{2}$	4/10 $\frac{1}{2}$	4/10 $\frac{1}{2}$	5/11*	—	1/5
Fruit and Honey	4/5	4/5	4/5	4/7*	—	—
Midnight Flake	4/5	4/5	—	4/7*	—	—
Vanguard Navy	4/5	4/5	—	4/7*	—	—
Otto de Rose	—	6/4	—	—	—	—
Gold Flake	4/5	4/5	4/5	4/7	—	—
St. Ino	—	4/5	—	—	—	—
Uncle Toby 3/5	3/2	3/2	3/2	3/2	—	—
Coolie Plug	3/2	3/2	—	—	—	—
Sweet Leaf Mixture	4/1	4/1	—	—	—	—
St. Julien	4/5	4/5	4/5	4/7*	—	—
Doric Mixture	—	4/5*	—	—	—	—
St. Bruno	3/10	3/10	—	4/7*	—	—
Redbreast	3/2	3/2	—	—	3/11	3/11*
					1lb. Card	3/4*
					Box 3/3	
					1/2lb. Card	3/11*
					Box 3/11	
My Flake	—	—	—	—	—	3/6*
Capital Flake	—	—	—	—	—	3/11*
Tim Bobbin	—	—	—	—	—	1lb. Card
South African Navy Cut	—	—	—	—	—	Box 3/3
						9 Plugs
						3/8
Lucky Star Plug	—	—	—	—	—	—
Richmond Gem, mild	—	—	8/2	—	—	—
Richmond Gem, mixture	—	—	8/4	—	—	—
Richmond Curly Cut	—	—	8/4	—	—	—
Louisiana Perique	—	—	10/9	—	—	—
Old Gold Flake, cut	—	6/7	6/7	—	—	—
Old Gold Flake, cut	—	7/-	7/-	7/5*	—	—
Old Gold Flake, cut	—	7/-	7/5*	7/5*	—	—
Old Gold Flake, cut	—	—	8/4*	—	—	—
Piccadilly Smoking Mixture	—	—	7/-	7/-	—	—
Seal of North Carolina	—	—	7/-	7/-	—	—
Old Judge, full flavour	—	7/3	7/3	—	—	—
Old Judge, mild flavour	—	7/3	7/3	—	—	—

You will see by the foregoing prices that the following allowances are made off Ogden's list prices:—

Tobaccos under 5/-	1d. per lb. off.
" at 5/- and over	1 1/2d. "
" at 6/8 and over	2d. "

We have not treated the whole of Ogden's tobaccos in this list, but have drawn out the above as a guide. Of course, all Ogden's other tobaccos would come under the above regulation.

Tobaccos marked thus (*) are in tins.

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

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.

SEE OUR LATEST TERMS AND DISCOUNTS.

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

Maximum of Profit ^{with} the _{the} Minimum Trouble.

We respectfully solicit Trade inquiries for

SPECIAL BRANDS, &c., &c.,

and you may always rely upon getting all goods at

ROCK BOTTOM PRICES.

.....
ALL ADDRESS NECESSARY—

SINGLETON & COLE,
BIRMINGHAM. Ltd.

Branch Distributing Depots: LEEDS, WOLVERHAMPTON, WALSALL & SHREWSBURY.

OGDEN'S PACKET CIGARETTES.

	100	350	500	1000
Guinea Gold Round and Oval	1/8	—	8/2	16/3
Royal Navy	1/8	—	8/2	16/3
Caporal	1/8	—	8/2	16/3
Krystal Flake	1/8	—	8/2	16/3
Tabs	—	3/	—	12/
Lucky Star	—	1/2	6/3	12/5
Corkers	1/10	—	8/10	17/7
Old Gold	1/9	—	—	17/3
Indian Flake	1/9	—	—	17/3
Comets	1/9	—	—	17/3
Comets	1/10	—	9/3	18/6
Chancellors	1/10	—	9/3	18/6
Gems	1/10	—	9/3	18/6
Divis	1/10	—	9/3	18/6
Richmond Straight Cut	—	—	11/3	22/6
Kiamey's	—	—	11/3	22/6
Special	—	—	11/3	22/6
Old Judge	—	—	11/3	22/6
Pets	—	—	11/3	22/6
Napoleons	3/10	—	19/2	38/3
Full Dress	3/10	—	19/2	38/3
Indian Head	—	3/2	6/3	12/5
Pickapack	—	3/2	6/3	12/5
Robin Redbreast	1/2	—	6/	12/

OGDEN'S WEIGHT CIGARETTES.

	Per lb.		Per lb.
Venetian	11/5	Gold Flake	5/9
Pure Gold	9/1	Silk Cut	6/8
Orto de Rose	7/2	Saratoga	5/1
Old Reserve	7/8	Sweet Hyacinth	5/6
Sweet Leaf	7/4	Corkers	5/9
Alpine Belle	7/2	Virginia	5/3
Cream of Virginia	7/2	U.S.A.	4/9
Popcorn	7/2	Whips En'ail	4/9
Rose Bush	6/8	Yowzer	4/9
Enchanted	6/8	Million	4/9
Navy Cut	5/3	Chink	4/9

THE TOBACCO WAR.

A contributor in *Chambers' Journal* has a striking and interesting article on the above subject, from which we extract the following:—

The capitals of the American Tobacco Company and its allied concern, the Continental Tobacco Company, amount together to about £50,000,000. A large proportion of the stocks is owned by the Consolidated Tobacco Company of America, which was formed last year. During the past few years the American Tobacco Company has been making considerable profits in its home trade, and these profits may be sacrificed in the effort to capture British trade. The company has already secured more or less control in Japan and in Australia; a factory has been purchased in Germany, another in Belgium, and a third in Russia; while Canada has been invaded, and the principles of boycotting have been taught to the retailers there. The latest report—a very wild one—is to the effect that an American syndicate with millions upon millions is to be formed for the purpose of acquiring control of all the French Government factories! So it looks as if the American Trust desired not only the trade of Britain, but of the world. Yet British manufacturers are not altogether panic-stricken.

The American Tobacco Company has reached its exalted position chiefly by extravagant advertising, selling goods below cost until weaker opponents were bought or broken, and then raising its prices far above the true value of the goods. Yet it and its ally are not the only tobacco manufacturing concerns in the States to-day. There are still firms and companies which have not succumbed—one of them has lately paid a dividend of 65 per cent.—and which are quite capable of holding their own.

The tobacco trade of Great Britain and Ireland is worth having, and the enormous stride made by it in the last decade must have tempted the American Trust to our shores. In 1891 the total quantity of leaf tobacco imported was practically seventy million pounds; in 1901 it was nearly ninety-seven million pounds. During that period the production of cigarettes showed an annual increase which, were the figures available, would be found to be perfectly startling; and it is scarcely necessary to suggest that the Americans, whose output had such a fall from the record of 1897, should be desirous of recovering that branch of their trade at this country's expense.

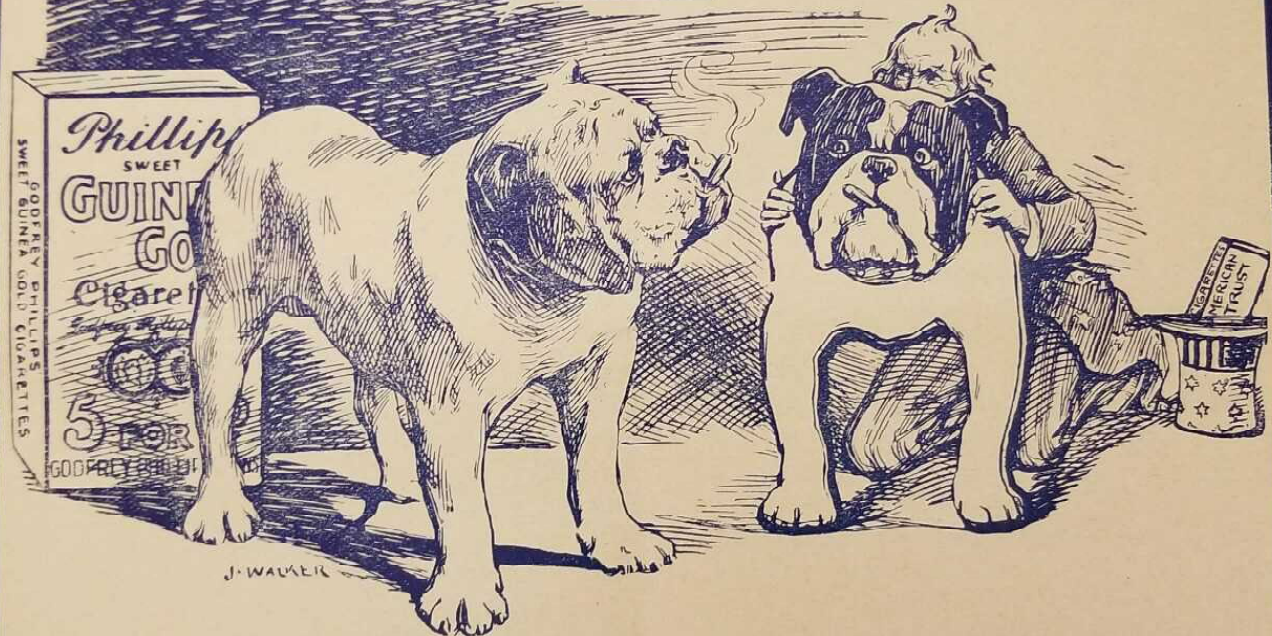
The Imperial Company at the outset proclaimed itself the champion of British trade for the British people, and intimated its intention of issuing a bonus scheme for giving to the customers a direct interest in the prosperity of the company; whereupon patriotic retailers praised the Imperial Company, and looked forward eagerly, yet patiently, to the issue of its bonus scheme. It was issued in March, 1902. It consisted of a document of an autocratic nature—so autocratic, in fact, as to suggest that the Imperial Company, or the thirteen firms and companies contained therein, controlled the whole tobacco trade of the British Isles, instead of less than a half of that trade. According to the bonus scheme, retailer who purchased certain goods from the Imperial Company were to participate in one-fifth of the profits earned by the company, while the amount to be distributed for the first six months was guaranteed to be not less than £50,000. But the retailers, aware that they were exceedingly numerous, were not fascinated by the offer. Nay, they were disappointed; and they were even annoyed and angered when they read that, to participate in the bonus, they must qualify themselves by boycotting the goods of the American Tobacco Company, including those of Ogden's Limited, in the American Tobacco Company's own fashion, and also the goods of any other firms or companies to which the Imperial Company might have an objection. The retailers were invited to sign an agreement to the foregoing effect. Altogether it was a sorry performance for the directors of the Imperial Company. The circular, with its Yankee boycotting clause, was a deplorable mistake, and cost them dear. The idea of the champion of British trade for the British people making the first important move after an American pattern! . . . Other circulars have since been issued by the rival companies; but it is an unfortunate fact that the Imperial directors have not yet issued one which has not been improved upon by the invader. It is a pity. The Imperial Company's sense of dignity and importance has evidently blinded it to the necessity for delicacy and consideration in its early operations. Another move which has further alienated the sympathy of the retailers from the combination was the acquiring of a control over the 140 London and provincial tobacconist shops belonging to a well-known company of retail "cutters," in the belief that the arrangement would "tend largely to protect the interests" of its (the Imperial's) customers. In answer to this deal, Ogden's Limited naturally took the opportunity of informing the retailers that it had and would have no connection with any retail shops; and later it announced to the Wholesale Tobacconists' Protection Association that it was prepared to do better than the Imperial Company, no matter what terms the latter might offer.

Up till now, so far as words are concerned—and words are almost better than deeds at the moment—the invader has had the best of the encounters; and he may well be satisfied. Regarding the actual progress made by the American Tobacco Company, any attempt at estimating it by an outsider would be foolish; but it may be mentioned that the cigarettes imported from the States during the first quarter of this year reached the insignificant value of £3,677.

"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.

Patriotism up to Date.

Under the above heading *The Financier and Bullionist* publishes the following letter from Messrs. Godfrey Phillips and Sons:—

To the Editor of THE FINANCIER AND BULLIONIST.

"Sir,—As regards fair competition we have nothing to say—we rather welcome it—but we leave to the judgment of the public if the action of the proprietors of the London *Daily Mail* comes within this category.

"It is to be remembered we were the first users of the title 'Guinea Gold' as applied to cigarettes, and this was substantiated by an action in the Courts. Further, for a long period we have advertised the 'Guinea Gold' brand extensively in the *Daily Mail* and *Evening News*, and in many other papers without any question arising, when to our astonishment our advertisements were suddenly declined. We may add no dispute has ever occurred with the *Daily Mail*, and the orders passed through the hands of Mr. J. W. Vickers, perhaps one of the best known and most reputable advertising agents in the City of London.

"The following letter speaks for itself. We know of no explanation; but if in addition to fighting the American Trust, who purchased the brand of Ogden's 'Guinea Gold' cigarettes, we now have to experience 'patriotic tactics' on the part of British newspaper proprietors, as exemplified by Messrs. Harmsworth in the present instance, then it is difficult to understand where the English principle of fair play comes in.—Your obedient servants,

GODFREY PHILLIPS & SONS.

112, Commercial Street, London, E.
May 16th, 1902."

[Copy of letter addressed to Mr. J. W. Vickers.]

"Dear Sir,—In reply to your letter addressed to Mr. Alfred Harmsworth, I am desired to state that the proprietors have decided that two brands of cigarettes, each labelled 'Guinea Gold,' cannot be advertised in the *Daily Mail* and *Evening News* at the same time. So far as priority of advertising in newspapers is concerned, there can be no question that Messrs. Ogdens are entitled to the use of this trade mark.

"I am desired to add that this regulation only applies to the 'Guinea Gold' brand, and that the columns of the *Daily Mail* and *Evening News* are open to any other advertisements of your clients.

Yours faithfully,

(Signed) JOHN W. LINGARD, Manager.

Daily Mail, 3, Carmelite House, Tallis Street, E.C.
April 23rd, 1902."

THE CIGAR MAKERS' STRIKE.

THE following circular has been issued by the Cigar Makers' Mutual Association, and we reprint it so that our readers, many of whom share our sympathy with the men, may have the case fully put before them. We think it right, however, to add that we must not be taken to endorse all the statements in the circular, as we have had no opportunity of investigating them. We sincerely trust that the publicity which has been given to this struggle against unwarrantable interference with personal liberty may lead those responsible to re-consider their position, and if the statements as to the introduction of cheap labour are incorrect, they should be promptly contradicted. We defer further comment.

DEAR SIR,

Since March 1st, Messrs. Salmon & Gluckstein's firm have "locked out" 167 cigar makers because they refused to be vaccinated, that being made a condition of their continued employment. This action of the men was not for or against vaccination on its merits, but as a protest against the tyranny of the firm in unjustifiably interfering with the men in using their discretion as to undergoing a medical operation. This action makes men ask by what right a private firm shall try to make compulsory that which the law or the Government does not insist upon. Against the exercise of this despotic power the men sacrificed their work in the interest of freedom, which means considerable loss to their families and themselves. When the men would not agree to vaccination, the representative of the firm stated that there was no animosity against them, and when the smallpox epidemic subsided they could return to work; but since the men have been out, the firm has taken on cheap girl labour, assisted by machines, to defeat the men, who are now informed that some of them might be permitted to return to work if no objection is raised to the other labour employed. Thus it is quite clear that vaccination was only a subterfuge, and the firm's tyrannical action was not dictated by a sense of public duty, but was governed by a selfish desire to increase profits by substituting cheap labour for the Trade Union labour they had employed for many years, and upon which they have built up their reputation. The men are determined not to return to work under such conditions, and their resolution is unanimously endorsed by our members, which we hope will receive public approval and moral and financial support.

On behalf of the Executive,

G. KNOWLES, *President*.
B. COOPER, *Secretary*.

"Sir Walter Raleigh,"

New Street, Gravel Lane, Houndsditch,
London, E.C.

May 31st, 1902.

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

AS OTHERS SEE US.



THE following article from the *New York Commercial* on the tobacco war should prove of interest:—Bold as the invasion of England by the American tobacco combination was considered, its English counterpart, the Imperial Tobacco Co., has determined upon a still bolder stroke, namely, to carry the war back into the invader's home, which, besides being the source of the tobacco supply, is also the field from which the faction that began hostilities derives the sinews of war. It is a double-edged sword which the Imperial Tobacco Co. is now swinging, for when it begins to profit from its business in this country it will likewise begin to cut down the earnings which its opponent is using against it across the seas.

A committee of three members of the Imperial Tobacco Co., all of them veterans in the tobacco trade, has left England with instructions to at once adopt such measures as in their judgment will most surely and quickly give their company a foothold here. The *New York Commercial* learns on the best authority that this committee comes with full power to form any coalition for the Imperial, after fully considering the best methods of attacking the combine in the United States, which is the profit-field of the American company.

The Imperial Tobacco Co. is itself a consolidation of many formerly independent concerns, and will doubtless seek to begin its warfare by forming a connection with the combine's enemies in this country. In connection with the visit of this committee to America tobacco dealers attach particular significance to the recent increased activity of the Universal Tobacco Co. and the extension of its plant by the leasing of a large new factory building at No. 213, West 20th Street.

The representatives of the Imperial Tobacco Co. now en route to this country are: W. R. Clarke, of William Clarke & Son, Liverpool; J. D. Player, Nottingham; and Ernest H. M. Gunn, of W. D. & H. O. Wills. If they are favourably impressed with the opportunities offered by the American field a decidedly interesting trade war will result, as the Imperial Co. is immensely wealthy, and the supply of tobacco, except for occasional periods

between crops, is unlimited, an increased demand always producing an increased acreage.

The *New York Commercial* has received from high English authority some data regarding the status of the tobacco fight in Great Britain. The Imperial Co. are in possession of 85 per cent. of the cigarette trade of Great Britain, the American tobacco combine by their purchase of the Ogden Co. have acquired about 8 per cent., and the other 7 per cent. is divided among the outstanding independent concerns.

In view of the fact, this authority continues, that the American company paid \$4,000,000, which was a valuation on the net earnings on about a 3 per cent. basis, and are spending money as Mr. Duke promised, at the rate of \$1,000,000 a year, the offer to divide among retailers the profits of the Ogden Tobacco Co. is regarded abroad as humorous, considering that the profits will all be dissipated in the warfare.

The fixed charges of the Imperial Tobacco Co. are given as \$1,600,000 a year. The yearly profits of the concerns constituting that company are certified as being \$5,000,000, thus providing what he calls a surplus fighting fund of \$3,400,000.

The opinion is expressed that the acquisition of the Salmon & Gluckstein stores and influence throughout Great Britain, which was pronounced a blunder by the adherents of the American party, was in reality a master stroke, as that concern formerly handled 25 per cent. of the American Tobacco Co.'s exports to Great Britain, which, under the prohibitive order of the Imperial Co., must seek some other avenue to the consumer. The British tobacco trade, which is more familiar with the situation than the general public, is said not to be alarmed over the invasion of the Americans. Considering that the fight is not for Great Britain alone, but extends throughout the British colonies and their spheres of influence, the position and prestige of the Imperial Co. are trusted to continue its decided domination of the English situation. The low fixed charges the Imperial must meet are considered to give it an immense advantage over the American concern, which must pay about \$14,000,000 yearly on that head.

SHOULD SINGERS SMOKE?



WHETHER the worship of nicotine is harmful to the voice is a question in which the amateur is as much interested as the professional. Every local Sims Reeves has discussed the point with his rivals, but so far no definite conclusion seems to have been arrived at. With a view to solving the question, therefore, the writer recently communicated with some of the leading lights of the concert and operatic platforms, and also with a few of our eminent professors of music, with the appended results.

Mr. Plunket Greene writes: "I don't think that smoking does the least harm to the voice. I smoke personally any form of tobacco, but I don't care much about cigarettes. I should not smoke immediately before singing, but at any other time I don't think it is a bit different for a singer than for any other man."

Mr. Alberto Randegger says: "Smoking not being a necessity of life, singers who avoid it are wise in their generation. As to smoking being injurious to the voice, it would be impossible to lay down any absolute rule—excepting in the case of excessive smoking, which in many persons produces 'granulation' in the throat, naturally affecting the voice unfavourably. However, the celebrated tenor, Signor Mario, was an inveterate smoker without feeling any inconvenience to his vocal organs. At Covent Garden he had always his dressing-room outside the stage, where he smoked between the acts of the opera in which he was singing. Generally speaking, smoking cannot prove beneficial to the voice. I am a smoker—but I am not a singer—and I smoke moderately, cigars only, never pipes or cigarettes. Most of the male singers I know (and one or two female singers) do smoke, but they are all blessed with strong and healthy constitutions; were it otherwise they could not do it."

Mr. Maurice Farkoa remarks: "I am not a smoker. I used to smoke when I left school, not because I liked it, but I suppose because it was forbidden. When I began singing I stopped it, as I found out that it affected my throat."

Mr. Charles Manners also gives an example of self-denial. He observes: "If a person offered me an average comfortable income for life, and told me that I could smoke anything, as much as I liked (without it being harmful to me), on condition that I never sang again on the stage, and thus gave up double the said income, I would accept this offer with pleasure. This will give you some idea how fond I am of smoking. Strange to say, I don't think I have ever met anyone who has had a more bitter experience in learning the habit than I, and goodness knows why I was such an idiot as to go on with it."

"I remember as a boy of sixteen that I first started cigarette-smoking in Gibraltar, where my father was quartered in the artillery. There is no duty on tobacco there, and I think I obtained twenty a penny. At the time I used to get some oranges, and for a long time, if I had not sucked an orange after every three or four whiffs, I should have been awfully sick. Then when I was eighteen or nineteen I took to the pipe, and even then I did not dare to smoke too long for fear of getting giddy."

"At twenty-one I started cigarette-smoking again, with inhaling, when I was in France one summer, and got to like it so much that I had papers loose in one pocket and tobacco loose in the other. I think I was doing about thirty a day at that time. I felt no ill-effects of all this until I got to England; then I found myself getting sore throats. I started singing just after, and then I had to consider whether I should give up smoking or singing, as I found it kept my throat continually irritated and so brought on colds. I found it meant either giving up one or the other, and as I was then just joining the Carl Rosa Company and had some hopes of getting on I said to myself, 'Now or never.' Many a time I have had a cigarette in my mouth and was lighting it, and then only threw it away because I knew it would interfere with my livelihood. So then I consoled myself with a pipe or cigars, but found that even these were bad for the back of my nose and throat, so gradually had to smoke less and less, until now I am reduced to perhaps two or three cigars during the whole of my autumn and spring engagements. The remaining three months I don't sing, but smoke like a furnace."

The verdict of Mr. William Kuhe, the celebrated professor of music, is as follows: "Being myself neither a singer nor a smoker I am unable to give you from personal experience any opinion as to the effect of tobacco upon the voice. But when I look round among our professional singers and find that many of them in the front rank are addicted to smoking, I can only come to the conclusion that the practice is not injurious."

Mr. Watkin Mills expresses himself thus: "At the present time I am not a smoker. Until a short time since I smoked very moderately—chiefly cigars. I find, however, that my voice is better without the 'fragrant weed,' and my general health is certainly none the worse."

Mr. Valentine Smith, famous for the "top C," replies: "I am a smoker, and a pipe is my favourite method of indulging in the weed. I also smoke cigars, but cigarettes under no consideration, and for this reason—the paper has a very detrimental effect upon the vocal chords, and

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

even the smell of the smoke from a cigarette has made me before now quite hoarse. I make a point of never touching a pipe or a cigar at least an hour before singing. As for smoking being beneficial to the voice or otherwise, it is like everything else: what may suit one singer is the exact opposite in its effect on another. I myself have found a smoke of great service many times in steadying the nerves in my trying profession."

Mr. Richard Temple numbers himself amongst the "ayes." "I have been a moderate smoker," he says, "all through my professional career—that is to say, I only smoke after dinner and after supper; I always smoke a pipe. I should not smoke immediately before singing or reciting. I am convinced that moderate smoking does the voice no harm."

Mr. W. H. Cummings, director of the Guildhall School of Music, avers: "I am a smoker, and enjoy a cigar or pipe."

Mr. Lloyd Chandos declares: "I may state I was never a great smoker, a pipe always being too much for me, and only smoked cigars occasionally, and I have given up that entirely the last three years, having found it injurious to my voice, creating an excess of mucus, which caused great inconvenience to me during singing, and perhaps may have distressed my listeners also."

Mr. E. C. Hedmond states that he "considers smoking very good for singers."

Mr. Ivor McKay says: "I am a smoker, but on the days when I have to sing I eschew tobacco, because I find it is bad for my throat."

Mr. Albert Visetti replies: "I do not consider smoking injurious, but I would advise singers never to smoke before singing, and to use tobacco in moderation. I consider pipes and cigars infinitely less harmful than cigarettes."

Mr. Joseph O'Mara answers: "I am a smoker, but I never smoke before singing. I do not think smoking is beneficial to the voice—smoking affects the nervous system, and must, therefore, be bad for the voice. I have always been a smoker. When singing at a smoking concert I think it good to take two or three puffs of a cigar before entering the room where the smokers are, as I find then the smoke has not such a bad effect on the voice."

Mr. Ffrangcon Davies remarks: "I am a great smoker, and I never mind smoking immediately before singing. I enjoy pipes and cigars, but I never smoke cigarettes; and," adds the famous baritone, "I find smoking beneficial—perhaps because I think it is so."

It appears, therefore, that—to use a Parliamentary phrase—"the ayes have it."—*Tit-Bits*.

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.



NEW BRANDS

Royal Salute.—243,429. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. January 18th, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Royal Salute' and 'Sphinx,' 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."

Golden Crest.—243,422. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. January 18th, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Golden Crest' and 'Sphinx,' 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."

Pearl Diver.—243,547. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. January 22nd, 1902. *By consent.* "The essential particulars of the trade mark are the device and the words 'Pearl Diver,' 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."

Three Nags.—243,920. Tobacco, cigars, cigarettes, and snuff. J. & F. Bell, Ltd., 39, Brunswick Street, Glasgow; tobacco manufacturers and merchants. *By consent.*

Ralph Emerson.—244,249. Tobacco, whether manufactured or unmanufactured. Peeters & Co., Fongerslescheweg No. F 17 and 18, Eindhoven, Holland; cigar manufacturers. February 15th, 1902. *Address for service in the United Kingdom, c/o J. A. T. Caton, 6, Monument Station Buildings, London, E.C.* "The essential particular of the trade mark is the combination of devices, and the applicants disclaim any right to the exclusive use of the added matter."

Legislator.—244,471. Tobacco, cigars, cigarettes, and snuff. Alfred Jay & Son, 166d, Pentonville Road, King's Cross, London; cigar merchants. February 24th, 1902.

Optica.—244,534. Tobacco, whether manufactured or unmanufactured. Alberge & Bromet, 24, 25, and 26, Featherstone Street, City Road, London, E.C.; cigar manufacturers. February 27th, 1902.

La Matosa.—244,156. Tobacco, whether manufactured or unmanufactured. Catlow & Allen, 15, Lower Hill Street, Leicester; cigar manufacturers and importers. January 12th, 1902.

Last Cartridge.—244,208. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. February 14th, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Last Cartridge,' 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."

Rafundo.—244,833. Cigars, cigarettes, and manufactured tobaccos. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. March 12th, 1902.

Umeya.—244,836. Cigars, cigarettes, and manufactured tobaccos. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. March 12th, 1902.

Goleja.—244,838. Cigars, cigarettes, and manufactured tobaccos. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. March 12th, 1902.

Gezonda.—244,839. Cigars, cigarettes, and manufactured tobaccos. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. March 12th, 1902.

Densato.—244,840. Cigars, cigarettes, and manufactured tobaccos. Samuel Maier, 2, Bradford Avenue, London, E.C.; merchant. March 12th, 1902.

Old Ale.—244,982. Tobacco, cigars, cigarettes, and snuff. Stephen Mitchell & Son, 36, St. Andrew Square, Glasgow; tobacco and snuff manufacturers. March 18th, 1902.

Grumbler.—245,008. Tobacco, whether manufactured or unmanufactured. Elkan Simons, trading as Elkan Simons & Co., 1 and 3, Newhall Street, Birmingham; cigar importer. March 19th, 1902.

Flagon.—245,052. Tobacco, cigars, cigarettes, and snuff. John Player & Sons, Ltd., Castle Tobacco Factory, Nottingham; tobacco and cigar manufacturers. March 20th, 1902.

Preedesta.—245,066. Tobacco, whether manufactured or unmanufactured. Alfred Preedy, trading as A. Preedy and Sons, 84, High Street, Dudley, Worcestershire; cigar and tobacco merchant. March 21st, 1902.

Javelin.—245,072. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. March 21st, 1902.

Tenoza.—245,234. Tobacco, cigars, cigarettes, and snuff. Martin Bros. March 27th, 1902.

Deneffa.—245,236. Tobacco, cigars, cigarettes, and snuff. Martin Bros. March 27th, 1902.

Siscora.—245,267. Tobacco, cigars, cigarettes, and snuff. Martin Bros. March 29th, 1902.

243,647. Tobacco pipes, umbrellas, walking sticks, brushes (except artists' brushes and brushes of metal), and hair combs, tarpaulins, tents, rick cloths, rope, twine. Frith Sands & Co., Winchester House, 50, Old Broad Street, London; merchants. January 23rd, 1902. (Class 50.)

The following appeared in the *Trade Marks Journal* for April 30th, 1902:—

La Caldera.—242,392. Cigars and cigarettes imported from Las Palmas. Philip Alexander Dewar Head, 109, Victoria Street, Westminster, London; Director of a Joint Stock Company. 30th November, 1901. "The essential particulars of the trade mark are the following: The word 'Caldera' and the device, and I disclaim any right to the exclusive use of the added matter."

243,419. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. 18th January, 1902. "The essential particulars of the trade mark are the combination of devices and the words

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—continued.

'Frederick the Great's Tobacco Parliament,' 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."

Shoulder to Shoulder.—243,497. Tobacco, whether manufactured or unmanufactured. J. Millhoff & Co. Ltd., 27, Commercial Street, London; tobacco, cigar, and cigarette manufacturers. 20th January, 1902. *By consent.*

Reve d'Or.—244,018. Tobacco, cigars, cigarettes, and snuff. George James Freeman, trading as J. R. Freeman and Son, 172, 174, and 176, St. John's Road, Hoxton, London; cigar manufacturer. 6th February, 1902. *By consent.*

Ekomso.—244,128. Tobacco, whether manufactured or unmanufactured. R. Hovenden & Sons, Ltd., 29, 30, 31, 32, and 33, Berners Street, W.; and 85, 89, 91, 93, and 95, City Road, London, E.C.; hairdressers' sundriesmen. 11th February, 1902.

Plantain Tree.—244,593. Tobacco, whether manufactured or unmanufactured. Jarrett Brothers, 70 and 71, Bishopgate Street Within, London, E.C.; cigar importers. 28th February, 1902.

Albatross.—244,206. Manufactured tobacco. Lambert and Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. 14th February, 1902. "The essential particulars of the trade mark are the device and the word 'Albatross,' 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."

Rickshaw Golden Birdseye.—244,209. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. 14th February, 1902. "The essential particulars of the trade mark are the device and the word 'Rickshaw,' 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."

Capaletta.—244,817. Tobacco, cigars, cigarettes, and snuff. Thomas Riley & Son, Ltd., 20 and 22, Convent Street, Nottingham; cigar manufacturers. 11th March, 1902.

Anno Domini.—245,367. Tobacco, whether manufactured or unmanufactured. Frank Hills, 167, Gresham House, London, E.C.; cigar importer. 7th April, 1902.

Trasita.—245,390. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 7th April, 1902.

Tuscora.—245,392. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers.—7th April, 1902.

Twenfora.—245,394. Tobacco, cigars, cigarettes, and snuff. Martin Brothers, 25, Cheapside, London; cigar shippers. 7th April, 1902.

The following appeared in the *Trade Marks Journal* for May 7th, 1902:—

Kentucky.—243,424. A manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. January 18th, 1902. *By consent.* "The essential particular of the trade mark is the device."

Trichord.—243,434. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. January 18th, 1902. *By consent.* "The essential particulars of the trade mark are the combination of devices and the words 'Trichord' and 'Sphinx.'"

Virginia Bird's Eye Tobacco.—243,556. A manufactured tobacco. W. D. & H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. January 22nd, 1902. "The essential particular of the trade mark is the combination of devices."

Golden Web.—243,557. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. January 22nd, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Golden Web.'"

Air Ship.—243,733. Tobacco, cigarettes, and snuff. Richard Kennedy, St. Andrew's Buildings, 110, Seagate, Dundee; tobacconist. January 27th, 1902. *By consent.*

Light Horse.—243,734. Tobacco, cigars, cigarettes, and snuff. Richard Kennedy, St. Andrew's Buildings, 110, Seagate, Dundee; tobacconist. January 27th, 1902.

Three Nuns.—245,232. Manufactured tobacco. J. and F. Bell, Ltd., 39, Brunswick Street, Glasgow; tobacco manufacturers and merchants. March 27th, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Three Nuns.'"

Back-to-back-oh!—244,034. All articles contained in Class 45. D. & J. Macdonald, 60, Glassford Street, Glasgow; tobacco manufacturers. February 7th, 1902. *By consent.*

Settler Smoking Mixture.—244,236. A tobacco mixture. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. February 14th, 1902. "The essential particulars of the trade mark are the device and the word 'Settler.'"

Tasani.—244,184. Cigars, cigarettes, and tobacco for smoking. Alfred Piot, 41, Rue Brogniez, Brussels, Belgium; manufacturer. February 13th, 1902. Address for service in the United Kingdom, c/o G. G. M. Hardingham, Clun House, Surrey Street, London, W.C.

244,867. Tobacco, whether manufactured or unmanufactured. Joe Riley, The Cigar Stores, 9, Market Street, Huddersfield; cigar merchant. March 13th, 1902.

Perial.—245,322. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. April 4th, 1902. *By consent.*

243,840. Tobacco pipes, umbrellas, walking sticks, &c. S. Oppenheimer & Co., 18, Merchant Street, Rangoon; merchants. January 31st, 1902.

Coolie.—243,869. Tobacco pipes, cigar and cigarette holders (not of precious metal or of imitation of precious metal), papier maché tobacco cases (sold separately) included in Class 50; match boxes (sold separately) of material covered by Class 50; and walking sticks in-

To buy well is the secret of the tobacconist's success. Buy **Eldoros** by Weight.

NAT. TEL. N^o 539.

TELEGRAMS VALERIO LEICESTER



GEMSBOCK CHOICE CIGARS



WHOLESALE OF

GOODMAN & HARRIS LEICESTER.

NEW BRANDS—continued.

cluded in Class 50. Ogden's, Ltd., Boundary Lane, Liverpool; tobacco and snuff manufacturers. January 31st, 1902. *By consent.*

The following appeared in the *Trade Marks Journal* for May 14th, 1902.

239,285. Tobacco, whether manufactured or unmanufactured. Partridge & Sons, Mansfield Street, Leicester; cigar manufacturers. July 3rd, 1901.

Windlass.—243,551. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. January 22nd, 1902. *By consent.* "The essential particulars of the trade mark are the device and the word 'Windlass.'"

Trumpeter.—244,207. Manufactured tobacco. Lambert & Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. February 14th, 1902. "The essential particulars of the trade mark are the device and the word 'Trumpeter.'"

Osprey.—244,210. Manufactured tobacco. Lambert and Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. *By consent.* "The essential particulars of the trade mark are the device and the word 'Osprey.'"

Sphinx.—243,440. Manufactured tobacco. Lambert and Butler, Ltd., 141-4, Drury Lane, London; tobacco manufacturers. January 18th, 1902. "The essential particulars of the trade mark are the combination of devices and the word 'Sphinx.'"

Golden Bird's Eye.—244,229. A manufactured tobacco. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. February 14th, 1902. "The essential particular of the trade mark is the combination of devices."

Knight of the Red Cross.—244,231. Manufactured tobacco. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. February 14th, 1902. "The essential particulars of the trade mark are the device and the words 'Knight of the Red Cross.'"

Leechee.—244,592. Tobacco, whether manufactured or unmanufactured. Jarrett Bros., 70 and 71, Bishopsgate Street Within, London, E.C.; cigar importers. February 28th, 1902.

Bride Cake.—245,243. Tobacco, whether manufactured or unmanufactured. Junius Adrian Thomas Caton, 6, Monument Station Buildings, London, E.C.; merchant. March 29th, 1902.

Gem of the Ocean.—244,233. A tobacco mixture. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. February 14th, 1902. *By consent.* "The essential particulars of the trade mark are the device and the words 'Gem of the Ocean.'"

Hand it Round.—244,234. Manufactured tobacco. The Richmond Cavendish Co. Ltd., Bonded Tobacco Works, 2-4, Paisley Street, Liverpool; tobacco manufacturers. February 14th, 1902. "The essential particulars of the trade mark are the combination of devices and the words 'Hand it Round.'"

Seysara.—245,269. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. March 29th, 1902.

"Westaf."—245,303. Cigarettes and manufactured tobacco. The City (and West Africa) Supply Co. Ltd., 66, Fenchurch Street, London, E.C.; wholesale and export provision, tobacco, and wine merchants. April 3rd, 1902.

The following appeared in the *Trade Marks Journal* for May 21st, 1902:—

Fearless.—243,559. Manufactured tobacco. W. D. and H. O. Wills, Ltd., Bedminster and Ashton Gate, Bristol; and 53, 54, and 55, Holborn Viaduct, London; tobacco manufacturers. January 22nd, 1902. "The essential particulars of the trade mark are the device and the words 'Fearless' and 'Wilson's Last Stand.'"

Beeswing.—244,048. A manufactured tobacco. Ogden's Ltd., Boundary Lane, and the International Bonded Tobacco Works, 65, Cornwallis Street, Liverpool; tobacco and snuff manufacturers. February 7th, 1902. *By consent.* "The essential particulars of the trade mark are the device and the word 'Beeswing.'"

Flor de Alcada.—244,918. Havana cigars. N. P. Sandiford, Son & Armstrong, Ltd., 34, King Street West, Manchester; wine merchants and cigar importers. March 15th, 1902. *By consent.*

Sugliardo.—244,954. Tobacco, cigars, cigarettes, and snuff. Ba'nes & Whitmore, Ltd., 14 and 21, Halford Street, Leicester; cigar merchants. March 17th, 1902.

Nefina.—245,389. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 7th, 1902.

Ovago.—245,545. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 14th, 1902.

Vintioza.—245,546. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 14th, 1902.

The following appeared in the *Trade Marks Journal* for May 28th, 1902:—

La Peninsular.—245,363. Tobacco, whether manufactured or unmanufactured. Frank Hills, 167, Gresham House, London; cigar importer. April 7th, 1902. "The essential particular of the trade mark is the device."

Cinquita (no claim is made to the exclusive use of the word "Cinque").—245,540. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 14th, 1902.

La Clickeza.—245,717. Tobacco, cigars, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 22nd, 1902.

La Kisita.—245,720. Tobacco, cigars, cigarettes, and snuff. Martin Bros., 25, Cheapside, London; cigar shippers. April 22nd, 1902.

Las Amigas.—245,803. Manufactured tobacco. W. Klingenstein & Co., 30, St. Mary Axe, London; cigar importers. April 24th, 1902.

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

THREE NUNS Tobacco.

J. & F. BELL, Ltd.,
GLASGOW.

1 oz., 2 oz., 4 oz.

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

RESULT OF MAY COMPETITION.

The Winner of last month's competition, in which the word "supplied" was mis-spelt on page 187, was—

Mr. JOHN TAYLOR, 109, Chapel Field Road, Norwich,

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

Our Mis-spelt Advertisement Competition.

ALL SOLUTIONS MUST REACH US BY JULY 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 July, 1902.

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

The Editor's decision is final.

CUT OUT AND FORWARD THIS COUPON

Addressed as follows: { **SPELLING BEE:**
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> B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	EXMOOR HUNT <i>Highest Class Medium Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	LLOYD'S TOBACCO <i>and Cigarettes.</i> R. Lloyd & Sons, London.	TURKISH CIGARETTES Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
ASTHORE <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S.W.	FLOR DE MUNSHEE <i>Indian Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	MIXED PARCELS Tobacconists' Supply Syndicate, London. <i>See special advt.</i>	TWO ROSES <i>Cigarettes.</i> J. Biggs & Son, Commercial St., London.
BANDMASTER <i>Special 1st. Packet Line.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	FLOR DE SUMATRA <i>Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St., London, E.C.	MONASTERY <i>Cigarettes.</i> Adkin & Sons, London.	VAFIADIS <i>Cigarettes.</i> Melbourne, Hart & Co., 19, Basinghall St., London, E.C.
CARLTON <i>Tobacco.</i> Wm. Clarke & Son, Liverpool.	FLOR DE VARZES <i>Cigars.</i> R. I. Dexter, Nottingham.	MYRTLE GROVE <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minories, London, E.	VIKING <i>Tobacco and Cigarettes.</i> Lambert & Butler, Ltd., Drury Lane, London, E.C.
CHALLENGE FLATS <i>The Original.</i> All Wholesale Houses.	GAINSBOROUGH <i>Cigarettes.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	NAVY CUT <i>Tobacco and Cigarettes.</i> John Player & Sons, Ltd., Nottingham.	WEST INDIAN PLANTERS PLANTORES CIGARS IN PACKETS OF 8 EACH. A. Scheuch & Co., 103, Fenchurch St., London, E.C.
CHERRY-TIPPED <i>Cigarettes.</i> Jacobi Bros. Ltd., 9 to 11, Wilson St., London.	GENERAL SUPPLIES Singleton & Cole, Ltd., Birmingham.	PALM BRAND <i>Cigarettes.</i> R. Lockyer & Co., 13, Bunhill Row, London, E.C.	ZEMINDAR <i>Mild Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St. Within, London.
CIGARS James Steel & Co., 78, Duke St., Liverpool.	GOLD FLAKE <i>Cigarettes and Tobacco.</i> W. D. & H. O. Wills, Ltd., London and Bristol.	SHIP'S TOBACCO <i>Cigarettes.</i> Robinson & Barnsdale, Ltd., Nottingham.	
COLONIAL EMPIRE <i>Cigars.</i> Sidney Pullinger, Ltd., Birmingham.	GRAND CUT VIRGINIA Godfrey Phillips & Co., London.	STARRY QUEEN R. I. Dexter & Sons, Ltd., Nottingham.	
COMMODORE <i>Cigarettes.</i> Adkin & Sons, London.	KEY WEST <i>(The Original 2d.)</i> R. I. Dexter & Sons, Ltd., Nottingham.	THREE NUNS <i>Tobacco.</i> J. & F. Bell, Ltd., Glasgow.	

OF WHOM AND WHAT TO ORDER.

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Muratti's VERY LATEST

To be Retailed

20 for 6d.

“Protection” Cigarettes.

We guarantee this Brand to be made of genuine selected Turkish tobacco.

LEAVES GOOD PROFIT TO RETAILER.
WILL BE READY FOR DELIVERY ON THE 8th MAY.
PLEASE ORDER AT ONCE TO AVOID DISAPPOINTMENT.

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Head Office and Factory - - 54, WHITWORTH ST., MANCHESTER.
London Office and Sale Room - - - - - 5, CREED LANE, E.C.

THE

FLOR DE MUNSHÉE

(CIGARS and WHIFFS).

The Perfection of Mild Indian Cigars.

SOLE AGENTS—

JOHN CARIDI & CO.,

5 & 6, Bury Court, St. Mary Axe, E.C.

Telegraphic Address: “DRASTIC,” LONDON.

Telephone: 477 Avenue.



'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

In 1-oz. decorated Tins and
2-oz. and 4-oz. air-tight
Tins.

'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

In Packets of 10, air-tight
Tins of 50, and decorated
Tins of 100.



PRICES AND SHOW CARDS ON APPLICATION TO

LAMBERT & BUTLER, Ltd.

DRURY LANE, LONDON, W.C.

All communications to be addressed as follows: "The Editors, 'Cigarette World,' Barnes, S.W."
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VOL. VI

THE
ORI

Published
on the
15th of every
Month.



COMMERCIAL "TWO ROSES," 5 EXTRA CIGARETTES, PRICE 1d. (except on applications)

BIGGS'S
ST. LONDON.