

TRUNDLEY AND CO.

MAKERS OF T STAR BRAND OF BRIARS.
SOLE AGENTS FOR
SANDALPHON CIGARS AND CIGARETTES.
IMPORTERS OF
ALL TOBACCONISTS' FANCY GOODS.
87, HOUNDSDITCH, LONDON.



The Cigarette World



A Journal for the Retailer.

EDITED BY ARTHUR BARRON.

LETTERS AND PARCELS:—The Editor, "Cigarette World," Barnes, S.W.

PUBLISHING OFFICES:—45, 46 & 47, St. Martin's Lane, London, W.C.

Vol. II. No. 8.

LONDON, MARCH 15th, 1897.

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

Notice to Advertising Firms.

THE "CIGARETTE WORLD AND TOBACCO NEWS" APPEALS TO AND IS
SPECIALLY WRITTEN FOR

The Retailer.

COHEN, WEENEN & CO'S



Band-Master

1D
PER
BOX of
FIVE

FULL
SIZE

GUARANTEED PURE
VIRGINIA

CIGARETTES

3d.
PACKETS OF
10



6d.
TINS OF
20



Proprietors—
ADKIN
AND
SONS,



LONDON.

Established 1795.

W. H. LOWRY & CO.,

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

SOLE AGENTS FOR

Tr. A. Thalassino's
EGYPTIAN CIGARETTES.

6d. PACKETS OF 10

High Class Goods at Moderate Prices, showing Good Profit.

PHILLIPS

SWEET

QUINER

GOLD

5 **CIGARETTES** 10

Guaranteed Pure Virginia.
Sweet, Cool, and Fragrant.

Messrs. F. CHARATAN & CO.,

MANUFACTURERS OF

Meerschaum and Briarwood Pipes

HAVE REMOVED . . .
TO MORE EXTENSIVE PREMISES
146, MINORIES, E.C.

We'l-known Manufacturers of Genuine London-made Pipes.

oooooooooooooooooooo

Send for Samples of their remarkable lines of well-finished Silver-mounted Briars at 8/6 and 12/6 (assorted or otherwise). Sample Dozens sent to any part CARRIAGE PAID. Remittance with order. Shapes or Sizes not approved of exchanged.

REPAIRS OF ALL KINDS PROMPLY EXECUTED.
MOUNTING IN GOLD AND SILVER AT LOWEST
PRICES BY LARGE STAFF OF SKILLED WORKMEN.

NOTE . . .

CHARATAN, 146, MINORIES, E.C.

THE Tobacconist's Handbook,

by E. B. ALEXANDER,

Tobacco Trade Valuer to the Board of Trade.

No retailer or assistant should be without this valuable work, in which information concerning every detail of the trade is to be found. See portion reproduced in "The Cigarette World."

Bound in cloth, 1s. 6d. post paid of the Author, 21, Euston Square, London, N.W.



MARCUS'S

NEW LINE

The Finest

3^{D.}

Enamelled
TIN

Yet Introduced.

The Handsomest

LINE

on **3^{D.}**
the Market.



SEND FOR PRICE LIST TO SOLE AGENTS.



FACTORY:

CAIRO,
EGYPT.

BEST
EGYPTIAN
CIGARETTES

MELBOURNE
HART & CO.,

(CIGAR IMPORTERS) 19, Basinghall Street, E.C.

NOW READY.

SINGLETON AND COLE'S

New Price List

(UP TO DATE)

CONTAINS A COMPLETE LIST OF
ALL MANUFACTURERS' PRICES.

176 pages.
200 illustrations.

SPECIAL DISCOUNTS

INVALUABLE AS A REFERENCE TO TOBACCONISTS.

Copy sent Post Free on application.

SINGLETON & COLE,
11 to 16, CANNON STREET, BIRMINGHAM.

MARCH, 1897.



FOUR GOOD THINGS.

Snowdrop.

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

4/0

Crocus.

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

4/0

Roundhead.

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

4/8

Dreadnought.

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

4/8



BUSINESS may be somewhat paradoxically described this month as actively passive. Everyone is busy—very busy—and the results of such *busy*-ness will very shortly be much in evidence. It will soon be "Record Reign" this, and "Jubilee" that, and "Commemoration" something else, and the shekels will flow steadily into the coffers of all producers, and will, I hope, fill almost to overflowing the tills of the enterprising and pushing retailer.

* * *

HAPPILY, at the time of writing, there are no vexed questions to distract or occupy the thoughts of the business man. Even the perennial "cutting" one for the moment sleepth.

* * *

WE publish this month the Balance Sheet and Report of Messrs. Salmon & Gluckstein, Ltd., together with some Press criticisms. It would seem that our friends, the retailers, have cause for congratulation, inasmuch as the policy this firm adopted at the outset of their career has met with success, and that *now* no proprietary articles of the great firms are exhibited in any of the windows of their eighty-six shops.

* * *

THAT "S. and G." should have accomplished their object in so short a time is matter for wonder—some also think that it is equally matter for wonder that the public should be willing to accept the firm's packet goods in lieu of the better known ones.

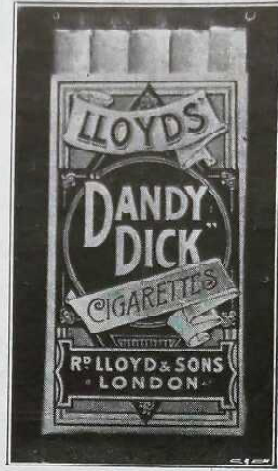
NEW

5

A

1^{D.}

Cigarette



NEW LINE.

5

A

1^{D.}

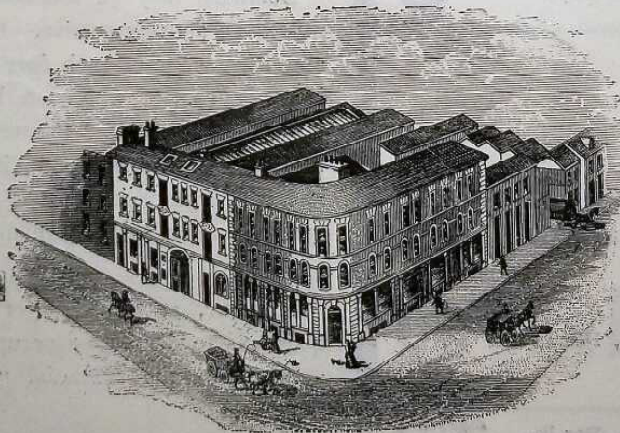
Special Quality.

Write for Samples and Price to

R^{D.} LLOYD & SONS,

148 & 149, HOLBORN BARS, LONDON, E.C.

IMPORTERS
OF
CONTINENTAL
CIGARS.



SAMPLES
SENT ON
APPLICATION.

(HIGH CROSS CIGAR MANUFACTORY.)

Swain and van den Arend
LEICESTER.

TELEGRAMS—"CIGAR, LEICESTER."

NAT. TELEPHONE, 668.

MANUFACTURERS OF
BRITISH CIGARS.

Now, although this relieves many retailers from a form of more or less unfair competition, it is by no means certain that others will not, in the near future, endeavour to imitate a presumably successful policy.

* * *

SEEING, however, that the manufacturers are now doing their best to assist the "legitimate" by important concessions, I think they can be relied on now to co-operate, and to nip further "raids" in the bud. In the meantime, the retailer should, I venture to submit, profit by past experiences, and keep himself fully abreast of the times.

* * *

SMUGGLING seems ever on the increase, and since the abolition of the "Queen's Pipe" many have been curious to know what became of the forfeited tobacco. In the House of Commons recently, Mr. Hanbury gave the following interesting details:—

"The quantity of contraband tobacco in various forms confiscated by the Customs during the year ended December 31st, 1896, was 6,987 lbs. This quantity being collected in the Queen's warehouse in London served to increase the stock of seized tobacco already accumulated there, and from this stock the undermentioned quantities were distributed during the year in question:—

	lbs.
Broadmoor Criminal Lunatic Asylum	1,117
Dundrum Criminal Lunatic Asylum	920
Kew Gardens	3,360
Botanic Gardens, Edinburgh	336
Delivered to the War Department for use of troops ordered on foreign service	2,612
	8,345

In the absence of a sufficient quantity of seized tobacco, the supply to troops ordered abroad has been for the present suspended, but it will be resumed when found practicable. The supplies to the Gardens, and the Asylums for Criminal Lunatics, prevent the necessity of obtaining votes for the purchase of tobacco for those institutions, but no vote is obtained for the supply of tobacco to the troops, and the issue to them therefore takes place only when the quantity on hand admits of it after meeting the demands that would otherwise involve expenditure."

* * *

IN an interesting article by Prof. Max Müller in *Cosmopolis*, giving some more of his "Literary Recollections," some stories are told of Tennyson. The poet's first visit to the Professor's house is described as "rather alarming." Prof. Max Müller lived at that time in a small house, and the establishment was not calculated to receive sudden guests. However, Tennyson called one day during the Long Vacation, when Oxford was almost empty:—

"Wishing to show the great man all civility, we asked him to dinner that night and breakfast the next morning. At that time, almost all the shops were in the market, which closed at one o'clock. My wife, a young housekeeper, did her best for our unexpected guest. He was known to be a gourmand, and at dinner he was evidently put out by finding the sauce with the salmon was not the one he preferred. He was pleased, however, with the wing of a chicken, and said it was the only advantage he got from being Poet Laureate that he generally received the liver-wing of a chicken. The next morning at breakfast we had rather plumed ourselves on having been able to get a dish of cutlets, and were not a little surprised when our guest arrived to see him whip off the cover of the hot dish and to hear the exclamation, "Mutton chops! the staple of every bad inn in England."

Tennyson's devotion to his pipe is well known. On one occasion, says Prof. Max Müller, some of his friends taunted Tennyson that he could never give up tobacco. "Anybody can do that," he said, "if he chooses to do it." When his friends still continued to doubt and to tease him, "Well," he said, "I shall give up smoking from to-night." The very same evening I was told that he threw his pipes and his tobacco from the window of his bed room. The next day he was most charming, though somewhat self-righteous; the second day he became very moody and captious; the third day no one knew what to do with him. But after a disturbed night I was told that he got out of bed in the morning, went quietly into the garden, picked up one of his broken pipes, stuffed it with the remains of the tobacco scattered about, and then, having had a few puffs, came to breakfast all right again. Nothing was said any more about giving up tobacco."

* * *

I AM pleased to notice that, according to advertisement, satisfactory progress is being made with the Exhibition in May next. The promoters are again shedding post-cards to advertise it; with a rapidity, too, that implies much energy. This year they are ornithologically illustrated.

* * *

ADVERTISING is undoubtedly a modern art, and its playful little ways, like those of the heathen Chinese, are peculiar. One would, however, scarcely expect that in connection with so prosaic and business-like a subject as a Trade Exhibition, it could be successfully ornithologically treated.

* * *

IN our last issue we inaugurated a column entitled "Striking Ads," and in this number we include in it those specimens of the feathered tribe thus far requisitioned (Catonian dicky-birds, the irreverent will, I fear, call them).

* * *

NOT a bad idea perhaps, and one that would appear to be susceptible of wider treatment. Why not extend it? I should, myself, rather like a roving commission to deal with the subject *Zoo-ily*, for it seems a pity to limit it to the feathered tribe. The animal kingdom generally affords much relativeness to the affairs of both every-day and business life. If not, whence our *Æsop*? The scope such extension affords is great. Why not, for instance, tackle the insect world? Fancy the appropriateness of the humble-honey-bee (I had written—for euphony seemed to demand it—the humble bumble-bee; but this particular little insect, I think, only "bumbles"—he does not *work*) to the busy hive of an Exhibition. Again, even that classic creature, with the elongated oral appendages, could he not be requisitioned? How nobly *his* lineaments would adorn a halfpenny post-card.

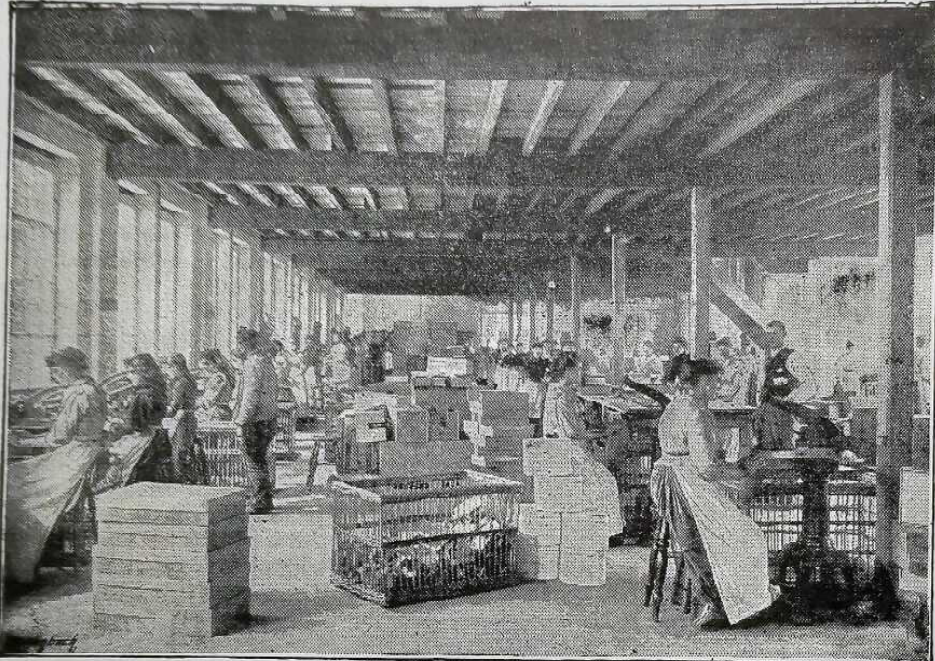
* * *

THE following very interesting article, entitled "In Cigar-Land," appears in *The Northern Daily Telegraph*:—

"With the exception of moving bodies of troops through the streets, Havana gives no indication that a war is raging on the island. While business is comparatively stagnated, there is still enough to give the usual air of slow and easy

Hugh Stevenson & Sons

MANCHESTER, LONDON, PERTH, BRISTOL, &c.



A ROOM IN ONE OF THE MANCHESTER FACTORIES.

THE TOBACCO TRADE BOXMAKERS.

Specialities.

Small Shouldered Boxes.

Novel Designs in Fancy Boxes.

Tobacco Boxes of all kinds.

Cigar and Cigarette Cases in
Polished Leatherette and
Wood Veneers.

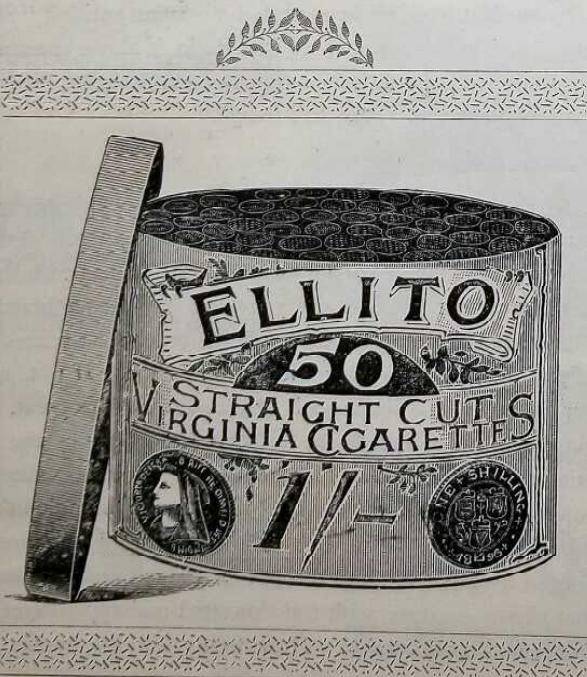
Folding Boxes and Packets.

Metal-edged Boxes.

Write for Samples and Quotations,
giving as full particulars of your
requirements as possible.

Telegrams: "Clamps," Manchester.

Telephone: No. 269, Manchester.



The Cheapest Line in Cigarettes ever brought out.

14/0 per 1000.

Packed in attractive tins of 50. Manufactured of
High Class Virginia Tobacco.

THE WHOLESALE TOBACCO SUPPLY COMPANY,

63, ALDERSGATE STREET, LONDON, E.C.,

AND

LONDON ROAD, SOUTHWARK.

Manufacturers & Importers.

Straight Cut Virginia Cigarettes, 4/6 per lb.

Gold Tipped Cigarettes, 5/6 per lb.

"Woodbine," "Cinderella," "Lucky Star,"

"Bandmaster," &c., 3/1 per box.

Guinea Gold, 18/0; Old Gold, 17/9 per 1000.

2D. per lb. off LOOSE & PACKET TOBACCOS
being about 5% DISCOUNT.

The Cheapest House in the Trade for Everything. NEW ILLUSTRATED PRICE LIST
Sent Post Free on Application.

life to the streets. The narrow thoroughfares are swarming with low-topped carriages, beasts of burden, jostling drivers, and negro women with such huge panniers on their heads that the mind tries in vain to grasp the effect of such a burden on a Caucasian brain. The morning life of Havana is brisk. Then everything looks dewy and fresh and bright, and whatever odours there may be have not yet arisen. Odours are late risers in Havana, although it may be truthfully observed that many of them never go to sleep at all. In the morning come the peddlars with their queer wares and shrill cries. After coffee at nine o'clock comes a period of comparative activity for Cubans. They hustle about and attend to their marketing and other necessary duties. They go shopping in the little pesetta carriages drawn by small and sturdy Cuban horses. But young and pretty girls in Cuba do not go shopping unaccompanied. In fact they never go out in the streets alone. They are always accompanied by a forbidding and severe duenna, or an equally forbidding relative with a machete a yard long. About noon the average Cuban becomes too sleepy to work. He must have his siesta, and the world may wag on as it will while he takes it. Siesta-time lasts from about noon to three o'clock. Then Havana yawns, stretches itself, and resumes business where it left off a few hours before. After nightfall begins the most attractive feature of Havana life to a foreigner. The parks are filled with a strolling, chattering crowd. The bands play, the streets are filled with spectators, officers, and plantation owners, and the scene is full of life and movement. Over in the Inglaterra and the neighbouring resorts the cafés are full of Spanish officers, laughing, drinking, talking, and smoking their endless cigarettes. While Havana is the seat of Spanish rule in Cuba, the insurgents have also their capital and Government headquarters. From the heights of the Sierra Cubitas their standard waves, and throughout the whole of the island, with the exception of the larger towns, it is recognised as the emblem of authority—the flag of the people of Cuba. Sierra Cubitas is within less than 25 miles of the city of Puerto Principe and less than that distance from the strongly fortified port of Nuevitas, within sight of the great camino or highway from Havana to Santiago de Cuba. Yet here, within a day's march of the Spanish garrisons, the Cubans have established and have maintained for fifteen months their seat of government. Sierra Cubitas is most difficult of access, and with but a handful of men can be held against any sized force. In places the only pathway winds round the side of a precipitous mountain, and is so narrow that two men cannot ride abreast. The occupants of the place are not dependent on outside supplies, as the top of the mountain is flat, with a sufficient quantity of good arable land to raise all the food they need. Buildings have been erected for the Government offices, and an arsenal and magazine built for storing arms, powder, &c., and a factory for the manufacture of dynamite."

* * *

I AM pleased to notice that the following paragraph, to which I took exception in our last number, has since been "entirely reconstructed." Entries should now follow; the idea is a good one, and should prove an interesting feature of the Exhibition.

It originally read as follows:—

"CIGARETTE-MAKING RACES.—The management have an idea of initiating Races in Cigarette Making by hand, to take place at the Hall in the evening about 8 p.m., and to occupy 20 to 30 minutes. There would be separate competitions for men and women. Tobacco and cigarette paper would be supplied. Money prizes would be awarded."

It now reads:—

"CIGARETTE-MAKING RACES.—A new feature to be introduced this year will be Races in Cigarette making, open to hand-workers. There will be separate classes for men and girls, and the races, which will occupy about 30 minutes, will take place in the evening. Tobacco and paper will be supplied. A specified size, probably about equal to a 'Richmond Gem,' will have to be made, and money prizes will be awarded."

It will be observed that the "would-be's" are now converted into "will-be's."

RE OUR CIRCULATION.

IMPORTANT NOTICE.

YOU may perhaps have noticed that THE CIGARETTE WORLD'S advertisement, announcing the free distribution of specimen copies by the large dealers, is this month discontinued.

By their friendly aid our Journal has reached tobacconists in all parts of the kingdom, sending our annual subscription list up by leaps and bounds. We refer to the following, viz. :—

—MESSRS. SINGLETON & COLE, LTD., 11 to 16, Cannon Street, Birmingham;

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon Street, London, E.C.;

THE LONDON AND DISTRICT TOBACCO SUPPLY Co., LTD., 81, Turnmill Street, E.C.;

THE WHOLESALE TOBACCO SUPPLY Co., 63, Aldersgate Street, E.C.; and London Road, Southwark;

MESSRS. FRAENKEL BROS., 58, 59, 60 and 60A, Houndsditch, E.C.;

who have so kindly rendered us, gratuitously, such valuable assistance, and we here tender them our grateful thanks.

There are, however, many hundreds of retailers who, we regret to say, are more or less apathetic on the subject of Trade Journals generally, and these "apathetics" we are determined to reach. We have consequently made arrangements to *bring the Journal to their very doors*.

In addition to the Journal being posted to subscribers, special agents will submit it for sale at the counters of retailers at its published price of one penny per copy, in all parts of London, and it is anticipated that by this means a large additional sale will ensue.

As regards the provinces, copies will be mailed as hitherto, but agents will also at once be appointed to carry out a similar system to that we have now inaugurated in London.

NOTICE TO TRAVELLERS.

The proprietors will gladly mail the "C. W." free to the private addresses of the accredited representatives of manufacturers. A post card, giving us the necessary particulars, will suffice.

LATE TRADE NEWS AND NOTES.

(Received too late for Alphabetical Classification.)

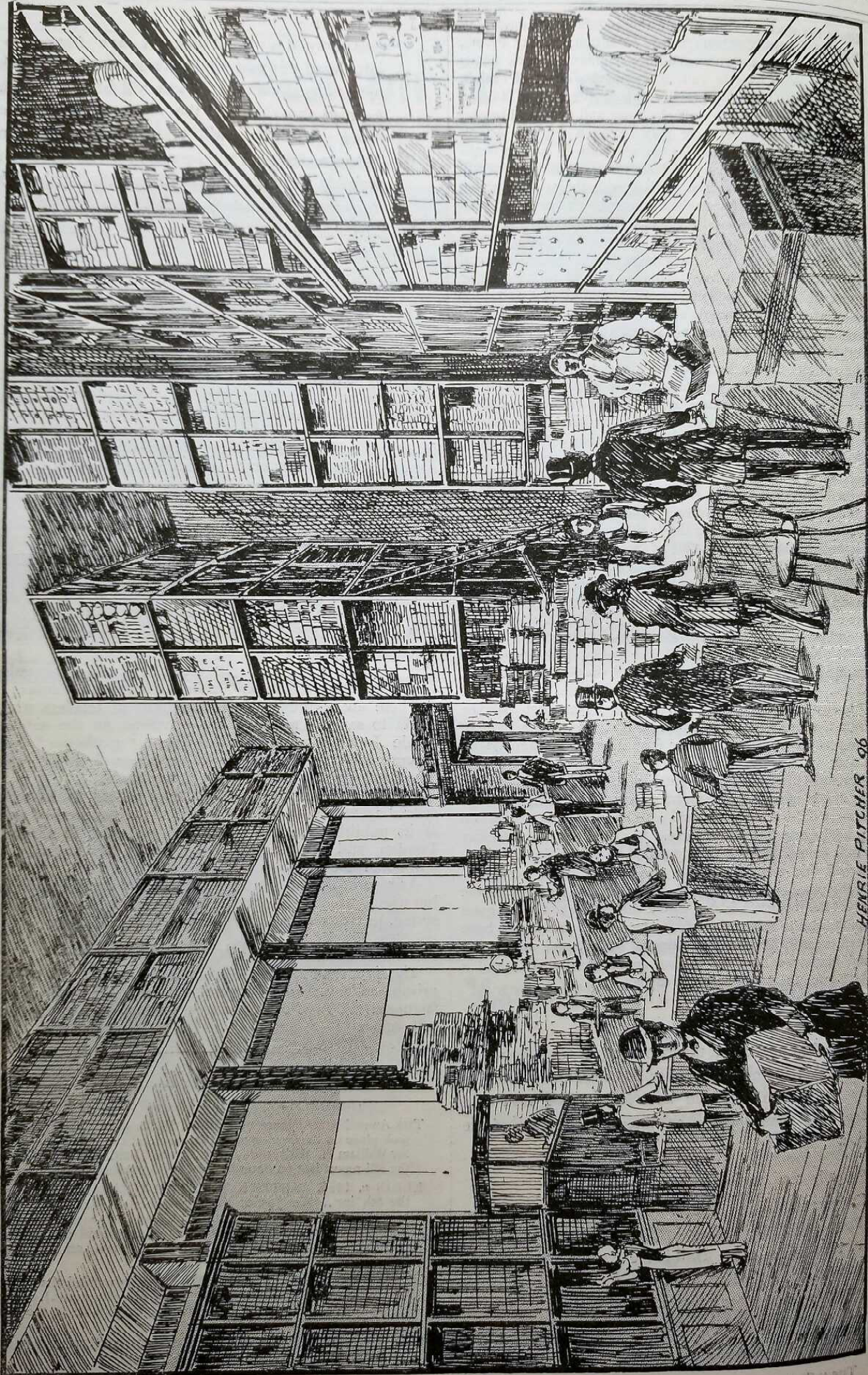
THE Annual Staff Dinner of MESSRS. W. D. & H. O. WILLS, LTD., took place on the evening of the 11th inst., at the Clifton Down Hotel, Sir William H. Wills, Bart., M.P., in the Chair. As we only received the full report late on Saturday last, it is unavoidably held over.

ELLIS *v.* THE EASTERN TOBACCO COMPANY.—On Monday, the 8th inst., Mr. Justice Stirling appointed Mr. Joseph William Blackham, of Court Chambers, 180, Corporation Street, Birmingham, incorporated accountant, receiver of the assets and property of this Company, of 233, Barford Street, Birmingham, on behalf of the debenture holders.

TURKISH TOBACCO MONOPOLY.—It is notified that the usual interim dividend of 9s. 7½d. per share (equal to 6 per cent.), on account of the profits of the year 1896-97, will be payable at the London Agency of the Ottoman Bank.

THE *Financial Post* says that "THE AMERICAN CIGARETTE TRUST 1st year made a profit of £6,000,000."

A FLOOR OF THE WAREHOUSE OF



HENRIE PITCHER '96

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, FARRINGTON STREET, LUDGATE CIRCUS, E.C.



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

MULTUM IN PARVO.

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

HEADINGS.

- | | |
|--------------------|-----------------------------|
| Announcements. | Limited Companies. |
| Burglaries. | New Brands and Trade Marks. |
| Festive. | Obituary. |
| Fires. | Personal. |
| Items of Interest. | Removals. |
| Law and Police. | Trade Changes. |

Announcements.

WHOLESALE.

MR. CHARLES BIGGS (James Biggs & Sons) presided at the dinner of The Friendly Society of Tobacco Manufacturers, at the Albion Tavern, on the 11th ult.

MESSRS. JOHN CARIDI & Co., of Great St. Helens, E.C., are introducing a new brand of cork-tipped cigarettes, manufactured by Messrs. Liapopoulos, entitled GHEZIREH.

THE exceedingly handsome new building erected by MESSRS. HIGNETT'S TOBACCO COMPANY, LIMITED, at White-chapel, Liverpool, will shortly be ready for occupation.

THE LIVERPOOL ALBERT DOCK WAREHOUSES (Tobacco Floor) will shortly be put in telephonic communication with the Telephone Exchange in that city.

MESSRS. MARTIN BROS., of Guernsey, are about to open a branch in London.

THE RIMBOEN CIGAR MANUFACTURING Co. have now opened their factory in Stamford Street, Blackfriars Bridge, under the management of Mr. C. Spriggs.

MR. J. M. TWENTYMAN has been appointed agent for Liverpool and district by MESSRS. GALLAGHER, LTD.

RETAIL.

MR. D. CARMICHAEL has sold his business to MR. AITCHISON.

MR. A. HARRISON is now the proprietor of the business lately carried on by MR. WALTERS, of 23, Commercial Street, Aberdare.

MR. JAMES G. LOWE, the old-established tobacconist of Great Ilford, Essex, has just opened his new premises.

Removals.

MESSRS. H. JACOBS & Co., of Leicester, have removed to 85, Archdeacon Lane, Leicester.

THE NORTH BORNEO STATE CIGAR SYNDICATE has removed to 26, Leadenhall Street, E.C.

MR. POPE, pipe manufacturer, has removed to 71, Shandy Street, Mile End, E.

MESSRS. STANTIEN & BECKER have removed to 16, Fore Street, E.C.

Fire.

On the 2nd ult. a fire occurred at the premises of MR. L. GREEN, tobacconist, of Belgrave Gate, Leicester. Stock almost entirely destroyed. Loss covered by insurance.

Festive.

THE employes of THE HALIFAX CIGAR MANUFACTURING Co. held their concert and ball at the West Ward Liberal Club on the 5th of February.

THE annual staff dinner of MESSRS. RICHARD LLOYD & SONS, of Holborn Bars, took place on the 27th ult. A full report appears in another column.

SIR WALTER RALEIGH LODGE.—The fifth Annual Banquet, Concert, and Ball was held at the Freemasons' Tavern on February 25th. The guests were received by the Worshipful Master, Mr. W. Klingenstein, and numbered some 140. The following gentlemen constituted the Committee, most of them being present:—

- | | | |
|---------------------|----------------------|-----------------------|
| Ambler, R. | Grahert, E. G. | Phillips, David. P.M. |
| Anderson, Harry. | Harrold, E. J. S. | Pringle, Adam. P.M. |
| Asser, Ernest. | Johnson, A. J. | Ransford, Geo. P.M. |
| Atkins, S. F. | Jones, A. F. | Ransford, C. H. J. |
| Bates, F. P.M. | Klingenstein, S.P.M. | Rayner, Thos. |
| Bauer, A. W. | Lightfoot, W. C. | Simson, Alfred. |
| Benjamin, A. S. | Lowry, W. H. | Steven, Geo. |
| Bowley, W. | Maier, S. | Van Geldir, J. L. |
| Buckingham, F. C. | Mavor, Herbert. | Weenen, Louis. |
| Butt, J. H. | Mayer, U. | Winter, H. O. |
| Cosins, H. | Moore, O. C. | Woods, J. J. |
| Custance, J.H. P.M. | Pearson, Wm. | Zicaliotti, A. |
| Emblin, Geo. P.M. | Peddell, C. H. | |

Dancing commenced about 10, the excellent band of H.M. Second Life Guards being responsible for the music. Altogether this particularly festive gathering was a brilliantly successful one.

SOME 800 of the workpeople of MESSRS. W. H. & D. O. WILLS, Ltd., were entertained by the firm on February 18th at their factory at Bedminster, Bristol. The programme included a farce and concert. Mr. H. Wills took an active part in the arrangements, and a most enjoyable evening was spent.

New Brands and Trade Marks.

- BRINKA (Tobacco). J. A. T. Caton.
- CABALISTA (Tobacco). Bridges Cooper, Bristol.
- CADENCIA (all). E. & W. Anstie.
- CIRCUS GIRL (all). Cohen, Weenen & Co.
- COPPER BEECH (Tobacco). R. Lloyd & Sons.
- DROSHKY (Cigarettes). R. Lloyd & Sons.
- EL BONOCEA (Tobacco). Ernest Kaufmann.
- ESTRONA (Tobacco). J. H. Keane, Liverpool.
- FILIBUSTER (Tobacco). Stephen Mitchell & Son.
- GARIBALDI (3 Quill-tipped Brilliantes). R. P. Gloag & Co.
- GOLDEN FLAME (Tobacco). Drapkin & Millhoff.
- GOLDEN NECTAR (Cigarettes). Marcus & Co.
- GOLDEN SAND (Cigarettes). Marcus & Co.
- INGLE-NOOK (Tobacco). Stephen Mitchell & Son.
- LA CRUTASIA (Tobacco). Walters & Co.
- MYRETTE (Tobacco). C. Fryer & Sons.
- PANARIS (Tobacco). Nicholas Galperin.
- QUEEN OF THE NIGHT (all). John Garnett & Co.
- SCOTTISH WORTHY (Tobacco). Stephen Mitchell & Son.
- SOPHORA (all). Samuel Maier.
- TEGARO (all). Samuel Maier.
- THAIS (Cigarettes, 12 in a tin, 3d.). Franklyn, Davey & Co.
- THREE FISHERS (Tobacco). J. H. Hogg.
- TOPMAST NAVY CUT. R. Lloyd & Sons.
- TRIANGULAR BARS (Tobacco). Cope Bros. & Co., Ltd.
- WOODLAND BELLE (Cigarettes). Stephen Mitchell & Son.
- YELLOW KID (Tobacco). Thos. Ogden, Ltd.
- ZINNIA (Cigarettes). B. Muratti, Sons & Co., Ltd.

TRADE NEWS AND NOTES—continued.

Law and Police.

LAW INTELLIGENCE.

BULLEN v. COLVILLE. In the Westminster County Court, on Thursday, February 25, this case was tried before his Honour Judge Lumley Smith, Q.C., and was an action by the plaintiff to recover the return of, or the value of, 500 cigars alleged to have been entrusted to the defendant for sale. Defendant, who carries on business at Rupert Street, Leicester Square, said the plaintiff's statement as to having placed the cigars in his possession was perfectly correct, but he had had his place robbed by burglars, and the cigars in question were stolen in common with a quantity of other property. Upon the evidence before him, his Honour held that the defendant was not liable, and gave judgment accordingly, with costs.

FRANKS v. BARNES. On the 10th ult., in Westminster County Court, before his Honour Judge Lumley Smith, Q.C., plaintiff sought to recover £18 in respect of cigars supplied to the orders of the defendant in the way of his trade. Plaintiff had obtained judgment by default on the previous day, and the case now came before his Honour by way of an application on defendant's part to pay the debt by instalments. Plaintiff objected to the application on the ground that the cigars in question were supplied in the way of trade, and not only had defendant sold the cigars, but he had sold his business. His Honour said he should certainly not interfere; this was a claim for trade goods, and he failed to see why the defendant should be shown any consideration, therefore the order for a payment forthwith must stand.

GRUNEBaum v. BOGOSLASKI. In Westminster County Court, on the 9th ult., the plaintiff, a cigar merchant, sought to enforce payment of a judgment debt in respect of cigars supplied to order of defendant, who was said to be a retailer. Defendant declared his inability to pay, but an order for payment in fourteen days was made.

HAVANA Co. v. POLLARD. This case came up at Westminster County Court on the 3rd inst., on a judgment summons for the committal of the defendant to Holloway for the non-payment of £3 for cigarettes supplied to defendant in three weeks. Defendant, who was about 20 years of age, said he was out of a berth, and was living with his parents. His Honour: "You cannot smoke cigarettes at some one else's expense. One pound a month. If you don't pay, your parents will be relieved of your society for a short time."

JACOBI BROTHERS & Co. v. JACOBI & STOCKVIS. An *interim* injunction was applied for, before Mr. Justice Romer, in the Chancery Division of the High Court, on 26th February, to restrain the defendants from an alleged infringement of patent and imitation of get-up in regard to boxes of cigarettes until trial of action. Plaintiffs are a registered company having offices at Wilson Street, Finsbury, and defendants are cigarette merchants in High Street, Shoreditch. Counsel produced specimens of the rival boxes, each containing about 100 cigarettes, being square-shaped, of a deep violet colour, and bearing in each case a gold-printed description of the goods, "Sweet Cherry-tipped." There was, however, a difference in the design, as plaintiffs' boxes had a picture of a woman "in somewhat light attire, holding up a tambourine," whereas defendant's boxes bore a representation of a smoker belonging to the male sex. For the defendants, it was argued that this could not be a case for an *interim* injunction, as plaintiffs had known what was going on since 1885, when they issued a warning circular to the trade. It was also alleged that plaintiffs were not owners of the patent, but in the meantime defendants were willing to keep an account of their sales until after the trial. Further, defendants' counsel urged that all cigarette boxes were more or less alike, and the plaintiffs did not dispute that defendants had registered the words "Sweet Cherry-tipped" as their trade mark. On behalf of plaintiffs, however, it was claimed that this trade mark belonged to them, and affidavits were read showing that the brothers Charles and Nathan Jacobi were originally partners, and Charles obtained the patent. There was a dissolution of partnership in 1893, when each brother retained an interest in the patent, but Charles continued to carry on the business under the style of Jacobi Brothers. In 1894 Capt. Bennett joined the firm, when Charles Jacobi assigned his interest in the patent to Jacobi Brothers. Then it was turned into a company, which really consisted of these two individuals; at any rate, they held substantially all the shares. To that company all goodwill and assets were assigned, including the invention for improved cigarette-tips. The

capital of the company was £3,000, in £1 shares. Charles Jacobi afterwards left the company's service, and took as a partner the co-defendant Stockvis, and Nathan Jacobi was then read, on behalf of plaintiffs, of trade experts, manufacturers, merchants, travellers, &c., which went to show that defendants' cigarettes would be sold for the plaintiffs' if placed in the boxes referred to. Mr. Southee, Mr. Kirk (Leicester), Mr. Gill (W. D. & H. O. Wills), Mr. Frank Johnson (Leicester), & Johnson, Leicester), Mr. Millhoff, and Mr. Samuel Barnett (Drapkin & Millhoff) were among these witnesses. For defendants it was affirmed that on the dissolution of the original partnership each partner was entitled to the benefit of the patent for his own use, and plaintiffs had no exclusive right to it whatever. These boxes were of various colours and sizes, and plaintiffs had selected a particular box for attack. Defendants' counsel now repeated his offer to keep an account of sales until the trial, which was accepted on behalf of plaintiffs, and his Lordship made no order on the motion, costs to be paid as costs in the action.

ROSENBERG v. MARGOWSKI. In the Lord Mayor's Court, on Wednesday, February 24, this case was disposed of. The plaintiff, Mr. HENRY ROSENBERG, cigar traveller, 138, Higher Broughton, Manchester, sued the defendant, MR. MAX MARGOWSKI, trading as T. PAGET & Co., cigar merchant, Mark Lane, and managing director to the Cigar Making Machine Co., Limited, to recover damages for wrongful dismissal, and also claimed a sum of £65 as salary and expenses. The jury, after hearing the evidence, found a verdict for the plaintiff for £217.

TYLER v. LESTER. At the Nottingham County Court, his Honour Judge Masterman lately had before him the suit of MESSRS. TYLER & Co., wholesale tobacco manufacturers, of Castle Gate, Nottingham, against ARTHUR ROBERT LESTER, tobacconist, of High Street, Hucknall Torkard. The claim was £40 7s. 3d., for goods sold and delivered. Mr. W. H. Stevenson (instructed by Mr. J. A. Simpson) was for plaintiffs, and Mr. H. Norton (instructed by Mr. J. H. Wollaston, Hucknall Torkard) appeared for defendant. Mr. Stevenson said the matter in dispute appeared to be in a nutshell. The plaintiffs were tobacco manufacturers in Nottingham, and the defendant was a tobacconist at Hucknall Torkard. About the beginning of the year 1896 plaintiffs began to supply goods to the defendant, who, however, gradually got behind in his payments. Matters drifted on until October 7th, 1896, and on that date one of the plaintiffs proceeded to Hucknall Torkard, and went through the defendant's account and stock. A balance was struck between the parties, and that balance was £121 5s. 3d., and it was arranged that after October 7th defendant should pay cash for goods supplied, and should pay off the old account by instalments of £1 per week. Defendant paid several instalments, which reduced the balance to £115, and then he declared his inability to pay any more, and he consulted a solicitor. He then found that he was an "infant" up to September 13th, 1896—defendant alleged that it was September 14th, but he (Mr. Stevenson) contended that it was the 13th—and that as tobacco and cigars to be sold in the shop were not necessities he should decline to pay. But the plaintiffs now brought this action for the price of goods supplied to him between September 14th and October 12th, at which time he was of age. Thomas Tyler, one of the plaintiffs, gave evidence bearing out the opening statement.—Cross-examined by Mr. Norton: When the firm commenced business with defendant witness knew that he was under age. The business did not belong to witness. Defendant took a shop at Hucknall Torkard, at a rent of £30 per year. Witness did not pay the rent. It was understood that plaintiff should send him goods suitable for his trade. Witness believed that defendant had had no previous experience as a tobacconist. It was not witness's business, but defendant consulted him as to what would be a fair amount to take out of the takings as wages, at the same time suggesting 25s. per week.—Henry Tyler, the co-plaintiff, deposed that on September 17th defendant paid him £20 on the old account.—By Mr. Norton: He had no paper to show that the money was paid on the old account. This closed the case for the plaintiffs, and Mr. Norton said one line of the defence was that the business was the plaintiffs', and that defendant was their manager at this branch establishment, and received 25s. per week. The goods never really belonged to the defendant. Another point was that the plaintiffs had really abandoned the claim for the goods supplied whilst defendant was under age.—Arthur Robert Lester, defendant, was then called, and in reply to Mr. Norton, said he was originally a

TRADE NEWS AND NOTES—continued.

miner, and was now a tobacconist at Hucknall. He first met Mr. Tyler about three years ago. He was then a miner, and an amateur athlete. Mr. Tyler said, "If you will find the money for the fittings for the shop we will let you have the stuff to trade as a tobacconist." Plaintiff also told witness that he was to have 30s. per week as manager, but afterwards reduced the amount to 25s. Witness was also to pay the rent and taxes out of the till, and the plaintiffs were to take the remainder of the money.—Cross-examined by Mr. Stevenson: He supposed that the business became his on October 7th. The stock was then worth £83 3s. 1d., and witness had to pay for it as best he could. His takings since then might have averaged £10 per week. He had paid the plaintiffs £42 for the goods they had sued him for. Mr. Stevenson was proceeding to question the defendant further about this point, when he was interrupted by—His Honour: Have you any other witness, Mr. Norton?—Mr. Norton: No, your Honour.—His Honour: I don't believe a word this man says. (To the defendant): Stand down; go away. Judgment for plaintiffs for the full amount claimed.

WRIGHT v. SALMON & GLUCKSTEIN, AND ANOTHER. Mr. Justice Grantham and a common jury, in the Queen's Bench Division, on Tuesday, February 16th, had this case before them. The action was brought by FRANK THOMAS WRIGHT, a boy fourteen years of age, and suing by his father as next friend, to recover from the defendants, SALMON & GLUCKSTEIN, and Mr. H. FRIEDLANDER, one of their district managers, damages for alleged false imprisonment. Mr. Friedlander pleaded denying that he had given the boy into custody, the other defendants pleading that if Friedlander did give him into custody, it was without their authority. The case for the plaintiff was that on July 13th of last year he was sent by his father, who resided in North Street, Charlton, to Salmon & Gluckstein's shop in Powis Street, Woolwich, for 2 ozs. of tobacco, Mr. Wright giving his son a 1s. piece with which to pay for it. When the boy got to the shop, he tendered the shilling in payment for the tobacco. Friedlander, who was the manager of the shop, did not like the look or sound of the shilling, and after testing it with his teeth and otherwise on the counter, and after asking the lad from where he got the shilling, and his father's address, sent an assistant for a policeman, the boy being detained in the meanwhile. When the constable arrived the boy was taken, it was alleged, into custody, and walked through the streets to the police-station. The boy's father was sent for, and after the inspector had investigated the matter, the boy was allowed to go away. The shilling in question was, however, detained by the police; but was afterwards found to be perfectly good, although cracked. Mr. Cyril Dodd, Q.C., at the close of the plaintiff's case, on behalf of Messrs. 'S. & G.', submitted that there was no case on the evidence to go to the jury, inasmuch as no evidence had been given that those defendants had authorised their managers to give persons into custody in such instances as in the present case. In the result his Lordship held that there was no evidence that Friedlander gave the lad into custody, and non-suited the plaintiff.

POLICE NEWS.

Peter Barker and *James McCoglan* were each sentenced to two months' imprisonment at Hull on a charge of having assaulted MR. ROSENBERG, tobacconist, of Myton Street, Hull, and McCoglan was further committed to two months in addition for wilful damage, and having smashed the scales, a show case, two windows, and thrown 300 cigars into the street with the case containing them. Prisoners had demanded money and been refused.

Alexander Beltrami (24) was brought up on remand at Brighton on the 10th ult. charged with burglariously taking £75 worth of cigars from the CAFÉ ROYAL. A member of the Metropolitan Police deposed to finding thirty-two boxes of cigars at prisoner's lodgings in Lambeth, as well as a bag containing a "thieve's lock," by which they fasten themselves in a house. Committed to the Assizes.

Tom Crawshaw, described as a manager, of St. James's Street, Bradford, was charged at Bradford Borough Police Court on the 29th January, first, with obtaining by false pretences 1,700 cigars, value £14 10s., the property of MR. HENRY MYERS, cigar merchant, Peel Place, Bradford, and secondly, with forging and uttering a bill of exchange for £10 with intent to defraud the said prosecutor. Prisoner informed Mr. Myers that he was entitled to a legacy of £10 a month, of which his father, of Providence Works, Dewsbury, was trustee, and thus

obtained on the first instance 1,300 cigars, value £10 10s. A further order for 400 cigars was received, and subsequently a cheque for £10 was given by prisoner in payment as coming from his father. The cigars were sold to other persons, and the father repudiated the signature to the bill as being his. Committed for trial, bail refused.

William Davies and *John Shaw*, two youths, were charged at the Liverpool Police Court on the 10th ult. with breaking and entering a lock-up tobacco shop belonging to LAZARUS SULLIVAN, in Islington, Liverpool. Shortly after twelve o'clock on the morning of the 9th February a detective in passing along the street heard a crash of glass, and saw Davies running across the street, when he was arrested and found to have 4 lbs. of tobacco and a tin of snuff in his possession. It was afterwards found that an entrance to the shop had been effected through breaking a pane of glass, and that a large quantity of tobacco, cigarettes, snuff, and 5s. in money had been stolen. Subsequently the prisoner Shaw was taken into custody, and a quantity of cigarettes and snuff were found in his possession. The prisoners were committed to the Sessions.

John Dominy, a tobacconist, of St. Mary Street, Weymouth, has been fined £20 for keeping a shop for the purpose of betting. There were several summonses against him, but only one was heard. The police made a raid on the prisoner's house and shop, and found several hundred telegrams, papers, and books relating to betting. Two witnesses proved that on January 27th they made a bet with prisoner in his shop.

David Jones, a boy, of 43, Ashton Street, Warrington, was charged at Warrington Police Court on the 4th ult. with having on several occasions stolen tobacco, cigarettes, pipes and cigarette holders, to the value of £2, the property of WILLIAM BESWICK, tobacconist, Sankey Street, Warrington; and *Robert Cartwright* (19), residing at 17, Bostock Street, was also charged with receiving the stolen articles. It appeared the thefts had been accomplished by stealthily entering the shop, sliding a glass panel back, and extracting the goods from the window. Jones was sentenced to twelve strokes of a birch rod, and Cartwright was fined 20s., including costs, or fourteen days.

Armand Moity (28), a French porter, was indicted at the County of London Sessions on February 18 for breaking and entering the shop of MESSRS. LITSICA, MARX & CO., of 21, Piccadilly, and stealing therefrom 119 boxes of cigars, 34 boxes of cigarettes and cigar tubes, and 23 briar and meerschaum pipes, valued at £200, between half-past one o'clock and half-past ten o'clock on the morning of the 2nd ult. The side entrance was found to have been forced, and subsequently prisoner was found to be in possession of some of the stolen property. The prisoner had also attempted to pledge four boxes of the cigars produced, stating that he was a traveller to a firm in Cuba, when the police were sent for. Sentenced to twelve months, with hard labour.

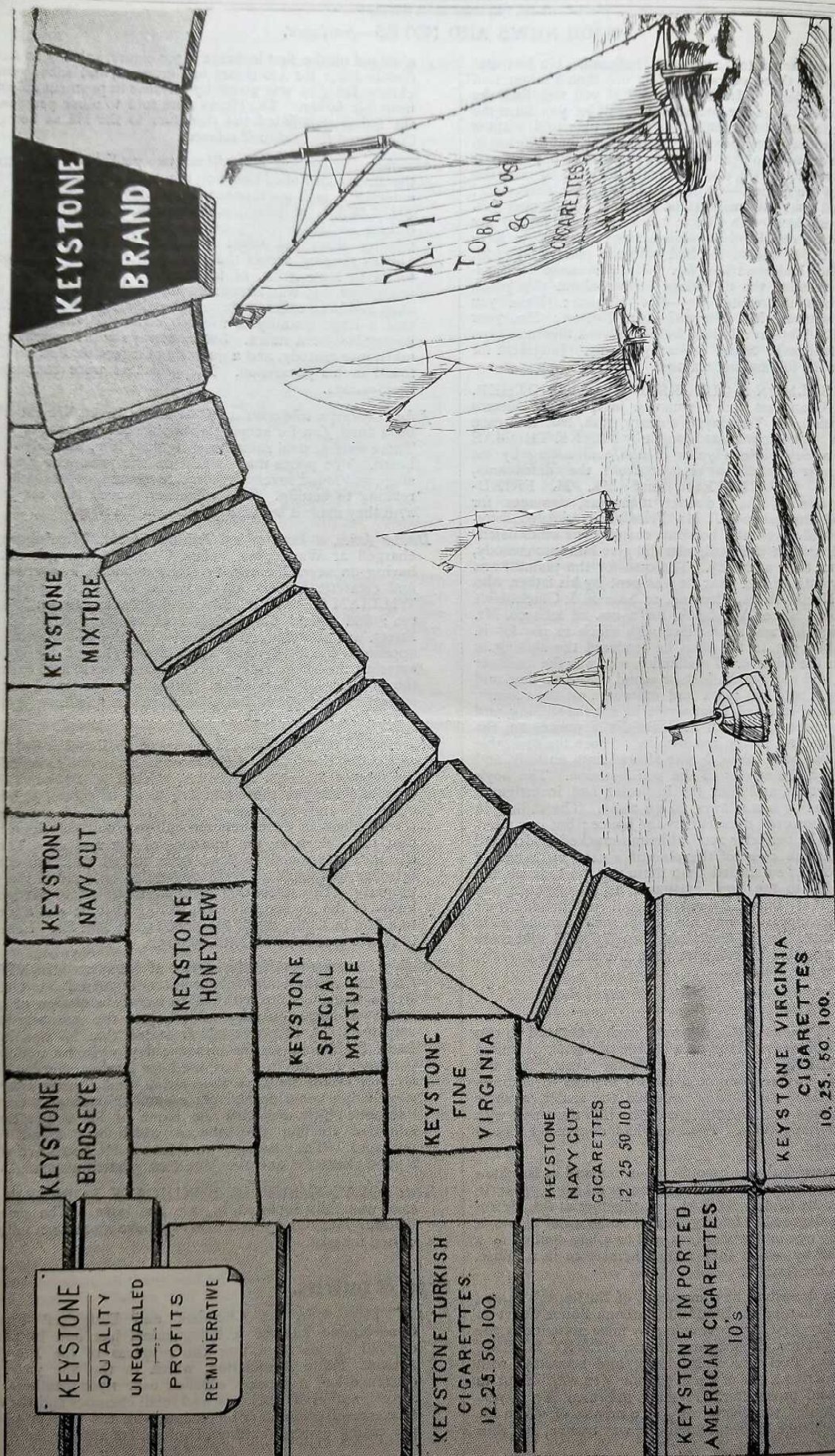
Sidney Simmons (15), in the service of MESSRS. HIGNETT & CO., LTD., wholesale tobacconists, appeared at Guildhall Police Court on the 25th ult. to answer a charge of having stolen a large quantity of tobacco, the property of his employers. A detective officer stated that he was in East Lane, Smithfield, on the previous day when he noticed two packages hidden in a box used for storing shutters. With another officer he kept observation, and shortly afterwards saw the boy come up and place another package. On being questioned prisoner gave the name of his employers, and admitted stealing the tobacco which was found in the packages. The manager to Messrs. Hignett gave the lad a good character, and the Alderman granted a remand.

THE TOBACCO SUPPLY SYNDICATE ROBBERY. This case was fully reported in our last issue. The prisoners, *Thomas James* and *James Murray*, have since been fully committed for trial.

Items of Interest.

"CUTTING" in the Chemists' and Druggists' Trades.—Considerable interest is being taken just now in pharmaceutical circles respecting the progress of the Proprietary Articles Trade Association, which in the one year of its existence has, it appears, enrolled over 1,700 members. It is a combination of wholesale and retail chemists and the manufacturers of proprietary medicines, with the view primarily of preventing extreme cutting of prices, but also for the purpose

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KEYSTONE
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KEYSTONE
SPECIAL
MIXTURE

KEYSTONE
FINE
VIRGINIA

KEYSTONE
NAVY CUT
CIGARETTES
2 25 50 100

KEYSTONE TURKISH
CIGARETTES.
12 25 50 100.

KEYSTONE IMPORTED
AMERICAN CIGARETTES
10'S

KEYSTONE VIRGINIA
CIGARETTES
10 25 50 100.

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

Chairman—Mr. PETER B. HARRIS.

TRADE NEWS AND NOTES—continued.

of concerted action upon any matter of common interest to the three sections of members. Closely associated with the cutting of prices is the question of substitution. The latter term is used in the sense of describing what is alleged to be a growing practice amongst retailers, by which, without the slightest fraudulent deception, every endeavour is used to induce customers to accept in lieu of the advertised article they require, and which would be sold at an infinitesimal profit, a similar article, upon which the retailer is enabled to secure an adequate return. The scheme of the Association is that proprietors who are members of it undertake to withhold supplies of their articles from any firm selling any one of them below the minimum prices, or from any firm who, after due notice, supplies such a cutter with any of the goods. Although the Association has made such a successful start, the outside public can hardly be supposed to have any hope of pecuniary advantage from it, and it may be mentioned that some of the more influential chemists are opposed to the organization, on the ground, as stated by one of them, that it is "inviting our trade to combine in helping our worst enemies, the proprietary medicine men, the men who are gradually gripping us by the throat, and will make our business one simply to stock their goods and pass them over to the public at a minimum profit."

MESSRS. PARRY & CROSBIES, commenting upon the state of the tobacco trade, remark that from the official returns of monthly and annual particulars of stocks, deliveries, &c., the stock was the largest ever bonded in the port of Liverpool. The business, as indicated by imports and deliveries, also exceeds that of any previous year. The character of the various grades and growths comprised in the total import is now pretty generally known, and judging from advices from the States, the quantity still to come forward is not sufficient to have any effect upon the position of the market.

MEXICO'S OPPORTUNITY.—The serious shortage in the Cuban tobacco crop for last year is Mexico's opportunity. In the valleys of the Colorado and Trinidad rivers, the district of Mexico which is supposed to be best adapted for the cultivation of the weed, the soil is from 10 feet to 15 feet deep and very rich, and practically successive crops can be grown safely. The tobacco crop is followed by a seedling crop, which produces very mild leaves of the size of a man's hand, and it is these which are utilised by the manufacturers of cigarettes. To the factories in the country this cigarette tobacco is sold at from 2c. to 5c. a pound; shipped to Peru, where it is greatly esteemed, it brings from 6c. to 9c. a pound. Columbia buys large quantities of the same grade, Guatemala an inferior quality at 6c. a pound, while Costa Rica prefers a selected grade at 10c. a pound. All of the Central American States, and some of the South American, are likewise buyers of Mexican cigars, for which they pay, on an average, \$1.05 a pound. Mexican tobacco gained a high place at the Paris Exhibition, and there is no reason why the Republic should not step into the breach and supply the trade demand which Cuba is unable to satisfy.

CRIMEAN-GROWN TOBACCO.—With regard to Crimean-grown tobacco, Vice-Consul Murray says:—"The English taste has got accustomed to the particular sort of cigarette tobacco known as 'Egyptian,' whilst the tobacco grown in the Crimea is Turkish. There is, however, a demand for all that is grown in Russia, where it fetches a good price. The price of the cigarettes generally smoked in Russia, which have a mouthpiece and are very much smaller than the so-called 'Egyptians' sold in England, is very much lower than the average English price, being almost universally 2s. 3d. per 100. A Russian pound of tobacco will make about 600 to 700 cigarettes of the size generally smoked. A Russian pound, it should be said, is about nine-tenths of an English pound. The tobacco crop this year is nearly double that of last year, the yield being 100 pounds per dessiatine (160 lbs. per acre), as against 50 to 60 pounds last year. The quality is rather above the average, but nothing exceptional, as much of the tobacco was affected by disease. The whole crop has been already bought up by speculators or merchants at an average price of 18 r. per pound (about 1s. per pound)." But there is one Crimean industry at which our consular agents look askance. Consul-General Stewart mentions a speech recently delivered by the Russian Minister of Agriculture, in which it was stated that ostrich-farming had been commenced in the Crimea, and that there was already a demand for the feathers. "But I cannot think," he adds, "that the Crimean climate is adapted for ostrich-farming, nor did I hear of it in a journey which I have lately made in the Crimea."

CIGAR-MAKERS' "READERS."—In the big cigar factories of New York a "reader" is regarded as a necessity by the employers and a luxury by the cigar-makers. And the latter are quite willing to bear the expense. The reader must be a well-informed person, who thoroughly understands the English and Spanish languages. Distinct articulation and a resonant voice are other requisites. The possession of these qualifications warrants the possessor in expecting reasonable remuneration. The reader is paid by a voluntary assessment raised by the cigar-makers, who determine the daily hours for reading, the character of the matter to be read, and the author whose books shall be selected. It is asserted by the manufacturers that the engagement of a reader materially aids the workers. Not only are they informed of events of which many of them would otherwise know nothing, but they do a great deal more work, and there is no chance of any discussion or controversy. As the Cubans and Spaniards are easily excited, controversies would frequently occur, with possibly serious results, as a sharp knife is one of the tools always to be found on a cigar-maker's table.

A NATION OF CIGARETTE-SMOKERS.—Nowhere is the cigarette smoked so much as in Paris, not even in Spain, that classic land of the *papel de hilo*. The pure Parisian may be recognized by the fact that he only smokes the cigarette. Whether a man of fortune, with the means of purchasing the fullest-flavoured regalias of the mildest *partages*, or a man of the people to whom the pipe is more convenient, as he can hold it between his teeth while he works, to whatever class he may belong, and whatever good reason he may have for preferring something different, the Parisian always remains faithful to his plain tobacco rolled up in a piece of paper, and rolled up by himself. Let that point be noted, for one of the charms of the cigarette is to make it oneself, to feel it take form and consistency, gradually becoming firmer, more equal, soft, and elastic, rustling, crackling, and softly gliding between the fingers which caress it fondly. The greatest attraction of the cigarette is to smoke it without its ever being completely made, for this second point must be noted in particular. The real smoker of the cigarette never wets his paper or gives to it a definite form, but continues to roll while smoking it.

A SMOKING CURATE.—Curates who may not see any harm in smoking must yet beware how they indulge in its practice, at any rate publicly. Fearful consequences are apt to ensue if they are not very circumspect. A lady in one of our West End suburbs was so upset the other day at seeing a newly-appointed curate smoking a cigar, that she rushed home as speedily as might be, and there and then made solemn renunciation of the Thirty-nine Articles! Which of them she regarded as offending by encouraging the misguided cleric in his wrong-doing I cannot say; but the fact is, she renounced them one and all, and in writing, too, in a letter which she forwarded to the curate, in order that he might learn the evil that he had wrought. What compensation will he offer for her outraged susceptibilities? I wonder.

BISHOPS WHO SMOKE.—In the luncheon interval at Convocation, one or two prelates were heard inquiring with undisguised pathos for the smoking-room. The Church House is still lacking in such accommodation, but one bishop, whose name has been known to two or three generations of English people, is bent on having an apartment in which a bishop can smoke.

"NOBLE" GERMANY THIS TIME.—In a recent issue we referred to the treatment of certain travellers in the Riviera, one being fined a franc cash for forty matches. And now an extraordinary story of savage conduct on the part of a body of German Customs officers comes from Hazebruck, on the Belgian frontier. They had been informed that a well-known smuggler named Deanes would attempt to go from Belgium into Germany with a carriage filled with tobacco. A squadron of mounted officers was therefore sent, under the command of a captain, to intercept him. They lay in ambush, and about half-past ten at night they were warned of the approach of Deanes and his vehicle. They then stretched a rope across the road; and when, a few moments later, the smuggler's horse came up at a good pace, it ran against the cord, and was tripped and fell. The carriage was upset, and Deanes was thrown violently to the ground. At the same time the captain opened fire on the smuggler with his revolver. One bullet passed through his leg and lodged in the upper part of the other leg. Then the officers pounced upon Deanes, but finding that he was seriously wounded, carried him to a house and called a doctor. The brother of the smuggler has complained to the authorities. When examined, the carriage was found to contain 900 lbs. of Belgian tobacco.

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TRADE NEWS AND NOTES—continued.

KAFFIR METHODS OF SMOKING.—Excessive consumption of tobacco seems less objectionable than the Kaffir methods of smoking it. There are Kaffirs in South Africa who put the live end of the cigar in their mouths, tuck the tongue on one side, and smoke it that way. One who has tried it declares that, after he learnt how to do it without burning his mouth, he found it far superior to the usual mode. Some Kaffirs smoke in a manner still more strange, however. "They make a hole in the ground, puddle it, work a channel underground to another hole, fill the first with tobacco, set a light to it, and apply their mouths to the second. There they suck until their bodies are full of smoke, when they roll over and cough until they seem about to burst. In a minute or so the smoke pours from their mouths as from a chimney, and when all has issued they laugh mirthlessly, until their exhausted bodies lie feeble and supine as logs."

THE SMUGGLING of tobacco into France over the Belgian frontier is carried on with much success, in spite of the activity of the Customs officials. A new means of conveying contraband goods has just been discovered at the Gare du Nord, in Paris, where bundles of Belgian tobacco were found under the pistons of a railway engine. Some days since, a tin box, containing 120 lbs. of compressed tobacco, was discovered in the water-tank of an engine of a Belgian train.

MEXICAN AND CUBAN CIGARS.—The United States Vice-Consul-General at Mexico, in the course of a recent report on the great increase in the cultivation and export of tobacco from Mexico, mentions that the Mexican leaf is now taking the place formerly held by that of Cuba in the manufacture of Havana cigars. At first Mexican cigars were exported, but they failed to give satisfaction, because it was found that boxes marked "Colorado," "Colorado claro," and even "claro," when opened contained maduros and even oscuros. Hence the leaf was exported in place of the manufactured cigars, and the latter were made under climatic conditions that would prolong the ripening process. Practically no wrapper tobacco is grown in Mexico; the leaf is all "filler." "This is a virtue to those who like a strong cigar, easily smoked, but it is a defect for the general consumer, who likes a milder article which he can smoke all day." Tobacco of the Havana quality can now be raised only in Mexico, which "seems soon destined to wear the mantle of Havana in tobacco production, and, once secured, it is safe to predict that it will never pass away, for the soil of the tobacco region is so deep as to be practically inexhaustible, being from 8 ft. to 20 ft. in depth, and in some places even 30 ft. Moreover, its extent is probably a hundred times that of the Cuban tobacco region." It is suggested that the result of the increasing cultivation of Havana tobacco in Mexico will be to put Havana cigars within the reach of all, even though the Cuban soil is exhausted. Germany and Belgium are at present the chief customers of Mexico for tobacco, Great Britain coming next, and the United States fourth.

WHAT A LADY SMOKER SAYS.—"Yes, I don't deny it, I am a lady smoker; I am very fond of a good cigarette, especially after dinner. What can be more enjoyable than to be comfortably ensconced in a big arm-chair in a pretty, cosy room with a few very intimate friends around you, discussing everything between heaven and earth, while you puff your cigarette airily, lazily, dreamily, energetically, just as the theme discussed provokes you? How easily the thoughts come, how well one talks, how confidential one feels, while following the blue clouds floating upwards; or if one is alone before a cheery fire on a bleak, dreary day with only the dainty little roll for a companion, what a trusty, soothing companion it is, never boring one, never touching just the wrong chord, but quietly, insensibly calming one down, chasing away the depression one suffered from, whatever its cause might be, until one again puffs out pretty little rings contentedly with cleared brow and lighter heart!"—**HOW SHE BEGAN.**—"Why I began to smoke? Well, because my husband wanted me to. He once stayed some days with one of his cousins, and came home very much impressed with the fact that his cousin's wife smoked; he thought it the jolliest, most comfortable sight to see husband and wife enjoying a quiet smoke and chat after dinner, much more companionable than when he smoked his solitary cigar, while she sat in like solitary grandeur in the drawing-room. So I tried it, I liked it, and there I was. Some years later I suddenly grew afraid—I really don't know why—that I was becoming too fond of

smoking. I should not like to be a slave of any habit like that whatever, and so I gave it up for some years altogether, to my husband's great sorrow and vexation. I can't have been very far gone, however, for I could give it up quite easily; and, this being the case, there really was no reason why I should deprive myself of such an innocent enjoyment. Besides, my doctor recommended me to take a few cigarettes daily, as it soothed my nerves and made me forget now and again the pain I then was suffering. And that is how it is that I am a 'lady smoker,' and likely to remain one to the end of the chapter."—**NEVER SMOKE IN PUBLIC.**—"I never smoke in the forenoon—not till after dinner, only one or two cigarettes sometimes, at other times three, four, or five at the very most. I never smoke in public places of any description. I don't think it is wrong, but personally I dislike it; that is all. Yes, I know a great many smoking ladies; in fact, I do not know many who don't smoke, but I have only known a few real hard smokers amongst ladies—and, to be quite honest, it is not a pretty sight to see a lady sucking away at a big cigar, although, of course, it is only a degree in difference, but then degrees are really everything. One lady I know is an excellent 'connaissuse,' if I may coin a word, not to be bewildered with names or brands, as a gentleman once found to his cost. He thought it was all nonsense about her understanding cigars, and so he offered her one, with a knowing smile to the others present. When she had smoked it, she said 'Excellent.' He gave her another; when smoked, her verdict was 'Middling.' The third was also consumed; 'Vile stuff' was her opinion. She was quite correct, and the laugh turned against him. I believe he has left off testing lady smokers now."—"SHE WAS VERY PRETTY."—"Then there was another. She was very pretty, with a saint-like expression on her Madonna face, very quiet and shy. She was a half-year's bride when they first came to stay with us. They lived in an out-of-the-way place, and, although he was a very old friend, this was the first occasion we had to make her acquaintance. After dinner I did not know exactly what to do, I felt so sure she would be shocked at the bare idea of smoking; but at length I said, in a small voice, feeling very deprivileged, 'May I offer you a cigarette?' Judge of my surprise when she replied, in a meek voice, 'If you have a nice cigar I would prefer it, if you please.' Worse was to come, however. Her husband, laughing, remarked: 'Well, Mary, you haven't the courage to ask for a pipe.' He was not joking. When they were alone at home they generally enjoyed a quiet pipe together after dinner, she told me. That face and a pipe! Ye gods!"—*Evening News.*

A "WINDOW" TIP.—*The Canadian Cigar and Tobacco Journal* says:—"When dealers are making a special window display of some particular brand of cigars, a good idea is to secure a lot of labels of the brand that is to be displayed, and paste these all round the window-edges in the form of a border. If the interior of the window is neatly dressed, the display is a striking one."

Burglaries.

THE shop of MESSRS. BRAIN & Co., tobacconists, of Kingsland Road, was broken into on the 12th ult. The value of the property taken was about £90.

THE Richmond Hill, Clifton, shop, belonging to MR. CHARLES CLARKE, tobacconist, was broken into on the 27th ult., and a considerable portion of the stock stolen, in addition to the plate glass window being broken. Mr. Clarke's loss is covered in both cases by insurance.

THE premises of MR. THOMAS PEARSON, tobacconist, of 225, Saffron Lane, Leicester, were entered on the 2nd ult., when property to the value of about £2 was stolen.

THE shop of MR. T. WRIGHT, of 10, Foster Lane, E.C., was "burgled" on the night of the 22nd ult.

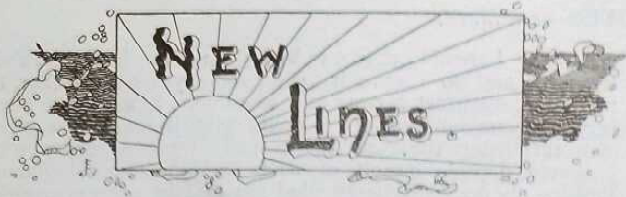
Obituary.

With regret, we announce the following deaths:—

MARDON.—Mr. James Mardon, on February 4th. Mr. Mardon was the founder of the well-known firm of MESSRS. MARDON, SON & HALL, of Bristol and London.

PEZARO.—Mr. Hyman Pezaro, of Wilkes Street, Spitalfields, on February 21st.

SALMON.—Mr. Barnett Salmon on March 5th; age 67. Mr. B. Salmon was Chairman of Messrs. Salmon & Gluckstein, Ltd.



FROM MESSRS. J. & F. BELL, LTD., of Glasgow, we have received samples of a new brand of cigarettes named "SCOTIA." As will be seen from our photographic group, they are put up in boxes of 100's, tins of 50's, and small boxes of 10's; in the latter are also included photographs in three colours. The get-up of the boxes is



distinctly "classy." We have sampled these cigarettes, and can confirm the wording on the back of the smaller boxes, viz., "Scotia Virginia Cigarettes cannot be surpassed for quality and excellence."

* * *

Annexed we give a replica of the label on the boxes of a remarkable good line emanating from the well-known Manchester firm of MESSRS. R. MITTERRATTI, SONS & CO., LTD. ("ZINNIA"). As will be seen, they are put up in boxes of tasteful design, each box containing twelve Virginia cigarettes, photos, and tubes, to be retailed at 3d. The reputation of this firm, as manufacturers of the famous "ARISTON" brand of cigarettes, which were so freely distributed at the last Tobacco Exhibition, is sufficient to guarantee a large sale for "ZINNIA'S."



* * *

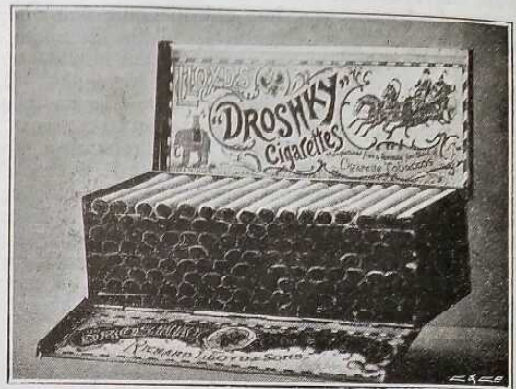
From the proprietors of the famous "Challenge Flat Brilliantes," viz., MESSRS. R. P. GLOAG & Co., of Walworth, S.E., we have received a novel and particularly smart sample of a new penny line of QUILL BRILLIANTES, called "CARIBALDI." They are put up in neat little packets of three, and these whiffs are manufactured without the use of a paper covering, while being of exceeding purity and fine flavour. They undoubtedly will command a ready sale.

* * *

MESSRS. R. LLOYD & SONS write us that in our last issue we credited their brand of tobacco, entitled "MERRIMAC," to another firm, which mistake, however, was an obvious one, as while it appeared we had done so in the letter-press, the wording on the photograph of the design on the box indicated the correct proprietorship of the brand in question. The error arose through our printer unwittingly transposing the block.



MESSRS. LLOYD send us a box of an excellent new cigarette line registered under the title of "DROSHKY." These cigarettes



are well filled, oval in shape, and manufactured from a specially fine blend of Oriental tobaccos. They are of two sizes, viz., of "grand format" and "petit format," and are intended to be retailed by the ounce, being put up in handsomely-labelled half-pound tins. Trade price, 6s. 6d. per lb. The firm are also about to place on the market ounce and half-ounce packets of LLOYD'S "COPPER BEECH," a high-class tobacco, manufactured from



the finest American leaf. It is made in medium and full strength, and put up in different coloured wrappers. Trade price, 4s. 2d. per lb. The same firm have also introduced a new "Navy Cut" under the appropriate title of "TOPMAST," to retail at 4d. per ounce tin, the price to the trade being 4s. 6d. per lb.



* * *

Another new threepenny line of Cigarettes has just been introduced by MESSRS. STEPHEN MITCHELL & SON, of Glasgow, the brand of which was registered some time since as "WOODLAND BELLE." These cigarettes, twelve in number, are now put up in particularly attractive tin boxes, the excellence of the design of which is indicated in our reproduction. The cigarettes are already well known on the market, and this cheaper form of putting them up no doubt will be appreciated.



* * *

MESSRS. LEON MARCUS & Co., of Moss Side, Manchester, evidently intending to take time by the forelock, have opened the "Jubilee" ball by introducing thus early a capital line of cigarettes, put up in flat tins, handsomely enamelled, and containing ten, and having a portrait of Her Majesty, with dates of birth, succession, and first Jubilee on the box. A photographic facsimile of the lid will be found in our advertising columns, and gives a faithful rendering of the very excellent design of this unquestionably smart line. The cigarettes are made of pure Virginia, and are intended to retail at 3d. per tin.

"Cutting." FOURTH ARTICLE.

CAN A MANUFACTURER CONTROL HIS GOODS AFTER THEY LEAVE HIS PREMISES?

THIS is a question that has been the direct cause of a considerable amount of discussion, not only in the tobacco trades, but at some time or another in the whole of the commercial world. The ramifications of business are various, the distributors of goods both among wholesalers and retailers are numerous, and it may be reasonably apprehended that material difficulties would stand in the way when once goods had left the premises of the manufacturer. Nay, further, many manufacturers would say they did not care two figs what became of their goods when once they were paid for.

The controlling of supplies is a matter of degree, not of kind. There are undoubtedly difficulties in the way of controlling supplies in *small quantities*, but as I shall show at a later stage, even with small quantities, such difficulties are by no means insuperable. When, however, it comes to supplies in large, and I might say, abnormal quantities, it is mere moonshine on the part of the manufacturer to say that he cannot control them, and no one knows this better than himself. As far as he is concerned, it is merely a question of will. He can if he chooses, but he can't if he doesn't choose. Has he a right to control the supplies? That depends upon circumstances. He has that right beyond the shadow of a doubt. A man produces certain goods. Those goods bear his trade mark. His name and commercial reputation are identified with them. For a variety of the very best of reasons, he has every right to note what is being done with these goods. The devices of men are numerous. It is not so very uncommon a practice in the commercial world to tamper, where it is possible, with well-known goods, that their value becomes depreciated, the manufacturer losing in consequence. It is not uncommon to the commercial world that unscrupulous dealers have at one time or another sold well-known goods *very much* below cost price; first, to monopolise the goods, and then to crush some uncompromising or inconvenient manufacturer. It is not unknown to the commercial world that, without tampering or underselling, well-known goods are allowed to become of no value before sale, that their reputation may have a corresponding decline. I think I have known instances where well-known packet tobaccos have been allowed to get very dry; the purchaser has naturally complained, in some instances very bitterly, to which the retailer may have responded: "Oh, yes, that is a common complaint with So-and-so's packets; we can't help it, I assure you. You have them as they come to us. They are not our goods, we can't change them, we get no return. I'm afraid you will have to bear the loss. If you buy our own goods it is very different. We are careful to see that nothing is ever the matter with our goods. If anything should at any time be the matter with them we are always pleased to set it right. You really, Sir, can't expect us to do so with other people's goods." I think I have known instances where well-known cigars have been allowed to get out of condition, with precisely the same results, and with one object—only too obvious. In such instances who will say that the manufacturer has no right to control his supplies, and who will say that he does not find means to control them? With some exceptions, such occurrences usually take place in establishments of only minor importance. The manufacturer has the right and the means to control the supplies when they leave his factory. With him, once more, it is purely a question of will.

COERCION.

Coercion is an ugly word, and a still uglier practice. It plays too prominent a part in everyday life. In politics, commercial life and social life, it has been too much *en evidence*. It is one of those beastly resources of civilisation. It is one of those wretched weapons employed by the strong against the weak. Without going so far as to support open license, freedom in nearly all things should be allowed, with some reasonable modifications, to prevail. My critics might suggest that here I am treading upon delicate ground. They might protest that the whole tone of these articles supports coercion. To those I would reply, you protest too much. One must be possessed of the power to apply a principle before its application can be brought into question. The individual tobacconist is weak, deplorably so, and consequently he possesses no power. As a body, animated by one spirit, agreed as to a certain course, with ability to enforce it, it might be another question. It is notorious that this is not so. With all due deference to the gentlemen so greatly interested in the matter, the Associations of tobacconists with which the country is honeycombed have but nominal power. They do not understand the art of combination. They cannot obtain cohesion. If they issue mandates they cannot enforce them. Their ideas of sinews of war, lobbying, &c., &c., are absurdly primitive. Whatever the desire may be, no reasoning man would ascribe to their puny efforts the term "Coercion."

Coercion is co-existent with power. The Associations are powerless, have no capital, are not of one mind, and cannot coerce. A Company—with £400,000 at its back, shrewd men at its head, knowing what they want and how to get it, fully agreed on every point of their policy, fully alive to the advantages of advertising, able to cleverly influence the most powerful organs of the press on their behalf—can and do coerce. All the world knows of a certain cutting firm. Who knows of the Associations? A shop here and there keeps an Associated brand, what member of the public knows its history? What steps are taken to enlist the sympathies of the great body of consumers in its favour? Where is the combined action? Where are the sterling arguments? There is a *bond fide* tweedle-dum. Where is tweedle-dee? Where are your issues? How are they set forth? You understand all about it yourselves. What is the use of that, you want the public to understand it! While the public remain in ignorance of the true facts of the case, the other side have the power to coerce—a power that they will hold fast to. Let the public be fully informed, then each side has its supporters, you become a fighting element, the *power* to coerce on the other side becomes proportionately less. Then there is a tweedle-dee to oppose a tweedle-dum, and the public become the arbiters. The manufacturer holds *his* power to coerce on precisely the same terms. He is strong, you are not. He lays down the law, you have to obey.

However we may condemn the principle of coercion, it is human. All will adopt it when they can. But coercion is only attempted by the strong against the weak. Make yourself strong, and the *power* to apply coercion to you vanishes. To attempt it would be dangerous. If you hope to win, and are serious in your efforts, you must go about it in a different way to what you are at present doing. Raise a substantial capital, by means of weekly levies, advertise your case to the public. Get hold of an incipient Schuadhorst and let him do a little caucus work and lobbying. If coercion is to be used, just as a counterblast employ a little of it yourself. But don't do it if you can't stand to your guns. If you really mean business, the game is certainly worth the candle. Take these hints into serious consideration, and the bugbear "Coercion" may be a thing of the past.

MISCELLANEOUS.

THE "CLIMAX" CIGARETTE MACHINE, best, simplest, only reliable Machine for purpose in world. Extensively used home and abroad. Complete satisfaction everywhere. Makes all sizes of perfect Cigarettes. Machines sent on approval. Price £5 each.—Address, William Davies, Hubits, Guernsey (Patentee).

EDMUND ALTON & Co., Cigar Manufacturers, Nottingham.—The Noted House for High-class Hand-made Cigars. Write for Samples. (Established 1862.)

SITUATIONS WANTED.

AS MANAGER.—Situation Wanted; 15 years' experience; good references.—Address, T. Williams, 5, Falmouth Road, Borough, S.E.

TRAVELLER seeks Situation. Many years' experience. Good references.—Apply, E. J. C., 144, Tredegar Road, Bow, London, E.

AS CLERK.—Young Man, aged 24, seven years' experience with large manufacturers; good references.—"Lockyer," 207, Jubilee Street, London, E.

TOBACCONIST'S ASSISTANT seeks Re-engagement in retail shop; aged 26; could manage branch; seven years' experience; good salesman and references; town or country.—Address, "Cigars," 66, Ferndale Road, Clapham, S.W.

BUSINESSES FOR DISPOSAL.

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

THE TOBACCONIST'S TEXT BOOK.

COMPILED BY "COSMO."
A TRADE ENCYCLOPÆDIA.

Being a Concise Compendium of all Subjects, those engaged in any Branch of the Tobacco Trade may find to their advantage to be acquainted with.

CAVALLA.—A town in Turkey that possesses no little celebrity for its rich crops of a fine grade of Turkish tobacco. The crops are raised by a large number of farmers, many of them very poor, and have to be periodically financed by the manufacturer. Although the Regie monopoly has first choice, a number of important manufacturers from all parts of the world make yearly visits to Cavalla and other tobacco growing districts, to purchase their stock of the raw material for the ensuing season.

CAVENDISH.—A black cake tobacco. Cavendish tobacco is manufactured by the selection of the very darkest leaves from the hogshead of suitable tobacco. It is then put into a press, where it is allowed to remain a couple of days, after which it is taken out and cut, and allowed to mature. It is not everybody's fancy, being much too strong in flavour for the ordinary consumer. Its principal customers are to be found among seafaring men and navvies. It is cut fine and coarse.

CEDAR WOOD.—A soft red wood largely used for the manufacture of cigar boxes. The preference is given to cedar wood for its beautiful aroma; it will help to give a "nose" to the cigar without affecting the natural aroma of the tobacco. Although grown in all parts of the world, that which is produced in South America finds most favour among the cigar box manufacturers. Owing to the present crisis in Cuba, from whence a great deal of the better class of cedar wood comes, the price of the wood has advanced considerably.

CABINETS.—A size in cigars affected by Spanish cigar manufacturers, and extensively copied. The size should indicate first quality and rather large.

CIGAR.—Cigars are popular all the world over. The consumption in England is considerably less than in America and many European countries, for the simple reason that our duties on the raw material are so high, that the cigar is a comparative luxury, and tobacco is largely smoked instead. The making of the cigar is very interesting, requiring no small amount of skill.

The process of manufacture is as follows:—When the tobacco reaches the factory from the docks it is crisp; so much so that, if it is not handled carefully, there is a danger of it going into powder. The first process is to carefully remove the heads of tobacco from the bale, then to separate the heads into single strips; these are lightly strewn across the floor, usually of a cellar. A wisp is then dipped into a trough of water and the tobacco is heavily sprinkled; this must be done with discrimination, otherwise the tobacco may rot. After which it is allowed to remain in soak for several hours, so that it becomes moist and pliable. It is then handed to the stripper, who removes the stem intersecting each leaf, taking care that the stem shall come out clean—with little or no tobacco adhering to it. The stripper will spread each leaf smoothly, and eventually tie it up in bundles. The tobacco consists of three important divisions—wrappers, bunch wrappers and fillers. The wrapper is of the finest proportionable quality, and of the most delicate texture; the bunch wrapper comes next, and is much coarser; the filler comes last, and is very small leaves. The tobacco, when handed to the cigar maker, is given up as follows: the fillers and bunch wrappers *ad lib.*; the wrappers, being the most expensive of the tobaccos used, carefully counted to produce given quantities.

In the first place, the cigar maker must keep his supply of tobacco under damp cloths, that it may always be pliable. His cloths must only be damp, and not *wet*; it is only necessary that his supply should be easy to handle, and nothing more. Each cigar maker is supplied with a pair of scales; it is of the greatest importance that cigars of certain sizes should be made as exact as possible. If the cigar be too light or too heavy, it does not only mean a careless use of material, but that something will be ultimately wrong with the

cigar. A light cigar would blow away, a heavy cigar would be hard to draw. The cigar maker's tools will consist of a cutting board, knife, gauge, and paste board, with apron for cuttings attached to the table at which he sits. Thus equipped, the cigar maker begins to make his cigar. He takes from under his cloth the wrapper leaf, spreads it upon his cutting board, cuts away the margin, and then cuts it into as many wrappers as it will make. He then spreads a bunch wrapper upon his board, takes his fillers, and makes the bunch. He should handle his fillers straightly, make his bunch loosely and evenly; everything depends upon the bunch. Having made his bunch, he then takes his wrapper, tucks in the bottom of the bunch, with one hand he will proceed to roll, with the other he will stretch the wrapper, that it may be firm and without a wrinkle; he then gets to the top, cutting the wrapper and fashioning the point, using a small amount of paste that the tobacco shall firmly adhere. Concerning the top he should be most careful; it is the finishing touch, making the cigar look pretty or ugly. He then measures his cigar with his gauge, cuts the bottom off level, gives the cigar a roll with a miniature rolling board to make it shapely, and the cigar is made. Once or twice a day his stock of work is taken from him to undergo the inspection of the foreman, who rejects those that are faulty. A good cigar maker will have very few rejections. When the cigars leave the foreman's hands they go to the bundler. The bundler's duty is to sort the colours, and get them ready for the drying room, where they are laid upon shelves at a certain temperature, after which they return to the bundler, who skilfully boxes them, makes another scrutiny for greater harmony of colour, being careful to keep the greatest uniformity for the top or face. Again they go into the drying room, boxed, in order to get into condition.

There are various fashions in cigars; some are straight throughout, others are belly shaped. The latest fads are foreign bottoms tapering, the leaf not cut flush. While another fad, again in imitation of the foreigner, is the cigar that tapers at both top and bottom. Cigars are usually made in the following sizes:—Queens, Kings, Sensations (small), Reina, Regalia (medium), Bouquets, Petit Bouquets (medium and small), Conchas, Cabinets, &c., &c., &c. (large). The colours of cigars are Claro (light), Colorado Claro (medium light), Colorado (medium), Colorado Maduro (medium dark), Maduro (dark). Of late years, light coloured cigars (particularly imported), have been very popular, because of their mild flavour, although a light coloured cigar is not necessarily mild; a medium may be, and often is, comparatively mild. Green cigars are a singular fad; it does not always follow because a cigar is green that it necessarily retains its original virtues. In a foreign cigar, the sea voyage, change of climate, &c., &c., are all likely to influence the taste; the nearest approach to preservation of aroma, &c., would be the recent innovation of bottle cigars; the fact of the cigar being in an air-tight glass tube would go far towards ensuring its original virtues. I think, though, when all may be said upon the matter, the true connoisseur would cling to the best matured article. The green British cigar is simply an abomination. When a cigar goes soft in the centre after smoking, so that it can be bent double, it is simply out of condition. I am very much afraid that the ordinary tobacconist does not pay sufficient attention to this matter of condition. It should be to him of the first importance. He is apt to rely too much upon the manufacturer, who, obviously—owing to the heavy demands upon his resources—cannot afford to keep a large number of cigars in his drying rooms for the benefit of his customers. Tobacconists should keep all cigars, particularly British, for at least a month or more in a certain temperature. After a well-made cigar, the next thing of importance is undoubtedly its condition. The tobacconist who values his trade will make the matter of condition his first consideration.

The nomenclature of cigars is largely of Spanish origin, and due to the fact that the first fashionable brands came from Spanish dependencies, the manufacturers of which used their own terms of distinction, and, with some few exceptions, in all details, British, American, and Continental manufacturers have closely followed in their wake.

CIGAR BANDS.—The bands that run around the centre of the cigar, usually red, are much in vogue. Foreign cigar manufacturers, the Havanese, use them to denote the better class only, with name of manufacturer and size of cigar, *i.e.*, "Larranaga perfectos." Like all fashions, this is much abused by the British manufacturers, so that to-day, in some instances, even the penny Britisher is banded. The "man about town," ever exclusive, while purchasing a banded foreigner, will doubtless, in consequence of this wretched abuse, discard the band before lighting up.

(To be Continued.)

Fiolet Clays.

MESSRS. FIOLET & Co. (Agent, Thos. M. De Loecker), of St. Omer, France, and Tabernacle Street, E.C., the well-known house for clay pipes, have introduced with considerable success some very pretty clay cigarette tubes. We also understand that their exquisitely-carved head clays are to be found in some of the most select establishments of the West.

The virtues of clay as a medium for smoking will ever be popular, and while houses of the standing of Messrs. Fiolet & Co. introduce novelty after novelty, the votaries of the clay will assuredly increase. This firm was awarded the Silver Medal, 1895, Tobacco Exhibition (London).

MESSRS. RICHARD LLOYD & SONS' STAFF DINNER.

Messrs. RICHARD LLOYD & SONS.

*
PROGRAMME
OF
STAFF DINNER
AT THE
'RAINBOW HOTEL.'
24, NEWGATE STREET

On Saturday, February 27th, 1897,
AT 6.30 P.M.

*
Chairman - - - W. JOLLYMAN, Esq.
Vice-Chairman - - - H. G. LLOYD, Esq.

THE firm's "Staff Dinner" took place on the evening of February 27th at the Rainbow Hotel, Newgate Street, and was in every sense of the word a success. Mr. W. JOLLYMAN presided, supported by Mr. W. P. Jollyman, Messrs. E. A. Theobald, A. Harding, E. A. Chapman, H. Hewett, and J. F. Symonds. Mr. H. G. LLOYD occupied the Vice-Chair, supported by Messrs. J. Sadler and O. Moore. After the dinner,

which was, it is needless to say, served in the best style, the CHAIRMAN proposed "The Queen," and made some very happy remarks upon the beneficent effects of her reign. These were received with musical honours, the solo being well rendered by Mr. G. H. Stack.

After an overture on the piano by Mr. E. Cruft, the CHAIRMAN called upon Mr. J. Sadler to sing "The Four Jolly Smiths," the chorus being well taken up by the company. Mr. E. A. THEOBALD next submitted the toast "The Firm," and in a well chosen speech congratulated them upon the continued increase in their business. In reply, the CHAIRMAN said it gave him great pleasure to be with them. The past year had been a record one, and he trusted that they might do even better this, and they might rely upon his doing his level best towards it, and if they all worked with that determination the result would be assured. Mr. W. P. JOLLYMAN then proposed "The Manufacturing Departments," and said he felt somewhat at a loss what to say, for the Chairman had, whether by accident or design, used his (the speaker's) notes. He dwelt upon the vast increase in the various departments, and more especially in the Flake and Cigarette Trade, which had gone up by leaps and bounds. Coupled with this toast, he gave the names of Messrs. Drew, Stack, Cook, and Walsby. In reply, Mr. DREW said that he supposed, as head of the Cutting Department, they would expect some "cutting remarks" from him, but he was afraid they would be disappointed, as speech-making was not in his line. Mr. STACK (Roll Department) alluded to the steady progress that was being made in his department. Mr. COOK (Flake Department) said the increase in his department was very satisfactory, and he could say without fear of contradiction that they had the most complete and best equipped flake factory in the United Kingdom. Mr. WALSBY (Cigar Department) also in his remarks bore out the general opinion of progress. The VICE-CHAIRMAN then gave the toast "Our Representatives," which was responded to by Mr. A. HARDING and Mr. H. HEWETT for the country, and Mr. J. SADLER for the town. The CHAIRMAN then gave "The Staff," which was responded to by Mr. E. PERKINS for the Warehouse, and Mr. W. STIMPSON for the Clerical Staff. The CHAIRMAN then proposed "The Press," which was ably responded to by the respective representatives. Mr. T. W. HAMILTON, one of the old representatives of the house, then proposed the toast "The Chairman," which was received with musical honours, and responded to by a very effective speech. A hearty vote of thanks was accorded to Mr. W. Stimpson for the trouble he had taken in getting up the evening's entertainment.

The harmony of the evening was contributed to by the following:—

Overture	E. CRUFT.
Song	"Four Jolly Smiths"	...	J. SADLER.
Song	"On the Benches in the Park"	...	W. STIMPSON.
Song	"Sally in Our Alley"	...	G. STACK.
Song	"The Ooperzootic"	...	O. C. MOORE.
Song	A. HARDING.
Song	"Not Yet"	...	A. HAYLOCK.
Song	"Big Ben"	...	J. SADLER.
Song	"Faces"	...	O. C. MOORE.
Song	F. KING.

AUDEBERT FIOLET.

THOS. M. DE LOECKER,
AGENT,

42, Tabernacle Street, Finsbury.

SPECIALITY—COLOURING CLAYS.

CRÈME FLAMANDE.

CARVED CLAY HEADS & BOWLS OF

ENGLISH CELEBRITIES.

CIGARETTE TUBES, &c.

REVISED EDITION.]

The Tobacconist's Handbook.

BY E. B. ALEXANDER,

Of whom complete copies can be obtained at 21, Euston Square, N.W. Cloth 8vo. Post free, 1s. 6d.

CHAPTER I.—continued.

LOOSE AND OTHER TOBACCO.

Restoring tobacco which has gone a little musty (presuming that the quantity is not worth returning to the manufacturer), may be done as follows: Get a fairly good-sized saucepan, into which put about a pint of boiling water; then a colander or strainer, which will fit into the top of the saucepan, but *not to reach the water*; inside the colander lay a piece of fine canvas or coarse linen, on which place about half as much tobacco as the vessel will hold; put the saucepan lid over all; boil up the water for three minutes; then turn out the tobacco on a tray of some kind, spread it open, and place it where it will cool rapidly; in a strong current of air if possible. If this be done smartly, yet carefully, the steam will *kill* the mildew or fungus, and the tobacco may safely be sold. But this process will be labour lost if the tobacco be *far* gone.

Hard Tobacco, such as Stick and Cake Cavendish, Twist and Roll, will frequently go "mouldy" outside in a day or two, and can be restored by a light and careful application of the *finest* Olive Oil, with a brush kept for that purpose only. Hard-pressed Light Cake will keep fresh for a very long time, if not allowed to get damp, in which event, the outside wrapper will become loose and limp, and perhaps "go off." Light Roll, such as is sold largely in the North, will not keep long, and, therefore, should be sold quickly.

Packet Tobaccos.—In these days of fast and furious "cutting" (by some Free Trade enthusiasts, misnamed "healthy competition"), proprietary articles, the prices of which are known to everybody, form the mainstay of the "cutter"; hence, well-known packet tobaccos have been so reduced as to leave hardly any profit to the retailer, who, anxious to meet the requirements of *every* customer, is obliged to stock them for fear that he may lose custom for other goods, which pay better; being also conscious that Wills's, Lambert's, Taddy's, and other leading firms, supply such very excellent quality that he might as well close his shop as decline to stock their packets.

There are a few high-class shops that have established a name for their own specialities, and can almost dispense with other proprietary packets, and it should be the aim of every good retailer to do the same, and thus be able to supply fine quality tobacco that will yield him a living profit. Your manufacturer will make it up for you in packets if you require that done; or you can purchase the necessary moulds or tins (as may be preferred), and, in any case, have your own labels printed.

We have very little to say about "stocking" packet tobacco. Simply, it must be kept in a cool, but not damp, place; unless you have a bright, well-ventilated basement, keep all packets in the shop, but not on shelves, unless they are *almost* on the floor; a very good place is under the counter. It should be remembered that the coolest air is to be found low down, particularly where the street door is kept open, as it should be in every cigar shop, weather permitting. Some may object that the foregoing system causes the tobacco to get too dry! Possibly, in some cases. But, on the other hand, in a cellar it will probably get too damp, and be *irretrievably* spoilt! So, "of two evils, let us choose the lesser!" There are many provincial tobacconists who will order large quantities of packet tobacco, in order to save discount or carriage, or both! If you value your packet trade at all, do not get in more than a week's stock at one time; what you lose in carriage, &c., will be more than recouped by increased sales, for your customers will say: "We can always depend upon So-and-so's stuff, he has a large turnover, and his 'bacca is always fresh!" Besides which, the *regular* packet customer is always available for introducing some speciality, which may be another tobacco, a new pipe, some cigars, &c. All of which, points the moral, that the packet trade must not be neglected because in itself

it pays badly! On the other hand, it is advisable not to stock too many *kinds* of packets, and therefore the variety should be restricted to those for which you have a *paying* demand. You may lose a few sales, but you will have the advantage of having less capital invested in slow-selling stuff, and of avoiding the chance of getting some stale packets on your hands for an indefinite period.

Imported Packet Tobacco and tobacco manufactured in Bond being expensive, are proportionately slow of sale, but as all contain some preservative preparation, they do not require any particular care in stocking; if not put in too damp or too dry a position, these tobaccos will keep for almost any period. Some of these tobaccos will keep better than others, for a great deal depends upon the particular preservative compound used and the mode of manufacture. We can, however, safely say that tobacco manufactured in Bond in England, may be depended upon to keep as well, or better, than the average American goods.

Yankee Pride, Log Cabin.—Well-known lines coming under this head, are:—Pioneer, Richmond Mixture (made in Bond); Old Judge, Richmond Straight Cut, Nickel Nugget, Perique, &c. (made in America).

Fancy Tobaccos are very slow of sale now as compared to a few years back, that is to say, such as Latakia, Turkey, York River, Maryland, Havana, &c., probably because there are so many Mixtures, Flakes, Navy Cuts, &c., in demand; still every shop with a mixed or high-class trade must keep some of them; *they yield a good profit*, and are useful in making Mixtures. Of Latakia, there are the ordinary, which sells at 6d., and the best which fetches 8d. per oz.: of Turkey there are many qualities, beginning with the ordinary Fine Cut and Coarse Cut, retailing at 6d.; then the Straight Cut, in 1-oz., 2-oz. and 4-oz. boxes or tins, at 9d. and 1s., and the very fine qualities reaching to as much as 2s. per oz.; of these latter, only those shops which make specialities of high quality Turkish Tobacco and Cigarettes have any demand.

Mixtures, as we said before, are in great demand; the retailer with a small trade may be content to purchase these ready-mixed of the manufacturer, and can retail them well at 4d. and 5d.; but if your trade permit it, by all means make a Mixture of your own, and give it a name that has a local interest; let it be made only of good stuff, and you will find many customers who do not like the stereotyped kinds that will pay you 6d. per oz. for it, yielding you a good profit. This can be made full flavoured, medium, or mild, according to demand of the particular locality.*

CHAPTER II.

SNUFF.

SNUFF now forms so small a portion of our trade, as compared to the first half of this century, that it is hardly worth a chapter all to itself! But, as many of our readers' trade lies among the poorer class, the female portion of which supplies, perhaps, the largest number of snuff-takers in the Kingdom, we will try to impart all that we know of interest in this department.

Fine grain snuffs are made principally from ground Stalks, which is the trade term for the mid-ribs of the tobacco leaf, while the coarser snuffs are made from ground cigar-smalls, which are the tiny pieces of broken leaf that are too small to work up in the interior of cigars, and are to be found on every cigar-maker's bench. There are some expensive snuffs which are made specially from the small-sized leaves, not the broken pieces, of particular growths, but these are very seldom asked for now.

* The Author has several good recipes for Mixtures, copies of which can be had on application to him at 21, Euston Square, London, N.W.

(To be Continued.)

Salmon and Gluckstein, Ltd.

Directors.

ISIDORE GLUCKSTEIN, *Chairman.*

SAMUEL JOSEPH, *Deputy-Chairman.*

MONTAGUE GLUCKSTEIN. | ALFRED SALMON.
JOSEPH GLUCKSTEIN. | JULIUS KOPPENHAGEN.

H. M. FISHER, *Secretary.*

(The above is the Board as re-constituted since the death of
MR. BARNETT SALMON, the late *Chairman.*—Ed., C.W.)

REPORT, BALANCE SHEET, & PRESS NOTICES.

DIRECTORS' REPORT.

THE directors have pleasure in submitting to the shareholders the balance sheet and profit and loss account to December 31, 1896. The net profit (subject to depreciation) for the year ending December 31, 1896, amounts to £32,583 9s. 11d., and, adding the sum of £5,848 brought forward from the previous year, makes a total of £38,431 9s. 11d. The directors recommend that this profit shall be dealt with as follows:—

Dividend for the year at the rate of 7½ per cent. per annum on the amounts paid up, calculated from their respective due dates of payment (of which £6,883 11s. 10d. has already been paid as interim dividend), and including the vendors' shares, £24,375; depreciation of leases, plant, &c., £6,699 17s. 1d.; preliminary expenses account (one-half), £1,380 17s.; total, £32,455 14s. 1d., leaving to be carried forward to the credit of the next account, £5,975 15s. 10d. Thirty-four new branches were added to the company's retail establishments during 1896. These, however, have not had the advantage of a whole year's trading, and the full benefit therefore arising from the employment of the entire working capital will only be derived in the present year. The branch opened at Taunton, being unremunerative, has been disposed of, and the business carried on at Hill Street, Richmond, has been transferred to the company's other adjoining branch (46, George Street), and the premises re-let at a profit rental. The total number of the company's shops is now eighty-six. It will be in the recollection of the shareholders that at the first annual meeting held in February, 1896, your directors announced that they had voluntarily arranged to postpone taking any dividend upon their 133,000 vendors' shares until the other shareholders had received 7½ per cent. dividend. This undertaking was to cover the three years' trading of 1896-7-8. This year's result has fully justified their views, and they are confident that the earnings for the year 1897 will be, at least, sufficient to provide £30,000, the sum necessary to pay the 7½ per cent. dividend on the entire capital of the company. The committee of the London Stock Exchange has granted an official quotation of the company's shares. In accordance with the articles of association, two of your directors will retire, viz., Mr. Isidore Gluckstein and Mr. Alfred Salmon, and both of these gentlemen, being eligible, will offer themselves for re-election. Your auditors, Messrs. W. H. Pannell & Co., also retire, and, being eligible, offer themselves for re-election. Shareholders are reminded that they have it in their power to add to the further success of the company, and the directors respectfully claim their assistance, both by their personal patronage and by their recommendation.

BALANCE SHEET.

December 31, 1896.

DR.	LIABILITIES.	£	s.	d.	£	s.	d.
Capital: Nominal—							
400,000 shares of £1 each ...		400,000	0	0			
Issued—							
133,000 fully paid shares in part payment of purchase money ...		133,000	0	0			
267,000 shares, fully called up		267,000	0	0			
400,000		400,000	0	0			
	Less calls in arrear ...		58	10			
					399,941	10	0
Creditors—							
On acceptance ...		9,978	0	10			
On open accounts ...		36,129	16	8			
					46,107	17	6
Profit and Loss Account—							
Balance brought forward from 1895 account, as per last directors' report ...		5,848	0	0			
Balance to credit of 1896 account		24,502	15	10			
		30,350	15	10			
	Less interim dividend paid	6,883	11	10			
					23,467	4	0
					£469,516	11	6

CR.

ASSETS.

	£	s.	d.	£	s.	d.
Goodwill of business, trade marks, leases, fixtures, machinery, plant, &c., at Clerkenwell, and shops as per last balance sheet, with additional outlay during the year ...	310,152	8	10			
Deduct depreciation of leases, fixtures, machinery, and plant for year ...	6,699	17	1			
				303,452	11	9
Stock-in-trade—						
At factory and in bond, taken at cost ...	60,870	18	9			
At shops (selling prices less deduction of profit to reduce to estimated cost) ...	80,385	12	5			
Shop-fitting materials ...	721	14	6			
				141,978	5	8
Book debts, rents receivable, outstanding, &c. ...				3,867	9	4
Rates, insurance, &c., paid in advance and proportion of cost of price list (prepared December, 1896) carried forward ...				1,330	4	11
Cash at bankers ...	15,202	7	11			
In hand ...	2,305	11	11			
				17,507	19	10
Preliminary expenses—						
As per last balance sheet ...	2,600	0	0			
Expended during the year ...	160	17	0			
	2,760	17	0			
Less proportion written off ...	1,380	17	0			
				1,380	0	0
				£469,516	11	6

Profit and Loss Account for the year ending December 31, 1896.

DR.	£	s.	d.	£	s.	d.
To shops' expenses—						
Rent, rates, taxes and lighting ...	15,269	13	5			
Repairs to premises and fittings ...	1,896	7	4			
Salaries and wages ...	22,122	17	7			
Miscellaneous expenses, insurances, &c. ...	2,190	15	11			
Window tickets, price list, and advertising ...	2,928	10	3			
				44,408	4	6
Stationery, stamps and telegrams ...	898	11	10			
Miscellaneous expenses ...	712	9	7			
Law and accountants' charges and auditors' fees ...	645	11	8			
Bad debts ...	19	11	3			
				2,276	4	4
Carried forward ...				46,684	8	10

Brought forward	£	s.	d.
Depreciation of leases, fixtures, fittings, &c., shops and factory	46,684	8	10
Less proportion included in factory expenses (as mentioned per contra)	6,699	17	1
	764	15	9
Net profit—	5,935	1	4
Balance carried down	25,883	12	10
	£78,503	3	0
Proportion of preliminary expenses written off	£1,380	17	0
Balance carried down	24,502	15	10
	£25,883	12	10
CR	£	s.	d.
By gross profit on trading—			
After charging all expenses at factory in connection with the manufacture and distribution of the goods to the shops, and providing for depreciation of factory plant and fittings	78,400	4	9
Transfer fees	95	14	9
Interest	7	3	6
	£78,503	3	0
Balance brought down	£25,883	12	10
Balance brought down	£24,502	15	10

PRESS NOTICES.

THE RIALTO.

Whatever Salmon and Gluckstein may save smokers, it cannot be said that any soft soap was saved at the shareholders' meeting. The flattery showered upon the Board was quite 33 per cent. more than necessary.

FINANCIAL NEWS.

The results attained by Salmon and Gluckstein in 1896 have fully realised the promises made at the meeting last February. Then the chairman predicted that the net profits for 1896 would be at least 50 per cent. greater than those of 1895, when the sum available for distribution was £14,537. For 1896 the amount is £24,502, in which we do not include the balance brought into the year. The 7½ per cent. dividend for 1895 absorbed only £8,689, while a distribution at the same rate for last year requires £24,375, owing to the increase in the paid-up capital. Nor is the surplus balance reduced to enable the company to pay the enhanced sum; for the amount now carried forward is £5,976, against £5,848 a year ago. Thus tested by the measure by which investors gauge a company, Salmon and Gluckstein makes an excellent showing. Closer examination of the accounts confirms the favourable view. The company has had £46,500 added to its working capital during the year, thus completing the extra £100,000 capital which, according to the prospectus, was to be put into the business. The gross profit on trading for the year was £78,400, against £52,012 in 1895, and here the 50 per cent. improvement has been almost exactly realised, though of the thirty-four new shops opened during the past year many were in full trading order for only a few months. To earn the additional £26,000 it has been necessary to spend £15,600 more in working expenditure, and in all probability part of this outlay will not be recurrent. The directors state that two of the branches outside London have not been remunerative, and they have accordingly been closed. That only two out of eighty-eight should have failed to pay their way speaks well for the judgment with which the company's operations have been extended and controlled. On the whole, it appears certain that the self-denying ordinance by which the vendors relinquished dividends on their shares for three years (nearly two of which have yet to run) until the public subscribers had received 7½ per cent. will not need to be put in operation. The Board's anticipations for 1896 have been justified to the letter, and it should not be difficult for the company to earn in the current year the £30,000 necessary to pay 7½ per cent. on the entire capital.

JOURNAL OF FINANCE.

The appearance of the report of Salmon and Gluckstein, Limited, has called forth a variety of comment; some critics assert that the company is in a bad way, and others maintain that its condition is

satisfactory, and that its prospects are excellent. The truth lies probably midway; with shares quoting at about 17s. 6d., it is obvious that the company is neither in a very bad way nor in a good one; but since the trading profit has expanded during the past year from £52,000 to £78,400, the concern must be making headway. We are told that the number of its shops has largely increased, and further additions will, no doubt, be made. Thus it is reasonable to expect an increase in the net profit, which was £28,884 for the past year, and represents over 6 per cent. on the capital of £400,000. The correct way of looking upon this concern consists in regarding it as a venture which is in course of development, and which has so far yielded tolerably fair results. Since the company makes it its policy to undersell everybody else, its profits must, in the nature of things, be limited; but, on the other hand, its organisation and its large capital must enable it to buy so cheaply that it is virtually beyond the reach of serious competition. Thus it is only reasonable to presume that the company will gradually develop into a steady business, paying a not exorbitant but fair return to its shareholders; and its shares may be looked upon as a fair commercial risk, not dissimilar to the Aerated Bread Company.

THE CAPITALIST.

A GOOD REPORT, A GOOD DIVIDEND, AND A LOW-PRICED SHARE.

Considering the excellent report the directors of the Salmon and Gluckstein Company will present to their shareholders, it is quite remarkable to see the shares quoted 16s. to 18s., with a dividend at the rate of 7½ per cent. in view, and the same rate assured as a minimum for the future. The trading profit has expanded from £52,012 in 1895 to £78,400 in 1896, that is at the rate of a fraction over 50 per cent. The number of branches has considerably increased, and is now eighty-six, and of these thirty-four were established during the past year. As these work into profitable shape, the net profit of £25,884 may be expected to increase considerably in the current year and afterwards. The average contribution of profit from each shop may be expected to be at least £500 a year. Taking this estimate for the eighty-six shops now running, there ought to be £43,000 net profit for the current year, equal to more than 10 per cent. The rate modestly expected by the directors looks certain to be easily paid, leaving a handsome margin for reserve and possible bonus. The amount required to pay 7½ per cent. on the £400,000 of capital would be £30,000. The stock on hand is now valued at £141,978, and the business at £303,452. We should be disposed to regard these shares as presenting a very good purchase. The price is not likely to remain long at the present level. The business is conducted in a thoroughly business-like manner, and public patronage is steadily increasing.

INVESTOR'S GUARDIAN.

Those of our readers who took our advice respecting the shares of this company, when they stood at from 10s. to 12s., are now on good terms with themselves. The company has just declared a dividend of 7½ per cent. for the year; its shares are quoted 17s., with a rising tendency; and at the annual meeting on Thursday Mr. Isidore Gluckstein showed that the company's prosperity is likely to increase steadily, bearing fruit in even better dividends. The gross profit of 1896 was £78,503, which shows the splendid advance of 50 per cent. as compared with that of 1895, and the net profit was £24,502, which, when added to the amount of £5,848 brought forward from the last account, left £30,350 to be dealt with. After payment of the 7½ per cent. dividend there still remains the substantial balance of £5,975 to be carried forward.

The great vigour with which the business has been pushed is evidenced by the fact that no fewer than 34 new branches were opened during the past year, many of which did not contribute the results of a full year's trading, owing to their being opened at different times during the twelve months. Mr. Gluckstein gave an interesting account of the protective measures taken by the board in connection with the "Tobacco War." The effect of that dispute on the business of Salmon and Gluckstein has been, on the whole, beneficial. As a result of the attempt on the part of the manufacturers of "proprietary" tobaccos to put up the retail price of their goods, the directors of Salmon and Gluckstein were able to enter into competition with them on favourable terms by themselves manufacturing tobacco and cigarettes of fine quality, and selling them at a very low price. As there is really nothing in proprietary articles that cannot be produced by any tobacco manufacturers, and as their success has been wholly dependent on extensive advertising, there is no doubt that the many thousands of smokers who are regular customers of Salmon and Gluckstein are finding out that they can obtain their favourite mixture without being charged with a proportion of the advertising expenses. Altogether the business is in an extremely healthy condition.

Striking Ads.

From MESSRS. TADDY & Co. we have received an original advertising novelty, in the shape of a circular waistcoat pocket MIRROR PIN-CUSHION, with Calendar for the whole of 1897 on the back. It is perforated round with tiny holes, so that the pins can be readily withdrawn from the aluminium edge. This smart little advertising medium, of which some 25,000 have been issued by the firm, invites additional attention to their famous MYRTLE GROVE Brand.

The following is from a photograph of a beautifully executed show card, issued by the well-known Glasgow firm, MESSRS. F. & J. SMITH. Our reproduction of it gives an excellent idea of this attractive advertisement of the firm's CUT GOLDEN BAR, although it is impossible to convey any idea of the brilliancy of the colouring.



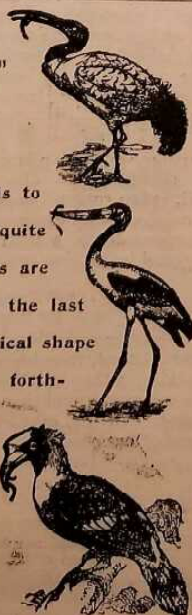
The following is a copy of a post-card emanating from the promoters of the forthcoming Tobacco Exhibition, to whom we gladly give this free advertisement. We allude to these birds in "Between Ourselves," and may add that if intended to entice exhibitors, they can scarcely be termed "Call Birds," as they appear to be fully occupied in masticating the succulent but unfortunate worm.

THE "EARLY BIRD" SERIES.

AN object of this series is to illustrate the point that quite a few of our Old Exhibitors are sufficiently satisfied with the last Exhibition to put in a practical shape their confidence in the forthcoming show by taking LARGER SPACES.

From the Offices of
The Tobacco Trade Exhibition,
Monument Station Buildings,
London.

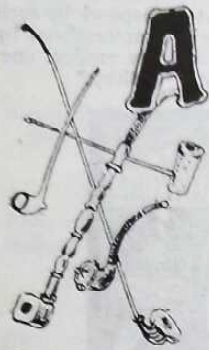
22/2/97



The next of our series is selected from one of MESSRS. COPE BROS. & Co.'s well-known booklets, and is inspired by such shaly characters as Chadband and Stiggins, immortalised by the great Dickens. The idea is an exceedingly comical one, and is well worthy of being included in our "Gallery."



THE last of our series this month is one of MESSRS. OGDEN'S many advertisements in the public papers, and which ever vary, and are characterised with considerable originality. The gentleman in the picture, for aught I know, might have been the inspiration of *Punch's* latest joke. An old gentleman, evidently a martyr to gout, testily inquires of a youth (got up "regardless") what "that thing" round his neck is. On being informed it is only his collar, the martyr flippantly remarks "that he looks a good deal more like a donkey looking over a white-washed fence than anything else."



AMERICAN tobacco-growers believe that the war in Cuba will decrease the production of Havana tobacco to such an extent that lovers of the real Havana cigars will be forced to patronize the American-grown product. Cigar manufacturers say that Americans do not appreciate the true value of home-grown tobacco. They declare that no tobacco in the world can ever be substituted for the finest Havana leaf, but at the same time they say that a great deal of inferior tobacco is palmed off on careless smokers, who believe they are paying a first-class price for a first-class article.

Tobacco is grown in a dozen States in this country, and is divided, in a general way, into "seed leaf," which is grown in the Connecticut River valley, Pennsylvania, and Ohio; "bright leaf," the characteristic product of Virginia and North and South Carolina; "white burley," peculiar to Kentucky; and "shipping leaf," which has a wide range of country to grow in.

In preparing tobacco leaf for the market every phase of the process, from the time the knife first touches the plant in the field until the tobacco is safely under the roof of the warehouse waiting to be sold requires that skill which only comes from years of experience and generations of plantation and trade traditions.

When the tobacco plant is "ripe," the leaves curl and crisp until they appear to be but half the size they were before. They are leathery to the touch, and have a peculiar mottled grainy surface.

They are ready for the knife, and the keen-edged blade, in the hands of a skilled man, slits each stalk down the middle and cuts it from the root.

The severed stalk is set upside down on the hill until it is wilted, and then it is hung, with other wilted plants, on oaken sticks, and taken to the barn to be cured.

The barn usually is a log house, high enough to hold half a dozen tiers of tobacco sticks over the fire, for the tobacco leaf is cured by fire, which is built in the deep trenches cut in the floor of the barn. When the fire is once started it is kept going until the tobacco is dry and yellow-brown in colour. Only the most skilled and reliable of the hands on the plantation are permitted to

supervise this important phase of the tobacco-curing process, for in it the greatest of care is required.

The next step in the forward progress of the tobacco is the stripping, and moist warm weather is required for it. The "sorter" is the first hand to receive the stalks, and he deftly removes the two "ground" leaves, as well as any worm-



IN A TOBACCO WAREHOUSE.

eaten or "house-burnt" ones. He tosses them to another man, who, after breaking off the good leaves, ties them in bundles. The bundles are laid straight and even in big bulks, each length and quality being kept separate. The piles of bundles are covered and weighed, and then are ready to be "prized," or pressed into hogsheads.

The press is a simple affair, consisting of an iron screw, which runs in a nut which fits into a frame of heavy timbers. The hogshead to be filled is set under the screw, and packed with the bundles of tobacco leaf until it is full. Then a heavy strong



SAMPLING TOBACCO.

"heading" is laid over the tobacco, a block is laid on the heading and the screw is run down to the block. Then the lever is put into the screweye, and the tobacco is "prized" until the filling is reduced to about one-fifth the original bulk. The "prizing" is repeated until the hogshead is packed to its full capacity. Then it is properly headed, and is ready to be taken to the warehouse.

In each of the big tobacco markets—Louisville, Cincinnati, St. Louis, Richmond, Clarksville, and Henderson—are from ten to fifty great buildings, with broad, open floors. These are the tobacco ware-

houses, into which the hogsheads of tobacco are rolled, to be rolled out again after being sold. The "cask" is removed, leaving the tobacco, the mass still retaining the form of the hogshead into which it had been pressed, exposed to view, waiting to be inspected.

The inspector sticks his "breaking iron" into the tobacco, and, lifting the impacted mass, removes a sample. Three samples are taken from each hogshead, and are tied together, sealed, marked with the name of the owner of the tobacco, the weight of the tobacco, and the warehouse number of the hogshead.

Then the bundle is laid on top of the cask. The auctioneer who sells the tobacco passes the bundle of samples around the crowd of buyers, and when each has examined it, sells the hogshead to the highest bidder. The purchased tobacco then is sent to the warehouse of the purchaser, to be made into cigars, cigarettes, plug or fine cut chewing tobacco, or smoking tobacco—*Chicago Record*.



"PRIZING," OR PRESSING TOBACCO.

"TOBACCO TALK,"

AN amusing Miscellany of Fact and Anecdote relating to the 'Great Plant' in all its forms and uses, including a Selection from Nicotian Literature.

We have received a copy of the above interesting little volume, published by Mr. George Redway, of 9, Hart Street, Bloomsbury Square. While there is much that is old in it, there is much that is new.

The Editor—whose name, by-the-by, does not transpire—"desires to associate with this work the name of a friend, Mr. Ernest Darke, whose unremitting labours augmented considerably the mass of material from which *Tobacco Talk* was derived." The get up of the little volume is unique. It is printed in green ink, covered in red, and the still cherished churchwarden in white adorns the cover. There is no reason why tobaccoists should not make this a "New Line," as it is essentially a work which would interest the public. It is issued at 1s. 6d., and the publisher would, doubtless, supply copies at trade price.

The following excerpt from the book gives some idea of its contents:—

A DUTCH POET AND NAPOLEON'S SNUFF-BOX

In April, 1810, when Napoleon and Marie Louise visited the subterranean canal of Saint Quentin, and the towns of Cambrai, Valenciennes, &c., the burgomaster of a little Dutch hamlet thought fit to add the following doggerel inscription to the triumphal arch that he had caused to be erected:—

"Il n'a pas fait une sottise
En épousant Marie Louise.*"

Napoleon no sooner saw this effusion, the effort of an imagination at once poetical and political, than he sent for the burgomaster. "M. le Maire," said he to him, "they cultivate the muses in your district?" "Sire, I write a few verses now and then." "Ah! you are, then, the author of the above couplet? Do you take snuff?" added the Emperor, presenting him with a snuff-box enriched with diamonds. "Yes, sire, but I am quite over-

come. . . . "Help yourself, keep the box, and—
"Quand vous y prendrez une prise
Rappelez vous Marie Louise.†"

* He did not do a foolish thing
When to Marie Louise he gave the ring.
† When from this box you get a sneeze,
Pray don't forget your Marie Louise.

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