

TRUNDLEY AND CO.

MAKERS OF T STAR BRAND OF BRIARS.
SOLE AGENTS FOR
SANDALPHON CIGARS AND CIGARETTES.
REPORTERS 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.

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FIVE THOUSAND COPIES.

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LONDON, MAY 15th, 1897.

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

COHEN, WEENEN & CO'S



Band Master

GUARANTEED PURE
VIRGINIA

CIGARETTES

1^d
PER
BOX of
FIVE

FULL
SIZE

3d.
PACKETS OF
10

6d.
TINS OF
20

UNSOLICITED
TESTIMONIAL.

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

Proprietors—
ADKIN
AND
SONS,

LONDON.
Established 1795.

UNSOLICITED . . .
TESTIMONIAL.

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

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.

MAY 15, 1897.

PHILLIPS

SWEET

QUINCE

GOLD

5

CIGARETTES

10

Guaranteed Pure Virginia.

Sweet, Cool, and Fragrant.

SEND FOR PRICE-LIST
(WHOLESALE ONLY) TO

R. P. GLOAG & CO.,

WALWORTH,
LONDON, S.E.
ESTABLISHED 1851.

THE ORIGINAL MAKERS OF LOS BRILLIANTES AND CIGARETTES IN ENGLAND.



On a clear night, count every star in the heavens.
Do this for 37 clear nights and you have counted
the number of

Challenge Flat Brilliantes

that have been sold.

THE COOLEST SMOKE ON EARTH.



MARCUS'S

NEW LINE —

The Finest

3^{D.}

Enamelled
TIN

Yet Introduced.

The Handsomest

LINE

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

MAY 15, 1897.

SEND FOR PRICE LIST TO SOLE AGENTS.



...
FACTORY:
CAIRO,
EGYPT.

BEST
EGYPTIAN
CIGARETTES

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

NOW READY.

SINGLETON AND COLE'S

New Price List

(UP TO DATE)

CONTAINS A COMPLETE LIST OF
ALL MANUFACTURERS' PRICES.

170 pages. **SPECIAL DISCOUNTS**
200 illustrations.

INVALUABLE AS A REFERENCE TO TOBACCONISTS.
Copy sent Post Free on application.

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

MAY, 1897.



It is but a truism to repeat that after a storm comes a calm. It is conversely true in trade, that a calm precedes a period of unusual activity. This is only another way of saying that there is little or nothing of interest to report during last month.

* * *

THE feature of the month, and practically the only one, is the issue of the Budget. Tobacco, as was to be expected, is again the leading item in the Customs Revenue. The Chancellor of the Exchequer (Sir Michael Hicks-Beach, Bart.) makes the interesting announcement that in the past financial year the receipts reached the large sum of £11,013,000. Compared with last year, this means an increase of £265,000. This is the only fact as regards tobacco in the Budget which is of interest to the trade.

* * *

ANOTHER "feature"—a very little one, perhaps you will say—is the introduction by the CIGARETTE WORLD of a novel form of Advertisement. It is one that can only obtain in rich trades on account of its costliness. "Label Advertisements" possess, unfortunately, disadvantages. Lithographers are—my friends will excuse me saying—proverbially slow in executing orders, and but for the fact that so many of our friends found it inconvenient at short notice to take 10,000 labels out of stock, many other advertisers would have availed themselves of this novelty.

* * *

I THEREFORE take this opportunity of announcing that our Birthday Number will be published on the 15th of August next, and will similarly contain "Label Ads." I have no

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**



Lloyds' Cut Golden Bar

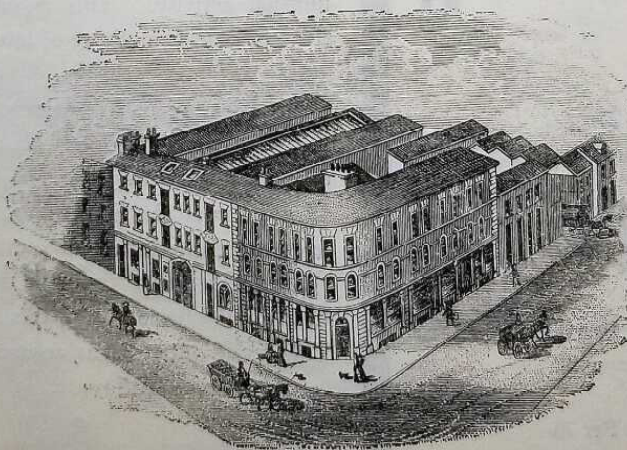


PACKED IN 2 OZ., 4 OZ. & 1 LB. TINS.

AN EXQUISITE PIPE TOBACCO, MANUFACTURED FROM THE
FINEST BRIGHT VIRGINIA LEAF.

SAMPLES AND PRICE ON APPLICATION TO RICHARD LLOYD & SONS, HOLBORN BARS, LONDON.

IMPORTERS
OF
CONTINENTAL
CIGARS.



(HIGH CROSS CIGAR MANUFACTORY.)

SAMPLES
SENT ON
APPLICATION.

Swain and van den Arend

LEICESTER.

TELEGRAMS—"CIGAR, LEICESTER."

NAT. TELEPHONE, 668.

MANUFACTURERS OF
BRITISH CIGARS.

MAY 15, 1897.

doubt by that date the many charming and artistic labels promised us will be ready. By the way, in this same number will be found an article on "Avoirdupois Trade Journalism." It may interest you.

IN accordance with the announcement in our last number, we give the first instalment of our SHOW CARD COMPETITION. From one point of view, I fear I have hardly selected quite the right time to inaugurate it, viz., the Exhibition week, the trade being, so to speak, in a kind-of-a-sort-of-a-ring-fence. What Tom doesn't know Dick can perhaps supply; and if they fail, Harry can fairly well be relied on to furnish any little deficiency.

"Cutting" is not quite the burning question it was some few months ago. This is a good deal due no doubt to the fact of S. & G. no longer displaying well-known packet goods. The meetings of the round table, according to the following, which appears in this month's *Tobacco*, may practically be regarded as adjourned *sine die* :—

"The concert of manufacturers, or the 'big six,' will not be represented at the Federation meetings in London—at least, so we gather from the letter of Mr. A. J. H. Wills to the Federation secretary. For this, we presume, the 'predominant partner' is responsible, as Mr. Wills bluntly admits that Sir W. H. Wills will only mention the desires of the retailers when 'he has an opportunity' of meeting the manufacturers with whom he has hitherto been associated. How long it will be before that opportunity arrives we have not the faintest conception (more especially as the 'holidays' are almost in view again), but it is to be hoped the federated associations will be able to agree upon some plan for expediting it, so as to put an end to the present unsatisfactory condition of things. No doubt there will be some plain speaking as to the way the Federation is being slighted by the manufacturers referred to."

The editor's satire on this subject at this particular juncture is a little amusing.

The difficulty of preventing cutting in any trade is fairly well accentuated by the following, which I cull from a photographic contemporary :—

"If Miss Marie Lloyd had ever been engaged to sing before a meeting of the Photographers' Benevolent Association, she might possibly have risen to the occasion and warbled to the effect that 'you can't stop a man from cutting.' Observe how the kind endeavours of the Plate Makers' Union to protect dealers from the ruinous effects of price cutting have been received in at least one quarter. A well-known amateur photographer went into a large drug store in the South of London where he was in the habit of buying plates, to purchase four or five dozen quarter-plates and two ounces of bromide. When he was told that he would have to pay 1s. a packet for them instead 11d. as before, he asked the reason, and was handed the regulations which had just been issued by the Plate Makers' Union. His only comment was to the effect that he thought the movement a very laudable one, and he hoped that it would

do the good that was certainly wanted. Just what any right-thinking person would have said. But, mark you, what the drug store people did. The customer was perfectly content to take the plates at the regulation price, for he knew perfectly well that that was not at all excessive, and there the matter would have ended. But the salesman said: 'Well! let's see what we can do,' and he drew his pencil through the bromide item and said that he would 'throw that in.' So the plates were practically reduced again to the cut price. The customer did not expect it, and did not desire it. The dealer insisted upon it, so true is it that 'you can't stop a man from cutting.'"

WHEN the last "cutting" epidemic was rife, Messrs. Baker & Co., it will be remembered, advertised in the public journals for supplies of standard goods, and succeeded in their object. We on that occasion fired off the following :—

Take the cake, take the cake, BAKER man,
Advertise BAKER as fast as you can ;
1½ for you, 3¾ for me,
Buy it, and stock it, for BAKER and me.

IN *The West Ham Guardian* an advertisement appears of Day's Southern Drug Company, which shows that the Company is advertising all the *protected* articles at below the minimum prices. Day's Company say :—"This is not done in order to induce the public to buy them, and we hope it will not have that effect. It is done in order to defy and checkmate the 'ring.'"

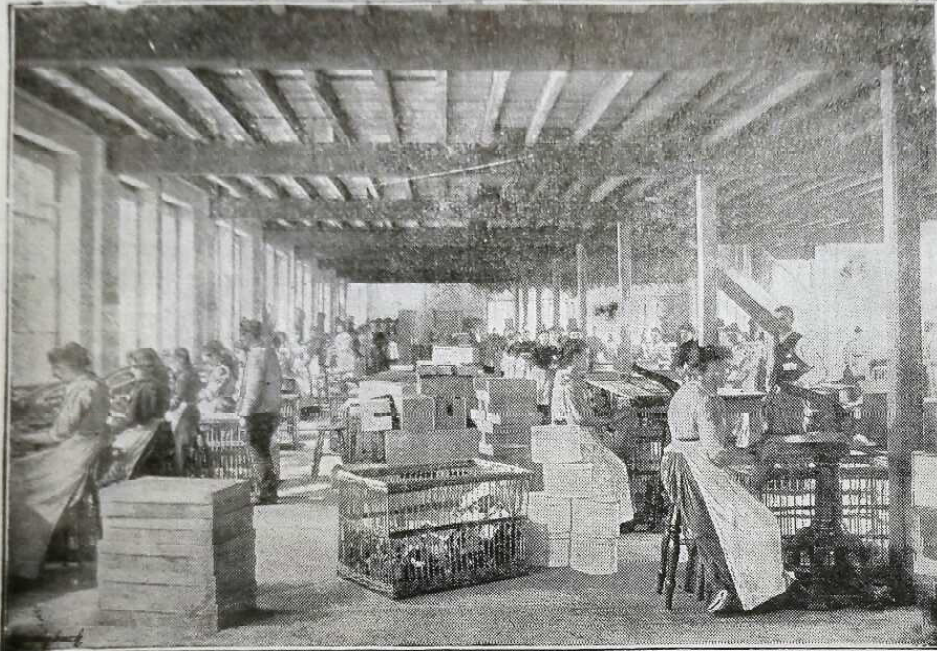
PATHEIC indeed is the death story of George Postlethwaite, tobacconist. The newspaper report reads as follows :—

"Since George Postlethwaite, a tobacconist, of 204, Sumner Road, Peckham, lost his wife last Christmas, he has been very depressed. Business had recently been bad, and that added to his depression. On April 1 his little five-year-old daughter found him lying in his room with his throat cut. At the inquest at Guy's Hospital two letters the unfortunate man had written were read. The first ran: 'In the event of anything happening to me, I leave everything to my dear darling daughter, Lillie Edith Postlethwaite, in trust of her aunt Polly, Mrs. Whellan, Derby House, Sunbury-on-Thames, Middlesex. Dear Polly, I am not feeling very well, so I write asking you to look after my dear little Lillie, my dear Hettie's little love. For her sake, be kind to her for your sister's memory. This is my last will and testament—George Postlethwaite.' The other letter was: 'I don't find life worth living since I lost my darling Hettie. I should have liked to have seen my darling little Lillie grow up, but I know Lillie will be all right with her aunt Polly. I find I am fast falling away to nothing, and I cannot do the work, as I feel so weak. No business and no trade to pay anything with. My brother don't come to see me. May the Lord have mercy on me! I have had so much trouble, I don't feel I can go through any more. Love to all.'"

The verdict of the Coroner's jury was the usual charitable one, "unsound mind," &c., a verdict begotten of the severity of ecclesiastical law, and which so very often is at variance with the singularly sane wording of letters persons about to take

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 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.



The Cheapest Line in Cigarettes ever brought out.

14/0 per 1000.

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

2D. per lb. off LOOSE & PACKET TOBACCO'S
being about 5% DISCOUNT.

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

their lives often leave. Divested of cant, the plain truth is that the poor fellow felt himself unequal to cope with his troubles. It requires courage sometimes to live!

* * *

THE Brighton and Hove Co-operative Stores have opened a smoking lounge in close proximity to their Tobacco Department, on the ground floor of their almost palatial premises in Hove. Daily papers, magazines, &c., are available for the use of customers, and tea and coffee is supplied at up-to-date prices. A good idea this, especially in holiday resorts. In New York City lady smokers are luxuriously catered for. Handsomely-appointed smoking restaurants for ladies are there to be found, the attendants being of their own sex, whose qualification for their office is the capacity to perform its duties in complete silence. A somewhat amusing restriction this. I am afraid to enlarge on it, or lady friends may say things.

* * *

THE ire of a correspondent of a trade contemporary, who conceals his identity under numerals ("509"), has been aroused by the sight of a pictorial advertisement of Messrs. Players'. A customer, he says, is depicted in the attitude of forcibly exclaiming that "he *will* have Player's," and the unlucky retailer is represented as being "in a blue funk," whatever that may mean.

"509" says:—

"That it constitutes a slander upon the whole of the retail tobacconists, and shows what the manufacturer thinks of us all, and holds us up to not only the smoking public, but the whole community, as a body of men who act in a fraudulent manner whenever they get a chance. The advertisement is on a par with the treatment the associations have received in their communications with the manufacturers, and shows the spirit in which all their representations have been met, and I think it is about time when the Federation meets next month, that not only London, but the Provincial associations, should declare their intention of working for a living profit, and not to become a lot of automatic machines, from whom money is collected, and to whom a small commission is grudgingly allowed, the manufacturer walking off jingling his wealth in his pockets, and congratulating himself that there are so many fools in the trade who are content to do his bidding."

* * *

Now really this is unadulterated nonsense, and I am rather surprised at the journal in question admitting the letter. Why on earth should not the gentleman say he "*will* have Player's" or anyone else's? "Honi soit qui mal y pense" is a true motto, and one that will be very much in evidence at Jubilee times.

* * *

OUR friend will probably take exception to the big vinegar firm Ad, next—*Sarson's*. London's hoardings are at the present time plentifully besprinkled with enormous pictorial

posters, which include, among other figures, a lady who says "She *would* have *Sarson's*."

* * *

I SHOULD rather like to see the offending Ad. Perhaps "509" or "510" will kindly send it along.

* * *

Now, Mr. Five-Nought-Nine, please emerge from anonymity.

* * *

CIGARETTES by weight are now so popular that many retailers might, with advantage to themselves, adopt the rather smart idea of a Bristol tobacconist, and deliver them to customers in a neat little box, made to carry *two* ounces. The large Manchester firm of box manufacturers, Messrs. Hugh Stevenson & Son, might, I venture to suggest to them, produce a paper box for this particular purpose. They, no doubt, could do so at a price which would enable retailers to adopt the idea generally, as it would largely increase sales.

* * *

SEASIDE dandies have somewhat early in the season exercised their ingenuity in a singular direction, and one that manufacturers of cigarettes will not only be amused at, but interested in. It appears to be the mode to place one cigarette behind the right ear for easy transference to the mouth (I trust they will not become candidates for the Ear and Throat Hospital). As an aid to quick consumption of the now popular little smoke this has advantages, but is not likely after all to become very general, as it is just a wee bit too suggestive of possible clerical occupation when at home.

* * *

WHAT on earth next will be included in the miscellaneous stock of a tobacconist? Yet two other additions to the heterogeneous collection have been included. A Houndsditch firm announce that they can now supply, and at right prices too, cricket and fishing tackle requisites. The fishing-tacklers ought to be the best customers, for they can and do smoke during business hours—cricketers cannot.

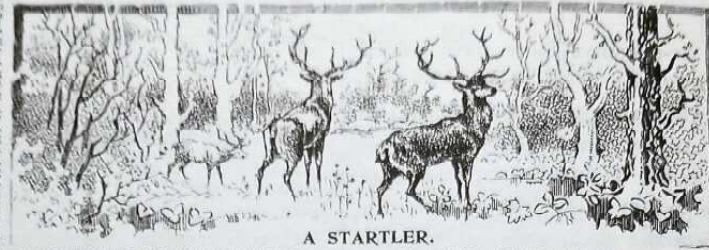
PRINTERS' CERTIFICATE.

We hereby certify that we have printed and delivered 5,000 copies of the "Exhibition Supplement and Ordinary Number" (15th May, 1897) of the CIGARETTE WORLD.

HARRISON AND SONS,

Printers in Ordinary to Her Majesty,
45, 46 and 47, St. Martin's Lane,
Charing Cross, W.C.

May 12th, 1897.



A STARTLER.

THE . . .
TOBACCONISTS' SUPPLY SYNDICATE,
55, FARRINGDON STREET, LONDON, E.C.

You will Find 



OUR NETT PRICE LIST

A PERFECT

STARTLER



A Post Card addressed to . . .

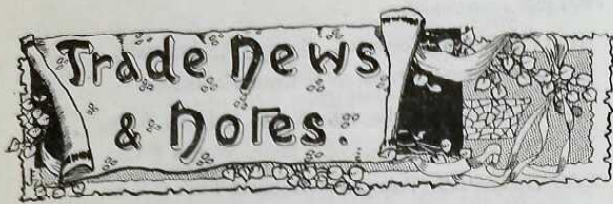
. . . THE . . .

Tobacconists' Supply Syndicate,

55, Farringdon Street, London, E.C.,

Will ensure a copy of it.





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.
Burglaries.
Festive.
Fires.
Items of Interest.
Law and Police.

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

Announcements.

WHOLESALE.

It has been arranged that the MEETINGS OF THE FEDERATION will take place at the Royal Agricultural Hall, on Wednesday and Thursday, the 12th and 13th instant, at 2 o'clock each day. We may remind our readers that the Seventh Annual Federation Dinner is fixed to be held at Anderton's Hotel, at 6.30 p.m. for 7 p.m., on Wednesday, the 12th instant, Mr. Peter B. Harris in the chair.

THE BARON CIGARETTE MACHINE will doubtless attract considerable attention at the Exhibition this week.

MR. JAMES CHAMBERS took the chair at a recent meeting of the members of the London Chamber of Commerce, when MR. W. B. PRYER (British North Borneo Co.) delivered an interesting address on prospects of commercial development and planting in British North Borneo.

MESSRS. EDWARDS, RINGER, & BIGG, LTD., have introduced an excellent new line of Navy Cut Cigarettes, packed in neat oval tins of 50's.

It is with pleasure we announce the recovery of MR. HARRIS (MESSRS. GOODMAN & HARRIS, Leicester) from his recent severe illness, which the firm has given as the reason for their absence at the present Exhibition. Mr. Harris, we understand, is recruiting at Eastbourne.

MESSRS. HOCHSCHILD & Co., trading as the FOREIGN CIGAR CO., of Manchester, have acquired additional premises at 6, Withy Grove, in that city.

MESSRS. M. MELACHRINO & Co., through Mr. Henry Scholey, disclaim any connection with the plaintiffs in the recent action between Aristo and John Melachrino & Co. v. Psaltis, which we reported in our last issue.

THE MOSLEM CIGARETTE Co., of 13, Spital Square, Bishopsgate, arranged for quite a remarkable exhibit of their cigarettes at the Brisbane Exhibition.

MESSRS. B. MURATTI, SONS & Co., LTD., are much gratified with the success of their latest introduction of Virginian cigarettes, ZINNIA. Orders for between three and four millions await execution.

MESSRS. NADEL & Co., of 24, Minories, have now considerably increased their premises.

MESSRS. OAKES & Co., LTD., have secured the contract from MESSRS. SPIERS & POND, LTD., for Indian Cigars at the Victorian Era Exhibition, which opens at Earl's Court, on the 15th inst.

MESSRS. THOS. OGDEN, LTD., have obtained registration of their trade marks in the Channel Islands.

MESSRS. JOHN PLAYER & SONS have secured registration of their various trade marks in the Channel Islands.

MR. W. H. READ (late Vice-Chairman) has been elected Chairman of the Tobacco Section of the Liverpool Chamber of Commerce, and Mr. WILLIAM CLARKE Vice-Chairman.

The subscription list of MESSRS. SINGLETON & COLE, LTD. (capital £100,000), was opened on the 4th inst. The capital was over subscribed.

THE TOBACCO REGIE Co., of Constantinople, have offered the Turkish Government half-a-million packets of tobacco for the use of the army.

RETAIL.

MR. W. C. ACE, tobacconist, of Cheltenham Road, Bristol, has removed into more commodious premises next door.

THE BRIGHTON AND HOVE CO-OPERATIVE ASSOCIATION have opened a smoking lounge in connection with their Tobacco Department. The daily and many weekly papers are there to be found, and tea, coffee, bovril, &c., are supplied. Tobacconists please note.

MR. GAUNTLEY, tobacconist, of Long Row, Nottingham, announces that he will shortly vacate these premises, having secured more advantageous ones quite close.

MESSRS. G. GULLAND & SON, of Burns Street, Bolton, have been appointed agents in that town for the well-known FLOR DE DINDIGUL Cigars.

HARDHAM'S, the well known tobacconist's shop at the top of Fleet Street, which has stood for over a century, is now being pulled down to widen that celebrated thoroughfare. About the middle of the last century, John Hardham, a Chichester man—funkey, lapidary, actor, and theatre check counter by turn—set up in business as a tobacconist in Fleet Street. His shop was surmounted by a red lion and guarded by a Highlander. He vended a special mixture of snuff, No. 37, which Garrick obligingly puffed in one of his comedies. Thereupon the shop was thronged by all the fashionables of London, and Hardham made money fast. On his death, in 1772, he willed his fortune of £22,000 for the benefit of the charities of his native town of Chichester. His "No. 37" was doubtless so named from the number of the drawer in which it was kept; but at one time a story was current to the effect that thirty-seven was selected by Lord Townsend as the nomenclature of the snuff, as it represented the majority gained by the Government in an important division in the Irish House of Commons while he was Lord-Lieutenant.

MR. HART, tobacconist, of Hull, has secured an adjoining property for the extension of his premises.

THE HAVANA CIGAR IMPORTING Co. are about to open fine premises for their retail and wholesale business at 72, Leadenhall Street, E.C.

MR. JOY, tobacconist, of New Rents, Ashford, has opened additional premises in Castle Street in the same town.

MR. R. J. LEA, tobacconist, of Manchester, has opened imposing premises opposite the North Pier at Blackpool.

MR. J. LUMB, of Bridge Street, York, has retired from the retail trade. MR. GEORGE KAY has acquired the business. Mr. Lumb will now represent a Leeds firm.

MR. METTHAM, tobacconist, of Clumber Street, Nottingham, has sold his business.

MR. J. H. ROWLATT has commenced business in Bridge Street, Boston, Lincs.

MESSRS. SALMON & GLUCKSTEIN, LTD., will shortly open large premises at the corner of Railway Place, Fenchurch Street. The Company's big poster advertising "Dandy Fifth" Cigarettes are now to be seen on hoardings in the Strand and elsewhere.

MR. T. R. SEYMOUR, of Bristol, has hit on rather a good idea. His customers for weight cigarettes are supplied with a neat little card box which is capable of holding 2 ozs.

MESSRS. STEPHENSON & MARTIN, tobacconists, of Hull, have advertised that during the Jubilee week they will sell their PUNCH brand of tobacco at 3d. per oz.

MESSRS. MARCUS THEMANS & Co. have taken over the shop of MR. BINGHAM, of Lower Mosley Street, Manchester.

MESSRS. J. P. WINTER & Co., tobacconists, of High Street, Bristol, have acquired the business of MRS. HYATT, in Victoria Street.

TRADE NEWS AND NOTES—*continued.*

Personal.

MR. PERCY CALLAGHAN, of Thos. Ogden, Ltd., entertained the workmen and office staff at dinner at the Adelphi Hotel, Liverpool, on the 21st ult., to celebrate the coming of age of his eldest son. Over 100 attended, and Mr. J. D. Evans, on behalf of the Cigarette Department, presented Mr. Percy Dent Callaghan with an illuminated address, and also a guinea-gold diamond scarf ring.

MR. PETER S. FERGUSON has been elected to fill the vacancy in the Ayr Town Council, created by the death of the Dean of Guild Girvan.

MR. E. J. GADD has been appointed Manager of the Branch Shop in Haymarket, Sheffield, of Messrs. Phelps, Candlerish, & Co.

MR. R. J. HILTON, J.P., tobacco manufacturer, of Belfast, has been elected Vice-President of the Belfast Manufacturers' Association.

SIR FREDERICK WILLS was elected President of the Tobacco Trade Benevolent Association at its Thirty-seventh Annual Meeting, which was held on the 29th ult., and the following gentlemen were elected the Committee:—Messrs. A. Frankau, J. Van Raalte, C. L. Roberts, W. H. Verbury, J. L. Blumfield, J. Curtis, G. J. Freeman, P. B. Harris, C. F. Higgins, and F. Chalmers.

SIR WILLIAM HENRY WILLS, BART., M.P., has consented to preside at the Thirty-third Anniversary Banquet of the Homes for Little Boys, to be held on the 29th inst., at the Hotel Cecil.

Removals.

MR. BROADHEAD, of Upper Parliament Street, Nottingham, has been compelled to vacate his premises, on account of same being required by the Manchester, Sheffield, and Lincolnshire Railway Co.

MESSRS. M. & W. DRAPKIN, tobacco manufacturers, have removed to Palatine Buildings, Victoria Street, Manchester.

MR. HENRY W. POSTLE has removed to larger premises, at 11, St. Stephen Street, Norwich.

Festive.

MESSRS. J. & F. BELL, of Glasgow, entertained their employes and friends, on the 2nd ult., at the Waterloo Rooms, Glasgow. Mr. James Hope Bell presided. The company numbered some 800.

THE FRIENDLY SOCIETY OF TOBACCO MANUFACTURERS recently held their dinner at the Albion Tavern, under the presidency of Mr. Charles Biggs. Donations, of £10 10s. each were made by the Society to the Indian Famine Fund and the Prince of Wales' Hospital Fund.

New Brands and Trade Marks.

ACUMOSA (all). M. Pezaro & Son.

ADVENTURER (Tobacco). W. Fleming, Telfer & Co.

CRISPINO (all). Samuel Maier.

DANDELION (all). Myer Berson.

EL ABARDO (Tobacco). Hudden & Co.

EL FRUMENTE (Tobacco). Raphael Tuck & Sons.

EL PERMENTE (Tobacco). Raphael Tuck & Sons.

FEU-DE-JOIE (all). E. & W. Anstie.

FLOR DE GOERRITA (Tobacco). Hoogstraten Brothers.

FLOR DE PENJREW (Tobacco). Edward Deathridge.

FURLOUGH (all). E. & W. Anstie.

GRENADIER (Cigarettes). W. & F. Faulkner.

HUMAN NATURE (Cigarettes). A. Trotsky.

JADWIGA (Tobacco). L. Urtmond & Sons.

JOCKSCOT (Tobacco). Samuel Gawith & Co.

KING RUFUS (Tobacco). Salmon & Gluckstein.

LA CONTREZA (Tobacco). Ernst Kaufmann.

LA DISPENSA (Tobacco). W. D. & H. O. Wills.

LA ENGRACIA (Tobacco). James Waters & Co.

LAS ESTAPAS (Tobacco). Raphael Tuck & Sons.

LA FLEUR DE TARTANGA (Tobacco). Geerts & Wouters.

LA NUMENTINA (all). E. & W. Anstie.

LOS CENTAPOS (Tobacco). Raphael Tuck & Sons.

LOS FRUGENTES (all). Raphael Tuck & Sons.

LOS PERMASOS (Tobacco). Raphael Tuck & Sons.

MARCIS (Tobacco). Sidney Pullinger & Co., Birmingham

PLEIDES (all). E. & W. Anstie.

POSTILLION (Tobacco). George Wilcox.

PRINCESS LISTRA (Tobacco). Sidney Pullinger & Co.

ROLL CALL (Tobacco Pouches). Charles Mackintosh & Co., Ltd.

SAMURA (Tobacco). Ernst Kaufmann.

SCOUT (Tobacco). Lambert & Butler.

SKIRMISHER (all). E. & W. Anstie.

SLEDGE (Tobacco). Liggett & Myers.

SUBALTERN (all). E. & W. Anstie.

SWORD KNOT (all). M. Pezaro & Son.

THELMA (all). E. & W. Anstie.

TWIN SCREW (all). Themans & Co.

UPIRA (all). L. Witmond & Sons.

WILMAX (Tobacco). James Henry Maxwell.

Law and Police.

LAW INTELLIGENCE.

BEWLAY & Co., LTD., *v.* GRAHNERT. This case came before Mr. Justice Romer in the Chancery Division of the High Court of Justice, on Friday, April 9. Mr. Neville, Q.C. (Mr. J. Cutley with him), stated that the parties had arranged that this interim application for an injunction should not be proceeded with, but that the matter should be allowed to stand for the trial, on the defendant giving an undertaking to keep an account of sales. His Lordship ordered that the case should stand over on the defendant undertaking to keep an account of sales in the meantime, no order being made on this interlocutory application except that the costs of it should be dealt with as costs in the action.

COHEN *v.* SOUTHWELL. In the Westminster County Court, on Tuesday, April 27, his Honour Judge Lumley Smith, Q.C., had before him the case of COHEN *v.* SOUTHWELL, in which the plaintiff, a business transfer agent of 10, York Street, Westminster, sued the defendant, a retail tobacconist formerly carrying on business at Rochester Row, Westminster, to recover the sum of £12 9s. as commission on the sale of his business. The plaintiff, Mr. Jacob Cohen, was called, and said that in December last the defendant gave him instructions to find a purchaser for his business, and agreed to pay him a commission of 5 per cent. He (plaintiff) did succeed in finding a purchaser, but when he made his claim for commission the defendant repudiated liability on the ground that the business was his wife's separate estate. For the defence, Mr. J. Southwell was called, and said that from first to last he was acting as the agent of his wife, whose business it was, and that he had not the slightest financial interest in the matter. His Honour, in giving judgment, said he had no sympathy with these husband and wife cases, and he had no doubt but what the defendant was acting in his own interests. Judgment, therefore, would be for the plaintiff for the amount of his claim, with costs.

TRADE NEWS AND NOTES—*continued.*

HUTTON & SONS v. H. TURNER. At Lowestoft County Court, on the 14th ult., MESSRS. HUTTON & SONS, cigar manufacturers, Nottingham, v. MR. H. TURNER, wine and spirit merchant, Lowestoft, plaintiffs claimed £11 9s. for goods supplied. Mr. Everitt, who represented defendant, said the Registrar had that day received a letter from plaintiffs withdrawing the claim, and his application for costs was granted, the case being struck out.

LOTINGA v. WARD & GOLDFINCH and LOTINGA v. HONOR. Several actions raising an important question of copyright in photographs were mentioned before Mr. Justice Kekewich in the Chancery Division of the High Court, on Friday, April 2. Mr. Warrington, Q.C., for the plaintiffs in two of the actions, **LOTINGA v. WARD & GOLDFINCH** and **LOTINGA v. HONOR**, moved for an interim injunction until trial, to restrain the defendants from exhibiting or publishing photographs of the plaintiff (one of the Luck Brothers) in two theatrical characters, the "Irish Flower Girl" and the "Devil." The first application was against a firm of tobacconists in Bishopsgate Street, London, for using copies of photographs in connection with packets of tobacco and cigarettes; and the second was against the photographer himself. In both cases an important question of fact was raised on the evidence in reference to copyright in photographs, viz., whether the photograph was executed for and on behalf of the customer, and whether it was executed for valuable consideration. That question must, of course, be tried out upon the evidence, and it would not be right now to waste the time of the Court upon an interlocutory application, pending the trial. Mr. Scrutton and Mr. Martelli, for the defendants, consented to the matter standing over for the trial, no order except for reservation of costs to be now made, but the parties to be at liberty to apply for an advancement of the trial. His Lordship ordered that the matter should stand over accordingly.

MONTAGU v. HARRISS. In the Westminster County Court, on Tuesday, April 27, his Honour Judge Lumley Smith, Q.C., tried the case of **MONTAGU v. HARRISS**, in which the plaintiff, a cigar dealer, carrying on business at High Holborn, sued the defendant, a tobacconist, carrying on business at Hammersmith, to recover the sum of £15 4s. 2d. in respect of cigars and cigarettes supplied in the way of trade. The defendant admitted having had the goods about a year ago, but he contended that, under the existing terms between himself and the plaintiff, he was entitled to return them if he was not able to sell them in his shop. His Honour said it was absurd to talk about returning goods after the lapse of a year. Judgment would be given for the plaintiff for the amount of his claim, with costs.

PARKINSON & SON v. DRURY & HOBROUGH. In the Liverpool County Court, on the 6th March, the case of **PARKINSON & SON v. DRURY & HOBROUGH** was heard. The plaintiffs sought to recover the sum of £10 16s. for making twenty-four tobacco cases, which the defendants had refused to accept, contending that the cases were not equal to sample. Mr. Greer (instructed by Messrs. T. J. Smith & Son) was for the plaintiffs, and Mr. A. G. Steel (instructed by Mr. W. Holland Owen) was for the defendants. After hearing lengthy evidence on both sides, his Honour gave judgment for the defendants, with costs.

POLICE NEWS.

On the 9th ult., at the Walsall Police Court, **WILLIAM AUSTIN** (14), of 14, Peel Street, and **FREDERICK HIGGINS** (12), of Rickett's Yard, Dudley Street, were charged with stealing a quantity of tobacco, valued at £1 5s. 9d., belonging to **ROBERT EVANS**, of 11, Box Street. It appeared from the evidence adduced that Mrs. Evans received a parcel of tobacco on March 19th from a boy employed by a Mr. Whitfield, and she put it on the counter. She then went upstairs, and while there heard the shop bell ring. She returned to the shop, but found nobody there. A little later she missed the parcel. The lads were bound over to be of good behaviour for six months.

At Doncaster Police Court, on the 22nd ult., **ROBERT DENNEHAY**, Bridge Street, and **JOHN ANSBORO**, Skin Yard, were charged with stealing two cigars, the property of **MR. S. J. BARTON**, tobacconist, Station Road, on Saturday, the 17th ult.—Harry Locking, of Bridge Street, said that he served in Mr. Barton's tobacconist shop in the Station Road,

and on Saturday, the 17th ult., the defendants came in for a half-pennyworth of cigarettes. He noticed that they went out laughing, and, looking into the cigar-box missed about a dozen cigars. He shouted for them to come back. Two boys brought Ansboro into the shop, and he had three cigars upon him.—William Rhodes said that he saw the lads come out of the shop. Dennehay gave Ansboro two or three cigars.—Dennehay was fined 2s. 6d. and 16s. costs, and the other boy 1s. and 10s. costs.

At West London Police Court, on the 9th ult., **JAMES HARRIS** (52), was charged with stealing cigars, the property of his master, **MR. JOHN ROBERT BOUGHTON**, landlord of the "Duke of Sussex," Portobello Road, Notting Hill. Mr. Hanson prosecuted. The prisoner was in the service of the prosecutor for about eight months as potman. Three months ago he was detected stealing a bottle of wine, but the prosecutor forgave him and retained him in his service. Recently the prosecutor had missed a number of cigars, and he marked some, which he put back into the box. On Thursday morning the prosecutor searched the prisoner's coat, which was hanging up in the pot-house, and found one of the marked cigars. Four others were found in a coat in his bed room, and one in a drawer.—The prisoner, before the magistrate, admitted taking several cigars, and hoped that he would be leniently dealt with. He said he had been a respectable man.—The prosecutor said the prisoner was aware that he had forgiven three or four of his servants. He was bound to make an example, as he could not allow himself to be robbed any longer.—Mr. Rose committed the prisoner for one month with hard labour.

At the Stafford Borough Police Court, on the 15th ult., two boys, named **GEORGE WILLIAM SIMNER** (14), and **JOHN BURNETT** (13), were charged with having broken into the lock-up shop belonging to **MR. S. BONE**, grocer, Broad Eye, and with having stolen some money, tobacco, and other articles. The shop was broken into during the night of Tuesday. The youths were seen by a police-constable late at night, and on receiving information of the theft, the two boys were arrested, when they confessed that they had broken into the shop. Burnett was a first offender, and he was ordered to receive twelve strokes with a birch rod. Simner, against whom there were two previous convictions, was ordered to be sent to a reformatory for five years, his mother having stated that she could not control him in any way.

Limited Companies.

BILTON, LTD. Registered with a capital of £30,000, in £1 shares, with the object of entering into an agreement with **MR. E. A. WUTERICH**. The first Directors are **MR. P. H. DALBIAC, M.P.**, **MR. A. F. EDWARDS**, and **MR. E. A. WUTERICH**. Offices, 93, Oxford Street, W.

H. J. FRANCIS & Co., LTD. Registered with a capital of £10,000, in £10 shares, to acquire the business of the Midland Cigar Works, Moore Street, Birmingham. The first Directors are **MR. H. J. FRANCIS**, **MR. WALTER FRANCIS**, and **MR. HENRY YARDLEY**.

THE SUMATRA TOBACCO PLANTATIONS Co., LTD., have just issued their report. The accounts show a loss of £985. The annual meeting will take place in July next after the disposal of the major portion of the 1896 crop.

THE TOBACCO Co. OF BRITISH NORTH BORNEO, LTD. At the 9th ordinary general meeting of shareholders, held in London, the report and accounts were unanimously adopted.

Obituary.

MR. WM. JENKINS, on the 16th ult., at 32, Kingsdown Parade, Bristol, aged 76. He was in the employ of **MESSRS. FRANKLYN, DAVEY & Co.** for no less a period than sixty years.

MR. GEORGE POSTLETHWAITE, of Sumner Road, Peckham.

MR. T. H. POTTER, on the 20th ult. Mr. Potter was for thirty years with **MESSRS. CHARLES MAYER & Co.**

MR. ALEXANDER SOMERVAIL (**MESSRS. C. R. SOMERVAIL & Co.**, tobacco merchants), 4, Cullum Street, E.C., on the 21st ult.

READ THIS and
PROFIT BY IT



A NEW CIGARETTE MACHINE

To be worked by Hand,

HAS BEEN INVENTED...

It can be seen, being worked by a Child, Age 13½, at

104, Charing Cross Road, London.

Price £2 15 0, or on the Hire Purchase System for Three Years at
SIXPENCE PER WEEK.

NOTE THE ADDRESS

And make appointment to see the Machine
in operation and to obtain further particulars.

THE KEY 
TO HEALTH.



Smoke Pinoza

DO YOU WANT your Shop advertised to some **SIX MILLIONS** of people
this Jubilee Year at the Victoria Era Exhibition from June
to October?

IF SO, order by the end of May a £5 Assorted Parcel of "Pinoza" Goods,
and become a "Pinoza" Agent, and your Name and Address will be
added to the List.

TOBACCONISTS KINDLY NOTE THAT

PINOZA "Fragrant Cut" Brand is mildly flavoured and blended to suit all Smokers.

PINOZA "Faculty" Brand is doubly treated, especially for Sufferers with Weak
Throats and Chests.

PINOZA Tobaccos, Cigars and Cigarettes, and Snuffs

are made in "Fragrant Brand" and "Faculty Brand," so when ordering state which
is required, as Labels and Tins are quite distinct.

SEND FOR PRICE LIST TO

Lusby's Pinoza Hygienic Patents Co.,

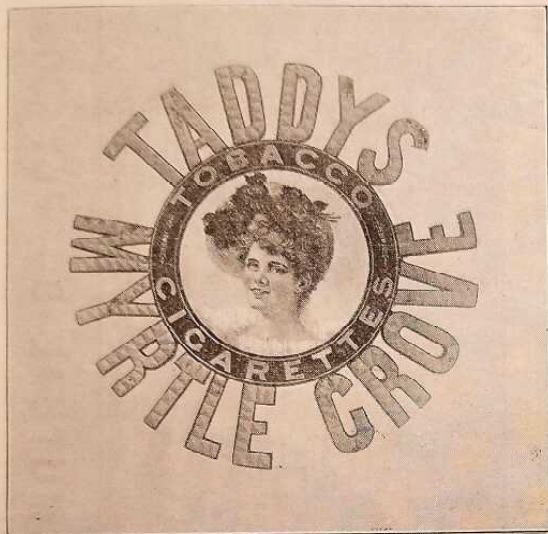
10, MINORIES, E.C.

TOBACCO EXHIBITION, 1897.

CALL AND SEE US.

Striking Ads.

The following is without doubt both an original and "Striking Ad.": in fact, we do not call to mind any advertisement of a similar character in either the tobacco or any other trade. It is a transparency, and as will be seen from our photograph of it, the letters, viz. TADDY'S MYRTLE GROVE, are cut out, and when hung can scarcely fail to attract the notice of customers.



Below we give a block of a particularly effective show card, issued by MESSRS. THOMAS OGDEN, LTD., of Liverpool, to advertise their FRUIT AND HONEY BRAND. This really handsome show card, one of the best of the picture order, is issued by the firm in handsome gold frames, and is certainly one calculated to catch the public eye. We have much pleasure in acknowledging our indebtedness to our esteemed contemporary, *The Cigar and Tobacco World*, for the loan of this and the next well-executed block.



The following can fairly claim to be a "Striking Ad." As will be seen, it advertises MESSRS. ADKIN & SONS' famous "COMMODORE" CIGARETTES. We described the show-card last month, and found it, as anticipated, somewhat difficult to "dodge" the colours. In the hope that the wording on each picture would show, we reproduced it a little larger, but in this we did not succeed, and, as it is rather good, give it here:—

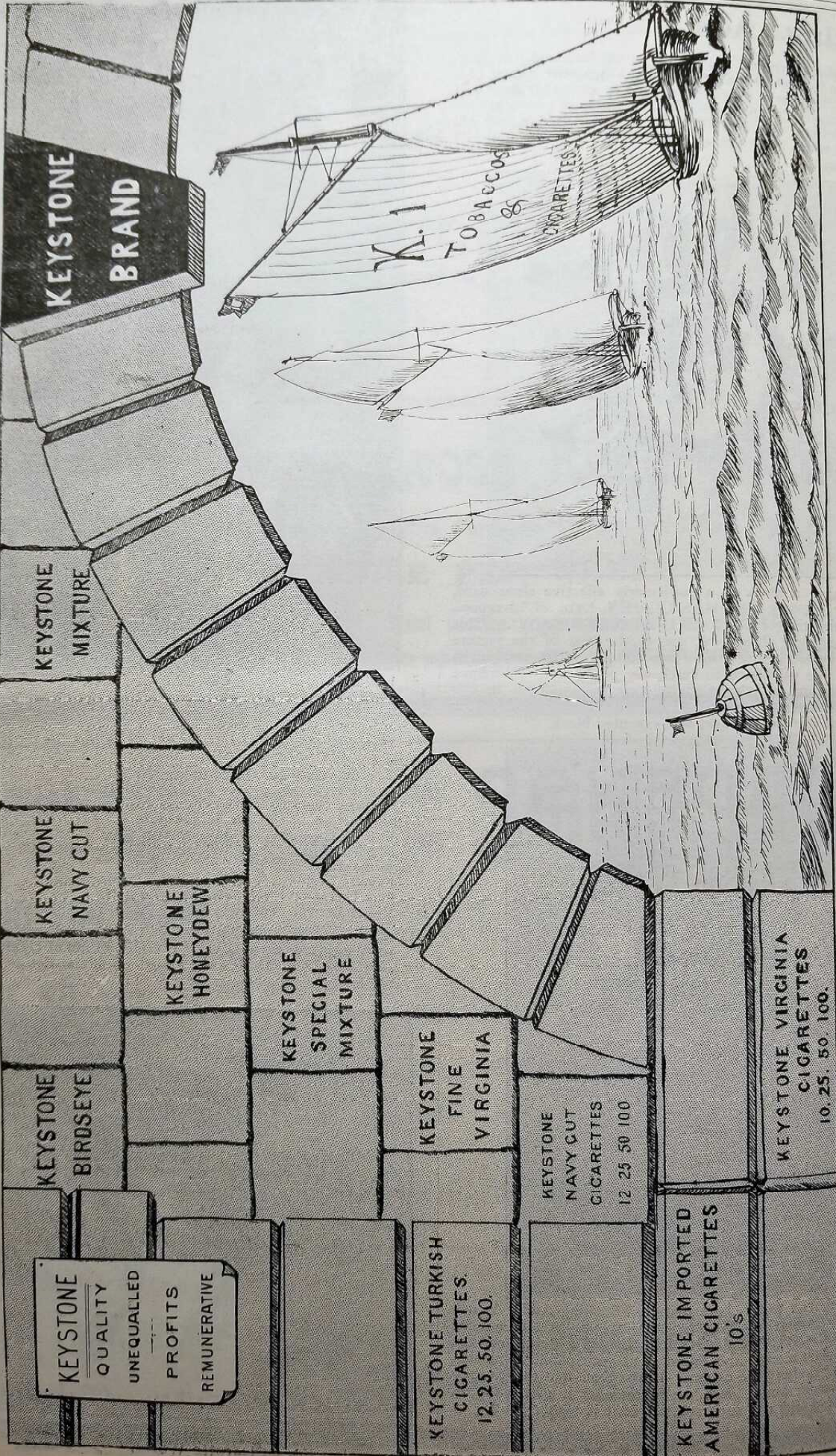


- IDA HEATH. — "If you please!"
 EUGENE STRATTON. — "Don't you know me? Go on! You will very soon."
 R. G. KNOWLES. — "There's a picture for you."
 ROSE SYLVESTER. — "You really are too naughty!! you wicked mister man!!!"
 ADA BLANCHE. — "Shall I stay or go?"
 ADA REEVE. — "I'm a little too young to know!"
 ARTHUR ROBERTS. — "And I think as I could tell some funny stories, if I took the time and trouble for to blab."
 YVETTE GUILBERT. — "Linger longer Loo."
 ALBERT CHEVALIER. — "Who yer going to meet, Bill? 'Ave yer bought the street, Bill?"
 FANNIE LESLIE. — "Now, boys, what's it going to be?"
 DAN LENO. — "I look a bit of a toff myself."
 MARIE LLOYD. — "Awfully jolly girl! Don't you think so?"

MESSRS. COHEN, WEENEN & Co. have altered the design on the tins of their GAIETY GIRL brand of cigarettes, and also issued an effective show card of similar design, of which the following is a copy:—



THE BRIDGE THAT WILL CARRY YOU SAFELY OVER.



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

Chairman—Mr. PETER B. HARRIS.
81, TURNMILL STREET, FARRINGDON STATION, E.C.

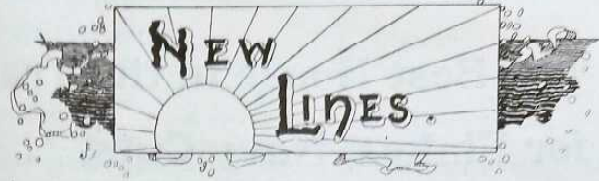
Another of our series this month is the property of the old-established Ipswich firm, MESSRS. W. A. & A. C. CHURCHMAN, and depicts a fascinating young lady in the enjoyment of one of the firm's SILVER WREATH cigarettes. A more artistically designed show card it would be somewhat difficult to find.



The next subject to be included in our gallery this month comes from the well-known Belfast firm, MESSRS. GALLAHER, LTD., and which, in consequence of its brilliant colouring, severely tested the abilities of our photographic staff. The ground of the top part of the show card is a full Oxford blue running into a Cambridge blue. The moon is, as W. S. Gilbert might say, "a greenery-yallery," and the venturesome maiden, who has the temerity to light her cigarette at the top of the moon, is arrayed in all the glory of salmon pink.



The Manufacturer will find it to his advantage to advertise in the C.W., and (See next foot-note)



SEEING that we are now only some six weeks to the Diamond Jubilee, it is somewhat surprising that there are so few new lines to record.

* * *

From LUSBY'S "PINOZA" HYGIENIC PATENTS CO., of



10, Minories, we have received a sample of cork-tipped cigarettes, which are placed in richly-coloured crépon boxes with padded lids, bearing on the latter the firm's trade mark (No. 178,668, three pine trees). Each box contains 25 full-size oval cigarettes. Price to the trade, 2s. 6d. for 25, 4s. 9d. for 50, 9s. 3d. for 100. The Company will be glad to show this, as well as their other lines, at the Exhibition.

* * *

MESSRS. SMART & FULLER, of Belgrave Gate, Leicester, have introduced two new brands of cigars, viz., "CUBAN BELLE" and "LOS STRETEROS," to retail at 3d. and 4d.

* * *

MESSRS. RICHARD LLOYD & SONS, of Holborn Bars, send us samples of two new lines of cigarettes. The first is entitled "SKIPPER" Navy Cut, to retail at 3d. per box of 10; and the other, "GOLDEN ARROW," being a smaller size, in boxes of 10, to retail at 2d. The cigarettes are packed in exceedingly handy flat cardboard boxes, with envelope flap to tuck in. Both of these lines will doubtless attract attention at the Exhibition, as they are of excellent value.

* * *

MESSRS. CAMERON & CAMERON, of Richmond, U.S., have introduced, through their agent here, MR. NONES, of 102, Fore Street, E.C., a new line of American cigarettes, called "SWEET PURITY." Price to trade 35s. per 1,000.

* * *

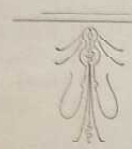
MESSRS. HARVEY & DAVEY, of Hanover Square, Newcastle-on-Tyne, are to the fore with two new Jubilee lines, called respectively, "HARVEY'S DIAMOND JUBILEE FLAKE" and "HARVEY'S DIAMOND JUBILEE NAVY CUT." The former is put up in diamond-shaped tins, the designs upon them being, as also on those of the latter brand, exceedingly pretty.

* * *

MESSRS. J. G. TRUNDLEY & Co., of 87, Houndsditch, forward us their 12th Annual Catalogue. It is a highly creditable production, and the many advantages offered as regards terms, &c., can scarcely fail to attract the attention of retailers generally.

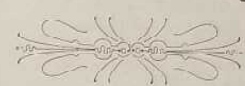


The Best House in the Trade
for Flakes, Navy Cuts,
Shags, Roll and all
Loose Tobaccos.



GOODBODYS

Please call and
inspect our fine Exhibit
at the Tobacco Exhibition,
and see our value in Tobaccos,
Cigarettes and Cigars.



SEND FOR PRICE LIST (JUST OUT) TO

T. P. & R. Goodbody.

LONDON—10, MINORIES.

DUBLIN—1, WELLINGTON QUAY. BELFAST—41, VICTORIA
STREET. LIVERPOOL 91, WHITECHAPEL. CARDIFF—19, PENARTH ROAD.

FACTORIES.—GREENVILLE and TULLAMORE, IRELAND.

Messrs. F. CHARATAN & CO.,

MANUFACTURERS OF

Meerschaum and Briarwood Pipes

HAVE REMOVED . . .
TO MORE EXTENSIVE PREMISES

146, MINORIES, E.C.

Well-known Manufacturers of Genuine London-made Pipes.



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

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

NOTE . . .

CHARATAN, 146, MINORIES, E.C.

THE

Tobacconist's

Handbook,

by E. B. ALEXANDER,

Tobacco Trade Valuer to the Board of Trade.

No retailer or assistant should be with-
out this valuable work, in which inform-
ation 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.

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.

CIGAR MOULDS.—The cigar mould has been for many years largely used in the United States of America. It is only within late years that it has been introduced with somewhat qualified success into this country. The mould itself consists of long layers of wood, having the various shapes of cigars ingeniously and correctly cut out. *Modus operandi* is simply the fillers hastily placed in the bunch-wrapper, then placed in the mould, where it is allowed to remain for some time to shapen, after which time the cigar-maker removes his bunch from the mould, puts on the outer wrapper and completes the cigar. Mould work is largely done by girls and apprentices, and is produced at a comparatively cheap rate of labour. The mould can only be used for cheap cigars. Moulded cigars are easily detected. There is a remarkable uniformity in their appearance, and a distinct line may be traced running from one end of the cigar to the other.

CIGAR-MAKING MACHINES.—From time to time various attempts have been made, principally in America, and lately in Belgium, to produce cigar-making machines. Many of the earliest attempts were utter failures. The most recent, the Jean Reuss (Belgium) and the Keyes Baker (America) are very ingenious, and in some respects have attained a certain measure of success. That such attempts have met with hostility on the part of the workmen, and incredulity on the part of experienced manufacturers, goes without saying. With the workmen's hostility we can afford to be philosophical. They naturally resent any attempts to deprive them of their bread and butter. As self-preservation is the first law of Nature, they are fully justified in bringing to bear all their strength and combined forces in direct opposition. With the manufacturer it is different. Whatever considerations he may evince for the welfare of his workmen, he is nevertheless compelled by the force of competition to take an intelligent interest in all efforts to produce labour-saving machinery. His incredulity as to ultimate results would be based upon a large experience that teaches him the almost insuperable difficulties in the way of successfully duplicating good hand labour.

With every desire to be just and impartial, in dealing with the latest, and for that matter more successful efforts, we may take both the "Jean Reuss" and "Keyes Baker" together. With the exception of unimportant details they both appear to do the same work, and are apparently constructed on the same lines. The bunch, the actual principle of the cigar, no machine has yet fairly made. At first the "Jean Reuss" claimed to do so; a careful inspection of the work it turned out proved their claims abortive. The "Keyes Baker," wise in its generation, makes no such pretence. The bunch of a good cigar is all a matter of conscious touch. The most experienced workman will not make a bunch automatically; in every bunch he must display, as it were, intelligent interest. The regularity, the manipulation, the agreeable looseness and yet firmness as distinct from a hard or lumpy mass, the absence in the body of lumps and hollows, is all a matter for the experienced workman, and we venture to say that such details will never be successfully accomplished by any machine. We will take these machines upon what we conceive to be their actual merits. As they do *not* make bunches, we must consider them in other respects, *viz.*, *wrapper cutting* and *cigar rolling*. Wrapper cutting, they cut the wrappers very ingeniously and very rapidly, with great delicacy and with extreme care. The latter is the more surprising, as although there is a certain amount of tenacity in most wrapper leaf, the delicacy of the texture of the finer qualities is such as to often demand extreme nicety in handling, a matter that these machines accomplish with surprising accuracy. The cigar rolling is a very clever operation. The bunch, while the most important part of the cigar, is after all only its inner body. A nice amount of skill is required in placing the outer wrapper. The beauty and the finish of the cigar all depend upon the

outer wrapper. It is in this matter, in which the point of the cigar is an important detail, that the cigar maker takes the most pride—quite an interesting part of the process. The machine accomplishes this difficult portion of cigar making in a very praiseworthy manner. The practically unskilled workgirl has merely to adjust the wrapper, the machine rapidly stretches it to its greatest tension, rolling in regular folds, producing a perfectly smooth surface, and finishing that intricate part, the point, with the adjunct (all fitted) of the necessary paste box in a manner that certainly calls forth admiration. The machine, with its deftly continued bunch-holder, owing to numerous revolutions, rounds, finishes and rolls into excellent shape the now finished cigar. To make the matter complete there is a small clip attached to the machine, which the operator taps to correctly and evenly cut off the end. In all of this there is great rapidity, extreme dexterity and surprising accuracy. The cigar-rolling and wrapper-cutting machines are distinct, but to achieve the desired economy in labour one is necessary to the other.

We now come to the crux of the question—labour-saving machinery. At a modest computation the patentees place the output per machine at 1,500 cigars per day. If the cigars be fairly good this will equal the labours of six skilled workmen. The wrapper-cutting machine will, with a fairly competent operator, supply three machines. If we go on the basis of three machines (two bunch makers and one operator for each machine = nine operators, one to the wrapper-cutting machine = ten operators) turning out per machine about 1,500—three machines 4,500—cigars per day, would equal the labour of eighteen skilled workmen. Without going into further details, it is obvious that a material saving in labour is thereby accomplished, and if the royalties be not excessive the cost of production would be sensibly reduced.

We are given to understand that some hundreds of the machines are already at work at various establishments in the United States of America with satisfactory results. As the advent of these machines may lead to an important departure in the cigar-making industry of this country, we await developments with considerable interest.

CIGARETTE MACHINES (Consumers').—Small cigarette machines for the consumer almost immediately followed the introduction of cigarettes. One of the earliest, and one that has been introduced in various qualities, was the "Rapide," a small box-like metal contrivance with rollers, and a small coloured piece of linen. The paper was placed in the linen, the box closed, a small handle turned the roller, and the cigarette was made. Another was the "Electric," made somewhat on the same principle, but quicker in action. A smaller one still was made of wood and canvas, and retailed largely at a penny each. Most of these humble attempts were wretched failures, the ordinary consumer much preferring making them with his fingers, many young gentlemen exhibiting extreme dexterity in the art. The best of the consumers' cigarette machines was far and away the "Concinnium," made by Evans, of Pimlico. This was an ingenious little contrivance, very successful as a small machine, and considered an article of standard excellence. At one time its sales were very large. It is still on the market, but we fear, owing to the present low price of cigarettes, its sales have considerably diminished.

CIGARETTE MACHINES (Manufacturers').—The growing trade in cigarettes induced inventors to turn their thoughts to devising machinery that would turn out cigarettes in large quantities at low prices of production. Within recent years the market has been practically inundated with them. Some of the earliest machines were brought out by Rickards, of Birmingham. These machines, very useful in their way, were only hand machines, and while reducing the cost of labour very materially, turned out comparatively small quantities. One of the earliest power machines was the "Bousack,"

This machine, an excellent machine, and producing large quantities, was bought up by Wills, of Bristol. It consequently was not allowed to come upon the market. This was followed by the "Munson." The "Munson" is a fairly good machine, but it is outdone in capacity by some later arrivals. We understand, though, that the patentee of the "Munson" is at present engaged upon improvements, by which he anticipates to equal, if not exceed, the advances made by its rivals. One of the most successful of the *hand* machines is "La Francais." This machine professes to turn out cigarettes equal to hand labour. While it is undoubtedly a good machine, and turns out fairly good cigarettes, for reasons which we will hereafter adduce, we may gravely doubt the truth of such pretensions. We, nevertheless think, for small manufacturers not wedded to a particularly high-class trade, the "Francais" machine may turn out a profitable venture.

At the present moment there are three great *power* cigarette machines upon the market—"The Baron," "Pollard" or "Eclipse" (American), and the "Allagon" (French). In point of capacity, "The Baron" will turn out 270,000 per day of ten working hours, the "Allagon" 250,000 per day of ten working hours, the "Pollard" or "Eclipse" 150,000 per day of ten working hours. These figures sound very tall, but we are assured from reliable sources that they are correct. The introduction of these machines will largely account for the very low prices that prevail for the cigarette of to-day. Notwithstanding such formidable figures, we are informed that one well-known firm has no less than ten of the largest machines, while other firms have 2, 3, 4, 5 and 6 respectively.

That each manufacturer will claim the best results for his own machine may readily be supposed. That these claims may embody the fact that the cigarettes turned out by these machines would equal those turned out by hand might also be supposed. But that this is the case may not for a moment be granted. The greatest care may be taken, and extreme ingenuity may be applied, but for all that the results, particularly when such quantities may be turned out, will *not* equal hand labour. We make no invidious distinctions. Our desire is to treat every matter impartially, and we must claim indulgence for reviewing a matter exclusively upon its merits. There are various defects connected with machine-made cigarettes. Such defects would not necessarily minimise the intrinsic value of any one machine, but would, nevertheless, place such work as very inferior to good hand work. If a cigarette is lumpy, hard, or the tobacco blows out from the tube—a by no means unusual experience, and rejections have consequently to be made—it must always be considered that the price of machine labour is such that the rejections may not be of sufficient importance as to impair the undoubted value of the machine. In addition, hundreds of millions of cigarettes are sold at 5, 6 and 7 for a penny, and 10, 12 and 14 for threepence. The purchasers of this class of cigarettes cannot afford to be very critical; they are ever getting excellent value for money, and it is only machine labour that could render such values possible.

CIGARETTE MAKING. In many respects there are points of similarity betwixt cigarette making and cigar making. To start, in cigar making there is all hand labour, mould work, and now machine work. In cigarette making there are all hand-made cigarettes, push work and machine-made cigarettes. While cigar making, owing to the absence of manual labour and the peculiar deftness of the work of manipulation, would appear to be essentially a female industry, yet the best results are got from male labour. The same obtains in all particulars with cigarette making. That the even disposition and peculiar condition of the tobacco in the body of the cigarette is largely a matter—as in cigar making—of conscious touch, will likewise prevent, as in cigar making, the completion of a cigarette machine that will *exactly* duplicate hand work.

The "push" cigarette is the most ordinary class of hand work, and is carried on as follows. The cigarette maker sits to a table supplied with paper tubes to fill in with tobacco. She pushes the tobacco in the tube with a small round stick about the circumference of an ordinary lead pencil, after which she cuts off the ends symmetrically and the cigarette is made.

The purely hand-made cigarette is made after these lines. A small flexible card is fixed to the man's table, called a "cleonki." The tobacco is rolled and made in the hand without any other assistance. It is then placed in the paper in the cleonki, a small stick is applied with a thinnish gum to the lap of the paper that it adheres, the ends cut off, and the cigarette is made.

It will thus be seen, first, that the "push" cigarette is made more carefully than the machine cigarette, because the maker has a better chance of regulating the tobacco for each individual tube. The skill, however, ends there. The hand-maker of the cigarette turns out superior work to both, because he retains all the way through complete control of the tobacco for body of cigarette, and can intelligently manipulate it to the very end. When asked the question why male labour is superior to female labour both the cigar manufacturer and the cigarette manufacturer give the one reply, that the man is the more reliable as a careful worker. The average output of a cigarette maker will be from 1,500 to 2,500 per day, while the price paid for the work will range from 1s. 6d. to 6s. 6d. per 1,000. *Male* cigarette makers are becoming rare. While the trade for cigarettes has so varied in recent years that there is to-day, comparatively speaking, no middle-class trade, the demand is for either first-class goods or common goods. The trade for medium-class goods, seems, for the moment, lost.

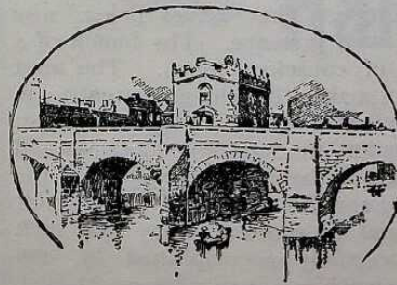
FERRATUM.—I understand from Messrs. R. P. Gloag & Co. that their firm was first in the field with home-made cigarettes, that they are practically the pioneers of the cigarette trade of this country, and that I was in error in according this position to the La Ferme Company. Messrs. Gloag & Co. also inform me that their firm is not a foreign firm, but purely English. As I have a great respect for this good old firm, I am very sorry that these errors should have crept into the copy.—*Cosmo*.

TOBACCONIST'S SHOP IN A CHURCH.

IN mediæval times a number of chapels used to be built on bridges. This was when bridges held an important part in the protection of a town. To-day, however, the number of these curious structures is but few. The "Chapel of Our Lady," on the bridge which spans the Don at Rotherham, of which we give a sketch, and another at Wakefield, are the two best remaining examples.

The church at Rotherham dates from the fifteenth century, and it is supposed that its erection was due to Thomas de Rotherham, Archbishop of York, who also built the College of Jesus in the same town. Towards the end of the sixteenth century the building fell into a ruinous condition, and in 1683 it was in such a bad state that the attention of the West Riding justices was called to it.

At this time the chapel belonged to the feoffees, who were an old powerful body in town affairs. But as the chapel was a support to the bridge, the magistrates gave a substantial money grant towards its maintenance.



A CHAPEL ON A BRIDGE, NOW USED AS A TOBACCONIST'S SHOP.

Soon after it was used for almshouses, but in 1778 it had another change, and was made into a dwelling-house for the deputy-constable, with gaols for the reception of prisoners. Curiously enough, the gaoler was forbidden to sell ale or spirituous liquors in it. The gaol continued there till 1825. The chapel is now let at a nominal rent to the present tenant, who carries on the business of a tobacconist within its once hallowed walls. But it is suggested that it should be restored.

The internal measurements are 32 ft. by 15 ft. Its decorations were very beautiful, and there were two windows on each side, one at the east end and another over the door. But the mullions and tracery are now wanting.

The church is built on an island, and corbelled out on either side to the required width of floor. An embattled parapet with pinnacles runs round the walls.

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, 114 pp. Post free, 1s. 6d.

CHAPTER III.—continued.

CIGARS, IN GENERAL.

Quality Marks are few in number, and are generally found on the end or back of the box; they are—"Flor Fina," "Flor," "Superior," and "Bueno;" the translations, "Finest Flower," "Flower," "Superior," and "Good," speak for themselves. The last two marks, indicating low grades of tobacco, are very seldom used. As in colours, these quality marks are comparative only in respect to any one brand; one may often see an ordinary 2*d.* smoke in a "swell" box marked "Flor Fina," but that does not go to prove that it is better than Havana goods marked "Flor." Of course, this is an *extreme* illustration.

Size and Shape Marks are generally placed in front of the boxes, and are so many in number that it is impossible to enumerate all. Many of them carry no meaning beyond that of distinguishing them from the goods of other manufacturers and importers, but there are certain standard size marks, such as—"Young Ladies," "Damas," "Enrtractes," "Infantes," all of which indicate small cigars; "Reinitas," "Reinas," "Regalia de la Reyna," are generally used for medium size cigars, say those weighing from 15 to 20 ounces per 100; then the larger sizes, such as "Concha," "Conchita," "Principe," "Principe Extra," "Regalia del Principe"; and the extra large sizes are represented by "Londres," "Regalia de Londres," "Regalia Britannica," "Regalia Imperiales," &c. On the other hand, all the foregoing size marks relate to the old-fashioned type of cigars, which may be described as "cylindrical" in shape, or straight down from "shoulder to butt." The prevailing shapes are thin in shoulder, full bellied, and with the butt nearly as thin as the point: it sometimes happens that when the smoker has cut off the point, the two ends are so much alike that he has some difficulty in deciding which is the proper end to light. Some of these new shapes are marked "Trabucos," "Porteñas," "Grandiosa," "Preciosa," "Reina Victoria," "Elegantes," &c., &c. Again, there are some old shapes known as "Panatellas," long and thin; "Brevas" and "Plantadores," generally large size cigars, made of coarse tobacco and made up in bundles of 25, tied with three ribbons. Then there is the "Bouquet," with its variations, "Bouquet Fina" and "Bouquet Especiales." These all indicate rather small cigars, packed in boxes of 25, and were formerly made of the choicest, silkiest leaf, but now means little more than indicating the size and packing, without regard to the quality, which has, in many cases, been lowered in order to meet the requirements of the market. To illustrate this, a few years ago a Havana "Bouquet" never fetched less than 6*d.*, now some are retailed at 4*d.* each, and this shape is also made in British and Continental goods, and sold at correspondingly lower prices. The mark "extra" attached to the size-name generally indicates *increased* size; while a higher quality is sometimes indicated by the addition of the word "fina" or "fino."

Packing.—In order to ascertain, at a glance, if there be the full number in any given box, one should know how they are generally packed. When packed in layers, a box of 50 has 13 in the top layer, then 12, 13, and 12 in the bottom row. A box of 100 has twice the number of layers in the same order. Boxes of 25 are packed in two different ways, viz.—flat, one row of 13 and one of 12; square, one row of 9 and two of 8 each. In a box of 100 containing two bundles of 50 each, the bundles are packed in rows in the following order, counting from the front—6, 7, 8, 8, 8, 7, 6 = 50. Bundles of 100 are now very seldom used. Indian cigars are generally packed in boxes of 100 = 5 rows of 20 each. Manillas are mostly packed in boxes of 500 = 5 rows, each consisting of 10 bundles of 10 cigars. A few of the best quality are packed in 100's, in layers.

Re-Packing.—It sometimes happens that a box of cigars gets upset; it is almost impossible to re-pack them as they were before, but much may be done with care and *patience*! Presuming that the cigars are dry, replace them, anyhow, in the box, and put them where they will get slightly damp, and thus make them "handleable"; then lay them out carefully, select those that are broken (there are sure to be some!), moisten the broken leaf with the tongue, and repair as neatly as possible with the smallest conceivable amount of gum. If any be too badly broken for sale, put them aside and replace them from counter stock, matching the colour as near as you can manage. Now prepare your rows by selecting 13 "toppers," and 12 for the bottom row, which you will recognise by their being pressed flat on one side. From these sort out the smoothest-looking and best matched colours for the top; then one row of 13 and one of 12 for the middle; the end cigars of both the rows of 13 will be found to be pressed on top and side. Having replaced the cigars as well as you can, no matter how skilfully done, you will find that they are a trifle too big for the box, and the lid will not close down properly; therefore, you must tie it several times over with string, and put it under pressure in a dry place, so that the cigars may recover their condition. Should you find that you are not able to re-pack the box, the only resource is to put it aside for counter use; but in all cases repair the broken cigars, if possible. The proper gum to use is "tragacanth," of which one pennyworth is sufficient. Get this from a druggist, put it in a covered pot, such as a pomatum pot, pour upon it about a pennyworth of *pure* spirits of wine, and it will be ready for use in 24 hours. If not allowed to get dry, it will last for months; you will find it useful for many things; its advantage over other gums, as used for cigars, is that it does not make a *shiny* surface.

Empties.—Very many tobacconists make the great mistake of regarding empty cigar boxes as of little or no value, because they think that they cannot be used again; but, as far as British goods are concerned, they can be, and frequently are, refilled. At the present day no box costs less than 3*d.* first hand, and some that are elaborately labelled will cost the manufacturer as much as 6*d.* each. To illustrate this, ask a cigar firm how much more they will charge for boxing in 50's than in 100's? And any manufacturer will gladly allow you 3*d.* each for empties, if you give him an order to refill them; only they *must* be the boxes with which he has supplied you. Supposing you sell the contents of 200 boxes in the year, and that you are allowed 3*d.* each for the empties, it means a saving of £2 1*rs.*, which will help to pay the gas bill.

Then as to Foreign boxes: if kept clean they come in very handy as "dummies" for the shelves and window. When your cigars come in, if you find any of the paper binding loose, paste it down neatly. Keep one set of boxes for counter use, say a "mild," "medium," and "full," of 2*d.*, 3*d.*, and 4*d.* each, and some 6*d.*, and whatever else you have a "run" for; use these boxes until they are dirty, refilling them from stock of the same brands as required. When you open fresh boxes, cut the label and paper with a sharp knife, so as not to show ragged edges, or you will betray that they have been opened. Use a proper cigar-box knife for lifting the lid, and, when empty, nail down the lid; if you neglect the latter precaution, the lids will warp and curl, and completely spoil the appearance of the "dummy." With British boxes, do not tear out the inside paper flaps or fly-leaves, but fold them in carefully, so that they will look well when refilled. Foreign boxes are none the worse for getting somewhat soiled, because they then look respectably old; but there is a limit to this, of course!

Old Cigar Ribbons have no commercial value, but they make excellent stuffing for cushions and pillows, and, at times, come in usefully in window dressing, for hanging goods, &c.

Cigar Tips.—Clear out your counter cigar-cutter frequently, otherwise it gets clogged and will not act properly. Put the tips by in a box kept for the purpose; your tobacco and snuff manufacturer will allow 2s. 6d. per lb. for them, if there be no burnt tobacco therein.

Keeping in Condition.—This is the *crux* of our trade—this is the reef upon which many a well-launched vessel (business) has been wrecked, simply because nine-tenths of our retailers do not know how and where to keep their cigar stock, and, moreover, treat *all* kinds of cigars alike. This has been frequently illustrated by incidents something like the following:—

CUSTOMER enters shop deliberately, looks around as if he were seeking something to enjoy, and asks the proprietor, "Have you any good, mild 6d. Havanas?"

SHOPKEEPER: "Yes, sir! what brand do your prefer?"

CUSTOMER: "Well, I'm not very particular, but I should like a 'Villar' if you have some!"

SHOPKEEPER: "Here are some old 'Villars,' sir! '89 crop!"

CUSTOMER (lights one, after a pause): "There is no taste in this!"

SHOPKEEPER: "Indeed, sir! you surprise me, they are in splendid condition. I purchased them of a first-class firm, who, I am certain, would not deceive me, and I keep them in this cupboard, at the back of which the kitchen flue runs, and everything here is warm and dry as a bone."

Customer goes out with the idea that shopkeeper has put some rubbishing cheap smokes in a "Villar" box. Shopkeeper swears (more or less audibly) that the departed customer is a fool, and "*fancies* he knows something!"

(To be Continued.)

Humorous.

Work up a good solid business by solid business methods. Coax, and wheedle, and suggest, and argue—don't try to yank trade in by the hair. As Bill Nye once sagely observed: "When you want to kiss a girl, don't grab for it. Take time—it's there."

A correspondent writes the following to our contemporary, *The Tobacco Trade Review*:—

SIR,—I venture to send you a small but amusing little incident which occurred one day last week. It is not very often that we tobaccoists get anything humorous to brighten up our weary life, but I could not help smiling when a smart little serving-maid came running into my shop and gasped out between her breaths, "A packet of p!—pi!—pint-o'-beer brand." After she had somewhat regained her breath, I ventured to remind her that I did not stock any tobacco of the brand "Pint of beer," but suggested that perhaps she wanted "Pioneer Brand." With the remark "Ah, that's it!" she took up her change and blushing tripped away. I wonder what the R.C.C. think of the public punning their brands?

I am, &c.,

Brook Green, W., March 14.

NEMO.

Though a member for Bristol, Colonel Hill never smokes Wills' tobacco. Nor does he like Old Judge. Some people are very difficult to please. He ought to try Roberts's Returns.

A FISH BACCY STORY.

Francis Harding, living near Lilly Lake, in this county, has made a discovery. He was out tip up fishing, and had cut several holes in the ice. He had waited in vain for a bite for several hours, when he happened to toss a quid of tobacco in one of the holes. Quick as a flash it was snapped up and disappeared beneath the water. This gave him an idea, and, pulling up one of his many hooks, he placed a piece of plug tobacco on it. Instantly there was a commotion, and he pulled in a fine four-pound pickerel. Francis then distributed his remaining supply of tobacco on the various hooks, and the result was that in half an hour he had over 15 pounds of fish. Since then he has made several large hauls in this manner.—*Cincinnati Enquirer*.

An anti-tobacco lecturer recently spoke so powerfully against the use of tobacco that several of his audience went home and burned their cigars—holding one end of them in their mouths.

"So you think that Miss Lakefront is up to snuff, eh?"

"Well, rather."

"She must have made rapid strides, then, for when I knew her, she was only up to cigarettes."—*Judge*.

FOR SMOKERS ONLY.

It was his first ride on the Broadway smoking-cars, and he got on with an air that seemed to declare his intention to enjoy himself under any circumstances.

His seat was on the west side of the car, and the wind was also from that point of the compass. He lit a cigar and puffed with evident satisfaction.

"Gosh," he said, "but this is fine!" He spoke to the entire world, so to say, but no one replied. But that never troubled him. He went right on unbosoming himself of his delight. "We don't have these up in my part of the State! No, sir! And it does me a heap 'o' good to sit right here and smoke and smoke. Don't it you?"

His neighbour shook his head. Everyone on the car was looking grim.

"Beats all how durned chilly you New Yorkers are!" declared the countryman, puffing away vigorously.

A man behind him asked for the cigar to get a light from. When his was returned to him it was out. He relit it cheerfully. Several people began to frown at him severely. Finally this troubled him. He tackled his neighbour again.

"Say," he said, "what's the matter with me? Anything wrong? Did I say anything not according to Hoyle?"

The man looked at him silently for a second or two, but the countryman's evident distress melted him. "The fact is," he explained, "that this car is for smokers—"

"Smokers? Shucks alive, ain't I smoking?"

"You didn't let me finish. This car, I believe, is for smokers of tobacco. May I offer you some?" He was holding out a cigar.

The countryman looked at his own weed, the noses of the other people on the car, and the cigar offered to him. "My!" he said finally, taking the cigar that was made of tobacco, "you people wouldn't do to live on a farm. No, sir!"—*New York Journal*.

SCENE: Collier's cottage. Wife leaving for the town, with a basket on her arm: An' dae you think, John, that I've minded everything I'm to get when in the toon?

JOHN: Ye might mind to bring me in half an ounce of snuff.

WIFE: 'Deed, no, John; the times are too hard for sic extravagance! Ye maun jist tickle yer nose wi' a straw!

THE REASON EVIDENT.

Kosciusko Murphy, who is a book-keeper in a grocery store, met a friend who clerks in a cigar store on Austin Avenue, and asked him for a cigar.

"Ain't got any," said his friend.

"Ain't got any?" said Kosciusko. "Why, when I used to work in a cigar store I always had my pockets stuffed with cigars."

"Yes; that's probably the reason you ain't in a cigar store now," was the crushing reply.—*Texas Siftings*.

Here is an excerpt from a paper by a woman guardian read recently in the Liverpool district:—"We do not sit by ourselves in the board room or in a group in the committee room. We are not afraid of tobacco. We do not shrink from riding four miles to the workhouse in an omnibus amid a cloud of tobacco smoke, some of it of inferior quality. . . . When the old women in the last house asked for leave to blacklead their red stockings, the last badge of pauperdom, the women guardians took care the next lot of stockings were black."

A CHANGE OF VIEW.

In a Great Western Railway carriage on the way up to London a youth had disturbed and annoyed the other passengers by loud and foolishly insane remarks during a great part of the journey.

As they passed Hanwell he remarked:

"I often think how nice the asylum looks from the railway."
"Some day," growled an old gentleman, "you will probably have occasion to remark how nice the railway looks from the asylum."

"Cutting." SIXTH ARTICLE.

A LIVING PROFIT.

For a nation of shopkeepers, some rather singular ideas obtain respecting profits, and still more singular respecting *living* profits. The retailer I think is the greatest offender in this matter. Many retailers have no correct system on which they base their profits, perhaps because different articles will bear different margins. The manufacturer and merchant stand on surer ground. They embrace all incidental charges, &c., &c., under the one heading of "expenses." No profits can arise until these expenses are paid—*i.e.*, if the *nett* cost of an article is 70s. per gross, and the expenses of running your business are 7½ per cent., the actual cost of the article is 70s. plus 7½. All over and above this are profits. In 700 many instances the retailer ignores this simple but correct system. He is in the habit of considering the difference betwixt the nett cost and the price realised as the actual profit. Under such circumstances it would be no exaggeration to apply to him the much hackneyed vulgarity "that he don't no where 'e are."

We will take an example for illustration. Smith has a shop on 21 years' lease at £100 per year rent; he has paid £200 for goodwill, £100 for fixtures, £200 for stock, or £500 in all; he has a junior to whom he pays 10s. per week as wages. Smith's average turnover is £25 weekly, or £1,300 per annum.

Expenses.		£	s.
Rent, £100; taxes, £20	...	120	0
5% on capital, £500	...	25	0
5% depreciation, goodwill and fixtures, £400	...	20	0
Gas	...	15	0
Junior's wages	...	26	0
Wages for proprietor	...	104	0
		310	0
Deduct from this house rent, say at 12s. weekly		31	4
		<u>£278</u>	<u>16</u>

It will thus be seen that his *expenses* approach to close upon 22½ per cent. of his returns, assuming his gross profit is 25 per cent. all round; he is making a *nett* profit of only 2½ per cent., and even this would be in considerable danger when depreciation of stock has to be reckoned on unprofitable purchases. It may be answered that such a turnover needs no assistance, in which case I would add the 10s. as wages to Smith—the remuneration of £2 10s. per week for seven days' labour of thirteen hours per day cannot be considered excessive.

To ensure this 2½ per cent., an average gross profit of 25 per cent. must be gained. This is where all the mischief comes in. Under ordinary circumstances it is not so easily accomplished. Fancy goods, the most profitable class of the stock, have serious drawbacks, "novelties" quickly become out of date, quantities have to be purchased to make anything like a display, while damages and constant depreciation in value deprive the gingerbread of a great deal of its gilt. Cigars and cigarettes well handled are fairly profitable; tobacco, the bulk of the trade, is the factor more difficult to deal with. To keep a good steady connection, good qualities should be purchased at fair prices. Loss in evaporation and weighing out will reduce the profits on "loose." Packets are quite another matter. If we leave packets out of the question a shrewd retailer *may* average his 25 per cent. all round, although I have contended that the general average is less. Packets and proprietary goods upset all averages.

I have indicated what is a living profit. It must be obvious that a "living profit" is adversely affected by any appreciable sale of proprietary articles, or, ly, however, where such articles will not show a living profit. To maintain this living profit, self-protection compels the retailer to sell as few "cut" articles as he can. It is for the manufacturer of such goods to devise a rational scheme whereby the sale of his goods shall not affect the living profit of the distributor.

A LIVING WAGE.

Ideas differ as to what constitutes a living wage. John Stuart Mill held the theory that a living wage was that, that was just sufficient to support life alone. Tom Hood gave us a capital illustration as to how Mill's idea could be practically carried out. Henry George and the late Cardinal Manning were more liberal, while Charles Booth, in his admirable and monumental work on London poverty, gives us too many sad examples of what may be a living wage.

In speaking of a "living wage," I would draw the distinction betwixt the labourer, artisan, and the shopkeeper. In the first place, the shopkeeper is supposed to invest capital, to fix no particular limit as to the hours he gives to his work, and in the tobacco trade takes few if any holidays. As a buyer and seller of com-

modities in general demand, he has distinct possibilities. He has ample scope for the profitable exercise of his knowledge of human nature, and by carefully watching the markets has numerous opportunities to carry out transactions that may be very advantageous. The term "living wage" should have no application to him. I have, however, endeavoured to show that at the present phase of the cutting question, not only would he not be getting a "living wage," but that furthermore he would be a considerable loser by any extended sale of "cut" goods. Once more the manufacturer is at fault. He is very careful to adjust his prices in accordance with the most scientific methods of profit making. Leaving sentiment out of the question, as a mere matter of policy it is to his best interests to enable the distributor to get a reasonable profit on the goods he distributes. I have no objection to the manufacturer dictating prices, always providing that such prices shall ensure a reasonable margin of profit. Speaking from personal experience when on the road, I was always careful to note the prices my customers charged for their goods. If their prices were very low, I was anxious about the safety of my account. In my own mind I would fix an approximate profit; if—unless there were exceptional circumstances in the case—the profits were below this figure, I felt that sooner or later I would make a bad debt, and that it was my duty to reduce that account to a vanishing point. If the profits approached my figure or exceeded it, I felt no hesitation in helping my customer to extend his trade. Again, I felt it an injustice that the profits on my goods should go to make up for the deficit on the other fellow's, and because the other fellow was a big-wig and somewhat uncompromising, my money should go to pay his account, and in the event of failure my money would go to swell his dividend. My experiences in these matters were invariably the same. It may be argued that the increase in sales would make up for the deficiency in profits, but this is not so. The sales in certain goods merely displace the sales of others on which the profit would be greater. The *average* profit would be reduced, the loss increased, the "living wage" suffering a proportionate shrinkage.

When speaking of a "living wage," one must not altogether ignore the idea of a competence. Old age comes upon us all too rapidly. When we are no longer able to labour we not only need, but are fully entitled to adequate provision. The right-minded man looks for this from the labours of the past. It matters not to him what sums he may, during his career, have disbursed in rates and taxes, he is very loth to take advantage of it. He looks for what he deserves, and in all legal parlance has earned an honourable old age, free from further worries and care. Will cut goods give him that competence? Benevolent institutions and old age pension schemes are all very well, but he would much prefer to take this matter into his own hands. Insurance companies with endowments and bonuses, household property, industrial companies, all appeal to him as desirable sources for investment. He has responsibilities, there are varying changes of fortune. It is his bounden duty to see to all of this.

Do not think I appeal for sentiment for him, I merely appeal for fair treatment. Do unto others as you wish to be done by. He scratches your back, scratch his in return. Let him make a living profit, and thereby earn a living wage.

COSMO.

KAPP & PETERSON, Ltd.

THE third ordinary general meeting was held on the 26th inst., at the Hotel Metropole. Mr. M. K. Roche presided.

The Secretary read the minutes of the last meeting, which were adopted, and then proceeded to read the balance sheet for the year ended April 1st, 1897. The profits for the year showed from every source, after paying managing director's, directors', and auditors' fees, the sum of £3,335 9s. 10d., and after writing off the following amounts:—Provision for doubtful debts, £100; writing off premises, £50; alterations and utensil account, £327 11s. 4d.; patent and good-will account, £700; adding to reserve fund, £570; making a total of £1,747 11s. 4d., leaving for disposal £1,953 2s. 4d., out of which the directors propose to pay a dividend at the rate of 12½ per cent., less income tax, carrying forward to next account £377 14s. 4d.

The Chairman, in moving the adoption of the statement of accounts, said:—There is very little to be said about the statement of accounts. At last year's meeting we anticipated a dividend of 10 per cent., but it has turned out to be 12½ per cent., far above our expectations. Now we anticipate that for the coming year it might be 15 per cent. I am glad to mention that Mr. R. A. Milner has been elected director in

place of Mr. F. Morley, deceased. It will prove a great benefit having such an experienced business man as director. As the capital of our Company is fully subscribed, we intend shortly to make application for a Stock Exchange quotation. Our trade is increasing steadily, and Mr. Peterson, managing director, has just pointed out to me a very important fact, that we send pipes to Germany, Austria, and France, the three great pipe manufacturing centres, and more especially Austria. In these three countries the demand for our pipe is rapidly increasing. Our export trade with the Colonies is also increasing. There is hardly any necessity for me to say anything further about the Company. I have great pleasure in moving the adoption of the statement of accounts, which was seconded by Mr. R. A. Milner.

Mr. Roche, who retires, was re-elected chairman for the ensuing year.

Messrs. M. Crowley & Co., Chartered Accountants, were re-elected auditors of the Company for the ensuing year.

Mr. William Hurley proposed a vote of thanks to the Chairman, and complimented him on the balance sheet presented to the shareholders, and considered that the Company was making great headway, from the fact that the balance sheet was prepared more for a meeting of creditors than for a shareholders' meeting.

The Chairman, in thanking the shareholders for their vote, said he quite agreed with what Mr. Hurley had said as regards the Company, and said that from what he knew of the Company he was sure that the future balance sheets would be still more satisfactory to the shareholders.

"PINOZA" IN THE JUBILEE YEAR, 1897.

OUR representative called to see Mr. Lusby, the Sole Patentee and Proprietor of the now famous "Pinoza" Patents, to see if he had anything new for the Jubilee year.

"Anything new this year?" said Mr. Lusby; "why it is now sixteen years this month since I first entered the Tobacco

field, and since which time I generally manage something new every three months. This is an age of novelties and improvements, and unless you can be continually bringing out new lines, you will be behind the hunt in no time. However, this year will be a very special one for 'Pinoza,' and I have several schemes in view." With this he showed me a large advertising



scheme, starting from April, 1897, and finishing March, 1898.

Six million coloured retail price lists are to be inserted in some three dozen monthly papers, at a cost of considerably over four figures, during this time; in addition to which one million will be inserted in Colonial papers. After examining the advertisement contract, I was astonished at the cost. I said, "You are very plucky, Mr. Lusby. Do you think this will

ever pay you? Many of the trade imagine you are spending more money in a year over 'Pinoza' than you will ever make, and now you add a sum that would frighten many firms."

Mr. Lusby laughed, and said, "Well, I don't look like a disappointed man. I work some twelve hours a day each day, and do about three ordinary men's work; but certainly don't feel the worse from it. I am now about two stone heavier than two years back, when I started 'Pinoza,' and everyone tells me that I look well and contented, so this does not look like losing money. No, to tell you the truth, 'Pinoza' is only in its infancy.

"1st, The prejudice has been rubbed off by the trade, and few now talk 'Pinoza' down.

"2nd, Retailers push it, because no cutting is allowed.

"3rd, The Public now begin to ask for it.

"Lastly, no country in the world suffers more with chest troubles than the British public, and it only requires to be used once to be appreciated and repeated. It is true many tobaccoists still kick against stocking 'Pinoza,' but they are only throwing away good profits, and the time is not far distant when, instead of 1,000 customers, 'Pinoza' will muster 10,000. Another point many tobaccoists forget, namely, we have two distinct brands of 'Pinoza':—

'Faculty' Brand—Doubly treated with 'Pinoza' infusion, for chest complaints.

'Fragrant' Brand—Mildly treated, and especially blended to suit all smokers.

"Is 'Pinoza' increasing? Now look at my second year's balance sheet, taken out last week. The sales have increased $33\frac{1}{2}$ over the first year; the last six months being much the largest, and the profits are—well, never mind, quite satisfactory to Edward Lusby. This year I am also going to work the Foreign Patents, and do an Export trade; in fact, have just appointed an Agent for South Africa, and am sending a large consignment out, early in May, of all 'Pinoza' goods manufactured.

"We shall have a bay at the Tobacco Exhibition, and will make a fine display of all 'Pinoza' goods. A new line will be a very handsome embossed leather box of "Pinoza' cork-tipped cigarettes, in boxes of 25, 50, and 100, one of the handsomest boxes ever brought out in the tobacco trade.

"We intend to sell retail 'Pinoza' toilet soaps, perfumes, tooth paste, gum pastilles, voice lozenges, cigarette papers, cachous, pocket inhalers, and 'Pinoza' extract, so the tobaccoist can have a chance of testing all these articles. The tobacco goods will be on sale at the kiosk belonging to the Exhibition only, not at the Exhibit.

VICTORIAN ERA EXHIBITION.

"My great undertaking this year is having a special house built at Earl's Court Exhibition, in 'Old London,' or 'Picturesque England,' as it will be called. Some £600 will be spent on the building, which has an area of 550 feet. It will be one of the sights of the Exhibition, and as some 6,000,000 are expected to visit it, it certainly should prove a big advertisement for 'Pinoza.' 'Pinoza' cigars and cigarettes will be manufactured there. Some of the girls will be dressed in old English costumes of 1837, specially designed by Imre Kiralfy; some will be dressed in old Welsh, Irish, and Scotch costumes.

"A full list of 'Pinoza' Agents will be printed at the end of June, and given away with every purchase, and I hope to secure a large number of new customers during the Tobacco Exhibition, so that their names can be included in the list."

"PINOZA" PIPES.

Before leaving, I said, "What are all those briar pipes?" Mr. Lusby said, "At present this is a secret, but by the end of July I hope to astonish the trade, by bringing out the 'Pinoza Pipe,' to sell at 1s., 1s. 6d., and 3s. 6d. each, in about ten different shapes. This line will be well advertised, and preference will be given to my present 'Pinoza' Agents." Judging from the samples, the pipes were good quality briars, and will show a better profit than most patent pipes, so I predict a big success will result from "Pinoza Pipes." Travellers will start booking orders the end of June, for delivery in July or August.



**Don't
Pass
This**

or you will
miss something



IF YOU 
WANT 

IF YOU WANT to be posted up in the latest News of all Branches of the Tobacco Trade, and classified in a way that aids remembrance, buy
The Cigarette World.

IF YOU WANT to know the best and most remunerative Lines to stock, study the advertising columns of - - - - -
The Cigarette World.

IF YOU WANT to jump quickly at all points a retailer ought to be *au fait* with, read EACH MONTH "The Tobacconists' Handbook"* in **The Cigarette World.**

IF YOU WANT to ascertain the ORIGIN of the goods you sell, and be made acquainted with the processes of their manufacture, and the hundred and one subjects connected therewith, read "Cosmo's" Trade Encyclopædia, "The Tobacconists' Text Book,"* EACH MONTH, in **The Cigarette World.**

IF YOU WANT to obtain a Penny Trade Paper for a Penny, and you reside in London, send us a Post Card, and one of our EXPRESS DELIVERY TRICYCLES will bring regularly to your door - - -
The Cigarette World.

IF YOU WANT to secure all, or any, of the above advantages, and you do NOT reside in London, a small Subscription of 1/6 per annum will ensure the receipt of - - - - -
The Cigarette World.

IF YOU WANT to supplement your income by the modest sum of £5 5 0, and you are a retailer or employé, guess who you think are the owners of 24 well known Show Cards, &c., six of which are given in four consecutive numbers of - - - - -
The Cigarette World.

* A few back numbers can be had. The TEXT BOOK began with No. 1, and the HANDBOOK with No. 6.

SEE OVER.

WHO ARE THE OWNERS OF THESE PRETTY THINGS?

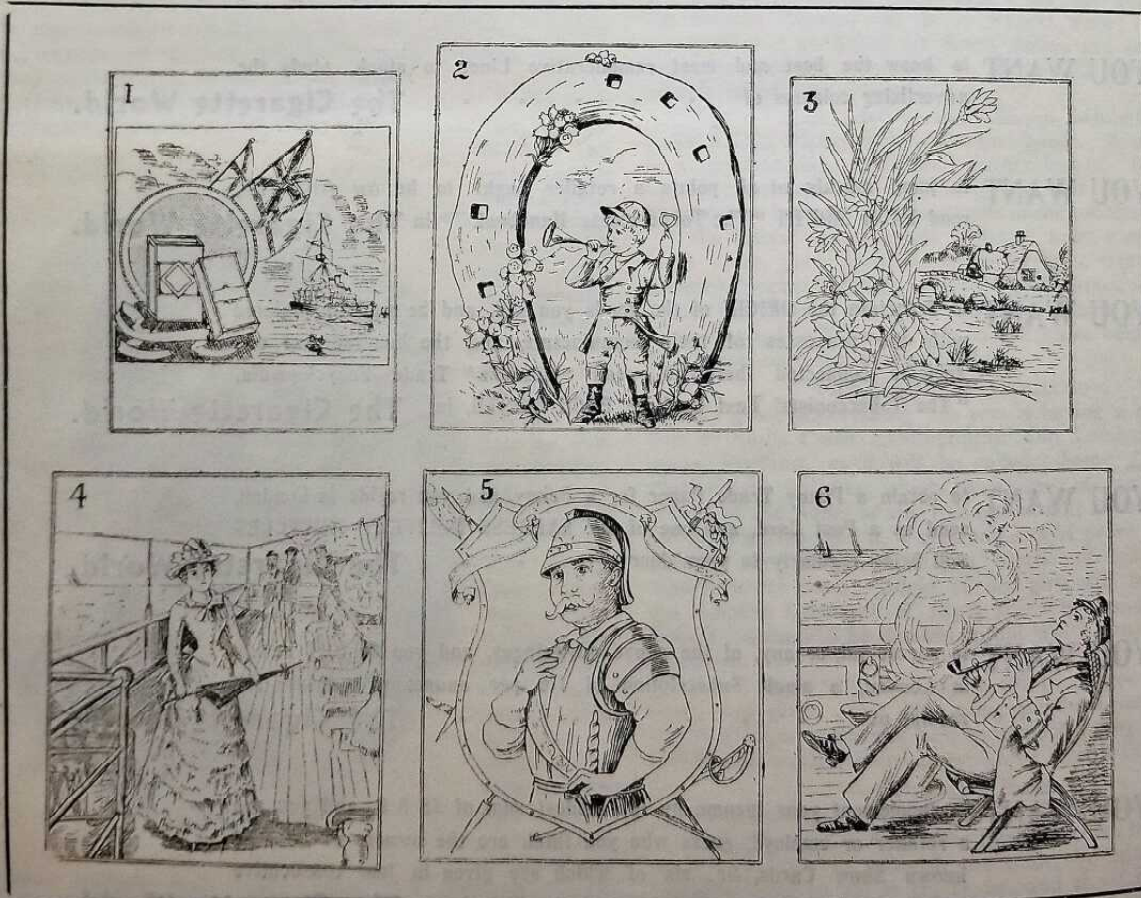
Our Show Card and Public Advertisement Prize (5gs.) Competition

OBJECT OF THE COMPETITION. To guess the Owners of 24 Trade Show Cards and Trade Advertisements in the Public Papers.

WHO OPEN TO. The Competition is open to all Retailers and their Employés, i.e., to all in the United Kingdom who retail Tobacco, Cigars or Cigarettes, including Hotels, Clubs, Licensed Victuallers, &c., &c.

WHAT COMPETITORS HAVE TO DO. Write the Name of the Owners of the Show Cards or Advertisements under each Picture. Tear out and post the whole of the Page to the Editor, Cigarette World, Barnes, London, S.W., by the First of each Month, signed as at foot, taking care to mark on the outside of the envelope "Prize Competition."

A PRIZE OF FIVE GUINEAS will be Awarded to the Person who correctly guesses the whole or most of the series of 24 (six in four consecutive numbers). If a Tie, the Prize will be divided. The Editor's decision must be final.



Signature of Competitor

If an Employé state so

Postal Address

Address as follows:-
The Editor,
Cigarette World,
Barnes,
London, S.W.

TEAR THE WHOLE OF THIS PAGE OFF HERE.

The Most Popular

Penny Packet

ON THE

Market.

“TRADES UNION”

In Packets containing

7 CIGARETTES

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

MANUFACTURED BY

GEO. MASON & SON, Chesterfield.

IT WILL PAY YOU to stock a well

advertised article.

**“FLOR DE
DINDIGULS”**

Return you a remunerative profit, and are

NOT CUT.

BEWLAY & CO., LTD.,

49, STRAND, LONDON, W.C.

In ordering please quote the “Cigarette World.”

**MEM. FOR
TOBACCONISTS.**

To sell OGDEN'S GUINEA GOLD CIGARETTES is just as easy as shelling peas. See what we do to familiarize the public with the name of our Brand. The following are a few of the many advertisements which daily appear in newspapers, magazines, &c.

British made by British Labour

**OGDEN'S
'GUINEA-GOLD'
CIGARETTES**

M&C

Are you there?
Are you there?
ARE YOU THERE!
!!!!!!
Why dont you put me on
the right firm?
I want Ogdens
whose?
Ogden's
What name?
Ogden's!
Spell it please
OGDEN'S
Oh! OGDEN'S the
"GUINEA-GOLD"
CIGARETTE maker!
All right - Now you're
on the right firm.

XII

"JUST ONE
MINUTE TO"
CALL YOUR ATTENTION TO

OGDEN'S

GUINEA -
GOLD

CIGARETTES

Talking about Smoking

HAVE YOU
SMOKED

OGDEN'S

"GUINEA-
GOLD" CIGARETTES?

Don't be palmed
off
with
Imitations
of

OGDEN'S

'GUINEA-GOLD'
CIGARETTES.

Give them a Trial

Price 3d.

OGDEN'S

GUINEA-GOLD
CIGARETTES

A LONG SMOKE

5,000 MILES
OF

OGDEN'S

"GUINEA
GOLD"

CIGARETTES

ARE CONSUMED YEARLY

Frank O'Hall

He smiles
because he is
supremely happy -
He is
supremely happy
because he is
Smoking one of

OGDEN'S

'GUINEA-GOLD' CIGARETTES

M&C

MY FAVORITE

QUITE PURE

PRaised
ON
ALL
HANDS

FINE FLAVOR

OGDEN'S

"GUINEA-GOLD"
CIGARETTES.

M&C

•BDV BDV BDV BDV BDV BDV BDV BDV BDV BDV•

BDV • BDV • BDV • BDV • BDV • BDV • BDV • BDV • BDV • BDV • BDV •

GODFREY PHILLIPS & SONS'

B.D.V.

PURE VIRGINIA TOBACCO

SWEET, COOL & FRAGRANT

•BDV BDV BDV BDV BDV BDV BDV BDV BDV BDV•

SOLD IN PACKETS ONLY.

SOLD IN PACKETS ONLY.

The King of Tobaccos



The King of Tobaccos



GODFREY PHILLIPS & SONS'

B.D.V.

PURE VIRGINIA TOBACCO

SWEET, COOL & FRAGRANT.

IN PACKETS ONLY.

ADKIN & SONS.

ESTABLISHED 1795.

.. UNSOLICITED TESTIMONIAL ..

THE BRAND I LIKE BEST IS THE
"COMMODORE"
AND THINK THEY CAN'T BE BEATEN."



UNSOLICITED .
.. TESTIMONIAL

"I ALWAYS SMOKE YOUR
"COMMODORE"
CIGARETTES, AND THINK
THEM PERFECT."

In ..

3d.

Packets of

10

AND



6d.

Tins of

20

31, ALDGATE HIGH STREET, LONDON, E.

Cohen Weenen & Co.

SPITALFIELDS, LONDON,

E.



The Firm's —
Principal Brands

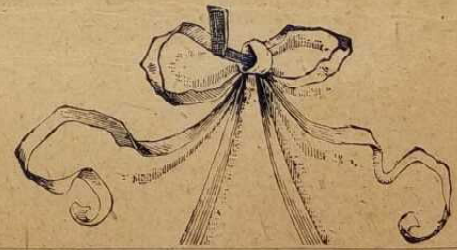
- CAIETY GIRL CIGARETTES.
- BANDMASTER CIGARETTES.
- DAMES CIGARETTES,
BY WEIGHT.
- PARISIENNES CIGARETTES.



RICHARD LLOYD

AND SONS

Established
over a Century



THE FIRM'S
PRINCIPAL BRANDS.

Tobaccos

- CUT GOLDEN BAR
- BAR GOLD FLAKED HONEYDEW
- GO BANG MIXTURE
- TOPSHAM MIXTURE
- BEECH NUT
- SKIPPER NAVY CUT
- NORTH SEA NAVY CUT
- MOTTLED FLAKE
- FARMVILLE VIRGINIA
- YACHT CLUB
- COPPER BEECH
- TOPSAIL NAVY CUT

Cigarettes

- | | |
|------------------|------------------|
| GO BANG | DROSHKY |
| TOPSAIL NAVY CUT | SKIPPER NAVY CUT |
| PADDOCK PETS | GOLDEN ARROW |
| NANCY LEE | TOPMAST NAVY CUT |
| MARLBOROUGH | DANDY DICK |





SUPPLEMENT]

MAY 12th, 1897.

[SUPPLEMENT

THE 1897 EXHIBITION.

BY THE EDITOR.

INTRODUCTORY.



TO all associated with the great Tobacco Industry—to all and sundry—GREETING. The *third* Annual Tobacco Exhibition is now an accomplished fact. A few of my pessimistic friends, and they will, I am sure, pardon the adjective, and allow me the noun, prophesied that there never would be even a *second* Exhibition. I am, perhaps, in consequence, not unnaturally pleased to "assist" in celebrating a *third*. In this report you will note I still cling (as I do in the leaderettes of this JOURNAL) to the personal pronoun, discarding the more sheltering Editorial "We." It is in no spirit of egoism that I do this; I have reasons for it. As, since the last Exhibition it was matter of trade notoriety that there were little differences between my quondam associate (the now Proprietor of these Exhibitions) and my humble self, I take this public opportunity of stating that that interesting implement, the accepted emblem of savage warfare—the "hatchet," to wit—has been buried, and NOT, I am pleased to say, as is of course obvious, in the brain of my esteemed contemporary.

The first Tobacco Exhibition, held under the same roof as the present one, was, as a first exhibition, a success, although not financially so (few first ones are). The second was, as will be seen from our comparative table of exhibits, no advance numerically, but it was a decided advance in "class." The views I partly enunciated in my 1895 Prospectus, and subsequently emphasised in my interview with the representative of *The Cigar and Tobacco World* (March, 1895), I have

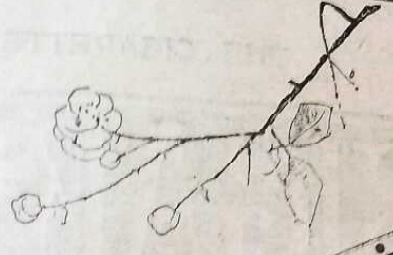
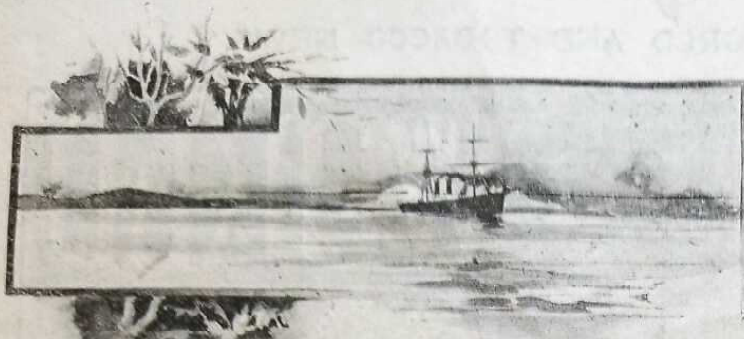
seen no cause since to alter. The following few excerpts from it so accurately record these views, that I venture to reprint them:—

"I much fear that the average Englishman, with all his excellent and solid qualities, is more prone to follow than to lead—less trouble, I suppose for, after all, John Bull is rather a lethargic gentleman. It is possible that what has happened in similar undertakings is not unlikely to happen in this. I am tolerably familiar with the early struggles and inner workings of some of the most successful trade exhibitions, and we shall, no doubt, meet with our share of the difficulties. . . .

It is a significant fact that in no single instance have the most powerful firms in other trades accorded such exhibitions their support at the start. There seems an undoubted apathy on their part to support at the outset what is now recognised as an important development of latter-day trading. This I take to be due to the innate conservatism of British trade. But we live in different times now, changes are more rapid, and it is possible to carry this feeling too far, for there is no getting away from the fact that only those houses who keep closely in touch with the times can hope to establish their business on an *enduring* basis. What, for instance, has happened in the last fifteen or twenty years? Have not firms whose names were household words, and who were regarded as towers of strength, disappeared from the commercial sphere, and is it not a fact that it is due to their not being abreast of the times? And, again, while it is also a fact that in many cases the large firms have only delayed their support, in others they have withheld it entirely *as actual exhibitors*, but have nevertheless generously contributed to subjects in connection with it of an educational and elevating character.

. . . To sum up, I think it may safely be contended that a high-class exhibition of the character proposed cannot fail to be beneficial to the trade generally, and to those who exhibit, for it brings the heads of firms into personal contact with their own and hundreds of possible customers, and tones down the asperities of keen competition. The exhibitor in the tobacco and allied trades also has an advantage over exhibitors of most other trades, for the interest of the public who attend is as great as that of the trade, as such a large percentage of the public are smokers."

I deplore the fact of the big manufacturers still being so "backward in coming forward," and, with deference, submit that they might, with profit to themselves in the near future, re-consider their policy. I also further respectfully submit



S. CAVANDER and CO.'S

GRAND TOBACCO

HAND-CUT VIRGINIA

In 1, 2, and 4 oz. Packets, and 1 lb. and 6 lb. Boxes.

NAVY CUTS,
FLAKES,
AND
OTHER TOBACCOS,

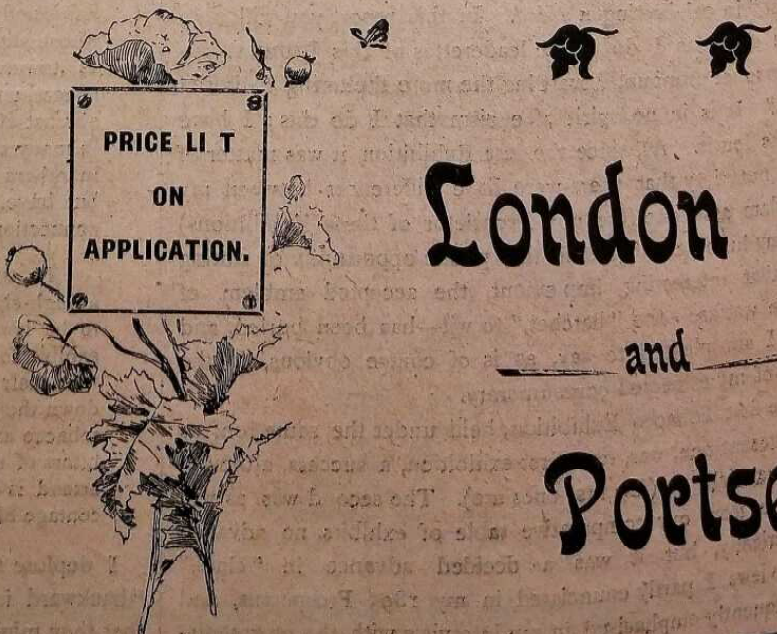
PRICE LIST
ON
APPLICATION.

London

and

CIGARS
AND
CIGARETTES.

Portsea.



that they should regard their trade Exhibition as an additional advertising medium, rather than an annual tax. It is, after all, an up-to-date method of advertising, and while it brings them in closer touch with *old* customers, it familiarises possible *new* ones with their latest productions. The subject of trade exhibitions is such an exhaustive one, that it is somewhat difficult to compass it, without the risk of wearying the reader. I am loth to do this, and so will confine myself to a solid fact in connection with them. These shows have for very many years past been the mainstay of the large and successful Limited Company owning the Royal Agricultural Hall. Their substantial and consistent dividend is practically due to Trade Exhibitions. *Verb. sap.* It is true that the most successful are in connection with home *manufactured* articles. It is, at the same time, equally true that one of the most successful Exhibitions (now, by-the-bye, in its nineteenth consecutive

year) is in connection with *grown* and *exciseable* articles. The latter really means more or less a monopoly, and always will. If you concede this, and I think you must, the analogy between the "Smokeries" and the "Breweries," regarded purely from an exhibition point of view, appears to be complete. True, the trade is in fewer hands, but I cannot see that this alone should be a bar to a successful Tobacco Exhibition. Held less frequently, it could scarcely be regarded as a tax, and would then, I think, be much more likely to command the sympathy and support of the great houses. I am, consequently, glad to notice Mr. Caton's announcement that he will "run a bye" next year. I fancy, however, that it would contribute to greater success if he held them triennially. In fancy, I hear the captious critic say, "Come, come, my friend, cut the cackle, and come to the horses." So I will lead off with a

COMPARATIVE TABLE OF PAST AND PRESENT EXHIBITS.

1895.	1896.	1897.
1. Allinson, J. W. (1st only).	1. Adkin & Sons (2nd only).	1. Alberge, H., and Co. (1st only).
2. Arizona Gold Co. (1st only).	2. Allagnon & Son (2nd only).	2. Baron Cigarette Machine Co. (3rd only).
3. Beck, P. M. (1st only).	3. American Box Machine Co. (2nd only).	3. Bilbie, Hobson and Co. (2nd and 3rd).
4. Betts & Co., Ltd. (1st and 2nd).	4. Aviss Bros. (2nd only).	4. British American Machinery Co. (3rd only).
5. "Black and White" (1st only).	5. Betts & Co., Ltd. (1st and 2nd).	5. Caridi, John, & Co. (3rd only).
6. Borgzinner Bros. (1st only).	6. Bilbie, Hobson, & Co. (2nd and 3rd).	6. Corbett, R. J. (Foreign).
7. Burroughes & Watts, Ltd. (1st only).	7. Brankston & Co., Thos (2nd only).	7. Craig, J., and Sons (3rd only).
8. Cabana Cigar Co. (1st only).	8. Churchman, W. A. & A. C. (2nd only).	8. Childs, L. E. (3rd only).
9. "Cigar and Tobacco World" (1st only).	9. Cigar Importers' Association (2nd and 3rd).	9. Cigar Importers' Association (2nd and 3rd).
10. Carnaby & Co. (1st only).	10. Colton, Arthur (1st, 2nd, and 3rd).	10. Caton, J., & A. T. (2nd and 3rd).
11. Cigar Making Machine Co., Ltd. (1st only).	11. Cope Bros. & Co., Ltd. (2nd only).	11. Cox, J. E. (2nd and 3rd).
12. Colton, Arthur (1st, 2nd, and 3rd).	12. Cohen, Weenen, & Co. (1st and 2nd).	12. Davis, Edward (2nd and 3rd).
13. Comoy, Henry (1st only).	13. Cox, J. E. (2nd and 3rd).	13. De Buck, Frères, V. & A. (Foreign).
14. "Daisy Elliott" Loan Collection (1st only).	14. Crossley Bros., Ltd. (2nd only).	14. { Deussen, Heymanns & Co. } (3rd only).
15. Davies, Wm., Guernsey (1st only).	15. Caton, J. A. T. (2nd and 3rd).	15. { Schroeder, J. C. ... } (3rd only).
16. Deaton, J., & Sons (1st only).	16. Davis, Edward (2nd and 3rd).	15. Ellinge, Julius & Co. (Foreign).
17. Domestic Labour Saving Co. (1st only).	17. Emmett, George (2nd only).	16. { Faulkner, W. & F. } (2nd and 3rd).
18. Electrical Co., Ltd. (1st only).	18. Faulkner, W. & F. (2nd and 3rd).	17. { Rose, Brothers ... } (2nd and 3rd).
19. Electro Plate Alliance (1st only).	19. Freeman & Sons (1st, 2nd, and 3rd).	17. Freeman, J. R., & Son (1st, 2nd, and 3rd).
20. Erhardt & Co. (1st only).	20. Gawith, Hoggarth, & Co. (2nd only).	18. Gloag, R. P., and Co. (2nd and 3rd).
21. Etching and Photogravure Co. (1st only).	21. Gloag, R. P. & Co. (2nd and 3rd).	19. Harris, George S., & Sons (2nd and 3rd).
22. Fiolet Audebert (1st only).	22. Goodman & Harris (2nd only).	20. Hildesheimer, Albert (3rd only).
23. Friedlander, L. (1st only).	23. Grant, Chambers, & Co. (2nd only).	21. Howard & Jones (1st, 2nd, and 3rd).
24. Freeman, J. R. & Sons (1st, 2nd, and 3rd).	24. Greig, J., & Sons (2nd only).	22. Howell, Henry, & Co. (3rd only).
25. Gavard, A. P. (1st only).	25. Harris, Geo. S., & Sons (2nd and 3rd).	23. Hunter, Wiltshire & Co. (2nd and 3rd).
26. Goodbody, T. P., & R. (1st, 2nd, & 3rd).	26. Hall & Co. (2nd only).	24. Jackson, Thos. (3rd only).
27. Gold, H. (1st only).	27. Howard & Jones (1st, 2nd, and 3rd).	25. Jarrett, Bros. (2nd and 3rd).
28. Harris & Sheldon (1st only).	28. Hunter, Wiltshire, & Co. (2nd and 3rd).	26. Jones, Alex., & Co. (2nd and 3rd).
29. Howard & Jones (1st, 2nd, and 3rd).	29. Jarrett Bros. (2nd and 3rd).	27. Melbourne, Hart & Co. (1st and 3rd).
30. Hudson, Scott & Sons (1st only).	30. Jones, Alex., & Co. (2nd and 3rd).	28. Kapp & Peterson, Ltd. (1st, 2nd, and 3rd).
		29. Kaufmann, E. (2nd and 3rd).
		30. Kuschke, G., & Co. (2nd and 3rd).

JARRETT BROS.

70 & 71, Bishopsgate Street Within,
LONDON.



Sole Agents for



Spencer & Co., Madras.

FLOR DE SUMATRA

FLOR DE ZENANA

Mild Inaian Cigars.



Agents for the
PARA USTED MANILLA CIGARS
and CHERROOTS.

Also Agents for

CHARLES GREWEL, Antwerp.



COMPARATIVE TABLE OF PAST AND PRESENT EXHIBITS—*continued.*

1895.	1896.	1897.
31. Jacobi Bros., & Co. (1st only).	31. Kaufman & Co. (2nd only).	31. { Kyriazi Frères Tucker, Fowles, & Co. } (3rd only).
32. Koch & Co. (1st only).	32. Kuschke, G., & Co. (2nd and 3rd).	32. Kinnear, Ltd. (2nd and 3rd).
33. Kapp & Peterson, Ltd. (1st, 2nd, and 3rd).	33. Lindner, M. (2nd and 3rd).	33. Lindner, M. (2nd and 3rd).
34. Ludington Cigarette Machine Co. (1st, 2nd, and 3rd).	34. Leverson, L. P. (2nd and 3rd).	34. Leverson, L. P. (2nd and 3rd).
35. Lusby's Pinoza Co. (1st, 2nd, and 3rd).	35. Lowry, W. H., & Co. (2nd and 3rd).	35. Lloyd, Rd., & Sons (2nd and 3rd).
36. Lyle, James, & Co. (1st only).	36. Leon Marcus & Co. (2nd and 3rd).	36. London Tobacconists' Mutual Supply Co., Ltd. (2nd and 3rd).
37. Mardon, Son, & Hall (1st, 2nd, and 3rd).	37. Ludington Cigarette Machine Co. (1st, 2nd, and 3rd).	37. { Lusby's Pinoza Co. (1st, 2nd, and 3rd). Goodbody, T. P. & R. (1st and 3rd). }
38. Maund, F. E. & G. (1st only).	38. Lloyd, Rd., & Sons (2nd and 3rd).	38. Mardon, Son, & Hall (1st, 2nd, and 3rd).
39. Melbourne, Hart, & Co. (1st and 3rd).	39. London and District Tobacconists' Association, Ltd. (2nd and 3rd).	39. Maas, Chas., & Co. (3rd only).
40. Mengel & Co., Ltd. (1st, 2nd, and 3rd).	40. Lusby's Pinoza Co. (1st, 2nd, and 3rd).	40. Mengel, G., & Co., Ltd. (1st, 2nd, and 3rd).
41. Munson Typewriter Co. (1st only).	41. Mardon, Son, & Hall (1st, 2nd, and 3rd).	41. Morris, B., & Sons, Ltd. (2nd and 3rd).
42. Millard, John (1st only).	42. McDowell & Co. (2nd only).	42. Moreland, S. J., & Sons (3rd only).
43. Nathan, A. J. (1st only).	43. Merton Match Co. (2nd only).	43. Nathan, H. J. (1st, 2nd, and 3rd).
44. Nathan, H. J. (1st, 2nd, and 3rd).	44. Mengel & Co., Ltd. (1st, 2nd, and 3rd).	44. { Nutt, Smith, Yeats, & Co. } (3rd only).
45. Phillips, Godfrey, & Sons (1st and 2nd).	45. Morris, B., & Sons, Ltd. (2nd and 3rd).	45. { Oakes & Co., Ltd. } (3rd only).
46. Passow Bros. (1st only).	46. Muratti, Sons, & Co., Ltd. (2nd only).	45. Reinhardt, E. (3rd only, Foreign).
47. Philippson, Otto (1st only).	47. Nathan, H. J. (1st, 2nd, and 3rd).	46. Revolution Wood Pulley Co. (2nd and 3rd).
48. Pullum & Co. (1st only).	48. Phillips, Godfrey, & Sons (1st and 2nd).	47. Singleton & Cole, Ltd. (2nd and 3rd).
49. Rickards Machine Co. (1st and 2nd).	49. Patent Cigarette Machine Co. (2nd only).	48. St. Claude Briar Pipe Co. (2nd and 3rd).
50. Rozier, F. (1st only).	50. Rickards Machine Co., Ltd. (1st and 2nd).	49. Stadeker-Boeving Co. (3rd only, Foreign).
51. Stroud Bros. (1st, 2nd, and 3rd).	51. Revolution Wood Pulley Co. (2nd and 3rd).	50. Taverney, H. (3rd only, Foreign).
52. Teofani & Co. (1st only).	52. Rose Bros. (2nd and 3rd).	51. Thurston & Co., Ltd. (2nd and 3rd).
53. "Tobacco" (1st, 2nd, and 3rd).	53. Stevenson, Hugh, & Sons (2nd only).	52. "Tobacco" (1st, 2nd, and 3rd).
54. Trombone Pipe Co., Ltd. (1st only).	54. Singleton & Co., Ltd. (2nd and 3rd).	53. Tooley Bros. (3rd only).
55. Turner, Thomas (1st only).	55. St. Claude Briar Pipe Co. (2nd and 3rd).	54. Victor, E. K., & Co. (3rd only).
56. Turkish Régie Export Co., Ltd. (1st only).	56. "Tobacco" (1st, 2nd, and 3rd).	55. Weissinger, Harry, & Co. (3rd only).
57. Unwin Bros. (1st only).	57. Thurston & Co., Ltd. (2nd and 3rd).	56. Woollacott & Friedrich (2nd and 3rd).
58. Vera Cruz Cigar and Tobacco Co., Ltd. (1st only).	58. Tangye's, Ltd. (2nd only).	
59. White & Pike, Ltd. (1st only).	59. Tobacconists' Supply Syndicate (2nd only).	
	60. Woollacott & Friedrich (2nd and 3rd).	

The following are the advertised

FEATURES OF THE 1897 EXHIBITION.

1. Displays of Tobaccos, Cigars, and Cigarettes from all parts of the world.
2. Exhibits of the latest Cigarette Machinery.
3. Cigarette Making Races.
4. Free Samples to all Visitors.
5. Exhibits of Packeting Machines.
6. Briar Pipe Manufacture.
7. Fine Exhibits of Indian Cigars.
8. Displays of Leaf Tobacco.
9. Conference of Tobacconists.

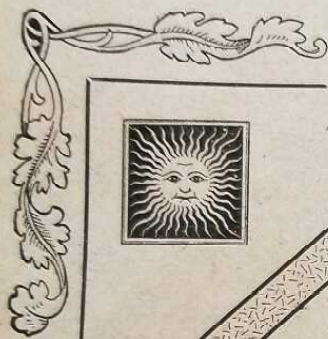
10. Concert of Benevolent Association.

11. Prizes and Awards as follows:—

- (A) Medal for the finest display of British-made Cigars.
- (B) A £20 Space Prize in the next Exhibition for the best Working Exhibit.
- (C) A £20 ditto, ditto, for the best Decorated Stand.
- (D) A Diploma for the best Dressed Window, and £5 5s. to the Assistant dressing it.
- (E) A Diploma for the second best, and £2 2s. to Assistant, &c.
- (F) Minor Prizes for the Winners of the Cigarette Making "Races."

12. The Band of the Hon. Artillery Company.

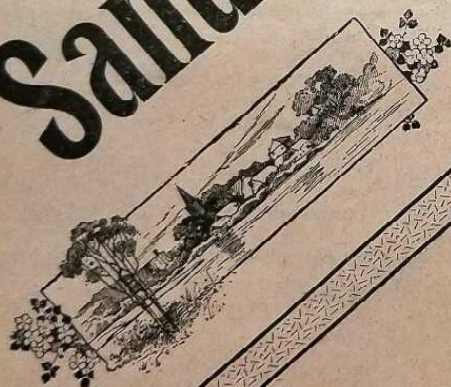
TRUNDLEY & CO.,



Sandalphon Cigars and Cigarettes.

87

Houndsditch,
E.C.



MAKERS OF T STAR
BRAND OF BRIARS.



New Catalogue . . .
Post Free on Application.



It would, I am exceedingly sorry to say, be idle to pretend that the present Exhibition is anything but a failure. Four weeks ago the proprietor, with characteristic lack of tact (as an exhibition runner, I mean), issued a circular letter to the subscribers of the Trade Benevolent Association disclosing the reasons for the failure he saw coming, and also for his inability to fulfil his promise to the Association of devoting one-half of the gate money arising from all future Tobacco Exhibitions he remained associated with. This circular letter contained the following:—

“Last year it appears to have occurred to one or more of these firms that an Exhibition was inimical to their interests, and a policy was adopted of jointly agreeing to abstain from taking part in the Exhibition. But for this action, last year's Exhibition would have attained increased success, and the balance-sheet would have shown a profit.

“Finding the Exhibition was really successful last year, increased attempts have been made to mar this year's Show, and, in one instance at least, the opposition has become more aggressive since efforts have been used to prejudice houses having business relations with them. It is needless for me to say more, as it is almost a matter of common knowledge that certain firms are, as a well-known merchant aptly put it, ‘bitter against the Exhibition.’”

HE has, I should, however, mention, presented the Association with a cheque for £21, “in anticipation of what he might do with the Exhibition this year.”

[Extract from *Tobacco*, November 1st, 1895.]

“October 3rd, 1895.

“GEORGE CHAMBERS, Esq.,

“You may like to have my offer in writing to place before the Committee. It is to give the Tobacco Trade Benevolent Association one-half of the entrance money taken at the gates of the Tobacco Exhibition I propose holding at the Royal Agricultural Hall next spring, and of all subsequent exhibitions I may hold. This offer is absolutely unconditional.

“Yours truly,

“E. S. CATON.”

* * *

Among last year's exhibitors

CONSPICUOUS FOR THEIR ABSENCE

are Messrs. Cope Bros. & Co., Ltd. (who were awarded the £50 Free Space Prize in the present Exhibition, and, in addition, were presented with a Gold Medal of the intrinsic value of £8 8s.), Messrs. Adkin & Sons (who gained a £20 Space Prize, and were also presented with a Silver Medal), Messrs. Godfrey Phillips & Sons, Messrs. W. A. & A. C. Churchman, Messrs. B. Muratti, Sons & Co., Ltd., Messrs. McDowell & Co., and the Tobacconists' Supply Syndicate.

* * *

Commenting upon these free space prizes, in our August the 15th, 1896, issue, I wrote as follows:—

“The 1897 Exhibition Nest Eggs may shortly be expected to commence incubating’—thus far had I got in inditing a short par on this subject when it suddenly occurred to me that this is



exactly what Nest Eggs don't do.”

The sequel is, to say the least of it, funny.

The following present to the public

FREE SAMPLES.

- B. MORRIS & SONS, LTD. ... 3d. “Reina Regenta.”
- J. VAN RAALTE & Co. ... 3d. “Capitan General” Cigar.
- ALEXANDER JONES & Co. ... “Invicta” Cigarettes.
- KINNEAR, LTD. ... 3d. Tin of “V.R.” Cigarettes.
- MELBOURNE, HART, & Co. ... “Vafiadis” Cigarettes.
- NATHAN, H. J. ... Xtra Mex.

The following describes the principal exhibits:—

H. ALBERGE & Co., of 78, Hackney Road, N.E., occupy an important position near the centre of the Hall. Their stand is an eminently business one, oblong in shape, with display windows all round, affording fine scope for exhibiting many of their well-known brands. Foremost among them are “BRIDAL BOUQUET” (filled with Vuelta-Abajo Havana Tobacco), and ranging in price from 3d. to 9d. “LA OPTIMA,” a blend of Borneo and Havana tobaccos, and which the firm claim as the most popular 3d. in the trade. They make an excellent show of 2d. cigars, the chief being “Noticias” and “Local Champion.” Attention is invited to a new line of Mexicans, viz., “Lux Yumant,” which is made in all the noted Mexican sizes. In addition to the above, all the leading brands of Havana Cigars—of which Messrs. Alberge are importers—are shown.

NUTT, SMITH, YEATS & Co., of 86, Leadenhall Street, E.C., exhibit for the first time in a trophy space immediately on the right side of the entrance, where they show in a beautiful carved walnut show-case, which was, we understand, made specially for the Chicago Exhibition, a choice selection of the well-known brand of Indian cigars, the “Pagoda,” manufactured by MESSRS. OAKES & Co., LTD., of Madras. In addition to this, they show the celebrated “EL VALLE NACIONAL” and “Las Cruzanas,” both Mexican brands. Those not already familiar with these goods will probably be surprised that Mexico and India now produce cigars of such fine quality and make. Messrs. Oakes claim to be the pioneers in Indian cigarettes, and also the originators of Havana-shaped Indian cigars, and to have done more than any other firm to have increased their popularity in this country. They have three European superintendents, whose duty it is to see that the quality and manufacture of the cigars as they are imported is maintained. The Company grow their own tobacco, the manufacture of which is carried on at their factory at Guindy. They are about to place on the market a further new line of “all tobacco” cigarettes—“Little Indians.”

B. MORRIS & SONS, LTD., of Half Moon Passage, E., are again in close proximity to the Kiosk, and have availed themselves of the free Prize space awarded them at last year's exhibition. This year's exhibit is practically identical with the last; the process of cigarette making by hand is here excellently demonstrated by young ladies-resplendent in yellow and black costumes. On the opening day, with their customary generosity, the firm for a second time presented samples of their well-known “Reina Regenta” brand of 3d. cigars to all paying at the gates, which appeared to be, judging by the attendance, a considerable draw. A novel idea, regarded from a purely advertising point of view, is a TABLEAU VIVANT representation of the label of this particular brand, which was effectively carried out by Mr. Richard Mansell, who will be remembered from his association with the popular Opera of “Chilpéric.” In addition to these attractions, a fine display is made of the firm's well-known brands “Tommy Atkins” (Cigarettes), and “Diamond” (Cigars).

M. LINDNER, of 170, Fleet Street, E.C., this year has a much more extended exhibit than last. Among his goods are Cigar and Cigarette Cases, Pipe Stands, Tobacco Pouches, Match Boxes, Counter Cigar Cutters, and Smokers' Knives; they are also showing a number of Celluloid Cigar and Cigarette Cases, many of which are decidedly attractive. They make a good display, and retailers should make a point of visiting the stand, which will be found near the entrance.

MELBOURNE, HART & Co., of 19, Basinghall Street, E.C., the well-known Agents for the famous Vafiadis Cigarettes, occupy the adjoining office to Messrs. Hunter, Wiltshire & Co. They exhibit the following sizes of this particular brand:—Khedivials; Extra Fine, G. F.; Gold Tipped; Fleur d'Orient, F. M.; Non Plus Ultra; Cavalla, F. S. and round; Egyptian. The firm are also sole agents for the following Havana cigars:—La Regia Inglesa, Manuel Hermanos, Havana; La Estrella d'Oro, F. Menendez, Havana. In Mexicans, they also have an excellent display of La Cingara. They also largely import Manilla Cheroots and Cigars, and Borneo Cigars. Retailers should not miss so good a chance of inspecting these excellent brands.

J. E. COX, of Cavendish House, Stepney Green, E., occupies one of the offices at the end of the Hall, where Tin Foil for every conceivable purpose can be seen. Silk Ribbons, Cigarette Papers, Cigar Moulds, Knives, Presses, and almost every requisite are dealt in by this firm.

Telegraphic Address—
"ELPRECIO, LONDON."

Telephone No.
35,486.

THE CABANA CIGAR COMPY.

Trade CCC Mark.

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



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

Manufacturers of the Celebrated

DUKE OF WELLINGTON CIGARS

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

EXCLUSIVE BRANDS FOR LARGE USERS.

CABANA CIGAR COMPY. (ESTABLISHED 1854.)

MODEL FACTORIES—

**230 & 231, TOTTENHAM COURT ROAD,
LONDON, W.**

HUNTER, WILTSHIRE & Co., Ltd., of 55, St. Mary Axe, E.C., occupy the same office as last year, viz., facing the Kiosk. As is well known, their speciality is in Havana Cigars, with which they again make a brave show; in addition they extensively show British and Mexican brands. The Havana exhibits include the following famous brands: La Confederacion, Suiza, El Eden, M. G. Alonso, La Cruz Roja, Valdis. Among the British Havana goods are Vamonos, Ingenuidad, El Grandor, and El Diamante. They also show the La Carrida, a fine Mexican. The firm this year are represented in the Hall by Messrs. H. Waygood, W. C. Smith, and Grosvenor Jacob.

THE ST. CLAUDE BRIAR PIPE Co., Ltd., of 32 to 38, Whitecross Street, E.C., occupy one of the offices at the end of the Hall. They have on view a large variety of their well-known Pipes in Briar, mounted in amber or vulcanite, and at all prices. They are also showing the "Humphrey's" Patent Pipe, which is decidedly ingenious. Instead of only one aperture at the bottom of the bowl, as in the ordinary pipe, there is an additional one about half way up the bowl, and a small metal tube connects this with the bore of the stem. The tube is carried up to the top of the bowl, and can be given a half turn so as to open or close the aperture; the object of this is to enable the tobacco to be smoked half way down without drawing the smoke through that at the bottom—the tube is again turned, and the tobacco can then be smoked right away down. The firm also show some beautiful Carved Pipes, and Cigar and Cigarette Tubes.

CHAS. MAAS & Co., of 13, Jewin Crescent, E.C., and Vienna, are represented by a large working exhibit, showing the manufacture of their well-known Briars. The firm make a speciality of popular silver-mounted briars to retail at 1s., which are of surprising value for the money. They show some very fine "Companion" sets, mounted in solid amber or vulcanite, and some very beautiful carved meerschaums. The firm also manufacture pipe cases in Russian leather and crocodile skin, many of which are very handsome. Their stand seems to be a very attractive one to the visitors, who take a great interest in watching the manufacture of the pipes, and all must stop to admire the beautifully finished work displayed in their show cases.

TUCKER, FOWLES & Co., of 20, Cheapside, E.C., are tenants of one of the offices, and make a handsome display of the famous Egyptian cigarettes of Messrs. Kyriazi Freres, of Cairo, for which firm they are sole agents for the United Kingdom and the Colonies.

R. P. GLOAG & Co., of Boyson Road, Walworth, S.E., of Challenge Flat Brilliant fame, whose exhibit at the last Exhibition was such an attractive one, this year fills a somewhat larger space. The exhibit is, if anything, finer than the last; the arrangement being decidedly convenient, including as it does an office. Nicely arranged in the show cases are to be found the many well-known specialities of this firm, their newly introduced Vulcanite Tipped Brilliances occupying, of course, a prominent position, which they share with quite a wonderful line of three-a-penny Quill-tipped Brilliances, known as the Garibaldi brand. The brands exhibited are too numerous to mention, numbering as they do between 40 and 50. Messrs. Gloag are to be congratulated upon the phenomenal increase of their business. Mr. Gloag will personally attend to shake hands with old customers and make new ones.

S. J. MORELAND & SONS, match manufacturers, of Gloucester, exhibit their much-advertised "England's Glory" matches, made entirely by British labour. A short time ago the firm offered a series of prizes for three competitions for £100 each for models made out of their own empty match boxes. The first prize of £50 was awarded for a well-executed model of the Great Wheel at Earl's Court, which the firm exhibit on their stand, and will doubtless attract much attention from visitors.

THE BARON CIGARETTE MACHINE Co., of 51, St. Mary Axe, E.C., exhibit their clever machine, now rapidly becoming popular with manufacturers. During the Show it is to be employed in exclusively making Messrs. Cohen, Weenen & Co.'s (2 and 3, Princelet Street and Hanbury Street, E.) recently introduced "Bandmaster" Cigarettes. This machine is certainly a marvel of ingenuity and mechanical skill; it is capable of turning out 450 perfectly-made cigarettes per minute, either oval or round, and of any weight, size, or thickness, and equal in all appearance to hand-made both in the distribution of the tobacco and the smallness of the lap. This exhibit daily attracts much attention from visitors, as Messrs. Cohen, Weenen & Co. have hit on the happy idea of placing the ladies operating the machines in Bandmaster costumes. For the benefit of the few who are not acquainted with this smart line, I may say that it is the first time that a "5 a 1d." line has been packed in sliding boxes similar to the well-known 3d. packets.

KAPP & PETERSON, LTD., the eminent pipe manufacturers of Grafton Street, Dublin, again exhibit in their old quarters. This year they make an unusually fine display of the Peterson pipe in its varied forms, and now include Peterson clays, on the same principle, at prices from 1s. 6d. upwards. They have lately introduced a cheaper briar of Peterson make, listed at from 3s. 6d. Their show of carved meerschaums includes some of the finest specimens of pipe carving that have ever come under our notice, a set of three of H.M. the Queen, H.R.H. the Prince of Wales and H.R.H. the Duke of York being exceptionally fine. Some of the pipes shown are as high in price as £20 each. Another important feature of their exhibit is a large collection of solid amber cigar and cigarette tubes, the graduated bore included in their patent having been applied to

each. The shapes are particularly pleasing and attractive, and the prices range from 10s. to £7. The wonderful results of the Company's second year of trading are referred to in the report we give of the Company's meeting in another column. The stand is, as usual, presided over by their London agent, Mr. Arthur Colton, and Mr. W. Gembitski, the firms agent in the provinces. Mr. Peterson himself will be in attendance during the week.

HOWARD & JONES, the well-known City firm of Printers (Bury Street and Cullum Street, E.C.), are to be found in their usual commodious bay, on the left side of the Hall. They make their usual up-to-date display of trade show cards, many of which are quite triumphs, in their way, of lithographic art. The firm's Exhibition representative, Mr. Pearce, is, as usual, on the spot, and whose courtesy has been much appreciated in past Exhibitions in this and other trades in this Hall. Messrs. Howard & Jones have the exclusive privilege of photographing the stands in the Exhibition, and the work turned out by their operator, Mr. Stein, is so favourably known to previous exhibitors, that it is superfluous to invite attention to it.

HENRY HOWELL & Co., of 176 to 182, Old Street, E.C., the famous Stick house, are represented by one of the most beautifully dressed stands in the Hall. It will be found immediately on the left hand side of the entrance, and occupies the whole of one of the large bays, and should certainly be visited by every tobaccoist; as this is a paying branch of the trade that is, we fear more often neglected than it should be. Their 60 years' experience as manufacturers places them in the favoured position of being enabled to fulfil every possible requirement. Their employes number some 500, many of whom can lay claim to be as expert wood carvers as are to be found. The immense stock it is necessary for them to keep is gathered from all quarters of the globe, thus enabling them to keep pace with the rapid changes of fashion. Among the novelties especially suitable for tobaccoists we notice the "Empire" match box stick which, among better class customers, should have a ready sale. Mr. Howell hopes to be in frequent attendance during the week to meet the firm's many friends and customers.

MARDON, SON & HALL, whose London address is 150, Shaftesbury Avenue, make again for the third time an effective display of many of the beautiful show cards and other artistic work for which this great Bristol firm is so justly celebrated. Conspicuous among their many fine productions is a beautiful set the firm have just completed for Messrs. Wills, consisting of a series of portraits of the Kings and Queens of England since the Conquest. They are intended to be inserted in cigarette packets, and the set is so admirably executed, as to insure their being retained by purchasers. The whole collection has also been arranged in show-card form, with the latest portrait of Her Majesty in the centre, making one of the finest show cards we have seen for some time, and with which our retail friends will doubtless ere long become better acquainted.

JARRETT BROS. have certainly gone one very much better than last year; their stand is decorated in white and gold, is most ably dressed, and altogether makes a singularly attractive exhibit. This firm, who are well known in the Indian cigar trade, are sole agents for Messrs. Spencer & Co., of Madras and Dindigul. They also represent in this country Messrs. Charles Grewel, of Antwerp. Just now, they are pushing the "Para Usted" brand of Manilla cigars and cheroots. Their display this year is really an exceptionally fine one, and cannot fail to attract the practical attention of the trade visitor. They, of course, include their leading brands which the trade is already so well acquainted with, viz., the excellent "Flor de Zenana," "Flor de Sumatra" (mild), and "Nautch Girl" a full flavoured cigar, which their striking large poster has familiarized the public with. We should not omit to mention that the firm do a large business in Messrs. Spencer & Co.'s cigarettes, now known in connection with the Indian trade as "all-tobacco" cigarettes. The following excellent brands of the latter, viz., "Trichinopolis," "Burmahs," "Pondicheries," and "Moulmein's" are much in evidence. The magnitude of this firm's trade can be gathered from the fact that their employes number over 1,000 hands, and their output has reached 100,000 cigars a day.

G. MENGEL & Co., Ltd., of 37, Moor Lane, E.C., and Dindigul, South India, occupy the same site as last year, and their stand is the same striking one. They show many fine brands of Indian cigars, among which may be included the following specialities: "Victoria Delicias," in two sizes, viz., 4 and 4½ inches, which is a mild cigar, very choice in flavour and quality; "The Dusky Beauty" brand is too well known to need description, together with "Victorias," the brand by which Messrs. Mengel have made their name in India; "Indian Imps," a small cigar of about cigarette size, and "Indian Queens," claimed by the firm to be the acme of an Indian cigar, and, for those preferring pure Indian leaf, it is perhaps difficult to excel them in quality. An interesting fact in connection with the firm's specialities is the recent introduction of "Victoria" Cigarillos, entitled "Khedive," one of which we are smoking as we write, and can safely recommend to all favouring a short smoke. To those, on the contrary, preferring a long smoke, a further new line of 2d. Indian cigars, called "Pandyans," has been introduced, which, we are told, are the largest size Indian cigars at the price that have up to the present been imported. It is but nine years ago since their factory in Dindigul was established, and Messrs. Mengel have considerable cause for congratulation at the rapid development of their trade in this country, consequent upon the public's appreciation of their high-class brands. The firm, it will be remembered, secured a medal at the first Exhibition.

JOHN HUNTER, WILTSHIRE & Co., LTD.

Importers of

HAVANA, MANILA,
MEXICAN, and CIGARS.



55, St. Mary Axe, E.C.

Specialities.

BRITISH CIGARS.

‘INGENUIDAD,’ ‘BELLA INGLESA,’
‘ROSA BRITANICA,’
‘LA NINA,’
‘EL DIAMANTE,’
‘INGENIO DEL AGUA,’
‘VAMONOS.’

MEXICAN & MANILA CIGARS.

‘LA CORRIDA,’
‘LA ESTUDIANTINA ESPANOLA,’
‘LA RENOMMEE’ (Senoritas),
‘LA GLORIA DE FILIPINAS,’
‘LA NUEVA LUNA,’
‘LA COSECHA.’

HAVANA CIGARS.

‘EDEN,’ ‘LA CONFEDERACION SUIZA,’ ‘FLOR DE VALDES,’
‘MANUEL GARCIA ALONSO,’ ‘H. UPMANN.’

CIGARETTES.

‘Minotaur,’ ‘S. A. Apostolidis,’
‘D. L. Constantinides,’ ‘El Rey Del Mundo.’

Largest Duty-Paid Stock in the Kingdom.

ALEX. JONES & Co. This firm occupy the same space as last year, viz., close to the entrance. Their stand is very tastefully arranged, cigar boxes having been built up to three or four feet from the floor, and large glass show cases, in which the firm's goods are nicely displayed, run all round the stand. The principal cigar brands shown are "La Gormonda" (Havana), "La Carini" (Mexican), "Olga" (cigars and cigarettes), "Invicta," "Amanda" (cigars and accessories), and "Buttercup." Since last year's Exhibition, the firm have gone in largely for cigarettes; their peony packets of five "Invicta" cigarettes are of course well to the front, and samples of which were given away to visitors on Monday. They are also sole agents for D. Theodoridis' cigarettes. Mr. Jones is evidently a believer in exhibitions, having had a very handsome exhibit in the catering section of the last Brewers' Exhibition.

JOHN CARIDI & Co., 32, Great St. Helens, E.C., this year exhibit in connection with MESSRS. J. R. FREEMAN & SON, for whom they are now Agents, as far as the Tobacco trade proper is concerned. They display Mexican, Indian, Continental, Borneo, and British cigars, and also Egyptian and Algerian cigarettes. Prominence is given to their leading line, "Flor de Munshee," and an attractive feature of a really fine exhibit is the display of mammoth cigars, to show the capabilities of the very fine leaf the cigars consist of.

SINGLETON & COLE, LTD. (Birmingham, Wolverhampton, and Shrewsbury), are quite palatially housed in the large Kiosk in the centre of the Hall, and the fine show of samples make almost an exhibition in themselves, their exhibit consisting, as it does, of a series of separate compartments, one of which is devoted to the supplying of information connected with the goods of every firm in the trade. Mr. G. W. Singleton will represent his firm during the week, and Mr. Burrows (their northern representative) and Mr. Black (their southern representative) will also be in attendance. Messrs. S. & C. are making very complete arrangements for extension of their buildings, rendered imperative by the remarkable increase of their business. They have just acquired their Birmingham premises at a cost of £20,000, and are adding another wing to their already large Shrewsbury factory. I may here remark that the Registered Offices of the Company have been transferred from Shrewsbury to Birmingham. The various brands of the firm make a brave show, and are far too numerous to particularize. I may, however, say that "Real Joy" Tobacco, Cigars, and Cigarettes have been moving very freely indeed, and Messrs. S. & C. have just introduced two new sweetened imported American tobaccos entitled "KING BEE" and "CANUCK CUT PLUG," the wonderful success of which lines is probably owing to the fact that nothing so low in price, or so excellent in quality, has hitherto been imported.

RICHARD LLOYD & SONS, Holborn Bars, E.C. The stand this firm exhibit their goods in is a very handsome one indeed, and would, in fact, prove an attractive feature of any exhibition. Its hexangular in shape, there are four very fine display windows, and the spaces between each are panelled in clarets and azure blue, the centre consisting of elaborately embroidered Japanese work. The site the stand occupies adjoins the Kiosk, and is identical with that occupied by Messrs. Cope last year. The four windows contain respectively:— (1) Bright pressed goods, Navy Cuts, Flakes, &c.; (2) Cigarettes; (3) Cigars; (4) Roll, Pig-tail, &c., and all of these are displayed in a manner that will arrest the attention of not only every retailer, but probably most of the public who visit the Exhibition. The firm's fine line of "BAR GOLD" Flaked Honeydew occupies a prominent place. This tobacco is put up in flat 1lb. tins; and of other recent introductions "COPEK BEECH," "TOPMAST NAVY CUT," "EMBOSSED FLAKE" (specially produced in commemoration of the Diamond Jubilee, and patented) brilliantly lend themselves in colouring to an unique and highly-artistic effect. Mr. Lloyd and Mr. Percy Jollyman, with the assistance of Mr. Oscar Moore and Mr. Sadler, are the presiding genii of this fine exhibit.

J. R. FREEMAN & SON, St. John's Road, Hoxton, N., exhibit for the third time, but this year in conjunction with MESSRS. JOHN CARIDI & Co., the Agents for their brands, as regards the general trade done with tobacconists. The exhibit is again a working one, and the stand itself is resplendent, as usual, in stripes of yellow and black, and is undoubtedly one of the centres of interest, the manufacture of "DARVEL BAYS" in sight of the public proving an irresistible attraction to all comers. Messrs. Freeman's name is inseparably associated with Borneo Cigars, and the firm are justly proud of being the first to introduce, and bring to the notice of the trade generally, Borneo tobacco into this country.

W. H. LOWRY & Co.'s (3, Bury Court, St. Mary Axe, E.C., sole agents for TR. A. THALASSINO'S Egyptian Cigarettes) trophy space exhibit, similar to last year, again invites the attention of the firm's numerous friends and customers. Mr. Lowry himself, ably assisted by the courteous manager, Mr. L. Charig, is in attendance to meet them during the week. An exceedingly fine show is made of the firm's specialities, including "LA ATRAVIDA" (R. P. Murias), "Bella Victoria," "RENFER'S FINS, COURTS, AND CAZADOR QUILLS." They also show "BALANCIO," a Mexican cigar, together with Continentals and Indians. It may be noted that this firm's business has recently so increased that it became imperatively necessary for them to extend their premises at Bury Court; they have accordingly acquired additional space adjoining. They are to be congratulated upon this, as premises in so central a position in the City are at a premium, and it has the additional advantage of not necessitating a change of address.

KINNEAR, LTD. This firm, who until lately were known as Messrs. Leon, Marcus & Co., of Manchester, but who have now made their headquarters at Radford's Buildings, Park Lane, Liverpool, repeat their fine exhibit, yet more elaborately finished than previously. The stand is certainly a striking feature of the Exhibition, and reflects considerable credit upon its able designers. In the centre of it is quite a work of art, which must have involved an immensity of work to produce—it is a perfect model in cigarettes of the Kensington Albert Memorial—an idea begotten of the coming jubilee. The young ladies in their handsome fancy costumes, engaged in deftly hand-rolling the cigarettes of the firm's various excellent brands, are, as it goes without saying, a huge attraction. The firm's display of hand-made cigarettes, including the "SUPERB" brand, together with Turkish, Egyptian, Russian, and Virginian, and their smart new "V.R." line, conveys a fair idea of the manufacturing capacities of Live pool's latest addition to its cigarette manufacturing firms, which a visit to their fine new factory will readily confirm. The genial Tom Wood is, as before, directing operations, and Mr. Kinnear will also be frequently present to receive, no doubt, the congratulations of his many friends at the successful evolution of Messrs. Leon, Marcus & Co., into Kinnear, Ltd., the capital of which Company is now £100,000.

LUSBY'S PINOZA TOBACCO Co., 10, Minories, E.C. For the third time Mr. E. J. Lusby, in conjunction with MESSRS. T. P. & R. GOODBODY, of Tullamore, Ireland, is prominently present at this Exhibition. The stand is the usually attractive one, and again located on the north side of the Hall; it is a distinctly smart and up-to-date business one, and affords considerable latitude for displaying the hundred-and-one specialities of both firms. These are by far and away too numerous to detail, suffice it to say that retailers generally will find it advantageous to their interests to exhaustively inspect. It should be mentioned that the Lusby Company acquired two years ago the Trade Marks of the only Eucalyptus Tobacco Patent, viz., Dante's Antiseptic Tobacco of Enfield, Middlesex, and that they claim to be the only firm who can lawfully manufacture tobacco goods treated with eucalyptus, all other mixtures being purely herbal, and do not contain a particle of tobacco. Both Mr. Lusby and Mr. John Drocquer (the City representative) are, as usual, "busy" on the spot. In another column will be found an interesting chat with Mr. Lusby on the big show he is making at the forthcoming Earl's Court Victorian Era Exhibition. MESSRS. GOODBODY'S display is of their usual fine order, and consists of Flakes, Navy Cuts and Hard Tobaccos, of which there are none others cheaper in the market. As might be expected, BEST IRISH ROLL is an important part of it.

H. J. NATHAN, Stratford, E., whose name is familiar, both to the trade, and, in consequence of his recent announcements respecting his Jubilee prize schemes, to the public, repeats his business-like exhibit, which, this year, visitors will find located in the position occupied last year by Messrs. Goodman & Harris, of Leicester, viz., the south side of the Hall, immediately adjoining the Kiosk. Mr. Nathan is evidently a believer in exhibitions, for not only does he, for the third time, exhibit here, but he never fails to put in an appearance at "The Brewers." It is almost unnecessary to state that his very successful "XTRA MEX" line is the prominent feature of his show. In connection with this brand he is about to do some very big things. On Jubilee Day he proposes, as advertised, to present, absolutely free, no less than 250,000 cigars to all members of the public who send in applications for the same before a certain date. His latest scheme, yet more ambitious, is that he will, whenever a tobacconist or an hotel keeper is about to make alterations to the front of his premises, supply him with a New Plate Glass Front, to be grounded with copies of "Xtra Mex" medals in gold and silver, and a facsimile of his diploma. The medals and diploma will be on the upper part, so as not to interfere with window display. Visitors to this Exhibition should also note that the firm give, each day, a box of 25 "XTRA MEX" to the 500th person passing the turnstiles, and also on each day a box of 50 to the person who gives the nearest guess to the time that the 500th person will enter the Hall. Mr. Nathan, who evidently has a taste for ingenious advertising methods, will be present, and gladly supply details which space precludes us from giving here.

THE LUDINGTON CIGARETTE Co., LTD., of Stonecutter Street, E.C., occupy their old bay, viz., No. 6, and in addition to showing in operation both the "ECLIPSE" and "LUDINGTON" machines, exhibit two new ones, which are, it is not too much to say, proving the attraction of the Machinery Section of the Exhibition. The first one we allude to is "THE BUTLER CIGARETTE PACKING MACHINE," and which is the only machine of its kind in use by the American Tobacco Co. It is capable of packing cigarettes in sliding boxes, making the slide, and printing on same at the rate of 350,000 cigarettes per working day. It can be constructed to pack any number of cigarettes in one box, and the Company claim a saving of at least £20 per million. The other new machine is "THE LUDINGTON CIGARETTE PACKET MACHINE," and is indeed a marvel of ingenuity; it can turn out 3,000 packets per hour. So automatically does it work that any intelligent young operator can control three and even four machines. It is simply necessary to feed them with labels in the flat to be turned into packets, and empty the receiving basket when filled. Every visitor to the Exhibition should on no account miss viewing these marvellous machines at work.

J. VAN RAALTE & Co. (Cigar Importers' Association), 80, Fenchurch Street, E.C., again exhibit, and are to be found in the large office adjoining the Kiosk. On Thursday they present to the public their famous "CAPITAN GENERAL" cigar, claimed to be the finest 3d. imported Manilla. They also include in their display another line of Manillas, viz., "LA HENSIANA," which retails at 2d., together with their well-known "Zigaristos," perhaps one of the best little 1d. whiffs on the market they being made of excellent tobacco, and which command a very large sale indeed.

THE LONDON & DISTRICT TOBACCONISTS' ASSOCIATION, of St. Turmill Street, E.C., make a very pretty display of "KEYSTONE" brands, now so familiar to retailers throughout the country. Mr. G. T. Bodey, the able and genial Secretary of the Association, is, as last year, in command.

THE BRITISH AMERICAN MACHINERY Co., LTD., 703, Broadway, New York. This Company exhibit the VENNER CIGARETTE MACHINE. At the time of making our report we were sorry it was not in operation, the shafting gear not being ready. The two principal points claimed for it are simplicity in construction, and it is almost impossible for it to get out of order. It makes either ovals or rounds, and can turn out between five and six hundred a minute.

J. CRAIG & SONS, 8, Wood Street, E.C., show a novelty in pipe cleaners, which can be used when the pipe is alight. It consists of an india rubber cap and tube, which former, when placed over the edge of the bowl and turned down makes an air tight joint. When the tube is blown through the nicotine is forced through the stem of the pipe. It retails at 3d.

W. & F. FAULKNER, Tobacco, Cigar, and Cigarette Manufacturers, 223 to 225, Blackfriars Road, S.E., exhibit, in the same way as on the last occasion, ROSE BROTHERS' famous Packeting Machine.

EDWARD DAVIS, 125, Houndsditch, E.C., exhibits, as before, pipes and fancy goods. He occupies his old position, an office near the Kiosk, and trade visitors would doubtless find it profitable to look him up, as his display is well worthy of inspection.

E. KAUFMANN, 30, Paternoster Square, E.C., has an excellent display of his specialities, viz., Cigar and Cigarette Labels, Cigar Kings, and fancy Cigar and Cigarette Cases.

TOOLEY BROTHERS, 20, Finsbury Pavement, E.C., exhibit in an office, on the right side of the Hall, near the Band, a striking collection of Jubilee goods and of Royal Colouring Clays. The designs of their Jubilee Vesta Boxes are exceedingly taking, and should command a large sale. They also show a new Counter Cutter with shell receptacle, and stand for matches.

WOOLLACOTT & FRIEDRICH, 38, Upper Thames Street, E.C., as last year, show some grand specimens of Tin and other Foils, Packages, &c., suitable for every requirement in the tobacco trade.

The following importers again have offices in the Hall:—G. KUSCHKE & Co., 99, Fenchurch Street, E.C., and L. P. LEVERSON, 84, Leadenhall Street, E.C. Other firms exhibiting their specialities are DEUSSEN, HEYMANS & Co., of Rheydt, by their agent, Mr. J. C. SCHROEDER, 129, Cheapside (Cigar Labels, Kings, Show Cards, &c.); ALBERT HILDESHEIMER, 2, New Zealand Avenue, Barbican, E.C. (Show Cards, Chromo Cigarette Pictures, &c.); L. E. CHILDS, Erdington, near Birmingham (the "New-Easy" Lay-in Marker for Ticket Printing); J. A. T. CATON, Monument Station Buildings E.C. (Labels); Thos. Jackson, Strangeways, Manchester (Cachoux), and Bilbie, Hobson & Co., Engineers, 80, Queen Victoria Street, E.C. (The Stockport Gas Engine).



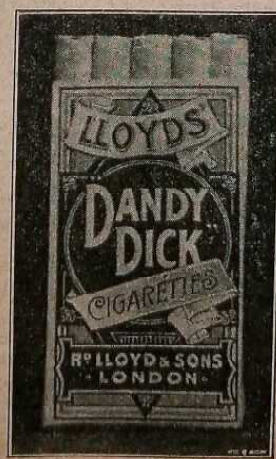
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Special Quality.

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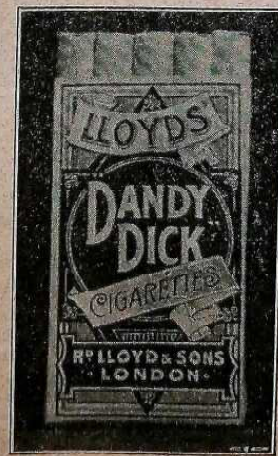
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Special Quality.

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

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Each Photo is Artistically
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GUARANTEED PURE.



QUEEN MAB.

In elaborate oval Tins of 50's.
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Guaranteed Hand Made from the very Finest
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In High-Class Enamelled Tins, Richly
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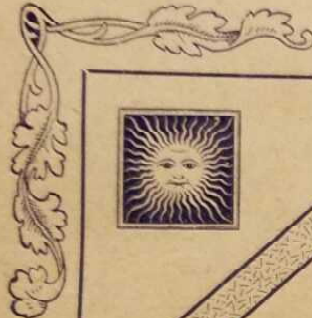
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SUNLIGHT FLAKE



In One Ounce
Decorated Tins **ONLY.**

Per **4/9** lb.

Should be Stocked by all Enterprising Tobacco Sellers.

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