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GALLAHER LTD., BELFAST & LONDON,

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ESTABLISHED 1896.

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Published on the 15th of every Month.

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APPLY TO

J. H. CUSTANCE,

Sole Agent for the United Kingdom:

Putney, S.W.

Royal Navy (Jamavana) Blend.

Packed in 1 oz. Packets and 2 oz. and 4 oz. Tins.

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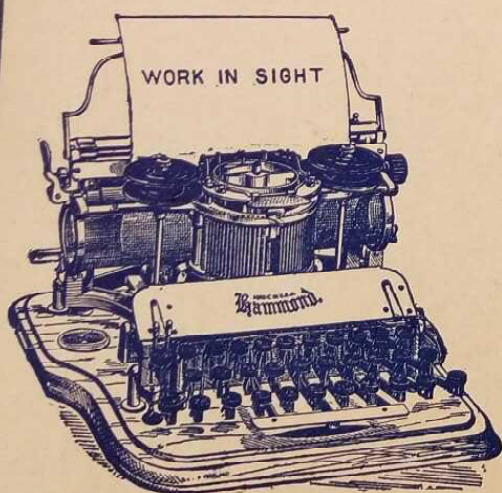
"ARISTON"	in several sizes.
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CIGARETTES (by weight) TURKISH, VIRGINIA, and EGYPTIAN BLEND, in 1-lb., $\frac{1}{2}$ -lb., and $\frac{1}{4}$ -lb. boxes.

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SIDNEY PULLINGER, LTD.,

HIGH-CLASS CIGAR MANUFACTURERS,

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Factory:—Normanton Street, NOTTINGHAM.

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There is business to be done with Cigars, but it is only to be had by originality, energy, and perseverance. Cigars have had to bear the burden of the lean profits on Proprietary Tobacco and Cigarettes. Why not give Cigars a chance now? Apathy won't bring it about. Why not do something? Do it now. Write us, it will only cost you postage.

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CIGARS WOULD BE A GOOD START.
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Tried and proved a Success everywhere.
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Besides being Manufacturers of Tobaccos, Cigars, and Cigarettes, &c., &c., claim to be the originators of the

MIXED PARCEL SYSTEM.

Our **£5 MIXED PARCELS** are now one of the leading and most useful lines in the trade.

We supply all goods and all makes in demand, on the best terms and at the lowest possible prices.

Why purchase in larger quantities oftentimes than you require, when you can get all you want weekly and fresh in a "Mixed Parcel" from us, and Carriage Paid?

We stock an almost endless variety of Tobacconists' Fancy Goods and Shop Fittings.

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TOBACCO TRADE BENEVOLENT ASSOCIATION

(Founded 1860).

President:

WILLIAM KLINGENSTEIN, Esq.

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DUBLIN,**

Who are not connected with any
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The Cigarette World

AND TOBACCO NEWS.

MAY 15th, 1907.

All Communications to be addressed to Offices of "Cigarette World," 32, The Broadway, Wimbledon, S.W.

Blocks should be sent direct to
Messrs. Chorley & Pickersgill, Ltd., The Electric Press, Leeds.

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

Advertisements of which proofs are required should reach us on the 8th of the month; samples can be dealt with up to the 10th.

HOW NOT TO DO IT.



WE regret very much to have to begin our editorial this month by reference to a personal matter, and the more so as it has to do with one of our trade contemporaries. We have always had the most pleasant relations with our brother journalists who represent the various trade organs, and it has been our pleasure to frequently exchange those little acts of kindness and courtesy which do so much to make the wheels of life run easily. When we heard of the recent Tobacco Exhibition, we fully expected that press tickets would be sent to us in the usual way, but as none arrived within a few days of the opening, we wrote

SIR GILBERT PARKER, M.P., WRITES:—"THE FLAVOUR AND QUALITY OF THE 'DE RESZKE' CIGARETTES ARE EXTREMELY GOOD."

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Tobacco, Cigarette, and
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Flaked and all Descriptions of Fancy Tobaccos in Embossed
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45, MINORIES, LONDON, E.

to the proprietors of
proprietors of Tobacco
In reply we received,
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to the proprietors of the exhibition, who are also the proprietors of *Tobacco*, a courteous request for tickets. In reply we received, not a season ticket, but simply two ordinary tickets each available for one admission only. These tickets were enclosed in an envelope and were not sent even "with compliments." When a Tobacco Exhibition is held it is certainly incumbent upon the management to extend the utmost facilities to the press in general, and to the trade press in particular, and it is particularly so when the gentleman who runs the exhibition happens to be the proprietor of a trade journal himself. We have always found during our connection with the tobacco trade, that the press are treated exceptionally well; indeed, the relations between them and all who are in any way connected with the trade are such as renders the sometimes arduous duties we have to perform, a pleasure. Having always been used to such treatment we are the less inclined to put up with the reverse, and it is a duty which we owe to our self-respect to insist upon courtesy from all with whom we are brought in contact, and, of course, it is equally our duty as it is our pleasure, to do all that lies in our power to show our appreciation of such courtesy. For this reason no description of the exhibition or details concerning it as an exhibition will appear in our columns, but as a number of firms with whom we have had business dealings for years exhibited, it would be unjust to punish them for what is not their fault, and for what we are sure they would not approve of. Accordingly elsewhere we shall give notices of some of the leading stalls. We think it well, however, to make the explanation to which we have given the most prominent place possible, so that our readers may be able to exactly understand our position.

— ❦ —

In our last issue, which went to press on the eve of the Budget, we prepared our readers for some little disappointment, and ventured to point out that if Mr. Asquith showed himself determined to adopt a thoroughly sound financial policy, which would have the effect of raising the price of Government securities, he would probably do more good for the country than by any relief of taxation he could give. We confess, however, we were not quite prepared for the sensational proposals which the Chancellor made. Though, of course, there are differences of opinion on various details in connection with these proposals, it is generally conceded that the principle, now adopted for the first time, of differentiating between the income that a man earns and that which he enjoys without having to work for, is a sound one. Indeed, the only wonder is that it has taken so long to recognise its obvious justice. Of course, it is said that the more rigorous methods which are to be adopted will deprive the concession of some of its value, but we cannot agree that this criticism has any weight, because it is to the advantage of the community that those persons who have taxable incomes should be forced to give a proper return, inasmuch as when they avoid (as they frequently do) payment of what is justly due from them, they naturally add to the burdens of the more honorable people who are willing to "give unto

Caesar the things that are Caesar's." We could have wished a reduction of the duties on tea and sugar, but these have been retained so that a portion of the money derived from them may form a nucleus of a fund for old age pensions, and it seems to us both fair and reasonable that the classes who will benefit the most from this scheme should have to pay something towards it. It is, in our judgment, not a wise proceeding to tax any one class entirely for the benefit of another, and the cost of old age pensions is likely to be so enormous that the working classes cannot expect to see that cost placed entirely on the shoulders of other classes of the community.

— ❦ —

The Imperial Tobacco Company issued a bonus circular to the trade just after we went to press with our last issue. This document is not altogether clear in its terms, but it certainly looks as if the small man would in future have less chance than ever, for unless he sends in his account within a month, he may be deprived of his bonus altogether. The policy indicated by this circular, however, appears to be considered rather a serious matter by independent manufacturers, and our contemporary *John Bull* publishes the following letter from one of them. This letter states the points so clearly that we need not add any comment:—

"This agreement is intended (as the enclosed circular-letter states) to place all customers on an even footing, and while this opportunity presents itself, the Combine (without making any very apparent material alteration in the terms of the agreement) re-arranges the contract and inserts a clause or two which places the Combine in a better position, notably, that a "receiving order or suspension of payment, &c., &c., will forfeit all claim to bonus, both accrued and accruing." This clause might easily be passed over by a number of their customers, but let us endeavour to examine its meaning. The forfeiting of all claims to the accruing bonus is bad enough; but take an instance of the accrued bonus.

"The customer has earned a bonus up to April 30th, which bonus is not payable until the following January—some nine months later. During this nine months' interval, misfortune comes to the customer, and, according to the agreement, he forfeits all claim to the accrued bonus, notwithstanding that he, in all other respects, has complied with the terms of the agreement by having paid for the goods purchased.

"Much is made of the intention to give six months' notice to terminate the agreement; but with the above example this supposed concession loses much of its value. However, the late move, to my mind, is a clear and unmistakable sign of the Combine's intention to continue the bonus indefinitely; in other words, every possible means is being taken to still further freeze out the 'independent' manufacturers.

"Seeing that the Combine has already a monopoly of more than one branch of the tobacco trade of the country, the latest move, in my opinion, is a flat contradiction of their motto of 'Live and Let Live,' referred to in your article of the 16th ult. Surely there is some sense of

**"DE RESZKE" CIGARETTES.—POPULAR AND PROFITABLE.—WRITE FOR SAMPLES AND PRICE LIST TO
J. MILLHOFF & CO., LTD., 27, COMMERCIAL STREET, LONDON.**

For DETAILS
 OF
SPECIAL SCHEME OF ADVERTISING
 APPLY
Manager, Cigarette World & Tobacco News,
32, BROADWAY, WIMBLEDON.

TOBACCOS, CIGARS, and CIGARETTES.  
 TOBACCONISTS' FANCY GOODS and SHOP FITTINGS.

MIXED PARCELS.

Every known brand at manufacturers' own list prices. Endless variety of
 tobacconists' fancy goods and shop fittings, &c., &c. The trade only supplied.
 Opening orders a speciality. No shop complete without them!

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A.B.C. Code 4th and 5th Editions.



Telephone Nos.: 994 and 1168 Hop.

NOTICE.

In consequence of a number of people in the TRADE calling themselves the
TOBACCONIST SUPPLY SYNDICATE,
 and to save the trouble of answering correspondence on the subject, we
 beg to inform our Customers and the Trade generally that the

TOBACCONIST SUPPLY SYNDICATE

T.S.S.

— ONLY ADDRESSES ARE: —

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55, FARRINGDON STREET,
 — E.C. —

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 263, Portobello Road, W.
 52, Bolsover Street, W.
 20, Sussex Place, South Kensington.
 43, High Street, Putney, S.W.
 115, Old Kent Road, S.E.

FACTORY—

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 PLUM TREE COURT, E.C.

No connection with any other house.

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SIR THOMAS

justice left in this country. Keen and healthy competition is desirable, but when some £18,000,000 of capital is used for the express purpose of throttling every manufacturer outside the Trust, it is time that serious notice be taken of such action by the press of this country.

"Without giving names, I can furnish you with an example of what is going on in the tobacco trade. A certain company with an extensive business discovers that a comparatively small manufacturer in a particular district is establishing a fairly lucrative local business. This small manufacturer, in popularising his brands, offers some small inducement in the way of prizes. The large manufacturer, although having the lion's share of the trade generally, threatens to go one better by offering larger prizes, &c., unless the practice complained of be immediately discontinued. Fortunately, the smaller manufacturer's trade is so well established in the district that the threat can be ignored. Still the action denotes the policy that is being adopted."

WOMEN AND SMOKING.—Apropos of Queens who smoke, viz., those of Italy, Russia, Spain (ex-Queen Christina), Portugal, and Roumania. With such royal examples before them, it is not surprising that ladies in England should pretend to be smokers. I say pretend, for I have never seen an Englishwoman who smoked a cigarette as if she enjoyed it. It is your old gipsy-women and nomadic females that smoke short cutty pipes who are the only womenkind in England who really smoke because they love tobacco. Oddly enough, the other day I came across a letter which proves that English ladies smoked as far back as the reign of William III. That merry fellow, Tom Brown, who amused and shocked the public of that time with his racy miscellanies, wrote the following "Exhortatory Letter to an Old Lady that Smoked Tobacco":—"Madam, —Though this ill-natured world censures you for smoking, yet I would advise you, madam, not to part with so innocent a diversion. In the first place, it is healthful, and, as Galen rightly observes, is a sovereign remedy for the toothache, the constant persecutor of old ladies. Secondly, tobacco, though it be a heathenish word, it is a great help to Christian meditations, which is the reason, I suppose, that recommends it to your parsons, the generality of whom can no more write a sermon without a pipe in their mouths, than a concordance in their hands; besides, every pipe you break may serve to put you in mind of mortality, and show you upon what slender accidents man's life depends. I knew a Dissenting minister who, on fast days, used to mortify upon a rump of beef, because, as he said, it put him in mind that all flesh was grass; but I am sure much more is to be learnt from tobacco. It may instruct you that riches, beauty, and all the glories of the world, vanish like a vapour. Thirdly, it is a pretty plaything. Fourthly and lastly, it is fashionable, at least, 'tis in a fair way of becoming so. Cold tea, you know, has been a long while in reputation at Court, and the gill as naturally ushers in the pipe as the swordbearer walks before the Lord Mayor." It would, of course, be a long clay pipe that the old lady smoked. There is something grotesque in the picture which one conjures up of the venerable dame solemnly puffing at her "churchwarden!" The pipe, long or short, is not likely to become fashionable among either old or young ladies in this age of cigarettes. Yet I will go bail that Tom Brown's old lady enjoyed her tobacco, which is more than one can, by any possibility, say of the dilettante feminine nicotians of to-day. But, anyway, there is good and ancient precedent for ladies smoking to encourage the fancy cigarette puffers of the smart set.—P.T.O.

THE "BONUS" CIRCULAR.

THE Imperial Tobacco Company, Limited, have issued the following circular to the trade. The matter is dealt with in our editorial:—

DEAR SIR OR MADAM,

I am instructed to inform you that the working of the Bonus scheme has been receiving the careful attention of my directors, and they have come to the conclusion that it is desirable, without in any way altering the principle of the Bonus, to make some slight changes in the form of agreement.

At the present time the bonus customers are not all signatories to the same form. Those customers who joined the scheme prior to the 1st November, 1902, signed an agreement under which, subject to performance of their part, they are entitled to six months' notice before it can be terminated. All customers who have joined the scheme since that date (and these latter constitute about three-fourths of the total number) signed an agreement which is terminable at any moment without previous notice.

The directors have determined to offer to all their bonus customers, without distinction, a new agreement, which, subject to performance of the customer's part, cannot be determined without six months' notice.

As a matter of convenience, the directors desire to provide that the payment made to the bonus customers in respect of the first half of each financial year shall be deemed to be a payment on account of the total sum for the whole year, which will then be certified by the auditors yearly instead of half yearly.

A further alteration has been made in the agreement for the purpose of clearly showing that customers failing to pay their accounts lose the right of participation in the bonus.

The directors believe that the alterations now proposed will be acceptable to their customers, and they have pleasure in adding that, so far as they are able to anticipate, the next bonus will be calculated upon an increased percentage.

I have therefore to advise you that, in order to effect the proposed changes, it will be necessary to terminate all existing agreements, and you will please accept this as a formal notice that your present agreement is to cease and be determined on the 31st October next.

I have the pleasure to enclose you a form of the new agreement which is offered to you in the place of the present one.

If you will sign the request and return it to me I will in due course send to you the necessary acceptance in the new form.

Yours faithfully,

H. W. GUNN, *Secretary.*

WANTED.—*Cigarette World and Tobacco News*, either bound volumes or complete years, 1905, 1906, and first three numbers of 1907. Must be in good condition. State price to "VERAX," *Cigarette World Office*, 32, Broadway, Wimbledon, S.W.

AGENTS.—We have vacancies for Agents to sell and distribute the *Cigarette World and Tobacco News* in towns where we are not at present represented. Readers willing to act for us should write, giving full particulars, to the Manager at this office, who will send them on terms of business.

BOOKS ON TOBACCO.

If you are a collector of Tobacco Books, send to us for a list or mention your wants. We have the largest stock of Tobacco Books in all languages in Germany.

LUDWIG ROSENTHAL, ANTIQUARIAT,
HILDEGARDSTRASSE, 16, MUNICH, GERMANY.

SIR THOMAS LIPTON EXPRESSES HIS GREAT APPRECIATION OF THE "DE RESZKE" CIGARETTES.

Trade News and Notes.

MR. WILLIAM MAUNSELL REEVES, of Ebbisham House, Epsom, secretary to the Tobacco Company of British North Borneo, a victim of the Berlin disaster, left estate valued at £6,552 gross.

The partnership formerly subsisting between MESSRS. ADAM PRINGLE and CHARLES PRINGLE having been dissolved, the business of Pringle Bros. is now carried on by Adam Pringle alone, in his own name.

TOBACCO TRADES COUNCIL, LIMITED.—Mr. H. J. Veitch, C.A., of Messrs. H. B. Brandon & Co., 65, London Wall, London, E.C., has been appointed, *pro tem.*, Secretary of the Tobacco Trades Council, Limited.

MR. RICHARD SYDNEY SMITH, of 31, Radford Road, Nottingham, tobaccoist, who died on February 10th, left estate of the gross value of £809 19s. 10d., with net personalty £514 13s. 9d. Probate of his will has been granted to his brother, Mr. Fred Hinman Smith, lace manufacturer, of 216, Derby Road, Nottingham, and Mr. John James Sampey, licensed victualler, of the King's Head Hotel, Chester.

The Chancellor of the Exchequer received, on April 24th, in his private room at the House of Commons, a deputation of tobacco manufacturers introduced by Mr. William Redmond, whose object was to urge the desirability of granting the trade a reduction of the tobacco duty in respect of the sand and soil found clinging to the consignments on opening the packages at present included in the gross weight upon which payments are based. Mr. Asquith promised to make careful inquiry concerning the matter, and to communicate his decision at a later stage.

THE SWAY OF THE CIGARETTE.—The American Consul at Milan has published some remarkable figures illustrating the growing consumption of cigarettes in Europe. In 1884, he says, the Italian consumption of cigarettes was about 23,000,000 for the year, at about which figure it remained for some years, until in 1892 there was a noteworthy augmentation, the total reaching about 200,000,000. Since then the growth has been going on, until in the fiscal year 1905-6 the consumption was one-and-a-half billion, a number which tends to increase. Figures filed at Milan show that in 1870 in France the consumption was about 16,000,000, and that in 1905 it had risen to more than 2,000,000,000. In Germany in 1893 the consumption was 600,000,000, and in 1904, 4,000,000,000. The manufacture of cigarettes is a Government monopoly in Italy. The total consumption of the kingdom amounts to 30 cigarettes a year for each soul of the population, or 77 per year for the male population of voting age.

Foreign.

AMSTERDAM TOBACCO SALES.—The fourth sale of the season for Sumatra and Borneo tobacco took place on

April 12th, when 15,884 bales of the former and 316 of the latter were offered to tender. The market showed no abatement in strength. The quality of the leaf offered on the present occasion was superior to that brought forward on the previous occasion, and the general average of the sale was consequently a high one, as the following rough analysis of results shows:—Sold at 300 cents upwards, 888 bales; sold at 200 cents upwards, 7,570 bales; sold at 150 cents upwards, 5,188 bales; sold at 100 cents upwards, 2,387 bales; sold below 100 cents upwards, 177 bales. The highest price was obtained by the Rotterdam Deli Maatschappij. A beautiful parcel of 460 bales from this company's estates realised 345 cents, or 5s. 9d., a pound. Second place was taken by a choice lot from the private estate bearing the mark M & K/Lankat. For the 428 bales, 331 cents was realised, or 5s. 6d. From this level there was a considerable drop to third place, taken by the Deli Maatschappij, which marketed a lot of 639 bales at 275 cents, or 4s. 7d. The Rimboen Tabak Maatschappij (formerly British Deli and Langkat Tobacco Company, Ltd.), sold 865 bales at 253 cents, or 4s. 2½d.; and the United Lankat Plantations Company, Ltd., two parcels aggregating 335 bales representing medium tobacco

from their Doerian Moelau Estate, at 206 cents, or 3s. 5d. The Serdang Tabak Maatschappij sold 302 bales at 187 cents, or 3s. 1½d. The Borneo leaf came from the Bandau Estate of the New London Borneo Tobacco Company, Ltd., and 147 cents, or 2s. 5½d., was realised for the 316 bales.

—The fifth sale of the season for Sumatra and Borneo tobacco was held on Friday, the 3rd inst., when 15,751 bales of the former and 1,236 of the latter were offered to tender. The bulk of the leaf offered was of medium quality, so that the general

average of the sale was not as high as some of its predecessors; but the prices realised for the finer parcels indicated that the record year, already foreshadowed, will not fail to fulfil its promise. The highest price of the sale was secured by the Amsterdam Deli Cie., which obtained 298 cents, or 4s. 11½d., a pound for a fine parcel of 552 bales. Next came the United Lankat Plantations Company, Ltd., with 271 cents, or 4s. 6d., for 681 bales, while third place was taken by a large lot of three parcels, aggregating 1,007 bales, bearing the brand S and R/B/ Deli, which sold at an average of 262 cents, or 4s. 4½d. Besides the above lots, about 2,000 bales more realised 200 cents, or 3s. 4d. upwards, and over 8,000 bales upwards of 150 cents. The lowest price of the sale was 82 cents, or 1s. 4½d., which was obtained by 563 bales belonging to the Rimboen Tabak Syndicaat. The whole of the Borneo leaf was offered by the New London Borneo Tobacco Company, Ltd., and the New Darvel Bay (Borneo) Tobacco Company, Ltd., and excellent prices were obtained. The former sold 167 bales at 187 cents, or 3s. 1½d., and 285 bales at 159 cents, or 2s. 11d., while the latter realised 175 cents average, or 2s. 11d. for a line of three parcels, amounting in all to 784 bales.

CONNOISSEURS SMOKE

TEOFANI'S

HIGH-CLASS
CIGARETTES.

PURVEYORS TO HIS HIGHNESS



THE KHEDIVÉ OF EGYPT.

HORS CONCOURS. MEMBRES DU JURY. GRANDS PRIX
GOLD MEDALS, CROIX BIJOUX, CROIX D'HONNEURS,
DIPLOMES D'HONNEURS, &c., &c.

FROM ALL WHOLESALE HOUSES, OR FROM
TEOFANI & CO., LONDON.

Tel. Address—TEOFANI, LONDON. Tel. No. 2783 AVENUE.

TOBACCO GRO...
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MELTON PRIOR WRITES:—"THE 'DE RESZKE' IS THE ONLY CIGARETTE I CARE FOR. MY FRIENDS SAY, 'AH! PRIOR HAS ALWAYS A GOOD CIGARETTE.'"

TOBACCO GROWING IN ITALY.—The Italian Government has had lately under consideration an important scheme dealing with the cultivation of the tobacco plant in the "Agro Romano." Experiments were made under official control with the Kentucky seed, and the result has been such as to justify the establishment of plantations. The soil was found to be quite adapted for that purpose, and as the undertaking will necessarily have to be financed by Government in view of the existing State monopoly of tobacco, there is every probability that this will help in fostering this agricultural and commercial development of the "Agro Romano."

Law.

AMERICAN MACHINERY COMPANY.—Mr. Justice Kekewich, in the Chancery Division on April 26th, was asked by Mr. Wheeler, on behalf of the plaintiff company, in the action of the British American Tobacco Company Ltd., against the British American Machinery Company Ltd., to appoint a receiver and manager of the defendant company. This was a debenture holder's action, the plaintiff company holding £13,000. Mr. Ross-Brown, for the defendant company, did not oppose the motion, and at the suggestion of His Lordship he agreed to the ordinary judgment in a debenture holder's action. The motion for the appointment of a receiver and manager was acceded to, and the ordinary judgment in the action was given.

Police.

PICCADILLY TOBACCONIST. "A FRIENDLY GAME."—At Marlborough Street Police Court, on April 26th, Raleigh Hyman, a cigarette manufacturer, of South Molton Street, W., surrendered to his bail, before Mr. Kennedy, to answer the remanded charges of selling intoxicating liquor without a license at his shop, 20, Air Street, Piccadilly, and keeping and using his shop for the purpose of gaming. Henry Berridge, a dealer, of Frederick Street, Gray's Inn Road, was charged on remand with being concerned with Hyman in committing the alleged offences. Mr. H. Muskett prosecuted on behalf of the Commissioner of Police. At two o'clock on the previous Thursday morning Inspector Mackay and other officers went to the shop in question and found the game of faro being played by several men. Hyman said they were having a friendly game, and that he thought he was allowed to play in his own place.—Mr. Muskett said he proposed to withdraw the charge of dealing in liquor, but pointed out that gaming had gone on systematically, and drunkenness had also occurred in the place. Hyman added that his business was that of a cigarette manufacturer, and he made nothing by the play that went on, which was generally a game of

poker with one or two friends. He gave the liquor to his friends.—Sergeant Sellicks, C Division, gave evidence of having kept special observation on the place for several nights. Play at faro went on from late at night until early morning for large stakes. He had frequently seen gold on the table. The witness, in cross-examination by Hyman, said he had seen fourteen or fifteen persons in the place. Other persons went to the bedrooms upstairs, but he did not include them in his evidence.—Sergeant Sellicks, in reply to the magistrate, said that on one occasion he saw as much as £12 in the bank.—Hyman said the officer was mistaken in thinking the stakes were so high.—Mr. Muskett informed the magistrate that Berridge had been previously fined a small sum, and had been bound over in connection with a gaming charge.—Inspector Mackay said that Hyman, whom he had known for some time, did some business as a cigarette manufacturer, but he was one of those plausible men who got "mugs" into his place.

His correct description was that of a "thorough scoundrel who lived principally by his plausibility."—Hyman: Please prove it, as you make those statements. It is not so.—Inspector Mackay (firmly): You get "mugs" into your place and fleece them.—Hyman: Will you bring some forward to prove it? It is not fair to make those statements.—Mr. Kennedy: Do you know what sort of persons frequent his place?—Inspector Mackay: There are some very good people go there. Berridge is a well-connected young man, who might do well, but he has got into this clique.—Mr. Kennedy fined Hyman £50, with £10 costs, or in default two months' imprisonment. Berridge was ordered to pay £10 and £2 costs, with the alternative of a month.—Hyman: May I appeal against that decision?—Mr. Muskett: I don't think you can after a plea of guilty.—Mr. Kennedy: You can try if you like.—Hyman: I should like to withdraw my plea.—Mr. Muskett: That is your plausibility, Mr. Hyman.—Hyman: No, it is not.

CITY BOOK-KEEPER'S DEFAULT.—Wm. George Marshall (30), a book-keeper in the employment of Messrs. Finlay & Co., tobacco manufacturers, of Newcastle, pleaded guilty at Newcastle, on April 28th, to stealing the sum of 18s. 6d., the moneys of his firm. It was stated that Marshall had been in the service of Messrs. Finlay for three years, and on the 19th instant he was given money to get a postal order for 18s. 6d. On hearing that one of the firm's inspectors had gone to the place where the postal order was supposed to be forwarded, the accused left the office and did not return. Accused said that he had trouble at home, and the firm stating through Mr. W. J. Ward that they had no desire to press the case, the magistrates imposed a fine of 10s. or seven days' imprisonment, as Marshall had been before the court and bound over on a previous occasion for a similar offence.

GAMING MACHINES. A MANCHESTER PROSECUTION.—James Frederick Matthewson, living in Cecil

STATE EXPRESS CIGARETTES.

Series:

No. 555 No. 999 Nos. III & 222
(Standard Quality). (Extra Quality). (By weight only).

ARDATH SMOKING MIXTURE.

MEDIUM (Standard Strength). MILD AND FULL.

Quo Vadis CIGARETTES.

Series:

GRADE 50 GRADE 100 GRADE 18
(Standard Quality). (Extra Quality). (By weight only).

Gold Medals: LONDON (1905-6), NEW ZEALAND (1906-7).

Write for Price List No. 90, revised up-to-date, to the

Manufacturers:—

ARDATH TOBACCO COMPANY,
Worship Street, LONDON, E.C.

GEORGE ALEXANDER CONSIDERS THE "DE RESZKE" CIGARETTES OF EXCELLENT FLAVOUR.
FORBES ROBERTSON WRITES:—"DE RESZKE" CIGARETTES ARE OF HIGH QUALITY AND PLEASANT TO THE TASTE."

Street, Moss Side, appeared on April 30th before Mr. Brierley, at the Manchester Police Court, to answer a charge brought against him by the police, under the Gaming Act, of keeping and using premises in Cavendish Street, Chorlton-on-Medlock, for the purpose of gaming on the 19th, 20th, and 23rd April. Mr. Bell, who appeared to prosecute, said the defendant occupied a lock-up shop in Cavendish Street, where he had an exhibition (called by him "The Funneries") consisting of automatic slot machines, which anyone calling was free to operate. Most of the machines were for the exhibition of pictures and other things, to which no exception could be taken, but two distinctly came within the Gaming Act. On each visit by the police they found at the shop 40 or 50 young people, mostly boys from 14 to 16 years of age, of whom a number made use of the illegal machines. No. 1 machine was operated by dropping in a halfpenny and pulling a lever. The coin might or might not fall into a groove which entitled the operator to a check. In nine cases out of ten it failed; if it succeeded the boy got his check and was entitled when he presented it at the counter to receive two cigarettes. The cigarettes were such as shopkeepers sold at five for a penny or two for a halfpenny, so that in no case did the winner of a "prize" receive more than the value of his money. No. 2 machine was of a similar construction, but there a marble had to fall within a certain groove or aperture before the operator was entitled to a check. If it failed, his money was forfeited. On April 19th the police saw 30 attempts made with these machines, and all failed; on April 20th there were 60 attempts at No. 1 machine, of which two succeeded; while at No. 2 machine there were 76 attempts, and three succeeded.—Acting-Sergeant Metcalf said that in certain cases the operator would be entitled to get his money back and have a second try; in others he would receive a check.—Mr. Bell: In your opinion, which was best—to receive your money back or get a consideration?—It pays best to get your money back; if you win a check and exchange it for cigarettes you lose about 10 per cent. on the value of the cigarettes. Police-Constable Dalby, who was with him, the witness added, tried his luck. He made 16 attempts at No. 1 machine and 14 at No. 2, and lost in all. On the night of April 20th about 70 young people were in the shop. Many tried the machines, and a few won checks, which they exchanged for cigarettes. In cross-examination by Mr. Rylance, defendant's solicitor, witness said the machines were operated very many times, but note was taken by the police only of those where money was used. The police did not warn the defendant or tell him that the procedure was illegal. He had on some days seen as many as 150 people in the shop at one time, playing with these and the other machines. In the other machines the operator would receive something for his money—some amusement, such as mechanical football, or mechanical golf—and anyone who scored a goal got his money back.—The sergeant's evidence was corroborated by Police-Constable Wilkinson and Inspector Harper. The latter said he arrested the defendant under a warrant on the night of April 23rd, when there were some 40 or 50 persons in the shop using the machines. The defendant, before the warrant was executed, said he had understood that the machines were all right, and that so long as no one received more than the value of his money there was no breach of the law. He undertook, if necessary, to remove the two machines that were objected to. In some cases he gave, instead of cigarettes, a stick of chocolate, such as shopkeepers sold at two sticks for a halfpenny. No. 1 machine, when opened, was found to contain 41 halfpennies, two washers, a telegraph messenger's check, and a brass disc. No. 2 contained four halfpennies and one brass disc.—Mr. Rylance, for the defendant, said he could not contend that this was not gaming. Mr. Matthewson did not know that it was wrong, so long as the person received his money back, or the money's worth. He took care, in giving cigarettes, not to give more than the shop value. It was a mistake to suppose that he made much by the two machines. The average they yielded did not exceed 3s. 6d.

a week.—The Magistrate: This same thing has been twice before the King's Bench Division, within three years, and he must have known that it was illegal.—Mr. Rylance: He is supposed to know the law, but as a matter of fact he did not. The machines would have been stopped if the police had given him any warning. In the circumstances Mr. Rylance asked the Bench to deal leniently with the defendant.—Mr. Brierley imposed a penalty of 10s. and costs on one summons, and 5s. and costs in respect of each of the others.

Public Companies.

DIAMOND MATCH COMPANY LTD.—Registered April 8th, by Wilson, Bristows & Carpmael, 1, Copthall Buildings, E.C. Capital, £1,000, in £1 shares. Objects: To carry on the business of manufacturers of and dealers in matches of all kinds, &c. No initial public issue. Registered without articles of association. Registered office, Fairfield Works, Bow, E.

H. W. PARKER (HEATH HAYES), LTD.—Registered April 11th. Capital, £1,000, in £1 shares. Objects: To acquire the business of a grocer, provision dealer, tobacconist, corn chandler, and wholesale brewers' agent, carried on by H. W. Parker at Heath Hayes, near Cannock, Staffs. No initial public issue. Registered office, London House, Pelsall, Staffs.

SPECIAL LINES.

"TWEENIES."—MESSRS. MARTINS LTD., of 25, Cheapside, have forwarded us various samples for notice. We must first mention "Tweenies." These delicious little whiffs, in boxes of 8 for 1s., are selling by the million to the million, and we can only say that they are splendid value and quick sellers.

NON-THROAT CIGARETTES.—This line is specially made for smokers who have delicate throats, and the cigarettes are moreover of very high quality.

CARLYLE MIXTURE.—This is a really charming blend, and pipe smokers will hail it with delight. There are many mixtures, but there is always room on top, and Carlyle Mixture is sure to get there.

Retailers should write for particulars of the firm's splendid offer made to introduce Carlyle Cigarettes and Non-Throat Cigarettes.

SAILORS REDUCED TO SMOKING LEATHER.—Among the many substitutes for tobacco to which persons in dire straits are obliged to resort is leather. This fact is told in a romantic story of the Southern Seas, as related by four survivors of the sailing ship *Carnarvon Castle*, who were recently landed by the P. & O. liner *Marmora* at Tilbury Docks. The *Carnarvon Castle* was destroyed by fire in the South Pacific 900 miles from the coast of Australia, and the crew of twenty-seven, who were divided between the two lifeboats, provisioned for eight days, were twenty-four days before sighting the coast near Fremantle. Three men died from exhaustion. When food and water ran out some of the men chewed away their pipe-stems in an agony of hunger, and for lack of tobacco cut up leather and smoked it. The names of the four survivors landed are Joseph F. Smyth, Hugh Sanders, Evan Evans, and Harold Higgs.

MR. CYRIL MAUDE THINKS THE "DE RESZKE" CIGARETTES SO EXCELLENT THAT HE WILL HAVE MUCH PLEASURE IN RECOMMENDING THEM.

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CHARLES

From the "London Gazette."

Receiving Orders.

IMPEY, HARRY, tobacconist, 25, Bute Street, Luton. Date of order, April 22nd, 1907.

PHEIFER, PHILIP, tobacconist, 55, Highgate, Kendal, Westmorland. Date of order, April 18th, 1907.

RATCLIFFE, JOHN DUCKWORTH, lately tobacconist, 4, Auckland Street, lately 501, Bolton Road, Darwen. Date of order, April 16th, 1907.

STORMONT, ROBERT, tobacconist and cigar merchant, 40, Hampden Road, Park Lane, and 520, High Road, Tottenham, London, N. Date of order, April 8th, 1907.

TEMPERTON, GEORGE WILLIAM, late tobacconist, Crompton Avenue, Edgumbe Street, Newland Avenue, lately 24, Holland Street, Holderness Road, Hull. Date of order, April 16th, 1907.

First Meetings and Public Examinations.

RATCLIFFE, JOHN DUCKWORTH, lately tobacconist, 4, Auckland Street, lately 501, Bolton Road, Darwen. First meeting at County Court, Blackburn, May 8th, 1907, at 10.45. Public examination same place and date at 9.45.

STORMONT, ROBERT, tobacconist and cigar merchant, 40, Hampden Road, Park Lane, and 520, High Road, Tottenham, London, N. Public examination at Court House, Edmonton, May 13th, 1907, at 11.

TEMPERTON, GEORGE WILLIAM, late tobacconist, Crompton Avenue, Edgumbe Street, Newland Avenue, lately 24, Holland Street, Holderness Road, Hull. Public examination at Town Hall, Hull, May 27th, 1907, at 2.

Adjudications.

BYRNE, LAURENCE, tobacconist, &c., 8, Christchurch Place, 19 and 20, Corn Market; 7, Thomas Street; and 56, South Great George's Street, Dublin. Date of order, March 28th, 1907.

DESMOND, HANNAH F., tobacconist, &c., 21, Warren's Place; 35, South Mall; and 16, Grenville Place, Cork. Date of order, April 9th, 1907.

PHEIFER, PHILIP, tobacconist, &c., 55, Highgate, Kendal, Westmorland. Date of order, April 18th, 1907.

RATCLIFFE, JOHN DUCKWORTH, lately tobacconist; 4, Auckland Street, lately 501, Bolton Road, Darwen. Date of order, April 16th, 1907.

STORMONT, ROBERT, tobacconist and cigar merchant, 40, Hampden Road, Park Lane, and 520, High Road, Tottenham, London, N. Date of order, April 10th, 1907.

TEMPERTON, GEORGE WILLIAM, late tobacconist, Crompton Avenue, Edgumbe Street, Newland Avenue, lately 24, Holland Street, Holderness Road, Hull. Date of order, April 16th, 1907.

Notices of Intended Dividends.

OLD, WILLIAM CHARLES, tobacconist, 113, Gooch Street; 118, Longmore Street; and 103, Cox Street, Birmingham. Last day for proofs, May 13th, 1907. Trustee, A. S. Cully, 191, Corporation Street, Birmingham.

WARD, JOSEPH, tobacconist, 102, Sheffield Road, Barnsley. Last day for proofs, May 1st, 1907. Trustee, J. B. Ottley, 6, Bond Terrace, Wakefield.

Notices of Dividends.

PALMER, FRANK JOHN, tobacconist, &c., 2, Cresswell Buildings, Bush Street, Pembroke Dock. First and final of 3s. 3d., at 4, Queen Street, Carmarthen.

PARTON, LEONARD, tobacconist, 613, Fishponds Road, Fishponds, Bristol. First and final of 4d., at 26, Baldwin Street, Bristol.

Notices of Release of Trustees.

DAVIES, EPHRAIM, lately wholesale and retail tobacconist, cigar importer, and tobacco blender, 20, Cherry Street, Coventry, lately 9, Holloway Head, Birmingham, formerly 24, Essex Street, Birmingham. Trustee, C. J. Band, 8, High Street, Coventry. Date of order, March 18th, 1907.

EDWARDS, HENRY, tobacconist and cigar dealer, 124, Norwich Road, Walsoken, Norfolk. Trustee, H. P. Gould, 8, King Street, Norwich. Date of order, March 25th, 1907.

HICKMAN, ARTHUR SAMUEL, tobacconist, Colley Gate, Cradley, Worcester. Trustee, E. P. Jobson, 199, Wolverhampton Street, Dudley. Date of order, March 6th, 1907.

HILL, SYDNEY WALTER, tobacconist, 32, Silver Street, and 3, Corporation Street, previously 24, Laceby Street, Lincoln. Trustee, R. J. Ward, 31, Silver Street, Lincoln. Date of order, March 20th, 1907.

HORTON, EMILY CATHERINE (trading as C. W. Horton & Co.,) tobacconist, 262, Upper Street, Islington, London, N. Trustee, A. Willmott, 14, Old Jewry Chambers, London, E.C. Date of order, March 8th, 1907.

LITTLE, JOHN HARGRAVES, tobacconist, 17, Devon Avenue, Liscard, lately 144, Victoria Road, Seacombe, Chester. Trustee, F. Gittins, 35, Victoria Street, Liverpool. Date of order, April 8th, 1907.

MORRIS, EDWARD JOHN, tobacconist, &c., 4, Church Street, Welshpool, Montgomery. Trustee, F. Cariss, 22, Swan Hill, Shrewsbury. Date of order, March 11th, 1907.

NEESAM, JOHN JAMES (trading as John Neesam), tobacconist, &c., Northallerton, Yorks. Trustee, J. R. Stubbs, 8, Albert Road, Middlesbrough. Date of order, March 25th, 1907.

PICKET, ELIZA, tobacconist, &c., 98, Humberstone Road, Leicester. Trustee, J. G. Burgess, Berridge Street, Leicester. Date of order, April 8th, 1907.

Important Notice.

The "Cigarette World"
Offices are now at
32, BROADWAY,
WIMBLEDON, S.W.

Correspondents are requested
to address all communications
there.

CHARLES HAWTREY WRITES:—"THE 'DE RESZKE' CIGARETTES ARE EXCELLENT, AND I CONSIDER THEY ARE THE PLEASANTEST I HAVE EVER SMOKED."

RAINBOW, FRANCIS DU VAL, tobacconist, &c., 77, Gladstone Road, Boscombe, lately 2, Portland Street; 5, Forest View; 2, Weymouth Terrace; and 40, East Park Terrace, Southampton. Trustee, W. F. J. Hunt, Midland Bank Chambers, High Street, Southampton. Date of order, March 11th, 1907.

ROBERTS, JOHN HENRY, tobacco dealer, 30, King Street, lately 24, Sycamore Road, and 70, South Road, Waterloo, Liverpool. Trustee, F. Gittins, 35, Victoria Street, Liverpool. Date of order, March 11th, 1907.

SELLERS, GEORGE (trading as G. Sellers & Co.), tobacconist, 84, West Street, and 1, Friday Road, Erith, Kent. Trustee, R. T. Tatham, 9, King Street, Maidstone. Date of order, April 8th, 1907.

WARREN, JAMES, tobacconist, 7, Bank Street, Newton Abbot, Devon. Trustee, A. E. Ward, 9, Bedford Circus, Exeter. Date of order, April 8th, 1907.

WEST, FRANK, tobacconist, &c., 8, Summercourt Road, Southend-on-Sea, lately Waterloo House, Leigh Hill, Leigh-on-Sea, Essex. Trustee, C. Mercer, 14, Bedford Row, London, W.C. Date of order, March 11th, 1907.

WESTON, HENRY, JOSEPH GEORGE HOLMES, and ERNEST WESTON (trading as Weston, Holmes and Co.), late cigar and tobacco merchants, Leicester Road, Syston; 7, Ullswater Street, Leicester; Leicester Road, Syston, and trading at 28, Dover Street, Leicester. Trustee, J. G. Burgess, 1, Berridge Street, Leicester. Date of order, April 8th, 1907.

WHISTON, THOMAS PHILIP, tobacconist, &c., 12, Bridge Street, Southampton. Trustee, W. F. J. Hunt, Midland Bank Chambers, High Street, Southampton. Date of order, March 11th, 1907.

Dissolution of Partnerships.

CHANDLER, JOHN, and CRESWELL CHANDLER, cigar and cigarette merchants, East Lodge, Charing Cross Station, London, under the style of John Chandler. All debts due and owing to or by the late firm will be received and paid by, and such business will be carried on in the future by, John Chandler.

DUNSTER, WILLIAM, and MAURICE LANE, wholesale and retail tobacconists, 52, High Street, South Norwood, under the style of W. Dunster & Co. All debts due to and owing by the late firm will be received and paid by William Dunster.

"YOU MAY SMOKE."

It is not so very long since smoking was forbidden in every room of the house save one; when a man would not smoke in a woman's presence without asking her permission and waiting for the answer; and when a woman would no more have thought of getting into a smoking compartment than of doing her hair in public. That time has passed and gone, and nobody laments it articulately save Mr. Frederic Harrison.

What Mr. Harrison thinks of the progress of the cigarette during the few years that have elapsed since he wrote his notorious article we shudder to imagine. According to a recent Consular Report on Poland and Lithuania, every male person in Russia over fifteen years of age smokes 150 cigarettes a week. He probably smokes them anywhere, everywhere, and constantly. If not, his liberty is less than that of his English brother, who gradually has extended the bounds of his operations till, unless he be an unfortunate fellow confined in a bank or other prison, he is subjected to hardly any of the discipline produced by a "close time."

We go to an hotel and restaurant for lunch, and hardly has the meal finished when the cigarette is in our mouth. We go to tea, we go to dinner, and the same thing happens. We take our seats in the theatre only to leave them as soon as the curtain goes down on the first act. Like mad creatures, we rush out for a cigarette! The torture of waiting so long without one has not been alleviated by the brilliancy of the play. Theatre managers have been known to protest that, if the restrictions against smoking are not removed from their houses, they will be compelled to go into the music-hall line. We have heard of one man—we would decline his further acquaintance with horror and loathing—who has a cigar in his bedroom just before he retires to what are, no doubt, troubled slumbers; and infatuated creatures exist who smoke before they get up in the morning. The restaurant-keepers are ignobly afraid to forbid their customers to smoke; the theatre managers would allow it if they did not fear the Lord Chamberlain and the County Council more even than the patron of the drama; and domestic rule becomes in too many cases powerless when smoke is in the air.

So far we have gone on our unholy way. What kingdoms remain to be conquered? There are, of course, the churches and the law courts.

Religious services have been held before now to which men were invited to come in their working clothes and bring their pipes. This was so exceptional, however, that it need not count. The churches may be said to remain free of smoke. So much cannot be claimed for the law courts. Everybody has read of American courts where the judge presides in shirt sleeves and the juyemen puff pipes and cigars. With them, fortunately, we are not concerned in comparatively conventional England. But an ominous indication of possibilities may be described in the proceedings of Beacontree Licensing Sessions. The situation of Beacontree is for the moment a mystery to us. We could wish the place was in America, but we fear it is not. The chairman of this Sessions is reported to have said only recently, "I see there is one lady present. If she does not object, I think you may smoke. Of course, the witnesses must not do so."

The one lady whose unhappy fate brought her to the Beacontree Licensing Sessions had a fine opportunity of protesting in the name of her sex against the pollution of the circumambient air. Like most others in her position she hesitated till it was too late. The golden moment has passed of objecting to the combination of tobacco and law. Soon we shall see County Court judges lighting their pipes before beginning business. From them the practice will spread to judges of the High Court on Assize, who will begin to expect a box of cigars on their desks instead of the customary bunch of flowers. The day may not be far distant when the Law Lords will find it impossible to give a sound ruling on an appeal without the aid of fragrant smoke.

It is woman's work to put a stop to present looseness before tobacco reaches these awful heights. No longer must she be content, in reply to the perfunctory question whether she objects to smoking, to say, "Oh! no, I like it." She must brace her energies and declare emphatically that she does and ever will object. She must start a crusade against smoking in hotels, restaurants, tea-rooms, and all places of public resort where there are people who dislike the very atmosphere of the smoke. She must . . . But we are afraid we are outlining a programme which only the Suffragists could carry out, and they have enough on their hands already.

Moreover, it must be sadly confessed that woman is not telling a polite fib when she says she likes the smell of tobacco. She is sometimes devoted to the taste of tobacco. How, then, can she save man from himself? How can we rely on her to protect the legal atmosphere from the gross pollution we have anxiously prophesied? If woman persists in smoking our last hope is gone.—*Evening Standard and St. James's Gazette.*

THE "PALADINI" CIGAR.—A RELIABLE 3d., MADE FROM PERFECTLY BLENDED HAVANA AND BORNEO.—SAMPLES FROM J. MILLHOFF & CO., LTD., 27, COMMERCIAL STREET, LONDON.

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THE TOBACCO EXHIBITION.

MARSUMA COMPANY.—From a trade standpoint, one of the most solid, useful, and best displayed exhibits was that of the Marsuma Company. There we found a large stock of every conceivable retail cigar (some 100 different brands), all made by this company, ranging in prices from 1d. each to 2s. 6d. One half of the exhibit was devoted to a business-like office, under the charge of Mr. Lusby and Mr. Bartlett, who expected to do an increased business in customers' special brands. One large show case in front was divided into three compartments, showing some five dozen brands, one-third being to retail at 1d. each, one-third at 2d. each, and one-third at 3d. each. A large ticket further stated that all or any of these British cigars could be reserved to wholesale buyers under special labels, and judging by the get-up and look of the articles, some startling value was offered. For instance, one 1d. cigar weighed nearly 1 lb. per 100, and looked a good value 2d. retail line. One large 2d. cigar weighed 22 oz. per 100, and is believed the heaviest 2d. cigar (not machine made) ever offered to the trade. The 3d. cigars were most beautifully turned out, every conceivable blend of cigar being represented by the highest class of hand work. The leading blends were:—"Victor Mala," made from Havana tobacco; "Flor de Avalo," Borneo wrapper, Havana fillers; "Suramala," Sumatra tobacco; "Hadkir," British North Borneo Darvel Bay tobacco; "Star Banner," Jamaica and Havana fillers; "Empires' Might," Java and other East Indian tobacco; "Flor de Mexico," old crop Mexican tobacco. Although the price of cigar leaf has risen from 15 per cent. to 25 per cent., and most firms were raising their prices (more particularly in cheap cigars), Mr. Lusby assured us that owing to the enormous stock of cigar leaf in bond held by the Company, they did not intend to raise any prices. He further mentioned that they were the largest holders of Mexican and East Indian tobacco in this country, and even in their cheapest 1d. cigar did not use German or other common tobaccos, and that every cigar they made was turned out by hand labour, they having no cigar machines in their factories. In the front counter case was displayed their celebrated "Marsuma de Luxe" cigars, to retail from 6d. to 2s. 6d. each. No other cigar firm in the trade manufactured such expensive British cigars, and Mr. Lusby told us that the East Indian tobacco used in "de Luxe" cigars cost 50 per cent. more than the best Havana tobacco. The company gave away on Monday, April 22nd, a free No. 4 Surabaya Marsuma cigar to all paying admission to the exhibition, and with each cigar presented a handsome sixteen page leaflet, with photographs and testimonials from Lord Kitchener and other eminent smokers of the Marsuma cigars.

The front counter case contained also the Marsuma hand-made cigarette to retail at 10 for 3d., tins of 10 to retail at 4d., this line being a new one as shipped in bond; "Marsuma de Luxe" cigarette to retail at 10 for 6d., handsome leatherette boxes, cork tipped, to retail at 4s. per 100, 22-ct. gold tipped to retail at 6s. 3d. per 100; and a new Turkish cigarette called "Hash-en-jid," to retail at 7s. per 100. "Amio" hand-made cigarettes, to retail at 4 a 1d., and a new line to retail at 5 a 1d., were also in evidence; the latter line when fairly launched on the market will be largely advertised. There was also a good show of Marsuma mixture tobacco, to retail at 1s. per 2 oz. tin.

An excellent cheroot to retail at 1½d. each, made from the best cigar cuttings, called "Kleinies," and now sold to the House of Commons, completed this show case. The large wall case at the back of the Exhibit contained British-made

cigars in bundles, to retail at 10 for 9d., 10 for 1s. 6d., and other sizes, including a Manilla cigar to sell for 2d. as large as any imported Manilla to sell for 3d.

The company are registered in Cuba, and besides importing large quantities of Havana tobacco, had a display of their new line of imported Havana cigars called "Flor de Galliano" in sizes to retail at 4d., 6d., 9d., and 1s. each.

Some seven photographs of their Congleton factory, two gold medal diplomas, photographs of the Australian team and Sir Edmund Barton, who all smoke the Marsuma cigars, a large variety of show cards, not forgetting a very attractive electric sign for inside tobacconists' windows, completed this very interesting exhibit, and was an object lesson to the trade, and proved that the company with its factories in Congleton, London, and Manchester, could match any class of imported cigar, equal in quality and get-up, at about half the cost of the imported article.

B. MURATTI, SONS & CO. LTD., Whitworth Street, Manchester. London Office, 88, Gracechurch Street, E.C.—This well-known firm of cigarette specialists had a very handsome and artistically decorated stall which attracted very many visitors. It would make too great an inroad upon our space to give a detailed list of the numerous lines of cigarettes which are so well and favourably known by smokers all over the world, but we may say that we noticed that much interest was shown in the "Ariston" and in the "Ariston de Luxe." We have frequently had occasion to speak in the highest terms of the quality and flavour of these dainty "whiffs," and we are glad to learn that sales are steadily increasing and that "Aristons," wherever introduced, never fail to make their way. The "Classic" Virginia, one of the best lines we know of, is also going strong. We need hardly add that the firm continues to give the trade a very liberal profit on all their goods.

SADLER & MOORE, Spital Square, Bishopsgate, London, E.C.—This firm had a very tasteful stall in a good position, and we were glad to hear that their various specialities met with much favour, and that large orders were booked. The firm are making a speciality of their "Service" mixture, which we can say from experience is one of the very best on the market. It is admirably blended, delicate in flavour, and cool on the palate. Messrs. Sadler & Moore's "Moslem" mixture is also well worth attention, and retailers should certainly give a trial order both for that and the "Service" mixture. They will find them readily saleable and sure to produce repeat orders. They will also find themselves very liberally dealt with.

ZORASTAH CIGARETTE CO. LTD., 66, Victoria Street, London, S.W.—We were much interested in the stall of this company, as there was a very large selection, not only of Turkish cigarettes, but there was also an exhibit of admirable mixture for the pipe. Daintiness of appearance, purity of quality, and delicacy of flavour were the chief characteristics of the various lines of cigarettes, all of which were attractively boxed. The trade should send for price list and samples.

MESSRS. J. R. FREEMAN & SON, St. John's Road, Hoxton, N.—This firm, we noticed, always seemed to have a large number of visitors who were much interested in seeing the men at work in making the F.D.B. brand of cigars. This brand meets with ever-increasing approval from cigar smokers in all parts, and the firm have devoted a large amount of anxious care and considerable sums of

TURKISH AND VIRGINIAN TOBACCO, SPECIALLY PREPARED FOR CIGARETTE MANUFACTURE.
SAMPLES, WITH PRICES, FROM J. MILLHOFF & CO., LTD., 27, COMMERCIAL STREET, LONDON.

money in bringing it up to its present perfection. They have now introduced a smaller size at ad. This size is made from exactly the same tobacco. The firm have done an immense deal to educate the public taste as to the genuine quality to be obtained in cigars of British manufacture, and if there be any of our readers who do not stock their products they should lose no time in repairing the omission.

R. LOCKYER & CO., Bath Street, City Road, London, E.C.—We were glad to see this well-known firm doing a great amount of trade and drawing large numbers of visitors. The names of their various brands are by this time as familiar as household words, and we need only say that they are as good as ever. Their newest introduction is a very fine line of cigarettes called "Savoy." These cigarettes are rather large in size, and are manufactured from a blend of the finest Turkish tobaccos. They are very delicate in flavour and have a fine aroma. Like all the productions of this firm they are most handsomely boxed and are sure to secure attention upon any counter. Retailers would be well-advised to send for samples.

TEOFANI & CO., 18, Bury Street, London, E.C.—A tobacco exhibition without Messrs. Teofani & Co. is, of course, inconceivable, for probably no firm have ever received more special appointments and gold medals for the excellence of their products. Space fails us to enumerate the many specialities which were exhibited, but we did not see any new lines, the firm preferring to rely upon their old specialities which have made them famous all over the world. Retailers who have a high-class connection should send for a price list.

THE TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon Street, London, E.C.—This well-known house—famously known as the T.S.S.—were well to the fore and displayed a very great variety of specialities of all kinds. We were glad to learn that large orders have flowed in, and that the firm's special lines, especially in cigarettes, came in for great attention. Retailers should write for price lists and ask for samples, and they will find that it is impossible anywhere to get better value for money.

THE HYGIENIC CIGARETTE COMPANY, 11, Spicel Street, Birmingham.—This company had a good display of their "Hygienic" cigarettes, and we may say that their stall was one of the features of the exhibition. Each cigarette has a patent smoke filter, which renders it dust and nicotine-proof, and it is claimed that this prevents any injurious effects upon the nerves and heart, while the flavour of the tobacco is in no way impaired. We have carefully sampled these lines, and are much pleased with their pleasant flavour and aroma. They are a most attractive novelty, and retailers should certainly place trial orders. They will find that they are allowed a generous rate of profit.

SIDNEY PULLINGER, LTD., Birmingham.—Last month we printed the striking circular issued by this enterprising firm, and we are glad to be able to report that it did them good service. The free distribution of their line of "Five Cents" cigars was a remarkable success, and we feel sure that retailers will recognise that a 2½d. cigar of such merits has great possibilities. Needless to say our old friend "Jack Jones" was well displayed and secured much notice. It is one of the best 2d. cigars on the market and daily grows more popular. Among a vast number of other excellent lines we would first call attention to "St. Elmo." This really fine cigar is a triumph for the firm, and tobacco-nists who have customers who know how to appreciate quality and do not mind paying a fair price should give it a trial. Retailers will do well to send for the firm's price list and give trial orders for some of their specialities. It would be impossible for us to give anything like a full list here, as besides those we have mentioned there are many others of great merit. Messrs. Sidney Pullinger, Ltd., have done good work in educating the public as to the sterling value of British made cigars, and we are confident that smokers who make a trial of their products will be sure to continue

to purchase them. We might perhaps draw special attention to their "Caprano-Whiffs"; these are little cigars, hand made of all leaf tobacco. They are sweet and cool, and fully justify the description "a choice short smoke." There is a very handsome profit upon them, and they are quite as good, if not better, than many other widely advertised lines which cost twice the money. We would recommend the trade that the firm do their utmost to help sales by providing attractive advertisement matter, and in particular supply their well known shields, which look extremely well in the shop and never fail to attract the attention of customers.

The Selection of Meerschaum Goods.

It is difficult to detect small imperfections in meerschaum goods under an artificial light. If you breathe lightly on a plain meerschaum pipe the grain and any surface flaws will show up distinctly. You may thus discover the tiniest filled-up flaw, or it may be a crack or a scratch. An actual crack in the meerschaum is fatal to extend and get worse in smoking, and the customer will probably return it and demand his money back. But make sure that it is not merely a crack in the wax surface, which will probably disappear on the first smoke, or even while in stock during warm weather.

Look out for cracks where the stem joins the mouth-piece, particularly in cigar and cigarette tubes and in slender-stemmed pipes; these cracks are generally due to the carelessness of the workman in fitting the mouth-pieces. Reject such articles without hesitation, for the screw will swell and increase the fracture. Many pieces so damaged will have silver bands on, which effectually hide the cracks and prevent their extending, but they are there all the same, and decrease the value.

A first quality plain meerschaum pipe should be the colour of new milk, with a very fine, even grain, and a highly polished surface, without a blemish of any kind.

If, on careful examination, you find that there is absolutely no grain, but an impervious looking surface, be sure that it is too hard, and therefore difficult to colour—consequently reject it.

If, on the contrary, the grain is large and soapy looking, you have then a pipe which will colour rapidly but unevenly. That is to say it will not develop that straight line round the bowl which should distinguish a really well coloured pipe.

On the other hand, as before mentioned, this soft-looking meerschaum is the best for carved goods of all kinds, which should properly colour all over. In buying "seconds" you cannot be so particular, nor will the manufacturer as a rule allow the retailer to select, but sells the dozen, or whatever the quantity, as one lot.

Nevertheless have a good look at every article, and reject the parcel if you think there are too many imperfect, because in that case they should properly be described as a job lot, and priced accordingly. Don't touch job lots unless you have a quick turnover for low-priced goods, for they always deteriorate rapidly when on show in the window or counter case.

With the exception of high-class artistic work the general run of carved goods have a rather deeper tone than the plain kind, owing to the fact that yellower wax is used in finishing them. This is particularly noticeable in relief work, such as a head represented wearing a straw hat, when the latter, as also the eyes, and perhaps the moustaches are slightly recarved to the extent of removing the wax surface, the result being that the relief will only change colour slightly, while the rest of the pipe becomes a rich brown, and this produces an extremely attractive effect. Of course the extra work makes the pipe somewhat more expensive.—*Tobacco of New York.*

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A GOOD 2d. SMOKE IS THE "SHELLEY" CIGAR; IT YIELDS EXCELLENT PROFIT. SAMPLES, WITH PRICES, FROM J. MILLHOFF & CO., LTD., 27, COMMERCIAL STREET, LONDON.

SINGLETON & COLE, Ltd.

ANNUAL MEETING.



THE annual meeting of the shareholders of Messrs. Singleton & Cole was held on Wednesday, April 24th, at the Grand Hotel, Birmingham, Mr. Joseph Cole presiding.

The net profit for the year, after making the usual provisions, amounted to £8,157, and with last year's balance the available total was £13,374. An interim dividend of 5 per cent. was paid for six months, and 7 per cent. was recommended for the last half year (6 per cent. for the year), and £6,174 was carried forward.

The Chairman, in moving the adoption of the report, prefaced his observations by a fitting reference to the loss which the company had sustained in the retirement from the directorate of Mr. Fredk. Simmons. Mr. Simmons had, he said, served the shareholders with tact and great ability for a very long period. He retired from the board entirely on account of advancing years, carrying with him the best wishes of every member. To the vacancy, the board had appointed his (the speaker's) eldest son, George Ferdinand Cole, and if he served the company as a director until he reached the age of his predecessor, and retired with "honours equal," the then shareholders of the company would, he thought, be satisfied. Turning to the balance sheet, the Chairman said the figures were practically a repetition of last year's statement; consequently, he did not propose taking them in detail. Any alterations there were, were improvements. The profit was slightly larger, and reflected the increase in turnover, which was and always had been steadily progressive. Depreciation had received its full share of attention, and all additions, renewals, and repairs to plant, fixtures, and machinery, both at the Shrewsbury factory and at all branches, had been paid for out of revenue; advertising account had been written off entirely, which was in itself a healthy sign, and indicated the policy of living well within the means of the company. The board had always adopted that course. Altogether it was a thoroughly sound balance sheet. He added incidentally: "We are now entering on the 22nd year of Singleton & Cole. During those years we have never failed to pay a dividend, and I think we may consider it a good record."

The Chairman then referred to the recent Budget, observing that they did not anticipate any alteration of duty, but thought some relief might have been granted on the residuums on which they got drawback, the present allowance being altogether inadequate to cover loss of material and duty. Their hope in that direction was considerably strengthened by the fact that the English Government had been made fully aware of the lawless condition of the part of the United States where three-fourths of the pipe tobacco used in England was grown. That state of affairs, combined with successive short crops, had caused raw material to advance enormously, and as it was utterly impossible to increase the price of 3d. tobacco to the consumers, or for the matter of that the 2d. and 3d. cigar, manufacturers and dealers were, therefore, called upon to bear the burden until such times that relief in some shape or other arrived. No doubt the question of supply and demand would eventually equalise those matters, especially as great efforts were now being made in our own colonies to grow and put in suitable condition for the English market large crops of tobacco leaf. Amongst the colonies who were making a speciality of tobacco cultivation were North

Borneo, South Africa, British India, Jamaica, the Leeward Islands, Australia, and British Columbia, and as England paid annually over five million pounds sterling for tobacco grown in foreign countries, he thought that was a matter that might with advantage to the trade and our colonies be brought before the Colonial Premiers, with a view to encouraging the colonies to try and secure for themselves a share of that trade. With regard to the present abnormally high prices prevailing for raw material, fortunately the company could afford to wait, as through the foresight of the board they held upwards of two years' stock of tobacco leaf of all growths at present bonded in English warehouses, all purchased before prices advanced, and as it improved with keeping the company was consequently placed in an independent position, and could complacently contemplate any further developments that were introduced for increasing the cultivation of tobacco for the next couple of years. Some companies which had not made such provision were badly off.

Mr. Plant seconded the resolution, bearing testimony to the long and able service rendered to the company by Mr. Simmons, and pointing out that his retirement was due entirely to his advancing years. He left the company in perfect accord with every member of the board. The balance sheet was thoroughly satisfactory, and bore its own recommendation.

A shareholder made an inquiry respecting the amount of depreciation, and Mr. Vine, the auditor, pointed out that it appeared in the sundry creditors.

The Chairman also explained that ample provision was made in the balance sheet in regard to the depreciation on leasehold property.

A shareholder (Mr. Peacock) expressed the hope that the directors would take steps to remove the amount set down for goodwill from the balance sheet. Personally he did not like to see that item; and would prefer to accept a slightly smaller dividend if it could be written off by degrees.

Mr. Simmons said, in his judgment, the directors took the right course in retaining the item of goodwill. If it were written off by a reduction of dividend they would be removing that which they could never bring back again. But by the process of making profits they could carry the amounts forward and make use of them. It was not a good plan to interfere with the goodwill when it was once there. Plenty of the most prosperous companies found that course the best.

Mr. G. W. Singleton pointed out that the continual carrying forward of balances had practically the effect desired. It would equal the goodwill. He did not think the inclusion of the item depreciated the shares in any way. It was really a small amount compared with the goodwill of many companies, particularly those in the tobacco trade.

Mr. Lewis congratulated the board on the satisfactory balance sheet. What he liked about the company was that it was consistently steady: free from variations. He would like to see some of the goodwill written off; but he thought the system of carrying money forward would soon right that matter. He did not think it would be advisable to wipe off the whole of the goodwill. He appreciated the good services rendered by Mr. Simmons, and was glad to know that his relations with the board had been of the most harmonious character.

The report was then unanimously approved.

SPECIAL ADVANTAGES IN GOOD SELLING LINES: CIGARS, CIGARETTES, OR TOBACCO.

APPLY TO J. MILLHOFF & CO., LTD., 27, COMMERCIAL STREET, LONDON.

The Chairman moved a resolution authorising the payment of a 7 per cent. dividend for the six months, making, with the interim dividend, 6 per cent. for the year.

Mr. H. C. Clarke seconded, and joined with Mr. Plant and the Chairman in their expressions of regret in losing from the directorate the services of Mr. Simmons. He had resigned entirely owing to advancing years. They were glad that he was in the best of health, and hoped that he would so continue. He recognised the able work of Mr. Simmons, and was sorry that he had put into force the intention he foreshadowed last August.

The resolution was adopted.

Mr. G. W. Singleton proposed the re-election of Mr. H. C. Clarke, Mr. Vine seconded, and the resolution was unanimously approved.

The re-election of Mr. J. Vine and Mr. F. H. Hinde as auditors was proposed by Mr. James. They had, he said, held office for many years; they had done their work well, devoting much time, and the shareholders were well satisfied.

Mr. Booth seconded, and the resolution was carried.

Mr. Vine, returning thanks, said he had signed 21 balance sheets, and that was the most satisfactory of the lot. Everything had been written down.

A resolution expressing appreciation of the excellent services of Mr. Simmons as a director, and regret at his retirement, was proposed by Mr. Stewart.

The Chairman welcomed the motion. He mentioned that a similar expression from the board was entered on the minutes at the time of Mr. Simmons' retirement.

The resolution was adopted, and Mr. Simmons replied, observing that his work for the company, with which he had been connected for 17 years, had been a pleasure. His relations had always been most cordial. He appreciated the kindly expressions both of the board and the shareholders.

Dr. Freer, proposing a vote of thanks to the Chairman and his colleagues, expressed the hope that if there were any weaklings in the branch businesses of the Company—in Wolverhampton, Walsall, Shrewsbury, Birmingham, Leeds, and Liverpool—they would be either strengthened, or put out of existence.

The resolution was adopted, and the Chairman, in acknowledgment, stated that fortunately the company did not possess any weaklings. If there were any, drastic measures would be taken.

The meeting then terminated.

Culture of Tobacco in India.

THE manner in which tobacco-growing has progressed in India is little understood; a report from the U.S. Consul gives a good deal of light on the subject and reveals the fact that tobacco of very excellent quality is produced in that country. He says:

"The growth of tobacco cultivation in India has been uniformly rapid. The explanation made by those engaged in the business is that American seed has so improved the quality and quantity of the tobacco that planters have found it profitable to grow tobacco. A total acreage of 94,953 acres was under cultivation in 1906, with the prospect of further rapid increase.

"Havana seed has done well and the cultivation of that plant has extended very considerably in the last three years, the present area grown in Havana tobacco being 2,000 acres. It is reported that a good market always exists for the Havana or Lanka or Aysay, the best leaves being used for wrappers, and the inferior ones for binders and fillers. Natives of the Madras Presidency, from the Coconada side, and Chittagonians, who have migrated to these shores, foreseeing a profitable business in the tobacco industry, and the stimulus imparted to the trade by the high prices prevailing in the principal centres of the prov-

ince—Rangoon, Moulmein, Frome, Mandalay, to name the more important—for the manufacture of cheroots of tobacco from India, have taken largely to growing tobaccos. Unfortunately, the majority of these Indian growers and traders, as well as some Burman traders, especially in the Maubin district, have recently developed the notorious practice of packing the locally grown and cured tobacco into bales got up identically in the manner in vogue in Southern India with palm leaves, straw, &c., and exporting these as the genuine 'Lanka' or 'Coconada' product is equivalent to that obtained for the best imported Indian produce. It is also not unknown for the term 'Lanka' to be applied by Burman tobacco-growers to the tobacco used for the manufacture of cheroots, commonly known as 'Burmahs', as the Indian-grown product appears to have earned the reputation of bearing the hall-mark of perfection. This propensity on the part of the cultivators and traders is not without its drawbacks, which is easily palmed off as the genuine product under the assumed name.

"Experiments have shown that the soil of the Upper Chindwin district is eminently adaptable for tobacco cultivation, and Havana and Virginia seeds have been grown with the best results. Cultivators here, as also in Akyab and Hanthawaddy, have evinced a decided preference for American tobacco, which is superior to the locally grown variety. The only drawback to the entire success of the industry is the ignorance of the methods of cultivation, planting and curing, the value of the tobacco depreciating in consequence. The cultivation of Havana in Pakokku, and Virginia in Mergui, has been encouraging, and the quality and aroma are said to be good; but the people in both these districts unfortunately do not appear to like these varieties on account of the mildness, while in Henzada and Kyauksi it is reported that the natives like the American tobacco very much. Havana has been grown successfully in Mandalay and the leaves are large and silky. The caterpillars attacked the plant in some places, but diluted phenyle applied to the roots of plants was effective in ridding them of these pests; but wood ashes mixed with diluted spirits of turpentine were more beneficial. The use of these was found to be effective also in the case of green worm.

"In Minbu the yield per acre was 362 pounds with Havana and 934 pounds with Virginia. In Maubin twenty-one pounds of Havana seeds produced the very large out-turn of 8,213 pounds, and Virginia seeds yielded a crop of 1,000 pounds in Mandalay. The Burman is very careless and gives no special attention to the plant or to the selection of soil. Where the Havana and Virginia tobaccos have been extensively and successfully cultivated the leaves produced possess a far superior flavour and are of a finer texture than the local variety, besides fetching a correspondingly higher price. Where failure in growing the foreign product has been the result, the cause is mainly attributable to the haphazard way in which the selection of soil for planting is made. Besides, the pristine Burmese method of curing the leaves by sundrying is not effective.

"In view of the great expansion in Havana tobacco cultivation, it is not premature to predict that before long the produce from Maubin will be able to compete successfully with that exported from Java and Sumatra, which is first sent to Europe for curing, and then re-imported by the well-known cigar and cheroot manufacturers in India, who use the prepared leaves as outer covers for cigars, which eventually are known as Javas and Sumatras."

AN INEXPENSIVE CIGAR-LIGHTER.

Wigg: I saw Skinnum light a cigar with a twenty-dollar bill.

Wagg: I'll bet it wasn't receipted.

IF YOU MAKE YOUR OWN CIGARETTES SEND FOR SAMPLES AND PRICES OF OUR SPECIALLY PREPARED TOBACCOS. J. MILLHOFF & CO., LTD., 27, COMMERCIAL ST., LONDON.

A. W. PINERO WRITES:—"FIND 'DE RESZKE' CIGARETTES EXCELLENT."

The Art

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SIR AUE

The Art of Pipe Smoking.

A FEMINIST of the ancient type once said that what a man loves best he uses worst. This may or may not be true of man's principal chattel in life, but it certainly is so of many other things which he appears to value almost as highly. There are cases on record where a condemned criminal, being allowed the privilege of some final earthly luxury, has deliberately made choice of a pipe of tobacco, above all other conceivable temporary enjoyments; and most smokers will find no difficulty in making out the point of view. The wonder is, however, that with a custom so universal as pipe-smoking, there are so very few who have any real discernment in tobaccos, or more than a casual understanding of the nature of a good pipe.

With most smokers any kind of pipe seems to do, and any sort of tobacco provided that it smokes cool. Generally speaking, a man has but one pipe, which he keeps going all day and every day, until it burns through or becomes so indescribably foul that further use is impossible. Then the pipe is thrown away, a new one is purchased, and the same process begins again. People of this class, and probably they form the great majority of pipe-smokers, never really enjoy their tobacco. With them smoking is a habit only. Their tobacco is invariably strong doctored stuff, as nothing else will burn cool in a chronically foul pipe; and they bubble through so many ounces a week contentedly enough, because, never having tried the more excellent way, they have no notion that they are losing half the enjoyment possible with the right consumption of good tobacco. The first fault lies, of course, in the tobacco itself. The law allows a certain percentage of moisture, which is about twice as much as is needful to secure the proper rate of combustion. This the manufacturers know very well; but as water is much cheaper than tobacco leaf, it is seldom that a manufacturer is altruistic enough to send out his wares with less moisture than the law allows. Nearly all packet tobaccos ought to be laid out in the sunshine, or in gentle heat, and half the water dried out of them before consumption. Smoked in this way, from a clean pipe properly loaded, a pure unblended honeydew will have all the flavour that the most exacting smoker could desire; and there will not be the slightest tendency to burn the tongue, which is the great fault with light tobaccos as at present sold.

Just as important as the condition of the tobacco smoked is the state of the pipe itself. A straight pipe, with a wide bore to the stem, is the best, because it is easy to clean with a few twists of a feather. No doubt feathers are the finest pipe-cleaners. In the country a casual stroll through any farmyard will result in a collection of feathers enough to last an ordinary smoker six months. But even in the towns these may be come by at no great trouble. Next, no doubt, to a good, seasoned tobacco, the great secret of enjoyable pipe-smoking is to have a battery of pipes, so that a frequent change is possible. The ideal plan is never to smoke a particular pipe more than once in a day. When done with, it should be cleaned and stood in the rack bowl downwards; and all pipes should be used in rotation. There is a great art, too, in filling a pipe. If the tobacco is crammed in haphazard, it will not burn evenly; and a tightly-packed pipe is the cause of more tongue-blisters than even an ill-conditioned, half-drowned tobacco. Pipe-filling is perhaps the most difficult thing a smoker has to deal with. Old hands cannot be sure of always exactly hitting the right degree of even density throughout the bowl; and beginners invariably make a botch of it. Some people will never master the thing in a lifetime, try as they may; and they are perforce limited to the minor delights of cigar and cigarette smoking; or at least have to put up with mixtures which, by reason of their short, choppy nature, are fairly fool-proof from this point of view.

A perfectly filled pipe should light at once in an evenly glowing disc, and should burn through almost to the

bottom uninterruptedly, preserving a slightly coned shape the whole time. A curious, not to say unaccountable, thing about pipe-smoking is the way in which the formation of the "cake"—the hard black substance which collects on the inside of the bowl—varies with different smokers. It does not appear to depend on the nature of the tobacco used, but almost entirely on some mysterious attribute of the user. With some smokers this cake grows rapidly, and must be as constantly pared away; while with others its collection is just as slow. In either case the interior of the bowl must be kept as smooth as possible by frequent scrapings. This ensures the "rim-fire" necessary for the cone-shaped burning; a rough bowl means "centre-fire" and waste of tobacco. To many people the first smoke from a new pipe is always a terror; but the breaking-in of a new briar should never be attempted by smoking it in the ordinary way. It must be done by some sort of bellows arrangement. A bicycle pump is not a bad thing; but there is a contrivance used by bee-keepers, called a "Bingham Smoker," which effects the operation admirably. The pipe should first be packed hard with the strongest and juiciest tobacco obtainable. It is then lighted and drawn up to a glow with the mouth. A few puffs will suffice for this, when it is laid on the table, and blown at steadily until the charge is all consumed. A pipe treated in this way is ready at once to go in the rack and take its turn with the rest.

A word of counsel might here be given to beginners in the fine art of pipe-smoking. It is very easy to acquire bad taste in the matter of tobacco, and very hard indeed to gain, in the outset, any sort of real discrimination as to the merits of the host of named and unnamed weeds that fill a tobaccoist's shop. Many, perhaps most, old smokers will scout with derision the advice the writer would now respectfully offer to the novice; but the hazard must be made. It is just this: have nothing to do with mixture, containing half a dozen different sorts of tobacco; but take to a pure unblended Virginia, which is the best kind of tobacco for livers on English soil. No wine-drinker would think of combining port and sherry, champagne and claret, in the same draught. And just as every kind of wine has its own distinctive flavour and properties, so has tobacco. Honeydew, Cavendish, Turkish, Latakia, each has its peculiar and undeniable merits, each its own fragrance different from all the rest. Yet there are thousands to-day who cram them all together into the one pipe bowl, and that with no more reason than the man who should mix his wines.—*The Globe*.

NEW LINES.

PAN-CELTIC MIXTURE. Messrs. Singleton & Cole, Ltd. have sent us a sample of their latest production, bearing the above name. This mixture is packed in one ounce, two ounce, and four ounce leads, and retailed at 6d. per ounce. It is supplied to the trade on terms which give 30 per cent. profit. After carefully sampling the mixture we can confidently recommend it as likely to be much appreciated by pipe smokers. It is a choice blend of the finest tobaccos, has a delicious flavour, and is both fragrant and cool. Retailers should write for samples and should note that the firm will send them a good selection of show cards and dummies.

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"Say," said Mrs. Nuritch, "your father's got to stop smokin' his cigarettes in the parlour. You'll have to speak to him; he won't mind me."

"He ain't afraid o' me, neither," replied Nuritch.

"Well, something's got to be done."

"If I wasn't afraid o' scarin' the old man too bad I'd get the butler after him."

SIR AUBREY DEAN PAUL, BART., THINKS THE "DE RESZKE" CIGARETTE A MOST DELICIOUS TOBACCO IN EVERY WAY.



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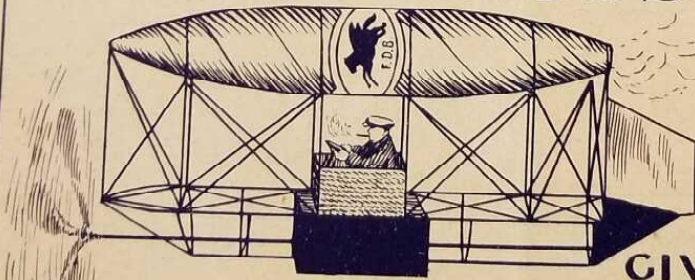
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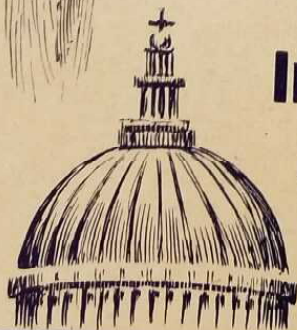
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FREEMAN'S DARVEL BAY BRAND SOLD EVERYWHERE.



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WRITE AT ONCE, as the offer will not remain open long.

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