

# "THREE NUNS" TOBACCO.

Write to J. & F. BELL, Ltd., GLASGOW, for Illustrated Price List with fixed retail prices.

Published on the 15th of every Month.

Published on the 15th of every Month.



## The Cigarette World



The Retailer's Journal:

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

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

### WILLS'S

# "GOLD FLAKE"

Tobacco  
AND Cigarettes

IN TWO DEGREES OF STRENGTH.

MILD (the original) with Yellow and Red Label.

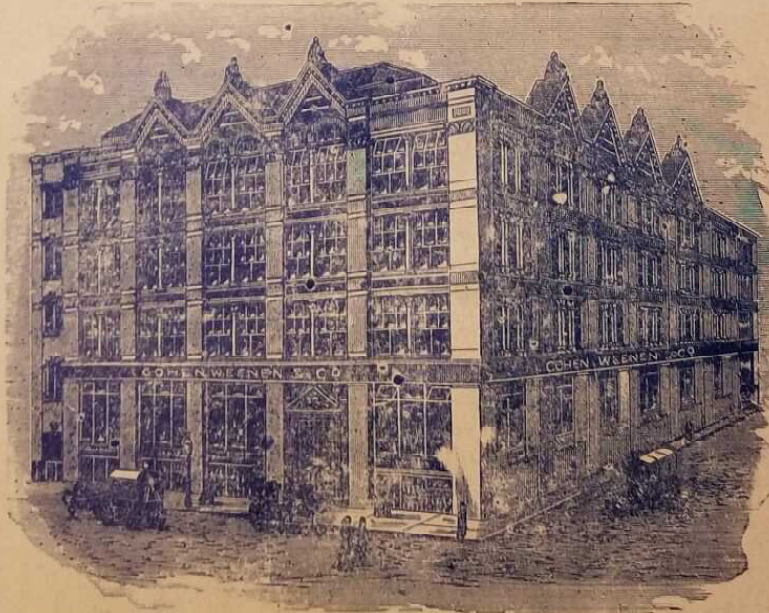
In 1/2-oz., 1-oz., and 2-oz. Square Foil Packets; 1/2-lb. and 1-lb. Decorated Tins; and 2-oz., 1/2-lb., 1-lb., and 1-lb. Patent Tins.

MEDIUM (fuller flavour) with Blue and White Label.

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

IN PACKETS AND PATENT AIR-TIGHT TINS.

# Cohen, Weenen & Co.'s



New Premises,

52, Commercial Road, E.

BIGGS'S COMMERCIAL ST. LONDON. "TWO ROSES," 5 CIGARETTES, PRICE 1/6 PER 10 CIGARETTES.

BIGGS'S COMMERCIAL "RICHMOND BOUQUET," 12 CIGARETTES, PRICE 1/6 PER 10 CIGARETTES.

**3d.**  
PACKETS OF  
**10**

● ● ●

**6d.**  
TINS OF  
**20**

● ● ●

UNSOLICITED  
TESTIMONIAL.

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

Proprietors—

**ADKIN**  
AND  
**SONS,**

● ● ●

LONDON.  
Established 1759.

● ● ●

UNSOLICITED  
TESTIMONIAL.

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

FOR

# ASTHORE CIGARETTES

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

TRY THE NEW BRAND OF

## INDIAN CIGARS

# "ZEMINDAR"

**CHOICE. MILD. FRAGRANT.**

MANUFACTURED BY

### SPENCER & CO. Ltd., DINDIGUL.

POPULAR PRICES. NO CUTTING.

---

SOLE AGENTS—

## JARRETT BROTHERS

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

**THE  
TOBACCONISTS'  
SUPPLY SYNDICATE.**

**PRICES  
AND  
BONUS.**

**NEW**

**PRICES  
AND  
BONUS.**

**PRICE LIST**

**NOW**

**READY.**

**SEND FOR COPY AT ONCE TO HEAD OFFICE,  
55, FARRINGDON STREET, E.C.**

**Warehouse:—**

**1, 2, 3 & 4, PLUM TREE COURT.**

**Factory:—**

**21, FARRINGDON ST., E.C.**

**Telephone 1235 Holborn.**

**Telegrams:—"Crackers," London.**



**GAINSBOROUGH  
CIGARETTES.**

---

---

**Cohen, Weenen & Co.,**

**LONDON.**



To Retail at **4<sup>D.</sup>** 26/-  
Per 1,000.



To Retail at **3<sup>D.</sup>** 19/-  
Per 1,000.  
WRITE FOR PRICE LIST.

**SWEET CHERRY TIPPED CIGARETTES.**

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

*Price List on application.*

## The Cigarette World AND TOBACCO NEWS.

NOVEMBER 15th, 1902.

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

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

### THE TRADE AND ITS FUTURE.

**E**LSEWHERE will be found an account of the strong action being taken in America by the trade against the American Tobacco Company. The indictment is, in truth, damning, and, couched as it is in moderate language, is the most effective attack upon the methods of that "combine" we have yet seen. Indeed, there was no need to do aught but state the facts, for they are fully sufficient to ensure a conviction at the bar of public opinion, though whether they are sufficient to galvanise the authorities into activity against the Company is by no means certain. We have been blamed in some quarters for the amount of space we have devoted to dealing with the inner history of the American Tobacco Company, and have been told that our object was merely to strike a blow

Manufacturers of the Popular Registered Brands of Cigars

Established 1832.

La Fragancia AND  
Gironde

# JAMES STEEL & CO.

ELAINE,  
Imperiales, Cissia, Paula,  
La Stella, My Fancy, La Aroma, El Globo,  
Courts, Fabarisa, Steel's Mexicans (Con. Fine & Reg. Principe), etc.

TELEPHONE 5193.  
Telegram: "AROMA, LIVERPOOL."

FACTORY: 78, DUKE ST., LIVERPOOL.

N.B.—The Trade only Supplied.

Price Lists on Application.

New Line.

LLOYDS'

## 'Golden Melon' Mixture



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

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

SOLE MANUFACTURERS:

# RICHARD LLOYD & SONS, LONDON.

## ADOLPH ELKIN & CO.,

WHOLESALE TOBACCONISTS,

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

**Specialities:—**

"LA NIKLE," 1d., ROTHSCHILD CIGARS.

"ZEALANDIA," 2d., IMPERIAL CIGARS.

PRICE LIST, CORONATION EDITION, POST FREE.

TELEPHONE NO. 6098, AVENUE.

*The Canadian Tobacco Journal* gives the following hints which, we think, retailers might well take to heart:—"How to get rid of dead stock? That's a problem that brings considerable worry to most tobacconists. The up-to-date retailer finds it necessary to give an order for practically every new brand that makes its appearance on the market, in order to keep up his reputation for having in stock any article his customers may feel inclined to ask for. Sometimes these new brands are successful in obtaining a hold on the public. Very often they are not. Then they become dead stock, and the dealer finds it more and more difficult to get rid of them the longer they remain behind his counter. Now it is important that this dead stock should never be allowed to accumulate. But how to avoid it? Here is one method. Immediately you notice that a brand has become a drug on the market, don't reduce the price of it, but offer an inexpensive premium to be given away with a certain quantity of the goods, and display the brand prominently, together with the premiums, in your window. This plan will seldom fail to rid you of the tardy sellers. Of course, you can scarcely expect a profit on such goods—the premiums should be of a value that will just let you out of the transaction without a loss. The scheme has a two-fold value. It not only clears out goods that are hard to move, but it also serves to impress customers with your liberality, and thus may even attract new patrons to your store."

The retail trade were anxiously expecting the Imperial price list, promised for November 1st, but once again were doomed to disappointment, and it is now rumoured that it will probably not appear before the end of February. This delay has caused much dissatisfaction, since it is now many months since the Imperial promised to consider the demands of the trade as to their scale of profits. We have frequently pointed out that manufacturers outside the trust have long ago yielded a cheerful consent to the scale proposed, namely, 20 per cent. on tobaccos and 25 per cent. on cigarettes, and, indeed, in many instances have granted a considerably higher rate; and some firms in the Imperial have given satisfactory responses also. The delay is not only vexatious to the trade, but also obviously injurious to the business of the big combine, for tobacconists will obviously push those goods on which they have a good profit guaranteed, and thus, until the new price list is issued, the Imperial are bound to suffer. If they have made up their minds to grant the profit required, subject to some exceptions, they should, we think, say so, and thus give confidence to their customers; the exceptions might, if necessary, be dealt with later on. Any way, we think there should be no difficulty in getting the list out long before the beginning of 1903. *Bis dat qui cito dat* is a proverb which we would venture to commend to the consideration of those responsible.

## NEW LINES.

**GODIVAS.**—Messrs. Aviss Brothers, of Coventry, have sent us samples of this special line of 2d. cigars. They are neatly boxed, artistically banded, and of medium size. We found them of a mild, agreeable flavour, and a careful examination of one of them showed that pure sound leaf alone is used. We think retailers can stock them with every confidence, as they are sure to be a popular Christmas line; indeed, in our view they compare very favourably with many 3d. cigars.

**PINKS OF PERFECTION.**—These cigars are also a Christmas line of Messrs. Aviss Brothers; they are most attractively boxed, and are sure to gain attention wherever placed. They are larger in size than Godivas, and show wonderful value for 2d. Christmas being a time when many customers like plenty for their money, Pinks of Perfection should find a ready sale. The cigars have a darker outside leaf than Godivas, but they are of mild strength, and also show signs of extreme care in manufacture. Both lines are sold at prices showing a very handsome profit, and there is every probability that they will sell like the proverbial hot cakes at the festive season. Retailers should send for samples and judge for themselves.

---

### THE CHAIRMAN OF COPE BROS. Ltd.

*The Magazine of Commerce* has the following interesting account of Sir John Willox, M.P.:—

The Hon. Member for the Everton Division of Liverpool unites journalism with tobacco manufacture. Most newspaper men smoke, so there is an appropriate affinity in Sir John Willox varying his duties as a newspaper proprietor by the manufacture of "the weed." Sir John Willox is also a self-made man. He came out of Scotland, having been born under the shadow of the Calton Hill and Edinburgh Castle. In Liverpool he served a course of newspaper reporting, which he abandoned for the higher grade of a sub-editor on the staff of the local *Courier*. He found his Parnassus in the editorial chair, which he reached in time. Eventually he obtained a direct financial interest in the paper of which he is now proprietor. Indeed, the position of the *Liverpool Courier* is due in great part to the tact and enterprise of its editor, and Lord Salisbury so far appreciated the services rendered to the Unionist cause in Lancashire by the paper that in 1897 Mr. Willox was knighted by Queen Victoria. Some years ago he married the widow of Mr. Thomas Cope, which gave Sir John Willox a direct interest in the widely-known business of Cope & Co.; and it is the business of this firm which he divides with his editorial duties. He first entered Parliament in 1892 at a by-election and without opposition, and he fell readily and pleasantly into the gentle life of the Conservative party. Sir John does not, however, take part much in debate, though when he does it is to display an incisive style, with a newspaper man's thorough grip of his subject. As a journalist the Member for Everton naturally took a quick and active interest in the Institute, and has materially contributed to its success, making a particularly successful president. When the benevolent fund was established Sir John Willox gave it a substantial lift by a donation of £5,000. The hon. Knight, whose urbanity and general "good behaviour" have reconciled even Mr. Labouchere to the Order, is a considerable traveller, and is fond of the fashionable athletic exercises of the time. He smokes his own tobacco.

"LA CINGARA," finest imported Mexicans.

Sole Importers: MELBOURNE, HART & CO., 19, Basinghall St., E.C.

ESTABLISHED 150 YEARS.

**TADDY & CO.,**  
Tobacco, Cigarette, and  
Snuff Manufacturers,  
and Cigar Importers.

.....

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

.....

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

WRITE FOR PRICE LISTS AND TERMS:

**45, MINORIES, LONDON, E.**



# Our Smoking Mixture.

**NO SMOKING AT FUNERALS.**—The New York undertakers have issued a notice to their drivers informing them that in future under no circumstances must they smoke when driving a hearse or mourning carriage to or from the cemetery. We should have thought that ordinary considerations of decency would have prevented the drivers from smoking under such circumstances, but we must not be tempted to boast, as we have ourselves seen a funeral stopped outside a public-house until the funeral party and the driver of the hearse went in for refreshments, leaving the coffin for at least five minutes in the hearse without even a man to stand at the horses' head to prevent them bolting. This was in a good part of London, opposite a railway station.

**TENT-RAISED TOBACCO—A NEW OCCUPATION FOR WOMEN.**—A new healthy occupation has been found for women by the innovation of tent-raised tobacco in Connecticut. A correspondent of the New York *Tribune* points out that nine miles from Hartford, in Tariffville and the Granbys, are the great tobacco plantations of the new industry of raising tobacco under tents; and it is here that the girl has found her place in the tobacco world, a place free from the objectionable features which attach to the cigarette and cigar factories for girls. On the plantation of the Connecticut Tobacco Corporation, which has under cloth 400 acres of tobacco, there are over one hundred young women daily doing their part in the harvesting of the weed that finally goes up in smoke. This tobacco-growing under cloth is decidedly interesting, and vastly different from the old method of growing tobacco in the open field like corn. To insure the best results the greatest care must be taken with the shade-grown weed from the time the seed is selected to the last stroke of work in the warehouse. The activity on a tobacco farm begins in the early spring. The seeds are placed in the ground in March, and are coaxed into budding plants by the aid of hot water pipes running about the beds, and the aid of glass and blanket covering. Then the tiny plants are transplanted by a machine under the large tents, which are to be the homes of the growing young weed. From the time of transplanting the tobacco plant grows rapidly, and by July 1st, if all has gone well, the first picking of leaves begins. These are the leaves nearest the ground. There are five pickings before the vigorous stalks are stripped of their topmost leaves. The last picking takes place in October. The earlier the picking the lighter and milder the leaf. It is when the beginning of the picking season opens that there is the greatest demand for young women for sewing the leaves, as they are carried to the work-sheds in big baskets. From sewing to sorting, to sweating, then to sorting into shades, and then to packing, the girls are kept busy. The last of the sewing is not done until November, and the other processes occupy the time of more than half the help, until the next June. That month, so far as the young women are concerned, is the off month, and there is little work to be done, except by Nature and the men who are protecting the plants from insects and the elements. The discovery of Schroeder that Sumatra tobacco could be raised under tents in America opened the way for the new field of labour to women. The work done by the young women is light and the pay good—from one dollar to one dollar eighty cents a day. They are housed in a great roomy farmhouse, right on the plantation, and pay three dollars a week for their board. In the evening all the talent

that the group possesses is brought out. There are many good singers, elocutionists, dancers, and sketch artists in the crowd. If the young women are of an industrious turn, they can make more money by working after hours in the warehouse at night, where they can earn 10 cents an hour sorting the tobacco leaves. Before tent-grown tobacco made its advent into Connecticut the tobacco was picked by the stalk, and men did all the harvesting. The stalk was hung up in the barn, and the whole thing cured at once. There was no sewing, and no doubt sorting. So the work of the women is not an encroachment upon man's sphere.

**AN ARTFUL DODGE.**—Smokers, who are already taxed heavily in France, will be required in a few days to contribute still further to the expenses of the French nation. The exigencies of a Budget which has not yet reached even a state of unstable equilibrium, have obliged the Minister of Finance to mulct purchasers of certain tobaccos and cigarettes in a sum equivalent to 20 per cent. of the present value of the articles. The brands on which an increased tax is to be levied are those known as Maryland and Virginia. The tobaccos called by these names in France have not the remotest resemblance to Virginian leaf such as it is known in England and America, as they are nearly black in colour. Still they find much favour with French smokers, who have been dismayed to find that packets of the tobacco sold under the Government monopoly are to be reduced to four-fifths of their present size, the price remaining the same. There has been a rush on the brands in question, but tobaccoists, instructed by a thrifty Treasury, refuse to sell more than a certain quantity of the tobacco to customers, whose scheme of laying in large supplies before the new impost comes into operation has thus been frustrated. This artful dodge will, it is estimated, add four million francs' profit to the Government exchequer.

**MRS. CARRIE NATION HOAXED.**—Mrs. Carrie Nation has just concluded a visit to Yale University for the purpose of reforming the students, and endeavouring to induce them to give up drinking and cigarette-smoking. Mrs. Nation was tumultuously received by the collegians. At her lecture the Glee Club volunteered their services, and sang "Down with Alcohol, Drink it Down," and "Good Morning, Carrie." After the address, the famous saloon smasher yielded to importunities to sit for her picture, holding a glass of water in her hand as an emblem of her teetotalism. The students, standing just out of range of her vision, told her to be sure to keep her eyes fastened on the lens of the camera. As she strained her eyes in that direction the students surreptitiously produced pipes, cigarettes, and a whisky bottle. The resulting photograph is a curious one. In the centre of the group stands Mrs. Nation holding a glass which, owing to the mysteries of the dark room, is capped with a crown of foam. Around her are the students, one drinking from a whisky bottle, another lighting a pipe, others smoking cigarettes, and two apparently in the last stages of intoxication. In another picture Mrs. Nation is laughing, and the entire group suggests a bacchanalian revel of the most strenuous kind. Mrs. Nation intends to sue the University for libel, and says she anticipates more gentlemanly treatment when she visits Oxford and Cambridge on her forthcoming trip to England.

**T. VAFIADIS & CO'S EGYPTIANS**

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

(MELBOURNE, HART & Co.,  
19, Basinghall St., E.C.)

**CLARKE'S** —  
**CARLTON**  
**TOBACCO**



In Three Strengths, . . .

Mild, Medium, and Full.

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

---

SOLE MANUFACTURERS—

**WM. CLARKE & SON, LTD.,**

**LIVERPOOL AND LONDON.**

# Trade News and Notes.

**DUKE'S DINNER.**—A big dinner was given last month at the Carlton to celebrate the friendly happy conclusion to the tobacco war. Mr. James B. Duke, President of the American Tobacco Company, was the host, the Directors of the combined British-American Tobacco Company being the guests. The decorations of the Charles II. room, where the dinner took place, were significant of the meaning of the dinner, the British and American flags being conspicuous everywhere, whilst the menu cards bore these flags crossed above the photographs of Mr. Duke and Sir W. H. Wills, Chairman of the Imperial Tobacco Company. Amongst those present besides Sir William H. Wills were Messrs. William C. Whitney, Thomas Ogden, R. Cunliffe, Charles E. Lambert, G. A. Wills, Harold Arbuthnot, Percy Ogden, H. H. Wills, John McConal, Percy Callaghan, and John D. Player.

**THE TOBACCO COMBINE.**—Mr. James Inskip, solicitor to the Imperial Tobacco Company, in an interview with a Press representative recently, denied the statement made in an American paper that although the British-American Tobacco Company had been formed as an English company, it was only preparatory to its transfer to America. This, said Mr. Inskip, was an entirely unfounded assumption; the company was intended to remain under British law. The new company's sphere of operations will be the entire world, except the United Kingdom and the United States, where it was only to manufacture tobacco for export, and except that, for the purposes of the agreement, the United States was deemed to include Cuba and the Philippine Islands, this stipulation was made for trade reasons. In many parts of the world, including South Africa, Australia, Japan, and India, the Imperial Company and the American Company were previously in competition. In all these countries the effect of the arrangement was to secure a community of interest, while, in regard to Canada, the American Company preserved a very great advantage, which would now be shared by both interests. Mr. Inskip believed the amalgamation would operate to the benefit of the retail traders. Questioned as to the position of the retailers who had not signed the Imperial Company's agreement, Mr. Inskip said that was a matter upon which he had no authority to speak. What would be done in the future he was not in a position to say. He believed the general public would lose nothing by the amalgamation.

**BRISTOL TOBACCONISTS' ASSOCIATION.**—Some time ago we referred to a rift which had occurred in the Bristol and District Tobacconists' Association in consequence of the action taken by some of the members in signing the agreement of the Imperial Tobacco Company, in opposition to the spirit of a resolution which had been

framed at a meeting of the Association. The President and other members notified their intention of withdrawing some weeks ago, and we understand that at a recent meeting it was decided that the organisation should be disbanded. The Bristol Association at one time held a prominent position among the trade organisations of the country, and its President was Chairman for one year of the Federation of Tobacco Associations.—*Western Daily Press.*

**THE LOCKED-OUT CIGAR MAKERS.**—Last month a demonstration of trade and temperance societies took place in Walthamstow on behalf of the cigar makers who have been locked out by the firm of Salmon & Gluckstein because they would not submit to compulsory vaccination. The demonstrators assembled at Selborne Road, and marched through the principal streets of the town. The procession was headed by a descriptive banner, containing the following:—"Salmon & Gluckstein's trade union cigar makers, the victims of capitalistic tyranny, have been locked out for 26 weeks, and cheap non-union labour substituted. Workmen, show your condemnation of such disgraceful conduct, and smoke only those cigars having orange-coloured, trade union labels on the box." Behind this banner was the band of the London Carmen's Union. Following was the banner of the Cigar Makers' Mutual Association, behind which marched the officers and committee of the Association, among whom were Messrs. G. Knowles (President), Rose (Vice-President), Ben Cooper, L.C.C. (Secretary), Bouchell, Attal, Davis, Sentiss, Blitz, and Pou (Organiser). Following were the banners of the Farriers' Protection Society

(West-End branch and North London branch), United Builders' Labourers' Union (Upton Park branch), General Labourers' Amalgamated Union (District banner), United Ancient Order of Druids (London District). The band of the Irish Pipers. The banners of G.O.T.A.S.P., Walthamstow Guiding Star Lodge; V.O.T.A.S.P., Samson Lodge; O.G.O.T.A.S.P., Red Rose Lodge; Total Abstinence Sons of Phœnix, Liberty Lodge; Total Abstinence Walthamstow Guiding Star, Juvenile Lodge; O.J.G.O.T.A.S.P., Red Rose Lodge; Amalgamated I.O. Sons of Phœnix, the Pride of Walthamstow; V.J.A.T.O.S.P., Walter B. Whittingham Lodge; V.O.T.A.S.P., Pride of Wood Green Lodge; V.O.T.A.S.P., Walter B. Whittingham Lodge; Walthamstow Labour League. The Eclipse Band. The banners of Navvies, Bricklayers' Labourers, General Labourers' Union, Walthamstow branch, National Union Gasworkers and General Labourers, N.D.S., Walthamstow branch, London District Operative Plasterers, and the S.D.F., Walthamstow branch. A considerable number of willing workers accompanied the procession with subscription boxes, and every effort was made to get them filled.

## TEOFANI'S

HIGH-CLASS

CIGARETTES

AWARDED THE

## GOLD MEDAL

AT

PARIS EXHIBITION, 1900

(HIGHEST AWARD).

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

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

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

## TRADE NEWS AND NOTES—continued.

The following letter of appreciation in connection with the demonstration has been received from Mr. Ben Cooper, L.C.C., the able and popular Secretary of the Cigar Makers' Mutual Association:—

To the Editor of *The Walthamstow Reporter*.

Dear Sir,—I desire, on behalf of the Board of the Cigar Makers' Mutual Association, to express their thanks to Messrs. Thain and Purcell, the Marshalls, Messrs. Johnstone and Chignell, and all those members of trade unions, temperance, friendly and progressive bodies, not forgetting the assistance of your valuable paper, for the services rendered in organising the splendid demonstration on Sunday last on behalf of the cigar makers who have been locked out for the last eight months by Salmon & Gluckstein. It was a consolation to find that with all the apathy prevalent amongst the working classes, there are some earnest toilers left, who are willing to give time and energy to show their disapproval of capitalistic tyranny, show practical sympathy with the workers victimised, and a determination to promote the bettering of the condition of labour generally. With such a band of enthusiastic workers there is certainly a hopeful future for Walthamstow. Again thanking all those who contributed to that successful labour parade, which will greatly encourage our members,

I remain, Yours faithfully,

*Walthamstow Reporter*.

BEN COOPER.

MR. WILLIAM ROBBINS has just completed half a century in the service of Messrs. E. & N. Anstie, of Devizes, and in recognition of the interesting event the firm have recently marked their appreciation of his work by presenting him with a handsomely chased silver snuffbox.

**BRITISH NEW GUINEA. IMPORT DUTY ON UNMANUFACTURED TOBACCO INCREASED.**—The Board of Trade have received from the Administrator of British New Guinea a copy of the Customs Duties Ordinance of 1902 (No. 1 of 1902), increasing the duty on "trade" and unmanufactured tobacco imported into British New Guinea on and after 17th May, 1902, from 1s. to 1s. 6d. per lb.

MESSRS. R. LOCKYER & CO., the well-known manufacturers of the Palm Brand and the Ship Brand cigarettes, of 13, Bunhill Row, E.C., ask us to say that it has come to their knowledge that reports are being spread that they are about to open shops for the sale of their specialities. Such reports are absolutely without foundation, and as they are calculated to do serious injury to their business, they will take proceedings against any person who continues to circulate them. Messrs. Lockyer & Co. will maintain the policy of supplying all goods to the trade at prices which return a handsome profit, and they will take it as a favour if retailers will verify this by sending for their price list.

**HALIFAX RETAIL TOBACCONISTS' ASSOCIATION.**—A meeting of the members of the Retail Tobacconists' Association was held at the Boar's Head Hotel on October 20th, Mr. J. W. Wade presiding.—Mr. H. G. Hey explained that he had resigned the position of secretary of the National Alliance as it was advisable, in the best interests of the society, that London should be the organising centre.—Mr. G. H. Hoyle, referring to the tobacco combines, suggested that they in Halifax should put up the prices to what they were before.—Mr. F. Berry advocated the drafting of a local price list, and thought if this were sent to headquarters it might have the effect of influencing the combines in deciding upon their revised list. After further discussion, it was resolved that the price of Guinea Gold cigarettes be increased from 2½d. to 3d. per packet, and that the question of putting up the prices of other brands be discussed at the next monthly meeting.

Mr. W. H. LOWRY informs us that he will still continue to represent Messrs. Hudden & Co., of Bristol.

At the recent Queenborough Municipal Election Mr. G. GILES, hairdresser and tobacconist, was one of the successful candidates.

MISS ROSIE PERRETT, daughter of Mr. W. Perrett, tobacconist, Briton Ferry, has been presented with a medal by Dr. Barnardo's National Waifs Association for being the most zealous worker in the collections at Briton Ferry for the above society. She has headed the list for five years in succession.

**THE RETAIL TOBACCO TRADE.**—At Anderton's Hotel, on October 23rd, a meeting of retail tobacconists of London was held, under the auspices of the London Combined Retail Tobacconists' Associations. Mr. H. Ramill, Central London Association, outlined the policy of the executive committee. It was that their efforts should be merely protective, and they should not engage in manufacturing or importing schemes. They claimed a certain profit on proprietary articles, and such articles should not have any price printed on them to preclude a higher profit where possible. Neither of the competing trusts had succeeded in making a scoop in the tobacco world, and they had now joined hands to exploit the retail dealer. Messrs. Salmon & Gluckstein were opening shops under the wing of the Imperial Tobacco Trust, and, knowing how ten years ago that firm tried to obtain a monopoly of the retail trade, they knew how far to trust them. After other speeches, a resolution urging retail dealers to join the association was agreed to.

**TOBACCO STATISTICS.**—According to a report just issued by the Inland Revenue Commissioners, which covers the twelve months ending the 31st March last, the sum of £14 was received and allocated to the Exchequer as duty on home-grown tobacco. The Department is too modest to add that the £14 comes from duty on Irish grown tobacco. The same report gives the number of tobacco licences taken out during the year as follows:—

	England.	Scotland.	Ireland.	Total.
Tobacco manufacturers	430	46	26	502
Tobacco dealers	284,984	32,085	35,174	352,243
Tobacco dealers (occasional licences)	21,849	1,698	38	23,585

## NET RECEIPT OF DUTY.

	England.	Scotland.	Ireland.	Total.
Tobacco manufacturers	£5,712	£625	£509	£6,846
Tobacco dealers	72,930	8,173	9,021	90,124
Tobacco dealers (occasional)	655	59	2	716

The consumption of tobacco in the United Kingdom is shown by a Blue Book issued during August to be 1 lb. 14½ ozs. per head, taking an average of the past four years. Last year's figures show an apparent but illusory falling off by reason of the rush of clearances before the Budget. The following table shows the progress of tobacco consumption:—

Year ended March 31st.	Population.	Pounds Weight.	Per head, lbs. ozs.
1841	26,700,000	23,096,281	0 14½
1851	27,347,000	37,734,786	1 0½
1861	28,887,000	35,413,846	1 3½
1871	31,724,000	42,650,658	1 5½
1881	35,192,000	50,379,425	1 9½
1891	37,740,000	60,253,516	1 9½
1893	38,366,000	63,869,026	1 10½
1895	39,959,000	65,572,157	1 10½
1897	39,750,000	69,566,988	1 12½
1898	40,113,000	72,388,079	1 12½
1899	40,481,000	81,116,999	2 0
1900	40,835,000	80,955,037	1 15½
1901	41,454,000	83,561,083	2 0½
1902	41,873,000	68,595,176	1 10½

## TRADE NEWS AND NOTES—continued.

## Fires.

**SERIOUS SHOP FIRE AT BISHOP AUCKLAND.**—

The shop premises of Mr. J. J. Lister, tobacco manufacturer, Bishop Auckland, were seriously damaged by fire on October 12th. The whole of the stock-in-trade, fixings, and furniture of the shop were destroyed, and the bare walls alone left standing, the damage being estimated at several hundred pounds. A couple of years since Mr. Lister's tobacco factory at Bishop Auckland was partially destroyed by fire.

**FATAL FIRE AT NOTTING HILL.**—About two o'clock on October 15th smoke issuing from the first-floor window of a tobacconist's in High Street, Notting Hill, attracted the attention of passers-by, who at once raised the alarm of fire. The firemen were quickly on the scene, and found a small outbreak in the front room. A few buckets of water were sufficient to extinguish the flames, and on search being made it was found that a man, known as Joseph Meyers, age about 50, who occupied the room, had been suffocated. He was taken into the street, and while medical aid was being summoned artificial respiration was resorted to, but without success.

**CARELESSLY - THROWN LIGHT.**—The careless throwing down of a light caused a fire to break out, on October 13th, at a tobacconist's premises in Cambridge Road, occupied by Mr. W. Smith. Steamers and men from Mile End and Bethnal Green Stations were quickly in attendance, but severe damage was done by fire, heat, smoke, and water before the flames could be subdued.

## Foreign.

**AMSTERDAM TOBACCO SALES.**—With the sale of Friday, 17th October, the campaign of 1902 for Sumatra and Borneo tobacco came to its close. The full statistics for the season are already to hand, and the average price realised for the Sumatra crop compares but poorly with that for 1901. The average price of the Borneo crop shows, on the other hand, a distinct advance, as may be gathered from the following table of results for the last five years:—

Crop Sold.	Bales.		Prices per lb. in Dutch cents.	
	Sumatra.	Borneo.	Sumatra.	Borneo.
1898 ..	201,736 ..	17,920 ..	122 ..	85
1899 ..	235,653 ..	22,852 ..	92 ..	81
1900 ..	264,100 ..	20,324 ..	82 ..	73
1901 ..	223,730 ..	17,906 ..	111½ ..	74
1902 ..	227,511 ..	17,060 ..	94 ..	88

The crop brought to market this year from Sumatra was undoubtedly inferior in quality to that coming forward last year, and other causes, such as the commercial depression in Germany (which is one of the largest customers for this class of leaf) and some alteration in the fashion as regards the appearance and colour of the tobacco in demand, united to keep prices lower than

might have been naturally expected to rule. The opening sales, nevertheless, were highly satisfactory; but prices fell off about midway between March 21st and July 4th, the dates of the opening and concluding sales of the first and more important series, embracing eight tenders, whereas the autumn series embraced but three. In general tone, the autumn sales evinced an improving tendency, but the leaf brought forward in the autumn is usually of inferior quality, consisting of late shipments from the various estates. A cheerful close to the whole season was witnessed on October 17th, when a large proportion of the tobacco catalogued for sale was realised privately in advance of the general tender, while the competition for the parcels offered upon that occasion was particularly keen. It is noteworthy that not a single bale of either the Sumatra or Borneo crop is returned as unsold—a healthy sign for the opening of the new campaign in 1903. While the general state of the market was similar for both Sumatra and Borneo tobacco, the

crop from the latter island suited better the market taste of the year than did that from Sumatra. The London companies again make a very good showing this year. The United Lankat Plantations, Ltd., practically takes second place in Sumatran averages at 114 cents, or 1s. 11d., a pound for a crop of over 9,000 bales, first place falling to the great Deli Maatschappij, with an average of 116 cents for a crop of about 53,500 bales—a magnificent performance. The Amsterdam-Deli Company makes a good third with 111 cents for nearly 11,000 bales. There are three higher averages returned than those above given, the highest 135 cents, or 2s. 3d. Individual estates of the above companies need not shrink from comparison with these, though the average of a company cultivating several estates is naturally smaller, as a rule, than that of a crack individual private estate. As an enterprise cultivating several estates can hardly hope for maximum results from each of its plantations in the same year, the

advantage of cultivating several estates being the averaging of risks and crops. In Bornean companies it is a case of London first and the rest nowhere, the honours falling to the New Darvel Bay (Borneo) Tobacco Company, Ltd., with a record of 181 cents, or over 2s. 10d., for a crop of 3,688 bales. Second place is practically taken by the New London Borneo Tobacco Company, Ltd., with 79 cents for 5,499 bales. The following table gives the results of the various London companies for the present year and 1901:—

Company.	Bales, 1901.	Price, cents.	Bales, 1902.	Price, cents.
United Lankat Plantations	8,145	155 ..	9,033	114
Sumatra Tobacco Plantations	..	932	101 ..	974
British Deli and Lankat	..	4,928	75 ..	5,442
Serdang Tabak Mij.	..	3,775	07 ..	4,195
New Darvel Bay	..	3,064	128 ..	3,688
New London Borneo	..	5,575	75 ..	5,499
New London-Amsterdam Borneo	..	1,921	45 ..	1,515

### The Cigarette World.

### THE Journal for Retailers.

TERMS FOR

**DISPLAYED****ADVERTISEMENTS**

ON APPLICATION.

**ANNUAL SUBSCRIPTION,****1s. POST FREE.**

## TRADE NEWS AND NOTES—continued.

These figures, taken in conjunction with those of the first table, prove the excellent relative positions of the London companies this year, and show that they are well holding their own.

**TURKISH TOBACCO REGIE.**—The report for the year ended 13th March last, presented recently to the shareholders of the Tobacco Regie at the general meeting, shows net profits amounting to £T299,291, an increase of £T19,344 on the year 1900-01. The sales of manufactured tobacco produced £T2,003,605, against £T1,970,000 in the previous year, and the receipts from all sources show a slight improvement with the exception of the export duty, which has fallen off £T8,226, owing to a decline in the exports to Egypt, Roumania, and Servia. The cost price of the tobacco sold was £T441,532, a rise of £T28,303, due partly to an increase in sales, a rise in prices, and an improvement in the quality, but most of the other items of expenditure show a decrease. The preventive service, however, is a conspicuous exception, and absorbed £T236,726, or about £T17,000 more than in 1900-01. Of the net profits of £T299,291, £T140,800 is deducted as interest on the capital and £T7,924 as the founders' share, the balance of £T150,567 being divided in the proportion of 30 per cent. to the Government, 35 per cent. to the Ottoman Public Debt, and 35 per cent. to the Regie. The amount accruing to shareholders is £T52,698, which, added to the £T140,800, makes a total of £T193,498 available for distribution. The dividend at the rate of 17½ per share, against 16½ last year, absorbs £T146,600, £T2,316 is distributed to the directors, and the balance, £T46,315, is placed to the statutory and supplementary reserves. The sum of £T236,726 spent on the preventive service, enormous as it is, is insufficient for the purpose. Smuggling continues to flourish. During the year the force seized 236,926 kilograms of tobacco, but this probably does not represent a tithe of the quantity disposed of by contrabandists. The company is entitled, by the terms of its concession, to the assistance of the public force in repressing smuggling, but this assistance is everywhere withheld. The conduct of the Government is all the more inexplicable as it has a share in the company's profits, and, in addition to a royalty of £T750,000, the Regie in 1901-02 paid £T98,000 to the Treasury and the Public Debt. The monopoly is a precious resource, not only for the State, but also for the cultivators, to whom it annually advances £T130,000 without interest. The cultivation and exportation of tobacco has vastly increased since its establishment, and prices to-day are double those ruling twenty years ago.

## Masonic.

**SIR WALTER RALEIGH LODGE (No. 2432).**—The Lodge met at the Inns of Court Hotel on the evening of October 23rd, the W.M. W. Bro. Arthur S. Benjamin in the chair. After Bro. de Mezer had been raised to the third degree by the W.M., the ceremony being conducted most admirably, Bro. Oscar Charles Moore, S.W., was unanimously elected W.M., and in returning thanks for the high honour conferred upon him, referred in most complimentary terms to the admirable way in which W. Bro. Benjamin had conducted the Lodge during his year of office. It was very evident that the brethren entirely endorsed the opinion of their W.M. elect, and later on they gave a practical proof of this by unanimously voting a P.M.'s jewel to the retiring W.M. It is but expressing the universal opinion to say that W. Bro. Benjamin has deserved all the flattering remarks made about him, having shown himself dignified and courteous in the chair, and most impressive in the conduct of the ceremonies. Another pleasing fact to record is that the

finances of the Lodge were reported to be in a flourishing condition, and advantage was taken of this happy state of affairs to vote a P.M.'s jewel to W. Bro. Pringle, P.M., the senior P.M. of the Lodge, who has laboured ardently for its benefit since its consecration. This recognition of his valuable services was, we need hardly add, unanimously voted to him amid great enthusiasm. W. Bro. George Ransford, P.M., was, of course, re-elected Treasurer unanimously, and we hope he may long be spared to discharge his duties, and, further, that those duties may continue to increase. Bros. James Moore, Cornish, and Asser were elected Auditors, and W. Bro. S. T. Hill, P.M., was re-elected Tyler, an office which he has discharged during the past year with great satisfaction to the brethren. The banquet was served in the usual admirable style associated with the Inns of Court Hotel, and the toast list was well received, especially "The health of the W.M. elect," who is exceedingly popular with the brethren and certain to still further increase the membership during his year of office. We feel sure that the ceremonies will be performed with the utmost ability and with true Masonic zeal. During the evening musical selections were given by several brethren, including Bros. Foyle, Drucquer, and Cornish, while Bro. Naphthali told several amusing anecdotes in capital style. Among the visitors we noticed W. Bro. A. J. Welch, Kt. of St. John's, P.M.; John Drucquer, Sidney, 829; and W. H. Kuypers, Skelmersdale, 1158. The following officers and brethren were present:—A. S. Benjamin, W.M.; Thomas Rayner, I.P.M.; George Ransford, P.M., P.P.G.Swd.B., Middlesex (Treasurer); W. H. Bullock, P.M. (Secretary); Oscar Charles Moore, S.W. (now W.M.); E. Grahner, S.D.; Wm. Lightfoot, J.D.; G. Emblin, D.C.; J. Maier, I.G.; James Parkins (Organist); H. Van Gelder, Winter, E. Asser, and H. Alberge (Stewards); S. Klingenstein, P.M.; W. Pringle, P.M.; J. H. Custance, P.M., P.P.G.Swd.B. (Berkshire); Charles Ransford, P.M.; A. H. Cornish, J. Taylor, J. Zeegen, D. de Mezer, John W. Drake, M. Daniel, J. Pezaro, O. H. Beatty, E. H. Lawes, E. Drucquer, W. Drucquer, D. Naphthali, W. Foyle, Phillips, Harry Drake, James Moore, H. Carr, J. F. Smith, J. Cohen, Samuel Phillips, and S. T. Hill, P.M. (Tyler). The Installation Meeting of the Lodge will be held on Thursday, November 27th.

## New Companies.

**SOCIETY TOBACCO COMPANY, LTD.**—Registered October 22nd, with a capital of £1,000 in £1 shares. Object, to acquire the business now carried on at 125, High Holborn, as A. Zakheim & Co., and the Direct Tobacco Company, and the business carried on at 10, Bell Yard, Holborn, as Alfred North & Co., and to carry on the business of tobacconists, dealers in smokers' requisites, &c. No initial public issue. Registered without articles of association. Registered office—76, Finsbury Pavement, E.C.

## Public Companies.

**BRITISH DELI AND LANGKAT TOBACCO.**—The interim report of the British Deli and Langkat Tobacco Company, Ltd., states in anticipation of the balance sheet that the whole of the 1901 crop, consisting of 5,442 bales, has now been sold at an average price of 82 cents per half kilo. After placing to the debit of the crop about £1,500 for interest, it will show a profit of about £1,750. The 1902 crop, from 810 fields, has now been harvested, and produced over 9 picules per field. This quantity, although smaller than last year, is satisfactory.

## TRADE NEWS AND NOTES—continued.

Provided the tobacco market remains favourable, the Directors anticipate a better financial result, as the quality of the Company's tobacco may be expected to gradually improve as the land under cultivation has had more rest. The 1903 crop is being planted on about 800 more acres, and the work for the same is exceptionally well forward. Notwithstanding the profit shown on the 1901 crop, the balance at the debit of profit and loss account will be increased by about £6,000 in consequence of interest payable on the balance due by the Company for losses of former years, and the further charges in connection with debenture holders' action, which were anticipated in the last report and accounts. The figures in this interim report are only approximate.

**SUMATRA TOBACCO PLANTATIONS.**—The Directors of the Sumatra Tobacco Plantations Company, Ltd. in anticipation of the report for the year, advise that 974 bales were sold, and produced about £12,500, which, after deduction of working expenses, amounting to £10,830, left a balance of £1,670. Adding £330 for interest on investment, the balance for the year is £2,000, and the sum brought forward from last year was £3,710. The crop for 1902 has now been harvested, producing about 800 bales.

**KAPP & PETERSON, LTD.**—On October 16th, at one o'clock, the fifth annual general meeting of the shareholders of this company was held in the Board-room of their factory, Cuffe Lane, Dublin. The new factory, which is spacious and well lighted, presents a most interesting spectacle of machinery in motion on three floors and nearly seventy hands at work.

The Chairman (Mr. Michael L. Roche, J.P.) presided at the meeting.

Mr. A. H. Kapp, the secretary, read the notice convening the meeting.

The report stated that the net profit for the year ending 15th July, 1902, amounted to £4,945 19s. 5d., which, with the balance of last account of £702 8s. 5d., made a total of £5,646 7s. 10d. The directors recommend a dividend at the rate of 6 per cent. per annum on the Preference Shares and of 6 per cent. also on the Ordinary Shares of the company.

The Chairman, in moving the adoption of the report and accounts, said:—I can, I think, fairly claim for your directors that they have not been idle. In running over the items of the balance-sheet, the capital, it will be noticed, remains unchanged; the trade creditors show an increase, which, of course, must occur when the business done by the company shows such great expansion. The net profit has increased from £3,682 9s. 2d. to £4,945 19s. 5d., an increase of £1,263 10s. 3d., and this profit might have been still further increased had not your directors taken the stock at an abnormally low figure. On the opposite of the accounts, patents and goodwill stand at the very moderate sum of £6,940 1s. 6d., and your directors propose to still further reduce this item by £249 1s. 6d. Trade utensils (£2,191 14s.) we propose to reduce by £891 14s., as from their perishable nature they more rapidly require renewing. The premises account we consider to be well worth the sum at which it stands in our books, but in accordance with the policy we have pursued from the commencement of the company, we propose to write off a further £178. Our stock-in-trade shows a small decrease. This is altogether in cigars, and as our manufacturing business grows, this item must continue to grow with it. Book debts show an increase, owing to the large increase in our wholesale trade. Here again the pruning knife has been applied by your Board with no stinting hand, wherever necessary, and I may add that a very large proportion of this amount has, in the ordinary course of trading, been already paid. We have also dealt liberally

with the items of doubtful debts and discount fund. As we anticipated last year, we have increased our dividend by 1 per cent., and have the strongest hope and confidence that, as our business increases, we shall be able to distribute increased dividends to our shareholders. During the last six months we have acquired this large and handsome factory on the most satisfactory terms. We stated at our last annual meeting that enlarged premises were necessary, but we never hoped to lay our hands on such desirable and commodious premises as these; and the cost of putting them into working order will not be very much, considering the great advantages we have gained by the acquisition of the premises. In addition to the machinery, we have put up new offices, a strong room, and are at present building a cigar room. We will save considerably in rent and insurance, as we are negotiating with three parties at the present moment for one of the premises, namely, the King Street premises, and have made inquiries about the upper part of 111, Grafton Street. Large as these premises are, owing to the rapid increase of the business, we have, since within the last couple of months, acquired a large plot of ground adjoining, as we believe it will be required in the near future for further extensions. Another great advantage we derive from our new factory is greater concentration of management and reduction of the costs of manufacture—the construction of the factory permitting of complete supervision by the management. During the year we are dealing with, our business has increased all over the globe wherever we have been trading, including Canada, United States, France, Australia, and within the past few weeks we have had inquiries from countries we have never done trade with before. We are making arrangements to open up agencies for the sale of our patent pipes in those countries. Within the past week we have sent out a draft agreement to a very large foreign house who have sought our agency. We fully expect this will mean a further large increase in business. South Africa is the only country that has so far disappointed us. Since last we met our shares have been placed on the official Dublin Stock Exchange list. The quotation already obtained does not, in your directors' view, at all appreciate their fair value. As a guide to their value, we think it our duty to call your attention to the fact that, in addition to being a trading concern, we are manufacturers, and not only manufacturers, but manufacturers of a monopoly which is acknowledged by the general smoking public to be the best pipe in the world, as is proved by the rapid increase in sales which is going on year by year all over the globe. Anyone can start a brewery, a drapery, or any manufacturing or trading concern—but our business is unique. Now that we are well able to cope with our business, we will ask and expect full support from the Irish people for a native industry, the only one in Ireland employing at the present time nearly 70 hands, and by the time we meet again this number may be possibly doubled. With regard to the retail trade, some of our shareholders have referred to the early closing of our shops. As to this matter, we have given it our most careful consideration before taking the step, and the result is quite satisfactory. Twenty years ago the tobacco shops of Dublin were the resort at night time of young men to meet in—this custom has now entirely disappeared. Our shops show a steady and satisfactory increase, and continue to show an increase up to the end of last week. Altogether, I can assure the shareholders that the Board hold the most sanguine views of the future—more so than they ever held before. (Hear, hear.)

Mr. R. A. Millner seconded the motion, which passed unanimously.

On the motion of Mr. Gallagher, seconded by Mr. Bisgood, dividends at the rate of 6 per cent. per annum on the Ordinary and Preference shares were declared.

ed.  
es.  
25.  
ect  
10.  
ry  
rs  
th-  
ns-  
The  
acco  
meet  
442  
82  
crop  
out  
been  
This  
ory.

## TRADE NEWS AND NOTES—continued.

On the motion of Mr. Cox, seconded by Mr. Maher, Mr. R. A. Millner was re-elected a director. Messrs. M. Crowley & Co. were re-elected auditors. A vote of thanks having been passed to the Chairman, who suitably replied, the meeting terminated.

## Law.

**AN OGDEN'S SHARE DEAL.—IMPORTANT APPEAL CASE.**—On October 29th the Court of Appeal, consisting of the Master of the Rolls and Lords Justices Romer and Mathew, disposed of the application of the plaintiff in the case *Musgrave v. Bentley*, for judgment or a new trial of the action, in which Mr. Justice Lawrance, at the trial in Leeds, had held that there was no case to go to the special jury, and had entered judgment for the defendant with costs. The plaintiff, Mr. A. S. J. Musgrave, who resides at Abbeylands, Stackhouse, near Settle, brought the action to have rescinded a contract, dated September 11th, 1901, under which he sold to the defendant, a stock and share broker, carrying on business at Huddersfield, 778 Ordinary Shares in Ogden's, Ltd., at 33s. per share. Mr. Scott Fox, K.C., and Mr. Longstaff appeared for the appellant, and Mr. Tindal Atkinson, K.C., and Mr. Lowenthal for the respondent. Mr. Scott Fox said that the learned Judge at the trial held that there was no case to go to the jury. His submission was that there was a case for their consideration, or, at all events, there was a case entitling the plaintiff to call upon the defendant for an answer. The question involved was whether there was such a fiduciary relationship between the parties in connection with the purchase by the defendant from the plaintiff of a block of Ogden shares as would entitle the plaintiff to have the contract rescinded. In other words, the question was whether, where, through the development of business transactions, a shareholder in a company had become possessed of confidential information, he had a duty imposed upon him not to use that information to the detriment of another shareholder, without first disclosing the nature of the information to him. The facts were as follow. Mr. Bentley, the defendant, was a large shareholder in Ogden's, Ltd., and when the negotiations were begun by the American Tobacco Company for the purchase of Ogden's business as a going concern, the market value of the shares was 33s. On September 7th last year the defendant received a letter from the chairman of Ogden's, dated from Boundary Lane, Liverpool, informing him that the negotiations were proceeding, and asking him if he would attend and assist with his advice. As a result the defendant went to Liverpool, and was present at the meeting between the directors of Ogden's and the representatives of the American Tobacco Company. When the final offer was made by the American company to give 50s. per share for the shares of Ogden's, Ltd., the defendant was in favour of its being accepted, but, as he himself stated, "he was neither employed by Ogden's for any fee or reward to advise or assist them, or to be present at the negotiations." His (Mr. Scott Fox's) contention upon this was that the defendant had the duty imposed upon him not to make use of this information to the detriment of other shareholders who were not possessed of the same knowledge.—Lord Justice Mathew: You appear to suggest that there is some obligation upon directors of a public company to inform all shareholders of anything that may affect their interest in the company.—Mr. Scott Fox: Your Lordship is hard on me. My suggestion is that all shareholders should be treated alike.—The Master of the Rolls: You say "All or none."—Mr. Scott Fox: I say a director must not give information to a shareholder who is a friend of

his so that he may gain an advantage over another shareholder.—The Master of the Rolls: You had better get on with the facts. At present you have only been preparing the ground. (Laughter.)—Mr. Scott Fox, Huddersfield, he communicated with the plaintiff's brokers, offering to purchase any of the plaintiff's shares they might have at the market price. As a result the plaintiff disposed of the whole of his interest in the company to the defendant, viz., 778 shares, for which he obtained the market price, 33s. per share. Of these shares the defendant bought 600 for a private syndicate of which he was a member, the remainder being for outside persons.—The Master of the Rolls: And your complaint is that the defendant is not entitled to the benefit of the information which he obtained confidentially.—Mr. Scott Fox said that was so. The defendant, he submitted, had the duty imposed upon him of disclosing to the plaintiff the information in his possession before operating.—The Master of the Rolls observed that to make that out counsel must show that a fiduciary relationship existed between the plaintiff and the defendant.—Mr. Scott Fox said his contention was that the defendant, having become possessed of confidential information, owed a duty to the directors from whom he obtained the information, and to shareholders not possessed of the information, not to use the same to those shareholders' detriment by denuding them of their interest in the company at a grossly unfair price.—Mr. Tindal Atkinson remarked that the plaintiff received the then market value for the shares.—Mr. Scott Fox submitted that at all events there was a case for the jury, the question being one of fact, namely, whether a fiduciary relationship existed between the parties.—On the conclusion of the learned counsel's argument, the Master of the Rolls gave judgment without calling upon the other side. He said that Mr. Justice Lawrance, on the materials before him, held as a matter of law that there was no such relationship between the plaintiff and the defendant as would entitle the latter to have rescinded the contract under which the defendant bought from the plaintiff on the open market the shares in question. The plaintiff's contention was that the defendant's position was such as to debar him from purchasing shares from other shareholders without disclosing facts which were known to him, and not to those shareholders. Whether that was so depended not upon whether a fiduciary relationship existed between the directors and the defendant or the company and the defendant, but upon whether such a relationship existed between the plaintiff and the defendant. Whether such a relationship existed between the defendant and the directors was a question which did not arise here, and he would not express any opinion on the subject. But he was clearly of opinion in this case that no fiduciary relationship existed between the plaintiff and the defendant. All the defendant did was to purchase shares on the market at the market price, and this he was perfectly entitled to do. The question was entirely one for the Judge, and he had properly decided that no relationship existed. Lords Justices Romer and Mathew concurred, and the appeal was dismissed with costs.—Mr. Tindal Atkinson said he had not before had an opportunity of addressing the Court, but he thought he ought to say, in justice to his client, that at the time when these shares were purchased no binding offer had been made by the American Company, and that at the same period he sold more shares on the market than he bought.

**AN EXPLOSIVE CIGAR.**—At the Birmingham County Court, on October 13th, an action was brought by Joseph Homer against Thomas Burford and James Betts, two publicans, to recover damages for injuries sustained through the explosion of a cigar supplied to



## TRADE NEWS AND NOTES—continued.

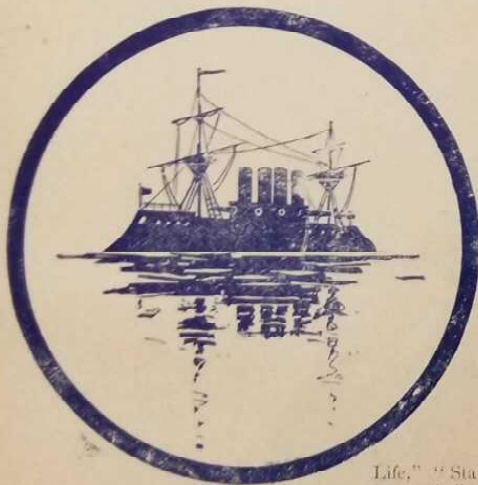
him by the defendants. Plaintiff's story was that he was a member of a lodge of the Royal Antediluvian Order of Buffaloes, a society which the plaintiff described as existing for the double purpose of philanthropy and conviviality. His lodge met at Burford's house, and Burford was a Knight of the Order, and was known as Sir Thos. Burford. On the 17th May last there was a meeting of the lodge, and he (plaintiff) was engaged as waiter. The two defendants and a man named Pettitt were sitting together. Burford called him and ordered him to bring some cigars, and at the same time offered him one. He took one, and after he had smoked it for some time he took it from his mouth, and was admiring the ash, when it suddenly exploded, squirting off like a squib, and the sparks flew in his eye. On his complaining afterwards to Burford about the cigar, Burford laughed at him.—Burford, in his defence, said that the cigar was given him by Betts. He smoked it himself for a few minutes, and then afterwards gave it to the plaintiff, as he was not feeling very well that night. He did not know it was loaded.—Betts also stated that he was not cognisant that the cigar was loaded. It was one that was given to him by a man named Pettitt, who was with them in the room.—His Honour exonerated Burford from all blame. He thought that blame should be attached to the defendant Betts and the man Pettitt. He gave judgment against Betts for £20 10s.

LIVERPOOL COURT OF PASSAGE. ACTION AGAINST THE IMPERIAL TOBACCO COMPANY.—(Before his Lordship T. Henry Baylis, K.C., and a special jury). Last month Thomas Whelan, a boy, sixteen years of age, brought an action against the Imperial Tobacco Company, Ltd., of Great Britain and Ireland, for damages for personal injuries. Mr. Cuthbert Smith appeared for the plaintiff, and Mr. F. E. Smith repre-

sented the defendant company. The plaintiff claimed damages for injuries sustained, while a workman employed by the defendants, through their negligence to guard dangerous machinery. Defendants denied the negligence and pleaded that the injuries were occasioned to plaintiff owing to his contributory negligence, and not by the negligence of the defendants, and that he disobeyed lawful orders.—Mr. Cuthbert Smith stated that the accident happened on the 11th January, while plaintiff was working in the Richmond Cavendish Company's works in Vauxhall Road, his duty being to feed a machine with tobacco. He was cleaning oil from a board when the waste caught in a wheel and was pulled into the machine, the plaintiff's hand being thereby dragged in between the wheel and the board and severely injured. The index finger of the right hand was permanently disabled, and the thumb was also damaged. It was the duty of a man in charge of the machine to clean it.—For the defence Mr. Smith urged that every precaution had been taken to fence the machine. There was a rule in the factory, and every employé was aware of it, that no machine was to be cleaned while in motion. The plaintiff was never away from work, and was still employed by the defendants. The jury intimated there was no case, and returned a verdict for the defendants.

## TOBACCONISTS' SUPPLY SYNDICATE PRICE LIST.

*We have received the handsomely got up Price List just issued by the above firm. Retailers should write for a copy and keep it for reference. As usual, there are a large number of attractive lines, and prices are extremely moderate.*



**SHIP  
BRAND.**

## TWO GOOD THINGS

Retailers who have customers who appreciate Virginia Cigarettes of **unique quality and flavour** should stock our celebrated "**Palm Brand**" Special Straight Cut, now extensively advertised in the leading London papers, including "Punch," "Graphic," "Daily Graphic," "Illustrated London News," "Truth," "Navy and Army," "Country

Life," "Statist," "Westminster," "Sphere," "Sporting and Dramatic," &c., &c. They are manufactured **by hand**, from **picked leaf**, and are declared by cigarette smokers to be the best obtainable at any price. Very popular and successful lines are our "**Ship Brand**" Cigarettes (by weight) also largely advertised by Poster. They include six sizes, qualities, and prices, and like the "Palm" Cigarettes are best **hand work** only. All our goods show a good profit and we allow no "cutting." Write to-day for List to the

SOLE MANUFACTURERS



**PALM  
BRAND.**

# R. LOCKYER & CO.,

13, BUNHILL ROW, LONDON, E.C.

## From the "London Gazette."

### Receiving Orders.

HATHAWAY, ARTHUR HECTOR, tobacconist, 52, Durham Road, Sparkbrook. Date of order, October 28th, 1902.

KNIGHT, ALFRED EDWARD, tobacconist, &c., Hagley Road, Halesowen, Worcestershire. Date of order, October 4th, 1902.

SHAW, JOHN WILLIAM, tobacconist, late 7, Yorkshire Street, Burnley. Date of order, October 11th, 1902.

### Adjudications.

FORBES, WILLIAM, tobacconist, &c., late 150, Colne Road, Burnley. Date of order, October 9th, 1902.

KNIGHT, ALFRED EDWARD, tobacconist, &c., Hagley Road, Halesowen, Worcestershire. Date of order, October 4th, 1902.

SHAW, JOHN WILLIAM, tobacconist, late 7, Yorkshire Street, Burnley. Date of order, October 11th, 1902.

### Notices of Intended Dividends.

ANSELL, ARCHIBALD (trading as Walter Bernard Mallovs), tobacconist, late Portsmouth, Hants. Last day for proofs, November 11th, 1902. Trustee, Oscar Berry, Monument House, Monument Square, E.C.

BURGESS, HENRY WILLIAM, tobacconist, Corn Market Street, Thame, Oxfordshire, and Princes Risborough, Buckinghamshire. Last day for proofs, October 29th, 1902. Trustee, G. Mallam, Official Receiver, 1, St. Aldate Street, Oxford.

DUNCAN, G. T. & CO., tobacco brokers, 9, Rangoon Street, E.C. Last day for proofs, October 29th, 1902. Trustee, E. L. Hough, Official Receiver, Bankruptcy Buildings, Carey Street, W.C. (Joint estate.)

HODSON, JOHN THOMAS, hairdresser and tobacconist, High Street, Coalville, Leicestershire. Last day for proofs, November 15th, 1902. Trustee, Frederick Stone, Official Receiver, 47, Full Street, Derby.

HOROBIN, THOMAS HENRY, tobacconist, &c., High Street, Crowle, near Doncaster. Last day for proofs, October 28th, 1902. Trustee, J. C. Clegg, Figtree Lane, Sheffield.

HUEFFER, OLIVER FRANCIS MADDOX (a member of the firm of G. T. Duncan & Co.), tobacco broker, 9, Rangoon Street, E.C. Last day for proofs, October 29th, 1902. Trustee, E. L. Hough, Official Receiver, Bankruptcy Buildings, Carey Street, W.C. (Separate estate.)

### First Meetings and Public Examinations.

BROWN, GEORGE CONRAD WILL, cigar importer, 42, Cambridge Road, Seaforth, Liverpool. At

the Official Receiver's, 35, Victoria Street, Liverpool, October 15th, 1902, at 12.30. Examination, Court-house, Government Buildings, Victoria Street, Liverpool, October 23rd, 1902, at 11.

FORBES, WILLIAM, tobacconist, &c., late 150, Colne Road, Burnley. At Exchange Hotel, Nicholas Street, Burnley, October 31st, 1902, at 12. Examination, Court-house, Burnley, October 31st, 1902, at 10.30.

KNIGHT, ALBERT EDWARD, tobacconist, &c., Hagley Road, Halesowen, Worcestershire. At the Official Receiver's, 199, Wolverhampton Street, Dudley, October 29th, 1902, at 3. Examination, Court-house, Hagley Road, Stourbridge, November 3rd, 1902, at 2.

SHAW, JOHN WILLIAM, tobacconist, late 7, Yorkshire Street, Burnley. At Exchange Hotel, Nicholas Street, Burnley, October 31st, 1902, at 12.15. Examination, Court-house, Burnley, October 31st, at 10.30.

### Applications for Debtors' Discharge.

BEARSON, AARON, tobacconist, 71, West Derby Road, Liverpool. At Court-house, Government Buildings, Victoria Street, Liverpool, November 28th, 1902, at 10.

WEITZEL, WILLIAM FRANTZMAN, tobacconist, &c., 2, Masham Street, Westminster. At Bankruptcy Buildings, Carey Street, W.C., October 28th, 1902, at 11.

### Appointment of Trustee.

NICHOLS, DAVID, tobacconist, &c., 131a, Yorkshire Street, and 11, The Walk, Rochdale. Trustee, W. Denton, 7, Sweeting Street, Liverpool. October 14th, 1902.

### Notices of Release of Trustees.

ADAMS, WILLIAM FREDERICK, tobacconist, &c., 44, Cotham Hill, and 139, Redcliff Street, Bristol. Trustee, F. L. Clark, Official Receiver, Baldwin Street, Bristol. August 18th, 1902.

FERGUSON, JOHN, formerly tobacconist, 28, Market Hall, Huddersfield. Trustee, J. A. Binns, Official Receiver, 19, John William Street, Huddersfield. August 18th, 1902.

KOPELANSKY, JOSEPH NATHAN (trading as Kopelansky, Cook & Co.), cigarette manufacturer, 33, Jewry Street, Aldgate, E.C. Trustee, G. W. Chapman, Official Receiver, Bankruptcy Buildings, Carey Street, W.C. August 18th, 1902.

STIMSON, ERNEST JAMES (trading as E. J. Stimson & Co.), cigar manufacturer, 23a, King Street, Leicester. Trustee, J. A. Hopps, 25, Friar Lane, Leicester. October 1st, 1902.

*Have you found  
the Mis-spelt Word?*



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



Be careful to mark your envelope—

"SPELLING BEE,"

**CIGARETTE WORLD,**

**2, ELLISON ROAD,**

**BARNES,**

**LONDON, S.W.**

THE LEADING SHAG IS

# Franklyn's Superfine.

FRANKLYN, DAVEY & CO.,  
BRISTOL.

## Muratti's High-Class Cigarettes.

EXCELLENT FOR CHRISTMAS TRADE.

### LEADING BRANDS

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

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

PRICES ON APPLICATION.

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

WALKER, THOMAS EDWARD, tobacconist, &c., Barnard Castle, Durham. Trustee, J. R. Stubbs, Official Receiver, 8, Albert Road, Middlesbrough. August 18th, 1902.

WHITLOCK, JOHN LAWSON (trading as Whitlock and Co.), tobacconist, 180a, Cheltenham Road, Bristol. Trustee, Frank Lawson Clark, Official Receiver, Baldwin Street, Bristol. October 7th, 1902.

DAY, WILLIAM JOHN, tobacconist, &c., 184, High Street, Margate. Trustee, Worsfold Mowll, Official Receiver, 68, Castle Street, Canterbury. October 7th, 1902.

BENT, ELIZA, tobacconist, 71, Church Gate, Leicester. Trustee, J. G. Burgess, Official Receiver, 1, Berridge Street, Leicester. October 7th, 1902.

#### Partnerships Dissolved.

PEZARO, R., and M. PEZARO, cigar manufacturers, &c., Cambridge Road, Bethnal Green, N.E., and Stamford Hill, N., under the style of M. Pezaro & Son.

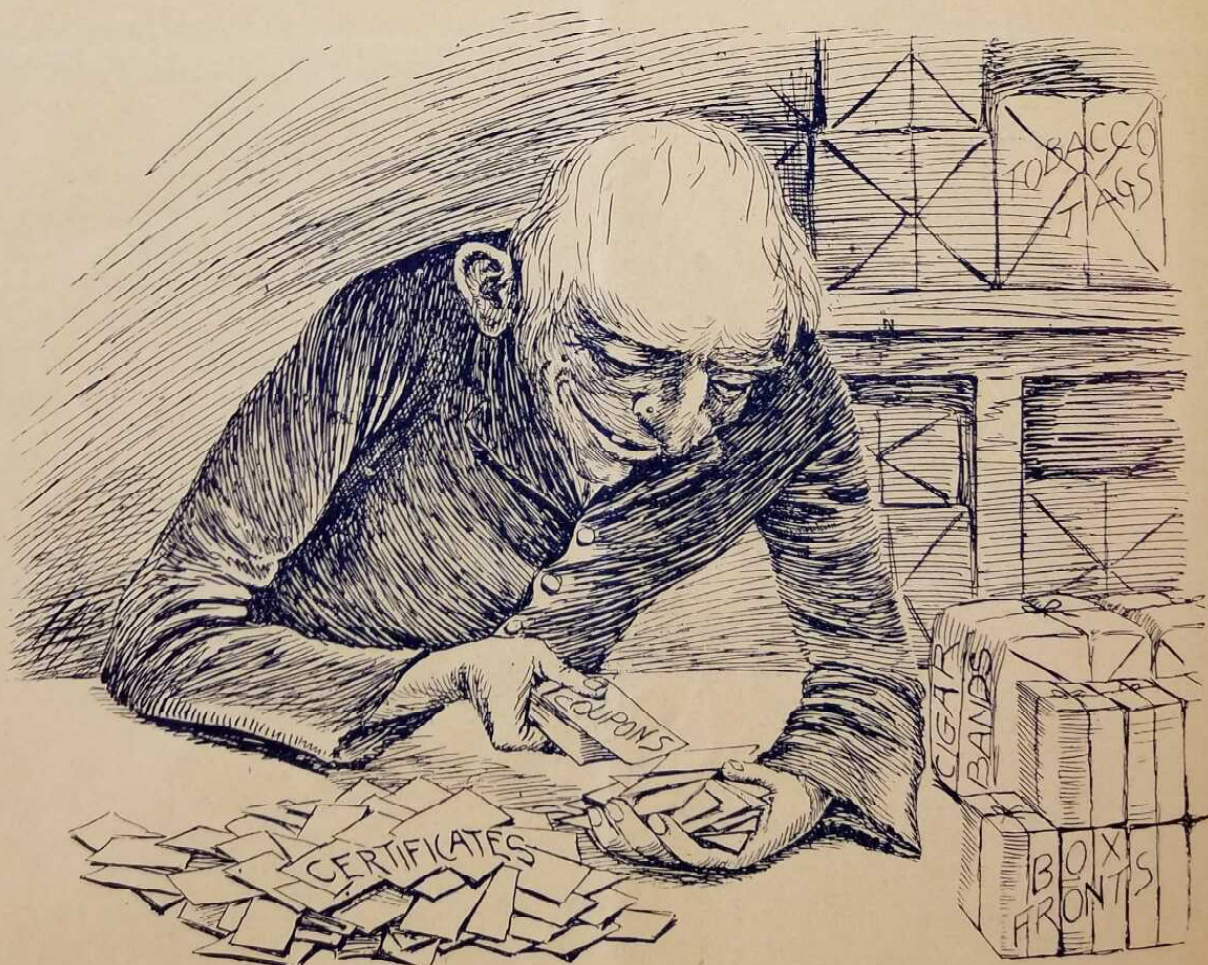
WOOD, JOHN, and TEMPLEMAN, JOHN, tobacco and cigar merchants, &c., 45, High Street, Sydenham, under the style of Wood & Templeman. Business will be carried on in future by John Templeman alone, who will receive and pay all debts due to or by the said firm.

## In the Matter of—

ALFRED EDWARD MILLS.—At the Gloucester Bankruptcy Court, on October 20th, Alfred Edward Mills, tobacconist, joiner and carpenter, carrying on business at Nailsworth, came up for his public examination. Mr. Langley Smith appeared for the bankrupt. According to the debtor's statement of affairs, his unsecured liabilities amounted to £92 9s. 6d. Debtor was allowed to pass his examination.

DAVID NICHOLLS.—At the Rochdale Bankruptcy Court, on October 17th, before Mr. Registrar Worth, David Nicholls, formerly carrying on business as a tobacconist and hairdresser at 131, Yorkshire Street, and The Walk, came up for examination. He told the Official Receiver that he was brought up as a tailor, but twenty years ago commenced the tobacco business, carrying it on for five years as well as the tailoring business. The examination was concluded.

JOHN WM. SHAW.—Bad trade and the expenses of a large family were given as the causes of failure, on October 31st at the Burnley Bankruptcy Court, by John Wm. Shaw, tobacconist, Nelson. The statement of affairs showed that he commenced business in 1900 with no capital, his wife buying the business for about £50, and lending him a further sum of £30. In April of this year he sold the business for about £60. His liabilities were £274, and assets nil. The examination was adjourned.



THE MODERN MISER.

Tobacco Leaf.

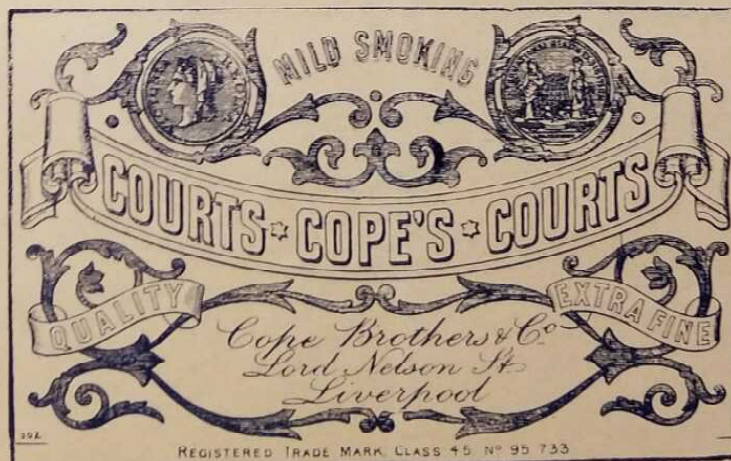
# COPE'S "COURTS"

COPE BROTHERS & CO., Ltd. have recently obtained against a Nottingham firm of Cigar Makers and a London firm of Importers PERPETUAL INJUNCTIONS restraining the Defendants from selling Cigars or Cheroots not manufactured by Cope Bros. & Co., Ltd. in any wrappers, or labels, or in any form being an imitation or only colourably differing from the Registered Trade Mark, No. 95,733 in Class 45 of Cope Bros. & Co., Ltd.

NOTICE IS HEREBY GIVEN that legal proceedings will be taken against any person infringing the Trade Mark of COPE BROTHERS & Co., Ltd., shown below.

COPE BROTHERS & CO., Ltd.

LORD NELSON ST., LIVERPOOL, AND  
GREAT EASTERN ST., LONDON.



# THE IMPERIAL AND IRISH ROLL.

## EXCITEMENT IN IRELAND.



NEW development has taken place in the tobacco trade, at least as regards Ireland. All the Irish manufacturers kept aloof from both the American and the British combines, and now that the war as it has been called between the two great organisations has ceased, the attention of the Imperial Tobacco Company of Great Britain and Ireland has been turned towards the capture of the Irish trade. Within the past few days the retailers of Belfast, including a large number of grocers, have received a circular from Messrs. Wm. Clarke & Sons, Ltd., Liverpool (a branch of the Imperial Company), stating that they have reduced the price of Irish roll to 3s. 2d. per pound for orders of not less than three large rolls, and adding that they will allow a discount of 5 per cent. Mr. J. Thompson, Shankill Road, called attention to the matter at the monthly meeting of the Board of Management of the Belfast and North of Ireland Grocers' Association, held under the presidency of Mr. H. M. Pollock, J.P., and said that the American invaders had been frustrated in their attempt to capture the tobacco trade of Great Britain and Ireland by the combination of large manufacturers in England and Scotland. The opposing parties had now joined hands, but there were still two of the American combination directors on the Board of the Imperial Company. Prices had already been raised, and combinations were not formed for the purpose of reducing the price of tobacco. Alluding to Messrs. Clarke's circular he said that firm was able to make "Irish roll" in Liverpool, and they were pushing their "Irish roll" trade over here. He did not think the Imperial Company would be much affected whether that trade was discontinued or not, but they were evidently trying to have a shot at Irish manufacturers. If the Imperial Company could not get Irish firms to join them so that they could get prices up to the standard which they desired, they thought their best policy was to attack them in a vulnerable spot. Mr. Thompson hoped there was as much patriotism among the members of the Grocers' Association and other interested retail organisations that they would patronise local firms even when it became a question of price. Possibly Irish firms would yield as regards price, but they said they could not do so except at a loss. It ought to go from that Association that they would abstain from buying tobacco from a company which was composed of English and American shareholders, and which was seeking to injure Irish manufacturers and lower prices. Mr. Lanigan said he thought they should put it that they abstained from buying "Irish roll" made in England. The Chairman said he understood that "Irish roll" was an adjective, and that in the tobacco trade the expression "Irish roll" meant a specific roll of tobacco—not that it meant Irish. The Imperial Tobacco Company had originally endeavoured to get the Irish firms, Gallaher, Ltd., and others, into their combination, and now that they had amalgamated with the American Company they wanted simply to squeeze any who were outside the combination in such a way as would enable them to put any price they wished upon their goods. It was a very big question, and he was afraid the methods were going to be very drastic. Mr. Rea (Water Commissioner) suggested that they should say they would only support home manufacture. Mr. Thompson :

I would say further we will take nothing from them. The Chairman was afraid that patriotism meant pounds, shillings, and pence in the end. If Messrs. Clarke came along with as good tobacco at 2d. per pound less than anybody else, he was afraid they would place the article. Mr. Lanigan said if Messrs. Clarke would give him an equal quality to-morrow at 2d. per pound less he would buy from them, and who could blame him? Mr. Rea said it should go forth that the grocers as an Association recommended members of the trade to patronise the manufacturers of home-made "Irish roll." That would be a guarantee that the article was "Irish roll." It was ridiculous to call it by that name when made in England.

### INTERVIEW WITH MR. GALLAHER.—IMPORTANT CONSIDERATIONS.

Our representative recently sought an interview with Mr. Thomas Gallaher, the head of the firm of Gallaher, Ltd., with the view of eliciting information from him regarding the circular mentioned in the foregoing report. That circular is identical with the following :—

The Imperial Tobacco Company (of Great Britain and Ireland), Limited, successors to Ogden's, Limited, Boundary Lane, Liverpool. 9th October, 1902.—

Dear Sir,—We beg to inform you that we have made our prices for Irish Roll, 3s. 2d. per pound; X and XX Pigtail, 3s. 3d. per pound; "Hub" Pigtail, 3s. 4d. per pound; all subject to 5 per cent. discount for orders of 56 pounds weight and upwards.—Yours faithfully, The Imperial Tobacco Company (of Great Britain and Ireland), Limited (Ogden Branch).

Our representative found Mr. Gallaher in his office, and inquired what was his opinion regarding this circular reducing prices.

Mr. Gallaher replied—Well, the Imperial Company were already selling below cost, and they are evidently determined to try to squeeze the independent manufacturers out of trade. You will observe they have not reduced the prices of their proprietary goods on which they get two or three profits more than the independent manufacturers can obtain, owing to the consumer being so long used to smoking certain brands, which the "independents" could supply equally as well, or better.

Our representative—Will they accomplish their object by these tactics?—They undoubtedly will squeeze all the weak manufacturers out of the trade by compelling them to work at a loss.

What then?—Then they will jump their prices to whatever they like and dictate their terms to the shopkeeper and public.

Do you think the shopkeeper and public will not see through this?—I have numerous letters from our customers stating they will stand by us in this struggle, and if there is any patriotism in the public they will only buy tobacco manufactured by the independent manufacturers.

By independent manufacturers you mean, of course, all who are not in the combine, and that includes all in Ireland?—Yes.

Is the statement correct that directors of the former American Company are now directors of the Imperial?—Certainly—there are four of them in it.

# SINGLETON & COLE, Ltd.,

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

## MIXED PARCELS,

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

## In Times like the Present

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

*SEE OUR LATEST TERMS AND DISCOUNTS.*

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

Our System for years has given to Tobacconists the

**Maximum of Profit <sup>with</sup> the <sup>the</sup> Minimum Trouble.**

We respectfully solicit Trade inquiries for

**SPECIAL BRANDS, &c., &c.,**

and you may always rely upon getting all goods at

**ROCK BOTTOM PRICES.**

.....  
ALL ADDRESS NECESSARY—

**SINGLETON & COLE,**  
**BIRMINGHAM.** Ltd.

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

Instead of the "war" being terminated there has simply been an amalgamation of the American and Imperial Companies?—Quite so. There is a strong American element in the Imperial Company—in other words, they are Americanised.

What, may I ask, is the position in England?—The Imperial Company are buying large numbers of retail shops, so that they may be in a position to force the hands of the retailers in England, and compel them to do exactly as they want—in other words, to make them white slaves.

Do you think they will succeed?—Undoubtedly they will, unless the retailer wakes up to see the perilous position he is in, and refuses to have anything to do with them or their brands. It is now or never with him.

But supposing he does not realise the danger?—Then it will be a case of the spider and the fly. The retailer

will have innocently succumbed to the blandishments of the Imperial Company, and that will be an end of him.

What will you do in this fight?—I will stand by the trade if they will support me.

But if they don't?—Then they and the public will be the sufferers.

Mr. Gallaher added that "Irish roll" tobacco manufactured in Ireland is more than 2d. per pound better than any "Irish roll" manufactured in England, and stated that English artisans were frequently deluded as to what they were getting inasmuch as "made in England" is not stamped on the tobacco itself. He is confident that if English customers and English retailers are alive to the facts of the situation and the designs of the Americanised Imperial Company they will not assist in the war against the independent manufacturers or in the squeezing-out process.—*Belfast Evening Telegraph.*

## THE AMERICAN TOBACCO COMPANY.

### *Strong Action by New York Tobacco Men.*



At a meeting of the New York Leaf Tobacco Board of Trade held last month, a resolution passed by the Board of Trustees on October 7th condemning trust methods and calling for a discussion of the same by the general Board was read, with the following preamble, together with a resolution that copies of both be sent to the National Cigar Leaf Tobacco Association and all other organisations representing or connected with the cigar and tobacco trades:—

This meeting, comprised of wholesale leaf tobacco dealers in the City of New York, is convened not to condemn as a class the vast corporate aggregations known as "trusts," but to call a halt, if it is in our power, to the lawless methods of the American Tobacco Trust. The object of this meeting is intended simply to view in a calm, dispassionate, and impartial manner the conduct of one giant body, whose methods and operations have affected every branch of that important industry, the tobacco trade, and to present these views to the leading political parties of this country.

Prior to 1890 there were in the United States five leading cigarette manufacturers. They were in healthy and active competition with one another. The jobbers who distributed the manufacturers' products to retailers were able to buy at prices regulated by competition, and they sold to the retailers in the same manner. The retailer was able to dispose of his goods without control or influence of anybody.

In 1890 these manufacturers combined themselves into the American Tobacco Co., with a capital of 25,000,000 dollars. Eighty per cent. of this capital, to wit, 20,000,000 dollars, was for trade marks and goodwill. At this particular period the tobacco trade consisted of many important elements. There were farmers in many States raising tobacco. There were manufacturers of cigars, of snuff, of smoking tobacco, of plug tobacco. These manufacturers bought from the jobber of leaf tobacco who were competing in the farming districts for the purchase of the raw leaf. There were the manufacturer and the retailer and the jobber of cigars. The retailer was a distributor to the consumer. It will be seen that this was one of the leading industries of the country. The flower of the business world was found within its lines. Now it is all fading. Men were then their own masters, and were permitted to conduct their business

according to their own ideas. All of this is no more. A healthy, flourishing, and prosperous trade has been seriously affected by methods which the statutory law, the decisions of the courts, and the plans of all political parties have condemned.

When the American Tobacco Co. started doing business it controlled over 90 per cent. of the cigarette trade. If this had been simply a combination among concerns to promote their own interests—in other words, a partnership intended to carry on business in the same manner as the manufacturers had done previous to their combination, there would be no complaint. But it was conceived with the evil design to check and prevent trade in the cigarette business, and in all subsequent spread of its business the same idea has prevailed, namely, it tolerated no competition.

The brands of the company's cigarettes were standard. Jobbers and retailers were required to keep these brands in stock. No cigar business could be conducted profitably without them. The most invidious efforts were made to prevent competition. Jobbers, as a condition for obtaining cigarettes, were required to sign a consignment agreement; in substance, to pay for the cigarettes, but the title to remain in the company, not to sell below a certain price fixed by the company, and to handle no opposition goods. The penalty for violating any of these conditions was to be "cut off," which virtually meant to be driven out of business. In order to enforce these conditions a system of espionage was established all over the country, in every city, town, and hamlet, to spy upon the jobbers. As soon as one was found handling the goods of a rival he was cut off. No other jobber was allowed to sell to the excommunicated dealer upon penalty that he too would be cut off. The stubborn jobbers who refused to relinquish their independence were constantly harrassed. Their employees were enticed away and established in opposition business. Threats of ruination were used to intimidate enforced handling of the company's goods. Their business was infested with spies, and many doubtful ways employed to annoy, vex, and hamper those who refused to yield.

Legal proceedings were commenced against the company in many States. In the State of New York and in the State of Illinois applications were made to the Attorney-Generals to commence proceedings against the company under the anti-trust laws of these respective



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

The Real English Bulldog,

**NOT THE SHAM**



**5 a 1d.**

The Real Godfrey Phillips'  
**GUINEA GOLDS,**

Not the Foreign Imitations.

States to prevent the company from carrying on business therein. These applications were granted, though, unfortunately, through political changes, no actions were ever brought. It is interesting, however, to note the opinions of these officers, and the following is quoted from the opinion of Attorney-General Hancock of New York:—

"I am of the opinion that sufficient evidence has been produced upon the hearing to authorise the commencement of an action to determine whether the American Tobacco Co. is not transacting its business in the State of New York in an unlawful manner, in restraint of trade, and to prohibit it from further transaction of such business."

The following is an extract from the opinion of the Attorney-General of the State of Illinois:—

"It is one of the most ingenious, dangerous, and gigantic trusts in America, and that means in the world.

As already stated, it is one of the most odious, as it is one of the most gigantic, monopolies in the whole country. It has attempted to take the law into partnership. It assumes a legal guise in order to conceal its nefarious purposes, or at least that it might the more conveniently and successfully carry out its illegal and vicious ends. It verifies the old saying that devils when first formed take pleasing shape."

In New York County there was also a criminal indictment against the officers and directors, and, after a lengthy trial, the jury, being out overnight, stood from beginning to end ten to two for conviction, since when there has been no new trial.

But the Company was not satisfied with the cigarette business alone. First it increased its capital to 35,000,000 dollars, and began to absorb all companies that manufactured smoking tobacco. Then it engaged in the plug business, and merged that branch of the business into the Continental Tobacco Co., with a capital of 70,000,000 dollars, and in a short time the American Tobacco Trust controlled this company. It then acquired the Union Tobacco Co., a 20,000,000 dollar corporation, which owned the most important business outside of the trust. A little later it branched out into the cigar manufacturing business. One large factory after another was acquired, and the American Cigar Co. was organised with a capital of 10,000,000 dollars, and subsequently other cigar manufacturing plants were absorbed. The American Snuff Co. was organised with a capital of 25,000,000 dollars, which acquired the leading snuff companies. The Havana-American Co., owning many prominent cigar factories (also organised as protection against this company), was absorbed. Its capital was 10,000,000 dollars. The Havana Commercial Co., with a capital of 20,000,000 dollars, owning large Havana cigar factories, was acquired. Through the formation of the Havana Tobacco Co., a 35,000,000 dollars corporation, this latter also absorbed the Clay-Bock factories, the Cabanas and Suarez Murias factories, thus controlling 90 per cent. of the cigar output of Cuba. Later still a company was established for the acquisition of retail stores throughout the United States in the name of the United Cigar Stores Co., and it is inferred from general talk in the trade that the American Tobacco Co. is at the back of this company. This was formed to acquire the leading retail cigar stores in the country.

There is no trust which would be so seriously affected by what the anti-trust men term "publicity" than this very American Tobacco Co. Among the many interesting things the "searchlight" would show would be that the plug business, which a short time ago was not able to pay a dividend at all on its common stock, now can stand good for all the monetary losses entailed by its reckless and unlawful efforts to control the cigar business.

Time does not permit more than a few details in respect to the conduct of its business at the present day. Regarding that branch of the trade in which it has an entire monopoly, it buys its material from the farmer only at

such prices as it is willing to pay. There is no more competition in the cigarette or plug business. The farmers in Virginia and Kentucky must sell at the prices which the company dictates.

In other branches it buys of the farmer at exaggerated prices in order to put the goods beyond the reach of the wholesale jobber and the manufacturers not yet within its borders. This is done so that no manufacturer can subsist and pay the prices for his raw material. Of course, when once in control of this branch of the business, it will pay the farmer what it pleases. And so again in another department of its business. Its policy is to drive out of business the large number of retailers, big and little, that have contributed their mite to the welfare of this land. A retailer by dint of hard work establishes a successful business. The company becomes envious of his success, and approaches him for the purpose of buying out his business. The retailer protests. It is his livelihood. He knows no other vocation. Without this means his family will suffer; new hardships will confront him. He is facing ruin, and so against his will he sells out his business. In the string of stores prices have been placed upon staple articles either at or below cost, with the intent that every retailer not within its fold will eventually be driven out of the business. Of course the consumer will then be at the mercy of the company.

Throughout, the course of this company, its one purpose, is to prevent trade in all of the branches of the tobacco business. It is the injury to this trade, which is unlawfully accomplished, in respect to which fault is found. Here is a vivid example of the havoc created by a combination in restraint of trade. Commerce is the interchange of commodities. There can be no commerce without competition. Without commerce there can be no nation. All artificial efforts to repress competition have injurious effects. The injury from which we demand relief is an injury not only to the tobacco world, which is in a state of peril, but to the public. Competition has been stifled. The effect has been to create a monopoly and to place the public at the mercy of the monopoly. It is precisely a combination presenting these conditions which is prohibited by the courts and by the legislatures; they are forbidden solely for the purpose of preserving competition, and thereby as far as possible the freedom of action in industrial and commercial life.

The foregoing facts present to statesmen and politicians a condition, not a theory. Actions, not words, are asked. Each party having elected from its ranks public officials who have power, can now demonstrate the earnestness and sincerity of their pro-election promises by requiring these officials to apply such remedies as the law now affords. Conclusive evidence for such purposes will be furnished by this Board to any such officials. The law should also be amended in this respect, that the company will be compelled to submit its earnings and its internal operations to the light of day. A large proportion of the people will determine how to exercise their political franchise depending upon the action of the leading political parties relative to the restraint to be placed upon this unlawful combination.—*Tobacco Leaf.*

**CIGAR THAT EXPLODED.**—Edward Weinschreider is suing a New York firm of tobacconists for £2,000 damages. He alleges that he purchased a cigar from the defendants which exploded as he was smoking it. His hand was so severely injured that it had to be amputated.

**THE ODOUR OF TOBACCO.**—According to a note in the *Pharmaceutical Journal*, Frankel and Wogrinz have confirmed the statement of Humbstdaet that the aroma of tobacco is due to a volatile basic substance, to which Humbstdaet has given the name of nicotianine. It is distinct from nicotine and from the alkaloids isolated from tobacco by Pictet and Rotschy.



FABRICANTES DE TABACOS

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

**Lords of England**

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

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

**Regalia Britannica**

**Princessas**

*In 100's and  
50's.*

WHOLESALE ONLY, FROM THE MANUFACTURERS:—

**R. I. DEXTER & SONS, LTD.,**

**NOTTINGHAM.**

# United Kingdom Tobacco Dealers' Alliance.

## CONFERENCE IN LEICESTER.

THE governing body of the United Kingdom Tobacco Dealers' Alliance held an important conference at the Bull's Head Hotel, Leicester, on October 14th. Delegates were present from London, Leicester, Nottingham, Halifax, Huddersfield, Liverpool, Chester, Bolton, &c. Mr. Duncan, Glasgow, presided.

The rules of the Alliance having been amended, London was selected as the seat of government in the future, as it was felt that the fight between the combines and the retailers would be keenest there in the future. It was also decided that the London delegates should be the Executive Committee. Mr. Duncan, of Glasgow, retired from the chairmanship of the Alliance, and Mr. Body, of London, was elected *pro tem.* Mr. H. G. Hey (Halifax) also retired from the secretaryship, and Mr. Ramill (North London) was elected *pro tem.* to the position. Mr. Hey was paid a very high compliment for his past services, it being said that much of the success of the Alliance had been due to his efforts.

The Conference then went into committee to consider and determine the policy to be pursued with regard to meeting the competition of the two big wholesale combines. After considerable discussion, it was decided that the Alliance should back up firms outside combines, and restrict, as far as possible, the sale of proprietary lines of the combines if they did not give them a fair margin of profit. Secondly, it was resolved that if any agreement was submitted for signature a meeting of the trade should be held in London, at which a mandate should be issued advising tobacconists throughout the country what course should be pursued.

After the conference the delegates were entertained at dinner by the local branch of the Alliance at the Bull's Head Hotel. Mr. Moody (president of the local society) presided, and among the members of the governing body present were Messrs. Duncan (Glasgow), Parry (Bootle), Roe, Boutall, Body, Ramill (London), Bowles (Cardiff), Glover (Chester), Bailey (Nottingham), Kempin (Leicester), Houghton (Bolton), Hey (Halifax, secretary), Burbidge (Nottingham), and E. H. Wade (Huddersfield). A number of members of the local branch, including Messrs. W. W. Johnson (secretary), Goddard, Mills, &c., were also present.

Mr. Duncan, after the repast, thanked Mr. Moody and his colleagues for the excellent way in which they had been entertained. Whatever inconveniences the delegates might have been put to, they had been amply repaid by the kindness shown them. With regard to the business transacted during the afternoon, they believed that their work had not been altogether in vain, but would ultimately benefit tobacconists throughout the United Kingdom. He wished success to the Leicester association, and also prosperity to the United Kingdom Tobacco Dealers' Alliance.

Mr. Moody replied on behalf of the Leicester association, remarking that whatever he and his colleagues could do on behalf of the Alliance they would at all times willingly perform.

Mr. Goddard also replied, saying he and his colleagues were very pleased the governing body had come to Leicester, and he hoped the result of their visit would be an increase in the membership of the association.

Mr. Parry (Liverpool) also addressed a few words to the company. He believed the business transacted that

afternoon would tend to the amalgamation of their trade and the betterment of its members individually and collectively. They knew by the examples they received from America what organisation could do, and although he would not go so far as to advocate a strike of tobacconists—(laughter)—yet the lesson of organisation ought not to be lost on them. What the Alliance aimed at was to obtain fair treatment from manufacturers, and the chance to earn a living profit. (Hear, hear.)

Mr. Bailey (Nottingham) said in his town their association suffered from lack of numbers, which was due in a measure to bitterness caused by keenness of competition. At the same time he believed their association was doing a good and useful work, and personally he did not regret any exertions he had put forth on its behalf. (Hear, hear.)

Mr. Glover (Chester) also spoke on the work of the Alliance, and expressed the hope that its influence would extend throughout the United Kingdom.

A general meeting of the trade was afterwards held under the presidency of Mr. Duncan (Glasgow). There was a somewhat small attendance. The Chairman regretted that more members of the trade were not present. He could not understand why members of the trade should not contrive to protect their own interests, and by joining the Alliance they could not possibly do themselves harm. The policy of the Alliance had been to obtain for the retailer a living profit. What they desired to secure was 20 and 25 per cent. profit on their gross turnover. He was pleased to tell them that on the 1st November next a schedule would be issued by the Imperial Tobacco Company of Great Britain which would, he hoped, put the retailer on a much better footing than hitherto. With regard to the future of the Alliance, it had been decided to remove the reins of office to London, as it was thought the fight in the future would be severer there than anywhere else, and they had every confidence that the executive would see that the interests of the retailer did not suffer. He was pleased to know that the membership of the Alliance in Leicester was more satisfactory than it was in any other part of the country—(hear, hear)—and he hoped the visit of the governing body would be the means of increasing their numbers. He wished the branch every success, and hoped they and the Alliance had a bright future before them. (Applause.)

Mr. Body (London) also spoke, and dwelt on the advantages of organisation. He said it was intended to establish twelve branches of the Alliance in London, and by that means it was hoped to thoroughly organise the retail trade. (Hear, hear.)

Mr. Hey, the late secretary, referred at length to the work of the Alliance during the two and a half years of its existence, and regretted that it was not so powerful an organisation as the promoters hoped it would be. This was not the fault of the officers, but of the members of the trade, who even now would not take the trouble to take necessary precautionary steps for their benefit. He hoped the Alliance would have a successful future, and that the changes that had been made that day would prove to be of great advantage. (Hear, hear.)

Votes of thanks were afterwards passed to Mr. Duncan and Mr. Hey for their past services, and these gentlemen, in response, complimented the officers and members of the local society on the success they had attained.

NAT. TEL. N.º 539.

TELEGRAMS VALERIO LEICESTER.



# GEMSBOCK CHOICE CIGARS



WHOLESALE OF

## GOODMAN & HARRIS LEICESTER.

# AMERICANISING HENRY CLAY & BOCK.

THE American Tobacco Trust is not finding it a very easy task to acquire the large proportion of Preference shares in Henry Clay and Bock & Company necessary to give it a controlling interest in the concern as a prelude to the ousting of the English Directors. Roughly speaking, it will be requisite for Mr. Duke to buy up about 8,000 shares, and so far it is estimated he has not got more than 1,500. No one will now part at £14, the sum first offered, but a fair number of proprietors would seem to be willing to sell at from £17 to £20. If we assume £20 to be the average price that will have to be paid, it will mean an outlay of £160,000 on the part of the American Trust—a respectable enough sum, but by no means as much as Mr. Duke deserves to have to plank down for his share in a deal which does not possess, so far as the people on the other side of the Atlantic are concerned, too many pleasant aspects.

The situation has been further cleared up lately by the issue of new circulars by the respective parties. It will be remembered that Lord Ebury, Chairman of Clay and Bock, addressed a letter to the Preference shareholders in response to the first appeal of the Guaranty Trust Company of New York, which is acting for the American Trust, advising them to hold out for a good price, since if Mr. Duke wanted the shares he had no option but to buy at the figure the owners chose to demand. Subsequently he sent out the following additional communication to the Preference proprietors:—

"HENRY CLAY AND BOCK & COMPANY, LTD.

"Dashwood House,

"9, New Broad Street, E.C.,

"16th October, 1902.

"Dear Sir or Madam,—I have reason to believe that the circular recently issued to you by the Guaranty Trust Company of New York has met with a feeble response, and it will probably ere long be succeeded by another circular, stating that 'our client' is prepared to buy another limited number of shares at an enhanced price.

"With this probability in prospect I am tempted to submit the following views for your consideration.

"It seems clear that the American combination now in possession of the large proportion of the Company's Ordinary shares, which was obtained by tortuous means in the early part of the year, are feverishly desirous of securing that three-fourths majority of the entire share capital which would enable them to displace the existing Directors and give them immediate and complete control of the Company's affairs.

"Having advanced somewhat in that direction as a result of the recent circular, they seem all but bound to complete their programme by purchasing more, and if they cannot get more otherwise, by purchasing the whole of the company's Preference shares.

"The proper course in my opinion for shareholders to pursue is to listen to no offer unless it includes the whole of the Preference shares outstanding, an offer which, if based upon a satisfactory figure, might be accepted by all without any of that loss of dignity which necessarily attends the acceptance of an offer dependent upon priority of application.

"I feel the less diffidence in offering this suggestion, because if they will be of one mind in the matter, it is not apparent to me what shareholders can lose by awaiting the development which it indicates.—Yours faithfully,

"EBURY, Chairman."

Lord Ebury's anticipations were promptly verified, for close on the heels of his own letter came the appended circular from the Guaranty Trust Company:—

"Guaranty Trust Company of New York,

"London Branch, 33, Lombard Street, E.C.,

"18th October, 1902.

"RE HENRY CLAY AND BOCK & CO. LIMITED.

"Dear Sir,—Referring to our letter of the 8th inst., in which we stated we were authorised to purchase a limited number of the Preference shares of Henry Clay and Bock & Co. Ltd., at the price of £14 per share, we are now instructed to say that our clients have purchased a large number of shares, and are still open to purchase a further limited number up to 4 p.m. on Thursday next, the 23rd instant. If you are prepared to sell your shares, we shall be glad to hear from you before the time named, with the enclosed transfer duly filled in, at the price you will accept, and accompanied by the certificate for the shares. We shall then accept such shares as our clients are open to purchase which are sent in to us at the lowest price, and a cheque will be immediately forwarded for the shares purchased. The certificates of any shares not purchased will be at once returned by post, accompanied by the transfers, free of expense. We are authorised to state this is the last proposition which our clients will make to purchase any shares.—Yours faithfully for Guaranty Trust Company of New York,

"C. H. HORNER, London Manager."

All pretence it will be seen is at last thrown aside in this letter. The Guaranty Trust Company now says in effect that it will give what is asked for the shares; it will naturally buy first the cheapest offered, and after that rise in price until it has secured the number its "clients" require. The "client" of the first letter has now become pluralised, and the futility of disguise is further recognised by the names of the transferees being filled in—the space originally was left blank—and as everyone expected the Great Unknown in this particular case turns out to be the American Trust. The names of the transferees given are those of William Barker Ogden, Charles Ogden, and Joseph Hood, which for all practical purposes might just as well have been condensed into that of James B. Duke. It seems a pity that the Clay and Bock Preference shareholders are not acting more in unison. A refusal to deal at all except through the Directors would give Mr. Duke no option, short of abandoning his scheme of obtaining control, but to consult Lord Ebury and his colleagues, and then, as his Lordship points out, a satisfactory price could be exacted, which everyone could agree to take "without any of that loss of dignity which necessarily attends the acceptance of an offer dependent upon priority of application." There is this also to be said for such a course as the Clay and Bock chairman recommends, that the proprietors would inevitably get a much better average price than can possibly be secured by a group of isolated individuals being dealt with separately, and each ignorant of the others' actions and intentions. The old fable of the bundle of faggots holds good in this instance, even though it is a question of how much profit shall be taken rather than of how small a net loss shall be incurred.—*Financial Times.*

# THE FLOR DE MUNSHÉE

(CIGARS and WHIFFS),

## The Perfection of Mild Indian Cigars.

\*\*\*\*\*

SOLE AGENTS—

### JOHN CARIDI & CO.,

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

Telegraphic Address: "DRASTIC," LONDON.

Telephone: 477 Avenue.

### RESULT OF OCTOBER COMPETITION.

The Winner of last month's competition, in which the word "application" was mis-spelt on page 35I, was—

Mr. E. L. Wells, 81, St. John's Hill, New Wandsworth,  
to whom a parcel of Messrs. Jacobi, Bros. & Co.'s Goods to the value of 20/- has been forwarded.

## Our Mis-spelt Advertisement Competition.

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

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

### TWENTY SHILLINGS

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

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

The Editor's decision is final.

#### CUT OUT AND FORWARD THIS COUPON

##### SPELLING BEE:

Addressed as follows: {

Cigarette World,  
2, Ellison Road, Barnes,  
London, S.W.

Word Mis-spelt \_\_\_\_\_

In Advert. of Messrs. \_\_\_\_\_

Signature of Competitor \_\_\_\_\_

If a Retailer, state so \_\_\_\_\_

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

Postal Address \_\_\_\_\_

# STANDARD LINES.

... FREE TO ADVERTISERS.

<b>ANASTASSIADIS</b> <i>Highest Class Turkish Cigarettes.</i> The Tobacconists' Supply Syndicate.	<b>COMMODORE</b> <i>Cigarettes.</i> Adkin & Sons, London.	<b>KEY WEST</b> <i>(The Original ed.)</i> R. I. Dexter & Sons, Ltd., Nottingham.	<b>TOBACCONISTS' SUNDRIES</b> Adolph Elkin & Co., London.
<b>ARISTON</b> <i>Turkish Cigarettes, &amp;c.</i> B. Muratti, Sons & Co. Ltd., Whitworth St., Manchester.	<b>EXMOOR HUNT</b> <i>Highest Class Medium Strength Mixture.</i> Edwards, Ringer & Bigg, Ltd., Bristol.	<b>LA SAGERA</b> <i>Cigars.</i> Goodman & Harris, Leicester.	<b>TURKISH CIGARETTES</b> Teofani & Co., London. <i>Highest Award at Paris Exhibition, 1900.</i>
<b>ASTHORE</b> <i>Cigarettes and Cigars.</i> J. H. Custance, Putney, S.W.	<b>FLOR DE MUNSHÉE</b> <i>Indian Cigars.</i> John Caridi & Co., 5 & 6, Bury Court, St. Mary Axe, London, E.C.	<b>LLOYD'S TOBACCO</b> <i>and Cigarettes.</i> R. Lloyd & Sons, London.	<b>TWO ROSES</b> <i>Cigarettes.</i> J. Biggs & Son, Commercial St., London.
<b>BANDMASTER</b> <i>Special 10. Packet Line.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	<b>FLOR DE SUMATRA</b> <i>Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St., London, E.C.	<b>MIXED PARCELS</b> Tobacconists' Supply Syndicate, London. <i>See special advt.</i>	<b>VAFIADIS</b> <i>Cigarettes.</i> Melbourne, Hart & Co., 19, Basinghall St., London, E.C.
<b>CARLTON</b> <i>Tobacco.</i> Wm. Clarke & Son, Liverpool.	<b>FLOR DE VARZES</b> <i>Cigars.</i> R. I. Dexter, Nottingham.	<b>MONASTERY</b> <i>Cigarettes.</i> Adkin & Sons, London.	<b>VIKING</b> <i>Tobacco and Cigarettes</i> Lambert & Butler Branch of the Imperial Tobacco Co. (of Gt. Britain and Ireland) Ltd., Drury Lane, London, W.C.
<b>CHALLENGE FLATS</b> <i>The Original.</i> All Wholesale Houses.	<b>GAINSBOROUGH</b> <i>Cigarettes.</i> Cohen, Weenen & Co., 52, Commercial Rd., London, E.	<b>MYRTLE GROVE</b> <i>Tobacco and Cigarettes.</i> Taddy & Co., 45, Minorics, London, E.	<b>WEST INDIAN PLANTERS</b> PLANTORES CIGARS IN PACKETS OF 8 EACH. A. Scheuch & Co., 103, Fenchurch St., London, E.C.
<b>CHERRY-TIPPED</b> <i>Cigarettes.</i> Jacobi Bros. Ltd., 9 to 11, Wilson St., London.	<b>GENERAL SUPPLIES</b> Singleton & Cole, Ltd., Birmingham.	<b>NAVY CUT</b> <i>Tobacco and Cigarettes.</i> John Player & Sons, Ltd., Nottingham.	<b>ZEMINDAR</b> <i>Mild Indian Cigars.</i> Jarrett Bros., 70 & 71, Bishopsgate St. Within, London.
<b>CIGARS</b> James Steel & Co., 78, Duke St., Liverpool.	<b>GOLD FLAKE</b> <i>Cigarettes and Tobacco.</i> W. D. & H. O. Wills, Ltd., London and Bristol.	<b>PALM BRAND</b> <i>Cigarettes.</i> R. Lockyer & Co., 13, Bunhill Row, London, E.C.	
<b>COLONIAL EMPIRE</b> <i>Cigars.</i> Sidney Pullinger, Ltd., Birmingham.	<b>GRAND CUT VIRGINIA</b> Godfrey Phillips & Co., London.	<b>STARRY QUEEN</b> R. I. Dexter & Sons, Ltd., Nottingham.	

## OF WHOM AND WHAT TO ORDER.

### INDEX TO ADVERTISEMENTS.

Adkin & Sons, London, "Commodore Cigarettes" ... ..	COVER II.	Jacobi, Bros. & Co. Ltd., London, "Cherry Tipped Cigarettes" ... ..	383
Avisa Brothers, Coventry, "Cigars" ... ..	Cover iii.	Jarrett Brothers, London, "Indian Cigars" ... ..	Cover ii.
Bell, J. & F., Ltd., Glasgow, "Three Nuns Tobacco" ... ..	Cover 1.	Lambert & Butler, "Viking Tobacco and Cigarettes" ... ..	Cover iv.
Biggs, J. & Son, "Two Roses and Richmond Bouquet Cigarettes" ... ..	Cover 1.	Lloyd, Rd. & Sons, London, "Golden Melon Mixture" ... ..	386
Brankston, Thos. & Co. Ltd., "British Brands" ... ..	384	Lockyer, R. & Co., London, "Two Good Things" ... ..	387
Caridi, John & Co., London, "Flor de Munshée" ... ..	384	Melbourne, Hart & Co., London, "Vafiadis Cigarettes" ... ..	383, et seq.
Clarke, Wm. & Son, Liverpool, "Carlton Tobacco" ... ..	411	Muratti, B. Sons & Co. Ltd., Manchester, "High-Class Cigarettes" ... ..	405
Cohen, Weenen & Co., London, "New Premises" ... ..	390	Phillips, Godfrey & Sons, "Guinea Gold Cigarettes" ... ..	383
Cohen, Weenen & Co., London, "Gainsborough Cigarettes" ... ..	Cover 1.	Player, John & Sons, Ltd., Nottingham, "Cigarettes" ... ..	403
Cope Bros. & Co. Ltd., Liverpool, "Courts" ... ..	382	Singleton & Cole, Ltd., "New Price List" ... ..	412
Custance, J. H., Putney, "Asthore Cigarettes" ... ..	401	Standard Lines ... ..	386
Dexter, R. I. & Sons, Ltd., Nottingham, "Flor de Varzes" ... ..	Cover ii.	Steel, James & Co., "Cigars" ... ..	388
Edwards, Ringer & Bigg, Ltd., Bristol, "Exmoor Hunt Mixture" ... ..	407	Taddy & Co., "Specialities" ... ..	391
Elkin, Adolph & Co., London, "Price List" ... ..	Cover iii.	Teofani & Co., London, "High-class Cigarettes" ... ..	381
Franklyn, Davey & Co., Bristol, "Superfine Shag" ... ..	386	The Tobacconists' Supply Syndicate, London ... ..	Cover i.
Goodman & Harris, Leicester, "Gemsbock Cigars" ... ..	399	Wills, W. D. & H. O. "Gold Flake Tobacco and Cigarettes" ... ..	Cover i.
	409		



**HIGHEST CLASS MIXTURE**

(Medium Strength).

**“EXMOOR  
HUNT.”**

**EDWARDS, RINGER & BIGG, Ltd.,  
BRISTOL.**

**Aviss Brothers**

RELIABILITY

**COVENTRY.**

OF QUALITY.

THE TWO FINEST LINES OF **2D.** CIGARS

ARE

**GODIVAS and PINKS OF PERFECTION.**

.....  
WE SOLICIT your Orders for Samples.



# 'VIKING' NAVY CUT TOBACCO.

In three strengths—Mild, Medium, Full.

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

# 'VIKING' NAVY CUT CIGARETTES.

Medium Strength.

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



PRICES AND SHOW CARDS ON APPLICATION TO

## LAMBERT & BUTLER

BRANCH OF

THE IMPERIAL TOBACCO CO. (Of Great Britain and Ireland) LTD.,

DRURY LANE, LONDON, W.C.

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

VOL  
Writ  
Publis  
on t  
15th of  
Mon  
BIGGS'S  
COMMERCIAL "TWO ROSES," 5 EXTRA CIGARETTES, PRICE 1s. 6d. ST. LONDON.