

TRUNDLEY & CO.

MAKERS OF THE STAR BRAND OF BRIARS
SOLE AGENTS FOR
SANDALPHON CIGARS AND CIGARETTES.
IMPORTERS OF
'TALL TOBACCONISTS' FANCY GOODS,
87, HOUNDSDITCH, LONDON.



The Cigarette World



"TOBACCO NEWS."

Offices: 158, STRAND, LONDON, W.C.

Proprietors: "THE CIGARETTE WORLD" SYNDICATE.

AN INDEPENDENT TRADE JOURNAL

PUBLISHED 15th OF EACH MONTH

Edited by ARTHUR BARRON.

Founder and Manager of the First, and Manager of the Second International Tobacco Trade Exhibitions, 1895 and 1896.

CIRCULATES, 1st AMONG RETAILERS, 2nd MANUFACTURERS AND PRODUCERS, 3rd SHIPPERS, 4th THE CLUBS.

No 4. Vol. 1.

London, November 15th, 1896

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

Gaiety Girl



Straight Cut.

Virginia Cigarettes

HAND MADE

COHEN WEENEN & CO LONDON.

COHEN WEENEN & Co.'s

New Line of Cigarettes,

GAIETY GIRL

FACSIMILE OF SIZE AND LID OF BOX.

The Largest Sale of 3d. Tins in the World.

Quotations, etc., on application to

COHEN WEENEN & CO.

2 & 3, Princelet St., Spitalfields

24 & 26, Hanbury St., London, E.

10 IN DECORATED
TIN BOXES

FOR **3^d.**

3d. PACKETS
OF 10.

6d. TINS
OF 20.

THE COMMODORE CIGARETTES



IN REQUEST BY
EVERYBODY

PROPRIETORS
ADKIN
AND
SONS,

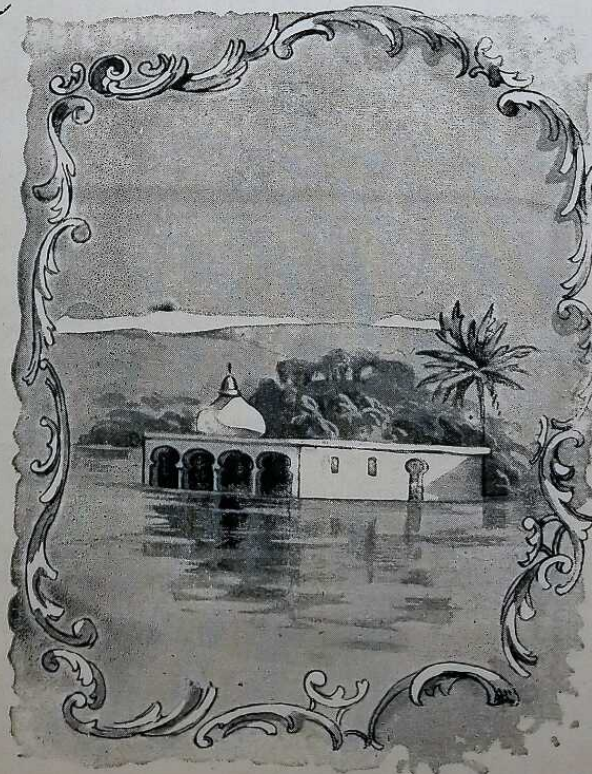
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Established
1793.

G. MENGEL & CO., LTD., DINDIGUL, S.INDIA.

FINEST
INDIAN CIGARS
YET
PRODUCED.

FINEST
INDIAN CIGARS
YET
PRODUCED.



See that you
Stock our
Leading Lines.

Victoria Delicias,
I. & II.

Victorias, I. II. & III.

Victoria Manillas.

Dusky Beauties,
I. II. III. & IV.

Indian Imps.

Little Nippers.

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35,486.

CABANA CIGAR CO.

Trade **CCc** Mark

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



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

Manufacturers of the Celebrated

DUKE OF WELLINGTON CIGARS

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

EXCLUSIVE BRANDS FOR LARGE USERS.

CABANA CIGAR COMPY. (ESTABLISHED 1854.)

MODEL FACTORIES—

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

The Evolution of the Briar Pipe.

THE briar pipe is an example of the survival of the fittest. In the olden days when James I., "the wisest fool in Christendom," fulminated against the habit of smoking, it was no uncommon thing for a gentleman to inhale the soothing essence of the fragrant weed through a silver pipe, and even as I write I have before me a fine specimen of the clumsy, thick-stemmed clay pipes which did duty in the coffee houses and taverns of that period. The silver pipe has gone from amongst us save as a curiosity treasured in museums and private collections, its place being usurped by the lighter but more fragile meerschaum. The clay pipe, it is true, still maintains a large share of popularity, but it has its defects—it is easily breakable and scarcely ornamental—and, therefore, as smoking became an almost universal habit, some other material had to be found combining as far as possible the lightness of the clay with the strength of the metal pipe. Wooden pipes were naturally attempted, cherrywood, olive, boxwood, myallwood have all in turn received their trial, but long experience has resulted in the briar gaining and holding the chief place in the affections of smokers all the world over. There are, however, briars *and* briars. The best pipes are invariably made from the root of the briar, the branch being too easily liable to burn. Even the root is not equal in quality. There are large quantities of briars in Algeria and Turkey, but these have been found totally unsuitable for pipe-making, and so manufacturers have been thrown back upon France, Corsica, and Tuscany, from which centres the best briars are now chiefly obtained. The quantity of briarwood exported from these three countries is enormous, reaching the value of about £150,000 per annum, a large sum when it is remembered that this amount is for wood.

It will be interesting, perhaps, to trace the evolution of the briar from the root to the pipe. The briar is a very peculiar wood, and when the root is first dug out from the ground, it is not immediately steeped in boiling water it will crack like glass. This, therefore, is the first process of preparation, and lasts for twenty-four hours. It is then dried and cut into the required sizes, the pieces so obtained being termed *ebauchons*—a word for which we have no English equivalent. These *ebauchons* are then sent to the pipe manufacturer, who keeps them stocked from five to six months to season them. If not properly seasoned the pipe is liable to crack. The different sizes are then sorted and given into the hands of the workmen, one of whom squares the wood, passing it to another, who forms the bowl, and then to a third, who cuts out the stem. A fourth man then trims the pipe more or less roughly into its final shape, and a fifth finishes and passes it on to a woman or girl, who polishes and smoothes the pipe, which is then ready, after the mouthpiece, vulcanite, horn,

celluloide, amber, and its varieties as required, has been added for the market.

Now what are the recommendations of the briar pipes, and how are we to account for their steady increasing popularity? Well, their chief merit seems to be that in the first place they smoke cooler than most other pipes. When the wood is well seasoned they neither crack nor burn, and finally are very strong and durable, and can be used for a long period. Here, by the way, is a hint for those vicious smokers who chew their pipes, addicted to this habit, make a point of obtaining a "Birdseye" Briar, *i.e.*, one in which the grain is diffused, rather than in straight or wavy lines. Indeed, some experts declare these to be not only the most difficult to obtain, but the best briars obtainable.

By the kindness of the managing director of the St. Claude Briar Pipe Company, we are enabled to present to our readers the illustration below.

The pipe shown possesses a special interest. It was exhibited at the late Smokeries Exhibition, and also a huge briar pipe



which weighs over 4 lbs., and is constructed from a single piece of briar root. The "Eiffel Tower" Pipe is a veritable curiosity. The apex of the tower forms the bowl and the four side pieces serve as stems, each of which terminates in rubber tubes, to which mouthpieces are attached. It naturally attracts a great deal of attention when exhibited, and is certainly most ingenious, both in construction and design. The handsomely carved pipes representing hunting scenes, the magnificent boxwood pipe, laid with briar, and the models before alluded to were all made by the St. Claude Co. at their works in the Jura Mountains. The town of St. Claude is indeed almost exclusively devoted to the manufacture of briar pipes, and the grandfather of the managing director of the company was one of the first, if not absolutely the first, to establish the industry there from about 50 years ago. It is interesting to learn that the company manufactures pipes of some 1,500 different patterns, turning out from 5,000 to 6,000 gross per annum, or considerably over three quarters of

million pipes.—*The Gentleman's Journal.*

Chats with Successful Retailers.

WE have pleasure in announcing that our next "Chat" will be with:—

MR. PETER B. HARRIS.

MESSRS. A. BOGUSLAVSKY & CO., of Park Lane, Piccadilly, have been honoured with a Warrant of Appointment from H.R.H. the Duke of Saxe Coburg Gotha (Duke of Edinburgh).

THEODORO VAFIADIS & Co.
CAIRO, EGYPT.

HIGH CLASS
IMPORTED
EGYPTIAN
CIGARETTES.

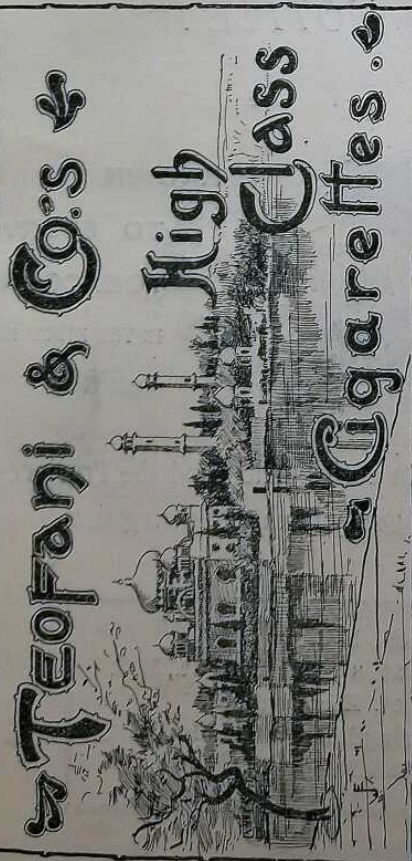


WRITE FOR
PARTICULARS
PRICE LISTS,
&c., &c.

SOLE AGENTS—

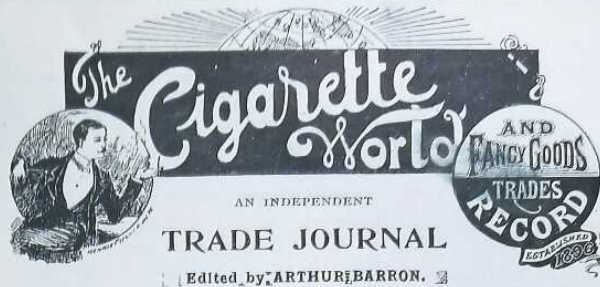
MELBOURNE HART & CO.,
Cigar & Cigarette Importers,
19, **BASINGHALL STREET,**
LONDON, E.C.

36g Special Appointment to His Majesty the King of Greece.



CAN BE OBTAINED AT ALL THE WHOLESALE HOUSES, OR

15, Bury Street, St. Mary Axe, London, E.C.



"The man who smokes thinks like a sage and acts like a Samaritan."—LORD LYTTON.

NOTICES.

ALL COMMUNICATIONS intended for insertion in "THE CIGARETTE WORLD" should be addressed to the Editor, all other communications should be addressed to the Manager, "The Cigarette World," 158, Strand, London, W.C.

The Editor invites correspondence from his readers on any matter of interest to the trade. All letters must be signed by the sender's real name, and address, not necessarily for publication, but as a guarantee of good faith.

Well written literary contributions are invited from Authors, Journalists, Travellers, and all able to produce thoroughly interesting and readable matter of technical subjects within the range of the journal, but contributors should study the general tone and style of the journal before sending in. In no case will the Editor consider himself responsible for the safety of any MS. sent in.

"THE CIGARETTE WORLD" is published on the 15th of each month.

**Between
Ourselves.**

Entre Nous, please note, although it is of course obvious, that like "Charley's Aunt," THE CIGARETTE WORLD is "still running." Our four months old infant, I am happy to say, progresses satisfactorily—(a little bird whispers me I may even say, that its progress for so young a child, is phenomenal).

* * *

PENDING the halycon period, which we hope ere long to reach, when we can claim for it, "the largest circulation, etc., etc," I take this opportunity of expressing my thanks to the five firms, whose names appear in our Advertisement on page 78, who have so kindly undertaken to introduce copies of our Journal to their thousands of customers throughout the whole of the Kingdom, with a view to annual subscription. I crave your indulgence for just one more reference to the paper. Many retailers seem to think that they ought not to be asked to pay penny postage, for a penny paper. Good. In order that there shall be no impediment to its free circulation, the management have now decided to mail copies free for twelve months to all in the United Kingdom, and to every Country included in the Postal Union, for the modest sum of ONE SHILLING AND SIXPENCE.

THAT hardy annual "Cutting" still flourishes in our midst. Since our last issue (October 15th), the "SIX unvirate" met again, at the Cannon St. Hotel on the 29th, and the outcome of their "meet" was the issue of the following letter and schedule.

HOLBORN VIADUCT, LONDON,
October 30th, 1896.

Dear Sir,—At a meeting of Tobacco Manufacturers held at the Cannon Street Hotel on Thursday, 29th October, at which were represented Messrs. Cope (Limited), Hignett, Lambert & Butler,



Per Packet of FIVE Cigarettes ONE PENNY.

NOTICE! NOTICE! NOTICE!

WITH A
VIEW OF
MAKING



KNOWN
TO EVERY
TOBACCONIST
IN THE KINGDOM.

Arrangements have been made for the FREE DISTRIBUTION, in both London and the Provinces, of
SPECIMEN COPIES, through the Influential Agency of the following firms--

- FRAENKEL BROS., 58, 59, 60 and 60a, Houndsditch, E.C.
- LONDON & DISTRICT TOBACCO SUPPLY Co., Ltd., 81, Turnmill St., E.C.
- SINGLETON & COLE Ltd., 11 to 16, Cannon Street, Birmingham.
- TOBACCONISTS' SUPPLY SYNDICATE, 55, Farringdon St., London, E.C.
- WHOLESALE TOBACCO SUPPLY Co., 74, London Road, S.E.

FRAENKEL BROS.

The Largest and Cheapest House in the Trade.
L. Department,
58, 59, 60 & 60a, HOUNDSDITCH, LONDON, E.C.



2d. per lb. Discount OFF PACKET TOBACCOS

New Price List, just out, of Cigars, Cigarettes, all Tobaccos and Tobacconists' Fancy Goods, Stationery and Cutlery, with 300 Illustrations, post free. Special Lines for Christmas.

Player, Taddy, and W. D. & H. O. Wills (Limited), the annexed resolution was adopted:—

“Resolved unanimously—That, having considered the various communications from the General and District Associations, this Conference is of opinion that the Minimum Schedule of Prices already passed is a reasonable solution of the Cutting difficulty; that the retail dealers should be requested to act upon such schedule; and that the Manufacturers are prepared to discontinue, after the 1st of January, 1897, the supply of any Packet Tobaccos to any customer in London on satisfactory proof being furnished to them by the Retailers' Association of the district that he is cutting the price of that article, if listed at 4/10 and upwards, below the schedule of prices appended hereto; and in addition, that they are willing to give this scheme a fair trial.”

SCHEDULE.

Tobaccos sold Wholesale at	to be sold Retail at not less than
4/10 to 5/1	4d. per oz.
5/2 „ 5/4	4½d. „
5/5 „ 5/8	4¾d. „
5/9 „ 6/-	4¾d. „
6/1 „ 6/4	5d. „
6/5 „ 6/8	5¼d. „
6/9 „ 7/-	5½d. „
7/1 „ 7/4	5¾d. „

Yours faithfully,

W. H. WILLS.

Mr. George Lloyd,
Secretary Tobacconists' Association Federation,
Crosshall Street. Liverpool.

* * *

I SHOULD not be altogether surprised, if the commencing words of the above “At a meeting of Tobacco Manufacturers,” excited comment.

* * *

THE above I take it, may be regarded as the ultimatum of the *SIX-umvirate*, although it appears to be qualified by the final sentence that “they are willing to give this scheme a fair trial.”

* * *

It will be observed, as was humourously implied, in my skit in our October Number, under the heading of “CUTTING; A SUGGESTED CURE,” upon the suggestion that a Scotland Yard man should be employed to trace packets which ought to be numbered, that these manufacturers are not prepared to take upon themselves the onus of proving “cutting.”

* * *

I CULL the following from the *Daily Graphic* of November the 6th. The concluding sentence is indicative of the sympathy the cutter will again receive from the public press on the revival of the subject.

When the veil was lifted in the tobacco trade a few weeks ago, writes a correspondent, and the public were admitted to a sight of the Eleusinian mysteries, it appeared that the scheme for “keeping up” the price of packeted tobacco was applicable to the provinces only, and could not be enforced in London. If information

which has reached me be correct, it will soon be found that this want of symmetry in the arrangements between the manufacturers and retailers has been remedied. In fact, the “ring” is to be really round, and London will not be left out of the golden circlet. At any rate, the leading manufacturers are willing to attempt to enforce the minimum scale of prices in London as well as in the provinces, and there is little doubt that the Tobacconists' Association will heartily support the effort. Whether it will succeed is another matter. Monopolies and combinations of the kind often do succeed; but the tobacco trade is an industry very different from, say, the diamond trade or the oil trade. If the object attained by the “ring” is no more than the prevention of tobacco-selling at a loss there will be no great outcry. But will the “ring” stop there, once it has felt its power?

* * *

In this number we commence a series of exhaustive articles by Cosmo, on “Cutting.” The following will be among the subjects touched upon.

Preliminary.

What Cutting means.

What Cutting means to the Retailer.

What Cutting means to the Wholesaler.

What Cutting means to the Manufacturer.

What Cutting means to the public.

The object of the “Cutter.”

The Manufacturer of proprietary articles—his position.

Can a Manufacturer control his goods after they leave his premises.

Coercion.

Substitution.

The position of the smaller retailer—his right to live.

A living profit—a living wage.

The Stores—a false analogy.

The big Cheque.

Can “Cutting” be checked.

Methods in vogue.

Illustrations on other Trades.

The Cutter's appeal to the public.

* * *

A TRADE JOURNAL stated in its October issue that “cutting” can be as easily stopped in the Tobacco Trade as in any other—particularising the Chemists' and Druggists' Trades.—It was perhaps natural to fix upon these as affording a “cutting” analogy, for the very simple reason that, they are inundated with proprietary articles; but alas! the stubborn fact remains, when one probes the subject, that the two trades, are as widely apart as the poles. I much fear the analogy extends only to proprietary articles that are largely publicly advertised. For instance, Messrs. Taddy, could as safely fix a bottom price at which MYRTLE GROVE shall be sold: Messrs. Wills could do the same as regards THREE CASTLES; Messrs. Player with their NAVY CUT or Messrs. Godfrey Phillips & Sons with their B.D.V. could do similarly, just as easily as Messrs. Elliman can, with respect to their famous Embrocation. But their is no gainsaying

A. BOGUSLAVSKY & CO.

8, Park Lane,
Piccadilly, W.



Sole Manufacturers of the Celebrated

CIGARETTES

YELOUTE

CERISE,

WHITE EAGLE AND

GLOIRE BRANDS.



And Sole Proprietors of

THE EMPRESS

CIGARETTE

Made specially for the Trade.

SPECIAL QUOTATIONS TO
SHIPPERS AND PURCHASERS IN BOND

Orders for Special Brands are executed
on the lowest possible prices.

the fact, that manufacturers in the Tobacco trade—*one*—embark on a sea of trouble, when they seek to attempt to impose a similar restriction upon any packet article they do *not* advertise in the *public* papers.

LET me deal with the retailer first. In the one case the Law insists that the chemist retailer must pass examinations to prove technical knowledge of his business. Furthermore, more generally speaking, he has a hardly earned position to maintain, and frequently good money to lose, and is consequently a man much inclined to protect both by *unions*.

Now compare the *average* tobacconist's position with Is it identical? I do not think it is; and the *fiasco* at the recent meeting at Anderton's Hotel suffices to prove how difficult it is for retail Tobacconists, as a body, to *co-operate* for even there it was impossible to obtain even the semblance of unanimity, although the object of the meeting was *operation*.

I NOW come to the manufacturers. In the one case (the C. & D. trades); unanimity undoubtedly exists, which by the-by is mainly due to an absence of trade jealousy, and which if you will think it out, is quite easily accounted for. In the other case (the Tobacco Trade), the initiative has been taken by six large firms only—who, I will not say have deliberately excluded the other manufacturers—but any who do not invite them to a large *Oblong* table, instead of themselves occupying a small *Round* one.

THERE is again one other point where it is difficult to perceive analogy. In the Chemists' and Druggists' Trades the middle-man still flourishes. The proprietors of patent medicines (equivalent to our brands), are mainly those who *invent* but do not *manufacture*. Every patent medicine, in order to command a big sale, *must* be well advertised, and as already said, this renders it comparatively easy to limit the price at which it shall be sold.

Apropos of this part of the subject, I should like incidentally to remark, that whereas in most trades, "cutting" has completely ousted the middleman, a funny thing has happened in connection with "cutting" in the tobacco trade, it has in fact begotten him, to wit, the dealer and distributor.

EXAMINATION of the Catalogues of the Drug Stores (the S. & G's. of the C. & D. trades), reveals a curious fact. Elliman's Embrocation is one of the articles not allowed to be cut. On enquiry, I find that the Family Chemist sells it at its face value, viz. 1/1½, but in the "cutting" catalogues it is listed at one shilling, *i.e.*, the lowest price it is allowed to be sold at. Now of what value would this sort of thing be in the Tobacco Trade, where the cutting extends to farthings.

THERE is just one other point I should like to refer to which will have to be taken into consideration by the Manufacturers in any "cure" for "cutting." Quite recently the trade has had experience of what certain cutters have done to obtain packet goods, and who refused point blank to be on the line. Supposing the Manufacturers—going one better than the C. & D. Trades—fix a specific price at which

packet shall be sold; have they then clipped the wings of the cutter? Messrs. S. & G. have already taken the whole of the packet goods of the well-known firms out of their windows, and off their counters, and relegated them to a "back seat." Now as a capitalist, is the cutter not likely to do one or both of two things? Will he not publicly advertise brands of his own, and until the time arrives that he profits by such advertising, will he not obtain these goods at the minimum price and sell under cost? regarding the loss as so much additional but necessary advertisement, in order to avoid sending customers empty handed away.

A WAIL FROM A MISANTHROPE.

That vexing "cutting" question; it did demoralise, Poor Mr. Profits ALL-cut down, his grief could not disguise,

He studied all the points of view he could approach it from, He went to all the Meetings, and spoke both loud and long, But when his hair began to get, a little thin on top, He did the next best thing he could—he sold that Baccy-shop.

UPON our calling on Messrs Salmon & Gluckstein, Ltd., with reference to the circular letter referred to in this column, we were informed by the Secretary, that although his Directors had seen a copy of it, no official communication had been made to them, and that consequently, for the moment, they had nothing to say bearing on the subject.

Gleanings And Americanisms.

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

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

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

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

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

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

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

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

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

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

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

FATAL EFFECT OF THE EASTERN QUESTION ON THE TOBACCO AND SHOE TRADES.

We learn that Mr. Labouchere, M.P., has left off smoking cigarettes made of Turkish or Egyptian produce, and has now pledged himself to consume none but those manufactured in St. Petersburg or Moscow. A serious deficiency in the *regie* is consequently anticipated. On the other hand, the Sultan has forbidden Northampton boots to be imported into his dominions. It is suggested that a Mixed Commission, nominated by the Prince of Monaco, might adjust this international difficulty. Mean-time Europe trembles.—*Punch.*



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

MULTUM IN PARVO.

The arrangement is alphabetical where possible.

ANNOUNCEMENTS.

WHOLESALE.

MESSRS. E. ALTON & CO. cigar manufacturers of Peveril St., Radford, recently bought under the hammer the lace factory and plant known as the Sion Hill Works, Nottingham.

MESSRS. BEWLAY & CO., LTD. have been awarded a gold medal for the "Flor de Dindigul" brand of cigars at the Empire of India Exhibition.

MESSRS. JOHN CARIDI & CO. have publicly disclaimed any financial connection with either of the known "cutting" firms; further, they stated that they refuse, and have always refused, to supply "cutting" houses.

MESSRS. JOHN CARIDI & CO. of Gt. St. Helens have been appointed sole agents for "Darvel Bay" Rothschilds.

We have it on excellent authority that MR. W. A. Churchman (Messrs. W. A. & A. C. Churchman of Ipswich and London) is likely to be the next Mayor of Ipswich.

THE CIGAR MAKING MACHINE CO., LTD. announce that Mr. James Taylor is not now a Director of their Company.

MESSRS. DAVID BROS. (of Bridgend), tender of 3s. 6d. per lb. for tobacco was the one accepted by the Bridgend Board of Guardians.

MESSRS. J. R. FREEMAN & SON have secured the services as their representative of Mr. T. Glensor, who has given up his Stratford business.

MESSRS. ALEXANDER, DANIEL, SELFE & CO., auctioneers of Bristol, will sell the salvage stock from the fire at MESSRS. GALLAHER'S London factory.

MESSRS. HARVEY & DAVY, of Newcastle-on-Tyne have opened a new branch factory at the "Side," Newcastle.

MESSRS. HOOGSTRATEN BROTHERS have commenced business as importers and manufacturers at No. 8, Union St., Exchange, Liverpool.

At a recent meeting of the Tobacco Trade Club and Institute it was agreed to form a Cigarette Makers' Union, and to alter the name of the Club to THE INTERNATIONAL CIGARETTE-MAKERS' & TOBACCO-CUTTERS' UNION.

MESSRS. JARRETT BROTHERS, of Bishopsgate Street Within, have been awarded a gold medal for "Flor de Zenana" and "Flor de Sumatra" at the Eails' Court Exhibition.

MESSRS. LEON MARCUS & CO. are now in full running at their new cigarette factory at Moss Side, Manchester.

MR. H. J. NATHAN invites attention to his new address, 4, Martin Street, Stratford, E.

THE TOBACCO TRADE BENEVOLENT ASSOCIATION benefits to the extent of £100 as a legacy from the estate of the late Mr. John Higgins.

MR. LOUIS ZEEGEN retires from the firm of MESSRS. ZEEGEN BROTHERS & CO., cigar manufacturers, London, E.

RETAIL.

MR. W. P. DAVIDSON has opened a high-class tobacconists at the newly-erected premises, 147a, Albert Road, Southsea.

MR. P. M. DOYLE, of Waterford has opened a very fine shop 79, Quay.

MR. E. M. DUNCOMBE has opened a new shop at 23, St. Andrew's St., Cambridge.

MR. T. F. FARROW has commenced business at 75, Fawcett Rd., Southsea.

MR. T. GLENSOR has given up his business at Stratford.

MR. HERRING has opened a shop—dubbing it "The Cabin Tobacco Stores"—at Mason's Hill, Bromley, Kent.

MR. J. LEE has opened a shop in Market St., Halifax.

MR. LESLIE, of Newcastle, has closed the shop he opened as an experiment some months ago in the Westgate Road.

MESSRS. H. MANNING & CO., of the Strand, have opened a branch at Market Square, Bromley.

MR. JAMES QUINTON, ever to the fore in novelty, is exhibiting in his attractive window at Moorgate St. some state umbrellas, which have been made for King Kwesi—Aché of the Gold Coast.

MR. A. G. SELBY has opened a shop at Warminster Road, Westbury.

MR. SIMPSON has opened a shop at Headingly Lane, Leeds.

MR. W. TAIT has commenced as a tobacconist at 58, Fratton Rd., Portsmouth.

MR. W. WHITE has opened as a tobacconist and confectioner at 198, Fratton Rd., Portsmouth.

REMOVALS.

MESSRS. JACOBI, STOKVIS & CO. (Cherry-Tipped Cigarette Co.), have removed to 110a, High St., Shoreditch, E.

MR. W. L. YOUNG has removed to the corner of Wellington St., Gateshead, and has fitted up his new premises in a style that is a credit to the town.

NEW BRANDS AND TRADE MARKS.

BAR GOLD (Tobacco). R. Lloyd & Sons.

BEDROCK (Tobacco). J. A. T. Caton.

DEADHEAD (Tobacco). J. A. T. Caton.

ESILDO (Tobacco). Catlow and Allen.

EL CARPO (Tobacco). Swain and Van Arend.

EL GAREILLO (Tobacco). Sidney Pullinger.

FLOR D'AKSAR (Cigarettes). Stephen Mitchell & Sons.

FLOR DE CRETUBA (Cigars, etc.). Hatton & Sons.

FLOR DE SANKARA (Tobacco). H. F. Hammermeister.

GADABOUT (Cigarettes, etc.). Sealed End Cigarette Co.

GOLD STICKS (Cigarettes, etc.). Godfrey Phillips & Sons.

GOLDEN BAR (Tobacco). R. Lloyd & Sons.

GOLDEN BLOSSOM (Cigarettes). S. Posner.

HARRIETTA (Cigars). J. E. Cox.

HIGH LEVEL (Tobacco). George Watts.

HUNT CUP (Tobacco). Stephen Mitchell.

JACOB'S TEARS (Tobacco). Stephen Mitchell.

L'ARRIVO (Tobacco). Swain and Van Arend.

LA REBELDA (Tobacco). J. A. T. Caton.

LOCKER (Tobacco). W. Fleming Telfer & Co.

"MOTTLED" FLAKE (Tobacco). R. Lloyd & Sons.

OAK FERN (Cigarettes, &c.). S. Cavander & Co.

PAPRICA (Tobacco). J. A. T. Caton.

SUN DRIED (Tobacco). R. Lloyd & Son.

SWEET MAY MOON (Cigarettes). Themans & Co.

TENNESSEE WHIFFS (Cigarettes). Stephen Mitchell.

TURNPIKE (Tobacco). Hudden & Co.

FESTIVE.

The marriage of MR. ADOLPH ELKIN took place on the 22nd ultimo. The date is identical with the anniversary of the inauguration of his business at 140, Houndsditch, E.C.

MR. JOSEPH WHITFORTH, engaged for so many years in the trade, and who is now seventy-one, celebrated his golden wedding on the 22nd ultimo.

On the 24th ultimo, MR. EDWARD LOUIS ANSTIE, the senior member for the firm of E. and W. Anstie, of Devizes, was married to Miss Mildred Lush. Mr. Anstie was the recipient of handsome presents from the employees of the firm.

FIRES.

MR. F. C. LAST, tobacconist, 2, Brown Street, Bryanston Square, October 28th. Premises very badly damaged.

MR. CRABTREE, tobacconist, Westgate, Yorks. What might have proved a serious fire, had it occurred at night time, broke out at the establishment of Mr. Crabtree, tobacconist, Westgate, Thursday afternoon. The flames were, however, promptly extinguished with a few buckets of water, and the damage was small. The outbreak appears to have been caused by mice nibbling at the phosphorus of some matches that were in store.

MESSRS. GALLAHER.—The largest fire London has seen for several weeks broke out at Messrs. Gallaher's tobacco warehouse, Clerkenwell Road. The building is an imposing red-brick structure of four storeys, and behind it, as far as Saffron Hill, there stretches away a long row of dwellings whose inmates were placed in considerable jeopardy by the outbreak. There is no doubt that the fire originated on the first floor, but owing to the inflammable nature of the materials with which the building was stocked the flames had spread so rapidly as to envelope the roof in a very few minutes. For over an hour eight engines and six manuals and two escapes were kept busily at work, and the members of the Salvage Corps, under the personal direction of Captain Fox, succeeded in removing a quantity of cigars and tobacco on the second floor. This, however, they only succeeded in doing after the smoke had driven them back. It was raining heavily for the greater part of the time that the firemen were at work, but the flames were not subdued till the building had been almost completely gutted. Fear was entertained at the outset that dwelling-houses at the rear were in imminent danger. In the adjoining house, however, the people were woke in time to make their escape, and no lives were lost. A number of families living on the side of the building, adjoining Saffron Hill, had to be turned out of their homes at the height of the great rainstorm.

MRS. C. BLAIR, tobacconist, 302, Laird Street, Birkenhead. Premises gutted. Covered by insurance.

LAW AND POLICE.

POLICE NEWS.

At Worship Street on the 12th ult. Isaac Abrahams & Co., cigar manufacturers, of 24, Whitechapel road, were summoned by Louis Hoenderhooper, an apprentice, for 5s. wages. It appeared that the plaintiff had been in defendant's service since April, 1895, and that on his indentures being put in, the defendant company had undertaken to teach the apprentice the "art, trade or business" of cigar making. Plaintiff until recently had been making cigars by hand, but now he had been ordered to make them by mould. Plaintiff's father declared that hand made cigars were a high priced article, whilst mould made cigars were not, and it took two years to learn to make a decent cigar by hand. Mr. Corser said that the lad might not be learning the "art," but the making by mould was certainly "trade or business." For the defendants it was said that they had an order for 5000 mould made cigars, and as the apprentice refused to make them there was a counter-claim for injury. Mr. Corser dismissed the apprentice summons and gave judgment for the company on the counter-claim.

JOHN RENNIE CHISHOLM, 60, Commercial traveller, was indicted at Sheffield for embezzling two sums of 5/6 each from Mr. J. B. Candlish, tobacco manufacturer, Sheffield. Pleaded guilty but owing to evidence as to previous good character was discharged on finding sureties for future good behaviour.

BALMACARA.—At a J.P. Court held here on the 14th ult. Donald Macrae, Portachullin, was fined £1 10s. for selling tobacco without a license.

ALBERT GEORGE KILNER was charged at Brighton with embezzling small sums from his employer, Mr. Charles B. Torrance, Tobacco Manufacturer, 31, North Road. Sentence, six weeks hard labour.

MESSRS. THOS. NICHOLLS & SONS, Chester, were summoned for a contravention of the Factory and Workshop Acts. Nominal fines of 2/6 each of the six cases (and costs) were imposed.

A TOBACCONIST'S LICENCE.—On the 22nd ult. at the Southern Division Court, Dublin, *Peter Phillips*, tobacconist, Dame Street, was fined £12 10s. for non-renewal of his licence.

A WHOLESALE SWINDLER AT NINETEEN.—On the 12th ult. at Birmingham Quarter Sessions, *George Plant* (19), clerk, pleaded guilty to obtaining 3,000 cigars from different cigar dealers in the city by false pretences. Counsel for defendant asked that the case be dealt with under the First Offenders Act, but the police asserted that prisoner had committed eight other frauds and tried to swindle eight or nine other firms. The prisoner having been in goal for three months, the Recorder sentenced him to six months hard labour.

CIGARS BY POST.—On 7th Oct., *Charles Henry Rook*, 22, a parcels postman, attached to the Mount Pleasant depot, was charged at Bow Street with stealing six cigars. Committed for trial.

Mr. SMITHSON, Tobacconist of Westgate with two other defendants appeared before the Stipendiary Magistrate on Oct. 6th, for neglecting to exhibit the statutory notices relating to the conditions of employment as required by The Shop Hours Acts. Nominal fines were imposed.

STONEHOUSE.—On the 2nd Oct. *Thomas Tucker* was charged with embezzling small sums of money from his employer, Mr. John Wakeham, tobacconist, of 38, Union Street, in whose service he had been for nearly two years. Remanded, but could not find £5 bail.

HEAVY FINE ON A TOBACCONIST.—On the 17th ult. at Liverpool Police Court, *Frederick Michael Vickridge*, and another, tobacconists, 2a, Elliot Street, Liverpool, were summoned for selling tobacco without a licence. As there was a previous conviction, fined £12 10s.

LAW INTELLIGENCE.

ACTION AGAINST A BIRMINGHAM PIPE-MOUNTER.—On the 28th ult. before Justice Charles in the Court of the Queen's Bench, the case of *Bull v. Tongue*, which was a claim for damages for detention of goods against a Birmingham pipe maker was heard. Judgment for defendant.

At the Manchester County Court, on the 26th ult. *Miss Emma Gibbs*, 407, City Road, sought to recover damages for alleged misrepresentation in connection with the purchase of a tobacconist's business in Stretford Road, from a *Mrs. Jane Dillon*, of Grafton Street, Oxford Road. The price arranged was £110, paid on Nov. 14th last, and plaintiff alleged that the takings were represented to be £8 per week, whereas since her possession they never exceeded £1 10s. There was also misrepresentation as to stock.—The Judge found for the defendant.

SMITH v. GOULD.—Plaintiff, a business transfer agent, carrying on business at Victoria Station, sued the defendant, a retail tobacconist, formerly carrying on business at Lewisham High Road, to recover the sum of £4 15s. balance of account for professional services rendered in connection with the sale of his business.—Judgment for the defendant, with costs.

LIMITED COMPANIES

W. & F. FAULKNER, LIMITED.—Registered October 1, by Barton and Son, 82, Blackfriars Road, with a capital of £30,000 in £10 shares. Object, to enter into an agreement with W. B. Faulkner and others, and to carry on business as tobacco and cigar manufacturers, &c., in all or any of their respective branches. The directors are W. B. F., and A. R. Faulkner. Registered office, 223, Blackfriars Road.

HERIOT BRIDGE TOBACCO MANUFACTURING COMPANY.—The first ordinary meeting of the shareholders of the Heriot Bridge Tobacco Manufacturing Company (Limited), was held in Edinburgh on Saturday. Mr. Thomas Trotter, advocate, the chairman, presided, and explained that the meeting was purely formal, and was held in compliance with the requirements of the Companies Acts. He pointed out that the financial statements, which were laid before the meeting, showed a profit for the period—two months and a-half—during which the Company had been working, of over 7 per cent. on the paid-up capital, a result with which the directors were highly satisfied. The sales continued to increase, and everything indicated that the Company had a very prosperous future before it.

PIERCE & CO., LIMITED.—Registered on October 22, by J. T. Robert, Grove House, Carnarvon, with a capital of £75,000 in £1 shares. One of the objects is: To acquire, take over as going concerns, and carry on the business of tobacco and snuff manufacturers, carried on by J. Evans, D. T. Lake, and Mrs. M. Edwards, at Carnarvon and elsewhere, as "The Welsh Tobacco Manufacturing Company," and to enter into an agreement for the purpose. The subscribers are: D. T. Lake, 12, Bridge Street, Carnarvon, 1 share; T. J. Head, Sudbury, Tulse Hull, S.W., 1 share; C. R. Williamson, 2, Charteris Road, Kilburn, 1 share; H. E. Hawdon, 10, Meynell Crescent, Hackney, 1 share; A. J. Shelbourne, 22, Woodriff Road, Leytonstone, 1 share; H. E. Bryning, 32, St. John's Hill, S.W., 1 share; E. Scott, 65, Kirkwood Road, Peckham, S.W., 1 share. The first directors (to

numbers not less than three nor more than seven) are: D. Pierce, J. Evans, D. T. Lake, and J. Rees. Qualification, £500. Remuneration as the company may decide. Registered office, 25, Bridge Street, Carnarvon.

SPILLER & COMPANY, LIMITED.—Registered on September 21, by Foss and Ledsam, 5, Fenchurch Street, with a capital of £10,000 in £1 shares. Objects: To acquire and carry on the business of cigar importers, tobacconists, and cigar manufacturers, carried on by W. P. Williams and F. W. Harris as "Spiller and Co.," at 15, Pall Mall, S.W. The first directors (to number not less than two nor more than three) are W. P. Williams and F. W. Harris. Qualification, 100 shares. Remuneration, 20 per cent. of the net profits divided between them.

At the annual meeting of the SOCIETE DE LA REGIE CO-INTERRESSEE DES TABACAS DE L'EMPIRE OTTOMAN, held last week in Constantinople, the president made the following observations:—The first half-year's business was very promising, the results being the highest achieved up till now. Unfortunately the constantly progressive sales up to September suddenly stopped for reasons which you are aware of. In the first place the financial crisis, the most severe and prolonged known in Turkey for a long time, affected directly or indirectly the fortunes of all classes of the population. The effect told upon our receipts.

ASSOCIATED THEATRICAL MANAGERS, LTD.—Registered on October 29th, by E. Cave, 3, Mincing Lane, E.C., with a capital of £10,000 in £1 shares. Objects: To carry on business as proprietors and managers of entertainments, exhibitions, &c. (including tobacconists).

JAMES GROSS AND COMPANY, LIMITED.—Registered on October 27th by Burton and Son, 82, Blackfriars Road, S.E., with a capital of £5,000 in £1 share. Objects: To acquire, take over as a going concern and carry on the business of a wine, spirit, beer, cigar, tobacco, and mineral water merchant, carried on by James Easton, at Woodbridge, Suffolk, and to enter into an agreement with him for the purpose. The vendor is the managing director with £300 per annum.

TURKISH TOBACCO MONOPOLY (REGIE).—It is announced that a dividend of 5s. 7½d. will be payable on the 9th inst. against the deposit of Coupon No. 12 at the London agency of the Imperial Ottoman Bank.

ITEMS OF INTEREST

The Republic of Costa Rica has abolished the tobacco monopoly. Henceforward the culture of tobacco will be free throughout the whole extent of the country.

It has transpired that there has been a continual increase in the quantity of tobacco served out to the paupers of the Lambeth workhouse, and that for the past year no less a sum than £290 5s. 10d. has been spent. 313 ozs. have been served out weekly to 626 persons.

Without a doubt the most novel exchange is the Cigar Stump Exchange, held at Paris, in the ancient Place Maubert, which is the resort of more curious characters than any other place in the world. On the steps which lead to it from the Boulevard Saint Germain, the Parisian Cigar Stump Exchange meets every pleasant afternoon. All members of the exchange bring their wares to these meetings in paper boxes. There is no dealing in futures. Each broker sells only the cigar-ends actually in his possession. The buyers on this exchange are wholesalers and retailers. The wholesalers buy up all the stumps they can get for about a franc a pound, clean them, cut them up fine, and sell the product in packages with fancy covers as smuggled tobacco for three or four francs a pound. The Government tobacco of similar quality costs between five and six francs a pound. The retail buyers purchase only two or three pounds of stumps at a time for their own consumption. The prices on the Tobacco Stump Exchange vary, of course, as on other exchanges, according to the relations of supply and demand. In winter, when fewer persons smoke in the street, fewer stumps are found in the gutters and brought to the Exchange, and the sellers get 10 or 15 per cent. more for their stumps than they get in summer when the boulevards and squares are crowded with smokers.

No one would accuse the Queen of smoking, but every year the Vuelto Abajo, close to Havana, produces for her Majesty 1000 cigars, none of which at wholesale prices on the spot cost less than 4s. apiece. The workmen who make them receive 1s. 3d. for each cigar made, for they have to be fashioned with the greatest care and every bit of leaf is carefully selected, tested, and rolled. Only old experts are permitted to make the finest cigars, and to these the production is a gold mine, as a man can turn out thirty cigars a day, even with the greatest care. The Queen's order, of course, is for cigars for her guests. The Prince of Wales is another good customer of the province of Havana.

Older English smokers, says the *Cape Argus*, will remember the establishment of that capital "smoker" newspaper, *Cope's Tobacco Plant*, which thrived for many years, and possibly thrives still, though it is little known in South Africa. The proprietors of Virginia Brights and Cameo cigarettes have taken the cue afforded by their competitors, and have issued the first number of *The*

Smoker, which is intended to circulate tobacco literature in this country, and to advertise the merits of the AMERICAN TOBACCO COMPANY'S productions.

A representative of the *Morning Leader* has been interviewing MESSRS. DRAPKIN & MILLHOFF, and writes as follows: "Messrs. D. & M. are the enterprising manufacturers whose latest triumph is the "Star and Leader" brand of cigarettes; and their two factories in Commercial-street are well worth a visit. As the Customs book's records shows, they receive positively staggering quantities of tobacco daily, and their output of cigarettes alone last year was over 100 millions. This year it will be much larger, for, in addition to employing a great array of hand-workers, they are laying down a big plant of machines for cigarette-making. These marvels of engineering skill turn out 550 cigarettes a minute, running out an endless cigarette, which a sharp-edged revolving wheel cuts off at the right points. The dexterity of the hand-workers is, however, equally interesting, and the legerdemain by which these young ladies shoot 2,000 little rolls of tobacco into that number of cigarette cases in a day of eight hours will compare very favourably with that of some better advertised professors. So rapidly do they work that the eye finds it difficult to follow their successive movements. All the work is done under the supervision of the Customs officers, who visit the factory daily to ensure that no adulteration goes on, and the success of the "Star and Leader" brands, as well as the other well-known cigarette brands of the firm, is a tribute to the efficiency of the system.

Readers of Mr. Barrie's "My Lady Nicotine," many of whom have been converted to the tobacco habit through those delightful pages, will be interested in his introduction to the new edition of that book: "Readers unknown to me frequently write to ask whether I have really given up smoking? After keeping it locked in my breast for years, let me here divulge a dark secret. When I began to write this book I was no smoker. Instead of having given up the practice most reluctantly, as described in these untruthful papers, I was smoking my first pipe gingerly; not because I liked it, but because all my friends smoked, and it seemed unsocial not to smoke with them. I had no pleasure in smoking. My highest ambition was to be able to smoke now and again without apparent effort. How I drifted into writing a book on the subject I cannot remember; but the desire to know both sides was doubtless the reason why I wrote as a slave to tobacco. Oddly enough, this assumed character obtained an influence over me. I read his views with attention, and began to see that there must be something in them. By the time he had clearly demonstrated the folly of smoking, I was a convert to the practice."

A Rhodesian correspondent writes to a contemporary, "It is a fact that in one of the squadrons of the Matabele Relief Force Willis's 'Three Castles' cigarettes fetched as much as three shillings each, and one trooper is reported to have obtained the sum of £12 10s. for twenty-five packets of the same brand!"

"Waiting for my train to a northern suburb at King's Cross on Saturday evening," writes a correspondent, "I took a vacant inch or two of space on a bench full of working men smoking and chatting. At least they all seemed to be working men, for the light was dim. But on looking at my neighbour I saw, to my surprise, that he was none other than the Prime Minister. I say I was surprised, for report says that he loathes tobacco smoke, and the fumes of black shag were almost too overpowering for my well-seasoned nostrils. Whether Lord Salisbury was privately hoping to get a hint for future legislation from the unsuspecting honest toilers' remarks I know not, but if so, he was badly disappointed, for the talk was of horses, and some horrible murder or other. I am bound to say the noble Marquis, though his ears may have been open, never gave a sign of his existence, but with his rug over his knees, sat huddled up amongst us plebeians, peering moodily into the gloom, and thinking, thinking, thinking."—*Daily News*.

A tobacco manufactory is about to be started at Carmarthen, it being believed by the enterprising tradespeople, who are fixing up the expensive plant in one of the busiest thoroughfares of the borough, that there is a good field down west for an industry of this character. In other parts of Wales at least one similar concern has, with capital and energetic push, drawn a great number of paying customers; and there is nothing specially to hinder the progress of this unique undertaking at Carmarthen. In the face of a large initial outlay there is scarcely any fear of opposition. It is not like the opening of a small business where competition is easy of establishment, and altogether destructive in effect. Such a difficulty will not be faced by tobacco manufacturers. In order to make their venture succeed, however, they might do well to imitate firms that have profited by experience. In many districts small shopkeepers have shares in a company of tobacco manufacturers, and in this way they are induced to sell well. Thus the particular weed is thoroughly and cheaply advertised, and in this case, at all events, the "returns" do not end in smoke.

The late Mr. F. Barnard, the famous book illustrator, is understood to have contributed to his own death by burning by his habit of smoking in bed. The same contributory bad habit does not, however, apply to the case of his brother, who, although he never smokes in bed, yet has had a narrow escape of being burnt to death in his bed. Mr. Barnard, who is a commercial traveller, was awakened from sleep, in his hotel at Torquay, to find the bed-curtains in flames, and the bed-clothes smouldering. Happily, he sustained no hurt, except that his hand was scorched, and the pain of it awakened him. But the sleeve-links in his shirt hung up at the head of the

bed were partially melted by the heat. Mr. Barnard has not yet discovered how the fire originated.

"You are quite mistaken," said a tobaccoist in a large way of business, "about snuff-taking being on the decrease. It is not, though increasing. Tobacco, in every form for smoking, has, of course, gone ahead in popularity; there are more smokers now than ever there were, but though snuff has not kept pace, I sell vastly more of it than ever I did, for of course the population is greater. You must recollect that in certain trades there is a tradition handed down from father to son that snuff-taking improves the eyesight. You temporarily sharpens it, at any rate. All the fustian cutters of Yorkshire and Lancashire may be cited as an example, as may working jewellers also. I have many old customers, men getting on into years, who have dropped smoking tobacco—of which they might have had four or five ounces a week—and taken to snuff. The latter, you see, is supposed to have medicinal virtues, relieving headaches, clearing the brain, and so on. You must always recollect about snuff-taking, that in a vast number of trades and professions the men cannot smoke during the day whilst they are about their business; the consequence is they console themselves with snuff.

OBITUARY.

With regret we announce the following deaths:

MR. GEORGE ENSOR, tobaccoist, 60a, Peckham Park Road, S.E., October 21st, aged 59.

MR. VICTOR GOLDBERG, wholesale tobaccoist, 29, Prince's Avenue, Liverpool, October 26th, aged 43.

MR. D. M'LEISH, tobaccoist, Forfar, October 10th, from heart disease, aged 70.

MR. MORDECAI, cigar merchant, Mile End Road.

MR. R. T. TURNER, tobaccoist, Holyhead Road, Wednesbury, through a lift accident at Mr. McCann's, Birmingham.

"Cutting."

THE last word has not been said upon cutting. It will not be said, it cannot be said, until some practical solution is evolved. The evil is too great, is too far-reaching, the interests involved, by far too numerous, by far too powerful, that it should be put lightly on one side. Associations may live, associations may die. Years may be spent in discussion; volumes may be written, but nevertheless, something in the way of a practical solution must and will come about.

I personally have given a great deal of thought to the matter, not only have I thought, but I have spent valuable time and an infinity of trouble in probing the subject to its roots. It is my object, in this series of articles, to give the results of this thought, and investigation, to the readers of this journal in the hope that it may add somewhat to bring about the desired end.

In this matter I may take up a peculiarly disinterested position. I am neither manufacturer, wholesaler, or retailer. I have consequently no particular axe to grind. I am merely a journalist with some practical knowledge of the trade. I am without antipathies, without leanings, my very position absolves me from being dependent in any shape or form upon any one section of the trade. I can therefore claim to speak from a particularly impartial standpoint. I feel it necessary to make this little explanation that it may be understood from the very outset that I hold a brief from nobody, no interest. If in the course of these series I may speak strongly or boldly, it must be taken that I feel so, and that in my advocacy of a cause, I cannot stop to consider friend or foe. I must go straight for the point, all other considerations must be left upon one side.

It is, however, more than probable that some of my readers may question the conclusions I may draw from the premises adduced. As one of my objects is to thresh the matter out to its very end, with the permission of my editor, I not only cordially invite criticism, but will give an open platform in these columns to all who may choose to avail themselves of it. I will merely say that the platform will be upon a strictly parliamentary basis. All criticism must be confined to the matters under discussion, and personal feelings must not be permitted to tempt writers to indulge in any shape or form in personalities or abuse. So much for the preface, now for the book.

What does "cutting" mean? "Cutting" means illegitimate trading, neither more nor less. It means selling an article below its nominal value as a bait. The bait is intended to inspire confidence in the consumer that the consumer will conform to his custom to the establishment that affects to give him the best value for his money, and presumably consults his best interests. This is the ostensible object of "cutting." It is dishonest, the actual object of "cutting" being widely different. It means

monopoly, a practice that is repugnant to the minds of all broad-minded, business men. It means tyranny; it means coercion. By the power of capital brought to bear the cutter terrorises his smaller competitor. By the methods adopted in materially reducing the price of well-known proprietary articles, pressure is brought to bear on the smaller retailer, that for self-protection he endeavours to do likewise. It means the subordination of ordinary business methods. It means dissimulation, and opens the way to fraud. It means weak traders; it means risky credit; it means in short the ultimate prostitution of a great and important industry for the benefit of a few sharp, shrewd, and tricky schemers.

WHAT CUTTING MEANS TO THE RETAILER.

The retailer of a commodity or the shopkeeper practically enters upon a speculative business. With such capital as he can command he takes a shop, stocks it, and waits for the trade to come. He fixes his prices in accordance with those that *predominate in the trade*. His turnover should show a certain proportion of profit out of this. He not only has to live, to make such provision as his family might require, but to pay all incidental expenses. After being sometime established and assuming that he is a conscientious and honourable business man, he takes on liabilities in the way of credit for the various goods his increasing trade demands, which liabilities he is ever anxious to meet when they become due.

What does cutting mean to *him*? Disaster. In the first place he has to reduce his profits, his substance, his means for livelihood, his power to provide for his family, his power to honourably discharge his liabilities. Can he create *more* consumers by this reduction. Decidedly not. If he do more trade he may require more help, more stock, more expense, at a shrinking profit. How about the deterioration of goods? Can he adequately provide for this at a smaller margin of profit. If not, what then? His capital must decrease. He must grow weaker. Suppose he be a man of resources, what occurs then? Efforts at substitution, dissimulation. These efforts may not always succeed, in fact, they do not always succeed. The consumer is not always to be put off his favourite article, and he is, to some extent, aware of its particular merits. What then? Mr. Retailer is at his wits' ends, and at this particular moment he is mentally and morally weak, the very time for temptation. It is at a moment like this that scruples may be thrown on one side, and the once proud, buoyant-hearted, honest shopkeeper stoops to the serious contemplation of a series of acts that may, step by step, deprive him of man's brightest jewel—his honour. Have I exaggerated? Do I go too far? I sincerely hope and trust I have done both. I have known the tobacconists for twenty years. Many of them are sincere friends of mine. I do not say that this is probable, I only say what, under given circumstances, may be possible.

The shop-keeper, without mental resources, would go to the wall at once, and thus give point to the boast of a certain well-known firm of cutters, that many of their managers to-day were shop-keepers yesterday. Without dealing further with the harrowing aspect of the question, as far as the retailer is concerned, it may not be going too far by saying that cutting means to the retailer in many instances probable annihilation.

WHAT DOES CUTTING MEAN TO THE WHOLESALER?

The wholesaler in the tobacco trade may be, with some few exceptions, practically termed importer and importer's agent, rather than the popularly understood factor. Owing to the comparatively small quantities of brands and fancy goods, that he is contented to sell, he is of great importance to both retailer and foreign manufacturer, enabling the one to handle, and the other to dispose of marketable goods with great facility. Mr. Wholesaler naturally has a right to live, and can only live upon profits. While he is responsible he takes all risk, which, in the ordinary course of things, must be carried. Now what does cutting mean to Mr. Wholesaler? Simply this. Mr. Cutter, when he can, ignores Mr. Wholesaler; when he cannot, he forces Mr. Wholesaler to take a *nominal* profit. In his policy as monopolist Mr. Cutter will go so far in some instances as to actually sell to the consumer at a lower price than the wholesaler will supply the retail trade. The retailer begs of the wholesaler to enable him to compete with the cutter. Mr. Wholesaler does his best to keep his trade, his profits being reduced to an almost vanishing point, while his trade risks are infinitely greater. In the unequal fight the retailer must constantly grow weaker, as a credit customer he becomes proportionately less desirable, yet it is upon him that Mr. Wholesaler depends for his trade. In precisely the same ratio, Mr. Wholesaler grows with his customer correspondingly weaker. The well-known city merchant feels the ground, through no fault of his own, gradually falling from under him, conscious all the time that he is wholly powerless to stop it. This is what cutting will do for Mr. Wholesaler.

My next article will deal with the following:—What cutting means to the manufacturer; what it means to the public. The manufacturer of proprietary articles—his position. Can the manufacturer control his goods after they leave his premises? I cannot be too emphatic in impressing upon my readers my earnest desire in probing this matter to the bottom, and once more I appeal to them not to hesitate in writing if they differ with me or they have anything to add upon a subject that should be pre-eminently vital to their interests.

COSMO.

A "Smokeries" at the "Breweries."

FOR the first time for many years has prominence been given in the public advertisements of the Brewers Exhibition to exhibits in the Cigar and Tobacco Trade. Want of space precludes us from giving much more than a passing notice of many excellent and handsome stands. MESSRS. GODFREY, PHILLIPS & SONS, of 112, Commercial Street, E., were once more fortunate in gaining the admiration of, not only the visitors to the Royal Agricultural Hall, but also that of the public press. They occupied the same beautiful Kiosk that they had at the Tobacco Exhibition and which was the subject of flattering eulogy on the part of over 150 public journals. Their principal brands on view were "La Flor de San Juan," "El Fuego de la Chanza" (Gold Medal, 1895), "Bella de Cuba," "El Sovrana," "Nell Gwynne" (Gold Medal, 1895), in addition to their very excellent 2d. cigar—Atado (londres), Jupiter Havannahs—for which the firm are sole importers (a very fine fourpenny) attracted favourable notice. The following were the Cigarette specialties exhibited, "Virgin Gold," hand-made and 22 carat gold tips; G.P.S. patent mouth-pieces (Gold Medal, 1895), "Phillips Plums" and "Gold Sticks" (their two latest five for a penny lines, and hand made) and in addition those well known brands of "Sweet Guinea Gold" and "Marigold." Their tobacco specialties consisted of "Sweet Guinea Gold," "Marigold Flake," "B.D.V." and the firm's famous "Hand Cut Virginia," which secured the Gold Medal at the International Tobacco Exhibition, 1895.

Another handsome exhibit was that of LUSBY'S PINOZA TOBACCO CO., of the Minors and Regent Street—the stand being the same ornamental one the firm had at the recent Exhibition at Earls Court. A very liberal display of the Company's famous Hygienic Sundries and Specialties was made. In connection with these now famous specialties we may here state on authority that the sales of the Pinoza Company for October have far exceeded those of any previous month since they were introduced some eighteen months ago. A cigar that was well in demand was a full sized twopenny—"Regalia," as also were their "Fragrant Virginia" Cigarettes at 8d. per oz.

MESSRS. ALEX. JONES & CO, of Queen Victoria Street had an exceedingly effective stand, the front of which consisted of a very large Glass Show case and which was rather a triumph in its way of effective window dressing. A lady deftly making their new line of "Pure Gold Cigarettes"—22 carat tipped (referred to in another column) constituted an attractive feature of a very excellent exhibit.

The well known Stratford firm of Mr. H. J. NATHAN—an old exhibition at the "Breweries"—this year eschewed his rather too severely business like stand of the past and blossomed out into a brave show resplendent with a long row of handsome glass windows—the centre one being occupied with with well known brands of the great Havana manufacturers, It is needless to say that the ever popular "Xtra Mex" brand was much in evidence.

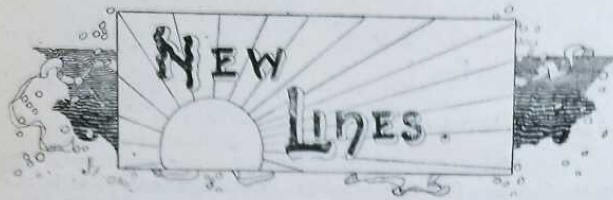
The stand of MESSRS. A. SCHNEIDER & CO., of Liverpool St., E.C., was one that could not fail to attract, as the walls, so to speak, were built up of cigar boxes, with the beautifully executed labels of some of the firm's special brands. A feature of their exhibit was the "La Segadora" brand of cigars, which are imported from what is claimed to be the "Vuelta Abajo" of Mexico. Altogether this exhibit was a typical business one and in excellent taste.

I now come to a "working exhibit," viz. that of the well known St. John Street Road, Hoxton, nrm, MESSRS. J. R. FREEMAN & SONS' at the west end of the Hall. Their stand was most handsomely appointed and surmounted with that mythical creature (a sort of flying gee-gee in full "fly" and about pony size) which constitutes the Trade Mark so favourably known to retailers. A crowd nearly always surrounded this stand, evidently the immense attraction of a really good working exhibit. If there is to be another Tobacco Exhibition I should like to invite attention to the undoubted advantages of such exhibits. Why the public, and the trade too for that matter, should regard them as so irresistibly attractive is a little bit of a mystery—quite between ourselves, I fancy one of the reasons is that it is a fascinating pursuit to watch other people hard at work. The firm freely distributed their new beautifully-executed booklet entitled "Concerning the Growth, Cultivation and Manufacture of Tobacco." The little volume being produced by the London Stereoscopic Co., it is needless to say the reproductions of their photographs are quite perfection.

My next visit was to the stand of MR. ARTHUR COLTON, the agent for MESSRS. KAPP & PETERSON'S Pipes, so well known for their perfect draught—due to the graduated tube—and also for their many other excellent qualities. Messrs. K. & P. have now put on the market, pipes in smaller sizes including even clay ones. Their latest introduction is a straight pipe possessing all the advantages of the Peterson Patent, and which we particularise under "New Lines."

An excellent show was also made by Mr. R. WOLF, cigar manufacturer, of 134, Manningham Lane, Bradford, who displayed to very great advantage many of his well known brands including "Por Makwassie," "L'Intermezzo, La Dunciado, "Alpen Club," &c., &c.

MESSRS. SAMONDF & SLATA (Holland), whose London agency is at 2, Guildhall Chambers, exhibited many of their brands, including their leading line "Pandora"—an excellent threepenny.

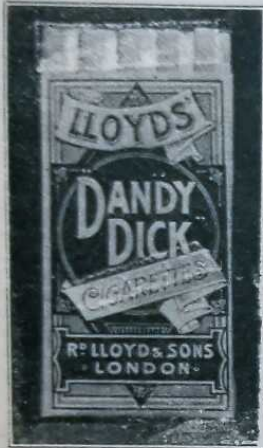


November Notices.

Boguslavsky & Co. A.
Cabana Cigar Co.
Davies and Sons, W.T.
Fraenkel Brothers.
Garcia & Co.
Goodbody, T. P. & R.
Jones & Co. Alexander.
Lapp & Peterson, Ltd.
Kennedy J. & E.

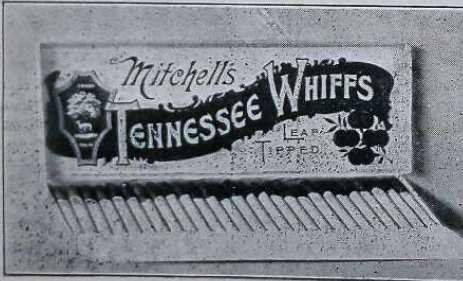
Leon Marcus & Co.
Lloyd & Sons, R.
London & District Tobacco Association
Lusby, E. J.
Mitchell & Son, Stephen.
Phillips & Sons, Godfrey.
Themans & Co.
Tobacconist's Supply Syndicate.

IN our last number in, referring to the new DANDY DICK line (5 a 1d.) of MESSRS. R. LLOYD & SONS, we incidentally associated them with the Exeter house. They write us that no connection exists or has done for the past nine years. We this month give a photo of one of MESSRS. LLOYD'S numerous new lines of very superior tobaccos, viz., BAR GOLD flaked honey dew. It is put up in long flat 1lb. tins, which are most attractively labelled. Other similar ones are SUN DRIED flaked honey dew, and "MOTTLED" FLAKE, light and dark. The name of the firm is alone a guarantee of the very fine quality of the tobacco, and retailers will undoubtedly find these well worth stocking, both on account of superiority, and of the



xcellent profit they yield. We may also mention their new line of navy cut, TOP-SAIL BRAND put up in popular 1 oz. tins.

MESSRS. STEPHEN MITCHELL & SON'S, of Glasgow, latest specialities, include a flat tin box of



12 full-size oval pressed cigarettes, FLOR D'AKSAR made from a blend of choicest Oriental tobaccos. The annexed faithfully portrays the original and Egyptian character of a really cleverly designed label. The price to the trade is only 4s. per dozen boxes. A superior line this. Another novelty of the same firm is entitled TENNESSEE WHIFFS, and one that there is little doubt but that the public will much appreciate. It is a line of leaf-tipped cigarettes made from a choice bright Virginia tobacco, averaging 23 to the oz. To retail at 6d. They are packed in 1/2 lb. and 1 lb. boxes. Trade price 5s. 6d. per lb. We have also to notice a further introduction of



MESSRS. MITCHELL'S viz., cigarettes of their famous COMPASS BRAND (golden flaked Honey Dew), oval pressed. Averaging 18 to the oz., in 1/2 lb. and 1 lb. boxes. Retail at 8d. Trade price 7s. 6d. per lb.



We have received from MESSRS. LEON MARCUS & CO. (by the bye, their new address is now West End Cigarette and Tobacco Factory, Moss Side, Manchester), a very pretty casket-like box of crepon paper, in lavender and gold. The title of this daintily got-up Christmas novelty is a triumph of originality. MINE—HA! HA! The cigarettes are put up in boxes of half a dozen different shades of colour, in both 25's and 50's.

ANNEXED we give a photo of quite a new departure, for which MESSRS. T. P. & R. GOODBODY, of Tullamore, and for sole agents, viz., VALLENS GLASS TUBE CIGARETTES, are a very happy

idea. The rapidity with which this novel line has "caught on" has astonished even the well-known London representative of the firm, Mr. E. J. Lusby, of 10, Minorities, E.C., and has necessitated his cabling to anticipate his January order. There is scarcely a tobacconist in both the City and West End, but what has freely ordered them, and at least from three to four millions are expected to be required to fill these orders by Christmas. The glass tube, hermetically sealed, contains 5 imported Havana cigarettes, and retail freely at 6d. They seem to have fulfilled the particular requirement of the Stock Exchange man. Throgmorton Street has, in fact, to use a pardonable vulgarism "fastened on" to them.



MR. LUSBY, ever on the *qui vive* to furnish additional "Pinoza" specialities, is well to the fore with new ones for the Christmas trade. Some of the most striking are the following: FRAGRANT CUT BRAND of cigarettes by weight, also gold and silver tipped in boxes of tens, and FRAGRANT CUT PINOZA tobacco, put up in 1 oz. packets in three strengths, viz., mild, medium, and full. The firm has also introduced PINOZA TONIC CACHOUS, possessing valuable antiseptic properties. They are got up in glass bottles with patent screw top, eminently suggestive of somebody's Little Liver Pills. Although the Trade at first somewhat set its face against Pinoza goods, by dint of sheer hard work and perseverance, together with repeatedly showing at every exhibition Mr. Lusby has succeeded in securing for his specialities a firm hold, and as a matter of fact, his sales for October have far and away exceeded those of any month since their introduction in April, 1895. Finally, we may notice PINOZA SNUFF, put up in 1 oz. fancy tins, to sell at 5d., now recognised as an excellent panacea for catarrh and other Christmas-massy complaints.

MESSRS. FRAENKEL BROS., of Houndsditch, have this month brought out SWEET COON tobacco in 1 oz. packets. It is manufactured from choice leaf, and intended to retail at 4 1/2d. per oz. Trade price 5s. per lb. The firm have laid themselves out extensively for the Christmas trade, and have opened additional departments for stationery, playing cards, umbrellas, cutlery, and general fancy goods.



THE accompanying is a photo of one of the CABANA CIGAR CO.'s latest lines of cigars similar in size to "Courts." They are Havana filled, and put up in boxes, handsomely labelled, at 100's. The brand is known as PETIT DUCS. Both the public and the retailer should appreciate this brand, as the quality is excellent and the price leaves a really good profit to the latter.

MESSRS. GARCIA & CO., the well-known manufacturers of Nottingham, have very successfully introduced a new high-class Havannah cigar, manufactured by Messrs. Taladrin & Co., the brand being a well-known one in the U.S.A. Prices from 20/- to 100/-.

MESSRS. THEMANS & Co., of Manchester, have sent us a sample of their SWEET MAY MOON CIGARETTES, 12 in a box, and made of pure Virginia tobacco, and by British labour. The packet also contains a coupon, and upon the production of 8 doz. the smoker becomes entitled to a handsome silver mounted PETERSON patent cigarette holder.

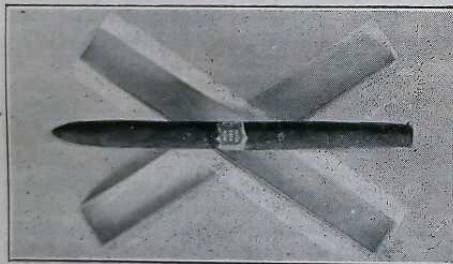


A NEW line, which will undoubtedly appeal to the lover of a high-class cigarette, it has been our pleasure this month to



notice, is that of MESSRS. A. BOGUSLAVSKY & CO., of Park Lane, Piccadilly, who are honoured with special appointments to H.I.M. the Emperor of Russia, the Tzarévitch and the Russian Embassy in London, the EMPRESS FAVORITAS brand. Our photo gives but a faint impression of the original and unique decorative character of the boxes in which they are placed. They are put up in boxes of 100's at 47/6 per 1000, and in boxes of 25's at 50/- per 1000. They are of superior Turkish tobacco, and altogether this line should attract the attention of the best class of retailers.

THE annexed is a photograph of one of THE TOBACCONIST SUPPLY SYNDICATE'S many Christmas novelties, being a cigar of GIANT proportions, it measures 9 1/2 in. long, and would last an average man from London to Birmingham. It is made of Borneo tobacco, trade price 4/6 per dozen, each cigar being placed in a separate paper-lined box made



by the well-known firm of HUGH STEVENSON & SONS, Manchester. The Syndicate have also introduced a wonderful line in 2d. cigars, entitled LA CORINNE REGALIA CHICA FINA, weight 1 lb. 6oz., trade price 10/6 per 100 less discount and bonus. The filling is Pennsylvania seed leaf, with Poperinghe wrapper.

YET another new line of the popular penny packet order, but this time the cigarettes are gold-tipped, have Messrs. GODFREY PHILLIPS & SONS this month brought out. It is one of astonishing value, the gilt tips being of remarkably good quality. They are called GOLD STICK, made of excellent Virginia tobacco, and by hand. Each cigarette is marked in gold letters "Godfrey Phillips" Gold Stick.



A DISTINCTLY smart line is that of PURE GOLD CIGARETTES, just put on the market by MESSRS. ALEX. JONES & CO., of Queen Victoria Street, E.C. They are 22 carat gold tipped, 10 in number, in prettily got up boxes in blue and gold. Yield an excellent profit. The firm are sole agents for Messrs. D. Theocaridis, of Cairo, and are doing grand business in one of their lines of very superior cigarettes of an Egyptian blend (10 in a box).

MESSRS. J. & E. KENNEDY'S latest is a new smoking

tobacco, CYCLIST'S MIXTURE, and they have hit on a happy expedient to advertise the same locally. In the window of a tobacconist appears a model of a bicycle made up entirely of tobacco.

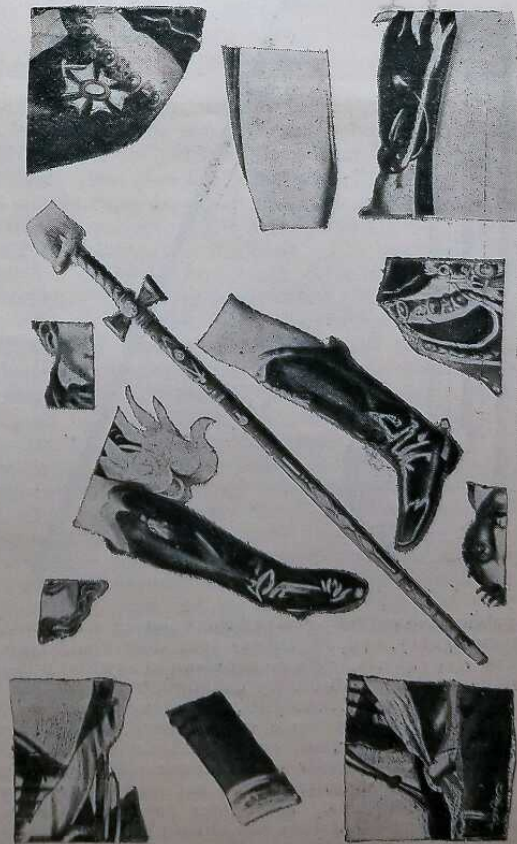
We have also to notice two important new lines by MESSRS. W. T. DAVIES & SONS, of Chester. The first is CORAL FLAKE, a mild mixture, very sweet, and put up in 1 oz. and 2 oz. tastefully decorated enamelled tin boxes, and has already commanded a large sale. The second is a line of fine cut bright Virginia tobacco, specially prepared for cigarettes, the name of the brand is YELLOW HAMMER, 1 oz. packets.

MESSRS. KAPP & PETERSON, of Dublin, have introduced a new straight pipe, possessing all the advantages of their well-known patents. We have seen an advance copy of a new and exhaustive Catalogue, the principal feature of which is that many of the illustrations are beautifully printed in colours, and it will be issued shortly to every tobacconist in the United Kingdom.

JUST as we are going to press we have received samples of the following new lines from THE LONDON AND DISTRICT TOBACCONISTS' ASSOCIATION, LTD. Time does not admit of reproducing the labels, which, however, we shall do in our next issue. The first is KEYSTONE navy cut cigarettes, 12 in a packet, retail at 4d. Trade 36/- per gross. The second is KEYSTONE Virginia cigarettes, 10 in packet, sell at 4d., also put up in tins of 25's, 50's, and 100's. The third is an exceedingly handsome labelled tin of KEYSTONE Egyptian blend cigarettes, 12 in a tin, and also in 25's, 50's and 100's. Trade 4/4 per doz. tins. The Association have also introduced an imported brand, VIRGINIA BLEND, of cigarettes, manufactured by Messrs. D. Ritchie & Co., of Montreal, 10 in each box.

OUR JUMBLE PUZZLE.

K O K O W A S N I C E



F U L L S O M E D I N G G R E T

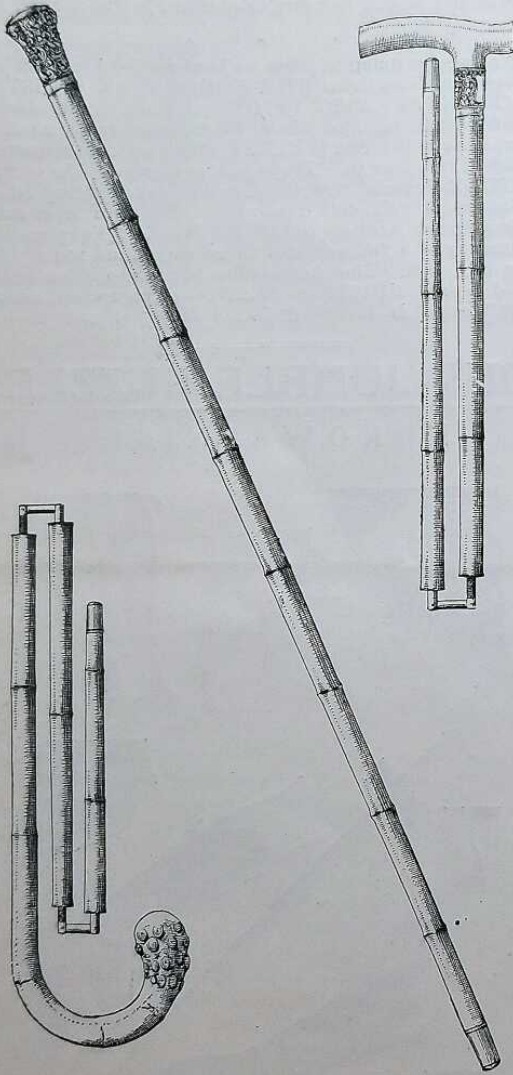
The above when perfect represents the Trade Mark of a well-known brand of Cigars. A box of 100 will be presented to the Retailer whose letter is first opened containing the figure correctly put together, as well as the letters at top and bottom. Communications must be marked "JUMBLE PUZZLE."

WALKING STICKS AS XMAS PRESENTS.

We think the present is an appropriate moment to advert to the subject of walking sticks as a profitable side line for Tobacconists.

This idea is borne in upon us mainly by the approach of Christmas, and by a hint which we have received that walking sticks might by a little judicious effort be made very popular as Christmas gifts.

It must be apparent to everyone that the selection of a suitable present is often the subject of considerable anxiety, especially as the rather limited list of gifts is being worn almost threadbare. After a time even pipes, pouches, gloves, and ties get somewhat monotonous.



The public have not fully grasped the value of walking sticks in this emergency, and we believe that they would take the suggestion very eagerly. We do not mean to say that presentation walking sticks are absolutely unknown, but we do say that they are not common as Xmas gifts, and when one considers that a stick, especially if it has some special merit, such as novelty, rarity, or intrinsic worth, not only gratifies the recipient, but remains an effective souvenir of the donor. We have known sticks become life-long friends, and not infrequently they are handed down as heirlooms. What more can the donor desire? We therefore suggest that those who already handle sticks should make a point of specially directing the attention of the public to them as presents, and those who do not keep sticks we think would be very wise in giving them a trial for the Christmas trade.

During the past season, natural sticks, such as cherry, Congo, and furze have been somewhat overshadowed by the popularity of canes. Natural sticks still have a good sale, but canes sell quicker, and, we believe, will continue to hold the market for at least another season. All sorts of canes are used, including whanghees, rattans, bamboos, and malaccas, but it is chiefly in the colouring that the variety is obtained. For instance

whanghees are made either white, yellow, black, several shades of brown, and rattans are similarly stained, and the whole the darker shades are most popular, but the brown are very fashionable. As far as shapes are concerned, the round hook and the bent crosshead are the only ones in any particular demand, but the canes lend themselves to very effective mounting, and some of the designs we have recently seen certainly commend themselves to us as very elegant.

Messrs. Howell inform us that they send out with their Christmas goods some elegant window cards, and they also supply a circular specially directed to the subject of Christmas gifts, which we think will be found very useful.

Among the novelties recently brought out by Messrs. Howell & Co is a folding walking stick. It is intended for use by travellers and cyclists. The traveller can easily stow it away in his bag, or the cyclist can strap it to his machine. The stick is perfectly rigid when in use, and the joints are invisible. The added weight is fractional, and the price is very little more than an ordinary cane. At present it is only made in bamboo, because of the lightness of that cane, but there is no difficulty in adapting the idea to any kind of stick.

One other novelty will bear mention, and that is a matchbox concealed in the nose-cap of a crook handle walking stick. This is a very convenient and elegant way of carrying matches. This Messrs. Howell & Co. have patented it, feeling confident that it will have a good run.

Smuggles

BROOMHANDLES.

News of a curious find at one of the London docks just reached me. It appears that a huge consignment of broom handles had been received, but for some reason or other no one turned up to claim this innocent-looking property. The other afternoon two of the dock employes, feeling playfully inclined, picked up two of the staves, and challenged each other to a bout of broomstick. In the excitement of the contest one of the combatants inflicted a stinging blow on his challenger, who retaliated with such force that the extemporised single stick broke in two. Presto! A stream of cigars poured from the magic broomstick. Examination of the head disclosed the fact that each handle has been ingeniously hollowed out, and a screw wooden stopper carefully adjusted to the end, thereby providing a safe case for some scores of smuggled cigars.

A MODERN "SMUGGLER."

At the Southampton Borough Police Court on Saturday *Albert Heyes*, of Ormskirk, was charged with smuggling 6lbs. of cigars and 4lbs. of tobacco.—He pleaded guilty.—James Poole, Chief Preventive Officer, stated that prisoner came over from Jersey in the *Frederica* on the previous day, and when asked what dutiable articles he had, replied 2lbs. of tobacco. This he paid duty on, but on his luggage being examined some of his clothes were found to be padded with tobacco, whilst cigars and tobacco were found concealed in the false top and bottom of a trunk. The single duty on the articles was £5 8s. 6d.—Mr. Perkins said it was a very bad case, as, although this was the first time prisoner had been caught, it might not be the first time he had practised this kind of thing, as the trunk was evidently specially made for the purpose.—Prisoner said he had never been to Jersey before. He should not have done what he had but for "false friends."—He was ordered to pay double duty on the articles, with value and the costs—in all, £11 1s 6d; with the alternative of six weeks imprisonment.

PIE THIS TIME.

To one not accustomed to go "down to the sea in ships" it might seem impossible that in the comparatively small space of a vessel ingenious individuals would be able to effectually hide large quantities of contraband goods. I have seen, writes a Custom House man, several strange stories of modern smugglers in your journal, but I think I can cap them all. I am a Custom House officer of many years' experience, and have come to the conclusion that in rummaging ships one must not even trust one's own eyes. Who would expect to find seven pounds of contraband tobacco inside a pie? One day, on entering a ship's cabin, I saw standing on the table a large pie covered by a nice-looking brown crust. Presently the steward entered, remarking that it was a mince pie which the captain's wife was going to take home with her for the children. Now, this information was perfectly unnecessary, and when a man gives me unnecessary information I often suspect him. The steward eyed me so anxiously as he spoke, and moved so restlessly in and out of his pantry, that my suspicions were strengthened. I promptly directed my search to examine the pie; inside it we found seven pounds of tobacco tightly packed.

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The Tobacconists' Text Book.

COMPILED BY "COSMO."

A TRADE ENCYCLOPÆDIA.

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

SUBJECTS ALREADY DEALT WITH.

ABAJO.
ALBATROSS.
ALEXANDRIA.
ALGERIAN CIGARETTES.
ALGERIAN TOBACCO.
ALLOA.

ALUMINIUM.
AMBER.
AMBEROID.
AMBER CAPE.
AMBER IRON.
AMERICAN TOBACCOS.
AMSTERDAM TOB. SALES.

ASBESTOS.
ASH.
ATTAR OF ROSES.
AUSTRIA.
BIRDS' EYE.
BLEND.
BOND.

BOGEY.
BOUQUET.
BRISTOL.
BORNEO TOBACCO.
BRANDS.
BRIARWOOD.

BOCK.—The name of an eminent manufacturer of Cuba who gives his name—as other Cuban manufactures likewise do—to the goods he makes up. In recent years 'Bocks' have come into general use, largely overshadowing that of other houses, whose names had been hitherto as household words. While the sizes and grades in 'Bocks' are numerous, there are practically, but two distinctions. The green label or seconds and the label '*Aguila d Oro*' or golden eagle or first. A well known feature connected with Bocks, is that two or three popular sizes are made by the firm for various British importers and under the importers own brands, so that it is just possible to go into the different tobacconists and to get twenty Bocks of exactly the same size weight and price, but each with a different name. The firm of Bocks has recently acquired the brand of Henry Clay, I have reason to think that there are indications of similar tendencies in other directions emanating from this firm, which if correct, would make of Bocks a very powerful syndicate.

BRITISH CIGARS. The manufacture of British Cigars in Great Britain is regarded as one of the important industries of the country. If we are to judge by the number of Cigar factors London would seem to take the lead, otherwise there is scarcely a town of any importance that doesn't boast of at least one cigar manufacturer within its walls, while Leicester, Nottingham, Liverpool, and Birmingham are almost honey-combed by various large and small cigar manufacturers. The trade itself may be said to have undergone many changes, due partly to the fluctuations of duties upon manufactured goods, the importation of foreign workmen, the establishment of trade unions, the introduction of female labour, and lastly to the innovation of machinery in the shape of moulds. To continue in chronological order the manufacture of British Cigars would flourish or languish in proportion to the raising or reducing the duties of the manufactured article. If the duties were low the Continent would pour in to the English markets millions of cigars, made by cheap labour, largely underselling the home producer, making of it a very hard time for both him and his workmen. If the duties were high, as they now are so, comparatively, the English manufacturer could defy Continental competition. The present duty of 5s. 6d. per lb. upon manufactured cigars, with the added cost of freight, dock charges, agent's commissions, does not, let the cost of labour be ever so low, give the foreigner any advantage over the Briton, as a matter of course, all other things being equal, the British manufacturer claims the preference and does his utmost to merit it. In the early stages of the industry the makers were almost all Englishmen. This did not last for long, the Dutch cigar maker came over to London working for a much lower price than their English *confreres*, this led to antagonism and ultimately two trade unions were formed, the English society and the Dutch society, each I believe with a scale of its own. If my impressions are correct I believe that notwithstanding the difference in price, in the better class of factories the Englishmen had the preference not so much from patriotic motives as it was thought that his work was the more reliable. At all events there were English and Dutch shops, meaning those factories that employed all English or all Dutch workmen as the case might be. There was still another distinction, "rat shops," or those factories that employed neither English or Dutch

Trade Union workmen, but workmen who belonged to no Union and were termed by the Unionists "rats." The next stage of development in the cheapening of labour was the introduction of female labour. It was felt that the work, which is certainly not that of a manual character, was as fit for girls as it was for men. Amid fierce opposition smaller factors gradually supplanted their male workmen by females, at length the practice became general. When it became clear to the men that the girls had come to stay, the men induced the girls to establish a female Cigar Makers Trade Union, which was accordingly done, and in some measure uniformity in the way of various scale of prices for each class of makers has been steadily maintained. A still further stage to cheapen the price of labour was the introduction of cigar moulds, so long known to the United States of America. This innovation, also, after various fights, has at length been generally adopted. The moulds are made of wood of various sizes, to suit the cigars they are intended for. They reduce the labour of the working of the bunch to a minimum, they are however by no means an unqualified success, and are only used for the cheapest kinds of cigars. To make a cigar well requires some skill, the bunch itself is a very important part of the cigar. A well-made cigar should smoke freely and evenly, this only can be accomplished by an intelligent manipulation of the fillers inside the bunch. The fillers must be felt to be uniform, without lumps or hollow, no machine can feel this such, can only be perceptible to the hand. Retailers and dealers will know that the careful consumer will every time give the preference to a hand-made cigar. The mould cigar is easily detected, the uniformity is too apparently perfect while the perpendicular lines of the mould are distinctly disclosed. For precisely the same reasons a recently-introduced cigar-making machine—an exceedingly ingenious contrivance, inasmuch that it performs the very difficult task (for a machine) of putting on the wrapper and making the point—will never attain any appreciable amount of success. It must be remarked that all these introductions of cheapening labour, at first introduced by the smaller manufacturers, in order to cope with their more successful rivals, notwithstanding the greatest opposition, have generally found their way into the larger factories where they are likely to remain. No one seems to have appreciably benefitted by all this, as competitions levels the whole thing, the workmen however, in all instances appear to have suffered. Largely owing to the constant efforts of the manufacturers to hold their own against all comers, and to avail themselves of every possible mode of improvement, in the selected growths of the raw material, the art of blending, processes in maturing, get up, &c. &c., the British Cigar industry of to-day is in a very flourishing condition, some hundreds of factories in the country are in full swing, and tens of thousands of hands find full employment. The profits of manufacturers have nevertheless had a decidedly shrinking tendency. Well-known brands still command a reasonably good figure, outside these fancy goods are sold absurdly low, some manufacturers being content with 3d. a box profit, doubtless due to the ever-pushing foreigner.

BROKERS.—Brokers in the tobacco trade are now defunct whatever they may have been in the past, their place has been absorbed by the tobacco merchant.

LEON MARCUS

AND CO.'S

"SUPERB"

CIGARETTES.

TELEGRAMS:

"Cigarettes, Manchester."

MANCHESTER: West End Cigarette Factory.

LONDON: Office & Sale Room, 2, Aldermanbury, E.C.

NORWICH: Office & Sale Room, 6, Davey Place.

National Telephone—2767.

The Cigarette World.

ADVERTISEMENTS.

Advertisements should be pictorial if possible, and embody original ideas. The managers will gladly submit both ideas and rough sketches FREE of cost to advertisers.

You see this?

Aim to infuse individuality in your advertisements. Whether an advertisement be large or small, it ought to possess some distinctive characteristic. ILLUSTRATE your advertisements whenever possible. A PICTURE ATTRACTS THE EYE. While the attention is attracted the story is told and the impression made.—ANGUS MACDONALD.

NOTICE.—Advertisements and Alterations of same, must reach the Offices—158, Strand, by the 8th of the month.

For Tariff See Adjoining Column.

Advertisement Tariff.

	ORDINARY PAGES. <i>i.e.—at either end of the Journal.</i>	FACING READING MATTER
Whole Page	2 10 0 per insertion.	3 0 0 per insertion.
Half Page	1 10 0 "	1 15 0 "
Quarter	1 0 0 "	1 5 0 "
One Eighth	0 14 0 "	0 18 0 "
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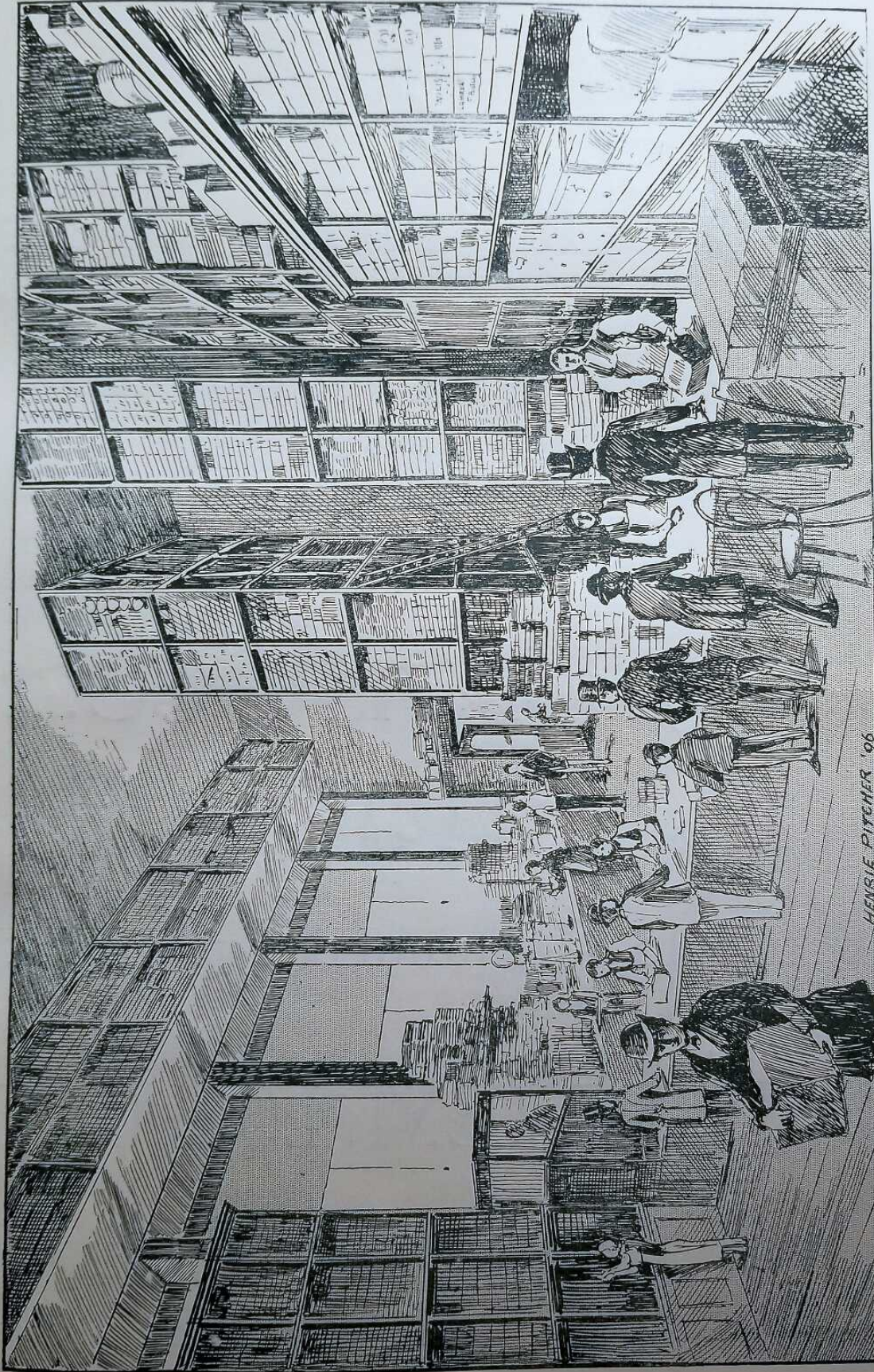
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