

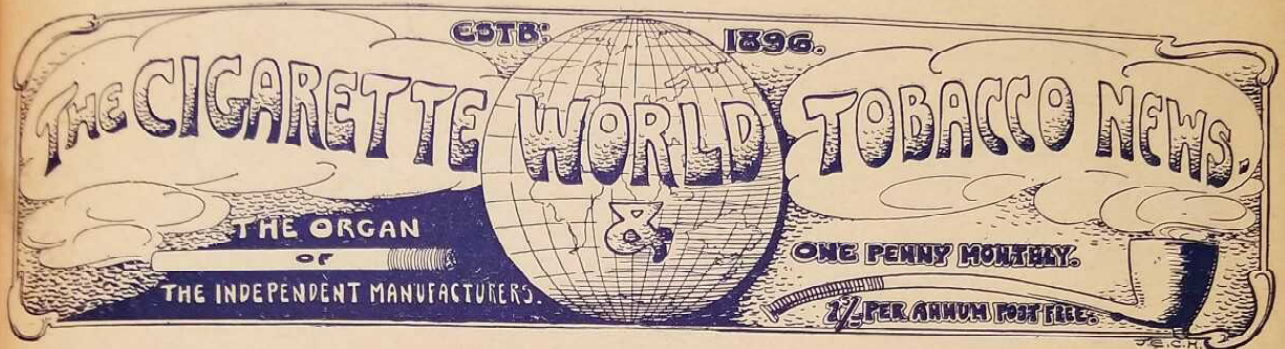
VOL. XIII., No. 10, OCTOBER, 1908.

Park Drive Cigarettes

A Huge Success!

Splendid Value—10 for 2d.—Strong Advertising—Good Profits.

GALLAGHER LTD.—THE INDEPENDENT FIRM—BELFAST AND LONDON



Published on the 1st of every Month.

WRITE TO
112, Commercial Street, London, E.

FOR

GODFREY PHILLIPS & SONS

LATEST PRICES OF

Tobaccos & Cigarettes,

IN PACKETS AND BY WEIGHT.

Royal Navy
(Jamavana) Blend.

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

The Tobacco used for this Brand is of the same growths and similar in Blend to that manufactured by us for the Admiralty for the use of H.M. Navy.

COHEN, WEENEN & CO., London, E.

MURATTI'S CIGARETTES

are worth the special attention of all progressive tobacconists. They are **extensively advertised**, and as the demand is increasing daily, and the margin of profit is **highly remunerative** to the retailer, they are essentially the goods to stock. Liberal supplies of artistic advertising matter sent free on application.

LEADING BRANDS:

ARISTON

(PURE DUBEC).

NEB-KA

(FINEST TURKISH).

SOLE MANUFACTURERS:

B. MURATTI, SONS & CO. LTD., MANCHESTER.
LONDON: 88, Gracechurch St., E.C.

FRANCO-BRITISH EXHIBITION: Kiosk No. 95.
ELITE GARDENS: Close to Band Stand.

FOR 

Asthore Cigarettes

APPLY TO

J. H. CUSTANCE,

Sole Agent for the United Kingdom.

Putney, S.W.

CHORLEY & PICKERSGILL, LTD.,

— The Electric Press, LEEDS. —

Artistic Printers

BY ALL PROCESSES.

CHROMO LITHOGRAPHERS. :
DESIGNERS AND PRINTERS
OF SHOW CARDS & POSTERS.
STATIONERS AND ACCOUNT
BOOK MANUFACTURERS. : :

Specialities :—

Catalogues, High-class Publications for Railway Companies,
Reproductions of all descriptions by the Three-Colour
Process.

Telegrams :

"Electrical, Leeds."



Telephones :

277 & 1586 Central.

LONDON

OFFICE :

Amberley House,
Norfolk Street,
Strand, W.C.

Telegrams :

"Limitless, London."

Telephone :

6595 Gerrard.



IMPORTANT !

Murray, Sons & Co., Ltd., are now manufacturing "Front-Bench" Cigarettes in a medium strength, in addition to the mild which have already proved so great a success.

FRONT-BENCH MILD & MEDIUM

Write for prices and particulars of new strength.

MURRAY, SONS & CO., LTD., BELFAST.

Talbot St., DUBLIN; Glassford St., GLASGOW.

NEXT MONTH.

**Free Insurance
Against Fatal Railway
Accidents for £250.**

OUR
S
With
14
Less
ST
W
M
B.M

OUR LATEST SUCCESS.

SWEET
GRAPES

5 a 1^d

With Coupon for Presents.

PRICE
14s. per 1,000.
Less Discount according to
Quantity.

STOCKED BY ALL
WHOLESALEERS.

Manufactured by
B. MORRIS & SONS, LTD.
LONDON, E.

40% PROFIT.

DONORE CASTLE

CIGARETTES, 8d. per oz.,

Yield 40% on List.

ADVERTISING MATTER SUPPLIED.

Write for List, Dept. C,

**T. P. & R. GOODBODY,
DUBLIN,**

Who are not connected with any
Trust or Combine.

The Cigarette World AND TOBACCO NEWS.

OCTOBER 5th, 1908.

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

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

The Editor will be pleased to consider any articles which may be submitted on subjects of interest to the Trade. Prompt payment will be made for those accepted. MSS. must be clearly written on one side of the paper only, and stamps should be enclosed for their return in case of rejection. Back numbers not 6 months old can be supplied at 3d. each, post free; over 6 months old, 6d. each, post free; back numbers before 1907, 1/-, post free.

Advertisements of which proofs are required should reach us on the 23rd of the month; samples can be dealt with up to the 25th.

HOW RETAILERS SHOULD ADVERTISE.



THE number of suggestions as to how he should advertise, put before the retailer is fairly bewildering. We are therefore not surprised that very often he does not trouble his head about any of them, and carries on his business according to his lights. Nevertheless, we propose to offer a few suggestions which may be found helpful, because it is quite certain that time and thought given to this subject are not wasted, since in these days of frenzied competition advertising has become an absolute necessity. First of all with regard to window-dressing. It should be realised that if you do not properly utilise your window, you are not getting value for the rent you pay. Secondly, an artistically dressed window is the very best advertisement you can have, for it causes the passer-by to stop and admire, and this is the first step to induce him to enter and purchase. Avoid the mistake, so often made, of over-crowding. It frequently happens that a shop

"NATIONAL SHAG," PACKED IN 1/32, 1/16, 4s. 6d. per lb.—THE PRIZE MEDAL SHAG FOR QUALITY.
W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.

ESTABLISHED 150 YEARS.

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

.....

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

.....

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

WRITE FOR PRICE LISTS AND TERMS:

45, MINORIES, LONDON, E.

window is so crowded with a bewildering quantity of articles that the eyes of the public are confused, and the whole effect aimed at is spoiled.

Next let the retailer note that advertising, to be successful, must be varied. He will find it a good plan to use the middle of his window for one special line at a time, and to vary that line as often as possible. Again, if he is in a crowded thoroughfare, he will often find it useful to have some automatic toy or interesting novelty in his window, so as to cause people to stop in front of it. With regard to the actual grouping of the various brands, this is a question of taste, and requires a good eye for colour, but unhappily it is extremely difficult, if not impossible, to learn how to blend colours harmoniously, it really is a sort of instinct. Ladies are naturally much better at this class of work than men; indeed, some of them earn large incomes by dressing the windows of various shops in fashionable thoroughfares. The retailer cannot afford to pay these high prices, but he will get valuable help from his women folk.

In laying out your window display remember that the top of the window is important. Very often the lower portion of the window has most attention given to it, because the passer-by sees it best, but this leaves out of sight the fact that the man on the outer edge of the sidewalk may have his attention attracted by the upper part of the window quicker than by the lower part, and this will be especially the case if the sidewalk is crowded, because then the lower part will be more or less hidden from his view. Moreover, this way of dressing a window causes the whole, as seen at a little distance, to look unfinished and incomplete. The upper part should be just as carefully dressed as the lower, and, moreover, should have one or two striking features which can be seen from some distance. There can be no doubt that a properly dressed window is more efficacious than any other means of advertising, though of course the up-to-date tobacconist will not depend upon his window alone.

Many people neither read newspaper advertisements nor worry about them, but everybody passes through the streets, and the shopkeepers who display their goods best are bound to get a large percentage of casual trade.

A great deal of money is wasted by shopkeepers in circulating handbills. We have ourselves often seen many hundreds of such handbills thrown upon the railway line, so as to save the boys who are employed to distribute them the trouble of going from house to house. Even when this class of advertising is delivered it is of little value, and, being printed upon cheap paper, is not likely to attract attention. It is far better to send advertising matter by post, and it is best to print what you have to say in the best possible style on good paper, and send it with a penny stamp, because many letters with a halfpenny stamp are never opened at all. If you have a really good line of cigarettes or a special mixture you are anxious to push, it will pay you to send samples to a select list of people living in houses at a good rent, but this sort of advertising requires a good deal of discretion, as well as special know-

ledge of the locality. It would be obviously useless for a beginner in the trade to attempt it. Do not despise the local paper; the charges are generally very moderate, and an occasional box of cigarettes will hardly bring you within the law against commission, and will cause the editorial mind to be more favourably disposed when he is writing a description of your Christmas display.

Very often when times are bad and returns poor the retailer economises by discontinuing his advertising. This is a fatal error, and though it requires a good deal of moral courage to continue to spend money when profits are low, the retailer should persevere, as without advertising he will find that his returns will continue to decrease. The remedy is not to discontinue advertising, but to overhaul your advertisements, and see whether you are getting full value for your money, and if you are satisfied that you are not, then you may safely come to the conclusion that you are not using the best methods, and you should try to approach the public in a different way. In short, you have been blazing away at the target without even scoring an "outer." You must therefore have your rifle put in order, and buy better ammunition, and then you may score a bull's-eye. The following remarks which are quoted from "Profitable Advertising" may also be borne in mind with advantage:—

"Advertising is more of a personal proposition than any other business. The advertisement that does not seek the personal note fails in its most important element, neglects its greatest particular. It is the problem of problems in advertising, this question of how to get personal flavour.

"The advertiser ought to know the whole value and type about the mediums he is to use, all that is possible about the people he wishes to interest, and certainly all about the goods he has to advertise. This may be trite to many advertisers, but it is not to all. Many advertisers are advertising goods that they do not know, to people that they do not study, in mediums they are not well acquainted with."

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Last month we promised our readers that they would find the next issue considerably improved, and we are glad to note that our efforts in this direction have been appreciated. We thank those readers who have written to express their satisfaction, and we would ask of them in return to kindly do their utmost to make our journal known amongst their friends. With regard to this month's issue, we would specially call the attention of every one of our readers to the important article entitled "Practical Hints on Fire Insurance." This is a subject on which, unhappily, about 95 per cent. of insurers are almost completely ignorant, and we are satisfied that the advice given is of the utmost importance, and if taken, may avert very serious consequences. Under the pseudonym of "Old Stager" an expert of many years' standing has contributed an article entitled "Hints on Opening a Tobacconist's Shop," and this we recommend to the careful attention of all beginners. As to the future, we have great pleasure in announcing that, beginning with the November number,

"NATIONAL WEIGHTS," 5 FOR 1d., WITH COUPONS, 3s. 2d. PER BOX. SELLING WELL EVERYWHERE. CUSTOMERS PLEASSED. RETAILERS PLEASSED.—W. T. OSBORNE & CO., 47, BLACKFRIARS RD., LONDON, S.E.

our readers will be insured for £250 against fatal accidents by train, public omnibus, tramcar, or cab. This policy is undertaken by the Ocean Accident Guarantee Corporation Ltd., Moorgate Street, London, E.C., who are alone liable in respect of it. In these days everybody is liable to fatal accidents, and the wise man would willingly pay a premium to a company for protection. Readers of this journal have nothing to pay, and therefore it would be an act of folly on their part to fail to carry out the simple conditions required. We are giving our readers a valuable privilege, and we hope that they will see to it that they carry out the conditions strictly, otherwise no claim can be allowed. It must be noted that the coupon must not be detached from the paper, and it must be signed in every case.

Subscribers should observe that they must sign the coupon just in the same way as ordinary purchasers. We would point out to our advertisers that this privilege will also be of great value to them, as it will ensure the preservation of the journal until the next issue. In conclusion, we would merely observe that we contemplate further improvements, and that if independent manufacturers will give us that support to which we are entitled, there is hardly any limit to the future development of this journal.

TURKISH TOBACCO.

SEPTEMBER first was the anniversary of the Sultan's accession to the throne, and there has been some discussion as to whether the Young Turks desire to demonstrate their loyalty, or prefer to pass over in silence a date that is of doubtful associations. The croakers, however, were wrong, for the celebration was much as usual, beginning with an official reception at the Konak, where the Governor received the military and civil authorities as well as the British officers attached to the local gendarmerie.

The ships in harbour displayed bunting, there were many flags flying in the streets, barracks and other public buildings were decorated with green branches, and the lamps for the evening's illuminations were duly hung out. All was decorous and in accordance with custom, but there was a marked lack of enthusiasm.

Cavalla, however, is not a good place to judge popular feeling. It is, first and foremost, a business town, and the autumn is the busiest time of the year. It is the centre of the tobacco trade, and is said last year to have done business of over one million pounds sterling. Since my last visit twelve years ago, the new town has grown beyond recognition. What were then the brown hill sides of the suburbs are now covered with large storehouses and packing factories, surrounded by well-to-do villas with an outer fringe of smaller houses.

The people are very proud of their progress, and have no mean opinion of their town, which now boasts an electric light installation—a great novelty in Turkey.

TOBACCO TRADE.

The tobacco comes from the Drama country—especially from the plain of Philippi—and some of the best from the valley of the Nestus. So great is the demand that vineyards have been uprooted, and cotton has ceased to be cultivated on every patch where the fragrant leaf will grow.

The whole country is given up to planting, and there has been a great influx of workers, mostly gipsies, from outside. In Cavalla alone there are said to be about 9,000 women and girls engaged in packing the bales for export.

This great demand is largely due to the competition of various international firms. Formerly the Regie, as representing the monopoly, took the crop, then the Salonica merchants came in, followed by an English firm. Then the Germans and Austrians established depots, and finally the American Tobacco Company entered on the scene. The first year of the American Company's work is known locally as "the mad year," for they gave higher prices than anyone else, and made the fortunes of many of the local landlords. The prices have not been maintained at the "mad" level, but they show a tendency to rise, as the cost of production steadily becomes greater.

There is no part of Turkey, and there are few places in Europe, where there is such a demand for labour. Wages are also high, and the cost of living is about the same as in country towns in England. It is said that there is not a soul out of work, and there are no poor.

The larger proprietors are building villas for themselves at Cavalla, and large houses in the country, and the whole district bears the air of prosperity.

GREEK V. JEW.

This great expansion has been the work of the Jews, for whatever may be the nationality of the company, or firm, the moving spirit and director is invariably a Jew. This Jewish conquest radiates from Salonica, where the family of Allatini have established a bank, a brewery, and flour mills, and have spread their products far and wide by the agency of the Commercial Company of Salonica. The Allatini companies command almost every market in the province, and even further afield. They are army contractors, and it is commonly said that the Turks cannot go to war if the Allatinis are unwilling.

The Greeks have tried in vain to challenge supremacy of the Jew by organising boycotts and strikes, but so far they have been worsted, and their competitors have become stronger.

It is no doubt largely a matter of race, but it is also the result of superior education. The Jew does not busy himself with politics, and spares no sacrifice to become a master of languages and a specialist in business methods. He has his reward, for while the Greek is wasting his energies devising new methods of getting the better of his customers, the Jew goes on the old-fashioned lines of supplying them with what they want at a reasonable price. He does not desire to organise "secret" committees for the expulsion of Bulgarians and the conversion of all Christians to the rule of the Patriarch; he has no propaganda, and is prepared to deal with all races.

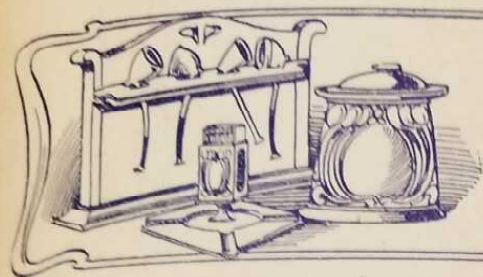
It is remarkable that during all the excitement of the new regime, when Greeks and Bulgarians have been eager to state what they regard as their just rights, the Jews of Salonica, though they are two-thirds of the population, have remained silent. It is generally believed that they will support the Young Turks, provided always that the Young Turks can give a strong government, for the Jew is always on the side of a firm ruler.—*Sheffield Daily Telegraph.*

MISCELLANEOUS.

The owner of the Patent No. 1328/06, relating to Cigarette Wrapper Charging Machines wishes to negotiate with manufacturers and users with a view of granting licenses under it on reasonable terms.

For information apply Messrs. Lloyd, Wise & Co., Chartered Patent Agents, 46, Lincoln's Inn Fields, London, W.C.

W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.—THE BEST HOUSE FOR MIXED PARCELS. SEND FOR PRICE LIST.



Smoking Mixture.

FIFTY-FIVE BILLION CIGARETTES.—Statistics issued as to the consumption of cigarettes in the United States show an enormous increase on previous figures. During the past 12 months no fewer than 55,402,336,113 cigarettes were smoked in the United States. It is added that the number of smokers is 25,000,000, so that there are 2,216 cigarettes credited to every smoker.

INCREASING USE OF TOBACCO.—An official report on the consumption of tobacco in the United States says that during the past year there was an increase of 315,000,000 cigars, 256,000,000 small cigars, 1,374,000,000 cigarettes, 14,000,000 pounds of smoking and chewing tobacco, and 700,000 pounds of snuff. The consumption in Great Britain increased by more than 5,000,000 pounds.

STABBED FOR A CIGARETTE.—"Give me a cigarette," demanded an apache, who rushed into a café in the Rue du Moulinet, Paris, where three workmen were quietly playing cards. The workmen declined to accede to the rough's request, whereupon he used threats. He was joined by confederates, and the party left the café. The workmen played on, and towards midnight left for their homes. But the ruffians were waiting for them, and one went up to the workman who had pointedly refused a cigarette and stabbed him to the heart. The man was removed to the Cochin Hospital in a dying condition. Detectives now set out in search of the apaches, and ultimately tracked two of them to a house in the Rue du Moulinet. A blood-stained knife was found in the possession of one of the men. He confessed his crime, and was taken to the lock-up.

A VERY OLD TRICK.—An amusing story comes from Vincennes. Two incorrigibles named Gaston Biron and Jules Retout adopted a simple plan for making money. While Retout kept watch, Biron sold packets of cigarette papers, but they were not ordinary papers. "These cigarette papers," said Biron, "are worth a halfpenny; I sell them for a penny but they are surprise packets. They contain gifts of a halfpenny, three farthings, or a penny. Who will take a chance?" A small boy purchased several packets and gained something on each packet. Then older and more sensible people were unable to pass by such an easy way of getting money, and they also purchased. But when they opened their packets they only found a slip of paper on which was written "No prize." The sequel was that the two men were taken before the magistrate on the charge of fraud, and sent to prison, Biron for ten days and Retout for twenty days, the latter having the worse record.

TOBACCO AND THE CHURCH.—With reference to the establishment of that American men's church where smoking is encouraged, says the *Westminster Gazette*, it may be recalled that on its introduction tobacco and the clergy were not antagonistic. In the seventeenth century, however, attempts were made to stop smoking in churches. The Cambridge authorities, for instance, proclaimed "that no graduate, schollar, or student of this Universitie presume to take tobacco in St. Mary's Church upon payne of final expelling the Universitie." In the New England States, too, where the Puritan was wont to digest the sermon with a pipe, it was ordered that any person found smoking on

the Lord's Day "within two miles of the meeting-house shall pay twelve pence." After this snuff-taking became so general that Pope Urban VIII. issued a Bull deploring the general use of the herb, even by priests, in churches, and ordering that it "be not taken in any shape or form whatsoever." And, as regards smoking in church and snuff-taking in general, a good order too!

APPLES AND CIGARS.—"Why do I keep apples in my desk drawer with my cigars?" said an elderly London stockbroker with novel ideas. "Because it gives them a fine and distinctive flavour, and also imparts just sufficient moisture to keep the cigars in excellent condition. I discovered the thing quite accidentally. I am fond of apples, you know, and like to keep some on my desk for a nibble or two occasionally. Generally I kept the fruit on top of my desk, but one day the dust was so bad that I resolved to place the apples in a drawer. There wasn't a drawer sufficiently empty for the apples except one in which I had cigars. It didn't look like a good combination—apples and cigars—but into the drawer went the apples. A couple of hours later I felt the need of a smoke. The delicious flavour the cigar had surprised me. It was of a make I had been smoking for years, but I never had noticed the flavour before, and I enjoyed the smoke so much that I indulged in another from the same drawer. The result was the same, and then the presence of the apples with the cigars suggested a solution of the mystery."

VON MOLTKE'S CIGAR.—When on a visit to Germany in 1867 Mr. Carl Schurz had a long talk with Bismarck, in the course of which the Chancellor spoke of the Austrian war of the year before. Bismarck had been greatly impressed by Von Moltke's coolness, particularly during the "anxious moment" in the decisive battle of Königgrätz, when they were waiting for the Crown Prince to come up in the rear of the Austrians. Mr. Schurz relates a typical incident in the August number of *McClure's Magazine*:—"It was an anxious moment, a moment on the decision of which the fate of empire depended. What would have become of us if we had lost that battle? Squadrons of cavalry, all mixed up, hussars, dragoons, Uhlans, were streaming by the spot where the king, Moltke, and myself stood, and although we had calculated that the Crown Prince might long have appeared behind the Austrian rear, no sign of the Crown Prince! Things began to look ominous. I confess I felt not a little nervous. I looked at Moltke, who sat quietly on his horse and did not seem to be disturbed by what was going on around us. I thought I would test whether he was really as calm as he appeared. I rode up to him and asked him whether I might offer him a cigar, since I noticed he was not smoking. He replied that he would be glad if I had one to spare. I presented to him my open case in which there were only two cigars, one a very good Havana, and the other of rather poor quality. Moltke looked at them and even handled them with great attention, in order to ascertain their relative value, and then with slow deliberation chose the Havana. 'Very good,' he said, composedly. This assured me very much. I thought if Moltke can bestow so much time and attention upon the choice between two cigars things cannot be very bad." Only a few minutes later the guns of the Crown Prince were heard, and the Austrian positions were abandoned one after the other.—*T.P.'s Weekly*.



Trade News and Notes.

CENTENARIAN'S TOBACCO.—Robert Chedgley, who has resided in the same house in the parish of Williton for upwards of sixty years, has just attained his hundredth birthday. Chedgley, who only gave up work four years ago, never smokes less than two ounces of tobacco a week.

UNPROFITABLE SMUGGLING.—A passenger by the Calais steamer *Nord*, arriving at Dover last month, found to his cost the advisability of declaring contraband goods rather than of attempting to smuggle them. Noticing the man looking unusually bulky, the Customs officer was not satisfied with his denial that he had anything contraband, and requested him to step into the searching room. Here the passenger was found to have concealed in his clothing three boxes of cigars and a pound of tobacco and cigarettes. He was allowed to go on paying treble duty of over £6 and forfeiting the goods.

JUVENILE SMOKING.—A curious experiment is being made in Ghent for the suppression of juvenile smoking, which has, it is said, assumed very grave proportions all over Belgium. The local authorities, for the assistance of indigent families, have decided to refuse, or at any rate to reduce, the relief allowed to them in cases where it is known that parents permit their children to run wild and to acquire the pernicious smoking habit. It is hoped by this means to bring fathers and mothers to a proper sense of their responsibilities in regard to their offspring. There is a good deal to be said in favour of this project. If there was more parental supervision there would be a great deal less juvenile smoking. And the lack of this supervision is visible in other directions than the prevalence of this habit. In regard to juvenile delinquencies, the perpetual cry is—"If you fine the boy you punish the parent." True; but in a large majority of cases it is on the parents that the penalty ought really to fall.

EDICT AGAINST OPIUM.—The recent revelations concerning opium smoking among naval and military officers at the great ports have drawn attention to the opium dens in Paris. Up till now there have been no laws regulating the sale of opium. None was considered necessary, as the drug was only put to therapeutic uses. Now, however, in the interests of public health, the Ministry of the Interior is dealing with the subject. A decree regulating the sale of opium has been drawn up. Various bodies have been consulted, including the Superior Council of Hygiene and the State Council, and an understanding has been come to. It is expected that an edict against the drug will be issued shortly. Over a year ago the Ministry of Marine took steps to prevent the opium habit spreading among officers. But the measures could only be put into operation on board warships. They did not touch opium

smokers when they were off duty. Now, however, it has been decided to deal with opium dens and with those who furnish the drug. It is pointed out that it will be extremely difficult to get at opium smokers, since many of those addicted to the habit have curious hiding-places for the drug.

The offices of the Imperial Ottoman Tobacco Régie have been removed from Bevis Marks to 152-158, Wardour Street, W.

Fires.

TOBACCO PIPE WORKS GUTTED.—A serious fire broke out on September 21st at the Coatbridge Pipeclay Works, Stobcross Street, owned and occupied by Mr. John Graven, tobacco pipe manufacturer. When the works were closed at six o'clock everything appeared to be all right. While the family were at tea flames were observed piercing the roof above the ovens and drying kilns. The flames spread with great rapidity, and were fed by a good supply of oil used for an oil engine. Mr. Graven's dwelling-house situated close by was also involved, and in a short time the entire buildings were gutted.

Foreign.

SAMPLES OF TOBACCO SEEDS FROM SMYRNA.—The Acting British Consul-General at Smyrna (Mr. C. E. Heathcote Smith) has forwarded samples of the seeds

of the tobacco grown in that district, together with a report on its cultivation. The samples and report may be examined by British traders interested on application at the Commercial Intelligence Branch of the Board of Trade, 73, Basinghall Street, London, E.C.

TOBACCO TRADE IN GERMANY.—H.M. Consul at Stettin (Mr. R. Bernal), in his report on the trade of Pomerania for the year 1907, recently published by the Foreign Office (*Annual Series* No. 4,095), states that the importation of British as well as all other foreign cigarettes and tobaccos received a severe check through the "Zigarettensteuergesetz" (Cigarette Duty Act) of June 3rd, 1906 (noted in the *Board of Trade Journal* of 26th July, 1906, pp. 162-4). According to this Act all fine-cut tobacco costing retail more than 3 marks per kilo. (3s. per 2-204 lbs.) is considered to be cigarette tobacco, and all tobacco of a breadth ("Schnittbreite") of 2 mm. (about $\frac{5}{16}$ inch) or less is considered to be fine-cut tobacco. The duty on fine-cut tobacco has been raised from 180 to 700 marks per 100 kilos. (£4 11s. 6d. to £17 15s. 8d. per cwt.), and in addition there is now a consumption duty (varying with

CONNOISSEURS SMOKE

TEOFANI'S

HIGH-CLASS CIGARETTES. LTD.

PURVEYORS TO HIS HIGHNESS



THE KHEDIVE OF EGYPT.

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

FROM ALL WHOLESALE HOUSES, OR FROM

TEOFANI & CO. Ltd., LONDON.

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

LINES THAT SELL:—"NILO" EGYPTIAN BLEND CIGARETTES, 5s. 6d. lb.; "GOOD TACK" (32), 3s. 6d. lb.; "SPECIAL STRAIGHT CUT, No. 5," 5s. 6d. lb.; "LOLAH" TURKISH CIGARETTES, 5s. 6d. lb.; "DOTS" VIRGINIA (40), 5s. 6d. lb.—W. T. OSBORNE & CO., 47, BLACKFRIARS ROAD, LONDON, S.E.

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the retail price of tobacco), which may be taken to be 10d. per lb. on ordinary and 1s. 6d. per lb. on higher qualities, such as those of the various British firms in demand at Sterin. The Consul thinks that these particulars respecting the coarseness of tobaccos that are still admitted at the former rate of 180 marks may have escaped the notice of interested persons, and adds that it is therefore possible to avoid the higher import duty and also the consumption duty by exporting to Germany tobaccos exceeding 2 mm. in breadth. This opportunity, he says, may enable British manufacturers to regain a part of the trade now lost to them.

EGYPTIAN CIGARETTE TRADE.—According to the Custom House export returns, the cigarette trade of Egypt continues to diminish in disquieting proportions. Up to the year 1905 the trade in cigarettes with foreign countries developed progressively, but since then it has shown a downward tendency. Last year cigarettes were exported to the amount of 1,084,674 lbs., equivalent to about 357,700,000 cigarettes, against 1,300,727 lbs., equal to about 420,000,000 cigarettes, in 1906. The German tariff law, which came into effect in 1906, is, of course, responsible for a large part of the shrinkage, Germany being Egypt's best customer for cigarettes. Mr. S. Ch. Chevrier, manager of the "Le Khedive" cigarette manufactory, in a letter to an Egyptian contemporary, expresses the opinion that the reasons for this "disastrous situation" must be sought elsewhere. They are of an economic order. "Abroad," he comments bitterly, "the various Governments know how to protect their national industries, but here (in Egypt) we do not get sufficient assistance." Mr. Chevrier, it may be remarked, does not offer any suggestion as to how the Government might lend its aid, but in view of the fact that Egypt has so few industries to boast of, the *Anglo-Egyptian Mail* is inclined to support him in his contention that some action might be taken by the Government to prevent the cigarette industry from dwindling away to insignificant proportions. In the *Mail's* opinion the diminished demand for the Egyptian cigarette in England at any rate—is due to the increasing competition of the cheaper home-made article, that is, so-called Egyptian cigarettes made from Turkish tobacco in England.

TURKISH TOBACCO REGIE.—The annual general meeting of the Ottoman Tobacco Regie was held on September 23rd, when the following figures were announced in the report:—

Total receipts for year ending Feb. 29th, 1908	£T2,660,895
Total expenditure	2,146,864

Profit £T514,030

This surplus will be divided as follows:—

Statutory interest, 8 per cent. ..	£T140,800
Founders' shares, 5 per cent. ..	18,661
Government, 30 per cent. ..	106,371
Public Debt, 35 per cent. ..	124,099
Shareholders, 35 per cent. ..	124,099

The share that the Government gets from the Regie this year amounts therefore to:—

Fixed annual charge	£T750,000
30 per cent. of surplus, as above ..	106,371
35 per cent. paid to Public Debt ..	124,099

Total £T980,470

PRUSSIAN AMBER PRODUCTION.—The results of the amber production in Prussia—now a Government monopoly—are published for the year 1906. The yield in cash was 4,476,363 marks, and the expenses of operation were 2,916,000 marks. Thus there was a profit of 1,560,363 marks. This is more than was anticipated in the estimates, and was 437,206 marks more than the net yield in 1905. The working was rather expensive, but, on the other hand, borings show that the blue ground that yields the amber is more extensive than was thought to be the case when the

Government bought the business, which lies in the neighbourhood of Königsberg. The Government is going to pay special attention now to the manufacture of compressed amber. The quantity of crude amber produced in 1906 was 379 tons, against 391 tons in 1905. The number of hands employed was 844 men and 268 women; but the business was crippled for want of labour. Plenty of orders come in, but the scarcity of labour in the late good times caused a reduction rather than the intended increase in the number of hands at the disposal of those in charge of the operations.

EXPORTS OF CIGARS FROM HAVANA.—The following figures, showing the number of cigars exported from Havana during the second fortnight in August, are taken from official records:—

CIGARS.		CIGARS.	
England	4,166,040	France	535,850
United States ..	2,270,611	Gibraltar	16,000
Australia	108,725	Corea	1,500
Germany	2,125,877	Switzerland
Canada	312,250	Dutch Indies
Chile	88,750	British Indies ..	5,500
Argentine Republic	99,030	French Indies ..	2,000
Auckland	6,000	Denmark	20,500
Austria	3,500	Holland	27,500
Canary Islands ..	25,500	Italy	19,425
Uruguay	30,677		
Belgium	8,000	Total	10,533,800
Peru	4,000	Previously	
Egypt	8,000	reported	111,652,415
Spain	543,065		
Portugal	Total, Jan. 1st	
Venezuela	2,500	to August	
British Africa ..	42,000	31st	122,186,215
Columbia	Total corre-	
Bolivia	sponding	
Costa Rica	period in	
Ecuador	1907	88,804,996
Brazil	44,500		
British China ..	16,500	Increase in	
Guatemala	1908	33,381,219

Police.

SOLDIERS CHARGED WITH SHOPBREAKING.—William Irvine (20) and James Cain (20) were charged at the Newcastle Police Court on September 22nd with having broken into and entered the tobacconist's shop, 17, Grainger Street, at 12.30 a.m. on September 22nd, and having stolen a box of cigarettes and other articles of the value of 4s. 2d., the property of Edward Newbegin. The police applied for a remand for a week, it being stated that prisoners were soldiers on furlough, and residing at Jarrow. P.C. Borrow stated that about 12.40 that morning he was in Grainger Street when he heard a smashing of glass, and on looking along the street he saw the two prisoners standing near the tobacconist's shop. When witness got up to the prisoners Cain was pulling his right leg out of the window. P.C. Thomson came up, and they conveyed the prisoners to the police station. Witness charged them, and they replied, "We are guilty. It was a clean cop." The prisoners were remanded for a week.

EXCISE PROSECUTIONS.—Robert Eaton, a young man living at Courtenay Place, was summoned at the instance of the Excise authorities for selling tobacco without having a licence in force. Mr. C. Simpson, who prosecuted, said that the defendant was the manager of a coffee-stall owned by his father, who prior to 1907 held a licence to sell tobacco. On the early morning of June 15th the defendant was seen to sell both cigarettes and tobacco, and when asked for his licence he said he had not got one. The defendant, who pleaded guilty, was told that he

was liable to a penalty of £100. He was ordered to pay a fine of 20s. and 4s. costs.—Grace Lee, a married woman, of South Grove, Walthamstow, was summoned for a similar offence. Mr. Lee, it appeared, held a licence to sell tobacco at his shop, but the defendant sold tobacco at a coffee-stall which was not licensed. The defendant, who pleaded that she thought she could sell at the stall, was fined 20s. and 4s. costs.

RAID ON A NORWICH TOBACCO SHOP.—At Norwich last month Albert Blockwell, labourer, Lewis Street, and William Henry Harvey, labourer, Seven Stars Yard, Barrack Street, were committed for trial for burglariously breaking into a tobacco shop kept by Emma Lemmon in Palace Street, during the temporary absence of the occupier, and stealing a quantity of cigars and tobacco, of the value of £1 7s. 10d., 9s. in money, and a silver locket and chain, value 5s., and twopence from a slot gas-meter, which had been broken open. They were also committed on a second charge of stealing four live fowls, value 11s., the property of William Bartram, Ninham Street, from a shed on prosecutor's allotment at Lakenham. Arising out of these offences, Arthur William Nicholls (22), labourer, Greyhound Yard, Ber Street, was charged with assaulting the police.—Detective Fish said that when he was assisting in the removal of the other prisoners to the lock-up, Nicholls' brother obstructed him in such a way that he had to twice break his hold of one of the men. Then Nicholls' brother drew a revolver and threatened prosecutor, who, while endeavouring to draw his staff, received a blow on the jaw which knocked out three of his teeth. Just after this Nicholls struck him on the temple, and he fell to the ground unconscious.—The Bench said the case was a serious one, and sentenced Nicholls to two months' hard labour.

EXTENSIVE CITY THEFTS.—Before Mr. Alderman Johnston, Marks Bennett (75), dealer, of Poplars Road, Walthamstow, was charged with stealing nine silver cigarette cases and three silver cigarette boxes, valued at £12 10s., the property of Messrs. Arthur J. Zimmerman, Ltd., Birmingham, and Holborn Viaduct.—Mr. Albert B. Solomon, appearing for the prisoner, observed that his client was prepared to "take a certain course," and he hoped, therefore, that the case could be dealt with summarily.—Mr. Robert Humphreys, solicitor for the prosecution, asked for a remand, observing that it was a serious case, and Messrs. Zimmerman were in the dark up to the present as to how they had been robbed. In some way £100 worth of silver goods had been stolen from their stock. Of these, articles of the value of £12 10s. had been traced, and persons had come forward and said they had bought them of the prisoner. The accused had been seen more than once on the prosecutors' premises in the department from whence the property had been stolen. He was there as a customer. The question was,

did he snatch these goods during a moment when he was unobserved, or had he an accomplice in the prosecutors' employment? He (Mr. Humphreys) suggested that it was certainly a case in which further inquiries should be made. Evidence of arrest was given by Detective Betteridge, who said that the prisoner, in the first instance, denied that his name was Bennett. He afterwards admitted that it was, but he declined to answer further questions.—The Alderman ordered a remand, refusing to entertain an application for bail.

CURIOUS DEFENCE.—Morris Zains (46), a tobacco-nist, of Wardour Street, was charged on a warrant, before Mr. Mead, with having fraudulently converted to his own use £250 entrusted to him on behalf of Rosie Kashman. Mr. Barrington Matthews prosecuted, and Mr. H. Benjamin appeared for the defence.—Mr. Barrington Matthews said he only now proposed to prove the arrest, and having done that would ask for a remand.—Detective-sergeant West, C Division, deposed that he went that afternoon to the defendant's shop in Wardour Street in company with Detective-sergeant Grey. The defendant was there, and he told him he had a warrant for his arrest. Zains said, "Who granted it?" and witness replied "Mr. Mead, the magistrate at Marlborough Street," and read the warrant to him. When the warrant was read to him the accused merely said "All right." He then picked up a bag containing £35 in gold and tried to pass it to his wife, but the witness took possession of the money. He asked to be allowed to telephone to his solicitor, and he was permitted to do so. When searched the prisoner was found to have in his possession three cheques—one for £7 6s., one for £7, and one for £1 2s. He also had on him a paid cheque for £29, drawn on his own banking account, and a cheque book containing eleven blank cheques. Witness conveyed him to Marlborough Street Police Station, where he was formally charged.—Mr. Benjamin urged that the defendant should be discharged, as there was no case against

him disclosed in the "information" on which the warrant was granted. The money was deposited with the prisoner as bail in connection with bailing out a prisoner, Zains becoming the surety at the time. The money, he submitted, was in the circumstances irrecoverable, and there could be no conversion. There were cases to support his contention.—Mr. Mead said that would have to be proved, and the necessary authorities on whose decisions Mr. Benjamin relied would have to be referred to. If it were done with the view to aid the escape of an accused person—Mr. Benjamin (interrupting): That would be a criminal offence.—Mr. Mead said the argument could be carried further at the next hearing, but he was not in agreement as to there being no offence disclosed. He was of opinion that if the money were converted to the use of Zains there was an offence. The prisoner was remanded, bail being allowed in two sureties of £150 or one in £300.

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THIEVES AND RECEIVER. GATESHEAD GROCER FINED TWENTY POUNDS.—At the Newcastle Police Court last month, Alexander Barclay (21) and George Shotton (19) were charged with having stolen 7 lbs. of tobacco, valued at 41 ros. 1d., and William Mowbray Beckwith, grocer, Gateshead, was charged with having received the tobacco, well knowing it to have been stolen. Mr. W. H. Ord defended Beckwith.—George Beattie, a carrier, of Crawcrook, said that on August 25th a parcel of tobacco was stolen from his cart, and two youths stated that they saw Barclay take the parcel from the back of the cart and afterwards join Shotton.—P.C. Emrie stated that on August 28th, in company with Detective William Weatherstone, of Gateshead, he went to Beckwith's premises in Chandless Street, and asked if he had bought a parcel of tobacco from a youth named Barclay. Beckwith said "I know Barclay has been arrested for stealing tobacco, but I know nothing about it. I received nothing from him." Witness told him that Barclay had said that he sold the tobacco to him for 7s. 6d., and Beckwith replied, "Well, I admit Barclay and another man were in my shop on Tuesday night. I saw some tobacco sticking out of his (Barclay's) pocket, but he left none of it here." Witness returned to the shop later to get Beckwith's full name, and Beckwith then said, "I am in a funny position. I got some of that tobacco on Tuesday. I knew it was stolen, but I did not want to get the lads into any further trouble." Beckwith then produced 3 lbs. 10 ounces of tobacco, which had since been identified as similar to the tobacco stolen, and 1 lb. of tobacco, which had not been identified. He said, "This is the tobacco I got; I paid nothing for it." Detective Weatherstone corroborated.—Beckwith, on oath, said Barclay went into the shop whilst he was busy, and left the parcel on the counter. He expected Barclay would return for the parcel, but he did not know then that it had been stolen. He knew Barclay, who had previously left a parcel at his shop, to be called for. When the detectives called at his shop he was in a dilemma.—Barclay, who pleaded guilty, also gave evidence bearing out Beckwith's story. Barclay and Shotton were remanded in custody for the attendance of their fathers at court, and Beckwith was fined the maximum penalty of £20, Professor Page (Chairman) remarking that his offence was the worst because if there were no receivers there would be no thieves.

ALLEGED THEFT OF MONEY AND TOBACCO. CHARGE AGAINST A PAARDEBERG HERO DISMISSED.—Henry Fooks, a fish hawker, of Chard, who, it was stated, was in the battle of Paardeberg, was charged at Chard Petty Sessions on remand with stealing two florins, two half-ounces and one ounce of tobacco, the property of Esau Huish, of the King's Arms, Chard. Mr. C. F. Saunders, Crewkerne, appeared for the prosecution, and Mr. J. Trevor-Davies, Yeovil, was for the defence.—Mr. Saunders, having opened his case, called Miss Ethel Huish, who said she was in charge of her father's bar. Defendant came in on the day in question with a man called Bailey and asked for a pint of fourpenny, giving her twopence. Witness put them in the till behind the bar, and noticed there were two two-shilling pieces in it. Witness then went out into a private kitchen, leaving defendant there.

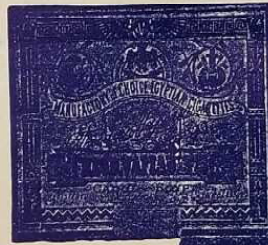
A boy came in for some cigarettes, and witness went to serve him. On putting the money in witness noticed two or three two-shilling pieces had gone from the silver till. A water-jug was on the counter, and the till was behind, and when she came back she noticed it was moved. Witness then asked defendant if her father or brother had been in the bar. He replied, "No, no one." Witness told him she had lost two or three two-shilling pieces from the till, and that if nobody had been in defendant must have taken them. Defendant replied he had not. Bailey then came in from the yard. Witness then went and saw her brother in the yard, and while there a customer came, whom she served with a glass of beer. While witness was drawing the beer Fooks and Bailey went out of the front door, and witness went after them, telling defendant he must have had the money because no one else had been in there. Defendant told her he had two or three two-shilling pieces, and witness said "I know that, because you have taken them from the till." Defendant denied taking them. Witness afterwards told her father. She afterwards missed some tobacco. When she returned to the bar she noticed that the tobacco was missing from the paper bag, which

was kept on a shelf under the counter. Later the defendant came back with P.-S. Broome to the house, when she made a statement to the sergeant similar to that she had now made to the Bench. She heard Fooks say that he was not short of two-shilling pieces.—By Mr. Trevor-Davies: She had been helping her father for five years. To get behind the counter from the bar a person must go through two doors or get over the counter. The private kitchen was a few yards from the bar. She could not see the bar from the kitchen. Bailey left the bar the same time as witness left, and came back again shortly after she had returned. Her father and brother could have gone into the bar without her knowing it. She did not hear defendant say "Well, if this is what they say about us we had better shift." Her father, in the presence of the sergeant, charged Fooks with stealing two florins from the till. Fooks replied he was innocent. Bailey was present at the time, and the police-sergeant asked him to produce his money.

He saw a shilling. Fooks produced the money he had in his pocket, but there was not a florin amongst them. She knew Fooks, and that he sold fruit. She would not be astonished if he had a florin or two in his pocket. Wills' tobacco was sold by many people in Chard, and defendant's sister also sold it. She did not know the tobacco produced was her father's, although she knew they had lost some. It might have been twenty minutes or half an hour after she had sold some of the tobacco. The bags were kept wide open. Her father, mother, and brother went into the bar besides herself. If her brother wanted any tobacco for anyone he had to pay for it. The packet of tobacco handed witness by Mr. Trevor-Davies was similar to that which her father sold, but she could not tell the difference between that and the tobacco which she missed. It was not the first time they had lost money there.—Mrs. Huish, next called, was sure there were two florins in the till, and Esau Huish said he took no money or tobacco from the bar between 1.30 and 3.30.—Cross-examined: He could not tell what silver was in the till when he left the bar.—Ernest Huish, son of the last witness, said he had


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Hints on Opening a Tobacconist's Shop.

By "OLD STAGER."



THE first important step after procuring the shop is to see that necessary and suitable fittings are put in, as the appearance of the shop, when finished, goes a long way to make a success or otherwise, as the great number of up-to-date shops in town and country testify. The fixtures or shelving is best made up in a nest to stand against the wall, but need not be fixed to the wall. A few nails in the floor are all that is necessary. The shelving should be three-quarter inches thick, and each compartment 15 by 30 by 12 inches. Edge paint to suit other furniture.

The window should be glass-cased so as to keep goods from dust; if gas is used, hanging lamps outside would be best.

Electric light is cleanest and best, moreover, since it does not injuriously affect goods, it is also cheapest.

Tobacco jars are very essential, as they keep the loose tobaccos in good condition and moist. Great care, however, is necessary in keeping them perfectly clean and sweet, and they ought to be washed out at least once a month. The earthenware jar is by far the best, and can be had in sizes to suit the requirements of all, and at prices according to the style, shape, or colour most favoured. Standard scales are mostly used, and recommended to beginners, as they permit of the free use of both hands, and this to anyone unacquainted with the work is of great assistance, leaving them free to handle the tobacco with more care, and with a minimum amount of loss in "smalls." Weights required are $\frac{1}{4}$, $\frac{1}{2}$, 1, 2, 4, and 8 ounce, and must in all cases bear the Government stamp and the local office nearest to the situation of the shop where they are being used, as weights stamped in one town are not allowed to be used in another.

Cigar cutters for counter use are in many patterns, but the ordinary three-hole, two round and a V cut, are the best, as some smokers prefer the latter, as when the cigar is dry the outer wrapper is inclined to break loose, and by using the V cut this is avoided. Keep the cutter as free from cigar ends as possible, as when full the user often finds himself with a broken cigar and a ruffled temper, when with a little care and forethought this could be avoided.

Wrapping papers for loose tobaccos are necessary, and at least four sizes are required, $\frac{1}{2}$, 1, 2, 4 ounce; these you should have printed with your full name and address, a smart design and a smart advertisement of some special line you are anxious to get the public to take up. Cigar and cigarette bags can be got up to suit on similar lines to the counter wrappers. Loose tobaccos are the greatest source of worry to the beginner, as the art of keeping them fresh is only to be learned by experience, and you cannot be too careful, or you will find that it is next to impossible to see any profit whatever, particularly when the sale is small. This is where the handy jar comes in. Never pack too tightly, and occasionally turn the tobacco out and give it an airing. When too dry a damp cloth (not wet) placed in the jar overnight will do wonders towards putting it right. Get your loose tobaccos daily if need be; buy in small quantities; your manufacturer or dealer will be only too glad to serve you in these keen days of competition with small quantities, as it is as much to his interest as to yours to have the goods sold with the best possible appearance and freshness. The lines to

stock are according to the locality of the shop, but most shops require mixtures to sell at 4d., 5d., and 6d. per ounce; dark shag, 4d.; light shag, 4d.; light returns, 4d.; dark returns, 4d.; cavendish, 4d.; dark and light navy cut, 4d.; dark and light flakes, 4d.; and the working man's shag and twist at 3d. per ounce. Packet tobaccos of all manufacturers may be asked for, and a small stock must be procured, as the day of proprietary goods is with us, and looks like staying. I should advise that the most advertised brands be stocked at the commencement, and a note kept of those inquired for by customers, and these may be procured when the demand warrants it. Care, again, must be used in the purchase of these goods, and small quantities must be the order of the day, at least until the requirements of the locality are fully known, as nothing so annoys a smoker as to get his favourite weed "off colour."

In buying fancy goods briar pipes are the most important items, and in selecting them taste and judgment are required. Shape, styles, and quality are necessary, and the inexperienced buyer must use great care, or he may be saddled with lifelong "shopkeepers." It were better should this happen to again place himself in the hands of a respectable dealer, who would not object to exchange unsuitable lines, provided they were in good condition.

The usual clasp or bag pouch at 6d. and 1s. each are always sellers. Rubber pouches are constantly in demand; the best sizes to stock are Nos. 3, 4, and 5. Care with these goods, however, is necessary, as they are inclined to perish, and I should advise that the best Para should be stocked. If, however, there should be any inclination to harden, heat gently over a fire until soft, and get them off your hands at once, as they will not improve in keeping in your shop, whereas in the pocket of the smoker they will not go wrong so quickly.

Tobacco boxes are numerous both in shape and quality, from the humble pennyworth in horseshoe shape to the nickel-plated round spring, which has come so much into vogue of recent years. Cigar and cigarette cases in all leathers, from the useful 6d. to grades and prices suitable and according to the pockets of the would-be owners, are always good "sellers."

Cigars are, of course, of extreme importance to all tobacconists' stocks, and in their purchase lies the trouble to most beginners. Well advertised brands are always useful stock, but not always is a customer satisfied with these brands. I should again advise placing confidence in the dealer, who will, knowing the position and the possibilities of the shop, recommend only those goods likely to be saleable in the locality in the interests of both himself and his client, for the wise dealer looks to future business and orders to keep the wolf from the door, and repeat orders are really what the up-to-date dealer looks and lives for.

Weight cigarettes are always profitable lines to stock, and the wise man will either have those under his own name or brand, or buy some of the admirable goods sold by independent manufacturers. In conclusion, I would say that the beginner will find the dealer the best man to consult when in any difficulty; he is always willing to sell small quantities as well as large, because it is to his interest to do so. These few hints, if followed up by personal enterprise and hard work, should go some way to secure success.

TOBACCO POISONING.

BY A PHYSICIAN.



At an inquest recently on a case of heart failure the question of nicotine poisoning as the cause of death was raised. The medical man who had attended the patient some time before his death gave a certificate that death was due to heart disease, though nicotine poisoning might have been the cause.

The patient, who had suddenly fallen dead at a London railway station, had been an excessive smoker from boyhood. The physician who made the examination at the inquest said he had never come across a case of nicotine poisoning, and believed it was mythical. He further expressed the opinion that in this case excessive smoking had interfered with the patient's digestion, upset his liver, and had a depressant action on an already diseased heart.

BOON OR CURSE?

What then is the truth about tobacco smoking? Ever since tobacco was first introduced into England opinion has been divided as to whether the discovery of the plant has been a boon or a curse to mankind. At intervals some such incident as the suggestion at this inquest, that death was due to smoking, brings the tobacco question again into prominence, and shows it to be an inexhaustible subject for discussion.

Nearly everyone acknowledges that smoking in excess has a harmful effect on the health. The anti-smoker will then say: "Why smoke at all?"

If we always analysed our motives accurately some of us would have to acknowledge that we smoked from habit, and because we saw others enjoying it. Some people, however, do undoubtedly derive a real benefit from the practice, and it is by its sedative action upon the nerves of such people that tobacco smoking has gained so many champions.

The anti-tobaccoists who scoff at this soothing effect of the "weed," have at one time or another laid almost every known disease to its baleful account. Should a layman, being of an inquiring mind, attempt to learn the truth of the matter from medical books on the subject, he would have great difficulty in coming to a decision. Dr. Hobart Hare, the eminent authority on drugs, wrote on the tobacco question over twenty years ago: "The bibliographer is at first staggered by the great array of books on the subject, but soon finds that one work is but a repetition of its predecessors, containing the same 'horrible cases of suffering' which have all resulted from the use of the 'noxious' drug."

A PROLONGED ARGUMENT.

One historic discussion of the effects of tobacco was started by a medical journal in England in 1856, and was kept up for over three years. Many sweeping assertions which were made by enthusiastic writers in this journalistic battle have since been considered somewhat exaggerated. The statements were made, for instance, that smoking was a strong predisposing cause of typhoid fever, that it was the true cause of consumption, and was, besides all this, an active agent in producing a passion for squandering money! One of the anti-smokers in this controversy stated that tobacco "impairs the vigour and energy of the English people, and

causes them to sink in the scale of nations; it has caused the governmental evils of Turkey, it ruins young men, pauperises working men, counter-works the ministers of religion, and renders the old women of Ireland troublesome to the dispensary doctors."

Against this wholesale condemnation the lover of tobacco may plead that such dire results may perhaps follow the abuse of the weed, but certainly need not follow its use.

Contrary to the layman's opinion, nicotine, the poisonous active principle of tobacco, has little to do with the ill-effects of over-smoking. Experiments have proved that tobacco smoke contains either the smallest trace of nicotine or none at all. While it is a very active poison, so little nicotine remains after combustion, and this little is so slowly absorbed by the mucous membrane of the nose and mouth, that only a small portion of the harm from over-smoking can be laid to its account. In cigarette smoking particularly, where the tobacco is barely touched by the lips or tongue, nicotine can be disregarded almost entirely. It is the ammoniacal vapour in the smoke that causes the irritation of the nose and throat, just as the drowsy effect that tobacco sometimes exerts is due to carbonic acid in the fumes. This acrid ammoniacal vapour is the cause of the well-known harmful effect on the lungs, lowering the vitality of the lung tissues and rendering them more open to the invasion of the tubercle bacillus and other micro-organisms.

ONE POINT OF AGREEMENT.

On one subject at least nearly all disputants of the tobacco question agree. This is the effect of tobacco, even in moderation, on young people. Growth in our body takes place by oxidation of the living tissues and their consequent breaking down and being built up again. It is the power which tobacco has of retarding this oxidation of tissues that leads to the "stunting of growth" in youthful smokers.

A few weeks ago the cigarette habit came in for much abuse at the hands of correspondents in these columns. Curiously enough, the cigarette, which always has to bear the brunt of the battle in these discussions, has been proved to be less harmful in some ways than the cigar, if smoked in the same quantity. That blind persecution sometimes defeats its own ends is shown by a story of an anti-cigarette crusade in the State of Indiana, in America. Here, after much worrying of legislators by medical men and clergymen, a law was passed making it illegal for boys to be found with a cigarette in their possession. Immediately on the passing of this law, boys of all ages thronged the streets puffing large black cigars under the very noses of the policemen! Seeing that the cigar smoker absorbs much more nicotine than the cigarette smoker, the gain to the public in this case was probably not great.

Granting, then, that tobacco is harmful for young people, are there sufficient grounds for condemning its moderate use by healthy adults? From the evidence collected by unprejudiced observers, it seems to be impossible to generalise. Tobacco smoke is certainly sedative to an overworked brain, but like all sedatives it may be abused. One lover of tobacco has pointed out the fact that it is an almost universal custom among civilised men, and if its evil effects were so tremendous, the world's physique would doubtless have shown before this some marked deterioration.—*Daily Mail*.

THE FIRST AND ONLY "GRAND PRIX" EVER AWARDED FOR WALKING STICKS WAS GIVEN AT THE PARIS EXHIBITION IN 1900 TO HENRY HOWELL & CO. LTD., 180, OLD STREET, E.C.

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Some Characteristics of Tobacco.

In the early days of the tobacco habit, there can be little doubt that any tobacco which would burn readily was considered suitable for consumption, and from the quality of the leaf still used by many of the poorer and more primitive peoples of the world, it would seem that the idea is by no means extinct. The modern civilised smoker, however, demands a product of good quality, and although the choice of a suitable tobacco is largely a matter of individual taste, there are certain points upon which probably all smokers would agree.

One of the most important characteristics of a tobacco is its flavour, a point of the utmost importance when considering the suitability of any variety for cigar manufacture, and by no means to be disregarded in the matter of pipe and cigarette tobaccos. The flavour must be sweet and pleasant, and neither too mild nor too strong. On the manufacture of the best cigars great care is taken to select tobaccos of good flavour for the body or "filler" and at the present day the finest fillers are obtained from the Vuelta Abajo leaf, which is cultivated with great care in Cuba. The outer wrapper of the cigar is also obviously of great importance, and for this purpose the standard of excellence is the Sumatra leaf, so largely cultivated in the Dutch East Indies, and also in the United States. It is desirable that the wrapper leaf should be as free from flavour as possible, since it comes into actual contact with the lips and tongue of the smoker, but it must possess a light and uniform colour, be thin and elastic in texture, and the veins of the leaf must be small and comparatively inconspicuous. The burning qualities of a tobacco are also of great importance. It must burn readily and yet evenly, quietly, and completely, so that no half-burnt "char" is left, and if the tobacco is intended for cigars, the ash must be white and of sufficient tenacity to prevent it breaking readily and spoiling the clothes of the smoker.

A chewing tobacco must possess qualities which would render it quite unsuitable for the purposes of pipe or cigarette smoking. It must be very rich in flavour, and, what is of almost equal importance, the leaf must be of a high absorptive capacity, for no small part of the high flavour of such tobaccos is produced by the addition of artificial flavouring matters which are added to the leaf in the form of a liquid or extract known to the trade as a "sauce." Another important point in chewing tobacco is its degree of toughness, for any leaf which would readily break or powder while being masticated would obviously be of little value; closely connected with the toughness is the degree of "gumminess" which is so much sought after for this class of tobacco. It should be noted that this last-mentioned property is one which must be quite absent from leaf intended for pipe or cigarette tobaccos, since the gum would seriously interfere with the cutting of the leaf when placed in the machines.

As might be expected, it is not often that a single tobacco possesses all the desirable properties demanded by both the manufacturer and the customer. In fact, it is very seldom that such an ideal leaf is met with, and it is necessary to blend or mix different grades until a satisfactory article is obtained. Several motives induce the manufacturer to blend his tobaccos extensively. Much of the mixing is, as just stated, carried out with the object of producing as perfect a tobacco as possible, or one to meet the requirements of special tastes. On the other hand, it is a very common practice to add a comparatively small proportion of an expensive, first-class, and highly-flavoured tobacco to varieties which are deficient in desirable qualities, with the result that a perfectly satisfactory article of medium quality is obtained. No small part of modern blending, however, is the direct result of the caprice of the

taste of the consumer. Fashion plays a considerable part in the choice of tobaccos, and constitutes one of the many difficulties which have to be met by the manufacturer. Should the latter place upon the market brands of tobacco which consisted of one variety only, it would be highly probable that, should that particular variety of leaf tobacco become scarce at any time, the substitution for it of a different variety would ruin the reputation of the brand. To avoid this undesirable state of affairs, the manufacturer places upon the market brands which are largely blended from various tobaccos—as many as five different varieties being sometimes used—in order that, should any particular leaf become scarce, the substitution of another variety will not be markedly noticeable.

Although individual taste with regard to tobaccos varies considerably with different persons, it is nevertheless a fact that definite types of tobacco are demanded by different countries, and that a variety suitable for one country would be rejected by another.—From the World's Commercial Products.

THE LEGEND OF THE TOBACCO PLANT.—

According to an Indian legend, long years ago, centuries before the white man had set his foot upon the American continent, two Indian youths, pursuing the pleasures of the chase, were led to a remote and unfrequented part of the forest, where, being fatigued and hungry, they sat down to rest themselves and prepare food. While thus employed, the Spirit of the Woods, attracted by the unusual and savoury smell of the venison, approached them in the form of a beautiful female and seated herself beside them. The youths, being struck with gratitude for the condescension which she had shown them in becoming their guest, presented her in the most respectful manner with a share of their repast, which she was pleased to accept with seeming satisfaction. The repast being finished, the spirit having thanked them cordially for their attention and informed them that if they would return to the same place after the passing of twelve moons they would find something that would recompense their kindness, disappeared from their sight. The youths, having counted the moons and having returned at the appointed time, found that upon the place on which the right arm of the goddess had reclined an ear of Indian corn had sprung up; from the place where her left arm had been appeared a stalk of wheat, and from the spot on which she had been seated was growing a flourishing plant of tobacco.

Much victuals serve for gluttony, to fatten men like swine,
But he's a frugal man indeed that with a leaf can dine,
And needs no napkins for his hands his fingers' ends to
wipe,
But keeps his kitchen in a box, and roast meat in a pipe.

* * *

To smoke a cigar through a mouthpiece is equivalent
to kissing a lady through a respirator.

* * *

THE GREAT SECRET.

There was a man in our town,
And he was wondrous wise,
When business got a little dull,
He'd always advertise.
And when his goods were all sold out,
With all his might and main,
He'd hustle 'round and get some more,
And advertise again.
And now that man is very rich,
And he has just retired,
While the firms that didn't advertise,
Have most of them expired!

BUY HIGH-CLASS WALKING STICKS FROM HENRY HOWELL & CO. LTD., MANUFACTURERS,
180, OLD STREET, E.C.

Money Savers for Business Men.

No. 2.—PRACTICAL HINTS ON FIRE INSURANCE.



EVERY business man it may safely be assumed is insured against fire; but probably not one in ten thousand is acquainted with the law on the subject, or has any idea of the practical impossibility of getting anything like a fair settlement of a claim from an

Insurance Company. I propose in this article first of all to advise on the all-important point as to "Where to Insure Against Fire." I shall then explain "How to Insure," and lastly I shall offer some advice as to "reducing the cost of insurance." The answer to the first question is easy; the prudent business man will insure at "Lloyds" in preference to any private company for the following reasons:—The policies issued by private companies contain a number of conditions generally put in technical language which hardly any layman understands, and these conditions, it is hardly necessary to remark, are specially intended to provide means for the company to escape liability; moreover, many things which are to be found in every house are excluded, or have to be paid for at an increased rate.

Perhaps the most objectionable condition is, however, that which provides that all matters in dispute must be referred to arbitration. Many people are under the delusion that this is done to avoid heavy legal expenses, but in point of fact, in case of any dispute being dealt with by arbitration, the insurer under the conditions of his policy may be forced to pay all his own costs and expenses, even should the decision be given in his favour. It is worth noting that there is not the same publicity given to proceedings before an arbitrator to that which is given in an action at law, and it is a very bad advertisement for an Insurance Company to have it made known that they are resisting the claims of their insurers. It is hardly necessary, I think, to explain in detail the methods adopted by the underwriters at Lloyds, or to point out that the security for payment of a claim is unimpeachable. Everyone has read, or heard of, many cases of dispute with Insurance Companies, but I do not remember a single case in which a claim under a fire insurance policy effected at Lloyds has come before the courts. It is well known that the underwriters deal much more liberally with claims than private companies, but it is perhaps fair to add that they are less exposed to fraud, because they can take selected risks, since they do not do business except with people who are specially introduced.

Up till now I have been dealing with the form of policy, and I now give a copy of Lloyds' fire policy, so that my readers may compare it with the forms issued by any private company.

LLOYDS' FIRE POLICY.

For signatures by Underwriting Members of Lloyds only.

BE IT KNOWN THAT

paid
Premium or consideration to us, who have hereunto subscribed our names, to Insure from Loss or Damage from Fire.

FIRE POLICY.

£.....
From the day of
To the day of

NOW KNOW YE that WE, the Insurers, do hereby bind ourselves each for his own part, and not One for Another, our Heirs, Executors, Administrators, and Assigns, to pay and make good to the said Assured, his or her Heirs, Executors, Administrators, and Assigns, all such Damage and Loss by Fire, within seven days after such Loss is proved; and that in proportion to the several sums by each of us subscribed against our respective names, not exceeding the respective sums aforesaid; as may happen to the subject matter of this Insurance, or any part thereof, during the continuance of this Policy.

No claim to attach to this Policy for Insurrection, Riots, Civil Commotion, or Military or Usurped Power.

If the Assured shall make any claim knowing the same to be false and fraudulent as regards amount or otherwise, this Policy shall become void, and all claim thereunder shall be forfeited.

IN WITNESS whereof we have subscribed our names and sums of money by us the insured.

Dated in London the day of
One thousand nine hundred and

It will be noticed that the contract is perfectly clear and simple, and contains no unreasonable condition whatever. It is well to note also that the premium charged rarely exceeds, and is often less than, is payable elsewhere.

The next question which requires attention is "How to Insure," but before entering upon that it will be well to explain exactly what happens in the case of a fire claim against an Insurance Company.

Under the conditions of the policy the insurer is required to furnish the company within fifteen days of the date of the fire with a full list of every article destroyed, and its position in the house, together with the actual cost of each item. The insurer further has to support this list by evidence, such as receipts and vouchers. Very few insurers could make out such a list accurately to begin with, and still fewer could furnish receipts and vouchers to prove the cost of the furniture, some items of which may have been left them, others given to them, and others purchased at different times since they started housekeeping. In many households there are a good many valuable articles received as wedding presents, and therefore it is impossible to know their cost price, even if all the givers were alive, and it is obvious that it would be exceedingly awkward to have to go and ask one's friends how much they gave for the presents they had been good enough to bestow. Moreover, even if this difficulty were got over, unless vouchers and receipts could be produced, the Insurance Company would still be in a position to resist, or considerably to beat down, the claim. Let us suppose that the insurer, after incredible trouble, makes out some sort of a list and sends it to the company. The next proceeding is that the company sends down an assessor who goes into the claim made, and generally offers rather less than half in settlement.

To accept such a sum of course means a very heavy loss; indeed, in many cases a ruinous loss, for which the insurer has practically no remedy, since he is obliged to submit the matter to arbitration, as I have explained before. In the result if he adopts this course very considerable delay takes place, and in the end if he gets half the value of his property he may reckon himself a very fortunate man.

Unfortunately the public do not realise all this, and when they take out a fire policy they insure for the full value of their property and continue to pay the premiums regularly, and they think that when they have done this they have done all that is necessary to secure themselves.

There is one way, and one way only, to provide against this serious risk, and that way should be adopted, whether a policy is taken out at Lloyds or with a private company. The insurer should get the company to agree to accept the valuation of some professional valuer, and undertake to charge the premium and to pay the amounts specified in the inventory.

Until a year or two ago companies would not grant policies on such conditions, but recently the public have become awakened, and they have been forced to comply with the persistent demand. Of course getting an inventory made is a somewhat expensive proceeding, and costs, according to the size of the house, from one guinea upwards. In the case of a house containing about £800 to £1,000 worth of furniture it ought not to exceed five guineas, but this expense has only to be incurred once, and it is surely worth while to spend a few guineas to obtain proper protection. The valuer would, of course, under the circumstances, place a full estimate upon all the articles insured, because this would also be in the interests of the company, inasmuch as the higher the value the higher the premium. But, it may be asked, what about articles purchased or acquired from time to time after the policy has been issued? The answer is that all receipts and vouchers should be preserved, and the original documents deposited either in a bank or in a fireproof safe, and in order to cover such articles the policy should always be taken out for £100 or so more than the amount of the valuation. In the case of a claim under these circumstances there can be little possibility of a dispute, and, moreover, the insurer is paying for exactly the value of his property, instead of paying, as he does under ordinary conditions, upon a rough estimate which in ninety cases out of one hundred exceeds the actual cost. I may add that at Lloyds the underwriters will grant such policies; indeed, as a matter of fact they much prefer them.

The next point is the cost of fire insurance where large sums have to be covered, and the best way to get good terms. Now most companies are what is known as "tariff companies," that is to say, they have entered into an agreement to charge the same rate of premium, so as to prevent competition keeping down the prices. As to how to deal with such companies, I think I cannot do better than give a personal friend's experience, which may be found useful. This friend had large property in a manufacturing town, which was insured for £10,000. The tariff companies agreed to raise their rates by no less than 25 per cent., which made, of course, a heavy additional outlay. My friend wrote to all the companies doing business in the district, without, of course, informing them what premium he was paying, and asked them to quote prices for the insurance. Now competition was very keen, but under their agreement it would appear that each company must charge the same premiums; nevertheless my friend succeeded in making a considerable saving. How did he manage to do this? Though the companies were under agreement to charge the same premiums for the same risks, there was nothing to prevent any of them from putting a risk under a class for which a lower premium was charged, and the smart agent who secured the contract placed my friend's property amongst the best, that is to say, amongst the least risky, consequently the cheapest class. From this it will be seen that there are more ways of killing a dog than one.

Lastly, let me point out some risks which everybody ought to cover under his fire insurance policy, and which very few people think about. For instance, take the case of a man who owns his own house, and has insured it for, say, £1,000, and let us assume that he is able to satisfy the company that the claim is a reasonable one, and that he receives the £1,000. He will then of course proceed to have the house rebuilt, which may take from three to six months.

In the meanwhile he must either go into furnished apartments or take a furnished house for himself and his family, and this may well cost him £100 or more. This is not covered by his insurance policy, and he must accordingly pay the money out of his own pocket. The wise man should take out a separate policy to cover himself against this loss and against all other expenses beyond the actual cost of rebuilding. As the premium payable is only 1s. 6d. per cent., the extra cost involved is hardly worth considering, and yet how few protect themselves in this cheap and simple way.

I have mentioned this particular case because I know from experience that comparatively few house owners are insured against these losses, but I would also remind those who rent houses or business premises, either under a lease or a yearly agreement, that in the absence of a special agreement they are liable to pay rent to the landlord even should the premises be destroyed by fire. It is therefore urgently important to insure for an amount sufficient to cover the rent payable to the landlord during the rebuilding of another house, or other business premises, as the case may be. The business man can and should also insure against loss of business profits caused by fire, and many companies grant such policies, or they can be covered at Lloyds as above suggested. I want it to be clearly understood that I am making no reflection upon fire insurance companies with regard to this matter. They are only bound to pay for the risk covered by the terms of their policy, and it must be obvious that an insurance of a house only covers the cost of rebuilding that house, and therefore any other risk should be provided for by a separate policy.

I shall be pleased to give any information required if a stamped addressed envelope is enclosed for reply, addressed Finance, c/o *Cigarette World*, 32, The Broadway, Wimbledon, S.W., but I cannot undertake to recommend any particular company.

Readers who are interested in the way claims are often dealt with should write to W. H. Eady, M.A., Enfield, London, N., and he will send a pamphlet in return which is well worth attention.

A GOOD INVESTMENT.

"If you lend me sixpence, I'll show you how to make ninepence out of it," said the artisan to his wife in the course of their Saturday night's marketing. The coin changed hands, when the man entered the nearest tobacconist's shop.

On making his reappearance, he was puffing a cigar. "Well, what about the ninepence?" inquired his wife. "Oh," he returned, "the tobacconist had threepence, I've got a threepenny cigar, and here's threepence change!"
—Punch.

* * *

HAD RATHER SMOKE THAN EAT.

"I guess I won't eat any dinner to-day," said the first clerk.

"Why not?" asked the second.

"Because if I do I won't have any time for my regular after-dinner smoke."

* * *

Learn to smoke slow. The other grace is
To keep your smoke from people's faces.

Ought Women to Smoke in Public?

On this subject we seem to have, of late, heard a great deal. When the subject was first ventilated in the newspapers most of us regarded it as a sort of "dead season excitement," but it has turned out to be quite a serious matter, and one which will shortly have to be settled, one way or another.

It is undeniable that a certain number of women, of varied nationalities, have, of recent days, declared that there is no reason why women should not smoke in public if they wish to do so. We have heard of a well-known Society woman who, with her unmarried daughter, smoked cigarettes in the public rooms of one of the big liners and who refused to retire to her private room when politely asked to do so by someone in authority. We have heard of a famous English actress who lighted a cigarette in a public room in an American hotel and who was *obliged* to put it aside. We have heard of many other cases, and the subject has come to be regarded in a serious light; this being the case, it is necessary to look at it seriously. Now it seems to me pretty certain that the first mistake made by persons who do not approve of women smoking in public—and these persons are sufficiently numerous—is that they look at the matter from a wrong point of view. It is absurd to say that it is "wrong" for women to smoke, for anyone of moderate intellect must see that it is not in the least "wrong"—either in private or public. On the other hand, it is advisable.

Is it in good taste? I am now speaking of smoking in public. And—so says the *World*—ten times better an action which is "wrong" than one which is in bad taste.

Let us look at the matter squarely and without prejudice.

Up to the present day the women who have smoked in public rooms have been members of the half-world—for the greater part. I have been told that it is the fashion for women of Society in Germany to smoke in public, but of this I cannot speak from experience; I know, however, that it is not the fashion in France or in Spain, and when last I was in England it was not the fashion *there*.

Quite recently in the vestibule of a large hotel in Paris, three women lighted cigarettes while taking their after-dinner coffee. No one said anything, but everyone looked surprised, and no one seemed anxious to claim the ladies as compatriots. The French thought they "must be English"; the English took for granted that they "were German," and so on. And the little episode made a disagreeable impression even on men and women who were of the world, worldly.

And *why* should a woman want to smoke in public? Why should she wish to throw down the invisible barriers which happily divide the two "worlds"? Why should she give strangers an opportunity of taking her for a demi-mondaine?

And then, *who* are the women who may smoke in public without offending the laws of good taste?

Not the *jeune fille*—surely?

Not the *vieille fille*—let us hope.

Not the well-preserved mother of young sons and daughters, because "the boys" have prejudices, and I very much doubt that they would enjoy seeing "the mater" lighting up in a public room, amongst strangers.

Who then remains? The young married woman, with an adaptable husband, and the elderly woman who does not mind being considered ridiculous by her grandchildren?

In very truth, I think these two types represent the possible smokers-in-public, amongst Society women.

It is not natural for women of the West to smoke at all, and for this reason, if for no other, they ought to hesitate long before bringing in the idea that they may, if they please, smoke in public, without reproach. It is a short step from

the sublime to the ridiculous, and if the barriers which at present exist in this connection are to be ruthlessly knocked down we may expect, in the near future, to find beautiful women smoking well-coloured pipes, and it may even happen that a quid of tobacco will not be sneered at! It is difficult to understand why a woman of good social position and of cultured taste should want to smoke in a public room? The men of the day before yesterday thought it necessary to apologise if they smoked in our presence, and even in this day of freedom from restraint some could be found who would hesitate to light a cigar while sitting with a woman. —*Madame*.

TOBACCO CULTURE IN CANADA.

THE 1908 CROP.

THROUGH the courtesy of Mr. F. Charlan, chief of the tobacco division, Department of Agriculture, at Ottawa, we are enabled to present to our readers some interesting particulars with reference to this year's tobacco crop in the Dominion. Mr. Charlan's remarks are as follows:—

Ontario.—The area of tobacco planted in the counties of Essex and Kent in 1908 has been considerably reduced, the over-production of the two previous years having caused such a decline in prices that many growers decided to either stop or reduce the quantity of tobacco they grew, until the market for Burley, which was the principal tobacco grown in this district, becomes again more favourable.

Meanwhile a fairly good number of growers are again taking up the culture of dark smoking tobacco.

The quantity of tobacco which will be grown in Ontario this year can be roughly estimated at about 1,000,000 lbs. Of this quantity the largest proportion will be furnished by the seed leaf, Big Ohio (Walkerville), Havana Seed Leaf, Comstock Spanish, and Zimmer Spanish.

The plantations were generally established very late, and have suffered from drought, but after the rain in July the situation became normal.

Quebec.—Plantations were late and suffered from drought at the start. The present situation is fairly good and we can count on from 4,000,000 or 4,500,000 lbs. of tobacco for the Quebec crop in 1908.

The area planted in Comstock has been specially increased to the detriment of those planted previously in Connecticut Seed Leaf or in heavier tobaccos. If we have a little more rain to help the vegetation between now and the fall, the crop will certainly be very fine, both as regards the quality and quantity.

A large portion of the plantations in Comstock Spanish and Havana Seed Leaf was made at closer distances than previously. The object of this is to produce lighter tobacco of finer tissue, in view of the market there is now being created for tobacco that can be used as cigar binders.

In conclusion, the tobacco crop in the Province of Quebec promises to be an average good one, somewhat late; that in Ontario is considerably reduced, there only being a few plantations of seed leaf of various varieties. The culture of Burley is practically *nil*.

In both of the above provinces the crop will depend on the weather conditions prevailing at the end of the summer and in the fall; the prospects are good, providing we have a little more rain and that the autumn frosts begin not too early.

British Columbia.—In British Columbia the growing of tobacco remains confined to the Kelowna Valley, where there are about 50 acres planted in Cuban.—*Canadian Cigar and Tobacco Journal*.

WALKING STICKS AS GIFTS.

His Majesty the King gave a handsome walking stick to the Right Honourable Mr. Winston Churchill as a wedding present, and Lord Dalmeny, Lord Northcliffe, and the Hon. Neil Primrose also gave walking sticks on the same occasion.

The prominent place thus given to walking sticks among so many costly presents will no doubt give a great impetus to the trade, and we may confidently anticipate a good demand for sticks as presents, especially at Christmas time. As a matter of fact, walking sticks have always been popular gifts for men of all sorts and conditions, and they rarely come amiss to any.

It is not difficult to account for the preference given to sticks when one considers the great charm of the personal element usually associated with them. Whether a man appraises the gift from a sentimental point of view or from its natural or intrinsic value, or from a combination of these factors, the infallible result is that the owner sets up an affection for it, and the donor has the satisfaction of knowing that it is a fairly permanent souvenir of himself or herself as the case may be.

We are rather at a loss to say precisely why a walking stick should have this special preference over a man's other personal belongings, but we think the feeling may be an instinctive survival of the time when sticks in some form or other were weapons of defence and offence, emblems of authority or a means of support. In one capacity or the other the stick was a very necessary part of our ancestors'

equipment, and although some of its particular uses have disappeared, the habit of carrying a stick remains fixed in our natures.

Whether this is the true explanation of the popularity of the walking stick or not, the fact remains that walking sticks are popular, and it is reasonable to suppose that His Majesty's example will serve to emphasise their suitability as gifts.

In these circumstances it is clearly the duty of the dealer to take this tide of affairs at its flood in the hope that it may lead on to fortune.

Very soon the country will be interested in an avalanche of circulars indicating thousands of articles suitable for Christmas presents, and those interested in the stick trade should see to it that their line is not snowed under. Circulars with illustrations of a few popular patterns are cheap and effective if distributed locally. The wholesale manufacturers would supply the cuts free with an order.

Also a good window display with some showcards or printed slips will attract due attention. There are enterprising firms who issue booklets with about a dozen patterns illustrated, and we have heard that these have given very good results. The local press is also a very good vehicle for advertising, and special attention should be given to a prominent announcement that walking sticks are popular Christmas presents.

Retailers would do well to write to Messrs. Henry Howell & Co. Ltd., 180, Old Street, London, W. This old-established firm stocks every variety of stick, and a very handsome rate of profit is allowed to the trade. A visit to the warehouse would be even better, and many tempting bargains can be secured.

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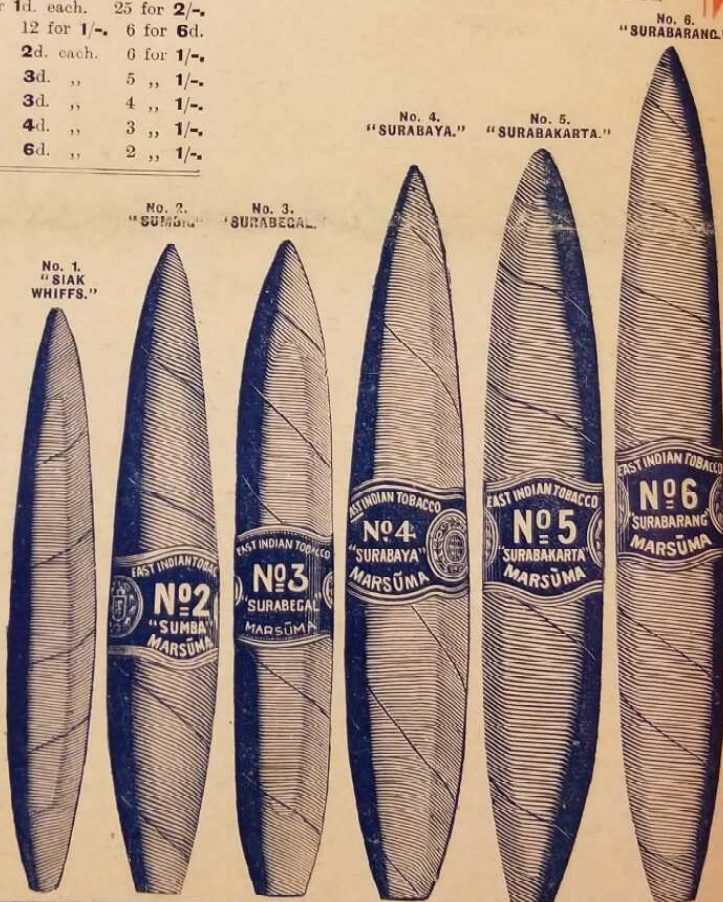
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