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87, HOUNDSDITCH, LONDON.



# The Cigarette World



Proprietors: "THE CIGARETTE WORLD" SYNDICATE.  
Offices: 158, STRAND, LONDON, W.C.

AN INDEPENDENT TRADE JOURNAL.

PUBLISHED 15th OF EACH MONTH.

Edited by ARTHUR BARRON.

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

No. 3. Vol. I.

London, October 15th, 1896.

ONE PENNY MONTHLY.  
Ann. Sub. 2s. Post Free. (Postage 1d).

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

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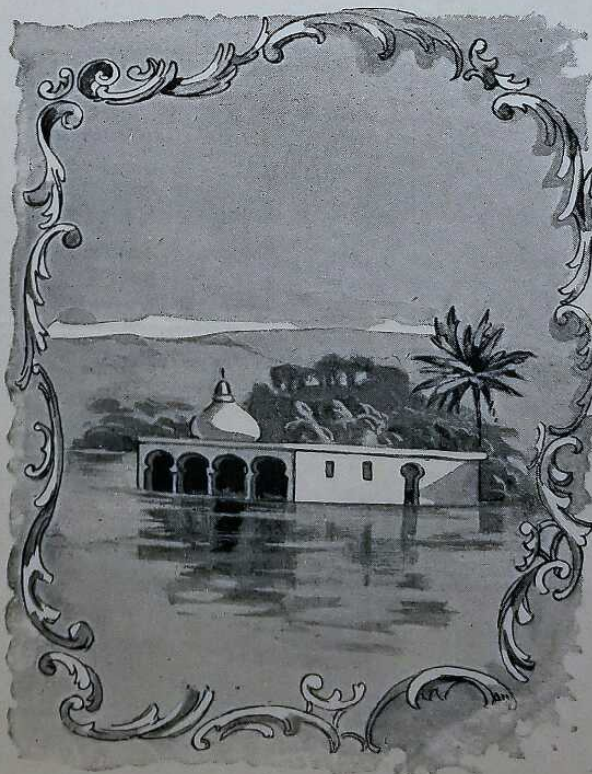
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INDIAN CIGARS  
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See that you  
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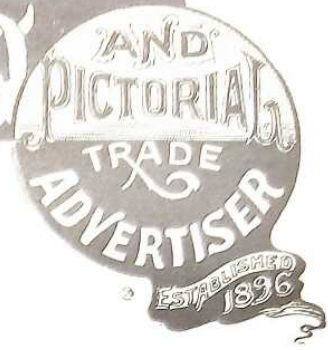
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Annual Sub. 2/-, post free (Postage 1d.)  
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Telegraphic Address—"ELPRECIO, LONDON."

Telephone No. 35,486.

## THE CABANA CIGAR COMPY.

Trade **CC** Mark

MANUFACTURERS OF THE CELEBRATED

### Duke of Wellington Cigars.

Awarded GOLD and SILVER MEDAL at the  
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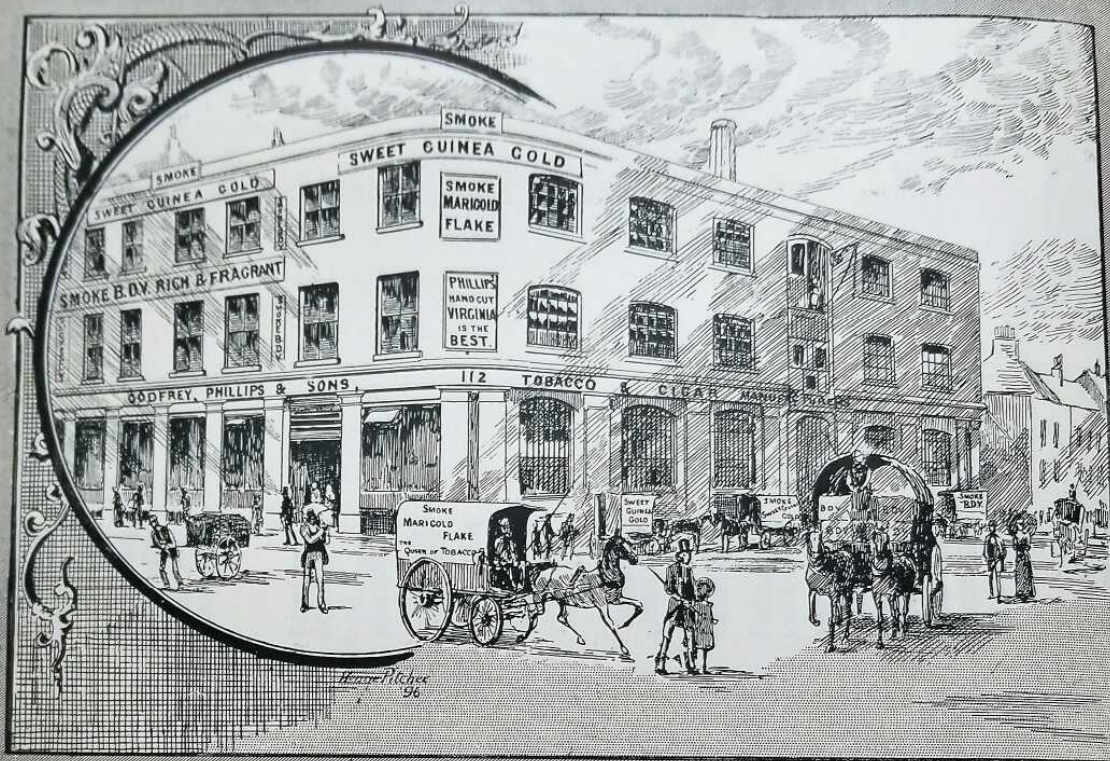
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AND  
TWO SILVER  
MEDALS.

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"KAHIRA," (TURKISH.)

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"B D V."

"VIRGIN GOLD."



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HIGH CLASS  
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Cigar & Cigarette Importers,  
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By Special Appointment to His Majesty the King of Greece.

**TEOFANI & Co.'s**  
**HIGH-CLASS**  
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UNIQUE FOR QUALITY AND MAKE.

Awarded Two Gold Medals at the International Tobacco  
Exhibition, 1895.

**BRANDS.**

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KING'S OWN. EXTRA 1. EXTRA 2.  
EXTRA LONG. SUPERIOR. GOLD TIPS.

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MAID OF ATHENS. SPECIAL No. 1.  
SPECIAL No. 2. HELIOPOLIS. GOLD TIPS.

Made of the Finest Quality of Yenidjeh Tobacco imported from  
the Plantations direct.

Also 22 Knots (Straight Cut American Cigarettes) made of  
the Highest Grade of Virginia Tobacco.

CAN BE OBTAINED AT ALL THE WHOLESALE HOUSES, OR

**TEOFANI & CO.,**  
15, Bury Street, St. Mary Axe,  
LONDON, E.C.



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

**NOTICES.**

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

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

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

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

**ADVERTISEMENTS.**

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

**You see this?**

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

**Between  
Ourselves.**

BUSINESS has at length awakened from its holiday sleep, and reports from the various centres are satisfactory and promise well for Christmas Trade. Even the burning "cutting" question has had a rest. Up to the time of writing, the date of the next sitting of the Round Table Conferencers has not been fixed.

\* \* \*

I NOTICE, in spite of my remark in last month's number of THE CIGARETTE WORLD, that a trade contemporary still affectionately clings to his self-created term of SNAKE, as applying to the "demon cutter." The inspired author of the leaderettes I refer to, in his current number, discourses in no less than 26 $\frac{3}{4}$  inches of "editorial," on the vexed question of "cutting" generally.

\* \* \*

IN this lengthy discourse; he first of all lectures, and secondly; (what pluck some people have to be sure!) takes



upon himself to *teach*, poor inexperienced firms, whose record it is true, extends *only* over a brief period of time, varying from some 200, to say 50 or 60 years.

How nice it is, (and what a saving of trouble too,) to find some one in this world, not only willing but eager, to take upon himself the tendering of advice, as to how a business, (other than one similar to his own, of course,) should be run. I do most devoutly trust that the gentlemen to whom this sapient discourse is addressed will profit by it. I am quite sure I should, were I a manufacturer, if only for the reason that it is *such* a saving of trouble.

THERE is however one statement the preacher—I beg pardon—I mean the writer, makes, that calls for remark and is contained in the following:—

*"If they will adopt some such plan as that we have indicated they will find that "CUTTING" CAN BE STOPPED [The italics are mine. Ed.] as easily in the tobacco trade as in any other, and everyone who is at all familiar with the prices charged for proprietary articles in some other trades, such as the Chemists' and Druggists', will have no difficulty in calling to mind articles which have been raised in price, in obedience to the dictates of the manufacturers."*

It is quite true that the prices have been raised of *certain* proprietary articles in the Chemists' and Druggists' trade, notably "Elliman's Embrocation" "Scott's Pills" &c., but it is not true that cutting has been stopped, for the majority of proprietary articles are notoriously still "cut" by the so called "Drug Stores" throughout the country (who may be regarded as the S & G's of this trade) and also by the large grocery stores.

THE moral of all this is, that people who possess but a smattering of a subject should never *write* about it. A case like this irresistibly reminds one of the Yankee's remark upon seeing a prairie bull charge a locomotive—"I guess stranger, I admire your pluck, but I despise your judgment."

PART of the advice given, in the inspired leaderettes I refer to, is that *each packet should be numbered*, with a view to tracing it. In another column we foreshadow how easily (?) this brilliant suggestion will work out.

FROM the very numerous reports that have reached me from the local public press it appears that a desirable "pitch" on the Bridge of the handsome New Street Station at Birmingham, has been let to a London firm of "cutters," and at a rental of something like £450 per annum.

So far as I am aware the name of the particular cutting firm alluded to has not transpired, but most will make a guess at it. True, the L. & N. W. Ry.'s Co.'s representative (Mr. Sylvester) when interviewed, disclaimed all knowledge of his tenants *being* "cutters," but no doubt he thought (having regard to the financial interests of his Company) that a bird in the hand was worth several in the bush, and in consequence was fully prepared to brave a threatened boycotting of their line.

It certainly seems too bad—and I must confess my sympathies are with them—that the good men and true, of Birmingham—staunch members to a man, of one of the strongest of the Associations in the country—should be worried by additional "cutting" troubles. I fancy however that this particular trouble is much more of a bogey than even they themselves imagine.

EVER on the alert to counteract the latest manoeuvres of the ubiquitous "cutter," the "legitimate" is perhaps a little apt to *magnify* his troubles.

OF two evils choose the least, is a good maxim and I should almost have thought that it was better to have them on the bridge of a Railway Station rather than in the town itself, although it is, I believe, true that the public (other than passengers) have a right of way over the bridge in question.

ON the subject of ladies smoking, I recently made the following remark:—

*"The ladies have annexed most of the amusements and sports dear to man, and seem bent forsooth, on acquiring some of his vices, &c., &c."*

This looks uncommonly like it, does it not?



THE above is a sketch of a lady, *unattached* (smoking a cigarette) as she appeared comfortably seated at a table in one of Messrs. Lyon's establishments, not a hundred miles away from London's highway, viz., the Strand. She employed the intervals between the puffs (I use this word in a *smoking*, and not in a *confectionery* sense,) with a rapid use of her stylographic pen, inferentially that of a lady devoted to journalistic pursuits. The evanescent expression on the face of poor down trodden man, there present, was a study.



As this was *my* first experience of a lady quietly, and in a businesslike sort of way, apparently enjoying her cigarette *in public*, it set me thinking a few. True, her method of handling the subtle smoke struck me as amateurish, but this no doubt the lady can remedy in time (I do hope she will not peruse this, or she may call round and say things), but what, I ask, does this portend? Is this the sort of thing that we in the near future shall gaze on without wonderment, and become, as familiarized with, as with the vagaries of the ubiquitous lady cyclist. I trow not—but

*nous verrons.*

\* \* \*

THE information has reached me that one of the shops at Richmond (Surrey) opened a short time since by Messrs. Salmon & Gluckstein, Ltd., has been closed. I find this is so, and speculation is rife as to the reason for closing it. I do not think it is far to seek. Was it not a Tobacconists' shop before, and will any future tenant of these particular premises be allowed to open them again as a Tobacconists?

\* \* \*

THE ingenious inventor has a tender consideration for the smoker—he is for ever racking his brains to supply him with something, he imagines he wants and should—to make him completely happy—buy, as witness the following. Some one, I don't know who, or I would gladly give him this free "ad." has been good enough to bring out a glove, with an accommodating button that—given the possession of the necessary match—he can strike it thereon. Anticipating a similar requirement, Messrs. Garlick & Sons, of the "Lynx" Works, Sheffield, have introduced a "Match Striking Ferrule" for stick or umbrella.

\* \* \*

ANOTHER ingenious inventor—this time a thoughtful and considerate Berliner—Paul Goldmann by name, evidently deems it *his* mission in life to take the gentleman who has a reprehensible habit of staying out late, or the one who occasionally dines "not wisely but too well" under his sheltering wing, and has invented a walking stick, in the head of which is embedded a tiny electric lamp showing when alight through a hole at the top. The possibilities of this are staggering and as a father of a family I really cannot express the hope that there is a future before this particular patent.

\* \* \*

FOR instance the facility with which the evading keyhole which protects the portals of the long suffering suburban ratepayer, can, by means if this unique invention be *located*, *might* possibly ensure a large sale for it. A beneficent and grandmotherly Government might, I think, here legitimately step in and confine its use to bachelors only.

\* \* \*

"THE CIGARETTE WORLD,"

158, STRAND, W.C.

PUBLISHED 15th OF THE MONTH.



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

## MULTUM IN PARVO.

### ANNOUNCEMENTS.

MR. A. A. ANDERSON, of Argyll Street, Glasgow, is about to open a Kiosk at the N. B. (Queen St.) Station.

For the second time the shop of MR. C. CHILD, tobacconist of Blackpool, has been broken into and a quantity of cigars and fancy articles stolen.

MESSRS. A. F. GARDNER & CO., 27, Leadenhall Street, have been appointed sole agents in this country for Messrs. Roovers, of Antwerp.

The old-established firm of MESSRS. C. S. HAWKESFORD & SON, Quadrant, Birmingham, have issued a new catalogue.

THE INTERNATIONAL TEA CO., of King Street, Yarmouth, are now selling packet tobaccos and cigarettes at very "cutting" prices.

MESSRS. LEON MARCUS & CO. have just introduced a new advertising medium, viz., some prettily framed glass mirrors.

MR. S. McLARDY, of Manchester, has issued a new price list.

MR. F. C. THOMSON, who has represented MESSRS. B. MURATTI, SONS & CO., LTD., of Manchester and London, for the past 10 years, will henceforth have an interest in the business of the company.

MR. G. MILLER has opened a shop in King Street, Great Yarmouth.

Commenting on the rapid growth of the cigarette branch of the business of MESSRS. THOS. OGDEN, LTD., a weekly paper states that the output of the firm is nearly four million cigarettes per week.

We regret to hear that MR. W. SYKES, of Leicester, has met with rather a bad accident—a broken ankle.

MESSRS. SWAIN & VAN DEN AREND, of Highcross Street Leicester, are to be congratulated on their thoroughly up-to-date cigar factory now just completed. Every modern improvement has been adopted, including some very novel benches. The incandescent gas is used throughout the factory.

Quick to take advantage of the recent stirring times, THE TOBACCONISTS SUPPLY SYNDICATE, of 55, Farringdon Street, E.C., this month commence their advertisements in our contemporaries as follows—

### Tobacco War! Easiest Method of Trading! Mixed Parcels!

TWENTY ACCOUNTS UNDER ONE HEADING.  
Saving money—time—and trouble.

MESSRS. J. J. TELFER & SONS, Tobacconists, of Clayton Street, Newcastle, evidently believe in attracting the public to their establishment. Specimens of gold quartz and an African locust, together with interesting photos have constituted an attraction that appears to have been appreciated.

MESSRS. C. WARD & SON'S tender for the supply of sbag to the paupers in the workhouse has been accepted by the Aylsham Guardians. The price is 3s. 4d. per lb.

Mr. WARSAW has opened a Cigarette factory at 39, Palmerston Road, Southsea.

### TRADE CHANGES.

Mr. MUNRO, of Crown Street, Glasgow, has purchased Mr. Aitken's business in Argyll Street, of the same city.

Mr. LOVEDAY, 39, Tavistock Street, Bedford, has disposed of his entire stock to Mr. W. Peel.

Mr. GEORGE CARTER has disposed of his business at Mill Top, Armley.



**REMOVALS.**

THE PIPE, CIGAR & NOVELTY CO. have removed to No. 73, Queen Victoria Street, E. C.

Mr. HENRY FRANKAU has removed to 18, De Montford Street, Leicester.

Mrs. DOBBS, after over two years' occupancy of the Kiosk, on the Victoria Pier at Blackpool, has removed to Manchester.

**NEW TRADE MARKS.**

ANHURI-SHA (Cigarettes, &c.)—Anglo Egyptian Co.

BANDMASTER. Cohen, Weenen & Co.

BILLET D'AMOUR (Tobacco). S. Blum & Co.

BROKEN MELODY (Tobacco). Richard Hargreave.

EL PASADOSIO (Tobacco). E. Kaufmann.

ERIKA (Cigars). Aviss Brothers.

GOLDEN GORSE (Cigarettes). Stephen Mitchell.

HONEYMOON (Pipes, Pipe Covers, &c.) A. A. Percy.

HUB (THE) Smoking Mixture. Parkinson & Co., Bradford.

KODAK (Tobacco). United Tob. Association, Ltd., Birmingham.

LA MAYMONA (Tobacco). E. Kaufmann.

LA MONNOSS (Cigars, Cigarettes & Tobacco). D. Naphtali.

LA NUMEZA (Cigars). Chas. Elkan & Co.

LA VOLUNTAD (Cigars, Cigarettes, &c.) H. Baselow.

NINETTA (Tobacco). R. J. Dexter.

LORD ION (Smoking Mixture). Stephen Mitchell & Son.

POST GIRL (Tobacco). United Tobacco Association, Birmingham.

Q. C. (Pipes, Pipe Cases, &c.) Holt & Holt.

RED RUBE (Tobacco). T. Clarke, Hare Place, Liverpool.

STAMPS (Cigarettes). T. Ogden, Ltd.

SWEET PEARSTONE (Tobacco). South Wales Tobacco Manufacturing Co., Ltd.

VIM (Tobacco). F. & J. SMITH.

ZENAB (Cigarettes & Tobacco). Anglo-Egyptian Cigarette Co.

**LAW AND POLICE.**

"A BIT OF TOBACCO FOR HIS TOOTH."—*William Baker*, 40, described as a French polisher, living in Tabard-street, Borough was charged at Marlborough-street yesterday with stealing 28lb. of Turkish tobacco, of the value of £12 from the shop of Mr. Michael Notara, 30, Piccadilly. Alexander Stoessel, a pastrycook, deposed that about eleven o'clock on Thursday night while he was standing outside the prosecutor's shop, the prisoner came up to him and said "Do you want a cigarette? He replied "No." Baker then said "I am going to get one," and went into the shop and took the bale of tobacco produced (a packet about 18 inches long by 12 inches square) from a pile against the wall. He looked back into the shop to see if anybody was watching him, and then placed the parcel on his shoulder and ran off in the direction of Vine-street. He (the witness) told Mr. Notara what had happened. The prosecutor followed Baker to within a few yards of the Vine-street, Police Station, and then gave him into custody.—Constable Page, who arrested the prisoner, said that when asked how he came into possession of the tobacco, Baker replied, "A man offered me sixpence to carry it to Charing Cross Station for him." At the time the accused was drunk. When charged he said, "I wanted a bit of tobacco for my tooth; I am getting tired of cigar ends."—Marlow the assistant gaoler, said the prisoner had been previously charged with begging and drunkenness.—The accused, in reply to the charge pleaded guilty, and, as an excuse for his conduct, said that at the time in question he was drunk, and did not know what he was doing.—Mr. Newton remanded the prisoner for inquiries to be made respecting his antecedents.

A SMUGGLING SOLICITOR.—At the Jersey Court yesterday, *Norman Riccard*, an English solicitor, was charged with attempted fraud by sending undeclared tobacco to England by parcel post. He was fined 19s. 6d., treble duty, and £4 17s. 4d. costs. The parcel was addressed to defendant's wife at a club in London.

At the Leeds City Police Court yesterday, *John Quinn* an old soldier aged 87 years, was charged for the nineteenth time with begging.

He said in answer to the stipendiary magistrate that he had been 22 years in the army, and the reason he would not stay in the workhouse was because he could not get tobacco. If he could get the tobacco he would stay. The stipendiary magistrate said he would see what could be done. Later he informed Quinn that a gentleman in court had offered to supply the tobacco if the workhouse authorities would allow him to consume it.—Quinn: Thank you, your Worship.

CHARGE OF STEALING TOBACCO.—*Henry Mackley* 38, of 129, Faraday-road, Leyton, a quartermaster, and *Harry Field*, 31, a foreman carman, of 4, Hazlewood-road, Walthamstow, were charged, on remand, with being concerned in stealing 40lbs. of tobacco, the property of the Peninsular and Oriental Steam Navigation Company.—Mr. Wallis prosecuted; Mr. Lovibond defended Mackley, and Mr. Fred George appeared for Field.—The prisoner Mackley was in the service of the P. and O. Company on board the *Arcadia*, which on September 8, was loading a consignment of 620 cases of tobacco for Australia. Mackley was on duty in charge of the watch at six o'clock in the evening, and was relieved at eight o'clock next morning. Shortly after eight o'clock in the morning Mr. Goode, the quartermaster then on duty, saw the prisoner Field come on board several times, and, knowing him as Messrs. Carter, Paterson's foreman, took no particular notice of him. He spoke once to Mackley and then when he next left Field was noticed to be carrying a parcel done up in brown paper. Just before this one of the stevedores noticed that one of the cases of tobacco in the hold had been broken. An investigation followed, and it was found that two of the eight boxes which had been in it were missing. The dock police were called in. Detectives Condon and Creagh made inquiries, and when Field was spoken to he admitted that one of the quartermasters—whose name he did not know—had given him a parcel of tobacco to take care of till he called for it. He pointed the tobacco out on a shelf in Carter, Paterson's office, and at the police office said the quartermaster had offered to sell him some tobacco in the morning, but he told him he did not want it, as he had no use for it. Mackley was later on taken to the police office, and he said, "I had occasion to put the hood on the hatches at about twelve last night, and I found this parcel by the hatchway on the main deck, and I thought it was too good to leave there." On the part of the prosecution, Mr. Wallis said it was admitted that each of the prisoners bore a good character, and this made the offence more grave, for it was part of the duty of Mackley to protect the goods of his employer, while Field, being so well known, was less observed when on board ship than other persons would be. But for an accident the theft would never have been discovered till the evidence had been lost.—Mr. George, for Field, submitted that there was no guilty knowledge on his part; and Mr. Lovibond, for Mackley, said the evidence against his client was circumstantial, and he pointed out that there were various ways into the hold where the broached case was.—The bench said there was *prima facie* evidence, and they should send the case for trial.—The prisoners were then committed to the Central Criminal Court for trial, bail being allowed in each case.

CLAIM FOR CIGARS.—*HOOPER v. POTTS*.—This case has already been before the Court on two occasions. Mr. H. R. D. Hooper, now of Blessington Road, Lee, but who formerly kept a public house in Smithfield Meat Market, made a claim against the defendant, Mr. William Potts, the elder, of 155, Central Meat Market, to recover the sum of £3 os. 6d. for cigars alleged to have been supplied. The case was tried a month ago when the plaintiff was nonsuited, but he afterwards brought another action. His case was that the defendant bought cigars on credit and said he would come in for a few when he wanted them to give to friends, and that in that way the defendant had had the whole of the cigars now claimed for. Several witnesses were called in corroboration. The defendant most indignantly denied that he had ever had a single cigar of the plaintiff or anyone else without paying for it. He bought cigars in large quantities, and he had never had any on credit. The case had been adjourned for trial before a jury, who now found for the plaintiffs with costs.

GOLD FOR CIGARETTES.—Evidence of an extensive theft of gold strips in Birmingham has just come to light under peculiar circumstances. A Government official, living in one of the suburbs, happened to notice a boy in his employ playing one day last week with a number of what at first sight appeared to be strips of ordinary metal. A closer examination, however, showed that the strips were composed of 18 carat gold. The lad had thirteen of them, and said that he had given a companion a few cigarettes for them. Information was given to the police, and the strips were handed over. On the second boy being questioned he said that he picked the bars up out of the gutter in Northwood Street. He found sixteen altogether, but had sold the other three to another lad for a penny. He was, of course, quite ignorant of the value of his "find." Eventually the police recovered the whole of the strips, and it was found that the gold had been stolen from a jeweller's warehouse in the neighbourhood, and it is believed that the thief, under the impression that he was being pursued, dropped them. The gold was valued at about £60.

STRATFORD.—*William Darben*, 38, foreman in a bottling warehouse, living at 44, Hazlewood Road, Walthamstow, *Eleanor Darben*, 38, his wife, *Henry Field*, 31, a foreman carter, of 14, Hazlewood Road, Walthamstow, and *Ada Field*, 30, his wife, were charged with being concerned in illegally harbouring 20lb. of tobacco, 24lb. of cigars, 4lb. of tea, and a bottle of Florida water, single value and duty, £9 1s. 11d., with intent to defraud her



Majesty's Customs.—Mr. F. George appeared for the prisoners. On Saturday last the prisoner Field, a foreman in the employ of Carter, Patterson, at the Royal Albert Docks, was, together with Henry Macklin, a quartermaster, in the employ of the Peninsular and Oriental Company, committed for trial on a charge of being concerned in stealing job. of tobacco. Bail was allowed then, and in consequence of information received John Alfred Hawkins, a preventive officer of Customs, armed with a writ of assistance, went with two other officers on Monday to 44, Haslewood Road, Walthamstow. There they found the goods named in the charge, and Mrs. Darben, on being spoken to, said they were brought into the house the previous week by a man who said the packages were not to be opened, but be left until they were called for. The Customs officer afterwards saw the other prisoners. Mrs. Field said she took the goods to her cousins, and Darben, when asked how he could explain the fact of the goods being found in his house, said he knew nothing about it. Field, when seen, said the goods were his, that he bought them at the docks, and had told his wife to take them from his own house to Mrs. Darben's.—Mr. F. George said that the male prisoner Field took upon himself all the blame of this, the other prisoners knowing nothing about the matter. When he got into trouble in another matter he sent these goods away from the house. The whole thing arose owing to the laxity with which tobacco could change hands in the docks. Mr. Hawkins said Field was well aware of the Customs laws and the penalties he was incurring, and added that in his case he was told to ask for the full penalty. The Bench said they had no doubt that the women were acting under the direction of the men, and they would give Darben the benefit of the doubt. Field would be fined £27, or three months' imprisonment.

Mr. EDWIN PAYNE, of St. George's Road, Clifton, has been fined £25 and costs £5, for allowing betting on his premises.

#### FESTIVE.

The annual outing of the employes of MESSRS. WEBB & JOHNSON, cigar manufacturers of Leicester, was held at Leamington. The party numbered some 80 persons. The excursion included a visit to Warwick Castle.

#### FIRES.

We have received the following particulars from MESSRS. LEON MARCUS & CO., of Manchester. On the 26th ultimo their factory at about 2 o'clock in the afternoon, was discovered to be on fire. Nearly the whole of the valuable stock was damaged by fire and water. No cause can be ascertained for the outbreak.

#### GENERAL.

*The Westminster Gazette* says:—There is still hope for the retailers of tobacco in London. If the big manufacturers can help it, they are not going to allow one or two large concerns to swallow the small fry and smilingly digest them for the benefit of a hungry body of shareholders.

A representative has received this assurance from the manager of Messrs. W. D. and H. O. WILLS. The well-known Bristol firm has throughout the matter taken the lead, and its views may be considered as representing those of the six great firms of tobacco manufacturers.

"The question of the London price of tobacco will not be delayed a moment longer than is necessary," said Mr. Jollyman on Friday. "The manufacturers are anxious to assist the retailers, and desire to see them hold their own against the competition of large concerns. It is a matter that does not affect them directly, since, whatever the price of tobacco may be to the public, the manufacturers will always receive a fixed price from the retailers. But, though it does not affect them, the manufacturers think that the small retailers should be allowed to make a fair working profit, which, when compelled to sell at a 'cut price,' they cannot do. We are now only waiting for the return of the heads of the firms from their holidays. In the early part of October the manufacturers will get together again and endeavour to bring all the retailers to one way of thinking. At present no way suggests itself. If we cut off supplies from a firm, they can without great difficulty obtain supplies through recognised channels. If there is a possible way out of the difficulty it will be discovered."

Several retail tobacconists who have been seen, acknowledged that Messrs. W. D. and H. O. Wills's view of the situation was perfectly correct, and stated that they were content to wait and see what the meeting of the firms in October will bring forth.

**BORNEO TOBACCO.**—A Reuter's telegram, dated Amsterdam, Sept. 16, states:—Some Borneo tobacco again equalled the best Sumatra at yesterday's auctions, both countries topping the list at 220 cents per half-kilo.

**JOURNALISM AND TOBACCO.**—Mr. John Archibald Willox, the President of the Institution of Journalists (who held their annual conference in Belfast last week), was born in Edinburgh in 1842. He went to Liverpool in his teens, assistant to Mr. Thomas Lee, the then conductor of the *Liverpool Times*. But his career as a journalist may be regarded as having really begun on the paper of which he is now the head and moving spirit, the

*Liverpool Courier*. He began as a reporter, then became sub-editor, then assistant-editor, and afterwards editor.

Side by side with Mr. Willox's career as a journalist there has grown up an important and responsible connection with one of the largest commercial concerns in Liverpool. A local biography says that "almost from his boyhood Mr. Willox was very intimately associated with the late Mr. Thomas Cope, who, as an amateur, was one of the original projectors of the able and well conducted journal *The Porcupine*. The contributors to this paper used to meet every week at Mr. Cope's house to settle the articles which were to appear, and to appoint the writers. Amongst those who acted in this capacity from time to time were men like Mr. Justin McCarthy, Hugh Schimmin, and Charles Millward. Out of his connection with Mr. Cope a chain of events has sprung, the present result of which is that Mr. Willox is, and has been for the past eight years, chief director of Cope's tobacco factory.

It must be an exceptional gift which enables Mr. Willox to discharge, as he does, with intimate touch and knowledge of detail at all points, simultaneously, four such responsible offices as those of editor and proprietor of the *Liverpool Courier*, Conservative member for almost the largest constituency in the United Kingdom (the Everton Division of Liverpool), chief director of the great tobacco factory, and president of the Institute of Journalists. When Sir Algernon Borthwick (now Lord Glenesk) announced his intention to found the Orphan Fund of the Institute, with an initial gift of £1,000, Mr. Willox immediately followed with a supplementary foundation gift of £500. His latest act of generosity is the offer of £5,000 to found a pension fund for journalists.

It was stated at a meeting of local tobacconists last night that the London and North Western Railway Company had "entered into an arrangement with a well-known London firm of tobacconists letting them the use of a portion of the bridge across the station for the purposes of a tobacco stall." If this is really so the arrangement bids fair to be something of a nuisance. On ordinary days the traffic across New Street Station bridge is most congested, and what it will be on holiday occasions, should a tobacco stall be erected in the passage way, with excursionists engaged in making their purchases, it is hard to imagine. We only hope that the Company may be prevailed upon to alter their determination, or at any rate to arrange for the stall to be so set back as to relieve the obstruction to some extent.

No one who knows anything about German tobacco will be in the least surprised to learn that more than half of it is grown in the country—one more instance in which "Made in Germany" is by no means an attractive legend. The consumption there in 1894 amounted to 159,392,500lbs., and the tobacco crop yielded 84,473,658lbs. Last year there was a large increase in the acreage of tobacco under cultivation, the largest quantity being grown in the Baltic Provinces and in the Palatinate and Baden. The Northern climate clearly is no bar to the cultivation, whatever we may think of the quality when the tobacco is manufactured.

According to a Foreign Office report the Italian Government, which owns the tobacco monopoly, has allowed Messrs. Wills, of Bristol, to consign to the tobacco factory in Rome, for sale by them, two brands of their tobacco, namely, Three Castles and Capstan.

One of the subjects of newspaper correspondence which has been permitted to develop by kind permission of this season is that upon smoking in railway carriages, and it has revealed an amazing amount of selfishness. The smoker wants the best part of the train and the non-smoker would relegate him to the region of the guard's van; the lady correspondent wants to exclude the male from a certain number of compartments, and says nothing about the necessity of excluding herself from the smoking carriage; and finally, a traveller with "nerves" wishes to see a "family carriage" instituted into which all children should be herded. The railway companies will next be asked for conversation and silent cars, Radical and Conservative compartments, and so on, until the ridiculous nature of all these requests really strikes the author of them.

**DHUDEEN** in *Success* writes as follows:—"May I smoke?" is a question often asked by the patient of the doctor, and many doctors, wishing to be on the safe side, give a universal negative. An eminent physician has roughly classified the occasions on which a patient may or may not smoke. Tobacco may be consumed with more or less advantage, he says, in all pulmonary affections, in tuberculosis, typhoid, and pneumonia. In peritonitis, throat troubles, nervous diseases, and some forms of dyspepsia smoking should not be indulged in.

The other day a friend showed me an extraordinary cigar holder, which he said he had used for years. It was made from the leg bone of a dog, the knuckle being hollowed out for the reception of the cigar. It was highly polished, and jet black from constant use.

Keeping a tobacco shop in France says the *Graphic* is a position greatly coveted by gentlewomen in reduced circumstances. The sale of tobacco being a State monopoly, the Government generally bestows a right to keep a *bureau de tabac* on the widows and orphans of officers and Government officials, or on disabled civil functionaries, and though there are nearly 55,000 *bureaux* on French territory, the lists of applicants far exceeds the supply. The *bureaux* are very profitable to the Government, bringing in some 16 million sterling in the year, but the people who manage the shops have a very small share of the profits. Indeed, their



average income is some £16. annually, though some may go above £40. On the other hand they have the advantage of selling stamps and other wares, from which they obtain a good return.

In an article entitled "Sir W. H. Wills, M.P. as a King of Commerce," *Spectator* states that Sir William was born in 1830. That his firm is over 200 years old and employs some 2,000 hands, male and female, also that recently they paid over £800,000 for duty and that as much as £160,000 duty has been paid in one day.

An interesting duel is now in progress between the Birmingham Tobacconists' Association and the London and North-Western Railway. The railway company have agreed to let a space on the bridge at New Street Station for a tobacco stall to a London firm, who are alleged to "cut" prices. Mr. E. H. Mann, at a meeting of the association last night, in the Colonnade Hotel, reported a conversation with Mr. Entwistle, the district superintendent to the railway company. Mr. Entwistle, he said, expressed the opinion that the tobacconists were taking up a wrong position altogether. They had no right to interfere in the matter, and had no locus standi for their action. The bridge was the private property of the company, and the tobacconists might as well object to their putting up advertisements in the station relating to their trade. He (Mr. Mann) replied that the matter was of such vital importance to the tobacconists of Birmingham that they had passed a resolution withdrawing their support from the railway company. Mr. Entwistle thereupon assured him that they did not know the firm they had let the position to was a cutting firm. It was unanimously resolved that a deputation be appointed to wait upon the authorities of the London and North-Western Railway Company in London.

The French Society for the Suppression of Tobacco Smoking is agitating to secure a law forbidding schoolboys and clerks in the Government Post Office to smoke cigarettes and also to make it illegal for tobacconists to sell anything to smoke to children. Amongst the researches of the Society is the discovery that hypnotism acts as a complete cure for tobacomania.

According to a gentleman who has recently returned from the seat of the rebellion against Spain, no one in Cuba, except the foreigner, ever smokes a pipe, but cigars and cigarettes are universal. Of necessity there is a great demand for a cheap article, and some of the cigars that meet the demand emit a smoke which will float a straw hat and wither the vegetation for yards around. The cigarette, however, is the main reliance of the working man. It is not easy for the visitor to get a good cigar at the tobacconists. For the equivalent of sixpence he gets an article coarse and heavy, and a headache goes with one. But a visit to a factory near Havana makes the old smoker's mouth water. There one can buy cigars at all prices. The best are sold to wealthy people in different parts of the world—mainly wealthy Spaniards and Portuguese. Very few of the cigars go to the British Isles. The Briton is allowed to take just forty-nine cigars home with him without paying duty.

MESSRS. SALMON & GLUCKSTEIN have been interviewed by the "Sun." The main points elicited were that Messrs. S. & G. have some 90 shops, and employ over 1,500 persons; that at their Whitechapel factory they employ 250 hands, and in addition they possess an important factory at Kensington; that they employ only Union men, and that some have been in their employ over thirty years. The interviewer states he made enquiries among the employes, who receive a very good wage and that no one had the least complaint to make. That the firm state they intend making a further reduction in the price of tobacco, that the workman generally smokes.

The British Consul at Naples, in his report to the Foreign Office for the past year, says that since the issue of the last report Messrs. W. D. and H. O. Wills have been allowed to consign two brands of their tobacco to the tobacco manufactory in Rome. This will prove a boon to British travellers and residents in Italy, and it is to be hoped will prevent them from attempting to bring tobacco into the country. The law is so strict that the small amount carried in the pocket is contraband, and involves a penalty of 71 fr., which is rigorously enacted. On an application from the Consulate showing extenuating circumstances, this fine is generally reduced, often as low as 5 fr.; but the matter causes a great deal of trouble to the Consulate, and a loss of time and temper to the victim, who, in the majority of cases, had no intention whatever of defrauding the revenue. There has been fully half a dozen such cases in the past year; one a particularly hard one, where the traveller was able to prove that he had purchased his cigars from the Government shop in Rome, and had merely placed them for convenience in an empty box bearing the name of a well-known London tobacconist! In this case the fine was reduced to 5 fr. on a representation being made by this Consulate, but the cigars were confiscated. To add to the humour of the situation, they were not seized at any frontier, but at the Naples railway station. Now most people are apt to suppose that excisable articles purchased in a country may be freely conveyed all over it. It is as well that intending travellers should know that this is not the case in Italy.—*St. James' Budget*.

In an exhaustive article entitled "Unequal Taxes" in the *Daily Chronicle* appears the following:—"Tobacco affords a striking illustration of the injustice of our present taxes on commodities. The duty on cigars is 5s. a pound; on unmanufactured tobacco, which forms the great bulk of our imports, an average of 3s. 4d. a pound. Let us see how this tax works out on tobacco at 4d.

an ounce, and cigars at 6d. a piece. The man who buys an ounce of tobacco for 4d. pays 1½d. for the tobacco and 2½d. for the tax. Or, suppose he spends 1s. on this tobacco, he gets 4½d. worth of tobacco, and has to pay the State 7½d. for the privilege. The man who smokes 6d. cigars pays 5½d. for his pipe, and 1d. for the tax (reckoning 100 cigars of the 6d. size to weigh about 1½lb.) Or, when he lays out 1s., he gets 10½d. worth of tobacco and has only to contribute 1½d. to the State for tax. Here, then, is the difference; not only can the poor man afford to spend fewer shillings, not only must he put up with inferior quality, but even when he does manage to save a shilling and spend it on a little luxury (save the mark!), the State takes five times as much out of his shilling for taxes as it does out of his comparatively wealthy neighbour's, with the result that he gets less than half the same value for his money."

#### OBITUARY.

With regret we announce the following deaths:

Mr. JOHN HIGGINS, late of Long Lane, Smithfield (now B. R. Arkell's business), on September 20th. Aged 73.

Mr. T. H. PYBUS (Pybus & Co., tobacconists, Sunderland), September 26th.

## Chat with A Cigarette Maker.

Reprinted from "To-Day."

I HAD been amusing myself the best part of a rainy day (writes a contributor), by making my own cigarettes with the aid of a patent "concinnum," a little half-guinea arrangement with which one can make cigarettes of various lengths. I had just discovered that I had used about half a pound of fine-cut tobacco and nearly two hours of my time in making rather less than a hundred cigarettes, when I suddenly remembered a big shop, not a long way from Fleet Street, where they make their own cigarettes on the premises, and I determined to find out how it was done.

The shop in question is owned by two brothers. "You are from Russia, are you not?" I remarked, with the interviewer's easy impertinence. "Yes," the elder brother replied—the younger was hard at work making cigarettes—"and I suppose that Russia consumes more cigarettes than any other country in the world. For my own part," he added, "I smoke nothing else, and as I smoke incessantly, and always inhale, I only smoke my best cigarettes." Meanwhile, the younger brother had made a dozen or more while we chatted. His appliances consisted simply of a stout piece of paper gummed to the counter, and a piece of stick about the size and shape of a pencil. In much less time than it takes to tell it, he would select some tobacco, place it on top of the paper, roll and re-roll the paper with his deft fingers, and having thus shaped the tobacco, would place the end of an already gummed cigarette paper alongside, and then, with the little stick, push the roll of tobacco into the cigarette paper, the cigarette being quickly tossed on a heap, and the process repeated.

The operation—not an easy one—was exceedingly quick, and he told me that he made three a minute, or nearly two hundred an hour. It must be remembered, however, that before the state which I was then witnessing is arrived at, the cigarette papers have to be rolled up and gummed, while to complete the cigarette the tobacco which protrudes at the ends has to be cut. These particular cigarettes were to be sold, I think, at seven and sixpence the hundred, and when I was told that the papers, tipped with twenty-two carat gold-leaf, cost them threepence per dozen, I found it hard to see—after buying good tobacco, paying the duty, and adding the labour—where the profit came in.

"Apart from its purity, the particular advantage of the cigarette made by hand," explained my informant, "is the even distribution of the tobacco; in the case of these much-advertised cigarettes, made by machinery," he added, pointing to different boxes, containing various brands of Virginians, "you can just get them to draw when you light them, and that is all. Some are too hard, and some are too loose. In the machine, one very long cigarette is made, which is then automatically cut off in the required lengths, and, of course, this is rather a rough way of making them."

I remarked that, although pretty to watch, making cigarettes certainly looked like rather hard work, and he then smilingly told me that for eighteen years he had been cigarette-making, but that now his brother had taken it up in his place. "It is very hard work," the younger brother admitted, but, expressing a desire to take my order for a thousand or so, I left the shop hurriedly, but not without some sort of reflection that an English tobacconist would employ someone else to do the work while he looked on, whereas the industrious foreigner saves the expense of the labour, and does it better himself.



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# The Tobacconists' Text Book.

COMPILED BY "COSMO."

A TRADE ENCYCLOPÆDIA.

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

Edited by ARTHUR BARRON.

## SUBJECTS ALREADY DEALT WITH.

No. 1.	ALGERIAN CIGARETTES.	AMBER CAPE.	ATTAR OF ROSES.
ABAJO.	ALGERIAN TOBACCO.	AMBER IRON.	AUSTRIA.
ALBATROSS.	ALLOA.	AMERICAN TOBACCOS.	BIRDS' EYE.
	ALUMINIUM.	AMSTERDAM TOB. SALES.	BLEND.
No. 2.	AMBER.	ASBESTOS.	BOND.
ALEXANDRIA.	AMBEROID.	ASH.	

**BOGEY.**—The name given to thin black roll tobacco or pigtail, largely smoked in the north of England. The origin of the term is lost in obscurity, it was, however, doubtless, suggested by the King of the nether regions, who is supposed in some quarters to be adorned by a black pigtail of somewhat formidable proportions.

**BOUQUET** is an arbitrary term originally applied by Havanah manufacturers to indicate a special size of a superior quality of any particular brand. The term petit bouquet stands for a smaller size of the same quality. Bouquet was suggested by the remark being passed by one dealer to another when specifying the qualities of an aroma. The term, however, owing to its general use by all classes of manufacturers, with one or two notable exceptions, has lost its original significance.

**BRISTOL.**—This town, owing to its early importance as one of the principal seaports of the United Kingdom, was honoured by having received the first importations of tobacco. This led to the manufacture of tobacco as one of the important industries of the town. Owing to the enviable position justly acquired by manufacturers, who may be said to be the pioneers of the tobacco trade, notwithstanding the fierce and increasing competition of other large depots of the British Isles, Bristol maintains its prestige as being one of the first tobacco manufacturing centres of the United Kingdom.

**BORNEO TOBACCO.**—Borneo tobacco is produced in British North Borneo. In 1871 it was discovered that tobacco grown in certain parts of the East Indian Archipelago was particularly adapted for use as wrappers for cigars; and Deli, North Sumatra, soon attracted capital and labour, until the importation with Amsterdam and Rotterdam of East Indian tobacco increased from thirty thousand pounds in 1865 to seventeen millions pounds in 1882, and has since been increasing. This directed attention to the possibilities of North Borneo, where tobacco of an excellent quality was known to exist. The first few leaves gathered did more than to confirm the belief. In 1883 the first planting company in North Borneo was formed. In 1884-5 a crop of some 400 bales was produced, samples of which were submitted to experts, and elicited the following reports:—

June 4th, 1886.—"I have the pleasure of informing you that the sample of Borneo tobacco you were kind enough to show me and let me test, is first class, and in my opinion would, judiciously handled, readily be adopted by all cigar manufacturers in England and America as a perfect substitute for Sumatra leaf. I have no hesitation in saying that with a little more care being taken in fermenting it, this tobacco should realise from 3s. to 4s. per lb. in 1st quality brown wrappers."

June 15th, 1886. Messrs. Westerveld & Co.—"Although we have seen as yet very little of North Borneo tobacco, and that in an unfermented state we have come to the conclusion that the tobacco is fully equal to Sumatra, and may later on be even better than Sumatra; it will be the tobacco of the future."

2nd July, 1886. H. N. Davis & Co. (Extract).—"Since writing the above, we have sent up to the Colonial Exhibition and been favoured with a type of the tobacco; judging therefrom, and making all allowances for the fermentation not being settled, we have not the slightest doubt in asserting that the characteristics are most satisfactory as compared with those of the growth of Sumatra; the leaves are occasionally rather thick and the veins somewhat prominent; the sorting should have more attention; but all these faults can be remedied with care. The great point is, judging from the type we have seen, we can pronounce its growth a genuine cigar tobacco growth, and with more care will prove a most formidable rival to Sumatra."

These opinions have been amply borne out by the constant improvements made by the Borneo tobacco planter in his various crops. Recent sales in Amsterdam indicated that not only is Borneo tobacco in large demand, but that the prices realised are very satisfactory. Of the tobacco itself it may be said to have great claim upon the attention of the smoker, for its mellow taste and sweet bouquet, while in texture it is soft, silky, delicate and elastic, colour—a beautiful brown. Numerous companies are successfully working the many plantations. Close upon a million of acres are under successful cultivation, the revenue of British North Borneo, being largely and continuously augmented in consequence.

**BRANDS**—is the term applied to the different names given to cigars, tobacco and cigarettes. A study of "brands" would be very interesting as illustrating the dominant ideas associated with the different classes of goods with which they apply. In tobaccos the army and navy appear to be particularly favoured. Gold and silver are also to the fore, while sweet smelling plants and flowers come in for a good share of attention. But when you come to "thunder clouds," there appears something irrelevant. The majority of brands in reference to cigars, inclusive of sizes, colours, etc. are largely Spanish, and the efforts occasionally made by English manufacturers to give a Spanish sound to something peculiarly English is often ludicrous. One or two English firms have the courage of their convictions, and I don't think they suffer by it. To Cuba must be laid the blame of Spanish nomenclature in cigars. With the exception of low-priced brands, with which by-the-bye the English market is becoming flooded—have brands of Oriental significance, due in a measure to the fact that cigarettes like wisdom cometh from the East.

**BRIARWOOD.**—The wood popularly known by this name comes from a specie of the briar found in large quantities in the neighbourhood of the Pyreneese mountains on the borders of France and Spain. The wood is peculiarly adapted to the manufacture of smoking pipes, inasmuch that while it resists the heat it is at the same time a capital absorbent. There are various grades of briarwood, the best being technically known as "clean" or free from flaws and cracks. Except to the initiated, flaws are not easily detected, they being ingeniously filled in with putty, when so filled there can be discovered a dirty creamy kind of blotch, easily picked open by the penknife. The best briarwood pipes are those made from the selected growths of the wood, the wood then being thoroughly seasoned. When well seasoned, the wood is comparatively soft, more absorbent, and thus the pipe becomes mellow and very agreeable to the habitual smoker. The cheaper kinds of briar pipes are invariably made from hard, green, and imperfect wood, from which one gets the eternal woody flavour so repugnant to the true devotee of the pipe. In briars fashion varies, the straight with a birds eye grain—which grain, bye-the-bye, is very pretty and mostly favoured, while for shape, the bull-dog is certainly the most popular. Owing to the great improvements made in recent years, in the finish and mounting of briars, the once popular meerschaum has become almost a thing of the past. While St. Claude in France is the headquarters of the briarwood pipe industry, the very best qualities are really manufactured in England, while for superior pipe mounting in gold and silver England stands prominent



singularly enough. Although practically a foreign industry, some of the very best of styles and get-up emanate from England and are largely imitated throughout the continent. This is largely due to the fact that England—possibly due to the high price of good cigars, is essentially a pipe smoking country, where all classes smoke pipes and many are in a position to afford to give vent to their tastes as to style and finish. It is gratifying to remark that a large and increasing trade in the better class of briarwood pipes of home manufacture is carried on betwixt this country, America, and the British Colonies, some of the well known English brands being as popular in Johannesburg, Calcutta and New York as they are in London, Dublin, or Edinburgh.

## Chats and Interviews with Successful Retailers.



No. 2. MR. SAMUEL R. RECKNELL.

IN the year 1855 on returning from India, I was walking home to Highbury with my elder brother, who stopped at an old-fashioned shop on Finsbury Pavement, to get what he called the "best tobacco anywhere." I remember it was a Mrs. Thompson who served him, and who mentioned that "times were altered since she was young." I fancy that in the event of either Mrs. Thompson or my brother being able to visit the old spot now, they would, individually or collectively, be much astonished. For Mr. Samuel Robert Recknell, to-day, at 119, Finsbury Pavement, is one of those, who make up their minds to alter at once anything inimical to their best interests, and to enlarge upon their own prescience, assisted by their knowledge of the times in which they live, and in the consideration of the good and evil of the tobacco trade. Since Mr. Recknell's occupancy of the Thompsonian premises he has endeavoured to cultivate the all-round trade that he found was immediately necessary to success in his neighbourhood. Next door is one of the oldest tobacco manufacturers in London, and lately, some four years ago he had to compete with the great cutting house established only five doors from him. Then it was that our determined enthusiast pulled himself together and defied, literally defied, the big firm. He altered the price of the packets to their level, he made a bigger pyramid of cigarettes in his window than they did; he took out the old front of his shop and put in new plate glass with up to date fittings and accessories, he continued bill posting for a time to let the public know what he was doing, and he got out a price list on exactly their lines, still never selling below them in any case.

Mr. Recknell has now as good a show of high class stock as any dealer in his position in London, and although he will not sell more packets than he can help, he pushes to the best of his ability those loose tobaccos that he knows are trustworthy. This last, he says, is most important, as bearing upon his position to-day, and as the cause of the effect that his operations have been highly satisfactory, his returns being three times the amount of what they were four years ago, *i.e.*, when the cutting firm referred to, established themselves five doors from him. He objected to my calling them "cutters," "rather," said he, "let them be said to be my good friends, who raised themselves up for my benefit." With glee and with unction he proceeds; "Had it not been for these 'good friends,' compelling the extra energy and pluck that was latent within me, I might never have been in the position I now am."

I presumed that he would like larger premises? "Most decidedly, I lament the smallness of my old-fashioned shop, and feel certain that if I could get rid of that ancient staircase that bisects the house I might treble the business again, as the only thing I want is more assistants and consequently, more room for them." I then asked, who commenced competition with the big firm on the same lines? and without hesitation, Mr. Recknell believes that Mr. Netten and himself were the first to attempt to "bell the cat." I further asked about the manufacturers and their little ways. "Do you think fault is to be found with their methods?" I am certain they are to blame and could have only been pressured to the extent of their caveing. Had they stopped the overflow of discounts before my "good friends" became a company, all the troubles of the large majority might have been minimised.

Mr. Recknell who is a singularly social and genial companion thinks that the idea of a Social Union is excellent, but said he, "colloquialization may be introduced between the songs etc., but I would suggest having a good chairman since there are talkers, and, alas! talkers." "And how about the license Mr. Recknell?" Personally, I wish it was a heavy one, almost entirely on this account there is tobacco sold in some form in half the shops in this street, by people who do not depend upon it for a living as I do. Our trade depends upon nothing else and I should think ours the only trade, licensed, that everybody seems to play with with impunity, why then should we be excluded from playing with the businesses of others in the same way?"

Now, here is a business that has not only been dragged out of the claws of the would-be monopolist, but actually built and soundly too, upon the attempted monopolists' advent. Let those who cavil watch and ward, let them, unaided, walk in the path hewn out by the energy and ability displayed by our selection among novices, and the wearying cry of the spoiler—shall die of inanition.

The Lyon and Co., shall lie down with the Lamb and Co., and a new Tubal-Cain shall transform the sound of the social aggressor into the pruning hook of the peaceful profit-maker.

Times come, and times go, we have troubles, like the poor, always with us. Let us learn while we may to find the nearest path to the Elysium, that is hidden, and always seems so far off. Thus shall we ever have that to occupy our thoughts, that, if it does not lead to immediate results, yet enables us to live in charity with all men, if only by the sequence of practising qualities that worth, honest work, alone, produces.

C. H. Mc.KAY.

## Our Free Suggestion Column.

*Suggestions contained in this column are available for the free use of Subscribers.*

*Firms wishing to use them must of course ascertain for themselves, in the event of deeming them worthy of registration or adoption that they have not been anticipated. "Great minds think alike" and it is possible that while the authors of these suggestions may think them original they may not be so.*

*Gentlemen willing to communicate original ideas for this column are invited to do so but they must distinctly understand that the ideas are "pro bono publico."*

*In communicating, the sender is requested to say whether he wishes his name attached or not. If silent on the subject we shall conclude that he wishes no acknowledgment.*

*Owing to pressure on space the Suggestions received are held over.—ED.*

**Cigarettes.**—The number of cigarettes exported from Port Said in 1892 was 1,801,075; in 1893, the number was 3,956,870; in 1894 the number was over 6,000,000; and last year nearly as many.

**Cigars (?)**—are now said to be made entirely of paper and saturated with tobacco juice.





WE were inclining to the belief that the smartest new lines of the day were more or less confined to cigarettes pure and simple, but we are notified of a new tobacco one, by MESSRS. JOHN PLAYER & SON, LTD., of Nottingham, which is on a par with the most up-to-date line in cigarettes. The specimen sent us is an ounce packet of superior dark Virginia tobacco, and registered under the Brand of CROCUS, its price being 4s. per lb. to the Trade, and 3½d. per oz. to the



smoker. A pessimistically-inclined friend at our elbow while we write—engaged in practically sampling it—between the whiffs sarcastically remarks: "Ahem (puff) price too low (puff). Don't think it will." "Don't think it will, WHAT say we?" "Well, I don't think, after all, it WILL croak us, but why do these big firms sell so good an article at such an absurd price. I doubt if the public appreciate it." We give a replica of the ounce packets, the design of which is of course *crocusy*; the lettering of the Brand being in white on a deep mauve ground, with a blending of the yellow variety of this delightful flower, the whole being printed on tinted purple. We may here remark that until the day comes along when colour photography is an accomplished fact, it is simply impossible to convey anything more than a suggestion of the excellent "get up" of packets of this description, many of them being triumphs of lithographic art, as most of the colours used are non-actenic, and consequently do not lend themselves to faithful reproduction.

AN excellent title is the one selected by MESSRS. STEPHEN MITCHELL & SON, of Glasgow, for their new line of choice Virginia Cigarettes (12 in a box), viz., GOLDEN GORSE, which they produced in a card box with an exceedingly pretty and appropriate design, a photograph of which we give. The price to the Trade is 19s. 6d. per 1,200 cigarettes, i.e., 100 packets to retail at 3d.



AN additional new line of the same firm is one entitled "WOODLAND BLOSSOMS." It consists of a long oval tin, and contains 50 choice Virginia cigar-



per lb.

FROM MESSRS. THOMAS OGDEN, LTD., emanate many original ideas for New Lines and advertisements in the public press. Their latest cigarette one is dubbed STAMPS, and is a penny packet containing five cigarettes of Virginia tobacco. The new feature in connection

with it is that each packet contains a genuine foreign stamp. The design on the cover is attractive, the lettering being in white on red and dark blue grounds.

ANOTHER particularly smart penny line, and for which we predict a large sale, is one entitled GOLD BOYS, brought out by MESSRS. HARVEY & CO. of 51, Essex Road, London, N. The distinctive feature of it is that the five cigarettes are gold tipped. The packet (replica of which we give), is pretty, being printed in blue



letters on a pale green ground, and each cigarette is stamped in gold "Harveygo Gold Boys."



of GOLDEN NAVY CUT. They retail at 4½d. per tin, the price to the Trade being 3s. 4d. per doz. boxes.

ANOTHER introduction of theirs is a SMOKING MIXTURE a delicate mixture of oriental tobaccos. Price 4s. 6d. per lb. to retail at 4d. per oz. The design on the paper packet is as charming a one as I have seen for some time.



THE next one they invite attention to is a useful line of Blended Virginia Tobacco (dark), at 5s. per lb., in tins (or 4s. 9d. loose), to retail at 4½d. per oz. Yet another one I must notice, this time a line of cigarettes of finest selected Turkish entitled THE FAN.

TASIE. The box, gold lettering on white, contains 10 cigarettes tipped with 22 carat gold. Price 3s. 4d. per 100, 33s. per 1000. Retail at 6d.

WE have received from MESSRS. B. KRIEGSFELD & CO., of Manchester, a sample of their APPLE BLOSSOM brand of cigarettes. There are 12 cigarettes (hand made), in an exceptionally well got-up box of decorated tin, and retail at threepence. The tobacco used is prime gold leaf Virginia. Altogether the line is a remarkably good one, and deserves the sale we understand it has already commanded. Messrs. K. & Co. claim to be the first firm who introduced a threepenny line in decorated tins.

WE have received a sample of an excellent line of small cigars somewhat similar to those known as "COURTS," from the CABANA CIGAR CO., of Tottenham Court Road and Oxford Street. The brand is known as "PETIT DUCS," and the tobacco is of really excellent quality, consisting of Havanah fillings. "Petit Duc" are intended to appeal to those who do not like a paper cigarette, and for whom a cigar is too large. While leaving a fair profit to the retailer, they are excellent value to the smoker. They are put up in handsome cedar boxes of 100.

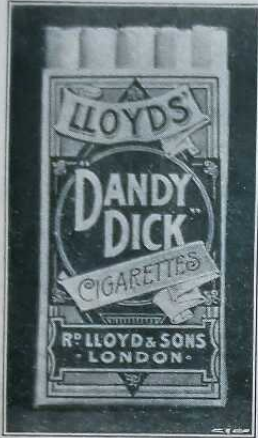




MESSRS. J. & F. BELL'S (of Glasgow) latest is styled "SPECIAL GOLD FLAKE." Fifty cigarettes in an oval tin, most handsomely labelled in red, white and gold. The quality of the tobacco used, and the "get up" of this new line well sustains the reputation of the firm. Price 1s. per tin of 50, 2s. per 100. Trade 16s. per 1000.



THE old established firm of RICHARD LLOYD & SONS, of Exeter, and Holborn Bars,



E.C., have brought out yet another line of popular penny packets of cigarettes (5 for 1d). It is styled DANDY DICK. The design is particularly striking, and one of the best pieces of this class of printing we have yet seen. Messrs. Lloyd inform us that although the article is not yet on the market, the orders received are already over one million.

MESSRS. LEON MARCUS & CO., of Manchester, are about to bring out a brand of mild coarse cut Virginia cigarettes (M.C.C.), a high class Virginia of rare fragrance, and also Marcus's "Silk Cut," "Navy Cut," and "Straight Cut." They are put up in lb. and ½ lb.

boxes with decorated fronts and very attractive labels.

MESSRS. A. J. NATHAN & CO., have introduced a new briar pipe. It embodies a quaint idea, which, however, appears to be quite practical. With each pipe, straw tubes are supplied. A straw is inserted in the stem and when the pipe is foul, is withdrawn another being substituted for it. The following is the inventor's description of it.

"The specialty of the pipes with straw, patent No 12514 and marked A. BURKARD is: In renewing the straw tube, which absorbs the nicotine, one has always a clean and healthy pipe. Its draught is perfectly cool, and altogether the Burkard Pipe has the advantage over most other patent pipes, which, by their intricate construction, frequently tire the lungs and affect the tongue of the smoker.

"It can be cleaned with the greatest facility, the straw tubes, which are supplied at a nominal price, are drawn out and renewed when soiled.

"The nicotine, therefore, never gets into the mouth, as the straw tube inside prevents it. The bowl is made from 'CONGO BRIAR' specially prepared so as not to burn or split.

"The real 'CONGO BRIAR' pipes are marked 'A. BURKARD.' Their wholesale price does not exceed that of other Briar Pipes and they are retailed at a high price, which their excellent quality readily commands.

"The 'BURKARD PIPES' are distinguished also by their nice and unalterable colour. Moreover, they colour exactly the same as a Meerschaum pipe and they taste always sweet and agreeable.

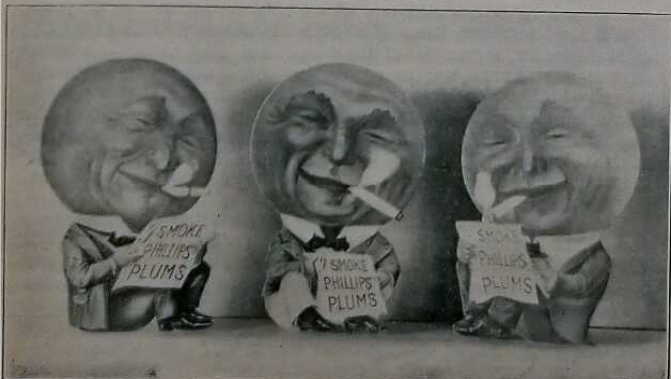
"Burkard Pipes are made in all shapes. A. BURKARD."

MESSRS. CHAS. MAAS & CO., of Jewin Crescent send us a specimen of a new pipe called the EMPIRE. It is a wonderful line at a shilling. The following describes it.

"The inner tube of specially prepared red clay dries and purifies the smoke, whilst absorbing the nicotine.

"This tube is protected by an outer cage or tube of bone thus admitting the clay to absorb from the outside as well as inside.

"The clay tubes are removable and can if necessary be replaced by a new one from time to time, thus always securing a perfectly CLEAN,



COOL, AND DRY SMOKE. It is of the BEST FRENCH MANUFACTURE.

A MOST striking and humorous advertisement reaches our windows and counters. It is in the form of three separate cards, figures nine inches high with strut at back. The reproduction below of a photograph, we think gives a much better idea of same than any description we could possibly give. The expressions on the three faces are indicative of the great enjoyment to be obtained from smoking PHILLIPS' PLUMS.

## "Cutting." A Suggested "Cure."

Extract from Tobacco October 1st 1896.

"Next, let them resolve upon stopping the supplies of all 'cutting' firms, and to assist them in effectually carrying out this portion of the remedy, let them number each package for the purpose of identification."

Extract from a Correspondent's letter to a Trade Journal.  
"Furthermore when it becomes difficult to find where and how a cutter is getting his proprietary lines, a fund might be formed to employ a good Scotland Yard man &c."

### "THERE'S A CHIEL' AMANG YE TAKIN' NOTES"

Assisted by the following, the reader's perceptive faculties are no doubt sufficiently acute to enable him—even without the aid of the proverbial wet towel round his head—to FULLY grasp the brilliancy of these opportune suggestions. Almost everyone, however remotely connected with the trade (even including the erring errand boy, dulled though his senses be, by the rapid consumption of penny packets of cigarettes containing coupons entitling him, after smoking half a million or so, to a portrait of the manufacturer, 14 tracts on the evils of smoking, and a Peg Top (is capable of perceiving how this numbering business will correct the evil and in the end benefit—the offending "cutter").

Scene—the warehouse of the Supply 'em for Next to Nothing Syndicate Ltd." Enter gorgeously got up official in uniform.

COUNTERMAN. "Now Sir, what can I have the pleasure &c., &c." I. OF N. P'S. "Oh! I'm the "Inspector of Numbered Packets 750 K" and am under orders from the Detective Department of Messrs Will & Won't to require you to state to whom you sold a packet number three million, seven hundred and fifty six thousand, four hundred and forty nine B. We find on reference to our books, that some eighteen months ago this particular packet was delivered to you. Turn up your books please, and inform me to whom this was sold."

COUNTERMAN. "Very sorry Mr. Tec, but we don't keep books, profits won't admit of it. All cash transactions here. But our office boy has a wonderfully retentive memory and can doubtless assist you. Here Tommy, can you remember where packet No. 3,756,449, B got to? "Oh! yes Sir, that packet was the very one that one of the bosses gave me to take home on Christmas Eve to my aged father; I remember it well, because the number ran the whole length of the packet"

EXIT. (I. OF N. P'S. sotto voce. "Foiled again Ha Ha." Leaves to j'urney, as befits his high station, by Pulman to Aberdeen, to trace packet 3,756,449, B. Arrived, he interviews Sandy MacNofule.

SANDY. "Weel! an fat parteckler brand can I have the pleasure o' seivin' ye we' this mornin'?"

I. OF P'S. "None my friend, none! I am an Inspector of Numbered Packets, and I want to—"

SANDY. (Interrupting) "Losh man! I niver heard o' sic an official afore, I'm thinkin' surely its a Royal Appointment ye hold."

I. OF N. P'S. "Oh dear no Sir! I belong to the newly appointed Detective Department of the celebrated London firm of Messrs. Will & Won't, and have come all this way, in order to trace packet No. 3,756,450B. of the firm's famous "Beat All" brand. I must require you to refer to your books and inform me to whom you sold that particular packet."

SANDY. "Hoots, ma friend! I niver fash mysel' keepin' bits o' bukes, I keep a' my bukes in ma' heed."

(The Inspector, sotto voce. "Bless my soul! another of 'em, I really must get the M.P. member of our firm to run a short Bill through the House—(with his influence he can easily do it in a week) to compel all dealers and retailers to keep books.")

I. OF N. P'S. (following another clue, I have heard Sir, on excellent authority, that your shepman is distantly connected on his maternal side with a certain employe of a London "Cutting" firm."

SANDY. "Verra true, sir, verra true, but I niver could mak' that dunder headed loon understand the difference between meum an' tuum, so last week I jist sent him 'bock agin' tae some one else in your big toon, wha's nae sae parteckler.

I. OF N. P'S. "Then I am to understand Sir, that you cannot help me?" It's me that will be thinkin' that ye might be richt. Dea ye think, puir body, that we have naething better tea dae them gang fumblin' aboou the preemise as if we were speerin' for aine needle in 'a the hay-stacks on Dee-side. Na! Na! Gang hame again ma, mon! Gang hame at yince, after a', ye might find the verra thing ye want nearer hame than ye ken for."

(The I. of N. P's., after duly sampling the native beverage, and having lost his ticket, takes a "special" home. Arrived in London, slightly fogged and utterly dejected, a huge pyramid of duly numbered packets in the window of a "fight the cutters" shop, arrests his lynx-like eye—and lo and behold!—at the very base of that lilliputian edifice he spies the packet 3,756,450B. Returns to headquarters to report the successful issue of his efforts and to draw his salary and ex's. Gets both and is politely informed that his services will in future be dispensed with.)

(Will somebody please correct our Scotch?—Ed.)



## Tobaccodom.

The enormous increase, says *The Liverpool Courier*, in the imports of wool and tobacco into this port in recent years, as mentioned by Mr. Barrow at the meeting of the Mersey Docks and Harbour Board yesterday, is calculated to reassure citizens of Liverpool in regard to the position and prospects of local commerce.

Of course Liverpool has long been proud of its tobacco trade and its "King's Tobacco Warehouses," but when the old warehouses were erected it could hardly have been anticipated that the trade would ever develop to its present dimensions. As noted by Mr. Barrow, the imports of tobacco into Liverpool in the past five years have increased from 16,300 tons to 21,350 tons (nearly 48 millions of pounds weight) showing a growth of 28 per cent. In 1866 the import was only 19½ millions of pounds, while the total import for the kingdom in 1867 was less than 58 millions of pounds. And it is noteworthy also that this trade has increased in the way stated by Mr. Barrow, notwithstanding the inadequacy and inconvenience of the warehousing arrangements. It must be recollected that the Dock Board did not enter upon the undertakings of their own volition in order to anticipate a possible trade requirement. They waited indeed until a "long felt want" had been repeatedly pressed on their attention. But, having at length decided that the desires of the aggrieved trades should be considered, they took up the matter in a thoroughly enterprising spirit. In his last annual report (on the 1st July last) the dock engineer noted that the contract for the new wool warehouse was "fast nearing completion, some two months having yet to elapse before the termination of the contract time, and it was fully expected that that period would not be exceeded, and that the building would be ready early in September." Now Mr. Barrow reports the practical completion. The new tobacco warehouse project is not so well advanced. This involves the filling up of the southern portion of the Stanley Dock, but Mr. Lyster, at the date named, reported the preliminary work to be well advanced. As the Warehouse Committee on Wednesday examined and approved the plans for the new buildings, with accommodation for 38,000 hogsheads of tobacco, it may be assumed that the erection will be proceeded with as rapidly as possible. With these and other improvements in the port's facilities for dealing with merchandise, and with the reduction of dock charges to the lowest rates possible, there need be no dread of the trade-diverting influences of ambitious competing ports.

**The Hollander and His Pipe.**—The custom of smoking is so prevalent in Holland that a genuine Dutch Boer, instead of describing distances between places by miles or hours, will say a town or hours is so many pipes away. Thus a man may reach Delft from Rotterdam in four pipes, but if he go to the Hague he will consume seven pipes during the journey. All Dutchmen of the lower class, and not a few in the higher walks of life, carry in their pockets all requisites for smoking—an enormous box holding at least half a pound of tobacco, a pipe of clay or ivory (according to inclination or means), instruments to cleanse it, a pricker to remove obstructions from the stem, a cover of brass to prevent the sparks or ashes from flying about, and a bountiful supply of matches.

**Everyone Smokes There.**—"A Havana man does not smoke in church," said a traveller who had recently returned from Cuba. "But that is about the only place where his lighted cigar is not visible."

"And he would not think of asking a lady's permission to smoke at the table or in a railway carriage, since the ladies themselves smoke just as freely as their husbands and brothers."

"Nevertheless a pipe is an unknown article in Cuba, cigars and cigarettes being alone used. The latter are made of strong Cuban tobacco, which is, however, pure and unadulterated."

"In every house or office building the porter, who sits in the entresol, is engaged all day long in adding to his income by rolling cigarettes. He has a little table in front of him, where the tobacco and paper are spread out, and he is constantly at work. A vast quantity of cigarettes is smoked there, as well as cigars. When the Cuban is not smoking cigars he is smoking cigarettes."

"But it must not be imagined that only good cigars are smoked in Havana. Some of the cheaper varieties are as bad as anything known to us in this country; while on the other hand, the best kinds will often cost four or five shillings and upwards wholesale."

"The maker of such a cigar will get about fifteen pence for his work, but, on account of the extreme care involved in their manufacture, he will not be able to make more than twenty or thirty of them in a day. He receives a certain amount of tobacco on commencing work in the morning all of which he must account for at night. The cigars are carefully inspected, and any defect, the slightest crack, or any variation in colour discovered in a cigar will cause it to be rejected."

"The cigar-maker is paid only for the perfect cigars, the rejections in the best factories being smoked by the employes. But in some factories, where cigars not of the very finest quality are made, the rejected cigars are boxed and sold as 'seconds.' In all factories the cigar-makers are allowed to smoke as much as they want of their own product and to take a pocketful of cigars with them when they leave at night. Of course, this is partly at their own expense, since they are paid for each cigar they hand in."

"By the way, anyone who wishes to continue to enjoy his cigar should not pay a visit to the place where it was made, since most Cuban cigar factories are characterised by defective sanitary arrangements, while cleanliness is not conspicuous virtue of those employed in such places."

*Cassell's Saturday Journal.*

**Montenegro.**—Tobacco is one of the most important productions of Montenegro. In 1894 the Austrian Tobacco Regie purchased the whole of the crop of the previous year, about 450,000 lbs. This purchase was completed and delivered by the end of February, 1894. It was the first occasion on which Montenegrin tobacco had been exported in large quantities, and the Austrian Regie proposed to make this purchase annually. The experiment, however, proved a failure, for their experts were by no means satisfied with the tobacco, and the Montenegrins having

neglected to carry out the suggestions made to them for the better cultivation and preparation of the tobacco, were only able to dispose, the following year, to the Austrian Regie, of an insignificant quantity, although the crop was very heavy—500 tons—valued at £20,000. An enormous stock of tobacco has thus been left on the hands of the cultivators.

**Amsterdam Tobacco Sales.**—The opening sale of the autumn season took place on Tuesday, when 13,973 bales of Sumatra and 2,019 bales of Borneo leaf were catalogued for sale. The market proved an erratic one, but prices ruled higher than at the later spring and summer sales, as the confirmation of the rumours concerning the reduced amount of the crop coming forward for sale next year is already beginning to tell on the market. The highest price reported is 220c or 38. 9d. per lb., which was realised by a parcel of 670 bales belonging to the Deli Maatschappij. This was tied by a lot of 300 bales of Borneo tobacco, which fetched the same figure. The United Lankat Plantations Company sold two lots, together aggregating 647 bales. One of these was quite a "tail" lot, representing practically the sweepings of the estates. The average for the whole was, nevertheless, 105c, or 18. 9d. per lb. The British Deli and Langkat Company sold a little lot of 39 bales before the sale at 132c, or 2s. 2½d., and a small "tail" lot of 164 bales at about 60c, or 1s. The New London Borneo Company sold two lots of inferior leaf, amounting to 552 bales, at 55c, or 11d. per lb.; and the New Darvel Bay Company had 456 bales in the catalogue, but this was sold privately in advance of the sale; the price did not transpire. Up to date there have arrived in Amsterdam 174,415 bales, of which 135,973 have been sold, and the balance of 38,442 await sale. The next sale is announced for the 30th inst.

**Spicy Cigar-Boxes.**—"That spicy odour that you notice in the cigar-box," said a tobacconist, "comes from the wood of which it is made. It is not because it is impregnated with the tobacco. On the contrary, the tobacco takes the flavour of the wood. That is the reason that a particular kind of wood is used for the boxes of all the best cigars."

"It is Spanish cedar. It is an expensive wood, porous and spicy, and the only kind which has been found to improve the flavour of the cigar. Tobacco, as you know, quickly absorbs any odour with which it is brought in contact."

"Cigars packed in a cardboard box, or one made of deal, would soon become very unpleasant to the taste."

**During last year** no less a quantity than 7,551,950 lb. of tobacco was smoked, an increase of over 2,000,000 lb. as compared with the preceding 12 months. While the population has increased by 1 per cent. the increase in the consumption of tobacco is 3 per cent. It is suggested that the seductive cigarette has a great deal to do with this increase.

One has not heard over much of the once famous Freddy Gebhardt of recent times. But the truly great never hide themselves long from the public gaze. Mr. Gebhardt's latest achievement is to have a pipe made, which is, as pipes go, a very marvellous production.

He wished to have a pipe made bearing the likeness of his wife, and left several photographs and a statuette of Mrs. Gebhardt with the carver. A month later he received the pipe. A number of pieces of meerschaum had been tried, only to prove defective, and the last piece which measured 8 in. high, 7 in. broad, and 12 in. deep, was reduced to a pipe 3 in. high and 2½ in. at its widest part. When completed, the pipe had passed through the hands of 27 workmen, and cost £150.

I am now waiting to hear if the happy owner of this priceless work of art is arranging to have tobacco specially cultivated to smoke in it.

*Pelican.*

**Killed by Cigarette.**—As the result of an attempt to see how many cigarettes he could smoke in half an hour to win a wager, a fourteen-year-old lad, named Ellwell, in Chicago, has just met with his death. It appears from the *New York Tribune* that a number of newsboys were talking of cigarette smoking, and one of the crowd urged Ellwell to see how many he could smoke in half an hour. A small wager was made, and two packages of cigarettes were purchased. The boy was lighting his twentieth cigarette when the half hour was up. The lad was taken sick during the night, and he died in the morning. The Coroner's officials, who investigated the case, said that death was due to excessive cigarette smoking, and more directly to the large number which the boy had just smoked.

**Paupers and their Pipes.**—In some workhouses the aged inmates are permitted the selace of tobacco; and even supplied with a moderate quantity of that luxury. The workhouse at Leeds does not seem, however, to be a privileged institution of the kind; for we note that John Quinn, aged eighty-seven, and a veteran soldier of the Crimea and Indian mutiny, preferred to go out begging in the streets, to taking his ease as a workhouse inmate. He gave as his reason for this to the magistrates, that the fragrant weed was a necessity to him as he had no appetite to eat anything, and that the workhouse authorities would not allow him his "bit of tobacco." We are not of those who through a mistaken sentiment would render the poorhouse an agreeable place to be looked forward to by persons in health and strength as a pleasant ultimate resort. There is, however, a limit to be observed; and, in the case of poor battered and weather-beaten veterans like John Quinn, tobacco as a small comfort ought not to be denied. The magistrate promised John Quinn, that he would endeavour to soften the obdurate Leeds guardians, and obtain the desired boon for him. It is to be hoped for the honour of Yorkshire that he will succeed.

**German Cigar Frauds, and How the Trades Mark Act is evaded.**—A representative of the *Dispatch*, in making inquiries with regard to the contest between the "cutters" and the small retailers in the tobacco trade, has hit upon a state of affairs which is practically unknown outside the ranks of the tobacconists. The cutting of prices has been the means of introducing into this country large quantities of cigars "made in Germany," which was palmed off upon unsuspecting customers mostly as Mexican, but also as Havanas, and as such brands as may happen to be



specially popular for the moment. It would naturally be thought that the Trademark Act would prevent any misdescription of this kind; but, as a matter of fact, the Act is a dead letter, for this reason. The cigars are imported in large boxes, which to pass through bond, have to be stamped "Made in Germany." The importer gets them to his warehouse, and when they are unpacked they are made up again into smaller quantities, and boxed up according to the brand under which they are to masquerade. When once they are removed from the German-made boxes no one but an expert could tell what they were. These cheap cigars are not made in the ordinary way by wrapping leaf over leaf until the cigar is of the proper thickness. They are "moulded"—that is, a lot of refuse tobacco leaf is put into a mould and squeezed into the desired shape and then a covering of leaf is put over. But this is not unknown among manufacturers in other countries, many cheap cigars being made in that way. Where the German maker goes one "worse" is in what are known as cigars made by the "pepper" process, in which, instead of leaf, specially-prepared paper is used, and between the layers of the paper a roughly-made snuff, made from the sweepings of the factory, is peppered. When the smoker bites off the end of his cigar this "snuff," as it is called, gets on to his tongue, and if then he cuts the "cigars" in half he will find out the sort of "smoke" he has been buying.

It is a well-known fact that though doctored German cigars are almost unknown as such to English smokers, Germany is the largest manufacturer of cigars of any country in Europe. In Germany there are to-day 160,000 hands at work at the tobacco trade; a number that is equal to all those in other European countries put together. It is the only Continental country where the manufacture of tobacco is not a Government monopoly; and the import duties on tobacco being very moderate, the trade has grown very largely. The tobacco leaf mostly used is imported from Sumatra, Borneo, Java, and Brazil. They can produce cigars cheaply enough; but it is the heavy duty to be paid on importation into this country which makes it necessary to reduce the quality to the lowest limit in order to put them on the market at a low rate.

## The "Groceries."

WITH characteristic enterprise MESSRS. GODFREY PHILLIPS & SONS have had an effective, but eminently business-like exhibit at The First Annual Grocery &c. Exhibition at the Royal Agricultural Hall which closed its doors on the 9th inst. Although a first Exhibition, its success was unqualified, both the Arcade, Great Hall and Galleries being filled, and I found on all hands business was good. Messrs. Phillips' display was naturally mainly devoted to such goods as are suitable to grocers who retail Tobaccos, Cigars and Cigarettes, and consisted principally of the following brands:

### CIGARS.

Sovrano	}	2d.
Bella Feliza		
Nell Gwynne		
El Fuego de la Chanza (Rothschilds)	}	3d.
San Juan (Comme il faut)		
Imperator (Couchas)		

### TOBACCOS.

Dark Virginia  
Dark and Red Virginia Shag  
And other brands ranging from 3s. 4d. to 4s. 4d. per lb.  
Bright Flake Honeydew in 1lb. boxes from 4s. 3d. to 5s. per lb.  
And one of the oldest and best known brands of Hard Cut Virginia at 4s. 9d. per lb.

### CIGARETTES.

Sweet Guinea Gold (3d. for 10)  
Virgin Gold (22 carat tips) 4d. for 12  
Plums (1d. for 5 with moulpieces)  
Also Straight Cut Virginia Cigarettes per 5s. 6d. per lb. in 1lb. boxes.

Mr. H. J. NATHAN of Stratford also had a neat and attractive exhibit at the same Exhibition, where his well known Xtra Mex Brand was to the fore. We are given to understand that the encouragement he received may probably lead to his being a permanent exhibitor at the "Groceries."

### ANNOUNCEMENTS.—Continued from page 55.

The demand for the new catalogue of MESSRS. FRAENKEL BROTHERS of 58 to 60a, Houndsditch, has been such as to necessitate a "Winter Issue." It includes over 400 blocks, and is altogether one of the best Trade catalogues issued.

MR. D. B. MURATTI has returned from Constantinople. He reports that the crop is much superior to the last, but that prices rule higher. In spite of immense difficulties, frequently attended with considerable personal risk, Mr. Muratti bought all the necessary tobaccos for the factory.

THE WHOLESALE TOBACCO SUPPLY CO. of 74, London Road, S.E. (close to The "Elephant & Castle"), in their capitally got up catalogue, announce that in addition to the 2½ per cent. (on articles subject to this discount, they give a bonus of one per cent. The subscription entitling to these advantages is one shilling per quarter. The Company acts as Agents for the Star & Leader Cigarettes.

### List of Provincial Shops belonging to Messrs. Salmon & Gluckstein, Limited.

BRADFORD, 35, Kirkgate.  
BOLTON, 11, Deansgate.  
BRIGHTON, 72, Kings Road.  
BRIGHTON, 15, North Street.  
BRISTOL, 1, Wine Street.  
CHATHAM, 150, High Street.  
CHELTENHAM, 370, High Street  
DEVONPORT, 37, Fore Street.  
DOVER, 37, Biggin Street.  
EASTBOURNE, 110, Terminus Road.  
FOLKESTONE, 45, High Street.  
HASTINGS, 52, Robertson Street.  
IPSWICH, 4, Westgate Street.  
LEEDS, 77a, Briggate.  
LEICESTER, Humberstone Gate.  
NORTHAMPTON, 7, The Drapery.  
NORWICH, 7, London Street.  
PRESTON, 26, Fishergate.  
RAMSGATE, 2, Harbour Street.  
TAUNTON, 45, Fore Street.  
WORCESTER, 29, The Cross.

## Gleanings And Americanisms.

### MINISTERS MAY SMOKE.

In England every candidate for the various branches of the Methodist ministry is asked if he uses tobacco, and if he does, he receives a mild admonition from the presiding minister as to its disuse.

The use of the weed however, seems to be spreading among Dissenting ministers. The late Mr. Spurgeon was once spoken to by a brother minister, and urged to discontinue the habit, and the expense was spoken of among other reasons.

Spurgeon replied that he did not spend half as much on tobacco as his reprover did on something equally unnecessary.

"What is that?" was asked.

"On starch," said Spurgeon.

I love the sunshine and the songs,  
Of birds among the trees;  
I love the beauteous flowers, and,  
The merry hum of bees.  
Oh! blessed summer, glorious time,  
When nature all abounds;  
With brilliant verdure, "deftly clad,"  
And teeming with sweet sounds.  
Be mine some happy country home,  
Far from the crowded town;  
With latticed window, trellised porch,  
And honeysuckle crown.  
Oh! then my love, my joy with thee,  
What bliss should be my own;  
A charmed life, in sweet commune,  
Each thought by you new grown.  
I have you now in company,  
I toil to gain your sweets,  
My permeate senses rapturing,  
As each new beauty greets.  
Your ministrations sow the seed  
Of actions, thoughts beget;  
Hail! fragrant, sweet, thrice—blesséd weed,  
"Eternal" Cigarette!!!  
Chas. H. McKAY.



THE CIGARETTE WORLD.  
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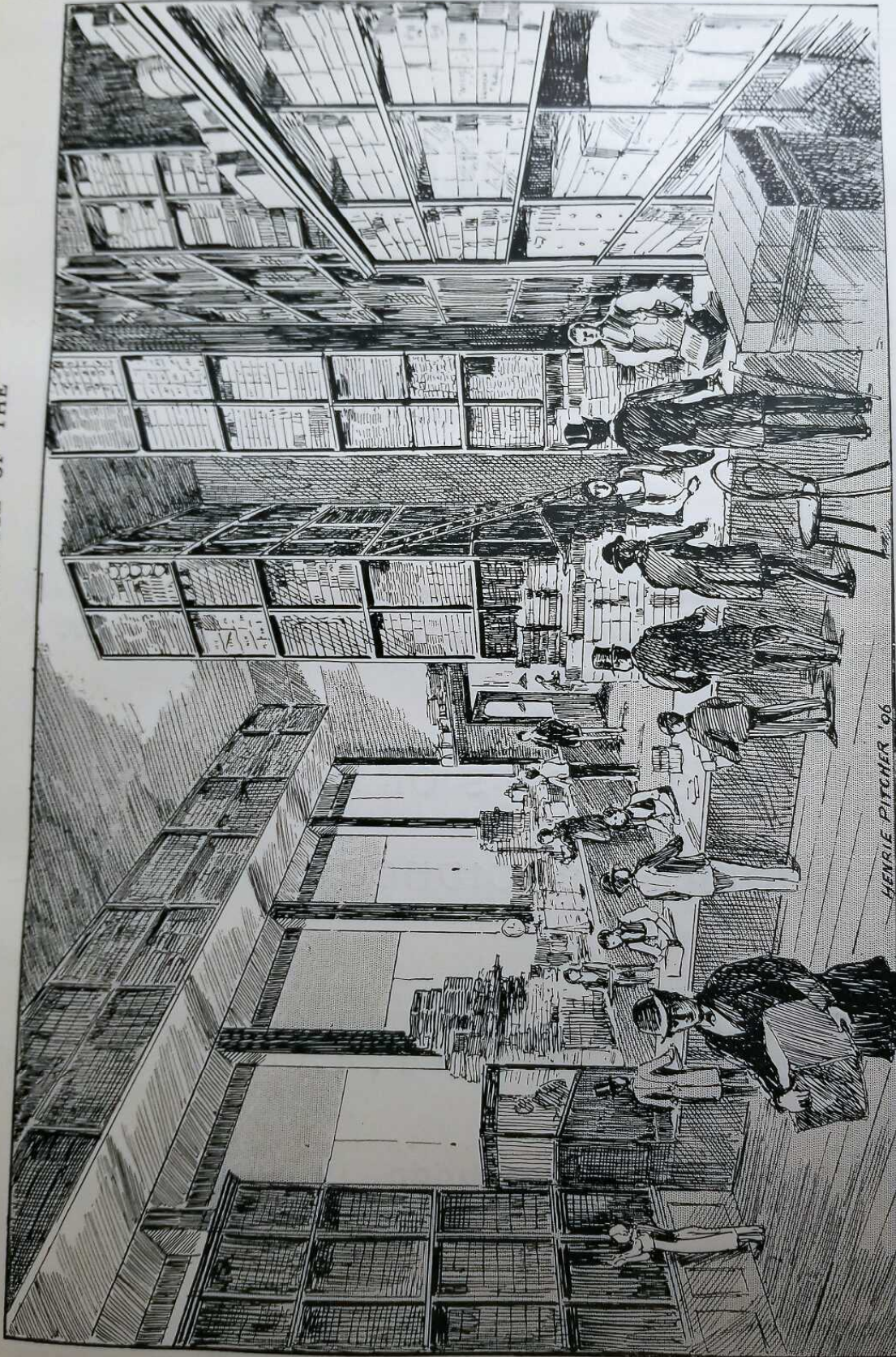
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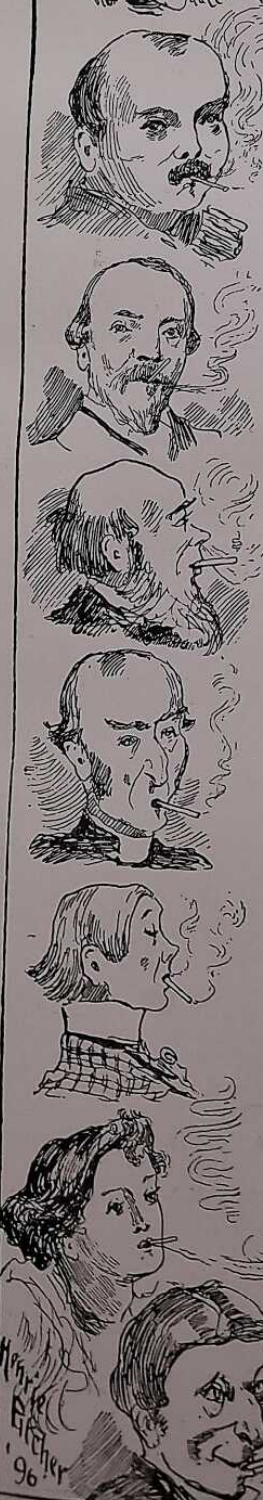
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