



THE WEST STRAND AND CHARING CROSS STATION (RIGHT)

This is a view looking east towards Fleet Street which is really a continuation of the Strand. The Strand has been considerably widened in recent years. Three centuries ago it was bordered by Palaces. The last one to disappear, Northumberland House, remained until 1874. Somerset House farther east is the only one remaining

J. M. BARRIE

In "My Lady Nicotine," page 17, says:—

If there is one man in London who knows tobaccos, it is myself. There is only one mixture in London deserving the adjective superb. I will not say where it is to be got, for the result would certainly be that many foolish men would smoke more than ever; but I never knew anything to compare to it. It is *deliciously mild yet full of fragrance, and it never burns the tongue*. If you try it once you smoke it ever afterwards. It clears the brain and soothes the temper. When I went away for a holiday anywhere I took as much of that exquisite health-giving mixture as I thought would last me the whole time, but I always ran out of it. Then I telegraphed to London for more, and was miserable until it arrived. How I tore the lid off the canister. That is a tobacco to live for.

SOLE MANUFACTURERS

**CARRERAS, Ltd., LONDON, ENGLAND**

Agents in Montreal—FRASER, V. GER & CO.  
209 and 211 St. James Street



By jove Barrie is right!  
"CRAVEN" is Arcadia,  
"deliciously mild yet full  
of fragrance and never  
burns the tongue."