# JAS. B. DUKE USED WITS TO GET SNUFF

Old Makers Thought They Sold Him Skimmed Milk, But He Showed Them

Rho best business story about James B. Duke is one I heard long ago from that veteran snuff manufacturer in Philadelphia, Henry D. Moore, of Haddenfield, N. J., says "Girard" in a recent issue of "The Philadelphia In-

Min Moore had made a snug fortune timself out of snuff, but Duke made a bigger one at the very time most of is imagined that snuff, like powdered that and periwigs, was dead as bathing suit skirts for the beauties.

A considerable part of the \$40,000,000 which Duke gave to create a huge university in North Carolina came from what he called the "skimmed milk," sathered from Philadelphia snuff factories.

Duke a Trust Builder.
In those halcyon trust-forming days about two decades ago, Duke was the leader in putting tobacco in a trust.
For a century or more Philadelphia had led the country in production of muff. Such names as Levi Garrett, Henry D, Moore, Alexander Ralph, Sinnott and others had for years stood first in that peculiar branch of the tobacco industry.

Industry.

There were secrets in the compounding of snuff which were for generations handed down from father to son. I know of one case in Lancaster where such a secret was the most valuable asset in a considerable estate.

So it was natural that when James B. Duke was putting a collar and bridle but the tobacco business he should come to Philadelphia to harness our snuff factories.

He made an offer to buy them. The mice was agreed upon, but when Duke suggested that the Philadelphia snuff men accept three-quarters of their pay in common stock and three-quarters in 6 per cent. preferred.

That bargain having been made, Mr. Moore said that Duke assumed a rather injured air.

"You Philadelphians," said he, "have taken all the cream off this snuff industry and left only skimmed milk for the rest of us."

## Mary Ann's Bazaar

APPLE VALUES

Fameuse	20c. doz.
Small Baskets	65c.
Large Baskets	\$1.00
McIntosh Red	. 20c. doz.
Small baskets	75c.
Large baskets	\$1.10
Jonathan	. 39c. doz.
Winter Banana	
Stayman.	45c. doz.
Delicious	
True Tablets of Aspirin	
	15c. tin

New Peas ...... 15c. tin New Corn, 131/2c. tin New Tomatoes.... 15c. tin 5 Cakes Surprise Soap 29c.



Headquarters For Reliable Makes of

Two-Piece and Combination Suits

Our stocks are complete, including Stanfield's, Ceetee, Penman's, Atlantic, Mercury, Tru-Knit, Turnbull's

Penman's and Turnbull's Merino ..... \$1.00 per gar. Penman's and Mercury Fleece ...... \$1.00 per gar. Prices on Stanfield's Ribbed Underwear

Blue Label ..... \$3.00 per gar. Black Label ,..... \$4.00 per gar.

Combination Styles in Green, Gold, Red and Blue Labels

## CHAS. MAGNUSSON & SON

54-56 DOCK ST.

Near Market Square

Then he added cheerfully: "Now I must go out and hustle around and see if I cannot raise a little more cream on that milk."

Did he do it? At the time Mr. Moore was telling the story it was already a joke worth millions at the expense of himself and his Philadelphia associates.

That skimmed milk in the hands of Duke had magically turned to rich cream. The quarter in pay which had been made in common stock was worth more than the three-quarters pay taken in preferred.

As Duke and the American Tobacco of the common was worth to over \$20,000,000.

Company organizers, including Mr. Widener, had that common stock, they had profited in proportion.

When the trust was formed Duke and twidener each had one-twelfth of the entire common stock—\$40,000,000 par value in the American Tobacco Company.

That was really all good will, as it were. It represented a bonus given to those who had financed the bond issues and the preferred stock issue.

But when the Supreme Court smashed the trust each of those one-twelfth sections of Tobacco common was worth to over \$20,000,000.

I said this stock was good will, but really it was far more than that. It was the symbol of future earning power of the concerns which comprised the trust.

Manufactured tobacco has today grown so big that the original \$40,000,000 of common stock is absurdly small.

America this year will. make and smoke over 70,000,000,000 cigarettes.

This is ten times the amount made when Duke saw visions of rainbows stretching over thousards of tobacco plantations. I said this stock was good will, bu

And, of course, cigars, snuff and pipe tobacco have also expanded greatly, al-though less rapidly than cigarettes.



EVENING 7 and 8.50. PRICES 16c and 26c SATURDAY MATINEE

SATURDAY



### 2 and 3.40. Prices 10c and 16c HE'LL STEAL YOUR HEART AWAY!

As real as life, this great child actor brings to you a story of a city waif that will draw your tears and win your hearty laughter. Not since "THE KID" has Jackie appeared in a more human and lovable picture.

YOU'LL CALL IT HIS GREATEST! "DEAF, DUMB AND DAFFY" SPAT FAMILY COMEDY

FRIDAY GAIF

Buster Keaton in "Seven Chances' And you'll say this is the most comical love story of invented to keep happy audiences howling with merri A fortune at stake unless he can get a bride by midr What a situation for a man who's just a beginner at C game. You won't stop laughing 'till the very end! "PAPA'S DARLING"-IMPERIAL COMEDY

EVENING 7.30 and 9 PRICES: SAT. MAT. At 2.30 10c and 16c

## A child's job is to

grow up!



Let Stanfield's help with their patent Ad-justable Combinations and Sleepers for grow-ing children.

CHILDREN don't readily outgrow Stanfield's Adjustable Sleepers and Combinations because an outfit bought for a child of two, three or four years can be easily adjusted to fit him as he grows older. The adjustable feature makes these garments a real economy.

makes these garments a real economy.
Combinations and Sleepers are made in all sizes from 2 to 8 years, adjustable to fit for two or three more years as required. Perfect fitting and comfortable—do not gape at the back or sides. Double weight over the abdomen and back gives extra warmth and protection to the stomach and kidneys—provides a health insurance.

and kidneys—provides a health insurance.
Stanfield's Underwear is so soft it will not irritate the tenderest skin. There is no better fabric for dainty baby wear. You can just feel the luxurious, downy softness of Stanfield's. Happy, healthy children will enjoy wearing it and you, yourself, will be delighted with the comfort and health protection it affords them. Ask your dealer to show you Stanfield's Underwear for Infanta and Growing Children. Made by the makers of Stanfield's Unshrinkable Underwear



UNDERWEAR

### Big Adventure in the Canadian Wilds

Gorgeously Scenic Thrillingly Dramatic



THE STORY IS A ROMANCE of high hearts and open roads-THE SIORY IS A ROMANCE of high hearts and open roads—an outdoor picture of the most virile type. The picture gets its name from the fact that most of the action takes place on a famous stream flowing through the quaint regions of Quebec. Some of the high spots include: The hero (Holt) traveling all around the world to Canada to beat up a man who had killed his father; the result is a terrific screen fight; Holt racing down a raging torrent in a frail canoe ahead of a million on-rushing logs.

> Our New Serial "Perils of The Wilds" Today "THE SWISS FAMILY ROBINSON" A Tale of Shipwreck, Pirates, Wild Animals

Aesop's Funny Fables

SAT. A Two-Hour Program 2 Mat. Shows "The Freshman"

LLOYD-MAT. ONLY-SATURDAY Extra Performance for Children-Shows at 2 and 3.45

Special Price for Adults 25c., 35c.—Children, 10c., 15c.



THE TICKET SALE IS BIG for both Monday

and Tuesday nights, but the Imperial's large interior gives a wide choice of location and plenty of seats. The box office is open from 10 a. m. until 9 p. m.—continuous sale.

A BRILLIANTLY NEW SHOW

PRICE SCALE: Orchestra \$2.00 and \$1.50; Balcony, 75c., \$1.00, \$1.50. Matinee, Tuesday, 50c., 75c., \$1.

QUEEN SQUARE-TODAY

TORRENT OF THRILLS

(Not reserved.)

### NOTE: "The Ancient Highway" at Night. FRECKLES AND HIS FRIENDS

Harold Lloyd Tomorrow

At the Imperial Theatre

Repeat Showings Matinee Only

Shows at 2 o'clock and 3.45

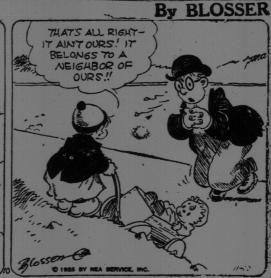
Children 10c, 15c, Adults 25c, 35c

Freshman"











**\$ALESMAN \$AM** 









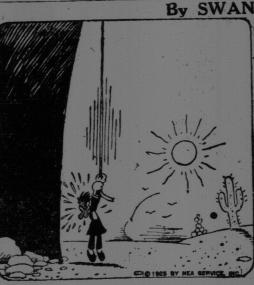












### Also Episode 9 Serial. Comedy shown Mat. and last of 1st sh PRICES—AFT. 10c and 15c, EVE. 7 and 8.45, 25c. FAREWELL WEEK CARROL PLAYERS

THE A Play for Everybody

PRESENTING

VENETIAN GARDENS-DANCING SATURDAY Afternoon, 4 to 6 Evening, -9 to 12

Phone Your Want Ads. Main 2417



And Comedy "INNOCENT HUSBANDS"