

BUSINESS ARISTOCRATS

WHERE THE BLUEST COMMERCIAL BLOOD RUNS.

Some English Firms Have Been in Existence for Three and Four Generations.

The commercial life of England possesses an aristocracy of which many families can trace an unbroken descent as heads of famous business houses through several generations, says London Answers.

The well-known firm of publishers, Longmans, Green & Co., for instance, was founded as long ago as 1724 by Thomas Longman, and a Longman has been at its head ever since, the present head of the firm—Mr. Thomas N. Longman—being the sixth of his line. The founder was succeeded by his nephew, Thomas Longman, in 1755, who was followed by his son, Thomas Norton Longman, in 1797; after whom came the latter's younger son William in 1824, followed by William's elder brother Thomas in 1877; and, lastly, the present head, who succeeded to the management of affairs in 1879.

It will be noticed that, in the most blue-blooded manner, every head but one has been christened Thomas. The office of this firm to-day occupies the site it did at its birth nearly two hundred years ago—with additions, of course—and from the outset has constantly used its sign of the ship.

WELDERS OF THE HAMMER.

Very nearly as good is the record of the Tattersalls, the famous horse auctioneers. Founded in 1766 by Richard Tattersall—known as "Old Tat"—it soon became the greatest business of its kind in the world. At his death in 1795 his son Edmund took his place, and was followed in 1811 by his son Richard—known as "Old Dick." The latter's son—known as "Young Dick"—became head in 1859, and continued to rule until 1870, when a cousin, Edmund, succeeded, at whose death in 1898 his son—also Edmund—followed, and still conducts the business. Six successive Tattersalls have thus wielded the hammer in the rostrum, three of whom were Richards and three Edmunds. The business has always been in London.

For about one hundred and fifty years the family of Fry has carried on in Bristol the great cocoa business bearing its name. Four successive members—all Josephs—in direct descent, have conducted it throughout that period—the founder, Joseph Fry, from about 1760 to his death in 1787; his son Joseph to 1835; the second Joseph's son Joseph until 1886; and that Joseph's son Joseph from that date up to the present.

THE LONG LINE OF "THE TIMES."

"The Times" is one of the greatest newspapers in the world. It was started in 1785 by John Walter, and four successive Walters have owned it in the hundred and twenty-odd years of its existence. The founder died in 1812, and left it to his son John Walter, who also bequeathed it to his son, another John Walter, in 1847. This gentleman was chief until 1894, when his son, Mr. Arthur Walter, succeeded him, and is still the chief at Printing House Square.

A noted publishing house is that of John Murray, the publisher of "The Quarterly Review." It was founded in 1768 by John MacMurray, and has always belonged to his talented family. His son, who took his place in 1793, dropped the "Mac," became John Murray, and managed affairs until 1843, when his son John Murray succeeded him, to be followed by John Murray of the next generation in 1892. Mr. Murray's room at the firm's offices in Albemarle Street is a most historic one, adorned with portraits of men famous in literature who have there met his ancestors.

The Coutts family have been at the head of the best-known private bank in England for a century and a half. Thomas Coutts started Coutts' Bank in 1760. He had no son, so his daughter, who married Sir Francis Burdett, followed him in 1822, and Sir Francis's daughter, beloved by all as the Baroness Burdett-Coutts—being made a peeress in her own right—became the chief owner in 1844 until her death not long ago, when her husband, Mr. Burdett-Coutts, inherited her interests.

Another old banking family is that of the Coxes, the Army agents. Richard Cox founded the bank in 1785, and five generations of the family have held the reins since then, the present head being Mr. Hubert Arthur Cox.

A PERENNIAL TRIO.

The family record of the heads of the brewery firm of Barclay, Perkins & Co., is unique. In 1781 David Barclay bought the Anchor Brewery, and took as his partner John Perkins and Sylvanus Bevan, and from that day there has always been a Barclay, a Perkins, and a Bevan concerned in the management, each family having been represented through four generations. The firm has been established where it is in Southwark for over two hundred years.

The firm of booksellers and newsagents W. H. Smith & Son, known from one end of the country to the other, was

founded by William Henry Smith about the time of Waterloo, so that it is nearing its first century, and has always belonged to the family. The founder was succeeded in 1841 by his son, also William Henry Smith, the noted statesman and Leader of the House of Commons who made the business the huge concern that it is. He died in 1891, and his son Mr. W. F. D. Smith, M.P., has since been its head.

Three generations of Blackwoods—Williams—have managed the affairs of the famous publishing house. Mr. William Blackwood began the business in 1804, and left it to his son Major Will Blackwood in 1834, at whose death in 1861, it passed to the Major's son William Blackwood.

THE COLLINS QUARTETTE.

Four generations of Collinsets looked after the affairs of the public house of that name, and, curiously, have all been Williams, like the Blackwoods. Mr. William Collins founded in 1821. His son, the talented Sir William Collins, succeeded, and left in 1895 to his son William Collins, who in 1906, and his nephew Mr. William Collins became the firm's head.

Pears' Soap has claimed to be no less for the hands and complexion in 1789, when Andrew Pears began business, and the family have since been at its head. There have been Pears as chiefs in the hundred and eighteen years of the firm's existence marking four generations, for the elder was followed by his grandson, Mr. Pears in 1838, who left it to his son Mr. Andrew Pears.

The Marshalls have owned and conducted the business of Horace Marshall & Co., wholesale newsagents, since William Marshall founded it in 1840, and now his grandson, Mr. Horace Marshall, is the head.

PITH, POINT AND PATHOS.

Wisdom is the jewel of great things dug from the mire of failures and losses.

Some people seem unable to understand that religion is more than a thing over the creed.

There is plenty of goodness in the world if humanity would just stop hunting for wickedness.

The penalty of greatness is that you have to give your past to your enemy for dissection.

Sometimes a woman proves her fitness for politics by making a man that he wants to marry her.

It is funny to see the effort some people make to look perfectly happy and contented.

As Christmas approaches the smoker begins worrying over the cigars which will be given him.

The wise husband goeth forth and purchases his neckties ere his wife buys her Christmas gifts.

It is strange that a man's friends go broke about the time he has to borrow money.

When a man wants to tell a beautiful lie he admires that style of beauty there is generally a blonde standing within ear-shot.

Ill fitting boots and shoes cause corns. Holloway's Corn Cure is the article to use. Get a bottle at once and cure your corns.

A young officer, riding through a Scotch village one day in full uniform and mounted on a splendid horse, was much annoyed by a lad following him along the street. At last he said to the boy:—"Did you never see a waur-horse before, my lad?" "Yes," said the boy; "I have seen a waur (worse) horse many a time, but never a waur rider."

Yes, it is humiliating to have a skin covered with foul eruptions. It is painful, too. Why not end the trouble and restore your skin to its natural fairness with Weaver's Cerate!

"Thumper occasionally says things that are wonderfully apropos," said a statesman. "Yes," answered the other, "he's like our parrot at home. It doesn't know much, but what it does know keeps repeating until some circumstance arises that makes the remark seem marvellously apt."

To discern and deal immediately with causes and overcome them, rather than to battle with effects after the disease has secured a lodgement, is the chief aim of the medical men, and Bickel's Anti-Consumptive Syrup, and Bickel's of patient study along this particular line. At the first appearance of a cough the Syrup will be found a most efficient remedy, arresting development and speedily healing the affected parts, so that the ailment disappears.

EATS WITH HIS EYES.

New Sense Developed by Man Who Cannot Taste.

McKeever, N. Y., boasts of a man who eats with his eyes. Charles Dale had developed what he called "chronic appetite." Some time ago Mr. Dale, who has passed middle life, had a bad attack of scarlet fever, which destroyed his sense of taste. For a time he despaired of ever enjoying the pleasures of the table, but eventually he began to notice that food of different colors produced different sensations. He takes a bite of food, then gazes intently on what is left on the platter. His theory is that the sense of taste has somehow been connected with his sense of sight. Red is his favorite color, the red foods give him the keenest pleasure. Therefore he always saves these for the making his dessert either of raw or chopped fine beets, tomatoes or berries when in season.

SHILOH'S

Quick ease for the worst cough—quick relief to the heaviest cold—and SAFE to take, even for a child. That is Shiloh's Cure. Sold under a guarantee to cure colds and coughs quicker than any other medicine—or your money back. 34 years of success commend Shiloh's Cure. 25c., 50c., \$1.

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