

An old Snuff House

1720
1920

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TECHNOLOGY

FRIBOURG
& TREYER
1720—1920

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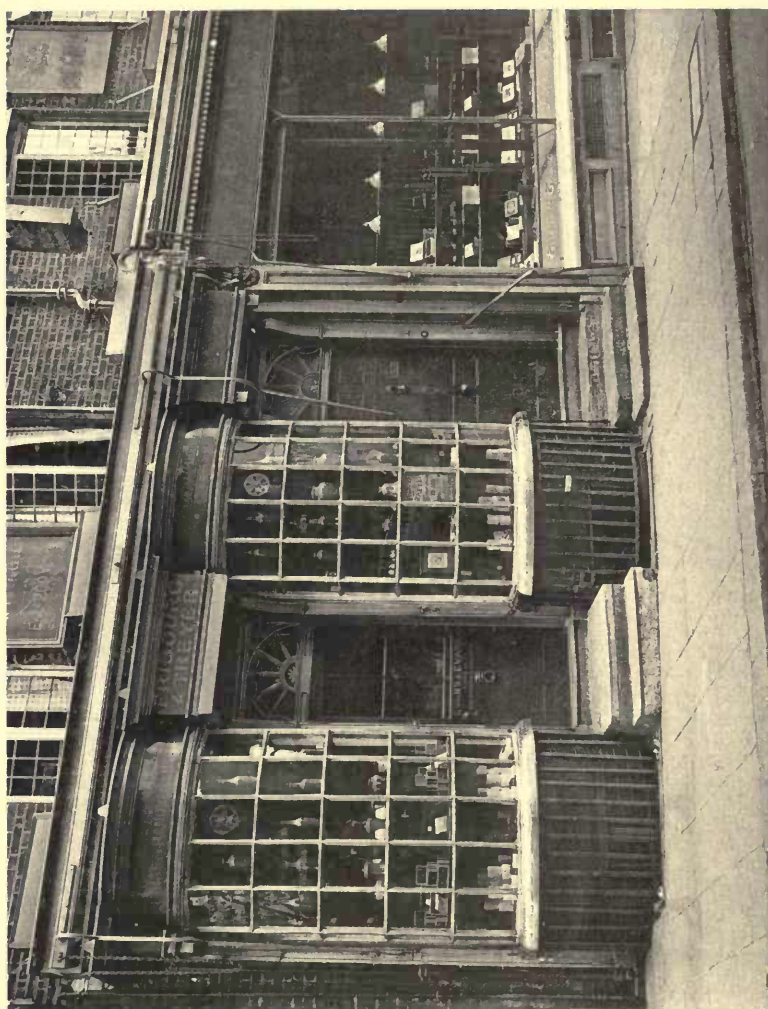
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34 HAYMARKET

THE OLD
SNUFF HOUSE
OF
FRIBOURG & TREYER

AT THE SIGN OF
THE RASP & CROWN
No. 34 ST. JAMES'S HAYMARKET,
LONDON, S.W.

1720

1920

BY
GEORGE EVANS

PRIVATELY PUBLISHED FOR THE AUTHOR BY
DONALD MACBETH AT THE
HISTORIC HOUSE
FLEET ST.
E.C. 4

Contents

	PAGE
Introduction	9
34 Haymarket: The House and Interior	11-13
Snuff and its Surroundings	13-19
A List of Principals and others of the Firm	19-24
Items of Interest	24-28
A Selection of Names of Customers	28-34
Cigars, Tobaccos and Cigarettes	34-38
The Working of the Business	38-41
The City Branch	41-42
The Oxford and Cambridge Branches... ..	42
Appendix	43-50

□ □ □

List of Illustrations

34 Haymarket	Frontispiece
The Adam screen in shop	Facing p. 11
Interior of shop	11
An account relating to G. A. Treyer's horse	12
The leaden cistern at 34 Haymarket	12
An old label showing the sign of the Rasp and Crown	12
Three snuff-jars: one of the smaller sizes contains some of the King's snuff referred to	14
An old label showing the sign of the Rasp and Crown, and also a carotte of tobacco at the left hand side at the top	14
One of the box-wood pestles and mortars referred to	16
Amboyne snuff-box presented to George Evans by Lord Petersham in 1819	16
Glass snuff-bottles used about 1750 for certain snuffs	18
Snuff-jars of highly glazed surface	20
Two tortoise-shell snuff-boxes, ornamented with gold	22
A potato snuff-box	24
A carved horn snuff-box with pewter frame of very early date	24
Signature of M. Fribourg	26

Copy of invoice, possibly in the writing of Peter Fribourg	<i>Facing p.</i>	26
Signature of Richard Fribourg	...	28
Signature of Mrs. Martha Treyer	...	28
Portrait of George Evans, from a picture, date about 1820	...	30
A family group, G. A. Treyer Evans being the central figure	...	30
An old label, date about 1800	...	32
An order for snuff from H.R.H. the Prince of Wales	...	34
An order for snuff from H.M. Queen Charlotte	...	34
An order for snuff from H.M. King Louis XVIII, of France	...	36
An entry made by G. A. Treyer of some purchases for his cook	...	38
A wholesale order in 1799	...	40
The entry of a small item for David Garrick, showing how the books were kept	...	42
The signature of G. A. Treyer and also of Price J. Evans at the time of the former's retirement	...	44
The amount of tobacco used for snuff operations	...	46
A list of G. A. Treyer's investments	...	48



Introduction

I WAS asked by a friend to put down on paper a few particulars regarding the history of the Firm. At the first attempt this appeared to be rather hopeless, for no one connected with the Firm has ever left any written statement of its history at any period of its existence. This might so easily have been done, considering that my grandfather, George Evans, and his brother, G. A. T. Evans, my partner's great-grandfather, both lived until 1867. They were both in full possession of the business in 1815, and had probably been connected with it for several years before that.

Mrs. Martha Treyer, their aunt, selected them from a family in which there were seven sons to take over the business.

She was connected with the business from 1780. Therefore my grandfather and his brother had very probably learnt direct from Mrs. Treyer much about the early history of the Firm which would be so interesting now had it been recorded. A lucky inspiration led me to look for an old book which had been kept for years in my family and was apparently only the account book of Price Evans, a watch-maker in Shrewsbury in 1787. At the other end of this book, however, I found much concerning the business of Fribourg and Treyer, and this greatly aided me in supplying actual dates which were so much needed.

The only period for which apology is now needed is from the date of commencement, always considered to be 1720 to 1764. The earliest book in existence is dated 1764 and contains reference to a previous book, but that is all there is now to go upon.

Matters learnt from hearsay which I think extravagant, I have left out entirely, at the cost, perhaps, of making the story less interesting.

Where facts and dates are stated without any doubts expressed, it may be taken that there is direct evidence to prove what is stated, and the Firm will only be too pleased at any time to show anyone interested the books from which these facts are obtained.

The illustrations are taken entirely from objects that have been in some way connected with the Firm. Most of these are now at 34 Haymarket, and the remainder in the possession of the family. The impressions given relating to snuff and other articles mentioned are what have been gained by association with the Firm rather than from any outside source.

There is much said that must be of more interest to the family than to those who only know the Firm as Fribourg and Treyer.

This is unavoidable, but as far as possible references to members of the Firm in their private life are limited to those which serve to mark the times they lived in.

The Christian names are repeated in various and sometimes consecutive generations and may therefore be a little difficult to follow.

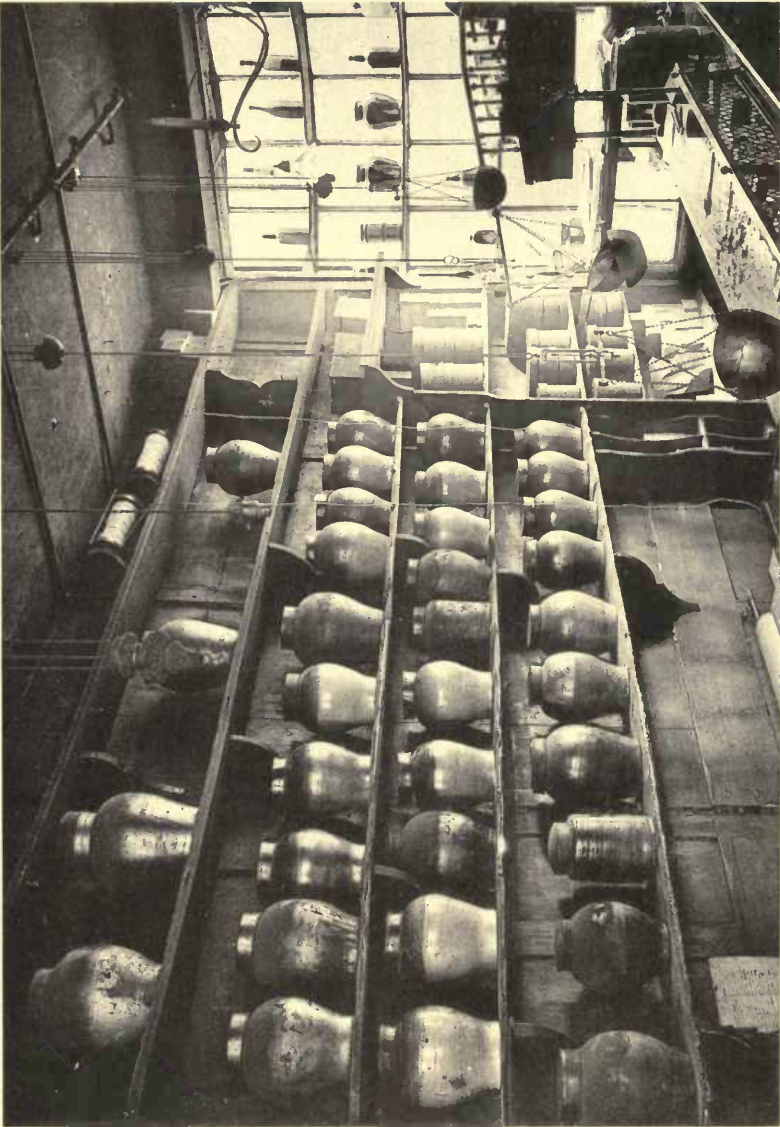
My chief regret is that what I have attempted was not done by some earlier member who could have done the subject so much more justice.

G. E.





THE ADAM SCREEN IN SHOP



INTERIOR OF SHOP

34 Haymarket

The House and Interior

THE shop front, an illustration of which appears as frontispiece, is one of the most important features in the building. The greatest care has been taken to ensure its preservation and the structure is entirely in its original state. It is probably the finest example of its kind now remaining in London, and possibly the only one of its period now in existence in the West End of London, with the exception of Messrs. Lock's shop in St. James's Street, which is not quite in the same style. It has been sketched by many artists, including Whistler, and has served as a model for an old shop in stage scenery.

The stone steps were in their original state until thirty years ago, but having become so worn by continued use, and not unlikely to cause an accident to some one walking over them, it was necessary to replace them, this being the only serious renovation that has been made to the front.

The brasses or nameplates surrounding the bow windows are of considerable antiquity, as their state shows, and at one time the applications of people desirous to get the order to renew the lettering were numerous, but declined.

The outer part of the shop is the most interesting part of the interior of the building, and has a very fine Adam's screen with glass panelled double doors separating the shop from the first inner room.

The oak counter now in use is one of the original fixtures, and the only alteration that has been made in it is a slight addition to its length. G. A. Treyer is reported to have said that the first thing the Evans family would do when they came into the business would be to replace the old counter with a then up-to-date mahogany one, but he was not right. The shelves on the wall at the back of the counter are original, and up to quite recent years were used for nothing but snuff jars, and the positions of the most favoured snuffs are marked by the places worn away in the shelves by the continual removal of the jars, in some cases so much so as to make the places almost untenable for the jars. The shelves are now used for tins of tobacco and boxes of cigarettes, and the worn places have to be covered with thin strips of wood to render the shelves serviceable for their present occupants.

The original flooring of the shop became so worn that it was replaced thirty years previously. Of late years the floor has been covered with linoleum, for lady customers then became more numerous and some did not like the look of the bare boards.

The ceiling is blackened with time, and near the entrance there

is a large iron hook hanging from it, on which large scales were at one time hung to check the weight of large packages on their arrival, these being then passed through a trap-door in the floor to the warehouse.

The first inner room has been so altered to give more room that it contains little of interest beyond two secret cupboards in one side of the chimney stack, the doors of which were cut in the panelling and scarcely noticeable.

There was, at one time, a passage leading from the private entrance in the Haymarket through to some out-buildings at the extreme back of the premises. G. A. Treyer kept a horse for riding in these out-buildings, the only access to which was from the Haymarket. The horse in going to its stable had, therefore, to be taken up the steps of the private entrance and through the house.

These out-buildings were long since removed, and the back part entirely rebuilt.

The basement has been renovated for modern needs, but still contains a good example of an old lead cistern slightly ornamented, an illustration of which is shown here. The upper part does not contain much of interest; some of the rooms are panelled, but not of very good work. One room contains a nice mantelpiece of Adam's design.

The top storey was re-modelled and re-roofed in 1888.

No. 33 Haymarket was added to the Firm's premises in 1912. This building, though of the same age as No. 34, has been much more altered for modern requirements, and contains now nothing of interest.

The upper part of the house has generally been used for residential purposes, most of the partners in the Firm having, in their time, spent some part of their lives in residence there. Sometimes the rooms were let, and a noteworthy tenant was a well-known violoncello player who lived (and died?) therein. In early days the inner room immediately behind the shop served partly as a living room, and partly for business purposes. The object of the glass panelled screen, previously mentioned, was to ensure a certain amount of privacy during meal-times, without entirely obscuring what was going on outside in the shop.

There was originally another separate room behind the first inner room, which it is said was used for sleeping purposes, and occupied by Mr. and Mrs. G. A. Treyer.

This was partly done away with when the back part first was re-modelled for more modern requirements, and it entirely disappeared when further alterations took place in 1912.

The business, as far as is known, was established at 34 Haymarket. The sign of the Firm was the Rasp and Crown, and this is shown on most of the old labels, one or two of which are depicted here. The rasp represents the snuffman's calling, as it was an implement used for rasping tobacco for snuff, prior to the invention of any mechanical means for doing this.

An old sign, painted on iron is still to be seen, but it appears doubtful if this was ever exposed outside the shop, as it is rather too small to have been seen from any distance.

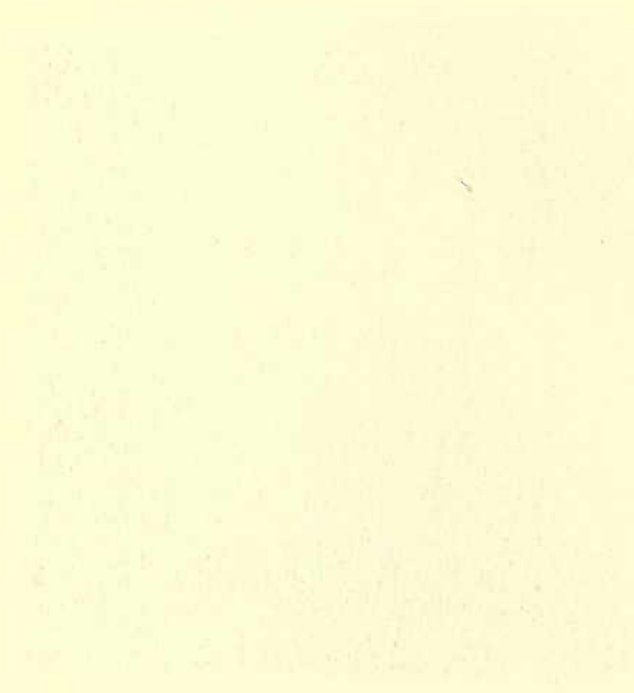
On the lower part of the shop door there is a knocker, the original use of which it is now rather difficult to see. It has been suggested

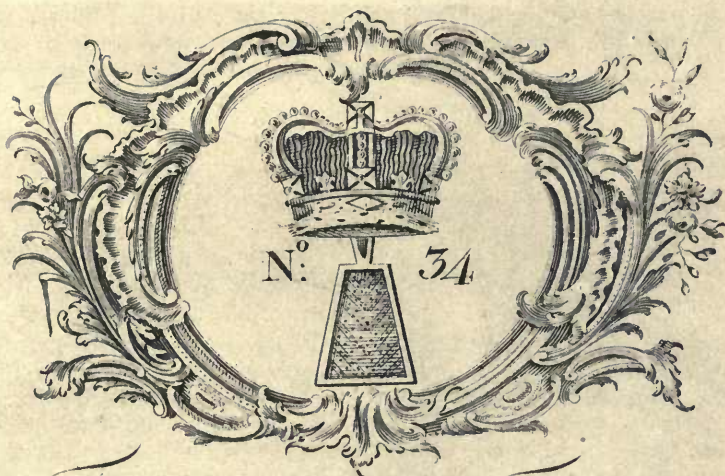
1795
 June, the Horse
 begun upon my
 own hands
 Paid for Hay £2-18-4
 Do ————— 0 3-2
 For oats ——— 0 16
 Bran ————— 0 2
 Straw ————— 0 2-4
 For oats ——— 0 16
 For Do ————— 1 16
 For Do ————— 2 4-0
 Chafe ————— 0 3-6
 Paid Mr. Moull { Jan 25
 58
 £11-9-11 — the discharge
 of his bill for a years rent
 Dec. due Dec 27 —



THE LEADEN CISTERN AT 34 HAYMARKET

Page 12





Fribourg & Treyer
at the Rasp & Crown,
the Upper End of the Hay-Market.

L O N D O N .

*Makes and Sells Rappee and all other
Sorts of Snuff
Wholesale and Retail*

AN OLD LABEL SHOWING THE SIGN OF THE
RASP AND CROWN

Page 12

before that Mr. and Mrs. Treyer used the shop floor of the house for business purposes, with a living room and sleeping accommodation at the back. This knocker, therefore, was probably used in that time by them or by anyone calling to see them after the shop was closed, so that the private entrance at the side could be reserved entirely for the use of those to whom the upper part of the building was let.

On the inside of the top of the shop door is an old-fashioned bell, similar to those in use at a country village shop. Up to quite modern times this tinkled every time the door was opened. This bell is still there, but has been silent for many years.

□ □ □

Snuff and its Surroundings

FOR quite the first hundred years of the firm's existence, snuff was by far the most important article sold. It is apparent that as far as retail trade is concerned, up to 1820, the proportion of tobacco and cigars sold was not more than ten per cent. of the quantity of snuff supplied. Fribourg and Treyer were very famed for their snuffs and snuff mixtures, and the extensive patronage given to the firm by King George IV, both prior to and during his reign, contributed greatly to the world-wide renown it attained.

A list of some of the customers who dealt with the firm, which is given elsewhere, will show how very general was the use of snuff, and it will be noted also that ladies of high degree were often snuff takers. It was the custom of fastidious snuff takers to vary their snuffs more than once during the day, some kept a room specially for storing their snuffs and preparing them for daily use. King George IV kept a large stock of snuff in this way, and it was said that it was the duty of one of the partners in the firm to periodically inspect his stock. At the death of the King, the firm catalogued and arranged for sale the considerable quantity of this snuff stock. The greater part of this was bought by the firm and sold to its customers. There was naturally a great demand for this snuff and it commanded high prices.

In Lord Petersham's account (he was then the Earl of Harrington) the following snuffs were selected in December, 1830, from the late King's stock:

			£	s.	d.
18 lb. Old Bureau, marked	1801	...	13	17	0
18 lb. Old Cologne	1818	...	13	17	0
18 lb. Old Arras	1818	...	13	17	0
12 lb. Old Havre	1815	...	9	6	0
18 lb. Bureau D.G.	13	17	0
6 lb. French Prize	1810	...	4	13	6
1 lb. French Prize	0	16	0
5 lb. Old Rouen	1801	...	3	17	6

The firm has still in its possession one of the very small jars of snuff from the King's stock which is shown in the illustration herein.

Snuff of the present day gives no idea of what it once was, and bears no comparison to that of former years. Its fragrance was derived by careful blending of snuffs made of various tobaccos, and not by the addition of scents or essences. Scented snuffs were sometimes taken, but the proportion was small in comparison to the quantity of unscented snuffs sold. Scented snuffs came more into vogue as the more refined varieties were dying out; the latter, as time went on and the demand for them lessened, were no longer made and are now unobtainable.

Many of the numerous mixtures are now only names, and, though fine snuff could easily be made again, it would be almost impossible to reproduce some of these mixtures in their original form.

At one time snuff was manufactured at 34 Haymarket, and the very primitive appliance that was used is still in existence, but no longer kept there.

The King's Martinique for instance was sold at 21/- per lb., almost double the price of what it was in the ordinary way. Whether this snuff came into greater prominence through having been used by the King cannot now be said, but it is most noticeable how very popular Martinique became from 1830 to 1840, customer after customer in the books of Fribourg and Treyer was supplied with it during that period. It had a distinct and very pleasant flavour, quite unscented, it was rather light in colour and also in character, that is not so full flavoured as many other descriptions.

Several snuffs were associated with the name of King George IV such as:

King's Morning Mixture
King's Evening Mixture

King's Plain
King's Carotte

As far as can be seen they do not appear to have been supplied to His Majesty under these names. They probably had reference to some of the King's stock that the firm supplied to their customers after his death.

The following list contains names of some snuffs:

Frankfort	Spanish Bran	Masulipatam
Seville	Morlaix	Bureau Fine
Morocco	Tabac de Rouen	Bureau Demigros
Paris	St. Vincent	Etenne
Longueville	Mannheim	Marina
Scholten	Strasbourg	French Prize
Bordeaux	Violet Strasbourg	Buenos Ayres
Tabac de Paris	French Carotte	Rapé de Lyon
Curaçoa	Macouba	Façon de Paris

These were in current use in the early part of the 19th century, and all figured in the account of the Prince of Wales during a period of about ten years. In this account, during the same period, many other snuffs were also supplied to His Royal Highness. These were mixtures



THREE SNUFF-JARS: ONE OF THE SMALLER SIZES
CONTAINS SOME OF THE KING'S SNUFF REFERRED TO



AN OLD LABEL SHOWING THE SIGN OF THE RASP AND CROWN, AND ALSO A CAROTTE OF TOBACCO AT THE LEFT-HAND SIDE AT THE TOP

made up for other customers and bore their names, the following being examples that appear in the Prince's account:

The Duke of Rutland's sort,
Lord Edward Bentinck's sort,
Mr. Colling Smith's sort.

Other snuffs were in use at the same time: Old Paris, Fribourg's Mixture, Amsterdam, Martinique, Arthur's Club Mixture, Dutch Carotte, Light Dutch, Dunkirk, Bolongaro, Brazil, Prince Regent's Mixture, Robillard, Hardham's No. 37, Letter F, Cuba, Cologne, Nut Brown, Oronoko, Dieppe Scented Bergamotte, Montagne, Montaban, Queen's Mixture, Frankfort, Brussels, Marino de Leipsic, Domingo, Villefranche, d'Abbeville, Dutch Bran.

Spanish Bran appears to have had a considerable sale from about 1760 to 1815. It was the most expensive of all the snuffs that appear in the Prince's books, the price being £3 per lb. It was sold in conjunction with a phial of Vinagrillo, which was an aromatic rose-scented vinegar of Spanish origin. Special efforts have been made to find out more about this snuff, but, unfortunately, without avail.

It is fairly evident, however, that the Vinagrillo was used for moistening this snuff and that, in order to retain the flavour, only small quantities were moistened at a time. For that reason, with quantities of half-a-pound or more, the customer was supplied with the Vinagrillo separately, so that the snuff could be freshly moistened as required for use. This snuff was frequently, but not always, supplied to ladies. Dutch Bran also appears in the books, but the Vinagrillo does not appear to have been used with this.

Macouba was a snuff very strongly scented with Otto of Rose. Masulipatam, an oriental snuff of very powerful and not very fascinating flavour. Both these were only used for flavouring large quantities of other snuffs, a quarter or half an ounce being sufficient to flavour a pound of snuff, according to the strength required. They were packed in bottles resembling claret bottles, and sold by the pint bottle. It was very difficult to get the snuff out of these bottles, and a long iron skewer was used to assist in the operation.

Brazil was another very powerful snuff of fine flavour, quite unscented and rather more largely grained than some of the snuffs. Many recipes finished off "with a dash of Brazil" this being sufficient to give a tone to the whole.

The expressions Fine, Demigros, Gros referred to the grain, being respectively fine, medium and rather coarse. Carotte referred to the special shape tobacco was sometimes made up into before being rasped, and the snuffs made from this were of a coarser grain than any previously mentioned. This form was generally used in mixtures and seldom taken by itself. There was also snuff of a special round grain, and the books of the firm show that this was produced by passing the snuff through a sieve that would produce this effect.

The firm kept books containing special recipes of individual customers. This was necessary, not only for supplying these customers, but also their friends who were often so pleased by a strange kind of snuff that they liked to get the same again for themselves. Several of these books which contain very interesting names can still be seen at

34 Haymarket. One of these mixtures is worthy of notice. It was made specially to meet the requirements of a Col. Charritie in 1824, and was so popular that a jar of this mixture stood, until 1890, on the counter at 34 Haymarket ready for anyone requiring it.

Lord Petersham, as is well known, was one of the greatest snuff-takers; on looking through his account the amount supplied from December, 1816, to October, 1817, is exceedingly small, and it is interesting to note that on February 1st, 1817, he was given credit for 216 pounds of snuff returned, £75 12s. It would appear that he almost gave up snuff taking for the period mentioned and returned some that he did not require. After October, 1817, the account regained its normal proportion.

The round amboyna snuff box, lined with gold, of which an illustration is shown, was given by his lordship to one of the partners of the firm at the time. The following inscription is engraved in the gold lining of the lid:

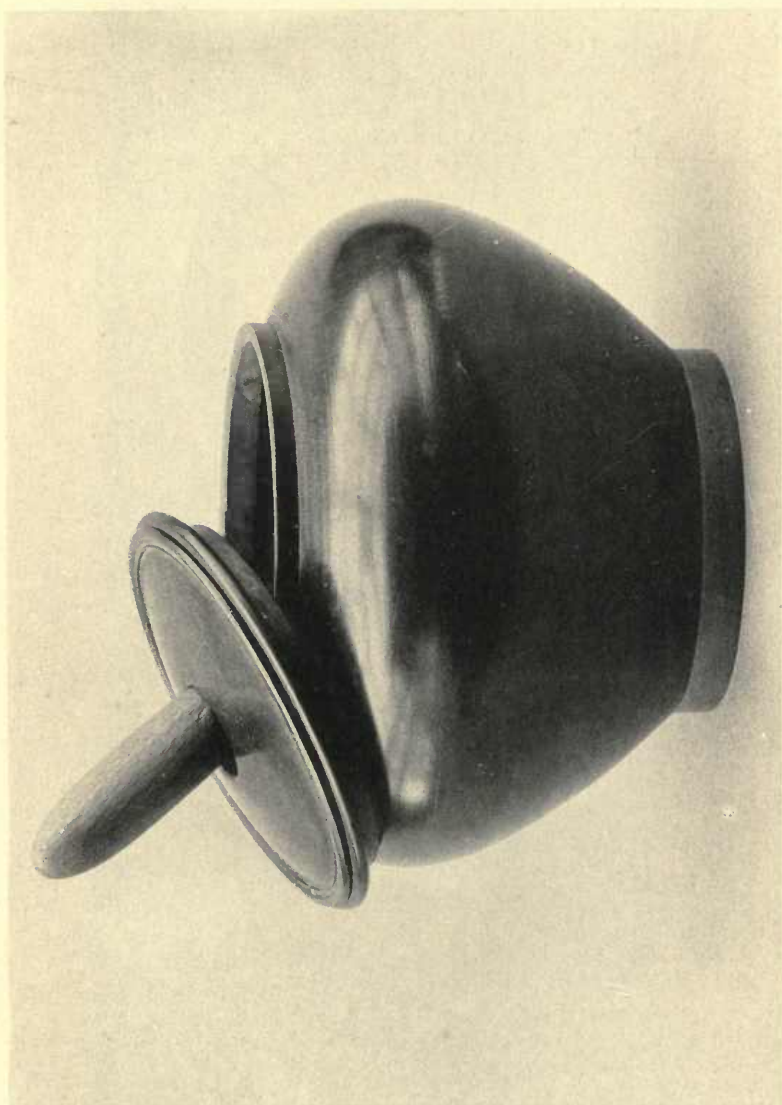
Presented to George Evans, by
Lord Petersham, 1819.

All snuffs previously referred to were taken in a slightly damp condition. The snuff was moistened with water, to which a little salt was added to keep the snuff in good order, and was then well manipulated with a large horn scoop and passed several times through a wire sieve to ensure an even distribution of the moisture. For shop use this was done in structures of wood very similar to those used by a gardener for potting his plants. In smaller quantities a sheet of parchment was used. Sieves, brushes and parchments for this purpose are frequently charged in customers' accounts.

It was not an easy matter for customers or their servants to do this for themselves, as it required a considerable amount of experience to arrive at exactly the right amount of moisture required. If made too wet, the snuff was practically unusable, though easily rectified by those who had a supply of dry snuff to add to it. To customers who wanted to freshen up small quantities of snuff, the firm supplied small pestles and mortars made of turned boxwood, of which an illustration is shown, though it is very doubtful if this method was satisfactory.

There were snuffs used in quite a dry state, the earliest of these mentioned in the books is Irish, though later Welsh and Scotch appear. There was a well-known brand of Irish snuff called Lundy Foot from the names of its originators. This was described as High Toast Snuff and had rather an agreeable flavour of being slightly burnt. It was obtainable to within quite recent years, and may possibly still be so. Another well-known Irish snuff was Lambkin's Brand. The Welsh and Scotch were something similar, but of a much finer grain. The latter is still greatly in use in certain parts of this country.

A curious snuff worthy of mention was that known as Spanish Sabillia. It was in the form of fine powder of almost a brick red hue. It was used as tooth powder, and thought by some to have a very beneficial effect on the teeth and gums and also to be good for keeping away neuralgia, or pains in the mouth not occasioned by faulty teeth. It is quite evident that many people thought highly of it, for it is



ONE OF THE BOX-WOOD PESTLES AND MORTARS
REFERRED TO



AMEOYNA SNUFF-BOX PRESENTED TO GEORGE EVANS BY
LORD PETERSHAM IN 1819

mentioned in the earliest books of the firm, and had a small but steady sale until 1890, when it was not any longer procurable.

In earlier days, special kinds of snuff were packed in glass bottles, sometimes of quite elegant shape. One or two of these still exist at 34 Haymarket. As mentioned before, necked bottles were used for strong flavouring snuffs, those on the shelves that ran round the upper part of the interior of the bow-windows at 34 Haymarket have been there since the days of snuff, and the reason of their being there is not understood by all. Strangers, especially Americans, have come into the shop specially to enquire what was sold in them. Brown and Black Rappees were plainer descriptions of snuff, cheaper in price than the fine mixtures, at one time perhaps less sold by the firm than other sorts, they have lasted out the longest and can still be obtained.

Snuff was supplied to customers in the early days in jars of quite good pottery which had an exceptionally finely glazed surface. The colour was generally blue, light and dark, sometimes grey-green. The size varied from those holding one to ten pounds of snuff. The price was very low, even the larger sizes being sold from 1/6 to 4/- each.

There is still a good example on the counter at 34 Haymarket, which is depicted here. It is practically the only one left, as there was a great demand for them while there was a little stock left. The Firm would have liked to have kept them, and would have done so had it not been that some of their customers wanted them so badly and were so pleased to get one.

Lead canisters are mentioned in the books, but later tin canisters were used for snuff. These were very well made and had rounded dome-like tops, with apparently no object but to look nice.

Moist snuff was packed in a particularly easy way into these tins. The snuff was placed on parchment in a heap, and the tin held upside down was pressed down on to the snuff, by a little manipulation of the parchment with the left hand every grain of the snuff was picked up.

The prices of snuff at the earliest period recorded were 3s. 6d., 5s., and 7s. per lb., according to quality. These increased gradually and were about 6s., 8s., and 11s. per lb. in later years.

It is difficult to give an exact idea of the amount of snuff used individually daily. The amount purchased is no guide, for the waste was great, and much may have been used by the household and visitors. Half an ounce per day for individual use would possibly be a very moderate allowance, and below the average. The last snuff-taker of consequence connected with the Firm filled his box twice a day, putting in over an ounce each time. In addition to this he would take away a small quantity each night, packed in tinfoil, to prevent any fear of running short. He, however, took snuff to excess and very frequently handed his snuff-box to friends.

Whether snuff-taking was a nice habit or not greatly depended on the taker; when carried to an excess it certainly was often objectionable. Snuff, however, was, without doubt, surrounded with a great amount of elegance. The list of customers farther on bears witness to how general was the use of snuff among those of high standing; from 1805 onwards, many other names of customers of

equally high degree could be quoted, and the list might have been doubled in size. With all those mentioned, but one, the amount of cigars or tobacco was most insignificant to the quantity of snuff supplied; the one exception was the Duke of Manchester, with whom the position was exactly reversed.

Dignitaries of high and low degree of the Churches, both of England and Rome, were considerable snuff-takers until quite a late period. Several of the Popes were supplied by Fribourg and Treyer, but indirectly, and, according to an old book, Napoleon, at St. Helena, was also supplied by the Firm in the same way. This is quite possible, but the author of the book was better informed, in this instance, than any one now connected with the Firm.

Expensive snuff-boxes are too well known to mention them, beyond the fact that it is doubtful whether some of the very fine examples of jewellers' art that are seen in museums were often, if ever, in daily use. Old silver boxes need no description, as they are easily obtainable now. Tortoise-shell, frequently ornamented with gold, and other boxes of sufficient value not to be lost sight of, are often met with now. There was, however, much beauty in the more ordinary varieties that were used the most.

These are now the most difficult to find in anything like good condition. They were generally made of wood and had beautifully made wooden hinges with a metal pin running through them. They were very fragile and easily broken by the slightest rough usage, or by being opened by those unaccustomed to them, who used more strength than required, with the result that the lid was snapped right off. This is possibly the reason that so few exist now.

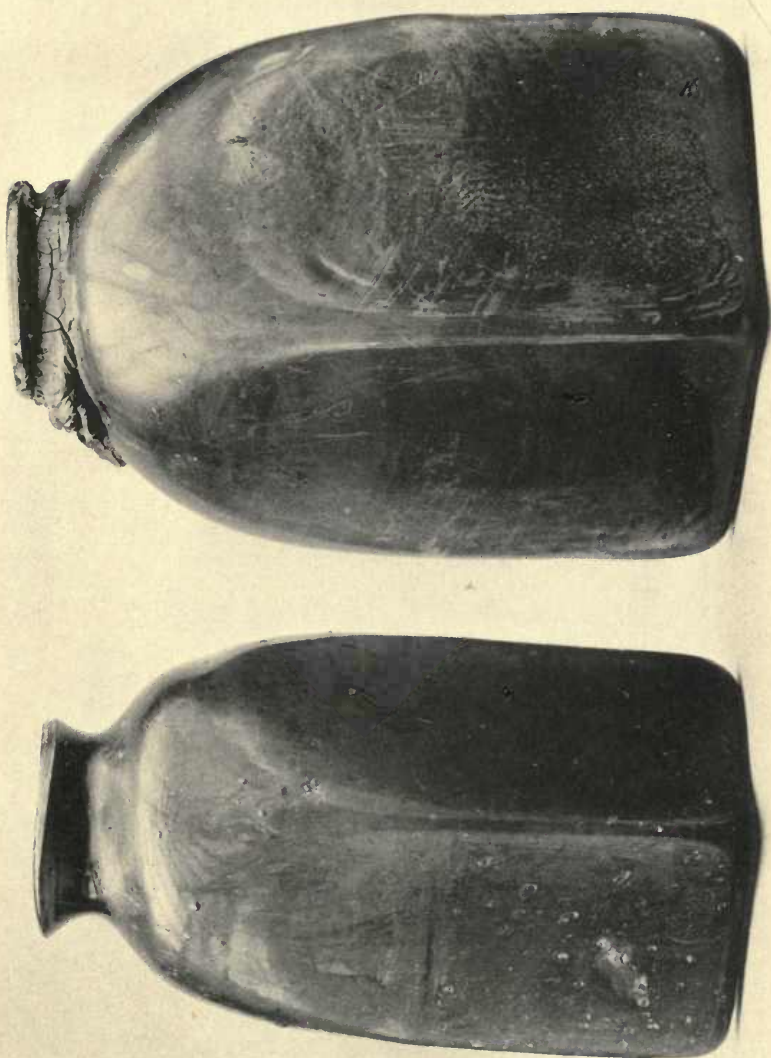
They were sold from 7s. to £2 2s. each, according to size and description. They were fairly capacious, 4 to 5 inches in length, 2½ inches wide, and about 2 inches deep. Round snuff-boxes were also much in use, most of these having unhinged lids that lifted away to open the box. They were, therefore, unsuitable for use in the pocket, and were kept for table boxes, many of them being of considerable size.

The more ordinary boxes of this description were of papier maché, sometimes lacquered, but more frequently with lids bearing paintings. These were good and bad, the subjects generally being landscapes, figures and scenes in life, the latter being often of rather a coarse nature.

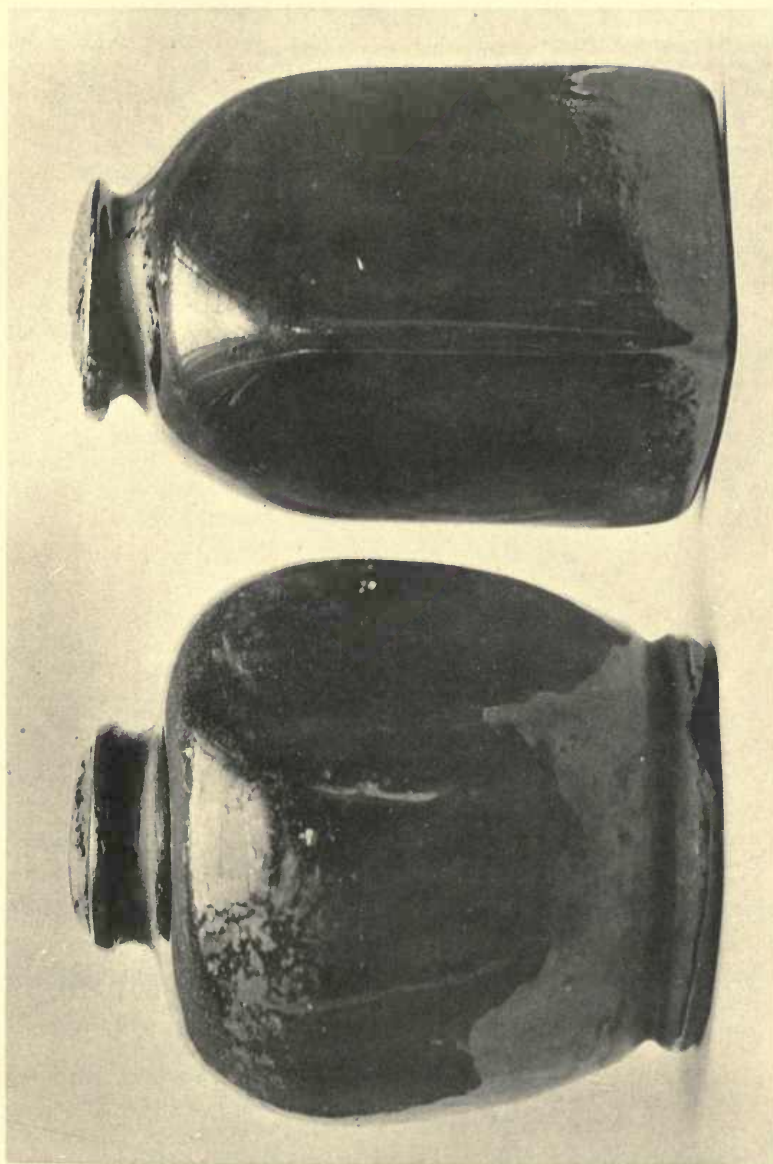
As the use of snuff declined, it was often the custom to place these lids in frames containing one, two, or three lids, and small circular pictures framed in this way will often be found to be snuff-box lids.

Boxes of a special papier maché composed of potato skins were also popular. They were supposed to keep the snuff at a better temperature than anything else. Snuff was like claret—it needed the chill taken from it to bring out the bouquet. A member of the Firm, in the days of snuff, always kept his snuff-box under his pillow at night, so that the snuff might be in good order in the morning.

These potato boxes were ornamented with a lacquer of greenish shade, with a few fine streaks of red or gold. They were frequently



GLASS SNUFF-BOTTLES USED ABOUT 1750 FOR
CERTAIN SNUFFS



GLASS SNUFF-BOTTLES USED ABOUT 1750 FOR
CERTAIN SNUFFS

ornamented with a crest, monogram, or some neat design in gold on the lid. The hinges were metal, and generally a little clumsy. Twelve shillings was about the price of these, though at this price there would be little or no gold ornamentation. One of these is illustrated here. According to entries found in the books of the Firm, snuff-boxes described as "vegetable boxes" had at one time a great sale. These were probably also composed of papier maché made of some vegetable matter.

The writer must apologise for not being able to give a better description of the boxes, as he has never seen one, but was told about them by one who remembered them well. The latter is, unfortunately, now dead, and other endeavours made to obtain further information have not been successful.

Some of the glass bottles used for certain snuffs were of quaint and often elegant shape; several of these are shown in illustration. The jars for packing snuff have already been described, and two of them are depicted here. Those in daily use in a snuff-shop of note numbered from twenty to thirty, and formed an imposing array.

In taking the photograph showing the shelves at 34 Haymarket, the jars were specially replaced to show what they looked like years ago. In addition to those shown, there was a row on the ground at the back of the counter.

The refinement and elegance that snuff was once so closely associated with have long since deserted it, and though larger quantities may still be sold than many people are aware of, it now lives in quite a different sphere.

□ □ □

A List of the Principals and others of the Firm

*Approximate
date of
starting*

- | | |
|-----------|---|
| 1720—1780 | M. Fribourg. Position unknown.
Peter Fribourg. Sole Proprietor. |
| 1780—1803 | G. A. Treyer. Sole Proprietor (assisted by Mrs. Martha Treyer, his wife). |
| 1803—1815 | What is termed the New Partnership, when the business was managed by Price Evans, during the minority of George Evans and his brother G. A. Treyer Evans. |
| 1815—1858 | George Evans. Born 1786; Died 1867.
G. A. Treyer Evans. Born 1789; Died 1869.
Joined afterwards by Robert Lloyd Evans.
Three brothers, nephews of Mrs. Martha Treyer. The partnership was dissolved in 1858. |

1858—1899 G. A. Treyer Evans, Jun., son of G. A. T. Evans, Sen.
 Born 1818; Died 1899.
 George A. C. Evans, son of George Evans. Born 1833;
 Died 1887.
 Price James Evans, son of John Evans and first cousin
 of the other two partners. Born 1814; Died 1885.

1899—1906 Augustus Evans, son of G. A. Treyer Evans. Born 1843;
 Died 1906.
 George Evans, son of G. A. C. Evans. Born 1867.

1906—
 Present date George Evans.
 W. Bridgman Evans, son of Augustus Evans. Born 1876.

From information that has been handed down, 1720 has always been considered the year in which the business was established.

It was started by a member of the Fribourg family, and it was thought that Peter Fribourg was the founder of the business.

There is, however, evidence to show that the business was carried on under the name of Peter Fribourg up to 1780. This would be sixty years after the considered date of starting, which would be rather a long time for one person to be in possession of the business, though not absolutely impossible.

In a ledger commencing in 1764 a transaction recorded in it bears signature of a M. Fribourg, who might possibly have had an interest in the business prior to that of Peter Fribourg.

The Fribourgs were supposed to have come from Switzerland. In the earliest book of the Firm, when the business was entirely in the possession of the Fribourg family, French words are sometimes used in the entries; for instance, Janvier, in place of the English.

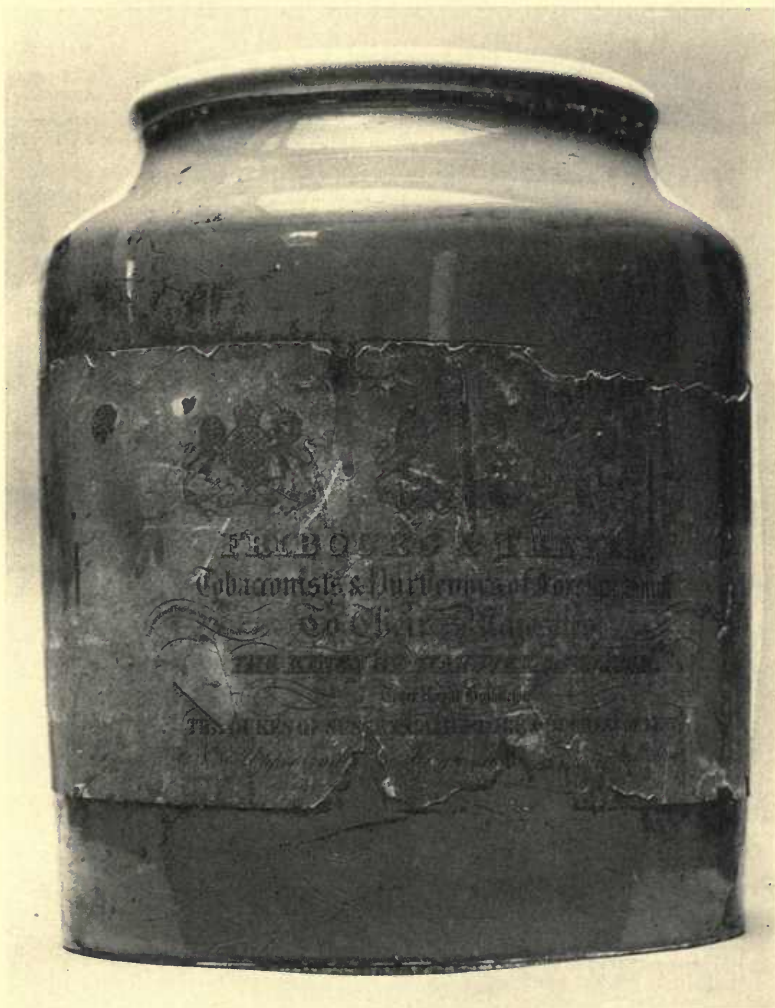
The size of the earliest ledger (1764 to 1778) is 14ins. by 4ins.; it contains 350 folios, and in most cases there is more than one entry on each page.

Gotlieb Augustus Treyer came into the business in 1780, and the business was then carried on under the style of Fribourg and Treyer. But it is known that at this time Peter Fribourg severed his connection with the Firm, and that he retired from business and went to live at Epsom.

This is verified by an announcement in "The Morning Herald," and "Daily Advertiser," dated Friday, November 12th, 1784:

"Peter Fribourg, of Epsom, Surrey, late SNUFFMAN and TOBACCONIST, of No. 34 in the Haymarket, near Piccadilly, thinks it necessary to inform the Nobility, Gentry and Public in general, that he has not, nor ever had any connection whatsoever in partnership with Mr. Treyer, who succeeded to the business of the said Shop when Mr. Fribourg retired in the month of March, 1780."

The tone of this announcement and the fact that it was made three and a half years after the retirement of Peter Fribourg somewhat suggests that he was rather annoyed at his name being still made



SNUFF-JAR OF HIGHLY GLAZED SURFACE



SNUFF-JAR OF HIGHLY GLAZED SURFACE

use of in the style of the Firm. There is direct evidence, however, that another member of the Fribourg family was connected with the business until 1803, though very possibly as manager rather than as a partner in the business. His name was Richard Fribourg and his signature appears several times against transactions in a ledger which can still be seen. One of these transactions is in reference to writing off a small balance of an account, and it is expressed in the following words:

— "Debt cancelled by order of Mr. Treyer. January 7, 1802.
Rd. Fribourg."

Whether this Richard Fribourg left the business or died while still in its service is not known. His handwriting, however, does not appear in the ledgers after the date of Mr. Treyer's retirement in 1803; and the following entry appears later in the private accounts:

"April 16, 1805. Paid Mrs. Fribourg for $\frac{3}{4}$ of 100 3 per cent.
Consols at 58. £43 10s."

which rather sounds as if it might have been an amount paid to his widow.

G. A. Treyer married a Miss Martha Evans, and it was through her that the business came into the Evans family. She took an active part in the working of the business and an old receipt, now in the possession of the Firm, dated 1787, bears her signature.

Before coming to London G. A. Treyer was in business in Amsterdam. Some money that he made there was afterwards invested in Bank Stock of the Bank of the United States of America. By his will (of which a brief form is given in the appendix) he acted in a very fair way, leaving to his widow for life all that he became possessed of in this country, with power to dispose of it as she wished. The American securities, bought with money made away from this country, were left in trust to the Ministers and Elders of Basseum, near Bremen, probably the place of his birth, for the benefit of the poor of that place.

There is evidence of his having had a small residence, garden and land, at Kilburn, during the time he was in business at 34 Haymarket. Though this property belonged to him he did not reside there after his retirement from business, but went to live at Brighton. His address there was at first West Cliff, but later he lived at a place called Tetter-salls, or Tattersalls, in East Street, Brighton, where both he and his widow died.

At the retirement of G. A. Treyer in 1803, the business passed into the hands of the Evans family. The transfer was arranged by Price Evans, the eldest brother of Mrs. Martha Treyer; he was a watchmaker in Shropshire, but appears to have left his business there, to look after the affairs of Fribourg and Treyer.

The amount paid to G. A. Treyer for the stock-in-trade, implements and fittings was £5,437 17s. 6d., and for goodwill £500, making a total of £5,937 17s. 6d., of which 17s. 6d., it is stated, was abated by Mr. Treyer.

This money was paid off in instalments spread over a period from June 24th, 1803, to August 4th, 1804. Price Evans found £2,500, Mrs. Hall lent £680 5s., and Miss Rebecca Evans lent £341, the balance being paid by what is termed "the new partnership."

Miss Rebecca Evans was a niece of Price Evans, and also of Mrs. Treyer, and later married Leonard Hill, a watchmaker in Fleet Street, whose name appears among well-known watchmakers of the 19th Century in books on the subject.

The amounts lent by Mrs. Hall and Miss Rebecca Evans were paid off quickly, but that found by Price Evans remained on interest. Mrs. Hall was a sister of Price Evans.

The amount of £5,437 for stock, implements, fittings, etc., does not sound very much as compared to that required at the present time. A few hundreds would have been ample for the implements and fittings, leaving over £5,000 for stock. By far the greater portion of the stock would be in snuff, and therefore £5,000 is rather a large figure for stock only. The total amount, £5,437, would perhaps have been better described as G. A. Treyer's capital in the business. The snuff stock was very considerable, and there are particulars to show that in 1790 it amounted to 6 tons 14 cwt.

The warehouse at 34 Haymarket was very little altered, within memory, from what it was many years ago. It contained row after row of casks of all sizes, the largest being of sufficient size for a man to hide in, and these gave a very good idea of the amount of snuff was in the habit of being stored there.

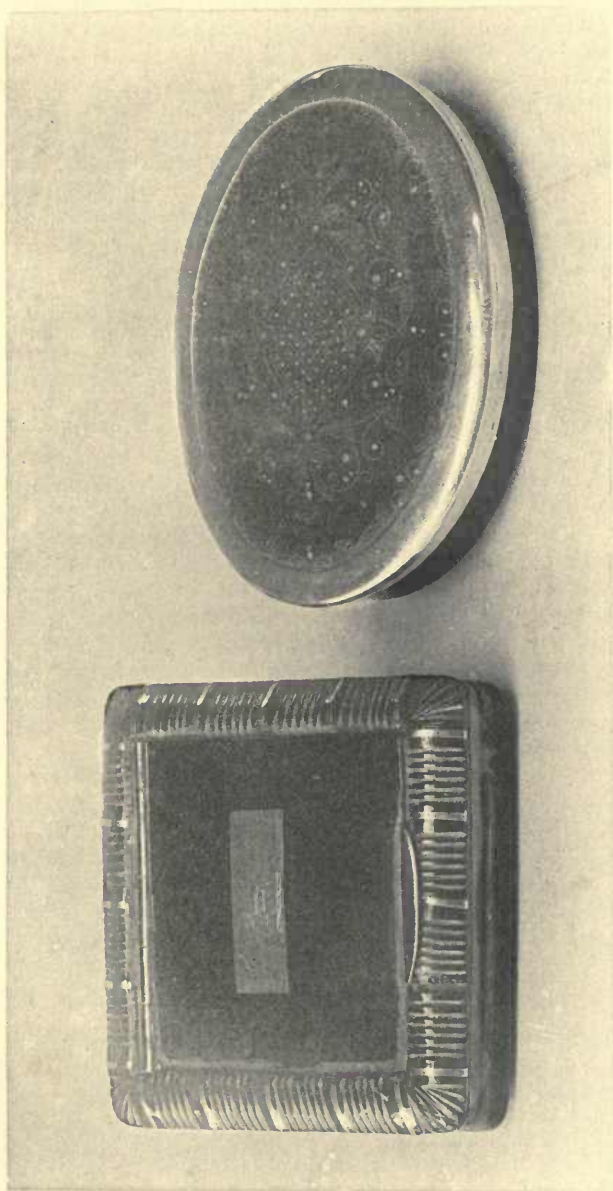
It is unfortunate that the names of the members of what is termed "the new partnership" are nowhere stated.

Mrs. Martha Treyer, who died in 1815, left by will any remaining interests she held in the premises at 34 Haymarket, and Coventry Court, to her two nephews, George Evans and G. A. Treyer Evans. It is known that they were in sole possession of the business in 1815, but as they were born respectively in 1785 and 1789, they were minors when G. A. Treyer retired in 1803, though they were very soon after the latter date associated with the business. The books show that Price Evans was the controlling spirit from 1803 to 1815, though it is fairly apparent that he was acting in the interests of his two nephews, George and G. A. Treyer Evans, until they were able to manage for themselves.

These two brothers were the fifth and sixth sons of Richard Evans, another brother of Mrs. Martha Treyer. He was also a watchmaker carrying on business in Shrewsbury, but separate to that of Price Evans.

The private ledger of the latter's watchmaking business, showing an account of its doings from 1778 to 1803, gives many particulars of the working of the business of Fribourg and Treyer from 1803 to 1815, and has greatly assisted in connecting up the history of the latter Firm. It shows some weekly cash receipts during the period named, and those in 1815 were nearly double those of 1803.

George Evans married as his first wife, a Miss Graham, a daughter of the proprietor of Graham's Club, a fairly well-known club at that period in St. James's Street. He was then living at 34 Haymarket, but



TWO TORTOISE-SHELL SNUFF-BOXES, ORNAMENTED WITH GOLD

The oval one is said, on very good authority, to have been used personally by H.M. King George IV.

shortly after moved to Ealing, which was then only a fair-sized village, quite in the country, though sufficiently near London to enable him to drive to and from business, as there was not then any train service. On one of his return journeys he was asked by a woman to give her a lift. On the way he saw by her hands and feet that it was a man in disguise. Thinking he would be safer alone, he dropped his glove on to the road and asked the "lady" to pick it up for him, which enabled him to drive off without his passenger.

He took an active interest in coursing, and at one time kept a few greyhounds. In his family there are several pieces of good plate which mark the success of his dogs. There was a fair amount of coursing in the vicinity of Ealing in those days, Gunnersbury being one place where meetings were held. The patronage then given to small clubs was of a better class, both as regards attendance and dogs, than would be met with at such small meetings to-day.

He died at Ealing in 1867 at the age of 80 years.

G. A. Treyer Evans married a Miss Banks, and lived first in Jermyn Street, having at the same time a country residence at Hanwell. He afterwards gave up both these places and then lived at a house in Kensington Gore, nearly facing the Albert Memorial. This house is one of those still in existence. After the death of his wife he went to live in Lansdown Road, Kensington Park, where he died in 1869, at the age of 79 years.

They were afterwards joined by Robert Evans,* another brother, and these three continued in business until 1858, when they all retired in favour of the following: G. A. Treyer Evans, Junr., the eldest son of G. A. Treyer Evans; G. A. C. Evans, the only son of George Evans; and Price James Evans, a nephew of the former partners, in the place of Robert Evans, who had no son.

This partnership saw two important features. The decline, but not quite the fall, of snuff, and the rise of the cigarette in its present form.

In about 1880, the Firm started to import from Cairo the Egyptian cigarettes for which they are noted. Cigarettes, however, were not looked upon with great favour by at least one member of the Firm. All these partners lived to see a very rapid rise in the sales, though they would have been astonished if they could have known the yearly output of the Firm's cigarettes at the present time.

This partnership was reduced by the death of Price James Evans in 1885, and still further reduced by that of George A. C. Evans in 1887, leaving G. A. Treyer Evans in sole possession of the business, until his death in 1899 at the age of 81.

He had been greatly interested in the Volunteer Movement from its earliest commencement, and was associated, firstly, with a regiment called the Six-foot Guards, he being a man of very fine build, and was finally Major in the Tower Hamlets Engineers.

* It is not quite clear how Robert Evans came to be a member of the Firm. A certain amount of dissension was caused in the family on this account. Some thought that Robert Evans unduly edged himself in, and rather blamed George Evans for allowing him to do so.

G. A. Treyer Evans lived at one house in Ladbroke Road for over forty years. He never had a lease for the house; the original landlord was always going to have one prepared, but died without doing so, and his son did not trouble any further about it. After the death of G. A. T. Evans, the business was continued by his son Augustus Evans and by George Evans, the eldest son of George A. C. Evans of the previous partnership.

Augustus Evans died in 1906 and the business has since been carried on by its present partners, George Evans and W. Bridgman Evans, a son of the late Augustus Evans.

Prior to the War the business was always carried on under the style of Fribourg and Treyer, but there were people who thought the name had a foreign sound and that its proprietors might be other than British subjects. As the business had been for so many years entirely in the Evans family, it was not just that it should be thought anything but a British concern, and therefore the partners decided not entirely to drop the Fribourg and Treyer by which it had been known for so many years, but to carry it on under the style of Evans and Evans, trading as Fribourg and Treyer, though old customers who knew something of the Firm's history were not at all pleased with the alteration, and thought it was most unnecessary.

Members of the Family associated with the business in more recent times, the two former having been dead for some years:

At 34 Haymarket—George Treyer Evans, the second son of
G. A. Treyer Evans, Senr.

„ „ W. Spike Evans, the youngest son of G. A.
Treyer Evans, Junr.

At the City Branch—Robert Evans, the youngest son of
George A. C. Evans.

□ □ □

Items of Interest

POINTS of interest taken from various customers' accounts, as shown by some early ledgers still retained. The original spelling is adhered to.

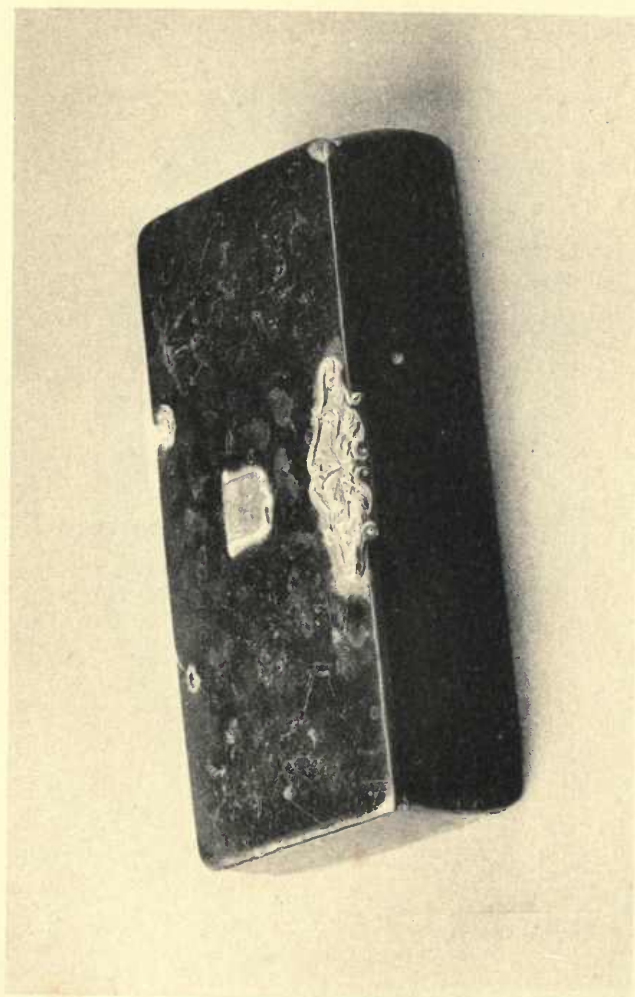
1765. September 14th. Mr. Ponté, Pall Mall.

40lbs. Fine Dutch, @ 23d. £3 16s. 8d.

Mr. Ponté carried on a snuff business in Pall Mall, afterwards in Cockspur Street. The name is generally written "Pontet." The ledger showing this transaction refers to earlier business done, entered in a previous book, which, however, is missing. (See Appendix.)

1773. May 25th. Mr. Pognani, first Violling at the Opera.

½ Paris. 3s.



A POTATO SNUFF-BOX



A CARVED HORN SNUFF-BOX WITH PEWTER FRAME
OF VERY EARLY DATE

1765. February 1st. Mr. Dabbs, Nottingham.

Paid Mr. Darliac, on account of Mr. Dabbs, for 23 lbs. of
Coco. £2 17s. 6d.

1768. November 1st. Mr. Dabbs.

Paid for 8 yards of White Blond. 13s. 4d.

1772. Nov. 20th. Mr. Adam, Royal Terrace, Adelphi.

2 oz. p.g. (Paris gros). 9d.

1797. Charges on 61bs. Snuff sent by coach to Plymouth:

Jar for Snuff, 1s. 6d. Box, Letter and booking, 2s. 9d.

The booking was the fee charged at the receiving office for the coach, such as "Golden Cross," "Black Bear," "Castle and Falcon," "White Horse" Cellar, "Green Man and Stile," etc., and these charges did not include carriage.

The jar mentioned is one of those referred to in the article upon snuff, and appears to be one of the cheapest in price; others are quoted at 3s. and 4s. each.

1800. 2 lbs. Botanic Powder. 6s. 4d.

It is difficult to know what this refers to. It might be snuff mixed with some scented or medicinal herb, but judging from the price, and from a gardener's point of view, it is not at all unlikely to be refuse Snuff sold for insecticide purposes.

1801. 6 Bundles of cheroots. 6s.

1802. 1 Bundle of Havana Cigars. 2s.

The number of cheroots is not stated, but the usual number for years has been ten to the bundle.

1798. An entry in the account of the Hon. A. Paget, being goods procured for him and enclosed with snuff sent to Munich.

Paid for 2 dozen Snuff Pocket-Handkerchiefs. £2 16s.

Paid for 2 pairs patent silver Spring Shoe Lachetts. £2 3s.

Paid for 2 pairs patent plated Shoe Lachetts. 13s.

1796. 2 rolls of Pigtail Tobacco, used generally for chewing. 2s.

1796. Supplied regularly to Lady Rothes.

1 lb. Spanish Bran. £3.

A Phial of Vinagrillo. 2s.

1797 (no date). Supplied to Mr. John Burgess, No. 107, Strand.

150 bottles Seltzer Water @ 1s. 1d. £8 2 6

13 tins Dutch Salmon 2 4 0

Half a lot of Earthenware 2 10 3

£12 16 9

There is nothing to show how the Firm came to be in a position to supply these goods. It is not unlikely that in importing some tobacco or snuff from Holland, they were asked to include the above goods. The firm of Messrs. J. Burgess, Ltd., Sauce makers, is in existence at the present time. (See Appendix.)

1801. Received of the Proprietors of the Salop Mail, on account of a parcel sent Nov. 26, 1801, which was damaged. 13s. 8d.

This amount was placed to the credit of the customer ordering the goods.

1797. A/c Mr. Jas. Stephenson, Bridlington Quay. Parcels c/o Mr. Warne, Grocer, No. 25 Butchery, Hull.

Parcels in this case were sent by boats which loaded at Dice Key, Billingsgate, one boat going every six days. These boats accepted goods for various places contiguous to the river Humber. The goods were trans-shipped at Hull in smaller vessels "proper for the river." These particulars are obtained from a copy bill of lading, given at the time the goods were despatched.

1799. An entry showing that Spanish Sabillia was sold at 16s. per lb.

(This snuff, used as tooth-powder, is described in the chapter on snuff.)

1801. A/c Hon. Art. Upton.

Paid Mr. Nichells for making a very neat case for 4 Jarrs, double linked Lock, stop hinges, brass lifting handles, lined with fine red leather	£1 18 0
Paid Mr. Nichells for making a deal case to the above	2 6
A small spoon	1 0
A sheet of parchment	1 0

The Firm at one time sold a special brand of soup. On May 27, 1801, the following entry occurs in the account of the Rev. J. Ogle:

1 lb. Portable Soup. 16s.

and again to Lord Dundas, Arlington Street:

July 19, 1799. 2½ lb. Portable Soup. £1 10s.

1798. Lord Shrewsbury was in the habit of buying snuff in quantities of 30 lb. at a time. The order was repeated at intervals of about eleven months. In 1825 Lord Shrewsbury gave an order for 150 lb. at one time.

1799. In Mr. Brummell's account the following entry occurs:

Oct. 3. 1 lb. Bureau and Canister, sent to the Prince of Wales. 7s. 6d.

and it was very shortly after this that His Royal Highness dealt directly with the Firm.

The account shows several changes of address:

In 1799, Chesterfield Street.

1800, 95 Park Street, Grosvenor Square.

1801, Upper Grosvenor Street.

1803 to 1809, Worthing, Sussex; 18 Bruton Street; and 24 South Street.

The last entry in this account is dated December 17, 1818. Mr. Brummell was not an extravagant snuff-taker, and in comparison with some others his account was not large. This account was paid with regularity up to June 30th, 1815, the amount left unpaid at its close being only £15 17s. 6d.

Aug. 9 th 17 th D ^o	—	16
Rec'd on Acc ^t	—	11 1 0
Sept. 8 th 17 th D ^o	—	0 3 6
11 th 17 th D ^o	—	0 1 9
Oct. 4 th 17 th D ^o	—	0 3 6

May 21st Received the
 contents in full of all
 demands. M. Fribourg

SIGNATURE OF M. FRIBOURG

Page 20

Col: Lunningham
To Peter Fribourg
Aug^{26th} 1774. 1st Dutch Rappce — 0:4:0

COPY OF INVOICE, POSSIBLY IN THE WRITING OF
PETER FRIBOURG

The following is a curious account:

Mr. Saleur, at Lord Bradford's.

1799. Nov. 18.	Received the produce of a Tontine Certificate	£8	8	0
	Received of Mr. Barrett for 45 lbs. Wax Light ends	3	15	0
	15 ditto	0	15	0
							12	18	0
	Bill	5	8	2½
	In hand	7	9	9½
Dec. 20.	No. 45900.								
	Paid for 1/8 in the next English					2	1	0	
	Paid for 2/16ths in yr. next English					2	2	0	
	No. 11,455.								
	No. 22,209.								
	Registering	0	1	6	
	Tickets Regist.								4 4 6
	Due to Mr. Saleur	...					£3	5	3½

Received £3 5s. 3½d., June the 10th, 1800.

J. Saleur.

which settled this whole account up to this day.

Rd. Fribourg.

Mr. Saleur appears to have possibly been a French valet in the service of the Earl of Bradford, and it was evidently one of his duties to order and pay for the snuff required.

A Tontine Certificate would possibly be interest payable on a Tontine loan, a form of loan in vogue in the 17th Century, invented by Lorenzo Tonti. (See Appendix.)

The wax light ends were probably Mr. Saleur's perquisites, sold by him to Mr. Barrett, who paid the money to Fribourg and Treyer to be credited to Mr. Saleur.

1/8 and 2/16 in the next English were lottery tickets, which were divided into one-half, one-fourth, one-eighth, and one-sixteenth.

The bill, £5 8s. 2½d., was partly for snuff and partly for lottery tickets.

It will be noticed that the Firm were careful to get Mr. Saleur's signature when the account was settled, and that it was also endorsed by Richard Fribourg.

A further entry in Mr. Saleur's account:

Paid for a box of Cephalick Snuff. 7½d.

Ditto a box of Dr. Henderson's Pills. 1s.

Mr. Treyer, 24 Cliff, Brighton, from the date of his retirement in 1803, until February 28, 1812 (the year of his death), figures as a customer in the ledger. He was supplied mostly with snuff, but occasionally had one or two pounds of tobacco.

Two curious entries are:

1 lb. Tobacco for the horse. 2s. 6d.

Goat Medicine. 6s. 6d.

1804 to 1811. Mrs. Siddons.

fol. 486.

No. 49 Great Marlborough Street.

Snuff supplied.

An entry regarding Mr. Charles Sharpe,

No. 8 Charles Street, Middlesex Hospital.

1798. For ten weeks' lodging himself and family at

£1 11s. 6d. per week	£15 15 0
----------------------	-----	-----	-----	----------

For Garden Stuff and Eggs	1 5 0
---------------------------	-----	-----	-----	-------

£17 0 0

Received on account	...	6 3 0
---------------------	-----	-------

Paid.

□ □ □

A Selection of Names of Customers

THE dates given are when the accounts appear to have commenced. There is a gap in the books of the Firm from 1778 to 1795. It is possible, then, that some of the accounts may have started earlier than stated.

The original spelling appearing in the books is adhered to, though in some cases obviously incorrect.

Royal Patronage

King George IV.

This account appears to have commenced in 1800, when His Majesty was Prince of Wales. It was continued without a break until the death of the King.

The quantity of snuff supplied was considerable, but possibly did not represent by any means the total amount purchased by the King during that period, as it would hardly be likely that Fribourg and Treyer were the sole purveyors to His Majesty.

Her Majesty Queen Charlotte.

This account commenced in 1799 and continued without a break until April, 1818.

1800 His Royal Highness the Duke of Cumberland.

1805 H.R.H. the Duke of Sussex, The Red House, Pall Mall.

1809 H.R.H. the Princess Charlotte.

1812 H.R.H. the Princess Elizabeth.

1819 H.M. the King of France.

1836 H.M. the King of Belgium.

Tickets & receipts 446
 Due to Mr. Talbot 353½
 Received 353½ June the 10 1800
 of Talbot
 which settled the whole
 account up to this day
 See
 R. A. Fribourg
 513

SIGNATURE OF RICHARD FRIBOURG



Lord Pelham

London, *aug^t 21th* 1787

Bought of FRIBOURG and TREYER,
Tobacconists to His Royal Highness the Prince of Wales,

(No. 34,) St. JAMES'S HAY-MARKET;

Make and Sell all Sorts of French Rappes, Spanish, Portuguese, Scotch,
and High Dry'd Irish Snuffs.

Likewise all Sorts of Foreign Canaster Tobaccos for Smoking.

		L	s.	d.
<i>1/2 lb Irish</i>	-----	0	3	6
<i>Canisters</i>	-----	0	0	4
<i>Sept 25th 1 lb</i>	-----	0	6	0
<i>Canisters</i>	-----	0	0	6
<i>Decr 12 1 lb</i>	-----	0	6	0
<i>Canisters</i>	-----	0	0	6
<i>1788 16th 1 lb</i>	-----	0	6	0
<i>March 1/2 lb Irish</i>	-----	0	3	0
<i>June 1st 1 lb of 1/2 apper</i>	-----	0	6	0
		1	9	10

*Received the above
In Grocer*

SIGNATURE OF MRS. MARTHA TREYER

A Selection of Names of Customers

From the oldest ledger now retained:

1764 Lord Ancram.	1766 Lord Tyranly.
1764 Sir William Milner, Bart.	1766 Mr. Damer.
1764 Walter Bartelot, Esq.	1767 Lord Mount Stuart.
1772 Frederick Herbest, at the	1767 Sir Thos. Edwards, Bart.
Duke of Cumberland's.	1767 Sir John Cust (Speaker).
1764 Mrs. Cholmondeley.	1767 Lord Bute.
Sir John Chapman, Bart.	1768 Mr. Jerningham (later Sir
Lady Dalkeith (afterwards	William).
Lady Greenwich).	Lord Rochford.
1764 Sir Lawrence Dundas.	Lord Archer.
1764 Mrs. Eltoft, of Chester.	1769 Lord Plymouth.
Mr. French, of Chester.	Sir William Boothby.
1770 Lord Clifford.	1769 Robt. Colbrooke, Esq.,
1764 Lord Halifax.	Chilham Castle.
1764 Colonel Wedderbourn.	1769 Inigo Jones.
1764 Lord Malpas.	1772 Sir William Lynch.
1764 Lord Percival.	Sir William Guise.
1764 Sir James Peachy.	1773 Sir John Wrotsley.
1764 Lady Shrewsbury.	1775 Lord Pelham.
1764 Lady Suffolk.	1776 Mr. Garrick.
Lord Spencer.	1774 Lord Stavedale.
Colonel St. Leger.	Lord Villers.
1764 Walter Smythe.	1775 Lord Lincoln.
1765 Sir Edward Smythe, Bart.	1778 Sir John Coghill.
1764 The Duke of Bolton.	1776 Sir William Hamilton.
1764 Lord Widdrington.	1777 Lord Lumley.
1764 Mrs. Casey, Pall Mall.	1764 Mrs. Casey, Pall Mall.
1764 General Irwin.	1764 General Irwin, Queen Anne
1764 Sir William Wiseman,	Street.
Bart.	1764 Mrs. Green, Ampthill.
1769 Mr. Giffard.	Mrs. Graham, Wigmore
Admiral Knowles.	Street.
1766 Lord Arch. Hamilton.	Mrs. Thomasetto, Gt. Marl-
1772 Mr. Adam, Royal Terrace,	borough Street.
Adelphi.	Mr. Woodington, Piccadilly.
1764 Lord Newnham.	John Sandridge.
1764 The Duchess of Grafton.	1773 Dr. Remby, King Street,
1764 Lord George Beauclerk.	Golden Square.
1765 Sir George Metham.	John Hall, Esq., Skelton
1765 Lord Lichfield.	Castle, York.
1765 Lady Frances Clifford.	1767 John Hall Stevenson, Esq.
1773 Sir Harry Harper.	1765 Dr. Munckley.
1765 Lady G. Lenox.	1764 Rev. Mr. Berkeley,
1766 Lady Suffolk.	Mountague House, at
1766 Sir Robert Hildyard.	Rippon (Ripon).
Lady Edwards.	1764 Captain Sam. Hood.
1766 Sir Henry Bridgman.	1764 Col. Hudson.
Lady Frances Elliot.	1764 Miss Barrey.

A Selection of Names of Customers

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| <p>1764 Mr. Baptist Cristalin, at
Bellmont, Cheshire.
John Brendley, Hull.
Col. Derby, Poland Street.</p> <p>1765 Mrs. Grey, in Mount Street.</p> <p>1765 David Nagle.
Mr. Vache, Pall Mall.</p> <p>1765 The Duke of Rocks Bury.
Lieut. Price, of Lord
Albemarle's Dragoons, at
Warwick.</p> <p>1765 Mr. Parkin, Lancaster.</p> <p>1765 Dr. Hooke, of Lord
Albemarle's Dragoons, at
Coventry.</p> <p>1774 John Harper, Esq., Port-
man Square.</p> <p>1766 Col. Whitshed.</p> <p>1766 R. Raicksfulthorp.
Wm. Codrington, Bright-
helmstone.
Mrs. Litchegary, Exeter.
Hon Mr. Fairfax, Leeds
Castle, Kent.</p> <p>1766 Lord Harrington.
Jervis Clarke, West Brom-
wich.
Sir Armine Woodhouse.
John Lister, Bawtrej, Yorks.</p> <p>1768 Richard Neville Neville, Esq.</p> <p>1767 Lord Plimouth.</p> <p>1768 Mr. and Miss Pleydell.</p> <p>1767 Richard Beauvois.</p> <p>1767 Edward Boscawen.</p> <p>1768 Lord Ferrers, Harrald
Stanton.</p> <p>1769 Sir Alex. Gilmour.</p> <p>1769 Mr. Henry Anderson,
Stonegate, York.</p> <p>1769 Mrs. Thursby, Northampton.</p> <p>1769 Col. Vane, Stanhoe,
Norfolk.</p> <p>1769 John Latchfield, Mansfield.</p> <p>1769 Captain Tinker, Weybridge.</p> <p>1770 Oldfield Bowles, North
Aston, Oxfordshire.</p> <p>1774 Captain Madan, Hertford.</p> <p>1771 Thos. Farr, Princes Street,
Bristol.</p> | <p>Mrs. Stuart, Villa Suffolk,
Lakenheath.</p> <p>1773 —. Erskine, Esq., Pall Mall
Court.</p> <p>1776 Richard Hippesley Coxe,
Penmore, Exeter.</p> <p>1776 Francis Boyton, of Cherry
Burton, near Beverley.</p> <p>1771 Lord Arden.
Rev. Mr. Powis, of Fawley,
Henley-on-Thames.
John Crewe, Esq.</p> <p>1796 H.G. the Duke of Leeds,
St. James's Square.
Sir Francis Bassett, Bart.,
(afterwards Lord de Dun-
stanville).</p> <p>1802 Lord Hinton.</p> <p>1796 Sir Walter Blount, Bart.</p> <p>1796 Lord Egmont.</p> <p>1796 Lord Orford.</p> <p>1797 J. L. Fox, M.P., Bramham
Park, Weatherby, Yorks.</p> <p>1796 Earl of Scarborough.</p> <p>1796 The Lord Chief Baron
McDonald.</p> <p>1796 Lord Alresford.
Sir J. Aubrey, Bart.</p> <p>1801 Earl of Thanet.</p> <p>1802 Lord Falmouth.</p> <p>1796 Lord Ranccliffe.</p> <p>1796 Lord Craven.</p> <p>1802 Lord Preston.</p> <p>1796 Lord Ranccliffe.</p> <p>1796 Lord Craven.</p> <p>1802 Lord Preston.</p> <p>1796 Sir H. St. John Mildmay.</p> <p>1797 Lord Dudley Ward.</p> <p>1798 Hon. Arthur Paget, at
Munich.</p> <p>1801 Lord Gower.</p> <p>1802 Mr. Foote (a Surgeon).</p> <p>1803 Lord Huntingfield.</p> <p>1796 Sir William Gordon, Bart.</p> <p>1796 R. L. Lytton, Esq., Kneb-
worth Place.</p> <p>1796 John Winder, Esq., Vaynor
Park, Welchpool.</p> |
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PORTRAIT OF GEORGE EVANS, FROM A PICTURE
DATED ABOUT 1820

Page 22



A FAMILY GROUP, G. A. TREVER EVANS BEING THE
CENTRAL FIGURE

A Selection of Names of Customers

- | | | | |
|------|--|------|---|
| 1797 | Sir Thos. Gascoigne, Alresford, Yorks. | 1795 | Sir Charles Turner, Bart., Kirk Leatham. |
| 1796 | Lady Rothes. | 1802 | The Earl of Bradford. |
| 1796 | Sir Francis Lumm, Bart. | 1797 | Lord Milton. |
| 1796 | Dr. Dampier, Dean of Rochester. | 1798 | The Earl of Dorchester. |
| 1802 | Earl of Guildford. | 1799 | Mr. Brummell. |
| 1796 | Lord Jno. Townsend. | 1797 | H.G. the Duke of Bedford. |
| 1796 | Lord Archibald Hamilton. | 1797 | Lord Carteret. |
| 1796 | Sir Edward Smythe, Bart., Wooton, Stratford-on-Avon. | 1802 | Lord Templeton. |
| 1796 | Lord Mexborough. | 1801 | Lord Eliot. |
| 1796 | Lord Haddington. | 1797 | Lord Clermont. |
| 1796 | Assheton Smith, Esq., Vagnol, Nr. Bangor. | 1797 | Lord Shrewsbury. |
| 1796 | Lady Holt. | 1800 | Lady Harriet Hay. |
| 1802 | Lord G. Seymour. | 1799 | F. P. Delmé, Esq. |
| 1795 | Claude Crespigny, Esq., Aldboro'. | 1797 | H.G. the Duke of Manchester. |
| 1796 | Sir Gilbert Affleck, Bart. | 1800 | The Countess of Oxford. |
| 1796 | Lord Coleraine. | 1797 | Lady Terry. |
| 1796 | Charles Sturt, Esq., Brownsea Castle, Poole. | 1797 | Lord Uxbridge. |
| 1796 | The Earl of Egremont. | 1797 | Admiral Calmedy. |
| 1796 | Sir Stephen Cottrell, Bart. | 1797 | Sir John Mordaunt, Bart. |
| 1797 | General Cailland. | 1802 | Sir Thos. Liddell, Bart. |
| 1797 | Sir William Gerdon. | 1797 | Sir Hy. Goodriche, Bart. |
| 1799 | Sir Edwrd Newenham, Bart., Hereford. | 1797 | Lady Diana Beauclerk. |
| 1796 | Sir H. Featherstone, Bart. | 1798 | The Marquis of Huntley. |
| 1796 | Sir M. Brown Folkes, Bart. | 1798 | Sir Walter James, Bart. |
| 1796 | Lord Fortescue. | 1802 | Baron Tuyll. |
| 1797 | Archdeacon Yonge. | 1798 | Lord Grey de Wilton. |
| 1796 | Earl of Harcourt. | 1797 | Captain George Lasscelles. |
| 1796 | Dowager Lady de Clifford. | 1798 | Sir John Frederick. |
| 1796 | The Earl of Grandison. | 1802 | Sir J. Riggs Miller, Bart. |
| 1796 | Lord Pelham. | 1798 | Sir Watts Horton. |
| 1801 | The Earl of Chichester. | 1802 | Lady Harrowby. |
| 1796 | Lord Rivers. | 1801 | Sir William Twysden, Bart. |
| 1800 | Lord Blandtyre. | 1798 | The Earl of Dorchester. |
| 1802 | Sir George Cornwall, Bart. | 1798 | The Earl of Lauderdale. |
| 1797 | Lord Edward Bentinck. | 1803 | Sir M. B. Folkes. |
| 1797 | Lord Milford. | 1801 | William Brummell. |
| 1797 | Sir John Trevalyan, Bart. | 1798 | Sir Nigel Bowyer Gresley, Bart. |
| 1797 | Lord Lisle. | 1801 | Sir Richard Bedingfield. |
| 1800 | H.G. the Duke of Portland. | 1798 | Lord Tamworth. |
| 1797 | Lord Abergavenny. | 1798 | Owen Smythe Owen, Esq., Condoover Pk., Salop. |
| | | 1799 | Sir Charles Grey, Bart. |
| | | 1802 | Lord Kirkwall. |
| | | 1799 | Lady Essex Ker. |
| | | 1799 | Lord Bagot. |
| | | 1802 | Lord Binning. |

A Selection of Names of Customers

1799	Rev. Dr. Musgrave, St. John's College, Oxford.	1812	Lord Rodney.
1802	Lord Stopford.	1823	The Earl of Fife.
1799	Lord Loftus.	1812	The Earl of Powis. The Earl of Harrington.
1802	Rev. Sir George Lee, Bart.	1813	John Kemble. Lord Rivers.
1799	Lord John Russell.	1813	Granville Perin.
1801	Sir William Lawson.	1819	The Earl of Warwick.
1800	Rev. Sir Richard Kay, Bart.	1814	The Earl of Clancarty. The Marquis of Ely.
1799	Edmund Granger, Esq., Exeter.	1815	G. L. Fox, Esq., Bramham, Yorks.
1802	Lord Harcourt.	1815	E. Mundy, Esq., Shipley, Derby.
1799	Mademoiselle de Soicouse, Warwick Castle.	1816	Mrs. FitzHerbert.
1799	Lord Edward Somerset.	1816	Lord Crewe.
1799	Dr. Smythe, Master of Pembroke College, Oxford.	1816	Mr. Grove, Bond Street. Lord Charville. The Marquis of Tichfield, Bath House.
1803	J. Arden, Esq., Pepper Hall, Northallerton.	1816	The Marchioness of Lans- downe. The Duke of Devonshire. The Marquis of Stafford. Lord Harewood.
1812	The Marquis of Ely. Lord Petersham.	1815	Charles Greville.
1803	The Bishop of Moulins.	1819	Mr. Luttrell.
1810	The Earl of Roden, Dublin Castle.	1813	C. Matthews.
1809	Lord Charles Manners.	1817	The Marquis of Tavistock.
1806	Lord Robert Manners.	1817	The Marquis of Blandford.
1804	The Earl of Dorchester.	1818	H. Baring, Esq., 48 Berkeley Square.
1809	The Marquis of Headport.	1819	The Earl of Howe.
1803	Major-General Lord Paget.		Dr. Jenner.
1812	H.G. the Duke of Beaufort.		Mr. D'Israeli, 6 King's Road.
1812	The Earl of Shrewsbury.		Baron N. de Rothschild.
1812	The Marquis Cornwallis.		
1812	The Marquis of Queensbury.		
1812	The Marquis of Headport. The Earl of Erroll. Mr. Tupper. Lord Walpole.		
1812	The Duke of Leinster.		

The names without dates are taken from the book of snuff receipts.

Early Regimental Messes

1810	The Mess of the South Lincoln Regiment.
1810	" " " " 91st Regiment, Canterbury. Mess Pres., Captain Stewart.
1812	" " " " 18th Hussars. P.M.C., Captain Dean.
1813	" " " " Worcester Regiment. P.M.C., Lt. Garniston.



Fribourg & Freyer,

TOBACCONISTS TO H.R.H. THE PRINCE OF WALES,

N^o 34. Upper End of the Haymarket, London.

Importers of Foreign Snuffs and Tobaccos; also Lundy Foot's High Dried Irish Snuffs.

NB. Have no concern whatever with any other Shop.

AN OLD LABEL, DATE ABOUT 1800

A Selection of Names of Customers

1815	The Mess of the 7th Hussars.	
	2 Boxes Cigars supplied, £4 4s.	
1815	" " " "	14th Hussars.
1815	" " " "	95th Regiment.
1815	" " " "	20th Dragoons.
1816	" " " "	9th Dragoons.
	" " " "	12th Regiment.
1821	" " " "	14th Dragoons.
1824	" " " "	Royal Fusiliers, Chatham.
	2 Boxes Havana Cigars, £6 6s.	

The above accounts were all for snuff, with the exception of the two mentioned where cigars were supplied.

French Names, etc.

1798	L'Abbé Gruber.	M. Lauoise.
	Madame la Baronne de St.	M. Blisset.
	Julien.	M. Bourdieu.
	M. le Comte le Pelletier.	M. Perpignan.
	M. Langlois.	M. Bianchi.
	M. de Visme.	M. le Comte de Cuturlan.
	M. Faire Guiardelle.	M. le Chev. Condere.
	M. Girardot.	Madame la Comtesse
	M. Grellier.	Cheique.
	M. de la Houlyere.	M. F. Cabot.
	M. Regnier.	M. Dauberval.
	M. Fonnereau.	Mr. Devignolle.
	Mr. Cervetto.	M. Delagarenne.
	M. le Comte de Pusignieu.	M. du Bois.
	M. de St. Genys.	M. de Loyaute.
	M. J. C. de Bernales.	Madame Dignerou,
	M. de Cursi.	14 Charles Street,
	Madame Didelot.	Manchester Square.
	M. le Comte de Bredorode.	M. le Duc d'Uzès.
	M. J. Vallé.	Prince Gargarin.
	Mr. Bossi.	M. Gautier.
	M. André.	M. Jeannet.
	Mr. Spagnoletti.	Madame Jendeau.
	Mr. Davroux.	M. Lusignan.
	M. St. Croix.	M. Larive.
	Madame de Bovie.	M. Languetin.
	Madame Gautherol.	La Comtesse de la
	M. de Franca.	Chapelle.
	Messrs. Correa de Franca	Le Général the Count
	and Ca., Madeira.	d'Orsay à Paris.

A Selection of Names of Customers

Signor Donizelli.
H.E. Comte Louis Zichy
Ferraris.
Madame la Roche.
M. le Curt.
M. le Comte de Lestanges.
M. Montigny.
Madame Mourques.
M. Mougé.
M. Marquesat.
M. Mapetit.
Madame Marville.
M. Novere.
Count de Mun,
28 Kensington Square.
M. Paradis.
M. Saumerez, Guernsey.
M. Villeblanche.
Madame Valesque.
Vicomte de Vaux.

Le Marquis de Botherel.
Le Comte de Caumonte.
Duke de Castris.
Madame du Fresnoy.
M. le Comte de Vaudreuil.
Le Vicomte de la Chares.
Le Vicomte de Latourdupier.
Mr. Grillet.
M. le Comte Alex. de
Girardin.
M. C. Leneuf.
Madame Manjon.
The Duke of Montebello.
Mrs. Niccolini.
H.R.H. the Duke of Orleans.
M. le Comte St. Martin.
Count de Tolstoy.
Madame Boilseau.
L'Abbé Baillemont.

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NOTES

On Cigars during the 19th Century

On Tobacco during the same period

On Cigarettes from earliest entries

On the working of the Business through various times

On the City Branch

On the Oxford and Cambridge Branches

Cigars

THERE is very little description of these in the earliest entries. They are mentioned as Segars, or Havannah Segars, and were sold by weight, not by the box, the quantity to the pound varying, of course, as to the size of the cigar, and, very slightly, as to the condition they were in.

It may be taken roughly that 50 cigars of the present Corona Corona size would go to the pound, and that medium-sized cigars would run somewhere about 70 to the pound.

The earliest price shown in the books is 21s. per lb., and the

Her Majesty
Victoria
Queen of the United Kingdom

Lord Dudley
1/4 St. James's

East Pier

AN ORDER FOR SNUFF FROM H.M. QUEEN CHARLOTTE

prices increase in the following manner, descriptions also becoming noticeable.

In 1800 2 lb. of Havannah Segars are quoted at £2 12s. 6d.

In 1824 1 lb. Gold Havannah Segars, £3 3s.

In 1826 $\frac{1}{2}$ lb. Picked Segars, £2 2s.

1 lb. Woodvilles Segars—selected, £4 4s.

In 1832 1 lb. small Woodvilles from deal chest, £3.

1832—The first Spanish name that appears is Casadorez Segars.

In 1832 $\frac{1}{2}$ lb. Small Queens, £1 11s. 6d.

$\frac{1}{2}$ lb. Old Kings, £1 10s.

2 lbs. Old C.C. (cedar chest) Segars, £5 10s.

In 1833 1 lb. full Cabanas, £2 15s.

In 1834 Silvas Cigars.

From 1835 to 1850 names became more frequent, and the following are mentioned: Dos Amigos, Estrella, Regalia, Pedro Acosta, Larranaga, Hernandez; the price, however, remains much about the same.

From 1850 the sale of cigars considerably increases.

In 1861 the following appear: Partagas Imperiale, Partigas Kings, Partagas Londres, Figaros, Conquistadorez.

In 1862 cigars appear to be sold by the bundle or box, but the quantity is, unfortunately, not stated.

In 1863 there are entries of cigars being sold by the hundred, the following being an example:

500 Cabanas Regalia Reynas. £30. (Put by.)

100 Cabanas Regalia. £6 10s. (Put by.)

The price therefore then considerably increases, though it is presumable that these were some of the most expensive at that time. The meaning of "Put by" against this entry is that the majority of customers in those days purchased cigars some time before they required to use them, to ensure their being in quite good order when they wanted them, and also to allow them to mature, for at the time of this order cigars were kept considerably longer before using them than at the present day.

There was not then the great demand for light-coloured cigars that now exists, and cigars were, to a certain extent, stronger than they are now, and therefore could stand being kept for a much longer period. The custom of storing customers' cigars was fairly universal among cigar merchants of good standing; it is still carried on, and with the Firm at the present time a considerable amount of space is used for this purpose. Cigars were not originally sent from Cuba packed in separate boxes, but in cedar chests containing up to 5,000, done up in bundles of 100, or more frequently, 50 cigars.

It was in some ways a convenience to the trade when the custom of selling cigars by weight was discontinued. There was a certain amount of loss by damage in continually handling the cigars and packing them into boxes specially made for them here. On the other hand, under the present system, unless great care is taken, more

boxes and bundles are broken for samples than is necessary. If the cigars these contain are not suitable for being sold off singly, they have, in the end, to be sold as odd lots at a greatly reduced price. This is not profitable, but some customers are very pleased to obtain good cigars in this way.

At one time, little attention was paid to the colour of cigars, and it was not until about 1880 that the demand for light-coloured cigars began to arise.

Marking the cigar boxes in Havana with the colours of the cigars they contained was greatly responsible for this. In course of time it became difficult to sell anything darker than those marked "Colorado," though the retailer, for some time, could not easily procure the lighter shades without taking a percentage of the darker colours. This frequently led to an accumulation of darker coloured cigars which became very difficult to dispose of.

The trade was generally of the opinion that the necessitated production of light-coloured cigars tended to lower the quality, but manufacturers had to realise that the darker colours were no longer saleable. At the present time, unless specially ordered, the "Maduro" cigar is practically unobtainable.

The finest cigars have, for some time, been sent from the Havana in what are termed cabinet cases. These generally contain each 10,000 cigars in various sizes, from large to small, according to requirements specially ordered.

The books now available do not show when these first originated, but it would be probably about 1870. These cigars are in bundles of fifty, and boxes are made for them here. In recent years smaller cases have been sent, containing 2,000 or 1,000 cigars, usually all of one size.

With regard to comparison as to price, it would be fairer to leave the present high prices out of the question, as they are the result of circumstances which the retailer cannot help, and he would be only too thankful to be able to return to a pre-war basis.

The increase in price was gradual but continuous from 1800 to 1863, when it is seen that cigars reached £6 10s. per 100, but from 1863 to 1914 the price does not increase very greatly, for at the latter date Fribourg and Treyer sold, or had for sale even, very few cigars over £8 per 100.

With regard to comparison as to quality. This is a matter of opinion. The majority of those who remember fine cigars, even 35 years ago, will say without hesitation that they were better then than now. They will say that some cigars smoked 30 years ago have left an impression on their minds that the modern cigar fails to do. Those with experience, who cannot go back so far, are inclined to look upon this idea as a fallacy, the outcome of an admiration of things of the past which so often increases with years. Great attention has undoubtedly been paid by the Havana manufacturers, especially in recent years, to cigars of high grade, but on the whole, there is no doubt that a better cigar could more easily and more generally be obtained years ago than at the present time.

Tobaccos

There is very little to be said on this subject, for the varieties were so few in use until fairly recent years, and it is not the intention here to describe those things in use to-day, unless they existed many years ago.

In 1797, Virginia tobacco is quoted at 3s. 6d. per lb. This would probably be of the description of shag, though it does not appear to be called by that name until 1846. In the same year Latakia is mentioned, the price being 12s. per lb. Varinas Canaster at 10s. per lb. also appears at the same period. This tobacco was better known years ago than it is now. It was of Dutch origin, rather broadly cut, suitable for smoking in a large pipe. This description of tobacco is in use still, but only seen in mixtures.

It is curious to notice that though the Virginia tobacco was so low in price, the Latakia and Varinas Canaster were very much about the same price as they were in 1914.

In 1800 a tobacco called *El Cham* seems to have been very popular. Its name rather denotes that it was an Oriental tobacco; the price also, 18s. per lb., gives this impression too. This tobacco was frequently supplied to King George IV when Prince of Wales.

In 1819 Returns tobacco is mentioned at 5s. 10d. per lb. This is largely in use at the present day, though, unfortunately, not at the same price.

In 1823 Turkish tobacco is quoted at 14s. per lb.

In 1825 Maryland Returns at 6s. 8d. per lb. appears.

In 1833 Persian and Russian tobaccos both are mentioned at the same price, 18s. 6d. per lb.

In 1852 Birdseye first seems to be entered.

In 1859 Tobacco Mixture is mentioned. This would be one of the mixtures in use now.

In 1863 Gold Leaf Honeydew appears.

These are practically the only tobaccos that were sold by the Firm up to 1890, when the Mixtures now in use were added one by one.

In 1826 a lighter is mentioned as a "Quick Fire," and this, with six flints, was charged at £1 12s.

In 1859 there are entries of Briarwood Pipes, 7s. each; in cases, 11s. each.

Cigarettes

The earliest mention of cigarettes is in 1852, when the following entry appears:

1000 cigarettes to order. £3 3s.

Though they seem to be very little sold until 1866, when Russian cigarettes begin to be freely mentioned.

Some of the earliest of these entries are:

A packet of Moscow cigarettes. 4s. 6d.

A box of La Ferme cigarettes. 6s.

1 box of Gold Edge cigarettes. 6s.

The early Russian cigarettes were remarkable for their curious descriptions of mouthpieces; they were frequently nearly all mouth-piece, and very little cigarette. In some cases the mouthpieces were what were called spiral; these were made of paper and cut and curled round in such a way that they tapered to a point. There was an odd selection of these at 34 Haymarket up to about thirty years ago, and it is almost a pity that they were then done away with, as they would have been of much interest now. From about 1874 a make of cigarettes, also Russian, called Voronzoff, seem to have had a good sale.

In 1880 the Egyptian cigarettes in their present form, two sizes, large and small, were introduced by the Firm. These were the only cigarettes kept at 34 Haymarket until about 1900, when some of the other descriptions now in use were started one by one, to meet the requirements that from time to time arose.

Russian cigarettes were then regularly imported from Petrograd, until the war stopped the supply.

The late Baron Sternberg, at one time Russian Consul-General in London, greatly interested himself in obtaining these, and most kindly, for some time, personally wrote any instructions the Firm required to send to Petrograd, so that no mistake might be made either as to the sizes or quality required.

The Working of the Business

There is nothing much that can be said of the working of the business during the Fribourg period, that is from date of starting until 1780, for the only book that exists of this time is a Customers' Ledger. It is quite evident, however, that G. A. Treyer was much more enterprising than one would think, judging from the style of his entries in the books.

At the same time that he was carrying on business at 34 Haymarket, he had a place of residence at Kilburn, with garden and land; this is described in a deed as a tenement, outhouse, garden and land. It is very probably here that the trees were grown that are mentioned as being at times obtainable at 34 Haymarket. What the trees were it is not stated, though there is a note in the books regarding peach trees for the open ground, and it is possible he grew these. Garden produce was grown for his own use, and surplus supplies were sold.

Seeds were also imported and sold by the Firm, and the entry shown elsewhere shows the quantity in pounds that was purchased at one time.

Another side line was Treyer's Portable Soup. This was rather a strange thing to sell in connection with snuff, and though the entries of it are somewhat scarce in the books, it has generally been considered that there was a fairly good sale for it.

Some part of the premises over the shop were let for residential purposes.

It may be taken, therefore, that G. A. Treyer was an unusually

careful man, losing no opportunity of turning anything he could to account.

The only ledger that now exists of his period shows that accounts were promptly paid, that very short credit was taken by the customers of that day and that bad debts were seldom known. From 1805 to 1830 the accounts in the books increase very greatly; bad debts are a little more frequent, but accounts are still paid promptly and long credit is not nearly so noticeable as it became later. The reason for this is that nearly all the accounts were for snuff. £40 per half-year would be well above the average if not a large account for the ordinary snuff purchaser; accounts, therefore, were more promptly paid than they would have been had they run into hundreds.

As has been mentioned elsewhere, up to 1830 the sale of tobacco and cigars was comparatively insignificant to that of snuff.

Up to 1845 snuff still predominated, but in 1850 the sale of cigars and tobacco was drawing to a level with that of snuff, and in 1859 the two former began to take the lead.

The use of snuff, at any rate among the class that Fribourg and Treyer supplied, then very gradually began to decline, though it was not entirely finished with at the end of the nineteenth century.

The last customers of the Firm to order snuff in quantities of two pounds at a time were the late Earl of Mansfield and Mr. A. R. Hudson, of Pershore.

Other notable customers in the last days of snuff were Mr. Justice Vaughan Williams, Mr. George Richmond, R.A., and Lord Russell of Killowen.

Fortunately for the snuff houses, the decline was not rapid, and the sale of cigars and tobacco was quickly increasing to take the place of snuff.

It was undoubtedly a period of trial for those houses that had depended so greatly on the snuff trade, and probably the reason that so few of these old snuff houses now exist is that many failed at the period to keep pace with the times. Shops for the sale of cigars and tobacco were quickly springing up, and therefore the old houses that then failed to attract the rising generation naturally came to the ground.

Some customers years ago regularly made a practice of dropping in at 34 Haymarket in the afternoon to sit there for an hour and smoke a cigar. This was probably a regular custom at one time, for the same prevailed at the branch in the City, but in this case the time chosen was more often after lunch, with one or two regular exceptions.

In most cases these customers expected to talk and be talked to, and the time that was unavoidably taken up in this way was considerable. In the City, especially, some customers made a practice of keeping an open box of cigars of their own, so that they could come in and help themselves when they liked, the idea possibly being that it was more economical to keep the open box of cigars at Fribourg and Treyer's than at their own office. A special shelf was kept for these boxes, each of which bore its

owner's name. There was undoubtedly a period in the history of Fribourg and Treyer when business was rather retarded by too great an adherence to conservative principles. This was not at the decline of snuff, but some years afterwards. The business was sound to a degree, and the amount done was quite good, but opportunities were undoubtedly lost which would not only have increased it at the time, but would have laid the foundation for further business with the rising generation.

The idea of what was good enough for my father is good enough for me is quite all right in later years of life, but it is not always the opinion of those of twenty-five, and this is a very important matter for an old business to remember if they want to keep a hold on the next generation.

For many years the ordinary shop assistant was unknown at 34 Haymarket. This work, both in books and attendance on customers, was the duty of the junior members of the family. This was in existence until thirty years ago. To-day the outside help employed at 34 Haymarket alone amounts to twenty-two people, and this, of course, does not include the factory staff.

It is interesting to note that the present Manager at 34 Haymarket, Mr. G. F. Waller, who came to the Firm in 1888, was the first of those outside the family to be entrusted with the duty of attending on customers. To those who are acquainted with Fribourg and Treyer, his conscientious endeavours to please the customers are well known, and are not only greatly appreciated by the Firm but by the customers as well.

Twenty-five years ago quite 70 per cent. of the Firm's customers had accounts in the books. Not only the principals but the junior staff were expected to recognise these and to remember their names, and, when obliged to ask for the name, apologised always for having to do so. It came easier to some than to others to remember the names in connection with the faces, but a facility for doing this is easily cultivated, and customers have been astonished at being recognised after an absence of many years.

This was not so much expected when assistants became to be not of the family, and the habit was entirely altered by the war, when women had to take the place of men behind the counter. What some of the previous partners of the Firm would have thought at seeing women as assistants behind the counter cannot be expressed. It is only right to say, however, that they did their work remarkably well under the most trying circumstances. The Firm was sorry at having to part with some of them, but had promised to take back all the men who had left its service to join the Army that were able to and wished to return.

For some years business was carried on with difficulty at 34 Haymarket for want of space. The opportunity arose in 1912 of not only getting possession of No. 33 Haymarket, but also the premises at the back in Arundel Court. As far as possible, the ground floors of No. 34 and No. 33 Haymarket were thrown into one another, which gave the very good cigar room that now exists. The ground floor of the premises in Arundel Court was also

October 1799
 No 12
 Messrs Rougement & Fongue
 48 1/4
 Broad street builders
 L-C No 4
 50. Rapé de France - 246
 216 5-0
 10 Lead bases ——— 0-5-0
 Packing Case ——— 0-2-6
 L-W No 10 for A Vincent - 25 25-0-0
 20 Lead Bases ——— 0-10-0
 Packing Case ——— 0-4-6
 F.M. 10 for A Vincent 25 3-0-0
 2 bases ——— 0-1-0
 B.M. No 52 for
 637 - 1000 Paisas } 159 5-0
 257th
 Charges of Shipping
 1 Bale Tobacco 2 Bales
 of Snuff on board the
 Aphie - Bernet for
 Demerara
 Tobacco Duty Rochet - 0-10-0
 Snuff 2 2 0-6-0
 Convey duty on Snuff 0-6-6
 Tobacco Bond 0-14-6
 Searchers fees 0-4-0
 Lighterage 0-4-0
 Bills of Lading 0-2-3
 207 6 43
 Enter

thrown open, forming offices. The upper parts of the latter buildings were used for the cigarette factory until 1918, when this was removed to more convenient premises in Gerrard Street.

It is probable that the majority of trades met with serious difficulties during and since the war. The tobacco trade, especially in the higher class, certainly has had its fair share of trouble. The constant changes of duty, the steady rise in price of everything used have necessitated more changes in prices in the past six years than in possibly the course of sixty years preceding. The fact that the trade depends entirely on imported materials greatly added to its difficulties, more especially as the finest qualities of everything used come from sources outside the British Empire. Egyptian cigarettes might be considered an exception, though with these the tobacco from which they are made is imported into Egypt. It is strange that in the vast Empire some places have not been found that can produce fine quality tobaccos of the American and so-called Turkish types. These have both been grown in different parts of Africa, but the result is not sufficiently satisfactory to be of any use to the high-class trade. To one whose knowledge is entirely confined as to how these tobaccos, when ready for smoking, will meet the necessary requirements, it appears there is more chance of success with the Virginia than with the Turkish tobacco. It seems a pity that this question is not more seriously considered, so that some greater advantage might be taken of the preferential tariff for Empire-grown tobacco than now exists.

Regarding the conditions and prices since the war, it was never expected that any improvement could take place for some time after the war ceased. But it was never anticipated that difficulties as regards prices would have increased as they have done. Fribourg and Treyer do not think they are alone in the retail trade in saying that the sooner the prices can be reduced the better pleased they will be, for they would very much prefer to carry on business as near as possible to normal lines than as it is now.

The City Branch

Though this branch has been established for nearly a century there seems very little of interest to be said about it. This is probably attributable to the fact that the branch has so continually had to change its position on account of the continual rebuilding that has taken place in that part of the City.

Associations that might have grown round it had the business occupied one house during its existence are therefore missing. The branch was first opened in 1834 at 18 Cornhill and remained there until 1848, when it was moved to 51 Cornhill. In 1869 these and adjoining premises were acquired for a bank which now stands on this site.

The branch then went to 2 Leadenhall Street and remained there until 1881, when this part of Leadenhall Street was widened, and a large block of buildings was pulled down to enable this to

be done. The branch found temporary premises during the rebuilding at 70 Cornhill, but came back in 1882 to No. 3 Leadenhall Street, where it still remains.

In the earlier days of this branch the City was still largely used for residential purposes by those in business there who resided over their shops.

Saturday was then the busy day of the week with many of the shops, and at this time 9 p.m. was the closing time on Saturdays with the City branch of Fribourg and Treyer, being two hours later than on other days. City churches were then well attended and a late partner of the Firm, Mr. Price James Evans, was for many years one of the Churchwardens at St. Peter's, Cornhill. It was greatly through his instrumentality that the stained glass windows in the South side of the church were put there.

The Price James Evans previously referred to was associated with the City branch from its commencement in 1834 until his death in 1885. He also took a great interest in coursing, spending regularly every year for some time two separate weeks at Newmarket for this purpose with an old friend of his, Mr. Brunwin.

A noteworthy account in later years with this branch was that of the Junior Common Room at Magdalen College, Oxford, which the branch had the pleasure of supplying without a break from 1889 to 1907. In 1889 Mr. Guy Nickalls was President of the Junior Common Room at Magdalen College, and his family had been for years customers at the City branch. In 1907 Fribourg and Treyer opened a branch at Oxford, and the Magdalen Junior Common Room account was transferred for better convenience to the Oxford branch.

A feature worthy of record with this branch was the devoted service of one its managers, Charles Crake. He was with the Firm for fifty-five years, and for over the first fifty consecutive years never once missed opening the shop each day. He took four separate day's holiday in the course of the year, but always came to business for an hour or so before going off for the day. The writer spent his first years in the business under his guidance. He greatly respected him, and when, through failing health, the old man was no longer able to come to business, sent him by post until his death a daily report of the business, which the old man greatly looked forward to receiving.

The Oxford and Cambridge Branches

These two branches are almost too young to merit any description here, for it is not intended to deal with matters that have not some connection with the past.

The Oxford branch was opened in 1907 at its present premises, 129 High Street. H.R.H. the Prince of Wales, when at Magdalen, honoured the Firm by personally calling at the shop to select something he required.

The Cambridge branch is of more recent date. It was opened in 1911 at 12 Market Hill, which is the corner house of Market Square.

Mr. Sargent
 181103 - 030

Mr. Garrick
 Sep 24th 1776
 10⁰ for 10⁰ 0/2/0
 Oct. 9th 1776 20

1776 Mr. Voles to
 agree 7th 4th 8th Brunswick 16/0

THE ENTRY OF A SMALL ITEM FOR DAVID GARRICK,
 SHOWING HOW THE BOOKS WERE KEPT

Appendix

BEING chiefly a reference to matters mentioned in the books and dealings of the Firm, but not exactly connected with it.

Tontine Loan

Tontine Loan, invented by Lorenzo Tonti, an Italian banker in Paris. A number of members subscribed to a loan, interest being paid annually. As the lenders died off, so the interest increased to the survivors, the last of whom took the whole interest. At the death of the last member of the loan, the capital passed to the borrower.

English State Lotteries

These have been illegal for years. It is said that the funds for a portion of the British Museum were raised in this way.

Agents for the sale of lottery tickets in the vicinity of the Haymarket, in 1784, were:

Galley & Beardmore, 65 Piccadilly.

J. Shower, 63 New Bond Street.

Long Annuities

A form of Government Security issued by the Bank of England between 1751 and 1835, for a specified number of years and not terminable at the death of the purchaser. A certain proportion of capital was repaid, together with interest, each time the latter became due, so that at the end of the term for which the investment was issued there was nothing further to receive.

Ledgers of Fribourg & Treyer

The earliest customers' ledger retained dates from 1764 to 1778, but bears reference to the ledger preceding it.

Folio 301.—The account of a Mr. McDermot, dated 1774, bears the signature of M. Fribourg, and much of the writing in this book is by the same hand.

The signature of Peter Fribourg does not seem to occur anywhere, so there is no means of tracing his handwriting.

The next ledger in existence dates from 1796 to 1803. This appears to be in the handwriting of Richard Fribourg, who was probably manager in Mr. Treyer's time, and it is exceedingly well kept. The signature of G. A. Treyer appears once, about the time of his retirement in 1803. This signature was probably one of his last acts in the business. The writing is exceedingly bad, and, as shown by some of his other handwriting, this was evidently from want of education, and possibly, in the case under notice,

from indifference, as one rather imagines he was not pleased at parting with his business.

His handwriting cannot be traced in any of the customers' ledgers in existence. The customers' ledger dating from 1803 to 1812 is entirely in the handwriting of Price Evans. This was neat, but purposely very small, evidently with the idea of making the book last as long as possible. Up to 1812 accounts, when paid, were simply marked through with a large cross and the word "Paid" written against the marking. The date of payment was very seldom recorded.

The only private ledger of early days now in existence was kept entirely by Price Evans.

Price Evans, Watchmaker

In 1778 this was carried on under the name of Evans & Son. In 1779 James and Price Evans appear to be in partnership. In 1781 it appears to be in the name of Price Evans only.

Items of interest in his private ledger from 1778 to 1783:

1778. Rent of house, £8 per year.

A creditor and contra account:

Creditor, Mr. Faulkner	6 16 6
A sugar loaf	1 10 11
1 dozen of candles	6 6
			<hr/>
			1 17 5
			<hr/>
Remaining	£4 19 1

The only reference to Mrs. Martha Treyer:

Pack'd up to lend Martha. £8 7s. 3d.

Rent of shop, £5 per year.

July 1st, 1779. Included in assets:

Two cows, cost. £12.

Purchase of house. £130.

1780 Paid for a Severn salmon. £1 7s.

1780 Sept. 1 Book debts, I hope good ones ... £242 14 6
 Debts in ye book which I think are
 very doubtful ... 24 19 0

Richard Evans, a brother of Price Evans, figures several times as being a debtor to the latter, in the following amounts:

Brother Richard ...	32 3 3
" " ...	57 13 6
" " ...	86 0 0

Character of Handwriting

The influence in character of handwriting from one person following another closely for so many years is very marked. The handwritings in a book of 1796 might easily be mistaken for those of two partners ninety years later.

Freeman	—	—	—
Richards	—	9	98 1/2
Jaylun	—	—	36
Books & Postage	—	—	36 1/2
Imo -	—	—	—
Booker	—	—	—
12 Richards	—	1	9 6
July 26th 1883 Paid	—	88	0 11
<i>Pld Evans</i> <i>G A Tre</i>			

THE SIGNATURE OF G. A. TREYER AND ALSO OF PRICE J. EVANS
AT THE TIME OF THE FORMER'S RETIREMENT

Richard Fribourg

He appears to have been manager for G. A. Treyer up to the time of the retirement of the latter. Several of the books are in his writing. They are well kept, and some of his remarks in them show that he had considerable business capacity.

He appears to have had some special interest in some French snuff-boxes mentioned in accounts. One account (No. 2 Ledger, folio 778) is endorsed by him: "Snuff-box due to me, 7s."

The account of the Prince of Wales (No. 2 Ledger, folio 838) bears a similar remark: "Five boxes due to me, £2 12s. 6d."

Again (folio 721) Price Evans writes: "Richard has not been paid for the snuff-box, 7s. 6d.; have since paid him from Mr. Treyer's box."

Snuff Receipt Books

Curious Entries in same

Some of the books containing snuff recipes for customers' own special mixtures, contain as well many curious entries. Business details, others quite outside the business, and some particulars of Mr. G. A. Treyer's investments even. The following are examples, the dates are not always mentioned, but are put in where possible:

Bateman's errand cart goes from Town Tuesdays and Saturdays, through Kilburn to Bushey, from the Angel near St. Gile's.

The best Peas for ye garden are Blue Prolifick Peas.

Extract from an entry in reference to notice given to excise officials:

Give notice for Declaration for 20 carrots (a form of tobacco for snuff—see article on snuff), 68lbs. These 20 carrots produced 64lbs. of snuff.

Seeds—

Brussels Sprouts	0 18 0
13lbs. Cabbage Seed	1 11 6
Harlem Seeds	18 9 0
Duty	6 3 0

Extracts from account, rent, taxes, etc.:

Two quarters' water	0 12 0
Fire Office	3 7 6
Dutty (query Duty) do.	2 0 6
Housing	0 13 6
To X, 1790	6 1 6

Rent to X, 1789	19	0	0
Cartwright X, rent of garden	1	11	6
To March 25th, two quarters' Window Tax					1	7	6
New, do.	2	0	0
House, do.	0	14	7½
Female Servant	0	1	3
Stamp	0	0	2
					<u>£4 3 6½</u>		

1790. To June 24th—

Two quarters' poor to June 24th ... 1 12 6

An effectual remedy for the whooping-cough: take 6d. common rum, 2d. spirits turpentine, shake them well together, and rub the child's back from head to chine night and morning before ye fire.

1799. Dr. Wolff, No. 16 Budge Row, Cannon Street, operator for the teeth and corns.

1803. Mr. G. A. Treyer, West Cliff, Brighton.

Mrs. Sheers (wanting a situation), at Mrs. Forrests, No. 87, Tottenham Court Road, lady's maid or something comfortable.

The best peach is ye Hemswick.

The second best is ye Gulland.

The third best is ye Minion.

All for ye open ground.

Sulphur of Wiver	...	1d.
Hogs' Lard	...	1d.
		<u>2d.</u>

Well rubbed on ye Dog for the mange.

Miss Thompson, No. 27, Litchfield Street, Newport Market, mantua maker.

Horse went to grass—September 19th, 1802.

A Customs and excise entry.

1789. Paid at the Custom House, December 24th, November 5th, for five casks of snuff:

Excise	245	2	8
Custom	153	4	2
All other expenses	6	7	4

3677 pounds wight.

Cartridge (carriage ?), 11s.

Therefore the duty works out a fraction under 2/3 per lb.

N.B.—It must not be accepted that this was the duty on tobacco at that period. The writer is not sure, but thinks the duty on tobacco was decidedly lower than the above mentioned figure at that time.

No 15th to 15th 1260

No 98 — # 994

is the 2nd Hog's head 5 Tobacco

April 12th 1791

they came in this day
22 5th pounds

1791 April 23

Came from the Mill

6th British Hopper

It when it went to the
mill it wight 73th

Dec 11 - 1801

had in a Load of Hay
of our white

their was Left 1st Truss
of the old hay

Jack wheent away on
Jan 6, the 1802 It had
in the same day 18 Truss
of straw

Snuff worth Declared

Not to be laid Down

1791 April 15

For British Hopper 2000th

For Scotch — 200

For Short Cut — — 54

The following explanation suggests itself to the writer as being feasible. This snuff was imported ready made, and there would be no waste whatever in its preparation for use here. The duty, therefore, would be at a higher rate than on unmanufactured tobacco, with which there would be a certain amount of waste in preparation for use.

1790. February 18	...	Candles	...	9	0
" 27	...	Small do.	...	7	4
March 12	...	1 dozen large	...	8	8
		1 dozen small	...	7	8
April 3	...	1 dozen	...	8	8

Gentlemen wanting Trees and Seeds:

Mr. Golightly, Berners Street;

Sir H. Tempest, Hope End, near Ledbury, Herefordshire;

Lord Carteret, and about 20 other names.

G. & R. Evans, Ltd., Tobacconists, Birmingham

This business was started in the middle of the 19th century by George and Robert Lloyd Evans, both brothers of Price James Evans, of Fribourg & Treyer (1834 to 1885). The original partners have been dead for some years, but the business is still carried on under the same names.

Smith, of Mauchline, well-known makers of wooden snuff-boxes, specially those decorated with Scotch tartans and plaids.

Mrs. Martha Treyer's Will

Coppyhold property known as Tettersalls, or Tattersalls, to nephew George Evans.

Any interest retained at 34 Haymarket, to George Evans and his brother G. A. Treyer Evans.

Residue in ten shares one each to the following:

Nephew, Price James Evans.

" John Evans.

" G. A. Treyer Evans.

" Robert Lloyd Evans.

" George Evans.

Niece Martha Donaldsen, also legacy, £300.

" Rebecca Hill " " £300.

" Ann Evans " " £300.

" Eleanor Evans " " £300.

Great Nephews: W. Fribourg Evans and Price James Fribourg Evans, one share between them.

Annuities:

£50 to Richard Evans in addition to £100 by special deed in lifetime.

£100 to Price James Evans, the elder (her brother).

£150 to Mary Hall (sister).

£30 to Mary Evans (cousin).

And sundry other gifts.

The Will of Gottlieb Augustus Treyer

Made 1806

Legacies:

To G. A. Treyer Evans (godson and nephew), when 21 years of age, £200.

To Price James Evans (brother-in-law) £100.

To George Evans (nephew) £100.

All lands, tenements and securities (excepting American) to wife with power to leave as she liked, provided she did not re-marry. In the event of re-marriage, £500 per year for life and power to leave lands and tenements only to whom she wished. Balance to be kept in trust till her death, when the whole property was to be handed to the Minister and Elders of Basseum, in Germany, in trust for the poor of that place.

The American securities were to be given to Basseum in any case, whether wife re-married or not.

Contemporary Firms

who are mentioned in some way in the books of Fribourg and Treyer, or were in the same vicinity:

Pontet

This was a well-known snuff house in Pall Mall. The books of Fribourg and Treyer showed there were transactions between these two firms in 1765.

Pontet afterwards moved to Cockspur Street.

Many years later this Firm moved to 23 Haymarket, when the business was carried on under the style of Fribourg and Pontet. It cannot be explained now how they obtained the name of Fribourg, but considerable confusion was caused by the two firms, Fribourg and Treyer and Fribourg and Pontet, being so near one another in the same street.

At the death of the proprietor, a Mr. Newman, Fribourg and Pontet's business was bought by a firm of cigarette makers.

They then closed the shop at 23, Haymarket. Later Fribourg and Treyer purchased the name as far as the Fribourg was concerned, in order to prevent any further confusion.

J. Fribourg

A snuff business was carried on under this name in the latter part of the 18th century, in the Colonnade of the Opera House, then in the Haymarket, on the site of His Majesty's Theatre. Old play-bills show that this J. Fribourg also sold tickets for this Opera House. It is quite possible that he was a relation of the Fribourgs of Fribourg and Treyer, though the two firms were never connected in business.

There is no mention of this firm in the books of Fribourg and Treyer, which rather suggests that the two firms were not on friendly terms.

Mr Gollieb angustus Dreyer Haymarket 22 nd of Nov 1793 On 2 nd of June for 4 th of June Cost 2754 " 7.06 130 " 0.00 1795 5000 In 200 " 0.00 in the 4 Percent 1705 bought 5 Imperial annuities for 25 " 9.25 began 1794 in Aug 1 st 515 at 4 12 3/8 40 " 0.00 In do from London 30 " 0.00 396 " 5.00 Section March 24 1796 625 being the Consideration for 50 " 0.00 for 1 st of June bought from at 12 1/2 % Section 8 th of April 1796 625 being the Consideration for 50 " 0.00 for 1 st of June Section April 7 1796 62 " 3/9 for the Consideration 5 " 0.00 at 12 1/2 % 12 1/2 %	June 18 th 1799 (but 20 th) 1000 In the 4 th Percent Cost 740 " - 1000 1795 June 20 th Bought 4000 Cost 2965 In the 4 th Percent 4000 from 1795
---	---

A LIST OF G. A. TREYER'S INVESTMENTS

Messrs. John Burgess & Son

An entry on page 25 shows that Fribourg and Treyer had dealings with this firm in 1797. Much of the following information regarding this firm has been obtained by the courteous assistance of Mr. W. Brooks, a present director of the firm.

It started in 1760 at 101, Strand, moving a few years later to No. 107, Strand.

In an advertisement of Messrs. Burgess and Son that appeared in "The World" of December 17, 1788, the following is included: "Treyer's Genuine Portable Soup, which can be sent East or West in the World, with a receipt how to use it." This refers to the Portable Soup sold by Fribourg and Treyer. See pages 26 and 38.

In this same advertisement of Messrs. John Burgess and Son it is mentioned that they sold orange, lemon and citron trees in pots, also other plants and bulbs.

The books of Fribourg and Treyer show that they also supplied trees and imported seeds.

There is a list of twenty customers who are mentioned as wanting trees or seeds as soon as they could be supplied with them.

It is interesting to note that since the above notice was written it has been ascertained that Mr. William Robert Burgess, of the Strand, was mentioned in the will of Mrs. Martha Treyer as one of her friends, trustees and executors, though he did not act in the latter capacities, as she outlived him.

Messrs. John Hardham & Son, Fleet Street

The No. 37 Snuff that is mentioned amongst the list of snuffs on page 15 was made by this Firm. It was a very celebrated mixture and was renowned from the time of George III.

Messrs. J. Hardham and Son were established 200 years ago. Mr. John Hardham was a personal friend of David Garrick, who wrote the epitaph on his friend's tombstone at Chichester.

It is said that Garrick made allusion to Hardham's No. 37 on the stage in a play he was acting in.

The above information has been most kindly given by Messrs. S. Weingott and Son, who are now the proprietors of Hardham's business.

Messrs. Wishart & Co.

This Firm was established in 1720 in a house in Coventry Street which had formerly been the residence of the Earl of Coventry.

The sign of the house was a Highlander, Thistle and Crown, and bore significance to the cause of Prince Charles Edward Stuart, the younger Pretender.

David Wishart and many of his customers, also in the snuff and tobacco trade, were adherents to the cause.

He was the originator of the Highland figure that was sometimes seen outside tobacconists' shops, which also denoted a

Jacobite rendezvous. He had one of these figures outside his own shop, and saw that his friends in the trade had the same.

Prince Charles Edward is supposed to have visited D. Wishart's shop on various occasions when it is said he was in London between 1750 and 1760.

In 1880 the old premises in Coventry Street were pulled down, Messrs. Wishart taking temporary premises in Rupert Street, afterwards moving to 41 Haymarket. These premises were required by the Piccadilly Tube, and Messrs. Wishart & Co. now carry on their business at 35 Panton Street, Haymarket.

These particulars have been kindly given by Messrs. Wishart and Co.

Messrs. Bartho Valle & Brother

Italian warehousemen, noted for the excellence of the goods they sold, especially their salad oil. They originally carried on business at The Orange Tree and Two Jars, St. James's Haymarket.

In February of 1775 Fribourg and Treyer were requested to obtain on behalf of a customer of theirs, the Hon. Lionel Damer, some bottles of lavender water from Bartho Valle's. The letter asking Fribourg and Treyer to do this, and Bartho Valle's receipt for the lavender water thus purchased, can now be seen at 34 Haymarket.

At the end of the 18th Century Bartho Valle's business was amalgamated with another firm. Owing to a further amalgamation Bartho Valle has since disappeared from the Haymarket, and also in name.



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