CUBA'S TOBACCO KING.

A Chat With Don Gustavo Bock, the President of the Havana Branch of the American Tobacco Trust.

He Talks of the Vuelta Abajo and Its Costly Lands—How Cuban Tobacco is Raised—No Cheap Havana Cigars—The Tobacco Trust and Low Prices—Raising the Crop Under Shade—Two Hundred and Forty Thousand Dollars from One Hundred and Sixty Acres—A Look at the World's Biggest Cigar Factory and Cigar Girls—High Wages—How to Smoke a Havana Cigar.

(Special Correspondence of the Deseret News by Frank G. Carpenter.)

HAVANA.—It was in the biggest cigar factory of the world, situated near the sea on the edge of Havana, that I met Cuba's tobacco king, Don Gustavo Bock, the president of the Havana Tobacco company. This company controls 23 of the leading brands of Havana cigars, owns 235,000 acres of the finest tobacco lands, and employs 2,000 more men than Xenophon led on his march to the sea. It is an American organization, and is perhaps the biggest feature of our commercial invasion of Cuba. It is now paying interest on about $42,000,000 worth of stocks and bonds, and is one of the branches of the American Tobacco Trust, which represents altogether a capital of about $500,000,000, and sells tobacco to all the world.

CUBA'S TOBACCO KING.

Don Gustavo Bock is a German by birth, but he speaks English fluently, and he has been so closely connected with the United States that he may be considered an American citizen. He came to Cuba with three companions at the age of 20. His companions died of yellow fever, but Mr. Bock thrived, mastered the tobacco business and made a fortune. He has been interested in every branch of tobacco production; and is today one of the leading authorities of the world on the raising, manufacturing and selling of fine tobacco. In our talk I asked him whether he was not afraid that the new methods of cultivation would enable other countries to compete with Cuba in tobacco.

"Cuba has nothing to fear from the rest of the world," was the reply. "It is not what we have done, but what God has done which has made this country produce fine tobacco. There is a part of France which yields the best grapes for champagne, and there is a pocket of soil along the Rhine from which comes wine which sells for $10 a bottle. This is so notwithstanding the regions adjoining produce grapes which will not yield more than a 25 cent wine. It is the combination of the soil and the climate that does it, and that combination is such that man cannot imitate it. It is the same here in tobacco. We have a little region called the Vuelta Abajo, in the province of Pinar del Rio in the western part of the island. The land lies on the sunny side of the mountains and the soil is such that it cannot be imitated. We have sent samples of this soil to the scientists of the United States Agricultural department. They have analyzed it, but so far they have failed to produce a similar soil anywhere else. Even in the Vuelta Abajo not all the soil is good. There are some places better than others. The country has been prospected just like a mining region, and the best paying soil beds are now known. They are all owned and are all used for tobacco raising."

"Then the fine tobaccos of Cuba must always be limited, must they not, Mr. Bock?"

"Yes. The yield of such grades will never be greater than now. We may increase the crop by more careful cultivation, but we cannot increase the area, for the soil does not exist."

THE SMOKERS OF THE FUTURE.

"But," said I, "the population of the world is increasing. Where are our swells to get their fine cigars when the globe has three billion inhabitants instead of fifteen hundred millions, as now?"

"I don't know," said Mr. Bock, "and it don't much matter; for you and I will not be here to supply them."

"How much of Cuba is now in tobacco?"

"Less than 100,000 acres, I should say. About one-tenth of all the land cultivated is devoted to that crop. Much of this produces good tobacco, but not the choicest. That as I have said, comes only from the Vuelta Abajo, the region from where we get the leaves used in the Havana cigars.

NO CHEAP HAVANAS.

"Are there any cheap Havana cigars?"

"There are some classed as such, but they never saw Cuba. The pure Havana tobacco costs so much to raise and to manufacture into cigars that it cannot be sold more cheaply than it is. It is safe to say that one cannot buy a good Havana cigar anywhere in the United States for less than 10 or 15 cents. Our cigars retail from 10 cents to $1 each."

THE ENGLISH SMOKE THE BEST.

"What country takes the most high-priced cigars, Mr. Bock? The United States?"

"No, the best cigars go to England. The British buy more high-priced cigars than the Americans, and the tariff which is charged by our country upon tobacco prohibits us from taking the bulk of the product. We have to pay a tariff of about 125 per cent, so that cigars cost enormously more in the United States than in England. If the United States would cut its duty down to 60 per cent, the most of the Havana tobacco would go there. As it is, we can raise only a little more than 200,000,000 pounds of such tobacco, and of that amount the United States is consuming in the neighborhood of $10,000,000 worth. This is only a fraction of the crop."

FASHION IN TOBACCOS.

"How about tobacco raised under shade, Mr. Bock? I understand that a large part of the crop is now grown in tents?"

"That is so. We are raising tobacco under cloth because the shade protects the plants and gives it a lighter colored leaf. There is a fashion in tobacco, and the fashion now is for light-colored cigars. Many suppose such cigars are not so strong as the darker ones, but that is a mistake. The color is caused by the sun, and a dark cigar is only a sun-burnt cigar. The shade does not change its flavor or quality. It serves as a protection, however, and the plants are less liable to be injured by insects or the winds."

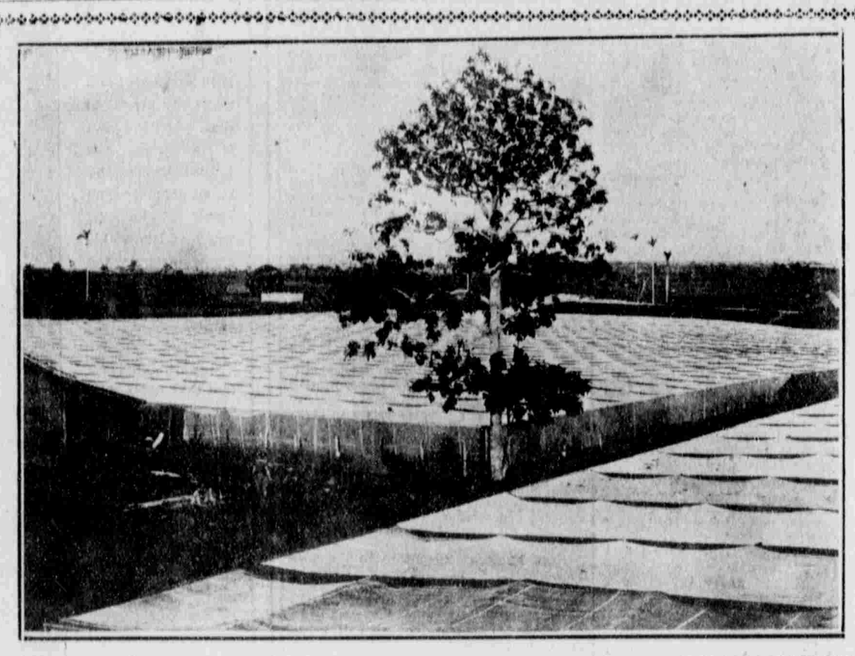
THE TOBACCO TRUST AND PRICES.

"Does not the tobacco trust raise the prices of cigars, Mr. Bock? Is not your combination such that you can fix your own prices and the public must pay?"

"We have no tobacco trust," said President Bock. "We are only a combination of tobacco manufacturers, united under one head in order to reduce expenses. As a result we can make cheaper and better cigars than ever before, and for this reason the pure Hanava cigar is cheaper now than it could possibly be under the old conditions."

"What are the chances for Americans in Cuban tobacco raising?" I asked.

"They are not many in the production of fine tobaccos. The best lands, as I have told you, have long since been taken up and they are so valuable that the ordinary investor will not buy them. The people here know the exact value of such lands and the industry requires such experience and skill that one who has not been bred to it is likely to fail."



A CUBAN TOBACCO FIELD UNDER COVER.
Specially Photographed for the Deseret News by Frank G. Carpenter.

A $240,000 CROP FROM ONE FARM.

Since I had this talk with Mr. Bock I have made some inquiries into the cost of tobacco farming. It is enormous. Some of the farmers spend $500 an acre for manure, fertilizers and tents. It costs two or three hundred dollars to roof an acre with mosquito netting or cheese cloth, and there are places near Havana where $500 worth of manure is annually put upon tobacco lands. Down in the Vuelta Abajo it costs in the neighborhood of $8,000 a year to run a tobacco farm of 33 acres and fit the crop for the market. If the crop is a good one it should yield a profit of $2,000 or $3,000, and in some cases the yield is enormously greater. One of the most successful farmers here is Louis Marx, an American, who has something like 160 acres of shade tobacco, situated within a short distance of Havana. His receipts from his tobacco last year were something like $1,500 an acre or in all $247,000. How much of this is profit I am unable to say, but the farm must pay exceedingly well.

Speaking of the tobacco lands of the Vuelta Abajo a curious illustration of their value was seen in the recent extension of the Great Western railway, which goes down through Pinar del Rio. When this was planned it was found almost impossible to get the right of way. The farmers would not give up the tobacco lands and one of them agreed to let the road cross his farm only upon the payment of a good price and the condition that he should be allowed to scrape the soil to the depth of one foot off of that part taken by the road. This was agreed to, the railroad hauling in other earth to fill up. The tobacco soil is shallow, but its constructioin is such that with the proper treatment it continues to produce year after year.

THE WORLD'S BIGGEST CIGAR FACTORY.

The United States annually smokes forty or fifty million Havana cigars and also a vast amount of Havana smoking tobacco and cigarettes. No chewing tobacco is made here and the Cubans seldom smoke pipes. One of the chief industries of Havana is cigar making. The city has more than 200 cigar and cigarette factories, employing in the neighborhood of 20,000 hands. Some of these cigar factories are enormous, and one, which I visited today, is by far the largest in the world. It is known as the Cabanas factory, and it is situated not far from the prado and near the sea and the harbor. The building is one of four stories and it consists of great rooms running around a central court so that everything is flooded with light and fresh air. In this factory only the choicest tobaccos are used. Much of the wrappers cost $5 and upwards a pound, and some of them are almost worth their weight in silver.

$300,000 IN TOBACCO BALES.

I was taken through this establishment by Mr. Townsend, formerly of Washington city and one of the chief employes. We went first to the basement, which was filled with bales of cigar leaves wrapped up in the leaves of the royal palm. There were several rooms filled with such bales, and I was told that the tobacco in them was worth at least $300,000. I watched the opening of a bale and went with the cigar leaves from room to room until I saw the whole process of cigar making.

The leaves are dry when they come to the factory, and they must be dampened before they can be used. This is done by spreading them out in the court and sprinkling them, after which they are so soft that they can be handled without cracking or breaking. At this time the leaves feel like the finest silk. They are of a beautiful brown and as soft as woven cobwebs.

AN ACRE OF CIGAR GIRLS.

Leaving these rooms we entered what might be called the cigar factory proper. I mean the rooms where hundreds of men and women were making cigars. The first hall was large. If you will imagine an acre of girls, each with her sleeves rolled up to the elbow, her head bare and her arms moving like lightning, you may have some idea of what I saw in this hall. Every girl had a barrel between her knees with tobacco leaves laid on the top. She picked up leaf after leaf and tore out the stem, putting the rest of the leaf into the barrel. The girls were of all classes, colors and ages. Here was a negress as black as your boots, there a Chinese as yellow as gold, and at the next barrel a Cuban of a rich Jersey cream. Most of the girls were young and not a few pretty. Some were humming, some singing and others chatting as they went on with their work. There were about 400 in the room, and they were the most strenuous women workers I have ever seen. I asked as to their wages, and was told they were paid by the piece, and that they each made from $1.75 to $2.50 a day. The total wages of these 400 girls are more than $800 a day. They are among the highest paid women laborers of the world.

The work was dirty, but the girls were surprisingly clean. They have dressing rooms with all toilet conveniences connected with the factory, and they powder and crimp every day before leaving. Indeed, on the street one would not imagine them the same girls he had seen stripping tobacco.

HIGH-PRICED CIGAR MAKERS.

All classes of labor in Havana cigar factories are high. From this establishment no cigar goes out which costs less than 10 cents, and the most of those made retail from 25 cents to $1. The best cigar rollers receive $4 and upward a day. Men who strip the leaves and prepare them for the rollers get $4.50 per day and some of the rollers work by the piece, making much more. There are 800 men in the factory who do nothing but roll cigars; each makes his own kind of cigar and works on that kind year in and year out.

Cigars are of many varieties, lean and fat, long and short, light and dark, big and little, pretty and ugly. The cigar makers go in as boys and work at the trade all their lives, learning it so well that the manufacture becomes almost automatic, and they could roll cigars in the dark.

PROFESSIONAL READERS AT $10 A DAY.

A singular feature of these cigar factories is the professional reader employed by the cigar workmen. In each room, in a pulpit fastened to the wall high above the workers, stands or sits a man who reads for hours to the men and women below. They bring the daily newspapers, poetry and stories, and, in fact, anything that the workmen demand, and read away hour after hour. They are chosen for their voices and ability to read, and the usual rate of pay is about $10 gold per day. The men pay them out of their own wages. They are a feature of almost every factory in Cuba.

AMONG THE PACKERS.

I spent some time in the rooms where the cigars are sorted and packed ready for the market. Everyone is gone over again and again. Those of the same color and size are put together and after this they are laid just so in the boxes. The ring labels of red and gold are put on by girls who hold the labels between the lips in such a way that the dry ends are moistened by the saliva. The other ends are mucilaged and the fastening is so done that the saliva does not touch the cigar nor carry any strange microbes to the mouth of the smoker.

Speaking of high-priced cigars, some of the boxes exported from that factory retail for $250. They contain 1,000 cigars and are put up in cabinets which would be fine pieces of wall furniture. King Edward of England and other European monarchs order such cigars, and I doubt not some which I handled may yet kiss the lips of a king.

SUGGESTIONS FOR SMOKERS.

During my stay in the factory I asked some questions about the care of cigars and how to smoke them. They should be kept in the boxes until used and if possible at a temperature of about 65 degrees above zero. A good Havana cigar is a delicate article. The leaves will take up moisture like a sponge and will absorb any impure air or bad smell. They evaporate as quickly s they absorb, and if the box is left open and exposed to extremes of heat or cold, moisture or dryness, the cigars are ruined.

The experts tell me that Havana cigars should be smoked slowly. You should puff away at them, producing a perfect combustion or the delicate aroma will be lost. The man who would puff furiously at a Havana cigar is as foolish as he who would gulp down a fine old wine or fail to sip the brewing of the choicest Chinese tea.

FRANK G. CARPENTER.

G. B. Burhans testifies after four years

G. B. Burhans, of Carlisle Center, N. Y., writes: "About four years ago I wrote you stating that I had been entirely cured of a severe kidney trouble by taking less than two bottles of Foley's Kidney Cure. It entirely stopped the brick dust sediment, and pain and symptoms of kidney disease disappeared. I am glad to say that I have never had a return of any of those symptoms during the four years that have elapsed and I am evidently cured to stay cured, and heartily recommend Foley's Kidney Cure to any one suffering from kidney or bladder trouble." For sale by F. J. Hill Drug Co.

BELLE PHOTO SUPPLY CO.

Developing, Finishing. 21 E. Third So.

TWIN FALLS, IDAHO, EXCURSIONS.

August 5th and 6th, via Oregon Short Line. Celebration at that point August 7th in commemoration of completion of railroad. Round trip from Salt Lake only $11.65. Tickets good for return until August 16th. Use trains leaving Salt Lake at 11:45 p. m. either date. A sale of University and State lands will take place on August 8th. See agents for further particulars. City Ticket Office, 201 Main St.

These Astonishing Price Reductions

Are only dictated by the necessity for room. Nothing that the Famous "Auerbach Store" has offered in a Bargain-Giving way (and it has an enviable reputation for value-giving) can beat these Specials For Next Week.

Don't Forget Auerbach Day at Saltair

Is approaching. Next TUESDAY is the Day.

TICKETS FREE WITH EVERY $1 PURCHASE.

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Haven't You Got Your Tickets to Saltair Yet?

Well, here is another chance. Monday, for the last time, with every Dollar Purchase, a

TICKET TO SALTAIR ABSOLUTELY FREE!

MONDAY.

BETTER come along Monday if you'd get some of the best values you ever heard of, for these offerings are FOR MONDAY ONLY.

☞ Tuesday we'll be at Saltair—you, too.

One of the Monday Specials That Shrewd Monday Shoppers Won't Be Indifferent to.

100 BORDERED WHITE LINON APRON LENGTHS

42 inches in length and 1¼ yards in width, which makes the right length and width for aprons. The borders are formed of satin and lace effect stripes. Value 30c. Monday at (each) **15c**

CLOAK DEPT. SPECIAL.

$1.50 LONG KIMONAS 79c. Dark oriental patterns, light flowered designs, all sizes, serviceable, pretty garments, Monday only **79c**

LADIES' LACE HOSE.

All Our 65c and 75c Grades on Sale Monday at 35c a Pair.

The regular prices are in thorough accord with the Auerbach policy of giving the greatest possible value, so this PHENOMENAL REDUCTION means the most GIGANTIC BARGAIN Salt Lake women have ever been offered. Dozens of styles and every size in the lot. Monday only at **35c**

SILKS! SILKS! SILKS!

YOU CAN ALWAYS GET BARGAINS IN SILKS AT AUERBACH'S. This will be no exception to the rule, as the following indicate:

Midsummer closing out Sale of Pongee and Japanese Silks at greatly reduced prices. Below we mention merely a few items from the lot.

PONGEE AND JAPANESE SILK.

65c quality Pongee Silk, 23 inches wide, Sale price **49c**

85c quality Pongee Silk, 27 inches wide, Sale price **55c**

$1.00 quality Pongee Silk, 27 inches wide, Sale price **65c**

50c quality Japanese Silk, 24 inches wide, Sale price **39c**

60c quality Japanese Silk, 27 inches wide, Sale price **42½c**

75c quality Japanese Silk, 36 inches wide, Sale price **39c**

IF YOU HAVE BOYS' CLOTHES TO BUY

You'll find it at your decided advantage to buy them at Auerbach's this wek. At a glance you'd settle in your mind that such Bargains as we offer for this week are remarkable. You're right, too. THEY ARE BARGAINS.

BOYS' SUITS, VALUES UP TO $7.50, at, per yard **$2.68**

A complete line of children's and boys' school suits, sizes 3 to 18 years—Suits that are properly tailored from flannels, tweeds and serges—and fit to perfection. All styles of suits, among them sailor suits and Buster Brown suits, worth up to $7.50. Special for this week, at, per suit **$2.68**

BOYS' AND YOUTHS' LONG PANTS SUITS, worth up to $8.50, at, per suit **$3.95**

All sizes, ages 12 to 20 years, are in this assortment—the materials are fancy worsteds, serges and cheviots—just the fabrics for early fall wear—suits that are most skillfully tailored and worth up to $8.50. Special for this week, per suit **$3.95**

A SUIT SALE!

That will be memorable on account of the excessive price reductions — SHIRT WAIST SUITS. Tan lawn suits with colored polka dots, waists pleated front and back and trimmed with medallions. Leg o' mutton sleeve plaited at cuff. Skirts to match, and cut generously full. Regular value $5.00. Reduced to—

$2.45

INFANTS' WEAR AND MUSLIN UNDERWEAR SALE CONTINUED.

It seems as though every woman in Salt Lake was at Auerbach's last week buying Undermuslins and Infants' wear, but though thousands upon thousands of garments left the store last week, there are thousands more to choose from.

Little need our saying much about prices and qualities, the public learned to know them as the best in the land, we continue the sale one more week with our—

10c, 15c, 25c, 50c, 75c and $1.00 Bargain Tables

Heaped to overflowing, with the best and greatest Muslin Underwear and Infants' wear values we've ever shown.

FLOUNCED RENAISSANCE BED SETS.

Another lot of those Handsome Flounced Renaissance Bed Sets to go Next Week at About HALF Their Honest Value.

Renaissance Bed Sets—Beauties every one. Nearly all of them have heavy hand-made Battenberg Centers, with heavy Batterberg flounce, Bolster pieces to match, a variety of exquisite designs.

Value $5.00, on Sale at, per set **$2.90**

Value $6.00, on Sale at, per set **$3.40**

Value $6.50, on Sale at, per set **$3.80**

Value $10.00, on Sale at, per set **$5.75**

Value $14.00, on Sale at, per set **$7.90**

Value $18.00, on Sale at, per set **$9.80**

Value $20.00, on Sale at, per set **$10.90**

Value $22.50, on Sale at, per set **$12.80**

Value $25.00, on Sale at, per set **$13.90**

These are sample sets, there are only one or two of each price, and the Bargains are so tremendous that it's doubtful if they'll last all day Monday.

TWO SHOE SPECIALS FOR NEXT WEEK.

Prices for this week that show the economical where Shoes are cheapest.

ALL WEEK CHILDREN'S FINE KID BUTTON SHOES, patent tip and hand turned soles, worth $1.40, sizes 5 to **1.00**

LADIES' DONGOLA KID SHOES, EXTENSION SOLES AND MILITARY HEELS, worth $1.75. Sale price **$1.27**

A TICKET TO SALTAIR GIVEN WITH EVERY DOLLAR PURCHASE.

MONDAY

WILL be a great day for extraordinary bargains here. In every corner will be found some temptingly special items prepared for prudent buyers, but Tuesday we'll be at Saltair—you, too.

MEN'S COTTON HALF HOSE

Monday morning the sale starts and it will be necessary for you to be on hand bright and early, before the sizes are gone. We expect a rush and are prepared for it. Choice of black, tans and fancy half hose. Sizes from 9½ to 11. Regular 25c sellers. Monday at (per pair) **9c**

SILK SATINES.

The extraordinary reductions made on these wash fabrics will cause the most sensational selling ever witnessed in Utah.

30 pieces—and there is not an undesirable pattern in the lot—not one yard that is not in strict accord with the season's most exacting demand—navy blues, red, blacks and browns, printed in the newest designs, and not one yard worth less than 20c. Special for Monday at (per yard) **9c**

SHOE DEPT.

LITTLE BOYS' SEAMLESS BOX CALF SHOES, worth $1.50, sale price (Sizes 8 to 13.) **$1.10**

ONE TICKET TO SALTAIR GIVEN WITH EVERY PAIR.