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AN

ORIENTAL STORY,

WITH AN

AMERICAN MORAL.

—BY—

THE JUDGE.

New York:
PRESS OF J. B. STILWELL & CO., 20 CLIFF STREET.

1339.

[on Cigarettes]

AN ORIENTAL STORY,

With an American Moral.

CHAPTER I.

WHAT CAME OUT OF THE SMOKE.

There was a certain fisherman went forth at the hour of noon to the shore of the sea and cast his net. When he drew it up he found in it a bottle of brass filled with something and having its mouth closed with a stopper of lead bearing the seal of King Solomon. He took out a knife and picked at the lead until he had extracted it from the bottle. He then laid the bottle on the ground and shook it, that its contents might pour out, but there came forth from it nothing but smoke, which ascended toward the sky and spread over the face of the earth, at which he wondered excessively. And after a little while the smoke collected together and was condensed and then became agitated and was converted into a Afrite whose head was in the clouds while his feet rested on the ground. His head was like a dome, his hands were like winnowing forks and his legs like masts ; his mouth resembled a cavern, his teeth were like stones, his nostrils like trumpets and his eyes like lamps, and he had disheveled and dust-coloredhair

The frightened fisherman before whom this awful form appeared was the hero of the adventure, an account of which was given to King Shahriar by Sheherazade, the most enchanting story teller of her time. Out of the clouds of cigarette smoke apparitions grim and threatening as the Afrite have appeared. They are given the proportions of universal monsters of destruction. To their ravages no limit is conceded. It has been urged in perfect seriousness that they are sapping the energies of the race and that, in a word, they are usurping the functions of the King of Terrors, seizing his scythe and mowing down all who, by lighting a cigarette, come within its reach. It will scarcely be credited that a cigarette manufacturer was the first to break the seal and liberate the swarm of phantoms. Until he "picked at the lead" their existence was undreamed of. No one had thought up to that time of supposing that any but reputable methods prevailed among manufacturers of cigarettes. In these words he pulled out the hermetical seal and liberated the parent ghost of the whole tribe:

> There are, unfortunately, unscrupulous manufacturers who drug their cigarettes to such an extent that it is impossible either to recognize by the taste or smell, the presence of tobacco.

According to Sheherazade, the gigantic Afrite, becoming incensed at his long imprisonment, had vowed to kill his liberator, and on regaining his freedom he exclaimed :

"Receive news, O fisherman!" "Of what," said the fisherman, "dost thou give me news?" He answered, "Of thy being instantly put to a most cruel death."

No such extreme penalty has been imposed on the manufacturer who, in anything but a lucid interval, emulated the fisherman of the Arabian Nights, but his punishment has been severe enough. He is not even as fortunate as the fisherman who ingeniously tricked the Afrite back into the bottle. The ghosts of his own invocation have haunted him ever since. Though he has been unable to bottle up again the phantom indebted to him for liberty, it fortunately needs not even the fisherman's ingenuity to do it. Nothing at any time but a mere nightmare of the imagination, it might easily be trusted to pass away of its own volition, but it serves an excellent purpose now in provoking a statement to which the public is clearly entitled and which will send the Afrite back to the bottom of a sea so deep that even the fatuity of the fisherman's imitator cannot reach him.

CHAPTER II.

WHY THE DRUG THEORY IS RIDICULOUS.

Cigarette making is conducted upon precisely the same principles which obtain in any other manufacturing enterprises. Those who engage in it do so with the object which stimulates all

who invest capital—that of realizing a fair return for labor and money expended. If no other considerations prevented the use of drugs, purely selfish ones would render it out of the question. Lawyers who hope to convict an offender fully appreciate the importance of establishing a motive for the crime committed. The drug theory has this fatal defect—the absence of a motive. Even this is not going far enough. The fact of the matter is that the motive is all the other way. It is absolutely true that drugged cigarettes cost more to make than the unadulterated article and cannot be sold as readily. There is not a shadow of motive for the offense. Drugs are exceedingly expensive. The cigarette maker who utilized them in his business would be susceptible to a charge of lunacy. It might as well be claimed as a sound business proposition that plowshares should be tipped with gold and horseshoes held by silver nails. The one proceeding would be just as sensible as the others. A single sentence brings the whole drug theory down in ruins. To carry it into effect would involve smaller sales and smaller profits. As a matter of sheer policy then, if for no higher reason, narcotics are avoided. It is scarcely necessary to say that this is as true of all manufacturers as it is of any individual case. The same conditions confront the whole trade. They are modified by neither climate nor locality. If impurities and dishonesty are unprofitable this side of the Rockies,

they are equally so on the other. They pay neither North nor South. Their presence would be instantly detected and almost instantaneously nauseating. Common fairness dictates the statement that, while making out an invulnerable case for themselves, Messrs. Goodwin & Co. really vindicate every reputable cigarette manufacturer in the United States. It is hazarding little to say that in all probability the most vigorous search would fail to bring to the surface in America a single pound of drugged tobacco! This entire branch of the subject may therefore be dismissed. Driven from the domain of controversy, it owes its birth to a blunder, and goes to its grave unhonored and unregretted. Perhaps the best evidence of its worthlessness will be found in the fact that the very man who brought it forth will be the last to mourn its loss.

CHAPTER III.

THE PREJUDICE AGAINST CIGARETTES.

It is scarcely to the purpose to inquire into the origin of this prejudice. That it to some extent exists there is no denying, and that it is largely due to the manufacturer already alluded to is beyond contradiction. The principal foundation for it, however, crumbled under the destruction of the drug theory. Some part of it has undoubtedly been generated by the following fallacies:

1. That inferior tobacco is used.

2. That half-smoked cigars, sweepings, paper saturated with nicotine and other refuse are called into requisition.

3. That the machinery used operates to prevent cleanliness in handling.

4. That the paper in which the cigarettes are enclosed is injurious.

It is as easy to dispose of these absurdities as it was to seal up the Afrite as soon as he returned to the bottle. As to the quality of tobacco used Goodwin & Co. can, of course, answer only for themselves. Long ago it became palpable that the law of natural selection—the survival of the fittest—was as vigorous in its application to the demand for cigarettes as in what scientists call the prosperity of species. It may be taken as an axiom that the "fittest" tobacco will hold the lead in the market. Long continued success is rarely the result of accident. It is earned by enterprise, judgment, industry and honesty. At least two of these qualities were brought into play when Goodwin & Co. resolved that nothing but the best of NATURAL LEAF tobacco should be used; that it should be so chosen as to appeal to the taste and not to the eye, and that it should be placed in the hands of their patrons subject to no artificial process. It therefore carries from the factory the rich brown hue incidental to all fine, untampered and unmanipulated grades. It stands easily in the front rank so far as quality

is concerned, and in this respect is so feebly challenged by other brands as to command consumption in near and distant markets the world over.

As to the use of half-smoked cigars and refuse it is necessary only to state that to collect from the gutters or elsewhere the material for a thousand cigarettes would involve an expense greater than the manufacture of ten thousand now entails, to say nothing of the additional cost of making, at least, a pretense of purifying the rubbish before using it. Of all the cigarette bugbears this is the most childish and unsubstantial. It would be like paying ten dollars for bad material when good material can be obtained for one, and as such an operation would cap the climax of insanity, there is nothing left for the bugbear but to share with the drug theory its unhonored and unregretted grave. *Tobacco*, of November 23, writes its epitaph when it says :

> The stale smell of one stub would utterly destroy the flavor of many pounds of tobacco, the cost of labor in collecting them would be enormous, and while pure tobacco can be bought for thirty cents a pound, ready for use, where would be the gain?

Machine made cigarettes were cried down by manufacturers until within the past year, when necessity compelled them all to adopt that method of manufacture, and to-day all cigarettes, except some few special sizes, are made by machinery. When they were made by hand soiled and possibly diseased fingers might have come into contact

with the tobacco, but the most scrupulously clean fingers were far less preferable than existing methods. The machine, beside turning out cigarettes of superior workmanship, insures such cleanliness as could be matched by no human agency. Goodwin & Co. have manufactured their cigarettes by machinery for the last six years.

The notion that the paper wrapper is a source of injury has been exploded. All experts now agree that it is absolutely harmless. While dealing with this feature of the discussion it can do no damage to dispose of a very general misconception. Between Maine and California not a single cigarette can be found which has, what is erroneously or unscrupulously described as "PURE RICE PAPER," for a wrapper. Every ounce of paper used in this country is made in France, so cheaply—at a cost of not more than two cents per 1,000 cigarettes to the American manufacturer—that there can be no competition local to America, and RICE has as much to do with its manufacture as it has with the formation of a sand bank. For his material the Frenchman is indebted to *pure linen*, and with it he makes paper for which all the rice fields in the Celestial Empire could furnish no substitute. Nothing can be more conclusive than what the *Tobacco Journal* of November 4, 1888, had to say on this interesting and much misunderstood topic :

There is no such thing as "rice paper," or paper made from the rice plant. Even the Chinese "rice paper" is a fiction, it being made from the pith of a species of mulberry tree. This is peeled round and round in thin strips about six inches wide until nothing remains of the pith. The pieces are then joined together so neatly in sheets eight inches square that it is almost impossible to detect where the joining is done.

CHAPTER IV.

THE LAST OF THE FOG.

There remains little to be added in order to lift the last vestiges of the dense fog in which the whole subject has for years been enveloped. From time immemorial chewing tobacco has been sweetened. Its use would have otherwise been limited to the comparative few who could find enjoyment in its natural taste. Only within recent years have cigarette manufacturers realized that what so largely facilitated the pleasures of chewing must also contribute to the gratification of the smoker. Before proceeding to quote authorities recognized by the whole scientific world, and unanimous in agreeing that cigarettes are at least as harmless as cigars and pipes, it may be of interest to say that in England tobacco pays a larger tax than any other single article, spirits perhaps excepted. All manufactories in that country are conducted under the supervision of government officials who are sworn to visit and inspect every factory at least once in

twenty-four hours, the law permitting the use, in the process of manufacture, of nothing but water. This enactment has for years prevented the English manufacturer from competing with American products in the matter of quality. American tobacco, sweetened by licorice, is exceedingly popular with the English people, and it is wasting time to say that licorice is beneficial rather than pernicious. Cigarettes and tobacco exported by this country are subject to a government tax equivalent to $1.20 per pound. They are classified by the British authorities as "adulterated," not in a derogatory sense of the term, but because the water limit has been passed, and simply to distinguish them from the native product. In the sense that the word "ADULTERATED" is used in England it is regarded as a complimentary term rather than one of reproach. For many years United States manufacturers were unable to make shipments to Great Britain because of the government's refusal to admit adulterated tobacco, so called, viz., sweetened tobacco. Recognizing the absurdity of the restriction it has been swept away. It would surprise even the most ardent admirer of Old Judge to be told to what an extent this brand is consumed in England. Of course American competitors have attempted to pervert the term "adulterated," and all sorts of insidious hints about the significance of the word have been in

circulation. The unvarnished truth is that the history of Old Judge in England earns it the highest compliment that can be paid to it. Passing through the most rigid kind of a governmental crucible, it came out with not even the semblance of a stain on its fair name, and added another to the many illustrations going to show that Americans can more than hold their own beyond the sea. The only other ingredient used, other than the licorice, is a little glycerine diluted with water, and this, like licorice, is of positive benefit to the throat. With their absolute freedom from drugs of any description, pernicious or otherwise, with none but the finest quality of tobacco grown in Virginia and North Carolina, with such cleanliness as is impossible in the tenements where cigars are made—teeming as they are with unhealthy and unwashed operatives — and with literally nothing in them to offend the most delicate of organisms, it is keeping well within the limits of moderation to say that Old Judge cigarettes, like Old Judge smoking tobacco, challenge criticism however hostile and involve a minimum of harm and a maximum of pleasure. Only when the smoke is inhaled can it be by any possibility injurious. Like all other luxuries of life, they are for use as distinguished from abuse. Every man must be his own judge of the quantity of tobacco he can consume. The smoker who inhales the fumes of six cigars a day will, in a short time, pay for his indiscretion with his

life, while cigarette consumers have for years inhaled Old Judge smoke without serious consequence. There is not a single phase of the whole discussion which, however searchingly sifted, does not irrefutably prove that, moderately and properly used, the Old Judge cigarette, so far from gratifying vicious tastes, is a most agreeable stimulant, an indulgence which brings with it no reaction, and a boon which the Orientals know how to prize and which the Western world is beginning to estimate at its true worth.

CHAPTER V.

A WHOLESALE CHALLENGE.

This announcement recently published in all the Chicago newspapers shows with what confidence Goodwin & Co. are prepared to meet all comers:

$10,000 REWARD

Is hereby offered in good faith, and will be promptly paid by Goodwin & Co., for proof of the charge that pernicious compounds of any description are used in the manufacture of

OLD JUDGE CIGARETTES.

They are ABSOLUTELY PURE. The allegations recently made by a Chicago newspaper, to the effect that the presence of Opium or other dangerous Narcotics had been revealed by a chemical analysis of these Cigarettes, are at once

BASELESS AND BASE.

The supremacy of this Brand in the markets of the world is explained by the fact that its manufacturers have scrupulously refrained from the use of any ingredients which would rob their Cigarettes of the

PERFECT PURITY

to which they owe their great popularity. In any attempt to impeach this statement, Goodwin & Co. will not only willingly participate, but will do their utmost, at their own expense, to facilitate the

MOST RIGID TESTS.

The operations of this house, whose business for years has extended to all parts of the civilized globe, have been, and are, conducted on a scale never obtained by ulterior methods, or the application of any but the strictest and most honorable business principles. Knowing that nothing but the most

SWEEPING REFUTATION

can be the result of any competent analysis, Goodwin & Co. challenge crucial expert examination, confidently staking on the issue their reputation and Ten Thousand Dollars.

GOODWIN & CO.,

FOOT GRAND STREET, NEW YORK.

CHAPTER VI.

COMPLETELY DISPROVED.

The charge alluded to in this announcement is perhaps, however, most effectually answered by the following certificate signed by experts, of whom Goodwin & Co. are given authority to say that they were recommended to them by the Chicago Board of Health:

CHICAGO, Dec. 11th, 1888.

After a thorough chemical examination of numerous samples of the "Old Judge Cigarettes," manufactured by Goodwin & Co., of New York, all of which were purchased by us in the open market in the city of Chicago, no specimen having been furnished by the manufacturer, we hereby certify that these cigarettes contain no opium, morphine or other deleterious drugs.

Our samples were bought of many dealers in different parts of the city, and they had been in stock for periods ranging from one year down to a month ago, but we were totally unable to find the least trace of opium or morphine in any of them.

JOHN H. LONG, Sc.D.,
Professor of Chemistry in the Chicago Medical College, and Professor of Chemistry in the Illinois College of Pharmacy.

JEROME H. SALISBURY, A.M., M.D.,
Professor of Chemistry in Woman's Medical College, and Professor of Chemistry in North Western College of Dental Surgery.

WALTER S. HAINES, A.M., M.D.,
Professor of Chemistry, Pharmacy and Toxicology in Rush Medical College.

CHAPTER VII.

REFUTED YEARS AGO.

The attack which provoked this analysis is merely the repetition of history. In 1882 a similar onslaught was made, and as will be seen by the following certificates then obtained, with results equally triumphant to Old Judge:

UNIVERSITY OF PENNSYLVANIA.

DR. F. A. GENTH,
Consulting and Analytical Chemist,
W. PHILADELPHIA, Sept. 19th, 1882.

MESSRS. GOODWIN & CO., NEW YORK.

GENTLEMEN:

In accordance with the instructions received from you, I have purchased at fifty different stores in this city, fifty packages each, of your "OLD JUDGE SMOKING TOBACCO" and "OLD JUDGE CIGARETTES," and taking a portion from each package I have obtained an average sample, of which I have made a careful analysis. This examination was especially made for the purpose of ascertaining whether it contained any opium, or derivatives of the same, or any other injurious substances foreign to tobacco.

Having obtained only negative results, I can testify to the purity of your "OLD JUDGE SMOKING TOBACCO" and "OLD JUDGE CIGARETTES."

Yours truly,
F. A. GENTH.

UNIVERSITY OF BUFFALO,
LABORATORY OF CHEMISTRY.
BUFFALO, Oct. 17th, 1882.

MESSRS. GOODWIN & CO., NEW YORK.

GENTLEMEN:

I have examined fifty different samples of "OLD JUDGE SMOKING TOBACCO" and as many packages of the "OLD JUDGE CIGARETTES," which were pur-

chased by or for me, at fifty-two different tobacconists in the cities of Buffalo, N. Y., Rochester, N. Y., Rutland, Vt., Burlington, Vt., and Boston, Mass.

The method of examination used was that followed in cases of suspected poisoning, and it failed to reveal the presence of any trace of the alkaloids of opium or of any deleterious substance, other than the natural alkaloid of tobacco—nicotine.

Yours very respectfully,

R. A. WITTHAUS, A. M,

Professor of Chemistry and Toxicology, University of Buffalo; Professor of Chemistry and Toxicology, University of Vermont; Professor of Physiological Chemistry, University of New York.

BELLEVUE HOSPITAL MEDICAL COLLEGE,
NEW YORK, Sept. 16th, 1882.

MESSRS. GOODWIN & CO., NEW YORK.

GENTLEMEN:

In compliance with your request, I have purchased in open market in this city, Brooklyn and Jersey City, at fifty different stores, fifty packages each of your "OLD JUDGE CIGARETTES" and Smoking Tobacco.

I have submitted the tobacco taken from these sources to chemical analysis, for the purpose of determining the presence or absence of opium, or its compounds, or other deleterious or injurious substances subject to the tobacco. Having failed to find any traces of these abnormal substances, I feel warranted in testifying to the purity of your "OLD JUDGE CIGARETTES," and Smoking Tobacco.

Yours respectfully,

R. OGDEN DOREMUS, M.D., LL.D.

Professor Chemistry and Toxicology in the Bellevue Hospital Medical College, and Professor of Chemistry and Physics in the College of the City of New York.

U. S. DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C., Oct. 7th, 1882.

MESSRS. GOODWIN & CO., NEW YORK.

GENTLEMEN:

I have purchased at different places in Washington and Georgetown, D. C., fifty (50) samples each "OLD JUDGE CIGARETTES" and "OLD JUDGE SMOKING TOBACCO." No two samples of the Cigarettes or of the Smoking Tobacco were bought at the same place. In every case the seals upon the packages were unbroken when bought. I have submitted these several packages of Cigarettes and Smoking Tobacco to a thorough chemical examination, for the purpose of determining whether they contained any opium, or other deleterious substance, and I have several times repeated the work.

As a result of my examination, I have failed in every case to find the least trace of opium, opium compounds, or injurious substances of any kind added to the Tobacco.

PETER COLLIER,
Chemist of the Department of Agriculture.

CHAPTER VIII.

THE HIGHEST AUTHORITIES AGREE.

As to cigarette smoking, properly practiced and with due regard to moderation, and provided also that pure tobacco be used, I cannot see how it is more injurious than cigars or pipes.—Dr. Wm. A. Hammond, New York *World*, Sunday, December 2, 1888.

That cigarette smoking may be both soothing and recuperating, provided that the little roll of tobacco is loosely held between the fingers and puffed from time to time, is the opinion of the *Lancet*.—N. Y. *Sun*.

In a letter to the *Lancet* Sir Henry Thompson, perhaps one of the most distinguished authorities in Europe, says:

* * * "I do not hesitate to regard the cigarette as the least potent, and therefore the least injurious, form of tobacco smoking."

Dr. W. L. Dudley, Professor of Chemistry of the Vanderbilt University at Nashville, has thoroughly investigated the question of the injurious qualities of cigarette smoking, and states on irrefutable evidence that the evil exists only when the smoke is inhaled, as it then absorbs carbonic oxide, and thus deoxidizes the blood and impairs its powers to build up the ever wasting tissues of the body. He further states that a cigar, a pipe, or even a water pipe, would prove equally injurious as the cigarette, if the smoke was inhaled. At last we have some sound common sense upon this well-thrashed subject.—From *Tobacco.*

Dr Edson, of the New York Health Department, responding to the question of a *Telegram* reporter (January 7, 1888), said :

"Some time ago the charge was made that a well-known brand of cigarettes made in this city was adulterated with morphine, and an examination into the matter was made, showing that the cigarettes were absolutely pure. From personal examinations made on the subject I believe more unadulterated cigarettes than cigars are made. In fact I believe that the cigarettes made here in New York are all, or nearly all, pure."

CHAPTER IX.

NO ADULTERANT AS CHEAP AS TOBACCO.

In fact, there is no adulterant known that comes as cheap as common tobacco, and in the cigarette factories of this country tobacco (and a small quantity of glycerine to keep the tobacco moist) is all that is used.

The statement that the tobacco is imperfectly fermented, and that it is steeped in a sauce, becomes

amusing, when one reflects that the average cigarette manufacturer keeps his tobacco from one to two years, and passes it through several fermenting processes, which, if neglected, would only destroy what quality the tobacco originally had, and could not prove a gain in any direction.—*Tobacco*, Nov. 23, 1888.

CHAPTER X.

THE CIGARETTE WINS.

"Have a cigarette?"

Health Officer Duffield declined the proffered toy.

"No," he said, "but I'll tell you that cigarettes are not so bad as they are made out."

"How's that?"

"I have analyzed them and the result will be comforting to cigarette smokers. A certain prominent citizen has several sons at the State University, all of whom are inveterate cigarette smokers. The father became rather uneasy, after reading and hearing the many statements as to the alarming effects of cigarette smoking. He asked me to make a full analysis of "Old Judge cigarettes," which was the brand used by the boys. I was paid a good fee for the work and made a thorough search for opium or any other deleterious matter. It is often said that cigarettes have opium in them to increase narcotic effect."

"And what was the result?"

"A victory for the cigarette. There was not a particle of opium or any other narcotic drug in it. On the contrary, there was only pure tobacco and harmless rice paper used."

"But isn't the burning paper hurtful?"

"No, I think not, although even the possible bad effects of the paper combustion might be avoided by smoking the tobacco in a long amber tube."

This disposes of the current scare that deadly drugs lurk in the toy-like cigarette. It is coming to be a very

deadly article in the minds of some people. One Detroiter says he recently met a man going abroad to be cured of deafness brought on by excessive cigarette smoking. A leading young Detroit society man is now at an asylum, his mild type of insanity being attributed to cigarette smoking. With this gloomy outlook Health Officer Duffield's scientific analysis comes as a relief to the cigarette smoking army.—*Detroit Evening News*, October 25, 1887.

CHAPTER XI.

CIGARETTES PREFERABLE TO CIGARS.

Some time ago our clever comtemporary, the *American Analyst*, pointed out the danger arising from the use of cigars made by Hungarians and Bohemians, and especially those which are produced in the vile tenement houses of New York. All of these operatives "point," that is, finish the pointed end of a cigar by turning it in their mouth. Their filthy habits are enough to disgust any one, no matter how blunt his sensibilities may be with the idea of putting such cigars between his lips. Beyond this many of these foreign makers are afflicted with incurable, contagious, and infectious diseases. Already three cases have been reported by careful physicians in which smokers of such cigars have been seized with such maladies in a loathsome and malignant form. A firm of well-known lawyers of New York memorialized the authorities to order a sanitary inspection of cigar-makers, and to prohibit the employment in that industry of any one suffering from any contagious or infectious complaint. Though the reform is needed, yet no action has been taken upon the memorial. The inspection and legislation requested will be of great benefit to the public at large. In the meantime, and until the present practice is suppressed, or until the U. S. Board of Health takes action in the matter, it would be well for all who have any regard for their health, to carefully avoid tenement

house cigars, to *cut and not bite off* the ends of their weeds, and, as much as possible, to substitute clean, well-made American cigarettes for the cheap output of these foreign tobacco workers—*English Exchange.*

CHAPTER XII.

PERFECT SAFETY AND ENJOYMENT.

Dr. Dudley found by his experiments "*that cigarette smoking without inhaling is no more injurious than pipe or cigar smoking.*" Such cigarettes as made by the leading American manufacturers, which are composed of the finest tobacco the world can produce, both sweet and mild, can be smoked with perfect safety and enjoyment. But in this instance, as in the use of all foods and condiments, moderation must be the order of the day. It is the abuse of tobacco, and not its honest use, which is harmful.—*Health,* Nov., 1888.

The wonder is that we live at all. Three hundred years ago a few American savages only consumed tobacco, and now it is consumed by all mankind, being the only commodity common to the consumption of all races and all social conditions. Are our lives shorter, our morals worse, our intellects weaker from the fact that for three centuries the "poisonous" drug has been circulating through our veins and the veins of our forefathers? On the contrary, as the use of stimulants has increased, so has the world advanced in knowledge; and mankind will continue the use of stimulants, or return to the lethargic state of the middle ages.—*Daily Paper.*