

Joseph Neuberg, a retired businessman and a Jew originally from Heidingsfeld near Würzburg in Bavaria.

Though at least 274 letters from the Carlyles to Neuberg have survived with dozens from him to the Carlyles in return, we knew until lately little about Neuberg beyond a few facts in the *Jewish Encyclopedia* and a few more in Townsend Scudder's introduction to his edition of *Letters of Jane Welsh Carlyle to Joseph Neuberg 1848–1862* (Oxford UP, 1931). The late Kenneth J. Fielding's entry for Neuberg in the *Carlyle Encyclopedia* (2004) adds a valuable bibliography, and Todd Endelman's "The Frankaus of London: a Study in Radical Assimilation, 1837–1967" (*Jewish History* 8.1–2 [1994]: 117–54) has significantly extended our knowledge of Neuberg and his Frankau inlaws, also from Bavaria. This recent scholarship prompts us to investigate further the lost Jewish heritage of Heidingsfeld, traditional seat of the Neubergs. The idea of über-Nazis Hitler and Goebbels desperately reinforcing their Aryan vision from Joseph Neuberg's translation—if they were, in fact, reading from any of the first five volumes of *Frederick* in the German translation—adds new layers of complexity and disturbs easy conclusions.

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## Tobacco

NANNIE MAE TILLEY (1899–1988) WAS BORN ON A TOBACCO FARM NEAR Bahama, a small village in Durham county, North Carolina, about fifteen miles from the city of Durham and Duke University. In 1935, she entered the history graduate program at Duke while directing the library's manuscript division, a job she held until 1947 when she joined the faculty of East Texas State Teachers College. Her doctoral dissertation was enlarged into a book, *The Bright-Tobacco Industry, 1860–1929* (Chapel Hill, NC: U of North Carolina P, 1948), and she noted the far-flung popularity of the Bull Durham brand of loose, unrolled cigarette tobacco. Aggressively advertised, the Bull Durham trademark soon became famous world-wide, and the manufacturer received

testimonials from familiar names, both distant and local. “Great capital was made from the fact that persons of renown like Tennyson, Thomas Carlyle, and Alexander H. Stephens smoked Bull Durham tobacco.” (Tilley 550)

Blackwell’s Durham Co-Operative Tobacco Company—in Thomas Carlyle’s day the manufacturer of the familiar “makings in a sack”—was later amalgamated into the American Tobacco Company. This successor corporation, active through most of the twentieth century, has been dissolved, and its brands are now under the umbrella of Reynolds American. At this writing, several queries have been posted to the public relations department of that Winston-Salem firm to see if archives from the many predecessors—specifically Blackwell’s—can be accessed.

Thomas Carlyle apparently wrote more than a few testimonial letters, among them perhaps one or more to the Cope’s Tobacco Company of Liverpool, from whose 1878 calendar watercolor a section is rendered as the cover of this journal. Carlyle’s endorsements returned delivery, very likely *gratis*, of the best and freshest blends for his pipe. *Carlyle Studies Annual* readers with knowledge of Carlylean tobacco testimonials are invited to inform the editors of such, with their sources.

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## Too Lates

THE FOLLOWING THREE LETTERS HAVE RECENTLY BEEN UNCOVERED, BUT not in time for publication in *The Collected Letters*. Eventually, they will appear in *The Carlyle Letters Online* at their proper chronological locations.

**TC to Unidentified Correspondent, 2 November 1841.** MS: Professor G. J. Romhnes of Kishorn, Ross-shire. The following transcription was arranged for by Iain Brown, National Library of Scotland, and by Ian Campbell, University of Edinburgh.

Chelsea, 2 Novr, 1841— / Dear Sir, / I am accessible to visitors every day for a little while at 2 o’clock,—tomorrow,