

**Duke** (dūk), **Benjamin Newton**. b. near Durham, N.C., April 27, 1855; d. at New York, Jan. 8, 1929. American businessman and philanthropist, notable (with his brother James Buchanan Duke) as a pioneer in the manufacturing and marketing of cigarettes in the U.S. A director (1890 *et seq.*) of the American Tobacco Company, he engaged also in banking, railroading, real estate, cotton manufacturing, and development of hydroelectric power. His personal fortune is estimated to have reached 60 million dollars. Gifts totaling more than two million dollars were given (1898 *et seq.*) to Trinity College (now Duke University) following the college's decision (1892) to move to Durham, N.C., in accordance with Duke's wish.

**Duke, James Buchanan**. b. near Durham, N.C., Dec. 23, 1856; d. Oct. 10, 1925. American tobacco magnate and civic benefactor. Together with his brother, Benjamin Newton Duke, he began as an itinerant vendor of packaged tobacco in North Carolina; at the age of 18 he became a member of W. Duke and Sons, which in 1881 began making cigarettes, subsequently manufactured with vastly increased efficiency by the Bonsack machine which he helped improve. He made his start towards his fortune by halving the price of a package of cigarettes two months before a lowered government impost became effective. In 1884 he established a branch factory at New York, embarking on an advertising program and expanding his trade; by 1889 half the U.S. output of cigarettes came from his machines. In 1890, as the result of a merger, he became president of the American Tobacco Company, which soon consolidated with other companies turning out a variety of tobacco products. In the field of plug tobacco, he became (1898) president of the Continental Tobacco Company, helped form (1900) the American Snuff Company, the American Cigar Company in 1901, and went into retail operations with the United Cigar Stores Company. The Consolidated Tobacco Company, organized in 1901, was later dissolved and the chief properties reorganized as the American Tobacco Company, which in turn was ordered by a U.S. Supreme Court decree (1911) to be dissolved. At about this time his properties comprised 150 factories representing a capitalization of 502 million dollars. In 1905 the Southern Power Company was organized with his aid. In 1924 he set up a trust fund, of which the chief portion was used to aid Duke University.

**Duke Humphrey's Walk** (hum'friz). See **Paul's Walk**.

**Duke Jones** (jōnz). Novel by Ethel Sidgwick, published in 1914. It is a sequel to her novel *A Lady of Leisure* (1914).