



PIPE LORE

A GENTLEMAN'S
MAGAZINE
Wally Frank, Ltd.
APRIL, 1940



WALNUT
FINISH
ONLY

SPECIAL SALE

For Men Who Like Big Pipes!

Wally Frank BOSUN

BRIAR PIPE
MADE IN ENGLAND

Pipe Shown
 $\frac{3}{4}$ Actual
Size

PERFECT
BALANCE
THAT'S WHY IT'S
EASY TO HOLD IN
THE MOUTH



IDEAL FOR A
LONG SMOKE
THICK WALLS FOR
COOL SMOKING

\$3.00
VALUE

\$
CUT TO- 1.67
POST-PAID



Here is the biggest bargain in a man-sized "stoker" that we have ever offered! This is real \$3.00 quality, but we are overloaded with them, so we've cut the price right down to the bone during this sale.

The Bosun is a real seaman's pipe,—the kind you can smoke on deck for an hour without refueling.

The big, thick walls keep the smoke cool and sweet even when a stiff breeze is blowing.

Made of beautiful, sweet-smoking, Algerian Briar, the 50 year-old kind that has a close grain and smokes wonderful. The Seasoned Walnut color tells you that this pipe is tough Briar Root. It will stand the gaff and smoke better each year.

This is no ordinary pipe. It has the beautiful workmanship of the finest English Pipe-

Makers . . . Perfect Balance . . . Pure English Vulcanite mouthpiece with tapered, easy-to-grip flare-bite . . . Wally Frank Double-ball Condenser for eliminating excess moisture (see Fig. A) . . . $3\frac{1}{2}$ millimeter precision boring for perfect no-clog draught.

The deep, deep bowl holds an extra large charge of tobacco. It cokes up quickly with a minimum of "Breaking-In". The shank is extra thick. It's a really sturdy pipe that can "take it".

With the shortage of Big Briar in Europe today, you'll never get another chance to buy a big, rugged, masculine quality pipe like this for anywhere near this record-smashing price.

Order one now,—while this Sale lasts. Each pipe is backed by the Wally Frank Trade-mark and Lifetime Guarantee.

SALE PRICE \$1.67 POSTPAID

SEE THESE
FEATURES



Handy Cork-
Ball Knocker



Extra Deep—No
Spilled Ashes

AT LAST!

A SENSIBLE PIPE ASH TRAY

Wally Frank
EXTRA DEEP
PIPE ASH TRAY

\$
1.50
POST-PAID

AVAILABLE IN
COPPER OR
CHROMIUM
Specify Finish
Desired

This is the deepest pipe ash tray on the market, 6 inches in diameter and $3\frac{3}{4}$ inches high overall! It holds plenty of ashes, and we guarantee that they can't blow out or spill. The specially designed flat base prevents it from tipping. Makes a handy pipe-rest, too. (See Diagrams above) Fashioned from extra heavy gauge solid copper, specially plated on the inside with a heat-resisting tarnish-proof alloy. This ash-tray has a real solid "feel" . . . it weighs a full $11\frac{3}{4}$ ounces! Two genuine brass rods hold the giant cork knocker firmly in place. Use it to knock out the ashes from your pipe . . . no more nicking of pipe-bowls . . . no more cracking of shanks. The springy cork knocker will add years of service to your pipes. This is just the thing for you pipe smokers who want a real man-size ash-tray. And we present it at a price that is unbelievably low, postpaid right to your door; in either polished copper or chromium plated finish.

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ORDER NOW BEFORE PRICES GO UP

held in the latter part of 1938." they

Briar Roots Giving Out, France Has Pipe Crisis

Corsican Forests Scoured to Meet Soldiers' Demand

PARIS, Feb. 23 (UP). — Pipe manufacturers reported tonight that they were faced with a serious shortage of briar roots. Since the start of the war sales have increased 90 per cent, and the pipe-manufacturing center of Saint Claude is working overtime for the first time in thirty years.

The root supply is giving out. Manufacturers are searching Corsican forests in hope of finding new reserves to fulfill requirements for the soldiers.

"Bruyere" Supplies Wood

The wood from which briar pipes are fashioned is the hard, knotty root of the waist-high plant "bruyere," also known as the white or tree heath. Bruyere is a native of southern Europe and attains its best growth along the Mediterranean coast of France and on the island of Corsica.

Reprinted from the N. Y. Herald-Tribune February 24, 1940 Issue

Wally Frank Tobacco Blending Council

Before any WALLY FRANK Blend is offered for sale, it is tested by our blending council consisting of the men on our staff. These men have blended hundreds of different mixtures to suit the individual tastes of thousands of fastidious smokers. After the reactions to the blends are discussed—improvements are suggested and experiments are made to improve the blend. Only when the council decides that the blend is the best of its particular type is it placed in our Catalog or PIPE LORE for sale.



The Wally Frank TOBACCO GUARANTEE

If, after smoking 10 pipefuls of any Wally Frank Blend, you are not completely satisfied with its quality, you may return it for full credit or refund.

THE FRONT COVER

The "Spy" Print on the cover of this issue is of Sir Luke Fildes. It appeared in 1892 in "Vanity Fair" London, England. Mr. Fildes was a pipe-smoking painter, "The Doctor" being his most famous work.

All Items Shown May Be Purchased By
Mail (10 E. 45th St., N. Y. C.) or in
Any Of Our 3 New York Stores

Wally Frank, Ltd.

UPTOWN STORE — 10 E. 45th St.

DOWNTOWN STORES

93 Nassau St. — 21 Cortlandt St.



SHIPPED POSTPAID

4 oz. Cannister 75¢
8 oz. Cannister \$1.50
16 oz. Cannister \$3.00

IT'S A JOY TO SMOKE!

Wally Frank IRISH AROMATIC

BLEND NO. 353

If you have ever been criticized for smoking a foul smelling pipe, the Wally Frank IRISH AROMATIC, No. 353 blend will turn criticism into enthusiastic praise! When you smoke it in a room every one will remark about its fine bouquet. The big sale of this extremely fragrant blend has been built up by word of mouth advertising. It has such a marvelously pleasing aroma that customers who smoke this tobacco are often asked, even by strangers, "Pardon me, what is that sweet smelling fragrant tobacco?"

AROMA PLEASES OTHERS

Here is a blend that is a joy to smoke! It is a happy combination of Virginia leaf (3 years matured) and IMPORTED IRISH SCENTED SLICED BOGIE PLUG, that imparts to the blend such a marked fragrance that women are delighted when you smoke it in the house. Even an old pipe that has turned sour will smell sweet when you fill it with this delicious IRISH AROMATIC mixture. It has a mildness in keeping with its fine flavor and it won't bite your tongue! Here is something new—something different—a real pipe smokers treat. JUST TRY "353" ONCE—you'll find it so sweet that you will always want to have some on hand. Shipped FRESH POSTPAID.

Published by

WALLY FRANK, Ltd.

New York Stores

10 East 45th St. 93 Nassau St.

21 Cortlandt St.

VOLUME VII

NUMBER 3

Copyright 1940, Wally Frank, Ltd.

Echoes of Pipedom

A RAILROADER'S STORY



Enclosed herein are two separate orders for Pot Luck tobacco, one for Mr. A. M., and one for myself. You will also receive an order from my nephew in Albany, New York.

No doubt you would be interested to know how the two above men came to order and find out about Pot Luck tobacco. On Tuesday, November 28th, as a New York Central Police Officer, I was riding train No. 2, Malone to Utica, and after departure from Malone, I filled my Wally Frank Pipe-of-the-Month

with Pot Luck tobacco and was reading a paper and enjoying my pipe, when the baggageman asked what I was smoking. I gave him a pipeful and he immediately gave me a dollar to order a pound for him.

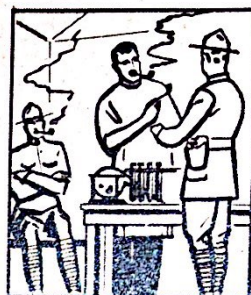
When I reached Albany, my nephew was at my sister's house and I was again smoking Pot Luck. He asked for your address and he will order a pound. You have gained two new customers. There is no tobacco in my estimation like POT LUCK TOBACCO.

E. C. H., Malone, N. Y.

WOULDN'T TAKE A MILLION

I'm very well pleased with my newest pipe. You may have stamped it a "second," but it's a "first" as far as I'm concerned. I have about a dozen odd pipes, and among all of them it is my favorite. I wouldn't take a million for my Wally Frank. I also like Colonel Adams tobacco—it has that certain nutty tang. You'll be hearing from me soon, I can hardly wait to buy my next "Wally". Thanks for a swell smoking pal. Yours with a puff, J. Q., Norman, Okla.

A SOLDIER PRESCRIBES



Your page in Pipe Lore entitled "Echoes of Pipedom" brings to memory an incident during the World War when soldiers were fighting the terrible flu epidemic. Our Captain in a Medical Detachment, who happened to be a middle-aged country doctor from Arkansas or Missouri (I do not recall which state,) advised the seven in the detachment office to ward off the flu by keeping their

pipes going. Strange as it may seem, no one in that office suffered an attack of the flu while following his advice.

As a regular purchaser of Colonel Adams tobacco and your pipes, I felt that the above might be of interest to other pipe smokers.

L. H. S., Waterloo, Iowa



SPORTSMEN SMOKE PIPES

by JOE MEARS

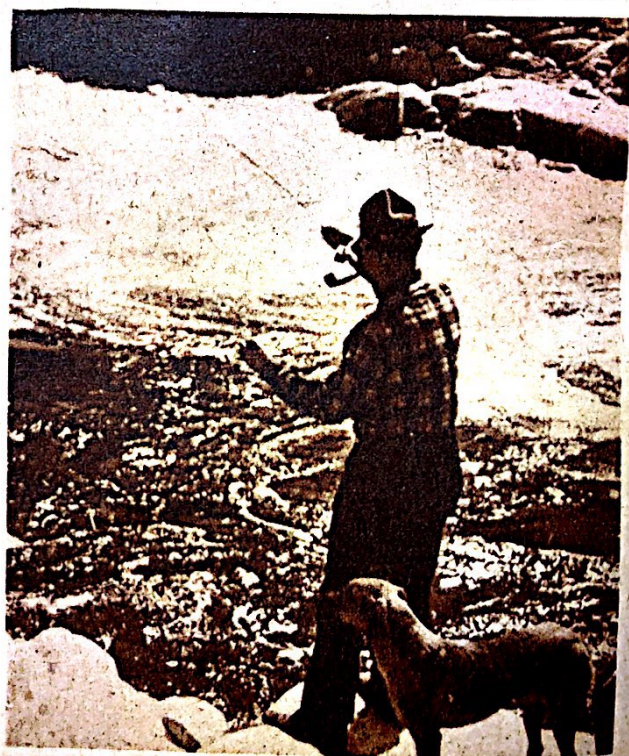


Eighty-five per cent of all sportsmen are pipe smokers. So I read somewhere recently. If that's not the height of understatement, I'll miss my guess. For I've been whipping trout streams of the West for nigh on to 20 years, when I wasn't picking flies out of trees; and I've gilled my share of black bass in between untangling backlashes; and on the much too bounding deep I've got my share of tuna, yellowtail, barracuda et cetera, and I'd say closer to 99 44-100 percent of my angling friends have been devotees of the pipe that cheers.

And the rest would be too if their bridgework didn't bother 'em. If they only knew some of the new bits are as kind to phoney molars as office boys are to the boss the week before Christmas.

And nimrods! Gosh, I've yet to see a hunter who's worth the shells he burns who couldn't shoot better with an old hod

(Continued on page 6)



Author, with his pipe and dog, playing trout in Sierra Nevada stream.

HERE'S OUR VALUE LEADER

Page 5

SMOKE THIS
PIPE FOR
REAL
CONTENTMENT

ONLY—
\$ 1.00
POST—
PAID

Wally Frank NATURAL UNVARNISHED BRIAR ROOT PIPE

Here is positively the best Natural Briar Root Pipe value in the world for \$1.00 — and when you taste its sweet "nutty" flavor, you will wonder how it is possible to sell them at this bargain price!

EN BROWN which is the pride and joy of the real pipe smoker.

This pipe is mellow and sweet from the first puff, due to the patent Vulcanite Bit with moisture-proof Condenser Tube. (See Fig. A) Remember, NO PAINT, NO VARNISH, NO BREAKING-IN and it will not bite the tongue.

You'll like this pipe. You can't duplicate it anywhere for price, quality, and smoking satisfaction. Each pipe bears the Wally Frank name and LIFETIME GUARANTEE.

Start coloring your "NATURAL UNVARNISHED" BRIAR NOW! Postpaid \$1.00

NO.
26
ACTUAL
SIZE

NO STAIN OR VARNISH

The high quality of this pipe is apparent at a glance. They are turned by hand from matured stocks of carefully seasoned and selected Corsican Briar Root, and hand polished without the use of any stain or varnish, this leaves the pores open.

COLORS BEAUTIFULLY

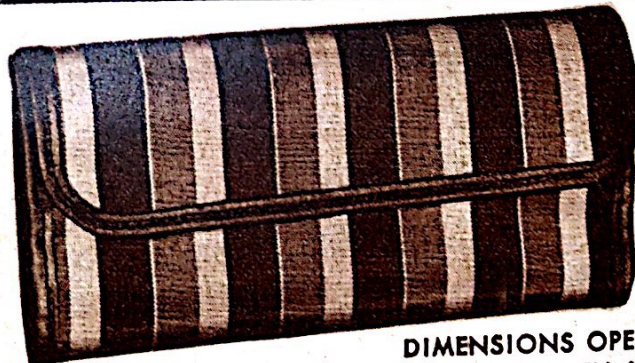
As you smoke this natural unvarnished briar, it develops the full natural beauty of its grain, finally coloring to that RICH GOLD-

Fig.
A



DRASTIC PRICE CUT!

ORIGINAL PRICE — 35¢
FOR
QUICK
CLEARANCE **14¢** each
POST-PAID



DIMENSIONS OPEN
11¼ by 5¼ in.

Wally Frank FOLDING MOGADOR POUCH

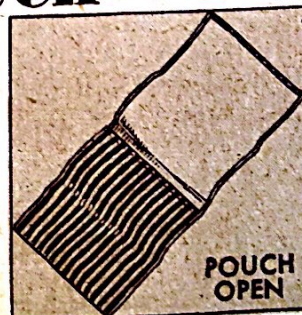
Here is the biggest bargain in a regimental Mogador. Folding pouch that you have ever seen! We have about 10 gross of these pouches. They must be sold now, so we've marked them down at less than half of their original price!

These handsome pouches are beautifully made, good strong stitching with "turned" edges. Each pouch is guaranteed to keep your tobacco in prime A 1 condition.

The inside moisture-proof special rubberized coating keeps the pouch air-tight and waterproof.

This pouch is just the handy size for pocket use, not too bulky, but still it holds well over a full ounce of tobacco.

Available in 3 colors, Brown, Blue, or Red. (Please specify which is desired). This grade of pouch has never been sold at anywhere near this low price, and when these are gone there will be no more. **POSTPAID 14¢ each**



Gravity-Flow Keeps It Dry!



A Favorite Among
Chess Players

Pipes Shown 3/5
Actual Size

DARK

AVAILABLE
IN TWO
FINISHES
AS SHOWN

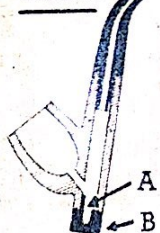
NATURAL

Wally Frank
**CAVALIER
BRIAR PIPE**
MADE IN LONDON,
ENGLAND

EACH
\$2.50
POST-PAID

GUARANTEED

HERE'S WHY
THIS PIPE
SMOKES DRY,
CLEAN AND
COOL.



A Well Traps
Moisture

B Removable
Knob For Easy
Cleaning

The CAVALIER was the first successful Moisture-Trap pipe, designed for "wet" smokers. Today, after scores of years, it has a tremendous following. This pipe has stood the test of time and —

HERE'S THE REASON WHY!

It has to be dry because all moisture must settle in the removable and easily cleaned hollow knob at the bottom of the shank. (See Diagram.)

The boring is carefully executed so that no moisture can get into your mouth or into the bottom of the bowl.

They are made in beautiful Dark Plum color and Natural finish from finest Algerian Briar Root with the utmost skill of English pipe makers.

You would never dream that so much dry-smoking pleasure and value could be built into a pipe at this low price. Every pipe bears the WALLY FRANK name and LIFETIME GUARANTEE. **POSTPAID—\$2.50**

SPORTSMEN SMOKE PIPES

(Continued from page 4)

gripped firmly between his teeth whether he's aiming at deer, moose or quail. On the skeet field, countless thousands have discovered, nothing calms jittery nerves more than a few puffs of good, mild tobacco inhaled through the only perfect medium, a well-aged, well broken-in briar!

Memories of most sportsmen are many and fond.

There was that day on the Owens



Author, with his "Quail-Pipe"; and a nice brace of California valley quail.

River of California, a wonderful stream where you are just as apt to hang on to a 10-pounder as a 12-inch. when the wind was fierce, the fish were disdainful of anything. I sloshed along in my waders, for it was early in the season and the meadow through which the meandering river winds was ankle deep in icy slush from alternating thaws and freezes. My heart was heavy and my creel was light. Only one Loch Leven saved me from utter defeat.

I'd tried everything in the book, except minnows and I would have used them, too, only I didn't have any. My only solace was my faithful old briar—my Owens River Pipe. Oh yes, I believe in pipes for occasions. Generous of bowl, light of weight it had been loaded with a fragrant Kentucky Burley, free from any suggestion of 'city' aromatic blends. A slow-burning tobacco, too, for the wind sometimes kicks up quite a bit in the Sierra Nevadas of California.

I hadn't seen another angler for hours so when I came upon an elderly, bespectacled man, fishing hat rimmed by bright colored flies, I stopped and greeted him with the usual: "What luck?"

"Fair enough," he said. "I finally found what they were taking."

He looked at my pipe.

"Nice smelling tobacco you got," he said. "Got any extra? I didn't bring along my pouch."

I had plenty and handed him my pouch. He

(Continued on page 7)

Here's Real Value and Performance!

*Read What
These Pipe-
Smokers Say!*

Pipe-Smokers
give their enthu-
siastic approval
to this hand-
some, practical
knife.



TOOL MAKER:
"I know steel, and
this knife has the
finest cutting edge
of any blade I've
ever used!"



FISHERMAN:
"For two years I've
used this knife for
everything from
tamping my pipe to
cleaning bass. It's
given me more than
my money's worth!"



COLLECTOR:
"I have everything
in knives,—from a
pocket-charm minia-
ture to a giant Bolo.
I consider my PIPE
KNIFE tops in qual-
ity and value!"

WALLY FRANK

This is the finest Pipe Knife ever made! Specially tempered hand-forged 'Sheepsfoot' blade of finest 'true-edge' steel for whittling plug or cutting carbon. Rounded point will not injure the briar when reaming. Combination Pick and Shank Reamer. Cleans and reams the shank passage absolutely clean,—loosens the ashes in the bowl. Specially milled "Nail-Nick" for easy opening. A real good-sized Tobacco Tamper is provided on the end of the knife. It is not bulky. Prevents burned fingers, ensures a good even light. Note the Shackle for key-ring or watch-chain use. Made of a beautiful nickel-silver throughout, equipped with long-wearing oil-tempered uniform tension springs.

It's sturdy, tough, and strong, and compact. Due to Wally Frank buying power we can give you this beautiful pipe knife at a price that is not a cent higher than other knives without all these superior features.

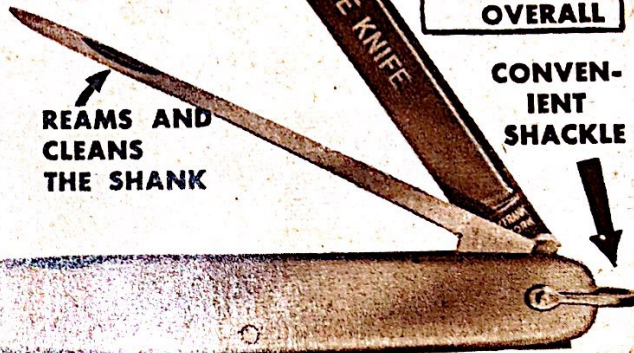
\$2.15 POSTPAID

PIPE KNIFE

ONLY—
\$2 15
POSTPAID



**TAMPER
PREVENTS
BURNED
FINGERS**



**REAMS AND
CLEANS
THE SHANK**

NOTE THE
SPECIAL
POINT—

**WILL NOT DIG
HOLE IN BOWL**

**3 3/8 INCHES
OVERALL**

**CONVEN-
IENT
SHACKLE**



**HERE ARE
THE BARGAIN
PRICES —**



**8 oz.
Cannister**

69¢

**16 oz.
Cannister**

\$1.34

POSTPAID

TENDERFOOT:

"Do you always smoke
that Burley?"
VETERAN GUIDE: "We all
smoke it, because it's a
real 'Outdoors' Smoke"

**Wally Frank
BURLEY
ROUGH CUT
"Aged-in-the-Wood"**

Here is a tobacco that is ideal for those who like a rough-cut straight Burley smoke that is slow-burning, mild and flavorful. It is made of genuine Kentucky Burley ripened to fullest flavorful maturity. "Aged in the Wood."—that's why it has that full lusty flavor that men like. Nothing fancy—not aromatic or too sweet—just a natural Burley aroma and flavor.

REAL VALUE

We worked very hard to present this Burley to you at the lowest possible price. At last we succeeded! Here's the finest Burley tobacco value ever presented to the American Smoker.

"It's all very well for them to praise their tobacco" you may be thinking, "but how do I know how good it is?" Well, let's answer that question here and now—Here is our guaranteed offer:—Order a trial cannister of Wally Frank Burley Rough Cut—smoke 10 pipefuls and if you don't think it's everything we claim—just send it back and we will refund you the full purchase price—every penny of it. Now, that's a sporting proposition and shows you how confident we are of our Burley Rough Cut—Won't you take us up on this. You are the sole judge. Send your order today. **SHIPPED POSTPAID**

**AT LAST!
AN AROMATIC
BUT MILD
TOBACCO**

**RICH, SWEET—
SMOKING FLAVOR..
DELIGHTFUL AROMA
PLEASING TO ALL...
TRY IT YOURSELF**

Wally Frank **AROMATIC MILD-O** BLEND NO. 88

Many smokers want to combine mildness with sweet smoking flavor in an aromatic smoke. Aromatic-Mild-O is as mild as a tobacco can possibly be and still has a rich sweet taste and fragrance that is extremely pleasing to all. While we usually describe the types of tobacco used and the curing method in most of our tobaccos, so much painstaking care, and so many expensive trial and error tests went into the making of this blend that we are loathe to reveal the secrets that made it possible.

SLOW BURNING . . . SWEET FLAVOR

The mixture has a soft, even light brown texture that is easy to pack in the pipe and while a slow burner, still it keeps lit. The aroma given off by this tobacco is difficult to describe. It has the sort of sweetness of flavor that you might experience if you got a whiff of freshly made coffee over a campfire in the early morning. If you want a tobacco that is mild, that will not bite your tongue, a tobacco that you can smoke all day long without any after taste, and with a sweet mellow, flavor, order a cannister of Wally Frank Aromatic Mild-O today.



4-oz. Cannister

65¢

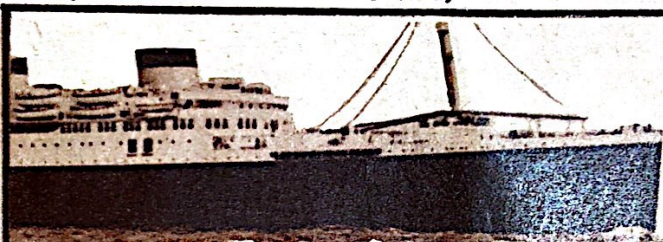
8-oz. Cannister

\$1 25

16-oz. Cannister

\$2 50

Postpaid

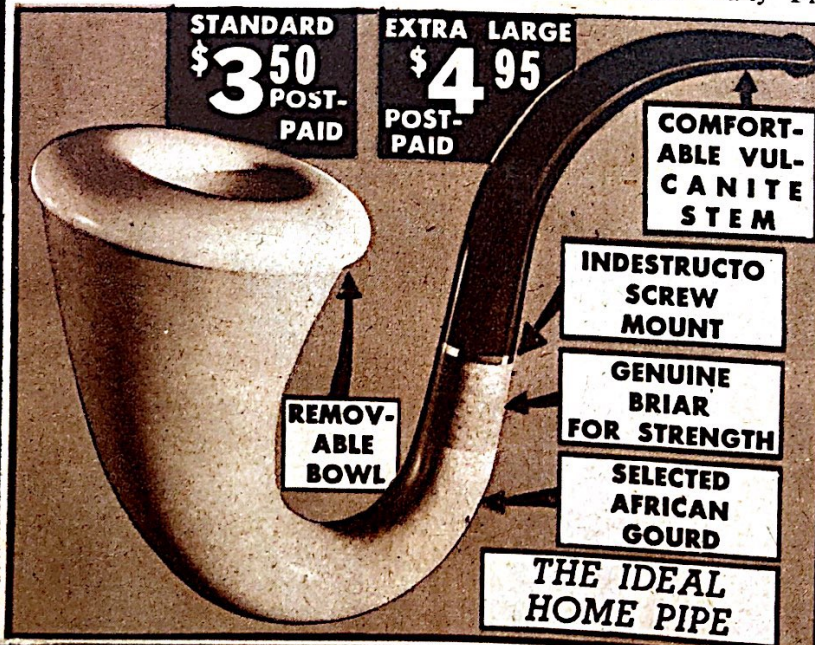


*All the way from
Africa to bring
YOU Pipe Comfort*

The Wally Frank
De LUXE CALABASH
WITH GENUINE MASSA-MEERSCHAUM BOWL

Made from selected African Calabash gourds, hardened by a special process, these imported Calabash gourds are carefully fitted with 100% pure Massa Meerschaum bowls and mounted with black vulcanite stems.

YOU WILL ENJOY COLORING THIS PIPE — The Wally Frank CALA-



STANDARD

\$3 50

POST-PAID

EXTRA LARGE

\$4 95

POST-PAID

COMFORT-
ABLE VUL-
CANITE
STEM

INDESTRUCTO
SCREW
MOUNT

GENUINE
BRIAR
FOR STRENGTH

SELECTED
AFRICAN
GOURD

THE IDEAL
HOME PIPE

REMOV-
ABLE
BOWL

BASH is the finest Calabash that it is possible to produce — it has wonderful, cool-smoking qualities that improve with age. Pipe collectors are particularly proud of the handsome appearance of their Calabash pipes, for after smoking, the gourds turn to a deep brindle hue that has a beauty all its own.

UNBREAKABLE SCREW-MOUNT

Equipped with a new Duraluminum Paragon Thread—that will not break off or overturn. It is the most practical joint ever devised for a Calabash pipe.

HERE IS WHY IT SMOKES COOL

The Calabash has the largest cooling and moisture condensing chamber of any pipe. This CALABASH has a well-balanced, comfortable feel in the hand as well as in the mouth—and it gives you that sense of repose that every pipe smoker enjoys.

A SUPERIOR CALABASH

When you consider the long-lasting pleasure a Wally Frank CALABASH will give you, you will be amazed to learn the low bargain-price of this superior pipe.

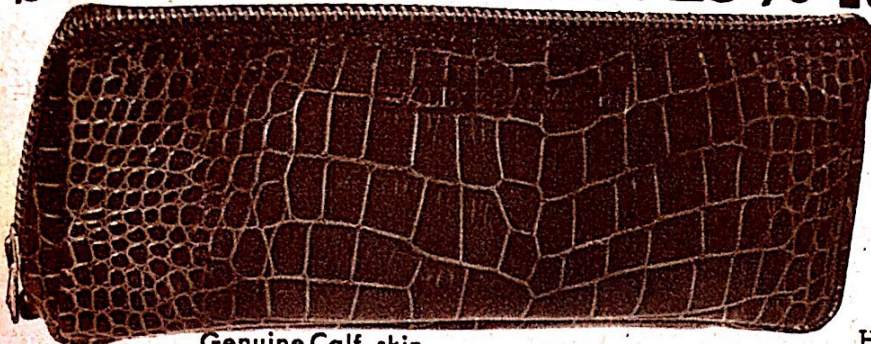
Specify Size Desired — Standard \$3.50

Extra Large \$4.95

Postpaid

FOR FREE PIPE CLEANERS — See Handy Order Blank Enclosed

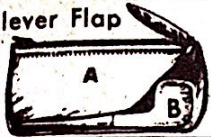
SAVE MONEY... 25% REDUCTION!



Genuine Calf skin
Dimensions— $6\frac{3}{4}$ in. by $2\frac{5}{8}$ in.

Cross Section Showing
A. Tobacco Compartment
B. Pipe Compartment

Clever Flap



Showing Gladstone
Base— $\frac{7}{8}$ in. Wide

FREE!



With every
Wally Frank
Junior Combination Pouch—a small **MOISTENER PELLET**. Just dip it in water and it will keep your tobacco fresh.

WAS \$1.35
NOW \$1.00
ONLY— POST PAID

Wally Frank

JUNIOR COMBINATION POUCH

HOLDS BOTH PIPE and TOBACCO

Here is a handsome pouch at a real saving. It carries your pipe and enough tobacco for an evening's supply in a small compact kit. It is neat and adequate and will not bulge your clothing. Made of fine alligator grain genuine calf-skin, this pouch has long-wearing quality. The tobacco compartment has a genuine fisherman's oilsilk lining and interlining, double stitched throughout for strength. The pipe compartment is equipped with a special gusset. It is lined with processed fabric that prevents any pipe odor from getting into your clothing. A clever flap keeps your tobacco in place and prevents it from spilling into the pipe compartment. The highest grade of "Talon" zipper is used to provide easy opening and closing, with a metal stop at the end for firm fastening.

Pouches no better than this are sold every day at \$2.00 to \$2.50. We bring the Wally Frank Junior combination pouch to you at an amazingly low bargain price. Made in Tan-Brown Alligator-grain calf skin only. **POSTPAID \$1.00**

A Smoker's Complaint



*Though above the sun is shining,
And the birds sing in the trees,
While the clouds with silvery lining
Scud before a pleasant breeze.*

*Though on every side are flowers,
Bright with variegated hues,
Watered by the summer showers,
And the early morning dews.*

*Though kind Nature spreads her beauties
With rich bounty 'neath my eyes,
Though I'm free from worldly duties,
Yet I utter frequent sighs,*

*Why then, am I not enjoying
All these beauties as I roam?
True, the cause is most annoying,
For I've left my pipe at home.*

From the Wally Frank Collection

**ADD THIS TO YOUR MIXTURE FOR
THAT SWEET, SMOKY FLAVOR!**

Wally Frank

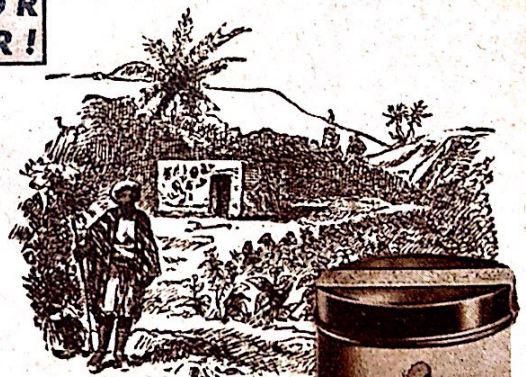
GENUINE IMPORTED SYRIAN LATAKIA

The peculiar soil and climate around the town of Latakia in Syria produce a tobacco plant that is unique.

The natives hang the leaf on racks in goat-skin tents and burn fires on the floor, letting the smoke curl up around the tobacco. This "smoking" process cures the leaf and gives it a brownish-black color and a wonderful flavor.

Latakia is the panacea for most blending troubles. When the blend just seems to lack "something" it is generally Latakia. Try adding it to your mixture. It will round out the flavor of the smoke and give it a sweet (not aromatic) nutty flavor that you will like. You can vary the proportion from 5% up to 50% or 60%, according to your taste. Some smokers even like it straight. Contrary to general opinion Latakia is not a strong tobacco — most people confuse it with Perique because of its dark color. Latakia, however, does not produce the kind of tobacco strength that causes unpleasant taste reactions.

There are many grades of Latakia selling for many different prices. In using the cheaper grades it is necessary to use a much larger quantity in order to get the same flavor as from a small quantity of top quality leaf. Therefore, you'll find it economical to only use the finest full flavored 100% genuine imported leaf in blending. Our price for this quality is absolutely rock bottom.



4 oz. Cannister

90¢

8 oz.

\$1.75

16 oz.

\$3.50

SHIPPED POSTPAID



A WALL STREET LEADER . . . FLAVOUR YOU'LL ENJOY

Wally Frank **BROKER'S CUBE CUT BLEND No. 99**

This slow burning mild mixture, originally was blended for a Wall Street broker who was a very nervous smoker. The excitement of his calling caused him to smoke rapidly. When the 'market' was very active, he would puff like a steam engine and all ordinary mixtures would bite his tongue because they burned too rapidly.

HERE'S THE BLEND With these special requirements in mind, we made up a flavorful mixture of Prime Mason County White Burley, Sun Cured Georgia Bright Cut, imported Syrian Latakia, and a special strain of Virginia Red that adds a sweet nutty taste to the tobacco.

ALWAYS COOL Instead of preparing these in the usual ribbon cut, or flake cut manner, we pressed them into little nugget-like cubes. The resultant mixture burns much slower and cooler. Through recommendation, this blend has become very popular as it is the only mild and yet flavorful tobacco of the mixture type, that is slow burning and cool enough for a fast smoker.

4 oz. Cannister	8 oz. Cannister	16 oz. Cannister
90¢	\$1.75	\$3.50

If you are a nervous smoker and heat up your pipe too hot, order a trial cannister of Wally Frank Broker's Cube Cut, blend No. 99 today. You will appreciate it. We have priced it specially low so that everyone can enjoy its benefits.

SHIPPED POSTPAID

DON'T MISS THIS BARGAIN—A \$1.50 VALUE!

Wally Frank **SUPER DeLUXE PIPE RACK**

This is the biggest buy in a pipe rack that we have offered in years! Our genuine, regular Super DeLuxe Walnut Pipe Rack (usually sold for \$1.50) is now offered at a bargain price for greater volume.

This beautifully finished rack has individual grooves in the base to provide a firm solid rest for every pipe. It is so constructed that each one falls into the correct position as soon as it is put away.

The graining of this rack is beautiful—it is made of the finest, full-grained genuine walnut obtainable. Dimensions: 6½ inches in diameter and 7⅞ inches high.

For the man with a good number of pipes, it is indeed a handy friend. It keeps your pipes together and prevents you from losing them. The base is covered with felt for furniture protection. It is a quality rack throughout. You cannot buy a better pipe rack, as serviceable or as beautifully finished anywhere near this bargain price. **\$1.00 POSTPAID**

**ONLY
\$1.00
POST-PAID**



Pipes Not Included

HOLDS 6
PIPES

SPORTSMEN SMOKE PIPES by JOE MEARS

(Continued from page 6)

pulled out from his fishing coat a long, curved stem briar, black with honorable age, and filled it methodically, gravely.

Lighting his pipe, he puffed it and a serene, happy expression came over his weather-beaten face.

"Man, that's the stuff," he said, puffing slowly, luxuriously. "What kind is it?"

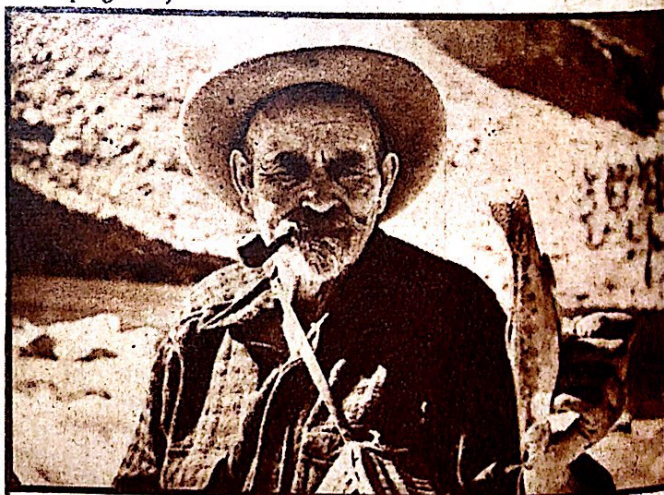
I told him. It was my favorite for outdoor smoking, I use a more aromatic blend for the office and home.

Well, we got well acquainted. He lent me a couple of his hand-tied flies that the fish had been taking and I ended up the day with a heavy creel and a light heart.

But for the good fellowship of sharing a pipeful of tobacco I'd probably have missed some of the finest fishing I've ever enjoyed.

Every angler knows the enjoyment of puffing on a sweet pipe around the camp fire after a filling meal of crispy fried trout or bass. And wise anglers always carry a few extra pipes. What if you lost one on the trail?

I can never repay Barney Sears, famous Sierra guide, for putting me on the right track to smoking contentment. It was several years ago. A forgetful guide had neglected to pack a carton of cigarettes so I depended on Barney. Of course, I'd smoked pipes off and on but never had I really become a full-fledged pipe smoker. Nobody had ever convinced me a pipe could be sweet, mellow and satisfying, until I smoked one of Barney's old hods, packed with some unidentified, rough cut tobacco.



Barney Sears, Famous Sierra Angler, and his Favorite pipe.

(Continued on page 11)



SWEET
SMOKING
CALABRIAN
BRIAR

APPROXIMATE
DIMENSIONS:
Length Overall
5 3/4 inches
Height of Bowl
1 3/8 inches
Weight—1 1/8
ounces



NOTE
REMARK-
ABLE
DETAILS
IN CARVING

See This Bargain Price

\$ **1.00**
POST-
PAID

Here's my Favorite Pipe, and I have over 60 in my collection! It has both personality and flavor.

Wally Frank, Ltd.
Presents the
GENUINE —

**TAGLIA and LANA
HAND CARVED
GROTESQUE
BRIAR PIPE**

We have been extremely fortunate in purchasing the entire 12 months' production of the famous pipe-carvers — Taglia and Lana of Gallarette, Italy—at a record low price due to the Wally Frank CASH PURCHASING PLAN. These renowned pipe-carvers are unique — they turn these handsome pipes out of finest, sweet, native Calabrian Briar Root in natural color right in their own native workshops. No gadgets, straight draught for free-smoking pleasure.

NO TWO ALIKE—No two pipes are the same. Each pipe is different in shape, curvature of stem and facial expression. That is where the true carver's art comes in.

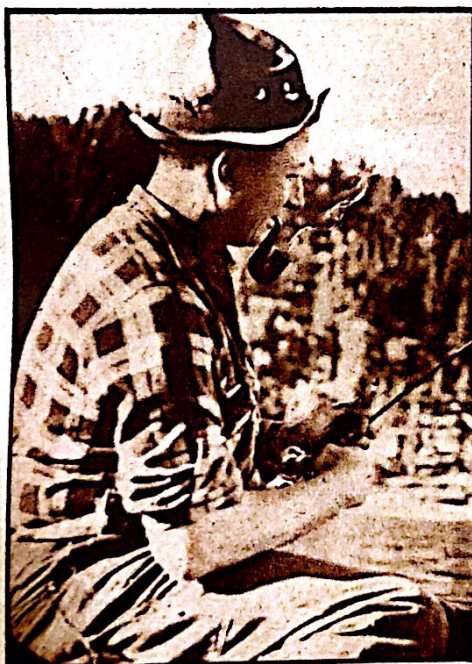
IMPORTANT: SUPPLY LIMITED — Order yours now, get in on this offer at the rock-bottom price! **\$1.00 POSTPAID**

COLLECTORS: Order several for your collection, we guarantee that each pipe is distinctly different.

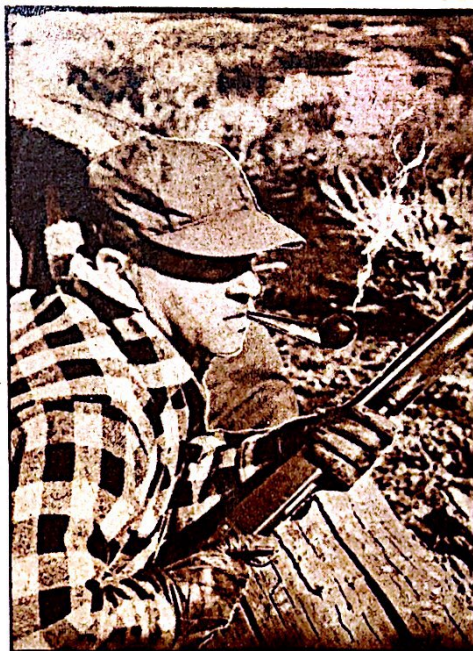
(Continued from page 10)

And Barney was the first person to tell me to get several pipes and smoke them in rotation to avoid the possibility of one going sour on me.

If a pipe is a comfort on a trout stream, it's an absolute necessity in a duck blind on a dark, freezing morning. It not only keeps your teeth from chattering, it actually improves your aim. Nothing like the soothing, aromatic weed to calm down your nerves when the canvasbacks are whistling overhead at 90-per! And on a quail hunt I'd just as soon go without my favorite pointer as leave my quail pipes at home. Did I say quail pipes? Sure. And I've got duck pipes and bass pipes and tuna pipes and marlin pipes and trout pipes. I'm not the least bit superstitious. Some pipes simply are better-fitted to some sports. For instance, my saddlebit bulldog pipe, one of them at any event, is as necessary on the Owens River as a rod . . . or citronella . . . and

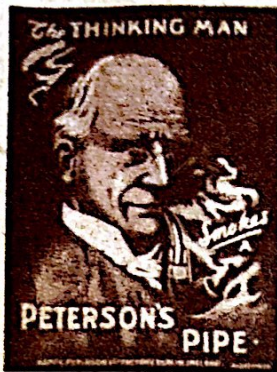


The generous-sized Oom Paul pipe is ideal for boat fishing.



Curley's duck pipe is a bulldog shape. He's waiting for 7 o'clock to arrive!

(continued on page 14)



Wally Frank
**VALUE
SCOOP!**

The Genuine Captain Peterson

EACH
\$1.47
POSTPAID
GUARANTEED

KAPP and P
LONDON,

The Genuine
made by Kapp and
don, England at 1
History! \$2.94 was
a Peterson Pipe!

Fig. A

All Pipes Are
Equipped With
Peterson Cork-
Screw Conden-
ser

No. 2
WEIGHT —
1 1/8 oz.

Fig. B

CROSS-
SECTION
OF DRY-
SMOKING
BEVEL-
LIP

No. 8
WEIGHT —
1 1/4 oz.

No. 17
WEIGHT —
1 1/2 oz.

EACH
SQUARE
EQUALS
ONE INCH

No. 21
WEIGHT —
1 1/2 oz.

No. 24
WEIGHT —
1 oz.

No. 38
WEIGHT —
1 oz.

Here is truly a phenomenal opportunity to brand at a dramatic bargain price! A special all-time low price on these handsome pipes. We offer this opportunity. This is the first time we have ever sold them for less than \$2.94!

SWEET SMOKING BRIAR...PRECIOUS!

The name Peterson needs no introduction to generations. The firm of Kapp and Peterson has been producing pipes of the highest quality and mellow-smoking perfection of its briar root.

There's something distinctive about the shape because they are still hand-made in the old traditional sizes (not skimpy) but at any rate, any pipe shapes are just a little bit different.

These Captain Peterson pipes are a beautiful and handsome grainings prominently visible.

The briar is bone dry (no bitter saps) and so the first puff.

Each authentic Captain Peterson bears the firm's "Peterson's Product" plainly stamped on the bowl.

Every pipe is equipped with the new Peterson cork-screw condenser (See Figure A).

SPECIAL MOUTHPIECE FOR

The stems are worthy of special note — scientifically designed for perfect balance, and a special feature the end of the bit is made into a Bevel Lip (See Figure B) which gives perfect mouthpiece. The wide-draft slit at the end keeps slugs from the mouth.

COLLECTORS: HERE'S

If you have always wanted a Peterson Pipe "dyed-in-the-wool" pipe smokers have raved at the flavor, then this is truly your opportunity to thrill. Order a Captain Peterson today at this special price. The quantity in this lot is limited to 1000 pipes because they're priced for quick sale — a second choice when ordering.

JUST THINK-A PETERSON

ORDER NOW! HANDY ORDER BLANK and ENVELOPE (No Postage)

PETERSON Briar Pipe

MADE BY
PETERSON, Ltd.
N, ENGLAND

**the Captain Peterson
and Peterson, Ltd. Lon-
t the Lowest Price in
as our lowest price in
until this sale!**

to buy an Internationally famous
purchase enables us to establish an
We urge you to take advantage of this
ever offered any Peterson pipe for

PRECISION CRAFTSMANSHIP

to pipe smokers. It has been famous
Smoking World for more than three
became world renowned for the age
root.

shape of Peterson pipes. It may be
tradition,—or that they are all full
pipe man will tell you that Peterson

tiful burnished walnut color with the

d super mellow to smoke, right from

the full trade mark "Captain Peterson
the shank of the pipe.

erson Cork-Screw-Scoop condenser for

FOR DRY SMOKING

— they are extra-resilient Vulcanite,
and easy-gripping for the teeth. As a
into the Peterson Dry Smoking Bevel
outh comfort . . . no sharp corners.
from entering the mouth.

5 YOUR CHANCE!

Pipe, if you have wondered why the
about their sweet, mellow, unusual
to experience that unique smoking
this all-time low Wally Frank Value
17 gross and we'll sell everyone of
—so don't delay. Please specify a

FOR ONLY \$1.47!

LIFE-TIME GUARANTEE
● Every CAPTAIN PETERSON pipe is guar-
anteed. Should the bowl burn out at any time,
it will be cheerfully exchanged for a new pipe.



No. 29
WEIGHT —
1 1/4 oz.



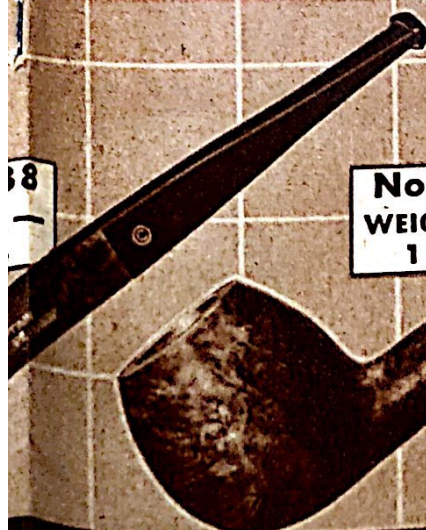
No. 23
WEIGHT —
1 1/2 oz.



GIANT
BILLIARD
WEIGHT —
2 oz.



No. 3
WEIGHT —
1 oz.



No. 76
WEIGHT —
1 oz.



No. 25
WEIGHT —
1 3/8 oz.

PLEASE
SPECIFY
SHAPE
DESIRED
ORDER NOW
EACH

\$ 1.47
POST-PAID

GOLDEN WALNUT
FINISH ONLY

Postage to Pay) ENCLOSED FOR YOUR CONVENIENCE

When Your Creel's Full — Relax With 'Colonel Adams'



Wally Frank

COLONEL ADAMS A NATURAL BLEND

OUR MOST POPULAR BLEND — A mild fragrant mixture of five supreme tobaccos, finest Kentucky Burley, Sun-cured Virginia, Louisiana Perique, Flavorful Imported Golden Turkish, and Genuine Syrian Latakia. An extremely mild mixture with a fine flavor developed by a long mellowing process lasting from 4 to 5 years, during which the natural leaf is pressed between freshly cut cedar planks until all harshness has left the leaf.

WILL NOT BITE THE TONGUE — It has that sweet, natural-leaf mildness that has made it the favorite of old timers and is also an excellent tobacco for the new smoker, as it is so mild that it will not bite the tongue, and does not clog the pipe for it is specially "flake cut." You will wonder how it is possible for us to sell such a marvelously pleasing blend at reasonable prices. Shipped FRESH, POSTPAID.



SHIPPED POSTPAID

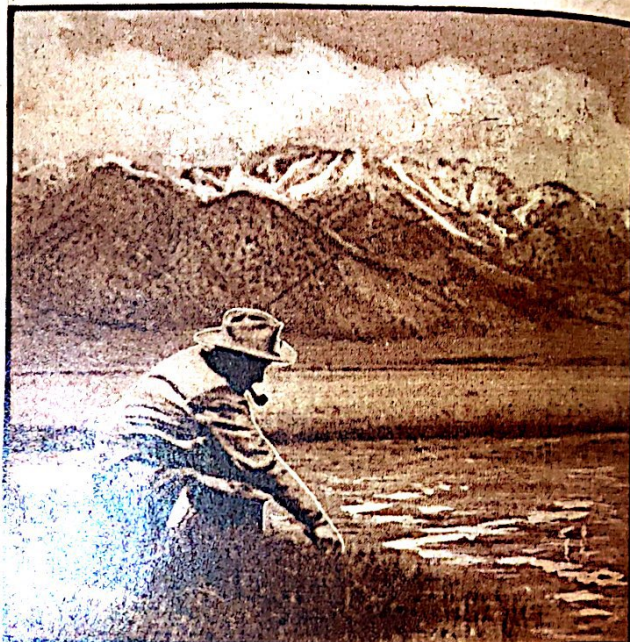
4 oz. Cannister	8 oz. Cannister	16 oz. Cannister
50¢	\$1.00	\$1.90

SPORTSMEN SMOKE PIPES

(Continued from page 11)

on a pack into Cottonwood Lakes for a try at the beautiful, scrappy golden trout the medium Woodstock is the McCoy. On quail hunting trips I'd just as soon leave my favorite scattergun at home as go without my pet pot bowl pipe. And so on.

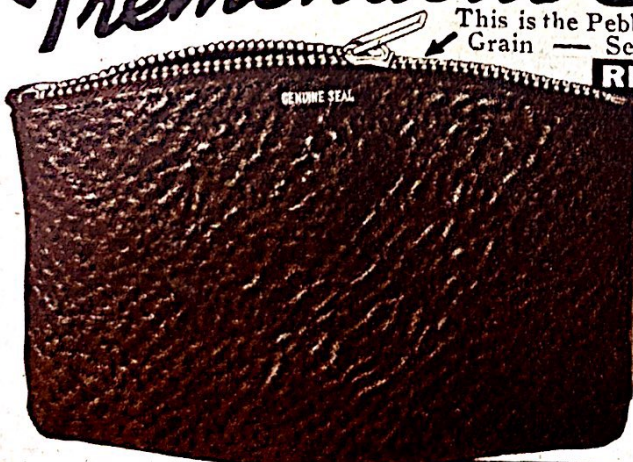
Sportsmen, I firmly believe, get just a bit more out of life than anyone else. And of sportsmen, pipe smokers seem to have a bit the edge for sheer fun. And I'm sure it's the perfect balance that enables pipe smoking sportsmen to live more fully. No one thing is emphasized more than the other. In other words, a good fishing rod, a good gun, a good dog and a good pipe for every occasion!



In the net at last! Author lands big Loch Leven in Owens River without missing a puff.

- END -

Tremendous Saving



This is the Pebble-Grain — Seal.

REGULAR PRICE

\$1.95

NOW ONLY

98¢

POST-PAID

Equipped With A
Genuine
Talon
Zipper

EASY TO
OPEN and
CLOSE

FREE: With each Wally Frank Pocket Pack — a small **MOISTENER PELLET**. Just dip it in water and it will keep your tobacco fresh.



**ON THIS HANDSOME
POUCH**

Wally Frank

POCKET PACK

**SOFT AS SILK -
WEARS LIKE IRON**

A pouch specially designed to hold a generous supply of tobacco and fit the pocket conveniently without bulging the clothes. Made of premier quality leathers, this long wearing pouch is lined with genuine English oilsilk, guaranteed to keep the tobacco fresh!

Zipper type, easily opened and closed. A real sportsman's all-weather pouch that will stand the roughest treatment. Available in Top Quality Black Pin Seal, or Pebble-Grain — Seal. Specify Leather Desired. Dimensions: 6 3/8 in. by 4 1/4 in. Attractively boxed for gift purposes. Think of it — a pouch with all these superior features for only **98¢ Postpaid**



THE TRUMPETER IN THE GUARD ROOM

From the Wally Frank Collection



**TRY THIS OLD
INDIAN SECRET
FOR A Milder,
SWEETER SMOKE**

25¢

Per 1 oz.
Cannister
Postpaid

Wally Frank AROMATIC INDIAN COMPOUND

MADE FROM NATURAL HERBS AND ROOTS

This compound was used by the Indians in their peace-pipes centuries ago. It gives a sweet, mild, mellow flavor that will soothe and delight. Mix it in with your regular tobacco in a ratio of 1 to 12, or 1 to 16 according to your taste. The 1 oz. cannister is enough to flavor a lb. of tobacco.

This ancient Indian secret is now made available to you exclusively by Wally Frank, Ltd. It is absolutely harmless and has a marvelous flavor. Presented at a low introductory price of — **25¢ POSTPAID.**



4/5
Actual
Size

Lightweight

**READ ABOUT THIS
AMAZING PIPE
FROM THE HEART
OF DARKEST
AFRICA**



ONLY POST-PAID

WALLY FRANK AFRICAN CONGO PIPE **48¢**

The Congo wood for these pipes comes from the heart of the Belgian Congo in Africa. The work of cutting the wood is done by the native Ruwenzoris. The logs are hauled through the jungle by the elephants to the Congo River — they are floated down the river and finally sent to France, where the wood is thoroughly dried and cured. Congo wood is extremely hard to turn because it is so porous and yet so hard — special cutting tools are needed and a group of French craftsmen have developed the technique to a real art. Congo wood is dark brown in color and extremely porous.

WHY IT SMOKES SO SWEET

When you smoke a Congo Pipe it "sweats" and sometimes forms little beads on the bowl — this is proof of its extreme porosity and insures a cool, perfect smoke. The Congo Pipe is a handy lightweight shape — all one piece.

WONDERFUL VALUE

This sweet smoking pipe is yielded reluctantly from the heart of darkest Africa, the making of them is beset by extreme difficulties, and yet we offer them to you at the all-time low price of — **ONLY 48¢ POSTPAID**

FOR FREE PIPE CLEANERS — SEE HANDY ORDER BLANK ENCLOSED



Front
View.
Note
"Tusks"

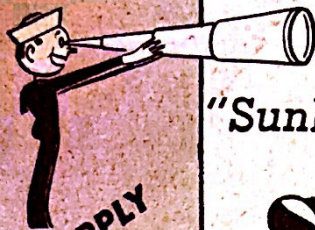
Cool
Smoking



Sits Up,
Can't
Spill
Ashes

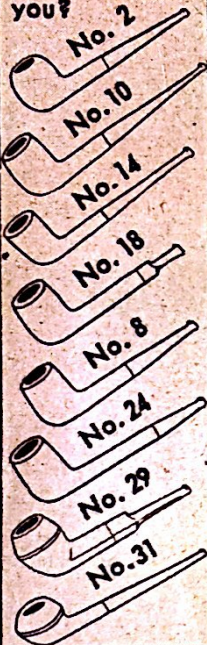


Stands
Upright
For Drying
Out



**SUPPLY
LIMITED
ORDER
YOURS
TODAY**

Also available
in the follow-
ing shapes —
which shape
shall we send
you?



**LOOK AT THESE HAND-
SOME GRAININGS**
"Sunbursts" — "Swirl Grains" — "Broad Grains" etc.
Wally Frank

SPECIMEN GRAIN BRIAR PIPE



Shape No. 21
¾ Actual
Size

**ROYAL
WALNUT
FINISH ONLY**

\$ 1 36
**WE PAY THE
POSTAGE**

**YOU'LL BE AMAZED
AT THE BEAUTY OF
THESE GRAININGS**

These pipes are selected for the beauty of their grainings—they are not full perfect Specimen Grains (if they were—they would be worth from \$10.00 to \$25.00) but they are at least three-quarters, and many a good deal more. They include a great variety of beautiful grain formations including "Vertical Grains", "Swirl Grains", "Bird's eye", "Sunbursts", "Broad Grain" and many other unusual types and combinations.

These handsome pipes are made of the finest Briar Root in the world, seasoned, kiln dried, and mellowed. They are hand polished to a beautiful Royal Walnut finish that shows up the beauty of the rare grainings. Each pipe is equipped with a special removable moisture guard for dry smoking. (See Fig. A). The only way we can supply pipes with these unusual grainings is to find them by searching through thousands of pipe bowls. So many pipe collectors wrote us asking for pipes like these that we finally have accumulated a sufficient supply to catalog them. However, we fear that the demand may exceed the available supply, so please name a second choice in case we should be out of stock of any shape. We are listing these pipes at the very lowest possible price since we have been fortunate enough to accumulate quite a number of them. However, supply and demand is the governing factor in the price of any collector's item, and it may be that we will be forced to raise the price.* Here they are—these beautiful sweet smoking Specimen Grain pipes all carrying the Wally Frank Lifetime guarantee at only **\$1.36 POSTPAID**

***We reserve the right to raise the price if necessary.**

**THIS MOISTENER KEEPS TOBACCO
IN PERFECT CONDITION**

Wally Frank

**AZTEC CLAY
HUMIDOR MOISTENER**



25¢
POSTPAID

**KEEPS TOBACCO
FRESH**

**FITS ANY
HUMIDOR**

Just wet rubber
suction cup and
stick on lid.



These moisteners will really keep your tobacco moist even in the driest climate.

Just drop the white Aztec Clay Moisteners in water and they turn pink when saturated.

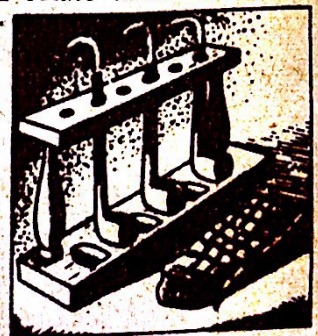
Rubber Suction Cup makes it easy to attach to inside of any humidor, or ordinary tobacco tin. Large size, encased in chromium. Handsome . . . practical.

POSTPAID 25¢

Pipe Pointers

To keep your pipe sweet,
observe the following—

- Never refill a hot pipe. Let it cool off and it will remain sweet.
- Use several pipes and rotate them. Give each one an occasional rest.
- When you put a pipe away, leave a dry pipe cleaner in the shank and place it in a pipe rack with the stem pointing upwards, as this is the best position in which it will dry out.
- Keep shank clean by frequent use of a Shank-Bore and pipe cleaners. Use pipe-cleaners freely to clean stem.



Pipes should rest
with stems up

SMOKY STORIES

Tall Stories Sent In By Pipe Smokers

I WAS GOING HOME LATE
ONE NIGHT, WHEN -

STICK 'EM
UP!

KEEP 'EM
UP!

MY PIPE WAS HANGING
LOOSELY IN MY MOUTH...

I CLAMPED MY
TEETH DOWN HARD
ON THE PIPE
AND BLINDED THE
GUNMAN WITH
A PIPEFUL OF
HOT ASHES -

AND THE REST
WAS EASY!

Sent In By A. R., Norfolk, Va.

READ THIS GUARANTEE -

GUARANTEE — We guarantee that the Wally Frank "DE-NICOTINIZED" Blend No. 33 contains less than 24/100 of 1% of nicotine. This is the lowest nicotine content of any tobacco on the market to date. 3-1-40.

IT'S MILD!

Wally Frank "DE-NICOTINIZED" BLEND No. 33

(MOST OF THE NICOTINE ELIMINATED)

A fine blend of mild, mellow tobaccos which has been purified of the bulk of the Nicotine by a modern "Denicotinizing" Process. Actual laboratory tests show that the Nicotine content is considerably less than 24/100 of 1%. (The lowest Nicotine Content yet attained. See Guarantee Above). Doctors frequently prescribe "Denicotinized" tobaccos for patients not allowed to smoke ordinary blends.

HOWEVER if your Doctor has advised you against smoking, please send us his name and address. We will furnish him with a Certified Analysis of this tobacco. If he approves of it for you, then you will be sure that it will do you no harm.

There is less nicotine content in this tobacco than in any other "De-Nicotinized" brand on the market. (Less than 24/100 of 1%). And still all the enjoyable, mellow, fragrant flavor prevails. There is no medicated taste. This new "De-Nicotinizing" process is not only extremely costly, but there is also a big shrinkage.

We present this blend at the lowest possible price, so that it will be within the reach of the maximum number of smokers.

4 oz. Cannister 8 oz. Cannister 16 oz. Cannister
98¢ \$1.89 \$3.67



POSTPAID

Here's A SHOCK- ABSORBER For Your Teeth

Wally Frank Presents

THE PIPE TIP

(Manufactured under the
Murphy Patent No. 2017351)



ORDER
NOW

Postpaid

10¢

ACTUAL SIZE

Made of Pure, Soft Rubber

Bottom View
Showing
Draft Hole



PIPE TIP →



Here is a scientifically constructed soft rubber pipe tip that fits over any ordinary pipe stem — just slip it on. It provides a pleasant, tasteless, odorless, resilient soft rubber biting surface that is a boon to pipe smokers with tender teeth or gums. If you have trouble in finding a comfortable "pipe bite" order one of these pipe tips today. It will solve your problem. **POSTPAID 10¢**

IT'S SO EASY-

Just add **AROMATIC MUSK** to your **MIXTURE—PRESTO!** You have added, **Aroma, Flavour, and Mellowness!**

Wally Frank

AROMATIC MUSK

MADE IN IRELAND

Here is a new sensational aromatic tobacco that has a wonderful flavor! It is a rich dark crushed plug that is flavored with Sweet Musk. If you want to add richness to a blend and a sweet aromatic flavor that makes the smoke smell wonderfully sweet and mellow, try some of this tobacco, it is entirely different.



The Genuine Duraluminum RUMIDOR

GREATLY REDUCED

ORIGINAL PRICE
\$3.00

Our Bargain
Price—

\$1.99
POST-PAID



Fig. A —
Showing
Valve In Cover



The most popular humidor ever made! The famous Rumidor not only keeps tobacco fresh, but by means of the special valve-controlled receptacle in the cover which holds a cake of genuine "Solidified" Rum, it gives your tobacco a marvelous Rum flavor that improves the taste and aroma of your favorite mixture.

Specially lined with sheet cork to keep your tobacco always in perfect condition. The base is covered with felt for protection.

A slight turn of the valve in the cover adjusts the amount of humidity in your Rumidor. If tobacco is too dry—open it a little; if too moist—close it. Comfortably holds 12 ounces of tobacco. **\$1.99 Postpaid.**



FREE! With every Rumidor 1 regular 25¢ RUM REFILL. Genuine "Solid" Rum that keeps your tobacco fresh and gives it a real Rum flavor.

NOTE: Also a few available in Solid Copper at \$2.98

FOR FREE PIPE CLEANERS, SEE HANDY ORDER BLANK ENCLOSED.



**BLEND
No. 237**

★★★**EXTRA MILD!!!**

Wally Frank

DUTCH

HANDY CUT

Imported From Holland

Here is the real Hollandish mixture smoked by the Netherlands in their quaint native pipes. It is a blend of finest Sumatra, choice Java leaf combined with Bright Colonial Hollandish tobacco, and a little Latakia. It is "Dutch Handy Cut" long, thin strands that burn freely and are easy to pack in the pipe.

EXTRA MILD

This tobacco is much milder than most English, Irish or American mixtures. For those who want a mild, pleasant tobacco that can be smoked continuously without causing dizziness or tongue bite, we strongly recommend this Wally Frank Dutch Handy Cut which we have specially imported from Holland to supply the demand for a super-mild tobacco.



VACUUM SEALED		●	POSTPAID
4 oz. Cannister	TWO 4 oz. Cannisters		FOUR 4-oz. Cannisters
95¢	\$1.85		\$3.65

AN EXAMPLE FOR WIVES



She was, out and out, the very best filler of a pipe, I should say, in the four quarters of the globe. To see her put that chubby little finger in the bowl, and then blow down the pipe to clear the tube, and when she had done so, affect to think that there was really something in the tube, and blow a dozen times, and hold it to her eye like a telescope with a most provoking twist in her capital little face, as she looked down it, was quite a brilliant thing. As to the tobacco, she was perfect mistress of the subject; and her lighting of the pipe, with a wisp of paper, when the Carrier had it in his mouth—going so very near his nose, and yet not scorching it—was Art, high Art.

Charles Dickens

This Sweet-Smoking Pipe Will Last For Years!

PLEASE SPECIFY SHAPE and
FINISH DESIRED

Wally Frank

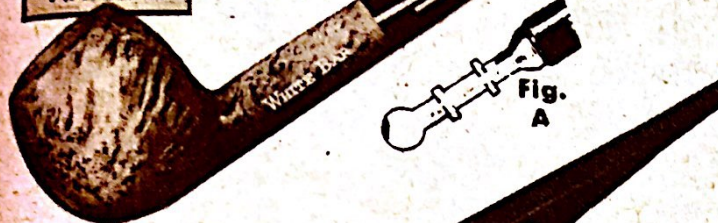
WHITE BAR BRIAR PIPE

MADE IN LONDON, ENGLAND

Only Corsican Briar Root of 75 years maturity is used in the Wally Frank White Bar, that's the real reason for its marvelous flavor. We could tell a hundred reasons why the White Bar is the finest pipe made, but our best reason is that thousands of men are satisfied, they reorder and reorder, year after year, and that to our way of thinking is the proof of the pudding.

Order one of these beautiful pipes and then you will realize pipe smoking perfection. Equipped with the latest Twin Guard Filter, keeps the smoke dry and pure. (See Fig. A.). Attractively packed in a handsome box and pipe glove. Made in three finishes: NATURAL, DARK and ROUGH RUGGED. Each pipe bears the WALLY FRANK name and LIFE-TIME GUARANTEE. **POSTPAID \$5.00**

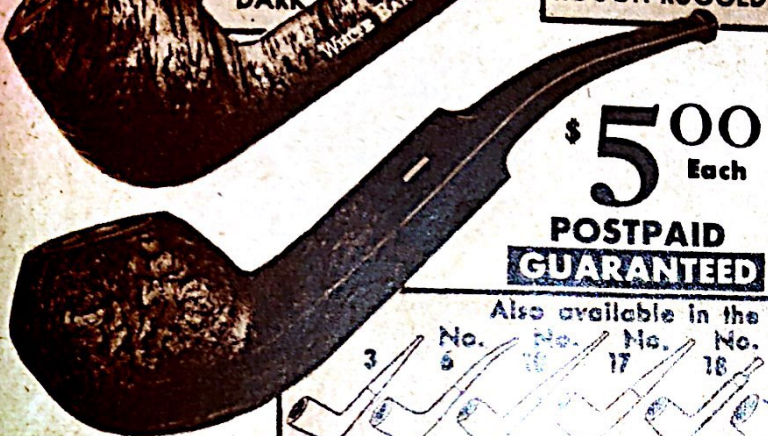
SHAPE
NO. 2
NATURAL



SHAPE
NO. 8
DARK



SHAPE NO. 53
ROUGH-RUGGED



\$5.00
Each

POSTPAID
GUARANTEED

Also available in the following shapes. Which shall we send you?



SEE THIS PROOF

THIS BUTTON
WILL GIVE
YOU A SWEET-
ER, CLEANER
SMOKE — SEE
PROOF BELOW

Wally Frank

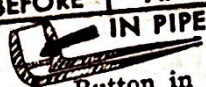
**ABSORBENT
MEERSCHAUM
BUTTON**

10¢ POST-PAID

Please Specify Size —
Regular, Large or Extra
Large.



NOTE HOW BUTTON
BECOMES DARK AFTER
USE — PROOF THAT
IT ABSORBS TAR,
IMPURITIES, and
MOISTURE.



Put this genuine Meerschaum Button in the bottom of your pipe-bowl and enjoy the following advantages:—
1. Meerschaum Button absorbs nicotine, tar and moisture . . . easily removed and cleaned. 2. Free drawing . . . tangential holes in button make a perfect draft. 3. Smokes right down to the bottom, no wet or sticky heel. 4. May be used in briar pipes and greatly aids the coloring of Meerschaum. Just think! It's genuine Block Meerschaum! **POSTPAID 10¢**

Do's And Don'ts For Pipe Smokers

Too thick a carbon cake may cause the bowl to crack, due to difference in heat expansion. The cake should be "as thick as a nickel."



Don't carry pipe where it is likely to be broken.



Don't put in back pocket.

Don't use a nail or tool to clean stem. It may split. Use pipe cleaners.

To clean bottom of bowl fold pipe-cleaners in half.



Driving a wedge into the shank, or wrapping paper around the stem-plug will cause the shank to crack.



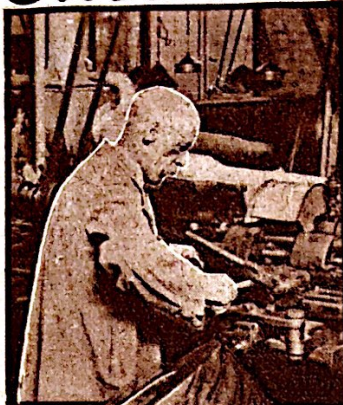
The use of a sharp instrument to clean the bowl often results in its being pierced. Use a pipe reamer, or 'spoon.'



Smoking a pipe against the wind, or holding it in front of a draft will cause bowl to burn out. Use a pipe cover.



Custom-made by Expert Craftsmen



The Wally Frank CHADWICK BRIAR PIPE MADE IN LONDON, ENGLAND

Precision Work-
manship and Rigid
Inspection Give
You Satisfaction

PLEASE SPECIFY
SHAPE and
FINISH
DESIRED

Shape No. 9
4/5 Actual Size
Natural
Graining

GUARANTEED
\$2.50 Postpaid

NATURAL, DARK
OR ROUGH-RUGGED

Custom-made in London with the deliberate precision of English master pipemakers, the CHADWICK is our sincere effort to present a fine quality

London made pipe, from sweet smoking Algerian Briar Root at a modest price.

NO BREAKING-IN

The bowls are all heat-treated to drive any moisture from the briar. To withstand this process, the pipes must be carefully selected for tough, close uniform graining. That is why they are easy to smoke right from the start without any tedious breaking-in period.

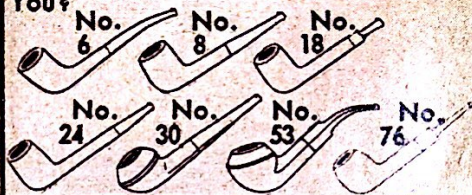
The stems are made from specially processed vulcanite and equipped with the new Quadruple Spiral Scoop condenser for dry smoking. (Fig. A).

This pipe has custom-made features that you will not find in ordinary pipes at this price. You'll be proud to smoke it.

The Wally Frank CHADWICK is an ideal gift pipe. It looks and smokes like English pipes selling for two and three times its price. Every pipe bears the Wally Frank Name and LIFETIME GUARANTEE. Made in 3 Finishes, Natural, Rough-Rugged, and Dark. Specify Finish and Shape Desired. A decidedly unusual value!

POSTPAID \$2.50

Which
Shape
Shall We
Send
You?



OUTSTANDINGLY EXCELLENT, DESERVEDLY POPULAR!

Wally Frank

YENIDJE DELIGHT

BLEND NO. 93

This rare, exclusive blend is justly renowned as "a mixture which you will smoke for years without ever tiring of it!" Sweet as a Nut — this phrase best of all describes our Yenidje Delight. It is extremely popular with our British customers for it is a real English Type Ribbon Cut Tobacco.

ONLY SUPER-QUALITY TOBACCO USED

It is a carefully selected blend of premier Quality Virginia, fragrant, sweet Syrian Latakia, Louisiana-Perique and choicest "Basha-Bagli" Thracian-Turkish tobacco from the famous Xanthi district.

These super-quality tobaccos blend together in perfect harmony to produce this famous mixture.

WILL NOT BITE THE TONGUE

Smokers who tried Yenidje Delight have become wedded to the blend as it has a character which once tasted can never be forgotten. Many customers have smoked this tobacco and none other for years on end. One enthusiast wrote us "You have spoiled all other tobaccos for me!" While extremely mild, mellow and fragrant, it has a real He-Man tobacco taste that is delightfully satisfying. Best of all it will not bite your tongue! Here is a blend for the real tobacco connoisseur.

4 oz.
Cannister

\$1.00



8 oz.
Cannister

\$2.00



16 oz.
Cannister

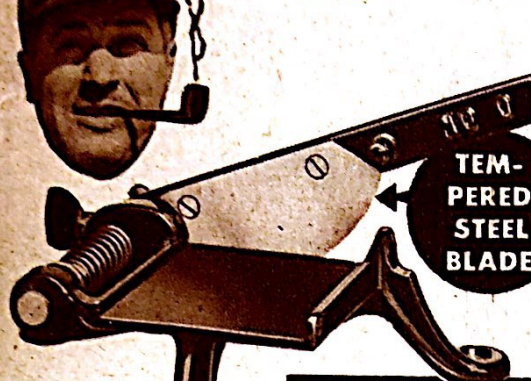
\$4.00



SHIPPED
FRESH
POST-
PAID



"I never could cut nice even slices until I tried—



TEM-
PERED
STEEL
BLADE

The Famous YANKEE PLUG SLICER

This sturdy Plug Slicer is the simplest and best we have ever seen.

CUTS TOUGHEST PLUG

It will cut the toughest plug with the minimum of effort due to its long-arm spring-tension leverage handle. With this slicer you can enjoy the fine flavor of freshly cut plug all the time. The base is cast in a solid piece with 3 sturdy legs that may easily be screwed to your table or work-bench if so desired. Tempered steel blade cuts clean. May be removed for sharpening.

BIG REDUCTION

These famous YANKEE SLICERS sell regularly for \$2.50! We offer them at the low Wally Frank Economy—Price of only **\$1.38 POSTPAID**

REGULAR
PRICE
\$2.50
YOU SAVE
45%

\$1.38
POSTPAID

CUTS NICE
EVEN SLICES
Length overall in-
cluding handle 12 1/4 in.

EXTRA
MILD!



QUESTION: ARE ALL SMOKING PLUG
TOBACCOS STRONG?

ANSWER: NO! FOR A REAL MILD OUT-
DOOR SMOKE, TRY —

Wally Frank MILD NATURAL LEAF PLUG No. 2

An extremely mild smoking plug of Carolina flue-cured Cavendish and Sun-Bright Virginia Pickings, tightly compressed, the mildest of all our plugs, fully matured. An ideal, slow burning, no-bite, mild outdoor smoke. Can also be used as a base for mixing other tobaccos.

This is an easy plug to whittle. Real value at our bargain price! Supplied either WHOLE or SLICED. (Please Specify).

SUPPLIED
WHOLE OR
SLICED PLEASE
SPECIFY

POSTPAID

3 3/4 oz.
PLUG

4 PLUGS
(15 oz. in all)

50¢

\$1.98

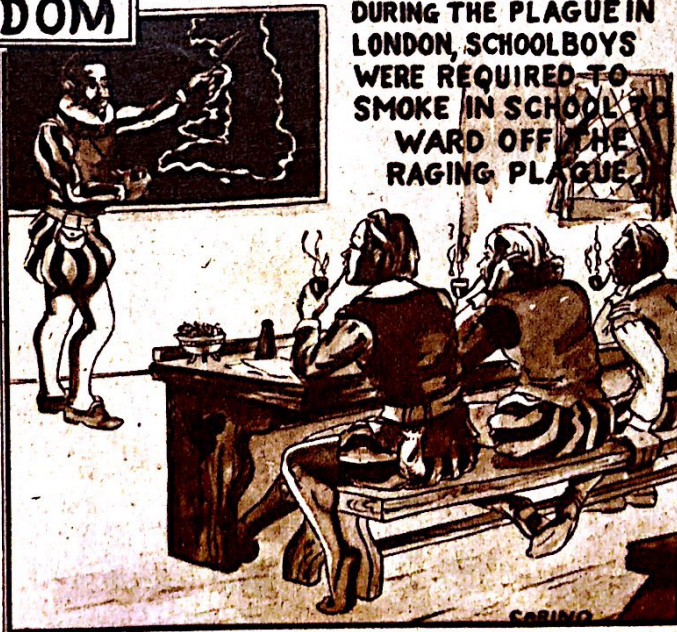
SMOKING AT DINNER
IN ELIZABETHAN ENGLAND,
PIPE, TOBACCO, FIRE TONGS,
AND A DISH OF BURNING
COALS WERE SERVED
BETWEEN EACH COURSE
AT DINNER.



ODDITIES OF PIPE DOM

SCHOOLBOYS SMOKE IN SCHOOL

DURING THE PLAGUE IN
LONDON, SCHOOLBOYS
WERE REQUIRED TO
SMOKE IN SCHOOL TO
WARD OFF THE
RAGING PLAGUE.



**"THE KING OF ALL
THE CLAYS"**



Pipes
Shown
Approx.
One-Half
Actual Size

Double-wall
For A Cool,
Dry Smoke

**HERE'S WHAT
MADE THIS PIPE
FAMOUS AROUND
THE WORLD!**

THE GENUINE
Wally Frank

BARONITE PIPE
MADE IN GOUDA, HOLLAND

Direct from Gouda, Holland, Wally Frank, Ltd. brings you these beautiful Baronite Pipes made of the finest pipe clay in the world and found only in the banks of the River Meuse.

It is porous, light in weight, and has a unique smoking quality that is mid-way between the rich fullness of meerschaum and the sweet mellowness of briar.

DOUBLE-BOWL FEATURE

The double-bowl feature (See Diagram) *Cools the Smoke* and prevents any moisture from entering the bowl. That is why the New Baronite smokes right down to the last flake of tobacco. Wet soggy heel or dottle is impossible in this pipe.

HANDSOME TWO TONE COLORING

These new Baronites are a two-tone brown and yellow hue like a meerschaum that is beginning to color — and they continue to color as you smoke them. The shanks are mounted with solid brass ferrules for strength and the stems are made of clear yellow bakelite with a cork-covered push-tenon for perfect fit between shank and stem. Considering the tremendously increased costs in Europe today, we know that it will surprise you to learn that we are able to bring you these marvelous Baronites all the way from Holland to your door, postpaid, for only — **\$1.19 POSTPAID**

EACH
\$1.19
POST-PAID

COLLECTORS!

These are absolutely the finest quality of clay pipes that it is possible to create. All you collectors must have one as they are entirely different.

**THIS IS THE FAMOUS, MILD,
AROMATIC IRISH HONEY-DEW**

**Wally Frank SWEET IRISH
HONEY-DEW**

BLEND No. 432



This is the most famous of all Irish tobaccos. Nearly 200 years ago, certain Irish Tobacconists, contrived a method of giving to the tobacco leaf, a pleasant flavor by storing the leaf in vaults together with certain essences, spices, and honey. The tobacco absorbs these and the resultant flavor is a very pleasant uniform mellow tobacco taste—not too sweet or aromatic. The Wally Frank Irish Honeydew is made from finest Cavendish combined with tender Virginia and Carolina leaf.

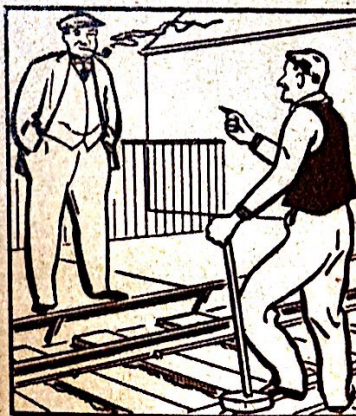
A WALLY FRANK VALUE!

It is an ideal tobacco, having an even, pleasant flavor that you can smoke for years without ever tiring of it. We present the Wally Frank Irish Honeydew at an all-time low price for this wonderful grade of tobacco.

**IT'S
MILD**

4 oz. Cannister	8 oz. Cannister	16 oz. Cannister	POST-PAID
90¢	\$1.75	\$3.50	

**BALDWIN'S PIPE
MAKES NEWS**



Lord Baldwin, former Prime Minister of Great Britain, was traveling recently from Windsor to Worcester, and while at Slough Station was recognized by a gang of platelayers who were working on an adjacent line, recounts C.M. Turner of the Associated British

& Irish Railways. One of the men noticed the pipe Lord Baldwin was smoking and the following conversation ensued;

"I see you have a new pipe, sir."

"Yes, I have. Would you like my old one?"

"That I would, sir."

"All right—you shall have it."

A few days later C. C. Warner, the station master, received a package containing a large cherrywood pipe and a letter asking that the pipe be handed to the man with whom Lord Baldwin had talked. The presentation was duly made before a gathering at the station; and now J. H. Herbert, the lucky platelayer, can puff at his pipe with pride as well as satisfaction.

**FOR FREE PIPE CLEANERS, SEE
HANDY ORDER BLANK ENCLOSED**

For You Men Who Like Aromatic Tobaccos



Wally Frank AROMATIC SAMPLER KIT

Eight 1/2 oz. \$
Trial
Packs
Complete
in Kit

1.00
POST-PAID

If you like sweet, aromatic tobacco here's the Sampler Kit for you! 8 full half-ounce trial packs of the most popular Wally Frank Aromatic Blends, neatly packed. Wonderful Value!

HERE THEY ARE:—

- Wally Frank Blend No. 21 "Sweet Cloud"—smoke blended, a new sensational exclusive method, \$1.95 per pound.
- Wally Frank Blend No. 45 "Wine Cured"—aged in wine, mellowed for 2 1/2 years—\$3.50 per pound.
- Wally Frank Blend No. 88 "Aromatic Mild-o"—sweet, mild, extremely rich, pleasing fragrance—\$2.50 per pound.
- Wally Frank Blend No. 353 "Irish Aromatic"—smells wonderful! Will not bite the tongue—\$3.00 per pound.
- Wally Frank Blend No. 821 "Mellow Flake"—mild, aromatic, and "custom blended,"—unusually mellow—\$2.75 per pound.
- Wally Frank Blend No. 917 "Hickory Cured"—sweet flavor. With an "outdoor tang"—\$3.25 per pound.
- Wally Frank Blend No. 965 "Maple and Malt"—Different! From original formula of a Canadian Trapper—\$2.40 for 12 oz.
- Wally Frank "X" Mixture—our most expensive aromatic blend. Its mild richness will delight you—\$5.00 per pound.

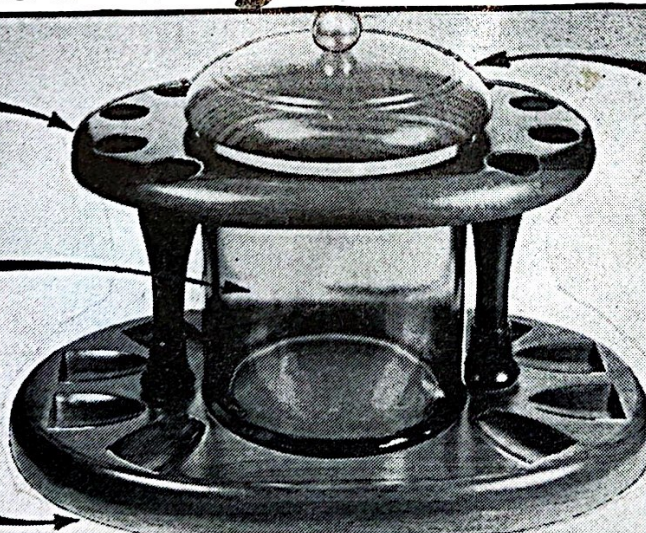
ORDER NOW! 8 FLAVORFUL PACKS COMPLETE FOR ONLY \$1.00 POSTPAID

See These Big Value Features!

**MADE FROM
FINEST PRIME
WALNUT**

**EXTRA-HEAVY,
THICK, NEW
ENGLAND
AMBER GLASS**

**PERFECT SIZE
11 in. by 7 in.
Height 7 1/4 in.
FELT COVERED BASE**



**COVER INLAID
WITH ABSORB-
ENT MEXICLAY**

**HOLDS 8 PIPES
and 1/2 lb. OF
TOBACCO**

\$2.86
POST-PAID

Wally Frank **AMBER-WALNUT** Combination

FREE!



With every Wally Frank Amber Walnut Combination, we will ship 1 full size, regular 2 1/2 oz. Flagon of Tobacco Freshener. Keeps Tobacco Fresh.

Here's a handy "Combination" at a record-smashing low price! The jar is made of genuine extra heavy thick New England glass in a masculine transparent amber color. The rack and cover are made from finest prime walnut, selected for beauty and strength, and hand rubbed to a beautiful lustre finish. Note the beveled edges. This is expensive hand work and you won't see it anywhere else on a combination for this price! The cover is equipped with an inset of absorbent Mexiclay to keep your tobacco fresh and sweet. A solid Brass ball acts as a cover handle. The individual pipe grooves hold any shape pipe. The base is covered with felt to protect your furniture. We bring you this exclusive Wally Frank Scoop at the dramatic bargain price of only — **\$2.86 POSTPAID**



Tee-off to greater smoking pleasure with this pipe.

Wally Frank APRIL PIPE-OF-THE-MONTH

Copyright 1940 Wally Frank, Ltd.

REMEMBER: A Shape Once Turned Is Never Turned Again, ORDER A 'TITLE HOLDER' NOW

The Title-Holder

Sold Exclusively by Wally Frank, Ltd.



ACTUAL SIZE of the "TITLE-HOLDER"

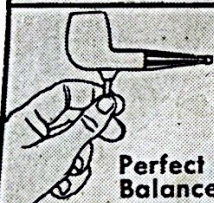
The Month

"A STALWART OF THE FAIRWAYS"

\$ 1.00 POST-PAID

IT'S NEW!...IT'S DIFFERENT!...IT'S STURDY!

HERE'S WHY YOU'LL LIKE IT!



Perfect Balance



Free Draught

No Metal Gadgets in This Pipe*



Old Style Round Hole Bore To Prevent Biting Through Stem



Practical

Sits Up On Table Or Desk

READ THIS LETTER: —

"You've made all sorts of odd and fancy shapes for the PIPE-OF-THE-MONTH,—but I want a real, sturdy, golfer's pipe. Not too long, but husky! No frills . . . no gadgets . . . just a cool, sweet smoking briar. Man, oh man! A pipe like that would take the title on any green!"

A. E. B., Great Neck, L. I.

P. S. Please leave out all metal gadgets,—I don't like them!*

THE "TITLE-HOLDER" SELECTED FROM 17 MODELS!

17 models were made before we were satisfied. *At last!* We have a shape that is just right for you golfers, sportsmen, and collectors who know pipe-perfection when you see it.

HERE'S WHY IT'S AN IDEAL SPORTS' PIPE

In the "TITLE HOLDER" the leverage in the mouth is reduced to a minimum for your comfort, and yet it's long enough for a cool, sweet smoke. Light in weight,—only 1 1/8 oz. Easy to carry in your pocket . . . only 5 inches overall! It can take carrying-abuse . . . it's so sturdy! Note the extra thick shank . . . this adds years of service to the pipe. The bowl was designed to hold enough tobacco for a long, mellow smoke. Perfectly balanced . . . This pipe sits upright . . . no spilled ashes.

SPECIALY DESIGNED . . . PRESENTED HERE FOR THE FIRST TIME:

Here's a pipe-value you men have been looking for. According to A.E.B.'s suggestion, there are no metal gadgets in the "TITLE HOLDER".* It's made for you regular pipe-smokers who like a masculine-looking, husky pipe with nothing fancy . . . just a straight, free-drawing draught. SPECIAL! . . . round role boring in bit gives clearer draught and prevents biting through mouthpiece!

PIPE COLLECTORS: Lack of space prevents our telling you more

about this pipe. It's a beauty! *Do this*,—order a "TITLE HOLDER" now, examine it...if you do not smile with satisfaction after you've looked it over . . . return it for full credit or refund. BUT ORDER NOW . . . There are only 864 (6 gross) available. Of course, there's no raise in price on this extra-special PIPE-OF-THE-MONTH! It's still only — **\$1.00 POSTPAID**

*If you don't agree, and would like a Double-Ball condenser in your "TITLE HOLDER." — please specify when ordering, "with Filter."

ALL ITEMS SHOWN MAY BE PURCHASED BY MAIL, OR IN ANY OF OUR 3 N. Y. STORES

WALLY FRANK, Ltd.

NEW YORK, N.Y.

UPTOWN— 10 E. 45th ST.

DOWNTOWN— 93 NASSAU ST.
21 CORTLANDT ST.