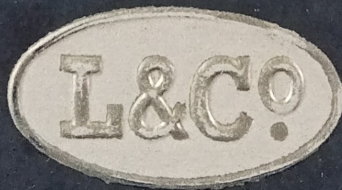


The

LOEWE

briar pipe



EST 1856

LOEWE

AND COMPANY LIMITED

DIRECTORS
C. D. FLINT
A. V. LEAH
J. E. DE GUINGAND

MANUFACTURERS OF
THE CELEBRATED **(L&CO)** BRIAR PIPE

TELEPHONE
WHITEHALL
1609

ESTABLISHED 1856

58 HAYMARKET
LONDON S.W. 1

June, 1951

Dear Sir,

PRICE ALTERATION

Although prices for almost every commodity used in pipe making and packing have steadily advanced during the past few years, we feel justified in pointing out that our charge for the Loewe Briar has not been raised since June, 1947 (except by Purchase Tax).

Unfortunately, the time has now arrived when we are forced by these ever rising costs to increase the price of some Loewe Briars and other items as enclosed Price List, on and from 1st June, 1951.

We have, however, introduced a STANDARD "L & CO." pipe which retails at 42/- and a range of these will eventually be shown to you by our Representative.

The traditional HIGH QUALITY of the "ORIGINAL" Loewe will be fully maintained, so will Loewe FREE SERVICE for cleaning, which is such a popular feature.

We feel certain we can rely upon your personal co-operation and assure you of our best services at all times.

With compliments.

We are,

Yours faithfully,
LOEWE AND COMPANY LIMITED,

TRADE PRICE LIST

LOEWE'S *famous* BRIARS

	Trade Each	Retail Each
Original LOEWE, Light Finish	29/6	65/-
" " Mid (Walnut) Dark (Plum)	29/6	65/-
" L & Co" STANDARD	19/-	42/-
RIPPLE GRAIN	29/6	65/-
PROCESS (ready smoked bowl)	34/-	90/-
SPECIAL GRAIN	38/-	84/-
STRAIGHT GRAIN	46/-	105/-

SILVER MOUNTING

The above pipes can be Silver Mounted at a charge of 3/- each to retail at 6/6 each.

CASES AND COMPANIONS

(Morocco Grain imitation leather covered)

	Trade Each	Retail Each
Case for Single Pipe	12/9	27/9
Companion for Two Pipes	16/2	35/-
Companion for Four Pipes	26/2	56/9

PIPES EXTRA AS ABOVE

The above TRADE PRICES are subject to PURCHASE TAX ruling at time of printing this leaflet, and the RETAIL PRICES contain such Tax. These prices are subject to alteration without notice.

LOEWE & COMPANY LTD.

BRIAR PIPE MAKERS SINCE 1856

58 HAYMARKET, LONDON, S.W.1

Telephone : WHITEHALL 1609

ESTD.



1856

JUNE, 1951

TRADE PRICE LIST

LOEWE'S *famous* BRIARS

	TRADE	RETAIL
UNMOUNTED	23/- each	50/- each
"TRAVELLER," fitted with "DENTOLA" mouthpiece ..	23/- "	50/- "
RIPPLE GRAIN	23/- "	50/- "
SILVER MOUNTED	25/6 "	55/- "
PROCESS (ready smoked bowl—natural finish) ..	26/- "	57/6 "
EXTRA GRAIN (exceptionally good grain, natural finish) ..	29/- "	63/- "

PIPE IN CASE

(Imitation Morocco grain leather covered)

UNMOUNTED	32/8	70/9
RIPPLE	32/8	70/9
SILVER MOUNTED	35/2	75/9

PIPES IN COMPANION CASES

(Imitation Morocco grain leather covered)

UNMOUNTED. Two Pipes in Companion	58/8	126/10
RIPPLE. Two Pipes in Companion	58/8	126/10
SILVER MOUNTED. Two Pipes in Companion	63/8	136/10

MADE TO SHAPE REQUIREMENTS.

Prices of larger sizes on application.

The above TRADE PRICES are subject to PURCHASE TAX ruling at time of printing this leaflet, and the RETAIL PRICES contain such Tax. These prices are subject to alteration without notice.

LOEWE & COMPANY LTD.

BRIAR PIPE MAKERS SINCE 1856

58 HAYMARKET, LONDON, S. W. 1

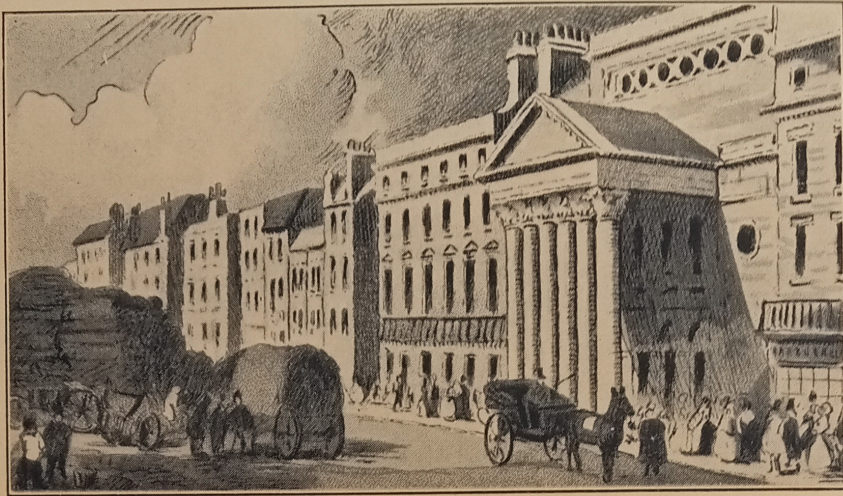
Telephone : WHITEHALL 1609.

ESTD.



1856

CATALOGUE, 1950



The Hay Market, 1856.

*A Brochure of Interest
to all Pipe Smokers*

by

LOEWE

MANUFACTURERS of the FAMOUS



BRIAR PIPE

LOEWE & COMPANY LTD.
58 Haymarket, London, S.W.1, Eng.

Telephone: WHITEHALL 1609.

Telegrams: LOEWE, HAYMARKET, LONDON

LIST No. 1950 P. & T.

ALL PREVIOUS LISTS CANCELLED

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Bagley	15	Jersey	11	Rhodesian	19
Balliol	15	Kelvin	11	Ripple	24
Baltic	18	Kenton	8	Romney	17
Bedford	7	Knowle	20	Rover	16
Belper	17	Larne	12	Simplex	11
Bexley	20	Lawrence	8	Sloane	12
Billiard	11	Leman	13	Temple	9
Birmingham	18	Leman, long	13	Thurlow	18
Bizarre	15	Liverpool	11	Traveller	14
Block	13	Loder	17	Tubby	18
Block long	13	Manchester	8	Walton	8
Brazilian	9	Military	14	Ware	19
Capt. Bolton	7	Newlyn	7	Wedmore	19
Captanide	15	Norfolk	7	Wigton	20
Colby	20	Oban	15	Wimpole	10
Danby	16	Pastime	9	Windsor	17
Dentola	24	Peel	12	Winni	12
Derry	9	Percy Morris	7	Service after Sale	6
Dorset	16			Pipes in case	22
Easy	13			Pipes in companions	22
Extra Grains	23				
Falkland	10				
Fawley	10				



LOEWE :: BRIAR PIPE MAKERS :: SINCE 1856



The Haymarket in the 'Fifties

SINCE LOEWE opened his original pipe shop in the Haymarket, London, NINETY ODD YEARS AGO, the character of this famous street has changed but little. Architecturally it has, of course, been almost completely transformed, but the essential spirit of the ancient thoroughfare remains much the same.

In those far-off days the habit of smoking was still frowned upon by polite society. Ladies did not like it in their presence, and if their men-folk wished to smoke within doors they were banished to the study or the conservatory. In the Club and at the Tavern, however, the pleasures of the fragrant weed were indulged in to the full; and among the "young bloods" of the day who frequented such places the pipe was rapidly growing in popularity.

Naturally, these young gentlemen were among LOEWE's first customers.



*The
Haymarket
Theatre*

from an old print



The shy sweetness of a Loewe Briar

THAT THE SUPERB LOEWE BRIAR of to-day is the last word in smoking luxury and sweetness is recognised wherever pipe smokers foregather. Though this is due in considerable measure to the skill and craftsmanship which go to the making of a LOEWE pipe, it is due in the first place to the care used in the selection of the briar root.

A good pipe cannot be made from inferior wood any more than a silk purse can be evolved from the proverbial sow's ear. If your briar pipe is to possess that shy, comforting sweetness throughout its long life, if it is to retain its charm and its magical power of solace unimpaired to the end, it must be made only from the very best briar root obtainable.



*The Old Tennis Court
adjoining the Haymarket.*



The life of a Loewe Briar

A GOOD BRIAR should last a long while, remaining a comforting friend and a faithful servant to the last. Longevity is a marked characteristic of the LOEWE Briar.

Most of us, if we do not boast of a pipe-rack, have a homely sense of the possession of perhaps half a dozen pipes or more, and in giving your briar a rest you not only increase its life but are assured the next time you fill its bowl of its old sweetness. Much, of course, depends upon the sort of treatment the pipe receives, but with proper care and attention there is no reason why a good briar should not live to a ripe old age.

Treat your Pipe as a Friend. Constant scraping of the bowl is both harmful and unnecessary, and no pipe can be expected to survive this treatment very long. Frequent and merciless knocking out is also to be greatly deprecated. Expert cleaning is essential if you are to get the best from your briar, and all LOEWE smokers are invited to make use of LOEWE SERVICE AFTER SALE, as detailed over-leaf.



*Interior of the
Old Haymarket Theatre.*

The Loewe Service after Sale

THE LOEWE SERVICE AFTER SALE is at the disposal of all LOEWE Pipe smokers. Entirely without cost, LOEWE experts will clean "LOEWE" briars so that they smoke as sweetly as ever, whilst their life of usefulness will be appreciably lengthened.

In order to secure the benefit of LOEWE Service, pipes should be posted to :

LOEWE & Co. LTD., SERVICE DEPT., 58 HAYMARKET, LONDON, S.W.1.

A small charge is made to cover cost of packing and return postage for each pipe sent, which will be advised on return, or take to your Tobacconist who will send it to us for you.

Fortunate possessors of a LOEWE Briar will naturally give it something more than ordinary care and attention. Nevertheless, there will come a time when a trusted LOEWE needs skilled treatment.

A PIPE SMOKER TREATS HIS PIPE WITH GREAT RESPECT

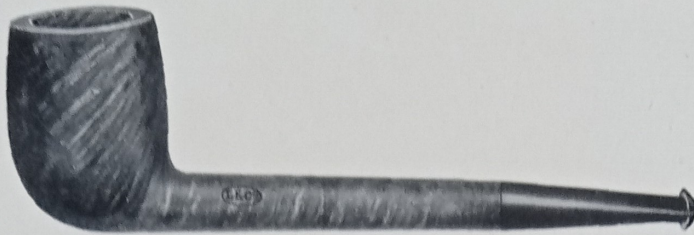
- ¶ Excessive corrosion or carbon deposit inside the bowl tends to burst the wall. To obviate this make use of the "LOEWE SERVICE AFTER SALE." No charge is made except for return postage and packing.
- ¶ A broken briar stem or mouthpiece socket is invariably due to "knocking out" on a hard surface. If you must do this, hold your pipe near the bowl.
- ¶ In starting to smoke a new pipe, fill the bowl with tobacco, do not press down too hard, and light from the centre. It is essential that the flame is not drawn on to the wood.
- ¶ Do not refill a pipe without allowing it to cool. A pipe smokes sweeter if rested often.

LOEWE has been established in The Haymarket over 90 years.

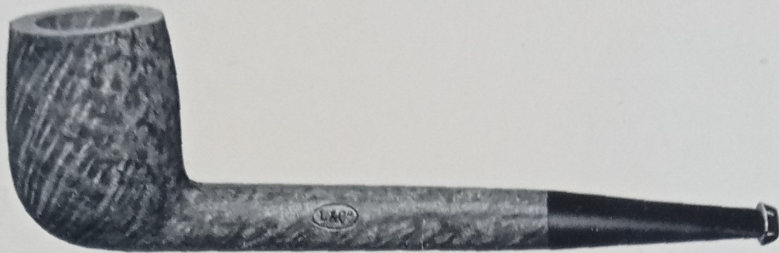
THE LOEWE PIPE



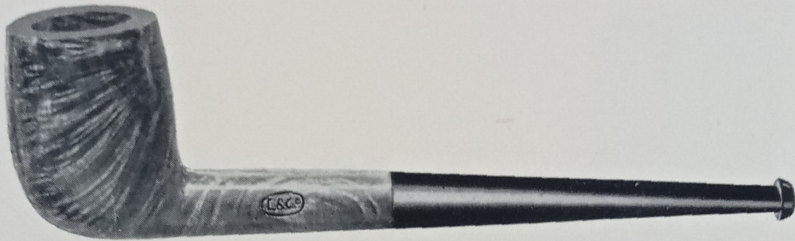
THE LOEWE
"CAPT. BOLTON"



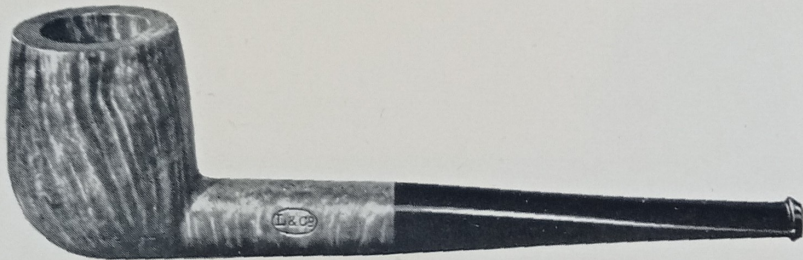
THE LOEWE
"PERCY MORRIS"



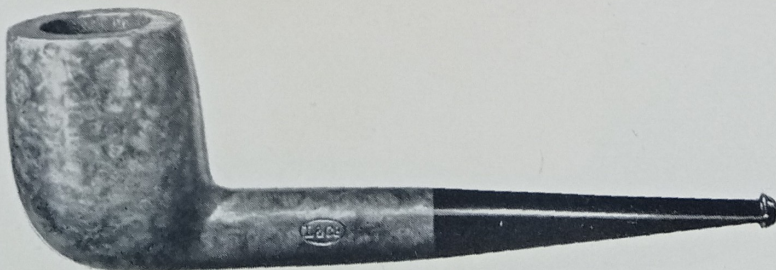
THE LOEWE
"BEDFORD"



THE LOEWE
"NEWLYN"

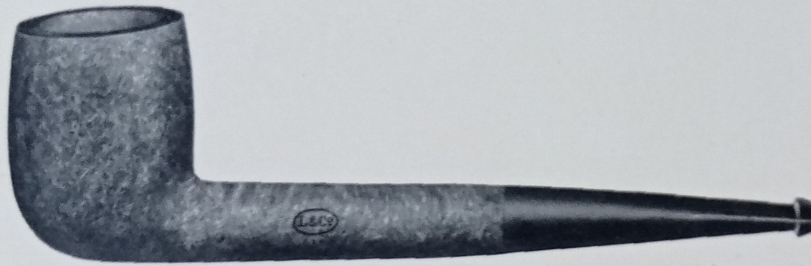


THE LOEWE
"NORFOLK"

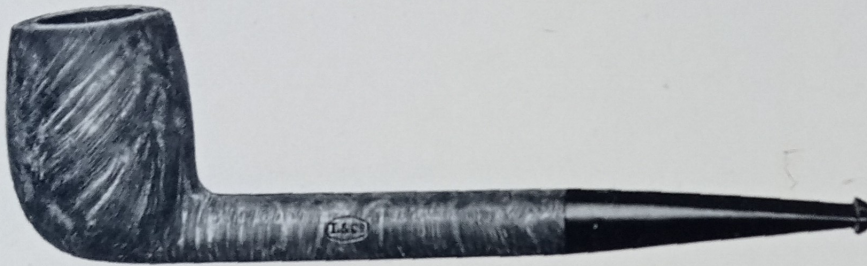


Illustrations are about two-thirds full size.

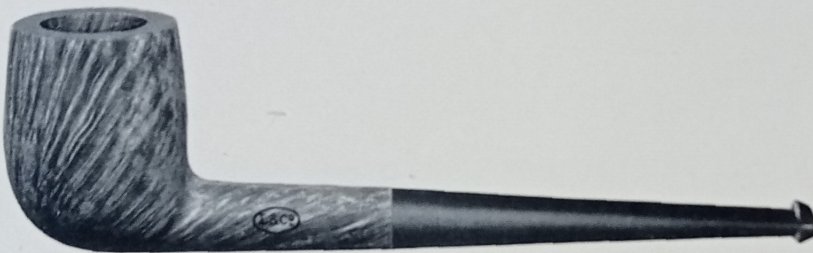
THE LOEWE PIPE



THE LOEWE
"WALTON"



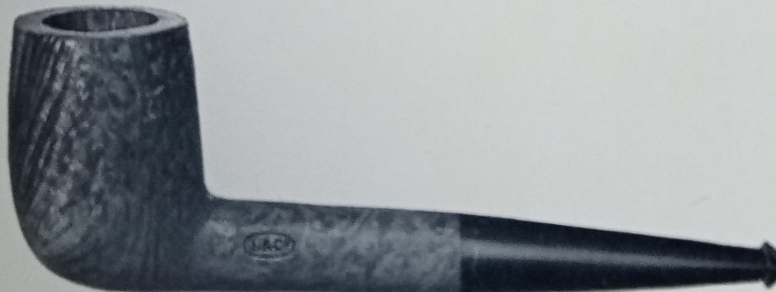
THE LOEWE
"POOLE"



THE LOEWE
"LAWRENCE"



THE LOEWE
"KENTON"



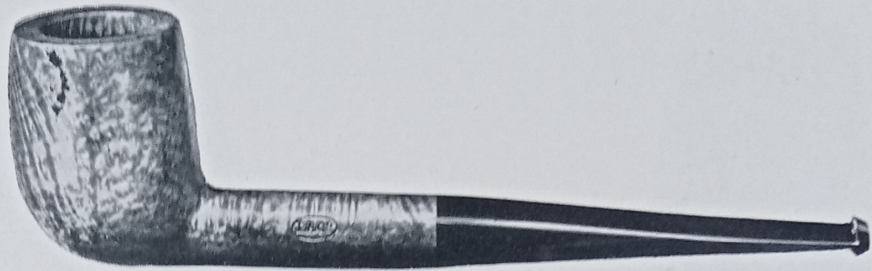
THE LOEWE
"MANCHESTER"

For larger models see succeeding pages.

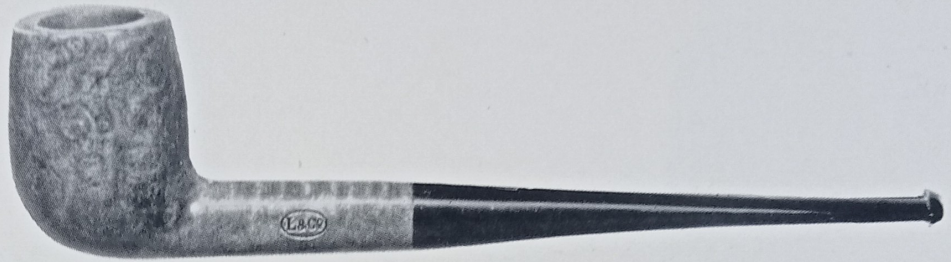
THE LOEWE PIPE



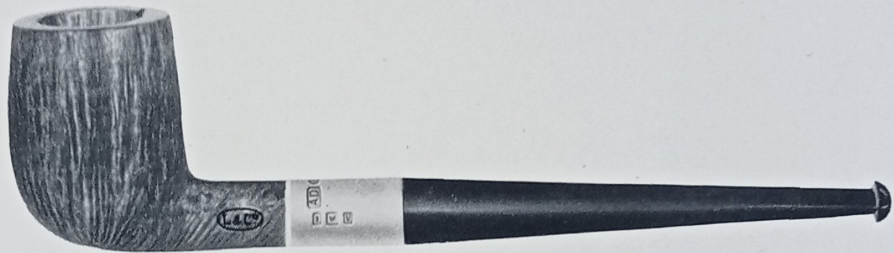
THE LOEWE
" DERRY "



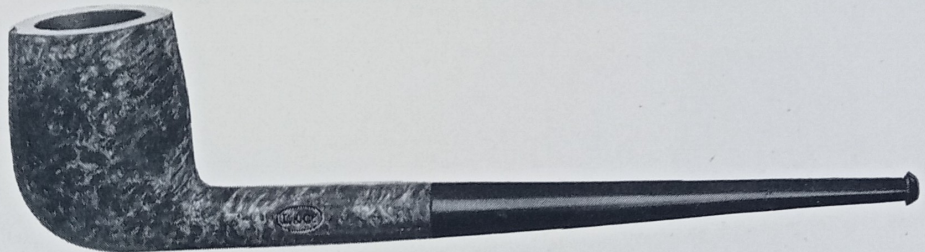
THE LOEWE
" PASTIME "



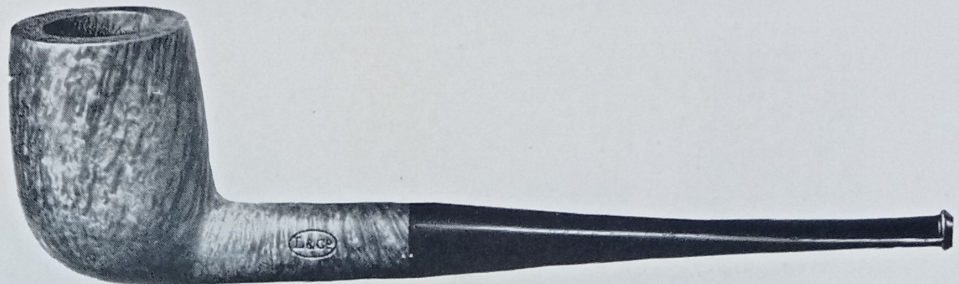
THE LOEWE
" BRAZILIAN "



THE LOEWE
" TEMPLE "

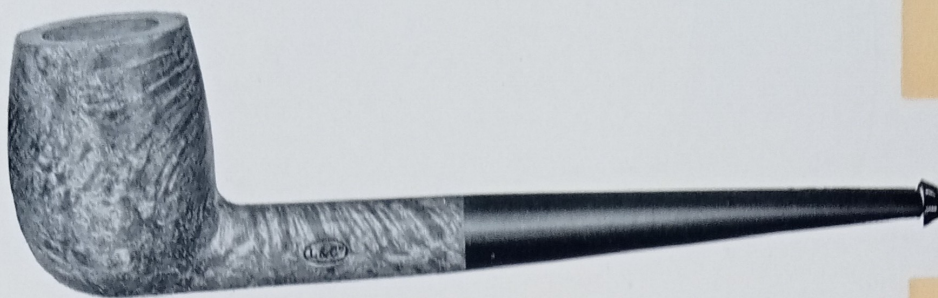


THE LOEWE
" ARGYLL "

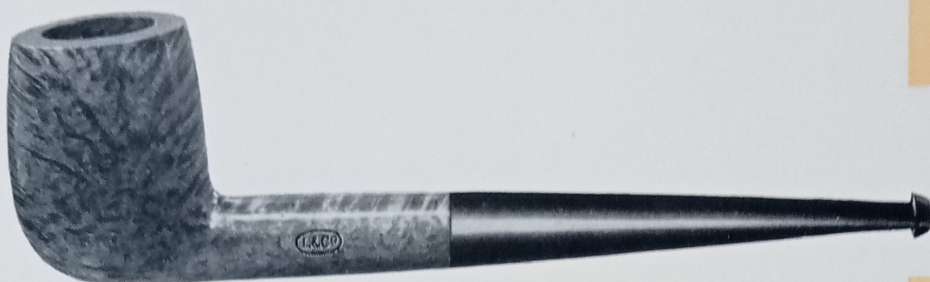


LOEWE BRIARS are obtainable in the famous LOEWE LIGHT FINISH ; also MID (walnut) and DARK (plum).

THE LOEWE PIPE



THE LOEWE
" FAWLEY "



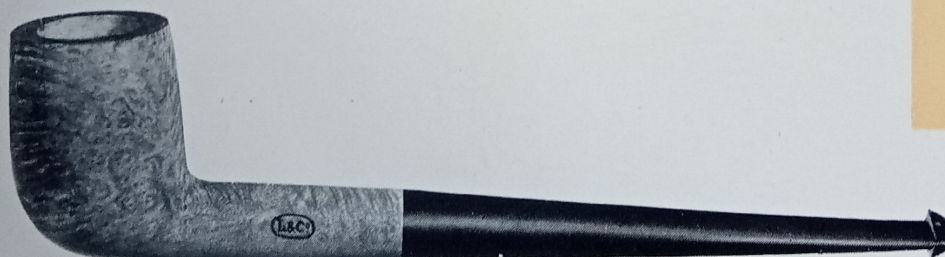
THE LOEWE
" WIMPOLES "



THE LOEWE
" FALKLAND "



THE LOEWE
" REDCAR "



THE LOEWE
" HARROW "

ALL LOEWE OWNERS are entitled to " LOEWE SERVICE AFTER SALE." See page 6.

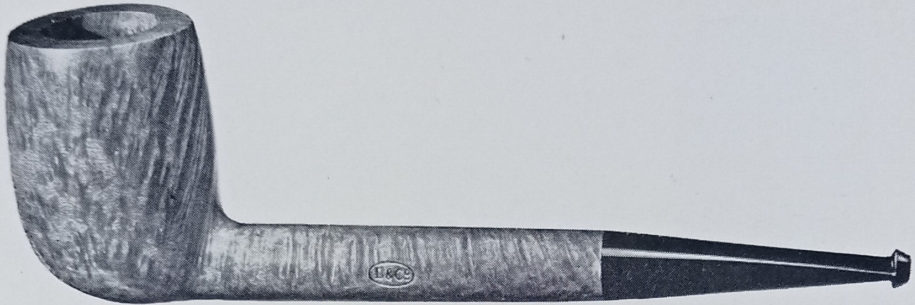
THE LOEWE PIPE



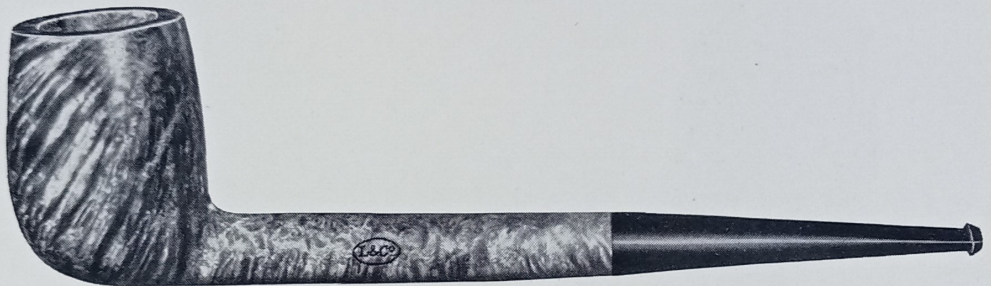
THE LOEWE
"BILLIARD"
STOUT (51)
MEDIUM (52)
STOUT AND LONG (53)



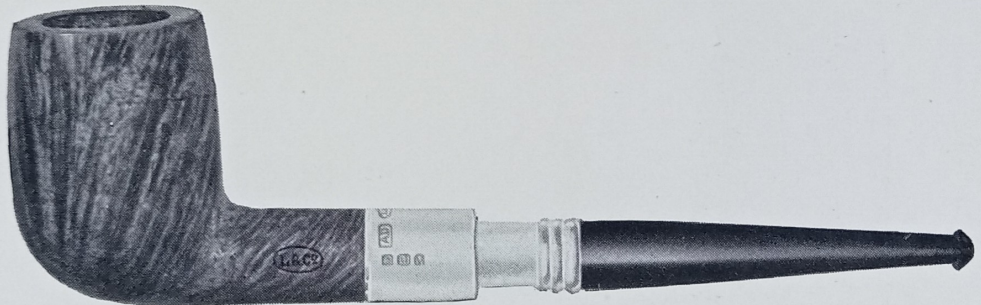
THE LOEWE
"LIVERPOOL"



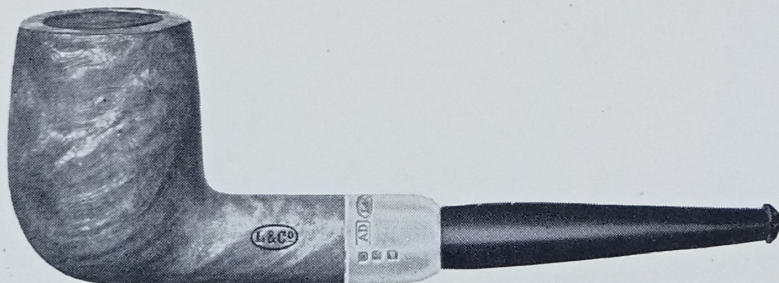
THE LOEWE
"KELVIN"



THE LOEWE
"JERSEY"
Spigot mount only



THE LOEWE
"SIMPLEX"
Army mounted

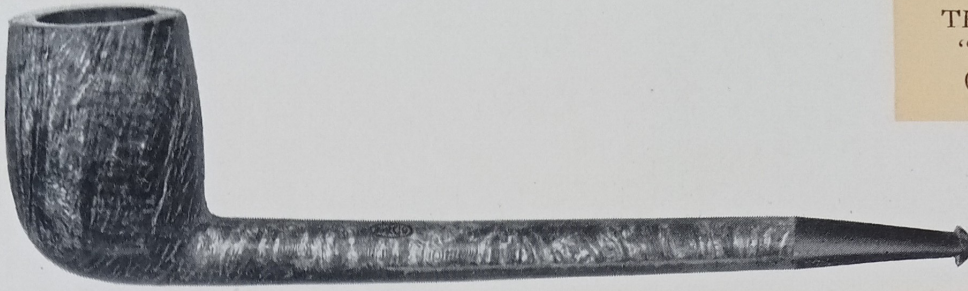


LOEWE BRIARS are of the FINEST QUALITY ONLY.

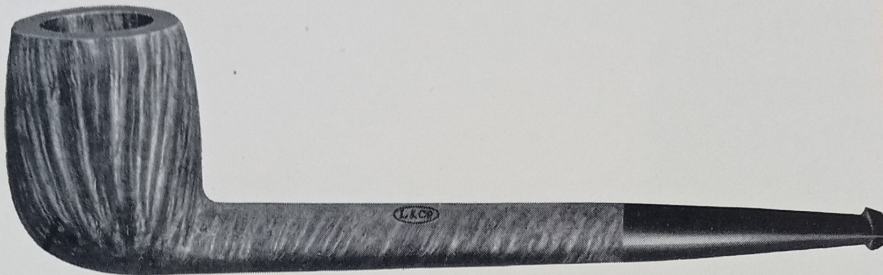
THE LOEWE PIPE



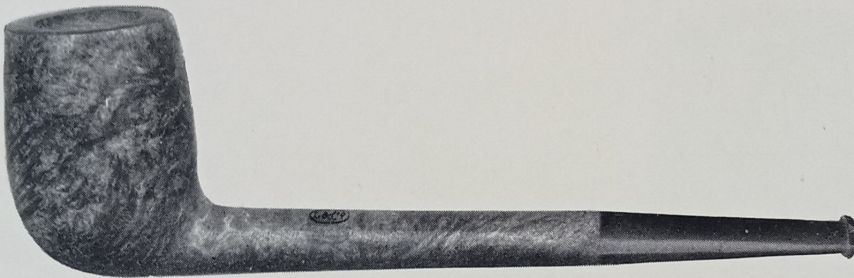
THE LOEWE
"LARNE"
(Flat Stem)



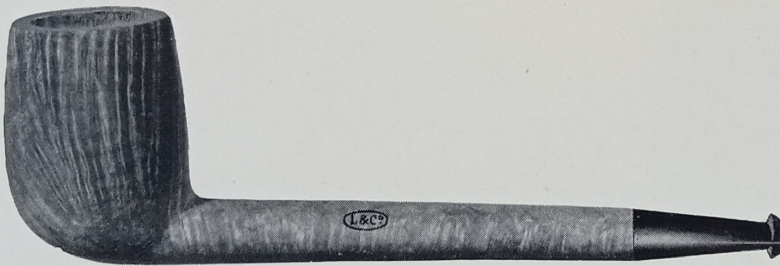
THE LOEWE
"SLOANE"
(Flat Stem)



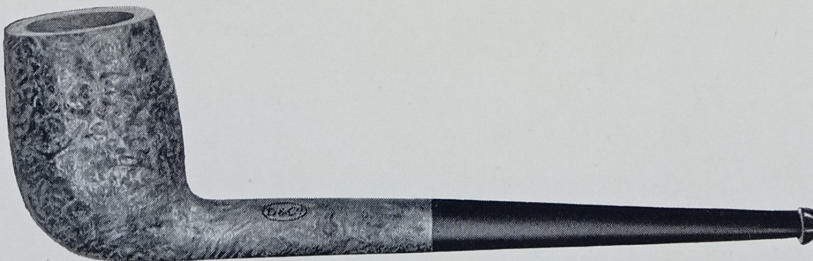
THE LOEWE
"PEEL"
(Flat Stem)



THE LOEWE
"WINNI"
(Flat Stem)



THE LOEWE
"JARROW"
(Flat Stem)



The LOEWE WARRANTY is always liberally interpreted.

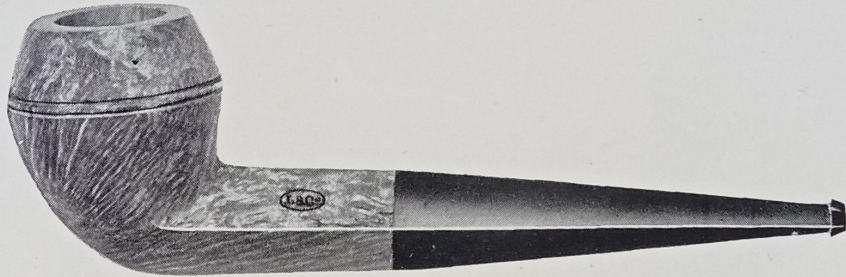
THE LOEWE PIPE



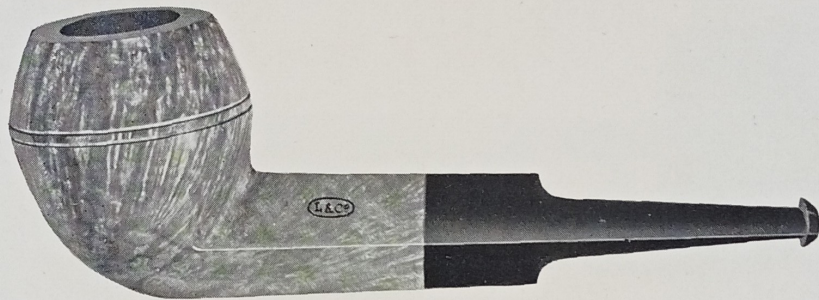
THE LOEWE
" LEMAN "



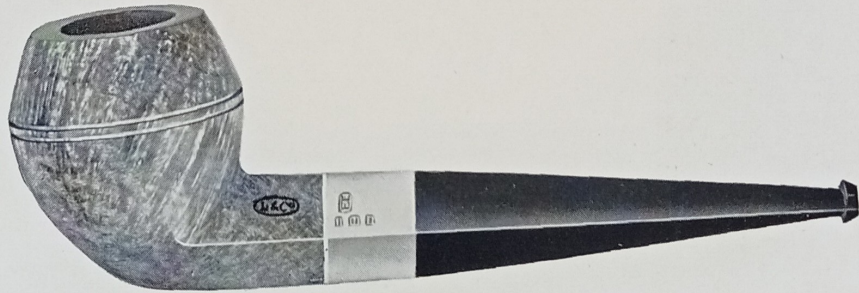
THE LOEWE
" LEMAN "
(Long)



THE LOEWE
" BLOCK "



THE LOEWE
" BLOCK "
(Long)

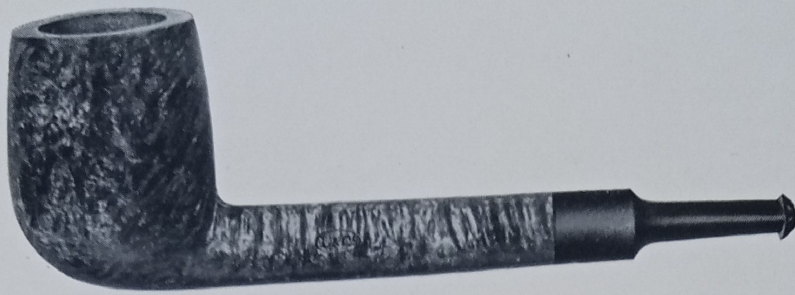


THE LOEWE
" EASY "

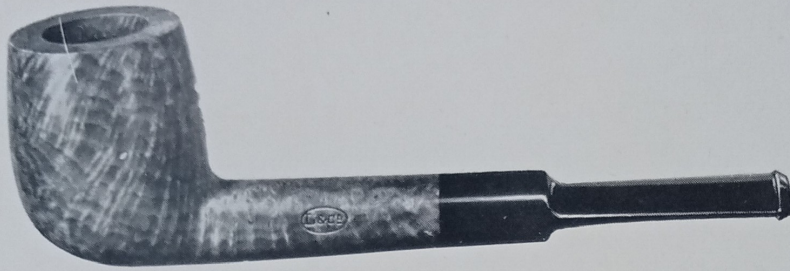


LOEWE PIPES always smoke cool and sweet.

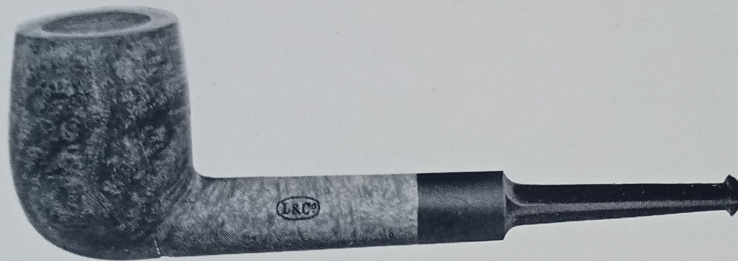
THE LOEWE PIPE



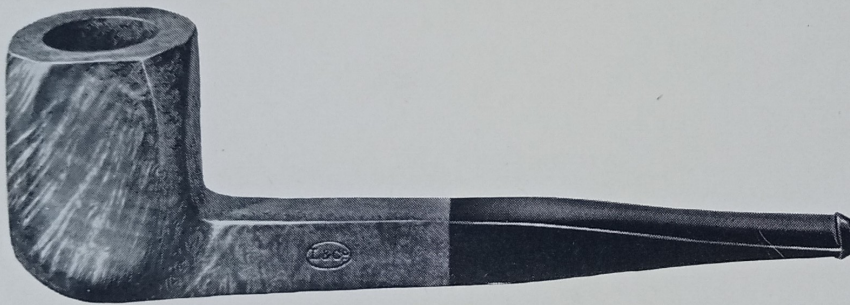
THE LOEWE
"INVERNESS"



THE LOEWE
"MILITARY"



THE LOEWE
"TRAVELLER"



THE LOEWE
"ALBURY"
(Square)

LOEWE SERVICE

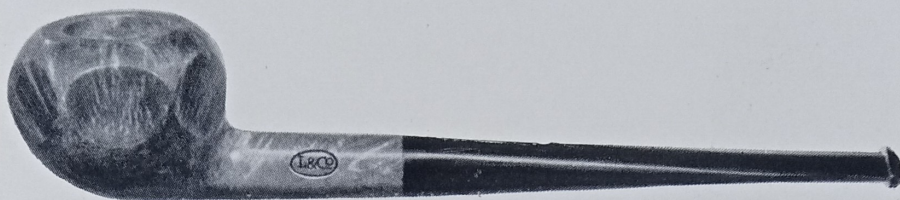
LOEWE SERVICE AFTER SALE is at the disposal of all LOEWE Pipe Smokers. Experts will recondition your "LOEWE" Briar so that it smokes as sweetly as ever.

The Service is free of charge, only a small payment being required to cover cost of packing and return postage.
See page 6.

THE LOEWE PIPE



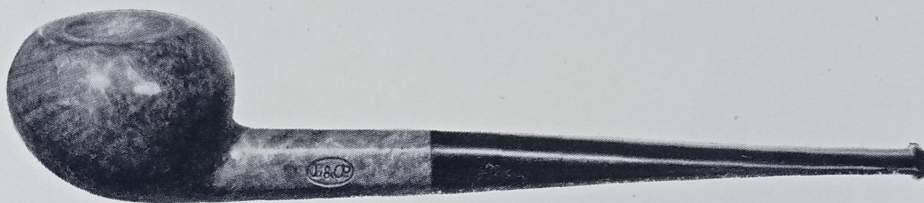
THE LOEWE
"BIZARRE"
(6 panel)
Also in 4 and 8 panels



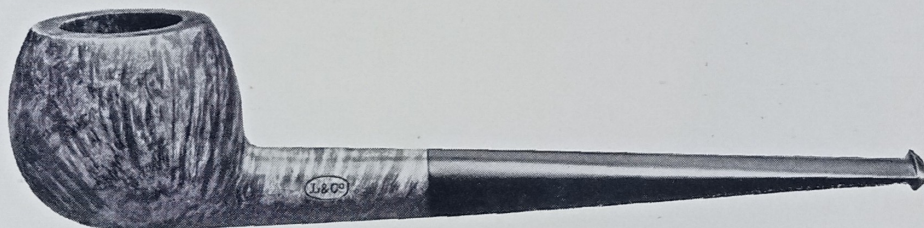
THE LOEWE
"OBAN"



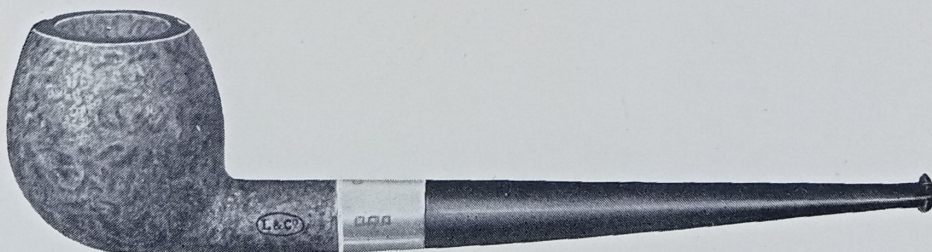
THE LOEWE
"BALLIOL"



THE LOEWE
"CAPTANIDE"
(Small and Large
Bowl)

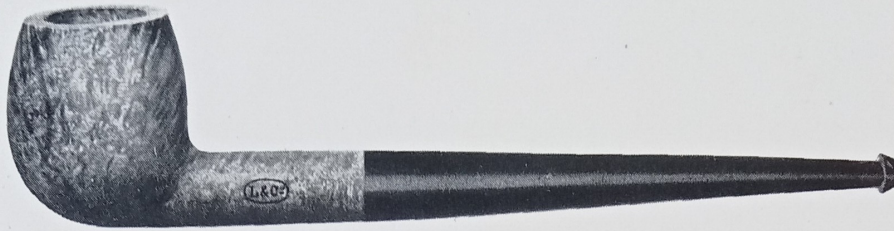


THE LOEWE
"BAGLEY"



LOEWE WAS ESTABLISHED IN THE HAYMARKET, LONDON, IN 1856.

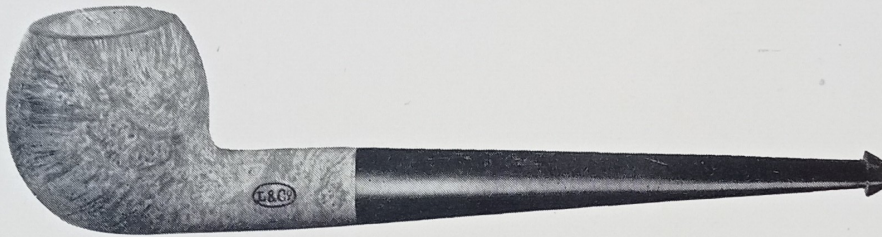
THE LOEWE PIPE



THE LOEWE
"DORSET"



THE LOEWE
"ACTON"



THE LOEWE
"DANBY"



THE LOEWE
"BADGER"



THE LOEWE
"ROVER"

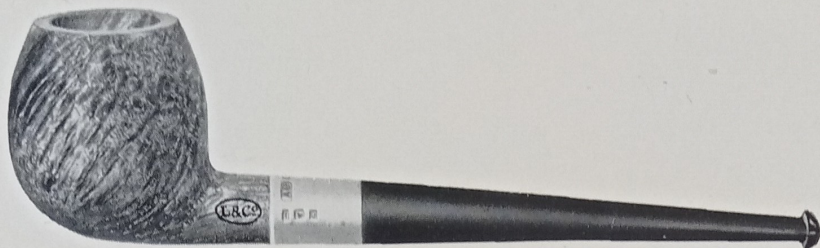
LOEWE MOUTHPIECES are slim, well finished and comfortable.

Illustrations are about two-thirds full size.

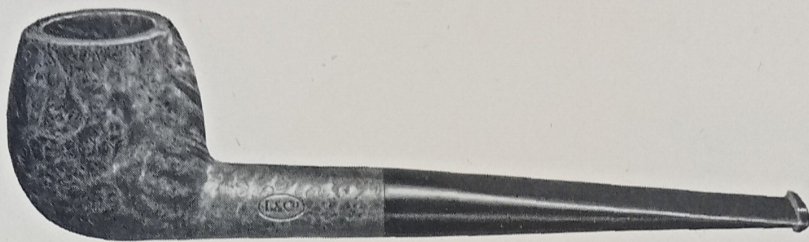
THE LOEWE PIPE



THE LOEWE
"WINDSOR"



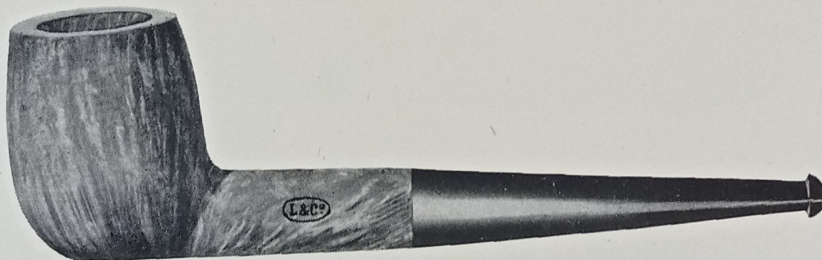
THE LOEWE
"ROMNEY"



THE LOEWE
"GARRICK"
(Triangular Stem,
Flat Base)



THE LOEWE
"LODER"
(Triangular Stem,
Flat Base)

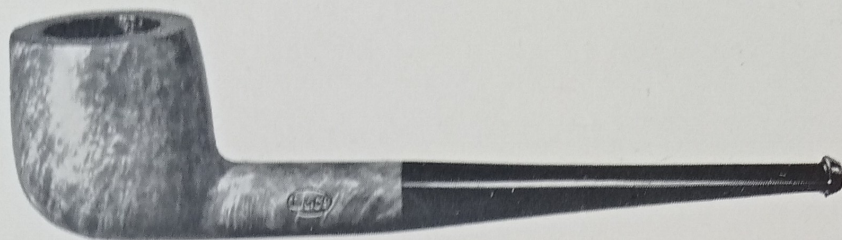


THE LOEWE
"BELPER"
(Round Stem,
Flat Base)

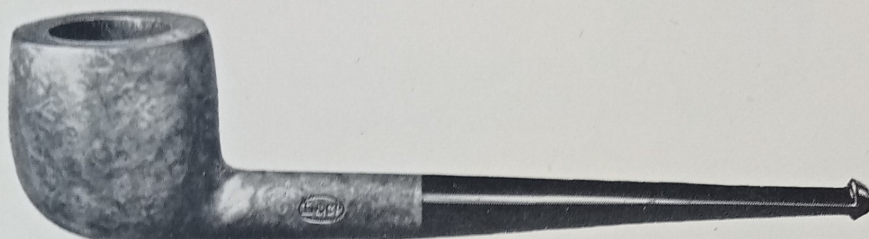


LOEWE BRIARS can be supplied Silver Mounted if required, for which an extra charge is made.

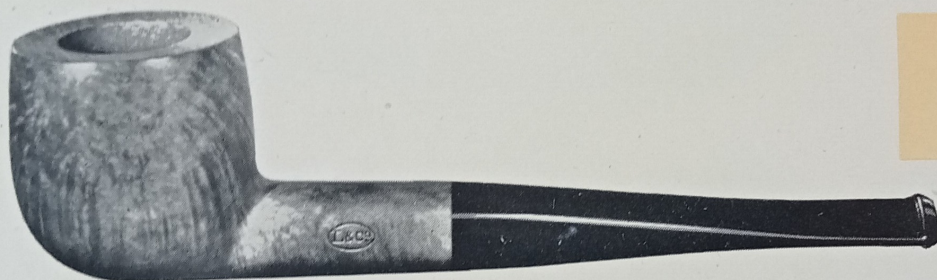
THE LOEWE PIPE



THE LOEWE
"BALTIC"



THE LOEWE
"THURLOW"



THE LOEWE
"TUBBY"



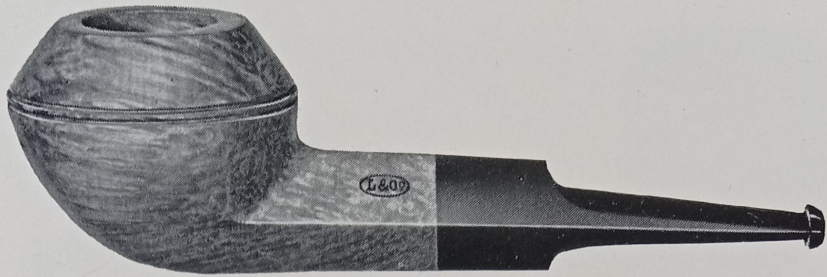
THE LOEWE
"BIRMINGHAM"
(Small, Large and
Extra Large)

LOEWE BRIARS are obtainable in three finishes, LIGHT, MID (walnut) and DARK (plum).

THE LOEWE PIPE



THE LOEWE
"RHODES"



THE LOEWE
"WEDMORE"



THE LOEWE
"WARE"

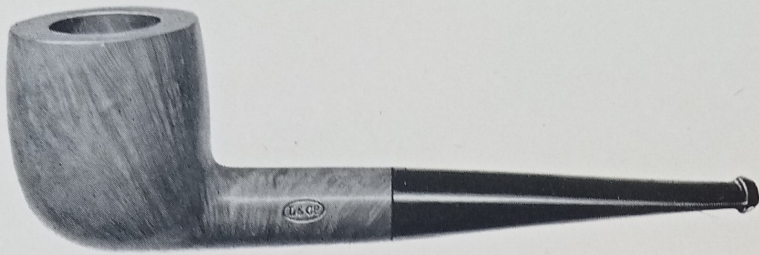


THE LOEWE
"RHODESIAN"

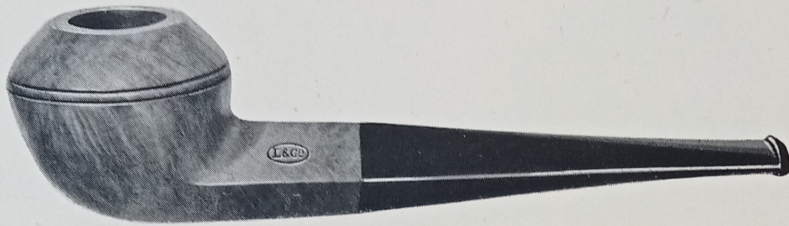


See following pages for RIPPLE GRAIN and EXTRA GRAIN BRIARS,
and PIPES IN COMPANION CASES.

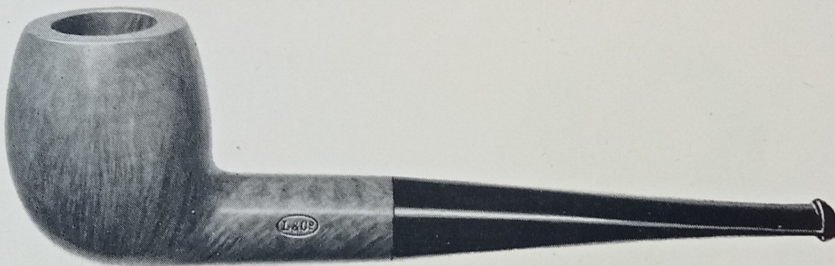
THE LOEWE PIPE



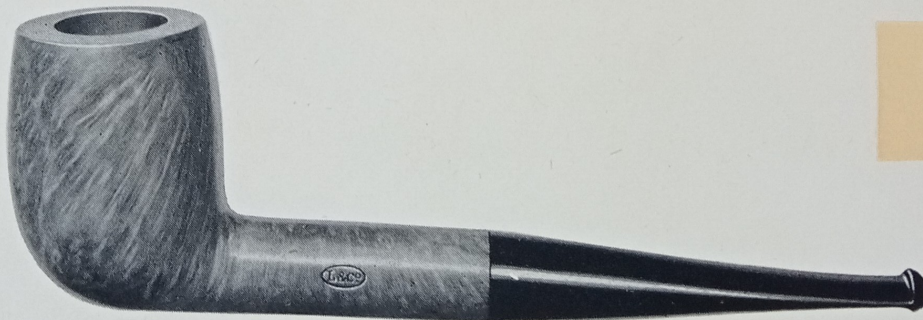
THE LOEWE
" BEXLEY "



THE LOEWE
" KNOWLE "



THE LOEWE
" WIGTON "



THE LOEWE
" COLBY "

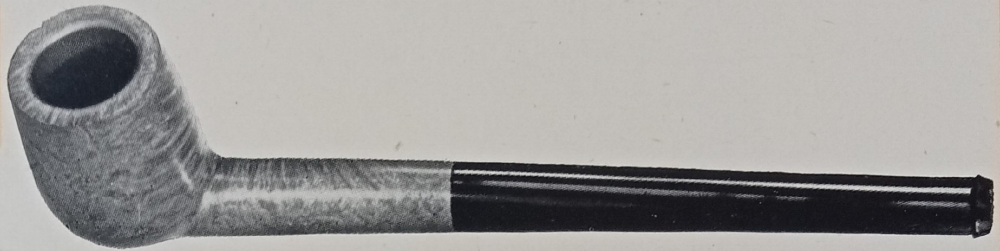
Illustrations are about two-thirds full size.



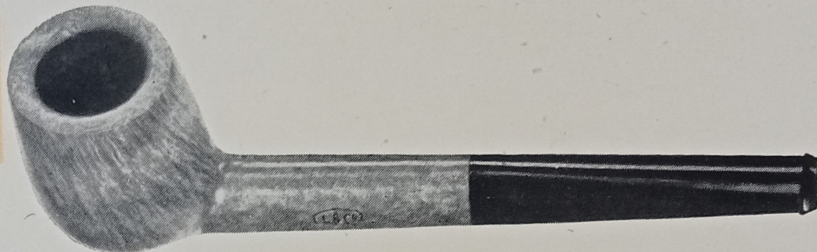
LOEWE'S PROCESS Virgin Bruyere

Every bowl is chosen for some *unique character* in its grain. The interior is scientifically treated by the inimitable LOEWE PROCESS, which renders breaking-in unnecessary. This briar will colour beautifully and become richer in tone as the pipe is smoked.

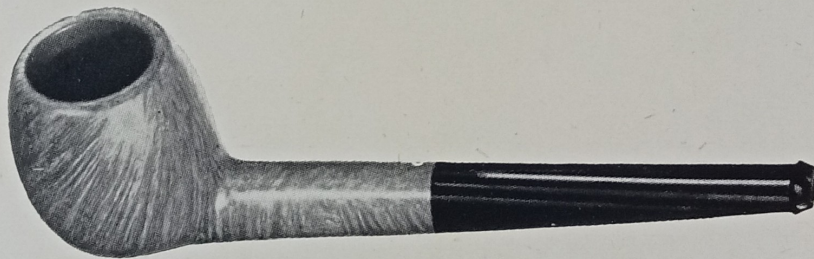
THE LOEWE
"PIRRIE"



THE LOEWE
"BAIRD"



THE LOEWE
"DEANE"



THE LOEWE
"RIPON"

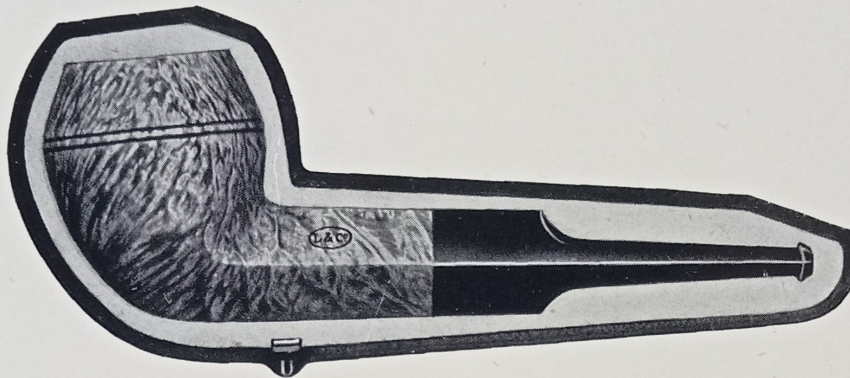


LOEWE PROCESS BRIARS are in Virgin Finish and can be specially made in models other than those illustrated.

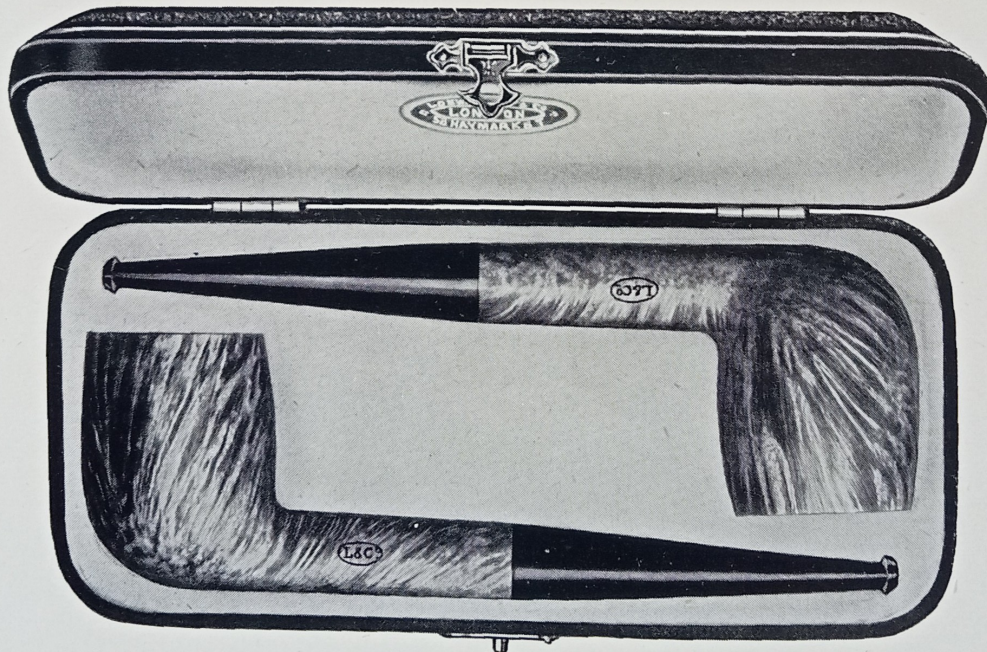


LOEWE PIPES IN CASES AND
COMPANIONS

CASES and COMPANIONS are obtainable in Imitation Morocco or Real Morocco Leather and lined inside with Cream Velveteen.



All LOEWE Models can be fitted with cases, or more than one model in a Companion Case.

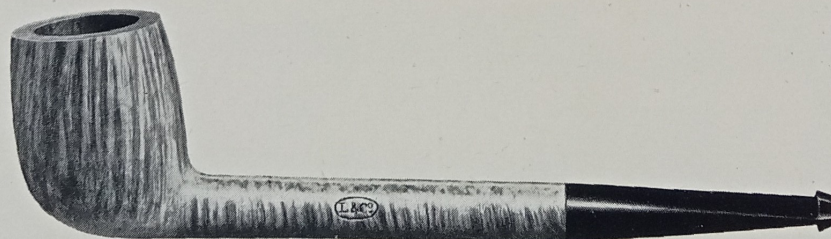
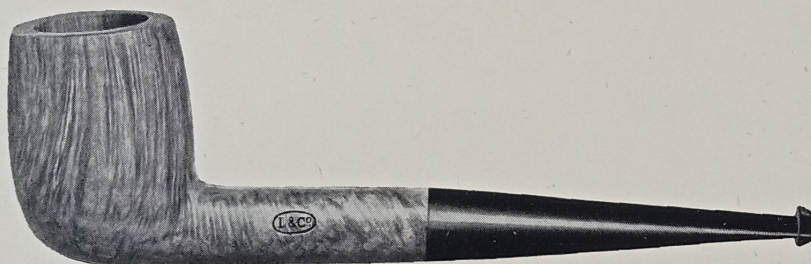
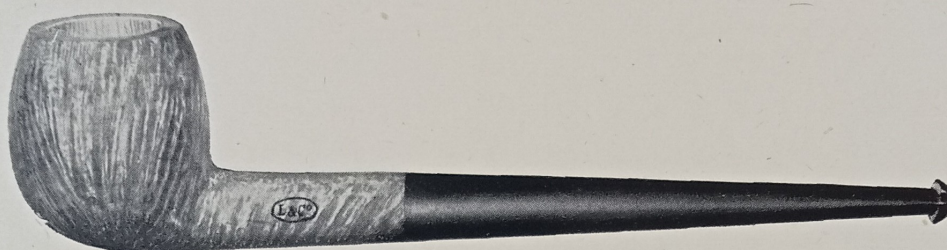


A small and varied stock of CASED BRIARS and COMPANIONS is available for presentation purposes—but special selections would have to be made specially.



LOEWE EXTRA GRAINS

LOEWE EXTRA GRAIN BRIARS are not in sufficient supply to enable a large stock being kept, but all enquiries will receive individual attention and the nearest shape to that selected will be sent.



Every LOEWE EXTRA GRAIN is a perfect specimen of an individual grain and carries the full LOEWE Warranty.



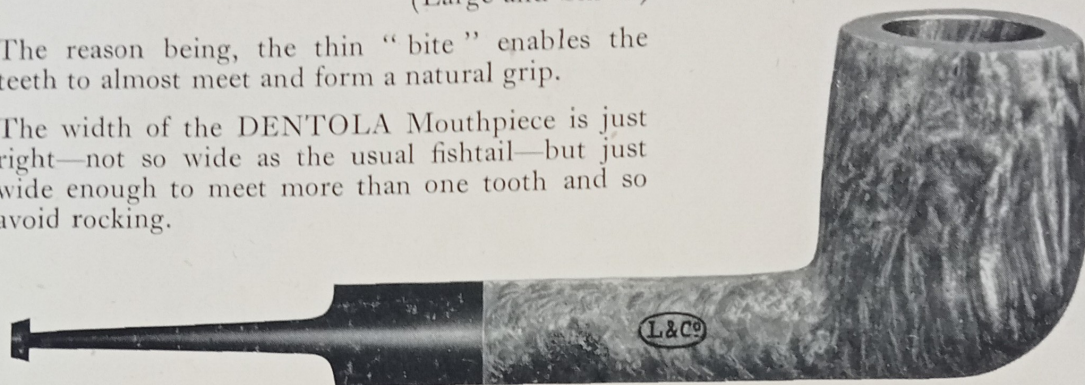
LOEWE'S "TRAVELLER" BRIAR

FITTED WITH DENTOLA MOUTHPIECE.

Pipe smoking comfort obtained in spite of dentures is best achieved by the thin bite of the DENTOLA Mouthpiece which is fitted to the Traveller Model only.
(Large and Small.)

The reason being, the thin "bite" enables the teeth to almost meet and form a natural grip.

The width of the DENTOLA Mouthpiece is just right—not so wide as the usual fishtail—but just wide enough to meet more than one tooth and so avoid rocking.

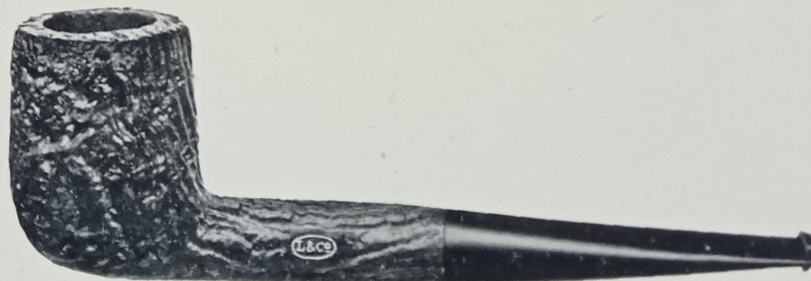
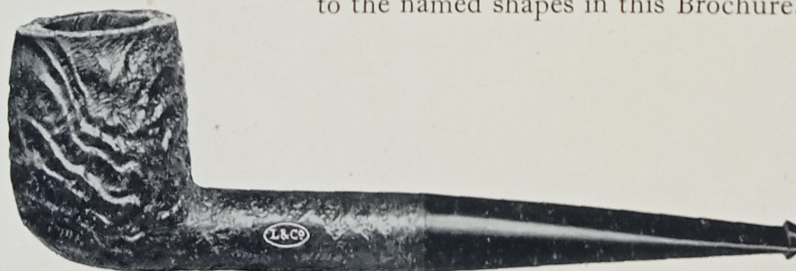


THE IDEAL PIPE FOR USE WITH DENTURES

Illustration full size of the large model.

LOEWE RIPPLE GRAIN

Light in weight—designed by nature—every pipe different. Various models similar to the named shapes in this Brochure.



LOEWE RIPPLE GRAINS are in DARK PLUM finish.

LOEWE

AND COMPANY LIMITED

DIRECTORS
C. D. FLINT
A. V. LEAH
J. E. DE GUINGAND

MANUFACTURERS OF
THE CELEBRATED **(L&C)** BRIAR PIPE

TELEPHONE
WHITEHALL
1609

ESTABLISHED 1856
58 HAYMARKET
LONDON S.W.1

LA/G.

Messrs. Bacon Bros.,
16, Market Hill,
Cambridge.

Dear Sir,

Here is your copy of our latest Illustrated Brochure.

There are only a few shapes we have had to omit since our pre-war list but some new models have been added.

The Loewe is most reasonably priced for its very fine QUALITY and finish and furthermore is fully guaranteed and you can sell a Loewe with every confidence of customer satisfaction.

We can assure you the Loewe "AFTER SALES SERVICE" is a most valuable sales feature being made use of to a really remarkable extent by Loewe smokers.

A smoker with 50/- to spend expects a selection from which to make a choice, may we therefore suggest you have a look through your stock and favour us with your appreciated order to make up a "good selection".

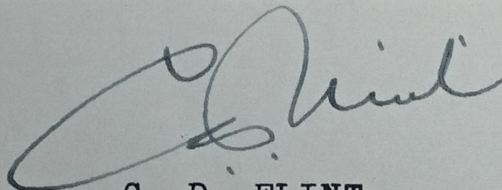
The real bargains in the pipe trade are our EXTRA GRAIN BRIARS retailing at 63/-, they make ideal gift pipes.

Thanking you for past favours and assuring you of our personal attention at all times,

We are,

Yours faithfully,

LOEWE AND COMPANY LIMITED,



C. D. FLINT.

