



FRIBOURG & TREYER

34 Haymarket London SW1.

EST. 1720



OVER TWO AND A HALF CENTURIES OF TRADITION.

Foreword

In publishing the 1973 catalogue, I'd like to say three things.

I hope you enjoy it, because that is the prime object of the edition.

I hope it leads you either to send for something you like, or even to visit the shop, because that would be nice, too.

And I hope you will find the historical flavour congenial.

Several matters have inspired it. The celebration in 1970 of the firm's 250th anniversary; the imminent publication of John Arlott's 'The Snuff Shop', a fascinating and often bizarre study of the firm's history since the early 18th century; and the pleasure that I can't help feeling when, as the last in the line of six generations of partners, I review not only what has gone before, but what is still in evidence at 34 Haymarket: a blend of merchandise that may commend itself to the most modern tastes, and a quality all but forgotten.

A. H. Anderson - 1973



Introduction

No. 34 the Haymarket is one of the few unchanging facades in the everlasting round of demolition and rebuilding of the old London. An authentic period piece, it makes an instant impression on everyone who goes down the Haymarket with even half an eye open. Whistler was not the first, nor the last, artist to take it as a subject: Ray Price Evans, whose recent watercolour appears opposite the Introduction, has reproduced it with some eloquence. It is the same elegant, bow-fronted shop that was

built in Georgian times for James Fribourg the snuff-maker, who catered for the crowds visiting the Opera House and the Theatre Royal: today it is the business of his successors.

When snuff-taking was the fashionable cult of London Society, from the eighteenth to early nineteenth century, there were some 400 snuff shops in and around London, and the leading one among them – Snuffmakers to His Majesty – was Fribourg & Treyer. Now, it is the last of all the

four hundred, and the busiest of its kind in the world.

The windows – their delicately curved panes almost miraculously surviving the bombing of the Second World War – the Adam screen, many of the snuff recipes, the jars in which the blends are kept and the shelves they stand on, all are the same as they were more than two hundred years ago. That is a remarkable feat of preservation, from the first Fribourg through the Treyers and, since 1800, the successive generations of

Mrs. Treyer's descendants, the Evans family from Shrewsbury. Had it survived merely as a museum piece, it would have been fine enough: in fact, it retains the vitality of its origins.

Yet the customer today, dealing over the self-same counter the Regency bucks once leant upon, will find rather more in the way of merchandise than was ever offered the bloods of the early 1800's.

Some of the finest cigars in the world stored in special cabinets from Cuba, pipes that have become

a byword among their smokers, tobacco in many a richly labelled tin, a wide range of superb Fribourg & Treyer Virginia cigarettes; Wedgwood Jasperware he will see, in enormous profusion; Claret and Burgundy, Hock and Moselle carrying the Fribourg & Treyer label; wine glasses, plaques and, still, the gay snuff handkerchiefs, unaltered in style over a couple of centuries.

For when Queen Victoria had her uncle's most handsome snuff boxes melted down for jewellery

the end of a mode may have been clearly indicated. What neither the Victorians nor succeeding generations might have foreseen was that a shop favoured by Beau Brummel and Robert Adam, the Dukes of Wellington, Marlborough and Devonshire, David Garrick and Mrs. Siddons, could never be anything but stylish.

Tobacco

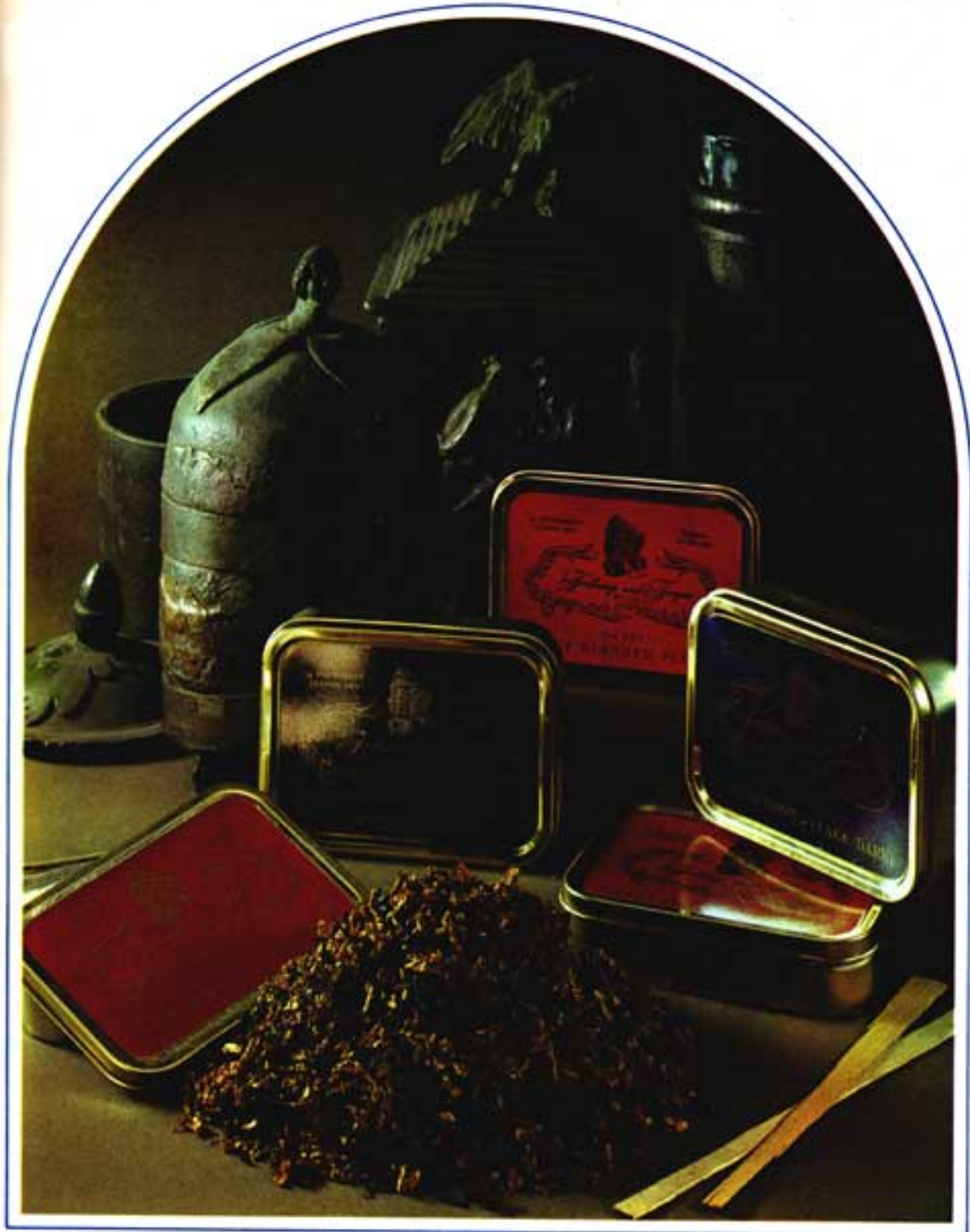
With the gradual decline in snuff sales in the first half of the 19th century, tobacco became an area, very much as cigars did, for imaginative development.

As early as 1797 there are records of sales of Virginia at 3s. 6d. a pound, but by 1852 there had been established the basic 25 varieties, scarcely changed in over a century, on which the firm's reputation was built and maintained. The once popular Birdseye has gone, but Cut Virginia Plug, Negrohead and Navy Cut are still

sold, as well as the exclusive Vanners Mixture, the Waterloo blends 1 & 2, Latakia, Perique, Havana and Turkish.

Here shown are the Special Brown Flake – heavy, broad-cut and in high demand – the slightly lighter Negrohead Spun Cut, Waterloo No. 2 and Cut Blended Plug, the last a popular brand of Virginia.

The tobacco jars in the background, all dating from about 1750, are made of lead, cast-iron and hand-cut tin.



Pipes

A straight-grain Fribourg & Treyer Billiard is to the pipe-smoker, perhaps, what a best-quality Purdey sidelock is to the expert shot: an embodiment of English tradition, quality and craftsmanship quite at odds with the Technological Age.

The Briar pipe, as the smoker will know, is fashioned from the root of the Mediterranean Bruyere, grown over 100 to 150 years and dug at 1,000 feet or higher. Such is the incredible perfection of a straight grain that for every one produced there are 20,000 of lesser quality, though many of the latter may be cut from the same root as the straight.

As to value, in 1859 a good Briar could be had for 7s. od.; the same pipe now would cost at least £10; the day cannot be far distant when a straight grain will fetch £100.

The pipes here, all made from

wood grown around the Mediterranean and matured in mountain caves in the St. Claude area of the Jura Mountains, for 5 years, then turned, finished and rouged in London by craftsmen, are as follows (clockwise from Briar block and Calabash, formed from the thin end of the gourd;) 2 Billiards, Saddle Dublin, Saddle Pot, 2 Cutties (Fribourg & Treyer's own derivatives of the Churchwarden), Churchwarden with 12 inch stem, another Cutty, 2 Billiards, Heavy Bent and hand-carved Straight grain.

The smoker's hat, by Henry Heath and presumably the property of an officer of Artillery, reflects an interesting manifestation of the 19th century shift to tobacco at a time when wigs had gone out: the disinclination of women to share their beds with husbands whose hair had absorbed the bouquet of their post-prandial smoke.



Snuff

In the days when the sign of the Rasp & Crown hung outside the Haymarket premises and Beau Brummel was a frequent visitor, when there was literally a hay market at the south end and one of the early partners kept his horse stabled in the back yard, Fribourg & Treyer was but one of 400 snuff houses in London.

Today, the sole survivor of those 400, the firm still caters almost with affection for the diehard – who still accounts, it may be added, for sales greater than those of any other snuff shop in the world. The snuff rasp still hangs in the shop, the Bulgarian Attar of Roses – every kilo the fruit of 5 tons of flowers, and the price now £26 a fluid ounce – is still hoarded below stairs, blended and added in

proportions known only to two men.

In the picture, before storage jars that have seen two centuries of daily use, are 4 of our 31 proprietary blends: Princes, Morlaix, Seville and Bordeaux in tins of 4 oz, 2 oz, 1 oz and sample size respectively. Also a modern silver snuff box, another in pewter, with its lid moulded from a die once used to cast the lids of powder horns and some of the traditional snuff handkerchiefs, unchanged in style over two hundred years, with a place in English social history no square of white linen will ever usurp.

The booklet 'Behind the Bow Windows,' which is free of charge, describes each Fribourg & Treyer blend.



Postscript

In the course of over 250 years of almost unchanging routine, any premises will acquire a certain flavour of their own.

At 34 Haymarket the Georgian delicacy and elegance of the bow-fronted window, reflected inside by the Adam screen and the many period fittings and 'objects' not only in evidence but in daily use, has somehow become overlaid with an atmosphere of welcome, even of invitation. A little untidiness here and there, the unintimidating dress and manner of

the staff, merchandise stored unevenly on shelves the years have worn: these and other impressions combine to create an informality such as to make the visitor feel he is almost at home. The sense of family extends beyond the partner's office at the back.

So when you are next at large in the Haymarket, step out of the din of traffic a moment and into another century. You'll be surprised at how pleasant and relaxing you will find it.



Pipes

Pipes	£	p
Calabash from..	15.00
Churchwarden with 12" stem	10.00
Hand Carved Straight Grain	.. from..	60.00

All other pipes illustrated are available in

University Quality	3.50
Brayere Quality	5.00
Sans Egal Quality	7.50
Supergrain Quality	10.50

Smoker's Hat For display only-not for sale

All the above are illustrated in the catalogue
For the connoisseur we have straight grains at
prices from £20.00.

Prices quoted are net and include V.A.T.

1st June, 1974

Snuff

Snuff	Home			Presentation 2 oz Packing £ p	Export Duty Free Prices. Minimum quantity 2 lb net weight in quantities of not less than 1 lb of any one variety £ p
	¼ lb £ p	½ lb £ p	⅓ lb £ p.		
Santo Domingo	4.20	2.10	1.05	2.30	8.50 per lb
Patchouli	3.00	1.50	0.75	1.70	5.00 per lb
Morocco	3.00	1.50	0.75	1.70	5.00 per lb
French Carotte	3.00	1.50	0.75	1.70	5.00 per lb
Verbena	3.00	1.50	0.75	1.70	5.00 per lb
Comore	3.00	1.50	0.75	1.70	5.00 per lb
Mitcham Mint	3.00	1.50	0.75	1.70	5.00 per lb
Asthoroth	3.00	1.50	0.75	1.70	5.00 per lb
Jasmin	3.00	1.50	0.75	1.70	5.00 per lb
Shalimar	3.00	1.50	0.75	1.70	5.00 per lb
1970	3.00	1.50	0.75	1.70	5.00 per lb
Etrenne	3.00	1.50	0.75	1.70	5.00 per lb
Bureau	3.00	1.50	0.75	1.70	5.00 per lb
Morlaix*	3.00	1.50	0.75	1.70	5.00 per lb
Masulipatam	3.00	1.50	0.75	1.70	5.00 per lb
Seville*	3.00	1.50	0.75	1.70	5.00 per lb
Old Paris	3.00	1.50	0.75	1.70	5.00 per lb
Dieppe	3.00	1.50	0.75	1.70	5.00 per lb
High Dry Toast	2.92	1.46	0.73	1.66	4.75 per lb
F & T Menthol	2.92	1.46	0.73	1.66	4.75 per lb
S. P. Special	2.92	1.46	0.73	1.66	4.75 per lb
Dr. James Robertson Justice's Mixture	2.92	1.46	0.73	1.66	4.75 per lb
Princes Special	2.80	1.40	0.70	1.60	4.50 per lb
Light Dutch	2.80	1.40	0.70	1.60	4.50 per lb
Macouba	2.80	1.40	0.70	1.60	4.50 per lb

Continues overleaf

Snuff

Snuff	Home				Presentation 2 oz Packing £ p	Export Duty Free Prices. Minimum quantity 2 lb net weight in quantities of not less than 1 lb of any one variety £ p
	¼ lb £ p	½ lb £ p	⅜ lb £ p.			
Bordeaux*	2.72	1.36	0.68	1.56	4.25 per lb	
Brown Rappee	2.72	1.36	0.68	1.56	4.25 per lb	
Black Rappee	2.72	1.36	0.68	1.56	4.25 per lb	
Kendal Brown	2.72	1.36	0.68	1.56	4.25 per lb	
Princes*	2.72	1.36	0.68	1.56	4.25 per lb	
S.P.	2.72	1.36	0.68	1.56	4.25 per lb	
Postage and Packing	0.10	0.08	0.06	0.15	Postage, packing and insurance extra	

Miniature Sample Tins of Snuff £0.18 postage and packing £0.04
 Santo Domingo Miniature Tin. £0.30 postage and packing £0.04
 TRADE ENQUIRIES ARE INVITED

Snuff Handkerchiefs

Small Paisley and Plain Colours 25p each
 Large Paisley, Squared Paisley and Polka Dot* 40p each

Snuff Boxes

	£ p
Antique	from 30.00
Modern Silver, Curved - Engine Turned*	.. 35.00
Modern Silver, Curved - Plain 33.00
Pewter, Embossed or Plain in various shapes*..	.. 5.00
Rosewood, in various sizes	from 2.50
Horn, in various sizes	from 2.50
Karelian Birch, specially imported 1.50

Snuff Spoons

Rat-tail design, solid silver, hall marked 1¾ in long, £1.50 each

*Illustrated

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1st June, 1974

Export Wholesale List

CIGARETTES

	Per 1,000 £ p
No. 1 Virginia	4.80
No. 2 Virginia	4.88
Silcut Virginia	4.68
Silcut Filter Tipped	3.96
No. 1 Filter de Luxe	5.20
No. 2 Turkish 25's	12.30
50's	10.90
No. 3 Turkish 25's	12.00
50's	10.60
No. 4 Turkish 25's	10.80
50's	9.40

Minimum quantity which can be despatched under drawback is 1000.
Postage and insurance extra.

Tobacco

ALL TOBACCOS - £2.20 per lb. (£4.80 per kilo)

Tobaccos are packed in airtight tins. Minimum quantity under drawback
is 2 lb. Postage and insurance extra.

Snuff

Santo Domingo £5.00 per lb. F.O.B. London in 1, 2 or 4 oz. tins.
 £5.20 per lb. F.O.B. London in ¼ oz. tins.
All other Snuffs £3.30 per lb. F.O.B. London in 1, 2 or 4 oz. tins.
 £3.50 per lb. F.O.B. London in ¼ oz. tins.

Minimum quantity under drawback is 2 lb. in quantities of not less than
1 lb. of any one variety.

Fribourg & Treyer

34 Haymarket, London, SW1 01-930 1305 (3 Lines)

Pipes

			£ p
University Quality	each 2.00
Bruyere Quality	each 2.95
Sans Egal Quality	each 4.20
Supergrain Quality	each 6.00

Cigars

(Havana filled, British rolled)	£ p	Minimum Quantity under Drawback
F & T Coronas	11.00 per 100	200
F & T Petit Coronas	10.45 per 100	200
F & T Small Coronas	8.80 per 100	200
F & T Half Coronas	8.25 per 100	250
F & T No. 34	8.25 per 100	250
F & T Regency Segars	6.05 per 100	400
F & T Panatellas	7.15 per 100	250
Imported Dutch		
F & T Dutch Segars	0.90 per airtight tin of 30	20 tins of 30
F & T Dutch Whiffs	0.90 per airtight tin of 20	20 tins of 50

Tobacco

Tobacco	¼lb £ p	½lb £ p	¾lb £ p
"C" Mixture	2-40	1-20	0-60
Cut Blended Plug*	2-40	1-20	0-60
Cut Virginia Plug	2-40	1-20	0-60
Evans Blend	2-50	1-25	0-63
Golden Mixture	2-40	1-20	0-60
Health Mixture	2-50	1-25	0-63
Navy Cut	2-40	1-20	0-60
Negrohead*	2-40	1-20	0-60
Haymarket Returns	2-40	1-20	0-60
Shag	2-40	1-20	0-60
Special Brown Flake*	2-40	1-20	0-60
Latakia Mixture	2-40	1-20	0-60
Vanners Mixture	2-40	1-20	0-60
Vintage	2-40	1-20	0-60
Wingate Mixture	2-40	1-20	0-60
Waterloo No. 1 & No. 2*	2-40	1-20	0-60
19th Mixture	2-40	1-20	0-60
No. 34 Mixture	2-40	1-20	0-60
Syrian Latakia	2-60	1-30	0-65
Perique	2-60	1-30	0-65
Havana	2-60	1-30	0-65
Turkish (Fine or Coarse Cut)	2-60	1-30	0-65
Posting and Packing extra	0-10	0-08	0-05

The tobacco jars illustrated in the catalogue are for display only, and not for sale.

*Illustrated

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