

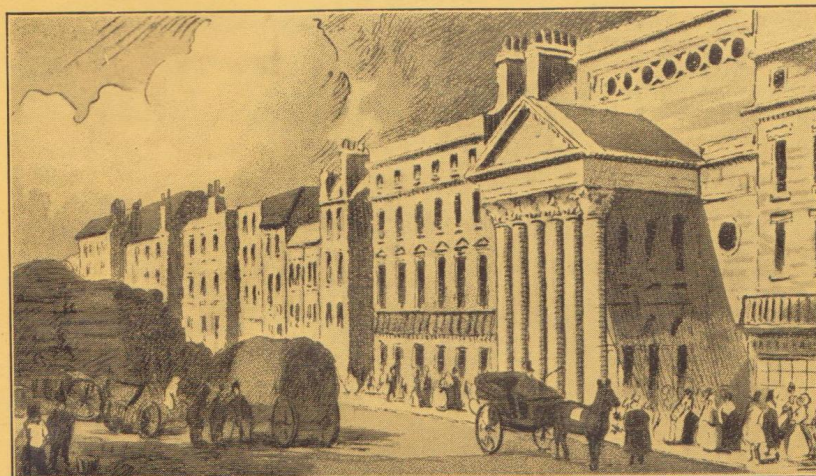
*The*  
**LOEWE**  
*brilliant pipe*



EST 1856

LOEWE & CO. LTD. 58, HAYMARKET LONDON S.W.1.





*The Hay Market, 1856.*

*A Brochure of Interest  
to all Pipe Smokers*

— by —

LOEWE

MANUFACTURERS OF THE FAMOUS



BRIAR PIPE

58 Haymarket  
London, S.W.1.

Telephone : WHITEHALL 1609.

Telegrams : LOEWE, HAYMARKET.

LIST No. 14.

ALL PREVIOUS LISTS CANCELLED.



# INDEX.

Name	Page	Name	Page	Name	Page
Acton .. ..	17	Garrick .. ..	14	Pipe Gloves .. ..	24
Badger .. ..	17	Harrow .. ..	11	Pipe Cleaners .. ..	24
Bagley .. ..	17	Hugh-Brown .. ..	20	Pipes in Case .. ..	23
Baird (Process)	22	Inverness .. ..	13	Poole .. ..	13
Baltic .. ..	19	Jarrow .. ..	7	Process Briars .. ..	22
Bedford .. ..	7	Jersey .. ..	18	Redcar .. ..	11
Belper .. ..	14	Kelvin .. ..	10	Rhodes .. ..	16
Billiard .. ..	12	Kenton .. ..	7	Ripon (Process)	22
Birmingham	19	Lawrence .. ..	8	Ripple Grain .. ..	9
Block .. ..	16	Leman .. ..	10	Romney .. ..	13
Block, long .. ..	16	Leman long .. ..	10	Rover .. ..	15
Bolton Capt. .. ..	8	Loder .. ..	14	Service after sale .. ..	6
Brazilian .. ..	8	Ludlow .. ..	18	Sheffield .. ..	18
Capt. Bolton .. ..	8	Manchester .. ..	12	Simplex .. ..	15
Captanide .. ..	19	Military .. ..	18	Sloane .. ..	10
Cased Pipes .. ..	23	Morley .. ..	17	Stowe .. ..	11
Cigarette Tubes	24	Nairn .. ..	12	Straight Grains .. ..	21
Companions .. ..	23	Newlyn .. ..	9	Temple .. ..	8
Danby .. ..	17	Norfolk .. ..	13	Thurlow .. ..	11
Deane (Process)	22	Oban .. ..	7	Traveller .. ..	14 & 20
Derry .. ..	12	Pastime .. ..	11	Tobacco (Loewe 58) .. ..	24
Dorset .. ..	10	Percy Morris .. ..	9	Walton .. ..	12
Easy .. ..	15	Pirrie (Process)	22	Wigmore .. ..	13
Eccles .. ..	18			Wimpole .. ..	19
Edinburgh .. ..	14			Windsor .. ..	8
Falkland .. ..	16			Windward .. ..	15
Fawley .. ..	16			Winni .. ..	7

LOEWE :: BRIAR PIPE MAKERS :: SINCE 1856



## Loewe introduces his Briar Pipe to London

THE OPENING in 1856 of Loewe's pipe-shop in the Haymarket marked an epoch in the history of smoking, for it was there that Loewe who, newly arrived from his native France, first introduced the pipe made of Briar to English smokers. The enterprise was a bold one for a stranger to undertake. Always conservative at heart, Englishmen were ever suspicious of change and distrustful of that which is new, and there were not wanting those who prophesied an early and ignominious failure for the Frenchman and his novel pipe.

It so happened, however, that the prophets were utterly wrong, for the pipe made of briar caught on almost immediately and business flourished exceedingly at the little Haymarket pipe-shop. In these days, of course the LOEWE Briar is obtainable from all High Class Tobacconists and Stores throughout the world.

*The  
Haymarket  
Theatre*

*from an old print*





# The shy sweetness of a Loewe Briar



HAT 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, or *bruyère* as it should really be called. 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, carefully selected, and, above all, thoroughly matured. This last point is all too frequently overlooked. The pipe that has not been properly matured cannot be other than harsh, hot, and generally ill-natured.



*The Old Tennis Court  
adjoining the Haymarket.*



## Pipes, like good wine, require careful maturing

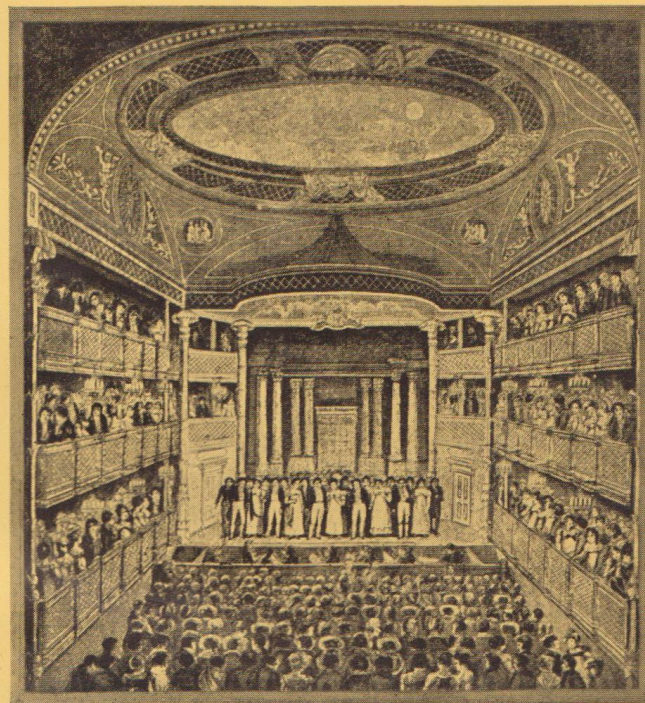
**B**UT the briar to be perfect in this respect must be matured also in its "finished" state. The fact that the root from which a pipe is made has been in the ground a hundred years does not necessarily mean that the pipe is matured and fit for a connoisseur's appreciation. The real process of maturing has still to be undergone. This only happens after the pipe has been completed, when the sap is dried out by the natural process of seasoning which takes years to complete, and like good wine, the longer the period of maturing the better the result. Loewe briars, each built up on such long experience, receive the maturity that goes to make a perfect pipe, and not a single Loewe briar is offered for sale until the firm's experts of years' standing are satisfied that it is 'par excellence.'

A really good briar, a Loewe briar, is a joy, if not for ever, at least for a very long while. An indifferent briar is a constant source of trouble and irritation. A really bad briar is nothing short of a catastrophe!

The smoker who has been incautious enough to purchase *just* a pipe seldom discovers the extent of his error until his first pipeful is well alight. Then, too late, he realises his mistake.

When purchasing a Loewe you have "the best pipe of all."

*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 recondition "LOEWE"

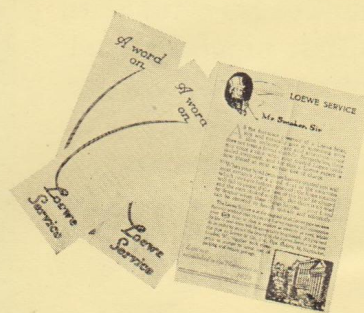
briars so that they smoke as sweetly as ever, whilst their life of usefulness will be appreciably lengthened. In order to secure the benefit of Loewe Service pipes should be posted to Loewe & Co., Ltd., Service Dept., 58, Haymarket, London, S.W.1, together with threepence in stamps to cover cost of packing and return postage for each pipe sent.

Fortunate possessors of a Loewe briar will naturally give it something more than ordinary care and attention—one does not treat a friend shabbily. Nevertheless, there may come a time when a trusted Loewe needs skilled treatment, and for this the services of Loewe experts are free of charge.

When a bowl becomes crusted it will most certainly lose a good deal of the sweetness which has been hitherto enjoyed; the finest tobacco will fail to please if the walls of the bowl be clogged and the stem choked and foul. But there is no need to despair when these things happen—such a friend can be restored to health quickly and efficiently.

### A PIPE SMOKER TREATS HIS PIPE WITH GREAT RESPECT.

- ¶ Excessive corrosion or carbon inside the bowl tends to burst or crack the wall. To obviate this make use of the "LOEWE SERVICE AFTER SALE"—no charge is made.
- ¶ A broken 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 filling a new pipe do not press the tobacco into the bowl too hard, just lightly.
- ¶ Never refill a pipe without allowing it to cool; the life of the pipe is materially added to if this rule is observed.
- ¶ A pipe smokes sweeter if rested often. That is why you should have a "LOEWE" for each day of the week.



This Leaflet on  
**LOEWE SERVICE**  
is in every pipe box.

LOEWE HAS BEEN ESTABLISHED IN THE HAYMARKET  
OVER 80 YEARS.

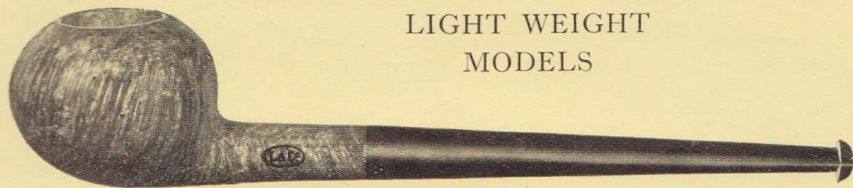




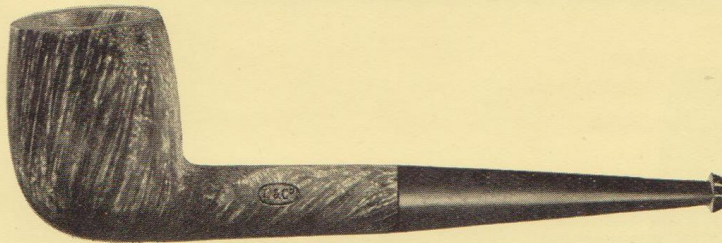
## THE LOEWE PIPE

### LIGHT WEIGHT MODELS

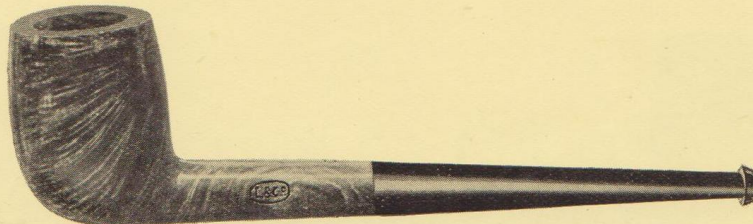
THE LOEWE  
"OBAN"



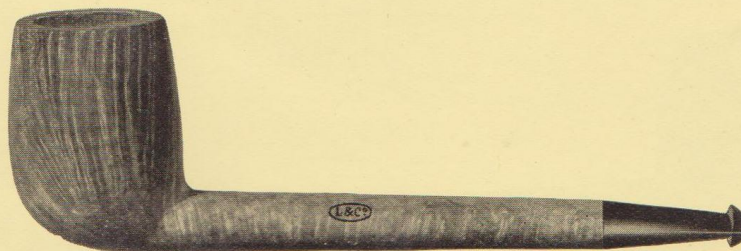
THE LOEWE  
"KENTON"



THE LOEWE  
"BEDFORD"



THE LOEWE  
"WINNI"  
(Flat Stem)



THE LOEWE  
"JARROW"  
(Flat Stem)



ALL LOEWE MODELS PLAIN ARE 15/- EACH.

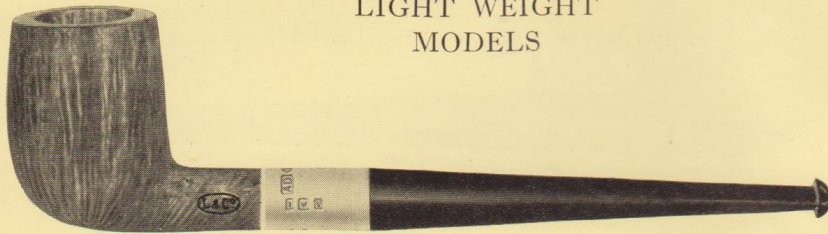
*Illustrations about two-thirds full size.*



# THE LOEWE PIPE



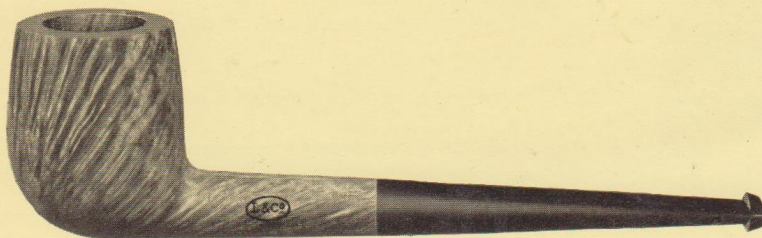
## LIGHT WEIGHT MODELS



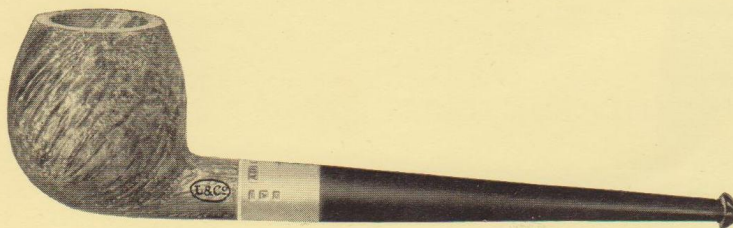
THE LOEWE  
"BRAZILIAN"



THE LOEWE  
"TEMPLE"



THE LOEWE  
"LAWRENCE"



THE LOEWE  
"WINDSOR"



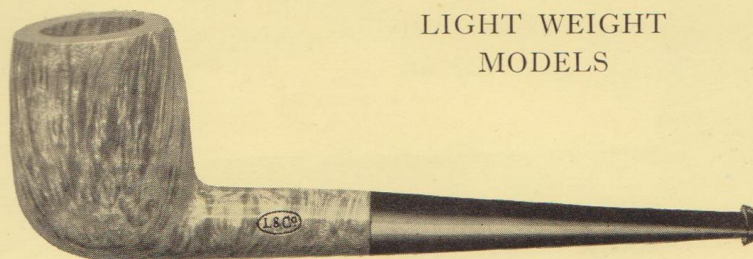
THE LOEWE  
"CAPT. BOLTON"

LOEWE PIPE CLEANERS AND PIPE GLOVES  
are shown on page 24.



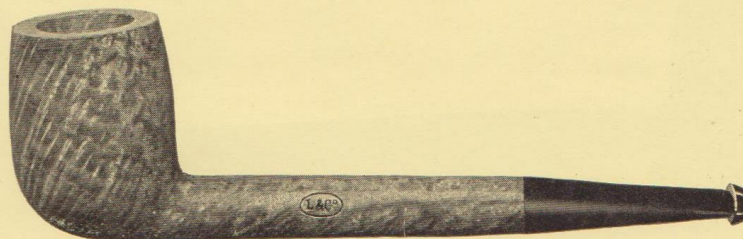


THE LOEWE  
"NEWLYN"



LIGHT WEIGHT  
MODELS

THE LOEWE  
"PERCY MORRIS"



## LOEWE RIPPLE GRAIN

Light in weight—designed by nature—every pipe different. Very old briar and dark finish. Various models similar to the named shapes in this Brochure.



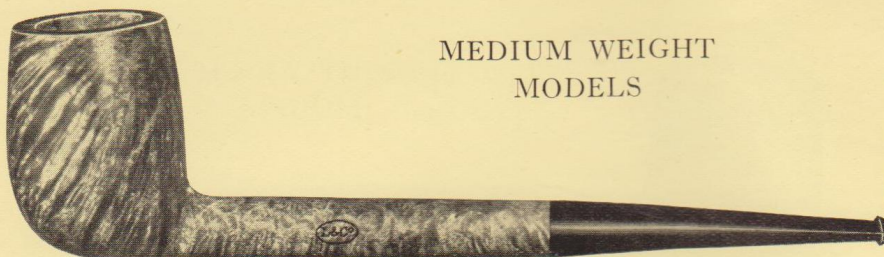
LOEWE RIPPLE GRAINS ARE ONE GUINEA EACH.



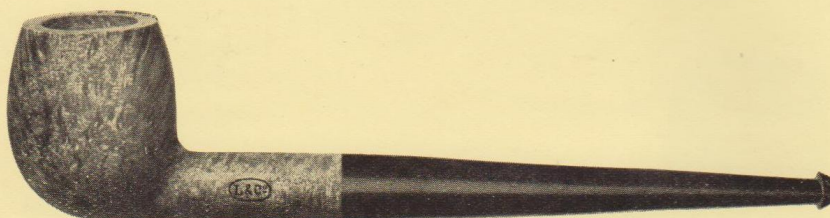
# THE LOEWE PIPE



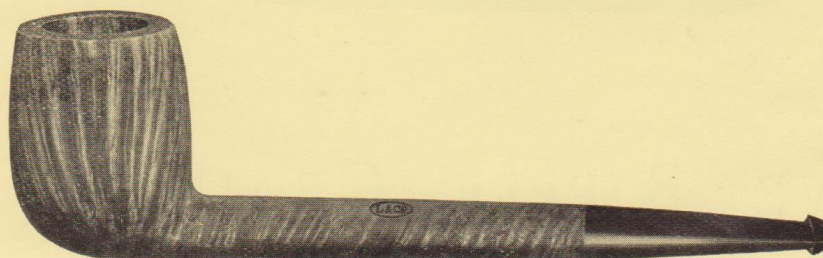
## MEDIUM WEIGHT MODELS



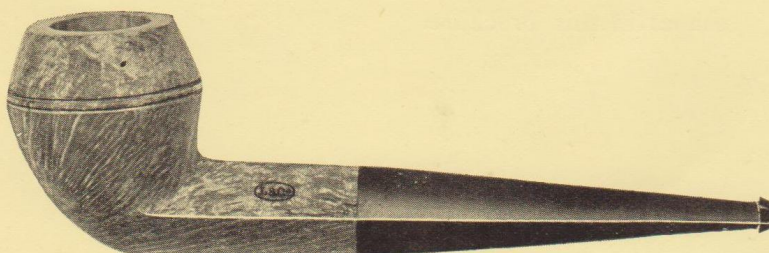
THE LOEWE  
"KELVIN"



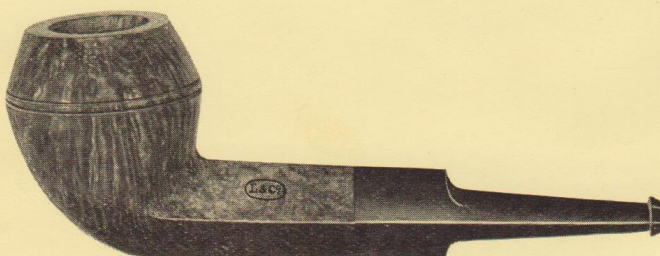
THE LOEWE  
"DORSET"



THE LOEWE  
"SLOANE"  
(Flat Stem)



THE LOEWE  
"LEMAN"  
(Long)



THE LOEWE  
"LEMAN"

LOEWE BOWLS always smoke cool and sweet. They are matured AFTER cutting to shape and finished differently from all other bowls.

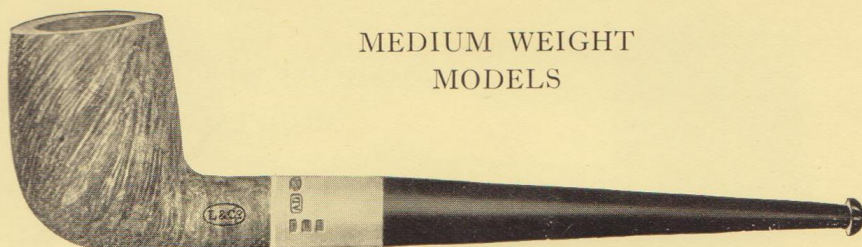


## THE LOEWE PIPE

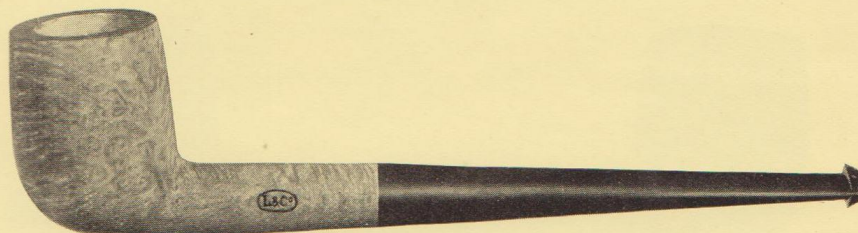


### MEDIUM WEIGHT MODELS

THE LOEWE  
"PASTIME"



THE LOEWE  
"HARROW"



THE LOEWE  
"REDCAR"



THE LOEWE  
"STOWE"



THE LOEWE  
"THURLOW"



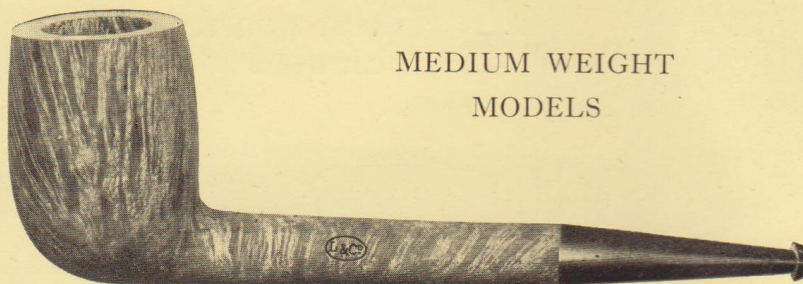
LOEWE BRIARS ARE SOLD WITH A WARRANTY which is always liberally interpreted.



# THE LOEWE PIPE



## MEDIUM WEIGHT MODELS



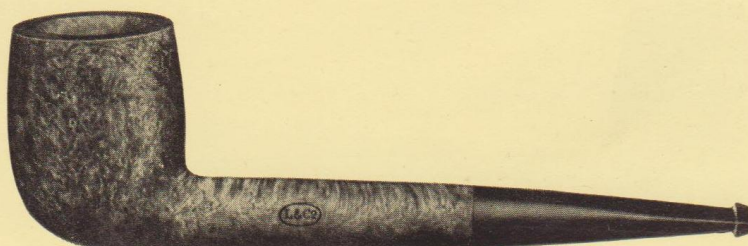
THE LOEWE  
"BILLIARD"



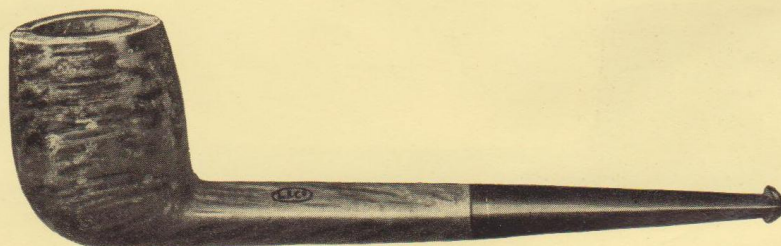
THE LOEWE  
"DERRY"



THE LOEWE  
"MANCHESTER"



THE LOEWE  
"WALTON"



THE LOEWE  
"NAIRN"  
(Flat Stem)

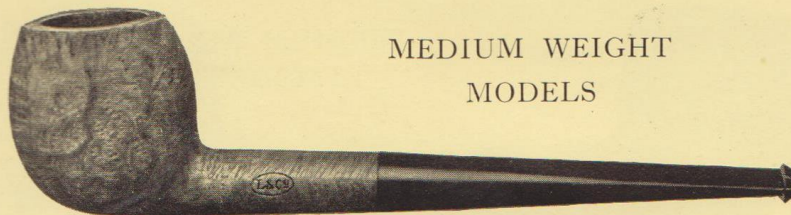
ALL LOEWE MODELS PLAIN ARE 15/- EACH,  
SILVER MOUNTED 17/6 EACH.





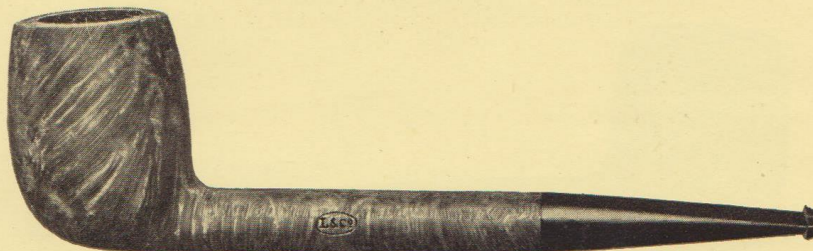
## THE LOEWE PIPE

THE LOEWE  
"ROMNEY"



MEDIUM WEIGHT  
MODELS

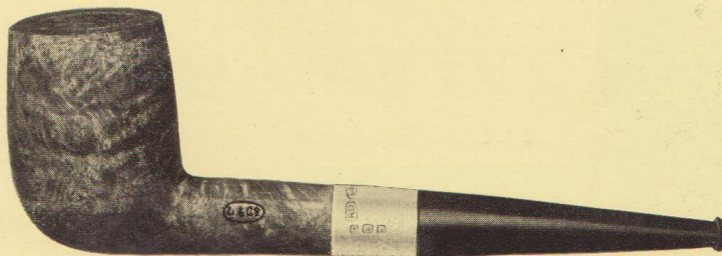
THE LOEWE  
"POOLE"



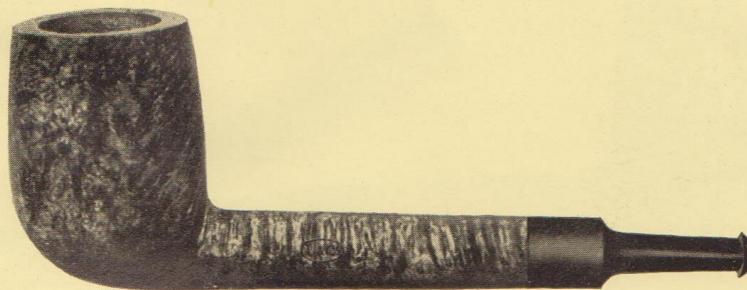
THE LOEWE  
"WIGMORE"



THE LOEWE  
"NORFOLK"



THE LOEWE  
"INVERNESS"



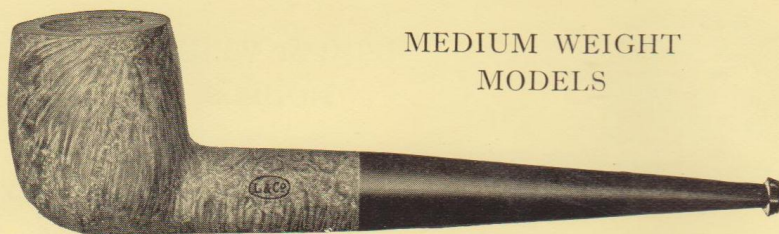
LOEWE MOUTHPIECES ARE HAND CUT from the finest Sheet Vulcanite,  
thoroughly tested for purity and hardness.



# THE LOEWE PIPE



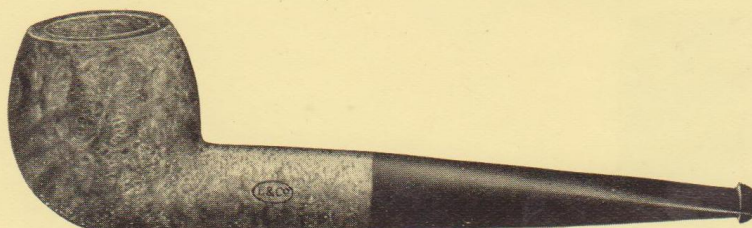
## MEDIUM WEIGHT MODELS



THE LOEWE  
"BELPER"



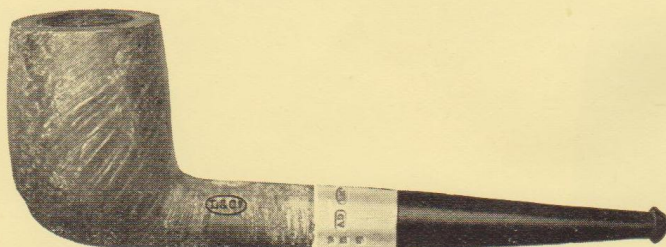
THE LOEWE  
"LODER"  
(Triangular Stem,  
Flat Base)



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



THE LOEWE  
"TRAVELLER"



THE LOEWE  
"EDINBURGH"

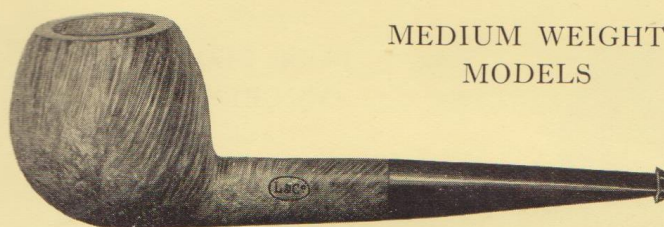
LOEWE 58 MIXTURE is a most enjoyable tobacco.  
See page 24.





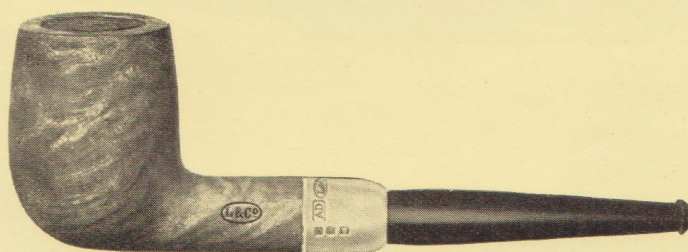
## THE LOEWE PIPE

THE LOEWE  
" ROVER "

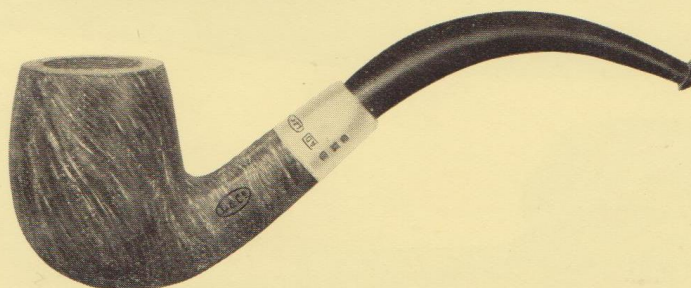


MEDIUM WEIGHT  
MODELS

THE LOEWE  
" SIMPLEX "



THE LOEWE  
" EASY "



### THE LOEWE "WINDWARD" (Regd.)

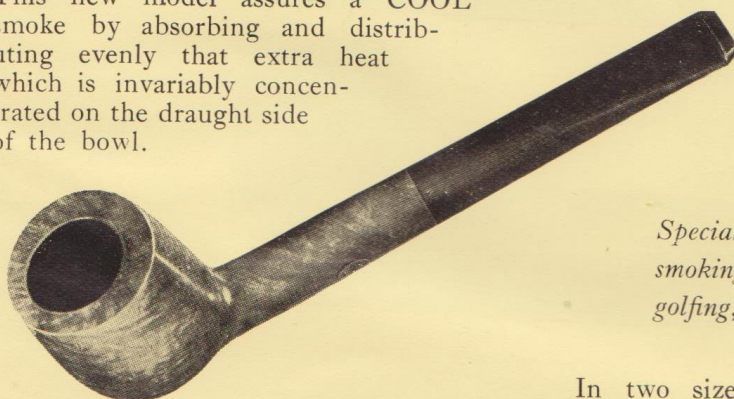
The bore of the WINDWARD bowl is thrust forward (as illustrated)—causing extra thickness of the wall where it is most wanted which obviates damage from overheating—especially when the draught is strong in OUTDOOR SMOKING, such as when golfing, motoring, walking, etc.

This new model assures a COOL smoke by absorbing and distributing evenly that extra heat which is invariably concentrated on the draught side of the bowl.

*SIMPLE*

*and*

*EFFECTIVE.*



*Specially suitable for outdoor smoking—in a strong wind, when golfing, walking, motoring, etc.*

In two sizes, medium and large.

ALL LOEWE MODELS PLAIN 15/- each.

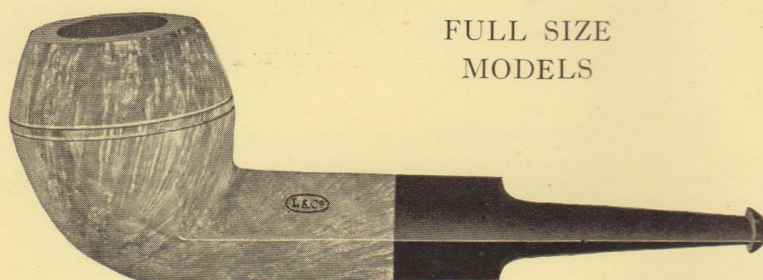
SILVER MOUNTED 17/6 each.



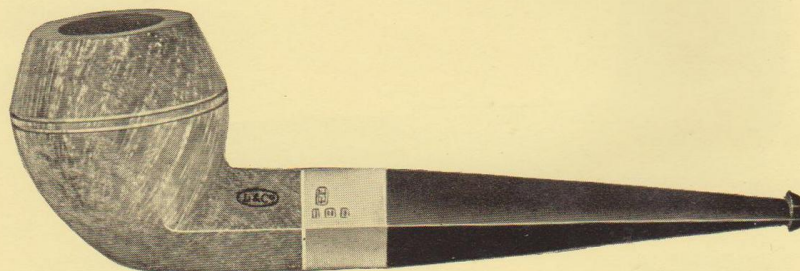
# THE LOEWE PIPE



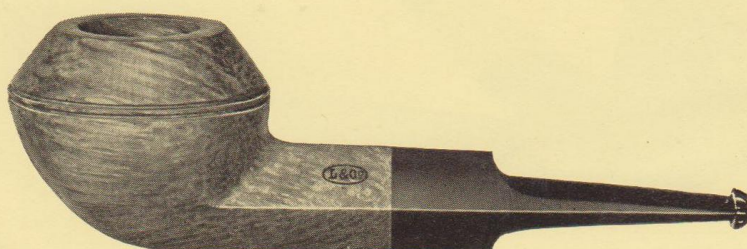
## FULL SIZE MODELS



THE LOEWE  
" BLOCK "



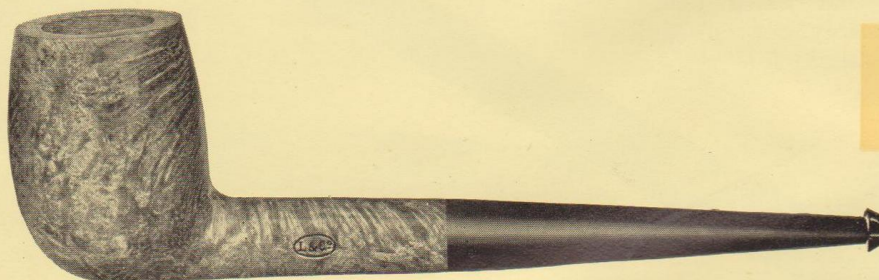
THE LOEWE  
" BLOCK "  
(Long)



THE LOEWE  
" RHODES "



THE LOEWE  
" FALKLAND "



THE LOEWE  
" FAWLEY "

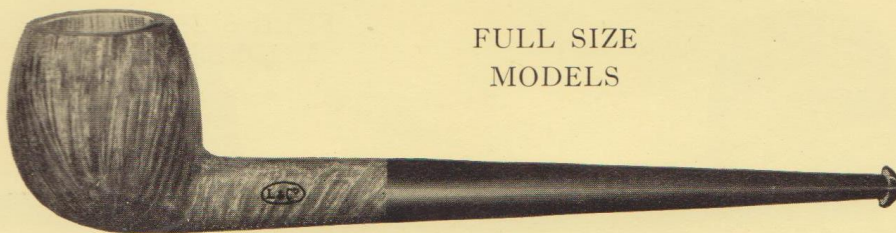
" LOEWE FREE SERVICE " will keep your Loewe Briar sweet and clean.  
See page 6.





## THE LOEWE PIPE

THE LOEWE  
"BADGER"



FULL SIZE  
MODELS

THE LOEWE  
"BAGLEY"



THE LOEWE  
"DANBY"



THE LOEWE  
"MORLEY"



THE LOEWE  
"ACTON"



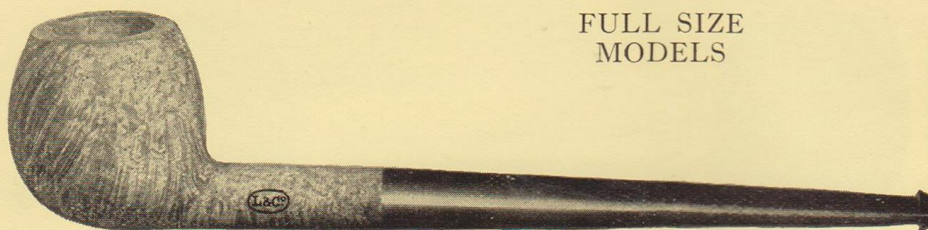
Illustrations are about two-thirds full size.



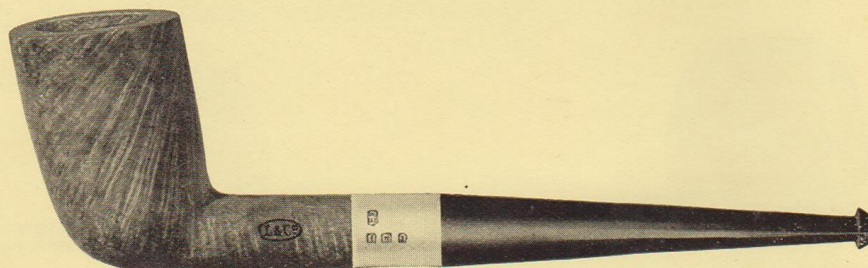
# THE LOEWE PIPE



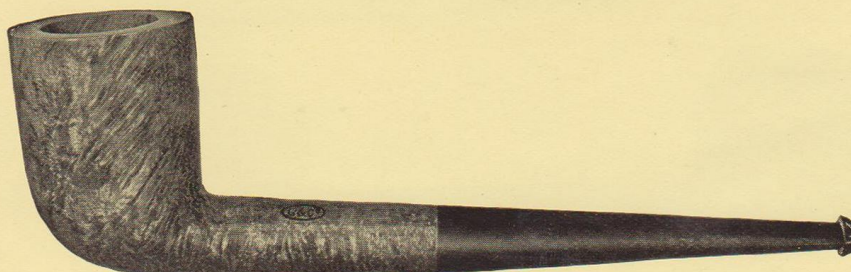
## FULL SIZE MODELS



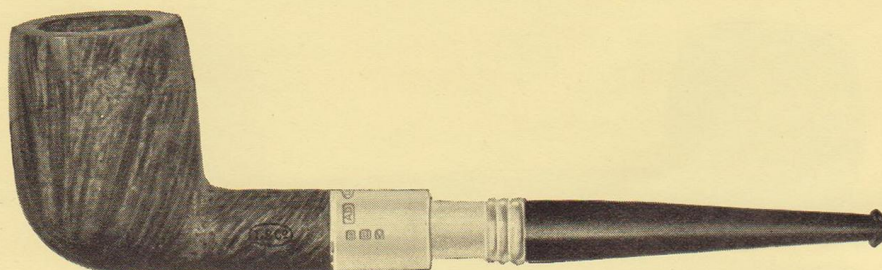
THE LOEWE  
" ECCLES "



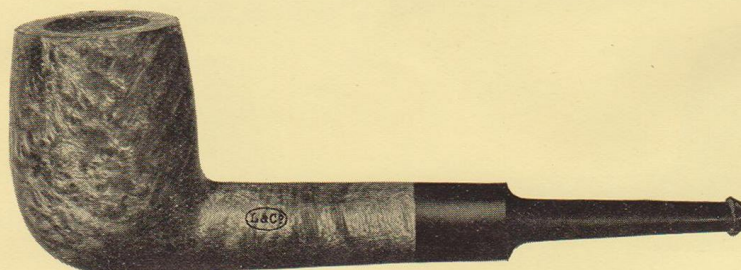
THE LOEWE  
" SHEFFIELD "



THE LOEWE  
" LUDLOW "  
(Flat Stem)



THE LOEWE  
" JERSEY "



THE LOEWE  
" MILITARY "

LOEWE BRIARS WERE FIRST MADE IN *The Hay Market*  
IN 1856, AND ARE KNOWN THE WORLD OVER AS  
"*The Best Pipe of All.*"





## THE LOEWE PIPE

FULL SIZE  
MODELS

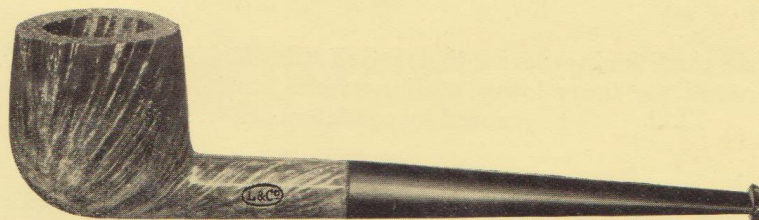
THE LOEWE  
"CAPTANIDE"



THE LOEWE  
"WIMPOLE"



THE LOEWE  
"BALTIC"



THE LOEWE  
"BIRMINGHAM"



ALL LOEWE MODELS PLAIN ARE 15/- each.

SILVER MOUNTED 17/6 EACH.



**LOEWE'S HUGH-BROWN MODEL.**  
ELIMINATES EXCESSIVE CONDENSATION.



Shape  
No. 3

Shape  
No. 2

Shape  
No. 1

Shape  
No. 4.

The air conditioning device in HUGH-BROWN Model causes the air to constantly flow round the inner lower portion of the bowl which "dries out" any dampness caused by condensation .. 15/- each

**LOEWE'S "TRAVELLER" BRIAR.**

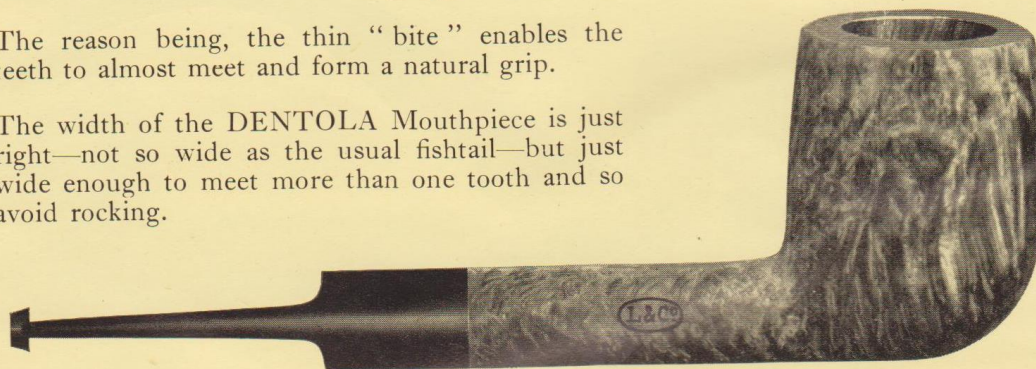
FITTED WITH DENTOLA MOUTHPIECE.

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.

PLAIN 15/- each.

*Illustration full size of the large model.*





## LOEWE STRAIGHT GRAINS

Loewe Straight Grain Briars are too rare to enable a large stock being kept, but all enquiries will receive individual attention and the nearest shape to that selected will be sent.



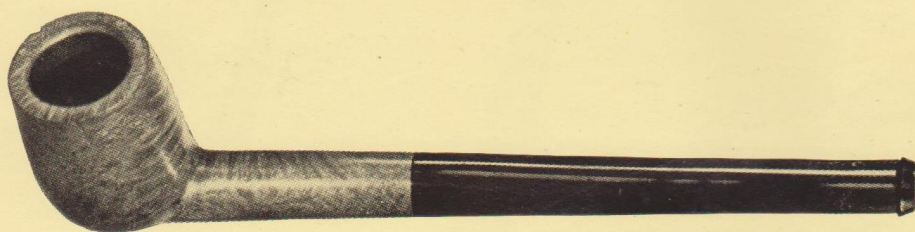
*From* TWO GUINEAS EACH.

Every LOEWE Straight Grain is a perfect specimen and carries the full  
LOEWE warranty.

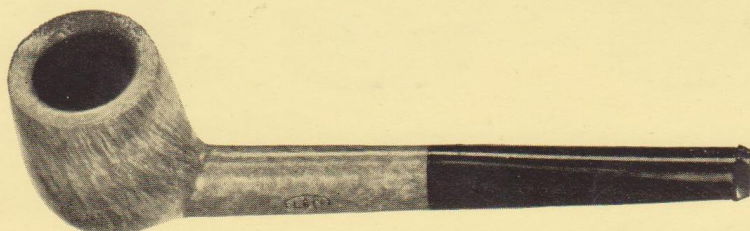


LOEWE'S PROCESS Virgin Bruyere.

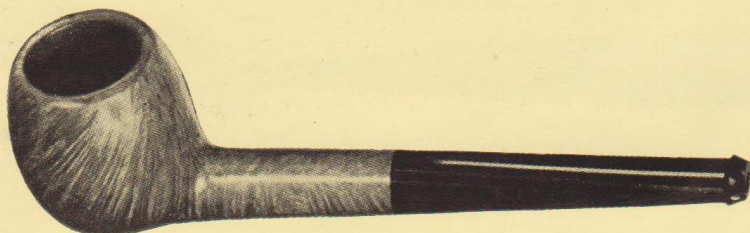
Every bowl is chosen for some *unique character* in its grain. The interior is scientifically treated by the inimitable LOEWE PROCESS, which renders breaking-in unnecessary. This briar will colour beautifully and become richer in tone as the pipe is smoked.



THE LOEWE  
" PIRRIE "



THE LOEWE  
" BAIRD "



THE LOEWE  
" DEANE "



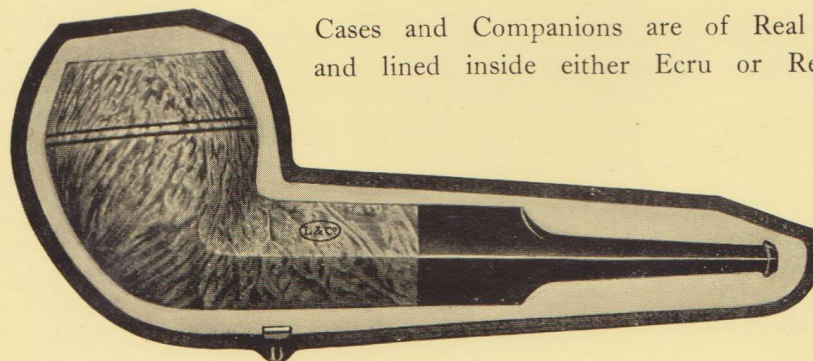
THE LOEWE  
" RIPON "

TWENTY-FIVE SHILLINGS EACH.



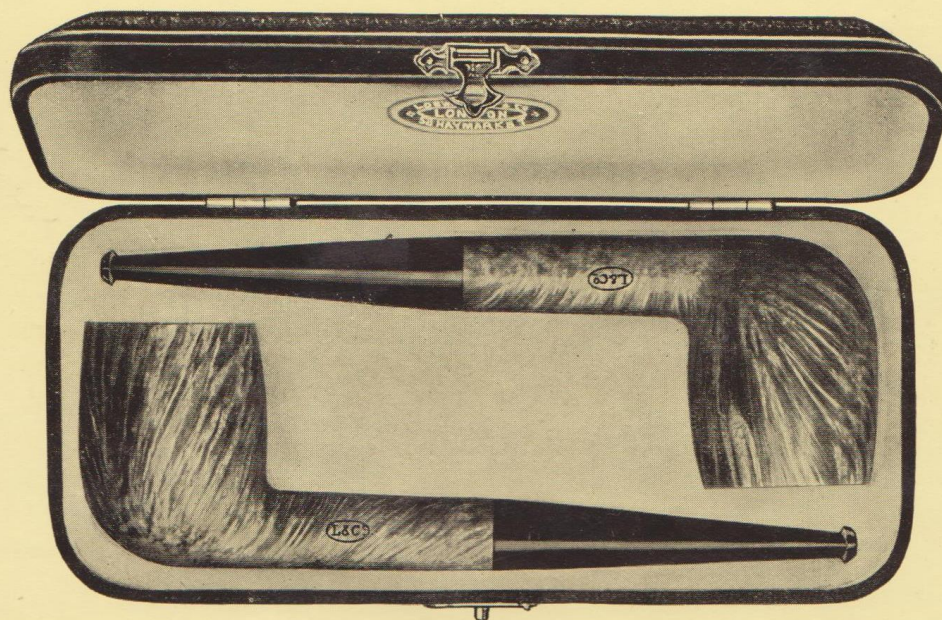


## LOEWE PIPES IN CASES AND COMPANIONS



Cases and Companions are of Real Morocco, and lined inside either Ecu or Red Velvet.

All Loewe Models in Case 21/- each. Silver Mounted 23/6 each.



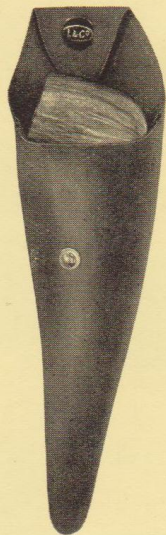
Loewe Companions are designed to hold the Models chosen from two to six pipes.

				Each.		Each.
Price of Companion of	Two	L&C	Pipes	42/-	Silver mounted	47/-
"	Three	"	"	60/-	"	67/6
"	Four	"	"	80/-	"	90/-
"	Five	"	"	100/-	"	112/6
"	Six	"	"	120/-	"	135/-

Prices for SILVER PRESENTATION PLATES AND ENGRAVING  
quoted upon request.

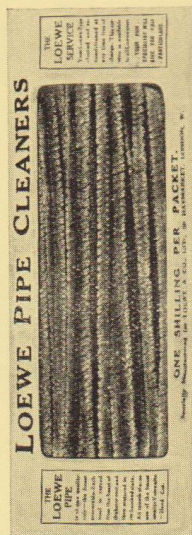


LOEWE  
PIPE GLOVES.



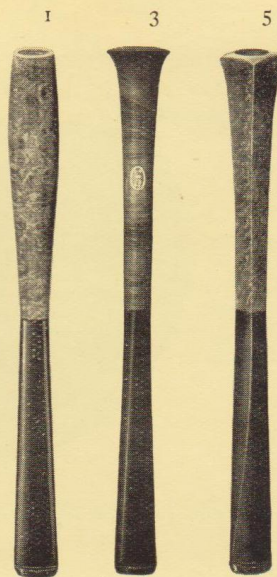
Of the finest soft leathers.  
Small, Medium and Large.  
Price 2/6 each.

LOEWE  
PIPE CLEANERS.



Superior Maroon colour  
Pipe Cleaners in Shilling  
and Sixpenny Packets.

LOEWE  
CIGARETTE TUBES

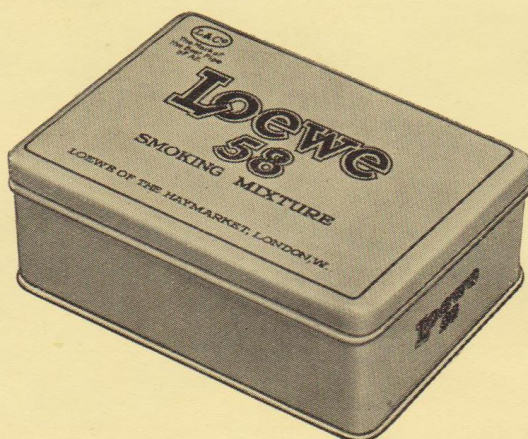


Real Briar. Hand cut Mouth-  
pieces.  
Five Shillings each.

## LOEWE 58 MIXTURE

The Ideal in blending 58 MIXTURE was to produce a tobacco that would be worthy of the name and tradition of Loewe in every respect as regards purity and quality—and at the same time create a mixture which for aroma and pleasurable smoking could not be surpassed.

This Mixture once it is lit needs just easy attention to maintain a cool even smoke.



22/8 per lb.

2-oz. tins.  
2/10

4-oz. tins.  
5/8

Airtight or Flat Tins  
as illustrated.

## LOEWE & CO., LTD.

MAKERS OF FAMOUS **L&CO** BRIARS SINCE 1856.

58, HAYMARKET, LONDON, S.W.1.



