

*Drucquer & Sons Ltd.*  
TOBACCONISTS



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## A Brief History of Drucquer & Sons, Ltd.

**D**RUCQUER'S pipe shop was founded by John Drucquer in London in 1841. At that time he could have had no idea of how his small enterprise would evolve. As the business was tended and knowledgeable smokers in the London of that day became aware of the quality of Drucquer tobaccos, his shop grew to be a renowned establishment, second to none. All manner of folk came in to browse, fill their pipes from the dozens of jars and relax in the very special atmosphere of a tobacconist's shop. *Charles Dickens* was among those who chose pipes from the

*(Continued on page ten)*





# English Style Full

## Levant Mixture

A superb blend of Balkan tobaccos including generous portions of small leaf Turkish and flue-cured Syrian Latakia. Similar in strength to Blend 805, but with slightly less natural sweetness. A blend of eminent distinction.

Levant



## Trafalgar

To achieve the perfect balance of this blend, smooth Turkish tobaccos are blended with red and brown coarse and Cavendish cut Virginias, and enough Syrian Latakia to give Trafalgar a rich English character and a crisp dry taste. Trafalgar is not quite as sweet as Blend 805, nor as full, due to a smaller percentage of Turkish leaf.

## Royal Ransom

A magnificent blend of Levantine tobaccos laden with Latakia and just a little Bright Golden Virginia. Royal Ransom is our fullest English blend and perfect for those who can never find a blend full enough to satisfy them. Due to the slow burning quality of dark tobaccos such as Latakia, Royal Ransom is among the coolest of all of our blends. So slowly does this one burn, that some have trouble keeping it lit; the secret is not to pack it as tightly as one would most other tobaccos.

## Blend 805

Expressly blended for the connoisseur's palate, Blend 805 has long been our most popular English style blend. This mixture will give unsurpassed enjoyment to those who know the pleasure to be derived from mellowed near east tobaccos. Slightly richer than Trafalgar and Red Lion, and possessed of a magical complexity which has made it a favorite the world over. Blend 805 was named so because that was its private blend number when it was first blended experimentally in 1965.

## Red Lion

A bright Virginia-based blend with slightly less Latakia than either Trafalgar or Blend 805, and no Turkish. A medium bodied blend, and a pleasing change of pace from the heavier English blends, Red Lion will give an extremely smooth and balanced smoke with a naturally sweet aroma. This tobacco was named for the lion which appeared on the original Drucquer family crest and is now used on the label (below).





# English Style Light

## "The Devils' Own"



### Smoking Mixture

## Temple Bar

Small amounts of Latakia and other condiment tobaccos are blended with Bright Golden Virginia to achieve a light but flavorful blend, similar to Red Lion, but not as rich. Temple Bar is a perfect introduction to the English style blends for those more accustomed to domestic style Burleys.

## Prince's Blend

A quality tobacco in the English tradition, meaning a generous portion of high quality Virginias and a hint of Latakia. Prince's Blend is of lighter taste and aroma than the heavy English blends and stays alight well. The smoke is cool and dry with a hint of St. James Parish Perique.

## The Devil's Own

Named for Sir Henry Irving during the time he portrayed Mephisto in the London production of Faust (c. 1885). The Devil's Own is also the name of an infantry division of the British army in which Maurice Drucquer served during the first world war. Somewhat belied by its name, The Devil's Own has a balanced taste and aroma. It is slightly sweeter than either Inns of Court or Ye Olde London Baccy due to the inclusion of larger portions of Bright Virginia.

## Ye Olde London Baccy

Another of the original Drucquer family recipes, and the lightest of the Burley/Virginia blends, Ye Olde London Baccy gives a dry smoke with natural flavor and aroma. The slightest amount of Latakia and other condiment tobaccos are used.

## Inns of Court

This unique blend has for decades been one of Drucquer's best selling blends. A combination of bright black and brown Virginias, with Carolina brown Burley, Latakia, Maryland and Perique keeps Inns of Court in high regard. A light blend to suit many palates.

## The Arcadia Mixture

In 1890, Sir James Barrie, in his smoker's novel *My Lady Nicotine*, revealed the ultimate pipe tobacco—Arcadia Mixture—possessing remarkable power to stimulate the mind and soothe the disposition, recalling the idyllic pastoral pleasures of a bygone age. The ideal Sir James envisioned has been captured in the blending rooms of Drucquer & Sons. We are proud to present the Arcadia Mixture—a masterful blend of the finest Turkish, mellow Red and robust Maduro Virginias, with a delicate touch of fine mountain Latakia. A naturally fragrant smoke with a touch of sweetness flowering into a sensuous experience.





# English Virginias & Scottish Blends

## Blairgowrie

In the classic Scottish blending style, Blairgowrie is a robust blend of matured or aged Virginias and other exotic tobaccos, possessing a most pleasing complexity. Slightly more full but less sweet than St. James, it is slow burning and remarkably smooth. A drawing of Blairgowrie and Rattray, a small burg on the Erich River in Perthshire, Scotland, enhances the label.



## St. James

For those seeking a non-Latakia mixture with character and flavor that does not pall, we have blended one of the finest Balkan tobaccos, some of the most exotic leaves of the eastern United States and one of North America's oldest and rarest tobaccos, (originated by the Chikasaw and Choctaw Indians of St. James Parish). St. James is naturally sweet, and will appeal to the devotee of English and domestic styles alike.

## The London Press

A flake or slice tobacco processed for us in London. The finest quality Virginias are blended in leaf form and then pressed under great pressure in a steam heated hydraulic press. This causes the tobacco to ferment and "marry" into an altogether pleasing and full bodied blend possessing a natural sweetness. This tobacco is rubbed-out or broken up before smoking to achieve the desired burning rate.

## Lanyard

A curly or spun cut tobacco, processed for us in London in a manner similar to The London Press, but with a markedly heavier taste and aroma due to the use of darker Virginias. This blend must also be rubbed out before it is smoked, and offers a most satisfying and enduring smoke. Our strongest Virginia blend.

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## Scotch Blend

The American cousin to The London Press, Scotch Blend is a ready-rubbed flake made with Virginias and other large-leaf American tobaccos. This tobacco comes from the presses before it is fully fermented and is thus lighter than The London Press or Blairgowrie. Scotch Blend is slow burning and slightly sweet, ideal for those who find the heavier Virginias overpowering.

*In the days before modern machinery and processes were used, tobaccos such as the ones described on this page were cured and 'pressed' in hollowed out logs for several months to achieve the fermentation essential to a flake tobacco.*



# Cavendish Blends

## Captain Kidd

As any pirate knows, the man called Captain Kidd was not to be taken lightly and at the blink of an eye would rise up with tempestuous fury and pillage to his heart's content all that lay around him. In an effort to avoid such disasters, the wise men of the merchant ships created blends of totally opposite temperament to the mighty Captain. Such a tobacco could soothe even Neptune with its seductive taste and soporific aroma. Delightfully laced with exotic flavorings, it is the perfect antidote to the tribulations of life.



## Bergen Harbor

Bergen Harbor is a Cavendish in the Danish style. Highest quality Virginias and other tobaccos are gently steamed, pressed and cured to perfection, then hand blended to give the Cavendish devotee a refreshingly smooth, clean flavor

## Aromatic

The finest Bourbon Whiskey is blended with this high quality Cavendish to produce an aromatic tobacco that is sweet and has a wonderfully pleasing aroma, yet none of the common faults many of us have come to live with if we smoke an aromatic blend. Aromatic Bergen Harbor is as clean burning as the best non-aromatic blends and as cool and free of bite as the Natural and Toasted varieties. At last here's an aromatic tobacco you can really enjoy during *and* after the smoke.

## Natural

The lightest of the Bergen Harbor varieties, Natural, has a clean, smooth flavor with a hint of natural sweetness. This natural sweetness gives the blend a fine light aroma. Mild enough for the most sensitive palate.

and provocative aroma without undertones of bitterness. A mellow, quality blend in the Drucquer tradition, Bergen Harbor is not simply one blend but three: Natural, Toasted and Aromatic.



## Toasted

As its name implies, Toasted Bergen Harbor is a blend with the principal portion being a Cavendish that is toasted to enrich the tobacco and bring out more of its natural character. Richer than the Natural Bergen Harbor, yet possibly milder for the rapid or heavy smoker.



# Aromatics & Burleys

## Smuggler's Blend

This rough-cut Burley tobacco is grown in Virginia rather than Kentucky, the 'home' of Burley. The Virginia soil gives this tobacco qualities of both Virginia and Burley. With a natural, mild flavor and a neutral aroma, Smuggler's Blend is suitable smoked straight or used as a blending base.

## Windjammer

Especially blended for the outdoor smoker, slow burning with lots of smoke, Windjammer is a natural, undisguised blend of Virginia, Carolina and Burley. Good also as a blending base.

## White Burley

A quality, pure Burley tobacco, naturally sweet and nutty. Delightful and rich when smoked straight and excellent as a basic blending tobacco. White Burley is the sweetest of the Burley varieties.



## Moonshine

A favorite since 1932, Moonshine is a unique coarse cut blend of aged Carolinas and rich Black Virginia Cavendish, free of artificial flavorings, yet robust and full flavored.

## Punche Bowle

With none of the sharp spices of other aromatic blends, Punche Bowle will remain mild throughout the entire smoke. Here's a light fruity tasting blend with pleasing yet light aroma.

## Forty and Eight

This expertly blended, highly aromatic mixture of domestic tobacco has a fine sweet flavor and a very acceptable aroma, a high quality mixture that leaves a relatively clean pipe.

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# Cigarette Tobaccos

As an alternative to purchasing machine-made cigarettes, we offer five cigarette cut tobaccos, varying in strength from light to very heavy. All of our cigarette tobaccos are entirely free from artificial flavorings and chemical preservatives, and are cut in either fine or shag widths, as noted.

## Black Jack

As black as the Ace of Spades and with a flavor to match, this shag cut tobacco is right for those who prefer the heaviest of cigarettes, such as the French and Spanish styles. Sweet and pure, a very unique blend.

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**BLACKJACK**



**ROLLING TOBACCO**

## Clouds of Contentment

A favorite with Drucquer customers for over forty years, Clouds of Contentment is a high quality blend of Matured and Bright Virginia in a fine cut. Very slow burning, and richer in taste than Berkeley Straight, though not as sweet as Birdseye Shag.

## BIRDSEYE



**SHAG**

## Bird's Eye Shag

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A favorite with smokers, this is a dark shag cut Virginia, very rich in flavor and extremely cool burning. Unlike its Danish and Dutch counterparts, Bird's Eye is not laden with propylene glycol and has no moisture other than water.

## Berkeley Straight

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Only the finest Golden Virginia to produce the mildest of smokes, reminiscent of the finest English cigarettes. This fine cut tobacco is light and yet very flavorful. Favored by heavy smokers, Berkeley Straight will stay fresh and clean to the palate throughout the day.

## Marrakech Express

The ultimate in pure cigarette tobaccos is this fine cut pure Dubec Turkish. It is the most complex and exotic cigarette tobacco, yet very low in tar and nicotine content. The

**DISCONTINUED**  
**marrakech**



**Express**

Dubec Turkish used in Marrakech Express is very similar to the Yenidje used in the most famous English cigarettes. However the Dubec and Yenidje varieties are grown on adjacent valleys and differ slightly in taste as a result.



# Aromatics

An aromatic, by our definition, is any tobacco flavored with chemicals or artificial additives. All aromatic tobaccos on the market today are so flavored. The basic objection we have to the use of treated tobaccos is that the chemicals will almost always leave a very unpleasant residue in the bottom of the bowl of your pipe. The flavor of a natural tobacco will "bloom" as the smoke nears its finish, while most Aromatics get bitter due to the condensation of unburned chemical tars. This excess moisture also prevents the pipe from drying sufficiently. While it is therefore not our desire to promote the use of artificially flavored blends, Aromatic tobaccos have come into great popularity in recent years, and consequently, we have sought to acquire what we feel are the best of this new breed of blends. The following are five tobaccos we feel to be of superior quality and are packaged by us in our standard sizes.

**Danish Pecan.** A light, nutty tasting tobacco, sweet and cool burning.

**Dutch Chocolate.** The most subtle of the aromatics, this tobacco is also a good blender.

**Rum and Honey.** Just that, though not your usual bland concoction, it is delightfully sweet with no bitter aftertaste.

**Vanilla Cube Cut.** The least affected of these five, and one of the only vanilla tobaccos still available.

**Cherry.** The flavor and aroma is unmistakable; definitely the best smoking cherry blend we've ever tasted.

**Raspberry.** The most aromatic of the five, this blend is fresh and sweet with the smell of fresh raspberries sure to turn many heads.



*Above is pictured the new walk-in cigar humidor and blending bar at our University Avenue store.*

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# About Our Tobaccos & Our Methods

In all the years since Sir Walter Raleigh popularized tobacco smoking in the old world, little has changed in the manner in which the English have treated their favorite indulgence. Tradition, a word much overused, still characterizes the way blending is done at Drucquers. Our small factory, in the back of our University Avenue store, is run by our regular staff under the supervision of Robert W. Rex, Pres. Our tobaccos are blended by hand, in small batches, using no chemicals or artificial additives; they are moistened with water only. All of our blending and packaging is done on the premises exclusively, and all of our recipes are original Drucquer & Sons recipes. Our labels are designed by the staff, and to the last detail, our scrupulous methods are entrusted to no one other than the tobacconists in our employ. This attention to detail assures you, the smoker, of the highest quality and greatest satisfaction in our product.

In addition to the thirty-odd blends listed in this catalog, we have in our files 1,000 private blends, dating from the time of the first Berkeley shop on Shattuck Avenue. If you cannot find just what you are looking for, we can undoubtedly blend something to suit your taste. We are also capable of matching almost any non-aromatic tobacco you may wish to reproduce.





(Continued from page one) racks of Drucquer's and also was a devotee of the Drucquer blends. The great thespian Henry Irving (pictured), for whom "The Devil's Own" was originally blended, could often be found sampling the newest blends in the quiet, foggy evenings on the strand.

Tobacconists' shops of that era were the necessary outgrowth of the chemistry and pharmaceutical shops which purveyed tobacco along with their more standard wares. John Drucquer knew then, as smoking connoisseurs know now, that only by specializing could he satisfy the growing sophistication of his clientele. Consequently, when John Drucquer III moved Drucquer & Sons, Ltd. to Berkeley, California in 1928, he brought with him far more than a few tobacco recipes and a name. To the new land he carried all the splendid traditions of his homeland, along with a sense of pride, and

a sure knowledge of his craft. This standard of excellence is still evident in the way business is carried on at Drucquer & Sons today. Our

customers are attended by tobacconists who love their trade and approach it with great expertise.

On the opposite page is a copy of what is perhaps the most unusual order we have ever filled. The three pounds of Inns of Court were received by Richard Black on January 18, 1935, and helped make the return voyage from the glacial wilderness of "Little America" more comfortable for the courageous men of Admiral Byrd's crew. The document is important because it represents one of our first mail orders. The idea of catering to a widespread clientele



seemed a good one, and today we send tobacco all over the world. On several occasions the poet Pablo Neruda was sent tobacco and pipes to his home in Chile, and orders from



Kuwait, Brazil, Germany or even London are no longer unusual. (A.P.O. shipments to men and women in government service have always been a Drucquer & Sons specialty.)

It gives us the greatest pleasure to be able to serve our customers faithfully wherever in the world you may be, and we wish to reassure you that no matter how far your travels may take you, you will never have to settle for second-best.

**ACCURATE  
FAST  
COURTEOUS**

# Mackay Radio RADIOGRAM

*All America Cables*      *Commercial Cables*

Received at 2120 SHATTUCK AVE.  
BERKELEY 3232

15 Words  
FOR THE USUAL  
PRICE OF 10  
A Complete Service of


1934 NOV 2 PM 2 09

FR7 65 EXPED VIA MACKAY RADIO=LITTLE AMERICA VIA SANFRANCISCO  
CALIF 2 1119A

DRUCQUER AND SONS  
2201 SHATTUCK AVE BERKELEY CALIF

ANTARCTIC GREETINGS FROM AN OLD CUSTOMER WITHOUT SUPPLY OF INNS  
OF COURT STOP WILL YOU TAKE CHANCE ON CREVASSES AND HIGH SEAS  
AND SEND ME THREE POUNDS FOR RETURN JOURNEY STOP ADDRESS ME  
LITTLE AMERICA CARE BEAR OF OAKLAND DUNEDIN NZ NO DUTY AS US  
POSTOFFICE HERE STOP WILL SEND MONEY ON RETURN MANY THANKS  
RICHARD B BLACK.

Correspondence from customers is always a delight at Drucquer's. Above are two of our favorite testimonials.

  
CECIL B. DeMILLE PRODUCTIONS, INC.  
2010 DeMILLE DRIVE  
HOLLYWOOD CALIFORNIA  
February 17, 1938

Drucquer & Sons  
2201 Shattuck Avenue  
Berkeley, California.

Gentlemen:


Many thanks for your courtesy in sending me the generous can of your Buccaneer Blend Pipe Tobacco which I am looking forward with the keenest pleasure to smoking.

A satisfying pipe and a good picture are, in my opinion, a combination rather hard to beat.

Yours very truly,

*C.B. DeMille*  
Cecil B. DeMille.

CBDX-GR-C







2201 Shattuck Avenue - 1938