



BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
SUPPLIERS OF SMOKERS' REQUISITES  
ALFRED DUNHILL LTD LONDON

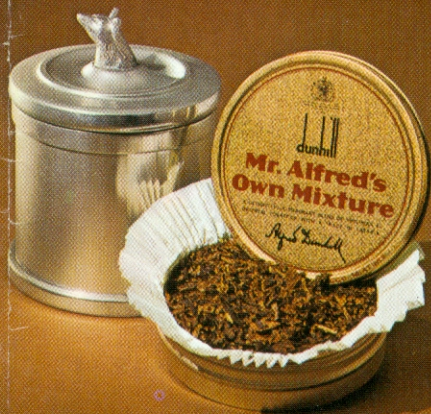
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OF LONDON, INC.

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*Fine*  
*Tobacco*  
*by*  
**ALFRED**  
**DUNHILL**



# Hints on choosing a TOBACCO

## Quality

High grade tobaccos have a superior flavour and are free from stalk and coarse leaf. The low moisture content makes them more economical.

## Strength

The strength refers to the degree of flavour or aroma and is indicated by the terms "full" "medium" and "mild".

## Cut

Most smokers prefer a "medium" cut.

"Broad" cuts smoke more slowly but are harder to keep alight.

"Fine" cuts burn freely but have a tendency to smoke hot.

## Type

Smoking habits should influence the choice.

For outdoor use the slow burning "Flakes" and "Plugs" are ideal, whereas "Mixtures" may need a more restful setting for them to give of their best.

## Beginners

The beginner is wise to start with a "medium" strength tobacco which is not cut too fine and is not too moist (e.g. "My Mixture" No. 965).

Further hints and many items of great interest to pipe-smokers may be found in Alfred H. Dunhill's recent book 'THE GENTLE ART of SMOKING.'

# Pipe Tobaccos

The basic tobaccos employed in the production of "Pipe-Blends" and the methods of manufacture are too numerous and complicated to be described fully in these pages, but for simplification, Dunhill blends may be divided into three main groups:

1. **Mixtures** (i.e., blends of Virginia, Turkish and other tobaccos).
2. **"Straight" Virginias** and also **"Blended" Virginias**.
3. **"Processed" tobaccos** (i.e., Flakes, Plugs, Twists or Spun-cut).



VIRGINIA is, of course, a general description which covers most of the American type tobaccos; TURKISH implies those originating in Asia Minor.

Flavouring tobaccos such as Latakia, Perique or Cigar leaf are occasionally specified by name.

It is hoped that these notes, together with the hints on the preceding page, will help the reader to find a blend which is perfectly suited to his palate.

## London Mixture

This is an essentially "English" Mixture with a pleasant aroma and a flavour which—so say its

admirers—never seems to cloy.

It is a good example of the skilful blending of Latakia with Virginia and Turkish leaf and has won popularity in many countries.

Being of medium cut and strength it is the ideal 'general purpose' tobacco and can also be recommended for the beginner.

## Mr. Alfred's Own

A superb fragrant mixture, blended from Turkish and Virginian types of tobacco with a trace of Latakia. A very cool and satisfying smoke, appealing to a majority of smokers.



## Standard Mixture

As its name suggests, this is another well proven Mixture of Virginia and Turkish leaf with wide popularity.

Of medium cut and with a plain, well-balanced flavour, it is an economical, slow-burning tobacco which gives lasting satisfaction the whole day through.

"Standard" Mixture is available in Mild, Medium, and Full strengths, the second and third being preferred by those who enjoy the maximum degree of coolness.



## My Mixtures

The Dunhill system of blending to suit the individual palate is now world-famous, more than 35,000 different blends having been prepared over the years.

Many of these are by recommendation from the original users, and have themselves found favour among connoisseurs of pipe tobaccos and become stock blends of wide popularity.

Two of the most outstanding are

"My Mixture" No. 965, particularly recommended, has frequently been described by

many smokers as "the finest Mixture ever produced."

"My Mixture" No. 10, with its exotic, rich flavour and aroma is the ideal tobacco for the after-dinner smoke.

## Three Tobaccos

Because variety can greatly add to the pleasures of smoking, these tobaccos have been specially prepared to provide an interesting smoke for any time of the day.

### Early Morning Pipe

As the name implies, this mild, delicately flavoured mixture of

Virginia and Turkish is ideal for the "first pipe," leaving the smoker aroused and ready for the day's round to follow.

### Apéritif

As the day progresses, a little more flavour may be required and "Apéritif," with its rich Oriental leaf provides this. It is a fitting prelude to meal-times leaving the appetite eager and the palate keen.

### Nightcap

For the evening, with its period of relaxation and leisure, something richer still may be enjoyed. The fine flavour and fragrance of "Nightcap" fulfils this need to perfection.



## *Ye Olde Signe*

For the admirer of Virginia leaf with all its time-honoured qualities, there is probably no finer tobacco obtainable.

A subtle blend of Old and Middle Belt leaf, "YE OLDE SIGNE" is a most satisfying tobacco with a natural sweetness of which the palate never tires.

It is cool and fragrant and, being slow burning, is an economical tobacco both indoors and out.

## *Royal Yacht Mixture*

There are occasions, as there are palates which demand a

more than usually choice tobacco. For such, several tobaccos have been specially prepared and of these, none is more famous than "Royal Yacht."

This remarkable blend is composed of specially grown Virginia tobaccos, rich in natural sweetness. It is cool with no trace of harshness and possesses an unusually subtle and piquant aroma.

## *Dunhill Flake*

This "processed" Virginia is a cut flake of medium strength which needs to be "rubbed out" before use. It is very cool and has



a pleasant, slightly sweet flavour and aroma.

Because of its steady, slow burning qualities, this flake is particularly suitable for sportsmen and those who are smoking out of doors and, if unrubbed, will keep fresh in the pouch for much longer than tobaccos of ordinary cut.

### *Three Year Matured*

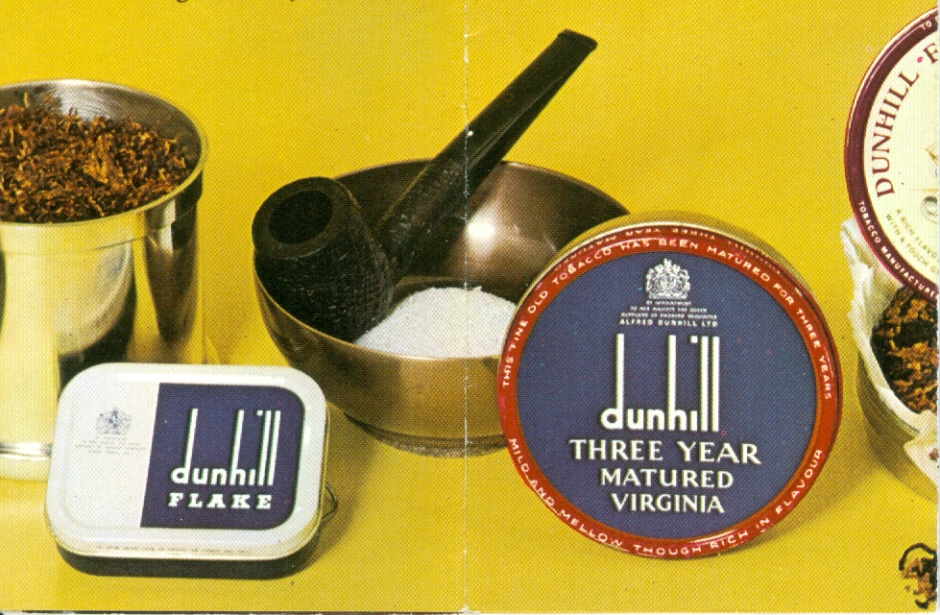
The fermentation or ageing of tobacco continues from the time it is cured until the hogsheads in which it is packed are opened by the manufacturer. In the case of this fine Virginian leaf, there is a

further period in which it is kept under pressure between oak-boards.

The result is a cool, soft flavour and a typical Virginia aroma which many prefer to the more exotic fragrance of a Mixture.

### *Elizabethan*

A blend of light and dark Virginias with a small quantity of Perique, giving a cool rich flavour. This is a blend, not containing Latakia, which would appeal to a smoker who prefers Virginias but with just that something extra.



# The Dunhill Sampler

This pack, containing three small tins of well-known Dunhill blends is commended to the smoker who has not yet found his ideal tobacco and also to the beginner who is wise enough to start with the best.

## Pipe Smokers' Accessories

In addition to tobaccos and pipes, Dunhill offer a wide range of items to assist the smoker in his quest for perfection.

