

• Best British Briar • Best British Briar • Best British Briar

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The



ENGLISH  
PIPE  
BOOK




Best British Briar • Best British Briar

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*“With Pipe and Book  
at close of day  
O what is sweeter  
mortal say”*

**D**own through the ages man has sought, and found, solace and pleasure through the loving companionship of a pipe. From the earliest carved stone pipe, found in the Mayan ruins of Central America, to the superb modern English-made briar — the culmination of the pipe maker's art — man has been lavish with his skill, ingenuity, and art in perfecting the smoking pipe.

With this  **ENGLISH PIPE BOOK**, we endeavor to bring you, from the vast storehouse of pipe knowledge and tradition, the means to make pipe smoking even more enjoyable and satisfying for you.

You will find, between these covers, a wealth of information on fine briar pipes and how to enjoy them. You'll read all about briar — what it is, where it comes from, how it grows and is harvested. You'll learn how fine briar pipes are made and how to distinguish between a really superb English pipe and an ordinary briar. Then you will find valuable information on how to break in a pipe, how to smoke it and take care of it, how to select the right pipe for your face and personality and many other articles all designed to increase your knowledge of pipes and the pleasures of pipe smoking.

One of the great, yet simple pleasures of this world

is the heart warming satisfaction of a really good English pipe properly smoked and properly cared for. So, if after reading the **BBB ENGLISH PIPE BOOK**, your pipe pleasure has increased tenfold, we will have considered our job well done.




... and now to pleasant smoking ...

*The world wide fame*



**HIGHEST HONORS AWARDED TO BBB AT TWO WORLD FAMOUS EXHIBITIONS**


On the only two occasions  Pipes have been exhibited: At the Franco-British Exhibition, 1908 and at the Brussels Exhibition, 1910, they gained the Highest award obtainable.





*simply means*

## BEST BRITISH BRIAR

Back in the early days of Queen Victoria's reign, the oldest registered briar pipe trademark . . .  . . . was created. A letter from the English Trade Mark Owners Association Limited states —


"We confirm that so far as it has been possible for us to ascertain, the Trade Mark No. 40 (for BBB Pipes) was the first to be registered as a Trade Mark in respect to Tobacco Pipes."

For well over 100 years this famous brand of English Pipe has come to mean, to pipe smokers the world over, the finest in London-made pipes and has become a cherished symbol of pipe craftsmanship at its best.

From Thailand to Iceland, from South Africa to Hong Kong, and all over the United States, wherever pipe smokers gather, the name BBB is like that of a dearly loved friend. So well known is the value of a BBB pipe, that it is often used as currency in Asia.

When the BBB Briar Pipe was first created in London, England in 1847, meerschaum was the most generally used material for fine pipes. But the excellence of the BBB Briar Pipes, their splendid craftsmanship and wonderful flavor, soon put them in the forefront of the trend to briar pipes; a position they still hold. On the two occasions that the BBB Pipes have been exhibited in World's Fairs — the Franco-British Exhibition of 1908 and the Brussels Exhibition of 1910 — they were awarded the highest honours obtainable. But more important than

World's Fair medals is the high esteem the BBB Briar Pipes hold in the hearts of pipe connoisseurs everywhere.

The reason for this is simple. It is the high standard of quality the English makers have set for the BBB pipe. No pipe is ever considered worthy of the famed  trademark unless it conforms to this standard in every respect.

What is it that sets a fine English-made BBB Briar Pipe, head and shoulders above the ordinary pipe? Briar, Styling, Workmanship, and Balance, just to mention a few, are the qualities that make the BBB supreme in its field.

But the ultimate test of any pipe is its smoking ability and it is this wonderful quality that has built the BBB's fame. Once you've smoked a London-made BBB Briar Pipe you will never be satisfied with ordinary pipes, for the soul satisfying solace of a BBB makes it a lifetime friend.



THE FIRST BBB ADVERTISEMENT  
TOBACCO TRADE REVIEW, ENGLAND 1873


*of the*



*name*



### ENGLAND, BECOMES A WORLD WIDE POSTAL ADDRESS

Such is the universal fame of  pipes that letters have been received from every corner of the world bearing in some cases nothing more than the words "BBB England" and all arrive promptly.



A WIDE SELECTION OF PIPE SHAPES, PROVIDES THE DISCRIMINATING

REGISTERED TRADE MARK



*All these shapes are available in all 3 price ranges shown on pages 8 and 9*

SHAPE  
NO. 307  
BENT APPLE



SHAPE  
NO. 150  
STANDARD APPLE



SHAPE  
NO. 607  
LIVERPOOL



SHAPE  
NO. 183  
LOVAT



SHAPE  
NO. 130  
PRINCE OF WALES



SHAPE  
NO. 506  
CANADIAN  
OVAL STEM



SHAPE  
NO. 428  
SCOTCH BULLDOG  
CURVED STEM



SHAPE  
NO. 529  
WOODSTOCK



PIPES SHOWN  
1/2 ACTUAL SIZE



THE EXPERIENCE AND TRADITION OF AFFORDS YOU A FINE PIPE



PIPE SMOKER WITH SUPERB BRIARS

Four smoking pipes and one straight pipe component are arranged vertically. Each item is labeled with its shape number and description. The pipes have dark, textured bowls and stems, while the straight component is a dark, tapered bit.

SHAPE  
NO. 220  
OVAL BOWL

SHAPE  
NO. 403  
BULLDOG TAPERED BIT

SHAPE  
NO. 166  
FLAT SADDLE BIT APPLE

SHAPE  
NO. 507  
LARGE DUBLIN

UNSURPASSED FOR FLAWLESS BRIAR

SHAPES FROM WHICH TO CHOOSE

SHAPE  
NO. 606  
STANDARD BILLARD

SHAPE  
NO. 638  
BILLARD  
FLAT SADDLE BIT

SHAPE  
NO. 219  
FOUR SQUARE  
SQUARE STEM

SHAPE  
NO. 530  
STANDARD POT  
FLAT SADDLE BIT



REGISTERED TRADE MARK

OVER 100 YEARS OF KNOW HOW



HANDSOME ENGLISH-MADE



BRIARS

THAT

WILL

BE

LIFETIME

FRIENDS



PIPES SHOWN  
1/2 ACTUAL SIZE

SHAPE  
NO. 165  
LARGE APPLE

SHAPE  
NO. 427  
SCOTCH BULLDOG

SHAPE  
NO. 304  
BENT BILLARD

SHAPE  
NO. 667  
EXTRA LARGE BILLARD

SHAPE  
NO. 414  
BULLDOG SADDLE BIT

SHAPE  
NO. 636  
LARGE BILLARD

SHAPE  
NO. 522  
LARGE POT BOWL

SHAPE  
NO. 637  
LONG STEM EGG


*All these shapes are  
available in all 3 price  
ranges shown on pages  
8 and 9*

ASSURES YOU THE PERFECTION OF STYLING, WORKMANSHIP AND BALANCE





# ENGLISH PIPES COME IN THE 3 PRICE RANGES

Out of every 1000 pipe bowls turned, only 2 have the rare combination of flawless perfection and beautiful specimen graining to meet the superb quality standards of the  Own Make Virgin. In a word, it's the finest.

## Own Make VIRGIN

*Available in all 24 fine English shapes shown on pages 4-5-6 and 7*

Shape  
No. 606

\$10



$\frac{1}{2}$  Actual Size

*Elegantly* PACKED IN RED LABEL  
ENGLISH GIFT BOX and GLOVE

  
*Look FOR  
THIS GENUINE  
INLAID METAL  
EMBLEM*

**B**ecause the most particular pipe smokers in the world like their pipes in natural Briar Color, the finest Rock-Hard specimen grain bowls are used for the BBB Own Make Virgin. No stain or coloring is used and that is why this pipe is the easiest of all to break in. As you smoke your most perfectly made pipe, it begins to color, finally turning from pale blonde to tawny golden russet; the pride and joy of the pipe connoisseur.

Years of slow growth have made the Algerian briar the finest in the world. Months of special aging and curing have mellowed the briar to the peak of smoking perfection, and hours upon hours of superb English Craftsmanship have done their part in creating the world's most perfect pipe.

The splendid joy of smoking a BBB Own Make Virgin will last for years and years.

Each pipe is superbly fitted with a mouthpiece of finest English Ebonite which bears the famous BBB inlaid metal emblem. Beautifully packed in a superb English Luxury Pipe Glove and Red Label Gift Box.

Available in all 24 shapes shown on pages 4, 5, 6, and 7, complete with all its superior features at \$10.00 each.



est loved by those veteran pipe smokers, who have enjoyed pipe smoking for years, is the beautiful BBB Own Make Sterling Silver mounted briar. This is the old original pipe on which the brand built its world-wide reputation.

The wonderful sweet smoking Algerian briar root is finished in a beautiful rich cordovan that brings out the beauty of the wonderful grain of the briar. Then English master-silversmiths fashioned a handsome Sterling Silver mounting on each pipe. This not only makes the pipe a distinctive and beautiful pipe to behold, but it reinforces the pipe and prevents the shank from breaking.

Here is a pipe with all its superior features of fine briar, fine English traditional hand-craftsmanship and skill that is not only a thing of beauty and a delight to smoke . . . but it is recommended as one of the hardest pipes in the world. A pipe that can stand up to a real outdoor man's idea of what a pipe should be.

Many have lasted for 20 years and more! If you are a real pipe smoker and you want a pipe that will give you many years of long hard service and sweet smoking joy . . . the Handsome BBB Own Make Sterling Silver cannot be equalled. Each pipe, with all its superior features, is packed in a beautiful Soft English Pipe Glove and striking Blue Label Gift box.

## Own Make STERLING SILVER

*Available in all 24 fine English shapes shown on pages 4-5-6 and 7*

Shape  
No. 165

\$7.50




$\frac{1}{2}$  Actual Size

*Handsomely* PACKED IN BLUE  
LABEL ENGLISH GIFT BOX and GLOVE

  
*Look FOR  
THIS GENUINE  
INLAID METAL  
EMBLEM*

In pipe shops all over the world, the BBB pipe is the most widely recommended brand.


Whether a man is new or a veteran pipe smoker, the  Own Make Sterling Silver is sure to please him. Men who know pipes best make this the world's most highly recommended pipe.

## Guarantee:

Should the bowl of any English Pipe burn out or crack due to defective material or returned and a new bowl will be furnished free of charge. Stems cannot be guaranteed but



# SHOWN BELOW...

This beautiful  Own Make Thorneycroft is the value leader in fine English name pipes the world over. It is specially priced within the reach of all so that the brand can win an even wider circle of friends.

Own  Make

## THORNEYCROFT

*Available in all 24 fine English shapes shown on pages 4-5-6 and 7*

Shape  
No. 414

  
*Look FOR  
THIS GENUINE  
INLAID METAL  
EMBLEM*

\$5

  
2/3 Actual Size

*Beautifully* PACKED  
IN ORANGE LABEL ENGLISH  
GIFT BOX and GLOVE

**B**

autifully balanced, superbly light-weight and mellow smoking... these qualities have made the BBB Own Make Thorneycroft famous. Its unique appearance and smoking quality is the result of a special process of sand-erosion that brings out the beautiful grain of the briar in superb relief.

First, tough, age-old Algerian briar is carefully selected. Then, after a lengthy curing process, the bowls are carefully hand-turned into 24 authentic English shapes. Now comes the special process of sand-erosion that makes this BBB Own Make Thorneycroft so unique. The soft parts of the briar are literally blasted away leaving a hard bowl of unusual beauty, durability and sweetness. Then the pipe is fitted with a mouthpiece of finest English Ebonite, inlaid with the famed BBB metal emblem, and a special dry smoking condenser tube.

The BBB Own Make Thorneycroft is a pipe that is manly, delightfully sweet smoking and cannot be equalled for pleasant, companionable service over the years. Each pipe with all these outstanding English features is packed in a beautiful soft English Pipe glove and Orange Label Gift box. \$5.00 each.

workmanship the entire pipe should be  
will be repaired at a nominal charge.



# THE STORY OF



## *How a fine English Pipe is made*




The heart of your BBB pipe is the rare old briar used in the making of its rich, distinctive bowl.

Lightness of weight, a great resistance to heat, the ability to take a high polish, and a tendency to remain sweet tasting are the characteristics of the fine briar used.

What is Briar? Briar is the root of the plant

known as White Heather, or to give it its botanical name, the *Erica Arborea*. It is found in the countries bordering the Mediterranean Sea. High winds, hot sun and rocky soil are conditions that create this unique root which has a remarkable density of structure. The finest pipes are made from Algerian briar roots of 50 years or more maturity and BBB, with its established resources, is able to reserve the truly finest of these roots for BBB pipes.

Even the finest age-old briar root yields various grades of briar — from the coarse grained branchy portion, which can be used only for cheap, inexpensive pipes, to the richly grained, close textured portion reserved for the BBB Briar Pipe. This "Top Quality" briar, when placed in the hands of BBB master English Pipe craftsmen produces a pipe of unsurpassed beauty, delightful flavor and year after year companionship.

 *is made from the Top Quality  
portion of the briar root . . .*



### THE CURING OF THE BRIAR

To make the BBB pipes the sweetest smoking in all the world, a unique, expensive briar curing process is used. The briar blocks are cut to shape, then alternately "baked" and "sweated" over a long period of time until every vestige of sap and moisture is extracted. The BBB is "baked sweet"!





*is made by* **ENGLAND'S**  
*Finest Pipe Craftsmen*

with over 100 years of experience



Time and nature have united to create briar of unsurpassed smoking qualities but it remains for BBB's master English pipe craftsmen to shape this superb Algerian briar into a pipe of lasting beauty and satisfaction.

BBB craftsmen have over 100 years of tradition and know-how behind them, yet, modern methods and precision tools are used to maintain the BBB's high standards of quality admired the world over. So careful is their workmanship, so rigid is their inspection that when a BBB leaves their hands you may be assured that the pipe you smoke is the ultimate in smoking pleasure.

When you hold a superb English made BBB in your hands two things, aside from its beauty of grain and finish, immediately become apparent . . . Balance and Styling. Here are true British Shapes so often copied but never duplicated. The perfect balance is a matter of design. BBB craftsmen know how to turn a pipe so that the weight is evenly distributed, — the result — a pipe that's easy and comfortable to hold in your mouth. To the real pipe connoisseur, one glance at a BBB, tells him that here is an authentic English shape.

Best of all is the way a BBB smokes. So smooth and mild that even a novice smoker finds the English BBB a real pleasure. And because of BBB's superb Algerian briar, carefully selected, aged and cured, this pipe breaks in like a dream.

Great attention to the little, unseen details, such as, perfect draft, finest English Ebonite stems, dry smoking filter tubes and exquisite hand finishing, all adds up to pipe craftsmanship at its very best.

When you smoke an English BBB Briar pipe you will know that you are enjoying one of life's real and lasting pleasures, and the feeling of confidence it gives you is worth many times the price you paid.

#### A FEW OF THE MANY EXTRA FEATURES IN YOUR



PIPE

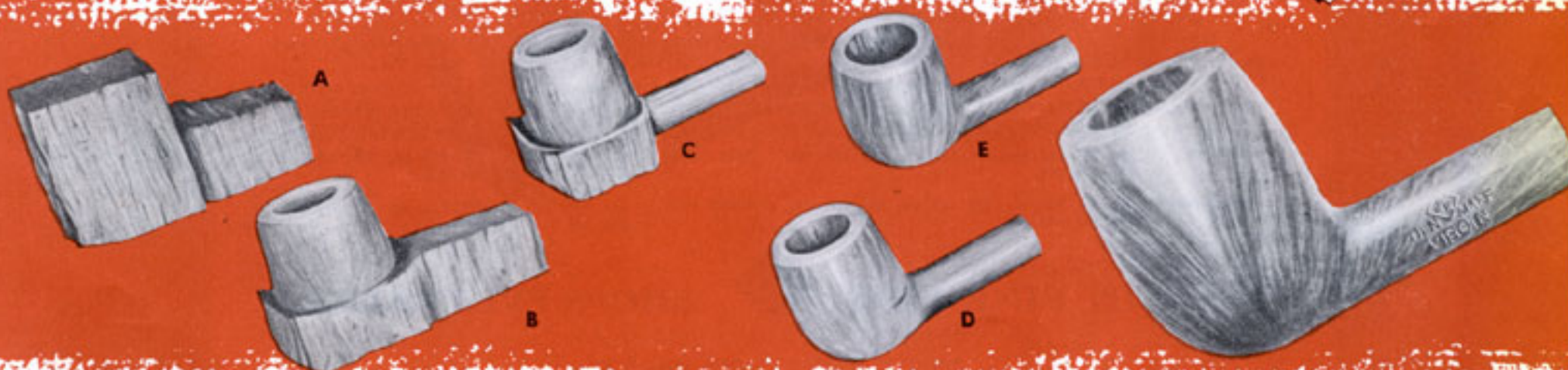


✦ stems are hand polished from rich black genuine English Ebonite made specially wafer thin, flat and wide to distribute weight over, not one, but several teeth for greater mouth comfort.

✦ removable condenser-tube is easily cleaned, it prevents moisture and impurities from entering your mouth, here's real dry smoking pleasure.

✦ double tenon on the stem means extra stem strength for years of service.

*For Pleasant Smoking . . .*



#### THE BASIC STEPS IN MAKING A FINE ENGLISH BRIAR PIPE

From the "Top Quality" section of the briar root the rough block (A) is cut. After many weeks of baking and curing, the block now has the tobacco hole drilled and upper part of the bowl shaped (B). Next the shank is formed (C) and then the block goes to a specialized pipe craftsman who shapes the bottom of the bowl (D) leaving two small wings of briar which are removed by hand to completely form the pipe. Then the draft hole and stem holes are drilled in the shank (E). Now the pipe bowl, in rough form, is the exact shape of the finished pipe. It is now graded once again as to quality, the finest set aside for the famed English BBB brand. Finally the pipe bowl is sandpapered 4 times, fitted with a handsome English ebonite stem, polished and buffed to glowing finish that puts a sparkle in the eyes of a real pipe connoisseur.



## HOW TO ENJOY THE FINEST OF ENGLISH PIPES



*To get the ultimate in pipe smoking pleasure, begin with a fine English pipe. And when your choice is a famous BBB Briar Pipe and you follow the simple suggestions below, you will be well on your way to real smoking contentment.*

Always remember that your pipe was designed by craftsmen for calm relaxed smoking pleasure, so smoke slowly. Before lighting up your pipe for the first time, moisten the inside of the bowl slightly with water, using your finger to distribute it evenly around the walls of the bowl.

### FILLING YOUR PIPE

The proper way to load your new pipe is by putting in small pinches of tobacco, tamping each pinch down with your finger until it is firm but has a slight "spring." Load the bowl of a new pipe only half full the first time and be sure to smoke it down to the very bottom. After the first pipeful, fill pipe more each time until the top is reached.



### LIGHTING YOUR PIPE

When you light-up you will find that the tobacco particles tend to rise up in the bowl. Tamp them gently back into place and relight with a second match. Puff gently as you light up and be sure that your pipe is thoroughly lit. Care should be taken to avoid scorching the rim of the bowl.

### WATCH YOUR CAKE

Proper "cake" (the carbon that forms on the inside of the bowl walls) will add to the flavor and richness of the smoke. You should not however, allow the cake to exceed 1/16th of an inch in thickness (approx. the thickness of a shilling). The difference in heat expansion of the cake and briar walls can result in a cracked bowl. The use of a pipe reamer (not a sharp pointed knife) will remove the excess cake.

Periodically, depending on the number of pipes you own, you should do a thorough cleaning job. This will keep them dry and sweet for many hours of real pipe contentment.

### CLEANING YOUR PIPE

It is advisable to clean your pipe directly after smoking, using plenty of pipe cleaners. Try leaving one in your pipe while it's resting. Always remove the dottle (small residue of tobacco and ashes that collects in the bottom of the bowl) before you put it away to rest. Blow through the stem of your empty pipe to clean out the moisture.



### FOR YOUR SMOKING PLEASURE

Your pipes will last long and give more satisfaction if you smoke them in rotation. Never smoke a hot pipe; allow the pipe to cool off before relighting and never remove the stem when the pipe is hot as this may cause a cracked shank.

A London-Made BBB pipe is an investment which will increase in value with age. With proper care your pipe will provide you with countless hours of smoking pleasure. So take good care of it — treat it like a trusted friend.

### HOW TO CHOOSE A PIPE TO FIT YOUR FACE

A fine BBB Briar Pipe, carefully chosen to fit your facial features, will enhance your appearance and lend an air of poise and confidence.

Here's how to find the BBB pipe best suited to your face. Select the type of face most like your own. — Regular, Square, Slim or Round. Beside each of these classifications is a list of the shapes, by number, that will give you the pipe best suited to your face. All these BBB shapes are illustrated on the preceding pages.

**SLIM FACE** Nos. 529, 637, 507, 219, 183, 150, 506, 607, 130, 220, 166, 530

**SQUARE FACE** Nos. 667, 307, 304, 428, 403, 656, 507, 606, 638, 165, 427, 414, 522

**OVAL FACE** Nos. 507, 506, 606, 130, 219, 637, 220, 150, 637, 166, 638, 530, 607, 529, 636

**ROUND FACE** Nos. 219, 307, 428, 403, 166, 304, 427, 414, 522, 606, 638, 165, 667, 636

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**SOLD IN FINE PIPE**



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