

Pipe Tobacco and Tobacco Pipe
Advertising
Canada and United States of America
1930's-1940's-1950's-1960's
From Select Commercial Periodicals and Catalogues
On Call For Papers
The Pipe Club of Lebanon
2014

by

Daniel J. Grasse, B.Sc., L.L.B.

At the onset it must be said that all the illustrations herein are presented in the context of educational purposes only and under no circumstances can any of these said illustrations be deployed for monetary gain nor recopied from this paper. This Paper is for the sole use of the Pipe Club of Lebanon. All illustrations are submitted under fair use laws or copyright statutory limitation laws both in Canada and the United States of America.

The 1930's:



*

(**Mechanix Illustrated*, July 1938, Volume 20, Number 3, Page 145)

The scan is difficult to read, here is what the print says: "Pipes are filled and tamped without touching the tobacco with the hand when an automatic humidor is used. By operating a lever a full stroke, the pipe is filled with tobacco; a half-stroke tamps the tobacco. An inorganic, odorless substance releasing moisture slowly, insures correct humidification." The unit provides space for three pipes and space for cigarettes. A somewhat unusual device, but it is difficult to determine if such a unit ever evolved to widespread use by pipe smokers in North America or elsewhere in the world.



*

(**Mechanix Illustrated*, July 1938, Volume 20, Number 3, page 155)

This is a full page, inside back cover advertisement. Note that women are usually not present in pipe tobacco-tobacco pipe commercials, but that is not always the case as you will see below. The faces of the two gentlemen are flooded with delight. They have vaudeville, swinging apparel to highlight joy, merriment and plain, everyday fun. The pipe tobacco claim emphasizes mildness, aged in wood (does not say what kind of wood or how long, probably an allusion to aging of wine) and flavor (pure maple sugar). Easy packing is also a collateral benefit of having Velvet on your shelf to smoke.



*

(**Mechanix Illustrated*, **December 1938**, Volume 21, Number 2, Page 147)

Note the different approach in this Velvet advertisement as opposed to that above. Here the appeal is to the man who might wish to attract the attention of a young, beautiful women using his Velvet pipe tobacco with its alluring scent. This is a profound suggestion. It is highly unlikely such a tactic would translate into romance, but the eyes of the lady in the graphic tells it all, she has fallen for the man as he holds up his package of Velvet pipe tobacco. The young lady looks pleased beyond measure and reserved. The man looks uncontrollably overjoyed and Velvet pipe tobacco is the link between them!

The 1940's:



FAMOUS PIPE OF HISTORY

Pontiac offering the "PIPE OF PEACE" to General Rogers (taken from old print—Bettman Archives)

FAMOUS PIPE OF TODAY

**STERNCREST
STERLING**

FAMOUS means "celebrated, distinguished". What better words to describe Sterncrest Sterling? The finest imported briar—the workmanship of skilled craftsmen—hard rubber bits—precious metal bands for strength and beauty: all of these are lavished upon Sterncrest Sterling and its sister pipes, Sterncrest 14K and Sterncrest Ultrafine.

"A good pipe is an investment in daily pleasure."

LHS STERNCREST 14K—specially selected briar, 14K gold band, \$7.50 LHS Sterncrest Ultra-Fine \$10. LHS Certified Purex \$3.50. AT ALL GOOD DEALERS.

\$5

IMPORTED BRIAR
Model #139. Plain finish, Sterling Silver Band. Dozens of other handsome models, plain and antique.

**LHS
PIPES**

ZEUS Filter Cigarette Holders are back in ALUMINUM, with handy ejector.

Write for "Pipes—for a World of Pleasure". It's FREE.

H STERN, Inc., 56 Pearl Street, Brooklyn 1, N. Y.

*

(**Popular Mechanics*, September 1946, Volume 86, Number 3, Page 263)

Here we have the Sterncrest Sterling, a so-called Famous Pipe of Today. It sold for \$5.00 in 1946. The graphic shows the Native Chief, Pontiac offering the Pipe of Peace to General Rogers (taken from an old print - Bettman Archives). It claimed to be the finest imported briar, the workmanship of skilled craftsman, hard rubber bits and precious metal bands for strength and beauty. You could also order the pipe with a 14K gold band instead of the standard sterling metal band.

The girls look twice
at the man with P.A.*

P.A.* means Pipe Appeal

A man with a pipe gets *extra* attention ... for there's something so *masculine* about men smoking pipes. Women find it appealing.

P.A.* means Prince Albert

A man with a pipeful of Prince Albert tobacco gets real smoking joy and comfort. P.A. is specially treated to insure against tongue bite. It's mild and easy on the tongue. Try crimp cut P.A.—and you'll see why more pipes smoke Prince Albert than any other tobacco!

GREAT FOR CIGARETTE "MAKIN'S" TOO!

*CRIMP CUT P.A.
ROLLS UP FAST AND NEAT
...RICH...TASTY...COOL!*

THE NATIONAL JOY SMOKE

64 POPULAR SCIENCE

*

(*Popular Science, August 1947, page 64) (No Volume or Number was included)

Here we again see the notion that smoking pipe tobacco is going to attract ladies. Note the different approach. There is no eye contact. The man, well groomed, looking relaxed and confident with his pipe (filled with Prince Albert of course) is seen not to be actually aware that the beautiful lady has noticed him. The facial expression of the girl indicates she has clearly taken the primordial step of admitting the man to her private world and comprehending his masculine features. The additional benefits of smoking Prince Albert pipe tobacco are listed in a less conspicuous area of the advertisement, more specifically at the bottom right and assures the user he will not experience tongue bite and enjoy a mild smoke.

The 1950's:

SWITCH TO
MILD
KENTUCKY CLUB

The Thoroughbred
of
Pipe Tobaccos

Get Fine Pipes at Worth-while
Savings — You bet it pays to switch
to Kentucky Club. It's the thoroughbred
of pipe tobaccos—choice white Burley spe-
cially blended to give you a mild, smooth
smoke with grand taste and aroma. In
addition, every package of Kentucky Club
contains a valuable Dividend Coupon.
Save these Coupons and get your choice of
fine pipes at *big savings*. Beautiful pipes
of imported briar made by expert crafts-
men. 14 shapes. Do these two things to-
day. Buy your first tin of Kentucky Club.
Mail coupon for free catalog.

FREE Illustrated catalog
showing Kentucky
Club Dividend pipes
and other premiums.
Mail Pouch Tobacco Co., Dept. 52
Wheeling, West Virginia.
Please send—free—Kentucky Club
Catalog.

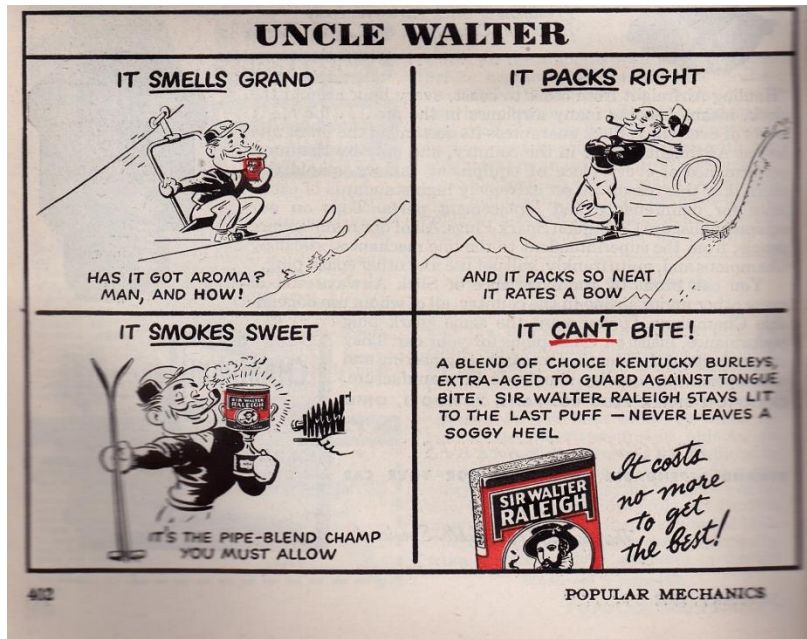
Name.....
Street.....
City.....State.....

26 POPULAR SCIENCE

*

(**Popular Science*, **December 1951**, Volume 159, No. 6, Page 26)

Kentucky Club pipe tobacco had been on the North American tobacco scene for a number of years by 1951. This advertisement connects the quality of the pipe tobacco with that of the Thoroughbred horse, noted for its speed, agility and excellence on the racing circuit. The tobacco is white Burley and the claim is that of a mild, smooth smoke with great taste and aroma. The advertisement also offers an opportunity to obtain a Free catalogue and order 14 different shapes in tobacco pipes at great savings.



*

(**Popular Mechanics*, **January 1952**, Volume 97, Number 1, Page 402)

The fictional character "Uncle Walter" is shown on the ski slopes displaying amazing vitality for a fellow of his age. He smells the tobacco, smokes it and takes possession of a Sir. Walter Raleigh trophy. The tobacco is described as choice Kentucky Burleys, extra-aged to diminish tongue bite, burning to the last puff and never leaving a soggy heel. Lastly this pipe tobacco is not expensive even if it is the best.



*

(**Popular Mechanics*, **August 1952**, Volume 98, Number 2, Page 266)

This brand of pipe tobacco, Rum and Maple Pipe Mixture is displayed in a low-end advertisement, probably by a start up company that never enjoyed much success on the market. It was not a common sight in Canada like Velvet, Sir Walter Raleigh, Picobac and Forest and Stream. Note the advertisement does not even bother to make a claim beyond a simple "good" as opposed to cool, no tongue bite, extra mild and aged. No mention of the kind of pipe tobacco is included.

The 1960's:

The proof is in the puffing
and P. A. has the flavor most favored in the U.S.A.

HANK SNOW
OF "GRAND OLE OPRY"

- always tastes fresh
- mild, mellow flavor
- cool 'n' steady burning

PRINCE ALBERT
America's Largest-Selling Smoking Tobacco!

R. J. Reynolds Tobacco Co.,
Winston-Salem, N. C.

JANUARY 1961 245

*

(**Popular Mechanics*, January 1961, Volume 115, Number 1, Page 245)

There is no question that Prince Albert enjoyed a substantial share of the pipe tobacco market and this advertisement is included here to substantiate that fact. The traditional claims are present, that is, fresh, mild, mellow, cool, steady and the most favored in the U.S.A. The claim of "most favored" could well be correct because the gentlemen pictured in the advertisement, Hank Snow was one of the most all-time successful recording artists on the Nashville Country Music scene in the 1940's-1960's era, selling millions and millions of records. Hank was actually from Brooklyn, Nova Scotia, Canada and made it big in American Country Music. Hank also recorded instrumentally with the guitar genius, Chet Atkins. The H. J. Reynolds Tobacco Company would necessarily have laid down a substantial sum of money for this graphic. This advertisement is also quite rare in that most tobacco pipe and pipe tobacco advertisements rarely featured movie stars or recording stars. However, cigarette graphics did so frequently.



*

(**Popular Mechanics*, **November 1967**, Volume 128, Number 5, Page 209)

Field and Stream was a popular pipe tobacco for many years on the North American market. It was a medium priced tobacco and its mild nature is associated with the beautiful outdoors of the North American wilderness. The advertisement is small, but the visual effect is effective for translating the message. It was a Philip-Morris Inc. product.

*

(**Popular Mechanics*, **November 1967**, Volume 128, Number 5, Page 229)

Dr. Grabow was a low-end tobacco pipe and remains so to this day. The sales pitch centered on the pipe being the world's only "Pre-Smoked" and hence with no need of breaking-in. It was made of imported briar and ranged in price from \$5.95 to \$10.00.



SAVE 4.00

*Set of six imported briar pipes,
assorted shapes and styles*

Ordinarily ~~12.95~~ **8.95**

Hours of satisfaction for the pipe smoker. These pipes rate high with the discriminating smoker who likes variety. Set of six pipes features smooth and sand-blast finishes in assorted shapes and styles. Three have gold-colored bands. Boxed for gift giving.
Y15-R 5129. Ordinarily 12.95. Delivered 8.95



Meerschaum lined 6.95

Meerschaum lining makes the tobacco seem milder, cools the smoke, does not overheat.

1 Croydon pipe crafted from imported briar. Available in four shapes. State choice of shape. 01 (Apple); 02 (Pear); 03 (Billiard); 04 (Bulldog).
Y15-R 5148K. Delivered 6.95



"Medico" filter pipes 2.95 to 6.95

2 and 3 Two styles in 01 (Apple); 02 (Pear); 03 (Billiard); 04 (Bulldog).
(2) The Guardsman, with nylon bit.
Y15-R 5135K. Box of 10 filters included 6.95
(3) Standard, smokes clean, cool and dry.
Y15-R 5136K. With throw-away filter. . . 2.95
12 pocket-size packs of 10 Medico filters.
Y15-R 5137. Delivered 2.40
12 packs of 10 menthol cool Medico filters.
Y15-R 5138. Delivered 3.60



Croydon 6.95 Pipe set 4.95

5 Croydon custom-crafted briar pipe made in Belgium. Extra large, pot-shape bowl.
Y15-R 5166. Smooth finish. Del'd 6.95
Y15-R 5167. Sand-blast finish. Del'd 6.95

6 He'll discover new smoking pleasure in this interchangeable pipe set. Includes four imported briar bowls in a variety of shapes and finishes, nylon mouth-piece. Boxed. Comes with package of pipe cleaners.
Y15-R 5152. Set, delivered 4.95



7 Barrel-shaped tobacco jar covered with simulated leather. Lid has moistener and miniature pipe with stem that acts as pipe reamer. Plastic lined.
Y15-R 5159. Delivered 3.95

8 Help him keep his pipes neatly displayed and easy to reach. Canadian-made walnut pipe rack will hold six pipes. 5" high. 5 1/2" square base. Pipes not included.
Y15-R 5156. Delivered 2.98



9 Canadian-made combination pipe rack and humidifier. Solid walnut. Plastic container has wooden cover. Holds six pipes. 5 1/4" high. Base 9" x 5". Pipe not included.
Y15-R 5157. Delivered 4.95

10 Pipe stand for five pipes. Base made of briar root. Finished in natural shade, highly polished. Pipe racks are brass plated. 4 ins. high x 6 ins. wide.
Y15-R 5165. Delivered 7.50



11 Imported briar pipe set consists of two pipes and English, roll-up, rubber-lined, plaid tobacco pouch. In satin-lined box for gift giving. A fine choice for any pipe smoker.
Y15-R 5149. Delivered 6.95

12 Pipe and tobacco pouch. Briar pipe has sand-blast finish. Pouch is of pigskin leather with pipe pocket and self-sealing airtight device. Zippered.
Y15-R 5168. Delivered 4.95

13 Smoker set consists of a select briar pipe, a Fisher tri-lite automatic lighter and rubber-lined, air-seal, grained leather tobacco pouch. Boxed for gift giving. An excellent choice, order to-day!
Y15-R 5153. Delivered 5.95

14 A collector's item and an ideal gift for the pipe smoker. Choose this giant, 18-inch cherry-wood pipe imported from France. Bark-covered stem and bowl, nylon mouth-piece.
Y15-R 5164. Delivered 4.79

144 EATON'S

The EATON guarantee: Goods satisfactory or money refunded, including shipping charges

1 2 3

*

(*Eaton's Canada's Christmas Catalogue, December 1967, Page 144)

Here we can obtain a good grasp of the tobacco pipe variety on the Canadian market in the late 1960's. Meerschaum lined was also available. Prices ranged from \$2.95 to \$6.95. The pipe at the bottom right is a bark-covered, 18-inch, cherry-wood imported from France with a nylon mouth piece and the cost was only \$4.75.

Make a \$10,000.00 pipe dream come true!



**Winner takes all
in Philip Morris'
Pipe Tobacco Sweepstakes!**

RULES:

A. Print your name and address on the entry blank and mail it to: Philip Morris, P.O. Box 4141, New York, New York 10017, together with the end panel from a pack of Revelation, Bond Street, or Field & Stream; or the name of one of these pipe tobaccos hand-printed in plain block letters on the entry blank.

B. Each entry must be mailed separately. Entries must be post-marked by December 24, 1968, and received by December 31, 1968.

C. No purchase is required to enter the \$10,000 Sweepstakes.

D. The winner will receive \$10,000 in cash. Winning entry will be drawn by an independent judging organization.

E. Sweepstakes open to all residents (21 years and over) of the U.S., except employees (and their families) of Philip Morris Inc., its advertising agencies, and the judging organization.

F. Residents of Missouri enclose no proof of purchase or substitute therefor.

G. Void where prohibited or regulated by law.

JUST SEND END PANEL FROM ONE OF THESE PACKS





Revelation: The all tobacco pipe tobacco—for the experienced pipe smoker.
 Bond Street: The lazy pipe tobacco—takes its own good time about burning.
 Field & Stream: The flavor and aroma of a great autumn day in the woods.

To: Philip Morris, P.O. Box 4141, New York, New York 10017:

Please enter me in your \$10,000 Sweepstakes. I enclose one pack end panel or the name of one of these fine tobaccos hand-printed in plain block letters:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP ☐☐☐☐☐☐ (Necessary)

NO PURCHASE REQUIRED

OCTOBER 1968 | 13

*

(*Popular Science, October 1968, Volume 193, Number 4, Page 13)

Philip Morris manufactured three widely distributed pipe tobaccos, Revelation, Bond Street and Field and Stream. Here the company runs a sweepstake and no purchase was required. Vintage tins, in pristine condition, of these three tobaccos bring high prices on E-Bay in this day. The chance of winning would have been miniscule in 1968.



*

(**Popular Science*, **October 1968**, Volume 193, Number 4, Page 224)

The paper is concluded with a somewhat unusual pipe in terms of shape and components. The "Kirsten" came with a radiator stem to support the manufacturer claim of a cool smoke. The design also claimed to trap impurities and facilitated easy removal of moisture. The bowl was imported, aged briar and the mouth piece was hand-finished vulcanite. The advertisement does not indicate the kind of metal in the shank and stem, however simple observation indicates nickel. Also note the convenient screw port at the end of the shank. An amazing invention for the day.

©Daniel J. Grasse

*Permission is hereby granted by the copyright holder to the Pipe Club of Lebanon to print, display or otherwise deploy this paper as the Club deems proper and necessary, save always, that the Club purposes shall be confined to educational and informative purposes only and never economic or for monetary gain in any manner whatsoever.

Dated at Geary, in the Province of New Brunswick, Canada this 29th day of April, 2014.