

Sig Jenson



*Rattray's Booklet
on
Tobacco Blending*

A DISQUISITION FOR THE CONNOISSEUR.



ESTABLISHED 1654.

The first sign of the
Tobacco Shop was
an effigy of Princess
Pocahontas of which
this is a rare
example. — *Circa 1623*.

This Booklet is designed to
throw a new light on an old
trade, nowadays perhaps taken
too much for granted.

It is the simple story of
our fine tobaccos and our
careful treatment of them: our
adherence to the true unhurried
craftsmanship of old, the secret
of our success.

We believe our Customer
Friends will find interest in
the reading of it.

CHARLES RATTRAY, PERTH, SCOTLAND.

"There is a shop I love, in a street, in a town.
It is a tobacco shop. I peer in at the windows,
and at the door every time I pass, because,
placed about among the barrels of tobacco are
the most beautiful wooden figures that I have
ever seen.

"One is a Sailor, almost life-size, with all the
romance of bygone days in his dress. Another is
a dusky beauty, small and fragile; and, standing
as if on guard at the door, there is a Highlander,
six feet or more in height, attired in a kilt of
Forbes Tartan, with all the accompaniments of
bonnet, plaid and shoon: this figure cannot but
stir in the beholder a fervid pride—if there is one
speck of Scottish blood in him! He looks so
grand and noble, holding a snuff-mull in his left
hand, while with his right, a pinch is being
carried to his august nose . . ."

This Excerpt from "Chambers Journal,"

August 1936—page 590.

Snuff—and the "Forty-Five."

By B. A. Forbes.



Before the advent of tobacco, all trade signs were of inanimate objects, but the highest pinnacle of the wood-carver's art was only reached when tobacco merchants introduced effigies of the human figure beautifully carved as seen above.

From the "Rattray" Collection.

Whilst ye are upon the Earth, enjoy the good things
that are here, to that end were they given.

Book of English Aphorisms.

Foreword

As the result of numerous experiments and investigations, I have been producing a variety of refreshing and stimulating mixtures for the pipe which pipe-smokers throughout the country have acknowledged to be unsurpassed for purity, sweetness, flavour and aroma.

The popular brands already on the market gratify a certain demand, admittedly; but they cannot, by virtue of the conditions of their manufacture, satisfy or delight a cultivated or fastidious taste.

The character, flavour, and strength which my tobaccos regale are the result of practical knowledge and expert skill; studious attention to detail; and the utilisation by me of the finest single tobaccos. There is a further factor. The expert cunning of the hand in conjunction with the expert intuition of the senses, the factory eliminates—both are present in mine; while the minutiae which governs my production is sacrificed by the factory to production in bulk or mass.

If a man does smoke, let him smoke good tobacco,
that no extra and unnecessary offence be given to the
"weaker brethren."
Anonymous.

I pursue, in other words, the methods of the old tobacco blender, who, with the instinctive delight of the craftsman, abhorred haste and detested adulteration. His blends were permeated with his rare skill and replete knowledge. In like manner, I do not produce any tobacco for any smoker at any price. Being exclusive, they gratify and confirm an enlightened taste. They are suffused with the seductive qualities the virtuoso appreciates. They resuscitate the old charm which the old tobacco blender evoked.

My process of manufacture is recorded in the following pages under such headings as Selecting, Mixing, Blending, Sifting and Packing. Each process is rigorously observed, and so important is each to the other, or each to the synthetic harmony of all, that the omission of one would be disastrous to the whole blend.

Following thereupon, I enumerate my various blends. To each blend, I have appended a few explanatory notes. My purpose is obvious: to enable the smoker to differentiate between them; and to assist him to choose the particular blend which his particular palate requires. To the production

Tobacco was first brought into England in 1565, by
Sir John Hawkins.

Taylor, the Water-poet.

of these tobaccos, my exclusive energies are devoted.

Already established in the affection of my clients,
I submit my tobaccos with complete confidence to
the arbitrament of the critical sense of Taste, of
Touch, and of Smell of such connoisseurs as are
yet unacquainted with them.

Chas. Rattray

Raleigh was certainly the first devoted adherent of smoking in England and . . . ostentatiously enjoyed his pipe.

Fairholt.

Selecting

The best tobaccos are naturally expensive, and these expensive tobaccos I use. My basic tobaccos are picked American leaf, particularly Virginia and Carolina. All are rich in body and thoroughly matured.

The condimental or seasoning tobaccos—Latakia, Turkey, Havana, and Perique—are chosen specially for their fragrance.

I have studied the characteristics of the various growths and their influence or effect in combination or alliance with other tobaccos. My blends are thus the fruit of prolonged personal investigation.

These tobaccos, basic and condimental, are my raw material. They constitute the staple of my various blends.

Mixing

The flavour in all good mixtures is secured by a generous percentage of seasoning tobacco. The leaf of the seasoning tobacco is small and short, and the long stranded basic tobaccos are broken with the hand to obtain, so far as possible, a corresponding length. To insist upon long strands

Raleigh "took a pipe of tobacco a little before he went to the scaffold . . . I think 'twas well and properly done to settle his spirits." *Tubrey.*

is erroneous. Tobacco must necessarily be short where a large proportion of condimental tobacco is used.

All good mixtures are short.

The moisture in a good mixture depends upon the natural richness of the basic tobaccos. If moisture is added—a familiar practice—the seasoning tobaccos are denuded of their delicacy. To add water is to accelerate evaporation and to impair the flavour of the leaf.

All good mixtures are dry.

My methods confer certain definite advantages upon the fastidious smoker. Neither the basic nor the condimental tobaccos can be separated; the mixture is uniform; the flavour is piquant; and there is no adulteration.

Blending

While an art, Blending is the successful operation of two factors: pressure and heat by panning. By my method of panning, a distinctive flavour is imparted which the lapse of time accentuates rather than diminishes. The distinctive flavour does not evaporate. The tobaccos intermingle without a dissident note. When tobaccos do not intermingle or fuse, one at least is sure to become

The Aborigines of Central America rolled up the tobacco leaf and dreamed away their lives in smoky reveries, ages before Columbus was born. *Professor Johnston.*

aggressive and to taste somewhat stridently throughout the mixture.

The panning also subjects the different tobaccos to varying degrees of heat according to their type, and the minute cells (containing the oil or life blood of the leaf) burst. The released oils unite and a finer and richer product evolves, which, diffusing itself throughout, imparts to the mixture its piquancy and charm. The union or fusion is complete.

Blending is a critical, decisive, and exacting process.

Sifting

The leaves of the tobacco plant are invariably dirty through their uniform tendency to embrace the stem at its base.

Sifting, the process by which the sand or dirt is removed is a tedious one, but unless it is thoroughly accomplished, the tobacco is not effectively purged.

Through my method of sifting by hand, every ounce contains an ounce. The impurities are completely removed. Its cleanliness is incontestable.

I am a devotee of the pipe—I have always found it
conducive to good fellowship and sober thinking.

John Addington Symonds.

Packing

Contrary to popular belief, the air-tight container is not the best method of packing—the vacuumised tin is necessary when water has been added—with rare choice leaf this is never done.

My brands are packed in $\frac{1}{4}$ lb. tins and $\frac{1}{2}$ lb. tins but not hermetically sealed unless for tropical countries where there is great humidity.

Tobacco is a vegetable that lives and breathes: it does not improve by being imprisoned in an air-tight compartment.

Further evidence of this is the fact that the choicest cigars are always packed in a plain cedar wood box from which the air has not been excluded.

Never departing from the old-time methods, my mixtures depend solely upon the natural oils of the leaf: they improve with keeping and the last pipeful or two of a pound of tobacco tastes the best.

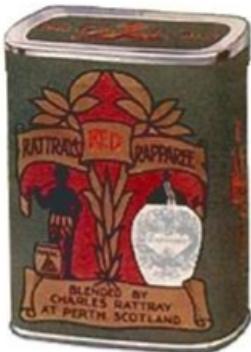
All true devotees of the pipe have never departed from the ways of their fathers and buy their tobacco in more generous quantities, packed as of old, direct from the blender.



Rattray's Scottish Mixtures

Scotland is the home of Tobacco Mixtures. They are seasoned and flavoured naturally with the fragrant Tobaccos of the East, which provide their piquancy and charm. Only Syrian Latakia, which is all hand-stemmed, and the rare Mahalla Dubec Turkish Leaf are used.

The percentage employed of this costly Turkish Tobacco regulates the price of the different brands, but in no other way do they differ.



Rattray's Red Rapparee (Registered)

As its name implies, Red Rapparee is the mixture for the Bohemian, or the vagabond, in modern literary parlance. Exhilarating and elusive, quaint and seductive, Red Rapparee is a symphony of delicate odours and sweet contemplative reverie. It exhales the tranquility and delight which are forever associated with the true vagabond. Among the tobaccos it is the elite.

Prepared from choice Red Virginias and heavily flavoured with Orientals, Rattray's Red Rapparee has a beautiful red tinge; it is small and short and dry: it burns in the pipe with the spontaneity of a fine cigar. The ash is dull grey, and the walls and bowl of the pipe remain clean and dry. It is of no use whatever to those who merely puff.

Rattray's
Black Mallory
(Registered)



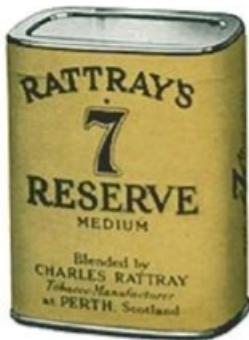
This mixture, of the full strength of Red Rapparee, is dark in appearance; and suggests something quite different from what it is. Its fullness of body and flavour constitute its compelling charm. While it looks heavy, it pleases the eye, surprises the palate, and tastes fragrant and sweet.

It exhilarates, fortifies and satisfies.

Red Rapparee and Black Mallory.

9/2 per $\frac{1}{2}$ lb. tin. 18/4 per $\frac{1}{2}$ lb. tin. 36/8 per lb.

Postage paid on all Orders of not less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{2}$ lb. tin and $\frac{1}{2}$ lb. tin. 4d.



Rattray's
7 Reserve
(Registered)

This popular mixture is specially designed for those who smoke continuously throughout the day.

Hourly devotion does not impair its fragrance or render the palate innocuous to its charm.

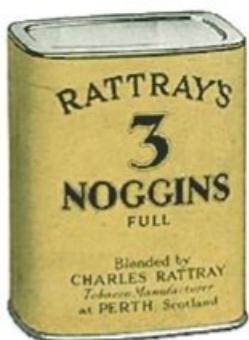
The constituents are of the same quality and grade as Red Rapparee, with this difference, that the proportions have been adjusted to meet the requirements of the constant, and not the intermittent, smoker.

It is the fastidious smoker's inseparable companion.

8/2 per $\frac{1}{4}$ lb. tin. 16/4 per $\frac{1}{2}$ lb. tin. 32/8 per lb.

Postage paid on all Orders of not less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{4}$ lb. tin and $\frac{1}{2}$ lb. tin. 4d.

Rattray's
3 Noggins
(Registered)



All our mixtures have had their genesis in the seeking of a smoker for something to suit his particular palate. 3 Noggins, our latest mixture, has been no exception. A tobacco with all the fragrant properties of 7 Reserve, but a little more full in body was what a customer sought, and in time 3 Noggins was evolved.

Its inherent goodness has rapidly earned for it a remarkable popularity and, peculiarly enough, has not diminished but advanced the sale of its companion mixture, our world wide known 7 Reserve.

8/2 per $\frac{1}{4}$ lb. tin. 16/4 per $\frac{1}{2}$ lb. tin. 32/8 per lb.

Postage paid on all Orders of not less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{4}$ lb. tin and $\frac{1}{2}$ lb. tin, 4d.



Rattray's Accountant's Mixture

This mixture is dark and full bodied, without harshness. For outdoor smoking it is invaluable.

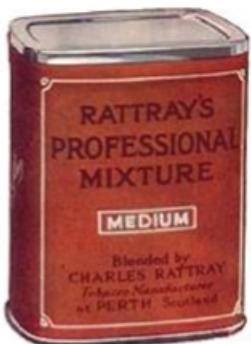
Many strong mixtures are harsh and stringent, neutralizing the condimental tobaccos and producing decidedly unpleasant feelings.

Rattray's Accountant's mixture is an outstanding exception.

7/10 per $\frac{1}{4}$ lb. tin. 15/8 per $\frac{1}{2}$ lb. tin. 31/4 per lb.

Postage paid on all Orders of 20/- less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{4}$ lb. tin and $\frac{1}{2}$ lb. tin, 4d.

Rattray's Professional Mixture



This Mixture stimulates as well as soothes.

The price in no way indicates its quality. It is made from the same basic tobaccos as the other brands, but lightly seasoned with Orientals to suit many customers who only desire a suggestion of Eastern tobaccos.

The same leisurely thoroughness is given to its preparation.

7/6 per $\frac{1}{8}$ lb. tin. 15/- per $\frac{1}{2}$ lb. tin. 30/- per lb.

Postage paid on all Orders of not less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{2}$ lb. tin and $\frac{1}{8}$ lb. tin, 4d.

Cabinet
of $\frac{1}{4}$ lb. tins.



Cabinet
of $\frac{1}{2}$ lb. tins.



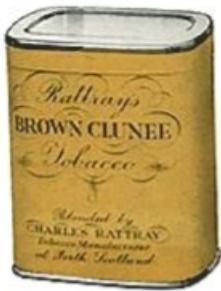
Each pound of Tobacco is placed in a Cabinet, containing four $\frac{1}{4}$ lb. tins or two $\frac{1}{2}$ lb. tins, to ensure perfect security in transport.



Rattray's All-Virginian Tobaccos

They have been specially prepared for those who demur to Mixtures containing seasoning or condimental leaf.

Manufactured from pure Virginian leaf, without any artificial flavouring, they are Virginia Tobacco at its best.



Rattray's Brown Clunee

(Registered)

Its dark colour belies its strength. Mild is the only word to describe this Tobacco.

We have always eschewed the word *mild* in descriptions as it so often suggests something sharp or bitter to the tongue or, on the other hand, something quite negative.

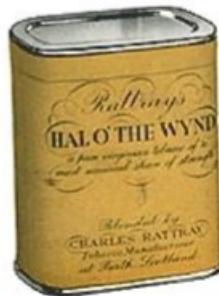
What we wish to convey to the reader is that it is gentle to the palate.

Rattray's Hal o' the Wynd

(Registered)

It has derived its name from the Blacksmith hero in "The Fair Maid of Perth," who was described by Scott as "a man of a most unusual share of strength." We have employed in their entirety the quoted words, for even with our plagiarism we must be thorough.

But here, as elsewhere in this booklet, strength is used in the sense of fullness or satisfying properties.



Rattray's
Old Gowrie
(Registered)



Old Gowrie is an old-fashioned pressed Virginian tobacco, prepared in the old-time manner.

There is nothing here but pure Virginia leaf.

Its essential charm is its coolness and tranquillising properties.

It has found its way all over the world wherever Englishmen go. It is their *vade mecum*.

Brown Clunee, Hal o' the Wynd, and Old Gowrie.
8/- per $\frac{1}{4}$ lb. tin. 16/- per $\frac{1}{2}$ lb. tin. 32/- per lb.

Postage paid on all Orders of not less than 1 lb. or of 30/- value.
Part postage on $\frac{1}{4}$ lb. tin and $\frac{1}{2}$ lb. tin, 4d.

Wm. G. Smith
Esq.

EXPORT
FREE OF BRITISH DUTY



RATTRAY'S
SCOTTISH MIXTURES

	Per lb.		Per lb.
Rattray's Red Rapparee,	- 6/- 17/4	Rattray's Brown Clunee,	- 11/- 13/-
" Black Mallory,	- 6/- 17/4	" Old Gowrie,	- 11/- 13/-
" 7 Reserve,	- 12/- 13/4	" Hal o' the Wynd	11/- 13/-
" 3 Noggins,	- 12/- 13/4		
" Accountant's,	- 11/- 12/4		
" Professional,	- 10/- 11/4		

All tobaccos for export are packed in $\frac{1}{4}$ lb. tins and hermetically sealed, as illustrated.

The minimum quantity for export is 2 lbs. nett.

The export prices do not include postage or insurance as the amount varies according to destination.

Here in Perth, in the very heart of the Scottish Hills, is an establishment which breathes the spirit of tobacco — oak casks stand out from the oaken panelling — hand carved wooden figures, synonymous of the trade, lurk in the background, and ranged round the shelves below the cornice are Blue and White Tobacco Jars of the 17th and 18th Centuries.

In such an atmosphere as this skilled craftsmen have, for almost a century, been tending, maturing and blending tobaccos, producing rare mixtures from the world's finest crops.



FROM THE "RATTRAY" COLLECTION.

The Doctors or Pharmacists were the first to sell tobacco in Europe. This accounts for the early jars having similar decoration to the older pharmaceutical or drug jars. They are all Dutch Delft and each bears its pottery mark and portrays some little idiosyncrasy of the craftsman revealing an individualistic age. The illustration though fine cannot possibly do justice to our collection of over 70 jars, but we do hope one day you will come to see them.



Rattray's Hand Made Cigarette

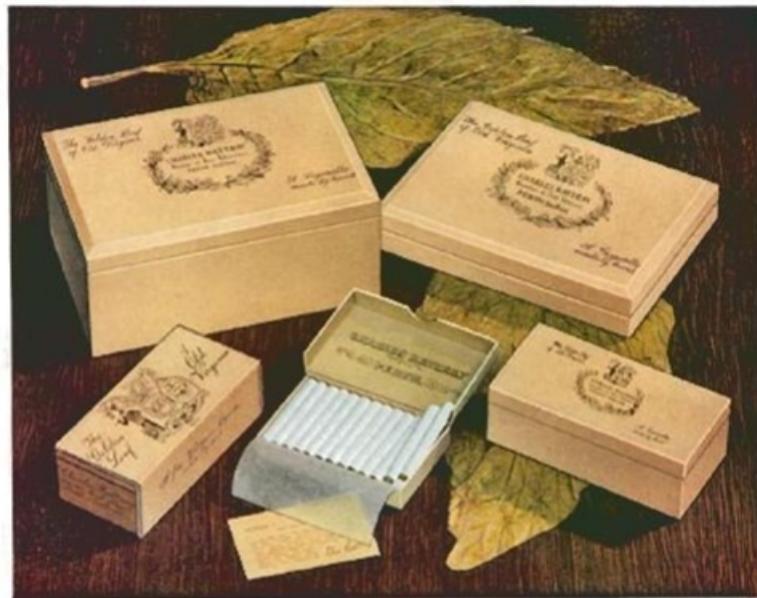
This Cigarette conforms to its name—"The Golden Leaf of Old Virginia." To do full justice to such leaf each cigarette is made by hand, thus retaining the natural bouquet, the sweetness and the purity.

There is even no printing on the paper.

It is just the very best tobacco enfolded in the finest paper and fashioned into a cigarette by careful craftsmen.

That is why we have one brand of cigarette and one only.

CIGARETTES MADE BY HAND SHOULD
HAVE THE FACT PRINTED ON THE BOX



Hand made and of superlative excellence they express by their very individuality the personality of the donor, and are a subtle compliment to the recipient's good taste.

For State occasions a necessity and at all times a delight.

Packed with leisurely thoroughness in Virginia coloured boxes and cabinets of refined design — worthy containers for such fine Cigarettes.

THE MODERATE PRICE IS A FURTHER
INDUCEMENT TO SMOKE ONLY THE BEST

THE GOLDEN LEAF OF OLD VIRGINIA

is made up in the following packings at the prices
shown :

Boxes of 25,	.	.	3/-	each.
Boxes of 50,	.	.	6/-	..
Boxes of 100,	.	.	11/9	..
Tins of 100,	.	.	11/9	..
In quantities of 500,	.	.	.	57/-.
In quantities of 1000,	.	.	.	112/-.
Cabinets of 150,	.	.	17/8	each.
Cabinets of 200,	.	.	23/6	..
Cabinets of 300,	.	.	35/3	..
Cabinets of 500,	.	.	57/-	..
In quantities of 1000,	.	.	.	112/-.

Postage paid on orders for 300 or more cigarettes.

Justly proud and jealous of their unique
reputation as Hand-made Cigarette Makers,
Rattray's sell only direct to their clients.
Not only are intermediate profits saved, but
as orders are executed direct from our
conditioning rooms which are thermostatically
controlled, customers receive our cigarettes
just as cigarettes ought to be.

EXPORT Free of British Duty.

As a link with Home, as something one is proud to offer one's friends, or purely and simply as excellent cigarettes, Rattray's Hand-Made

GOLDEN LEAF OF OLD VIRGINIA

are unique.

For our friends abroad
they are specially
packed in Air-tight tins
of fifty.

The minimum quantity
for export is 800
cigarettes.

The Postage of the
country of addressee
should be added to
the undernoted prices.



The postal authorities have fixed certain weights for
parcels going abroad, usually 7 lbs., 11 lbs., and 22 lbs.
The quantities enumerated take full advantage of these
weights.

Packings.	-	800	1200	2400
Price.	-	33/-	49/-	99/-
Postage,	-	37/-	55/6	111/-
Insurances,	-	0/5	0/5	0/5
Total,	-			

