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The Story of Vintage Tobaccos



DEDICATION



DEDICATED TO
THE HUNDREDS OF
THOUSANDS OF
LOYAL SMOKERS OF
VINTAGE WHITE OWLS
IN APPRECIATION OF
THEIR FRIENDSHIP
AND GOOD WILL.

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In the
back of
this book



A Complete
Reproduction

of the

**WHITE
OWL
MURALS**

as they
appear on
the walls
of the

*General
Cigar Co., Inc.*

**EXHIBIT
BUILDING**



CHICAGO

1934

WORLD'S

FAIR



**Wines like these are
best in Vintage years**

Great wine regions of France stand
century-old chateau surrounded by
vineyards. These vineyards have
produced famous wines for centu-
ries, wines which are sought after by
connoisseurs.

Even the famous vineyards of old
do not produce vintage crops every
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Tobaccos like wines are **best in Vintage years**

IN the great wine regions of France stands many a century-old chateau surrounded by fertile vineyards. These vineyards have been producing famous wines for centuries . . . wines which are sought after by connoisseurs.

But even the famous vineyards of old France do not produce vintage crops every year. Some years the wine is rich in flavor and commands a fine price. In non-vintage years wine from the identical vineyard may be flat, tasteless.



Now, tobaccos are a lot like wines. They're at their best in vintage years. Variations in the sunshine, rainfall and other climatic conditions materially affect the tobacco crop even as they do the grapes for the wine. It is not enough to say that tobacco for any cigar comes from a famous district, for that tobacco may be good one year, making a fine, mellow cigar, and next year's crop may be coarse and harsh, making a cigar disagreeable to the taste.

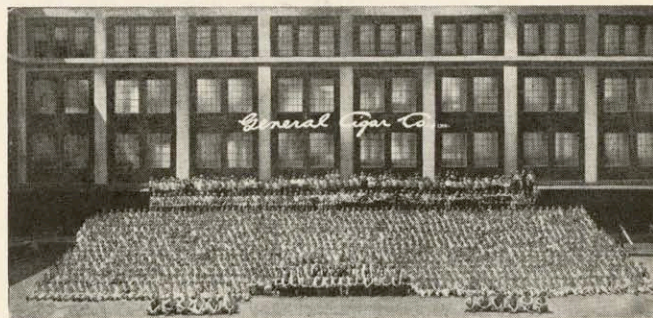
To millions of smokers White Owl is known as the 5¢ cigar that maintains a high standard of quality . . . that is always fragrant and mild.

Behind this reputation stands no secret formula . . . no carefully guarded process. It is due simply to the unwavering policy which the General Cigar Company maintains, of buying tobacco under the strictest set of standards in the cigar business. It is also due to the mellowing process which nature is given time to complete.

To make a cigar of the White Owl standard requires the best of American filler tobaccos—tobaccos so fine in quality that even the best farms cannot produce it every year. Only when nature particularly favors the crops—when Vintage leaf is grown—is the tobacco considered suitable for White Owl.



We are frequently asked how it is possible for the General Cigar Company to use only vintage tobaccos in White Owls. Here is the answer; In the years when there are vintage crops, we make tremendous purchases . . . storing this choice tobacco away in our warehouses to age. At the present moment there is enough of our Grade A vintage filler tobacco aging in our warehouses to make nearly one Billion White Owls, more than a two-year supply. With this tremendous reserve, we can assure every White Owl smoker of a continued supply of the mild, fragrant cigars, which only vintage tobaccos can yield.



The daily patronage for Vintage White Owls keeps 7 large factories humming, and thousands of people happily employed.



How White Owl Smokers Are Protected

THE GENERAL CIGAR COMPANY maintains a comprehensive crop inspection system built up over the last ten years. By this means we learn the condition of nearly every tobacco district in Pennsylvania and Ohio—the two states which pro-



duce practically all the cigar filler tobacco grown in the United States.

So accurate is this inspection system that every vintage crop can be forecast, and our buyers are on the spot to purchase the best of it for White Owls.

But vintage tobaccos alone are not enough. Even in Vintage years we classify all filler tobacco into seven grades. And only tobacco of the quality of the top three grades passes White Owl's strict requirements for its Grade A filler tobacco. No other filler tobacco is ever used in White Owls. That's what we mean when we say Grade A Vintage tobacco.

Our Grade "A" Vintage filler for White Owls is aged and mellowed for an average period of 3 years. The Grade "A" Vintage mark on the label of every White Owl box assures every cigar smoker of the last word in quality, smoking enjoyment and value.

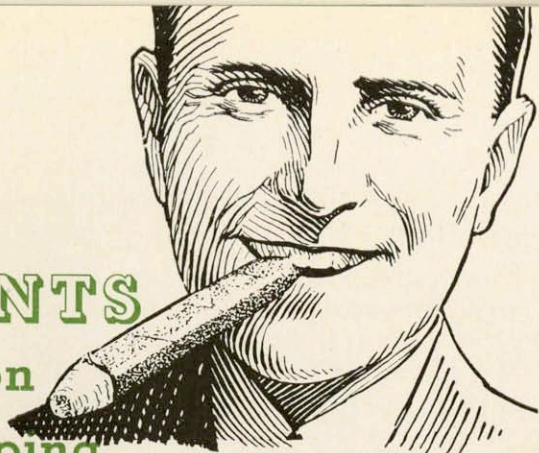
White Owls are now being made from famous Vintage Crops... the 1931 Pennsylvania and the 1930 and 1931 Ohio.



LOOK FOR THE GRADE A VINTAGE
MARK ON THE WHITE OWL BOX

HINTS

on keeping fine cigars



HERE are four things to do if you want to keep your box of cigars at home or in the office at their best . . . and keeping them that way is a guarantee of real smoking pleasure from every cigar.

1. Cigars are only at their best when properly kept. For this reason, it is important to see that you have a good humidor.

2. Cigars should be maintained at a temperature of 65° Fahrenheit, and about 75 humidity. This can be achieved with any of the good humidors now on the market. Do not place the cigars near radiators, steam pipes, hot air registers, or heaters of any type. Direct sunlight should also be avoided, for all of these tend to cause dryness.

3. While it is possible to recondition cigars which have once become dry, this process cannot be repeated indefinitely, for cigars lose flavor with each reconditioning operation. For best results, cigars should always be maintained in proper condition.



4. Where the humidor is not already equipped with a moistening device, a porous mineral substance should be used as a moistener, such as a piece of brick or asbestos. Apples, cut lemons, sponges, and the like will impart an odor and have a tendency to mold.



... on smoking fine cigars

Follow these brief suggestions and you will find that your cigars taste better, smoke evenly and generally give more enjoyment.

1. Cut off the tip end with a sharp knife or cigar cutter. Biting the end may break or tear the wrapper and cause the cigar to draw heavily, giving a strong, harsh smoke.

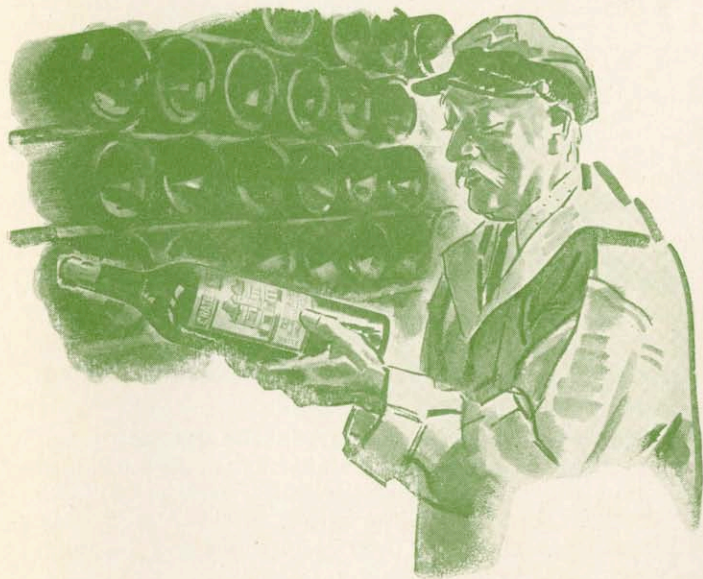
2. When lighting your cigar, strike the match and hold it away from the cigar until all the sulphur fumes have burned away. Then ignite the cigar evenly. Do not draw hard and fast when a cigar is freshly lighted. Smoke lightly until the fire reaches the main body of the cigar.

3. Keep the cigar lit while smoking. Relighting a cigar tends to make it strong and changes its flavor.

4. Keep the tip as dry as possible. Avoid chewing. For when a cigar becomes soft and soggy, it causes it to burn unevenly—destroys the natural flavor.

5. Smoke slowly. Drawing too hard and fast upon your cigar causes it to overheat and become disagreeable in taste.

VINTAGE years of Great Wines



IN choosing a fine wine—check its Vintage. For vintage wines are far superior in taste and fragrance.

Here you will find a listing of the commonly accepted vintage years for the great wines. Remember these dates when you select a wine.

BURGUNDY

1904, 1906, 1911, 1915, 1916, 1919, 1923, 1926, 1928.

BORDEAUX

1904, 1906, 1907, 1911, 1920, 1924, 1928.

RHONE

1904, 1911, 1915, 1919, 1920, 1923, 1926, 1928.

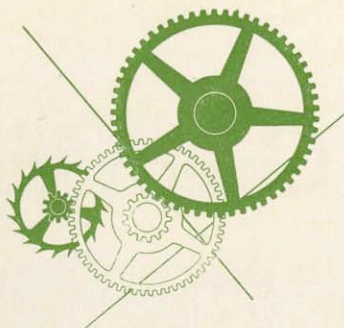
CHAMPAGNE

1911, 1914, 1915, 1919, 1921, 1923.

Note: Champagnes usually have a "life" of not over 15 to 20 years.

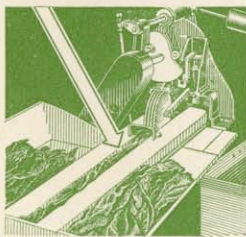
SHERRY, MADEIRA

These wines are not graded by Vintage ... they are blended according to ancient formulae. The wine of any one bottler will vary little from year to year.

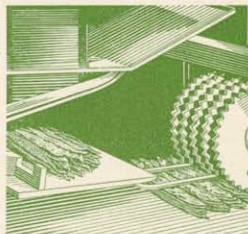


The Superhuman Cigar Maker

THE superhuman cigar-making machines in the White Owl Exhibit at the Chicago 1934 World's Fair represent a height of development hardly hoped for by the fathers of the original cigar machine. It is as up-to-date as today, and in efficiency of operation, one of the mechanical triumphs of the century.



Our Grade "A" Vintage filler is fed through this groove on to a moving belt.



The Vintage filler is then bunched and cut to the proper length.



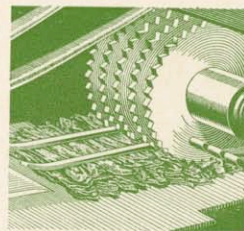
As a unit, the White Owl Exhibit may be termed a model factory. For, as a unit, it manufactures White Owls with the same care and sanitary safeguards that protect the production of White Owls in the seven large modern factories where they are made.

Our Grade "A" Vintage Filler

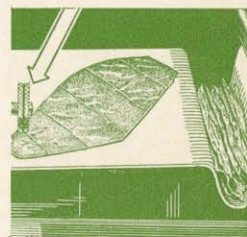
The machine operations in the making of White Owls start with the delivery of our Grade A Vintage filler into the machine—sun-ripened, mellowed for three years under perfect conditions, stripped of stems and veins. It is choice leaf, clean, fragrant, and moist.

This long filler Vintage leaf is placed at the take-off on the machine in a groove which feeds it to the first operation. Here the leaf is bunched and cut to the proper size, and the right amount fed into a filler charge, precise in weight and precise in length.

One by one in exactly timed sequence each filler charge passes along the feed belt to the automatic binder manipulator. Here the binder is applied and



The filler charge (bunch) passes along belt to receive binder.



The die-cut binder ready for wrapping around filler bunch. Arrow shows liquid tragacanth being applied.



sealed automatically with the finest quality of edible liquid tragacanth.

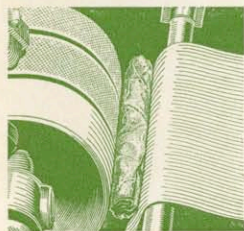
The bunch then proceeds to a mechanism where it is rolled on a softener drum with a progressive manipulating action which distributes the filler evenly within the binder, an operation similar to the old-fashioned bunch rolling of the hand worker.

The half-made cigar is mechanically transferred to a section of the machine where the tuck (lighting) and head (mouth) ends are shaped into conical form, leaving the midriff uncompressed in order that the finished cigar will burn evenly and freely.

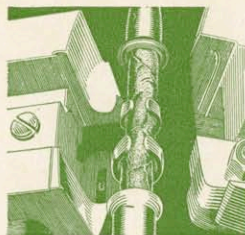
From this point it is carried to the wrapping device, and here takes place the marvel of coordinated, synchronized mechanical action that spells the success of automatic cigar manufacturing.

Applying Silky Sumatra Wrapper

As the bunch, consisting of our Grade A Vintage



After the binder is rolled around the filler bunch, a softening drum distributes the filler evenly.



This device shapes the tuck (lighting) and head (mouth) ends of the cigar.

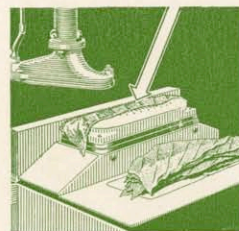


filler and binder approaches, a transfer arm picks up by suction a delicate layer of Sumatra leaf, lifting it off a cutting die, and delivers it towards the wrapping mechanism.

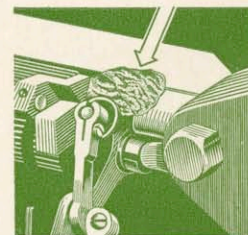
When the tuck (lighting) end of wrapper carrier is in proper position, a tucking needle darts forth, and with a short thrust transfers the silky Sumatra wrapper from the carrier to the bunch, and holds it in place until the first overlap of the wrapper has been made around the bunch. The needle automatically withdraws after this operation.

At the opposite (mouth) end of the wrapper a touch of edible, liquid tragacanth is automatically applied. This seals the flag of the wrapper on the head, or mouth end of the cigar.

This completes the making of the cigar, which is then automatically transferred to the finishing devices which manipulate it again to smooth the bunch, trim the cigar to the right length, and knurl, or smooth, the head or mouth end. This delivers the finished cigar to the examiner at each machine.



Arrow shows Sumatra wrapper being die cut, after which it is delivered to the wrapping mechanism.



Arrow shows the flag of the wrapper being sealed on the head (mouth) end of the cigar. This completes the making of Vintage White Owls.



The Human Equation

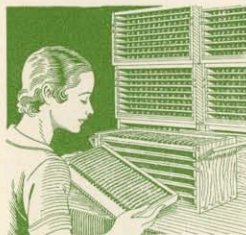
While the superhuman cigar-making machine does the rolling, shaping, and sealing of the cigar, no machine, however, can supplant the human equation of selection, watchfulness, and intelligent operation of the machine.

With the cigar-making unit at the Chicago 1934 World's Fair, just as with each of the hundreds of machines in the seven model White Owl factories, are four human operators.

These four operators are known as the Filler Feeder, the Binder Layer, the Wrapper Layer, and the Examiner. Their functions correspond with the series of machine operations in the sequence set forth above.

Eight Inspections

Every White Owl cigar goes through eight distinct inspections before it reaches the consumer.



Vintage White Owls are sorted carefully and accurately for color, and those with defects are eliminated.



After being cellophaned the White Owl band is applied—your guarantee of outstanding quality and value.



The first inspection is made by the girl who examines every cigar as it emerges from the cigar machine. She quickly examines it. If it has but a tiny hole in the wrapper, if its shape is bad, if the head is "soft," or any one of a dozen defects is the matter with it, that cigar is immediately put aside.

The second inspection is made by the forelady in charge of every five machines. She examines the production of her machines and further culls out any defectives that she finds.

The third inspection is made by the foreman—one in charge of every 14 machines.

The fourth inspection occurs when the cigars are brought to the Inspection Counter. The majority of defectives are located there.

The "packers" who shade the cigars previous to banding, provide the fifth examination.



Nothing satisfies like a Vintage White Owl.



Vintage White Owl—the Cigar of a Nation.



Only Fine White Owls Reach Consumer

After the packers have finished their inspection, the sixth examination is made by a corps of tray examiners, who inspect the packers' work previous to releasing the cigars for cellophaning and banding.

The seventh examination occurs when the banding machine operator brings to the top of every box of cigars, any defective cigars that she discovers. Thus when the box of cigars meets the eighth and final inspector's eye, all the defective cigars, if any, appear in the top row of the packed box. That makes the task of removing defectives relatively easy. Thus it may be seen what great care and precaution is taken that none but the finest White Owls ever reach the consumer.

Cellophaned and Banded

The elite of the Vintage White Owl production is then taken to the cellophane-wrapping machine on trays. Here the cigars are fed automatically from the trays into the cellophane-wrapping machine. The White Owl band is then placed around each cigar by a banding device.

Vintage White Owls in their trim, crystal-clear Cellophane coats are then ready for the consumer—fine, carefully fashioned, carefully inspected cigars, made with all the precautions that safeguard food products in this day and age, this era of scientific machine production. They are a machine-made product plus the intelligence and selective faculty of the human mind.



Early in the spring seed beds are planted. Over the fine earth a layer of hog's hair is sprinkled and the entire bed is then covered with cheese cloth or glass.



The fertile fields are plowed, harrowed, rolled and then the young plants are set out row upon row. This requires several weeks' work.



As the tobacco grows, it is cultivated by hand. No machine could ever give the expert care needed. Each plant receives individual attention.



And so, in a Vintage year, the tobacco grows to full stature. Produces a big full-bodied leaf that is mild and voluptuous.



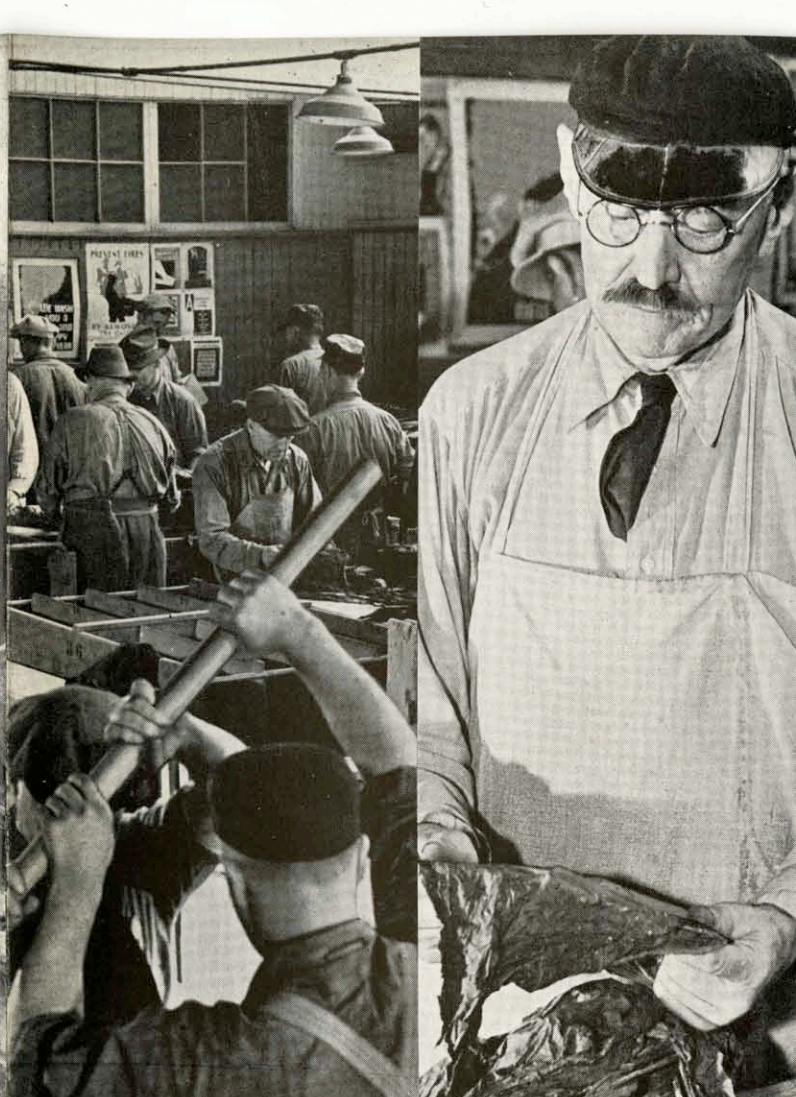
When ripe, the stalks are cut, speared on laths 4 ft. long, and carried to the curing sheds on a special wagon.



The stalks are then transferred to the shed where the tobacco is left hanging for 4 months to cure. When cured, the leaves are taken off the stalks, sorted and sized by the farmer.



The White Owl buyer visits every farm at which tobacco of Vintage quality has been reported. He examines the tobacco, and after classifying it into seven grades, only purchases tobacco of the quality of the top three grades which meet our strict standards for Grade "A" Vintage filler.

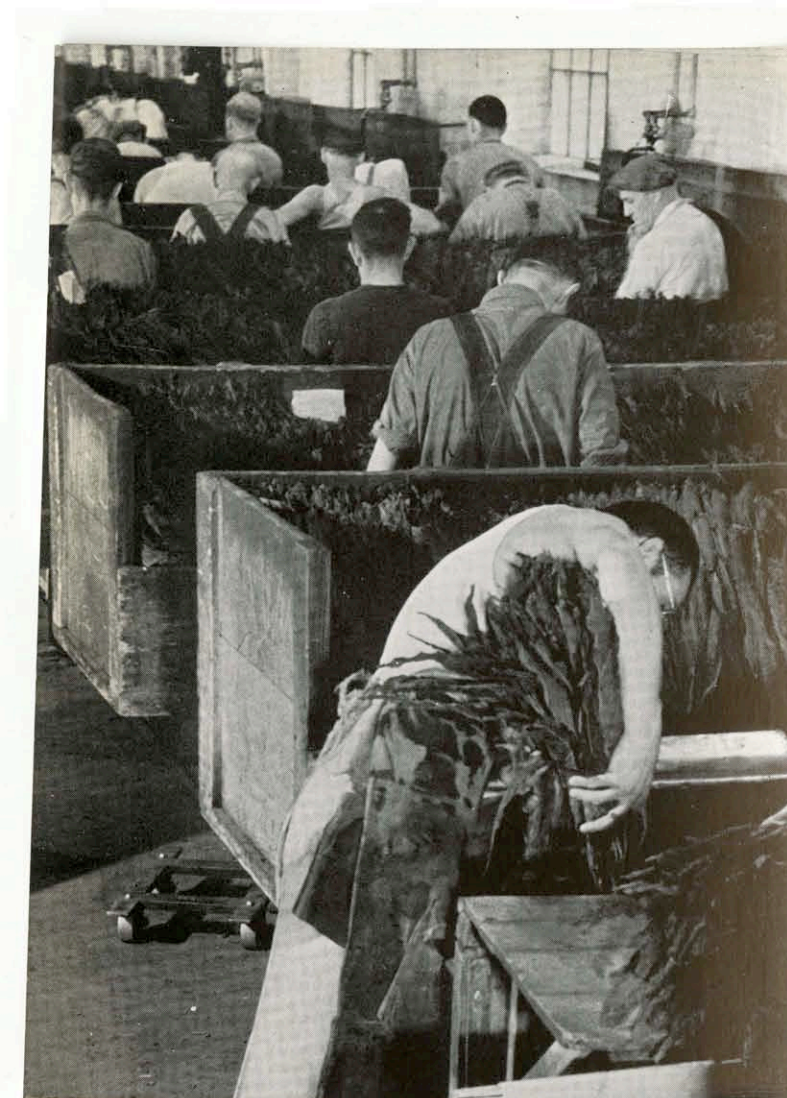


When the Vintage tobacco reaches the warehouses, it is baled and re-sorted for size. All defective leaves are discarded.

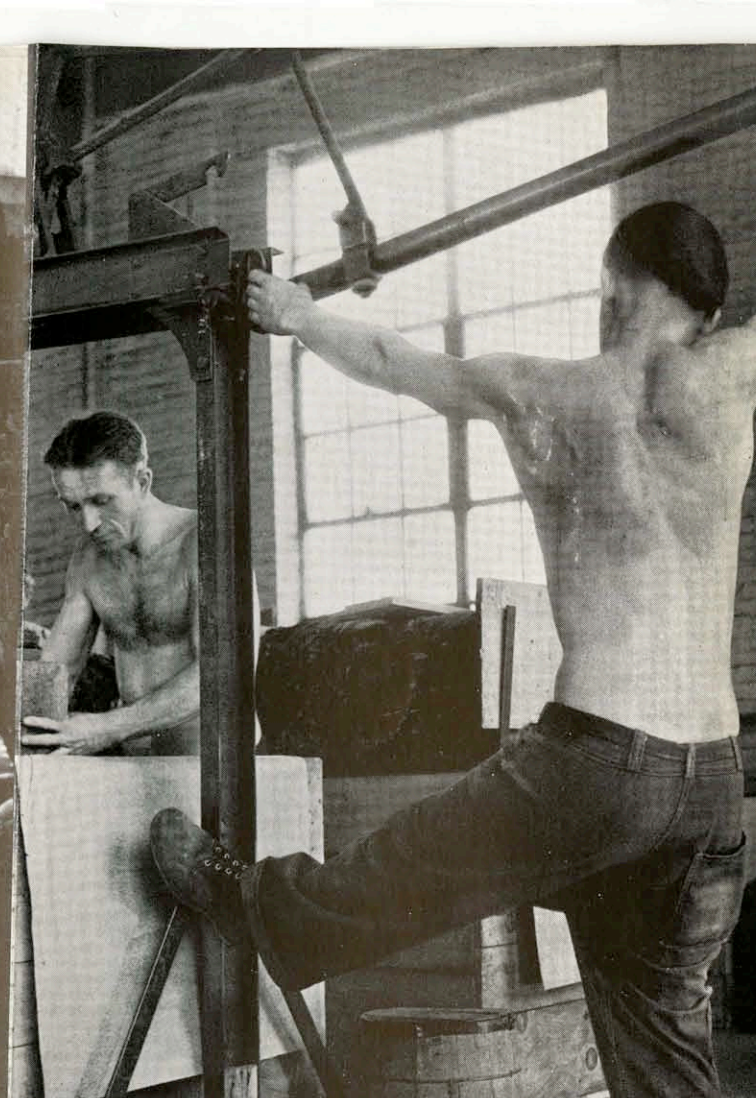


Trained inspectors check every leaf. They reject all tobacco which does not pass White Owl's strict standards for Grade "A" Vintage filler.

The huge White Owl warehouses contain a two years' reserve supply of our Grade "A" Vintage filler, enough for nearly 1 Billion White Owls.



After years of careful aging the tobacco is taken from the warehouses to the conditioning plant. Here it is moistened, placed in heated rooms—sweated—made ready for cigars.



The big presses pack the tobacco tightly in the cases. It is then placed in a drying room in which a rigid control of temperature and humidity is maintained.



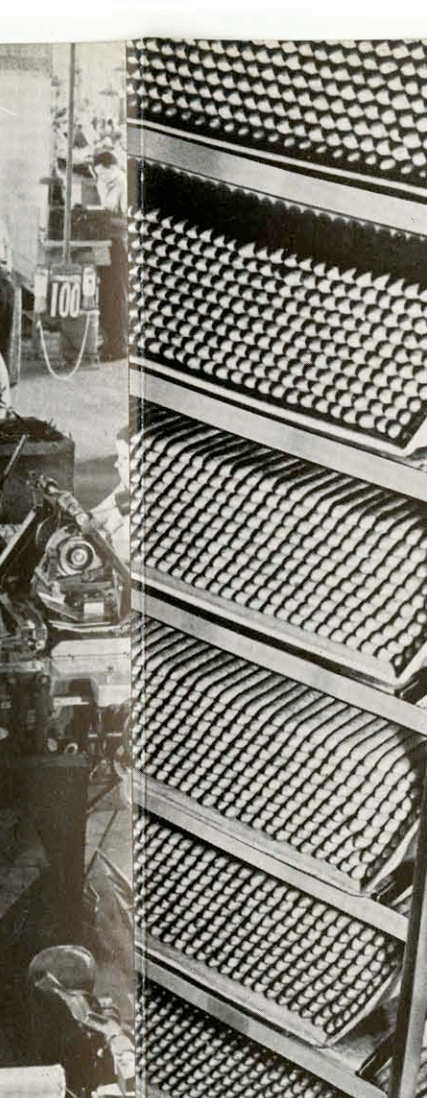
Before the tobacco leaves the conditioning plant, it is given a final inspection. This is but one of the 12 inspections which the tobacco receives before it is used for White Owls.



The first stage which the tobacco goes through at the manufacturing plant is the removal of the stem. Trained girls perform this operation on stripping machines.



Seven factories, employing thousands of people, are required to meet the tremendous daily demand for Vintage White Owls. Here is a battery of the amazing cigar making machines in our Kingston, Pa., plant.



Here you see one of hundreds of racks full of Vintage White Owls awaiting examination. Every White Owl receives 8 individual inspections before it reaches the consumer.



Trained girls sort the White Owls according to color. They eliminate all imperfect cigars and once again enforce White Owl's high standard of quality.



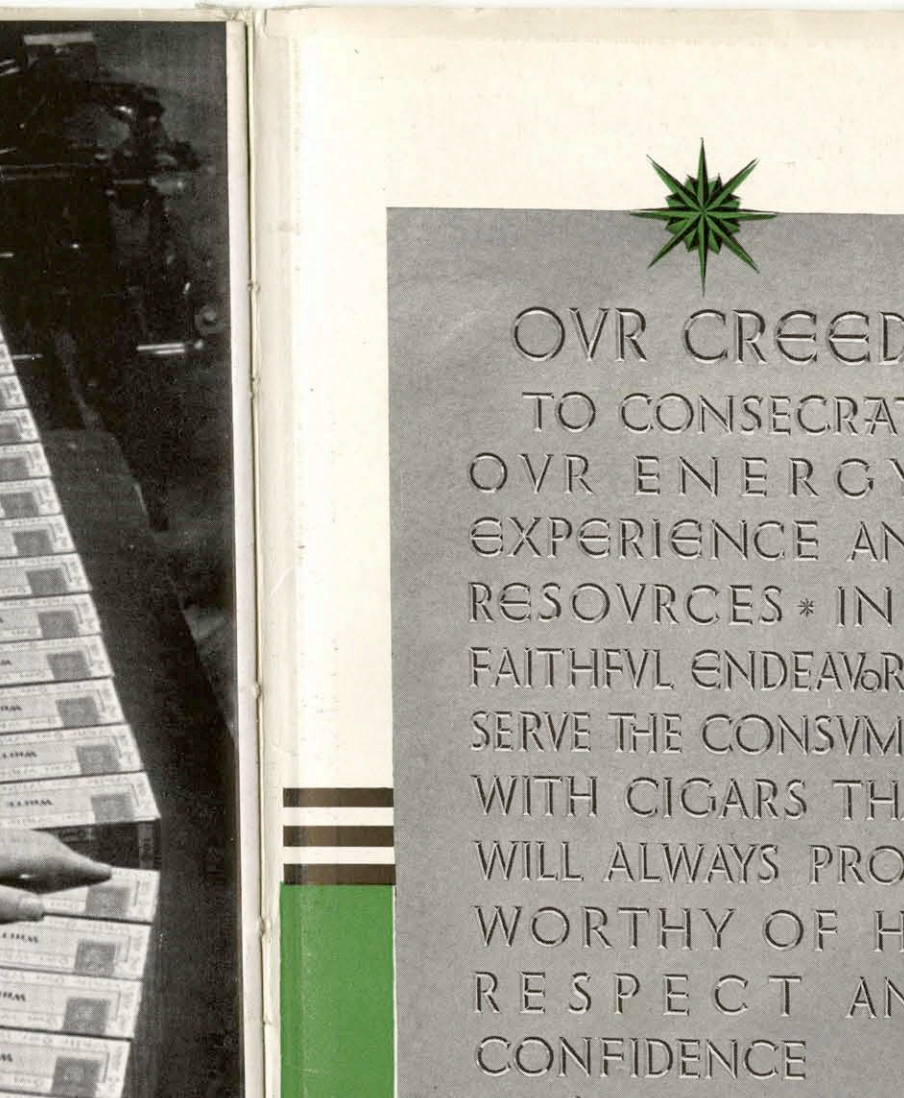
An ingenious machine wraps the cigars in cellophane, then places the White Owl band upon them. As the cigars leave the machine, the girl packs them in boxes.




Down this conveyor from the packing room go thousands of White Owl boxes every day—ready to receive the revenue stamp.



Vintage White Owls, the last word in quality and workmanship, are now ready for the enjoyment of critical smokers everywhere. The daily patronage for Vintage White Owls keeps 7 large factories humming, and thousands of people happily employed.



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 OUR CREED
 TO CONSECRATE
 OUR ENERGY*
 EXPERIENCE AND
 RESOURCES* IN A
 FAITHFUL ENDEAVOR TO
 SERVE THE CONSUMER
 WITH CIGARS THAT
 WILL ALWAYS PROVE
 WORTHY OF HIS
 RESPECT AND
 CONFIDENCE
General Cigar Co.
 INC.

The Cigar with our
Grade A **Vintage** Filler

WHITE

OWL

