

SUPERB IMPORTED SNUFFS
AND
LUXURY ACCESSORIES

from



NICOTIANA

Fine Tobaccos, Snuffs & Smokers' Requisites

278-A Meeting Street • Charleston, S.C. 29401 • USA

(803) 722-2531

WHAT IS SNUFF?

Basically, snuff is a harmonious compound of pulverized tobaccos, to which aromatic essences may or may not be added. To make the best snuff - representative types of which are presented in this catalogue - the finest American and overseas tobacco leaf is selected and carefully blended. The leaf undergoes several processes involving heating and fermentation, during which the natural harshness of the tobacco is eliminated. Depending upon the type of snuff required - coarse, medium or fine - the tobacco is **milled** or ground by means of heavy pestles, either machine or water powered, in oak mortars and then sieved to ensure consistency of the requisite grain size. At this point the essences are added: their blending constitutes a trade secret and some formulas have been handed down generation after generation for more than two hundred years. Finally, the snuff is brought up gently to the desired moisture content - moist medium or dry - and packed for sale. In the case of **High Toast** snuff, the tobacco - after fermentation - is 'toasted' before being milled, in order to impart the distinctive nutty flavor for which this snuff is renowned.

A BRIEF HISTORY OF SNUFF

When Christopher Columbus discovered America, he and his companions found the natives enjoying tobacco by means of Y-shaped tubes through which they sniffed the substance into their nostrils. Credit is given to the Italian, Romano Pane, for having introduced snuff into Europe. It was first used by a member of the illustrious Medici family, for whom it had been prescribed to relieve headaches. Soon, however, its medicinal use became secondary and taking snuff for pleasure developed into a fashion among the European royalty and aristocracy. The use of snuff spread rapidly through all the social classes and by the 18th century, Dr. Samuel Johnson - an inveterate snuff-taker himself - had good reason to make his celebrated statement, "Smoking has gone out." The 18th century was truly the 'Age of Snuff' and the most beautiful boxes of gold, silver, tortoise-shell, ivory and other precious materials, sometimes fabulously decorated with jewels, miniature paintings or tiny automata, were made during this period to contain the powdered tobacco. In England, snuff held its own until the mid-19th century, when staid Victorian society no longer tolerated the brightly colored snuff-handkerchiefs which were an adjunct to the use of this form of tobacco. Despite a decline in the overall popularity of snuff, it was still taken extensively in many environments and among many professions where smoking could not be practiced: doctors, lawyers, judges and clergymen, for example, remained faithful to snuff, as did tailors, printers and miners, among others. In the 20th century, snuff yielded, for the most part, to the universal onslaught of the cigarette, although it did retain a strong body of devotees in certain places such as Ireland, Western Scotland, Iceland and Southern Germany - where a special type of snuff containing Brazilian tobacco was developed in the late 19th century and achieved lasting success: **Jubilee Blend** is an outstanding example of this kind of snuff.

The Surgeon General's report on cigarette smoking has led many people in this country to seek other means of finding pleasure from tobacco, and snuff has gradually been returning to favor. The use of snuff has been shown to be harmless to health, as the tobacco is quickly eliminated by the action of the mucous membranes of the nose. In Europe, physicians often prescribe snuff for patients

who suffer from sinus headaches. Other advantages of snuff include its relatively low cost: an ounce of snuff goes a great deal farther than an ounce of smoking tobacco, as well as the great variety of types of snuff available.

We have selected what we believe to be the finest range of snuffs obtainable in Europe and, among these, everyone is certain to find one or more to suit his or her taste. For those individuals who enjoy experimenting with blends, the judicious selection of an unflavored base snuff, such as **B.B.**, and one or more aromatic snuffs may provide the opportunity for a new snuff discovery.

HOW TO TAKE SNUFF

If you have never used snuff before, the best way to begin is to take a small pinch between thumb and forefinger, bring it to the nose and gently sniff it in. Alternatively, a small amount of snuff may be deposited in the small hollow on the back of the hand at the base of the thumb (the 'Hygienic' Snuff Dispenser is ideal for this) and sniffed into the nose from there. It is most important to avoid a violent inhalation of the snuff. Some people may experience sneezing or watering of the eyes the first time or two that they take snuff, but these manifestations quickly disappear and the pure enjoyment of the tobacco remains.

Beginning snuff-takers may start with any of the snuffs in this catalogue, although both **High Toast** and **S.S.** may be too pungent and penetrating for some people at first. **Jubilee Blend** has the advantage that large pinches can be taken without concern for the possibly too strong effects of the snuff. For those who prefer a coarser mill (grain size), **St. James** or **Grand Cardinal** are perfect. **St. James**, **High Toast**, **Kendal Brown**, **Gold Label**, **B.B.** and **S.S.** have no added aromatic essences: individuals who wish to avoid any fragrances but those of the natural tobaccos should choose one or more of these.

HOW TO CARRY AND STORE SNUFF

Snuff should be carried in a box which is as close to being airtight as possible. Many such boxes are illustrated in this catalogue and, as they are all made specifically for snuff, any of them will be suitable for carrying it. As snuff tends to dry out (or, in the case of **High Toast**, to absorb unwanted moisture) fairly rapidly, it is a good idea to carry just one day's supply in the box, replenishing it each morning. **Amostrinha** may be carried in its own little bottle, although in order to take the snuff, it must be shaken onto the back of the hand; otherwise, it may be transferred to a box. The taking of snuff is esthetically enhanced by carrying it in a fine, well-made snuffbox.

In storing containers of snuff at home, it is best to place each one in a small plastic bag and seal it with a wire tie. In this way, the moisture content remains at the proper level and the snuff continues to mature. Like the finest wines and cognacs, many snuffs improve considerably with age. **Jubilee Blend** is made by a special process which allows it to be kept for extended periods of time without drying out; nonetheless, in order to maintain its freshness, it too should be stored in a plastic bag. Always store only one type of snuff in a single bag, otherwise the snuffs might absorb fragrances from each other.

IN CONCLUSION

By taking snuff, you are sharing in a rich and fascinating tradition that extends back hundreds of years. In addition to the very real satisfaction yielded by a pinch of fine snuff, you will find that snuff is an excellent way of making friends and 'breaking the ice' at parties or other social gatherings. An attractive snuffbox is always a conversation piece and the taking of snuff itself can be an occasion for interested comment - as well as a way of introducing others to the great pleasures offered by this form of tobacco.

It should be emphasized here that in this discussion of snuff, only the type of snuff manufactured specifically for use in the nose is meant. So-called 'oral snuffs' belong to a totally different class of tobacco product and should never be confused with nasal snuffs.

For those concerned with health in relation to tobacco, the following quotations will be of interest:

From a report by Dr. M.A.H. Russell and others, published in the prestigious medical journal, **The Lancet**, 1 March 1980:

Our findings indicate that a new age for snuff is a feasible alternative to cigarette smoking. Snuff could save more lives and avoid more ill health than any other preventive measure likely to be available to developed nations well into the 21st century.

From a report by Dr. M.A.H. Russell and others, published in **The British Medical Journal**, 26 September 1981:

Switching from cigarettes to snuff would substantially reduce the risk of lung cancer, bronchitis, emphysema, and possibly coronary heart disease as well...

We trust that the information contained in this booklet will be helpful to you in selecting the types of snuff and the snuffboxes best suited to your desires and requirements. If your tobacconist does not stock the kind of snuff you want, please ask him to order it for you - or you may order directly from us, using the order form enclosed herewith. We look forward to your comments on our products and will be glad to assist you in any way, should you wish advice on snuffs or snuffboxes.



SUPERB SNUFFS

St. James. Named for the famous Louisiana parish, this snuff is unique in its utilization of Perique tobacco, which was prized as long ago as the 18th century for creating a snuff of rare quality. **St. James** has an indescribably mellow natural aroma which can only be compared to the finest aged cognac. Coarse mill, slight moisture content.

Griffin's Finest High Toast. One of the oldest snuff types still available. Rich in Irish associations, this light-colored snuff has a wonderful nutty flavor not found in any other type, owing to the unusual method of 'toasting' the tobacco before milling. It is pure tobacco, without any addition of aromatic essences. Fine mill, dry.

Griffin's Vintage Irish Whiskey. This superlative snuff has a High Toast base, to which the finest quality 15-year old Irish whiskey has been added. This union of two of the oldest and best traditional Irish products has resulted in a superb snuff of unmatched character to delight the most discriminating snuff-taker. Fine mill, dry.

Civette. Among the most famous snuffs of the 18th century, still made to the original formula by a firm established in 1733. A subtly aromatic blend of essences gives this remarkable snuff the character for which it has been appreciated by connoisseurs for over 250 years. Fine mill, slight moisture content.

Amostrinha. Originated in Portugal during the 18th century for export to the Chinese court, this venerable snuff has a deep, rich flavor which perfectly balances the underlying aroma of the finest tobaccos with the overtones of carefully blended and harmonized exotic essences. Fine mill, slight moisture content.

Grand Cardinal. Another 18th century snuff, very dark in color with a luxurious heady bouquet in which the predominant note is that of bergamot. A truly aristocratic snuff which recaptures the elegance of a vanished age. Coarse mill, moist.

Jubilee Blend. This extraordinary snuff owes its luscious tropical fragrance to Brazilian **mangotes** - large rolls of tobacco treated with aromatic essences and then aged in leather before being milled. A very satisfying snuff for both the moderate and frequent snuff-taker. Fine mill, slight moisture content.

Kendal Brown. This hearty snuff, which has achieved great popularity in England, is still made by the same firm that originally blended it in 1792. Full-bodied and naturally flavorful, **Kendal Brown** has no added aromatic essences. Coarse mill, moist.

Gold Label. The deeply satisfying aroma of this snuff is the result of skillful blending of tobaccos, rather than the addition of aromatics. A snuff for the connoisseur who prefers the natural flavor of the best tobaccos on the market. Fine mill, medium moisture content.

S.S. The initials stand for 'Scotch Snuff', an unscented type similar to **Gold Label**, but more full-bodied in character. Again, the aroma is that of natural tobaccos, masterfully blended. Fine mill, medium moisture content.

B.B. Another unflavored snuff. Light in body and mild, an ideal snuff for the beginner, as well as being an excellent base for the adventurous snuff-taker who wishes to experiment with blending his or her own snuffs. Fine mill, medium moisture content.

Grand Cairo Red Rappee. A beautiful russet-colored snuff flavored with a choice blend of aromatic essences. Contemporary in mood and stimulating in effect. Fine mill, medium moisture content.

Brunswick Black Rappee. A dark snuff with an exhilarating aroma that hints of subtle citrus essences. Fine mill, medium moisture content.

Burgundy. Like the fine wine of the same name, a snuff with rich bouquet that never cloys. A very distinctive blend. Fine mill, medium moisture content.

Tom Buck. An old blend, similar in character to **Gold Label** and **S.S.**, but with a special pungency all its own. A very refreshing snuff. Fine mill, medium moisture content.

Morlaix. A soothing snuff flavored with a light floral essence in which the scent of geranium predominates. Fine mill, medium moisture content.

Jasmine. A light-bodied snuff with the rich, exotic scent of jasmine blossoms. An escape from the ordinary! Fine mill, medium moisture content.

French Carotte. An exciting snuff with a spicy aroma. Equally at home in the outdoors or in a comfortable armchair. Fine mill, dry.

Grouse Moor. An unusual blend of aromatic essences highlights this deep-flavored snuff. Reverberates with the scents of the moor. Fine mill, medium moisture content.

Millwright. A delightfully 'woody' blend that captures the clean scent of early morning in the forest. Fine mill, dry.

BEAUTIFUL SNUFFBOXES AND OTHER ITEMS OF INTEREST TO SNUFF-TAKERS

SB1. Round sterling silver snuffbox from Sillem's - the ultimate in luxury. The anchor cross trademark guarantees the finest silver available in the world today.

SPB. The same classic snuffbox from Sillem's, but in silver plate.

SB2. A very attractive hallmarked rectangular sterling silver snuffbox which embodies the proud and exacting traditions of the English silversmith.

RH. A magnificent table snuff-mull made from an entire ram's horn. The painstakingly crafted snuff container, as well as the kestrel mount, the foot and the tip, are all made of the best Sheffield pewter. Decorative and eminently useful.

PF. Miniature reproduction of a classic powder flask, adapted to use as a snuff flask. This exquisitely made container releases a pinch of snuff from its spout when a small lever is pressed. A truly functional work of art in brass and copper.

PO. A finely made oval pewter snuffbox with a subdued decorative trim. Understated elegance at an affordable price.

PR. A rectangular version of the pewter snuffbox described above.

PP. Still another fine pewter snuffbox - pebble shaped, without decoration.

PL. An unusual pewter snuffbox made in the form of a lion's head.

HD. The 'Hygienic' Snuff Dispenser. Ingeniously deposits a pinch of snuff on the back of the hand by means of a spring-loaded mechanism. Finely made solid brass with a pocket clip. Convenient and neat to use.

SH. A massive, beautifully handmade staghorn table snuffbox. A conversation piece to grace your coffee-table or desk.

SD. A finely handcrafted horn snuffbox with a sliding staghorn top, which, when moved back, reveals a small hole through which the snuff may be shaken onto the back of the hand. Keeps your snuff in excellent condition.

SHB. A unique solid staghorn snuff container - for pocket or table. Has a staghorn top and stopper. Handmade.

LB. An intriguing snuff-bottle made of the leather in which the rolls of Brazilian mangotes are aged (used in Jubilee Blend snuff). Wooden top and stopper.

RP. A plain rosewood snuffbox, very well made, with an excellent hinge.

RD. Another rosewood snuffbox, decorated with an inset design in metal.

HB. A plain horn snuffbox. Excellent for maintaining the freshness of your snuff.

SP. Snuff Present. In the 17th and early 18th centuries, many snuff-takers ground their own snuff from hard rolls of tobacco, called carottes. For this purpose, they used a special sort of rasp. Ivory and wood workers of the time developed the making of snuff rasps into an exquisite art and surviving examples now command the highest prices. We offer here a very fine reproduction of a beautiful ivory snuff rasp from the first half of the 17th century. Attractively packaged - together with an excellent quality snuff handkerchief and several different snuffs - in a carton which simulates an old, leather-bound book. A truly unique gift.

SSP. Hallmarked sterling silver snuff-spoon. The finest English craftsmanship.

SH. Large snuff handkerchiefs, made from the best grade of cotton and elegantly patterned in white. Please specify brown, red or blue.