

WHITE OWL

5¢

CHICAGO 1933
WORLD'S FAIR



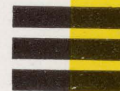
The **CIGAR** *of the* **CENTURY**



*Dedicated
to the hundreds of
thousands of loyal
White Owl smokers
in appreciation
of their friendship
and good will.*

General Cigar Co., Inc.

★ THIS Smoking World




"Nothing satisfies like a good cigar!"

So stands the verdict of this smoking world. In all civilized countries men of all types turn to the cigar for the pleasure distinctively its own. Often photographed are Al Smith, his grin, and his cigar. Somerset Maugham speaks of his cigar with affection. Babe Ruth, H. L. Mencken, Hoover, Ringling—these and a host of other men in the world's limelight — are cigar smokers.

As outstanding as any leader in a chosen field is the General Cigar Co., Inc.

Since its start its basic policy has been to give the smoker at all times and under all conditions the greatest possible value at a modest price.

The success of its brands — Robt. Burns, White Owl, Van Dyck, and Wm. Penn—is written in its strict ad-




herence to this unalterable policy.

As a specific example of this, consider the recent history of White Owl. The moment the executives of the General Cigar Co., Inc. ascertained that White Owl, which was selling at higher prices, could be delivered to the smoker for five cents, down went White Owl's price—without a single sacrifice of size or quality.

The result: Over 700,000,000 White Owls have been sold since its reduction in price to five cents. Why? Any one can reduce the price of a cigar, but reduced price and maintained quality is the key to the success of White Owl. Veteran White Owl smokers recognize it to be identically the same cigar that sold for fourteen years at higher prices. Smokers of expensive cigars have discovered that White Owl literally cuts their smoking cost in half without the slightest loss of smoking satisfaction. Smokers

of standard 5-cent brands flock to it for its generous size, its fine appearance, and its mild flavor.



This fine cigar, the favorite of hundreds of thousands of discerning smokers from coast to coast, is the ambassador of the General Cigar Co., Inc. at the Chicago 1933 World's Fair. At the White Owl exhibit, the superhuman cigar-making machine which manufactures White Owls is in actual operation. In full sight for all to see, White Owls are made under the same up-to-date sanitary conditions which characterize their manufacture in the model factories of the General Cigar Co., Inc.

This book holds the inside story of the process, revealing step by step the transition of select long filler tobacco into the finished White Owl, in every sense — in quality, flavor, workmanship, and appearance — worthy of the appellation, "The Cigar of the Century."

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Acres of Enjoyment

NO matter how perfectly a cigar is manufactured, no matter how appetizing it looks, it can be no better than the tobacco used in it.

The superhuman cigar-making machines can fashion any tobacco — good or bad — into a form-perfect cigar, but they can not endow that cigar with qualities necessary to insure complete smoking enjoyment.

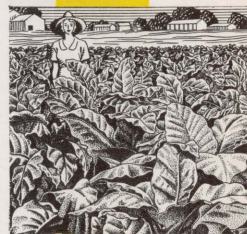
Tobacco, first, last, and always, determines quality and mildness.

It is for that reason that the General Cigar Co., Inc. exercises such vigilance in the selection of the tobacco used in its brands. Time, trouble, and expense are not spared to obtain the best leaf possible. "Never mind the price." . . . "Pay up if you must, but don't bring in tobacco that isn't of the best." . . . "Keep buying — we can never get

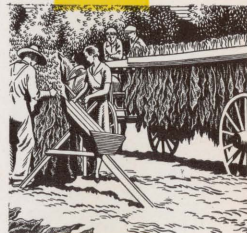
enough quality tobacco" — these are the Company's instructions to its buyers in the field. For three years, mindful of these instructions, its experts have been buying up the choice of each season's crop, accumulating the greatest store of select leaf ever assembled for a 5-cent cigar.

As a result, the leaf fed to the machines for the filler of White Owl is the choice, not of one crop, but of many crops. It is absolutely the same high quality tobacco used in White Owl when White Owl sold at higher prices. Mellowed under perfect conditions for three years, it accounts for White Owl's unvarying excellence.

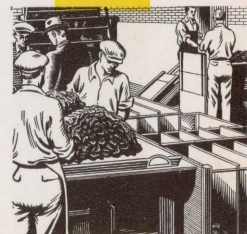
This leaf comes from the most fertile fields where cigar leaf is grown, and from the finest crops of these fields. Crops, even in the most fertile fields, fluctuate in quality from year to year. By buying heavily in good years — and skipping the bad — the General Cigar Co., Inc. maintains a



1. Fine fields produce White Owl tobacco.



2. Rack for bringing leaf to curing sheds.



3. Sorting long filler White Owl tobacco.

standard impossible of achievement by those who lack tremendous resources.

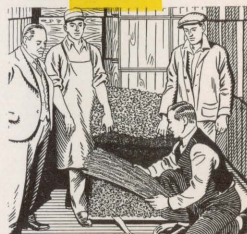
No tobacco from inferior fields or from inferior crop years ever finds its way into the filler of White Owl. White Owl filler is full, long leaf, too. Not one bit of less costly short filler is ever used, for this would adulterate flavor, diminish value, and cause an unevenness of taste and smoking enjoyment.

Consequently, the White Owl bought to-day, to-morrow, next week, or next year, in Chicago or in San Antonio, in New York or in San Francisco, is the same in distinctive flavor, mildness, fragrance, and enjoyment. It does not break up as inferior brands do. Its ash is long and firm; it does not flake. And the last puff is as even, as cool, as refreshing as the first.

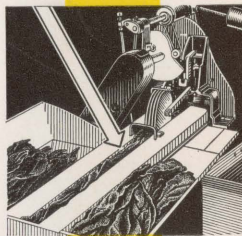
★★★ THE Superhuman Cigar Maker

THE superhuman cigar-making machines in the White Owl exhibit at the Chicago 1933 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 to-day, and in efficiency of operation, one of the mechanical triumphs of the century.

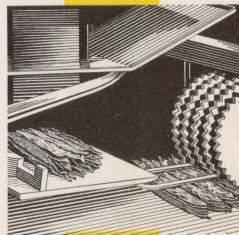
As a unit, the White Owl exhibit may be termed a model factory. For, as a unit, it manufactures White Owls with the same care and sanitary safeguards that protect the production of White Owls in several large modern factories. In actual operation it typifies the work of hundreds of similar machines engaged in making White Owls—machines which, in response to the tremendous demand,



4. Inspecting a case of select long filler.



5. Groove into which long filler is fed.



6. Cutting and bunching long filler.

have a capacity output of several hundred million White Owls a year, directly and indirectly providing year round employment for several thousand people.

Watching the superhuman cigar-making machine at work has the fascination of watching a magician at sleight of hand. It is marvelously skilled and sure with its deft metal fingers. It takes the select long filler leaf, cuts and forms it into the bunch, applies the binder, shapes both into a roll, then wraps it, and finally delivers the completed cigar, trimmed and sealed for expert examination.

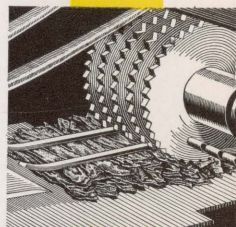
The cigar-making machine is really a team of automatic workmen. It consists of seven automatons, or robots, each doing a limited and specialized section of the job of making a White Owl. In fact, there are twenty or more separate operations in making a White Owl from the time the select long filler leaf is fed to the unit and the finished cigar emerges.

The machine operations in the making of White Owls start with the delivery of unbroken leaf 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.

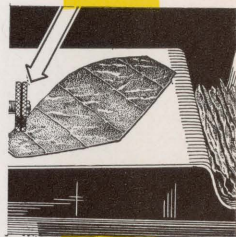
This long filler leaf is placed at the take-off on the machine in a groove which feeds it to the first operation. (See illustration No. 5.) Here the leaf is bunched and cut to the proper size, (See No. 6) and the right amount fed into a filler charge, precise in weight and precise in length. (See No. 7.)

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 sealed automatically with edible liquid tragacanth. (See No. 8.)

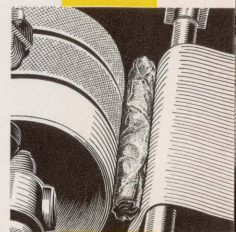
The bunch then proceeds to a mechanism where it is rolled on a softener drum with a progressive



7. Long filler ready for binder.



8. Applying tragacanth to head end of binder.



9. Drum softening long filler within binder.

manipulating action which distributes the filler evenly within the binder, an operation similar to the old-fashioned bunch rolling of the hand worker. (See No. 9.)

The half-made cigar is mechanically transferred to a section of the machine where the tuck and head ends are shaped into conical form, leaving the midriff uncompressed in order that the finished cigar will burn evenly and freely. (See No. 10.)

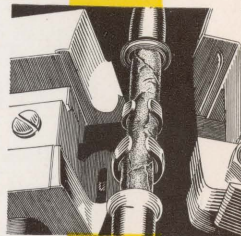
From this point it is carried to the wrapping device, (See No. 11) and here takes place the marvel of coordinated, synchronized mechanical action (See No. 12) that spells the success of automatic cigar manufacturing.

As the bunch, consisting of long filler and binder approaches, a transfer arm (See Nos. 13 and 14) picks up by suction a delicate layer of wrapper leaf, lifting it off a cutting die, and delivers it towards the wrapping mechanism.

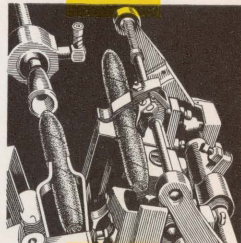
When the tuck (lighting) end of wrapper carrier is in proper position, a tucking needle darts forth, and with a short thrust transfers the wrapper from the carrier to the bunch, and holds it in place until the first overlap of the wrapper has been made around the bunch. The needle automatically withdraws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

At the opposite (head) end of the wrapper on the carrier, a touch of sanitary edible liquid tragacanth, colorless, tasteless, and free from impurity, is automatically applied. This seals the flag (See No. 15) of the wrapper on the head, or mouth end of the cigar, when it is completely wrapped. The stages of the automatic sealing of the wrapper head of White Owl are graphically shown in illustrations Nos. 16 and 17.

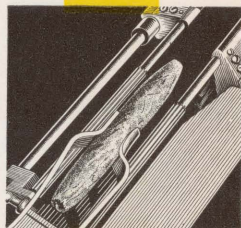
At the close of the wrapping operation, the cigar is automatically transferred to the finishing devices which manipulate it again (See No.



10. Tuck and head being shaped.



11. Bunch after tuck and head have been shaped.

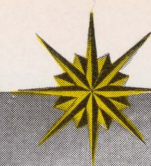


12. Shaped bunch ready to take on silky Sumatra wrapper.

*It is on the wings of Progress that
we speed from darkness towards light.*

γ γ γ

On the opposite page is a facsimile of
the creed of the General Cigar Co., Inc.
Inscribed on a tablet, it is given a place
of honor on a wall of the White Owl
Exhibit at the Chicago 1933 World's Fair.



OVR CREED
TO CONSECRATE
OVR ENERGY*
EXPERIENCE AND
RESOVRCES* IN A
FAITHFVL ENDEAVOR TO
SERVE THE CONSVMER
WITH CIGARS THAT
WILL ALWAYS PROVE
WORTHY OF HIS
RESPECT AND
CONFIDENCE

General Cigar Co.
1912

18) to smooth the bunch, trim the cigar to the right length, and knurl, or smooth, the head. (See No. 19.) This delivers the finished cigar to the examiner.

All these operations are going on continuously with cigars at different stages. While one cigar is being finished, long filler tobacco is being fed to the machine, and along the line, a bunch is being wrapped, another bunch is being shaped, another is being manipulated, another is being initially rolled, and a filler charge is being formed.

The superhuman cigar-making machine does the rolling, shaping, and sealing of the cigar, but no machine can supplant the human equation of selection, watchfulness, and intelligent direction.

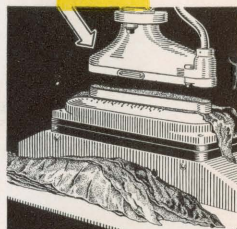
The superb workmanship which so consistently characterizes the production of White Owl, is a glowing reflection of the very careful training and supervision that is everlastingly

exercised in preparing each operator for her particular responsibility. This is something that can not be accomplished overnight. It is a patient, persevering task of organization building.

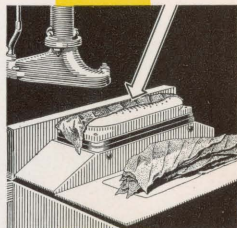
With the cigar-making unit at the Chicago 1933 World's Fair, just as with each unit in the model White Owl factories, are four human operators. They feed the tobacco; they guide and direct the machine. They inspect; they contribute the human element of manufacturing without which no product is dependable.

These four operators are known as the Filler Feeder, the Binder Layer, the Wrapper Layer, and the Examiner (see illustration on page 24). Their functions join the series of machine operations in the sequence just set forth.

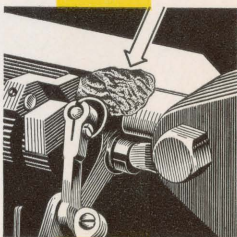
As at the White Owl factories, the machine operators at the World's Fair are young women carefully chosen for their capability, personali-



13. Sumatra wrapper on die ready for cutting.



14. Transfer arm picking up Sumatra wrapper.



15. Flag or head of wrapper before it is sealed.

ty, neatness, and health. They represent a high-grade of employee. Nicety of work, precision, carefulness, cleanliness, physical fitness, and intelligence are the ruling factors in selecting them for their duties. Each is adequately trained for her position.

The Filler Feeder scrutinizes the long filler tobacco as it is fed to the machine. She is actually the bunch maker, hence she must exercise the skill and care necessary in hand work in selecting the long filler leaf to place on the feed belt, and in providing the right quality foundation for the finished cigar. She must have judgment. She is an experienced girl or woman, who has shown the maturity of thought and concentration on her work to safeguard what actually constitutes the smoking enjoyment of a White Owl.

The Binder Layer is the second operator. She selects the binder, and lays it in the die in the proper way for cutting. She, too, must have judg-

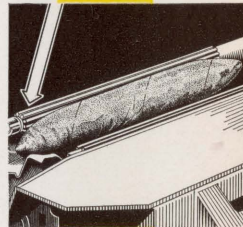
ment and with it alertness of action.

The third operator is the Wrapper Layer. She spreads the silky leaf upon the die for cutting. She, too, must exercise care and skill in handling the delicate Sumatra wrapper—the most expensive type of wrapper leaf. She must be quick in thought and action. Hers is a great responsibility, because it is from the appearance of the wrapper that the consumer gets his impression of the individual cigar. A poorly laid wrapper means a dissatisfied smoker. She is the last operator before the cigar is finished.

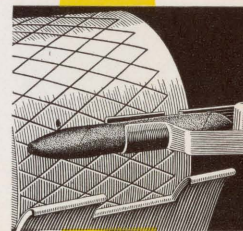
The fourth and last operator is the Examiner. The finished cigar is delivered to her. It lies before her eyes. She passes on it for imperfections. A cigar may be slightly defective at the head; the wrapper may be torn. Her eyes meet every cigar that travels the route of the machine. She is an important sentry in the elaborate system of inspection of White Owls, but she is not all. Examination and inspection merely begin with her.



16. Finishing the sealing of head.



17. Automatically sealed tip of cigar.



18. Drum for smoothing wrapper of cigar.

Finished White Owls are delivered on trays to be prepared for the eyes of the smoker. They undergo a critical inspection for general appearance before they are dressed in their crystal-clear coat of cellophane, and placed in the White Owl box.

Minute supervision is exerted in order that every White Owl wrapped in cellophane shall be more carefully examined and judged for quality and appearance than the most discriminating buyer of a White Owl cigar would ordinarily exercise for himself.

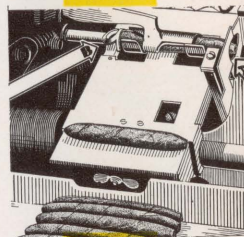
At the White Owl exhibit at the Chicago 1933 World's Fair, the girl inspector in every respect represents the inspectors in all of the White Owl factories, chosen for their thorough knowledge of automatic cigar making, as well as for neatness, sharp eyesight, and intelligence. The inspector scrutinizes (See No. 20) each and every cigar as it reaches her on the trays brought from the machines. She passes on White Owl particularly for

color, for flaws that may have slipped by the examiner. She throws out off-colors and cigars with blemishes.

The elite of the 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, (See Nos. 21 and 22) and turned forth neatly clad in crystal-clear cellophane, and fed to the banding device. (See No. 23.)

The White Owls in their trim, crystal-clear cellophane coat are then separated in groups of five (See No. 24) for packing in the White Owl pack, 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.

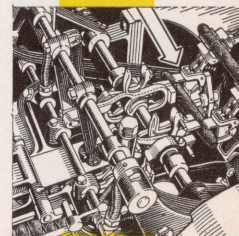
Their cellophane coat testifies to



19. A—Trimming cigar.
B—Smoothing tip.



20. Rigid inspection of finished White Owls.



21. Feeding White Owls to cellophaning machine.

this. It protects them so that they reach the consumer factory-clean, factory-fresh. It is an absolute guaranty of the utmost vigilance that is religiously maintained throughout the manufacturing processes, in the interest of always giving the smoker a cigar that is the last word in quality, workmanship, and appearance.



★★★★

Seeing is Believing

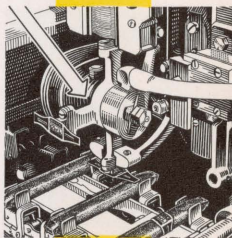
TO watch the superhuman cigar-making machines at work at the White Owl exhibit at the Chicago 1933 World's Fair is to realize the miracle they perform—and to know beyond a question of doubt that the cellophane-clad White Owl is a triumph of manufacturing skill and human supervision.

There is, however, one test of White Owl that goes beyond seeing. That is the test for flavor. And that test lies in the actual smoking of a White Owl.

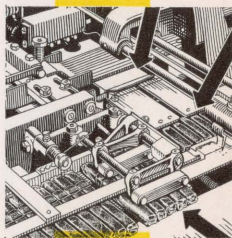
Thousands of men who have never seen White Owl manufactured make this test daily. Tens of thousands of these men, once smokers of higher-priced cigars, have found in White Owl real pleasure and a new economy in smoking. Its delicious flavor, its cool, even draft, and its distinctive



22. Clothing White Owls in cellophane coats.



23. Banding cellophane-coated White Owls.



24. Automatic packing of World's Fair five pack.

appearance tell them better than words can, of outstanding value and quality. Because of the unvarying excellence of its select long filler, each White Owl smoked recommends another White Owl.

Positive proof of White Owl's outstanding quality and value lies in the sales record that it scored since its reduction to five cents — over 700,000,000. Cigar history has never known such an amazing sales record. Nor has cigar history ever recorded such a steadfast loyalty as that exemplified by the tremendous daily demand for White Owl. As a product of the most modern manufacturing methods, it is "The Cigar of the Century"; as a country-wide favorite, it is "The Cigar of a Nation."

Watching the superhuman cigar maker at work is one clue to the secret of how the General Cigar Co., Inc. can continue to manufacture a cigar at five cents, which sold

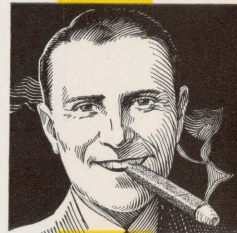
for fourteen years at higher prices. The explanation lies in the efficiency of the machine, and in the Company's highly organized manufacturing organization and vast output. It lies in the fact that manufacturer, distributor, and dealer all net a smaller profit on the sale of one White Owl. It lies, likewise, in the fact that smokers, through their unswerving preference for White Owl, make themselves the beneficiaries of White Owl's low price and vast consumption. Likewise the rapid turnover of White Owl benefits the dealer from a profit standpoint.

North, South, East, and West—in cities, towns, and villages—an army of smokers ask for White Owl. Day in and day out they smoke out the truth about White Owl, their overwhelming verdict:

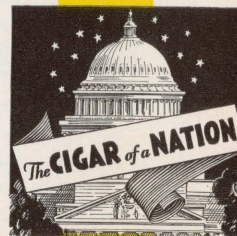
"Nothing satisfies like a good cigar —and that cigar is White Owl!"



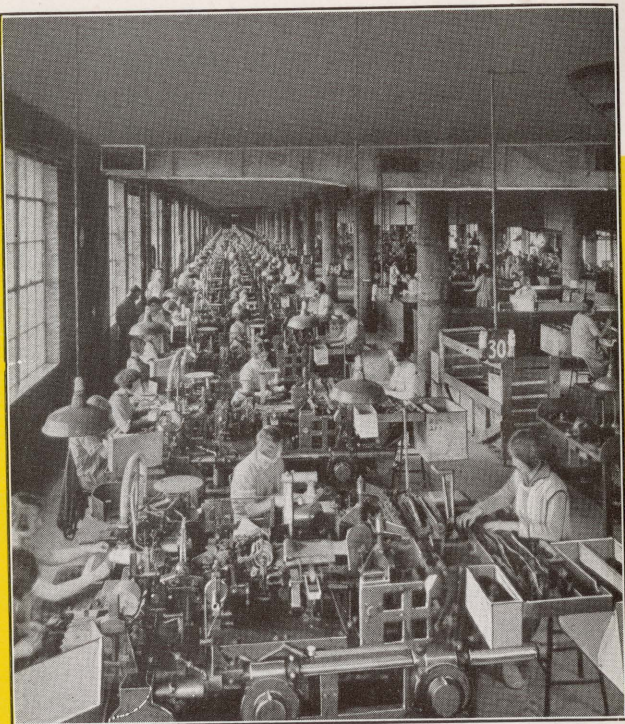
25. The White Owl band is your protection.



26. Nothing satisfies like a good cigar.



27. White Owl—the Cigar of a Nation.



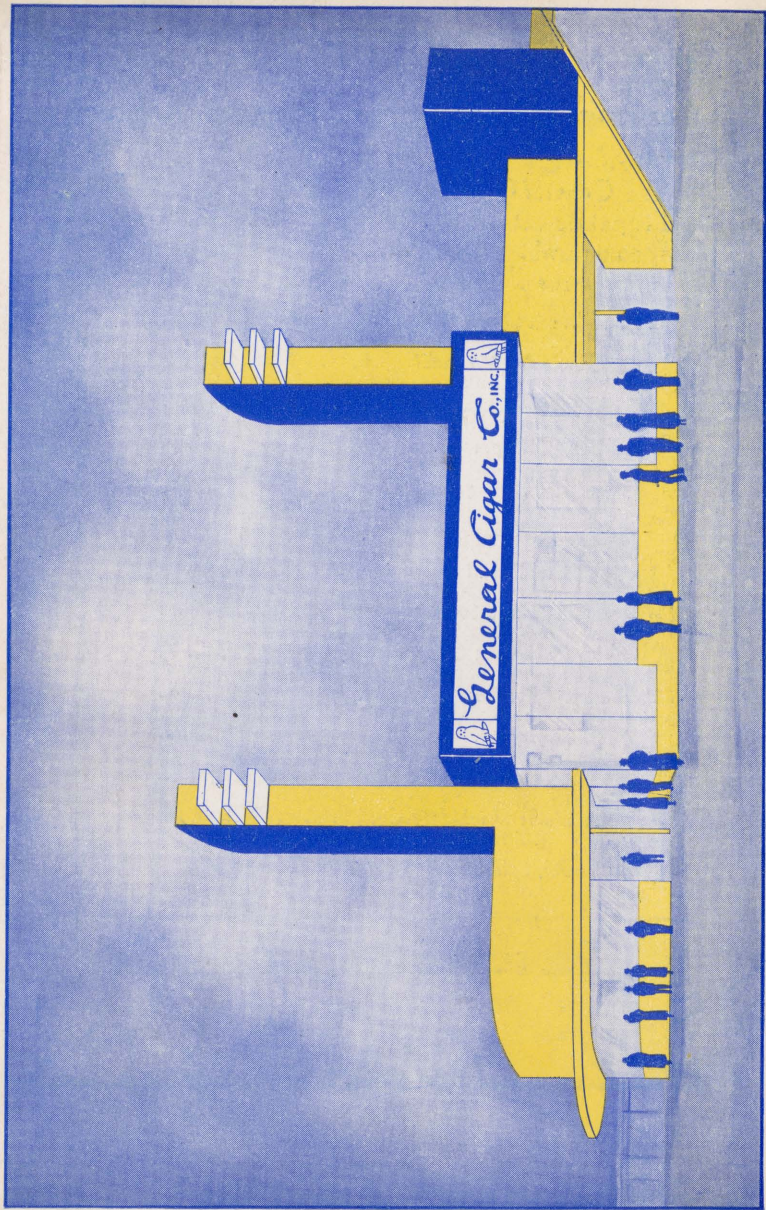
Ideal conditions characterize the manufacture of White Owls. In large, up-to-date, sanitary factories White Owls are machine-made with the care and safeguards that protect the production of food products in this modern day and age. The picture above shows a group of the marvelous cigar-making machines with their trained crews, in action in a White Owl factory. The machines are similar to those in operation at the White Owl exhibit at the World's Fair.

The General Cigar Co., Inc., is pleased to make this public acknowledgement of the valued co-operation which the following concerns have rendered in connection with our White Owl Exhibit.

- Altro Work Shops, Inc. New York, N. Y.
UNIFORMS
- Bond Foundry & Machine Co. Manheim, Pa.
TRUCK CASTERS
- Consolidated Litho. Corp. Brooklyn, N. Y.
CIGAR BANDS
- Du Pont Cellophane Co. New York, N. Y.
CELLOPHANE
- Forbes Litho. Mfg. Co. Boston, Mass.
PRINTING OF CELLOPHANE
- Hald Pneumatic Systems, Inc. Brooklyn, N. Y.
SUCTION SYSTEM
- Hitchen Engineering Co., Inc. New York, N. Y.
AIR CONDITIONING EQUIPMENT
- International Cigar Machinery Co., Jersey City, N. J.
CIGAR AND CELLOPHANE MACHINES
- Taylor Instrument Companies Rochester, N. Y.
TEMPERATURE RECORDER
- The Fyr-Fyter Co. New York, N. Y.
FIRE EXTINGUISHERS
- Alex Ungar, Inc. New Brunswick, N. J.
CIGAR TRUNKS AND TRAYS
- United Autographic Register Co. Chicago, Ill.
COUNTERITE RECORDER
- Wittenmeier Machinery Co. Chicago, Ill.
REFRIGERATING MACHINERY
- Loebl, Schlossman & Demuth, Chicago, Ill.
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White Owl Exhibit Building, 23rd Street Plaza, Chicago 1933 World's Fair