

= Alfred Dunhill =

Alfred Dunhill FRSA (30 September 1872 ? 2 January 1959) was an English tobacconist and inventor . He is the progenitor of the Dunhill luxury goods company and the Dunhill branded tobacco products from British American Tobacco (now two independently owned entities) .

From 1893 Dunhill ran a company selling motoring accessories , and in 1902 opened a shop in Mayfair . He developed a pipe designed for motorists in 1904 . He opened a tobacconist 's shop in St James 's in 1907 , offering tailored tobacco blends . Shops were opened in New York and Paris in the 1920s . With his international ambitions , Dunhill helped to create the modern luxury goods market . He retired from business in 1929 , and married his mistress in 1945 , following the death of his wife .

= = Early life = =

Dunhill was born on 30 September 1872 at 2 Church Path , Hornsey , Middlesex . He was the second son of five children of Henry Dunhill (1842 ? 1901) , a master blind @-@ maker , and his wife and cousin , Jane , née Styles (1843 ? 1922) . His father occupied premises on Euston Road , manufacturing harnesses for horses . Alfred Dunhill was educated at a private school in Hampstead and by tutors until he was 15 , when he was apprenticed to his father 's business .

In 1893 , Dunhill inherited his father 's business and shortly afterwards began to supply accessories for motor cars under the name Dunhill 's Motorities (a portmanteau of " motorist " and " priorities ") . He married Alice Stapleton (1874 ? 1945) on 15 June 1895 . In 1890 he established the Discount Motor Car Company to sell his accessories through mail order . In 1902 he opened his first shop in Conduit Street , Mayfair , selling clothing and accessories to chauffeurs and their employers . He entered the pipemaking business in 1904 when he developed a " windshield pipe " to allow motorists to smoke while driving .

= = Tobacco business = =

In 1907 he opened a small tobacconist 's shop on Duke Street in the St James 's area . He offered tobacco blends tailored for the individual customer . In 1908 he introduced the first Dunhill cigarette . The shop rapidly prospered . His granddaughter Mary later described his flair as a salesman and a shopkeeper .

The business expanded , and by 1910 Dunhill had taken additional premises in Duke Street . In 1912 he was joined in the business by his youngest brother , Herbert , and his eldest son , Alfred , followed by his second son , Vernon , in 1913 . In 1912 Dunhill introduced the white spot trademark to its pipes .

The post @-@ war period witnessed both expansion and the commissioning of new products . The company always ensured its products were covered by patent and trade mark , a policy prosecuted with vigour from the outset . The early 1920s saw the wholesale and export side of the business move to Notting Hill Gate , close to the pipe and cigarette division located at Campden Hill Road .

In 1921 the firm received its first royal warrant , as tobacconist to Edward , Prince of Wales . Dunhill also supplied Winston Churchill and Siegfried Sassoon . The 1920s also saw the opening of shops in New York and Paris . Bloomberg Businessweek opined that Dunhill prefigured the modern luxury goods market with its international ambitions . In 1924 the company launched the Unique lighter , a product that Dunhill and his brother Herbert had much interest in developing , and was the world 's first lighter that could be operated with just one hand .

Also in 1924 , Dunhill published The Pipe Book , a monograph which detailed the history of the smoking pipe . In the New York Times review of the book , the anonymous author credited Dunhill with making pipe smoking " a gentlemanly diversion " . The book has rarely been out of print since its publication . Dunhill was elected as a fellow of the Royal Society of Arts in 1925 .

= = Retirement = =

Dunhill passed the chairmanship of his company to his son Alfred Henry in 1929 , taking retirement due to health reasons . He left his wife and moved to Worthing to join his long @-@ term mistress , Vera Mildred Wright (1902 ? 1976) , who changed her name to his by deed poll . Dunhill married Wright on 28 March 1945 , shortly after the death of his wife . He died in a nursing home in Worthing on 2 January 1959 , and was cremated at Golders Green Crematorium . He left gross assets of £ 74 @,@ 117 (equivalent to £ 1 @,@ 555 @,@ 099 in 2015) . His wife survived him .

= = Works = =

Dunhill , Alfred (1924) . The Pipe Book . London : A. & C. Black . OCLC 909095159 .

Reprinted : The Pipe Book . New York : Skyhorse Publishing Company . 2011 . ISBN 9781616080495 . OCLC 758870949 .