

*Perelman's Pocket Cyclopedia of Havana Cigars: 3rd edition*

**HAVANA BRAND HISTORY**

**§ 4.02: THE GREAT COMPANIES**

**4.02 THE GREAT COMPANIES**

Prior to privatization, individual companies produced cigars of all types and styles. The diversity and heritage of these companies is reflected in their brand line-ups. For the sake of history, we re-print here three lists of brands: one from 1904 from the then-dominant Havana Tobacco Company, the 1940 registry of licensed Cuban cigar manufacturers and their brands, and the Cuban cigar price list at January 1, 1959.

**1904:**

**HAVANA TOBACCO COMPANY**

In his book *The Truth About Havana Cigars*, Gustavo Bock wrote that 80 percent of all Havana cigars sold worldwide were from 23 of his stable of brands (but see below!):

|            |                |                      |
|------------|----------------|----------------------|
| Africana   | Don Quixote    | J.S. Murias          |
| Antigüedad | Española       | Manuel Garcia Alonso |
| Bock y Ca. | Estella        | Pedro Murias         |
| Cabañas    | Flor de Cuba   | Rosa Aromatica       |
| Carvajal   | Flor de Murias | Rosa de Santiago     |
| Carolina   | Flor de Ynclan | Vencedora            |
| Comercial  | Henry Clay     | Villar y Villar      |
| Corona     | Intimidación   |                      |

Bock was a senior member of the growing British and U.S. cigar interests in Cuba which followed the conclusion of the Spanish-American War in 1898. In his excellent 1997 book, *Havana Cigars 1817-1960*, Enzo Infante notes the 1903 make-up of the leading cigar export companies and the 291 brands under their control:

|  |            |
|--|------------|
| ▶ Havana Cigar & Tobacco Factories, Ltd. | 39 brands  |
| ▶ Havana Commercial Co.                  | 161 brands |
| ▶ Henry Clay and Bock & Co., Ltd.        | 71 brands  |
| ▶ Hija de Cabañas y Carvajal Cigar Co.   | 9 brands   |
| ▶ J.S. Murias Company                    | 11 brands  |

Two of the leading brands in the early 1900s were Henry Clay and Villar y Villar. Both brands offered six shapes — the mild and aromatic Henry Clays were perfectos and the fuller-bodied Villar y Villar shapes had shaped heads and straight sides — ranging in price from 15 to 50 cents each in 1904:

| <i>Henry Clay</i> |                                    |     | <i>Villar y Villar</i> |                                    |     |
|-------------------|------------------------------------|-----|------------------------|------------------------------------|-----|
| Cadet             | 4 <sup>3</sup> / <sub>8</sub> x 52 | 15¢ | Lieutenant             | 4 <sup>5</sup> / <sub>8</sub> x 48 | 15¢ |
| Ensign            | 4 <sup>5</sup> / <sub>8</sub> x 50 | 17¢ | Captain                | 4 <sup>5</sup> / <sub>8</sub> x 50 | 17¢ |
| Commander         | 5 x 56                             | 20¢ | Adjutant               | 4 <sup>5</sup> / <sub>8</sub> x 50 | 20¢ |

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| <i>Henry Clay</i> |         |     | <i>Villar y Villar</i> |         |     |
|-------------------|---------|-----|------------------------|---------|-----|
| Commodore         | 5½ x 54 | 25¢ | Major                  | 5 x 54  | 25¢ |
| Admiral           | 6¼ x 54 | 33¢ | Colonel                | 5⅝ x 52 | 33¢ |
| Secty. Navy       | 6⅝ x 56 | 50¢ | General                | 6⅜ x 56 | 50¢ |

Although Bock was one of the most storied executives in the Havana cigar trade, his claim of an 80% market share for the company of which he was president was clearly overstatement. The extent of his exaggeration was made plain in the following year when those cigar makers not affiliated with him published their response.

**1905:**

### RESPONSE OF THE INDEPENDENTS

Infante's history notes that Bock's publication irritated the many smaller cigar makers in Cuba. A year later — in 1905 — their own version of the "truth" appeared, written by journalist (and cigar maker) Jose Gonzalez Aguirre.

Aguirre pointed out that the country's export records showed the market export share of the combined British and U.S. corporate interests amounted to 53% instead of 80% and that the other 47% came from 44 independent brands such as:

|                  |                           |                   |
|------------------|---------------------------|-------------------|
| Belinda          | Gener                     | La Sirena         |
| Castaneda        | H. Upmann                 | La Vencedora      |
| C.E. Beck        | High Life                 | La Venus          |
| Eden             | Hoyo de Monterrey         | Lord Beaconsfield |
| El Crepusculo    | La Angelica               | Luis Marx         |
| El Ecuador       | La Capitana               | Modelo de Cuba    |
| El Guardian      | La Convencion             | Newton            |
| El Mapa Mundi    | La Cruz Roja              | Partagas          |
| El Puro Habano   | La Devesa                 | Por Larrañaga     |
| El Rey del Mundo | La Diligencia             | Punch             |
| El Rico Habano   | La Escepcion              | Ramon Allones     |
| Filoteo          | La Flor Cubana            | Redencion         |
| Flor de Tomas    | La Flor de Fernandez      | Romeo y Julieta   |
| Gutierrez        | Garcia                    | Sol               |
| Flor del Todo    | La Flor de P.A. Estanillo |                   |
| Fonseca          | La Miel                   |                   |

**1940:**

### W.F. MONROE CIGAR COMPANY

A well-known Chicago-area retailer of the time, here is a price list for the only two brands of Havana-made cigars included in the W.F. Monroe catalog of 1940. Most of the brands were hand-made "Clear Havanas," made from Cuban leaf but rolled in the U.S.A. Who else would be included now but the famous H. Upmann and Partagas brands?

| <i>H. Upmann</i> |                  |                      |
|------------------|------------------|----------------------|
| Classics         | 4¼ x 30          | \$ 9.50 ▶ Box of 100 |
| Apollos          | 4⅝ x 39 perfecto | \$ 6.00 ▶ Box of 50  |

## HAVANA BRAND HISTORY

|                        |                  |                     |
|------------------------|------------------|---------------------|
| Reciprocities          | 4¾ x 43 perfecto | \$ 7.00 ▶ Box of 50 |
| Treaties               | 5 x 39 perfecto  | \$ 7.00 ▶ Box of 50 |
| Casinos                | 4⅝ x 39          | \$ 8.00 ▶ Box of 50 |
| Symbols                | 4⅝ x 39          | \$ 4.00 ▶ Box of 25 |
| Belvederes             | 4⅞ x 40 perfecto | \$ 4.75 ▶ Box of 25 |
| Lindas                 | 5⅜ x 38 perfecto | \$ 4.75 ▶ Box of 25 |
| Perfectos              | 4⅞ x 46 perfecto | \$ 5.75 ▶ Box of 25 |
| Regentes               | 5⅜ x 39          | \$ 7.00 ▶ Box of 25 |
| Singulares (tubed)     | 4⅞ x 40          | \$ 7.00 ▶ Box of 25 |
| Coronas Minor (tubed)  | 4⅝ x 42          | \$ 7.00 ▶ Box of 25 |
| Coronas Major (tubed)  | 5⅛ x 47          | \$ 8.00 ▶ Box of 25 |
| Coronas de Gusto       | 5½ x 42          | \$ 8.00 ▶ Box of 25 |
| Obsequios              | 5⅜ x 49 perfecto | \$ 8.00 ▶ Box of 25 |
| Royal Coronas (tubed)  | 5⅝ x 47          | \$12.00 ▶ Box of 25 |
| <b><i>Partagas</i></b> |                  |                     |
| Capitols               | 4⅜ x 34          | \$ 6.00 ▶ Box of 50 |
| Panetelas              | 4⅞ x 40          | \$ 7.00 ▶ Box of 50 |
| Symbols                | 4⅝ x 39          | \$ 8.00 ▶ Box of 50 |
| Belvederes             | 4⅞ x 40 perfecto | \$ 9.50 ▶ Box of 50 |
| Perfeccionados         | 5 x 42 perfecto  | \$ 9.50 ▶ Box of 50 |
| Perfectos              | 4⅞ x 46 perfecto | \$11.50 ▶ Box of 50 |
| Jockey Club            | 5⅜ x 39          | \$ 7.00 ▶ Box of 25 |
| Jovenes                | 6 x 39           | \$ 8.00 ▶ Box of 25 |
| Coronas                | 5⅝ x 47          | \$10.50 ▶ Box of 25 |

**1940:  
NATIONAL COMMISSION FOR THE  
PROPAGANDA AND DEFENSE OF HAVANA TOBACCO'S  
DIRECTORY OF CIGAR MANUFACTURERS**

This official listing of Cuba's cigar manufacturers (with addresses) offers a glimpse into the companies and brands that produced some of Cuba's most famous smokes. Here are the 40 companies and 307 brands which were then-registered with the National Commission for the Propaganda and Defense of Havana Tobacco for the export of cigars just prior to the start of World War II in the Western Hemisphere.

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## HAVANA BRAND HISTORY

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Please note that these lists are of companies and the trademarks they owned, not necessarily brands in production.

***Andres Rodriguez Velazquez (1)***  
*Ajiconal, Barrio Paso Viejo, Pinar del Rio*

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La Dulzura

***Augustin Quintero y Cia. (3)***  
*D'Clouet No. 16, Cienfuegos*

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El Canon Rayado  
La Riqueza

Quintero y Hno

***B. Menendez y Hno. (3)***  
*Habana No. 906, Havana*

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El Rico Habano  
Flor de R. Barcia

La Prueba

***C. del Peso y Cia. (4)***  
*San Ignacio No. 314, Havana*

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Flor de Juan Lopez  
Flor de Tomas Gutierrez

La Igualdad  
Pierrot

***C. Rivero Alvarez (3)***  
*Calle 8 No. 92, Santiago de las Vegas*

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Fedia  
Mi Ideal

Santos Suarez

***Calixto Lopez y Cia. (8)***  
*Agramonte No. 702, Havana*

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Calixto Lopez  
Eden  
Flor de Lopez Hermanos  
Francisco C. Bances

Lo Mejor  
Lopez Hermanos  
Los Reyes de Espana  
Morro Castle

***Castañeda-Montero-Fonseca, S.A. (10)***  
*Galiano No. 466, Havana*

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Castaneda  
El Genio  
Filoteo  
Fonseca  
Hamlet

J. Montero y Cia.  
Lurline  
Para Mi  
Real Carmen  
Rotario

***Cifuentes, Pego y Cia. (30)***  
*Industria No. 520, Havana*

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Caruncho  
Cifuentes  
Corojo  
El Cambio Real  
El Marques de Caxias  
Flor de Alma

Flor de Caruncho  
Flor F. Pego Pita  
Flor de. P. Rabell  
Flor de Tabacos  
Flor de Tabcos de Partagas y Cia.  
Gayarre

## HAVANA BRAND HISTORY

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|                        |                     |
|------------------------|---------------------|
| La Eminencia           | Marques de Rabell   |
| La Flor de J.A. Bances | Mi Necha            |
| La Inmejorable         | Modelo de Cuba      |
| La Insuperable         | Nada Mas            |
| La Intimidad           | Osceola             |
| La Lealtad             | Partagas            |
| La Tropical            | Partagas & Co.      |
|                        | Partagas y Compania |
|                        | Prudencio Rabell    |
|                        | Rallones            |
|                        | Ramon Allones       |

### *Compañía Industrial Tabacalera, S.A. (5)*

*Cuba No. 801, Havana*

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|             |         |
|-------------|---------|
| Daiquiri    | Pirata  |
| Eloisa      | William |
| La Bayadera |         |

### *Daniel Blanco y Cia. (2)*

*San Miguel 463, Havana*

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|        |         |
|--------|---------|
| Konuko | Mundial |
|--------|---------|

### *Desiderio M. Camacho (1)*

*Reparto Camacho s/n., Santa Clara*

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La Flor de Lis

### *Eduardo Suarez Murias y Cia. (2)*

*Luz No. 3, Arroyo Naranjo, Havana*

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|             |      |
|-------------|------|
| La Radiante | Reva |
|-------------|------|

### *Estrada y Cia., Soc. Ltda. (1)*

*Habana No. 66, Cienfuegos, Santa Clara Province*

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Estrada

### *Fabrica de Tabacos F. Solaun, S.A. (5)*

*Figueras No. 106, Havana*

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|        |                |
|--------|----------------|
| Baire  | Flor de Solaun |
| Boacio | La Nacional    |
| Figaro |                |

### *The Fernandez-Havana Cigar Co. (10)*

*Marti 64, Guanabacoa, Havana*

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|               |                    |
|---------------|--------------------|
| Amor de Cuba  | Jose Jimenez Perez |
| Casco de Oro  | La Bonita          |
| Don Alfonso   | La Democracia      |
| El Bataclan   | Lord Beaconsfield  |
| Flor del Todo | Mascota            |

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## HAVANA BRAND HISTORY

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### *Fernandez, Palicio y Cia., S. en C. (19)*

*Maximo Gomez 51, Havana*

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|                           |                         |
|---------------------------|-------------------------|
| Belinda                   | La Gloria de Inglaterra |
| El Vinyet                 | La Iberia               |
| Flor de Fernandez Garcia  | La Sin Par              |
| Gener                     | Las Perlas              |
| Gioconda                  | Palicio                 |
| Gladstone                 | Punch                   |
| Habanos                   | Santa Felipa            |
| Hoyo de Monterrey         | Smart Set               |
| La Emperatriz de la India | Vuelta Abajo            |
| La Escepcion              |                         |

### *Francisco Farach (1)*

*Marti No. 24, Caibarien, Santa Clara Province*

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Flor de Farach

### *Gabino Campos Beltran (1)*

*10 de Octubre No. 1,255, Jesus de Monte, Havana*

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Gabino Campos

### *J.F. Rocha y Cia. (8)*

*San Miguel No. 364, Havana*

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|                  |                    |
|------------------|--------------------|
| Bolivar          | La Glorieta Cubana |
| Flor de Ambrosio | La Navarra         |
| El Crepusculo    | La Petenera        |
| La Gloria Cubana | Nene               |

### *Jose L. Piedra (3)*

*Reina No. 404, Havana*

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|                |        |
|----------------|--------|
| Jose L. Piedra | Piedra |
| Ovalo Rojo     |        |

### *Jose Sixto Valdes (1)*

*Velez Caviedes No. 34, Pinar del Rio*

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Figueras

### *Juan Cano Sainz (4)*

*Manrique No. 615, Havana*

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|                 |              |
|-----------------|--------------|
| Caracol         | La Rica Hoya |
| La Flor de Cano | Trocadero    |

### *Julio Gonzalez (1)*

*Salud No. 113, Havana*

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Minerva

### *Lobeto y Cia., S. en C. (2)*

*Maximo Gomez No. 466, Havana*

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|       |                |
|-------|----------------|
| Casin | Flor de Lobeto |
|-------|----------------|

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## HAVANA BRAND HISTORY

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### *Manuel Fernandez Argudin (5)*

*Norte No. 25, Mariano, Havana*

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|                |                  |
|----------------|------------------|
| Argudin        | Macabeus         |
| Eslava         | Manuel Fernandez |
| La Cordialidad |                  |

### *Manuel Hernandez Garcia (1)*

*Velez Caviedes No. 55, Pinar del Rio*

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El Campesino

### *Martinez y Cia. (19)*

*Calle Real No. 200, Mariano, Havana*

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|                              |                    |
|------------------------------|--------------------|
| Antilla Cubana               | La Flor de Zavo    |
| C.E. Beck y Cia              | La Imperiosa       |
| Fine                         | La Ranesa          |
| Flor de Miramar              | Los Statos de Luxe |
| Frank Halls                  | Mapa Mundi         |
| King of Havana               | Ricoro             |
| La Devesa de Murias          | Santa Rosalia      |
| La Feriada                   | Sol                |
| La Flor de Dascall           | Troya              |
| La Flor de Pedro Miro y Via. |                    |

### *Menendez, Garcia y Cia., Ltda. (4)*

*Virtudes No. 609, Havana*

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|           |              |
|-----------|--------------|
| El Patio  | Montecristo  |
| H. Upmann | Particulares |

### *Oliver y Hno. (2)*

*Segunda del Sur y Marti, Placetas, Santa Clara Province*

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|             |        |
|-------------|--------|
| La Cachimba | Oliver |
|-------------|--------|

### *Pardo, Hno. y Cia. (1)*

*Serafines No. 164, Havana*

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El Credito

### *Pita Hnos. (3)*

*Estevez Nos. 67 y 69, Havana*

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|        |            |
|--------|------------|
| Caribe | Pita Hnos. |
| Pita   |            |

### *Por Larrañaga, Fabrica de Tabacos, S.A. (10)*

*Carlos III No. 713, Havana*

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|                  |                    |
|------------------|--------------------|
| El Torcillo      | La Flor de Alvarez |
| Flor de Cimiente | La Gloria          |
| Flor de Zavo     | La Legitimidad     |
| Habanos 1834     | Petronio           |
| La Atlanta       | Por Larranaga      |

***Rey del Mundo Cigar Company (18)***

*Padre Varela No. 852, Havana*

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|                 |                         |
|-----------------|-------------------------|
| Casamontez      | Flor de Milamores       |
| Cuesta-Rey      | Flor de Rafael Gonzalez |
| Don Candido     | Fragus de Cuba          |
| Don Ricardo     | La Confederacion Suiza  |
| El Collado      | La Seductiva            |
| El Uruguay      | La Solera               |
| Fausto          | Rey del Mundo           |
| Flor de Allones | Sancho Panza            |
| Flor de Marques | San Sebastian           |

***Roberts & Co. (3)***

*Neptuno No. 167, Havana*

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|                |                  |
|----------------|------------------|
| Almendares     | Perla del Oceano |
| La Exportadora |                  |

***Rodriguez, Montero y Cia. (2)***

*Encarnacion No. 163, Santos Suarez, Havana*

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|         |              |
|---------|--------------|
| El Trio | La Primadora |
|---------|--------------|

***Rogelio Cuervo y Aguirre (3)***

*E. Barnet No. 318, Havana*

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|          |           |
|----------|-----------|
| La Diosa | Rigoletto |
| Magnolia |           |

***Romeo y Julieta, Fabrica de Tabacos, S.A. (7)***

*Padre Varela No. 152, Havana*

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|                                       |                                   |
|---------------------------------------|-----------------------------------|
| Don Pepin                             | His Majesty                       |
| Falman                                | La Mar                            |
| Flor de Rodriguez, Arguelles<br>y Cia | Maria Guerrero<br>Romeo y Julieta |

***Simon Vela Pelaez (1)***

*Juan del Haya s/n., Pinar del Rio*

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|         |  |
|---------|--|
| Gispert |  |
|---------|--|

***Tabacalera Cubana (91)***

*Agramonte No. 106, Havana*

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|                          |                          |
|--------------------------|--------------------------|
| A. de Villar y Villar    | Dos Cabanas              |
| Antonio y Cleopatra      | El Aguila de Oro         |
| Arlington                | El Aguila Imperial       |
| Balmoral                 | El Fenix                 |
| Bock & Co.               | El Pueblo                |
| Cayos de San Felipe      | El Siboney               |
| Clara Maria              | Estella                  |
| Cortina Mora             | Eureka                   |
| Cuba                     | Flor de Cortina          |
| Cubanola                 | Flor de F. de P. Alvarez |
| Delmonico's              | Flor de Garcia           |
| Don Quijote de la Mancha | Flor de Gumersindo       |

|                             |                      |
|-----------------------------|----------------------|
| Flor de J. S. Murias y Cia. | La Opulencia         |
| Flor de M. Lopez y Cia.     | La Paz de China      |
| Flor de Monte Carlo         | La Perfeccion        |
| Flor de Pedro Roger         | La Perla de Cuba     |
| Flor de Segundo Alvarez     | La Princesa de Gales |
| General R.E. Lee            | La Prominente        |
| Habana Club                 | La Prosperidad       |
| Hamilton Club               | La Reina del Oriente |
| Hija de Cabanas y Carbajal  | La Reserva           |
| Jose Domingo                | La Rosa Aromatica    |
| Joya de San Luis            | La Rosa de Santiago  |
| Justicia al Merito          | La Savoie            |
| Katherine & Petrichio       | La Selecta           |
| La Africana                 | La Tosca             |
| La Alhambra                 | La Traviata          |
| La Antiguedad               | La Vencedora         |
| La Aristocratica            | La Ventana           |
| La California               | La Virtud            |
| La Capitana                 | L. Carbajal          |
| La Carolina                 | Lincoln              |
| La Comercial                | Lords of England     |
| La Corona                   | Manual Garcia Alonso |
| La Coronilla                | Manuel Lopez y Cia.  |
| La Crema de Cuba            | Pedro Murias y Cia.  |
| La Espanola                 | Privilegio           |
| La Flor de A. Lopez         | Puck                 |
| La Flor de Cuba             | Santa Damiana        |
| La Flor de Henry Clay       | Shakespeare          |
| La Flor de Juan Chao        | The Derby            |
| La Flor de Murias           | Victor Hugo          |
| La Flor de Naves            | Waldorf              |
| La Flor de Ynclan           | Waldorf Astoria      |
| La Indiferencia             | Walter Scott         |
| La Meridiana                |                      |

***Zamorra y Guerra (9)***

*Maximo Gomez No. 810, Havana*

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|                           |                |
|---------------------------|----------------|
| Belanza                   | Landsdown      |
| Coranto                   | La Zona        |
| La Flor de Santa Gertruda | Lions          |
| La Loma                   | Saint Luis Rey |
| La Noble Habana           |                |

**1958:**

**THE PRINCIPAL FACTORIES**

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Cuban production statistics offer a fascinating glance at the premiere factories on the island in 1958, prior to nationalization. Here are the production totals for the six largest Havana factories:

## HAVANA BRAND HISTORY

| <i>Factory</i>            | <i>Main brands</i>       | <i>Production</i> |
|---------------------------|--------------------------|-------------------|
| Menendez, Garcia y Cia.   | H. Upmann, Montecristo   | 21,296,000        |
| Cifuentes y Cia.          | Partagas, Ramon Allones  | 18,255,000        |
| Tabacalera Cubana, S.A.   | Cabañas, La Corona       | 9,441,000         |
| Fernandez, Palicio y Cia. | Hoyo de Monterrey, Punch | 9,134,000         |
| Romeo y Julieta, S.A.     | Romeo y Julieta          | 6,760,000         |
| Por Larrañaga, S.A.       | Por Larrañaga            | 3,821,000         |

The combined output of these enterprises totaled 68,707,000, 18.6% of the total Cuban cigar production of 378,310,000 (298,432,000 for domestic consumption, plus 79,878,000 for export) for 1958. However, as most of the cigars made in these six factories were for export, they dominated the worldwide Havana cigar market.

**1959:**

### TARIFA DE LOS PRECIOS DE VENTA DE CIGARROS DE LA ISLA DE CUBA

Effective on the day that the Cuban Revolution took power – January 1, 1959 – here is the list of brands actually produced for export from Cuba. This actual production list includes 140 brands and 999 shapes in production plus 186 shapes not in production, but still available for sale (total: 1,185).

There are 21 brands (shown in bold) still in production today.

|                  |                         |                           |
|------------------|-------------------------|---------------------------|
| Almirante        | Daiquiri                | El Vizcaino               |
| Antero           | Don Pepin               | Elite                     |
| Baire            | El Alcazar              | F. Garcia Hnos.           |
| Bauza            | El Cañon Rayado         | Farach                    |
| <b>Belinda</b>   | El Centenario           | Figueras                  |
| Berdayes         | El Credito              | Filoteo                   |
| <b>Bolivar</b>   | El Ecuador              | Fine                      |
| Burguera         | El Encanto              | Flor de A. Allones        |
|                  | El Fenix                | Flor de A. Villaamil      |
| C.E. Beck y Cia. | El Lenchito             | Flor de F.L. Miguel       |
| Caracol          | El Luchador             | <b>Flor de Juan Lopez</b> |
| Caruncho         | El Paraiso              | Flor de Lobeto            |
| Casin            | El Potosi               | Flor de Miramar           |
| Casteñeda        | El Premio               | Flor de Pilotos           |
| Cavada           | El Recurso              | Flor de R. Barcia         |
| Cetro de Oro     | <b>El Rey del Mundo</b> | Flor de Tabacos de        |
| Cifuentes        | El Rico Habano          | <b>Partagas</b>           |
| Columbus         | El Rubio                | Flor de Tomas             |
| Comodoro         | El Sol                  | Gutierrez                 |
| Covadonga        | El Talento              | Flor del Fumar            |
| Cristobal Colon  | El Triunfador           | Florinda                  |
|                  | El Victorioso           | <b>Fonseca</b>            |

## HAVANA BRAND HISTORY

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|                          |                           |                        |
|--------------------------|---------------------------|------------------------|
| Gabino Campos            | La Fiel Cubana            | Para Mi                |
| Galileo                  | La Fiesta                 | Perla del Oceano       |
| <b>Gispert</b>           | <b>La Flor de Cano</b>    | Petronio               |
|                          | La Flor de Lis            | Pierrot                |
| <b>H. Upmann</b>         | La Flor de Mayo           | Pita Hermanos          |
| Henry Clay               | La Flor de Zaida          | <b>Por Larrañaga</b>   |
| <b>Hija de Cabañas y</b> | <b>La Gloria Cubana</b>   | Primero                |
| <b>Carbajal</b>          | La Hoja Selecta           | Pronto                 |
| <b>Hoyo de Monterrey</b> | La Medalla de Oro         | <b>Punch</b>           |
|                          | La Nacional               | Purokuba               |
| J. Montero y Cia.        | La Prueba                 |                        |
| <b>Jose L. Piedra</b>    | La Radiante               | <b>Quintero y Hno.</b> |
| Jovino Fernandez         | La Sabrosa                |                        |
|                          | La Samaña                 | R.V.                   |
| Konuko                   | La Seleccion              | <b>Ramon Allones</b>   |
|                          | La Simbombo               | Real Carmen            |
| La Alianza               | Lopez de Real             | Rigoletto              |
| La Batalla               | <b>Los Statos de Luxe</b> | <b>Romeo y Julieta</b> |
| La Bondad                |                           |                        |
| La Cachimba              | Mambi                     | Sport                  |
| La Cordialidad           | Maria Guerrero            |                        |
| La Corona                | Mi Ideal                  | Trocadero              |
| La Cosmopolita           | Mi Rita                   | <b>Troya</b>           |
| La Deliciosa             | Minerva                   |                        |
| La Devesa de Murias      | <b>Montecristo</b>        | Ubigan                 |
| La Diana                 | Mundial                   |                        |
| La Directa               |                           | Venue                  |
| La Dulzura               | Nelson                    | Vergara                |
| La Escepcion             | Nicaro                    | Vidalia                |
|                          | Noceda                    | Vilela                 |
|                          | Oliver y Hermano          |                        |
|                          | Orbe                      |                        |

From the Cifuentes y Cia.-wrapped edition of the all-brand Cuban price list effective January 1, 1959, the day control of the island shifted from the Fulgencio Bautista government to the Fidel Castro-led rebels: the cover and the 1959 Partagas line: