

# Archives *for* London

behind the scenes....

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16 January 2012

## Alfred Dunhill Museum and Archive

Alfred Dunhill, Ltd. is a British-based company, specializing in men's luxury goods. The business was developed by Alfred Dunhill after he inherited his father's saddler business. Dunhill expanded the business by responding to the growing demand for automobiles accessories. He called his first collection "Dunhill's Motorities". This first collection included car horns and lamps, to picnic sets and timepieces. Dunhill's slogan was "Everything But The Motor".

In 1907, Dunhill opened his first tobacco shop on Duke Street, London. Before the Cuban Revolution, Dunhill had numerous agreements with several Cuban cigar manufacturers, selling exclusive and hard to find brands such as Don Cándido and Dunhill's own Selección Suprema line. Dunhill became famous as the tobacconist of choice for George VI and Sir Winston Churchill. A popular legend tells that when the Dunhill store on Jermyn Street was destroyed in the London Blitz, Dunhill employees called Sir Winston at 4am to assure him his private collection of cigars (which he kept in the store's humidor) were safe.

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AfL visits are open to members (£5.00) and non-members (£8.00). To book your place please contact, Lucy Shepherd [visits@archivesforlondon.org](mailto:visits@archivesforlondon.org) (Basement Flat, 42 Danbury Street, London, N1 8JU) . The visit starts at 10am.

Address: 5-7 Mandeville Place W1U 3AY

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**NEXT MONTH** Kingston Museum and Heritage Service, 22nd Feb

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