



J. C. Newman Cigar Factory Tour

March 16, 2023







MUSEUM





DOMINICAN REPUBLIC

1986 - PRESENT

THE FUENTE AND NEWMAN PARTNERSHIP



With a handshake, Stanford Newman and Carlos Fuente, Sr., formed their partnership.

In 1986, three weeks after Stanford, Eric, and Bobby Newman completed a leveraged buyout of nine other relatives, fellow Tampa cigar maker Carlos Fuente, Sr. called Stanford with a proposition. Carlos wanted to close his Tampa factory and concentrate his efforts on his handmade cigar factory in the Dominican Republic. He asked Stanford if he would be interested in making Carlos's Miami cigar brand. In turn, Stanford asked Carlos to make cigars by hand for him in the Dominican Republic. With a handshake, both men agreed, and thus began a longstanding business relationship between these two old cigar families.

The first brand under the new partnership, La Unión Dominicana Primera, became the best-selling premium handmade cigar in America within six months of its launch. Shortly thereafter, production of Casa-Rey was moved to the Fuente Family's



Dominican factory and enjoyed similar success. In 1999, L.F. Newman Cigar Co became the distributor of Carlos's Acton Fuente and Montiano brands expanding sales across the United States. The partnership continues today.



Image above: Bobby Newman and Carlos "Carlito" Fuente, Jr., in Tabasco, A. Fuente circa 2000. Image left: Carlos Fuente, Sr., Eric Newman and Stanford Newman at the 1998 Retail Tobacco Dealers of America trade show.

Image below: The Fuente, Newman, and Oliva families in 2000. Back row: Carlos Fuente, Sr., John Oliva, Jr., Bobby Newman, and Wayne Suarez. Middle row: Carlos "Carlito" Fuente, Jr., and Eric Newman. Front row: Stanford Newman and Cynthia Fuente.



THE TAMPA TRIBUNE Business & Finance

2 family-owned cigar makers light up marketing venture

By [Name] on [Date]

Two family-owned cigar makers, Carlos Fuente Sr. and Bobby Newman, have joined forces to create a new marketing venture. The partnership, which is a 50-50 joint venture, will focus on promoting the brands of both families. The new venture is expected to be a significant success for both families.

Carlos Fuente, Sr. 1935-2016

Mr. Carlos Fuente, Sr. was a pioneer in the cigar industry. He founded the Fuente family business in 1950 and was instrumental in the growth of the industry. He was a man of many talents, a skilled businessman, and a devoted family man. His legacy lives on through the Fuente family and the cigars he produced.

CIGAR FAMILY

In 1996, 43-year-old Drew Newman created CigarFamily.com, the first website of the Fuente and Newman families. Within six months, CigarFamily.com became the most popular cigar company website and grew into the largest online cigar community. With tens of thousands of members from around the world and millions of messages posted, CigarFamily.com was a premier destination for cigar enthusiasts in the 1990s and 2000s.

After a few years, many Cigar Family members wanted to meet each other and share their passion for cigars in person. The Fuente and Newman families welcomed them to Tampa in 2000 as part of the first Cigar Family Celebration.



1960 - [Image] [Text]

1962 - [Image] [Text]

1963 - [Image] [Text]

1964 - [Image] [Text]

1968 - [Image] [Text]

1972 - [Image] [Text]

1975 - [Image] [Text]

1986 - [Image] [Text]

1990 - [Image] [Text]

1996 - [Image] [Text]

1998 - [Image] [Text]

Late 1970s - [Image] [Text]

1990s - [Image] [Text]

Late 1990s - [Image] [Text]

TAMPA

1954-PRESENT

MOVING TO CIGAR CITY



THE AMERICAN



The American is a historic cigar brand created in New York City in the late 1800s by E. Rignobury & Sons. Featuring a distinctive shield and the best tobacco of the time, The American quickly became a famous and popular brand of cigars. Its exponential growing demand for The American, surpassed when Edward Rignobury, made El Rolo. When the factory opened in 1912, The American was the first cigar brand rolled in El Rolo.

More than a century later, Drew Newman and his wife Arlet increased The American to celebrate J.C. Newman's eighth anniversary. Today, The American is proudly rolled by hand in El Rolo as each American cigar. From the tobacco to the cigar ends to the wood cabinet boxes, everything used in The American is proudly grown and made in the United States. The American honors the United States 400-year-old tradition of premium cigar making.

Stanford J. Newman 1916-2006



...rolled with Cuban tobacco were made in Tampa than in Cuba.

Prior to opening his family and company, J.C. Newman had his father, Stanford, in Tampa to find a new factory and begin trial operations. Stanford bought the vacant El Rolo cigar factory in Ybor City, Tampa's historic cigar district.

...Cigars have traditionally been made by hand. However, more than a century ago inventors began developing machines to assist cigar rollers. In 1918, acute labor shortages in the cigar industry caused J.C. Newman to explore new automated cigar machines being developed in Philadelphia.

Although the machines he saw were just prototypes, J.C. ordered four of them and paid for a mechanic from the cigar machine manufacturer to come to Cleveland to install them. Unfortunately, the mechanic left Cleveland over the 1919 Christmas holiday to visit a sick relative in New York and never returned, leaving J.C. in the precarious position of having cigar machines he could not operate. In order to entice the manufacturer to send another mechanic, J.C. agreed to purchase an additional four machines, which were finally installed in his Marion, Ohio, factory. But America's severe economic recession of 1921, which caused the economy to shrink by 24% and unemployment to climb to 12%, forced J.C. to sell his new machines.

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MECHANIZATION OF CIGAR ROLLING

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Undeterred and still intrigued by the potential of cigar machines to improve the efficiency and consistency of cigar rolling, in the early 1930s J.C.

purchased a dozen hand-operated cigar machines from American Machine and Foundry (AMF), a company that also made bowling alley machines. J.C. Newman still uses many of these same antique cigar machines to roll cigars in its historic Tampa factory today.



These machines are manually operated by skilled cigar rollers and roll no more than 13 cigars per minute. Each of J.C. Newman's antique, hand-operated cigar machines has more than 10,000 parts.

J.C. Newman also uses other machines that were invented a century ago, including de-stemming machines made in the 1910s that remove the center veins of wrapper tobacco leaves and antique machines that place bands on cigars, wrap them in cellophane, and package them.



Fun Facts

- When 14-year-old Julius C. Newman arrived in America in 1889, "C" was his middle initial but he had no middle name. The immigration officer decided to change the "C" to "Caesar" so he could become Julius Caesar Newman. However, the officer misspelled it as "Caeser," which accounts for the spelling of Diamond Crown Julius Caeser.

- Of the 42,000 licensed cigar manufacturers in the United States when J.C. Newman started rolling cigars in 1895, J.C. Newman Cigar Co. is today the only one that is still owned and operated by the founding family.

- In 1916, U.S. Senator (and future President) Warren G. Harding offered free land in Marion, Ohio to J.C. Newman to build a new cigar factory to provide jobs for the local community.

- J.C. Newman was the first cigar manufacturer to protect cigars by placing them in cellophane tubes.

- In the late 1940s and early 1950s, J.C. Newman's Cameo cigar was the largest selling nickel cigar in the Midwest. He sold more than a million cigars each week until J.C. raised the price to six cents and lost half his business in three months.

- The first cigar that was rolled in J.C. Newman's El Reloj factory when it opened in 1910 was The American.

- After the Cuban Embargo took effect in 1962, most of the other Tampa factories, unable to purchase Cuban tobacco, closed their doors or sold to northern manufacturers. Stanford J. Newman, however, began importing a high quality and expensive substitute, African Cameroon Wrapper. This unique leaf made Cuesta-Rey one of the top-selling premium cigars in the 1960s and 1970s.

- In 1998, J.C. Newman opened the Cuesta-Rey Cigar Bar at Tropicana Field, the first cigar bar in Major League Baseball.

















CIGAR ROLLING



In El Reloj, J.C. Newman continues the American cigar-making tradition by rolling cigars in two traditional ways: by hand and by hand-operated, antique cigar machines.

HAND ROLLING

Rolling cigars by hand is an art that has been passed down through the generations for centuries. Hand rolling is a slow process that requires highly skilled cigar makers with strong and agile hands.

It can take as long as a year to train someone how to blend, bunch, and roll a cigar by hand. Every hand-rolled cigar is unique.



HAND-OPERATED ANTIQUE MACHINES

During the Great Depression, a wave of mechanization transformed the American cigar industry and replaced hand rolling. By the 1950s, nearly every cigar made in America was rolled by skilled cigar makers using semi-automated

machines. J.C. Newman's hand-operated cigar machines were built in the 1930s. They are slow and roll no more than 13 cigars per minute. Each machine has 10,000 parts and is a carefully maintained antique.



TWO HUNDRED HANDS AND THREE YEARS

Cigar making is a slow and labor-intensive process. It takes more than three years and 200 pairs of hands to make a cigar, from when tobacco seeds are planted until a cigar passes its final inspection and leaves the factory. Cigars are truly a special, handcrafted product.

ANATOMY OF A CIGAR

The outer leaf of a cigar is called the wrapper. It is the most expensive and important part of a cigar. The wrapper not only gives a cigar its appearance and aroma but also provides much of the taste as well.

The primary purpose of the middle leaf, known as the binder, is to hold the filler tobaccos together. A cigar can be rolled with one or two binder leaves.

The inner tobacco leaves of a cigar are called the filler. Different types of filler tobaccos are combined together to create the blend for each cigar brand.



How to Hand Roll a Cigar

Step 1

Combine different types of filler tobacco leaves together to create the blend.

Step 2

Roll the middle binder leaf around the filler tobacco to create what is called the bunch.

Step 3

Put the bunch in a cigar mold, which is then pressed so that the cigar forms its shape.

Step 4

Remove the bunch from the mold and carefully and tightly roll the wrapper leaf around it.

Step 5

Finish the head of the cigar with a cap and trim the cigar to the appropriate size.

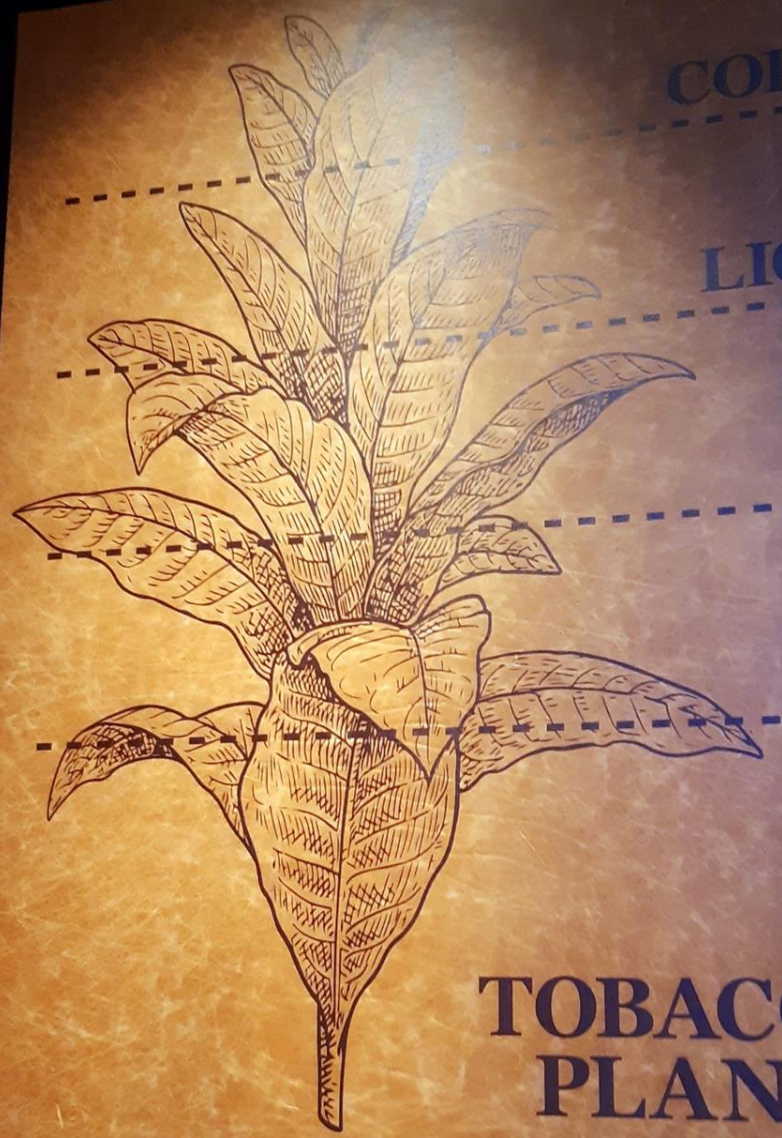
Step 6

Carefully inspect the cigar to ensure that the construction and appearance are perfect.

Step 7

Age the cigar in a Spanish-cedar accentuated, climate-controlled room for at least three months.





CORONA

LIGERO

VISO

SECO

**TOBACCO
PLANT**













Wool
No. 1
No. 2
No. 3
No. 4

Wool
No. 1
No. 2
No. 3
No. 4

Wool
No. 1
No. 2
No. 3
No. 4

84330

Wool
No. 1
No. 2
No. 3
No. 4



HANDMADE CIGARS

Florida Sun
Grown



Shade



Havana



Candela



Cameroon



Broadleaf











J.C. NEWMAN CIGAR CO.
2701 N. SIXTEENTH ST.













COLUMBIA
RESTAURANT

EST.
1905 ★★★★★



ALL THIS IS
TO BE
GIVEN TO
THE
CITY OF
COLUMBIA

THANK YOU
LINDA M. BIRD
MAY 1992

ALL THIS IS
TO BE
GIVEN TO
THE
CITY OF
COLUMBIA

THANK YOU CESAR
MAY 1992

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COLUMBIA RESTAURANT

Founded 1905

The Columbia is the oldest and largest Spanish restaurant in the United States. It was opened as a café for cigarmakers by Casimiro Hernandez, Sr. When he died in 1930, his son Casimiro Hernandez, Jr. then brought it to its present glory.

The Columbia has helped popularize Spain's exotic cuisine in America, and through the years has played host to celebrities and world figures. The restaurant has always been under the management of the founding family.

ERECTED BY THE TAMPA HISTORICAL SOCIETY (1982-P)



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