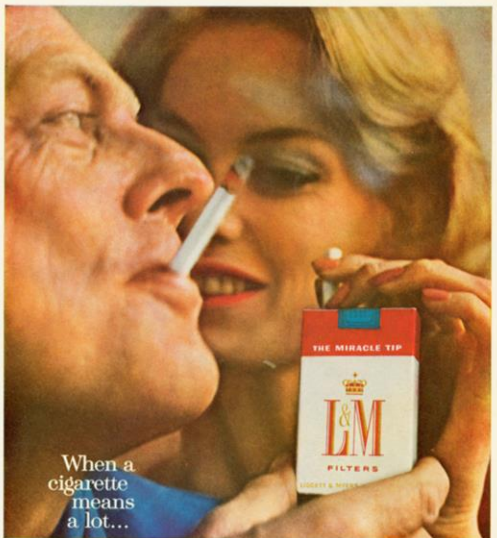




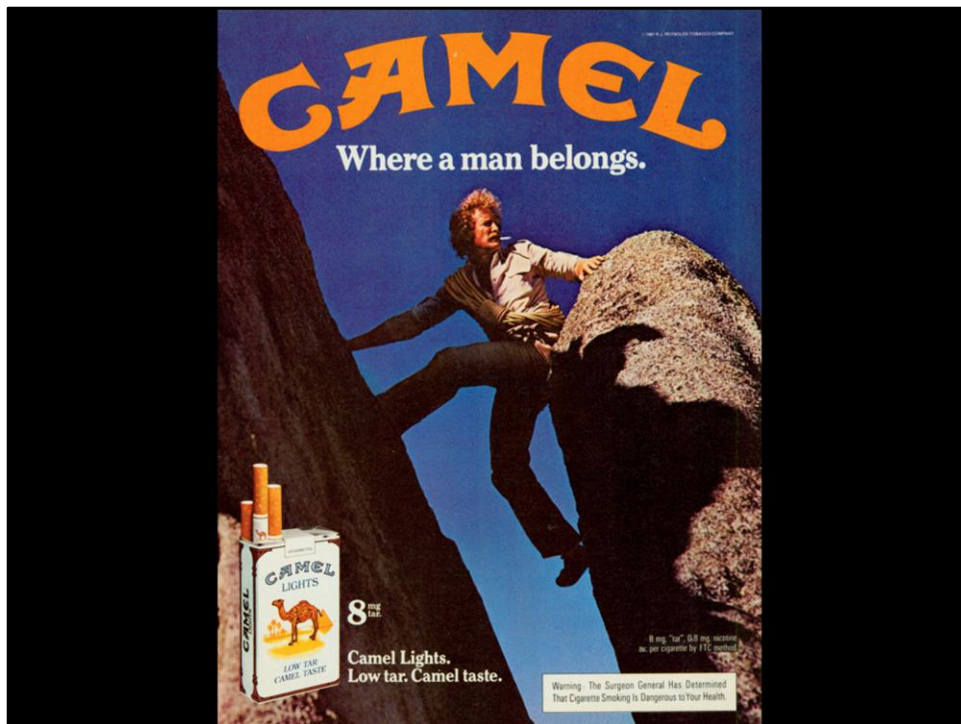
When a cigarette means a lot...

you get lots more from L&M

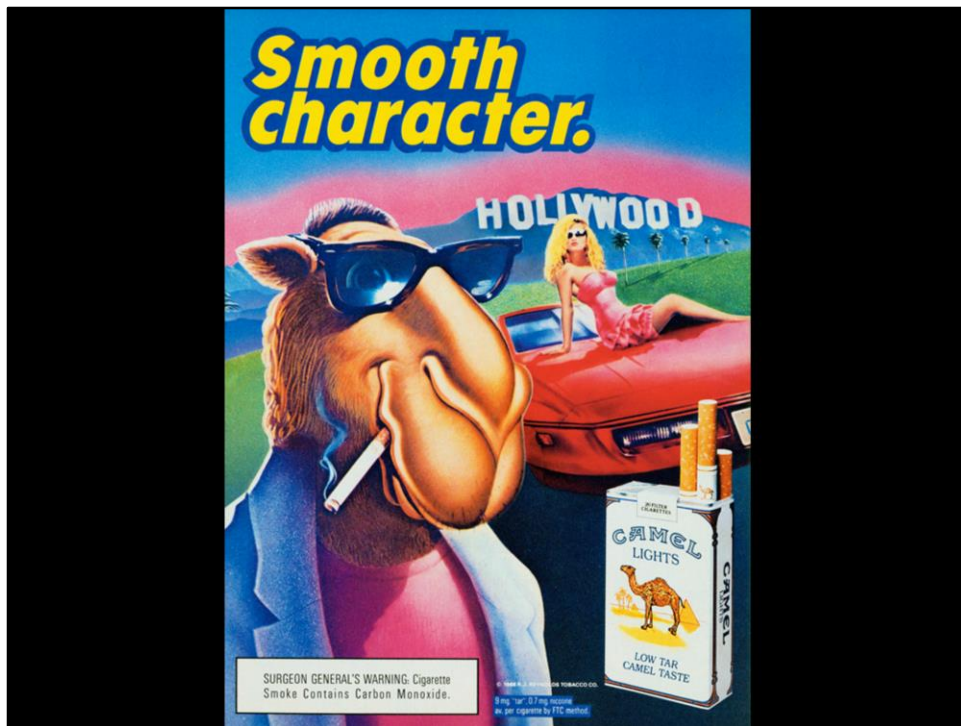
more body in the blend	more flavor in the smoke	more taste through the filter
		

It's the rich-flavor leaf among L&M's choice tobaccos that makes every puff heartier—for full pleasure. L&M has more of this longer-aged, extra-cured leaf than even some unfiltered cigarettes. And with L&M's modern filter—the Miracle Tip—only pure white touches your lips. L&M, in pack or box—the filter cigarette for people who really like to smoke.

1962



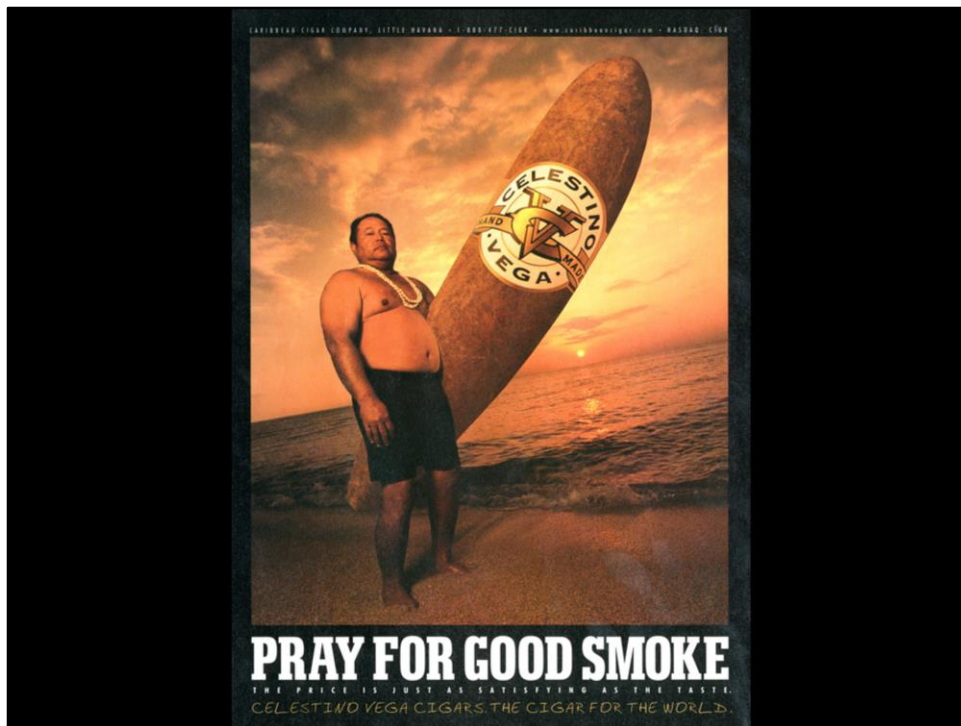
1981

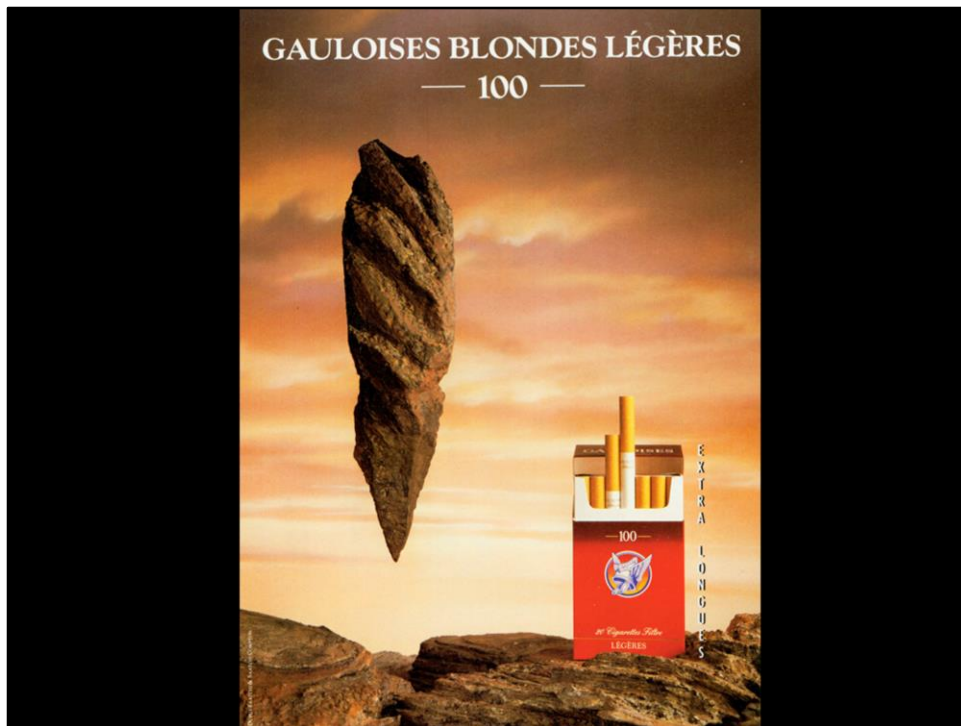


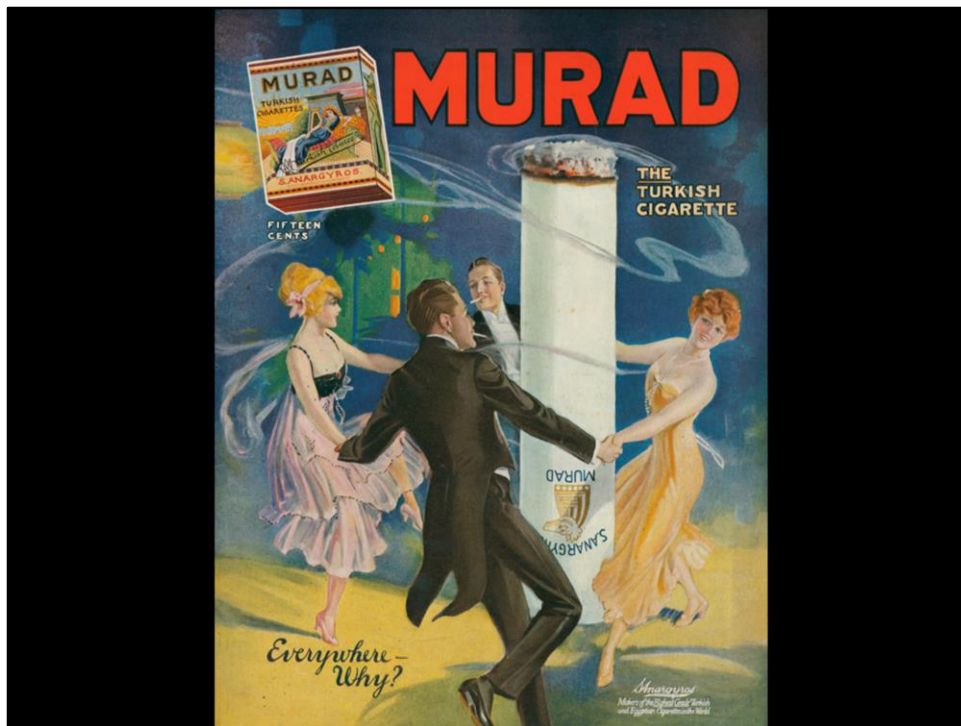
1988 The design of Joe Camels face is reminiscent of male anatomy





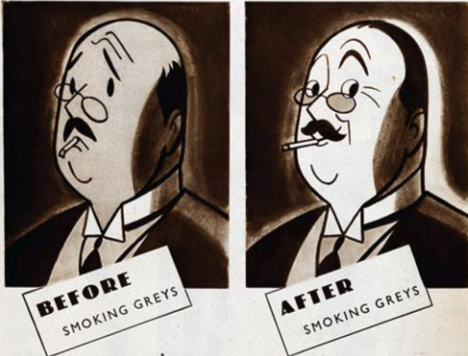






1916

'LOOK HERE UPON
this picture and on that'
(Will Shakespeare — or was it Will Hay?)



BEFORE
SMOKING GREYS

AFTER
SMOKING GREYS

You may have heard us say before that Greys are very good cigarettes.
Now some advertisers ask you to accept their word about this sort of
thing. We don't. We ask you to form your own opinion of Greys . . .
because that way we'll at least be selling you one packet of our cigarettes.

THE **Greys** CIGARETTES
Ten for sixpence

ISSUED BY THE UNITED KINGDOM TOBACCO CO. LTD., ASSOCIATE OF GODFREY PHILLIPS LTD



1937





the pipe that Hef smokes

There's no other pipe like it. The Playboy Pipe, custom-styled especially for Hugh Hefner. Made from select imported, aged briar for cool, mild smoking. The specially designed hard-rubber bit is tapered to fit comfortably, rest lightly in your mouth. In sand-blast ebony finish, with Rabbit etched in white on stem. Complete with removable filter. Use order no. MB 32401, **\$15.**

Please add 50¢ for handling.

Please send check or money order to:
Playboy Products,
The Playboy Building
919 N. Michigan Ave.,
Chicago, Ill. 60611.
Playboy Club Credit
keyholders may charge.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Should a gentleman offer a Tiparillo to a lady...today?

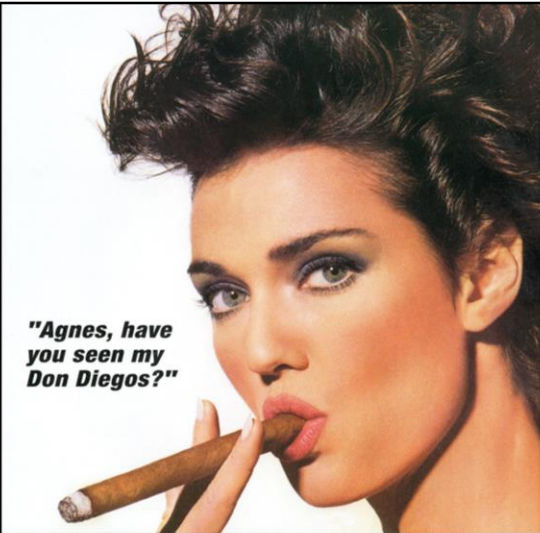


No!
Not today. Or tomorrow. Or next week. Not until we can meet the sudden switching demand for "Tiparillos...Tiparillos...Tiparillos." Had we known that everyone and his brother would turn to Tiparillos overnight, we might have stored up enough of these slim, trim smokes to take care of us, too. We're working on that right now, and we hope soon you'll be able to make the gentlemanly offer. Till then, it's every man for himself.



28



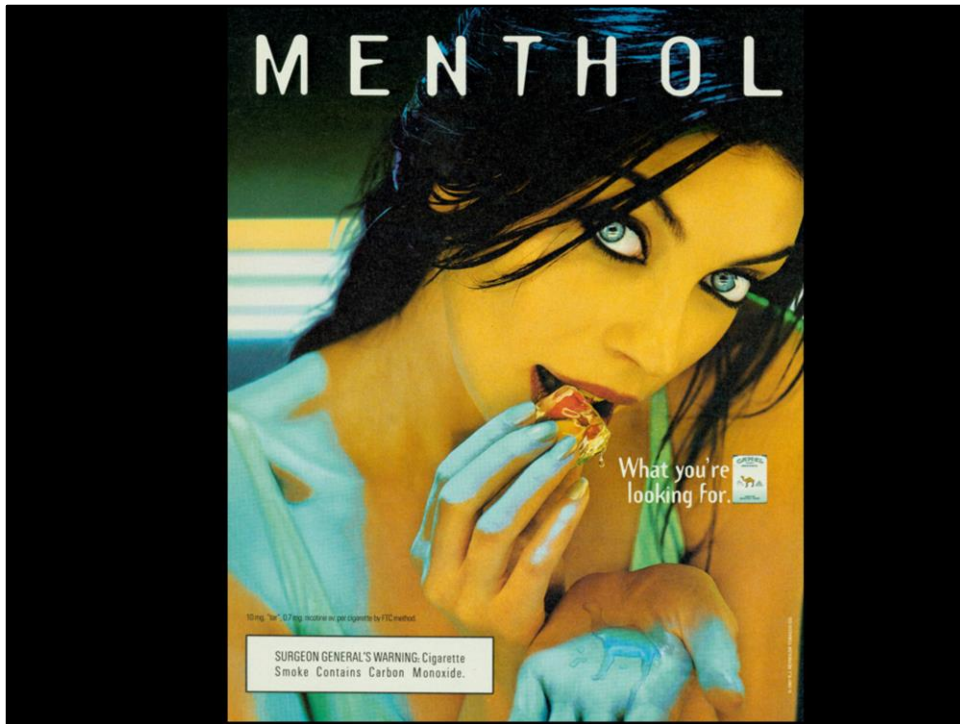


**"Agnes, have
you seen my
Don Diegos?"**

We're so sure you'll love today's Don Diego Cigars, we'll give you a sample box of ten Coronas. Plus a Don Diego Cigar Cutter and a booklet "How to Judge A Good Cigar," (a \$28.50 value), for \$15.00. Send check or money order to: Don Diego Cigars, P.O. Box 407166 2A, Fort Lauderdale, FL 33340-7166. Allow 12 weeks for delivery. Offer expires July 31, 1996. Offer not available to minors. Limit one per customer. Offer available only in the USA.

Coming soon...The Playboy Cigar





1997



Should a gentleman offer a Tiparillo to a dental hygienist?

"The doctor is a little late, sir. Will you have a seat?"
She's the best thing to hit dentistry since novocaine. "Hey Dummy," your mind says to you, "why didn't you have this toothache sooner!"
Maybe if...well, you could offer her a

Tiparillo® Or a Tiparillo M with menthol. An elegant, tipped cigar. Slim. And your offer would be cleverly psychological. (If she's a bit of a kook, she'll take it. If not, she'll be flattered that you *thought* she was a bit of a kook.) And who knows! Your next visit might be a house call.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

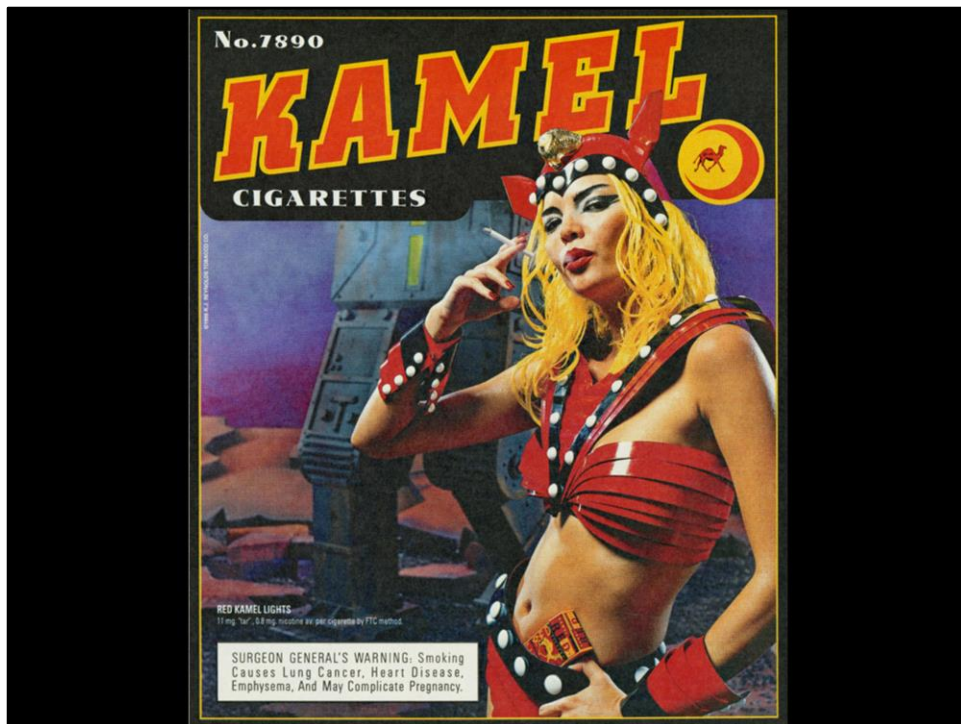


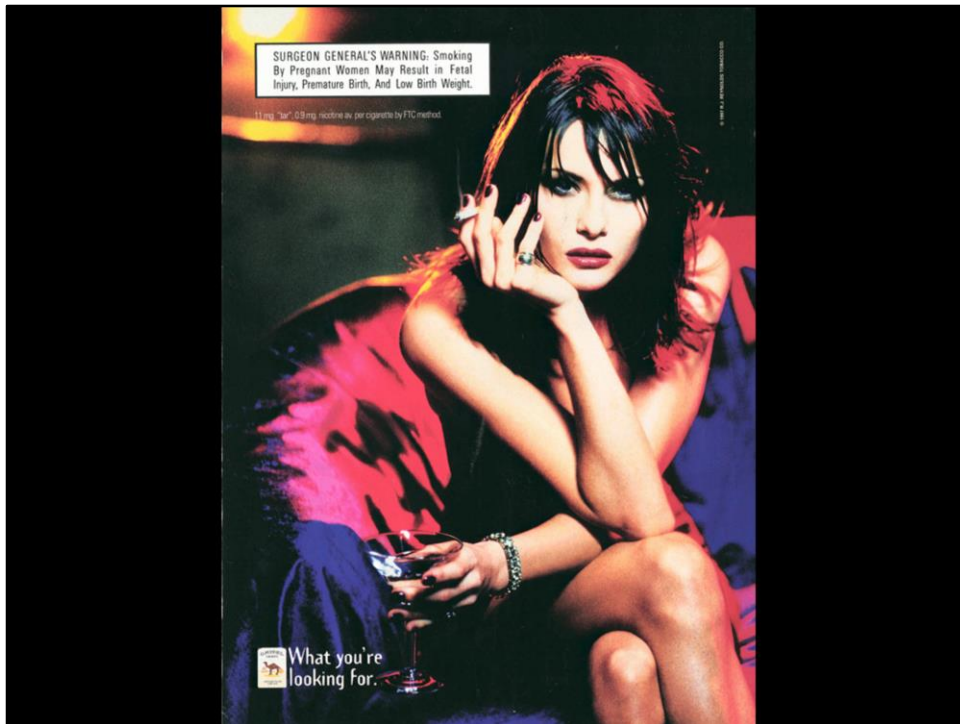
Should a gentleman offer a Tiparillo to a marine biologist.

You're scuba-ing along, admiring a purple parrot fish and a red coral reef when you spot something truly breathtaking.
A pink leg.
A marine biologist. Discovering

new things under water. Maybe, you muse, she'd like to discover a Tiparillo®. Or a Tiparillo M with menthol.
She could classify them as the slim, elegant cigar with neat

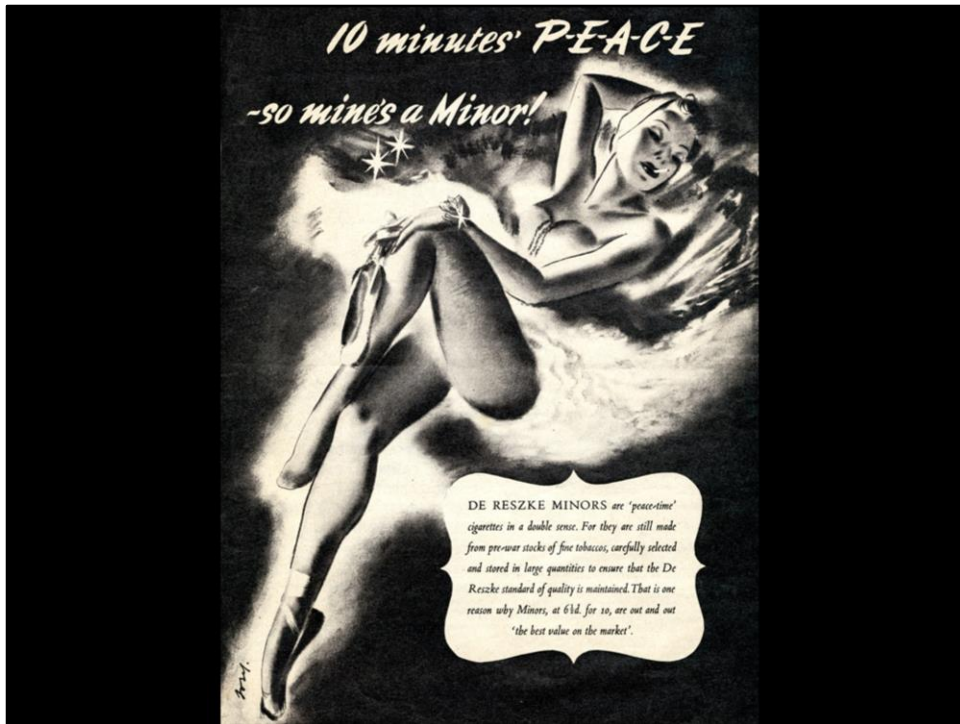
tip. Mild taste? Well... she'd have to try one, wouldn't she?
But should you offer her one? Or shouldn't you?
Think fast, mate. Your face mask is steaming up.





1997







124

ABIGAIL
35-22-35

There's a nautical term to describe a trim boat that we think applies delightfully to Abby. She is "yes." Isn't she? And so, we hasten to add, is the Chesterfield King she always smokes.

For in a Chesterfield King, you and Abby get all the advantages of extra length, and much more. Only Chesterfield King gives you the unique taste of 31 great tobacco-tobaccoes too mild to filter, pleasure too good to miss.

Another one of Abby's favorite pleasures is yachts. In fact she is looking for a deckhand berth on a nice yacht. Why not send us a picture of your yacht and 2120 empty Chesterfield King packs. Maybe she'll sign aboard-on condition, of course, that you carry plenty of Chesterfield Kings in the hold.

CHESTERFIELD
KING
21-20



GENEVIEVE
36-21-36

Finding pretty young ladies who smoke Chesterfield King is no difficult. These pages is not at all difficult. For example, we simply took our camera to the shore, opened a pack of Chesterfield Kings (an irrefutable fact) and out of the waves stepped Genevieve.



"Call me Jenny," she said as we snapped the picture, "and give me a wonderful Chesterfield King." Why are they wonderful? Because Chesterfield King has the advantages of extra length and more. Only this king gives you the taste of 21 great tobacco... tobacco too mild to filter, pleasure too good to miss.



Jenny is an excellent summer, by the way, and very proud of it. In fact, she says she'll challenge any reader to 100 yards free style. Any takers? Just send us 2120 empty Chesterfield King packs and we'll see if she's still gone.

CHESTERFIELD
KING
21-20

POLLY-JO
38-21-38

From time to time, we're pleased to use this page to introduce you to young women who smoke Chesterfield King. Hence-Polly Jo, who is almost as attractive as her cigarette is satisfying and that is high praise indeed!



You see, Chesterfield King gives you all the advantages of extra-length and much more. For only this King has the wonderful taste of twenty-one great vintage tobaccos - grown mild, aged mild and blended mild. Tobacco too mild to filter...pleasure too good to miss.



And, oh yes, if, for some reason, you would like a date with Polly Jo, why not send us 2120 empty Chesterfield King packs. In exchange we'll put in a good word for you with Polly Jo's mother. After all, you and Polly Jo have something in common... you both know the wonderful enjoyment of Chesterfield King.

CHESTERFIELD
KING
21-20





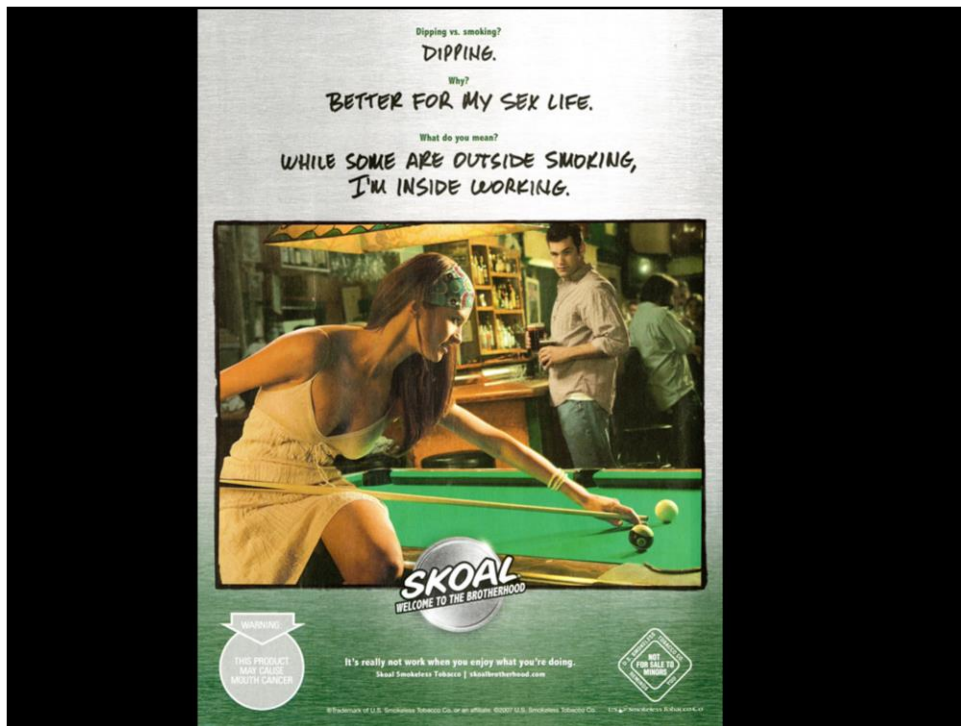
Try a Playboy by Don Diego
and fall in Love!

Full-bodied perfection.

For a five-cigar introductory sampler
send a check for \$7.95 made out to
Tobacco Products Fulfillment
along with a copy of your driver's license to:
P.O. Box 409697, Ft. Lauderdale, FL 33340-7967
or order online at www.dadiego.com
or call (800) 442-8262.
Detail value up to \$6230.

One per household.
Must be 21 to participate.
Available while promotional quantities last.
Some restrictions may apply. Offer expires October 31, 2003.
U.S. addresses only. Allow 2-3 weeks for delivery.

**SURGEON GENERAL WARNING: Tobacco
Smoke Increases The Risk Of Lung Cancer
And Heart Disease. Even In Nonsmokers**



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.







