

**"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**

Date: 1996  
Brand: Don Diegos, Playboy Cigar  
Manufacturer: Altadis USA, Connecticut  
Campaign: Playboy  
Theme: Lady's Cigars  
Key Words: Woman, Cigar, Sex, Playboy  
Quote: "Coming Soon...The PlayBoy Cigar"

Comment: This ad is suggestive in that the woman is simply holding the cigar between her fingers but as the quote suggests it is "Coming soon...". The Playboy Cigar debuted in 1996, the Playboy as an extension of the Don Diego brand. It was commissioned by the famous men's entertainment magazine, Playboy.

Fact: Ernie Kovacs died in 1962 in a car accident when he lost control of the car in a rainstorm while turning too fast. A photographer showed up shortly after and shot pictures with Kovacs hand inches away from an unlit cigar. He may have been trying to light one of his trademark cigars (Dutch Masters).



Date: 1974

Brand: Winchester

Manufacturer: R.J. Reynolds

Campaign: It's a whole 'nother smoke. At a whole 'nother price.

Theme: Lady's Cigars

Key Words: Woman, Man,

Quote: "Winchester taught me things I didn't know I had to learn.", "I thought I knew all about Men and the things they smoke." "Like Gentle is masculine, And vice versa.", "...I'm just woman enough to admit: you taught me a thing or two."

Comment: No need for higher education, it seems like smoking cigars will teach you everything you need to know. Get a man, a gentle man and win him over by looks alone. Looks like you learned a lot- you'll get far in life this way.



Date: 1973

Brand: Winchester

Manufacturer: R.J. Reynolds

Campaign: It's a whole 'nother smoke. At a whole 'nother price.

Theme: Lady's Cigars

Key Words: Woman, Man, gun,

Quote: "Frankly, we thought of Winchester as largely for male chauvinist smoker- and maybe a few leathery, liberated ladies.", "With a senuous taste that seperated the men from the boys. But, surprisingly, not from the girls.

Comment: "Leathery ladies" refers to woman who have tough skin and are more masculine than the typical "girl". In this ad there is an adult man and an adult woman. It seems like they are holding pretend guns and are about to duel it out. Maybe this woman was a tomboy when she was a child and is considered to be a leathery lady because she likes to play, cops and robbers or cowboy and indians with the boys.



Date: 1967

Brand: Tiparillo

Manufacturer: T.M.G.C., Inc, Robert Burns

Campaign: Should a gentleman offer a Tiparillo to a lady?, Should a gentleman offer a Tiparillo to a librarian?

Theme: Lady's Cigars

Key Words: Woman, cigar, education

Quote: "P.S. If she accepts your Tiparillo remember to fumble with the matches until she decides to light it herself. That way, she'll have to put down the book."

Comment: I have never seen a naked librarian- must be a special library.



Date: 1969  
Brand: Tipalet

Manufacturer: Muriel

Campaign: Blow in her Face

Theme: Lady's Cigars

Key Words: Woman, Man, sex,

Quote: Blow in her face and she'll follow you anywhere.

Comment: Blow in her and face and she may punch you in the face.

This sounds like a climactic moment in intimacy. It is disgusting to think that if a man blows in a woman's face smoking or other that she too will become addicted to the flavors of sorts.





**Should a gentleman offer a Tiparillo to a lady?**

What is the story of this remarkable new smoke by Robt. Burns? If she enjoys smoking a cigarette, why not? The Tiparillo is slim, neat, mild as mild can be. Go ahead, offer her one. But although Tiparillo is not "men only" it is "men mainly." From tip to tip, it is a completely new and wonderful smoke. Tiparillo is mellow, smooth and so satisfying. And that new pliable, peppy tip pays more than just lip service to your smoking pleasure. It's your mouthpiece to the careful blending of choicest imported tobaccos. Moreover, there's the exclusive veinless Ultra Cigar Wrapper\* that burns so evenly and smoothly it insures complete mildness. The surprisingly whiter ash is visible evidence of Tiparillo mildness. And that's your best smoking tip for today. Only Strach. ONLY Soft. No, only for.

Date: 1967

Brand: Tiparillo

Manufacturer: T.M.G.C., Inc, Robert Burns

Campaign: Should a gentleman offer a Tiparillo to a lady?

Theme: Lady's Cigars

Key Words: Woman, Man

Quote: "Tiparillo is not "men only" it is "men mainly."", "Moreover, there's the exclusive veinless Ultra Cigar Wrapper"

Comment: The choice of words makes me think I am reading a lustful novel or a playboy magazine.



**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.

Date: 1968

Brand: Tiparillo

Manufacturer: T.M.G.C., Inc, Robert Burns

Campaign: Should a gentleman offer a Tiparillo to a lady?, Should a gentleman offer a Tiparillo to a dental hygienist?

Theme: Lady's Cigars

Key Words: Woman, gentleman, dentist, doctor

Quote: "The doctor is a little late, sir. Will you have a seat?"

Comment: The campaign "Should a gentleman offer..." ran from 1967-1969 portraying intelligent women with careers as sex objects. From the biologist to the violinist to the dental assistant- all these women are made to be sex illusions for gentlemen and not giving credit to their hard earned careers.



**Should a gentleman offer a Tiparillo to a jockey?**

She's ridden her mount to a photo finish. At her back, the thunderous roar of the crowd. Ahead of her, the flashbulbs and TV cameras. And standing patiently beside the winner's circle, you Tiparillo pack in hand.

Better hold your horses. Later on, when she's slipped out of her breeches and into something more comfortable, she might just go for a Tiparillo. With its neat white mouthpiece. And flavor you don't have to inhale to enjoy.

Should you offer her a Tiparillo (or Tiparillo M, with mentholl) at a time like this?

But don't wait too long to make the offer. Or you might get left at the starting gate.



TM & © C. Co., Inc.

Date: 1969

Brand: Tiparillo

Manufacturer: T.M.G.C., Inc, Robert Burns

Campaign: Should a gentleman offer a Tiparillo to a lady?,  
Should a gentleman offer a Tiparillo to a jockey?

Theme: Lady's Cigars

Key Words: Woman, jockey, gentleman

Quote: "She's ridden her mount to a photo finish." "Better hold your horses. Later on, when she's slipped out of her breeches and into something more comfortable, she might just go for a Tiparillo. With its neat white mouthpiece. And flavor you don't have to inhale to enjoy."

Comment: The advertisement for Tiparillo cigar is waling a thin line in what it is selling- cigars or sex. "With its neat white mouthpeice" suggests a more sexual meaning maybe inferring to a condom or wither the man or woman climaxing-" And flavor you don't have to inhale to enjoy." This quote suggests "inhaling" or swallowing. You can only guess what this means.





**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.

Date: 1968

Brand: Tiparillo

Manufacturer: T.M.G.C., Inc, Robert Burns

Campaign: Should a gentleman offer a Tiparillo to a lady?,  
Should a gentleman offer a Tiparillo to a marine Biologist?

Theme: Lady's Cigars

Key Words: Woman, diver, cigar, biologist, menthol, mild,  
gentleman

Quote: "You're suba-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 the water. Maybe, you muse, she'd like to discover a Tiparillo."

Comment: The typical marine biologist would most likely swim with a full body wetsuit, where as this one has chosen to swim naked. This campaign suggests role playing rather than the women actually being the career women represented.



Date: 2001  
Brand: Don Diegos, Playboy Cigar  
Manufacturer:  
Campaign: Fall in Love!  
Theme: Lady's Cigars  
Key Words: Woman, Cigar, Sex, Playboy  
Quote: "Full-bodied perfection."  
Comment:

