



Is Winchester strictly a His and Ms. proposition?

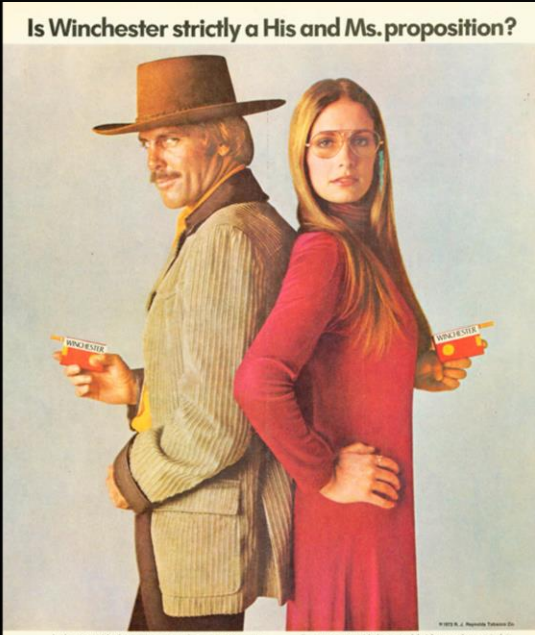


PHOTO BY J. ROBERTSON FOR J&W

Let's start with the suiciest part: the proposition. We didn't set out to be a his & hers smoke. Frankly, we thought of Winchester as largely for male chauvinist smokers—and maybe a few leathery, liberated ladies. So we made Winchester masculine, but mild. And light. With a sensuous taste that separated the men from the boys. But, surprisingly, not from the girls.

Even women with bras and bridges to burn tried it. And liked it. Because Winchester's not a cigarette. Not just another little cigar. It's a whole nother smoke. For a whole nother kind of smokers' lib.

20 LITTLE CIGARS.

Winchester. It's a whole 'nother smoke.

1973



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, pearly 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 Draught. ONLY Soft. Yes, only Soft.





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

Hit her with tangy Tiptalet Cherry. Or rich, grape-y Tiptalet Burgundy. Or luscious Tiptalet Blueberry. It's Wild! Tiptalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPTALET **TIPTALET** **TIPTALET** **TIPTALET**

New from Muriel. About 5 for 25¢.

Smokers of America, do yourself a flavor. Make your next cigarette a **Tiptalet®**.

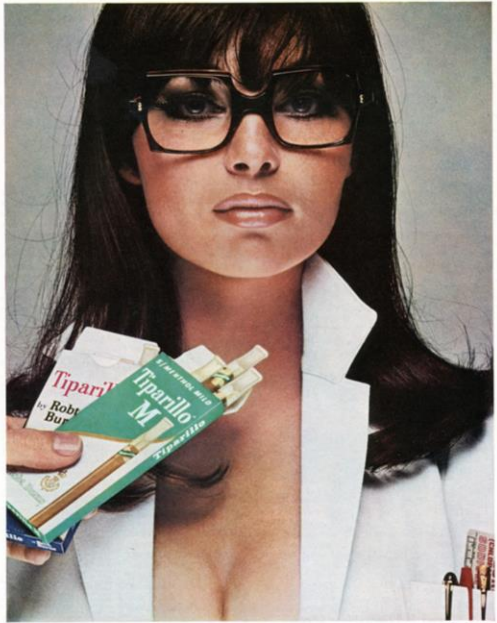


Should a gentleman offer a Tiparillo to a dental hygienist?

"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 lab technician?

Behind that pocket of pencils beats the heart of a digital computer. This girl has already cross-indexed Tiparillo® as a cigar with a slim, elegant shape and neat, white tip.

She knows that there are two kinds. Regular Tiparillo, for a mild smoke. Or new Tiparillo M with menthol, for a cold smoke. She knows. She's programmed.

And she's ready. But how about you? Which Tiparillo are you going to offer? Or are you just going to stand there and stare at her pencils?



Should a gentleman offer a Tiparillo to a lady?
He wonders: would she be pleased or offended?
He reasons: offering a Tiparillo to a lady is a friendly gesture.
A thoughtful one, too. Where else can one turn today for a smoke
that offers mildness with pleasure, satisfaction without inhaling?
He decides: she'd be delighted. And Tiparillo with its trim,
slim shape and gently white tip is such a conversation piece.
Breaks the ice. Melts it, actually.



P.S. Got a Tiparillo.
See how you make out.



