

GIVE HIM A LONGER LIFETIME*
of smoking he can enjoy without worry !



...a KAYWOODIE for Christmas!

How treasured can an inexpensive gift be? Think of this—you could actually add to a man's years by giving him a Kaywoodie.

This Summer, doctors who studied the smoking habits of 137,000 men found that pipe smokers live longer than any other smokers. The doctors switched to pipes themselves. And of all pipes, Kaywoodie has been proved the safest.

You'll be as proud to give Kaywoodie as millions are to own it. Kaywoodie pipe fashions are exquisitely sculptured in deeply grained beech, finest in the world. It's this specially impregnated wood that softens and gentles the smoke until the flavor is clear, soft and full.

The finest favor you can do a man this Christmas is to give him a Kaywoodie. In a variety of shapes \$4 to \$25, sets \$10 to \$125.

PIPE SMOKERS LIVE LONGER!

Flower Garden - American Pipe Co., \$10.00
Double Paper Crown, \$1.00
White Birch - Pennsylvania, \$1.00 (100 new pocket smoking bags)
Natural Beech - Apple, \$6.00
Standard - Full Size, \$10.00
Handed Crown Set, \$25.00
Continental - Stillard, \$25.00

*See How Our Scientific Research Shows That a Pipe Smoker Lives Longer

© Kaywoodie Manufacturing Limited, Seattle, \$15.00 (Without Kaywoodie Set), \$25.00 (With Kaywoodie Set)

Give Him A Long Lifetime.

How treasured can an inexpensive gift be? Think of this - you could actually add to a man's years by giving him a Kaywoodie.

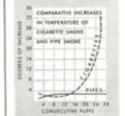
Doctors who studied the smoking habits of 137,000 men found that pipe smokers live longer than any other smokers.

THROAT ROUGH? What a difference a week can make... when you switch to a Kaywoodie Pipe!



Jury of throat specialists confirm medical laboratory report:
"Kaywoodies are the Throat-Easiest Smoke of all!"

PROOF:
Kaywoodie burns cooler



Hold Pipe close, here, Kaywoodie. Pipe stays only one degree in temperature. Watch how close here for cigarette smoke. See how it rises sharply, even though it stays only one degree in temperature.

REASON:
3 exclusive Throat Guards



As far back as 1929, doctors knew that hot smoke is harmful... that irritating nicotine and tar increase as smoke temperature rises. Here are the latest facts, as revealed by painstaking laboratory research, and checked by throat specialists:

Kaywoodie cuts down nicotine and tar
Smoke from cigarettes and pipes contains much more harmful nicotine and irritating tar than smoke from Kaywoodie Pipes. 300% and 400% more!

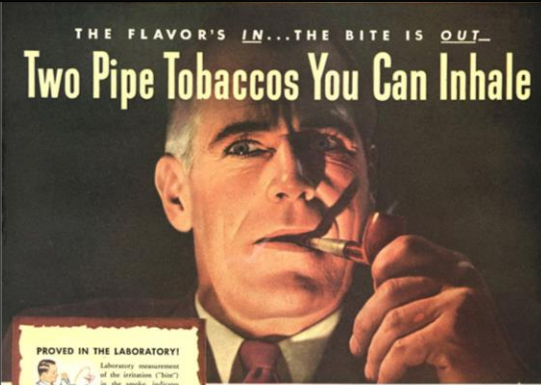
Look for the Kaywoodie cloverleaf
KAYWOODIE
 From 84 to 925 in wide variety of shapes
 NEW YORK - LOS ANGELES - CHICAGO - SAN FRANCISCO

Kaywoodie is the coolest-burning pipe. Tests comparing Kaywoodies with 34 other pipe brands prove that Kaywoodie with its 3 exclusive Throat Guards gives the coolest smoke... containing far less tar, resin and carbon particles!

Get the throat-easiest smoke!
 Cigarette smokers! Smoke a Kaywoodie. Notice how loathsome and rawness (and, in many cases, coughs due to smoking) disappear. Light up a Kaywoodie for a real smoke!

THE FLAVOR'S IN...THE BITE IS OUT—

Two Pipe Tobaccos You Can Inhale



PROVED IN THE LABORATORY!

Laboratory measurement of the irritation ("bite") in the mouth indicates that the average of six other leading popular pipe tobaccos is *seventeen times as irritating* as REVELATION! Since BOND STREET is produced by the same Philip Morris method, you'll find this good for BOND STREET and.

NOW PROVE IT IN YOUR PIPE

Try BOND STREET or REVELATION in your pipe. You'll find both very good... smooth, cool-smoking—thanks to a Philip Morris advance in preparing pipe tobaccos.

PHILIP MORRIS presents

Two Grand Pipe Mixtures—So Mild and Gentle—they're Winning Thousands who Never Smoked Pipes Before!

Pipe smokers... take a tip from thousands of other pipe smokers—know and enjoy REVELATION or BOND STREET—the pipe tobacco you can inhale! Yes, thousands who have smoked for years, and thousands who never smoked a pipe before... enjoy every day—mild, gentle, BOND STREET or REVELATION. Try these two cool-smoking pipe mixtures. And remember, they are made by Philip Morris. The flavor's in... the bite is out!

PHILIP MORRIS & CO.
Dedicated to the Production of Fine Tobacco Products

BOND STREET TOBACCO

A Genuine and very different Aromatic Mixture! Contains a rare aromatic tobacco never before used in popular pipe blends... wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.
Finest quality—at a popular price!

REVELATION TOBACCO

One of the world's most Perfectly Balanced Blends! A magnificent "favor-blend" of five different, superb tobaccos... cut free different ways; smokes clean, cool and even—every puff a pleasure.
Finest quality—at a popular price!



The Bite is Out - Two Pipe Tobaccos You Can Inhale.



You Need Not Inhale To Enjoy a Cigar.

Ronald Reagan, 40'th President of the United States.

At the time of this ad (1951) he was making the memorable movie
Bedtime for Bonzo. (see the fine print below his portrait.)

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.

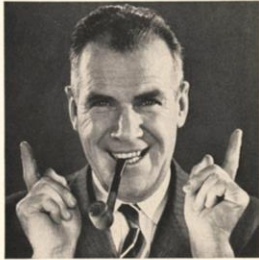
Please send check or money order to:
Playboy Products,
The Playboy Building
919 N. Michigan Ave.,
Chicago, Ill. 60611.
Playboy Club Credit
keyholders may charge.



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

Make this test with your pipe tobacco!





1. Do you think that you enjoy the *flavor* of tobacco *chiefly* through your sense of *taste*? Then make this astonishing test. Pinch your nostrils together while smoking. Notice that your tobacco becomes flat... tasteless... *flavorless*!

2. Now let go. Immediately the *flavor* returns... proving that you enjoy the *flavor* of tobacco *chiefly* through your sense of *smell*. *Flavor*, you see, is produced *only* partly by the tongue... largely by *delicately* keen *nerves* at the back of the nose.

How we found FLAVOROMA for you!

Flavor depends mainly on your sense of smell. Knowing this, we set out to produce a pipe tobacco that would appeal to the senses of both taste and smell... in exactly the right proportions to produce finer flavor.

Finally... in HALF & HALF... we produced a blend with the very special quality we were looking for... combining taste and aroma in exactly the right proportions.

We call that exclusive quality FLAVOROMA. It will add a richer, fuller pleasure to the comfort and enjoyment you get from your pipe.

Buy HALF & HALF today. Taste for yourself why FLAVOROMA is switching so many pipe-smokers to this finer-flavored tobacco.

©1934 American Tobacco Company



SEE THE TELESCOPE TINS
BEHIND THE PACKS

JUST PINCH IT
TOGETHER...

AS YOU LIFT UP
YOUR TOBACCO...

The Telescope Tin gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No crumpled tapers as you reach down for the last leaf.
(Patent No. 1,776,926)

Enjoy the FLAVOROMA of
HALF AND HALF
FOR PIPE OR CIGARETTE

MAKE THIS TEST and discover a better smoke!



1 If you think you enjoy tobacco flavor chiefly through your sense of taste... make this simple test. While you're smoking, pinch your nostrils shut. Note that your tobacco smoke tastes flat...*flavorless*.



2 Now let go. The flavor returns at once, proving you enjoy tobacco flavor chiefly through your sense of smell. Now you know why HALF & HALF's distinctive aroma, added to its finer taste, gives you richer, fuller tobacco flavor. This exclusive quality is called **FLAVOROMA**.

Why you get FLAVOROMA only from Half & Half

As the test shows, you enjoy flavor partly through your sense of taste, largely through your sense of smell.

Knowing this, we set out to blend a tobacco appealing partly to your tongue, but especially to the keen nerves at the back of your nose.

In HALF & HALF, we got a blend that does just that. A blend with a special quality which we call **FLAVOROMA**... a perfect combination of **AROMA** and **TASTE** that produces finer tobacco flavor.

It is this exclusive quality of **FLAVOROMA** in Half & Half that gives you more pipe-smoking pleasure.

Try HALF & HALF COUNTRY. Learn why **FLAVOROMA** is switching so many pipe-smokers to this tobacco every day.

Copyright 1960, The American Tobacco Company

THE TIN TELESCOPE!



JUST FLIP IT TOGETHER...

AS YOU UNZIP THE WRAPPER...

THE TELESCOPE TIN gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No scraped fingers as you reach down for the last look. (Patent No. 1,770,705.)

Enjoy the **FLAVOROMA** of

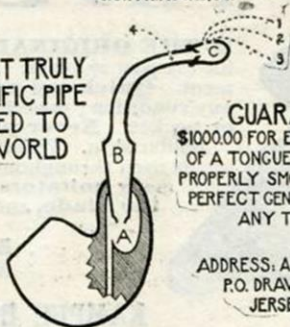
HALF AND HALF

FOR PIPE OR CIGARETTE

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

ANTI-CANCER
PIPES U.S. PAT. AUG. 16, 04. CIGAR HOLDERS

THE FIRST TRULY
SCIENTIFIC PIPE
OFFERED TO
THE WORLD



GUARANTEE:
\$1000.00 FOR EVIDENCE
OF A TONGUE BURN'T BY
PROPERLY SMOKING A
PERFECT GENUINE ANTI-CANCER
ANY TOBACCO.

ADDRESS: ANTI-CANCER,
P.O. DRAWER R,
JERSEY CITY, N.J.

THREE COOLING CHAMBERS:
B. RECEIVES SMOKE FROM
A. DISCHARGES IT INTO
C. DIFFUSED THROUGH HOLES 1, 2, 3.
SMOKE COOLED BY AIR HOLE 4.

BOOKLET FROM ANY DRUGGIST:



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

DON'T GAMBLE WITH YOUR THROAT!

Only KAYWOODIE pipes have these Three Throat-Guards for extra throat protection!

Guard that throat, doctors say. And Kaywoodie gives you one...three Throat-Guards, protecting your throat like no other smoke can! Making the smoke easier on your throat...keeping it cooler.

Yes, light up and forget about your throat. Just think about that Kaywoodie...about its beautiful lines...its satismouth finish. Relax with a real smoke...a man's smoke...a smoke that's giving you so much extra throat protection!

Kaywoodie imports the finest lines—and does them 90% of it away. Keep only the best 10%, the very best, for real, never smoking.

KAYWOODIE

NEW YORK • LONDON • SINCE 1851

Kaywoodie Pipes are available in a wide variety of shapes and finishes. \$4 to \$25

Look for the Kaywoodie crescent trade-mark.

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



Please . . . may I sniff your Klompen Kloggen?



Klompen Kloggen is blended from unusual strains of tobaccos—porous leaves which absorb the delicate fruit flavoring used in its cure. Herein lies the secret of Klompen Kloggen's flavor and aroma. Klompen Kloggen's natural tobacco bouquet works on a woman the way the subtle essence of a fine perfume works on a man. Remember this extra dimension, because this new aromatic blend is so fine its makers must give you, of necessity . . .

less tobacco for more money than *most any pipe tobacco in America.



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



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



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

**"WHEN A FELLER
NEEDS A FRIEND.."**



...not even a cold can spoil Briggs!

If you've caught a spring cold and "nothing tastes right"—cheer up! There's one faithful friend. Light up a pipeful of cool, rich Briggs! Not even a cold can cancel the soothing satisfaction of that fragrant flavor.

But don't wait for an emergency! Discover Briggs when your nose and palate can relish its richness in full. Thousands more pipe smokers learn, every day, that Briggs delivers luxury out of all proportion to its low price. (Smokers of costly mixtures, please note.) And no wonder! Briggs is a blend of exceptionally choice pipe tobaccos, each one mellowed by aging-in-wood for four full years. Such blends cost much more than 15¢—until Briggs was introduced.



Copyright © 1955, by W. L. Harrison Co., Inc.

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MARK TWAIN
—one of the most
beloved of Ameri-
can authors—was
a great smoker and
very fond of a pipe.



Sooner or later you will smoke a pipe
Sure you will. Some day you'll pack a load of Prince Albert in your jimmy and find out what real pipe-smoke is. And the sooner you do it the more fun you'll have. That's how P. A. has started millions of men to smoking a pipe steady. In two years it has doubled the number of pipe smokers, made the pipe twice as popular. No tobacco could do that unless it had the goods.

PRINCE ALBERT
the national joy smoke

has everything—that is, everything but the old sting and sickness. P. A. can't bite your tongue. No matter how long or how hard you go to it. The bitter sting is what's new. But the mellowness and rich tobacco fragrance and cool sweetness—say, you just naturally want to keep on smoking one pipe-load after another.
P. A. is made by a patented, exclusive process that takes out the bite and sickness—no other can be like it. Sold by all fine dealers in tins, or bags wrapped in weather-proof paper, handy for cigarette smokers, half-pound and pound tins.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.



MEDICO
world's largest selling pipe

2 1/4" filter
gives you pleasure
and peace of mind

MEDICO CREST
\$6 TO \$20

10 for 10¢
Also Menthol-Cool
10 for 15¢

Illustrated
GOLD CREST dark claret \$7 (light café finish \$8.50)

Put relaxation back into your smoking... enjoy the protection of a Medico Filter Pipe. Scientific disposable Filter traps tars, nicotine, juices—gives smoke a clean, natural taste. Every Medico is crafted only from selected imported briar. A few are illustrated at the right, all with nylon bits, guaranteed bite-proof.

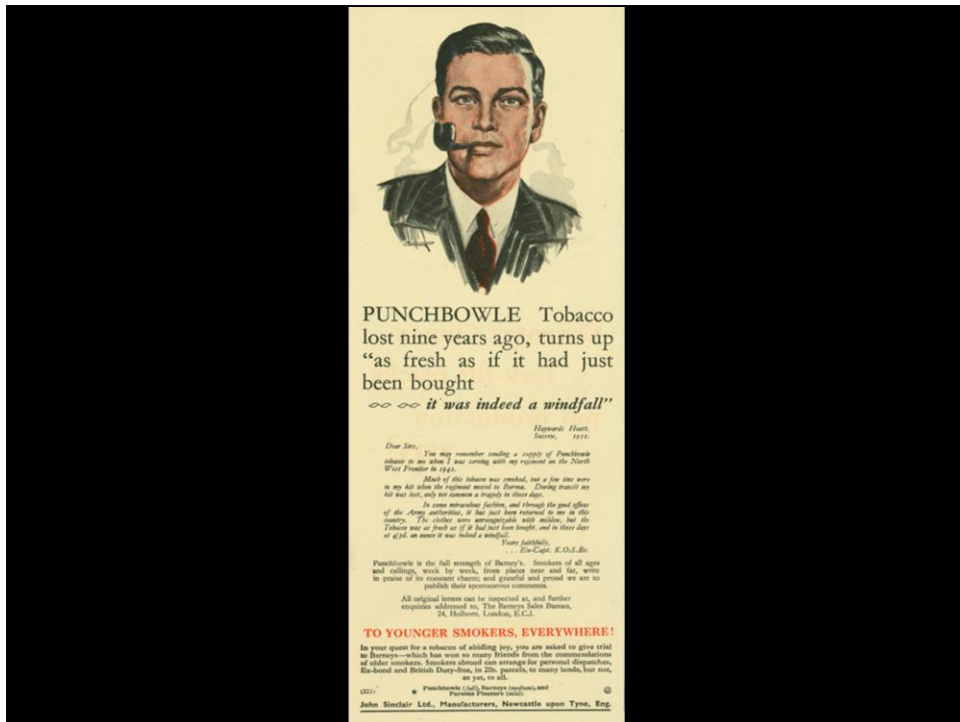
For beautiful color catalog, write Medico, Dept. M3, 18 East 54th St., N.Y. 22. Enclose 10¢ for handling.

MEDICO
FILTER PIPES

Jet Stream \$3.95
Guardman \$4.50
Ebony \$3.95
Ever-Dri \$4.95

Other Medico Filter Pipes \$2.50 up
Prices higher outside U.S.A.

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



PUNCHBOWLE Tobacco
lost nine years ago, turns up
"as fresh as if it had just
been bought"
it was indeed a windfall!"

Harvard: Heath,
Harvard, 1910.

Dear Sirs,

You may remember sending a supply of Punchbowl
tobacco to me when I was serving with my regiment on the North
West Frontier in 1910.

Much of this tobacco was smoked, but a few days were
in my kit when the regiment moved to Germany. During transit my
kit was lost, only two coppers a tragedy in those days.

In some miserable huts, and through the post office
of the Army authorities, it has just been returned to me in this
country. The coppers were unrecognizable with rust, but the
tobacco was as fresh as if it had just been bought, and in those days
of 1910, no man it was indeed a windfall!

Yours faithfully,
E. D. S. B.

Punchbowl is the full strength of Barney's. Smokers of all ages
and callings, work by week, long play and late, write
in praise of its constant cheer, and grateful and proud we are to
publish their spontaneous comments.

All original letters may be inserted as, and further
replies addressed to, The Harvey Sales Bureau,
14, Pall Mall, London, W.C.2.

TO YOUNGER SMOKERS, EVERYWHERE!

In your quest for a substitute of smoking pipe, you are asked to give trial
to Punchbowl... which has won so many friends from the commendations
of other smokers. Smokers abroad are suffering the personal disfigurement,
the loss of British duty-free, in 20s. patches, to many lands, but not,
as yet, to all.

© Punchbowl Ltd., Harrogate (England), and
Punchbowl (France) Ltd.

John Sinclair Ltd., Manufacturers, Newcastle upon Tyne, Eng.

The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

From a
Clergyman
in the West Country
came this tribute to
BARNEYS goodness

*His actual words and writing tell the
Barneys story briefly—"It soothes the
restless soul and is unbeatable."*

*Barney's Tobacco is
unbeatable. It soothes the
restless soul in a riotous
way.*
L. Evans

Smokers of Barneys are of all ages and callings.
Week by week, from places near and far, they
write in praise of its constant charm; and grateful
and proud we are to publish their spontaneous
comments.

(All original letters can be inserted.)

TO YOUNGER SMOKERS, EVERYWHERE!

In your quest for the tobacco of abiding joy, you are
asked to give trial to Barneys—which has won so many
friends from the recommendations of older smokers.
Barneys soothes. Barneys pleases. Barneys is unbeatable. (Sole
agents for the U.S.A.) John Birchall Ltd., Manufacturers, Newcastle upon Tyne.

Mosque

NO WONDER HIS PATIENTS LOST PATIENCE!



TAKE MR. NEWTON for example. He was well on the road to recovery till Dr. Gluckstein came in, smoking a smoky old betel. What? One whiff of that pipe is like taking wharf!



FAINTED DEAD AWAY! But Dr. can't even to figure why. Of course he doesn't think to blame that cat-throat tobacco he uses. Maybe the nurse will straighten things out.



"CONFIDENTIALLY," Doctor, you should operate on that betel with a couple of clippers, then switch to Mr. Newton's tobacco. He says it's as-mild and ever-so-fragrant."



THE CURE! Doc fishes a 2-ounce tin of Sir Walter Raleigh and his patients perk up and cheer. Know why? It's a special barley blend... good taste to you, and good medicine to others.

**IT SMOKES
AS SWEET
AS IT SMELLS**



SIR WALTER RALEIGH
THE SWEETEST TOBACCO
FOR SMOKE AND TASTE

UNION
MADE

FREE BROCHLET tells how to make your old pipe taste better, sweetest how to break in a new pipe. Write for your copy under, Bureau of Williamson Tobacco Corporation, Louisville, Kentucky. Dept. 753.

SEND TO:
SIR WALTER RALEIGH
1000 10th Ave.
New York, N.Y.

SEND IN TODAY: Doctor and his patients. From "Faded" drawing, N.Y. Dept. 753.

Literary Digest for May 29, 1915 1305

Bang-open your system to some real joy smoke!



It's yours right off the bat, quick as you unlimber that old jimmy pipe or some cigarette makin's papers and nail a few matches and put your faith in a tidy red tin or a tippy red bag of Prince Albert tobacco.

Get jimmy pipe-joy's and cigarette makin's happy, then you'll personally understand that no other pipe and cigarette tobacco ever was or ever can be like Prince Albert. The patented process fixes that, and cuts out the bite and the parch. That's why pipe and cigarette peaceful men call

Here is another portrait of a member of the Prince Albert old-time jimmy pipe-joy's club. This is John O. Smith, of New York City, N. Y., who has just passed the twenty mark. He is a member of the club, and he has come to this pipe age with the aid of the steady joy-joy pipe brand in his actual pipe smoking. He has always been a liberal smoker.

PRINCE ALBERT

the national joy smoke

Certainly does beat the band how much fun can be gotten out of P. A. If you'll sport a bit and take a chance. You're no idea of the goodness, of the joy's satisfaction, of the contentment and restfulness that hits every man who gets chummy with the national joy smoke.

Hasten this home for what ails your smoke-appetite, because you've no time to lose getting introduced to this real and true man-tobacco that's ace-high and a yard wide.

Wherever you happen to run short of P. A. just drop in the hardware store that sells tobacco and buy the tippy red bag, the tidy red tin, the handsome round and half-round tin holders, and that dandy crystal glass pencil holder with the space-maintenance tip.

Copyright 1915
By R. J. REYNOLDS
Manufactured by

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.



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



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Be a living doll...

Give him the pick of pipes

Gaps love dolls who know how to pick a pipe at gift giving time. So pick the pipe he'd pick himself... a DR. GRABOW "Pre-Smoked" Pipe. The exclusive "Pre-Smoked" process means he gets mellow smoking pleasure from his very first pipeful. And no matter which DR. GRABOW you choose, you can be sure there's no finer pipe at any price. Remember—whether he's husband, father or sweetheart—show your guy you're a real doll. Gift him with a DR. GRABOW Pipe or gift set. Available wherever tobacco products are sold.



STARFIRE . . . \$5.95	COMMODORE . . . \$7.95
VISCOUNT . . . \$6.95	ELDRADO . . . \$10.00

Dr. Grabow

the world's only Pre-Smoked Pipes
need no breaking in

For FREE Information Bulletin, write Dr. Grabow, Pre-Smoked Pipes, Greensboro, N.C. 27429



TWO PIECE GIFT SETS
STARFIRE . . . \$11.95
VISCOUNT . . . \$13.95
COMMODORE . . . \$15.95
ELDRADO . . . \$20.00

♠ Gift the pipe with the Spade. It's the symbol of pipe smoking in the entire great nation.

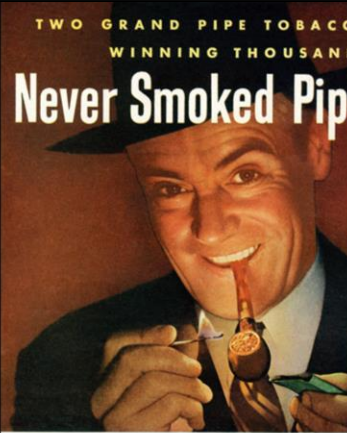
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TWO GRAND PIPE TOBACCOS THAT ARE
WINNING THOUSANDS WHO

Never Smoked Pipes Before



Philip Morris
Presents
PIPE TOBACCOS YOU
CAN INHALE



BOND STREET
A Genuine and very different Aromatic Mixture. Contains a rare aromatic substance never before used in popular pipe blends. . . . wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.



REVELATION
One of the world's most Perfectly Balanced Blends. A magnificent "Favor Blend" of five different, superb tobaccos. . . . cut five different ways; smokes clean, cool and even—every puff a pleasure.

Either 15¢

The Flavor's In... the Bite is Out!
TWO PIPE TOBACCOS YOU CAN INHALE

ATTENTION! CIGARETTE SMOKERS
When you can't find cigarettes for love or money, try REVELATION or BOND STREET—the pipe tobacco you can inhale, just like the pipe tobacco thousands are doing it who never smoked pipes before.

HERE'S PROOF Laboratory measurement of the nicotine ("tar") in the smoke indicates that the average of an entire leading, popular pipe tobacco is one-fifth that of REVELATION! Since BOND STREET is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

Philip Morris & Co.
DEDICATED TO THE PRODUCTION OF FINE TOBACCO PRODUCTS

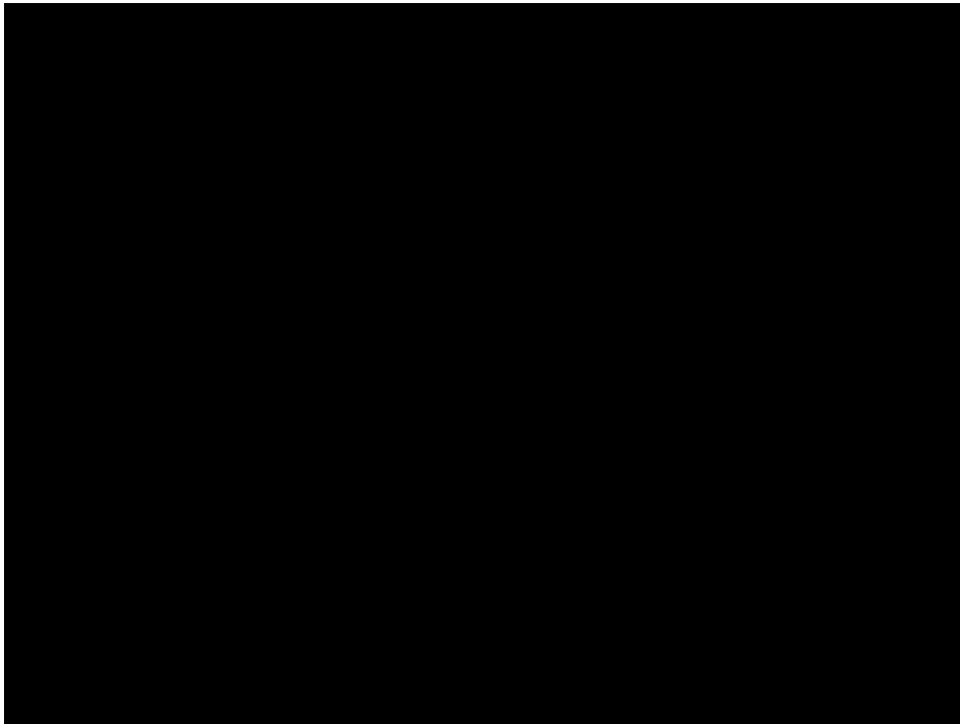
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