



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: Objectifying Women

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.

"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 ZA, 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: Objectifying Women
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).



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.

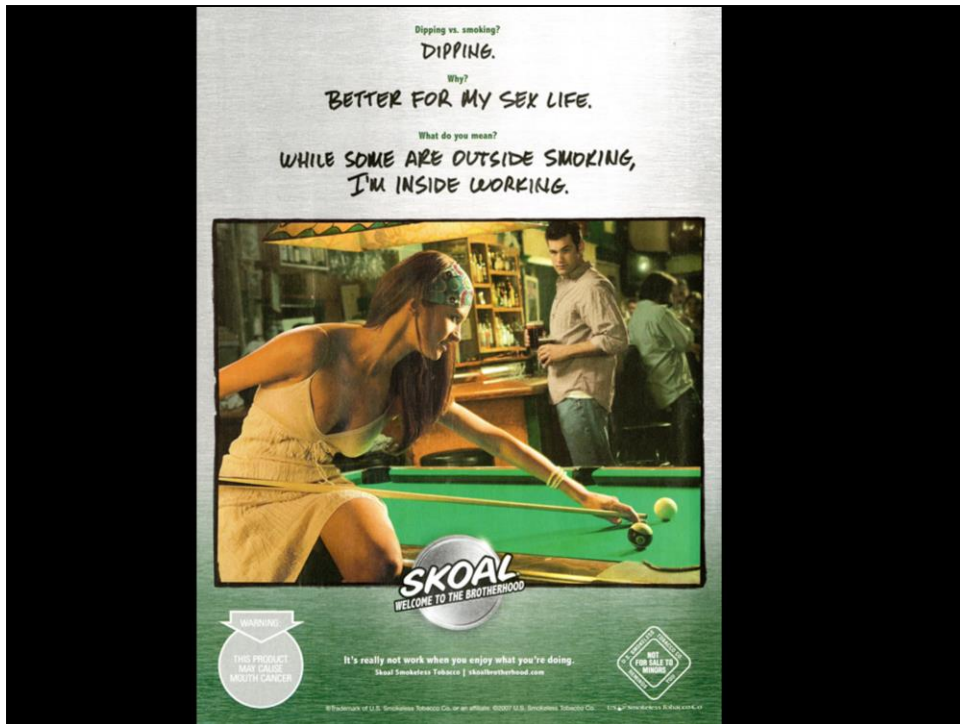
She knows that there are two kinds. Regular Tiparillo, for a mild smoke. Or new Tiparillo M with menthol, for a cold smoke. She knows. She's programmed.

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?

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 lab technician?
Theme: Objectifying Women
Key Words: Woman, cigar, education, science,
Quote: "She knows. She's programmed. And she's ready.
Comment: I do not think she passes as a programmed robot. But she does look annoyed and not interested in the cigars.



Date: 1969
Brand: Tipalet
Manufacturer: Muriel
Campaign: Blow in her Face
Theme: Objectifying Women
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.



Date: 2007

Brand: Skoal

Manufacturer: U.S. Smokeless Tobacco Co.

Campaign: Dipping vs. Smoking?

Theme: Objectifying Women

Key Words:

Quote: "Better for my sex life.", "While some are outside smoking, I'm inside working."

Comment: Sex.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1968

Brand: Tiparillo

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

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

Theme: Objectifying Women

Key Words:

Quote:

Comment: Initially I saw the sweet, doe eye, young woman looking afraid and nervous of the Tiparillo cigar. As is she is being pressured to do more than she feels comfortable with. On the other hand if the man is taking away her tiparillo due to short supply and high demand she may be upset. "It's every man for himself."

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: Objectifying Women
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.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1997

Brand: Camel

Manufacturer: R.J. Reynolds

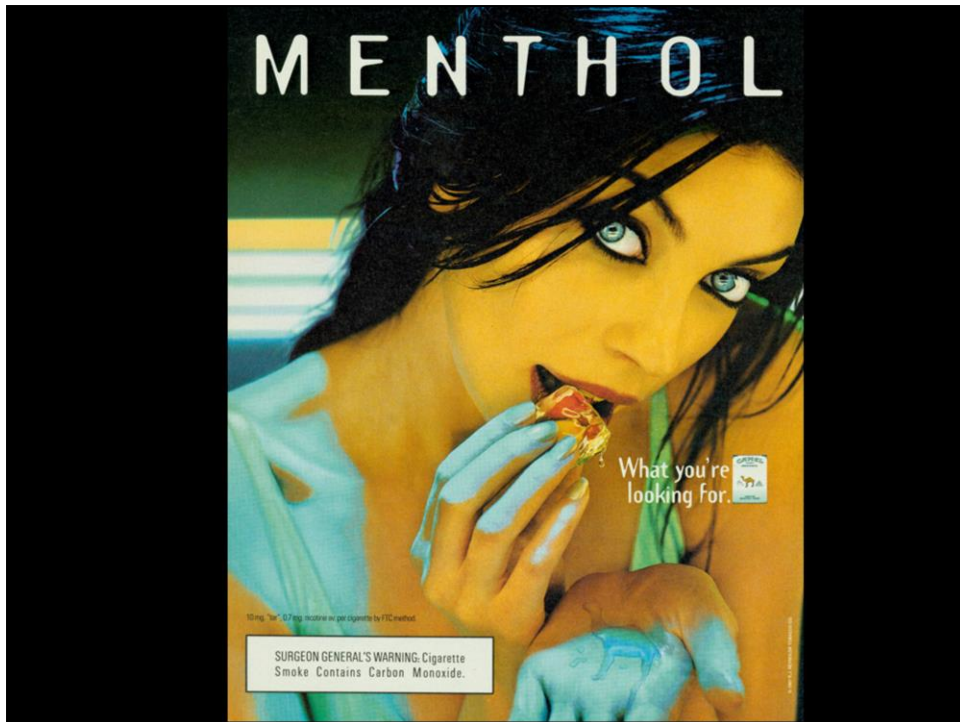
Campaign: What you're looking for.

Theme: Objectifying Women

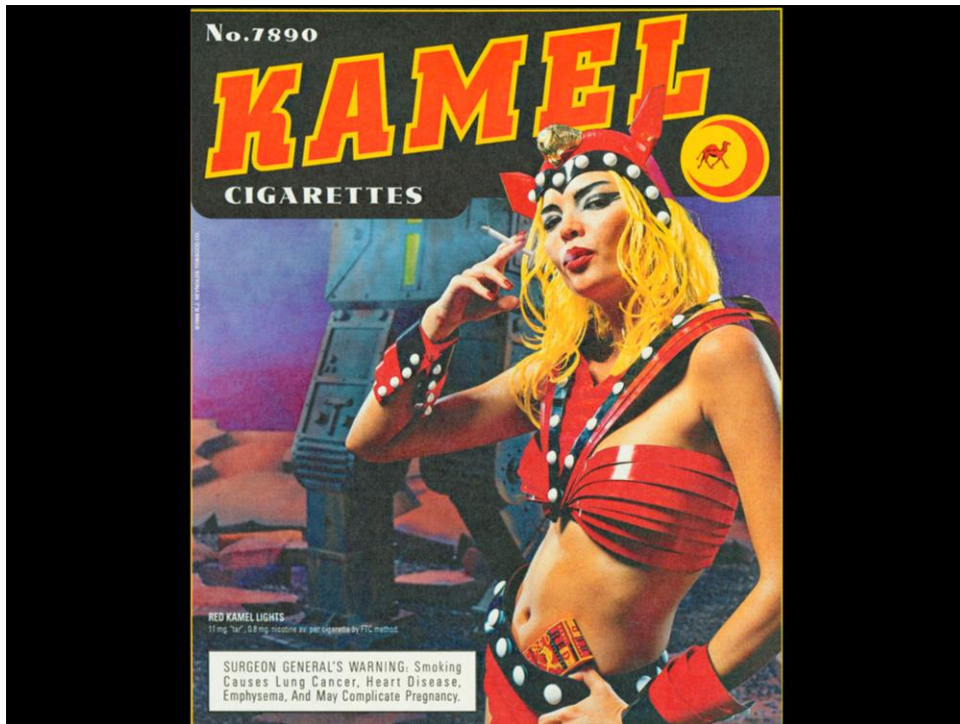
Key Words:

Quote:

Comment: Are you looking for a girl who does not look pure and fresh? she looks tired and exhausted with a cigarette and drink in hand.



Date: 1997
Brand: Camel menthol
Manufacturer: R.J. Reynolds
Campaign: What you're looking for.
Theme: Objectifying Women
Key Words:
Quote:
Comment:



Date: 1998
Brand: Kamel
Manufacturer: R.J. Reynolds Tobacco Co.
Campaign: Red Kamel Lights
Theme: Objectifying Women
Key Words:
Quote:
Comment:



Date:

Brand: L&M

Manufacturer:

Campaign:

Theme: Objectifying Women

Key Words:

Quote:

Comment:





Date: 1960's
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign:
Theme: Objectifying Women
Key Words: Woman, playboy, King
Quote:
Comment: Abigail 35-22-35

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



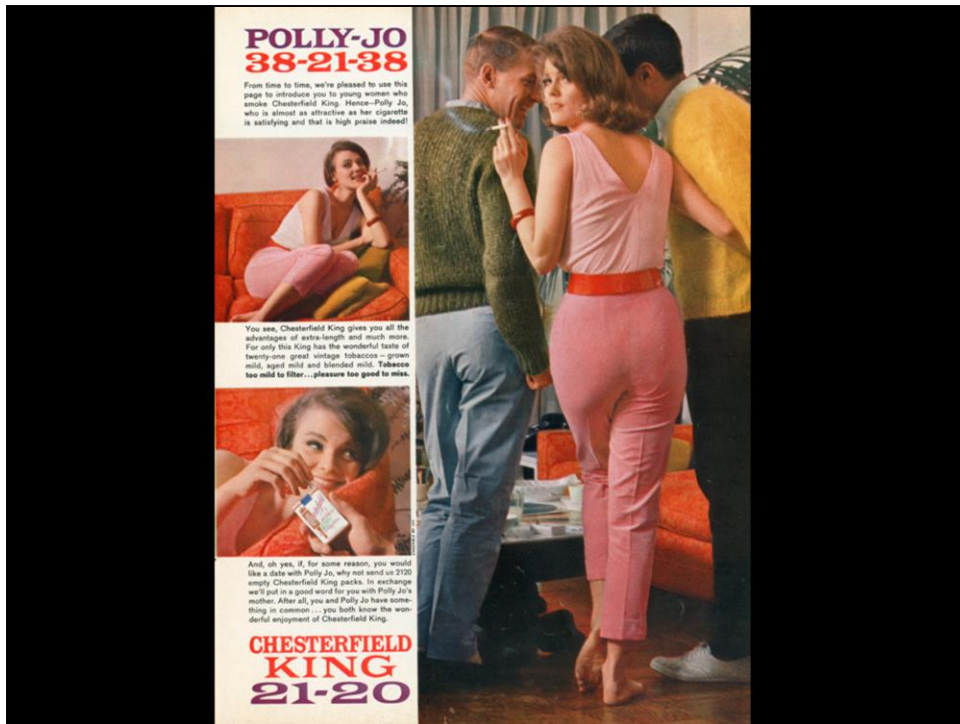
Date: 1960's
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign:
Theme: Objectifying Women
Key Words: Woman, playboy, King
Quote:
Comment: Abigail 35-22-35 are the woman's body measurements

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1960's
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign:
Theme: Objectifying Women
Key Words: Woman, playboy, King
Quote:
Comment: Genevieve 36-21-36 are the woman's body measurements

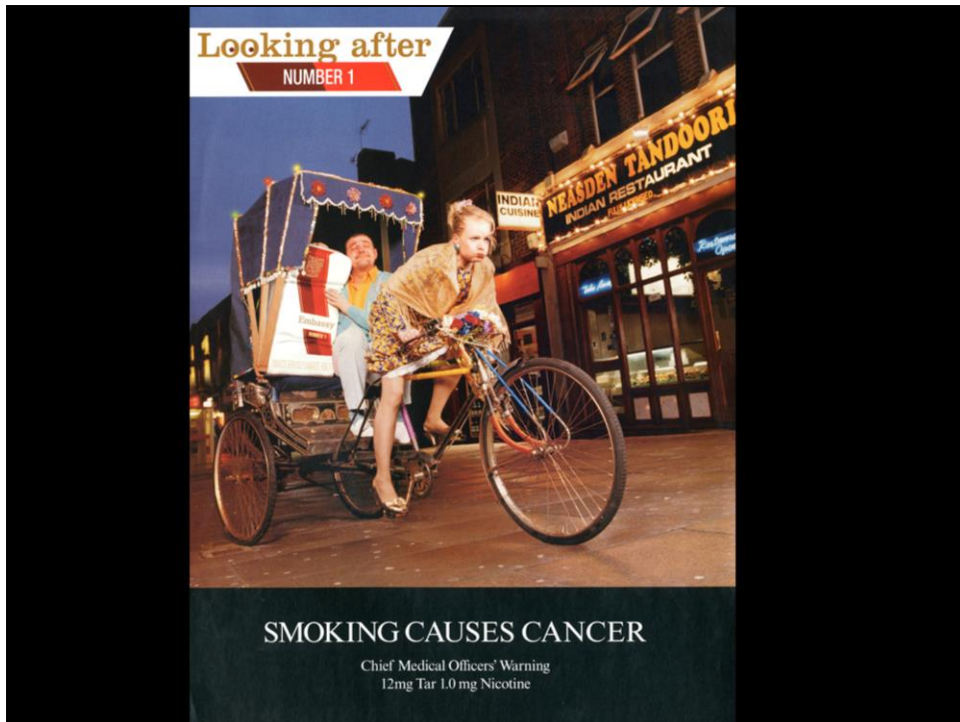
Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1960's
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign:
Theme: Objectifying Women
Key Words: Woman, playboy, King
Quote:
Comment: Polly-Jo 38-21-38 are the woman's body measurements



Date: 1960's
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign:
Theme: Objectifying Women
Key Words: Woman, playboy, King
Quote:
Comment: Pamela 35-22-35 are the woman's body measurements



Date: 19??

Brand: Embassy

Manufacturer: P. Lorillard

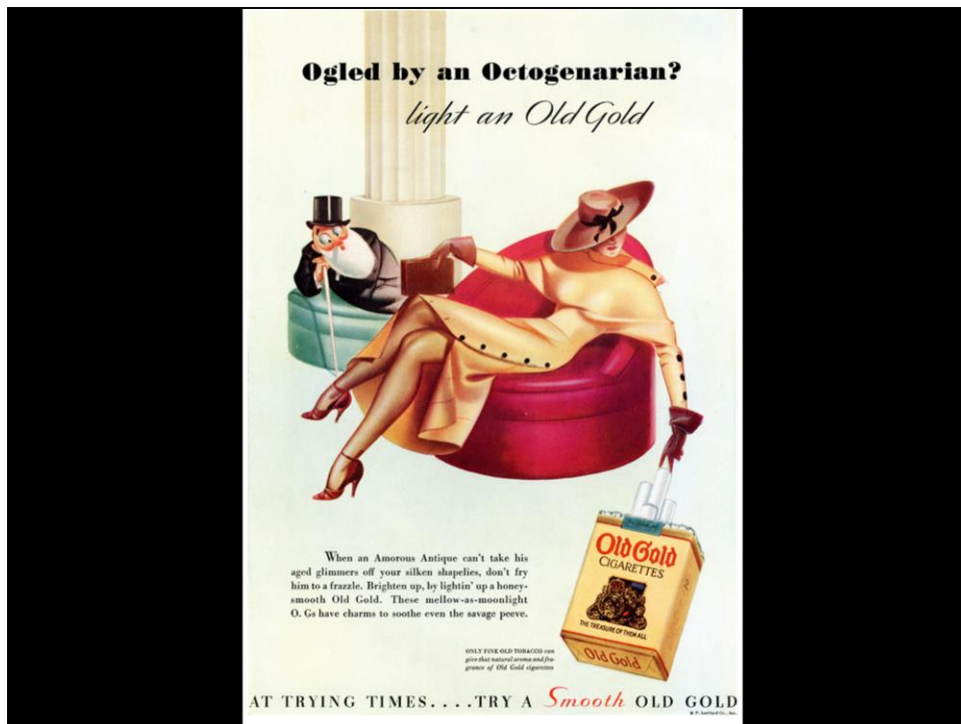
Campaign: Smoking Causes Cancer

Theme: Objectifying Women

Key Words:

Quote:

Comment: "Looking after nuber 1"- looks like the man in the relationship is looking after himself and is not worried about cancer.



Date: 1936

Brand: Old gold

Manufacturer: P. Lorillard Co., Inc.

Campaign: Lign an Old Gold

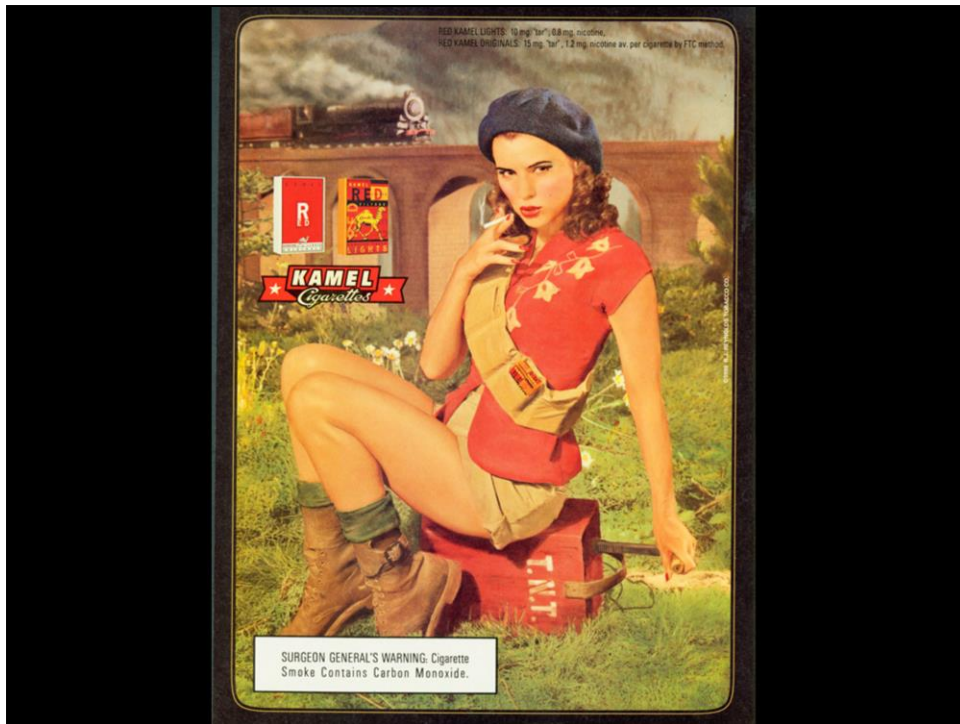
Theme: Objectifying Women

Key Words:

Quote: "When the amorous antique can't take his aged glimmers of your silken shapelies, don't fry him to a frazzle."

Comment: An Octogenarian is some one who is between 80-89 years old. She may be reaching for a cigarette but as the size is enlarged in this ad she may be reaching for a baseball bat.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1999
Brand: Red Kamel Lights
Manufacturer: R.J. Reynolds
Campaign: Lights
Theme: Objectifying Women
Key Words: Woman,
Quote:
Comment: I think she is going to blow up the train.



Date: 1933

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: Reach for a lucky- for always Luckies please!, "It's toasted"

Theme: Objectifying Women

Key Words:

Quote: "Men Smile at my simple reasoning...", "Then, if they ask my opinion, I'm pretty frank and tell them why "Luckies please"- me, at least. After all, there's an intimate relationship between a cigarette and my lips- and I'm very sensitive about my personal daintiness."

Comment: This woman is frank about her daintiness. She has no shame telling a group of men that she is pleased by Luckies.



Date: 1920's

Brand: Gold Flake Cigarettes

Manufacturer: ITC Co. India's leading cigarette industry.

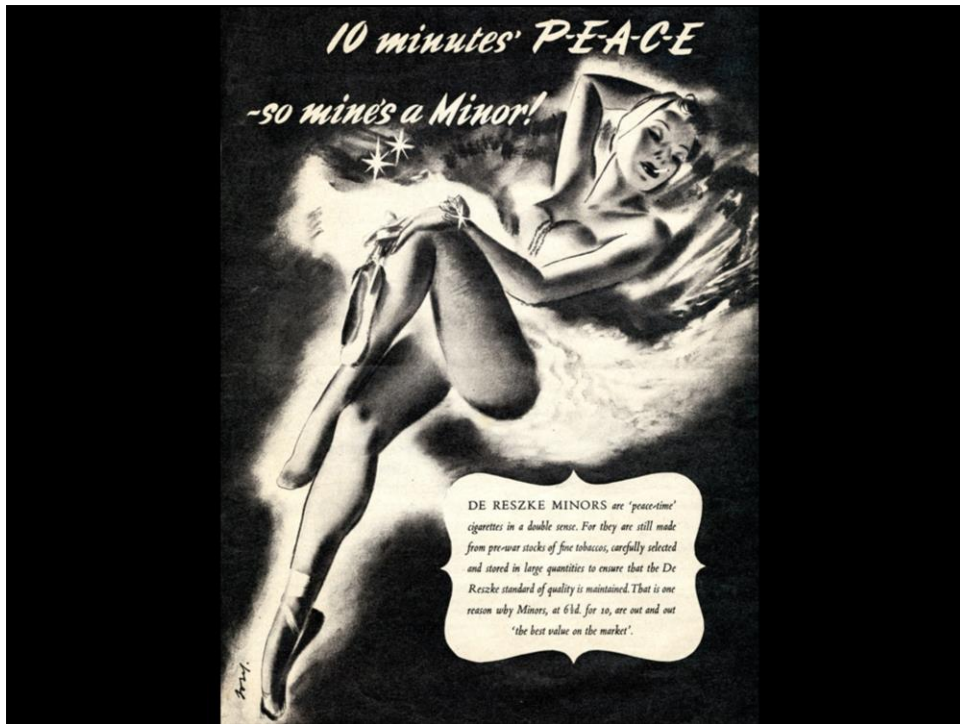
Campaign: Always cool- Always fresh

Theme: Objectifying Women

Key Words:

Quote: "Yours always"

Comment: Originally the name "Gold Flake" came from the bright gold tobacco leaves used to make the tobacco. In the 1970's in India it was of luxury and privilege if you smoked a cigarette.



Date: 1930's
Brand: Minor
Manufacturer:
Campaign: 10 minutes Peace.
Theme: Objectifying Women
Key Words:

Quote:

Comment: This girl looks like a minor. Peace sounds like a child is saying please. Frances Day has been in a few De Reszke Minor cigarette ads.

Golden Girl of the 1930's. Could this be the famous exotica cabaret dancer Frances Day? She started her career in a nightclub as a cabaret singer and by 1930 she made her way to London. She was born on December 6, 1908 and died April 29, 1984 from chronic myeloid leukaemia. (blood Cancer- not related to smoking)

SO ROUND, SO FIRM, SO FULLY PACKED

*Luckies draw easily
- burn evenly*

It's easy to see why so many women prefer Lucky Strike. Luckies are fully packed with long strands of choice tobaccos, round and firm to the very tips. That means Luckies always draw easily, always burn smoothly. It also means no annoying loose ends to cling to lips or mess up the nice things in a woman's purse. And every day more and more women are showing their appreciation by saying "Luckies please".

ALWAYS the finest tobaccos
ALWAYS the finest workmanship
ALWAYS Luckies please!

"it's toasted"

FOR THROAT PROTECTION - FOR BETTER TASTE

Date: 1933

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted"

Theme: Objectifying Women

Key Words:

Quote:

Comment: So round, so firm, so fully packed: The woman obviously, perhaps the cigarette too?



Date:

Brand:

White Owl Cigars

Manufacturer:

Campaign:

A great smoke...a great gift...and that's putting it Mildly!

Theme:

Objectifying Women

Key Words:

Quote:

Comment:

Turning every day tasks or errands into a cigar ad.

Be a living doll...

Give him the pick of pipes

Guy's 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 . . . \$4.95	ELDORADO . . . \$10.00

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

TWO PIECE GIFT SETS
STARFIRE . . . \$15.95
VISCOUNT . . . \$12.95
COMMODORE . . . \$18.95
ELDORADO . . . \$20.00

Get the pipe with the brand. It's the symbol of pipe-smoking in the ultra-gentleman.

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

Date:

Brand:

Dr. Grabow Pipes

Manufacturer:

Campaign:
breaking in

Dr. Grabow the world's only pre-moked pipes need no

Theme:

Objectifying Women

Key Words:

Quote:

Be a living doll... give him the pick of pipes.

Comment:



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

Please . . . may I sniff your Klompen Kloggen?

Klompen Kloggen
PIPE MIXTURE

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.

Date: 1965
Brand: Klompen Kloggen
Manufacturer: Lorillard Co. (Holland)
Campaign: Less tobacco for more money...
Theme: Objectifying Women
Key Words:
Quote: "Please...may I sniff your Klompen Kloggen?",
"Less tobacco for more money..."
Comment:



Date:	1970
Brand:	Flying Dutchman, Pipe Tobacco
Manufacturer: Tobacco Blender	Theorus Niemeyer Holland's leading
Campaign:	Lead women around by the nose.
Theme:	Objectifying Women
Key Words:	
Quote:	
Comment:	

