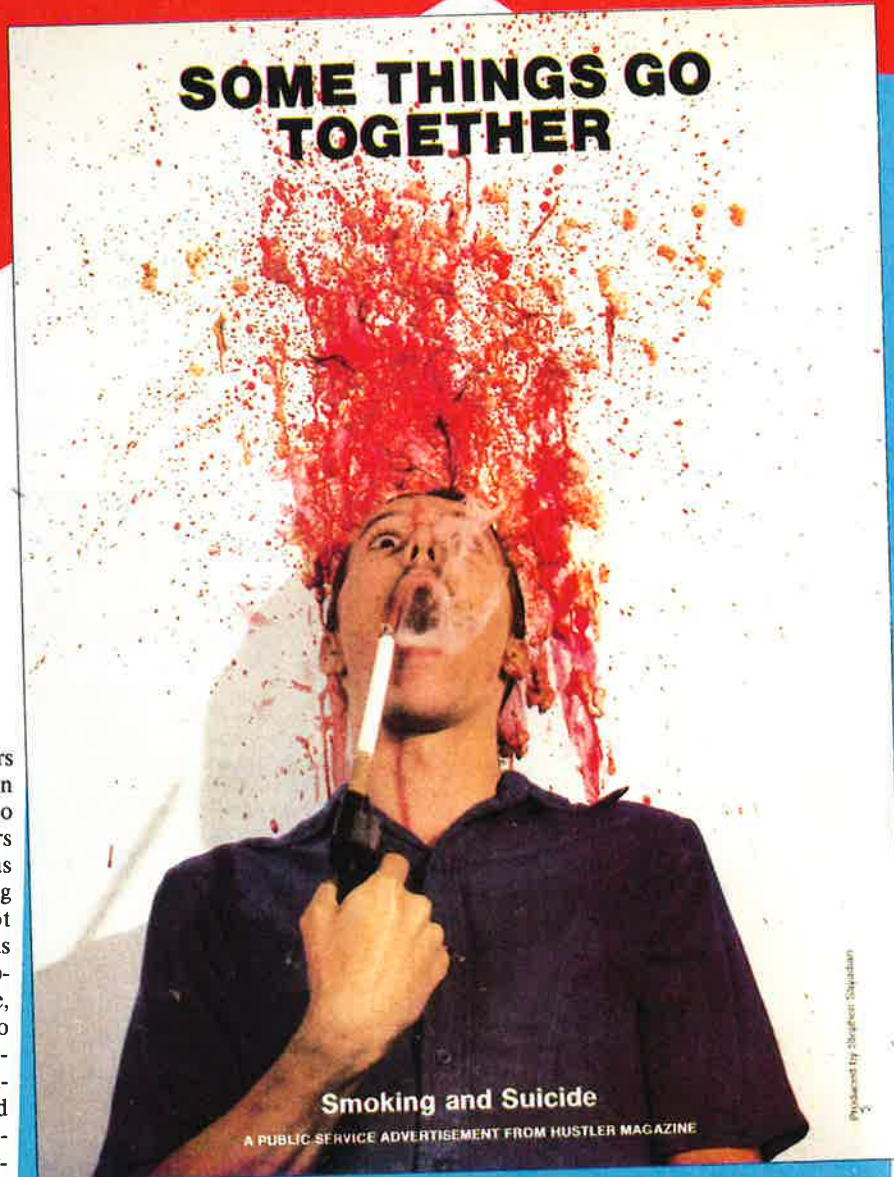


CHOKE ON IT HUSTLER VS. THE CIGARETTE INDUSTRY



For the past nine years HUSTLER has been as committed to pointing out the dangers of cigarette smoking as we have to proclaiming the joys of sex. Not since October 1975 has a paid cigarette ad appeared in this magazine, nor do we ever intend to run one again. To underscore our determination, we have published numerous public-service and parody advertisements that have shocked, sickened, generated controversy and—above all—hammered home the indisputable evidence that cigarette smoking sucks.

If you don't believe us, check out some of the latest grim statistics. Before the end of the decade it's estimated that:

- The cigarette industry will spend more than \$1 billion annually to promote its lethal products.
- The U.S. government will subsidize tobacco farmers at a cost to taxpayers of nearly \$15 million.
- Smoking-related illnesses will account for around \$38 billion in

direct health-care expenses, lost wages and decreased productivity.

• Lung cancer will surpass breast cancer as the major killer of American women.

• And by the end of *this* year 340,000 of the 53 million Americans who light up will die from a smoking-related disease.

HUSTLER was—and still is—the only publication to risk retaliation from the powerful multi-billion-dollar tobacco industry by steadfastly continuing to run antismoking materials.

We're proud to report that the American Cancer Society, the American Medical Association and various civic groups throughout the nation have made countless requests for copies of our deadly serious parodies. Of course, with more than 200 cigarette brands spreading their messages of death, the editorial stance of a single magazine can get lost in the smoke. We'd like to think, though, that if these ads prevent even one case of lung cancer or emphysema, we've accomplished a great deal.

December 1976

SMOKING CAN EAT YOUR LUNGS ALIVE!



This is a normal lung, with its characteristic healthy pink color. This is a cancerous lung. The white growths at the top of the lung is the cancer.

ACCORDING TO THE AMERICAN LUNG ASSOCIATION, IF YOU SMOKE YOUR CHANCES OF DYING FROM LUNG CANCER ARE 100 TIMES THOSE OF NON-SMOKERS. IF YOU SMOKE, THIS COULD BE YOUR LUNG. THINK ABOUT IT THE NEXT TIME YOU LIGHT A CIGARETTE. IF THERE IS A NEXT TIME.

If you want to quit smoking, contact the National Clearinghouse For Smoking and Health, 1600 Clifton Rd. NE, Atlanta, Georgia 30333.

A PUBLIC SERVICE ADVERTISEMENT FROM HUSTLER MAGAZINE

February 1976



PICTURE YOURSELF LIKE THIS. Last Year 300,000 Smokers Did.

Cancer has killed you. You hear it all the time.

But unfortunately it's not that simple. A person suffering from a smoking-related illness lives long after the illness is diagnosed.

This man has emphysema, an incurable disease linked directly to smoking cigarettes. For 16 months a machine called a volume ventilator has kept him

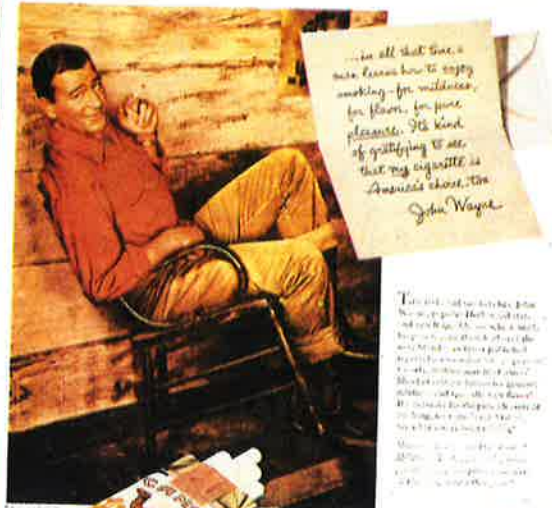
alive. The ventilator does his breathing for him. Doctors performed a tracheostomy, a tube that goes from a hole in his throat to the mechanical lung. He is so oxygen-starved he hasn't the strength to lift a toothbrush. Or strike a match.

The next time you light up, don't worry about dying. Worry about living. It can be a lot worse than death.

A Public Service Advertisement from Hustler Magazine.

October 1979

John Wayne...a Camel fan goin' on 24 years!



In all that time, a man learns how to enjoy smoking—for solitude, for flavor, for pure pleasure. It's kind of gratifying to see that my cigarette is America's choice, the John Wayne.



Camels First in Sales!
Lead second brand by record

50^{8%}10%



CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!
PUBLIC SERVICE ADVERTISEMENT FROM HUSTLER MAGAZINE

January 1980



PLAYERS GO PLACES*

Meet Players.
Regular and Menthol
Kings and 100's



10 mg. "tar," 1 mg. nicotine av. per cigarette by FTC method.

*1979. The source is American Lung Association's 1979 National Smoking Survey. See the full report.

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May 1984

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**If we could see
the effects of cigarette smoking
on our skin....
No one would smoke.**

YOU NEED A CIGARETTE.
LIKE YOU NEED A HOLE IN YOUR HEAD.

A PUBLIC SERVICE ADVERTISEMENT FROM HUBSTER MAGAZINE

March 1977

TRUE

You found it.*
Death. Ultralow tar so
tastefully designed
you'll enjoy it everywhere
—even in the grave.

Warning: The Surgeon General Has Determined That
Cigarette Advertising Is Dangerous to Your Health.

King size:
6 mg "tar," 0.4 mg nicotine av. per cigarette, FTC Report Mar. 1982

*NO PAKING NOT TO BE TAKEN SERIOUSLY

April 1984

**SPOIL YOURSELF
WITH SATIN.***

Go ahead.
You deserve this Satin moment.
So enjoy the smooth, silky
taste of new Satin
with the luxurious Satin tip.

Satin tip
100's

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Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method

*NO PAKING NOT TO BE TAKEN SERIOUSLY

August 1984

**WHAT DO THESE FAMOUS PEOPLE
HAVE IN COMMON?**

<small>Humphrey Bogart</small>	<small>Nat King Cole</small>	<small>Walt Disney</small>
<small>Robert Taylor</small>	<small>Betty Grable</small>	<small>Sen. Robert A. Taft</small>
<small>Edward R. Murrow</small>	<small>Dexter Kramer</small>	<small>Robert Ryan</small>

They all died of lung cancer.

A PUBLIC SERVICE ADVERTISEMENT FROM HUBSTER MAGAZINE

February 1977



Welcome to Marlboro Country.



**Marlboro Red
or Longhorn 100's-
you get a lot to like.**



17mg "tar", 1.0mg nicotine av. per cigarette, FTC Report Aug. '77

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

A Public Service Announcement from Hustler Magazine.

SPECTACULAR ENTERTAINMENT ISSUE

FDC 63500

**HONEY HOOKER:
BACK BY POPULAR DEMAND**

HAUSTLER

FOR THE REST OF THE WORLD

OCTOBER 1984 \$3.99

**COVERGIRL
KELLY NICHOLS
Top Porn Star
Uncovers
Everything**

**RON JEREMY
in a Scorching
Pictorial**

**X-RATED
VIDEO BOOM**

**JOE BOB BRIGGS
Outrageous
Redneck
Movie Critic**



WARNING: Material of an adult nature. This literature is not intended for minors, and under no circumstances are they to view it, possess it or place orders for merchandise offered herein.