

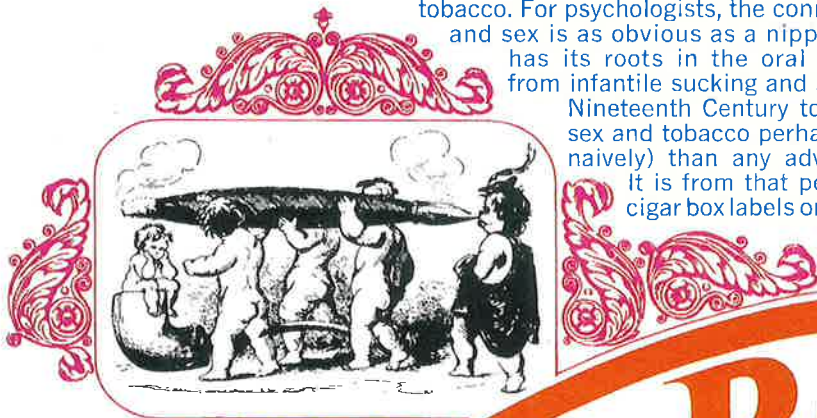
# EROS



*Summer, 1962*



From bare-breasted Indian maidens on earliest handbills to present day catchphrases such as "Should a gentleman offer a Tiparillo to a lady?", sex has always been used to sell tobacco. For psychologists, the connection between smoking and sex is as obvious as a nipple on a breast. Smoking has its roots in the oral erotic pleasure derived from infantile sucking and so does much of sex play. Nineteenth Century tobacco advertising linked sex and tobacco perhaps more beautifully (and naively) than any advertising before or since. It is from that period that we present the cigar box labels on the following eight pages.

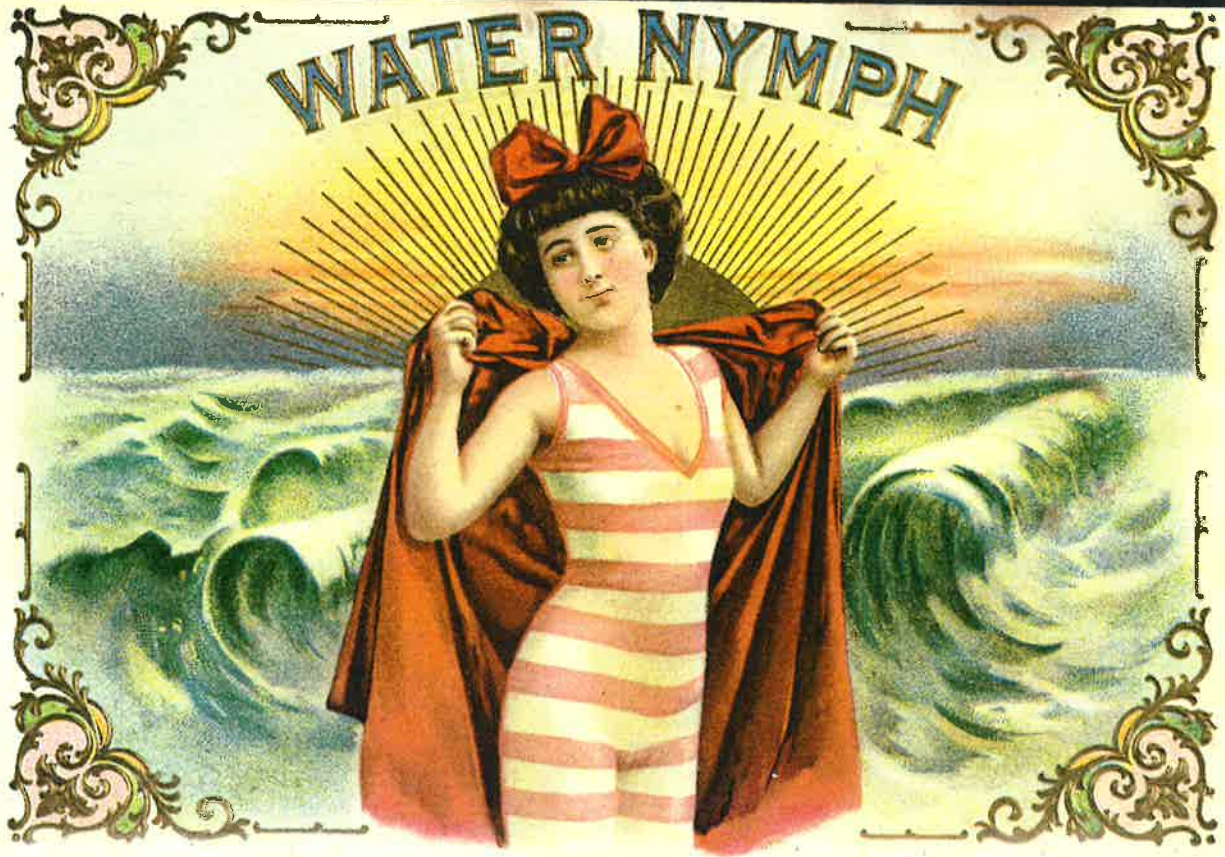


# THE CIGAR BOX SIRENS





# WATER NYMPH



# WATER NYMPH

## "YUM-YUM"











PAYROLL



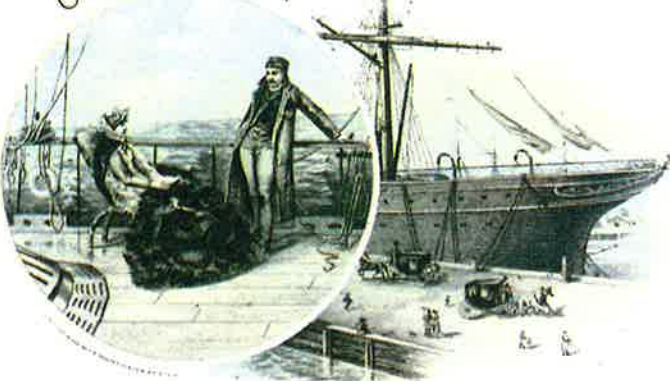
BELLA VISTA



INTRODUCTION



OCEAN FAIRY



SWEET INNOCENCE



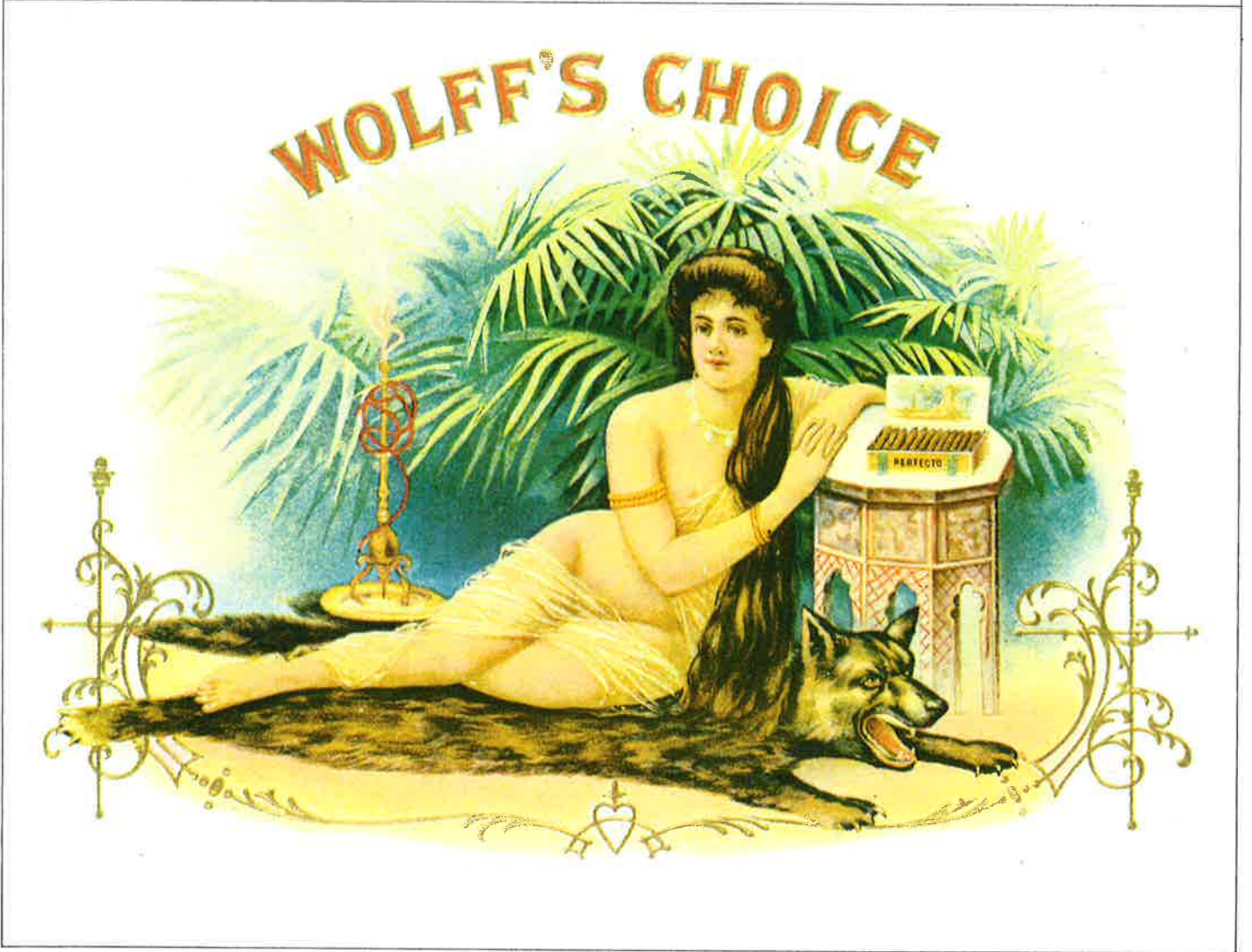
HOME PLEASURES



LOVE MATCH

















# AMERICAN BEAUTY



Fragrant and Pure

## CUBAN BELLE



## CUBAN AMAZON



## VERONICA



## BLUE BELLE



## FLIRTY



## QUEEN OF HEARTS



## WINNING SMILES



## FAVORITE



## MY FANCY



## FATIMA

