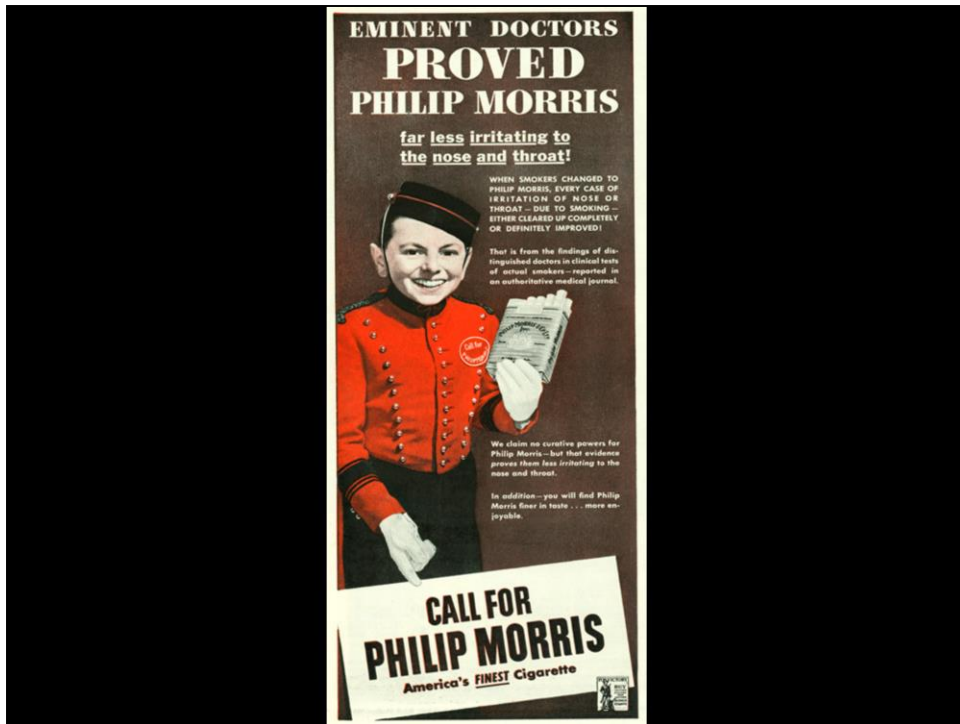




1943



121

THE Truth

ABOUT IRRITATION
OF THE NOSE AND THROAT
DUE TO SMOKING

THE FACTS BEHIND THE *Swing* TO PHILIP MORRIS

Behind the swing to Philip Morris is the greatest achievement in cigarette manufacture since the introduction of cigarettes themselves.

What is that achievement? Simply this... the making of cigarettes without an ingredient heretofore believed indispensable to cigarette manufacture—an ingredient scientifically known to be a definite source of irritation... When Philip Morris announced that achievement, a group of doctors set about to learn for themselves the actual effects of this daring difference in manufacture. Their tests proved conclusively that on changing to Philip Morris, every case of irritation due to smoking cleared completely or definitely improved.*

These facts have been accepted by eminent medical authorities. **NO OTHER CIGARETTE CAN MAKE THIS STATEMENT.**

Smoke Philip Morris for pleasure, too. It's not only good sense... it's good taste.

Philip Morris U. Company does not claim that Philip Morris Cigarettes cause irritation. But they do say that an ingredient—a source of irritation in other cigarettes—is not used in the manufacture of Philip Morris.

*Published in leading medical journals. Names on request. Philip Morris, Fifth Avenue, N. Y.

Call for PHILIP MORRIS
America's finest 15¢ Cigarette

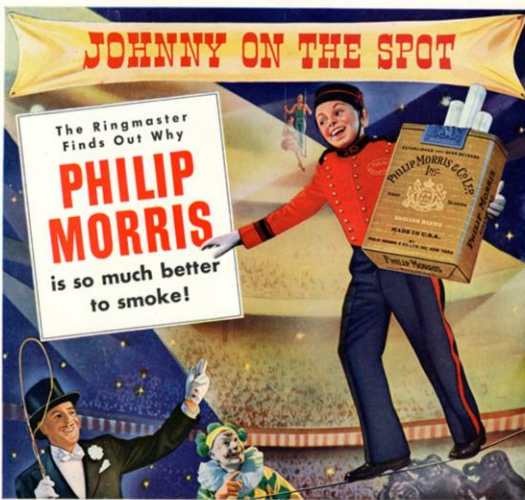
CREATOR OF FAMOUS CIGARETTES SINCE 1913, ALWAYS UNDER THE PHILIP MORRIS NAME

EVERY product guaranteed as advertised—see page 6

The Truth About Irritation of the Nose and Throat Due To Smoking

Their tests proved conclusively that on changing to Philip Morris, every case of irritation due to smoking clearly up completely or definitely improved.

These facts have been accepted by eminent medical authorities.



JOHNNY ON THE SPOT

The Ringmaster Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

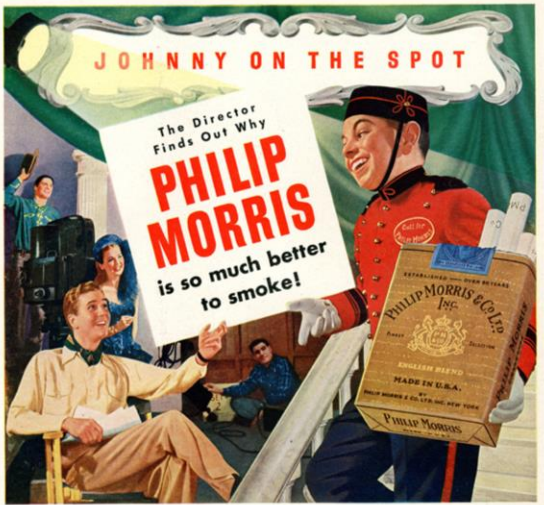
The Ringmaster thought he had Johnny on the Spot. "Why," he asked, "is Philip Morris so much better to smoke?"

"Because Philip Morris is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "That's why the Philip Morris smoker really gets what other smokers only have to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what Philip Morris smokers know—they'd all change to Philip Morris, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS



JOHNNY ON THE SPOT

The Director Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

RETOBACULATED WITH PURE TOBACCO
SMOOTH BLEND
MADE IN U.S.A.
PHILIP MORRIS & CO. LTD. NEW YORK

The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

JOHNNY ON THE SPOT

The Farmer Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

The Farmer thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

JOHNNY ON THE SPOT

The Pilot Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

ESTABLISHED OVER 90 YEARS
Philip Morris & Co. Inc.
EMERALD BRAND
MADE IN U.S.A.
Philip Morris & Co. Inc., New York





BUY MORE WAR BONDS!

**MEDICAL AUTHORITIES
KNOW THIS ONE IS
SUPERIOR —
PHILIP MORRIS**

Scientifically proved less irritating
to the nose and throat

WHEN SMOKERS CHANGED TO
PHILIP MORRIS, SERIOUSLY
TENDENCY OF NOSE OR THROAT
— DUE TO SMOKING — CLEARED
UP COMPLETELY, OR DEFIN-
ITELY IMPROVED!

That is from the findings of dis-
tinguished doctors, in clinical
tests of men and women smokers
— reported in an authoritative
medical journal. Solid proof that
this fascinating cigarette is less
irritating to the nose and throat!



CALL FOR PHILIP MORRIS
America's ***FINEST*** Cigarette

EVEN THOUGH YOU INHALE.

NO WORRY

ABOUT THROAT IRRITATION!

SURE you inhale. All smokers do—sometimes. So *play safe* with your throat.
Look at this . . . a vital difference found and reported by eminent doctors *who compared* the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This exclusive, *pressed* protection is a *plus*—added to your enjoyment of the super-quality Philip Morris tobacco. Smoking that's a lot more fun—and *no worry about* throat irritation—even when you do inhale!

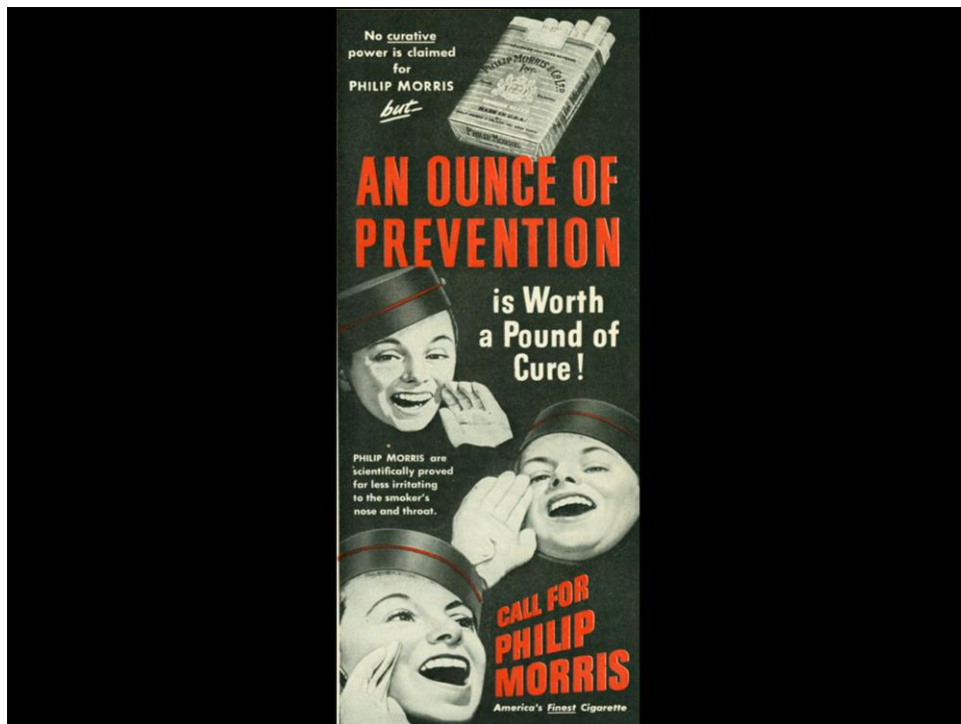


BECAUSE YOU DO INHALE

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

FACTORY BUY
10 CIGARETTES
10 CIGARETTES
10 CIGARETTES



When smokers changed
to Philip Morris
every case of irritation
due to smoking *cleared completely*
or definitely improved.

*as reported by a group of doctors in leading medical journals

Every day thousands upon thousands
of smokers are changing to Philip Morris. They, too, are learning
that smoking can be pure pleasure...the pleasure of rich
taste, of satisfying aroma, unmarred by throat irritation.

Philip Morris make no claim to cure irritation. But they do say
this: an ingredient, a source of irritation in other cigarettes, is *not*
used in the manufacture of Philip Morris.

TUNE IN... "Johanne Presents"... Russ Morgan and his "Music
in the Morgan manner"... Charles Martin and his "Thrill of the Work."
Tuesday 10P - Red... Saturday CBS Country Court

Call for
PHILIP MORRIS
AMERICA'S *finest* 15¢ CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 29 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

Because of exclusive, proved PHILIP MORRIS superiority—

NO WORRY ABOUT THROAT IRRITATION—

**EVEN WHEN YOU
INHALE!**

All smokers inhale—sometimes. But it needn't bother your throat.

You know why? Here's the answer—facts reported by eminent doctors who compared the leading popular cigarettes:

✓ IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!

For finer pleasure—plus proved protection—
NOW...



CALL FOR PHILIP MORRIS

America's Finest Cigarette!

SURE YOU INHALE!
***SO...BE SURE ABOUT
YOUR CIGARETTE***

All smokers sometimes inhale. But—your throat need not be punished! Proved and reported by eminent doctors who compared the leading popular cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS —IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

A basic difference in manufacture makes Philip Morris better for your nose and throat —besides being better tasting!

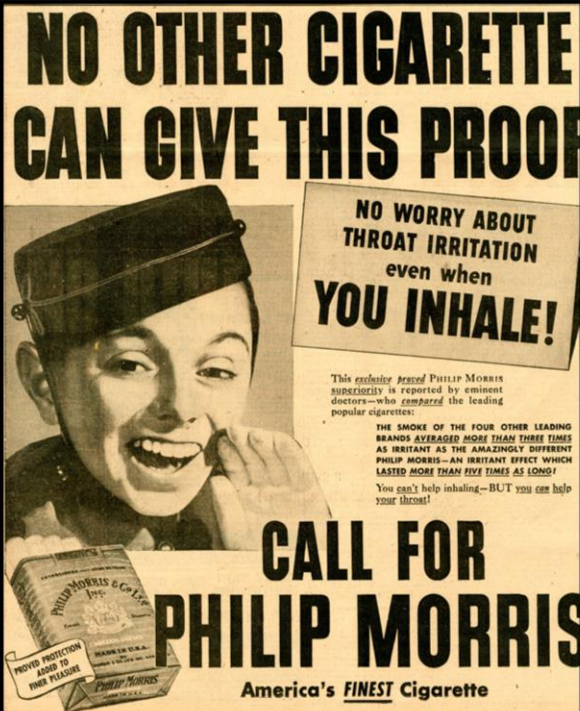
**CALL FOR
PHILIP
MORRIS**

America's Finest Cigarette!

MORE PLEASURE
IN EVERY PUFF
PLUS PROTECTION



**NO OTHER CIGARETTE
CAN GIVE THIS PROOF**



**NO WORRY ABOUT
THROAT IRRITATION
even when
YOU INHALE!**

This evidence proved PHILIP MORRIS
SURPRISE is reported by eminent
doctors—who compared the leading
popular cigarettes:

THE SMOKE OF THE FOUR OTHER LEADING
BRANDS AVERAGED MORE THAN THREE TIMES
AS IRRITANT AS THE AMAZINGLY DIFFERENT
PHILIP MORRIS—AN IRRITANT EFFECT WHICH
LASTED MORE THAN FIVE TIMES AS LONG!

You can't help inhaling—BUT you can help
your throat!

**CALL FOR
PHILIP MORRIS**

America's FINEST Cigarette

PROVED PROTECTION
ADDED TO
PURE PLEASURE

PHILIP MORRIS & CO. INC.
NEW YORK, N.Y.

**No "smoked-out" throat
for You-when
you join Johnny's-
CALL FOR
PHILIP MORRIS**

**THE CIGARETTE PROVED LESS IRRITATING-
SAFER... FOR YOUR NOSE AND THROAT!**

HERE'S the proof that you might
no longer be a "Smoked-Out"
cigarette smoker. This evidence
shows the findings of dis-
tinguished doctors-in clinical work
smokers-ide too.

**When smokers changed to
PHILIP MORRIS, every case of
irritation of nose or throat due
to smoking-either cleared up
completely or definitely im-
proved.**

FINER PLEASURE... PLUS REAL PROTECTION
America's Finest Cigarette

NOW SAME PRICE! We now sell PHILIP MORRIS at same price
as all other leading brands In MISSOURI

**THIS SUPERIORITY OF
PHILIP MORRIS
RECOGNIZED**
by medical authorities

PROVED
far less irritating
to the nose and throat

Here's what happened in clinical tests at nose and throat specialists... shown by the findings of distinguished doctors:

WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF NOSE OR THROAT—DUE TO SMOKING—EITHER CLEARED UP COMPLETELY, OR DEFINITELY IMPROVED!

NOTE: We do not claim curative powers for Philip Morris. But these findings—reported in an authoritative medical journal—do prove PHILIP MORRIS far less irritating to the nose and throat. You will find they taste far finer, too!

Every day, new thousands CALL FOR PHILIP MORRIS!

all for PHILIP MORRIS

BEFORE ANYTHING ELSE, BUY MORE WAR BONDS!



Mark it urgent,
Miss Priddy!

**YOU CAN'T HELP INHALING - BUT
YOU CAN HELP YOUR THROAT!**

THAT'S right . . . all smokers sometimes inhale . . . knowingly or unknowingly. And inhaling increases the chance of irritation to sensitive nose and throat passages. But—see what eminent doctors found . . . on comparing the leading cigarettes! They report that:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS — AN IRRITANT EFFECT WHICH LASTED MORE THAN FIVE TIMES AS LONG!

You can't avoid some inhaling—but you can avoid worry about your nose and throat . . . you can have true smoking pleasure without penalties—if you smoke Philip Morris!

**CALL FOR
PHILIP MORRIS**

AMERICA'S **FINEST**
CIGARETTE



THEY'VE GOT THE IDEA...

CALL FOR PHILIP MORRIS
TRUE SMOKING PLEASURE - WITHOUT SMOKING PENALTIES!



Do You INHALE?
All smokers do - some of the time

IT'S easy to understand that when you do inhale — consciously or unconsciously — there's increased exposure to irritation! Here's something vital — long known to eminent medical authorities!

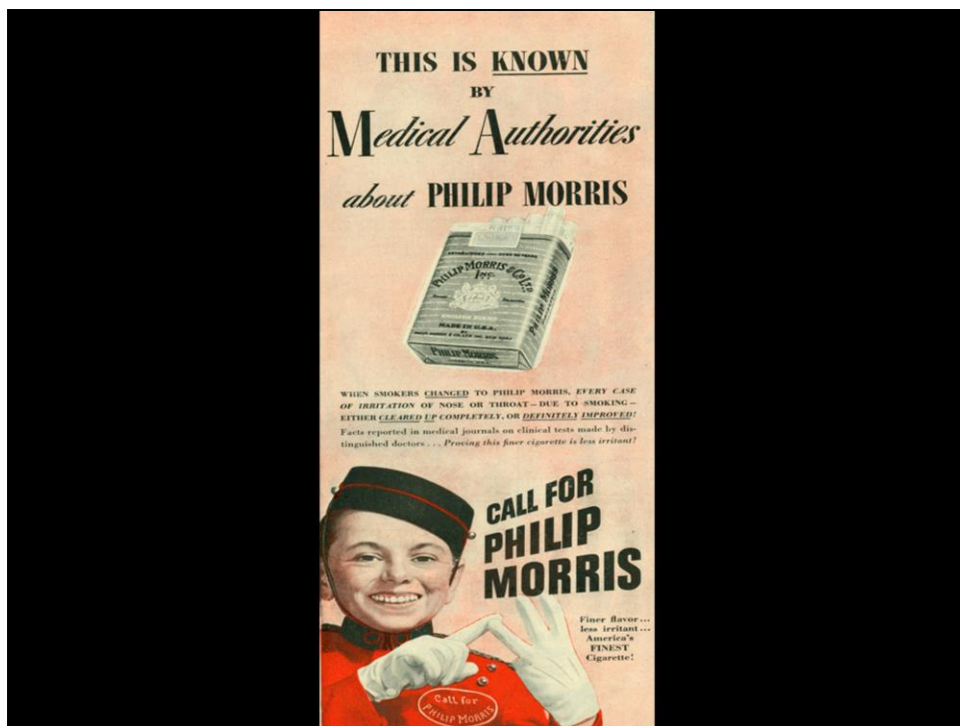
4 other leading brands of cigarettes were found to ~~expose~~ **expose** ~~235%~~ **more** ~~irritant~~ than the strikingly contrasted Philip Morris — and further, the irritation was found to last ~~more than five times as long!~~

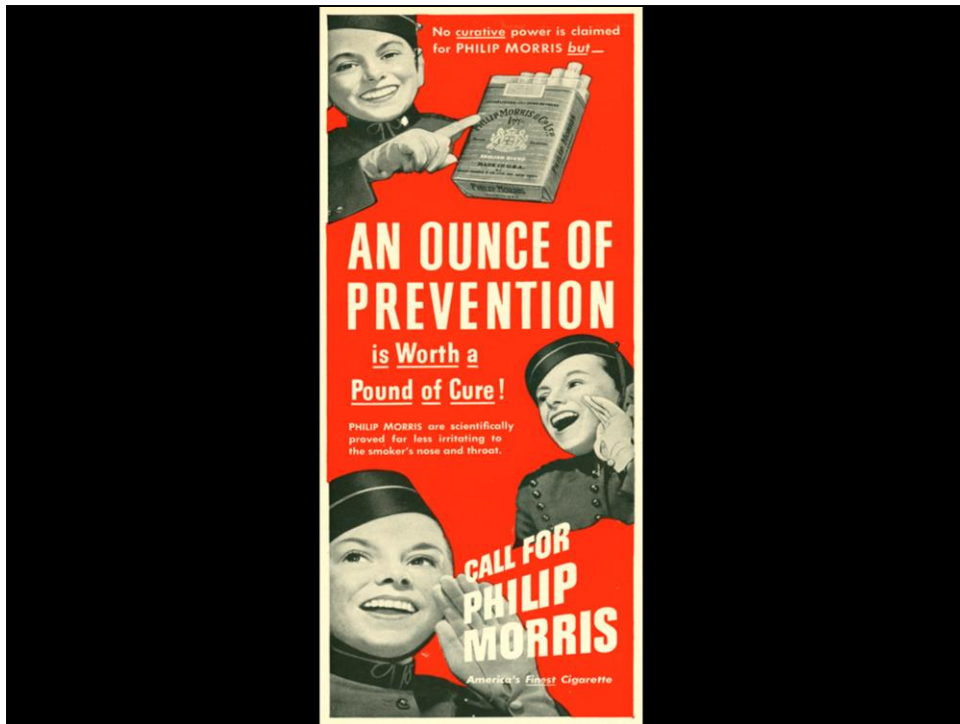
So — especially if you inhale — Call for Philip Morris — ~~get~~ **get** ~~your~~ **your** ~~smoking pleasure, unmarred by throat irritation!~~ Philip Morris' superiority for the nose and throat is ~~recognized~~ **recognized** by eminent medical authorities: ~~no other cigarette can make that statement!~~

AMERICA'S FINEST CIGARETTE



CREATOR OF PLEASURE CONQUERED FOR 55 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME







Our ads neither
coax nor hoax-

YOU DON'T find personal
opinion...private research
...high-pressure claims...or
special pleading...in ads
for Philip Morris cigarettes

Claims or pleas look silly against
this vital, *proved* difference:

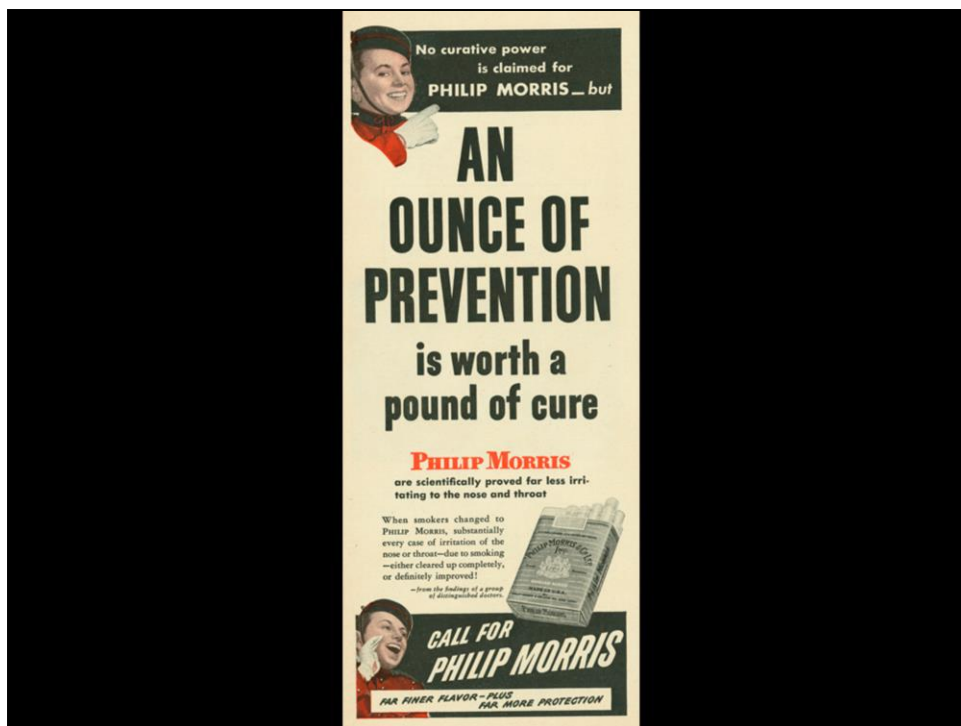
Read it...summed up in the findings
of a group of distinguished doctors:
WHEN SMOKERS CHOOSE TO PLEASURE
EVERY CASE OF NERVOUS OR THE NERVOUS
SYSTEM IS DUE TO NERVOUS...CIGARETTE...
PULSES, OR IMMEDIATE IMPROVEMENT

SMOKING-PLEASURE without
penalties! Philip Morris' superi-
ority - for the man and woman -
is recognized by eminent medical
authorities. No other cigarette can
make that statement!

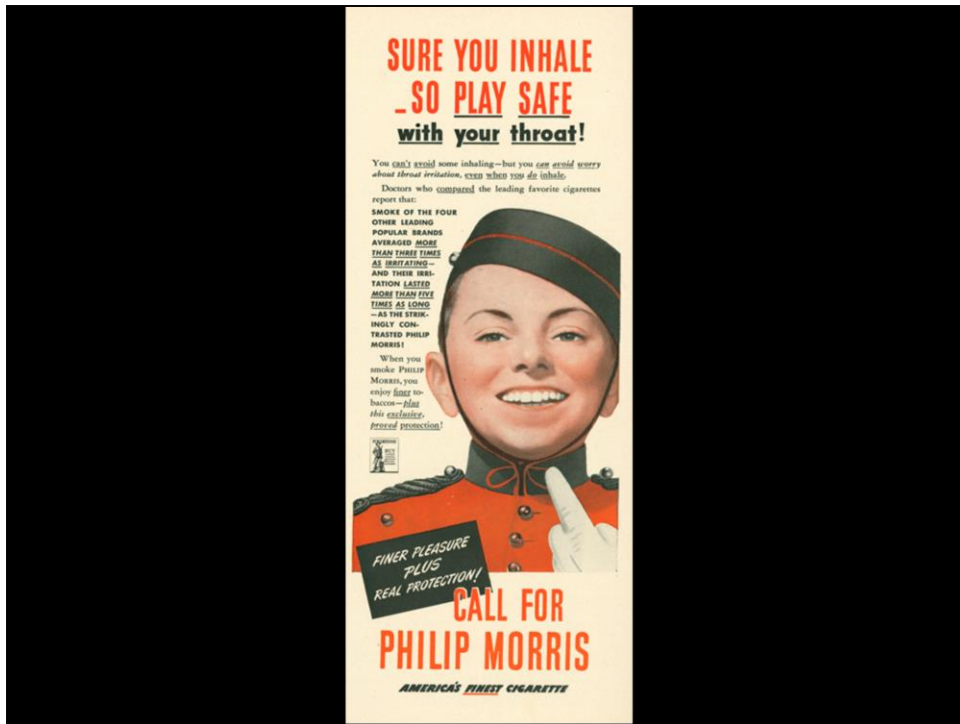
CALL
FOR
PHILIP MORRIS
America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 75 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME









PHILIP MORRIS
PROVED *BETTER*
-proved less irritating to the
NOSE AND THROAT!



First, in laboratory research, Philip Morris was proved definitely and measurably less irritating. But that's not all! In addition, the findings of a group of distinguished doctors prove that:

Some doctors believe in Philip Morris cigarettes as being less irritating to the nose or throat than to smokers' cigarettes of other brands. No reports of these findings appeared in leading medical journals.

No claim of curative effect is made for Philip Morris cigarettes.

But - this evidence certainly proves them less irritating - therefore safer to smoke.

BUY MORE BONDS - EXTRA BONDS. THEN SMOKE!

CALL FOR PHILIP MORRIS
America's *Finest* Cigarette
For finer flavored - and proved far less irritating - to the nose and throat!

**NO
WORRY ABOUT
THROAT
IRRITATION.**

smoking
PHILIP MORRIS!

TO every feminine smoker this is especially important—yes, vital!

For this is the difference between Philip Morris and other cigarettes... found and reported by eminent doctors—who compared the leading cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STEADILY CONTASTATED PHILIP MORRIS!

This is real protection for your sensitive woman's throat—added to enjoyment of the superb PHILIP MORRIS tobaccos. **No worry** about throat irritation—even when you inhale!

YOU CAN'T HELP INHALING... BUT You Can Help Your Throat!

**CALL FOR
PHILIP MORRIS**
America's Finest Cigarette

April 1942 Good Housekeeping



**PUBLIC SCHOOL 68
COMMUNITY CENTER**

127 WEST 127TH STREET

NEW YORK 27, N. Y.

TEL. MONUMENT 3-8658



December 7, 1953

Mr. Robert S. Larkins
Director of Sales Promotion
Philip Morris and Company
100 Park Avenue
New York, New York

Dear Mr. Larkins:

Public School 68 is very grateful to Philip Morris for granting us the privilege of having Johnny visit us last week, when we sponsored a Testimonial honoring Randy Sandy. Randy is a product of the New York City Public Schools; a former International Golden Gloves Champion, who fought out of the 28th Precinct, and an active member of our Community Center. Randy is now a professional fighter. Because we feel so strongly about his future, we chose this occasion to honor as well as encourage him.

As always, Johnny made a tremendous hit with the audience, which was made up of Board of Educa-

