



DO YOU INHALE?

A frank discussion at last on a subject that has long been "taboo"

"LET sleeping dogs lie!" So said the cigarette trade when first we raised the subject of inhaling. But dodging an important issue is not Lucky Strike's policy!

Do you inhale? This question is vitally important...for every smoker inhales—knowingly or unknowingly. Every smoker breathes in some part of the smoke he or she draws out of a cigarette! And the delicate membranes of your throat demand that your smoke be pure, clean—free of certain impurities!

No wonder Lucky Strike dares to raise this vital question! For Luckies bring you the protection you want... because Lucky's famous purifying process removes certain impurities concealed in every tobacco leaf. Luckies treated that process. Only Luckies have it!

So, whether you inhale knowingly or unknowingly, safeguard those delicate membranes!

"It's toasted"

Your satisfaction - guaranteed by the manufacturer

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TUNE IN ON LUCKY STRIKE—on radio stations with the world's best dance orchestras, and listen Lucky Strike features, every Tuesday, Thursday and Saturday evening over 30 U. S. networks.

1932

To Inhale or Not to Inhale: Is that the Question?

American cigarettes made from bright leaf tobacco are milder than European types, and more easily drawn into the lungs.

Licorice, cocoa, and many other sweeteners and flavorants are added. Non-inhalers were sometimes ridiculed



1932

Do you Inhale? Everybody's Doing it!

7 out of 10 smokers inhale knowingly - the other 3 inhale unknowingly.



1932

Do You Inhale?

Luckies "make no bones" about this vital questions. For everybody inhales - whether they realize it or not - every smoker breathes in some part of the smoke he or she draws out of a cigarette.

DO YOU INHALE?



Certainly...

7 out of 10 smokers inhale knowingly...
the other 3 inhale unknowingly

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

Do you inhale? Seven out of ten smokers know they do. The other three inhale without realizing it. Every smoker breathes in some part of the smoke he or she draws out of a cigarette. Think, then, how important it is to be certain that your cigarette smoke is pure and clean—to be sure you don't inhale certain impurities! Do you inhale? Lucky Strike has dared to raise this much-avoided subject... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Only Luckies have it! Do you inhale? More than 20,000 physicians, after Luckies had been furnished them for tests, basing their opinions on their smoking experience, stated that Luckies are less irritating to the throat than other cigarettes.

© R. AMERICA
TUNE IN ON LUCKY STRIKE—40 modern minutes with the world's first dance orchestra, and James Earl Rye's favorite, very Tinseltown, Thursday and Saturday evening over W. B. C. network.

1932

Do You Inhale?

7 out of 10 smokes inhale knowingly . . . The other 3 inhale unknowingly.

DO YOU INHALE?



...wonder why
cigarette advertising generally
avoids this question?

ONE of the mysteries in cigarette advertising has been the apparent fear of the word "inhale." It seems rather foolish—for everybody inhales—whether they realize it or not... every smoker breathes in some part of the smoke he or she draws out of a cigarette.

Think, then, how important it is to be certain that your cigarette smoke is pure and clean—to be sure that you don't inhale certain impurities.

Do you inhale? Lucky Strike has dared to raise this vital question... because when you smoke Luckies your delicate membranes get the protection no other cigarette affords. All other methods have been made old-fashioned by Luckies' famous purifying process. Luckies created that process. Only Luckies have it!

Do you inhale? Of course you do! So truly this message is for you.

"It's toasted"

© 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024



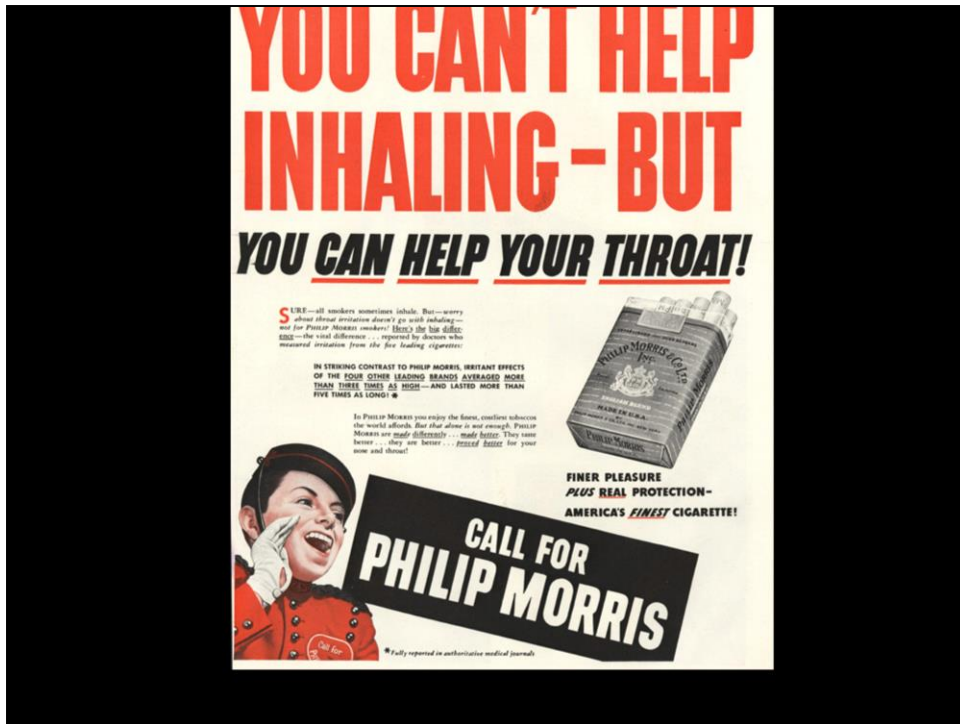
1932



1932

Do You Inhale?

7 out of 10 smokes inhale knowingly . . . The other 3 inhale unknowingly.



You Can't Help Inhaling - But You Can Help Your throat!

Finer pleasure plus real protection.



How Many Times a Day Do You Inhale?

The right answer is over 200.

Proved definitely less irritating than other leading brands . . .

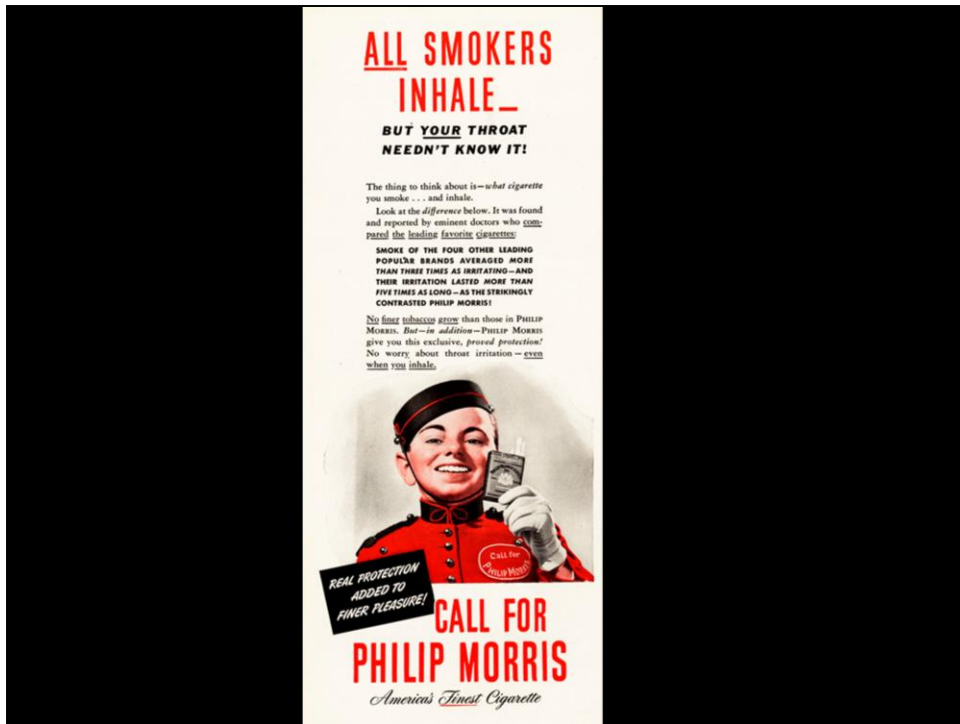
Proved by outstanding nose and throat specialists.



You Can't Help Inhaling - But You can Help Your Throat!



Inhale? Sure_All Smokers Do.



All Smokers Inhale _ But Your Throat Needn't Know It!



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.)

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!

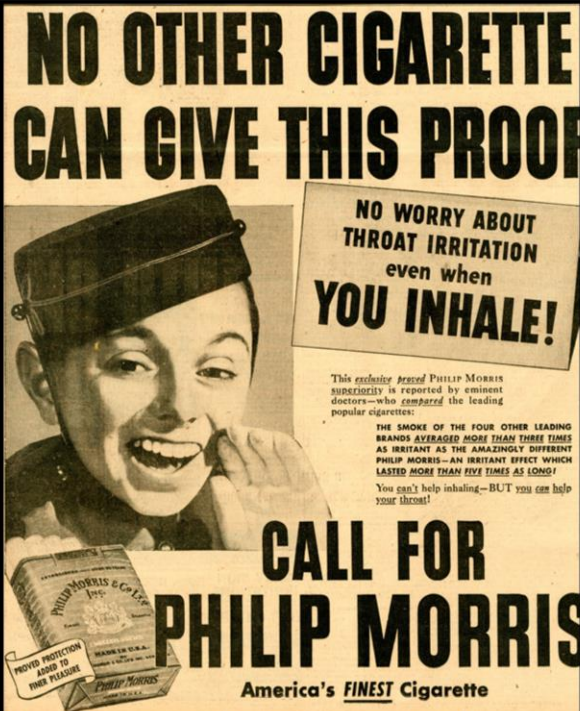
CALL FOR PHILIP MORRIS

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
SURPRISEINGLY 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. LTD.
NEW YORK, N.Y.

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!





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!

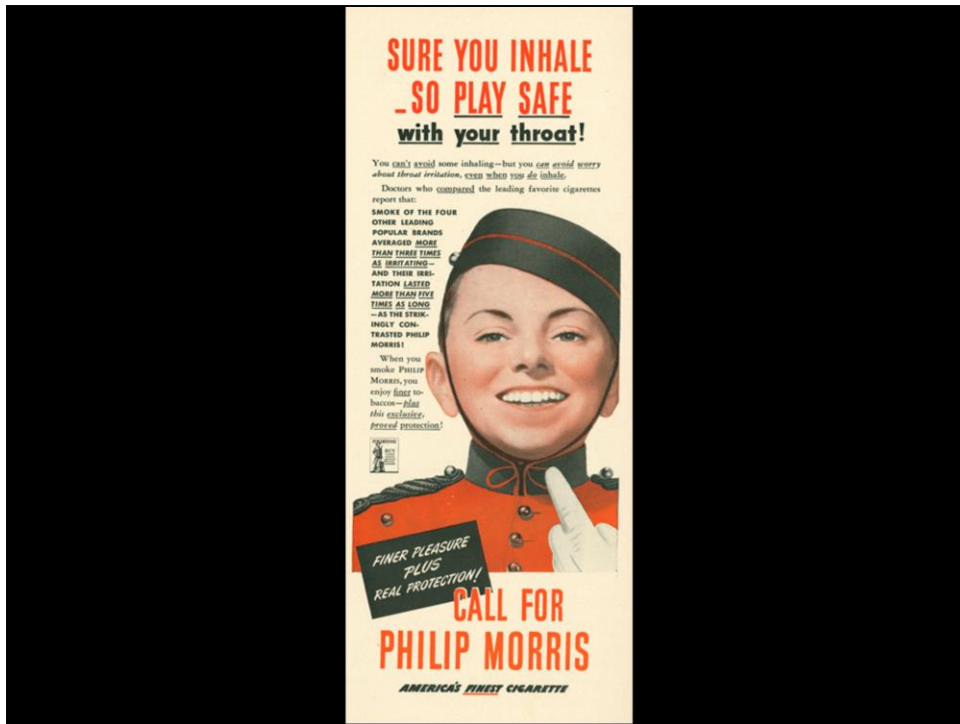
You can't avoid some inhaling—but you can avoid worry about your nose and throat . . . you can have true smoking pleasure without penalties—if you smoke Philip Morris!

**CALL FOR
PHILIP MORRIS**

AMERICA'S *FINEST*
CIGARETTE

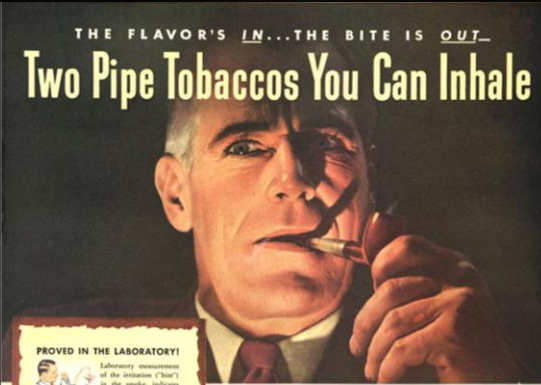






THE FLAVOR'S IN...THE BITE IS OUT—

Two Pipe Tobaccos You Can Inhale



PROVED IN THE LABORATORY!

Laboratory measurement of the irritation ("bite") in the smoke 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, too!

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

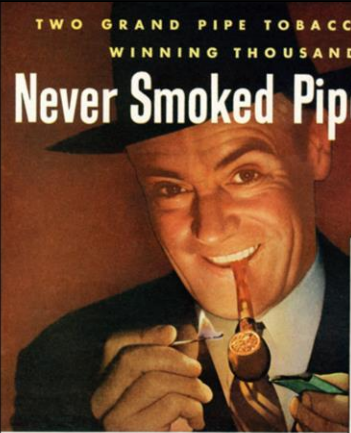
One of the world's most Perfectly Balanced Blends! A magnificent "favor blend" of five different, superb tobaccos... cut free different ways; smokes clean, cool and even—every puff a pleasure.
Finest quality—at a popular price!



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

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 smokers 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 pipe tobacco selection 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

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

IM GETTING "COLD FEET" ABOUT THESE HOT DOGS!

IM HAVING A BARBECUE THIS AFTERNOON FOR THE BOSS, AND SOME OF THE MEN FROM THE OFFICE I WISH I COULD DO SOMETHING DIFFERENT WITH THESE FRANKS

YOU CAN! I'LL SHOW YOU A LITTLE IDEA THAT WILL GLORIFY ANY HOT DOG

TRY THIS AT YOUR BARBECUE. I CALL IT "BACON 'N CHEEZ FRANKS"

1. Slice frank lengthwise the careful cut to "X" completely through frank.
2. Spread inside of frank with mustard, then with meat sauce of American cheese.
3. Wrap bacon around frank. Fasten with toothpicks. Broil until bacon is well done. Serve on freshbaked roll.

THAT LITTLE IDEA OF YOURS SURE MAKES A FRANK A LOT MORE ENJOYABLE!

IM GLAD I COULD HELP. WELL NOW I'LL SHOW YOU AN IDEA THAT WILL MAKE SMOKING A LOT MORE ENJOYABLE TOO. REMEMBER THIS—

DO YOU INHALE?
Then you certainly should be smoking **PHILIP MORRIS!**

1. Take a **PHILIP MORRIS** and any other cigarette. Light up either one first. Take a puff—get a good mouthful of smoke—and s-l-o-w-l-y let the smoke come directly through your nose.
2. Now, do exactly the same thing with the other cigarette. You don't get the bite, sting and irritation that you do with your own brand.

DISCOVER: The irritation you feel in your nose is the same irritation that occurs in your throat every time you inhale. Don't let irritation spoil your smoking pleasure. Try **PHILIP MORRIS**... the one cigarette proved definitely less irritating, infinitely milder than any other leading brand.

CALL FOR PHILIP MORRIS

SOMETIME LATER

THE "NOSE TEST" PROVED TO ME THAT **PHILIP MORRIS** IS LESS IRRITATING THAN MY OLD BRAND. THAT'S IMPORTANT TO ME—BECAUSE I INHALE

YES! EVERYONE WHO SMOKES SHOULD HAVE THE "NOSE TEST" THEY'LL DISCOVER NO CIGARETTE HANGOVER MEANS MORE SMOKING PLEASURE

I'D RATHER BE ROASTED MYSELF-- THAN HAVE TO CARVE A TURKEY!

OH, IT ISN'T AS BAD AS ALL THAT! I KNOW A FEW TIPS ON CARVING THAT MAKE IT REALLY FUN! LET ME SHOW YOU...

YES, CARVING CAN BE FUN--WHEN YOU KNOW HOW. I'LL REMEMBER THOSE TIPS, JOHNNY!

AND REMEMBER AN AVERAGE SMOKER INHALES 200 TIMES A DAY. PUFF! AFTER PUFF! YOU'RE BETTER OFF SMOKING PHILIP MORRIS. ASK YOURSELF THIS...

THAT TURKEY SWEET? AND SAY PHILIP MORRIS ARE SWEET, TOO! I'VE CHANGED TO EM FOR GOOD--AND I KNOW THAT NO CIGARETTE HANGOVER NEARS MORE SMOKING PLEASURE.

RIGHT! EVERYBODY GETS MORE SMOKING ENJOYMENT FROM MILDER-LESS IRRITATING PHILIP MORRIS! IT'S AMERICA'S FINEST CIGARETTE.

NO PHILIP MORRIS!

DO YOU INHALE?

Then you're better off smoking PHILIP MORRIS

... because PHILIP MORRIS is the ONE cigarette PROVED definitely milder... PROVED definitely less irritating than any other leading brand... PROVED conclusively by eminent medical authorities, outstanding nose and throat specialists.

Yes, you'll be glad tomorrow... you smoked PHILIP MORRIS today!

CALL FOR PHILIP MORRIS

HERE'S HOW TO CARVE YOUR THANKSGIVING TURKEY

Hold turkey firmly by inserting carving fork--prong down--well into underside of second joint of leg. Cut three ribs between inside of leg and body. Gently pull leg toward you, cutting meat until leg joint is exposed. Cut this leg joint. Cut meat from thigh and drumstick by slicing parallel to bone.

To remove wings, insert fork firmly into second joint of wing. Cut skin directly above wing, to sever wing from body, cut directly into joint as close to wing as possible. Then, insert fork--prong down--into lower part of rib. Begin slicing just above wing joint parallel to breast bone.

SOMETIME LATER, THANKSGIVING DAY

THAT TURKEY SWEET? AND SAY PHILIP MORRIS ARE SWEET, TOO! I'VE CHANGED TO EM FOR GOOD--AND I KNOW THAT NO CIGARETTE HANGOVER NEARS MORE SMOKING PLEASURE.

RIGHT! EVERYBODY GETS MORE SMOKING ENJOYMENT FROM MILDER-LESS IRRITATING PHILIP MORRIS! IT'S AMERICA'S FINEST CIGARETTE.

NO PHILIP MORRIS!

