

WHAT DISTINGUISHED DOCTORS FOUND—ON COMPARING CIGARETTES

Full reports in medical journals by men high in their profession—regularly offered to physicians on request.

MANY thousands of America's physicians already possess this authoritative reference material on the leading cigarettes regularly smoked in America. For the public, findings may be summed up as follows:

LABORATORY COMPARISONS:
The four other leading brands were found to average more than three times as irritating . . . with irritant effects lasting more than five times as long . . . as the strikingly

contrasted **PHILIP MORRIS**.

CLINICAL TESTS (actual smokers)
When smokers changed to **Philip Morris**, every case of irritation of nose or throat—due to smoking—either cleared up completely, or definitely improved.

TO PHYSICIANS: A set of reports (reprinted) available upon request. Please write to professional branch—addressing Research Division, Philip Morris & Co., 115 Fifth Avenue, New York, N. Y.

Scientific proof that this finer-flavored cigarette is far less irritating—therefore safer—for the smoker's nose and throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette



**EMINENT MEDICAL
AUTHORITIES RECOGNIZE
PHILIP MORRIS**

as scientifically **PROVED** less irritating
to the nose and throat!

THIS fine cigarette not only tastes
better—it also better to your throat
... because proved for less irritating
In repeated scientific tests with actual
smokers, here's what happened:
When smokers changed to
Philip Morris, every one of them
told us: none on throat—due to

smoking—either cleared up com-
pletely, or definitely improved.
These tests were conducted by distin-
guished doctors—who reported their
findings in authoritative medical jour-
nals, to inform other doctors.
When you change to Philip Morris,
your nose and throat will thank you.

We sell PHILIP MORRIS
at same price as all other
leading brands.

**CALL FOR
PHILIP MORRIS**

Still the same fresh, fine-flavored cigarette
—despite all war-time package changes.
America's **FINEST** Cigarette



**MEDICAL AUTHORITIES
RECOGNIZE
PHILIP MORRIS**

proved far less irritating to
the smoker's nose and throat!



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

-- facts reported in medical
journals, are clinical tests
made by distinguished
doctors. Proof that this
better-tasting cigarette is
better for you... less irri-
tant to nose and throat!

**CALL FOR
PHILIP MORRIS**

America's Finest Cigarette

Doctors report on
PHILIP MORRIS:

**PROVED FAR LESS IRRITATING
TO THE NOSE AND THROAT!**

WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE
OF IRRITATION OF NOSE OR THROAT—DUE TO SMOKING—
EITHER CLEARED UP COMPLETELY, OR DEFINITELY IMPROVED!
—Facts reported in medical journals on clinical tests made
by distinguished doctors . . . proving this finer cigarette is less
irritating—safer—for the nose and throat!



**CALL FOR
PHILIP
MORRIS**

Finer flavor . . . less irritating . . . America's FINEST Cigarettes

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes. As reported in the Journal of the American Medical Association, these **tests proved** that of all the filter cigarettes tested, one type was the **most effective** for removing tars and nicotine. This type **filter is used by Kent...and only Kent!**



IMPORTANT to every smoker who has ever been bothered by nicotine and tars are these findings of the laboratory of the American Medical Association.
Here you have authoritative confirmation that KENT's exclusive Micronite Filter is more effective for removing both nicotine and tars than any other type of filter cigarette tested.
And remember, KENT and only KENT has the

Micronite Filter, made of a pure, dust-free, completely harmless material that is not only so effective, but so safe that it actually is used to help filter the air in operating rooms and hospitals.

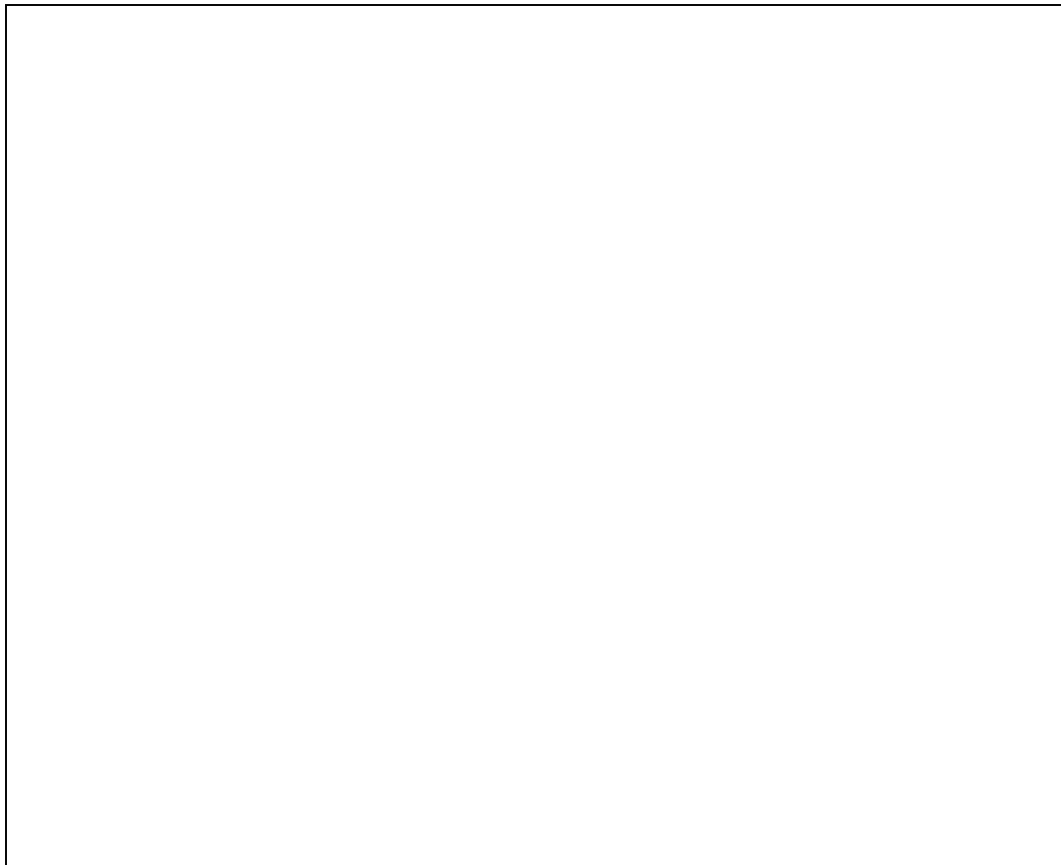
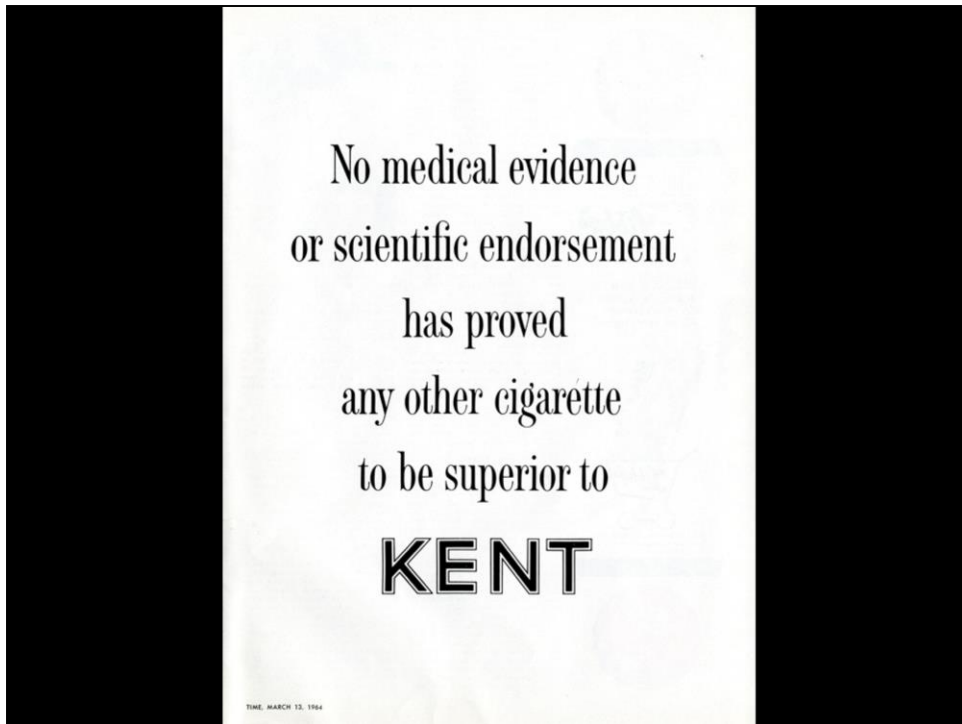
Yet, with all its superior filtering efficiency, KENT's Micronite Filter gives you an easy draw... and the full, satisfying flavor of fine tobacco blended especially for filter smoking.

For the greatest protection of any filter cigarette

KENT

with exclusive MICRONITE Filter

"Kent" and "Micronite" are registered trademarks of R. J. REYNOLDS COMPANY



Leading Nose
and Throat Specialists
Suggest...



*"Change to
PHILIP MORRIS!"*

HERE'S WHY:

Because PHILIP MORRIS is the ONLY cigarette
proved definitely far less irritating... top-ranking
nose and throat specialists suggest PHILIP MORRIS
to their patients in cases of irritation due to
smoking.

Remember: LESS IRRITATION MEANS MORE EN-
JOYMENT... the perfect enjoyment in PHILIP
MORRIS of the fine flavor and aroma of the world's
choicest tobacco.

Yes! If every smoker knew what PHILIP MORRIS
smokers know, they'd all change to PHILIP MORRIS
... America's FINEST Cigarette!



CALL FOR PHILIP MORRIS

NOSE, THROAT,

and Accessory Organs not Adversely
Affected by Smoking Chesterfields

**FIRST SUCH REPORT EVER PUBLISHED
ABOUT ANY CIGARETTE**

A responsible consulting organization has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.

A group of people from various walks of life was organized to smoke only Chesterfields. For six months this group of men and women smoked their normal amount of Chesterfields - 10 to 40 a day. 45% of the group have smoked Chesterfields continually from one to thirty years for an average of 10 years each.

At the beginning and at the end of the six-months

period each smoker was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examination covered the sinuses as well as the nose, ears and throat.

The medical specialist, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

ASK YOUR DEALER
FOR CHESTERFIELD...
EITHER WAY YOU
LIKE 'EM



CONTAINS TOBACCO
OF BETTER QUALITY &
HIGHER PRICE THAN ANY
OTHER KING-SIZE
CIGARETTE

Buy CHESTERFIELD *Much Milder*

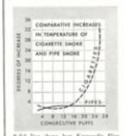
THROAT ROUGH?

What a difference a week can make...
when you switch to a Kaywoodie Pipe!



Jury of throat specialists confirm medical laboratory report:
"Kaywoodies are the Throat-Easiest Smoke of all!"

PROOF:
Kaywoodie burns cooler



6-12 Day Study Shows Kaywoodie Pipe Burns 100° F. cooler than other cigarettes. Kaywoodie Pipe burns 100° F. cooler than other cigarettes. Kaywoodie Pipe burns 100° F. cooler than other cigarettes.

REASON:
3 exclusive Throat Guards



As far back as 1929, doctors knew that hot smoke is harmful... that irritating nicotine and tar increase as smoke temperature rises. Here are the latest facts, as revealed by painstaking laboratory research, and checked by throat specialists.

Kaywoodie cuts down nicotine and tar
Smoke from Kaywoodie and cigars contains much more harmful nicotine and irritating tar than smoke from Kaywoodie Pipes, 300's and 400's, more!

Kaywoodie is the coolest-burning pipe
Tests comparing Kaywoodies with 31 other pipe brands prove that Kaywoodie with its 3 exclusive Throat Guards gives the coolest smoke... containing far less tar, resin and ash-bag particles!

Get the throat-easiest smoke!
Cure your throat! Smoke a Kaywoodie. Notice how quickness and richness and, in many cases, cough due to smoking disappear. Light up a Kaywoodie for a real smoke!

Look for the Kaywoodie starburst

KAYWOODIE

From 84 to 925 in wide variety of shapes

NEW YORK - LONDON - SINCE 1922



EMINENT DOCTORS
**REPORT THEIR
FINDINGS THAT**



PHILIP MORRIS

are far less irritating to the
nose and throat

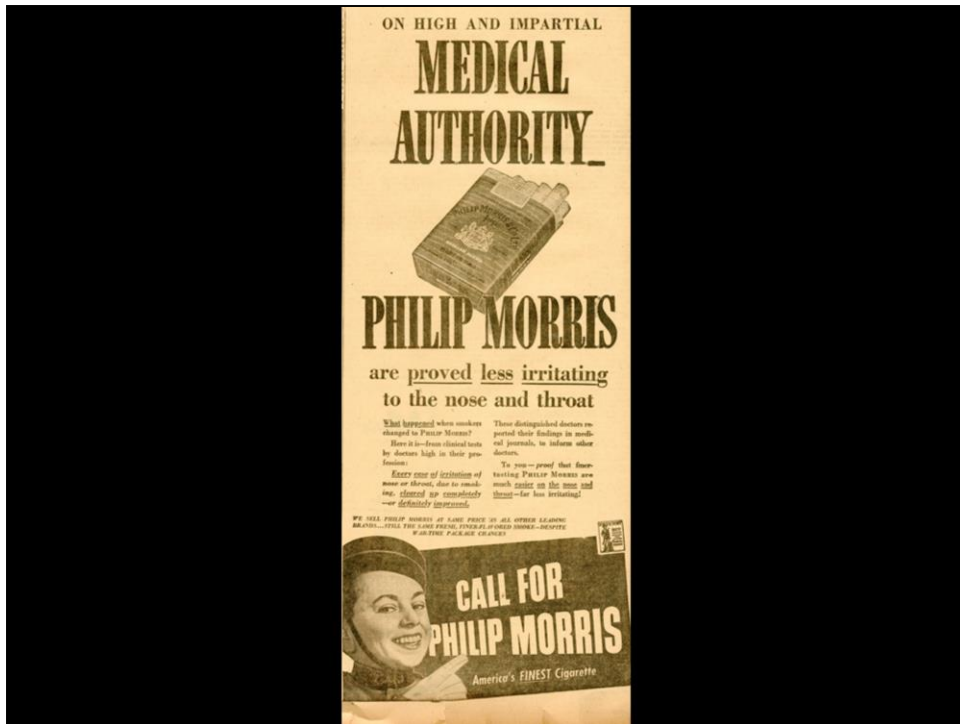
This tells who you ought to
change over to Philip Morris.
In repeated clinical tests,
doctors high in the profession
report their findings—that:
If you smokers changed to
Philip Morris, every case of
irritation of nose or throat,
due to smoking, cleared up
completely—or definitely
improved.
These findings were all re-
ported in medical journals, to
inform other doctors.
To you as a smoker—It
proves that fine-tasting Philip
Morris are much easier on
the nose and throat—far less
irritating!

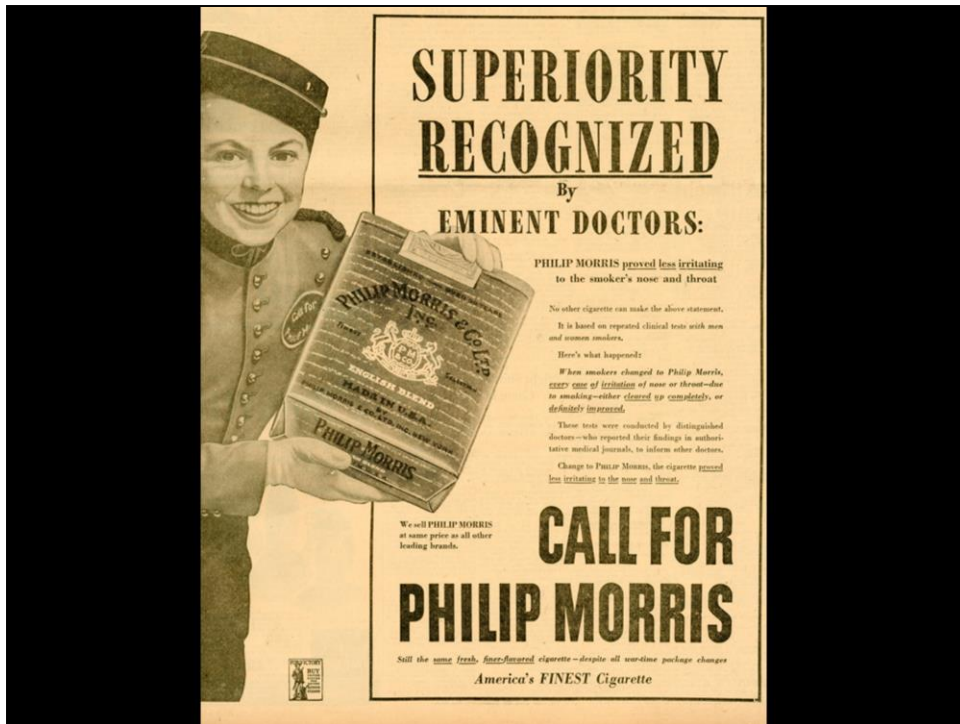
WE TELL PHILIP MORRIS OF SAME PRICE AS ALL OTHER CIGARETTE
BRANDS...TILL THE SAME PRICE OVER-PAID FOR MORE...REMEMBER
WE SELL THE SAME CIGARETTE



**CALL FOR
PHILIP MORRIS**

America's *FINEST* Cigarette





**SUPERIORITY
RECOGNIZED**

By
EMINENT DOCTORS:

PHILIP MORRIS proved *less* irritating
to the smoker's nose and throat.

No other cigarette can make the above statement.

It is based on repeated clinical tests with men
and women smokers.

Here's what happened:

When smokers changed to Philip Morris,
every case of irritation of nose or throat—due
to smoking—either cleared up completely, or
definitely lessened.

These tests were conducted by distinguished
doctors—who reported their findings in authori-
tative medical journals, to inform other doctors.

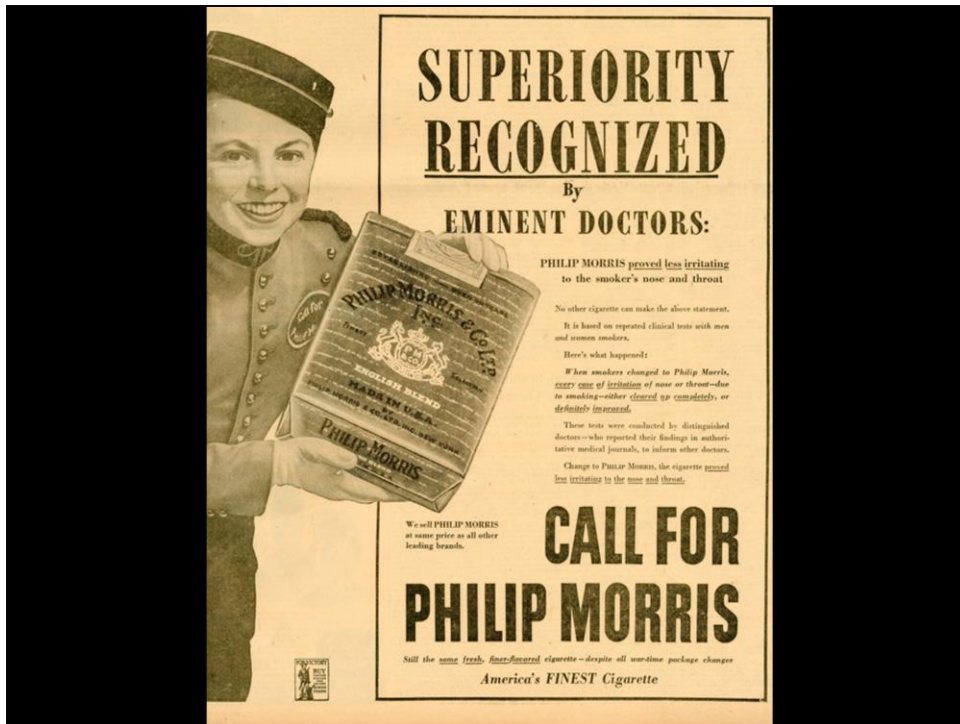
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Sell the same fresh, finer-flavored cigarette—despite all wartime package changes

America's FINEST Cigarette

Doctors Suggest Them . . . Smokers Know Why

NO CIGARETTE HANGOVER

when you smoke **PHILIP MORRIS**

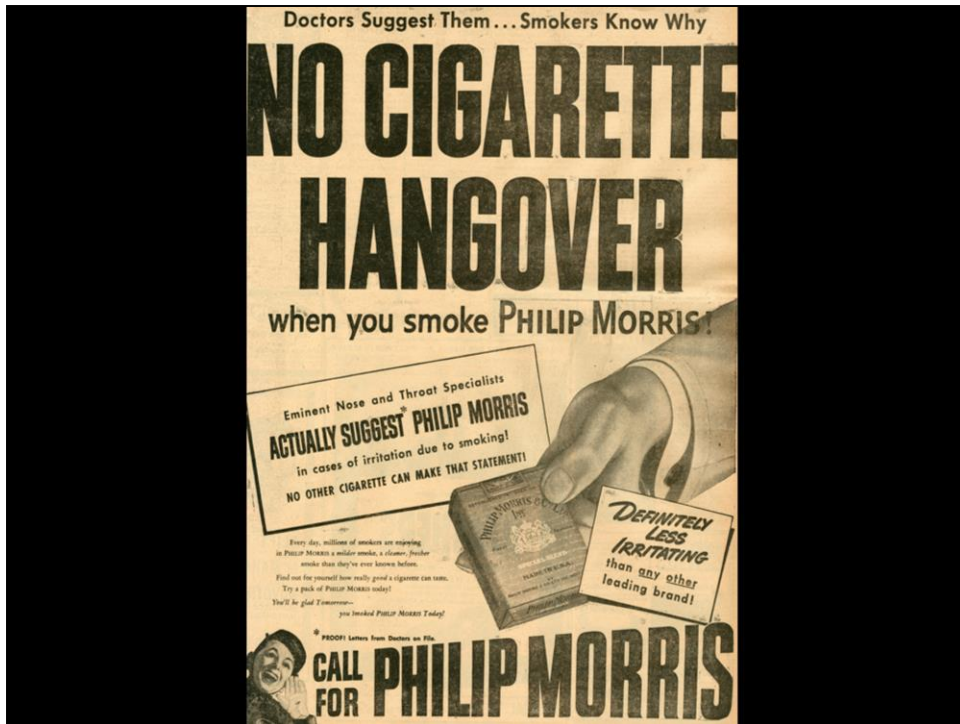
Eminent Nose and Throat Specialists
ACTUALLY SUGGEST PHILIP MORRIS
in cases of irritation due to smoking!
NO OTHER CIGARETTE CAN MAKE THAT STATEMENT!

Every day, millions of smokers are enjoying
the Philip Morris a milder smoke, a cleaner, fresher
smoke than they've ever known before.
Find out for yourself how really good a cigarette can taste.
Try a pack of Philip Morris today!
You'll be glad tomorrow—
you smoked Philip Morris Today!

PROOF! Letters from Doctors on file.

CALL FOR PHILIP MORRIS

*DEFINITELY
LESS
IRRITATING
than any other
leading brand!*



DOCTORS PROVE
2 out of 3 women
can have
Lovelier Skin in 14 days!

"The Dam Message!" says Miss Emma Culbertson of St. Louis. "I was skeptical that anything could improve my complexion. It was really mild—with lots of those little blanchets and freckles. After the 14-Day Palmolive Plan started to go, I decided to try it!"

"The Palmolive Plan was tried by 1218 other women, too—women of all ages—from 18 years to 50. No group reported to a leading St. Louis skin specialist. Some of us had dry skins; some only were just fair to middling. After a careful examination, we were given the Palmolive Plan to use at home for 14 days."

"Here's all you do: Wash your face with Palmolive Soap. Then, for 10 minutes, massage with Palmolive's rich, lovely lotion. Repeat this 3 times a day for 14 days. This clearing massage brings over skin Palmolive's full beautifying effect. In just 14 days, my doctor agreed my complexion was lovelier, brighter. Even those little blanchets—when due to impure cleansing—were almost gone!"

NOW... PALMOLIVE COMES IN A NEW, BIG BATH SIZE, TOO!
Try it—see what it does! But don't forget, Palmolive is rich, generous, lovable!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

You, too, may look for these Skin improvements in only 14 days!

Less oily—clearer
"My skin became less oily," Miss Kennedy of Hollywood, reports. "Evening salve—this brings skin blanchet-looking—when it's that close, lovely look. The 14-Day Palmolive Plan brought normal skin—gave to 97% of the women who had oily skin. See if it won't help your skin become less oily—clearer."

Less coarse-looking—smoother
"My skin became smoother in just 14 days!" says Betty Woodford, New York. "The 14 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough to try even women who long for a younger looking complexion to start the Palmolive Plan today!"

Fewer tiny blemishes
"My blanchet—irritant blackheads, often caused by impure cleansing, reported as smoothness to the 14-Day Palmolive Plan. 'My skin improved a lot,'" reports Vera Green of New Orleans. "The doctors found that looking smoother skin is more than half the case tested. See what Palmolive can do for you!"

Fresher, brighter color
"My blanchet, actually less yellow!" says Gerald Lusk of Chicago, after testing the 14-Day Palmolive Plan. "The 14 doctors report this same important improvement for 2 skin out of 3 among the 1218 women. See if this Plan won't bring you fresher skin—and in only 14 days!"

1946
Doctors Prove

