Inhaling
DO YOU INHALE?

"Everybody's doing it!"

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

Do you inhale? 7 out of 10 smokers know they inhale. The other 3 inhale without realizing it. Every smoker inhales—for every smoker breathes in some part of the smoke he or she draws out of a cigarette.

Do you inhale? Of course you do! Lucky Strike has dared to raise this vital question... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Lucky Strike's famous purifying process. Lucky Strike created that process. Only Lucky Strike have it!

Do you inhale? More than 20,000 physicians, after Lucky Strike had been furnished them for tests, have their opinion on their smoking experience, stated that Lucky Strike are less irritating to the throat than other cigarettes.

"It's toasted"

Your throat protection against irritation—against cough
DO YOU INHALE?

Luckies “make no bones” about this vital question

“Keep that under your hat,” said the cigarette trade when first we raised the question—“Do you inhale?”

But silence is golden only when it’s wise to speak. Let others explain their arching avoidance of this subject. Lucky Strike makes its position crystal clear—for certainly, inhaling is more important to every smoker.

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? Lucky Strike “makes no bones” about this vital question because certain impurities concealed in even the finest, mildest tobaccos are removed by Luckies’ famous purifying process. Luckies created that process. Only Luckies have it!

“It’s toasted”

G. K. AMERICA

TUNE IN ON LUCKY STRIKE—at modern times with the world’s first dance orchestra, and famous Lucky Strike features; every Tuesday, Thursday and Saturday evening on W.B.C. network.
DO YOU INHALE?

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

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. Luckies created that 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.

“It’s toasted”
Your Protection against irritation—against cough

O. K. AMERICA
TUNE IN ON LUCKY STRIKE—6:30 eastern, with the world’s fastest liquor vocalist, and famed Lucky Strike Matinee, every Monday, Tuesday and Thursday evening over N. B. C. networks.
Do you inhale?

What’s there to be afraid of?

7 out of 10 inhale knowingly—the other 3 do so unknowingly!

Do you inhale? Lucky Strike meets the vital issue fairly and squarely... for it has solved the vital problem. Its famous purifying process removes certain impurities that are concealed in even the choicest, mildest tobacco leaves. Luckies created that process. Only Luckies have it!

Do you inhale? Of course you inhale! Every smoker breathes in some part of the smoke he or she draws out of a cigarette.

And since you do inhale—make sure—make absolutely sure—your cigarette smoke is pure—is clean—that certain impurities have been removed!

“It’s toasted”
Your Protection—against irritation—against cough

O. H. AMERICA
TUNE IN ON LUCKY STRIKE—60 modern minutes with the world’s finest dance orchestra, and starved Lucky Strike faners, every Tuesday, Thursday and Saturday during your N. A. C. scores.
Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!

Longer! Milder! Cooler!
Mild and Flavorful...

Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobacco provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!

LONGER! Milder! COOLER!

EMBASSY
Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy’s extra length of fine, mellow tobacco provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart’s content!
YOU CAN'T HELP INHALING—BUT
YOU CAN HELP YOUR THROAT!

SURE—all smokers sometimes inhale. But—worry about throat irritation doesn't go with inhaling—not for PHILIP MORRIS smokers! Here's the big difference—the vital difference reported by doctors who measured irritation from the five leading 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! *

In PHILIP MORRIS you enjoy the finest, costliest tobaccos the world affords. But that alone is not enough. PHILIP MORRIS are made differently...made better. They taste better...they are better...passed better for your nose and throat!

FINER PLEASURE
PLUS REAL PROTECTION—
AMERICA'S FINEST CIGARETTE!

CALL FOR
PHILIP MORRIS

* Fully reported in authoritative medical journals
How many times a day do you inhale?

50? 100? 200?

If you’re an average smoker, the right answer is OVER 200!

Yes, 200 times every day your nose and throat are exposed to irritation.

200 good reasons why you’re better off smoking Philip Morris

PROVED definitely milder. . . PROVED definitely less irritating than any other leading brand. . .

PROVED by outstanding nose and throat specialists.

Call for Philip Morris

Buy the carton and save!

No cigarette hangover means more smoking pleasure!

Yes, you’ll be glad tomorrow...you smoked Philip Morris today!

Call for Philip Morris
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 irri-tant 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
LET'S admit the fact! Every smoker inhales some of the time. And when you do, there's an increased chance of irritation. But—note this vital difference—reported by eminent doctors!

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS!...AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So—for complete enjoyment of the world's finest tobaccowith never a thought of throat irritation—

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 88 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME.
ALL SMOKERS INHALE—

BUT YOUR THROAT NEEDN'T KNOW IT!

The thing to think about is—what cigarette you smoke...and inhale.

Look at the difference below. It was 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!

No finer tobaccos grow than those in PHILIP MORRIS. But—in addition—PHILIP MORRIS give you this exclusive, proved protection! No worry about throat irritation—even when you inhale.

REAL PROTECTION ADDED TO FINER PLEASURE!

CALL FOR PHILIP MORRIS

America's Finest Cigarette
You need not inhale to enjoy a cigar

The soothing smoke from a friendly cigar brings you your pleasure in the form of satisfying fragrance and delightful aroma. That's why you need not inhale...
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 over three times as irritating as Revelation! Since Bond Street is produced by the same Philip Morris method, you'll find this guy 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 tobaccos 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

A Genuine and very different Aromatic Mixture! Contains a rare aromatic tobacco never before used in popular-price blends...wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.

Finest quality—at a popular price!

One of the world's most Perfectly Balanced Blends! A magnificent "flavor-blend" of five different, superb tobaccos...cut five different ways; smokes clean, cool and even—every puff a pleasure.

Finest quality—at a popular price!