

MILD-IN-WORD
VS.
MILD-IN-FACT

Philip Morris is a BETTER cigarette. A better cigarette, with a new kind of mildness. A cigarette that tastes different because it's made different. A cigarette that adds to the old-fashioned passive "Mild-in-Word", a new positive mildness, definitely planned and scientifically* proved. Philip Morris is "Mild-in-Fact."

See Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249
Laryngoscope 1935 XLV, 149-154
N. Y. State Jour. Med. 1935, 35 No. 11, 590

Only diethylene glycol is used as hygroscopic agent in Philip Morris cigarettes. To any doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

PHILIP MORRIS & CO. Ltd. Inc., 119 FIFTH AVE., NEW YORK

For exclusive use of practicing physicians

PHILIP MORRIS & CO. LTD. INC., 119 FIFTH AVE., NEW YORK

* Report of papers from:
N. Y. State Jour. Med. 1935, 35 - No. 11, 290
Laryngoscope 1935 XLV, 149-154
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249.

** For any personal use, two packages of Philip Morris Cigarettes, English Brand.

REGISTERED: _____ (Please write name plainly) _____ **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS DECEMBER 1935 206101927

Dec 1935

MILDNESS PROVED VS MILDNESS CLAIMED

THERE is a difference between idle claims of cigarette mildness and the "Proved Mildness" of Philip Morris. Scientific research, ethically presented to and accepted by the medical profession, has PROVED Philip Morris cigarettes measurably milder and definitely less irritating than other cigarettes.

Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249
Laryngoscope 1935 XLV, 749-754
N.Y. State Jour. Med., 1935, 35--36, 21, 500*

In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

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* Report of paper from
N. Y. State Jour. Med., 1935, 35--36, No. 11, 290;
Laryngoscope 1935 XLV, 749-754
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249.

** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION JANUARY 1936


2061011959*

Jan 1936

**THERE IS A DIFFERENCE
IN CIGARETTES**

A SURVEY of cigarette smokers revealed that 30% of the smokers found objections to smoking because of irritation and coughs.** Philip Morris cigarettes have been PROVED by scientific investigators through actual tests on smokers to be less irritating than ordinary cigarettes—proved so well that the claim of "mildness" is not an idle boast but a substantial fact.

Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope 1935, XLV, 140-154
N. Y. State Jour. Med., 1935, 35—No. 11, 590*



In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

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*** Jour. Amer. Med. Assn. Oct. 11 '36, Vol. 92, 1126-1127

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N. Y. State Jour. Med., 1935, 35—No. 11, 590;
Laryngoscope 1935, XLV, 140-154
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245.


** For the personal use, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATION JANUARY 1936


"006101955"

Jan 1936

EFFECT OF CIGARETTE SMOKE
(the real criterion of judgment)

CLAIMS of differences in cigarettes or their manufacture are often made. Those claims can, of course, be evaluated scientifically only in terms of the differences in the smoke and ITS EFFECTS.

Philip Morris alone are made different and only Philip Morris, because of this difference, are scientifically proved to be less irritating than ordinary cigarettes.

Phil. Soc. Exp. Biol. and Med., 1934, 33, 247-249
Laryngoscope 1933 XLV, 149-154
N.Y. State Jour. Med., 1935, 35--No. 11, 500*

In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

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N.Y. State Jour. Med., 1935, 35--No. 11, 500
Laryngoscope 1933 XLV, 149-154
Phil. Soc. Exp. Biol. and Med., 1934, 33, 247-249.

** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

NAME: _____ M. D.
ADDRESS: _____
CITY _____ STATE _____

MEDICAL PUBLICATION JANUARY 1936

2061011947

Jan 1936

DIFFERENCE IN CIGARETTES
VS
DIFFERENCE IN EFFECT

TO CLAIM merely a difference in cigarettes is, obviously, not enough—this difference to be of value must be shown to produce an advantageous difference in effect.

Philip Morris cigarettes are not only made different, but because of that difference have been shown by scientific proof measurably and significantly less irritating than ordinary cigarettes.

Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249
Laryngoscope 1935 XLV, 149-154
N.Y. State Jour. Med., 1935, 35—No. 11, 300*

In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

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PHILIP MORRIS & CO. LTD. INC., 119 FIFTH AVE., NEW YORK
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* Request of paper from:
N.Y. State Jour. Med., 1935, 35—No. 11, 300.
Laryngoscope 1935 XLV, 149-154
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249.

** For my personal use, two packages of Philip Morris Cigarettes, English brand.

NAME: _____ (Please write name plainly)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION JANUARY 1936

20611951


Jan 1936

WHAT ABOUT IT?

WHAT good is it to show differences in manufacture of cigarettes or properties of smoke, unless those differences have beneficial effects on the smoker?

Philip Morris cigarettes not only are made different—but Philip Morris have been scientifically proved, because of that difference, to be less irritating than other cigarettes.**

Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245*
Laryngoscope 1913 XLV, 140-154*
N.Y. State Jour. Med., 1913, 35—No. 11, 150*



**In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.

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PHILIP MORRIS & CO. LTD. INC., 119 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please mail to me

• Return of papers from: N. Y. State Jour. Med., 1913, 35—No. 11, 150. •• For my personal use, ten packages of Philip Morris Cigarettes, English Blend.


Laryngoscope 1913 XLV, 140-154
Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245.

SIGNEE _____ (Please write name plainly) **M. D.**

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATION FEBRUARY 1936


2061011943

2061011943

Feb 1936

BLUE vs. GREEN SMOKE

A CLAIM that one cigarette is better because its smoke is green while that from all others is blue — would carry no weight unless it could be proved the green smoke is better for the smoker than blue smoke. In the same light should be viewed claims of differences in manufacture. Philip Morris are made different — but only Philip Morris have been scientifically proved, because of that difference, to be less irritating than other cigarettes.

Proc. Soc. Exp. Biol. and Med., 1934, 33, 247-248*
Laryngoscope, 1935, XLV, 140-154*
N.Y. State Jour. Med., 1935, 35—No. 11, 56*



In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.**

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Feb 1936

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Absolutely without charge or obligation of any kind, please mail to me

* Request of papers from: N. Y. State Jour. Med., 1935, 35—No. 11, 56.
Laryngoscope, 1935, XLV, 140-154.
Proc. Soc. Exp. Biol. and Med., 1934, 33, 247-248.

** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNEE: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATIONS FEBRUARY 1936



ON CIGARETTE SMOKING

CIGARETTES are smoked for enjoyment. Unfortunately not always without possibilities of irritation. It is difficult to advise complete discontinuance of smoking—but it is advantageous to know Philip Morris are less irritating—proved so, scientifically.**

Proc. Soc. Exp. Biol. and Med., 1914, 37, 247-248*
Laryngoscope 1915 XLV, 1497-98*
N.Y. State Jour. Med., 1918, 35—No. 11, 590*

**In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent. To any Doctor who wishes to test the cigarettes for himself, the Philip Morris Company will gladly mail a sufficient sample on request below.

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N. Y. State Jour. Med., 1915, 35—No. 11, 590;
Laryngoscope 1915 XLV, 1497-98;
Proc. Soc. Exp. Biol. and Med., 1914, 37, 247-248.

** For any personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS FEBRUARY 1936

2061011936*

Feb 1936

**THE TRUTH
ABOUT CIGARETTE IRRITATION**


WE are constantly emphasizing the fact that Philip Morris cigarettes are milder, i.e., less irritating than other cigarettes.

Only after competent medical authorities had proved* that diethylene glycol treated cigarettes (Philip Morris) are less irritating than those treated with glycerine, the hygroscopic agent used in ordinary cigarettes, did we submit the findings to the medical profession.

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

Proc. Soc. Exp. Biol. and Med., 1934, 28, 247-248*
Laryngoscope 1933 XLV, 149-154*
N.Y. State Jour. Med., 1935, 35—No. 11, 530*

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N. Y. State Jour. Med. 1935, 35—No. 11, 530.
Laryngoscope 1933 XLV, 149-154
Proc. Soc. Exp. Biol. and Med., 1934, 28, 247-248. ** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

NAME: _____ (Please write your name) **N. D.** _____

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS MARCH 1936


2061011964

2061011964

March 1936

**RELIEF FROM IRRITATION
BY CHANGING CIGARETTES**


ON changing to the diethylene glycol-treated cigarette (Philip Morris), 62% cleared up completely, 38% showed improvement.*

These beneficial effects, however, are not due to any therapeutic properties of Philip Morris. Congestion due to smoking ordinary cigarettes (containing glycerine) moderated on changing to Philip Morris because the irritants causing the congestion were less.**

Only diethylene glycol is used as the hygroscopic agent in Philip Morris cigarettes.

Laryngoscope 1915 XLV, 149-151.*
Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245**
N.Y. State Jour. Med., 1915, 17--No. 11, 820

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Laryngoscope 1915 XLV, 149-151.
Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245.

For my personal use, two packages of Philip Morris Cigarettes, English Blend.

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ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATIONS MARCH 1936



2061011960


March 1936

IRRITATION
LABORATORY RESULTS PROVED CLINICALLY

EMPLOYING the conjunctiva of rabbits as the test membrane, Mulinos & Osborne* showed that cigarettes using diethylene glycol as the hygroscopic agent (Philip Morris) are definitely less irritating than cigarettes using glycerine, the usual hygroscopic agent. To be of value, these conclusions must be shown to have similar significance when applied to the mucous membrane of man. Flinn,** tabulating the observations of a group of physicians on cigarette smokers, reported that on changing to diethylene glycol treated cigarettes, congestion associated with smoking glycerine treated cigarettes disappeared in 62% of the cases and showed considerable improvement in the other 38%. Diethylene glycol only is used as the hygroscopic agent in Philip Morris.


* Laryngoscope 1915 XLV, 149-154
** Proc. Soc. Exp. Biol. and Med., 1914, 32, 247-245
N.Y. State Jour. Med. 1915, 35—No. 11, 530

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Laryngoscope 1915 XLV, 149-154
Proc. Soc. Exp. Biol. and Med. 1914, 32, 247-245
For my signed one, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ (Please write name plainly) **M. D.**
ADDRESS: _____
CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS MARCH 1936 

March 1936

SOUND ADVICE


MILLIONS smoke cigarettes apparently without harm. In a small minority of cases, smokers with sensitive throats are affected by the irritant properties of smoke. Physician's advice to stop smoking, at least temporarily, is too often not obeyed. The next best advice is, try Philip Morris—the only cigarette proved less irritating.*

Even normal conditions suggest smoking a cigarette known to be milder and less likely to cause disturbance of the mucous membrane.

In Philip Morris cigarettes only diethylene glycol (instead of glycerine) is used as the hygroscopic agent.

* Laryngoscope 1915 XLV, 149-154
Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-247
N.Y. State Jour. Med., 1935, 35—No. 11, 820

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Laryngoscope 1915 XLV, 149-154

Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245.


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SIGNER: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

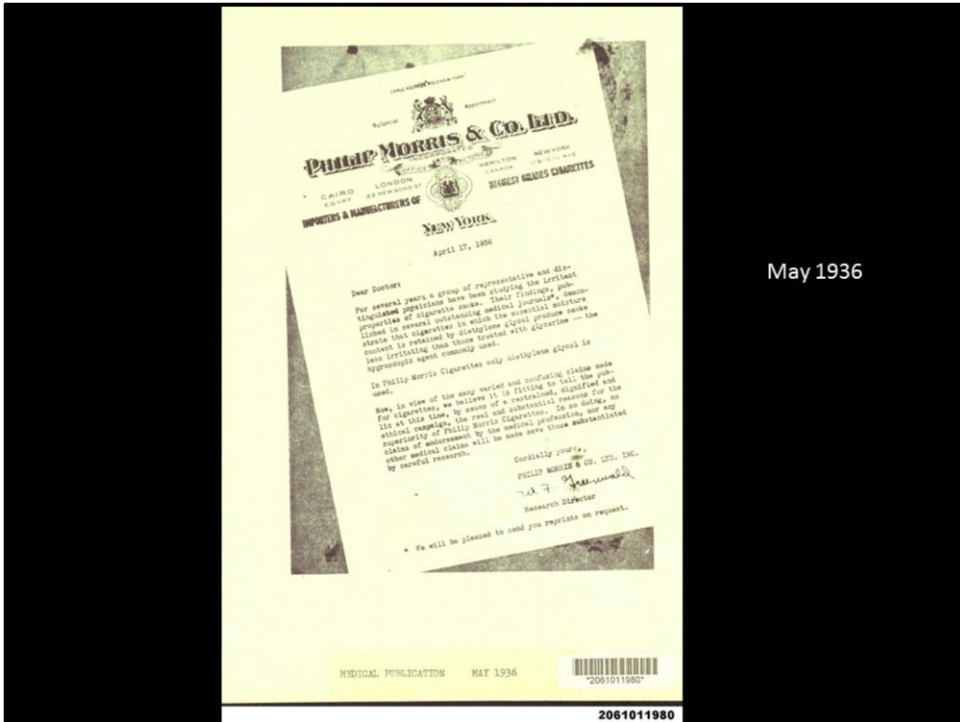
CITY: _____ **STATE:** _____ **ZIP:** _____

MEDICAL PUBLICATIONS APRIL 1936

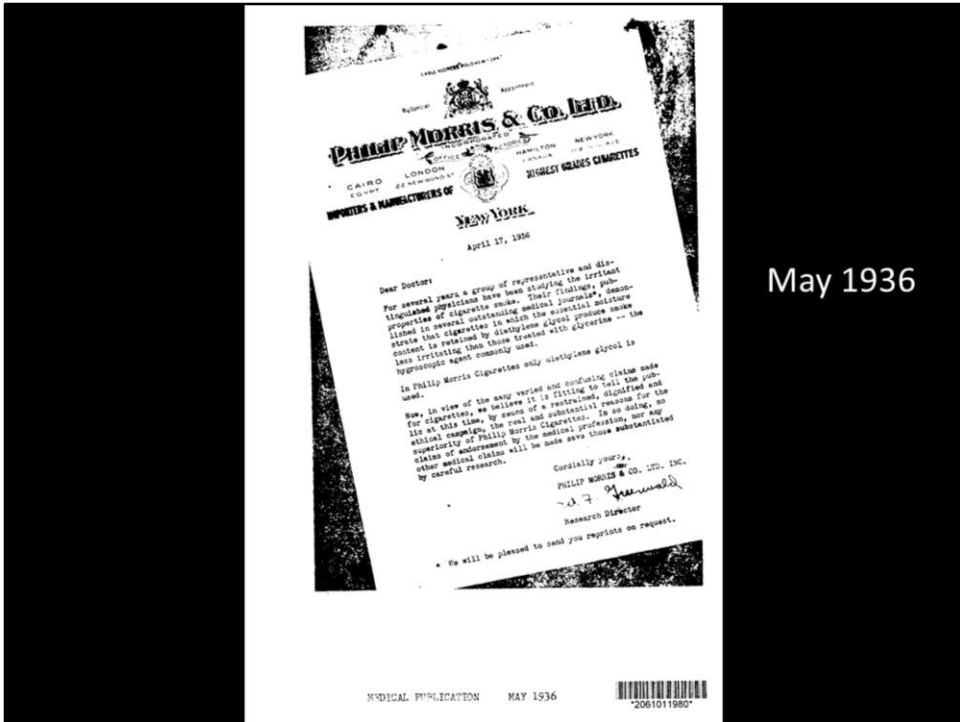

"2061011976"

2061011976

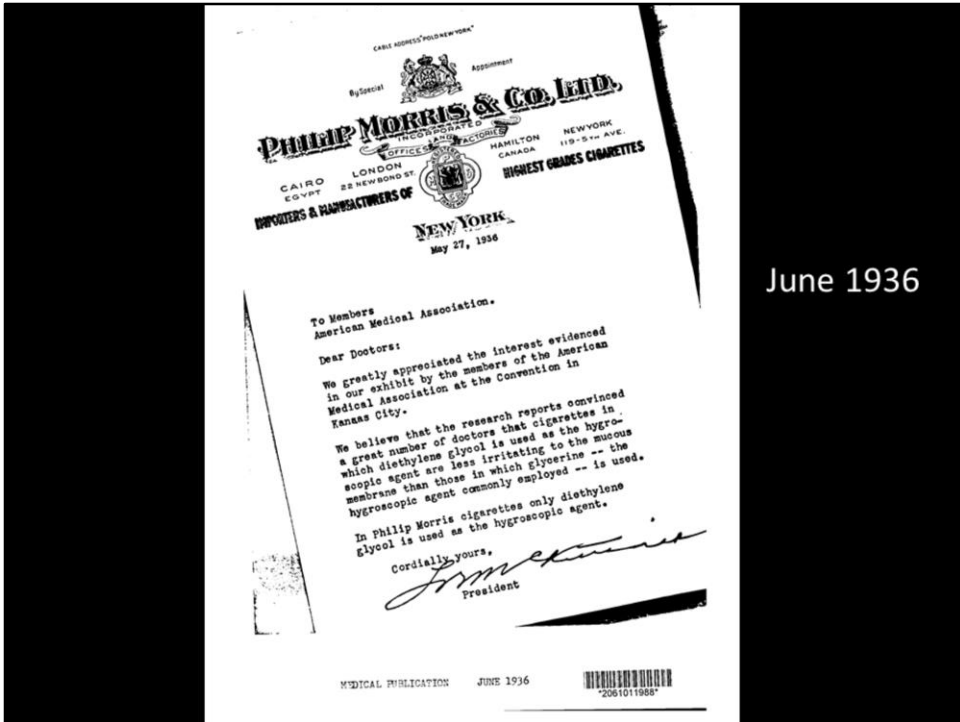
April 1936



May 1936



May 1936



June 1936

PROOF - NOT CLAIMS
DISTINGUISH PHILIP MORRIS


TESTS show conclusively that on changing to Philip Morris cigarettes the majority of cases of nose and throat irritation due to cigarette smoking cleared completely; all the others definitely improved.*

No claim is made that Philip Morris cigarettes cure irritation. Glycerine, shown to be a source of irritation generally present in cigarettes, is not present in Philip Morris.**

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

*Laryngoscope Feb. 1915, Vol. XLV, No. 2, 149-154
**Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245
N.Y. State Jour. Med. June 1915, Vol. 15, No. 11

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*Reprints of papers from
N. Y. State Jour. Med. 1915, 15—No. 11, 590; ** For my personal use, two packages of
Laryngoscope 1915, XLV, 149-154; Philip Morris Cigarettes, English Brand.
Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245.

SIGNED: _____ (Please write name clearly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION June 1936  2081011992

June 1936

EXPERIENCE IS THE BEST TEACHER

WE have been telling you of the various researches* on the influence of hygroscopic agents on irritation from cigarette smoking. We have stated that Philip Morris cigarettes in which only diethylene glycol is used as the hygroscopic agent are less irritating than ordinary cigarettes in which glycerine—the usual hygroscopic agent—is employed.

May we suggest that you too try Philip Morris! Test their effects on your own patients suffering from irritation caused or aggravated by cigarette smoking. This is the best way to convince yourself that the statements made by Philip Morris are based on substantial facts.

*Proc. Soc. Exp. Biol. and Med., 1934, 35, 249-265
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 309-310

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

** For one personal use, two packages of Philip Morris Cigarettes, English Blend.

NAME: _____ N. D.


ADDRESS: _____

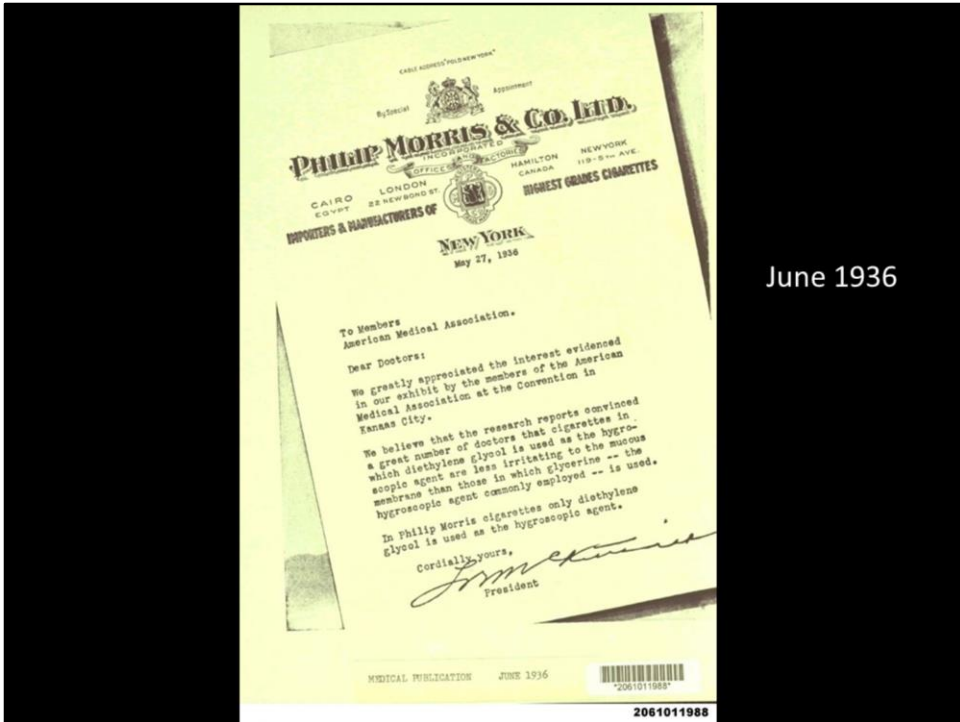
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MEDICAL PUBLICATIONS JUNE 1936

206102000

June 1936






A DISCLAIMER

PHILIP MORRIS & COMPANY do not claim that Philip Morris cigarettes cure irritation. But they do say that an added ingredient—glycerine—a source of irritation* in other cigarettes, is not present in Philip Morris.

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245
Laryngoscope, 1935, XLV, 149-154
N.Y. State Jour. Med., 1935, 35, No. 11, 500
Arch. Otolaryngology, Mar. 1935, Vol. 23, No. 3, 308-312

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Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11


For my personal use, two packages of Philip Morris Cigarettes, English Brand

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION JULY 1936



2061012016

July 1936


A DISCLAIMER

PHILIP MORRIS & COMPANY do not claim that Philip Morris cigarettes cure irritation. But they do say that an added ingredient—glycerine—a source of irritation* in other cigarettes, is not present in Philip Morris.

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, Mar. 1935, Vol. 23, No. 3, 308-312

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11


For my personal use, two packages of Philip Morris Cigarettes, English Brand

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION JULY 1936



claims. CLAIMS. CLAIMS

THERE is a difference between the claims made for various cigarettes and the statements of fact made by Philip Morris.

Published reports of substantial pharmacological and clinical research* have proved Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, to be definitely less irritating than ordinary cigarettes in which glycerine is used.

You can corroborate this statement yourself. Try Philip Morris. Test their effects on your own patients suffering from irritation caused or aggravated by cigarette smoking. Your results will substantiate the findings reported in various medical journals.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNER: _____ **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS JULY 1936

2061011996

July 1936

claims. CLAIMS. CLAIMS

THERE is a difference between the claims made for various cigarettes and the statements of fact made by Philip Morris.

Published reports of substantial pharmacological and clinical research* have proved Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, to be definitely less irritating than ordinary cigarettes in which glycerine is used.

You can corroborate this statement yourself. Try Philip Morris. Test their effects on your own patients suffering from irritation caused or aggravated by cigarette smoking. Your results will substantiate the findings reported in various medical journals.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

** For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNER: _____ **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS JULY 1936

ADVICE VS EXPERIENCE

OUR advice, based on the findings of Mulinos & Osborne, and Flinn,* in cases of congestion of some portion of the upper respiratory tract is to smoke Philip Morris.

But experience is the best teacher. Test Philip Morris on yourself. Test them on your patients suffering from irritation caused or aggravated by cigarette smoking. Your results too will show that Philip Morris in which only diethylene glycol is used as the hygroscopic agent are less irritating than those in which glycerine, the usual hygroscopic agent, is employed.

*Proc. Soc. Exp. Biol. and Med., 1912, 21, 247-249
Laryngoscope, Feb. 1916, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1916, Vol. 15, No. 11

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* Foreign of papers from
Proceedings, Exp. Biol. and Med., 1914, 12, 241-243 For the printing use, two packages of Philip Morris Cigarettes, English Brand.
Laryngoscope, Feb. 1916, Vol. XLV, No. 2 149-154
N.Y. State Jour. Med., June 1916, Vol. 15, No. 11

SIGNED: _____ (Please write name plainly)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION JULY 1936

2061012004

2061012004

July 1936

PROOF vs. CLAIMS

THE PROOF* of the lesser irritant properties of Philip Morris cigarettes distinguishes them from the many and varied claims made for other cigarettes. It has been conclusively shown that Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, are less irritating than ordinary cigarettes in which glycerine is used.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, 1933, XLV, 149-154
N.Y. State Jour. Med., 1933, 35, No. 17, 500
Arch. Otolaryngology, Mar., 1934, Vol. 22, No. 3, 106-107

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Alcoholics working change or violation of any bond please read us

*Report of Philip Morris

Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1933, Vol. XLV, No. 2, 148-154
N. Y. State Jour. Med., June 1933, Vol. 35, No. 11

For my personal use, free packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ M. B.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATION JULY 1936 2061012008

July 1936

PROOF vs. CLAIMS

THE PROOF* of the lesser irritant properties of Philip Morris cigarettes distinguishes them from the many and varied claims made for other cigarettes. It has been conclusively shown that Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, are less irritating than ordinary cigarettes in which glycerine is used.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1933, Vol. XLV, No. 2, 148-154
N.Y. State Jour. Med., June 1933, Vol. 35, No. 11

PHILIP MORRIS & CO., Ltd., Inc., 110 FIFTH AVE., NEW YORK

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Alcoholics working change or violation of any bond please read us

*Report of Philip Morris

Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1933, Vol. XLV, No. 2, 148-154
N. Y. State Jour. Med., June 1933, Vol. 35, No. 11

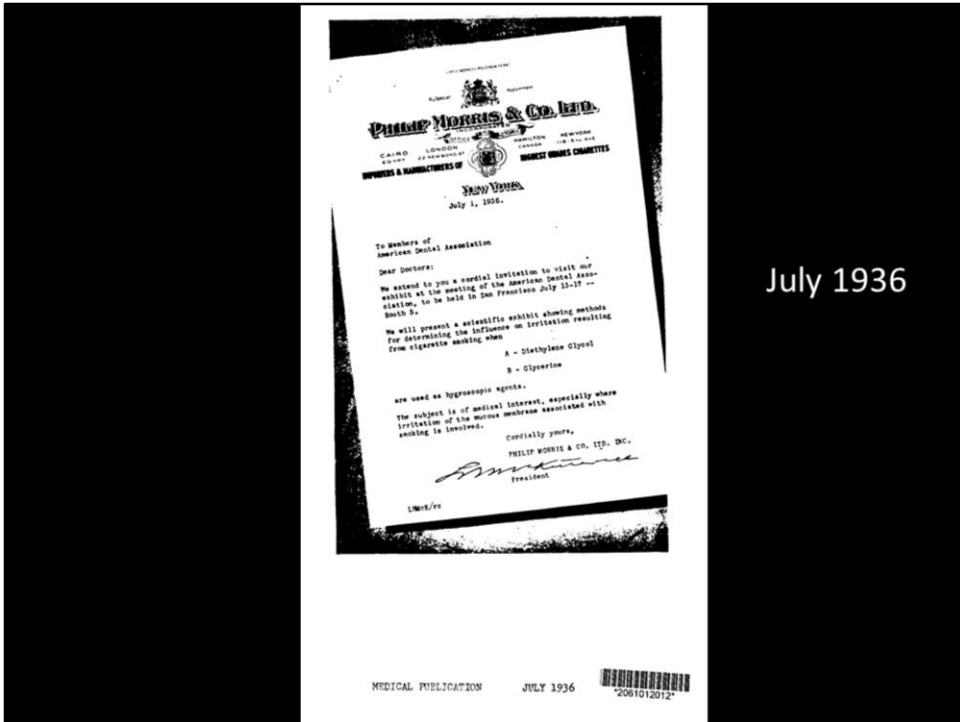
For my personal use, free packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ M. B.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATION JULY 1936 2061012008



July 1936

CONFIRMATION

"The combustion products of glycerine, when it is used as a hygroscopic agent in cigarettes, will under certain conditions cause an irritation of the throat. The combustion products of diethylene glycol cause only a slight irritation, if any, of the throat."

Laryngoscope, Feb. 1935, XLV, No. 2, 149-154

"With the experimental basis thus established, the clinical results obtained by Flinn are what would be anticipated and can be accepted as correct."

Arch. Otolaryngology, Mar. 1936, Vol. 23, 306-309

In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent.

No claim is made that Philip Morris Cigarettes cause irritation. Glycerine, shown to be a source of irritation generally present in cigarettes, is not used in the manufacture of Philip Morris.

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

For exclusive use of physicians (physicians only)

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me:

* Request of papers from: For my personal use, two packages of Philip Morris Cigarettes, English Blend.

Post: See Exp. Bul. and Med. 1934, 12, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

SIGNED: _____ **M. D.**

(Please write under patient's name)

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

MEDICAL PUBLICATION AUGUST 1936

2061012020

Aug 1936

CONFIRMATION

"The combustion products of glycerine, when it is used as a hygroscopic agent in cigarettes, will under certain conditions cause an irritation of the throat. The combustion products of diethylene glycol cause only a slight irritation, if any, of the throat."

"With the experimental basis thus established, the clinical results obtained by Flinn are what would be anticipated and can be accepted as correct."

Arch. Otolaryngology, Mar. 1936, Vol. 23, 306-309

In Philip Morris Cigarettes only diethylene glycol is used as the hygroscopic agent.

No claim is made that Philip Morris Cigarettes cause irritation. Glycerine, shown to be a source of irritation generally present in cigarettes, is not used in the manufacture of Philip Morris.

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

For exclusive use of physicians (physicians only)

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me:

* Request of papers from: For my personal use, two packages of Philip Morris Cigarettes, English Blend.

Post: See Exp. Bul. and Med. 1934, 12, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

SIGNED: _____ **M. D.**

(Please write under patient's name)

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

MEDICAL PUBLICATION AUGUST 1936

2061012020

FACTS vs. CLAIMS

THERE is a difference between the statement of facts made for Philip Morris and the claims made for ordinary cigarettes.

Statements made by Philip Morris are based on published results of research* and have been submitted to the careful scrutiny of competent judges — the medical profession.

Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, have been proved less irritating than ordinary cigarettes in which glycerine is used. Many eminent authorities accept this statement — skeptics should try Philip Morris themselves.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Archives of Otolaryngology, March 1936, Vol. 23, No. 3

PHILIP MORRIS & CO., Ltd. Inc., 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation.
Quercetin, shown to be a source of irritation generally present in cigarettes, is not used in the manufacture of Philip Morris.

For exclusive use of practicing physicians:

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me:

* Report of paper from Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11


For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ **M. D.**

(Please write under name)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION AUGUST 1936  2061012027

Aug 1936

CORROBORATION

"It is obvious that the cigarettes which had been made with diethylene glycol as hygroscopic agent proved to be... much less irritating than those with glycerine."
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245

"The correctness of their (Mulinos' and Osborne's) statement... is thus confirmed."
Arch. Otolaryngology, Mar. 1936, Vol. 23, 306-309

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

No claim is made that Philip Morris Cigarettes cause irritation. Glycerine, shown to be a source of irritation generally present in cigarettes, is not used in the manufacture of Philip Morris.

PHILIP MORRIS & CO. Ltd., Inc., 110 FIFTH AVE., NEW YORK

For exclusive use of particular physicians

PHILIP MORRIS & CO. LTD., INC., 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please mail to me

Request of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2 148-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11


For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS AUGUST 1936

 "2061012024"

2061012024

Aug 1936

FACTS vs. CLAIMS

THERE is a difference between the statement of facts made for Philip Morris and the claims made for ordinary cigarettes.


Statements made by Philip Morris are based on published results of research* and have been submitted to the careful scrutiny of competent judges — the medical profession.

Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, have been proved less irritating than ordinary cigarettes in which glycerine is used. Many eminent authorities accept this statement — skeptics should try Philip Morris themselves.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 17
Archives of Otolaryngology, March 1936, Vol. 23, No. 3

PHILIP MORRIS & CO. Ltd. Inc., 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation.
Irritation shown to be a result of irritation generally present in cigarettes, is not used in the manufacture of Philip Morris.



PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please mail to me


* Request of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 17 For my personal use, ten packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION AUGUST 1936


2081012028

2081012028

Aug 1936

HYGROSCOPIC AGENTS

THEIR INFLUENCE ON CIGARETTE SMOKE IRRITATION

STUDIES on the irritant effects of cigarette smoke conclusively prove* that cigarettes containing diethylene glycol as the hygroscopic agent are much less irritating than those using glycerine, the hygroscopic agent commonly used.

In Philip Morris only diethylene glycol is used as the hygroscopic agent.

Test Philip Morris on your own patients suffering from irritation caused or aggravated by cigarette smoking. This is the best way to be convinced that Philip Morris are actually less irritating.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 347-349
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 24, No. 3

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation, but glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes is not used in Philip Morris.

For exclusive use of cigarette manufacturers

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me:

*Reports of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 347-349
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11

For our personal use, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATION SEPTEMBER 1936

2061011961

Sept 1936

HYGROSCOPIC AGENTS

THEIR INFLUENCE ON CIGARETTE SMOKE IRRITATION

STUDIES on the irritant effects of cigarette smoke conclusively prove* that cigarettes containing diethylene glycol as the hygroscopic agent are much less irritating than those using glycerine, the hygroscopic agent commonly used.

In Philip Morris only diethylene glycol is used as the hygroscopic agent.

The Philip Morris on your own patients suffering from irritation caused or aggravated by cigarette smoking. This is the best way to be convinced that Philip Morris are actually less irritating.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 347-349
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 24, No. 3

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation, but glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes is not used in Philip Morris.

For exclusive use of cigarette manufacturers

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me:

*Reports of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 347-349
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11

For our personal use, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATION SEPTEMBER 1936

**ARE NEW DEPARTURES
ALWAYS AN IMPROVEMENT
?**


NEW methods of manufacture are of interest only insofar as they bring about improvements in the product.

Philip Morris made such a departure by the use of diethylene glycol in place of glycerine, but Philip Morris has proved* that this is a constructive improvement in cigarette manufacture—by producing a cigarette definitely less irritating.

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 140-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

PHILIP MORRIS & CO. LTD. INC., 110 FIFTH AVE., NEW YORK



The exclusive use of genuine cigarettes

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me


*Reprint of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 140-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my personal use, two packages of Philip Morris Cigarettes, English Blend.

NAME: _____ (Please write name plainly) **M. B.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION SEPTEMBER 1936  2081012032

Sept 1936

**SMOKING
AGAINST DOCTORS' ORDERS!**

It is easy to tell a patient to stop smoking, but it is often difficult to make him follow the advice.


We do not advocate smoking against doctors' orders, but we do say that if your patient insists on smoking, he should smoke a cigarette proved* less irritating.

Philip Morris, due to the use of diethylene glycol, are less irritating than ordinary cigarettes in which glycerine is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3

PHILIP MORRIS & CO. Ltd. Inc., 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation, but glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes is not used in Philip Morris.



For further use of smoking cigarettes

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send us one

*Copies of papers from
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my special use, ten packages of
Philip Morris Cigarettes, English Brand.


FIGURE: _____ **M. D.**

(Please write name plainly)

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATION SEPTEMBER 1936


20619120367

Sept 1936

FOR PATIENTS WITH IRRITATION OF THE NOSE AND THROAT

IRRITATION from cigarette smoke can be a contributory factor in cases of congestion of the upper respiratory tract.

In such cases there are two courses that may be advised . . . Discontinuance of smoking . . . Or smoking Philip Morris, the only cigarette proved* less irritating.

Philip Morris & Company do not claim that Philip Morris Cigarettes cure irritation. But they do say that glycerine—a source of irritation in other cigarettes—is not used in the manufacture of Philip Morris.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 249-251;
Laryngoscope, Feb. 1915, XLV, 149-154;
N.Y. State Jour. Med., 1915, 15, No. 6, 520;
Arch. Otolaryngology, Mar., 1916, Vol. 21, No. 1, 206-209.

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PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send us:

* Copies of papers from:
Proc. Soc. Exp. Biol. and Med., 1914, 12, 249-251;
Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154;
N. Y. State Jour. Med., June 1915, Vol. 15, No. 6, 520.

For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SEND: _____ (Please write in full name) _____ M. D.

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION OCTOBER 1936

2061011969

2061011969

Oct 1936

**FOR PATIENTS WITH IRRITATION
OF THE NOSE AND THROAT**

IRRITATION from cigarette smoke can be a contributory factor in cases of congestion of the upper respiratory tract.

In such cases there are two courses that may be advised . . . Discontinuance of smoking . . . Or smoking Philip Morris, the only cigarette proved* less irritating.

Philip Morris & Company do not claim that Philip Morris Cigarettes cure irritation. But they do say that glycerine—a source of irritation in other cigarettes—is not used in the manufacture of Philip Morris.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 249-251;
Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154;
N.Y. State Jour. Med., June 1915, Vol. 15, No. 6, 520.

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Absolutely without charge or obligation of any kind, please send us:

* Copies of papers from:
Proc. Soc. Exp. Biol. and Med., 1914, 12, 249-251;
Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154;
N. Y. State Jour. Med., June 1915, Vol. 15, No. 6, 520.

For my personal use, two packages of Philip Morris Cigarettes, English Blend.

SEND: _____ (Please write in full name) _____ M. D.

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATION OCTOBER 1936

2061011969

R

A GOOD PRESCRIPTION

It has been proved* that cigarettes in which diethylene glycol is used as the hygroscopic agent are less irritating than ordinary cigarettes in which glycerine is employed. In Philip Morris only diethylene glycol is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 169-174
N.Y. State Jour. Med., June, 1935, Vol. 41, No. 11
Arch. Otolaryngology, Mar., 1936, Vol. 23, No. 1

No claim is made that Philip Morris cigarettes cure irritation. Glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes, is not used in Philip Morris.

PHILIP MORRIS & CO. Ltd., Inc. 119 FIFTH AVE., NEW YORK

PHILIP MORRIS & CO. LTD., INC. 119 FIFTH AVE., NEW YORK

For any personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ M. D.
ADDRESS: _____
CITY: _____ STATE: _____

MEDICAL PUBLICATION OCTOBER 1936

2061011965

Oct 1936

R

A GOOD PRESCRIPTION

It has been proved* that cigarettes in which diethylene glycol is used as the hygroscopic agent are less irritating than ordinary cigarettes in which glycerine is employed. In Philip Morris only diethylene glycol is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 169-174
N.Y. State Jour. Med., June, 1935, Vol. 41, No. 11
Arch. Otolaryngology, Mar., 1936, Vol. 23, No. 1

No claim is made that Philip Morris cigarettes cure irritation. Glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes, is not used in Philip Morris.

PHILIP MORRIS & CO. Ltd., Inc. 119 FIFTH AVE., NEW YORK

PHILIP MORRIS & CO. LTD., INC. 119 FIFTH AVE., NEW YORK

For any personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ M. D.
ADDRESS: _____
CITY: _____ STATE: _____

2061011965

IN ADVISING PATIENTS ON SMOKING

WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Due to the use of diethylene glycol instead of glycerine Philip Morris have proved* less irritating than other cigarettes...proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

* Proc. Soc. Exp. Biol. and Med., 1914, 11, 241-243
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 429-434
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11
Arch. Otolaryngology, March 1916, Vol. 23, No. 3, 305-310

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Please do not use of cigarettes otherwise

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send us one

4 Reprints of papers from:
Proc. Soc. Exp. Biol. and Med., 1914, 11, 241-243
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 429-434
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11

For ten personal use, ten packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ **M. D.**

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATION NOVEMBER 1936

2061011973

Nov 1936

**IN ADVISING PATIENTS
ON SMOKING**

WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Due to the use of diethylene glycol instead of glycerine Philip Morris have proved* less irritating than other cigarettes...proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

* Proc. Soc. Exp. Biol. and Med., 1914, 11, 241-243
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 429-434
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11
Arch. Otolaryngology, March 1916, Vol. 23, No. 3, 305-310

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Please do not use of cigarettes otherwise

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send us one

4 Reprints of papers from:
Proc. Soc. Exp. Biol. and Med., 1914, 11, 241-243
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 429-434
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11

For ten personal use, ten packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ **M. D.**

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATION NOVEMBER 1936

2061011973

IS IRRITATION FROM SMOKING A NECESSARY EVIL?

IRRITATION from cigarette smoke has been endured by most smokers at one time or another. Yet tests* by a group of doctors showed the majority of cases of such irritation cleared completely on changing to Philip Morris.

Philip Morris & Co. make no claim that Philip Morris Cigarettes cure irritation. Cigarettes, of course, cannot cure irritation. But Philip Morris do say that the smoke from cigarettes treated with diethylene glycol is considerably less irritating than from those in which glycerine is used. In Philip Morris only diethylene glycol is used as the hygroscopic agent.

Try Philip Morris yourself, and on your smoking friends and patients. Your observations will bear out these facts.

*Proc. Soc. Exp. Biol. and Med., 1918, 12, 247-248
Laryngoscope, 1923, XL3, 1447-14
N.Y. Jour. Jour. Med., 1918, 21, No. 11, 502
Arch. Otolaryngology, Mar. 1918, Vol. 21, No. 3, 107-109

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

For no reason use of nicotine products

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

* Division of papers from:
Proc. Soc. Exp. Biol. and Med., 1918, 12, 247-248
Laryngoscope, Feb. 1923, Vol. XL3, No. 2, 148-150
N. Y. State Jour. Med., June 1918, Vol. 21, No. 11

For no reason use two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ 31. D.

ADDRESS: _____

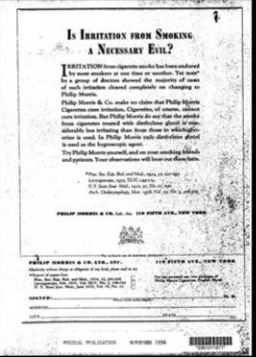
CITY: _____ STATE: _____

MEDICAL PUBLICATION NOVEMBER 1936

2061011977

2061011977

Nov 1936



PERMIT - OR PROHIBIT SMOKING


IN the past there have been two courses in advising patients with congestion of the nose and throat: Permit smoking — or prohibit it. May we suggest an alternative: Smoke only Philip Morris, the one cigarette proved* less irritating.

Glycerine, the hygroscopic agent commonly used in cigarettes, has been proved a definite source of irritation. In Philip Morris diethylene glycol is used exclusively.

Test Philip Morris on your own patients. Verify for yourself the Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 142-154
N.Y. State Jour. Med., Vol. 35, No. 11, 937
Arch. Otolaryngology, Mar. 1936, Vol. 23, No. 3, 308-310

PHILIP MORRIS & CO., Ltd., 110 FIFTH AVE., NEW YORK



PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send for me

*Worthy of special mention:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 142-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my personal use, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS: _____

CITY _____ STATE _____

MEDICAL PUBLICATION NOVEMBER 1936

2061011985*

2061011985

Nov 1936

**PERMIT -
OR PROHIBIT SMOKING**

If the past there have been two courses in advising patients with congestion of the nose and throat: Permit smoking — or prohibit it. May we suggest an alternative: Smoke only Philip Morris, the one cigarette proved less irritating.

Glycerine, the hygroscopic agent commonly used in cigarettes, has been proved a definite source of irritation. In Philip Morris diethylene glycol is used exclusively.

Test Philip Morris on your own patients. Verify for yourself the Philip Morris superiority.

PHILIP MORRIS & CO., Ltd., 110 FIFTH AVE., NEW YORK

PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send for me

*Worthy of special mention:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 142-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my personal use, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS: _____

CITY _____ STATE _____

MEDICAL PUBLICATION NOVEMBER 1936

2061011985*

**DOCTORS
WHO DON'T SMOKE**


DOCTORS who do not smoke are often called upon to advise patients with irritation of the nose and throat due to smoking.

It is worth knowing that only Philip Morris have been proved* less irritating than other cigarettes. This is due to the use of diethylene glycol exclusively as the hygroscopic agent. Ordinary cigarettes use glycerine, now proved a definite source of irritation.

For your own satisfaction, we suggest that you test Philip Morris on your patients who smoke.

*Proc. Soc. Exp. Biol. and Med., 1912, 12, 211-245
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11
Am. J. Otolaryngology, March 1915, Vol. 17, No. 3, 179-180

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Proc. Soc. Exp. Biol. and Med., 1912, 12, 211-245
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11


For one personal use, two packages of Philip Morris Cigarettes, English Blend.

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CITY _____ STATE _____

MEDICAL PUBLICATION NOVEMBER 1936


258101981

Nov 1936

**PROVED BY SCIENCE
CONFIRMED BY ACTUAL USE**


NOT only has research proved* Philip Morris less irritating scientifically, but experience of the medical profession, as well as smokers, has proved them less irritating in actual use.

Ordinary cigarettes use glycerine, now known as a definite source of irritation. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent, a major improvement in cigarettes.

For your own satisfaction we suggest that you test Philip Morris yourself, and on your smoking patients.

*Proc. Soc. Exp. Biol. and Med., 1912, 12, 241-245
Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1915, Vol. 15, No. 11
Arch. Otolaryngology, March 1916, Vol. 21, No. 3, 106-109

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MEDICAL PUBLICATION DECEMBER 1936


2061011997*

Dec 1936

ONE CIGARETTE
PROVED* LESS IRRITATING

ABSENCE of irritation is a claim often made in cigarette advertising—yet usually there is no change in manufacture to warrant such a claim.


It remained for Philip Morris to develop a new method of manufacture which actually resulted in a cigarette less irritating...proved* less irritating by scientific research.

Ordinary cigarettes use glycerine, now known to be a source of irritation. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent.

Test Philip Morris yourself and on your smoking patients. Your findings will confirm this Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245
Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June, 1915, Vol. 21, No. 11
Arch. Otolaryngology, March 1916, Vol. 24, No. 1, 199-202

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N.Y. State Jour. Med., June 1915, Vol. 21, No. 11

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CITY: _____

MEDICAL PUBLICATION DECEMBER 1936


2061011993*

Dec 1936

SMOKING ADVICE THAT'S EASY TO FOLLOW

THE surest way to make a patient follow the doctor's advice is to make that advice easy to follow.

It is not easy to follow the advice, "Stop smoking." But today there is a pleasant alternative: "Smoke only Philip Morris, the one cigarette proved* less irritating."

Ordinary cigarettes use glycerine, now known to be a definite source of irritation. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent.

For your own satisfaction we suggest that you test Philip Morris yourself and on your smoking patients.

*Proc. Soc. Exp. Biol. and Med., 1934, 31, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

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MEDICAL PUBLICATION DECEMBER 1936

2061011989

Dec 1936

SMOKING ADVICE
THAT'S EASY TO FOLLOW

THE surest way to make a patient follow the doctor's advice is to make that advice easy to follow.

It is not easy to follow the advice, "Stop smoking." But today there is a pleasant alternative: "Smoke only Philip Morris, the one cigarette proved* less irritating."

Ordinary cigarettes use glycerine, now known to be a definite source of irritation. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent.

For your own satisfaction we suggest that you test Philip Morris yourself and on your smoking patients.

*Proc. Soc. Exp. Biol. and Med., 1934, 31, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

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CITY: _____ STATE: _____

MEDICAL PUBLICATION DECEMBER 1936

2061011989

On Keeping Patients Happy

IT is generally recognized that a contented mental condition is a valuable aid in effecting a cure. To make a radical change in habit, such as the prohibiting of smoking, may do harm.

In considering the advisability of smoking in cases of congestion of some portion of the upper respiratory tract, it is worth knowing that Philip Morris are less irritating than other cigarettes, *proved so scientifically.**

In ordinary cigarettes, the hygroscopic agent used is glycerine, now known to be a definite source of irritation. In Philip Morris, diethylene glycol is used exclusively.

Try Philip Morris yourself and on your smoking patients. You will find ample evidence of Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 247-248
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 144-154
N. Y. State Jour. Med., June 1915, Vol. 19, No. 11
Arch. Otolaryngology, March 22, 1918, Vol. 23, No. 3, 108-110

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Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 144-154
N. Y. State Jour. Med., June 1915, Vol. 19, No. 11

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ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATIONS JANUARY 1937



Jan 1937

**IN ADVISING PATIENTS
ON SMOKING**


WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Due to the use of diethylene glycol instead of glycerine Philip Morris have been proved* less irritating than other cigarettes . . . proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. . . . 1934, 31, 207-212
Laryngoscope . . . Feb 1935, Vol. XLV, No. 4, 444-474
N. Y. State Jour. Med. . . . June 1935, Vol. 39, No. 12, 1243-1246
Arch. Otolaryngology . . . March 1935, Vol. 21, No. 3, 247-250
Laryngoscope . . . Jan. 1935, Vol. XLV, No. 1, 47-50

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Proc. Soc. Exp. Biol. and Med., 1934, 31, 207-212 N. Y. State Jour. Med., 1935, 39, No. 12, 1243-1246
Laryngoscope, 1935, XLV, 149-174 Laryngoscope, 1937, XLVII, 38-60

NAME: _____ **M. D.** _____
ADDRESS: _____
CITY: _____ **STATE:** _____

Feb 1937

MEDICAL PUBLICATIONS FEBRUARY 1937

2061012017

2061012017

**SMOKING ADVICE
THAT'S EASY TO FOLLOW**

THE surest way to make a patient follow the doctor's advice is to make that advice easy to follow.

It is not easy to obey the instruction: "Stop smoking." But today there is a pleasant alternative: "Smoke only Philip Morris, the one cigarette proved* less irritating."

In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent. Ordinary cigarettes use glycerine, proved to be a source of irritation.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. ... 1934, 33, 247-248
Laryngoscope ... Feb. 1935, Vol. XLV, No. 2, 142-154
N. Y. State Jour. Med. ... Jan. 1935, Vol. 35, No. 13
Arch. Otolaryngology ... March 1935, Vol. 22, No. 3
Laryngoscope ... Jan. 1937, Vol. XLVII, No. 1, 87-90

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Proc. Soc. Exp. Biol. and Med., 1934, 33, 247-248

Laryngoscope, 1935, XLV, 142-154

N. Y. State Jour. Med., 1935, 35, No. 13, 900

Laryngoscope, 1937, XLVII, 87-90

NAME: _____ (Please write name plainly) **M. D.** _____

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MEDICAL PUBLICATIONS FEBRUARY 1937

2061012025

Feb 1937

LET YOUR OWN EXPERIENCE GUIDE YOU

NOTHING is so convincing as your own experience. May we suggest therefore that you not only read the reports* on the effect of hygroscopic agents on the irritant properties of cigarette smoke, but that you follow up your reading with your own tests.

Studies show that Philip Morris cigarettes, in which diethylene glycol is used as the hygroscopic agent, are considerably less irritating than ordinary cigarettes in which glycerine is employed.

But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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* Request of papers from

Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, 1935, XLV, 149-154



N.Y. State Jour. Med., 1935, 35-No. 11, 590
Laryngoscope, 1937, XLVII, 58-60



SIGNED: _____ **M. D.**

(Please write name plainly)

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MEDICAL PUBLICATIONS

MARCH 1937



March 1937

IN JUDGING A RESEARCH...

NOTE the names associated with the researches* on the influence of hygroscopic agents on irritation from cigarette smoking. Note the institutions from which these reports have emanated. And evaluate their worth accordingly.

The reports show that cigarettes in which diethylene glycol is used as the hygroscopic agent (Philip Morris) are considerably less irritating than ordinary cigarettes in which glycerine is employed.

Try Philip Morris yourself, and on your smoking patients. Your own findings will confirm Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1914, 32, 241-245
 Laryngoscope, Feb. 1915, Vol. XLV, No. 2, 149-154
 N.Y. State Jour. Med., June 1915, Vol. 35, No. 11
 Arch. Otolaryngology, March 1916, Vol. 23, No. 3

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 Proc. Soc. Exp. Biol. and Med., 1914, 32, 241-245
 Laryngoscope, 1915, XLV, 149-154
 N. Y. State Jour. Med., 1915, 35, No. 11, 990

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MEDICAL PUBLICATIONS MARCH 1937

Mar 1937

IN JUDGING A RESEARCH...

NOTE the names associated with the researches* on the influence of hygroscopic agents on irritation from cigarette smoking. Note the institutions from which these reports have emanated. And evaluate their worth accordingly.

The reports show that cigarettes in which diethylene glycol is used as the hygroscopic agent (Philip Morris) are considerably less irritating than ordinary cigarettes in which glycerine is employed.

Try Philip Morris yourself, and on your smoking patients. Your own findings will confirm Philip Morris superiority.

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 Proc. Soc. Exp. Biol. and Med., 1914, 32, 241-245
 Laryngoscope, 1915, XLV, 149-154
 N. Y. State Jour. Med., 1915, 35, No. 11, 990



MEDICAL PUBLICATIONS MARCH 1937

PROOF EVEN FOR SKEPTICS!

SO MANY exaggerated claims are made for cigarettes that it would be surprising indeed not to find skeptics in the medical profession. But even the most skeptical will yield to facts.

Philip Morris Cigarettes alone have been proved less irritating by actual tests — less irritating because diethylene glycol instead of glycerine is used as the hygroscopic agent.

Read for yourself the reports* on investigations of irritant properties of cigarette smoke as influenced by hygroscopic agents. Then make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 241-245
Laryngoscope, 1915, XLV, 149-154
N.Y. State Jour. Med., 1915, 35-No. 11, 590
Arch. Otolaryngology, March 1916, Vol. 23, No. 3, 306-309

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Laryngoscope, 1915, XLV, 149-154
N. Y. State Jour. Med., 1915, 35-No. 11, 590

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SIGNED: _____

(Please write name plainly)

M. D.

ADDRESS _____

CITY _____

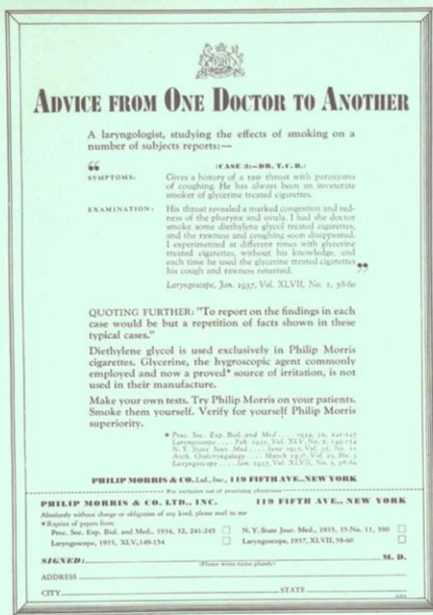
STATE _____

MEDICAL PUBLICATIONS

MARCH 1937



March 1937



ADVICE FROM ONE DOCTOR TO ANOTHER

A laryngologist, studying the effects of smoking on a number of subjects reports:—

CASE (Dr. T. E. B.)

SYMPTOMS: Gives a history of a raw throat with paroxysms of coughing. He has always been an inveterate smoker of glycerine treated cigarettes.

EXAMINATION: His throat revealed a marked congestion and redness of the pharynx and uvula. I had the doctor smoke some diethylene glycol treated cigarettes, and the rawness and coughing soon disappeared. I experimented at different times with glycerine treated cigarettes, without his knowledge, and each time he used the glycerine treated cigarettes his cough and rawness returned.

Laryngoscope, Jan. 12, 1937, Vol. XLVII, No. 1, 26-60

QUOTING FURTHER, "To report on the findings in each case would be but a repetition of facts shown in these typical cases."

Diethylene glycol is used exclusively in Philip Morris cigarettes. Glycerine, the hygroscopic agent commonly employed and now a proved* source of irritation, is not used in their manufacture.

Make your own tests. Try Philip Morris on your patients. Smoke them yourself. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1936, 33, 347-348
Laryngoscope, 1936, XLVI, 245-246
N. Y. State Jour. Med., 1935, 35, No. 11, 190-191
Arch. Otolaryngology, 1935, March 1935, Vol. 79, 2
Laryngoscope, 1935, Jan. 1935, Vol. XLV, No. 1, 27-32

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Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243 N. Y. State Jour. Med., 1935, 35, No. 11, 190
Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 26-60

SIGNED: _____ **M. D.**


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CITY: _____ **STATE:** _____

April 1937



MEDICAL PUBLICATIONS APRIL 1937



2061011954

TWENTY MILLION CIGARETTE SMOKERS


WITH more than 20,000,000 cigarette smokers in the country, the effects of cigarette smoking should be of vital interest to the medical profession.

One phase of the subject is the irritant properties of cigarette smoke. Studies show that Philip Morris cigarettes, in which diethylene glycol is used as the hygroscopic agent, are considerably less irritating than cigarettes in which glycerine is employed.*

Try Philip Morris yourself. Test them on your patients. Your findings will confirm Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1912, 10, 247-248
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
N.Y. State Jour. Med., June 1915, Vol. 15, No. 11
Arch. Otolaryngology, March 1916, Vol. 23, No. 3
Laryngoscope, Jan. 1917, Vol. XXVII, No. 1, 85-90

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<small>Laryngoscope, 1915, XLV, 149-154</small>	<input type="checkbox"/>	<small>Laryngoscope, 1917, XLVII, 85-90</small>	<input type="checkbox"/>

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS APRIL 1937


2061011889

April 1937

SOME NEW CLINICAL STUDIES ON IRRITATION FROM CIGARETTE SMOKE

ON GLYCERINE TREATED CIGARETTES ** This study of glycerine treated cigarettes shows that they produce considerable irritation to the throat and in many cases, are responsible for the persistence of coughing that many cigarette smokers complain of.

ON CIGARETTES TREATED WITH DIETHYLENE GLYCOL After putting them on diethylene glycol treated cigarettes they had less throat irritation and the persistence of coughing promptly disappeared. In practically every case, except in those cases where there was definite pathology, my patients were markedly improved.

Laryngoscope, Jan. 1927, Vol. XLVII, No. 2, 95-96

Philip Morris cigarettes have been proved* less irritating by actual tests. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent, instead of glycerine, the hygroscopic agent employed in other cigarettes. Make your own tests. Try Philip Morris on your patients. Verify for yourself Philip Morris superiority.

* Proc. Soc. Exp. Biol. and Med., 1924, 19, 427-427
Laryngoscope, Feb. 1924, Vol. XLV, No. 9, 120-124
N. Y. State Jour. Med., June 1925, Vol. 25, No. 11
Arch. Otolaryngology, March 1926, Vol. 21, No. 3
Laryngoscope, Jan. 1927, Vol. XLVII, No. 2, 95-96

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Request of papers from: N. Y. State Jour. Med., 1925, 25, No. 11, 190
Laryngoscope, 1925, XLV, 120-124 Laryngoscope, 1927, XLVII, 95-96

SIGNER: _____ **M. D.**

ADDRESS _____

CITY _____ STATE _____

April 1937

MEDICAL PUBLICATIONS APRIL 1937

2061011885

2061011885

**ON CHANGING
BRANDS OF CIGARETTES**

“It was interesting... to find how many patients changed from one brand of cigarettes to another... because of the effect on their throats.”
From, "Laryngoscope" Feb. 1933—Page 132

OBVIOUSLY irritation of the nose and throat is a constant source of annoyance to smokers. It is of importance to the medical profession to know that cigarettes in which diethylene glycol is used as the hygroscopic agent have been scientifically proved less irritating than those in which glycerine is used. In Philip Morris diethylene glycol is used exclusively. But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

• Phil. Soc. Exp. Biol. and Med., 1932, 29, 840-847
Laryngoscope, 1933, Feb. 1933, Vol. 43, pp. 132-133
N. Y. Jour. Dent. Med., 1933, Vol. 38, pp. 114-115
Arch. Otolaryngology, 1933, March, 70, 21, 22-23
Laryngoscope, 1933, Vol. 43, No. 4, 28-30

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Phil. Soc. Exp. Biol. and Med., 1932, 29, 240-245 Laryngoscope, 1937, 47, Vol. 47, 60-61
Laryngoscope, 1933, 43, 132-133

SIGNATURE _____ PLEASE PRINT NAME AND ADDRESS **M. D.**

ADDRESS _____

CITY _____ **STATE** _____

MEDICAL PUBLICATIONS MAY 1937

2061011942

2061011942

May 1937

SCIENTIFIC FACTS ABOUT CIGARETTES SUBSTANTIATED!

Although the previous reports gave strong indications of the results to be expected, yet it was most surprising in these later reports* to see the conclusive nature of the effects of the hygroscopic agents used.

*Proc. "Laryngoscope," Jan. 1937—Page 2

It has been definitely proved*, and now substantiated by this recent report that cigarettes in which diethylene glycol is used as the hygroscopic agent are less irritating than those in which glycerine is employed. In Philip Morris diethylene glycol is used exclusively as the hygroscopic agent.

Make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1936, 39, 447-451
Laryngoscope, 1936, Vol. XLV, No. 4, 147-154
N. Y. State Jour. Med., 1936, 36, 11-15
J. A. M. A., 1936, 103, 148-154
Laryngoscope, 1935, Vol. XLIV, No. 4, 126-6

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*Reports of papers from:
Proc. Soc. Exp. Biol. and Med., 1934, 32, 240-243
Laryngoscope, 1934, N.Y., 44-54
N. Y. State Jour. Med., 1935, 35, No. 11, 290
Laryngoscope, 1937, XLVII, 36-60


SIG VEEB: _____ **M. B.** _____

ADDRESS _____



CITY _____ STATE _____

May 1937

MEDICAL PUBLICATIONS MAY 1937



2061011946

Check AND *Double Check*

WHAT is found in the laboratory is often disproved in use. And vice-versa. But when laboratory and clinical studies* are in agreement, the results can be accepted as scientific fact.

“Laboratory and clinical studies are in agreement that cigarettes containing diethylene glycol are less irritating than those containing glycerine.”

From, "Laryngoscope" Jan. 1937—Page 3

In Philip Morris cigarettes diethylene glycol is used exclusively But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. . . . 1936, 33, 247-247
Laryngoscope Feb. 1937, Vol. XLV, No. 2, 240-244
N. Y. State Jour. Med. . . . June 1935, Vol. 35, No. 11
Arch. Otolaryngology March 1936, Vol. 63, No. 3
Laryngoscope Jan. 1937, Vol. XLVI, No. 1, 37-40

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*Report of papers from:

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Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVI, 38-40


SIGNED: _____ (Please write name plainly) **M. B.**

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CITY _____ STATE _____

MEDICAL PUBLICATIONS MAY 1937 500-1019007

May 1937



MEDICAL PUBLICATIONS MAY 1937 500-1019007

WHAT DO YOU KNOW ABOUT CIGARETTES?

QUESTION 1. Has the quality of tobacco used any relation to cigarette mildness?
ANSWER 1. It has some relation, but it is not the prime factor.

QUESTION 2. What, then, is the advantage of using quality tobacco?
ANSWER 2. The tobacco and the skill of its blending determine aroma, taste and burning qualities.

QUESTION 3. Just what is mildness in a cigarette?
ANSWER 3. The less irritating the smoke, the milder the cigarette.


QUESTION 4. What causes irritation?
ANSWER 4. Principally, an ingredient commonly used in the manufacture of cigarettes.

QUESTION 5. Does Philip Morris use that ingredient?
ANSWER 5. No. By a new method of manufacture Philip Morris produces cigarettes without that ingredient.

QUESTION 6. Does that mean Philip Morris cigarettes are milder?
ANSWER 6. Yes. Proved so by scientific tests.* On changing to Philip Morris, irritation of the nose and throat due to smoking cleared completely in the majority of cases.

QUESTION 7. Do Philip Morris cigarettes cure irritation?
ANSWER 7. Philip Morris & Company do not claim that Philip Morris cigarettes cure irritation; but they do say that an ingredient, a source of irritation in other cigarettes, is not used in the manufacture of Philip Morris.

*MEDICAL AMERICAN, P. 8, 1936.



May 1937

MEDICAL PUBLICATION MAY 1937 2061011955

WHAT DO YOU KNOW ABOUT CIGARETTES?

QUESTION 1. Has the quality of tobacco used any relation to cigarette mildness?
ANSWER 1. It has some relation, but it is not the prime factor.

QUESTION 2. What, then, is the advantage of using quality tobacco?
ANSWER 2. The tobacco and the skill of its blending determine aroma, taste and burning qualities.

QUESTION 3. Just what is mildness in a cigarette?
ANSWER 3. The less irritating the smoke, the milder the cigarette.


QUESTION 4. What causes irritation?
ANSWER 4. Principally, an ingredient commonly used in the manufacture of cigarettes.

QUESTION 5. Does Philip Morris use that ingredient?
ANSWER 5. No. By a new method of manufacture Philip Morris produces cigarettes without that ingredient.

QUESTION 6. Does that mean Philip Morris cigarettes are milder?
ANSWER 6. Yes. Proved so by scientific tests.* On changing to Philip Morris, irritation of the nose and throat due to smoking cleared completely in the majority of cases.

QUESTION 7. Do Philip Morris cigarettes cure irritation?
ANSWER 7. Philip Morris & Company do not claim that Philip Morris cigarettes cure irritation; but they do say that an ingredient, a source of irritation in other cigarettes, is not used in the manufacture of Philip Morris.

*MEDICAL AMERICAN, P. 8, 1936.



MAY 1937 MEDICAL PUBLICATION 2061011955

**A CONSTRUCTIVE IMPROVEMENT
IN CIGARETTE MANUFACTURE**


THE use of diethylene glycol instead of glycerine, the hygroscopic agent commonly employed in cigarettes, marks the first really constructive improvement in cigarette manufacture in years.

It has been proved* that cigarettes using diethylene glycol as the hygroscopic agent are definitely less irritating than those in which glycerine is used.

In Philip Morris cigarettes only diethylene glycol is used as the hygroscopic agent.

* Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248
Laryngoscope 1935 XLV, 140-154
N.Y. State Jour. Med., 1935, 35--No. 11, 550

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Absolutely without charge or obligation of any kind, please send us the

Receipt of papers from

N. Y. State Jour. Med., 1935, 35--No. 11, 550.

Laryngoscope 1935 XLV, 140-154.

Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-248.

For my personal use, two packages of Philip Morris Cigarettes, English Blend.


SIGNED: _____ **M. D.**

(Please write clearly)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS MAY 1936


20810119647

May 1937

WHEN A DOCTOR FOLLOWS HIS OWN ADVICE

... that's news!


Doctors often give good advice to their patients, yet neglect to watch out for themselves... But take the question of smoking. Here doctors' deference to their own advice is the exception that proves the rule. They do as they tell their patients:—"If you

smoke, smoke Philip Morris." Advice to smoke Philip Morris is advice that's a pleasure to follow. For Philip Morris is not only less irritating.* It is a better cigarette—made of superior tobaccos, a smoother, richer, more satisfying smoke in every way.

*Philip Morris cigarettes have been conclusively proved less irritating. In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent. Other cigarettes employ glycerine—now known to be a definite source of irritation.

*Proc. Soc. Exp. Biol. and Med., 1934, 30, 249-251
Laryngoscope, 1935, XLV, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

PHILIP MORRIS & CO. Ltd., Inc.



Tone in to "BOWS PROVEN" on the air **CHARLES-COAST**

Tonales smoking, N.B.C. Saturday evening, C.B.S.

PHILIP MORRIS & CO. LTD., INC.

Home and use

*Lightest of cigarettes.

Proc. Soc. Exp. Biol. and Med., 1934, 32, 249-251

Laryngoscope, 1935, XLV, 149-154

110 FIFTH AVE., NEW YORK

N.Y. State Jour. Med., 1935, 35, No. 11, 990

Laryngoscope, 1937, XLVII, 30-60


SIGNIFY: (Please write name plainly) **M. D.**

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CITY _____ STATE _____

MEDICAL PUBLICATIONS

JUNE 1937



2081011937

June 1937

THANK YOU, DOCTORS

IN PRESENTING the Philip Morris story both to the profession and to the public, the advice of medical authorities has been our guide.

Exaggerated claims have found no place in Philip Morris advertising. We have merely made clear the fact that Philip Morris cigarettes, due to the use of diethylene glycol instead of glycerine as the hygroscopic agent, have been conclusively proved* less irritating.

By under-statement rather than over-statement, we believe we have established a new high standard of cigarette advertising. For the unprecedented success that has followed, we owe a large measure of thanks to the medical profession.

* Phil. Soc. Exp. Biol. and Med., 1934, 30, 247-248
Laryngoscope, 1934, Vol. XLV, No. 8, 107-114
N. Y. State Jour. Med., June 1935, Vol. 35, No. 17
Arch. Otolaryngology, March 1937, Vol. 23, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 28-30

PHILIP MORRIS & CO. Ltd., Inc.

Trade in "SMOKE PREMIUM" on the six Cigarette-Cases
Transfer savings, N.Y.C.; Standard savings, C.R.S.

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Please send me

* Replicate of pages from

<input type="checkbox"/> Phil. Soc. Exp. Biol. and Med., 1934, 32, 247-248	<input type="checkbox"/> N. Y. State Jour. Med., 1935, 35 No. 17, 290
<input type="checkbox"/> Laryngoscope, 1934, XLV, 107-114	<input type="checkbox"/> Laryngoscope, 1937, XLVII, 28-30

SIGNED: _____ (Please write name plainly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

2061011934

MEDICAL PUBLICATIONS JUNE 1937 2061011934

June 1937

**FOLLOWING THE LEADER
IN CHOOSING A CIGARETTE**

In any community, the doctor stands as a leader.

The fact that so many doctors smoke Philip Morris has been a decided influence on the public . . . an influence for which both Philip Morris and the public may well be grateful.

Philip Morris cigarettes have been conclusively proved* less irritating . . . both scientifically and in actual use. Ordinary cigarettes use glycerine, now known as a definite source of irritation. In Philip Morris diethylene glycol is used exclusively as the hygroscopic agent, a major improvement in cigarettes.

*Proc. Soc. Exp. Biol. and Med., 1934, 28, 441-442
Laryngoscope . . . Feb. 1935, Vol. XLV, No. 6, 620-624
N. Y. State Jour. Med. . . June 1935, Vol. 35, No. 12
Arch. Otolaryngology . . . March 1935, Vol. 41, No. 3
Laryngoscope . . . Nov. 1937, Vol. XLVII, No. 5, 58-61

PHILIP MORRIS & CO. Ltd., Inc.

Time in 10 "SERIES PREMIER" . . . on the six Counter-Count
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*Copies of reports from
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 N. Y. State Jour. Med., 1935, 35, No. 11, 190
Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 58-60

SIGN UP! (Please write name plainly) _____ **M. D.**

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MEDICAL PUBLICATIONS JUNE 1937

2061011926

2061011926

June 1937

A DEBT TO THE MEDICAL PROFESSION

PHILIP MORRIS owes a debt to science...and a debt to the members of the medical profession.

Science has proved the superiority of Philip Morris. The medical profession has recognized that superiority.

With the cooperation of the medical profession the public has learned that Philip Morris have been conclusively proved* less irritating than other cigarettes... an advantage due to the use of diethylene glycol instead of glycerine as the hygroscopic agent.

For your part in the success of Philip Morris, permit us to express our thanks.

*Proc. Soc. Exp. Biol. and Med. ... 1916, 15, 247-252
Laryngoscope ... Feb. 1919, Vol. XXIX, No. 2, 220-224
N. Y. Jour. Bone & Joint ... Jan. 1919, Vol. 25, No. 1
Arch. Otolaryngology ... March 1919, Vol. 21, No. 3
Laryngoscope ... Jan. 1920, Vol. XXX, No. 1, 67-68

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True to its "MORRIS PROMISE" ... on the air Coast-to-Coast
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For no-fee use of printing specimens

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*Reprints of papers from Proc. Soc. Exp. Biol. and Med., 1916, 15, 247-252 N. Y. Jour. Bone & Joint, 1919, 25, No. 1
Laryngoscope, 1919, XXV, 149-154 Laryngoscope, 1917, XXVII, 58-60

SIGNED: _____ **M. D.**

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATIONS JUNE 1937



June 1937

HOW MUCH IS KNOWN ABOUT SMOKING?

THERE are more than 20,000,000 cigarette smokers in the country. Research into the physiological effects of smoking is therefore of vital importance both to the public and to the medical profession.


Studies* show that the use of diethylene glycol by Philip Morris instead of glycerine, and the resultant decrease in irritation from smoking, is a major improvement in cigarettes.

Philip Morris has not stopped there. Important researches are constantly in progress, not only to study the physiological effects of smoking but to make constructive improvements in cigarettes.

Try Philip Morris on your smoking patients. Watch the effect. Verify for yourself the definite superiority Philip Morris has achieved.

*Proc. Soc. Exp. Biol. and Med., 1936, 33, 247-249
Laryngoscope, 1937, Vol. XLVII, No. 8, 1227-1234
N. Y. State Jour. Med., 1935, 35, No. 17
Arch. Otolaryngology, 1935, Vol. 62, No. 2
Laryngoscope, 1935, Vol. XLV, No. 6, 1060

PHILIP MORRIS & CO., Ltd., Inc.



Take in 10 "HEAVY PREFERRED" ... on the air Cigarette Case
Tuesday evenings, NBC ... Saturday evenings, CBS

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*Reports of papers from

Proc. Soc. Exp. Biol. and Med., 1936, 33, 247-249 N. Y. State Jour. Med., 1935, 35, No. 17, 190

Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 1060


SIGNER: _____ (Please write name plainly) **M. D.**

ADDRESS _____

CITY _____ STATE _____

July 1937

MEDICAL PUBLICATIONS JULY 1937



2061011922

ON CHANGING BRANDS OF CIGARETTES

"It was interesting... to find how many patients changed from one brand of cigarettes to another... because of the effect on their throats."
Fish, "Laryngoscope" Feb. 1935—Page 152

OBVIOUSLY irritation of the nose and throat is a constant source of annoyance to smokers.

It is of importance to the medical profession to know that cigarettes in which diethylene glycol is used as the hygroscopic agent have been scientifically proved* less irritating than those in which glycerine is used. In Philip Morris diethylene glycol is used exclusively.

But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. ... 1934, 30, 247-249
Laryngoscope ... Feb. 1935, Vol. XLV, No. 2, 266-274
N. Y. State Jour. Med. ... June 1935, Vol. 35, 286-294
Arch. Otolaryngology ... March 1935, Vol. 81, 306-314
Laryngoscope ... Jan. 1935, Vol. XLV(1), No. 1, 39-46

PHILIP MORRIS & CO. Ltd., Inc.

Take in to "BROWN PROGRAM", on the air Coast-to-Coast
Twelve o'clock, NBC ... Saturday evenings, CBS

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* Boxes of papers from
Proc. Soc. Exp. Biol. and Med., 1934, 32, 247-249 N. Y. State Jour. Med., 1935, 35, No. 11, 390
Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 58-60

NAME _____
ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATIONS AUGUST 1937



Aug 1937

ASK YOURSELF THESE QUESTIONS

QUESTION 1. Has the quality of the tobacco used any relation to cigarette mildness?

ANSWER 1. It has some relation, but it is not the prime factor.

QUESTION 2. What, then, is the advantage of using quality tobacco?

ANSWER 2. The quality of the tobacco determines aroma, taste and burning qualities.

QUESTION 3. Just what is mildness in a cigarette?

ANSWER 3. The less irritating the smoke, the milder the cigarette.

QUESTION 4. What causes irritation?

ANSWER 4. To a large degree, the use of glycerine, the hyposcopic agent commonly employed in the manufacture of cigarettes.

QUESTION 5. Does Philip Morris use glycerine?

ANSWER 5. No, Philip Morris uses diethylene glycol exclusively.

QUESTION 6. What is the advantage of diethylene glycol?

ANSWER 6. Philip Morris cigarettes are milder. Proved so in scientific tests.* On changing to Philip Morris, irritation of the nose and throat due to smoking cleared completely in the majority of cases.

QUESTION 7. Do Philip Morris cigarettes cause irritation?

ANSWER 7. Philip Morris do 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.

PHILIP MORRIS & CO. LTD., INC.



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*Reprints of papers from:

Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245

N.Y. State Jour. Med., 1933, 33, No. 11, 500

Laryngoscope, 1933, XXV, 149-154

Laryngoscope, 1937, XLVII, 58-60

SIGNED: _____ M. D.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATIONS

AUGUST 1937



Aug 1937


**"PHILIP MORRIS ARE LESS IRRITATING
THAN OTHER CIGARETTES"**

That is no mere guess or opinion. It is a scientific fact.
In place of the hygroscopic agent commonly employed,
Philip Morris use Diethylene Glycol exclusively.
Studies* comparing Philip Morris with cigarettes
made by the ordinary method of manufacture prove
Philip Morris definitely less irritating.

There is a difference between mere claims of superiority
and the measured superiority of Philip Morris.

*Proc. Soc. Exp. Biol. and Med. ... 1914, 15, 149-152
Laryngoscope ... Feb. 1915, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med. ... June 1915, Vol. 15, No. 11
Arch. Otolaryngology ... March 1915, Vol. 15, No. 3
Laryngoscope ... Jan. 1915, Vol. XLV, No. 1, 88-90

PHILIP MORRIS & CO., Ltd., Inc.



Taste in 100% TOBACCO PRODUCTS* on the old Constitution Cases Tuesday evenings, N.Y.C.
Sunday evenings, C.R.S.

PHILIP MORRIS & CO., LTD., INC. 115 FIFTH AVE., NEW YORK

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*Reprints of papers from

Proc. Soc. Exp. Biol. and Med., 1914, 15, 149-152 N. Y. State Jour. Med., 1915, 15, No. 11, 500

Laryngoscope, 1915, XLV, 149-154 Laryngoscope, 1917, XLVII, 58-60

SIGNER: _____ **M. D.**

(Place your name plainly)

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATIONS SEPTEMBER 1937 2061011910

Sept 1937

DOCTORS WHO DON'T SMOKE

DOCTORS who do not smoke are often called upon to advise patients with irritation of the nose and throat due to smoking.

It is worth knowing that only Philip Morris have been proved¹ less irritating than other cigarettes. This is due to the use of diethylene glycol exclusively as the hygroscopic agent. Ordinary cigarettes use glycerine.

Try Philip Morris on your smoking patients. Watch the effect. Verify for yourself the definite superiority of Philip Morris.

*Phar. Soc. Exp. Bul. and Med. ... 1924, 24, 141-147
Laryngoscope ... Feb. 1925, Vol. XLV, No. 8, 149-154
N. Y. State Jour. Med. ... June 1925, Vol. 25, No. 12
Arch. Otolaryngology ... March 1926, Vol. 23, No. 3
Laryngoscope ... Jan. 1927, Vol. XLVII, No. 8, 97-100

PHILIP MORRIS & CO. Ltd., Inc.

Taste in "ORWAY PRIZES"
on the 4th Coast-to-Coast Tuesday evenings, NBC
Saturday evenings, CBS

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Please send me
*Samples of paper free
Phar. Soc. Exp. Bul. and Med., 1916, 12, 241-245 N. Y. State Jour. Med., 1915, 15, No. 11, 190
Laryngoscope, 1915, XLV, 149-154 Laryngoscope, 1917, XLVII, 78-80

SIGN UP: _____ Please write name plainly **SE. D.**

ADDRESS _____

CITY _____ STATE _____

Sept 1937

MEDICAL PUBLICATIONS SEPTEMBER 1937 0061011902

IN ADVISING PATIENTS ON SMOKING

WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Due to the use of diethylene glycol instead of glycerine Philip Morris have been proved* less irritating than other cigarettes... proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1935, Vol. 21, No. 3, 306-310

PHILIP MORRIS & CO. Ltd., Inc. 110 FIFTH AVE., NEW YORK



-----For exclusive use of practicing physicians-----
PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Absolutely without charge or obligation of any kind, please send to me

*Reprints of papers from

Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my personal use, two packages of
Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATIONS


OCTOBER 1937



Oct 1937

DR. PROTIS KOPPEL
 OFFICE HOURS 11-1 P.M. 2-6:30 P.M.

Rx Sig-
 Wet cough, throat and
 nasal irritation, assist
 if unable to stop smoking,
 smoke Philip Morris.
 M. Ruff




A GOOD PRESCRIPTION

No claim is made that Philip Morris cigarettes cure irritation.

It has been proved* that cigarettes in which diethylene glycol is used as the hygroscopic agent are less irritating than ordinary cigarettes in which glycerine is employed. In Philip Morris, diethylene glycol is used exclusively.

*Proc. Soc. Exp. Biol. and Med. ... 1934, 33, 527-537
 Laryngoscope ... Feb. 1933, Vol. XLV, No. 2, 129-134
 N. Y. State Jour. Med. ... June 1933, Vol. 37, No. 24
 Arch. Otolaryngology ... March 1933, Vol. 21, No. 3
 Laryngoscope ... Jan. 1933, Vol. XLIII, No. 1, 27-30

PHILIP MORRIS & CO. Ltd., Inc.



There is no "SMOKE PROOF" on the air. CIGARETTES CURE.

Yardley earnings, NBC
 Saturday earnings, CBS

PHILIP MORRIS & CO. LTD., INC. 115 FIFTH AVE., NEW YORK

Please send me Request of paper form

Proc. Soc. Exp. Biol. and Med., 1934, 33, 242-245 N.Y. State Jour. Med., 1933, 37, No. 11, 190
 Laryngoscope, 1933, XLV, 129-134 Laryngoscope, 1933, XLV, 58-60


SIGNED _____ (Please print name plainly) M. R.

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATIONS

OCTOBER 1937



Oct 1937

CIGARETTES DEPARTMENT *4-28-37*

CLAIMS with PROOF

CLAIMS made for cigarettes should be viewed only in the light of their proof.


Scientific research* shows that Philip Morris, in which only diethylene glycol is used as the hygroscopic agent, are less irritating than ordinary cigarettes in which glycerine is used.

Philip Morris alone submits the proof.

*Proc. Soc. Exp. Biol. and Med. ... 1934, 33, 20-22;
Laryngoscope ... July 1935, Vol. XLV, No. 8, 1407-14;
N. Y. State Jour. Med. ... June 1935, Vol. 35, No. 11
Arch. Otolaryngology ... March 1936, Vol. 42, No. 3
Laryngoscope ... Jan. 1937, Vol. XLVII, No. 1, 27-32

PHILIP MORRIS & CO. Ltd., Inc.

No claim is made that Philip Morris Cigarettes ever contain
Opium, proved to be a source of irritation, and generally present
in cigarettes, is not used in the manufacture of Philip Morris.



Tune in to "SMOKE BEHIND" on the air. Chain-of-Command

Tuesday evenings, NBC
Saturday evenings, CBS

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Time and cost
 *Copies of papers from:
 Proc. Soc. Exp. Biol. and Med., 1934, 32, 201-203 N. Y. State Jour. Med., 1935, 35, No. 11, 760
 Laryngoscope, 1935, 45, 148-154 Laryngoscope, 1937, XLVII, 38-60

SIGNED: _____ **M. D.**

ADDRESS _____

CITY _____ STATE _____

Oct 1937

MEDICAL PUBLICATIONS OCTOBER 1937



When smokers changed to Philip Morris cigarettes, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.*

In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent, instead of glycerine, the hygroscopic agent commonly employed.

*Proc. Soc. Exp. Biol. and Med., 1914, 11, 747-749
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 244-254
N. Y. State Jour. Med., June 1915, Vol. 15, No. 12
Arch. Otolaryngology, March 1916, Vol. 23, No. 3
Laryngoscope, Jan. 1915, Vol. XXV, No. 1, 95-100

PHILIP MORRIS & CO., Ltd., Inc.

Time in 10 "MORRIS PIGGIES" on the air Coast-to-Coast
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PHILIP MORRIS & CO., LTD., INC. 110 FIFTH AVE., NEW YORK

Time and use:
*Exposure of organs from:
Proc. Soc. Exp. Biol. and Med., 1914, 11, 241-245
Laryngoscope, 1915, XLV, 149-154
N. Y. State Jour. Med., 1915, 15, No. 11, 590
Laryngoscope, 1917, XLVII, 96-100

SEND: _____ **M. B.**
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CITY _____ STATE _____

MEDICAL PUBLICATIONS NOVEMBER 1937

2061011894

Nov 1937


**A MAJOR ADVANCEMENT
IN CIGARETTES**

PATIENTS with irritation of the nose and throat due to smoking were directed to change to Philip Morris. Within a limited number of days not only did the patients report definite relief, but medical examination showed every case of irritation had cleared completely or definitely improved.

This Philip Morris superiority* is due to a distinct difference in manufacture. Philip Morris employs diethylene glycol as the hygroscopic agent — proved a major advancement in cigarettes.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 421-423
Laryngoscope, 1935, Vol. XLV, No. 12, 140-154
N. Y. State Jour. Med., 1935, Vol. 35, No. 11
Arch. Otolaryngology, 1935, March 1935, Vol. 21, No. 3
Laryngoscope, 1937, Vol. XLVII, No. 2, 106-110

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Taste in 10 "MORRIS PREMIER"
on the air Coast-to-Coast Tuesday evenings, NBC
Saturday evenings, CBS

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*Reprints of papers from

<small>Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243</small>	<input type="checkbox"/>	<small>N. Y. State Jour. Med., 1935, 35, No. 11, 500</small>	<input type="checkbox"/>
<small>Laryngoscope, 1935, XLV, 149-154</small>	<input type="checkbox"/>	<small>Laryngoscope, 1937, XLVII, 58-60</small>	<input type="checkbox"/>

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ADDRESS: _____

CITY: _____ **STATE:** _____ **1937**

MEDICAL PUBLICATIONS NOVEMBER 1937

2061011885

Nov 1937



**PROVED DEFINITELY
LESS IRRITATING . . .**

Cigarettes made by the ordinary method of manufacture produce an irritation of the nose and throat that is noticeably absent when smoking Philip Morris.

Scientific research* shows that cigarettes in which diethylene glycol is used, are definitely less irritating—a major improvement in cigarettes.

In Philip Morris diethylene glycol is used exclusively as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, Mar., 1936, Vol. 23, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 50-60

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*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243 Laryngoscope, 1931, XLV, 149-154
N. Y. State Jour. Med., 1935, 35, No. 11, 590 Laryngoscope, 1937, XLVII, 50-60

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CITY _____ STATE _____

255

2001019900 MEDICAL PUBLICATIONS DECEMBER 1937

Dec 1937

PHILIP MORRIS & CO. LTD., INC. ADVERTISING DEPARTMENT



MAKE YOUR OWN TESTS

Scientific research* has proved cigarettes in which diethylene glycol is used as the hygroscopic agent to be definitely and measurably less irritating—a major advancement in cigarettes.

In Philip Morris diethylene glycol is used exclusively as the hygroscopic agent.

Why not make your own tests? Prove Philip Morris superiority by smoking them yourself—by advising them for patients who smoke. Your own experience will bear out our findings.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11
Jahrb. Otolaryngologie, Mar. 1936, Vol. 51, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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* Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 Laryngoscope, 1936, XLV, 149-154
N. Y. State Jour. Med., 1935, 35, No. 11, 550 Laryngoscope, 1937, XLVII, 58-60

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MEDICAL PUBLICATIONS DECEMBER 1937



2061011903

Dec 1937

THE COMMON SENSE OF CIGARETTE SMOKING


WHEN it is known that one cigarette is less irritating, when that fact has been proved by scientific research, is it not plain common sense to choose that cigarette?

Philip Morris, in which diethylene glycol is used as hygroscopic agent, have been proved* definitely less irritating.

May we suggest you make your own tests. Smoke Philip Morris—try them on your patients who smoke. Verify for yourself Philip Morris' superiority.

*Proc. Soc. Exp. Biol. and Med. ... 1934, 30, 50-52
Laryngoscope ... Feb. 1935, Vol. XLV, No. 4, 500-04
N. Y. State Jour. Med. ... June 1935, Vol. 35, No. 11
Arch. Otolaryngology ... March 1936, Vol. 63, No. 3
Laryngoscope ... Jan. 1938, Vol. XLVIII, No. 1, 15-20

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Taste in an "ORANGE PRESERVE"
on the air Coast-to-Coast  Tuesday evenings, NBC
Saturday evenings, CBS

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*Reprints of papers from

Proc. Soc. Exp. Biol. and Med., 1934, 30, 50-52 N. Y. State Jour. Med., 1935, 35, No. 11, 500


Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 58-60

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ADDRESS _____

CITY _____ **STATE** _____

Dec 1937

MEDICAL PUBLICATIONS DECEMBER 1937  2081011895

RESEARCH DEPARTMENT ADVERTISING DEPARTMENT 20



3 OUT OF 4 SMOKERS' COUGHS CLEARED COMPLETELY

Patients with smokers' coughs were instructed to change to Philip Morris cigarettes.

In 3 out of every 4 cases, the coughs disappeared completely.

When these patients changed back to cigarettes made by the ordinary method of manufacture, within a limited number of days, coughs had returned in one-third of the cases.

This Philip Morris superiority* is due to a distinct difference in manufacture. Philip Morris employs diethylene glycol as the hygroscopic agent—proved a major advancement in cigarettes.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, Mar. 1936, Vol. 23, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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Tune in to "SMOKE PARTNERS" on the air Coast-to-Coast
Tuesday evenings, NBC... Saturday evenings, CBS

Dec 1937

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• Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-243 Laryngoscope, 1935, XLV, 149-154
 N. Y. State Jour. Med., 1935, 35, No. 11, 590 Laryngoscope, 1937, XLVII, 58-60

NAME _____ M. D.

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CITY _____ STATE _____

MEDICAL PUBLICATIONS DECEMBER 1937




2061011891

**IN ADVISING PATIENTS
ON SMOKING**

WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Philip Morris alone have been proved* less irritating than other cigarettes... proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.


PHILIP MORRIS & CO.

There is no "SMOOTH PUFFING" on the air. Cigarettes on Coast. Tasty cigarettes, NBC. Specialty cigarettes, CBS.

April 1938

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Please send me reports of papers from


*Proc. Soc. Exp. Biol. and Med., 1936, 32, 201-203 N. Y. Jour. Jour. Med., 1937, 35, No. 11, 700

Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 38-60

SIGNED: _____ (Please print name clearly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS APRIL 1938  *2061011299*

ADVERTISING DEPARTMENT

A Study for the Doctor

Facts are what you want. Not hearsay, nor claims.

Tests were made on five brands of cigarettes to determine their irritant properties. Conclusively these tests prove the definite superiority of Philip Morris.

Reprints of these findings—as well as other researches on the subject of irritation due to smoking—all published in medical journals—will be sent you on request.

Tests in "JOURNAL PRESENT" on the six Cigarette-Cases
Tardis smoking, "THE SMOKE" - Secondary smoking, "THE
Network" - Tobacco process "What's My Name?" "Friday
evening" - "Medical Network"

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Proc. Soc. Exp. Biol. and Med., 1936, 32, 241-243
Lancet, 1935, 2, 126-128
N. Y. State Jour. Med., 1935, 35, No. 11, 936
Lancet, 1935, 2, 126-128

REVEAL _____ M. D.
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MEDICAL PUBLICATIONS June 1938

208101907

June 1938

ADVERTISING DEPARTMENT

Every Doctor is a Doubter

As a doctor, you naturally question every claim made for a product. So we say, "Accept no claims for Philip Morris. Prove the facts for yourself."

There are two ways. Either smoke Philip Morris... or draw your conclusions from original researches! We will be glad to send you reprints of papers on the differences in cigarette smoke in relation to irritation of the nose and throat.

Time in: Tuesday evenings, NBC Network; Friday evenings, Mutual Network; Saturday mornings, CBS Network.


PHILIP MORRIS & CO., INC. • 110 FIFTH AVE., NEW YORK

*Please send me reprints of papers from:
From: Surgeon-General's Report, 1942, pp. 14-15
 Laryngoscope, 1942, Vol. 52, No. 11, 208
N. Y. State Jour. Med., 1942, Vol. 42, No. 12, 208
 Laryngoscope, 1942, Vol. 52, No. 11, 208
 Laryngoscope, 1942, Vol. 52, No. 11, 208

NAME _____ M. D.
ADDRESS _____
CITY _____ STATE _____

1 - 2

MEDICAL PUBLICATIONS JUNE 1938



609101911*

June 1938

YOU-AS A DOCTOR-

would be interested in the results obtained by research on the relation of cigarette smoke to irritation of the nose and throat.

These researches* reveal the scientific reason why Philip Morris Cigarettes are less irritating. We will be happy to send you reprints on request.

*True in its "SMOKE PRESENTS" on the 40° Cent. and 50° Cent. Standard average... Research average... C 20° Standard... John's present... What's My Name?... Further average... Research Standard

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1938, 1937... No. 26, 15, 1938...
Lancashire, 1938, 1937... Lancashire, 1938, 1937

MEDICAL PUBLICATIONS July 1938

2061011915

2061011915

Doctors Want Facts

Facts are what you want. Not hearsay, nor claims.

Tests were made on five brands of cigarettes to determine their irritant properties. Conclusively these tests prove the definite superiority of Philip Morris.

Reprints of these findings—as well as other researches on the subject of irritation due to smoking—all published in medical journals—will be sent you on request.

Tests in "SMOKE PREVENT" on the 10th Circuit Court
Tobacco Company, N.Y. ...
N.Y. ...
N.Y. ...
N.Y. ...

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Proc. Soc. Exp. Biol. and Med., 1934, 32, 141-145
—
Lancet, 1935, 1, 149-154
N. Y. Jour. Med., 1935, 35, No. 11, 190
—
Lancet, 1935, 1, 149-154

REGISTERED: _____ N. Y.
ADDRESS: _____
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MEDICAL PUBLICATIONS July 1938

2061011619

July 1938

B.P.M.
(Before Philip Morris)

Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era—marks a major cigarette advancement.

It has been reported* that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking, cleared completely or definitely improved.

Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

*Cases in "SMOKE PRESENTS" in the six Great-to-Great Yearbook series: B.P.M. Network... Scientific cigarette, CIG. Network... Advise patients "What's My Name?" Public cigarette... "Natural Network"

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*Please send me requests of papers from

Proc. Soc. Exp. Biol. and Med., 1916, 11, 261-267 N. Y. Jour. Med., 1915, 31 No. 11, 798
Laryngoscope, 1915, XLV, 140-154 Laryngoscope, 1917, XXXVII, 18-60

NAME: _____ M. D.

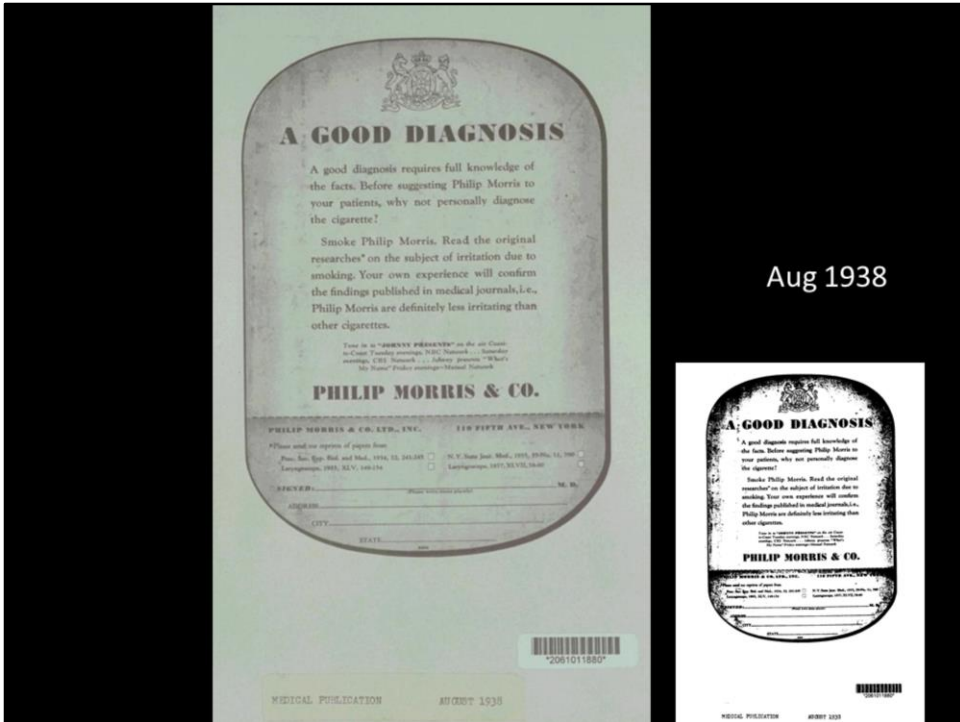
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MEDICAL PUBLICATIONS AUGUST 1938

2061011923

Aug 1938



Patients With Smoker's Cough

More important than how many cigarettes your patient smokes is what brand. Researches on the subject of irritation of the nose and throat due to smoking have proved conclusively that . . .

When smokers changed to PHILIP MORRIS every case of irritation cleared, completely or definitely improved.

Smoke Philip Morris. Enjoy the advantages of a better cigarette. Verify for yourself the superiority of Philip Morris.

Reprints of studies, as published in leading medical journals will gladly be sent you on request.*

*Cite in "JOHNNY PRESENTS" on the CBS-Capitol-Cover Yarned program, NBC News, . . . Saturday evening, CBS News . . . Johns Joneson "What's My Name?" Friday evening - Mutual Network.

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* Please send no orders of papers from
Proc. Soc. Exp. Biol. and Med., 1934, 31, N. Y. State Jour. Med., 1935, 34, 147-149
Laryngoscope, 1935, XLV, 140-154; Laryngoscope, 1937, XLVII, 50-60

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SEPT 1938

MEDICAL PUBLICATIONS SEPTEMBER 1938

206101884

Any Questions?

Philip Morris know that you want *all* the facts—the whole significant story of Philip Morris' superiority. The tests made. The conclusions drawn. The *definite evidence* that Philip Morris are distinctly less irritating than other cigarettes.

Why not send for reprints of the studies published in scientific journals? They answer fully all questions on irritation due to smoking.

In the meantime, you might make your own tests. Smoke Philip Morris. Recommend them to your patients. Let your own observations confirm the superiority of Philip Morris—*proved* a major advancement in cigarettes.

PHILIP MORRIS

Please Ask Us any other questions that interest you on the physiological effects of smoking. Our research files contain exhaustive data from authoritative sources—from which we will gladly quote you.

Philip Morris & Co., Inc., Inc., 119 Fifth Avenue, New York 1
Please send me reprints of the studies checked:
Proc. Soc. Exp. Biol. and Med., 1936, 35, 647-661 Laryngoscope, 1931, 41, 149-154
N. Y. Dent. Jour., 1931, 11, No. 11, 139 Laryngoscope, 1931, 41, 155, 16-64

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ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATION OCTOBER 1936

2061011900

Oct 1938

**PLEASE
ASK
US.....**

YOU MAY have questions... on the physiological effects of smoking... which we can answer. Please feel free to ask us.

Our research files contain exhaustive data from authoritative sources—from which we will be glad to quote whatever may bear upon your question.

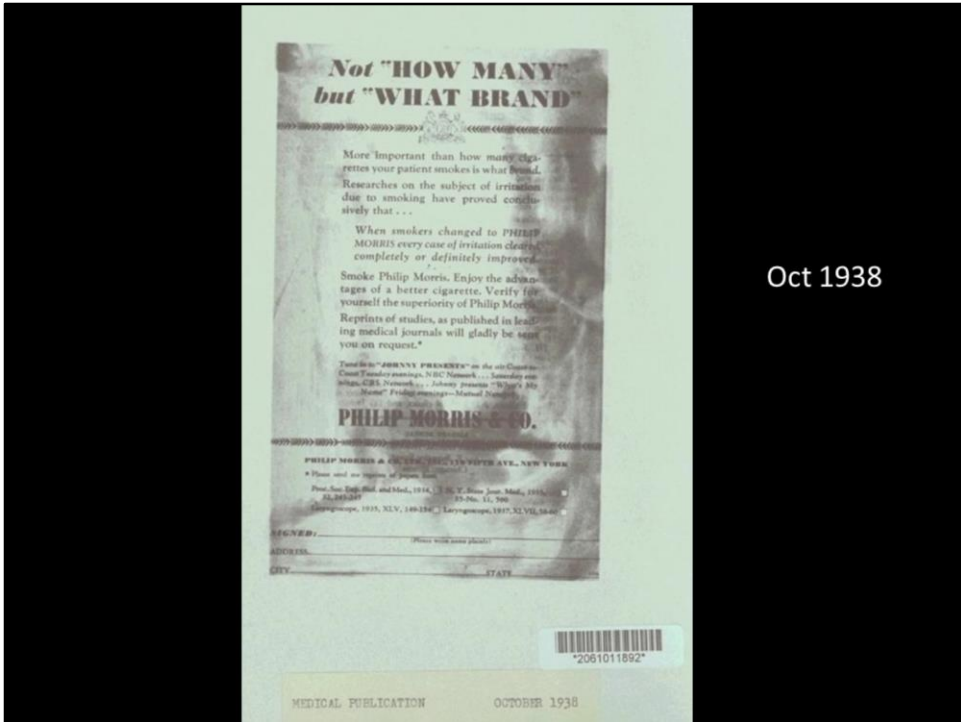
If you have not already read the studies on the relative effects of cigarette smoke, may we suggest that you use the request blank below? And also that you try Philip Morris Cigarettes yourself.

IF YOU WOULD LIKE COPIES of reprints listed below, check those you wish, tear off this part of the page, and mail to PHILIP MORRIS & CO., LTD., INC., 119 Fifth Avenue, New York... Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 N. Y. State Jour. Med., 1935, 35-No. 11, 390 Laryngoscope, 1935, XLV, 149-154 Laryngoscope 1937, XLVII, 58-60

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Oct 1938

MEDICAL PUBLICATIONS OCTOBER 1938 "2061011855"



Oct 1938

MEDICAL PUBLICATION OCTOBER 1938

2061011892

**SOME 50,000 DOCTORS
HAVE RESPONDED**

IT certainly shows how alert medical men are in keeping informed on all significant research ... when more than 50,000 busy physicians send for reprints of articles on the influence of hygroscopic agents on irritation from cigarette smoking.

These studies are not only interesting but valuable to physicians when called upon to give advice on smoking.—PHILIP MORRIS & CO., LTD., INC.

PLEASE ASK US any questions on the physiological effects of smoking—our research files contain exhaustive authoritative data.

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Nov 1938

MEDICAL PUBLICATION

NOVEMBER 1938



2061011896

BY WAY OF REMINDER

- 1) That there are available to you upon request, reprints of studies published in leading medical journals on IRRITATION OF THE NOSE AND THROAT DUE TO CIGARETTE SMOKING...
- 2) That researches in this field, conducted by qualified authorities, have proved conclusively: WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION DUE TO SMOKING, CLEARED COMPLETELY OR DEFINITELY IMPROVED!
- 3) That no other cigarette is able to present such factual, scientific evidence.
- 4) That you might enjoy a change to Philip Morris as your own cigarette... verifying by your own experience the findings of these laboratory and clinical researches.

PLEASE ASK US any questions that interest you on the physiological effects of smoking. Our research files are filled with data from authoritative sources — from which we will gladly quote you.

Phil. Med. Rep. Bul. and Mem. 1934, 19, 747-749

Laryngoscope, 1935, 45:1, 149-154

N. Y. Jour. Jour. Med., 1935, 34:No. 1, 100

Laryngoscope, 1937, 47:10, 19-20

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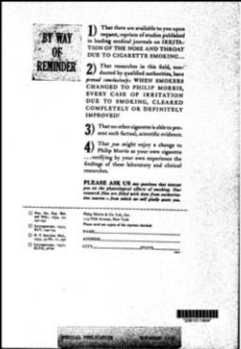
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MEDICAL PUBLICATION NOVEMBER 1938

Nov 1938



Philip Morris (1938)

NOVEMBER, 1938 THE PENNSYLVANIA MEDICAL JOURNAL



YOU MAY have questions . . . on the physiological effects of smoking . . . which we can answer. Please feel free to ask us.

Our research files contain exhaustive data from authoritative sources - from which we will be glad to quote whatever may bear upon your question.

If you have not already read the studies on the relative effects of cigarette smoke, may we suggest that you use the request blank below? And also that you try Philip Morris Cigarettes yourself.


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192 **PLAINTIFF'S EXHIBIT**

2022969432

Nov 1938




YOU MAY have questions . . . on the physiological effects of smoking . . . which we can answer. Please feel free to ask us.

Our research files contain exhaustive data from authoritative sources — from which we will be glad to quote whatever may bear upon your question.

If you have not already read the studies on the relative effects of cigarette smoke, may we suggest that you use the request blank below? And also that you try Philip Morris Cigarettes yourself.


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NAME _____ M. D. _____
ADDRESS _____
CITY _____ STATE _____



MEDICAL PUBLICATION DECEMBER 1938

Dec 1938


**DOCTORS ARE
KEEPING INFORMED**

IT certainly shows how alert medical men are in keeping informed on all significant research ... when more than 50,000 busy physicians send for reprints of articles on the influence of hygroscopic agents on irritation from cigarette smoking.

These studies are not only interesting but valuable to physicians when called upon to give advice on smoking.—PHILIP MORRIS & CO., LTD., INC.

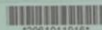
PLEASE ASK US any questions on the physiological effects of smoking—our research files contain exhaustive authoritative data.

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NAME _____ M. D.
ADDRESS _____
CITY _____ STATE _____

Dec 1938

MEDICAL PUBLICATION DECEMBER 1938


2061011916

MOST DOCTORS KNOW

Merely by its presence in this publication ...and by the nature of this message...you perhaps know *what cigarette* it concerns. These messages have but one purpose: to remind you briefly of the evidence of laboratory and clinical research—*reported in leading medical journals*—

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

No other cigarette is in position to present such scientifically acceptable evidence of superiority.

Try Philip Morris. Suggest them to your patients. Your own observation will verify the definite superiority of Philip Morris Cigarettes.

PLEASE ASK US any questions that interest you on the physiological effects of smoking. Our research files are filled with data from authoritative sources—from which we will gladly quote you.

Proc. Soc. Exp. Biol. and Med., 1934, 33, 340-342.

Laryngoscope, 1931, XLV, 149-154.

N. Y. Jour. Med., 1930, 31 No. 15, 158.

Laryngoscope, 1937, XLVII, 48-50.

Philip Morris & Co. Ltd., Inc.
119 Park Avenue, New York

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CITY _____ STATE _____

Dec 1938

MEDICAL PUBLICATION DECEMBER 1938

2061011920

VERIFY THE FACTS FOR YOURSELF

Just as important as *how many* cigarettes—is *what brand* of cigarettes your patient smokes.

Researches on the subject of irritation of the nose and throat due to smoking have proved conclusively that . . .

When smokers changed to PHILIP MORRIS every case of irritation cleared completely or definitely improved.

Smoke Philip Morris. Enjoy the advantages of a better cigarette. Verify for yourself the superiority of Philip Morris.

Reprints of studies, as published in leading medical journals, will gladly be sent you on request.*

*See in "ARHNEY PRESENTS" on the late East-to-Coast Tender evenings, NBC Network . . . Saturday evenings, CBS Network . . . Johnny presents "What's My Name" Friday evenings—Mutual Network.

PHILIP MORRIS & CO.

Proc. Soc. Exp. Biol. and Med., 1916, 14, 441-443.

Laryngoscope, 1914, XLV, 149-154.

N. Y. State Jour. Med., 1916, 15, No. 17, 1597.

Laryngoscope, 1917, XLVII, 18-60.

Philip Morris & Co. Ltd., Inc.
119 Fifth Avenue, New York

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NAME _____

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CITY _____ STATE _____

2081011924

Jan 1939

VERIFY THE FACTS FOR YOURSELF

Just as important as how many cigarettes—in what brand of cigarettes your patient smokes.

Researches on the subject of irritation of the nose and throat due to smoking have proved conclusively that . . .

When smokers changed to PHILIP MORRIS every case of irritation cleared completely or definitely improved.

Smoke Philip Morris. Enjoy the advantages of a better cigarette. Verify for yourself the superiority of Philip Morris.

Reprints of studies, as published in leading medical journals, will gladly be sent you on request.*

*See in "ARHNEY PRESENTS" on the late East-to-Coast Tender evenings, NBC Network . . . Saturday evenings, CBS Network . . . Johnny presents "What's My Name" Friday evenings—Mutual Network.

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Proc. Soc. Exp. Biol. and Med., 1916, 14, 441-443.

Laryngoscope, 1914, XLV, 149-154.

N. Y. State Jour. Med., 1916, 15, No. 17, 1597.

Laryngoscope, 1917, XLVII, 18-60.

Philip Morris & Co. Ltd., Inc.
119 Fifth Avenue, New York

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An advantage not to be overlooked

Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era — marks a major cigarette advancement.

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Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

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**SOME 50,000 DOCTORS
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IT certainly shows how alert medical men are in keeping informed on all significant research ... when more than 50,000 busy physicians send for reprints of articles on the influence of hygroscopic agents on irritation from cigarette smoking.

These studies are not only interesting but valuable to physicians when called upon to give advice on smoking. — PHILIP MORRIS & CO., LTD., INC.

PLEASE ASK US any questions on the physiological effects of smoking — our research files contain exhaustive authoritative data.

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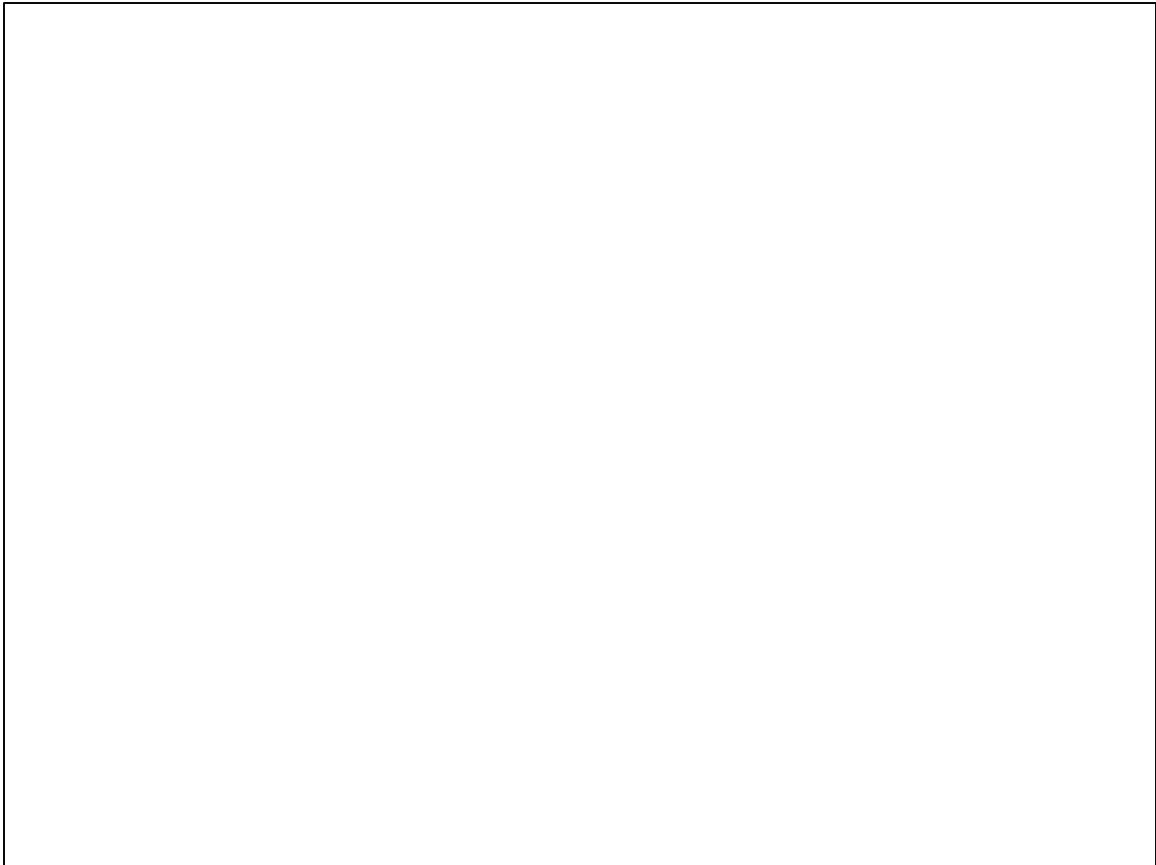
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THESE recently published cigarette studies are of considerable value to the doctor in advising patients on smoking. They discuss significant differences in cigarettes, and their varying effects on smokers.

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TO THOSE DOCTORS WHO ARE NOT YET FAMILIAR WITH THESE SIGNIFICANT STUDIES

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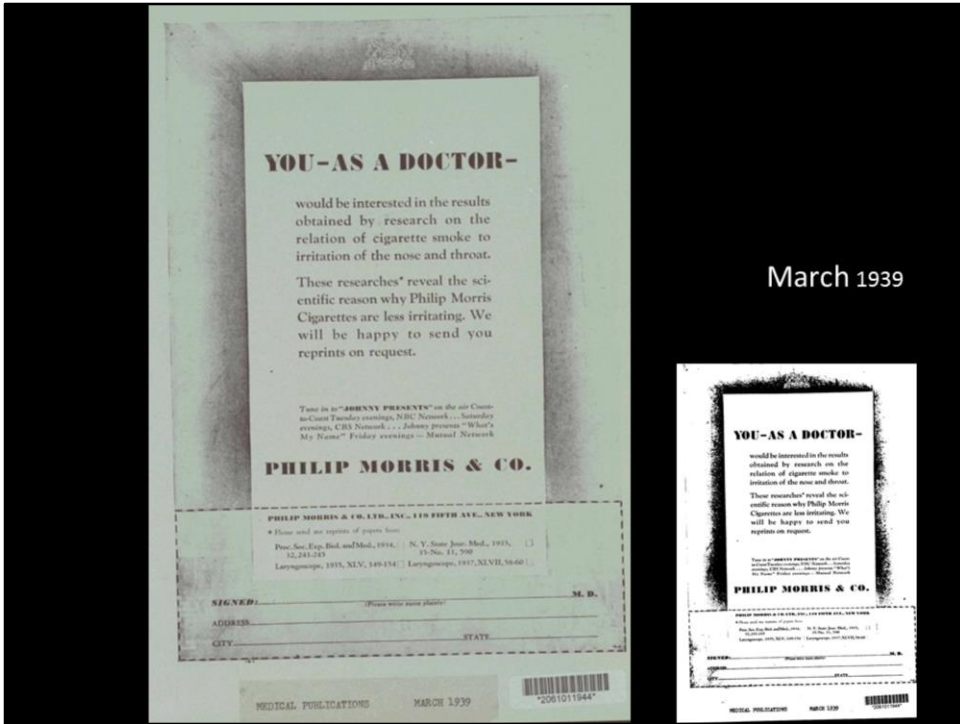
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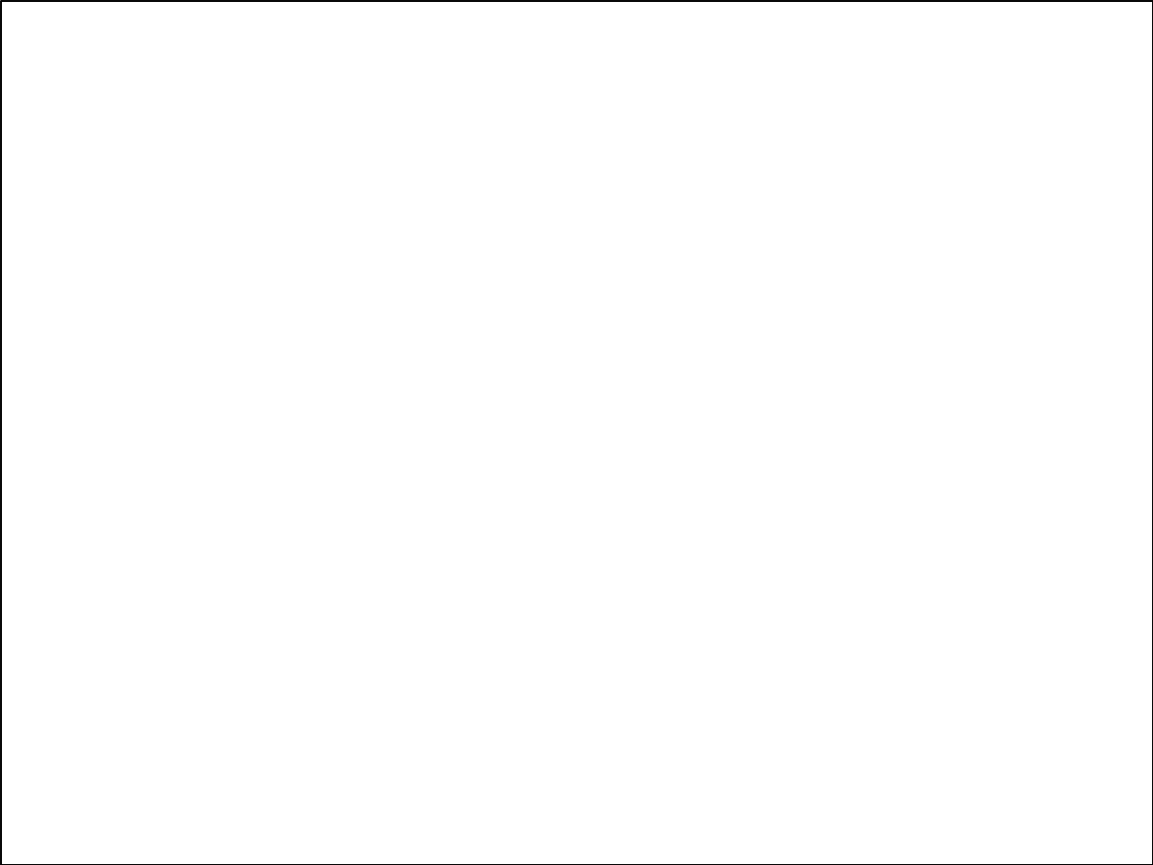
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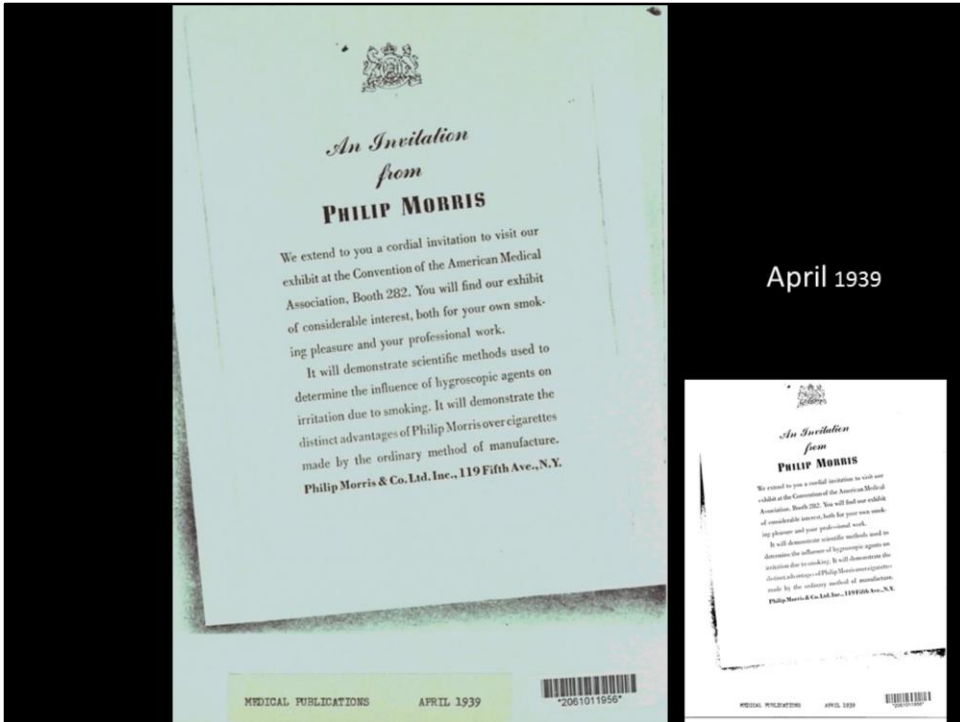
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Or better still, make your own tests! Smoke Philip Morris. Suggest them to your patients. Your own observations will confirm the marked superiority of Philip Morris Cigarettes.

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N. Y. State Jour. Med., 1937, 37, No. 41, 2867. "Smoking Habits of Ex-smokers: Studies on Behavioral and Hypertensive Aspects." Laryngoscope, 1937, 47, No. 10, 1741-1742. "Further Clinical Observations on the Influence of Hypertensive Agents on Cigarettes."

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May we send you *the published
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N. Y. Jour. Jour. Med., 1937, 32, No. 24, 510. (Respiratory Effects
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N. Y. Jour. Exp. Med., 1937, 61 No. 18, 186-188. "Respiratory Physiology of Nicotinic Acid."

Transactions, 1937, N.Y.M. J., 43(12), "Further Clinical Observations on the Behavior of Nicotinic Acid in Experiment."

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Clinical tests showed that when smokers changed to Philip Morris Cigarettes, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

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N. Y. State Jour. Med., 1939, 39, No. 41, 949—"Breathing Apparatus of Cigarette Smoke as Influenced by Hypnotic Agents."

Laryngoscope, 1939, XLV, No. 7, 148-154—"Some Clinical Observations on the Influence of Central Hypnotic Agents in Cigarettes."

Laryngoscope, 1937, XLVII, No. 10, 1467-1471—"Further Clinical Observations on the Influence of Hypnotic Agents in Cigarettes."

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ADDRESS _____

CITY _____

STATE _____

AMA

MEDICAL PUBLICATIONS

AUGUST 1939



2061011929

THE SOURCE of a report counts as much as the findings. Observe the reputable sources of the studies listed below... *on the irritant properties of cigarette smoke.* May we send you a set of reprints?

PHILIP MORRIS & CO. LTD., INC., 110 11TH AVENUE, NEW YORK

Please send me copies of the reprints checked.

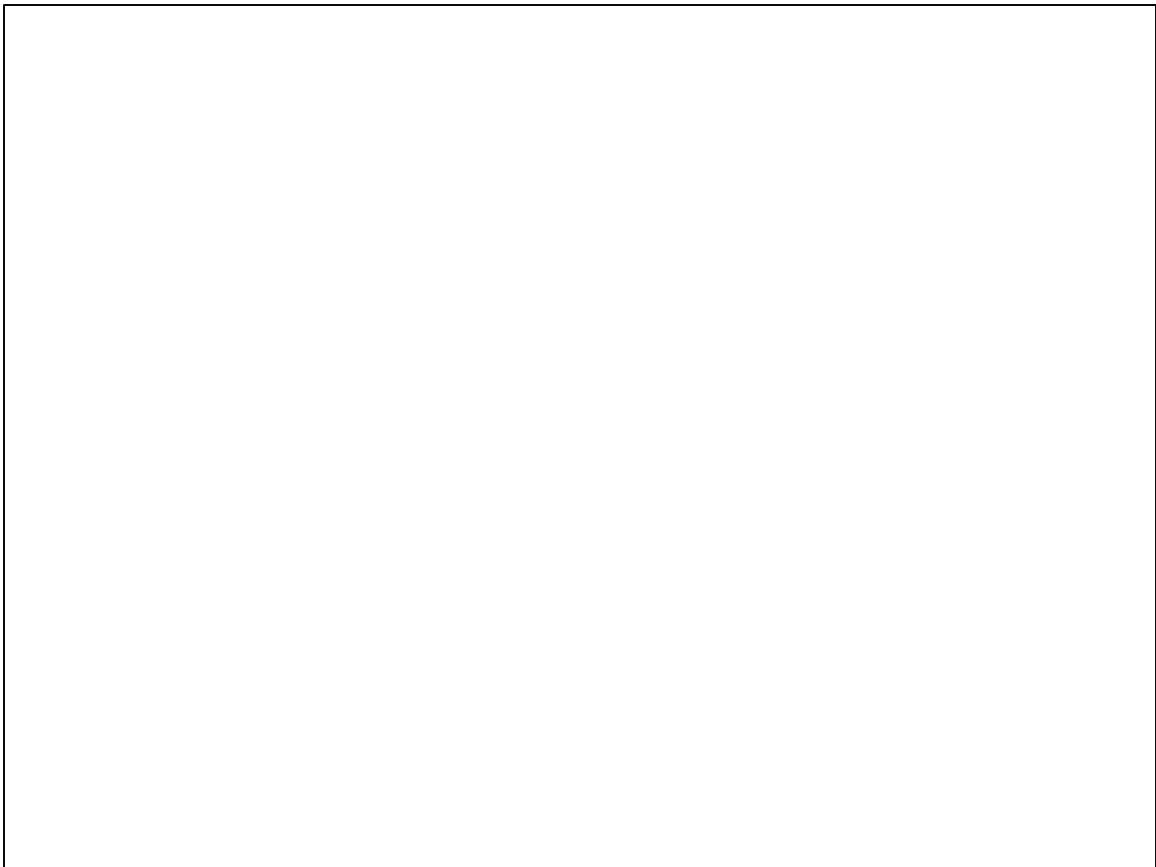
<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1954, 52, 241-245. "Quantitative Determination of the Irritant Properties of Cigarette Smoke"	<input type="checkbox"/> Laryngoscope, 1959, 69, No. 2, 348-354. "Some Factors of the Irritation in the Larynx of Persons Who Use Cigarettes"
<input type="checkbox"/> N. Y. State Jour. Med., 1958, 58, No. 18, 1861. "Respiratory Protection of English Smokers as Influenced by Respiratory Agents"	<input type="checkbox"/> Laryngoscope, 1957, 67, No. 1, 1-10. "Respiratory Protection in the Larynx of English Smokers as Influenced by Respiratory Agents"

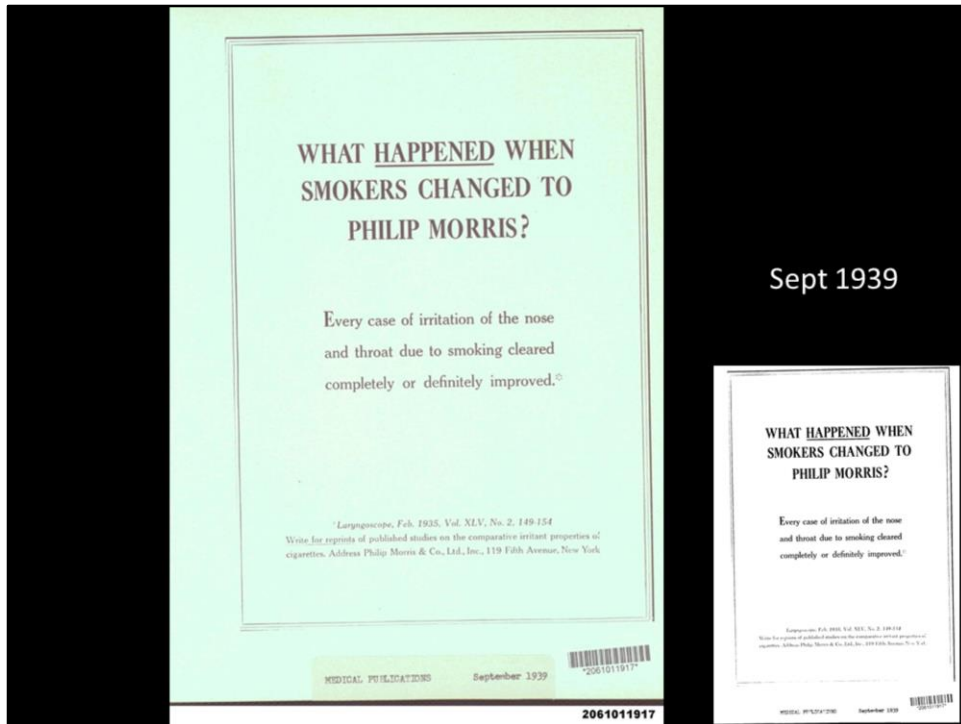
NAME _____
ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATIONS SEPT. 1939

0061011921

Sept 1939





Sept 1939

**SIGNIFICANT CLINICAL RESULTS
IN A SERIES OF SMOKING TESTS**

*FACTS FROM... Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 119-134*


(1) At the beginning of the experiment, 73.7% of the cases showed a congested condition of the pharynx and larynx due to smoking.

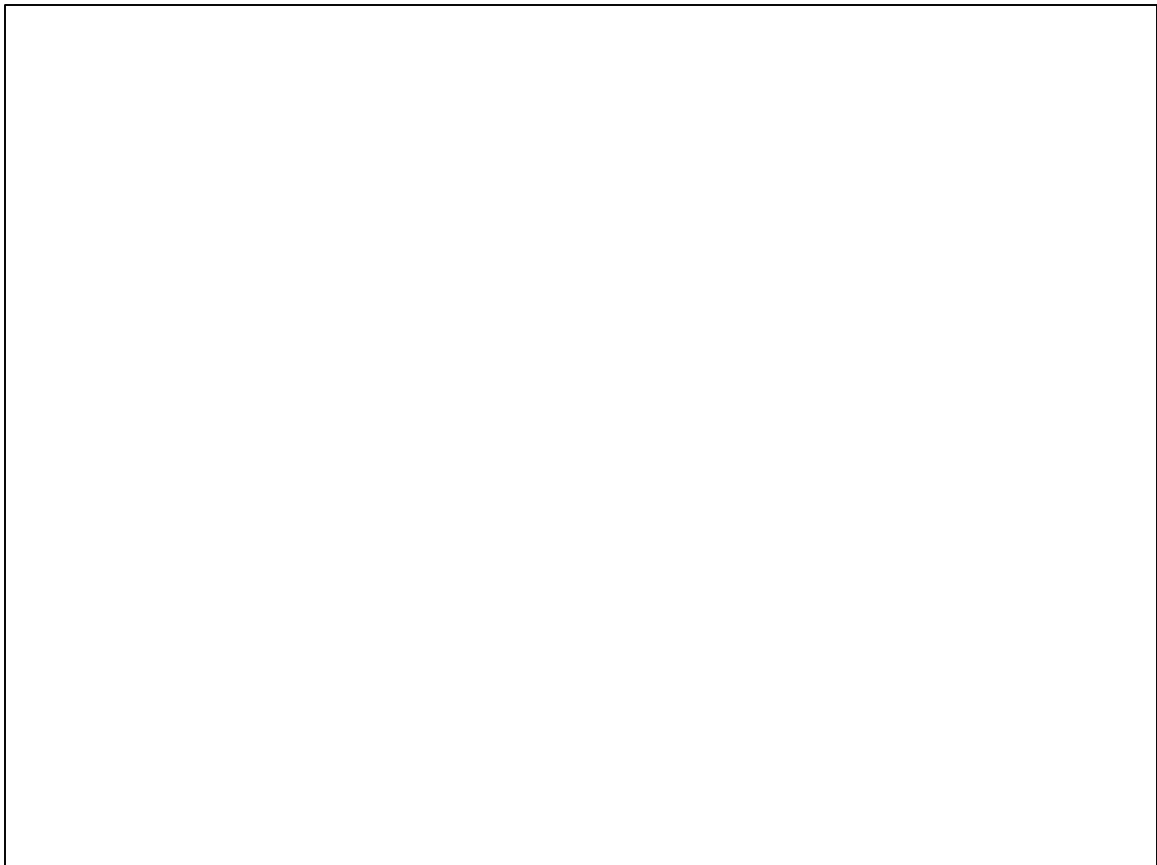
(2) On changing to Philip Morris, 62.3% of the cases cleared. The other 37.7% showed considerable improvement.

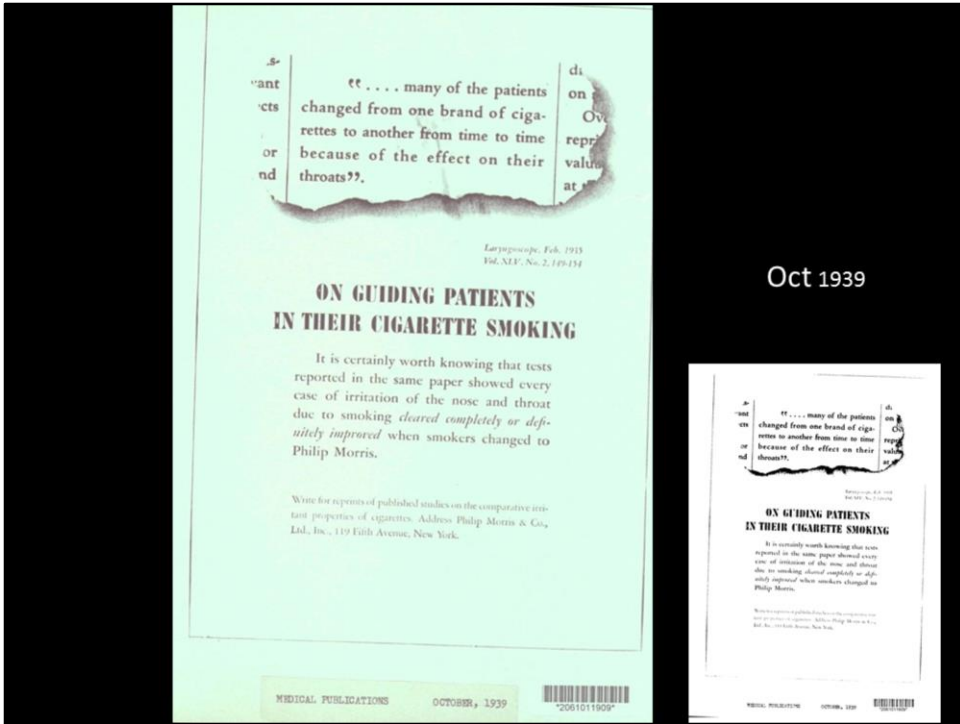
(3) On changing back to cigarettes made by the ordinary method, 39% showed a return of congestion within one week!

REPRINTS of published studies on the irritant properties of cigarettes are available. Address: Philip Morris & Co. Ltd. Inc., 119 Fifth Ave., N. Y.

Oct 1939

MEDICAL PUBLICATIONS OCTOBER 1939  2061011905





Philip Morris (1936)

Undoubtedly questions arise from time to time relative to the effects of smoking

We have complete files of the literature on this subject, from which we will gladly furnish any information which may bear on your question.

Any question on the subject of smoking is welcome. If the answer is available in the literature, we have it, and will be happy to pass it on to you.

PHILIP MORRIS & CO.
LTD., INC.

Have you seen the reprint of the studies on the influence of hydrogen cyanide in cigarette smoke? If not, see this company.

Time is in "SENNY PRESENTS" on the air - *Cheer-Up!* Tuesday evenings, 7:30-8:00 p.m. . . . Friday evenings, CBS Network and Monday evenings, Mutual Network

PHILIP MORRIS & CO. LTD., INC. 115 FIFTH AVENUE, NEW YORK

*Please send me copies of the reprints checked.

Pub. Sm. Exp. Biol. and Med. 1934, 21, 243-247 N. Y. Sun-Jour. Med. 1935, 55, 266, 11, 890
 Lancet, 1935, 82, 149-150 Lancet, 1937, XLV, 18-20

NAME _____

ADDRESS _____

CITY _____ STATE _____


2022969133

1939

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

112

163



Jan 1940

ONE CIGARETTE PROVED*
definitely
LESS IRRITATING
to the smoker's nose and throat

1003071240

*Reprints of studies on the irritant properties of cigarettes are available. Address your request to Philip Morris & Co. Ltd., Inc., 119 Fifth Avenue, New York.

165

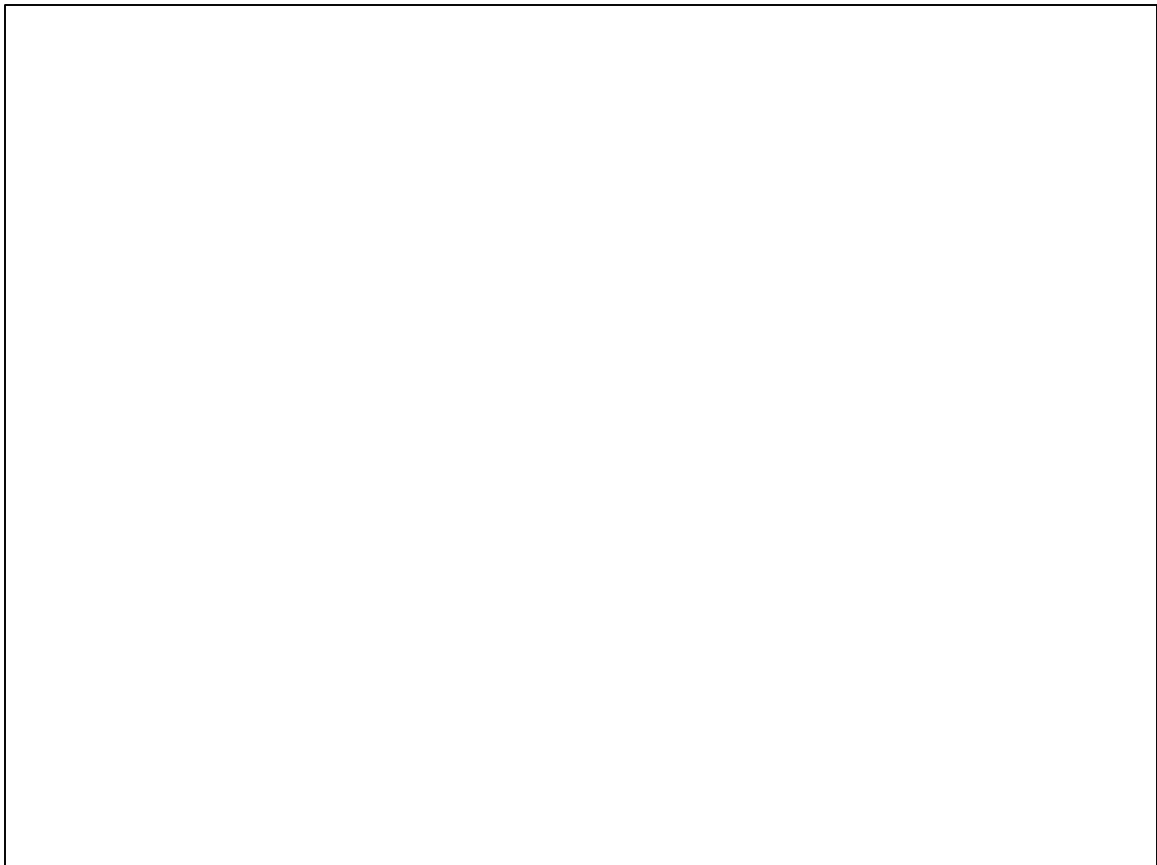
**WHAT HAPPENED WHEN
SMOKERS CHANGED TO
PHILIP MORRIS?**

Every case of irritation of the nose
and throat due to smoking cleared
completely or definitely improved.*

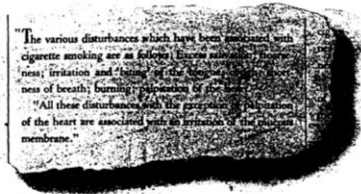
*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Write for reprints of published studies on the comparative irritant properties of
cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York

1003071214

Jan 1940



162



Laryngoscope, Feb. 1935,
Vol. XLV, No. 2, 149-154

BUT WHAT HAPPENED WHEN SMOKERS CHANGED TO PHILIP MORRIS?

Again in the same paper it is reported that...

After smoking the cigarette* for from three to four weeks the congestion had disappeared in 62.3 per cent and the throat looked normal. The other 37.7 per cent showed considerable improvement. The cough disappeared in 75.6 per cent while in 26.4 per cent no change could be detected. The tongue conditions cleared up completely in each case.

Reprints available on request.**


*Philip Morris
**Address Philip Morris & Co., Ltd., Inc., 119 FIFTH AVENUE, NEW YORK

1003071238

Jan 1940



167



Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 149-154

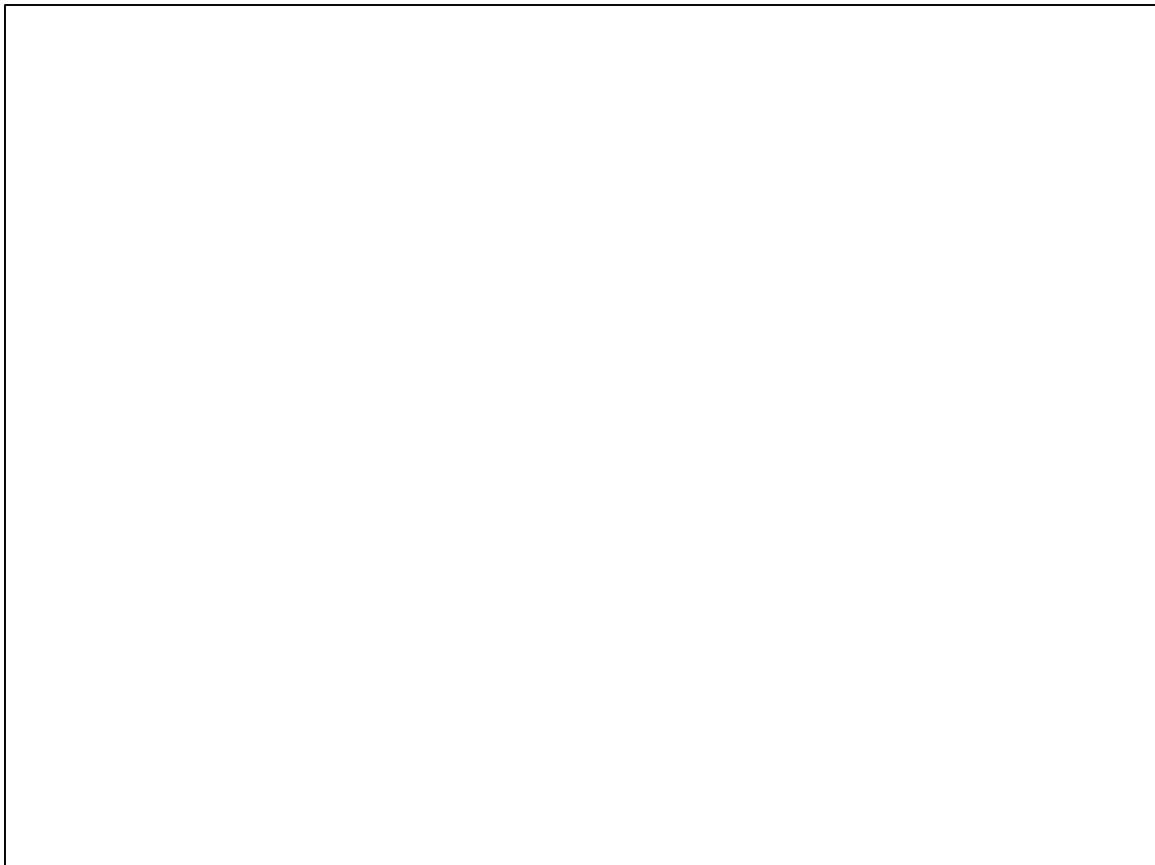
**ON GUIDING PATIENTS
IN THEIR CIGARETTE SMOKING**


It is certainly worth knowing that tests reported in the same paper showed every case of irritation of the nose and throat due to smoking *cleared completely or definitely improved* when smokers changed to Philip Morris.

Write for reprints of published studies on the comparative irritant properties of cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York.

1003071248

Feb 1940





166

Feb 1940

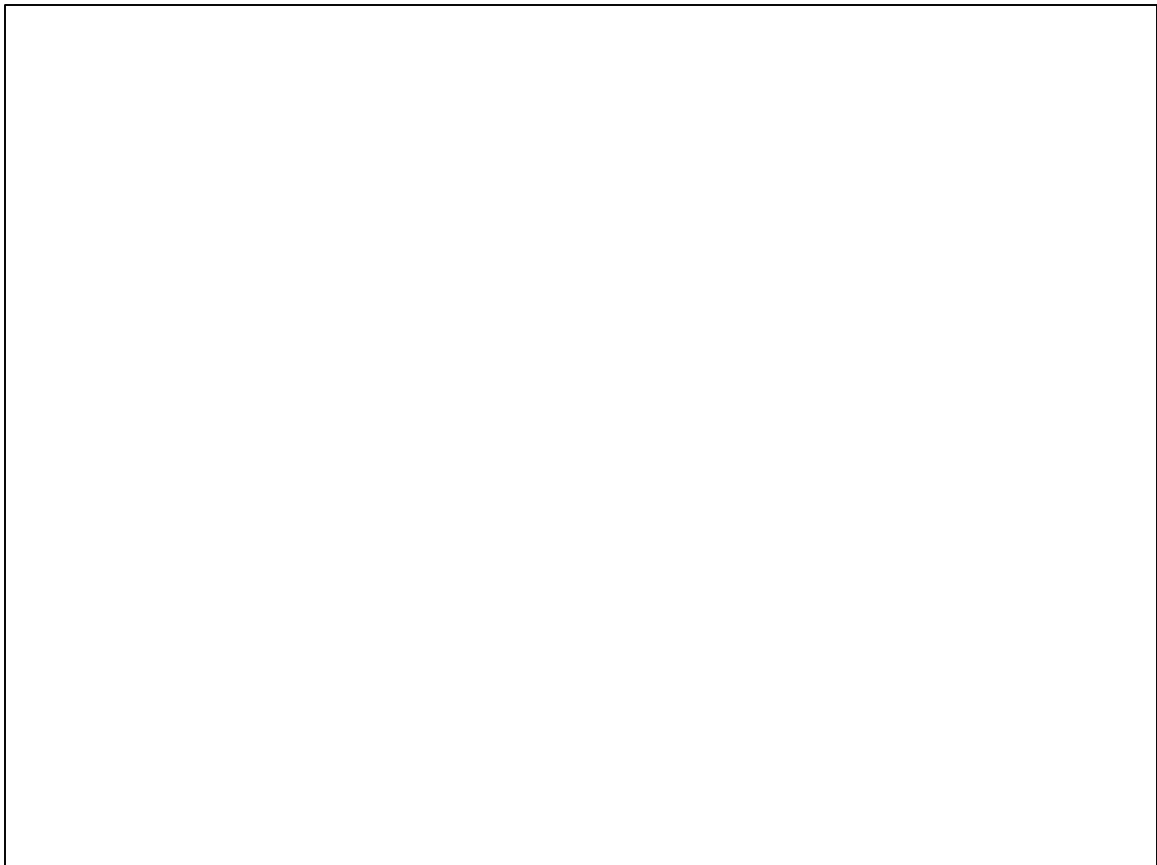
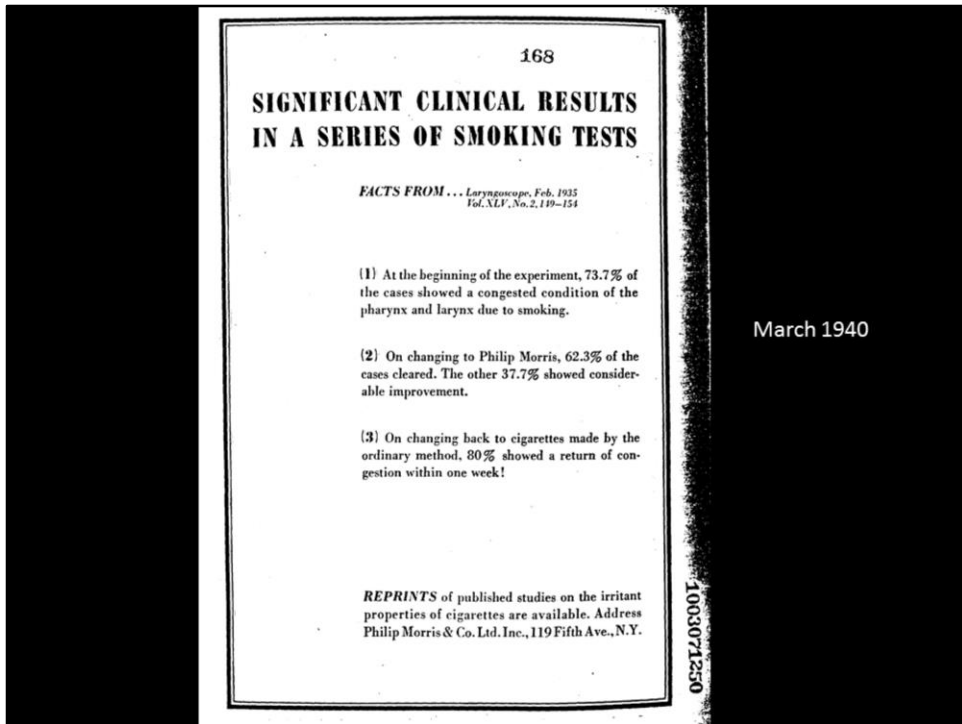
TESTED... AND PROVED
*measurably
LESS IRRITATING
to the Nose and Throat

1003071246

*Reprints of studies on the irritant properties of cigarettes are available. Address your request to Philip Morris & Co. Ltd., Inc., 119 Fifth Avenue, New York.

12-74





169

You will find bases
for highly interesting tests
of your own, Doctor... in
the published studies on the
*irritant properties of cigarette
smoke*, listed below. Have
you sent for *your set*?

March 1940

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK
Please send me copies of the reprints checked.

<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1934, 31, 241-245—"Pharmacology of Inflammation: I. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."	<input type="checkbox"/> Laryngoscope, 1935, XLV, No. 2, 149-154—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."
<input type="checkbox"/> N. Y. State Jour. Med., 1935, 35, No. 11, 590—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."	<input type="checkbox"/> Laryngoscope, 1937, XLVII, 18-46—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____
ADDRESS _____
CITY _____ STATE _____

AMA

1003072833



170

"DON'T SMOKE" is advice hard for patients to swallow. May we suggest "SMOKE PHILIP MORRIS" instead? Tests showed 3 out of every 4 cases of smokers cough cleared on changing to Philip Morris. *May we send you the studies themselves?*

March 1940

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK:

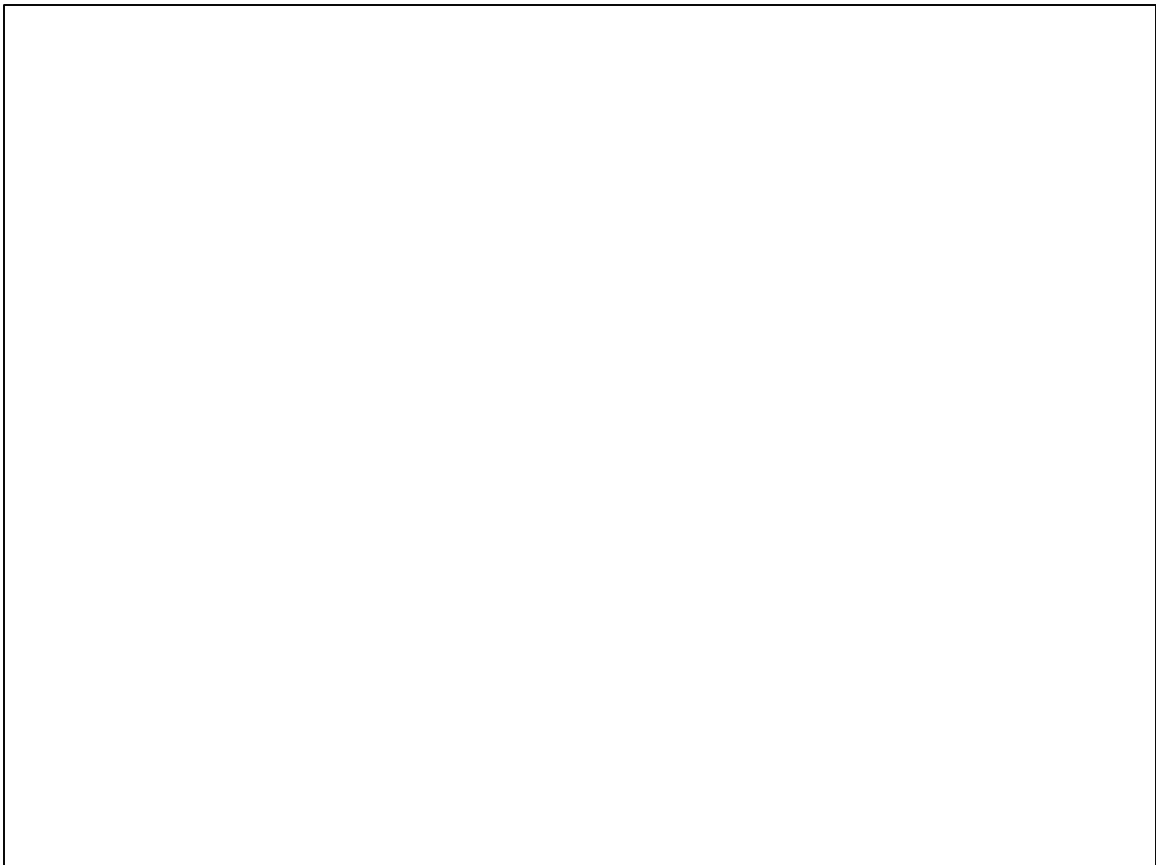
Please send me copies of the reprints checked.

<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1934, 32, 491-493—"Pharmacology of Inflammation. III. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."	<input type="checkbox"/> Laryngoscope, 1935, XLV, No. 2, 149-151—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."
<input type="checkbox"/> N. Y. State Jour. Med., 1935, 35, No. 11, 590—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."	<input type="checkbox"/> Laryngoscope, 1935, XLV, 36-40—"Further Clinical Observations on the Influence of Hygroscopic Agents on Cigarettes."

NAME _____
ADDRESS _____
CITY _____ STATE _____

AMA

1003071235



171

THE SOURCE of a report counts as much as the findings. Observe the reputable sources of the studies listed below... *on the irritant properties of cigarette smoke.* May we send you a set of reprints?

March 1940

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK
Please send me copies of the reprints checked.

<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1931, 32, 210-215—"Pharmacology of Inflammation: III. Influence of Hygienic Agents on Irritation From Cigarette Smoke."	<input type="checkbox"/> Laryngoscope, 1935, XLV, No. 2, 110-131—"Some Clinical Observations on the Influence of Certain Hygienic Agents in Cigarettes."
<input type="checkbox"/> N. Y. State Jour. Med., 1939, 39-No. 11, 390—"Irritating Properties of Cigarette Smoke as Influenced by Hygienic Agents."	<input type="checkbox"/> Laryngoscope, 1937, XLVII, 58-60—"Further Clinical Observations on the Influence of Hygienic Agents in Cigarettes."

NAME _____
ADDRESS _____
CITY _____ STATE _____

1003071257
12-79



172

IF YOU advise patients
on smoking – *and what doctor
does not* – you will find highly
important data in the studies
listed below. May we send
you a set of reprints?

March 1940

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-247 - "Pharmacology of Nicotine. III. Influence of Histamine on Action of Nicotine on Guinea Pigs."	<input type="checkbox"/> Laryngoscope, 1939, XLV, No. 2, 101-114 - "Some Clinical Observations on the Influence of Carbon Monoxide on the Larynx."
<input type="checkbox"/> N. Y. State Jour. Med., 1939, 39, No. 21, 3066 - "Injuring Properties of Cigarette Smoke as Indicated by Histamine Agents."	<input type="checkbox"/> Laryngoscope, 1937, XLVII, 38-40 - "Further Clinical Observations on the Influence of Histamine Agents on the Larynx."


NAME _____
ADDRESS _____
CITY _____

AMA



AT THE A.M.A. CONVENTION IN NEW YORK

176



**Make the Doctors' Lounge
your New York Club**

YOU'LL find it on the third floor of Grand Central Palace
...designed for your comfort. Drop in. Rest... read...
smoke... or just chat.

Write your letters, too - stationery and stenographic service with our compliments. Get your phone messages there - Eldorado 5-2120. And your mail. You can have your letters addressed *Doctors' Lounge, Grand Central Palace, New York.*

Ask at the Lounge for tickets to Philip Morris broadcasts. Ask, in fact, for anything. We don't promise to deliver, but we certainly promise to try.

Philip Morris
A CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

May 1940

179

**"CONGESTION DUE TO
SMOKING RETURNED
WITHIN ONE WEEK
in 80% of the cases, on chang-
ing back to cigarettes made
by the ordinary method!"**

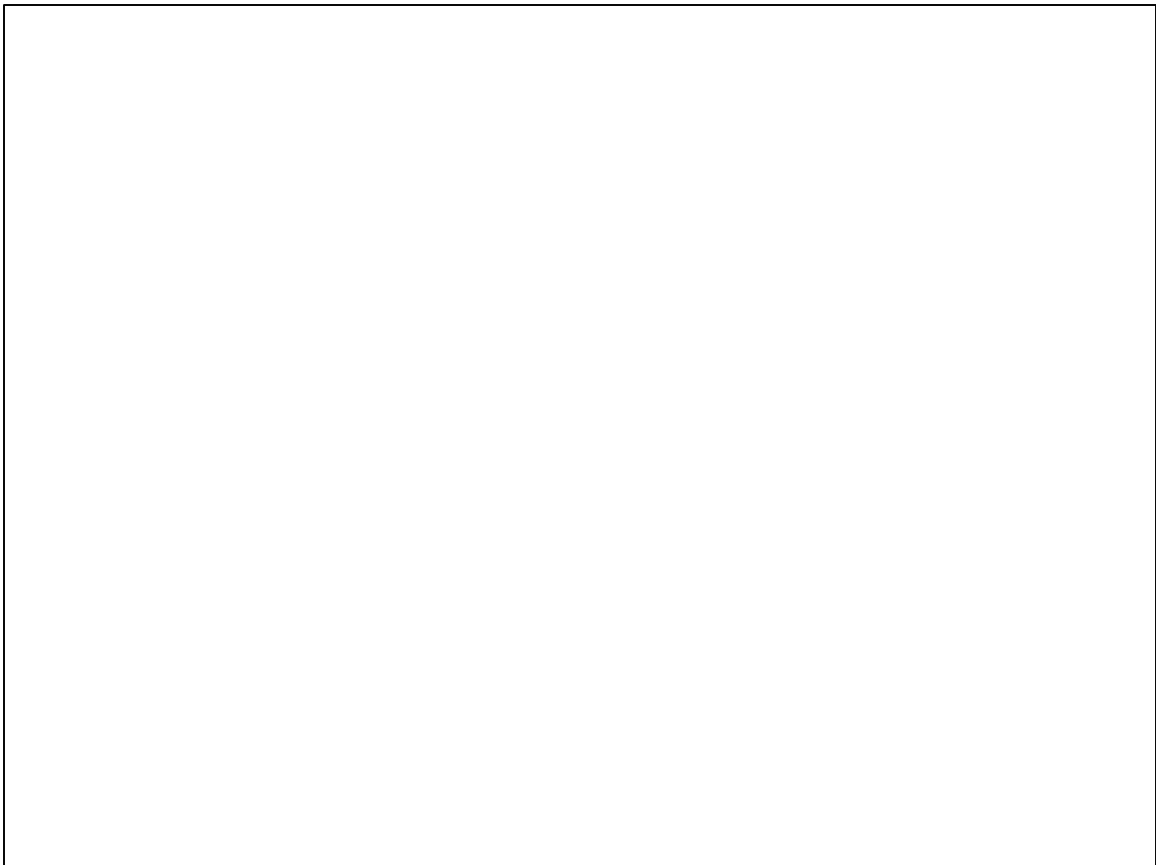
The information quoted is from tests reported in Laryngoscope*. While Philip Morris do not claim to cure irritation, here is what the tests revealed: *When smokers with irritation of the nose and throat due to smoking changed to Philip Morris, irritation cleared completely or measurably improved.*
On changing back, congestion returned in 80% of the cases.

Philip Morris & Co., Ltd., Inc., 1157 E. 10th Avenue, New York.

*Feb. 1915, Vol. XLII, No. 2, 119-121

1003071274

June 1940



Cigarette 177
information
worth knowing*

*Philip Morris do not claim to cure
irritation but they do say this:*

62.3% of the cases of irritation of the nose
and throat due to smoking cleared
completely on changing to Philip
Morris.

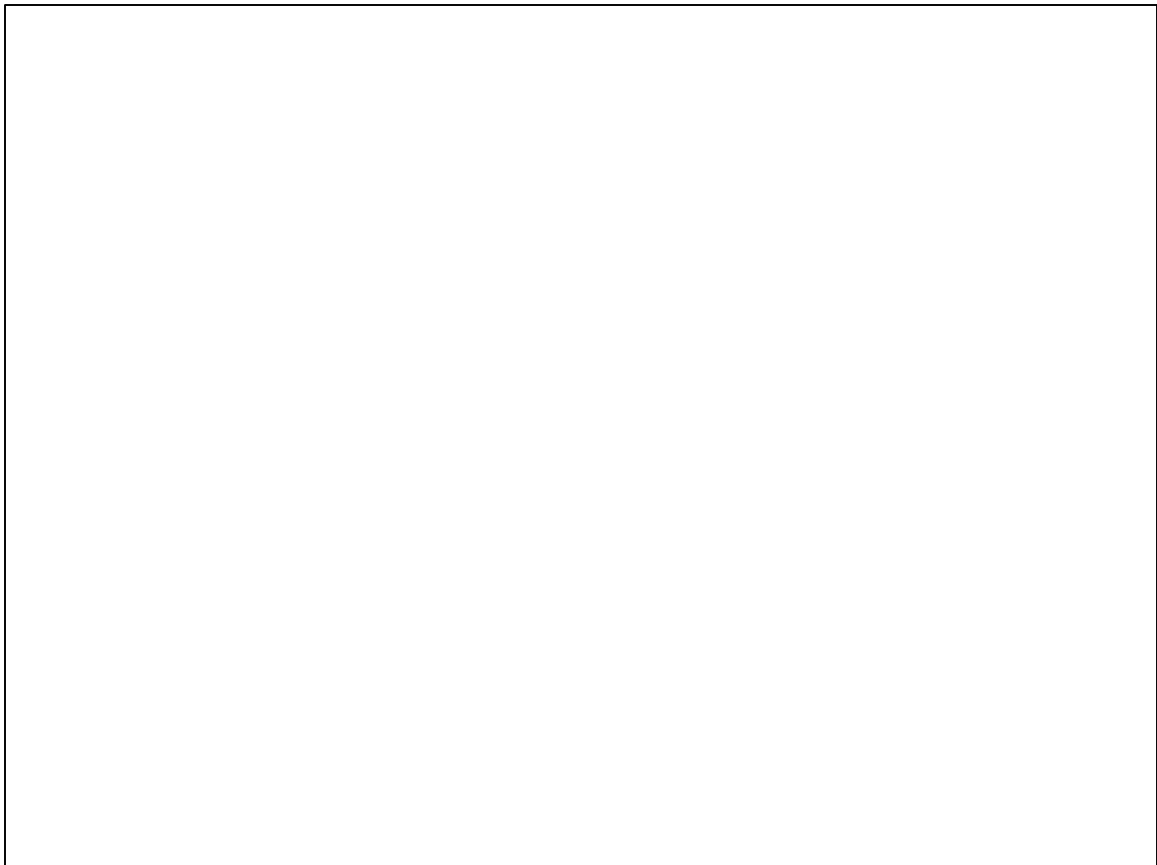
37.7% the balance, showed definite improve-
ment.

100% benefited 1003071269

*From tests reported by *Laryngoscope*,
Feb. 1935, Vol. XLV, No. 2, 149-154


Philip Morris & Co., Ltd., Inc., 115 Fifth Avenue, New York

June 1940



AT THE A. M. A. CONVENTION

206



Make the Doctors' Pan-American Lounge your Atlantic City Club

YOU'LL find it in the Atlantic City Auditorium, on the exhibit floor . . . designed for your comfort. Drop in. Rest . . . read . . . smoke . . . or just chat.

Write your letters, too—stationery and stenographic service with our compliments. Get your 'phone messages there. And your mail. You can have your letters addressed *Doctors' Lounge, Auditorium, Atlantic City.*

Ask at the Lounge for any service that you fancy. We don't promise to deliver, but we certainly promise to try.

Philip Morris
A CO., LTD., INC., 110 FIFTH AVENUE, NEW YORK

* Be sure to visit the Philip Morris Exhibit . . . Space 11-M

1003071327

June 1942

178

“EXCEPT...
WHERE THERE WAS
DEFINITE PATHOLOGY”

Reporting on patients who
had changed to Philip Morris,
one study* states ...

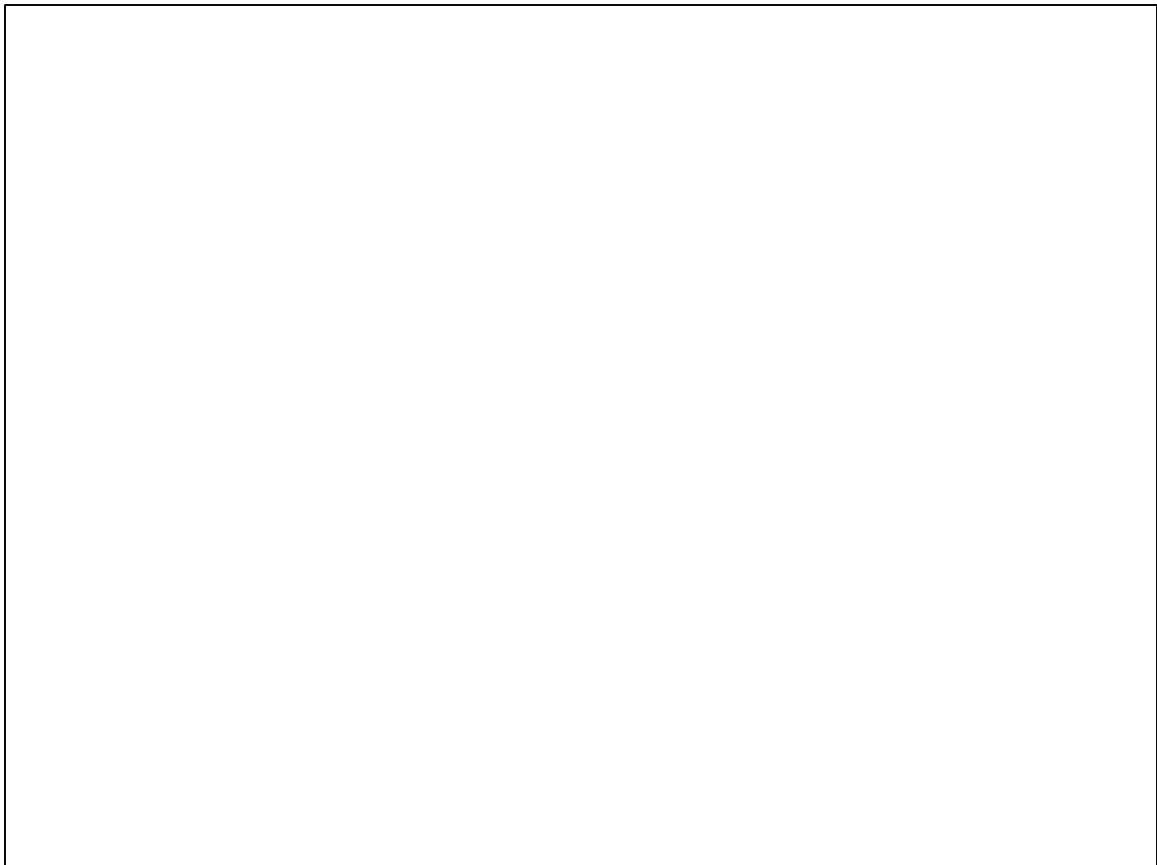
“THEY had less throat irritation and the
paroxysms of coughing promptly disap-
peared. In practically every case, except in
those cases where there was definite pathol-
ogy...patients were markedly improved.”

*Laryngoscope, St. Louis, 1937.
Reprint available on request.

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

1003071272


July 1940



181

Edema 0.8 vs Edema 2.7

Rabbit Conjunctiva shows the influence of hygroscopic agents in cigarettes*



August 1940

Average edema upon instillation of smoke solution from Philip Morris Cigarettes.

Average edema upon instillation of smoke solution from Ordinary Cigarettes.


CLINICAL CONFIRMATION:** When smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 214-214
**Laryngoscope, 1935, XLV, No. 2, 169-171

180

CIGARETTE DIFFERENCES

as shown by the rabbit-eye test



Into this eye was instilled the smoke solution from Philip Morris Cigarettes--

Into this eye was instilled the smoke solution from ordinary cigarettes--

OBSERVATION: Smoke solution from ordinary cigarettes produced 3 times the edema produced by Philip Morris cigarettes.*

CLINICAL TESTS: When *smokers* with irritation of the nose and throat due to smoking changed to Philip Morris, every case of irritation cleared completely or definitely improved.**

1003071276

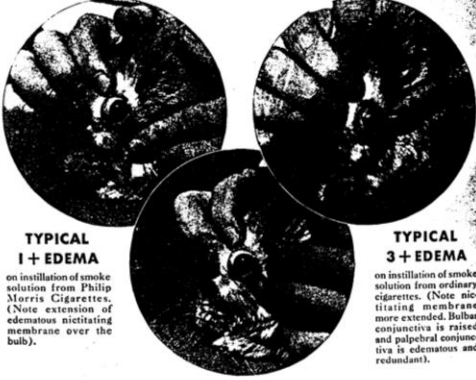
August 1940

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION, PUBLISHED WEEKLY, CHICAGO, ILL., Vol. 55, No. 2, 1940.

184

1/3 the Edema

showing the influence of hygroscopic agents in
cigarettes, on the membranes of rabbits' eyes.*



**TYPICAL
1+ EDEMA**
on instillation of smoke
solution from Philip
Morris Cigarettes.
(Note extension of
edematous nictitating
membrane over the
bulb).

**TYPICAL
3+ EDEMA**
on instillation of smoke
solution from ordinary
cigarettes. (Note nic-
titating membrane
more extended. Bulbar
conjunctiva is raised
and palpebral conjunc-
tiva is edematous and
redundant).

NORMAL

CLINICAL CONFIRMATION:** When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
**Laryngoscope, 1935, XLV, No. 2, 144-154


Sept 1940

1003071264


188

Variable Edema Duration

due to the varying methods of cigarette manufacture
*(as shown by rabbit-eye test)**



Upon instillation of smoke solution from *Philip Morris* Cigarettes
Average duration
8 MINUTES



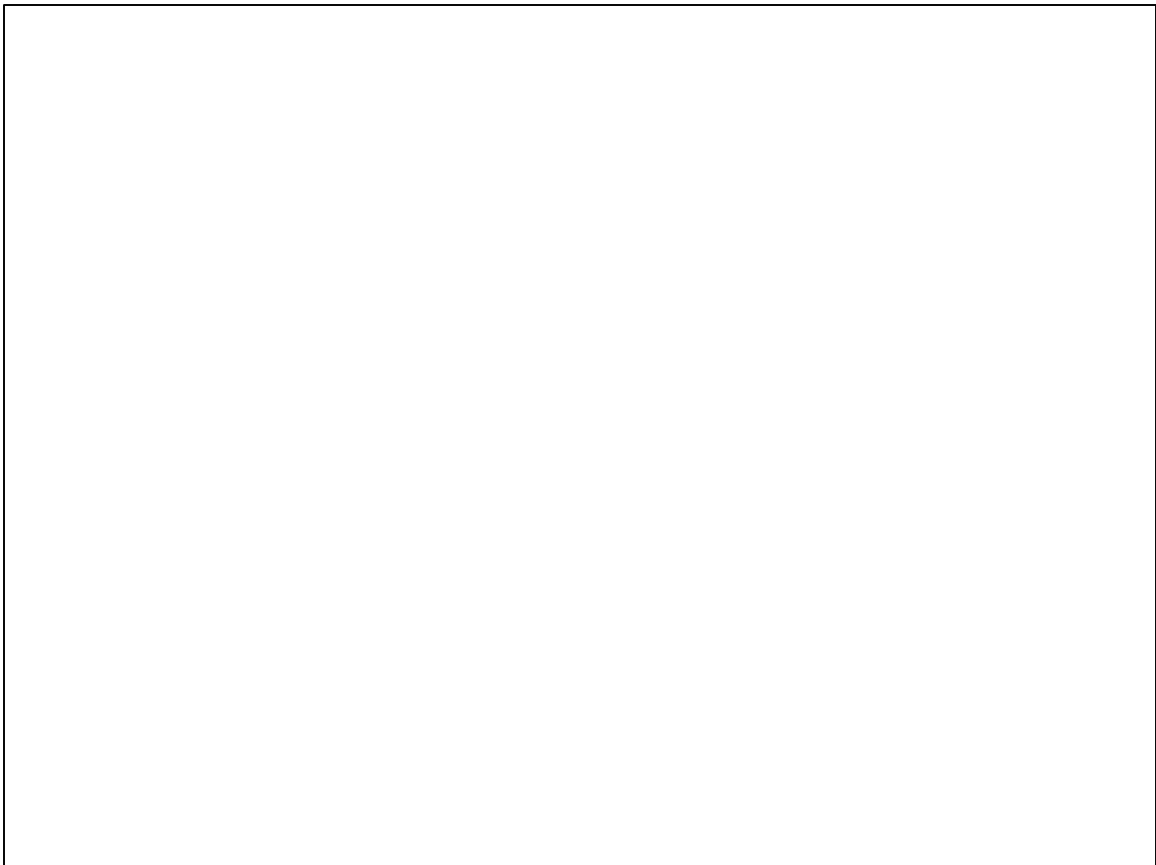
Upon instillation of smoke solution from cigarettes made by the *Ordinary Method*
Average duration
45 MINUTES

CLINICAL CONFIRMATION:⁰⁰ When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 244-245
**Laryngoscope, 1935, 45, 1, No. 2, 149-151

1003071282

Sept 1940



182

How irritation varies— from different cigarettes

Tests made on rabbits' eyes reveal the
influence of hygroscopic agents

1	Edema: 0.8	Cigarettes made by the Philip Morris method
2	Edema: 2.1	Cigarettes made with no hygroscopic agent
3	Edema: 2.7	Popular cigarette #1 —made by the ordinary method
4	Edema: 2.6	Popular cigarette #2 —made by the ordinary method
5	Edema: 2.7	Popular cigarette #3 —made by the ordinary method
6	Edema: 2.7	Popular cigarette #4 —made by the ordinary method

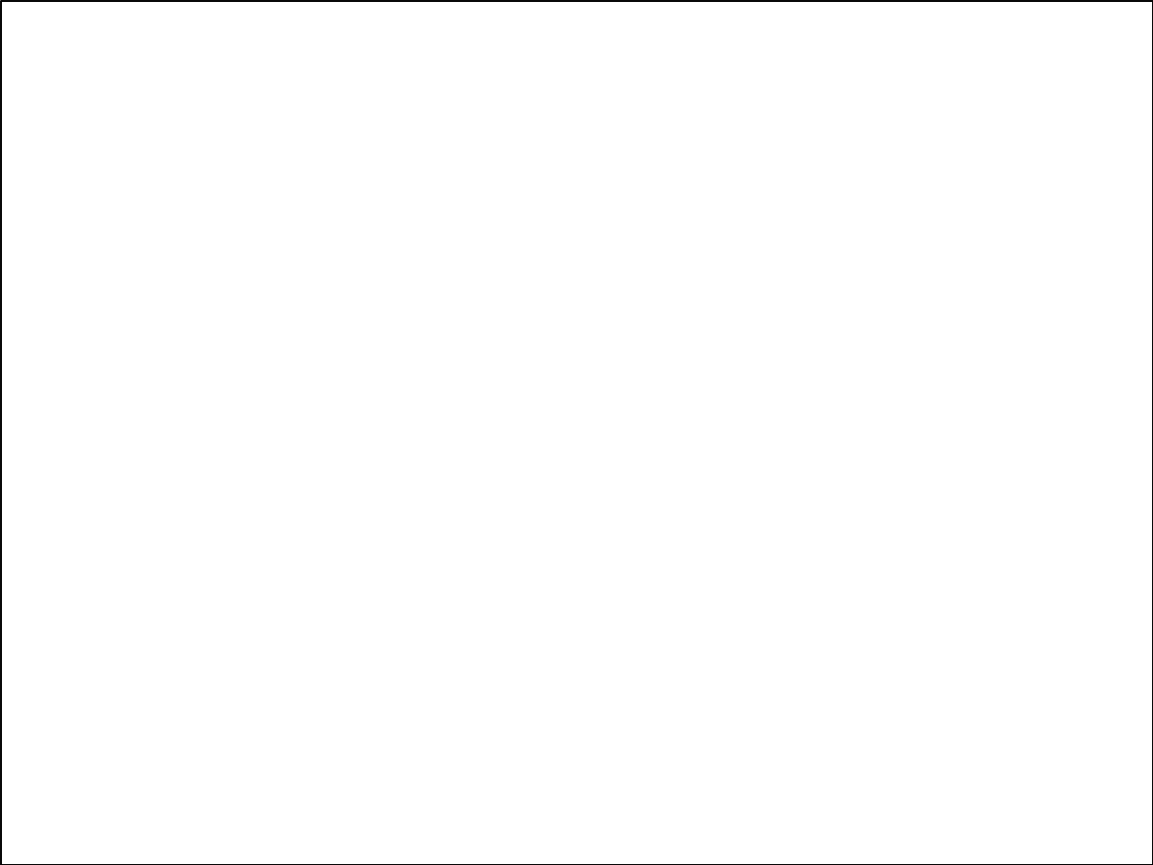
CONCLUSION:* Results show that regardless of blend of tobacco, flavoring materials, or method of manufacture, the irritation produced by all ordinary cigarettes is substantially the same, and measurably greater than that caused by Philip Morris.

CLINICAL CONFIRMATION:** When smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*N. Y. State Journ. Med. 35 No. 11, 1930
**Laryngoscope 40, XLV, No. 2, 149-154


1003071290

Sept 1940



May 187
NORTHEAST MEDICAL JOURNAL

AT MEDICAL CONVENTIONS



April 1941

PHILIP MORRIS cigarettes are exhibited to the doctors...

Because Philip Morris has an advantage *scientifically demonstrable*, i.e. —

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 193-214
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 98-100

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071230

12

THE LARYNGOLOGICAL JOURNAL

For your patients who inhale

All smokers inhale some of the time
and thereby increase the possibility
of irritation.

APRIL 1941

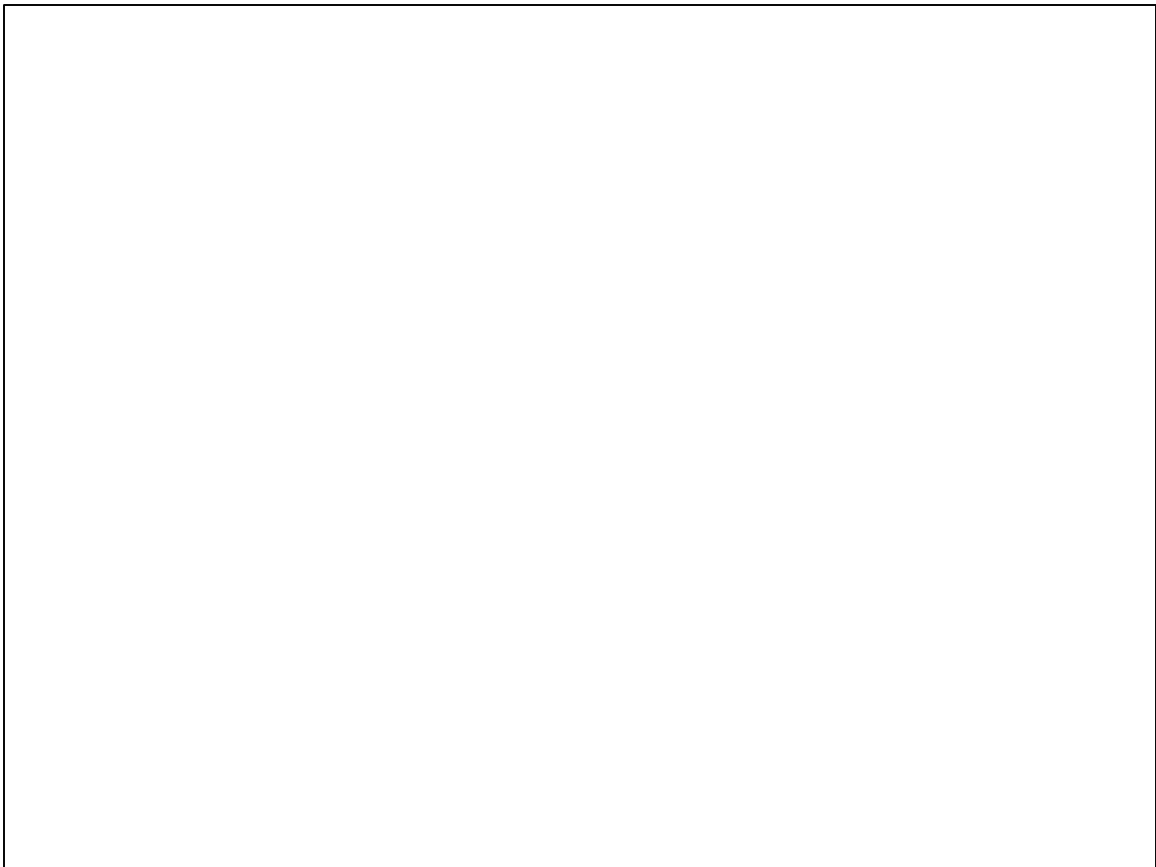
MAY WE therefore suggest, for your
patients who smoke, the protection
of Philip Morris—proved* definitely and
measurably less irritating.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Laryngoscope, Feb., 1935, Vol. XLV, No. 2, 189-194—Laryngoscope, Jan., 1937, Vol. XLVII, No. 1, 28-66
Proc. Soc. Exp. Biol. and Med., 1934, 32, 238—N. Y. State Journ. Med., Vol. 35, no. 34, No. 11, 298-292

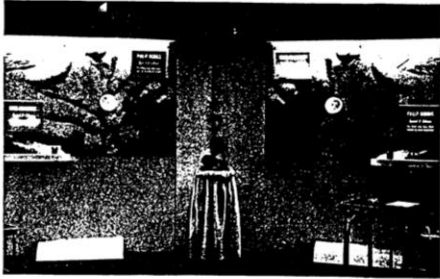
1003071288



36 JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
APRIL 22, 1941
190

Here's why you find PHILIP MORRIS cigarettes

exhibited at medical conventions



April 1941

1003071296

Because PHILIP MORRIS has a message of significance to the doctors:

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Lancet, Feb. 1933, Vol. XXX, No. 2, 119-121
Lancet, Jan. 1937, Vol. XLIII, No. 1, 268

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

188

All smokers inhale—

at least some of the time

SOME smokers inhale always — some only now and then — and when they do, isn't it true that exposure to irritation increases? Important, therefore, to smokers is this proved* Philip Morris advantage:

"ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND BY RECOGNIZED LABORATORY TESTS TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS! FURTHER — THE IRRITANT EFFECT OF SUCH CIGARETTES WAS OBSERVED TO LAST MORE THAN FIVE TIMES AS LONG!"

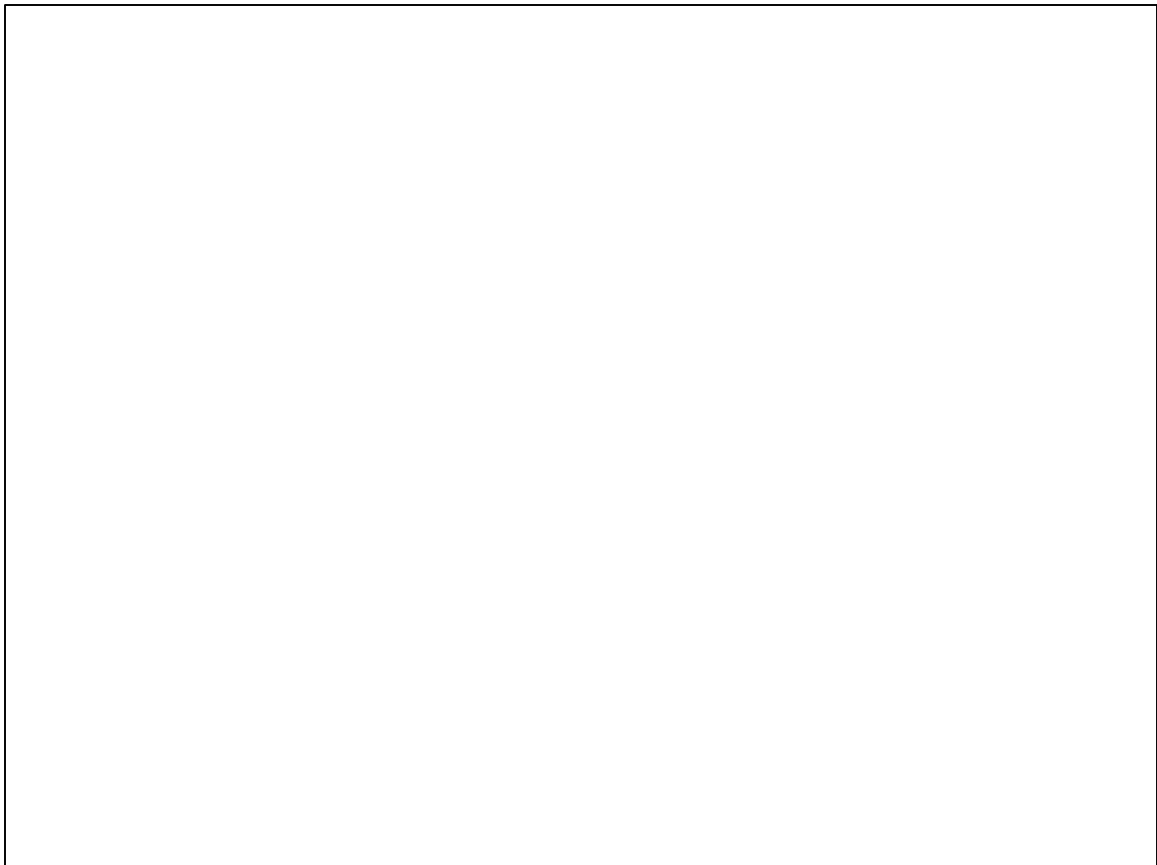
PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Ave., New York.

*Lancet, Proc. Roy. Soc. Med. 1938, 32, 20-21; N. Y. Jour. Med. 1938, 37, No. 11, 177; Arch. of Otolaryngology, Wash. D. C., 1938, 27, No. 1, 106.

1003071292

May 1941



For smokers
who inhale...

(and *all* smokers inhale *some* of the time)

Observe this difference between Philip Morris
and other cigarettes*:-

THE FOUR OTHER LEADING BRANDS WERE ALIKE IN
ONE RESPECT—THEIR IRRITANT QUALITIES AVERAGED
TWO HUNDRED AND THIRTY FIVE PER CENT HIGHER
THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS!
FURTHER — THE IRRITANT EFFECT OF SUCH CIGA-
RETTES WAS OBSERVED TO LAST MORE THAN FIVE
TIMES AS LONG!

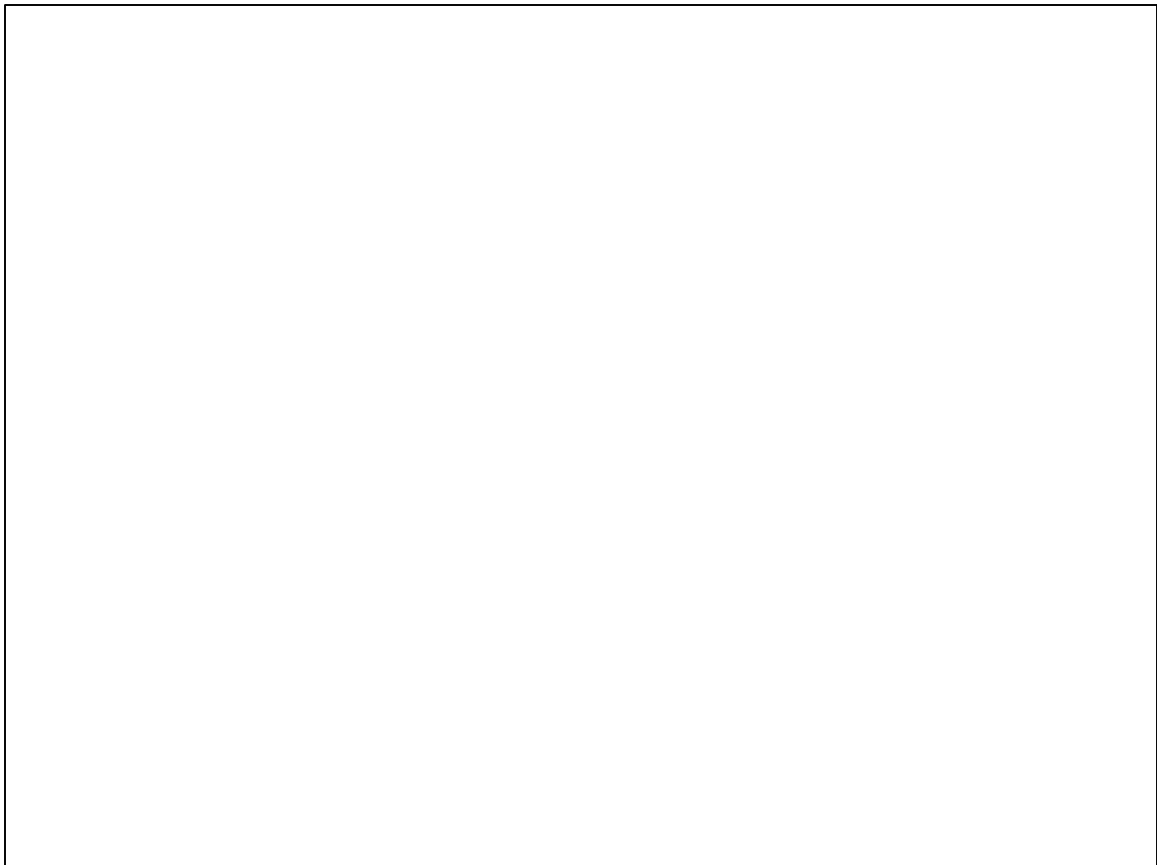
PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1931, 32, 213-215

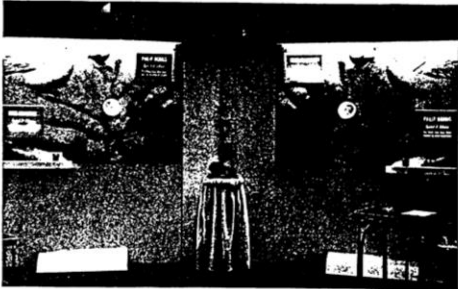
May 1941

1003071294



36 JOURNAL AMERICAN MEDICAL ASSOCIATION
PUBLISHED WEEKLY
MAY 2, 1941
CHICAGO, ILL.

Here's why you find 190
PHILIP MORRIS cigarettes
exhibited at medical conventions



June 1941

Because PHILIP MORRIS has a
message of significance to the doctors:

TESTS* showed that when smokers changed to
Philip Morris, every case of irritation of the
nose and throat due to smoking cleared completely
or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 119-124
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 26-30

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071296

ADVERTISING DEPARTMENT

191

"HOW MUCH DO YOU SMOKE?"

is only part of the question!


Far more important than "How many cigarettes do you smoke?" may be the question, "How irritating is your cigarette?"

Recognized laboratory tests* showed that the irritant quality in the smoke of four other leading brands averaged more than three times the strikingly contrasted Philip Morris.

The possibility of irritation from smoking can be minimized by suggesting a change to Philip Morris.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York



* Facts from: Proc. Soc. Exp. Biol. & Med., 1933, 32, 241-245; N. Y. State Jnl. of Med. Vol. 34, No. 13, 1930; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3, 66.

1003071298

Sept 1941

47 JOURNAL AMERICAN MEDICAL ASSOCIATION June 4, 1941
Sept. 27, 1941

WHAT HAPPENS WHEN SMOKERS INHALE?

192

(and all smokers do—some of the time)

When smokers inhale, naturally exposure to irritation increases. In recognized laboratory tests*, the irritant quality of the smoke of the four other leading brands averaged *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long*.

The more smokers inhale, the more important for them to change to Philip Morris.

PHILIP MORRIS

PHILIP MORRIS & COMPANY, LTD., INC.
225 FIFTH AVENUE, NEW YORK

*See "The Philip Morris Study" in the Journal of the American Medical Association, Vol. 58, No. 11, 1917, 2241.
N. Y. State Jour. Med., Vol. 41, No. 11, 1940, 404.
Quintessence, Mar. 1936, Vol. 25, No. 3, 206.

1003071300

Sept 1941

JOURNAL AMERICAN MEDICAL ASSOCIATION
Sept. 17, 1941

**WHAT
HAPPENS
WHEN
SMOKERS
INHALE?** 192

(and all smokers do—some of the time)

When smokers inhale, naturally exposure to irritation increases. In recognized laboratory tests*, the irritant quality of the smoke of the four other leading brands averaged *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long*.

The more smokers inhale, the more important for them to change to Philip Morris.

**PHILIP
MORRIS**

PHILIP MORRIS & COMPANY, LTD., INC.,
115 FIFTH AVENUE, NEW YORK

*From Proc. Soc. Exp. Biol. & Med. 1936, 32,211
S. C. Vane, Jour. Biol. Chem. 117, 569, 1936
Quintessence, Mar. 1936, Vol. 21, No. 3, 308

Sept 1941

1003071300

Volume 117
Number 11

ADVERTISING DEPARTMENT

193

Important

to you and your patients
who inhale (and all smokers do—sometimes)

Especially significant when smokers inhale is the proved advantage of Philip Morris, as indicated in recognized laboratory tests: i.e.

The irritant quality in the smoke of four other leading brands averaged more than three times that of the strikingly contrasted Philip Morris.*

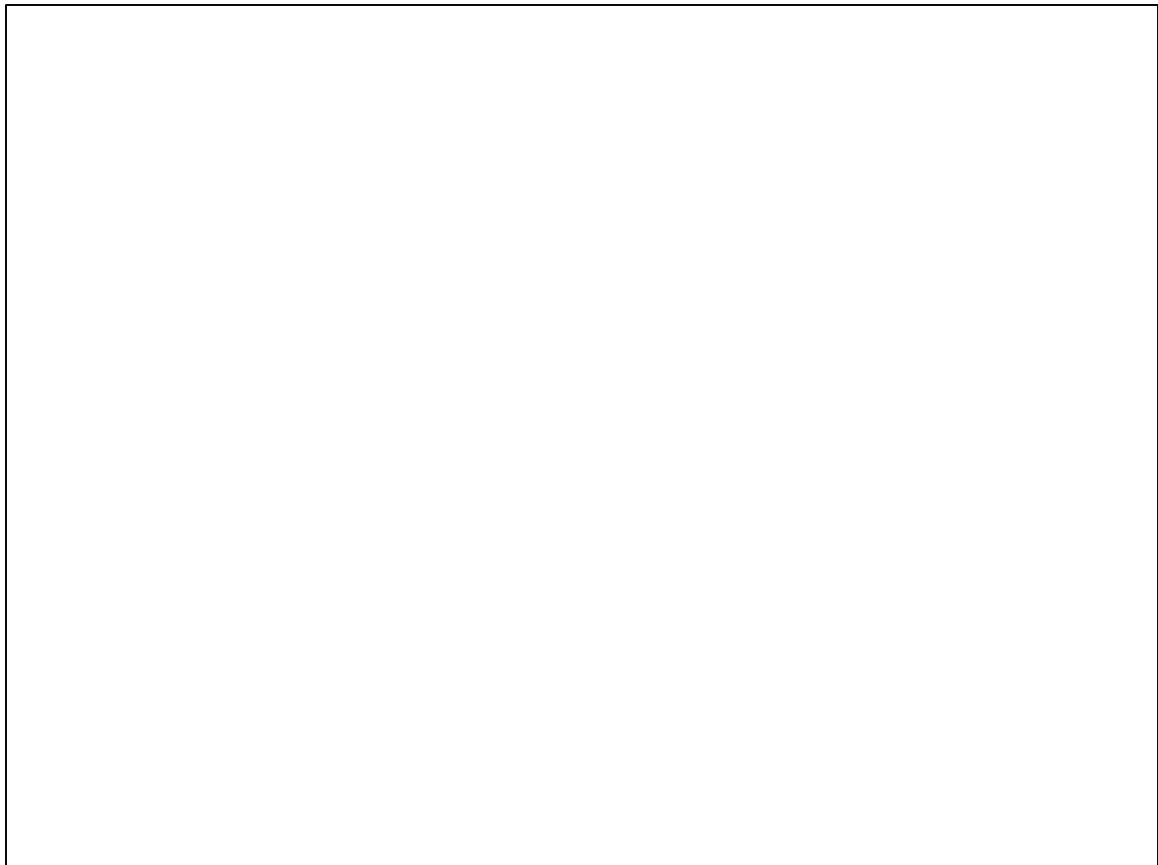
Further—the irritant effect of such cigarettes was observed to last more than 5 times as long.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Data from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-243; N. Y. Jour. of Med., Vol. 35, No. 11, 1930; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3, 396

Oct 1941



Yonkers 117
Newark 22

ADVERTISING DEPARTMENT

23

Smokers
Can't Help
Inhaling—but

194

*they can help reduce sources
of irritation*

ALL those who smoke inhale—at least sometimes. And when they inhale, the danger of irritation increases. Therefore, the importance of this Philip Morris advantage:

The irritant quality in the smoke of four other leading brands was shown in recognized laboratory tests* to average more than three times that of the strikingly contrasted Philip Morris.

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long!

A change to Philip Morris cigarettes will minimize irritation due to smoking.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

1003071304

Dec 1941

*Facts from: Proc. Soc. Exp. Biol. & Med., 1914, 12, 241-245; N. Y. State Jnl. of Med., Vol. 15, No. 11, 1916; Arch. of Otolaryngology, Mar. 1916, Vol. 21, No. 3, 366.

195

An advantage not to be overlooked


Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era — marks a major cigarette advancement.

It has been reported that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking, cleared completely or definitely improved.*

Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

PHILIP MORRIS

Philip Morris & Company, Inc., 119 Fifth Avenue, New York



*Proc. Soc. Exp. Biol. and Med., 1914, 32, 241-245
N. Y. State Jour. Med., 1933, 33-Nov. 11, 170
Laryngoscope, 1933, XLIV, 149-156
Laryngoscope, 1937, XLVII, 18-60

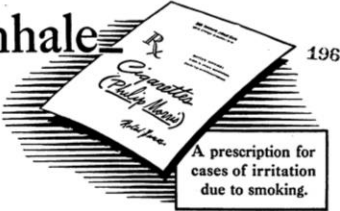
Buy Relief Fund Seals

Dec 1941

36 JOURNAL AMERICAN MEDICAL ASSOCIATION Jan. 2, 1942

Because all smokers inhale

inhale



196

A prescription for cases of irritation due to smoking.

Whether they know it or not — you know all smokers inhale (at least some of the time) . . . and inhaling, they increase the possibility of irritation. Prescribing a change to Philip Morris cigarettes is important because:

In recognized laboratory tests* the irritant quality of the smoke of four other leading brands averaged more than three times that of Philip Morris.

Further, the irritant quality was observed to last more than five times as long.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

1003071308

*Based on Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Bd. of Health, 1936, 15, No. 11, 1305; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3, 305.

Jan 1942

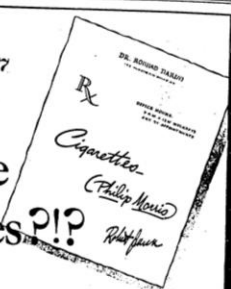
Year 118
Number 2

ADVERTISING DEPARTMENT

53

197

What!—
Prescribe
Cigarettes?!?



It's protection for smokers
who inhale—
and all smokers do sometimes

RECOGNIZED laboratory tests have conclusively
proved the advantage of Philip Morris over
other cigarettes, i.e.

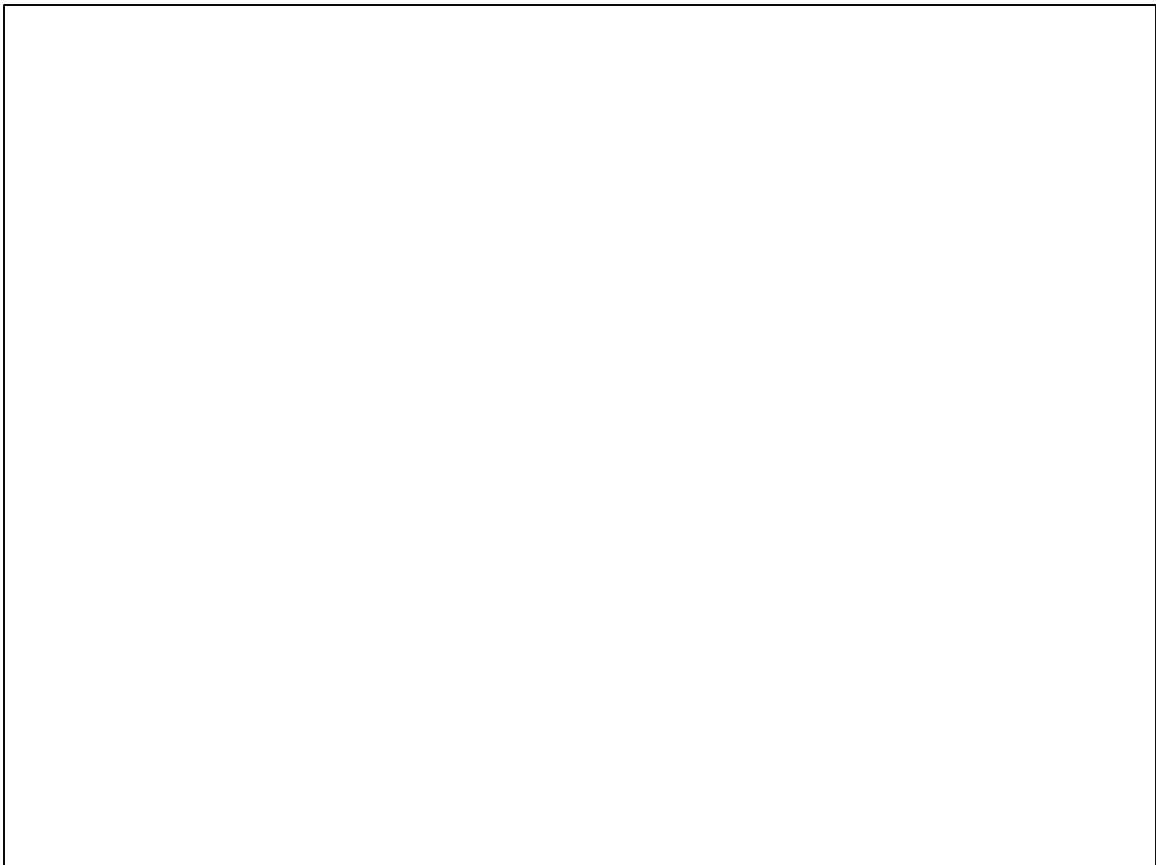
The irritant quality of the smoke of four other lead-
ing brands averaged more than three times that of
the strikingly contrasted Philip Morris.

Further—the irritant effect of such cigarettes was
observed to last more than five times as long.*

PHILIP MORRIS
PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

*Data from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State J. of
Med., Vol. 35, No. 11, 1930; Arch. of Otolaryngology, Nov. 1936, Vol. 25, No. 5, 306.

Jan 1942



WHEN TREATING 193

FOR CONGESTION OF THE

UPPER RESPIRATORY TRACT

why not make this test?

Jan 1942

Reports* show that Philip Morris Cigarettes are measurably less irritating than other cigarettes.

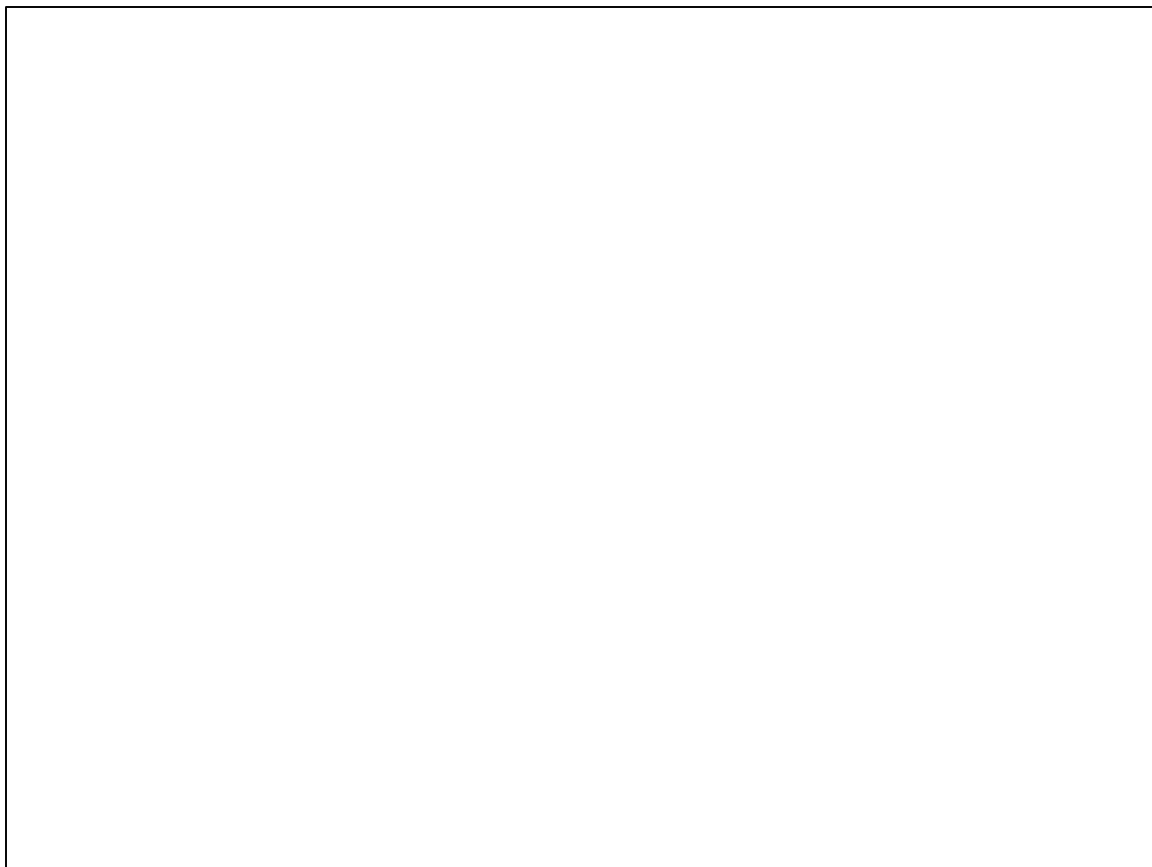
Whether that difference is important to your patients who smoke, you can readily determine for yourself by testing Philip Morris on patients under treatment for congestion of some portion of the upper respiratory tract.

Your own personal observations will dictate your future recommendation.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 149-151—
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60



ON REQUEST: ¹⁹⁹

SMOKING STUDIES

from completely reliable sources

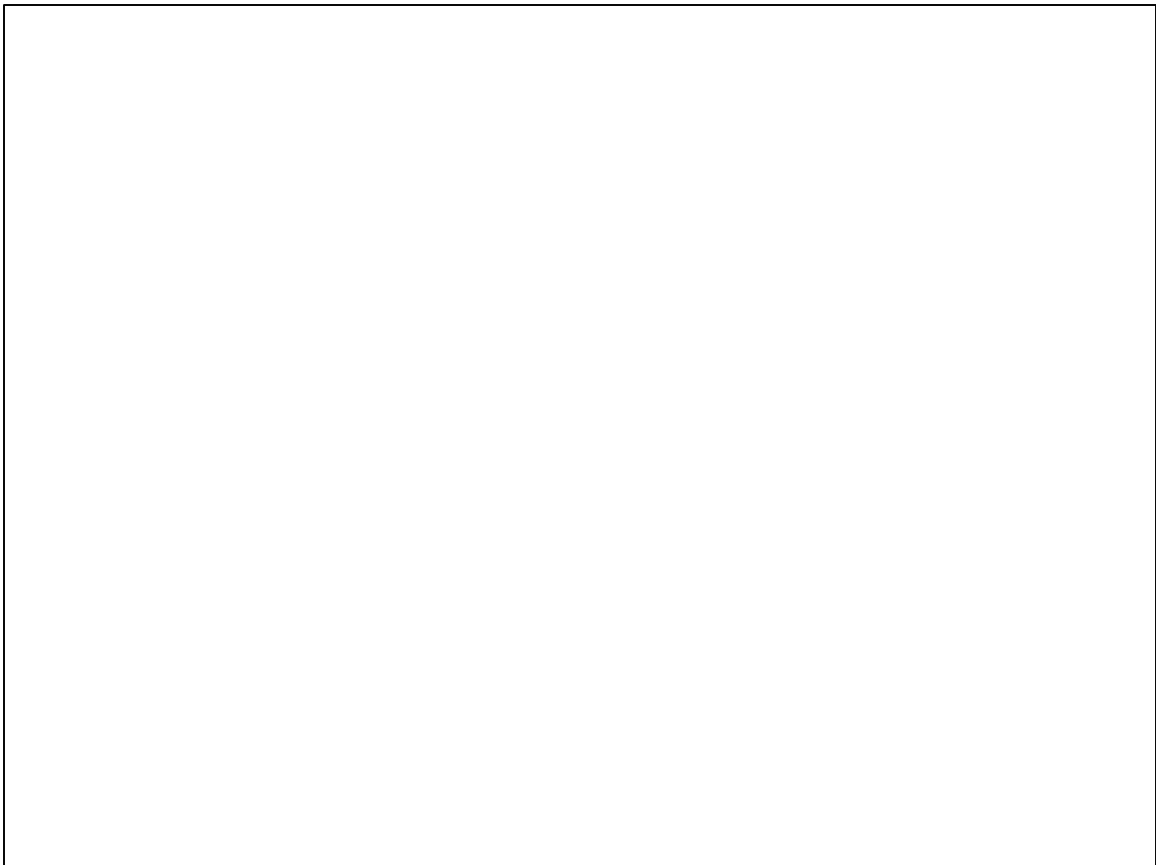
Because it is good scientific practice to rely on work done by others, *provided the source of the investigation is recognized as competent and authoritative . . .* we shall be happy to send you, upon request, reprints of papers published* on the influence of hygroscopic agents on irritation from cigarette smoke.

PHILIP MORRIS

PHILIP MORRIS & Co. LTD., INC.
119 FIFTH AVENUE, N. Y.

Feb 1942

* Laryngoscope, Feb. 1931, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 38-40 Proc. Soc. Exp. Biol. and Med., 1934, 32, 241—N. Y. State Journ. Med., Vol. 37, 6-7-33, No. 11, 590-592



**TO A PEOPLE
TENSE, PERHAPS SMOKING
MORE THAN USUAL...**

Philip Morris makes this unequivocal statement:

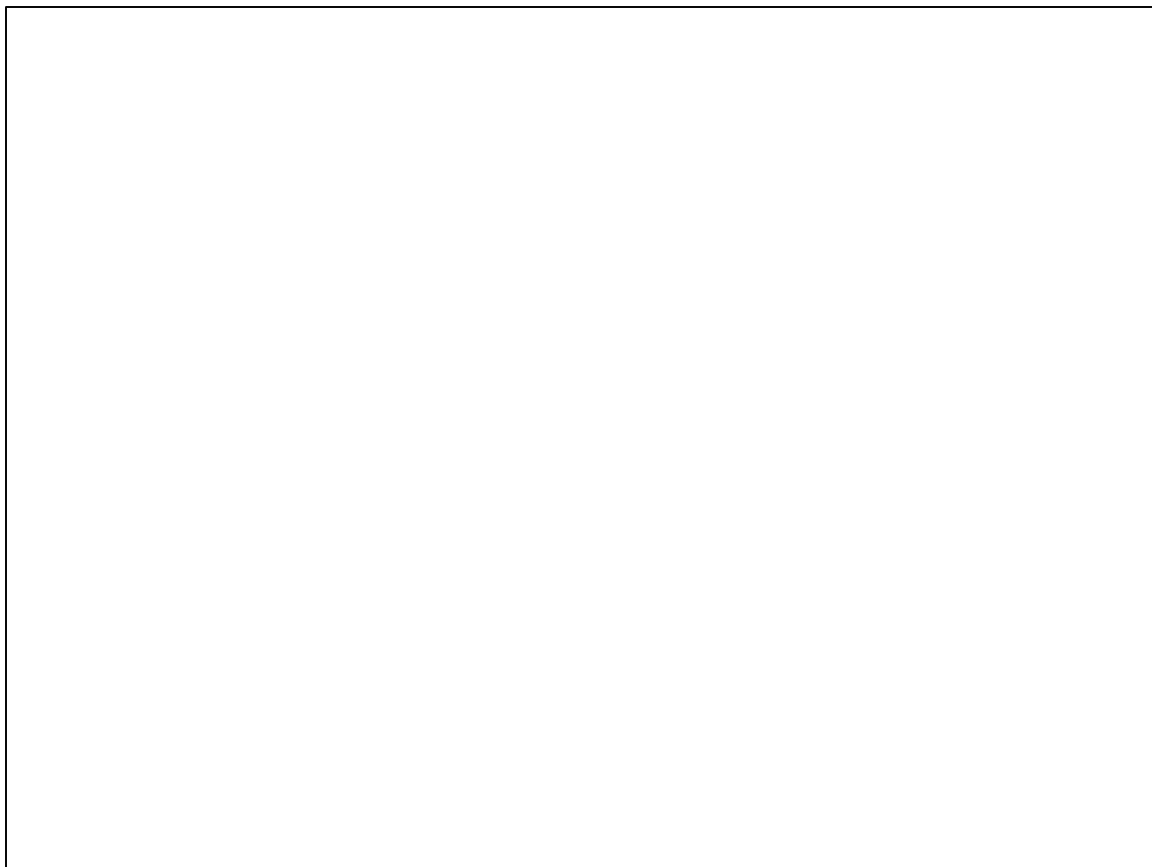
**ONLY PHILIP MORRIS CIGARETTES HAVE
BEEN PROVED* DEFINITELY AND MEASUR-
ABLY LESS IRRITATING TO THE SENSITIVE
MEMBRANES OF THE NOSE AND THROAT.**

In the interest of greater well being may we suggest for
your patients who smoke a change to Philip Morris cigarettes.

PHILIP MORRIS
PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 149-154—*Laryngoscope*, Jan. 1937, Vol. XLVII, No. 1, 58-60


March 1942



What better proof ²⁰¹
of
Philip Morris superiority:—

EVEN more conclusive than the obvious
improvement in patients' conditions* on
changing to PHILIP MORRIS cigarettes is this:

**ON CHANGING BACK TO
OTHER CIGARETTES,
CONGESTION RETURNED
IN 80% OF THE CASES.****

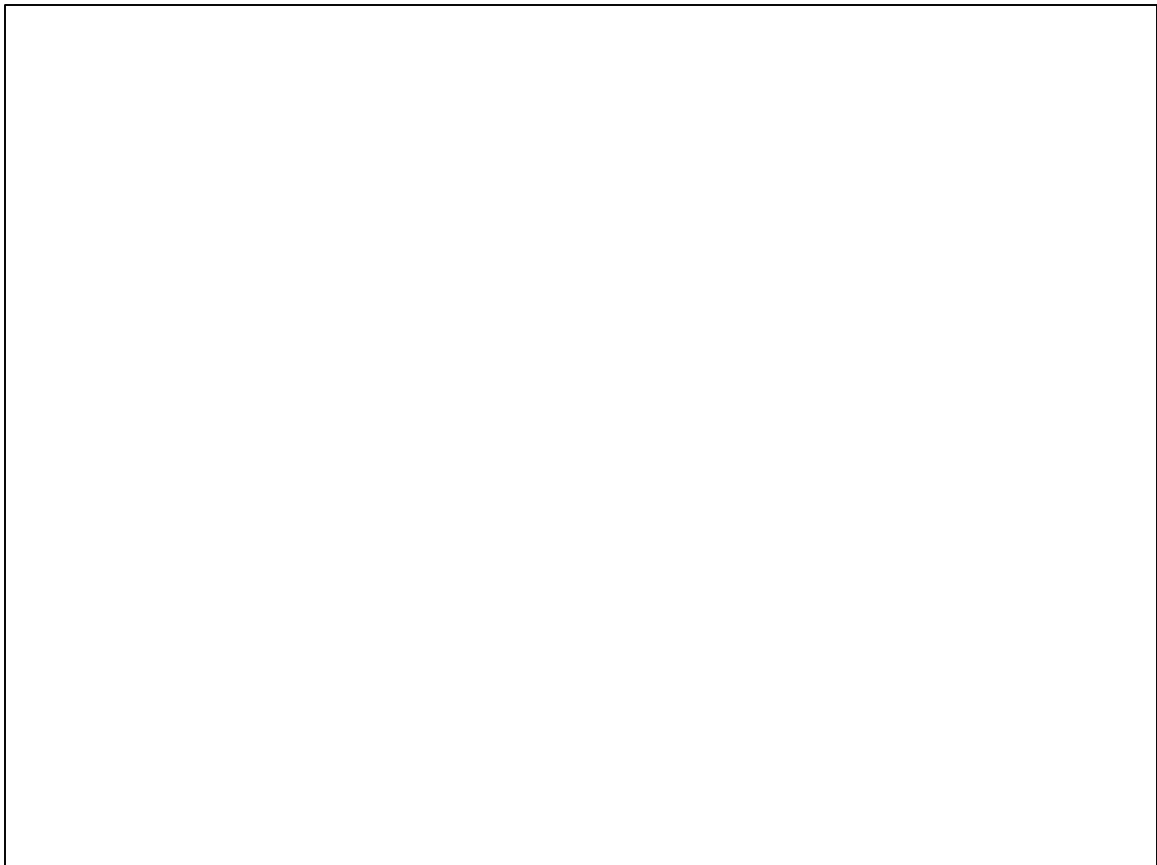


PHILIP MORRIS
PHILIP MORRIS & CO., LTD., INC.
115 FIFTH AVENUE, NEW YORK, N. Y.

March 1942

1003071317

* Irritation of the nose and throat due to smoking.
** *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 119-124.




202

Eye-witness Reports

DOCTORS who have tested PHILIP MORRIS on their own patients . . . and made their own observations . . . are the best friends PHILIP MORRIS has.

It is one thing to read results in a published research. Quite another to see with your own eyes how irritation of the nose and throat due to smoking diminishes on changing to PHILIP MORRIS. May we suggest that you make your own tests?



PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.

March 1942

1003071319




203

Doctor—as Judge

PHILIP MORRIS suggests you judge... from the evidence of your own *personal observations*... the value of PHILIP MORRIS Cigarettes to your patients with smokers' cough.

**PUBLISHED STUDIES* SHOWED
3 OUT OF EVERY 4 CASES
CLEARED COMPLETELY ON
CHANGING TO PHILIP MORRIS**

But naturally, no published tests, no matter how authoritative, can be as completely convincing as results you will observe for yourself.



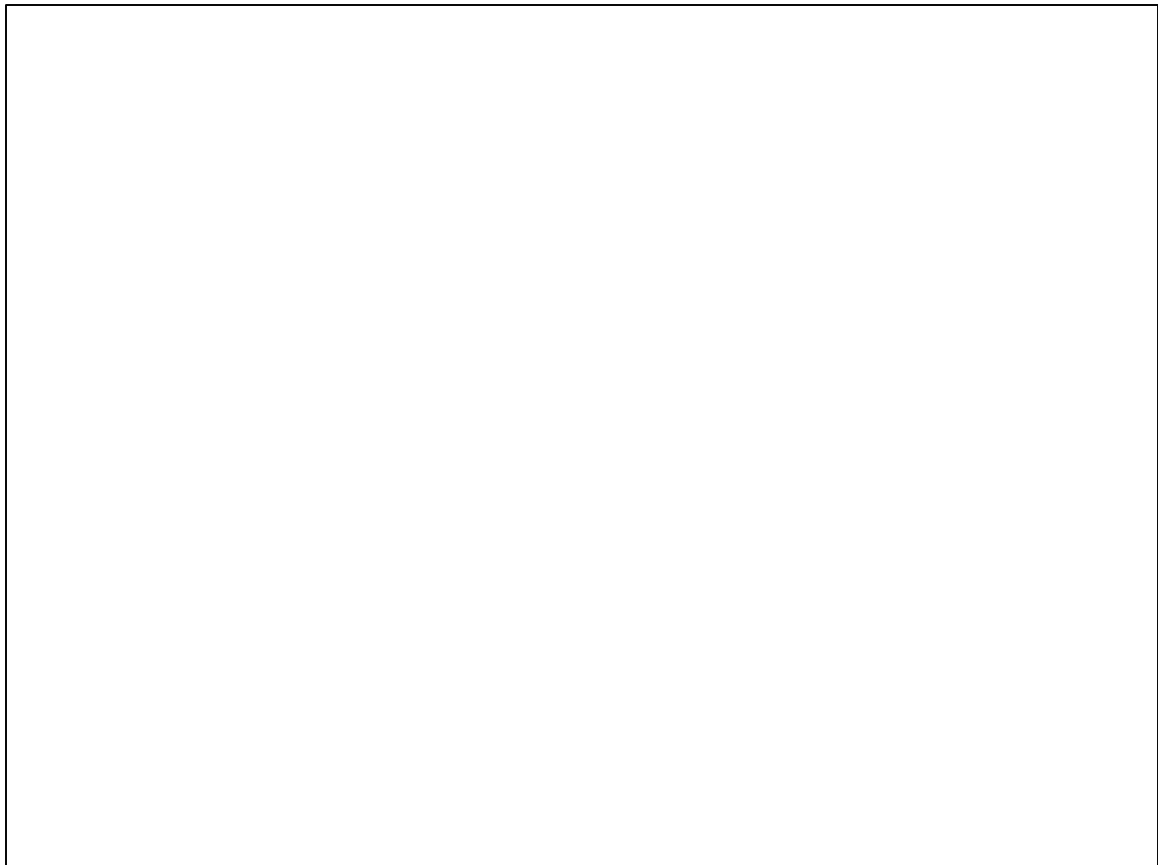
PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.


*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-151. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

March 1942

1003071321



204



An Invitation
from
PHILIP MORRIS

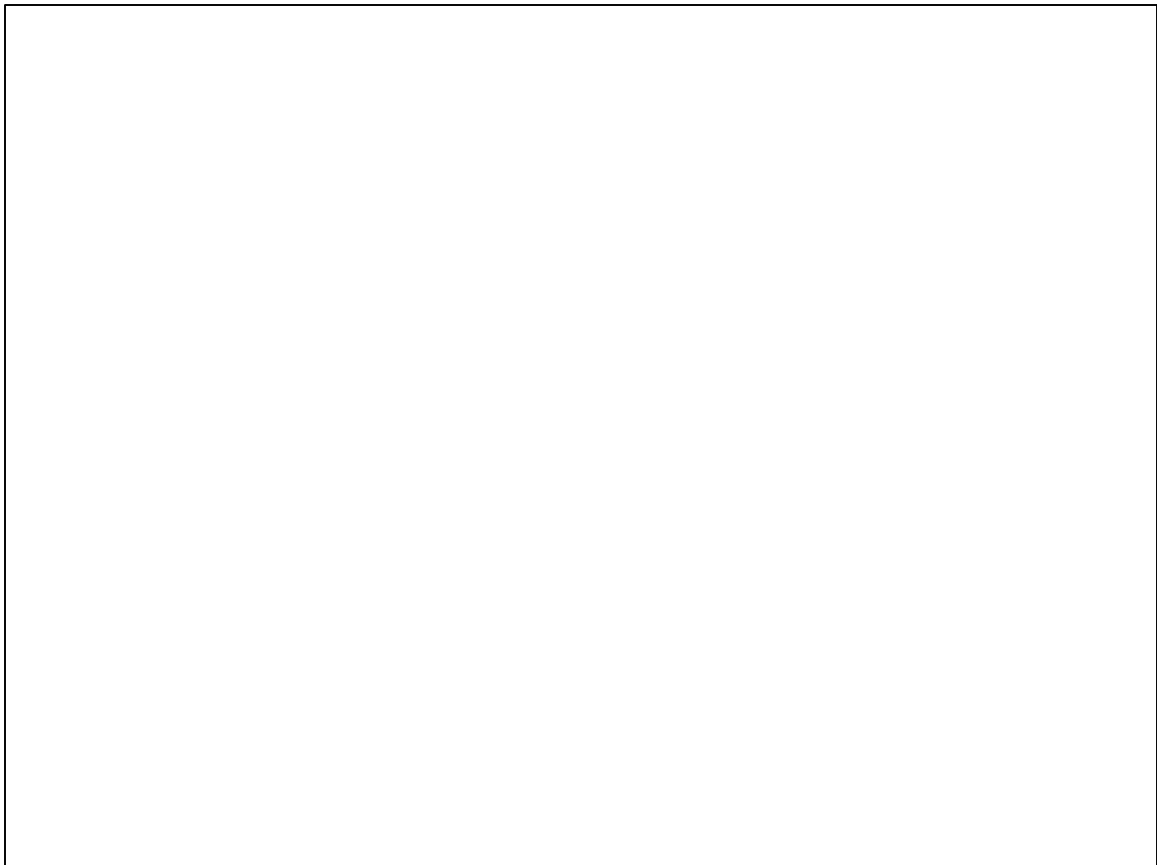
We extend to you a cordial invitation to visit our exhibit at the meeting of the Medical Society of the State of New York, Booth No. 25. You will find our exhibit of considerable interest, both for your own smoking pleasure and your professional work.

It will demonstrate scientific methods used to determine the influence of hygroscopic agents on irritation due to smoking. It will demonstrate the distinct advantages of Philip Morris overcigarettes made by the ordinary method of manufacture.

Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N.Y.

April 1942

1003071323



Take no one's word^{as} but your own

as to the advantages of any one cigarette for patients with congestion of the respiratory tract

THE published studies on cigarette differences are merely a starting point. It is only when doctors make their *own* tests . . . on their *own* patients who smoke . . . that they are fully convinced of PHILIP MORRIS superiority.

That is why we suggest that you try PHILIP MORRIS on your patients. Your findings will confirm the published studies* which showed that:

ON CHANGING TO PHILIP MORRIS CIGARETTES, EVERY CASE OF IRRITATION OF THE NOSE AND THROAT DUE TO SMOKING CLEARED COMPLETELY OR DEFINITELY IMPROVED.


PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.

April 1942

1003071325

*Laryngoscope, Feb, 1935, Vol. XLV, No. 2, 189-194. Laryngoscope, Jan, 1937, Vol. XLVII, No. 1, 36-60



207

**30,000 MILES EACH
WOULDN'T YOU SAY?**

Barring accidents, tires *made* alike will *act* alike. And the same goes for cigarettes. Only a cigarette made *differently* can be expected to have a different effect on the smoker.

PHILIP MORRIS is less irritating to the nose and throat* because of its *distinctive* method of manufacture. You can easily confirm that statement by making your own tests. Won't you try PHILIP MORRIS on your patients who smoke?

PHILIP MORRIS

PHILIP MORRIS & Co., Ltd., Inc.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

August 1942

1003071329



208

**HERE ARE THE FACTS,
TO DATE, ON SMOKING:**

IN 1933: Because of a new method of manufacture, PHILIP MORRIS introduced the first drastic improvement in cigarette manufacture, accompanied by *a definite improvement in effect on smokers.*

UP TO 1942: PHILIP MORRIS have shown the greatest percentage of increase in sales of any cigarette.

THE REASON: PHILIP MORRIS are *different* from other cigarettes. Repeated tests* have proved the distinctive method of manufacture makes them *definitely and measurably less irritating to the smoker's nose and throat.*

YOUR OWN CHECK-UP will quickly confirm that statement. Why not try PHILIP MORRIS on your patients who smoke . . . and see the results for yourself?

PHILIP MORRIS


PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-151; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

1003071331

August 1942

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.



209

"WHAT ARE THE MAGIC WORDS?"

No magic words, no magic wand can improve a cigarette. *Something more tangible is needed.*

PHILIP MORRIS superiority is due to a different method of manufacture, which produces a cigarette proved *definitely less irritating to the smoker's nose and throat.*

Perhaps you prefer to make your own tests. Many doctors do. And may we add, *those* are the doctors who become PHILIP MORRIS' staunchest friends.

PHILIP MORRIS

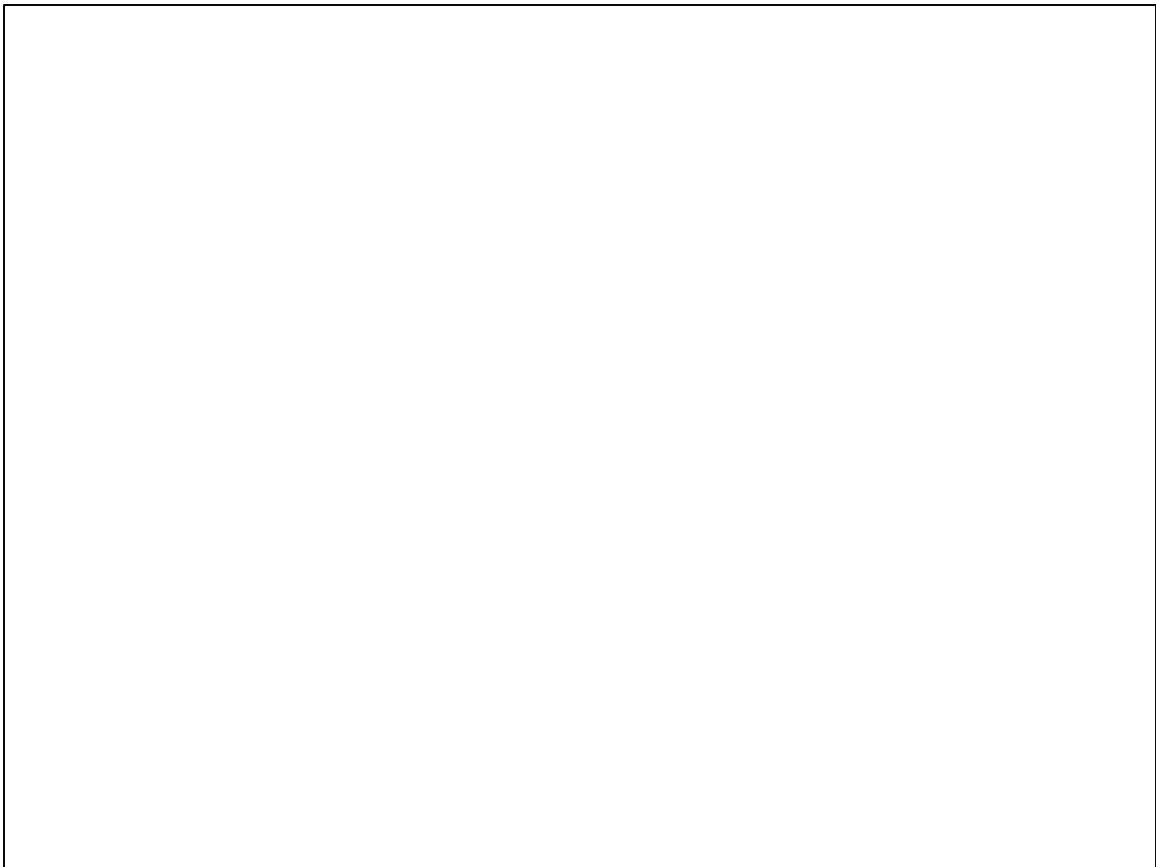
PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—**COUNTRY DOCTOR PIPE MIXTURE**. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071333

August 1942



210

INTERESTED IN CIGARETTE ADVERTISING?

Words, claims, clever advertising do sell plenty of products. But obviously they do not change the product itself.

That PHILIP MORRIS are less irritating to the nose and throat is not a claim. It is the result of a difference in manufacture, *proved** advantageous over and over again.

But why not make your own tests? Why not try PHILIP MORRIS on your patients who smoke, and confirm the effects for yourself.

PHILIP MORRIS

PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

*Lancet, Feb. 1935, Vol. XLV, No. 2, 169-174
Lancet, Jan. 1937, Vol. XLVII, No. 1, 58-60


TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

August 1942

1003071335



211



ALIKE TO THE EYE... YES

But *only to the eye!* To the sensitive tissues of the nose and throat, PHILIP MORRIS are vastly different...made differently...a cigarette proved* over and over again to be *definitely and measurably less irritating.*

Your own tests will convince you more than any printed word. Why not observe the effects of PHILIP MORRIS for yourself, on your patients who smoke?

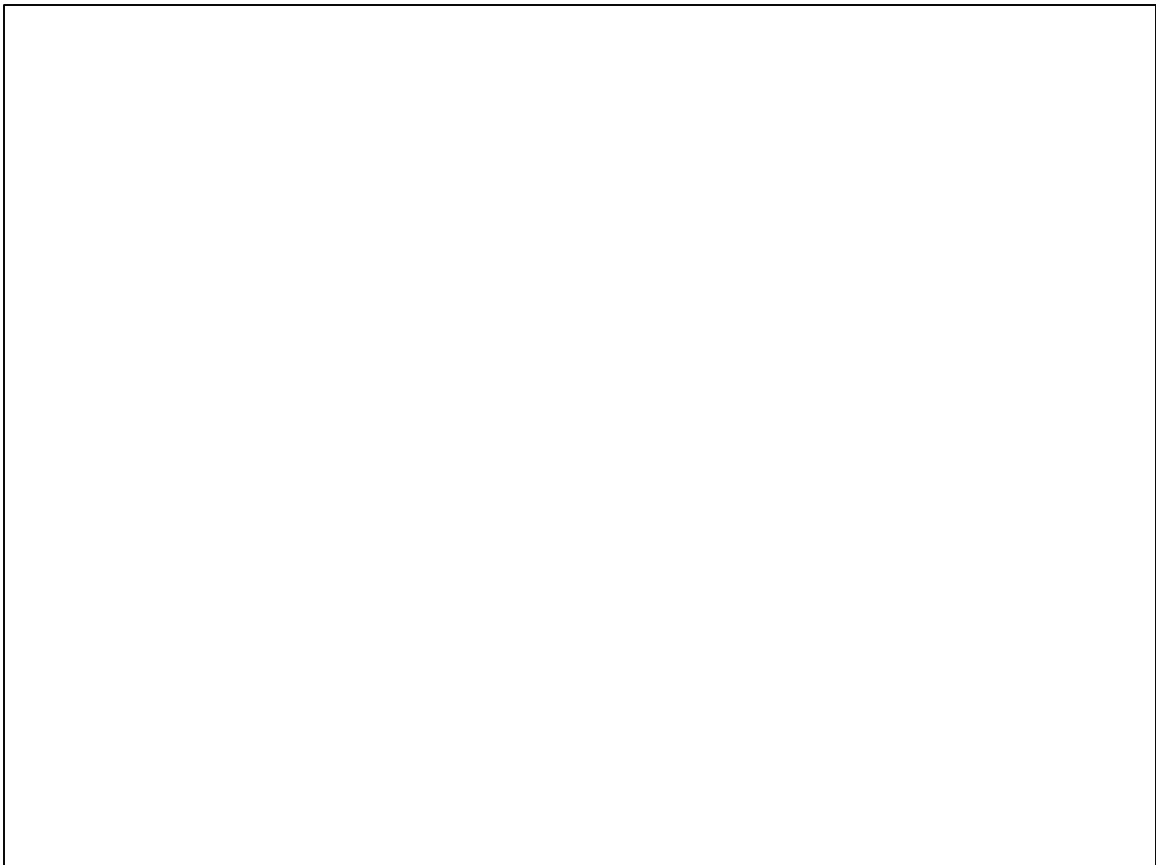
PHILIP MORRIS
PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

*Lancet, Feb. 1933, Vol. XCV, No. 2, 149-154
Lancet, Jan. 1937, Vol. XLVII, No. 1, 38-40

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

August 1942

100574337



Volume 117
Number 12

ADVERTISING DEPARTMENT

194

Smokers Can't Help Inhaling—but

*they can help reduce sources
of irritation*

ALL those who smoke inhale—at least sometimes. And when they inhale, the danger of irritation increases. Therefore, the importance of this Philip Morris advantage:

The irritant quality in the smoke of four other leading brands was shown in recognized laboratory tests* to average more than three times that of the strikingly contrasted Philip Morris.

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long!

A change to Philip Morris cigarettes will minimize irritation due to smoking.

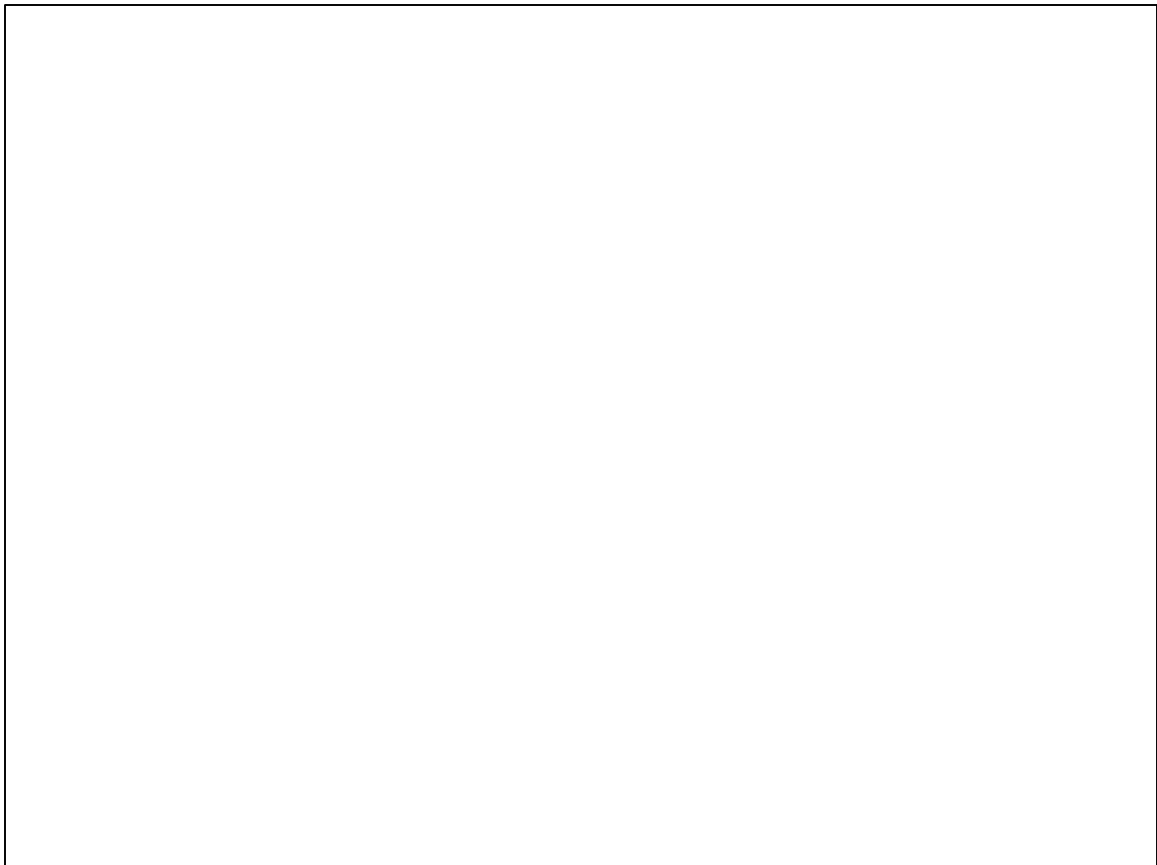
PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

*Data from Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-249; N. Y. State Jnl. of Med. Vol. 35, No. 11399; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3, 386.

1003071304

Dec 1941



169

You will find bases
for highly interesting tests
of your own, Doctor... in
the published studies on the
*irritant properties of cigarette
smoke*, listed below. Have
you sent for *your set*?

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

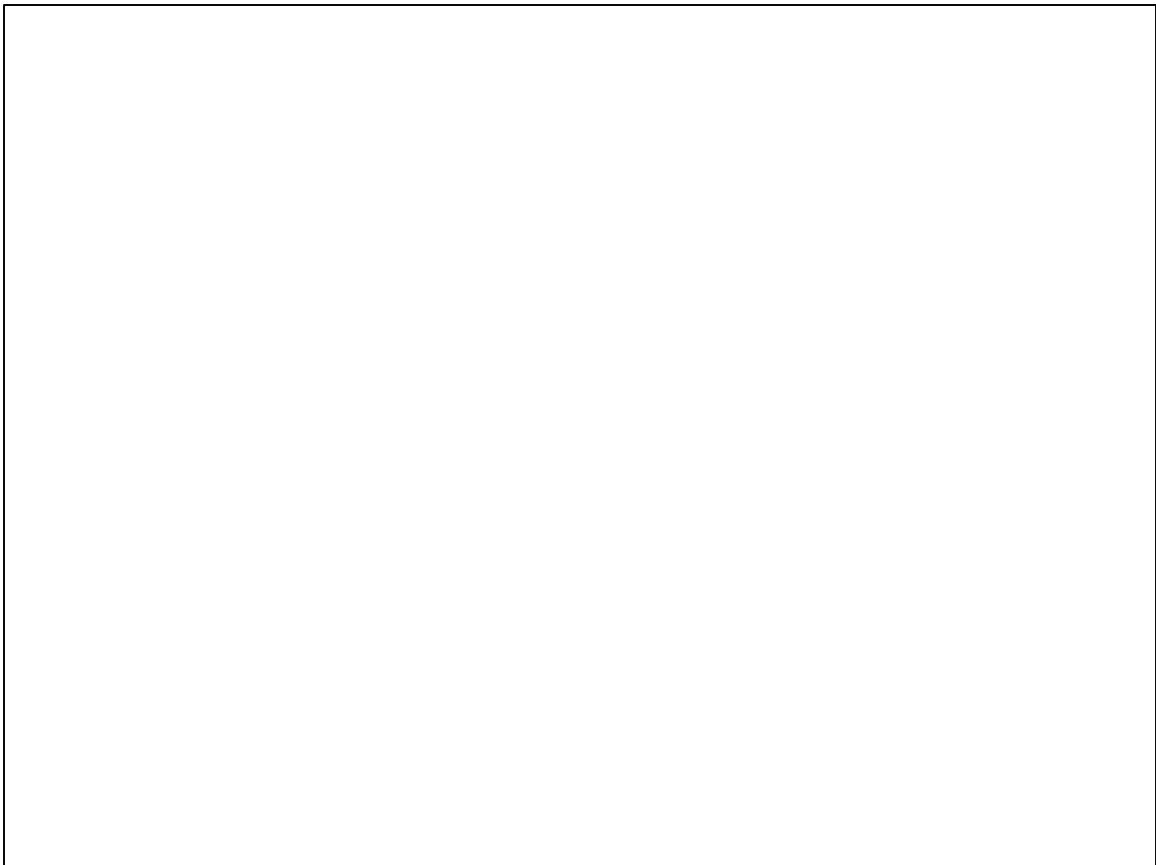
<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245—"Pharmacology of Inflammation: II. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."	<input type="checkbox"/> Laryngoscope, 1933, XLIV, No. 2, 149-154—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."
<input type="checkbox"/> N. Y. State Jour. Med., 1935, 35, No. 11, 200—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."	<input type="checkbox"/> Laryngoscope, 1937, XLVII, 58-60—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____
ADDRESS _____
CITY _____ STATE _____

AMA

10030712333

March 1940



165

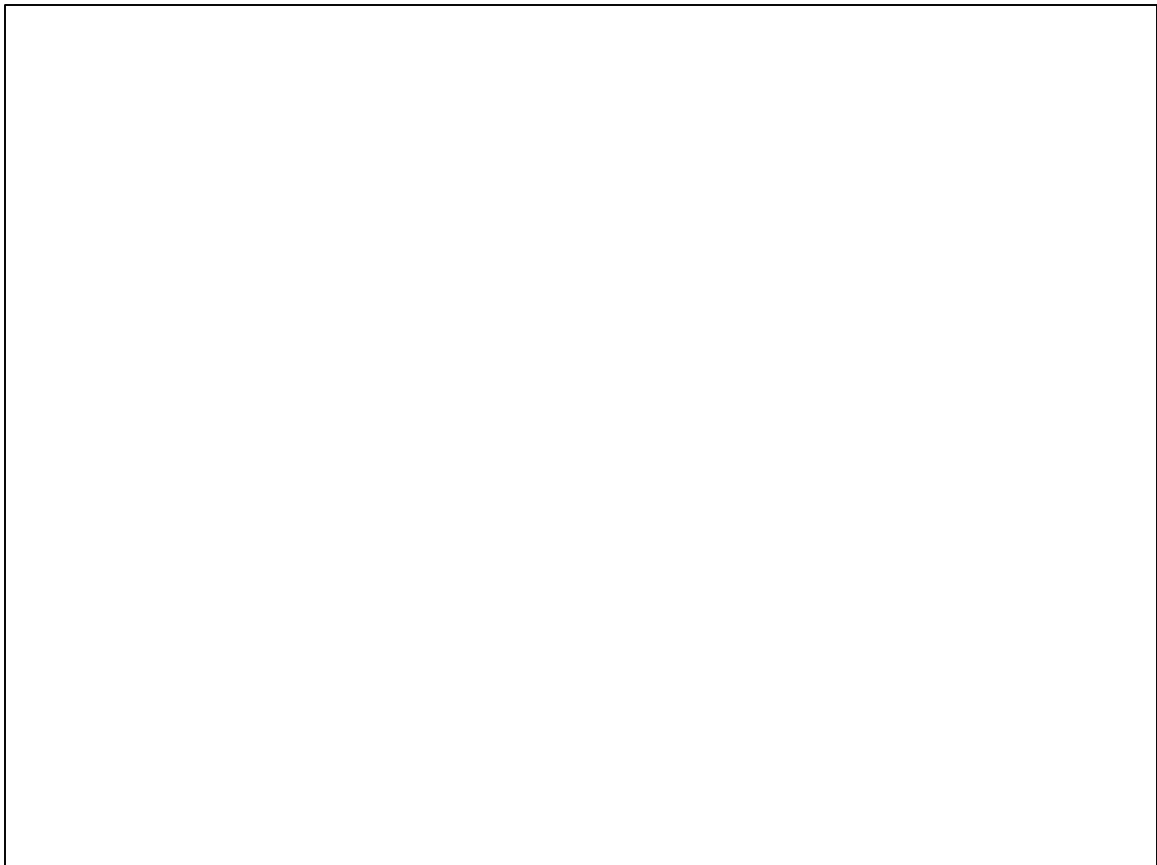
**WHAT HAPPENED WHEN
SMOKERS CHANGED TO
PHILIP MORRIS?**

Every case of irritation of the nose
and throat due to smoking cleared
completely or definitely improved.*

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Write for reprints of published studies on the comparative irritant properties of
cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York

1003071214

April 1940



168

**SIGNIFICANT CLINICAL RESULTS
IN A SERIES OF SMOKING TESTS**

*FACTS FROM... Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 149-154*

(1) At the beginning of the experiment, 73.7% of the cases showed a congested condition of the pharynx and larynx due to smoking.

(2) On changing to Philip Morris, 62.3% of the cases cleared. The other 37.7% showed considerable improvement.

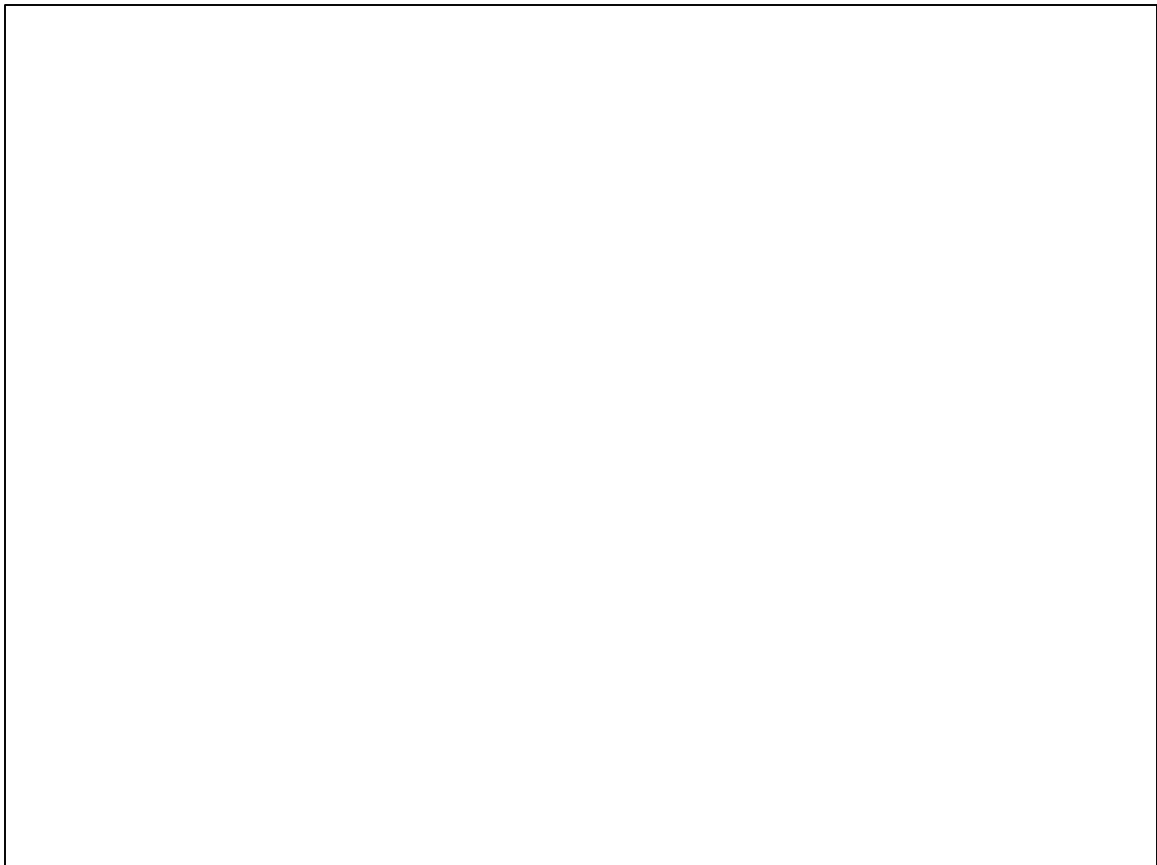
(3) On changing back to cigarettes made by the ordinary method, 80% showed a return of congestion within one week!

REPRINTS of published studies on the irritant properties of cigarettes are available. Address Philip Morris & Co. Ltd. Inc., 119 Fifth Ave., N.Y.

August 1942

1003071230

17-76



195

An advantage not to be overlooked

Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era — marks a major cigarette advancement.

It has been reported that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking, cleared completely or definitely improved.*

Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

PHILIP MORRIS

Philip Morris & Company, Inc., 119 Fifth Avenue, New York

*Proc. Soc. Exp. Biol. and Med.; 1934, 32, 243-244
N. Y. State Jour. Med.; 1933, 33, No. 21, 190
Laryngoscope; 1935, 45, 149-156
Laryngoscope; 1937, 47, 12, 14-16

Buy Relief Fund Seals

1003071306

Nov 1941



170

"DON'T SMOKE" is advice hard for patients to swallow. May we suggest "SMOKE PHILIP MORRIS" instead? Tests showed 3 out of every 4 cases of smokers cough cleared on changing to Philip Morris. *May we send you the studies themselves?*

March 1940

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

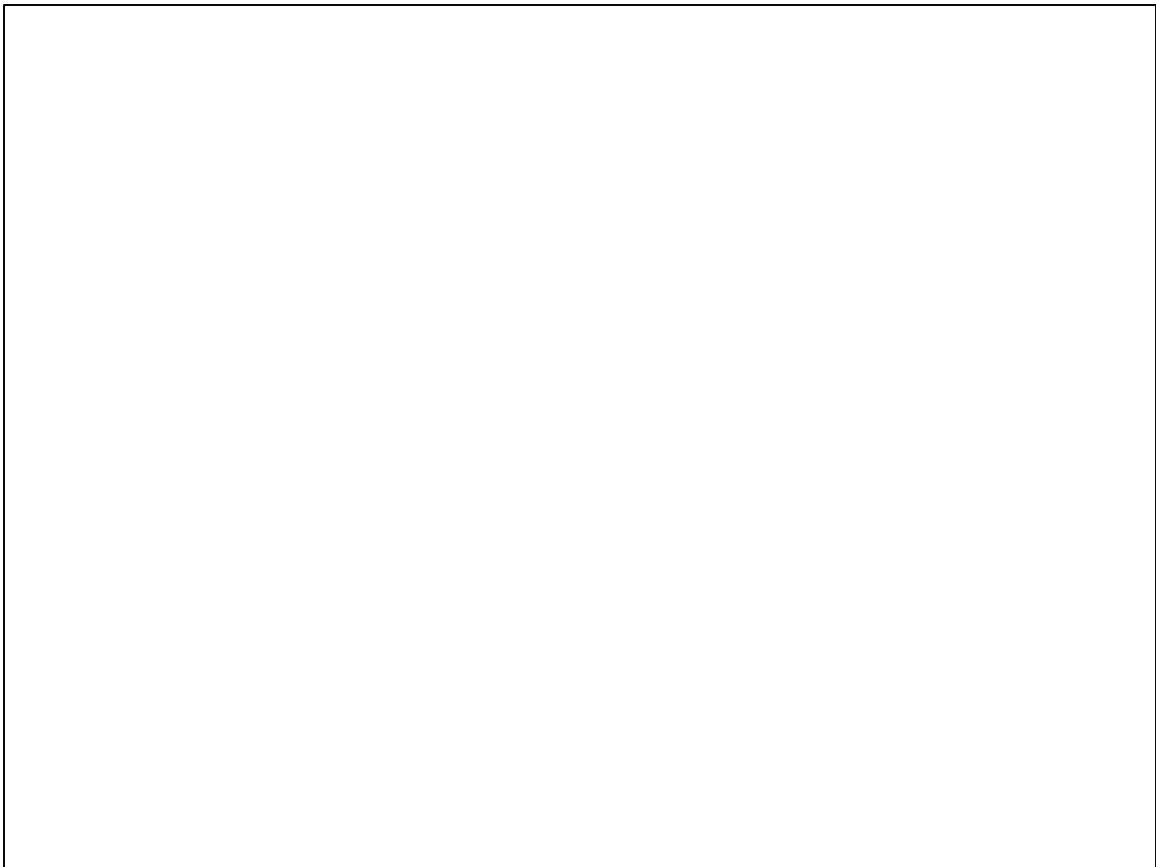
Please send me copies of the reprints checked.

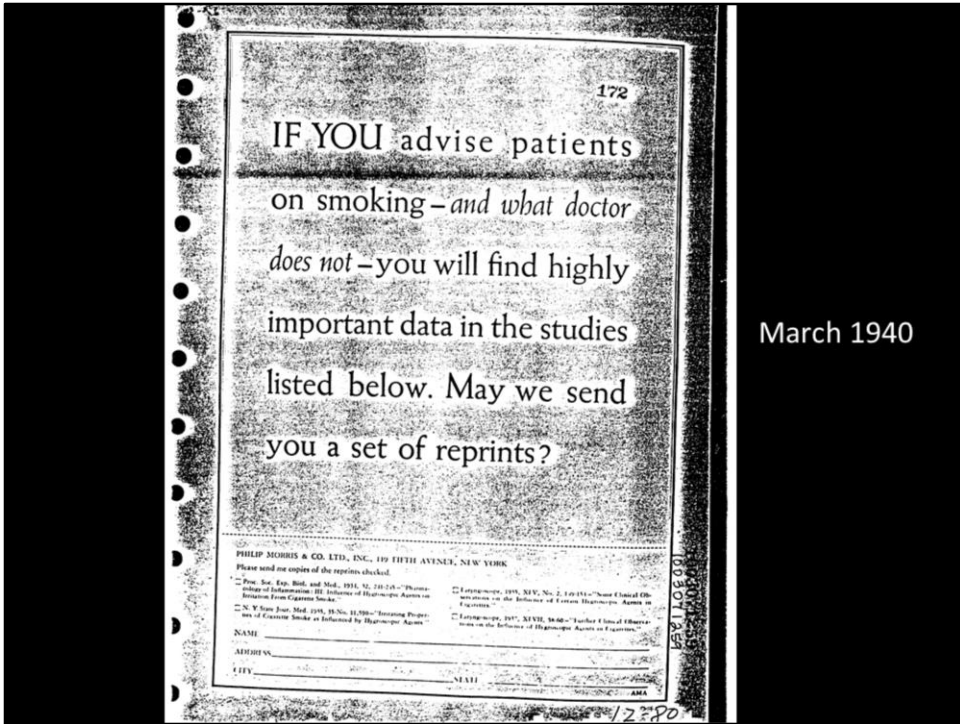
<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1944, 35, 101-105—"Pharmacology of Inhalation - III. Influence of Hygroscopic Agents on Irritation from Cigarette Smoke"	<input type="checkbox"/> Laryngoscope, 1950, XLV, No. 2, 189-195—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents on Cigarettes"
<input type="checkbox"/> N. Y. State Jour. Med., 1935, 35, No. 11, 559—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents"	<input type="checkbox"/> Laryngoscope, 1935, XLV, 88-92—"Further Clinical Observations on the Influence of Hygroscopic Agents on Cigarettes"

NAME _____
ADDRESS _____
CITY _____ STATE _____

AMA

1003071255





March 1940



178

“EXCEPT...
WHERE THERE WAS
DEFINITE PATHOLOGY”

Reporting on patients who
had changed to Philip Morris,
one study* states ...

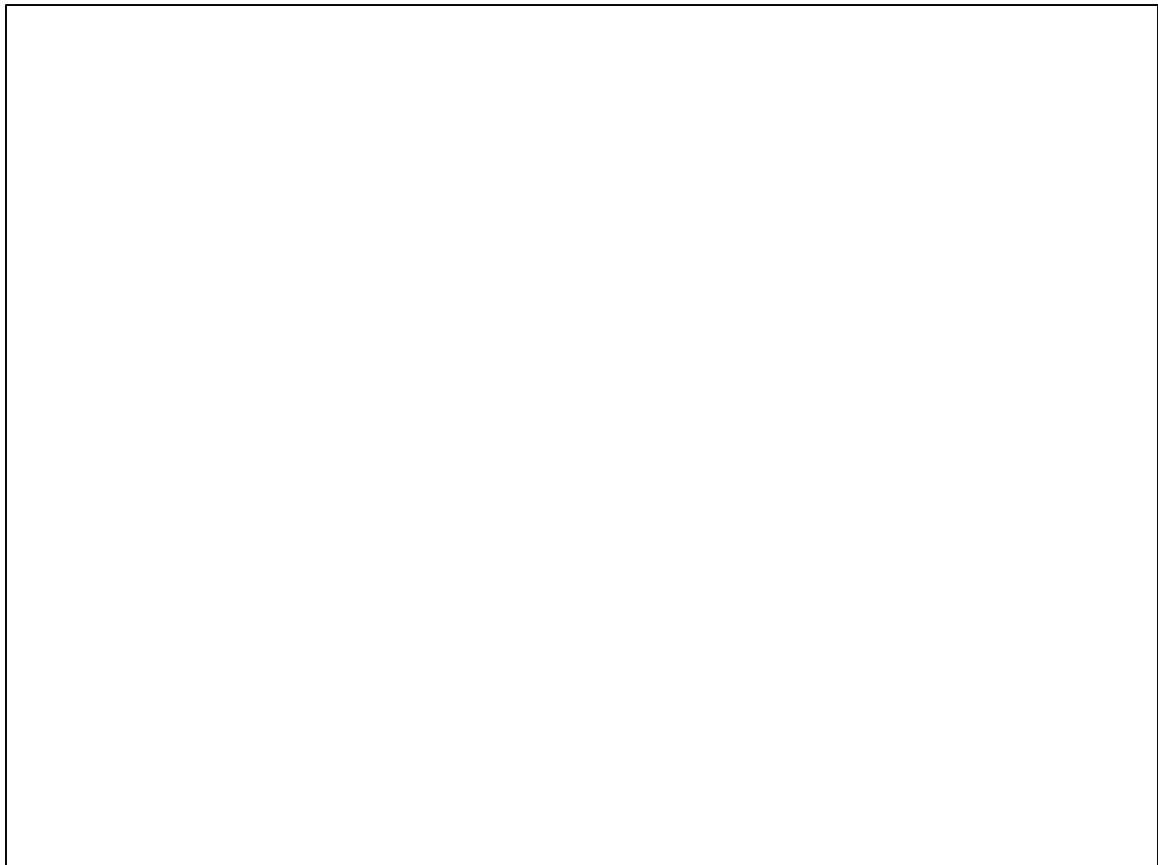
THEY had less throat irritation and the
paroxysms of coughing promptly disap-
peared. In practically every case, except in
those cases where there was definite pathol-
ogy...patients were markedly improved.”

*Laryngoscope, St. Louis, 1937.
Reprint available on request.

PHILIP MORRIS & CO., LTD., INC., 110 FIFTH AVENUE, NEW YORK

1003071272

July 1940



179

**“CONGESTION DUE TO
SMOKING RETURNED
WITHIN ONE WEEK
in 80% of the cases, on chang-
ing back to cigarettes made
by the ordinary method!”**

1940

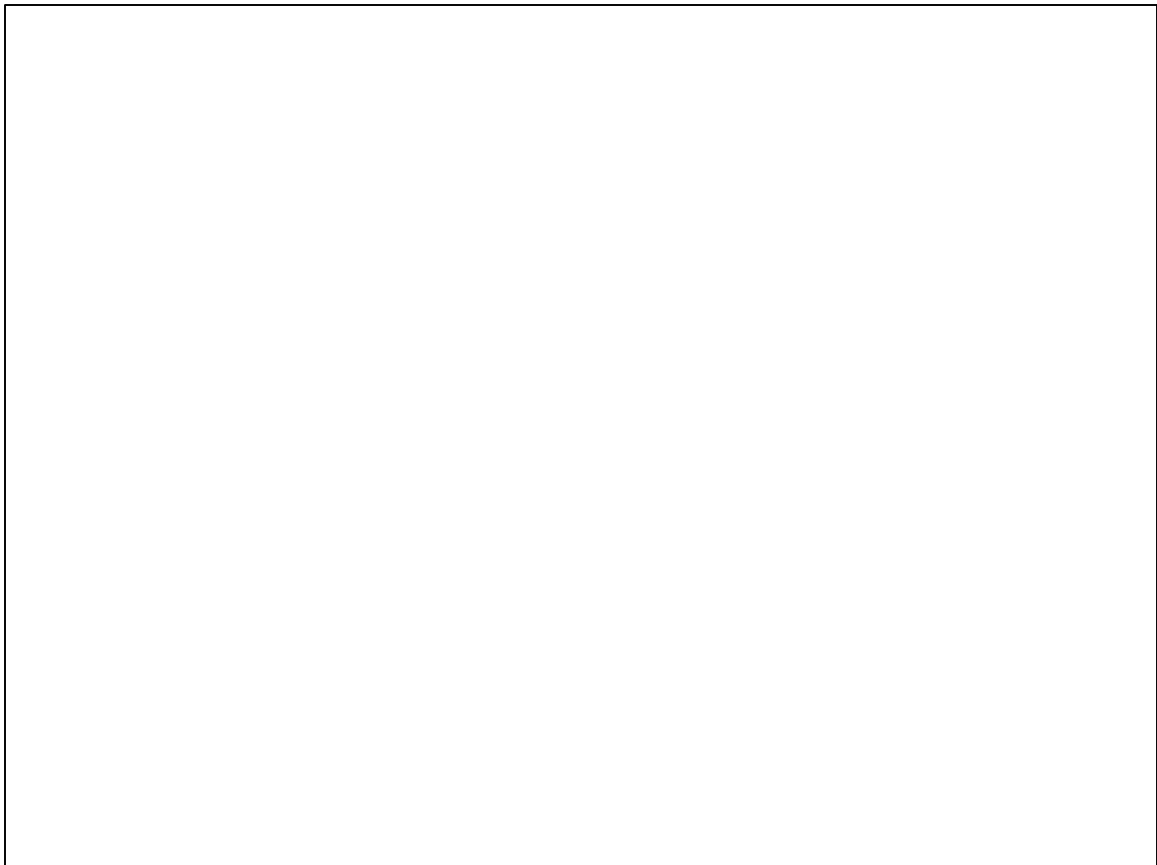
The information quoted is from tests reported in Laryngoscope*. While Philip Morris do not claim to cure irritation, here is what the tests revealed: *11 ten smokers with irritation of the nose and throat due to smoking changed to Philip Morris, irritation cleared completely or measurably improved.*

On changing back, congestion returned in 80% of the cases.

Philip Morris & Co., Inc., 1151 Broadway, New York

1003071274

*Feb. 1937, Ed. VII, No. 2, 194-195




Vol. 118
No. 1

ADVERTISING DEPARTMENT

53

197

What!—
Prescribe
Cigarettes?!?



It's protection for smokers
who inhale—
and all smokers do sometimes

RECOGNIZED laboratory tests have conclusively
proved the advantage of Philip Morris over
other cigarettes, i.e.

The irritant quality of the smoke of four other lead-
ing brands averaged more than three times that of
the strikingly contrabanded Philip Morris.

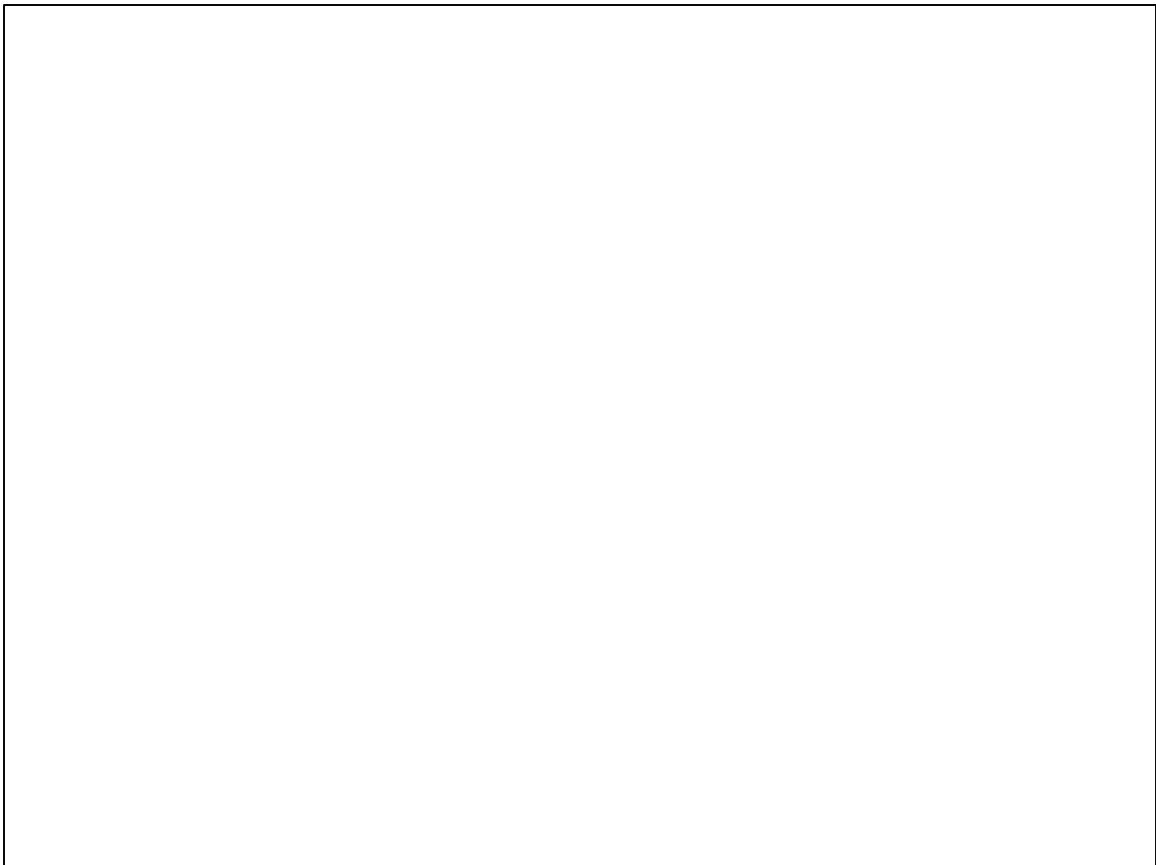
Further—the irritant effect of such cigarettes was
observed to last more than five times as long.*

PHILIP MORRIS
PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

1003071310

Jan 1942

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-243; N. Y. State Bd. of
Med. Vol. 35, No. 11, 1930; Arch. of Otolaryngology, Mar. 1930, Vol. 23, No. 3, 300.



Account 117
No. 1004 11

ADVERTISING DEPARTMENT 20

191

"HOW MUCH DO YOU SMOKE?"

is only part of the question!


Far more important than "How many cigarettes do you smoke?" may be the question, "How irritating is your cigarette?"

Recognized laboratory tests* showed that the irritant quality in the smoke of four other leading brands averaged more than three times the strikingly contrasted Philip Morris.

The possibility of irritation from smoking can be minimized by suggesting a change to Philip Morris.

PHILIP MORRIS

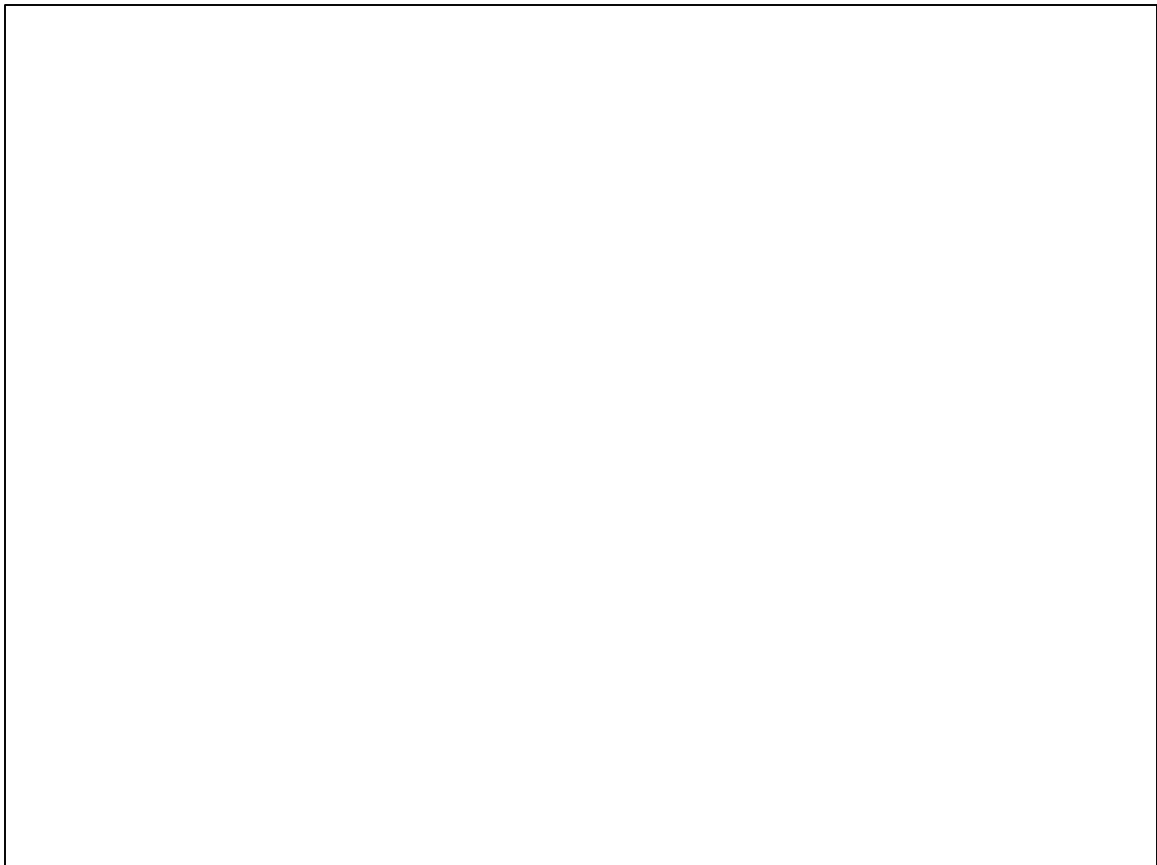
Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York



* Facts from: Proc. Soc. Exp. Biol. & Med., 1916, 12, 241-245; N. Y. State Joul. of Med. Vol. 15, No. 11, 1910; Arch. of Otolaryngology, Mar. 1916, Vol. 25, No. 5, 1916.

1003071238

1941



WHEN TREATING 198

FOR CONGESTION OF THE

UPPER RESPIRATORY TRACT

why not make this test?

Reports* show that Philip Morris Cigarettes are measurably less irritating than other cigarettes. •

Whether that difference is important to your patients who smoke, you can readily determine for yourself by testing Philip Morris on patients under treatment for congestion of some portion of the upper respiratory tract.

Your own personal observations will dictate your future recommendation.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

1003071312

1942

* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60



199

ON REQUEST:

SMOKING STUDIES

from completely reliable sources

Because it is good scientific practice to rely on work done by others, *provided the source of the investigation is recognized as competent and authoritative . . .* we shall be happy to send you, upon request, reprints of papers published* on the influence of hygroscopic agents on irritation from cigarette smoke.

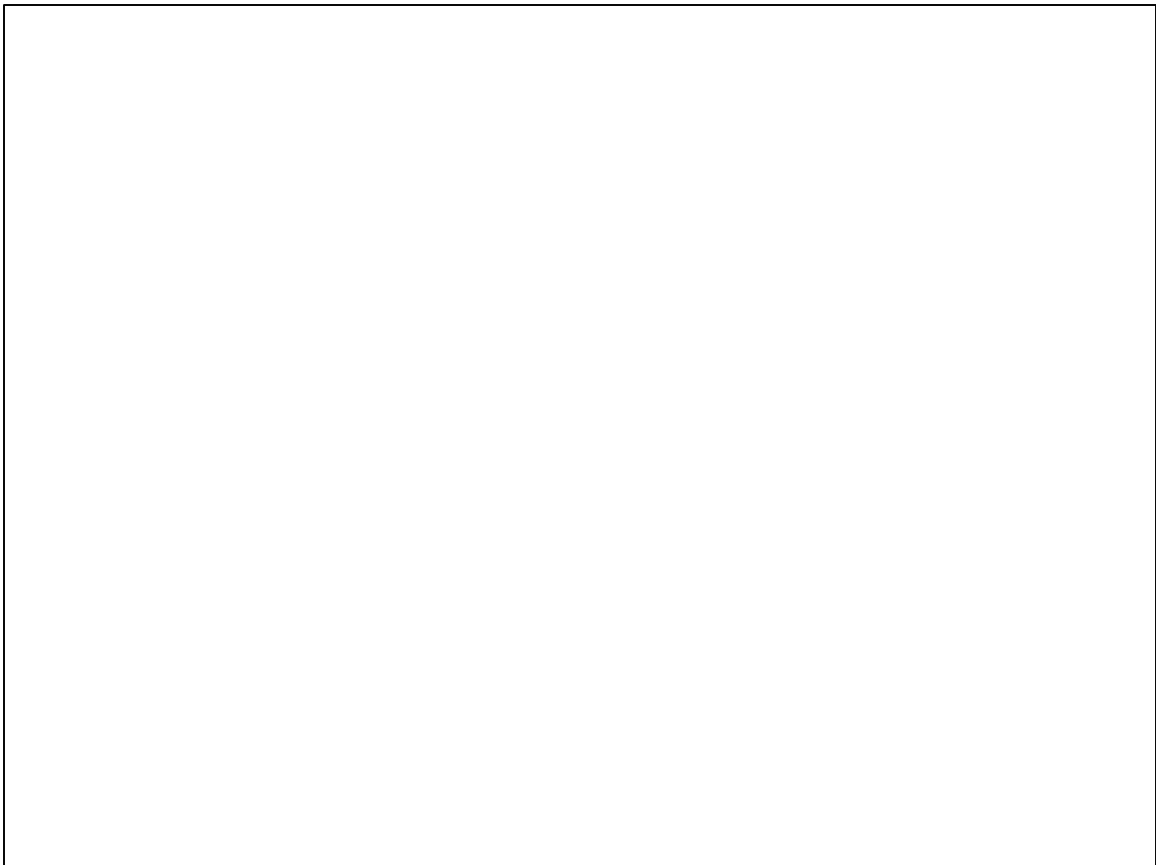
PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 149-154—*Laryngoscope*, Jan. 1937, Vol. XLVII, No. 1, 16-20 *Proc. Soc. Exp. Biol. and Med.*, 1934, 32, 241—*N. Y. State Journ. Med.*, Vol. 35, 6-7-35, No. 11, 510-512

1942

1003071314



TO A PEOPLE
TENSE, PERHAPS SMOKING
MORE THAN USUAL...

Philip Morris makes this unequivocal statement:

ONLY PHILIP MORRIS CIGARETTES HAVE
BEEN PROVED* DEFINITELY AND MEASUR-
ABLY LESS IRRITATING TO THE SENSITIVE
MEMBRANES OF THE NOSE AND THROAT.

In the interest of greater well being may we suggest for
your patients who smoke a change to Philip Morris cigarettes.

PHILIP MORRIS
PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

1942

1003071316

* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60



Take no one's wordSM but your own

*as to the advantages of any one cigarette for
patients with congestion of the respiratory tract*

THE published studies on cigarette differences are merely a starting point. It is only when doctors make their own tests . . . on their own patients who smoke . . . that they are fully convinced of PHILIP MORRIS superiority.

That is why we suggest that you try PHILIP MORRIS on your patients. Your findings will confirm the published studies* which showed that:

**ON CHANGING TO PHILIP MORRIS
CIGARETTES, EVERY CASE OF IRRITATION
OF THE NOSE AND THROAT
DUE TO SMOKING CLEARED COMPLETELY
OR DEFINITELY IMPROVED.**

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.

July 1942

*Laryngoscope, Feb., 1943, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan., 1937, Vol. XLVII, No. 1, 38-60

July '42

Take no one's word but your own

*as to the advantages of any one cigarette for patients
with irritation of the upper respiratory tract due to smoking*

THE published studies on cigarette differences are merely a starting point. It is only when doctors make their own tests... on their own patients who smoke... that they are fully convinced of PHILIP MORRIS superiority.

That is why we suggest that you try PHILIP MORRIS on your patients. Your findings will confirm the published studies* which showed that:

**ON CHANGING TO PHILIP MORRIS
CIGARETTES, EVERY CASE OF IRRITATION
OF THE NOSE AND THROAT
DUE TO SMOKING CLEARED COM-
PLETELY OR DEFINITELY IMPROVED.**

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

July 1942

2501200137

1139

PLAINTIFF'S
EXHIBIT

Vol. 2, No. 1 ARIZONA MEDICINE 63

Not only

LABORATORY TESTS which showed edema of the bit conjunctive averaged 2.7 from the smoke of ordinary cigarettes compared with 0.8 from Philip Morris Cigarettes.

But also . . .

CLINICAL TESTS which showed that when smokers changed to Philip Morris, substantially every case of irritation of the nose or throat due to smoking cleared completely or definitely improved.

... conclusively prove.

PHILIP MORRIS CIGARETTES
to be definitely and measurably
LESS IRRITATING


Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new blend—Century Doctor Pipe Mixture. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

2501200159

PLANTING
EX-118

July 1942



Doctor,
be your own
judge...
try this
simple test

With so many claims made in cigarette advertising, you, Doctor, no doubt prefer to judge for yourself. So won't you make this simple test!

Take a PHILIP MORRIS and any other cigarette

1. 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 will notice a distinct difference between
PHILIP MORRIS and any other leading brand.

PHILIP MORRIS
Philip Morris & Co. Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

2501200158

July 1942

171

THE SOURCE of a report counts as much as the findings. Observe the reputable sources of the studies listed below... *on the irritant properties of cigarette smoke.* May we send you a set of reprints?

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

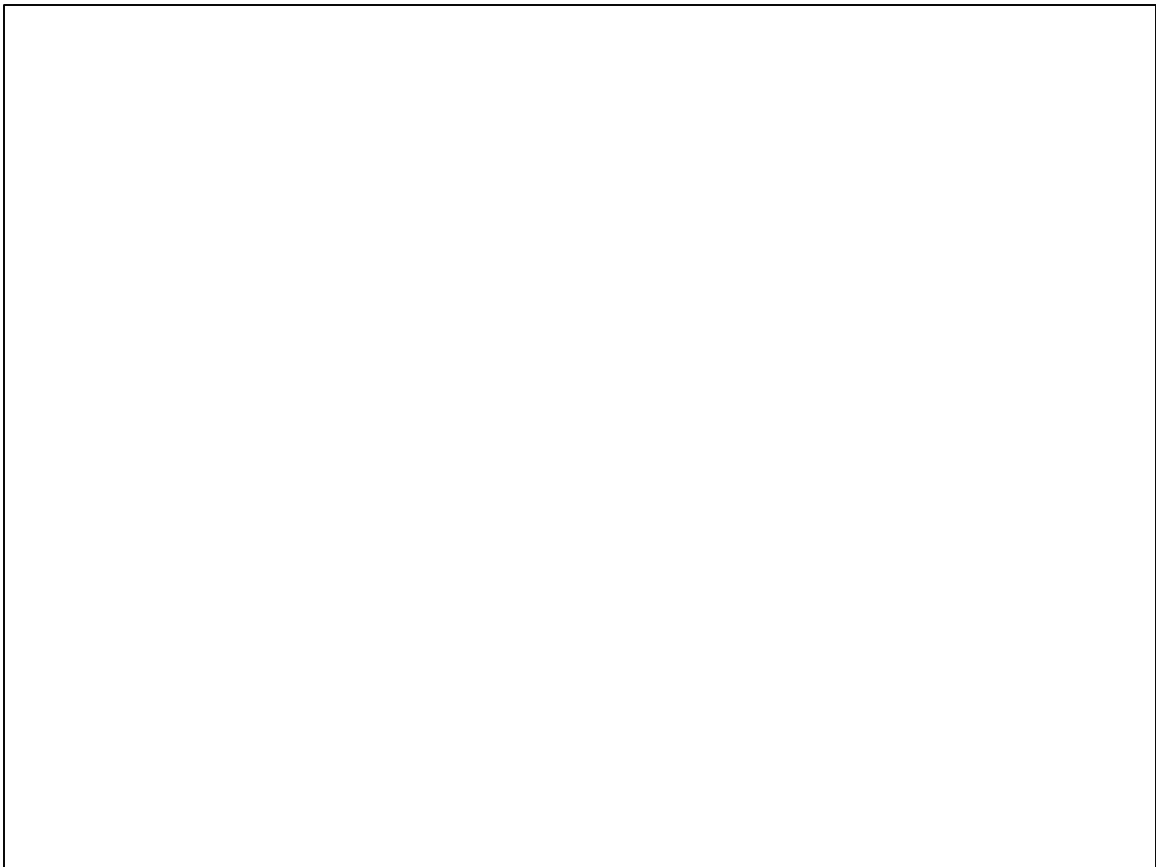
Please send me copies of the reprints checked.

<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1951, 32, 240-249.—"Pharmacology of Inflammation. III. Influence of Hygroscopic Agents on Irritation from Cigarette Smoke."	<input type="checkbox"/> Laryngoscope, 1959, XLV, No. 2, 119-131.—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."
<input type="checkbox"/> N. Y. State Jour. Med., 1955, 58, No. 11, 266.—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."	<input type="checkbox"/> Laryngoscope, 1957, XLVII, 38-46.—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____
ADDRESS _____
CITY _____ STATE _____

AMA

1 003071257



**ON CHANGING
BRANDS OF CIGARETTES**

“It was interesting... to find how many patients changed from one brand of cigarettes to another... because of the effect on their throats.”
Flam, "Laryngoscope," Feb. 1935—Page 152

OBVIOUSLY irritation of the nose and throat is a constant source of annoyance to smokers. It is of importance to the medical profession to know that cigarettes in which diethylene glycol is used as the hygroscopic agent have been scientifically proved* less irritating than those in which glycerine is used. In Philip Morris diethylene glycol is used exclusively. But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

* *Proc. Soc. Exp. Biol. and Med.*, 1934, 33, 440-442
Laryngoscope, Feb. 1935, Vol. 45, No. 2, 242-244
N. Y. State Jour. Med., 1935, 35, 266-274
Arch. Otolaryngology, March 1935, Vol. 21, No. 3
Laryngoscope, Feb. 1935, Vol. 45, No. 2, 26-30

PHILIP MORRIS & CO. Ltd., Inc.

Trade in on "100% FRESH"... on the air Counter-Count
Family savings, N.R.C. ... Saturday evenings, C.B.V.

115 FIFTH AVE., NEW YORK

PHILIP MORRIS & CO. LTD., INC.

Please send me _____
* Reports of papers from: *Proc. Soc. Exp. Biol. and Med.*, 1934, 32, 240-245 *N. Y. State Jour. Med.*, 1935, 35, No. 11, 908
Laryngoscope, 1935, XLV, 149-154 *Laryngoscope*, 1937, XLVII, 90-92

SIGNED: _____ **M. B.**

ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATIONS MAY 1937 20011942

**A DEBT TO THE
MEDICAL PROFESSION**

PHILIP MORRIS owes a debt to science...and a debt to the members of the medical profession. Science has proved the superiority of Philip Morris. The medical profession has recognized that superiority. With the cooperation of the medical profession the public has learned that Philip Morris have been conclusively proved* less irritating than other cigarettes... an advantage due to the use of diethylene glycol instead of glycerine as the hygroscopic agent.

For your part in the success of Philip Morris, permit us to express our thanks.

*Proc. Soc. Exp. Biol. and Med., 1916, 13, 241-245
Laryngoscope, 1915, Vol. XXV, No. 3, 249-252
N.Y. State Jour. Med., 1915, 15, No. 11, 900
Am. B. Otolaryngology, 1915, 8, 241-245
Laryngoscope, 1915, Vol. XXV, No. 3, 249-252


PHILIP MORRIS & CO. Ltd., Inc.


Take it in "BROWN PINKETS"... on the air Cleanest Coast
Tastes strongest. N.B.C. - Standard evenings, CBS

.....
PHILIP MORRIS & CO. LTD., INC. **115 FIFTH AVE., NEW YORK**
Please send me
*Reprints of papers from
Proc. Soc. Exp. Biol. and Med., 1916, 13, 241-245 N.Y. State Jour. Med., 1915, 15, No. 11, 900
Laryngoscope, 1915, XIV, 149-154 Laryngoscope, 1915, XXV, 249-252

SIGNED: _____ **M. D.**
Please write in plain English

ADDRESS: _____
CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS JUNE 1937  256101938


THANK YOU, DOCTORS


IN PRESENTING the Philip Morris story both to the profession and to the public, the advice of medical authorities has been our guide.

Exaggerated claims have found no place in Philip Morris advertising. We have merely made clear the fact that Philip Morris cigarettes, due to the use of diethylene glycol instead of glycerine as the hygroscopic agent, have been conclusively proved* less irritating.

By under-statement rather than over-statement, we believe we have established a new high standard of cigarette advertising. For the unprecedented success that has followed, we owe a large measure of thanks to the medical profession.

* Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1935, Vol. 35, No. 12
Arch. Otolaryngology, March 1935, Vol. 21, No. 3
Laryngoscope, Jan. 1935, Vol. XLV, No. 1, 28-30

PHILIP MORRIS & CO. Ltd., Inc.



There is no "SMALL PRESENT" ... on the air Coast-to-Coast
Tuesday evenings, NBC ... Saturday evenings, CBS

For exclusive use of practicing physicians

PHILIP MORRIS & CO. LTD., INC. **110 FIFTH AVE., NEW YORK**

Please send me

* Reprints of papers from

Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 N. Y. State Jour. Med., 1935, 35-No. 11, 390
Laryngoscope, 1935, XLV, 149-154 Laryngoscope, 1937, XLVII, 58-60

SIGNER: _____ **M. D.**


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PHILIP MORRIS & CO. LTD., INC.

INTERNATIONAL PUBLICATIONS JUNE 1937


2061011934

**WHEN A DOCTOR
FOLLOWS HIS OWN ADVICE
... that's news!**

Doctors often give good advice to their patients, yet neglect to watch out for themselves... But take the question of smoking. Here doctors' deference to their own advice is the exception that proves the rule. They do as they tell their patients:—"If you smoke, smoke Philip Morris."

Advice to smoke Philip Morris is advice that's a pleasure to follow. For Philip Morris is not only less irritating,* it is a better cigarette—made of superior tobaccos, a smoother, richer, more satisfying smoke in every way.

*Philip Morris cigarettes have been conclusively found less irritating. In Philip Morris, distinctive glycol is used exclusively as the hygroscopic agent. Other cigarettes employ glycerine, now known to be a definite source of irritation.

PHILIP MORRIS & CO. Ltd., Inc.

Time is no "BURN PROMISE" on the air. Cigarettes-Crest
Tastes evening, N.B.C.
Sundays evening, C.B.S.

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Place and no
*Medical journal from
Proc. Soc. Exp. Biol. and Med., 1941, 32, 210-215
Laryngoscope, 1943, 53, 149-154
N.Y. State Jour. Med., 1943, 43, No. 41, 50
Laryngoscope, 1947, 57, 10-16

SMOKER: _____ **M. D.**
ADDRESS: _____
CITY: _____

MEDICAL PREGACTIONS JUNE 1937 2061011030

HOW MUCH IS KNOWN ABOUT SMOKING?

THERE are more than 20,000,000 cigarette smokers in the country. Research into the physiological effects of smoking is therefore of vital importance both to the public and to the medical profession.


Studies* show that the use of diethylene glycol by Philip Morris instead of glycerine, and the resultant decrease in irritation from smoking, is a major improvement in cigarettes.

Philip Morris has not stopped there. Important researches are constantly in progress, not only to study the physiological effects of smoking but to make constructive improvements in cigarettes.

Try Philip Morris on your smoking patients. Watch the effect. Verify for yourself the definite superiority Philip Morris has achieved.

*Proc. Soc. Exp. Biol. and Med., 1912, 11, 441-445.
Laryngoscope, 1913, Vol. XXIV, No. 1, 122-124.
N. Y. State Jour. Med., June 1913, Vol. 15, No. 11.
Arch. Otolaryngology, March 1915, Vol. 71, No. 3.
Laryngoscope, 1917, Vol. XXVIII, No. 1, 128-131.

PHILIP MORRIS & CO. Ltd., Inc.



Taste in 100% PURE TOBACCO... on the way...
Tuesdays evenings, 7:30 P.M. ... Saturdays evenings, 7:30 P.M.


PHILIP MORRIS & CO. LTD., INC. **110 FIFTH AVE., NEW YORK**

Please send me
 Reprints of papers from
Proc. Soc. Exp. Biol. and Med., 1912, 12, 241-245 N. Y. State Jour. Med., 1913, 15, No. 11, 590
Laryngoscope, 1913, XLV, 149-154 Laryngoscope, 1917, XLVIII, 56-60

SIGNED: _____ **M. D.**
(Please write in full name)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS
JULY 1937


FOLLOWING THE LEADER IN CHOOSING A CIGARETTE

In any community, the doctor stands as a leader.

The fact that so many doctors smoke Philip Morris has been a decided influence on the public . . . an influence for which both Philip Morris and the public may well be grateful.

Philip Morris cigarettes have been conclusively proved* less irritating . . . both scientifically and in actual use. Ordinary cigarettes use glycerine, now known as a definite source of irritation. In Philip Morris diethylene glycol is used exclusively as the hygroscopic agent, a major improvement in cigarettes.

*Proc. Soc. Exp. Biol. and Med. . . 1916, 13, 847-848
Laryngoscope . . . Feb. 1927, Vol. XLV, No. 2, 222-274
N. Y. State Jour. Med. . . June 1915, Vol. 15, No. 11
Arch. Otolaryngology . . . March 1920, Vol. 31, No. 1
Laryngoscope . . . Jan. 1925, Vol. XLV, No. 1, 87-88

PHILIP MORRIS & CO. Ltd., Inc.

Take in to "ROYAL PRINCE" . . . on the air Counter-Crest
Tuesday evenings, NBC . . . Saturday evenings, CBS

PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Please send me
the pages of papers from:


<input type="checkbox"/> Proc. Soc. Exp. Biol. and Med., 1914, 32, 241-245	<input type="checkbox"/> N. Y. State Jour. Med., 1915, 15-No. 11, 598
<input type="checkbox"/> Laryngoscope, 1915, XLV, 149-154	<input type="checkbox"/> Laryngoscope, 1917, XLVII, 34-40

SEND TO: _____ (Please write name plainly) **M. D.**

ADDRESS _____

CITY _____ STATE _____

MEDICAL PUBLICATIONS JUNE 1937


0061011926

MOST DOCTORS KNOW

Merely by its presence in this publication ...and by the nature of this message...you perhaps know *what cigarette* it concerns.

These messages have but one purpose: to remind you briefly of the evidence of laboratory and clinical research—*reported* in leading medical journals—

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

No other cigarette is in position to present such scientifically acceptable evidence of superiority.

Try Philip Morris. Suggest them to your patients. Your own observation will verify the definite superiority of Philip Morris Cigarettes.

PLEASE ASK US any questions that interest you on the physiological effects of smoking. Our research files are filled with data from authoritative sources—from which we will gladly quote you.

Proc. Soc. Exp. Biol. and Med., 1914, 34, 147-148

Laryngoscope, 1911, XLV, 149-154

N. Y. State Jour. Med., 1915, 15, No. 11, 550

Laryngoscope, 1917, XLVII, 48-50

Philip Morris & Co. Ltd., Inc.
119 Fifth Avenue, New York

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2061011920

**ON CHANGING
BRANDS OF CIGARETTES**

“It was interesting... to find how many patients changed from one brand of cigarettes to another... because of the effect on their throats.”
From "Laryngoscope," Feb. 1915 - Page 152


OBVIOUSLY irritation of the nose and throat is a constant source of annoyance to smokers.

It is of importance to the medical profession to know that cigarettes in which diethylene glycol is used as the hygroscopic agent have been scientifically proved less irritating than those in which glycerine is used. In Philip Morris diethylene glycol is used exclusively.

But make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.


*Proc. Soc. Exp. Biol. and Med., 1914, 32, 210-213
Laryngoscope, 1915, Vol. 25, No. 2, p. 152
N. Y. State Jour. Med., 1915, 11, No. 11, p. 152
Arch. Otolaryngology, 1915, March, Vol. 6, No. 3, p. 152
Laryngoscope, 1915, Feb. 1915, Vol. 25, No. 2, p. 152

PHILIP MORRIS & CO. Ltd., Inc.


Taste in the "MORRIS PREFERRED"... on the air Cigarette Case
Tastes in every cigarette... Naturalness in every cigarette.

PHILIP MORRIS & CO. LTD., INC. 115 FIFTH AVE., NEW YORK
Please send me
*Samples of cigarettes
Proc. Soc. Exp. Biol. and Med., 1914, 32, 210-213 N. Y. State Jour. Med., 1915, 11, No. 11, p. 152
Laryngoscope, 1915, 25, 149-154 Laryngoscope, 1915, 25, 152

NAME: _____ **M. D.**
_____ **STATE** _____

MEDICAL PUBLICATIONS AUGUST 1937  2051011918

**FACTORS ARE
KEEPING INFORMED**

It certainly shows how alert medical men are in keeping informed on all significant research ... when more than 50,000 busy physicians send for reprints of articles on the influence of hygroscopic agents on irritation from cigarette smoking.

These studies are not only interesting but valuable to physicians when called upon to give advice on smoking.—PHILIP MORRIS & CO., LTD., INC.

PLEASE ASK US any questions on the physiological effects of smoking—our research files contain exhaustive authoritative data.

IF YOU WOULD LIKE COPIES of reprints listed below, check those you wish, *tear off* this part of the page, and mail to PHILIP MORRIS & CO., LTD., INC., 119 Fifth Avenue, New York ... Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245 N. Y. State Jour. Med., 1935, 33-No. 11, 595 Laryngoscope, 1935, XLV, 149-154 Laryngoscope 1937, XLVII, 58-60

NAME _____ M. D.
ADDRESS _____
CITY _____ STATE _____

FEDERAL PUBLICATIONS DECEMBER 1958

2061011916

**ASK YOURSELF
THESE QUESTIONS**

QUESTION 1. Has the quality of the tobacco used any relation to cigarette smoking?

ANSWER 1. It has some relation, but it is not the prime factor.

QUESTION 2. What, then, is the advantage of using similar tobacco?

ANSWER 2. The quality of the tobacco. It guarantees an even taste and burning qualities.

QUESTION 3. Is it a fact or myth that some cigarettes are milder than others?

ANSWER 3. The less irritating the smoke, the milder the cigarette.

QUESTION 4. What causes irritation?

ANSWER 4. To a large degree, the use of glycerine, the by-products, agents commonly employed in the manufacture of cigarettes.

QUESTION 5. Does Philip Morris use any tobacco?

ANSWER 5. No, Philip Morris uses a blend of leaf and reconstituted tobacco.


QUESTION 6. What is the advantage of using "leaf and reconstituted tobacco"?

ANSWER 6. Philip Morris cigarettes are milder. It is not an "irritation-free" cigarette. The ingredients in Philip Morris cigarettes of the same and filter of the no smoking cleared cigarette, in the majority of cases.

QUESTION 7. Do Philip Morris cigarettes cause irritation?

ANSWER 7. Philip Morris 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.

PHILIP MORRIS & CO. LTD., INC.



PHILIP MORRIS & CO. LTD., INC. **110 FIFTH AVE., NEW YORK**


Division of
Philip Morris Inc.
P.O. Box 1, Corp. Bldg. and Mail, 1900 St. Nicholas
Lansing, Mich., 48201

NEW YORK, N. Y. N.Y. State Reg. Mail, 1900 St. Nicholas
Lansing, Mich., 48201

SIGNATURE _____ **M. D.**

ADDRESS _____

CITY _____ **STATE** _____

MORRIS 2900-10000 1757  206101914*



YOU MAY have questions . . . on the physiological effects of smoking . . . which we can answer. Please feel free to ask us.

Our research files contain exhaustive data from authoritative sources — from which we will be glad to quote whatever may bear upon your question.

If you have not already read the studies on the relative effects of cigarette smoke, may we suggest that you use the request blank below? And also that you try Philip Morris Cigarettes yourself.

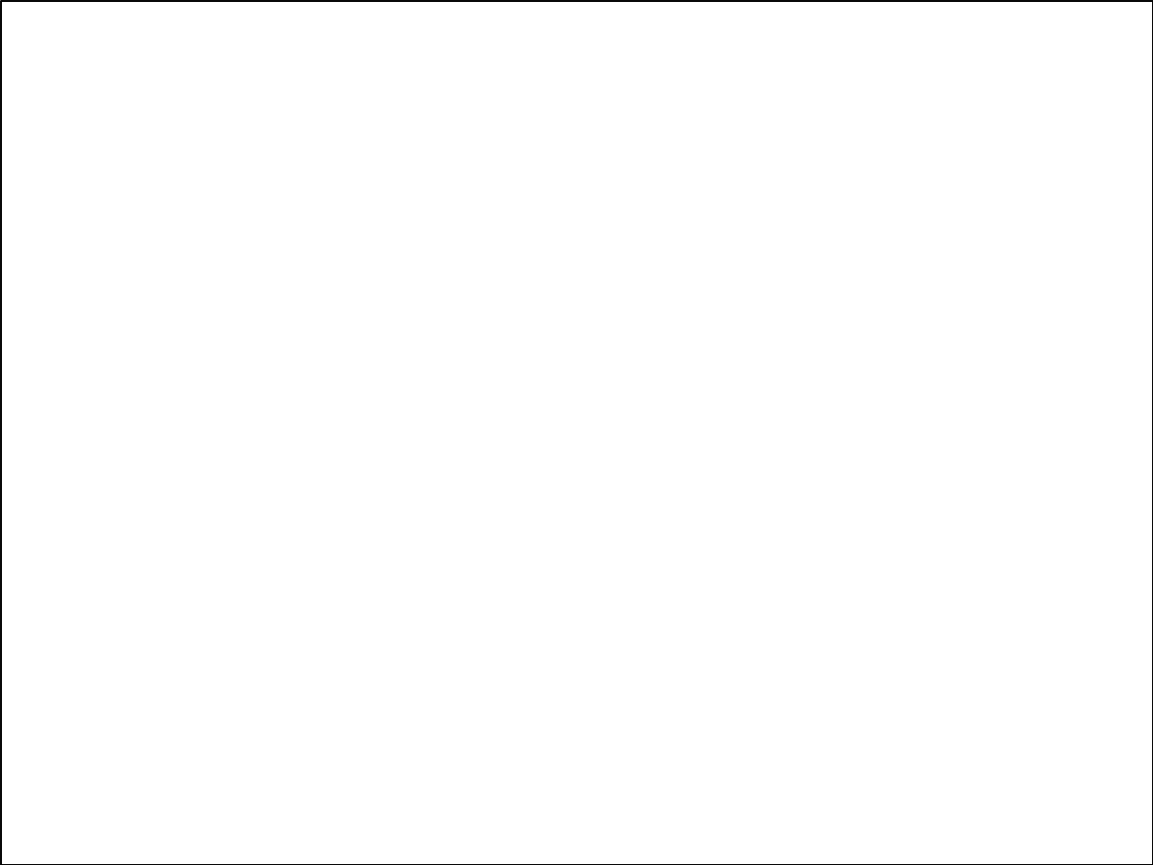
IF YOU WOULD LIKE COPIES of reprints listed below, check those you wish, tear off this part of the page, and mail to PHILIP MORRIS & CO., LTD., INC., 119 Fifth Avenue, New York . . . Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 N. Y. State Jour. Med., 1935, 35-No. 11, 590 Laryngoscope, 1935, XLV, 149-154 Laryngoscope 1937, XLVII, 58-60

NAME _____ M. D.

ADDRESS _____

CITY _____ STATE _____

AMA



**NO HEADLINE
OR
SIGNATURE
NEEDED!**

Merely by its presence in this publication...and by the nature of this message...you perhaps know *what cigarette* it concerns.

These messages have but one purpose: to remind you briefly of the evidence of laboratory and clinical research—*reported* in leading medical journals—

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

No other cigarette is in position to present such scientifically acceptable evidence of superiority.

Try Philip Morris. Suggest them to your patients. Your own observation will verify the definite superiority of Philip Morris Cigarettes.

PLEASE ASK US *any questions that interest you on the physiological effects of smoking. Our research files are filled with data from authoritative sources—from which we will gladly quote you.*

Proc. Soc. Exp. Biol. and Med., 1934, 33, 241-245

Laryngoscope, 1935, XLV, 149-154

N. Y. State Jour. Med., 1935, 35-36, 11, 590

Laryngoscope, 1937, XLVII, 58-60

Philip Morris & Co. Ltd., Inc.
110 Fifth Avenue, New York
Please send me copies of the reprints checked.

NAME _____

ADDRESS _____

CITY _____ STATE _____
AMA

Any Questions?

Philip Morris know that you want *all* the facts — the whole significant story of Philip Morris' superiority. The tests made. The conclusions drawn. The *definite evidence* that Philip Morris are distinctly less irritating than other cigarettes.

Why not send for reprints of the studies published in scientific journals? They answer fully all questions on irritation due to smoking.

IN THE MEANTIME, you might make your own tests. Smoke Philip Morris. Recommend them to your patients. Let your own observations confirm the superiority of Philip Morris — *proved* a major advancement in cigarettes.

PHILIP MORRIS

Please Ask Us any other questions that interest you on the physiological effects of smoking. Our research files contain exhaustive data from authoritative sources — from which we will gladly quote you.

PHILIP MORRIS & CO. LTD., INC. 119 Fifth Avenue, New York 4

Please send me copies of the reprints checked.

Proc. Soc. Exp. Biol. and Med., 1934, 31, 741-745 Laryngoscope, 1935, XLV, 149-154

N. Y. State Jour. Med., 1935, 35, No. 11, 590 Laryngoscope, 1937, XLVII, 58-60

NAME _____ (Please write name plainly)

ADDRESS _____

CITY _____ STATE _____

DONT TAKE OUR WORD FOR IT!

PHILIP MORRIS have been proved less irritating than other cigarettes, due to the use of diethylene glycol as the hygroscopic agent instead of glycerine, which is commonly used.

But we do not ask you to take our word for this statement. We merely ask that you read reports* on investigations of irritant properties of cigarette smoke as influenced by hygroscopic agents.

Then make your own tests. Smoke Philip Morris yourself. Try them on your patients. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, 1935, XLV, 142-154
N.Y. State Jour. Med., 1935, 35-No. 11, 520
Arch. Otolaryngology, March 1935, Vol. 21, No. 3, 366-369

PHILIP MORRIS & CO. Ltd., Inc. 110 FIFTH AVE., NEW YORK

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Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245

Laryngoscope, 1935, XLV, 140-154

N. Y. State Jour. Med., 1935, 35-No. 11, 520

SIGNED: _____ M. D.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL EDUCATIONS

MARCH 1937



**SOME 50,000 DOCTORS
HAVE RESPONDED**

IT certainly shows how alert medical men are in keeping informed on all significant research ... when more than 50,000 busy physicians send for reprints of articles on the influence of hygroscopic agents on irritation from cigarette smoking.

These studies are not only interesting but valuable to physicians when called upon to give advice on smoking.—PHILIP MORRIS & Co., Ltd., INC.

PLEASE ASK US any questions on the physiological effects of smoking—our research files contain exhaustive authoritative data.

IF YOU WOULD LIKE COPIES of reprints listed below, check those you wish, tear off this part of the page, and mail to PHILIP MORRIS & CO., LTD., INC., 119 Fifth Avenue, New York ... Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245 N. Y. State Jour. Med., 1935, 35-No. 11, 590 Laryngoscope, 1935, XLV, 149-154 Laryngoscope 1937, XLVII, 58-60

NAME _____ M. D.
ADDRESS _____
CITY _____ STATE _____



**Not "HOW MANY"
but "WHAT BRAND"**

More important than how many cigarettes your patient smokes is what brand. Researches on the subject of irritation due to smoking have proved conclusively that . . .

When smokers changed to PHILIP MORRIS every case of irritation cleared completely or definitely improved.

Smoke Philip Morris. Enjoy the advantages of a better cigarette. Verify for yourself the superiority of Philip Morris. Reprints of studies, as published in leading medical journals will gladly be sent you on request.

Tune in to "JOHNNY PRESENTS" on the air Coast to Coast Tuesday evenings, NBC Network . . . Saturday evenings, CBS Network . . . Johnny presents "My Name" Friday evenings—Mutual Network.

PHILIP MORRIS

PHILIP MORRIS & COMPANY, NEW YORK
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Proc. Soc. Exp. Biol. and Med., 1934, 33, 349-355
Laryngoscope, 1935, XLV, 149-154; Laryngoscope, 1937, XLVII, 36-41

NAME _____
ADDRESS _____
CITY _____ STATE _____

2061011892

MEDICAL PUBLICATION OCTOBER 1938

TWENTY MILLION CIGARETTE SMOKERS


WITH more than 20,000,000 cigarette smokers in the country, the effects of cigarette smoking should be of vital interest to the medical profession.

One phase of the subject is the irritant properties of cigarette smoke. Studies show that Philip Morris cigarettes, in which diethylene glycol is used as the hygroscopic agent, are considerably less irritating than cigarettes in which glycerine is employed.*

Try Philip Morris yourself. Test them on your patients. Your findings will confirm Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11
Arch. Otolaryngology, March 1936, Vol. 23, No. 3
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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Laryngoscope, 1935, XLV, 149-154	Laryngoscope, 1937, XLVII, 58-60

SIGNED: _____ (Please write name clearly) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS APRIL 1937 

**PLEASE
ASK
US.....**

YOU MAY have questions . . . on the physiological effects of smoking . . . which we can answer. Please feel free to ask us.

Our research files contain exhaustive data from authoritative sources—from which we will be glad to quote whatever may bear upon your question.

If you have not already read the studies on the relative effects of cigarette smoke, may we suggest that you use the request blank below? And also that you try Philip Morris Cigarettes yourself.

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NAME.....M. D.

ADDRESS.....

CITY.....STATE.....

AMA

Patients With Smoker's Cough

More important than how many cigarettes your patient smokes is what brand. Researches on the subject of irritation of the nose and throat due to smoking have proved conclusively that . . .

When smokers changed to PHILIP MORRIS every case of irritation cleared, completely or definitely improved.

Smoke Philip Morris. Enjoy the advantages of a better cigarette. Verify for yourself the superiority of Philip Morris.

Reprints of studies, as published in leading medical journals will gladly be sent you on request.

Take in to "ARMY PRESENTS" on NBC-TV—Casey's Sunday evenings, NBC Network . . . "Smoking" on CBS Network . . . Johnny Carson's "What's My Name" Friday evenings—Mutual Network

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JL, 34:1-249 / 33-No. 11, 590
Laryngoscope, 1935, XLV, 149-154 / Laryngoscope, 1937, XLVII, 58-60

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MEDICAL PUBLICATIONS* SEPTEMBER 1938

SMOKING PERMITTED

SO many smokers—private patients and patients of sanitoria—are advised to smoke only Philip Morris. There is a definite reason. Philip Morris, and Philip Morris alone, have been scientifically proved* less irritating than other cigarettes.

In ordinary cigarettes, the hygroscopic agent used is glycerine, now known to be a source of irritation. In Philip Morris, only diethylene glycol is used.

Try Philip Morris yourself and on your smoking patients. You will find ample evidence of this Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 247-248
Laryngoscope, Feb. 1918, Vol. XXV, No. 2, 149-154
N. Y. State Jour. Med., June 1919, Vol. 19, No. 11
Arch. Otolaryng. March 1920, Vol. 21, No. 3, 256-259

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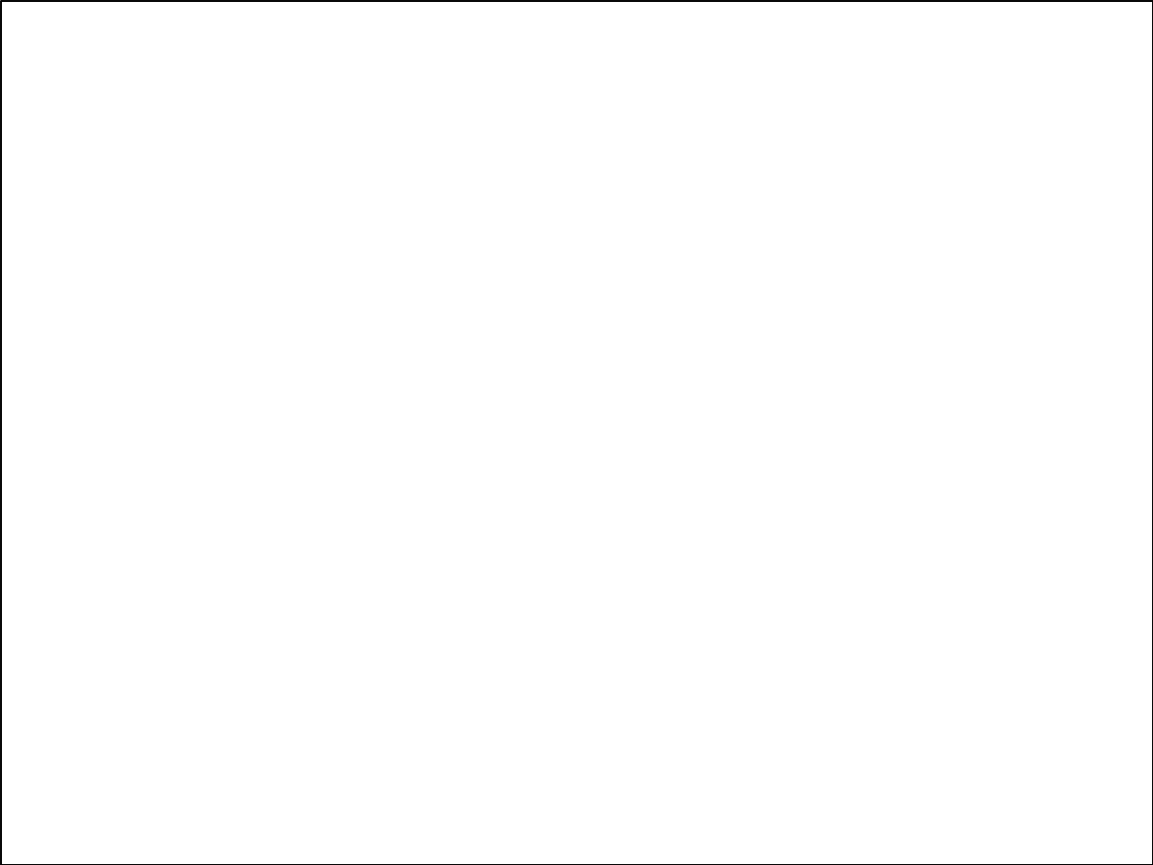


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Signature and name of representative of the firm, if different from above
*Report of 4 years' tests
Proc. Soc. Exp. Biol. and Med., 1914, 12, 247-248
Laryngoscope, Feb. 1918, Vol. XXV, No. 2, 149-154
N. Y. State Jour. Med., June 1919, Vol. 19, No. 11
For any personal use, two packages of Philip Morris Cigarettes, English Blend.

SIGNED: _____ M. D.
ADDRESS: _____
CITY: _____ STATE: _____

MEYER PUBLICATIONS JANUARY 1937
"061012001"



ADVICE VS EXPERIENCE

OUR advice, based on the findings of Mulinos & Osborne, and Flinn,* in cases of congestion of some portion of the upper respiratory tract is to smoke Philip Morris.

But experience is the best teacher. Test Philip Morris on yourself. Test them on your patients suffering from irritation caused or aggravated by cigarette smoking. Your results too will show that Philip Morris in which only diethylene glycol is used as the hygroscopic agent are less irritating than those in which glycerine, the usual hygroscopic agent, is employed.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 243-245
Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11

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Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
N.Y. State Jour. Med., June 1935, Vol. 35, No. 11

For my personal use, two packages of Philip Morris Cigarettes, English Brand.

REPLY TO: _____
(Please write name plainly)

ADDRESS _____
CITY _____ STATE _____

MEDICAL PUBLICATION JULY 1936


2061012004

JUSTIFICATION OF CLAIMS

PHILIP Morris is the one cigarette whose claim of superiority has been proved by scientific tests.*

Studies of the irritant properties of cigarette smoke show that Philip Morris cigarettes, in which diethylene glycol is used as the hygroscopic agent, are considerably less irritating than ordinary cigarettes in which glycerine is employed.

Try Philip Morris yourself and on your smoking patients. Your findings will confirm this statement.

*Proc. Soc. Exp. Biol. and Med., 1914, 12, 221-225
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
N.Y. State Jour. Med., June 1915, Vol. 15, No. 11
Arch. Otolaryngology, March 1915, Vol. 28, No. 3, 170-172

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PHILIP MORRIS & CO. LTD., INC. 110 FIFTH AVE., NEW YORK

Alcoholics advised to abstain from all cigarettes of any kind, glycerine and all.

*Reprint of papers from:

Proc. Soc. Exp. Biol. and Med., 1914, 12, 221-225
Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
N. Y. State Jour. Med., June 1915, Vol. 15, No. 11

For the standard one, two packages of Philip Morris Cigarettes, English Brand.

SIGNED: _____ M. D.

ADDRESS: _____

CITY: _____ STATE: _____

MEDICAL PUBLICATIONS JANUARY 1937



IS IRRITATION FROM SMOKING A NECESSARY EVIL?

IRRITATION from cigarette smoke has been endured by most smokers at one time or another. Yet tests* by a group of doctors showed the majority of cases of such irritation cleared completely on changing to Philip Morris.

Philip Morris & Co. make no claim that Philip Morris Cigarettes cure irritation. Cigarettes, of course, cannot cure irritation. But Philip Morris do say that the smoke from cigarettes treated with diethylene glycol is considerably less irritating than from those in which glycerine is used. In Philip Morris only diethylene glycol is used as the hygroscopic agent.

Try Philip Morris yourself, and on your smoking friends and patients. Your observations will bear out these facts.

*Proc. Soc. Exp. Biol. and Med., 1914, 52, 221-225
Laryngoscope, 1917, XLV, 149-152
N.Y. State Jour. Med., 1918, 20, No. 11, 923
Ac'c. Otolaryngology, Mar. 1919, Vol. 21, No. 1, 106-109

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PHILIP MORRIS & CO. LTD., INC.

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Abundantly without charge on application of one kind, please send to me

*Report of paper from
Proc. Soc. Exp. Biol. and Med., 1914, 52, 241-245
Laryngoscope, Feb. 1917, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med., June 1918, Vol. 20, No. 11

For my personal use, two packages of
Philip Morris Cigarettes, English Brand.

SIGNED: _____

M. D.

ADDRESS: _____

CITY: _____

MEDICAL PUBLICATIONS

JANUARY 1937



**IN ADVISING PATIENTS
ON SMOKING**


WITH the many and varied claims made for cigarettes, you can be of assistance to your patients. With your scientific knowledge, you can discriminate between mere claims and basic facts.

Due to the use of diethylene glycol instead of glycerine Philip Morris have been proved* less irritating than other cigarettes . . . proved so conclusively that the medical profession recognizes the substantial nature of this improvement in cigarette manufacture.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. 1934, 33, 227-228
Laryngoscope Feb. 1937, Vol. XLV, No. 2, 222-224
N.Y. State Jour. Med. June 1937, Vol. 37, No. 12
Arch. Otolaryngology March 1938, Vol. 27, No. 3
Laryngoscope Jan. 1933, Vol. XLIII, No. 1, 20-22

PHILIP MORRIS & CO. Ltd., Inc.



Taste is to "SMOKE PHILIP MORRIS" as the sea is to "Cruise on Cruise" Tastes are strong, NINE Smokers are strong, NINE

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Please send me 100 copies of papers from N.Y. State Jour. Med., 1937, 37, No. 11, 190 100
Philip, Soc. Exp. Biol. and Med., 1934, 32, 241-249 Laryngoscope, 1937, XLVII, 36-37

NAME: _____ **M. D.** _____

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS FEBRUARY 1937 *2061012017*

**SMOKING ADVICE
THAT'S EASY TO FOLLOW**

THE surest way to make a patient follow the doctor's advice is to make that advice easy to follow.

It is not easy to obey the instruction: "Stop smoking." But today there is a pleasant alternative: "Smoke only Philip Morris, the one cigarette proved* less irritating."

In Philip Morris, diethylene glycol is used exclusively as the hygroscopic agent. Ordinary cigarettes use glycerine, proved to be a source of irritation.

Test Philip Morris on patients suffering from congestion of the nose and throat due to smoking. Verify for yourself Philip Morris superiority.

*Proc. Soc. Exp. Biol. and Med. ... 1936, 37, 46-48
Laryngoscope ... Feb. 1937, Vol. XLV, No. 2, 149-154
N. Y. State Jour. Med. ... Jan. 1937, Vol. 37, No. 11
Arch. Otolaryngology ... March 1937, Vol. 23, No. 3
Laryngoscope ... Jan. 1937, Vol. XLVII, No. 1, 87-90

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Saturday evenings, CBS

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<small>Laryngoscope, 1935, XLV, 149-154</small>	<input type="checkbox"/>	<small>Laryngoscope, 1937, XLVII, 18-60</small>	<input type="checkbox"/>

REPLY TO: _____ (Please write clearly, please!) **M. D.**

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS FEBRUARY 1937  2001012025

PROOF EVEN FOR SKEPTICS!


SO MANY exaggerated claims are made for cigarettes that it would be surprising indeed not to find skeptics in the medical profession. But even the most skeptical will yield to facts.

Philip Morris Cigarettes alone have been proved less irritating by actual tests — less irritating because diethylene glycol instead of glycerine is used as the hygroscopic agent.

Read for yourself the reports* on investigations of irritant properties of cigarette smoke as influenced by hygroscopic agents. Then make your own tests. Smoke Philip Morris. Try them on your patients. Verify for yourself Philip Morris superiority.

* Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
Laryngoscope, 1935, XLV, 149-154
N.Y. State Jour. Med., 1935, 35-No. 11, 590
Arch. Otolaryngology, March 1936, Vol. 23, No. 3, 306-309

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Laryngoscope, 1935, XLV, 149-154

N. Y. State Jour. Med., 1935, 35-No. 11, 590

For my personal use, two packages of Philip Morris Cigarettes, English Blend.


SIGNED: _____ **M. D.**

(Please write name plainly)

ADDRESS: _____

CITY: _____ **STATE:** _____

MEDICAL PUBLICATIONS MARCH 1937


"2061012229"

SMOKING AGAINST DOCTORS' ORDERS!

IT is easy to tell a patient to stop smoking, but it is often difficult to make him follow the advice.

We do not advocate smoking against doctors' orders, but we do say that if your patient insists on smoking, he should smoke a cigarette proved* less irritating.

Philip Morris, due to the use of diethylene glycol, are less irritating than ordinary cigarettes in which glycerine is used as the hygroscopic agent.

*Proc. Soc. Exp. Biol. and Med., 1924, 15, 241-245
Laryngoscope, Feb. 1925, Vol. XXXV, No. 2, 229-232
N. Y. State Jour. Med., June 1928, Vol. 32, No. 11
Arch. Otolaryngology, March 1926, Vol. 23, No. 3

PHILIP MORRIS & CO. Ltd., Inc., 110 FIFTH AVE., NEW YORK

No claim is made that Philip Morris Cigarettes cause irritation, but glycerine, shown to be a source of irritation and generally used in the manufacture of ordinary cigarettes is not used in Philip Morris.



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*Reprint of papers from

Proc. Soc. Exp. Biol. and Med., 1924, 15, 241-245
Laryngoscope, Feb. 1925, Vol. XXXV, No. 2, 229-232
N. Y. State Jour. Med., June 1928, Vol. 32, No. 11

For my personal use, two packages of
Philip Morris Cigarettes, English Blend.

SIGNED _____ **M. D.**

(Please write your initials)

ADDRESS _____


STATE _____

CITY _____

MEDICAL PUBLICATIONS

FEBRUARY 1937





207

**30,000 MILES EACH
WOULDN'T YOU SAY?**

Barring accidents, tires *made* alike will *act* alike. And the same goes for cigarettes. Only a cigarette *made differently* can be expected to have a different effect on the smoker.

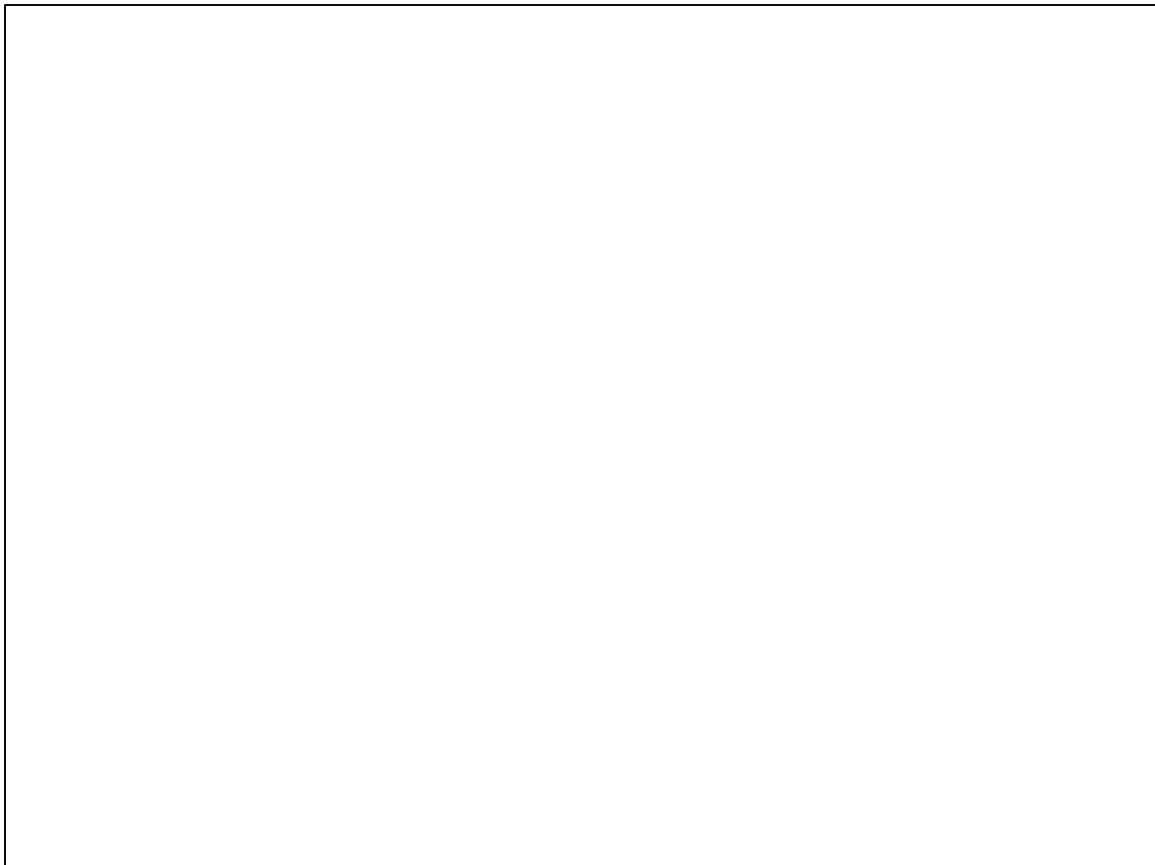
PHILIP MORRIS is less irritating to the nose and throat* because of its distinctive method of manufacture. You can easily confirm that statement by making your own tests. Won't you try PHILIP MORRIS on your patients who smoke?

PHILIP MORRIS
PHILIP MORRIS & Co., Ltd., Inc.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1915, Vol. XXV, No. 2, 149-154
Laryngoscope, Jan. 1915, Vol. XXIV, No. 1, 15-49

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071329



208

**HERE ARE THE FACTS,
TO DATE, ON SMOKING:**

IN 1933: Because of a new method of manufacture, PHILIP MORRIS introduced the first drastic improvement in cigarette manufacture, accompanied by *a definite improvement in effect on smokers.*

UP TO 1942: PHILIP MORRIS have shown the greatest percentage of increase in sales of any cigarette.

THE REASON: PHILIP MORRIS are different from other cigarettes. Repeated tests* have proved the distinctive method of manufacture makes them *definitely and measurably less irritating to the smoker's nose and throat.*

YOUR OWN CHECK-UP will quickly confirm that statement. Why not try PHILIP MORRIS on your patients who smoke . . . and see the results for yourself?

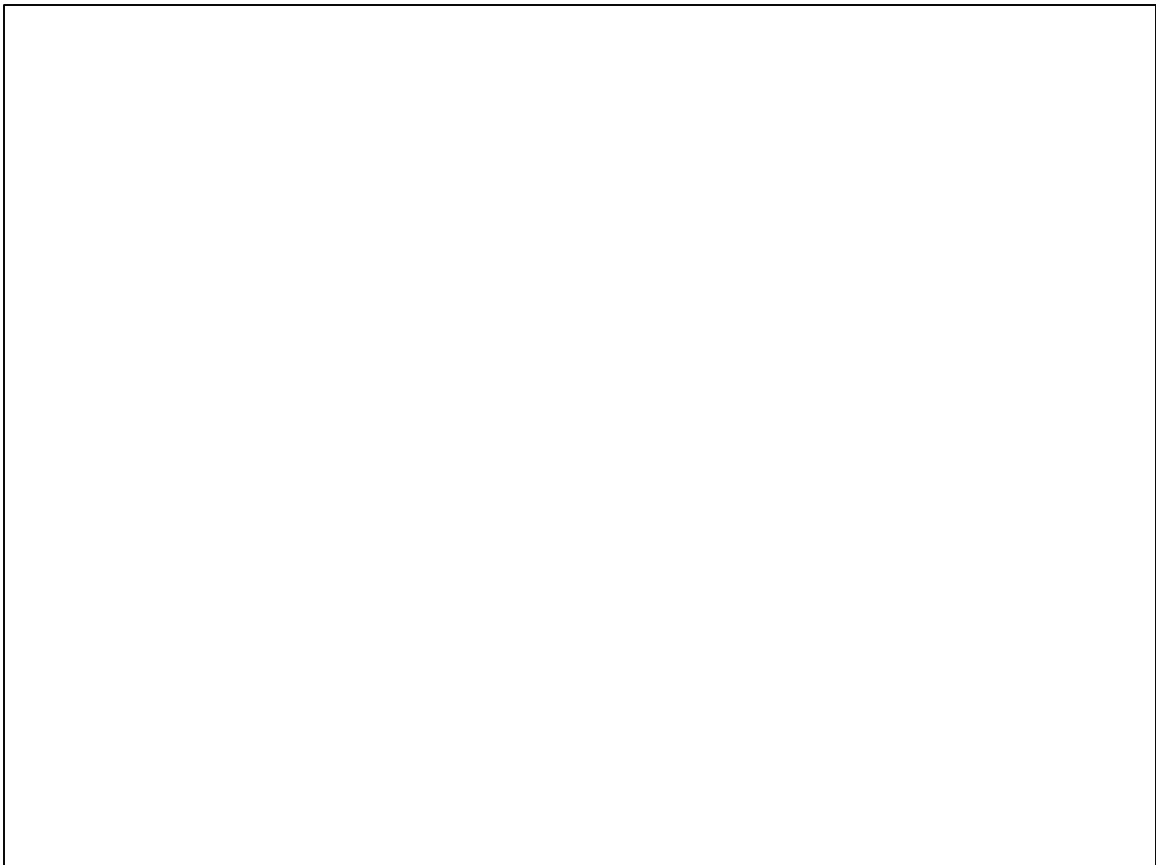
PHILIP MORRIS


PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 38-40

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071331





209

"WHAT ARE THE MAGIC WORDS?"

No magic words, no magic wand can improve a cigarette. *Something more tangible is needed.*

PHILIP MORRIS superiority is due to a different method of manufacture, which produces a cigarette proved* *definitely less irritating to the smoker's nose and throat.*

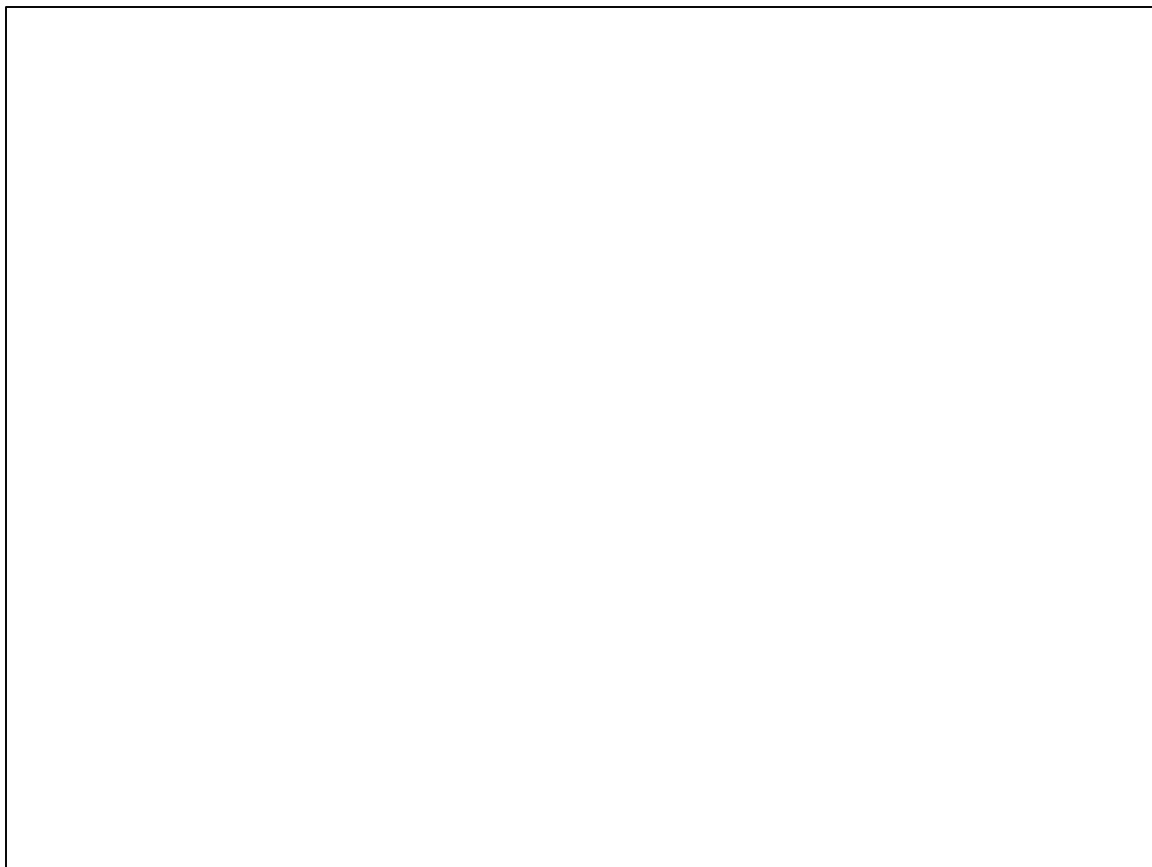
Perhaps you prefer to make your own tests. Many doctors do. And may we add, *those* are the doctors who become PHILIP MORRIS' staunchest friends.

PHILIP MORRIS
PHILIP MORRIS & Co., Ltd., Inc.
119 FIFTH AVENUE, N. Y.

* Laryngoscope, Feb. 1915, Vol. XXV, No. 2, 149-154
Laryngoscope, Jan. 1917, Vol. XXVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071333



210

INTERESTED IN CIGARETTE ADVERTISING?

Words, claims, clever advertising do sell plenty of products. But obviously they do not change the product itself.

That PHILIP MORRIS are less irritating to the nose and throat is not a claim. It is the result of a difference in manufacture, *proved** advantageous over and over again.

But why not make your own tests? Why not try PHILIP MORRIS on your patients who smoke, and confirm the effects for yourself.

PHILIP MORRIS

PHILIP MORRIS & Co., LTD., Inc.
119 FIFTH AVENUE, N. Y.


* *Laryngoscope*, Feb. 1931, Vol. XLIV, No. 2, 148-154
Laryngoscope, Jan. 1937, Vol. XLVIII, No. 1, 28-69

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071335



211



ALIKE TO THE EYE... YES

But only to the eye! To the sensitive tissues of the nose and throat, PHILIP MORRIS are vastly different... made differently... a cigarette proved* over and over again to be definitely and measurably less irritating.

Your own tests will convince you more than any printed word. Why not observe the effects of PHILIP MORRIS for yourself, on your patients who smoke?

PHILIP MORRIS

PHILIP MORRIS & Co., Ltd., Inc.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope*, Feb. 1931, Vol. XLIV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVIII, No. 1, 18-40

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PURE MENTHOL. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071337

For your patients
who inhale

All smokers inhale *some* of the time
and thereby increase the possibility
of irritation.

MAY WE therefore suggest, for your
patients who smoke, the protection
of Philip Morris—proved* definitely and
measurably less irritating.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Laryngoscope, Feb. 1917, Vol. XXV, No. 2, 149-151—Laryngoscope, Jan. 1917, Vol. XXVII, No. 1, 58-60
Proc. Soc. Exp. Biol. and Med., 1913, 12, 211—N. Y. State Journ. Med., Vol. 15, 61-62, No. 11, 298-292

1003071288

SMOKING DEPARTMENT 37

183

All smokers inhale—

at least some of the time

SOME smokers inhale always—some only now and then—and when they do, isn't it true that exposure to irritation increases? Important, therefore, to smokers is this proved* Philip Morris advantage:

“ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND BY RECOGNIZED LABORATORY TESTS TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS: FURTHER — THE IRRITANT EFFECT OF SUCH CIGARETTES WAS OBSERVED TO LAST MORE THAN FIVE TIMES AS LONG!”

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Ave., New York

*Health News, Proc. Soc. Exp. Biol. & Med. 1958, 57, 218 (2); N. Y. State J. of Med. Vol. 1, No. 11, 1956; Arch. of Otolaryngology, Mar. 1956, Vol. 21, No. 1, 1956.

1003071292

**INTERESTED IN
CIGARETTE ADVERTISING?**

Words, claims, clever advertising do sell plenty of products. But obviously they do not change the product itself.

That PHILIP MORRIS are less irritating to the nose and throat is not a claim. It is the result of a difference in manufacture, *proved** advantageous over and over again.

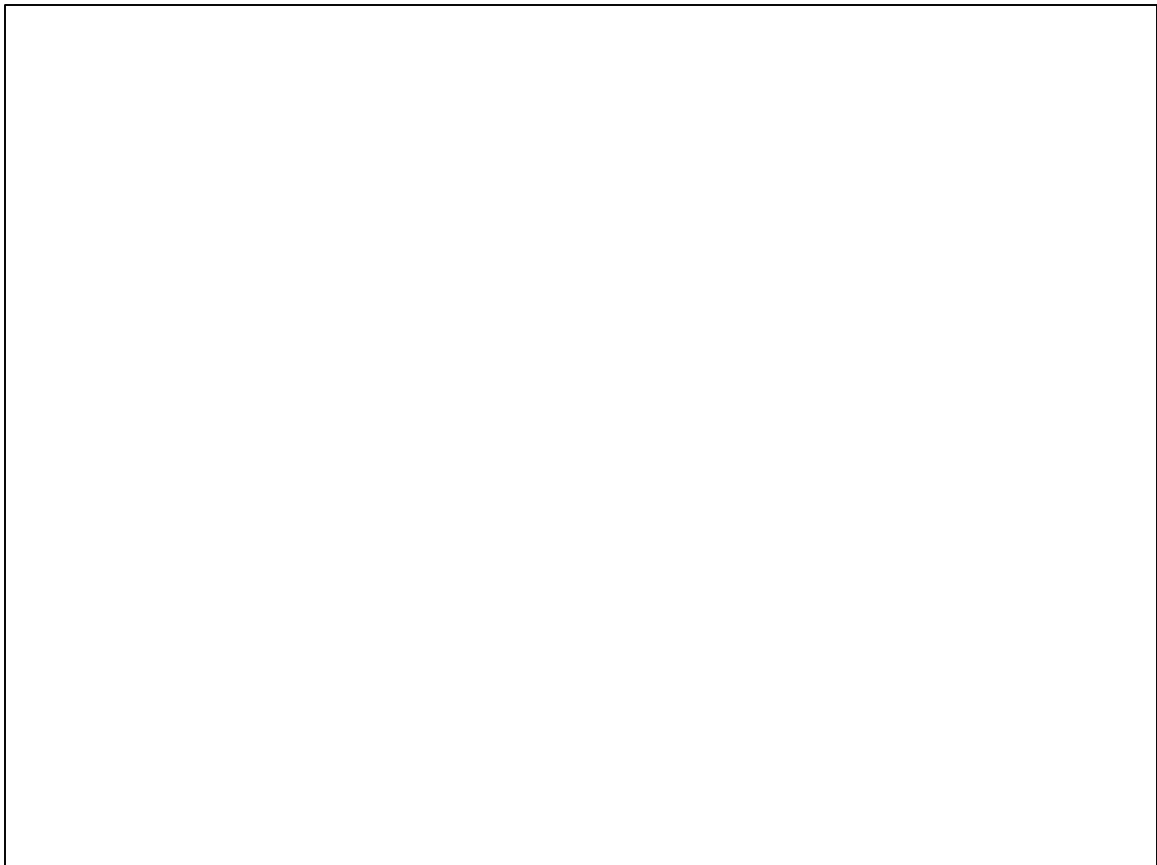
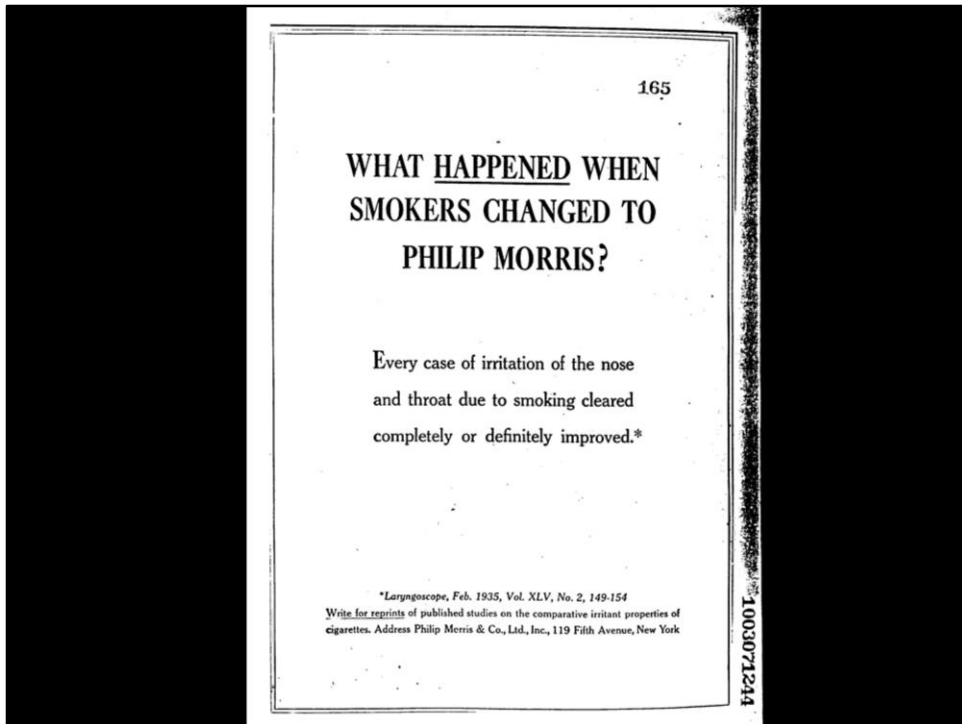
But why not make your own tests? Why not try PHILIP MORRIS on your patients who smoke, and confirm the effects for yourself.

PHILIP MORRIS
PHILIP MORRIS & Co., LTD., INC.
119 FIFTH AVENUE, N. Y.

* Laryngoscope, Feb. 1933, Vol. XLIV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVIII, No. 1, 52-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

See you now in the NEW YORK STATE JOURNAL OF MEDICINE




202

Eye-witness Reports

DOCTORS who have tested PHILIP MORRIS on their own patients . . . and made their own observations . . . are the best friends PHILIP MORRIS has.

It is one thing to read results in a published research. Quite another to see with your own eyes how irritation of the nose and throat due to smoking diminishes on changing to PHILIP MORRIS.

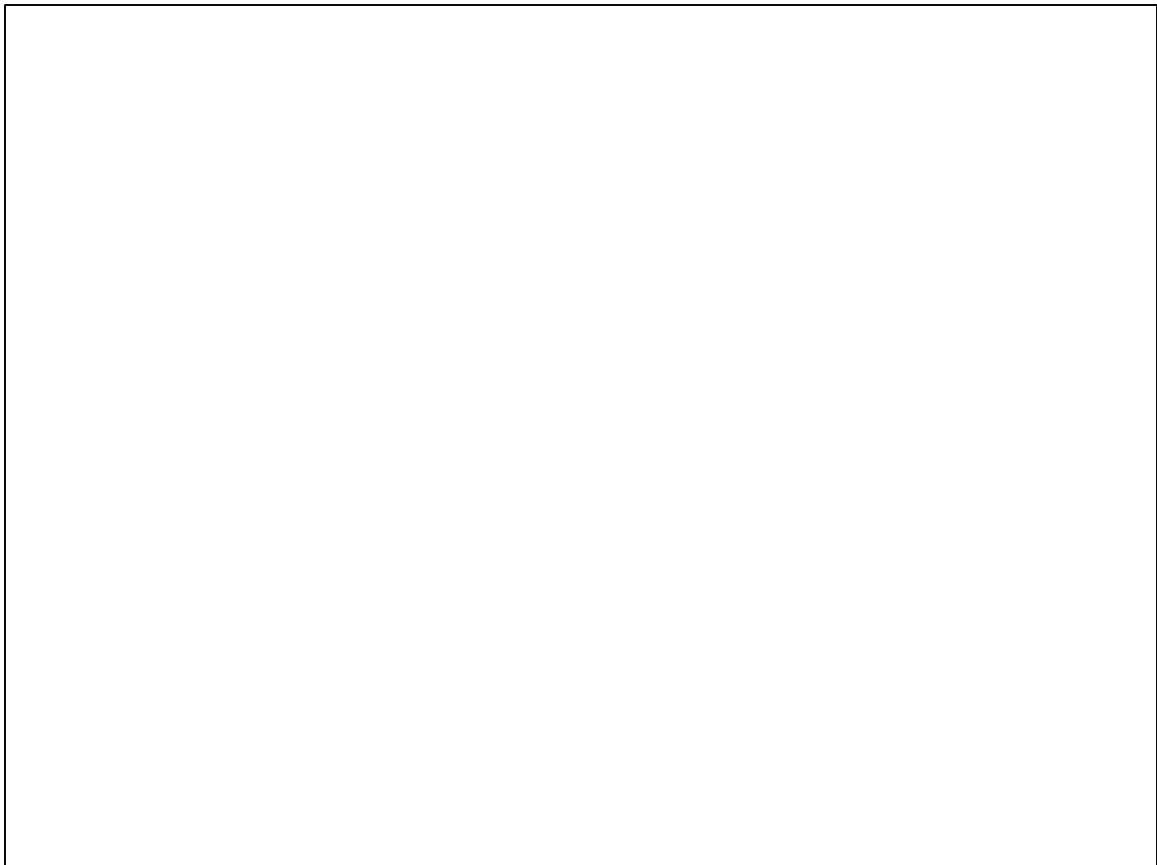
May we suggest that you make your own tests?



PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, NEW YORK, N. Y.


1003071319



What better proof ²⁰¹
of
Philip Morris superiority:—

EVEN more conclusive than the obvious
improvement in patients' conditions* on
changing to PHILIP MORRIS cigarettes is this:

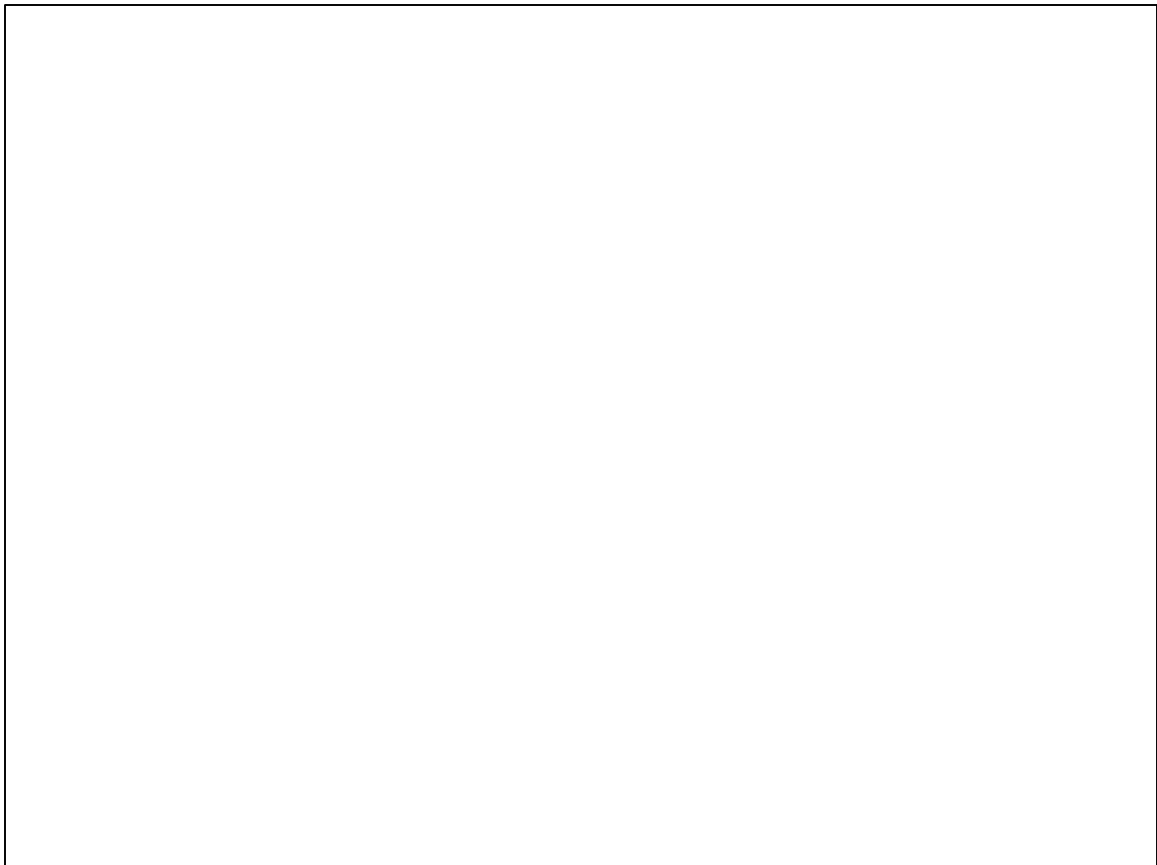
**ON CHANGING BACK TO
OTHER CIGARETTES,
CONGESTION RETURNED
IN 80% OF THE CASES.****

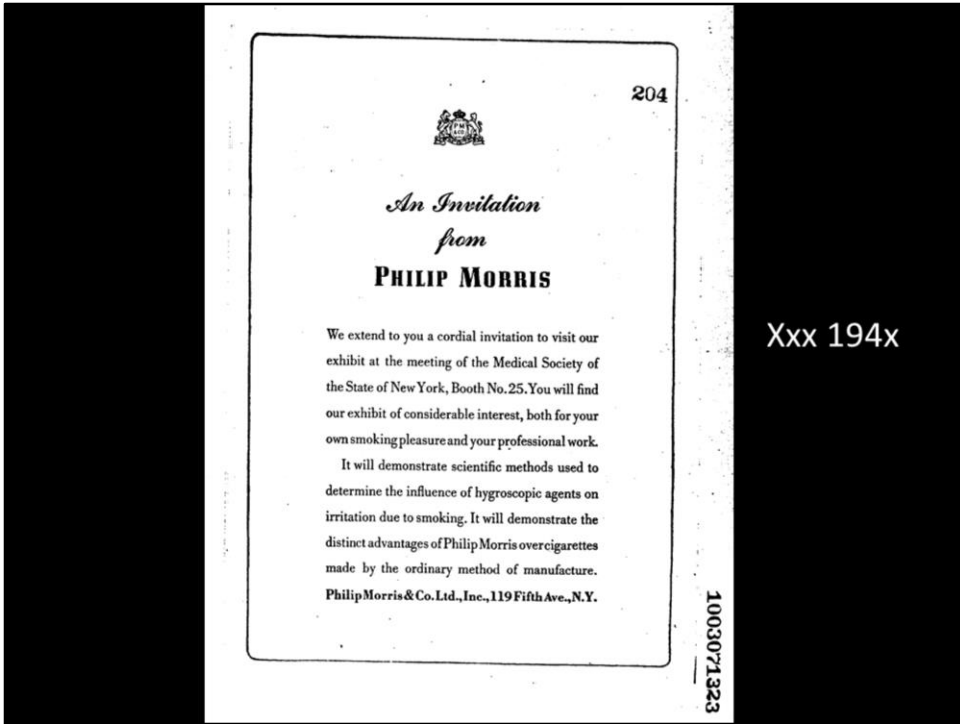


PHILIP MORRIS
PHILIP MORRIS & CO., LTD., INC.
110 FIFTH AVENUE, NEW YORK, N. Y.

1003071317

* Irritation of the nose and throat due to smoking.
** *Lancet*, Feb. 1971, Vol. 117, No. 2, 119-124.





THE JOURNAL OF THE MEDICAL SOCIETY OF NEW JERSEY
70th Year, Vol. 72, No. 4, April, 1949

**WHAT HAPPENED WHEN
SMOKERS CHANGED TO
PHILIP MORRIS?**

Every case of irritation of the nose
and throat due to smoking cleared
completely or definitely improved.*

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Write for reprints of published studies on the comparative irritant
properties of cigarettes. Address Philip Morris & Co., Ltd., Inc.
119 Fifth Avenue, New York

2022969435

April 1949

June 15, 1946, 46¢

"don't smoke"...

IS ADVICE HARD FOR
PATIENTS TO SWALLOW!

May we suggest, instead,
SMOKE "PHILIP MORRIS"?
Tests* showed 3 out of every
4 cases of smokers' cough
cleared on changing to
PHILIP MORRIS. Why not
observe the results for
yourself?

*Laryngoscope, Feb. 1933, Vol. XLII, No. 2, 149-154

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new Blend—COUNTRY
DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

The Issue Circulates 775,000 Copies

THE JOURNAL

OF THE
American Medical Association

Published Weekly at 535 North Dearborn Street, Chicago 10, Illinois
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VOLUME 131, No. 7
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JUNE 15, 1946

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A.M.A. SESSION • SAN FRANCISCO • JULY 1-5, 1946

34 CLINICS from the LAHEY CLINIC

The entire June number of the *Surgical Clinics of North America* is from the Lahey Clinic, Boston. 34 Clinics are included in this great number—23 comprising an outstanding Symposium on Colon Surgery; 9 being devoted to a variety of other important surgical problems.

This is definitely a number which you will want to start your subscription. Its great practical value to everyday surgical and medical practice is amply demonstrated by such clinics as: Selection of Operation and Technique of Abdominoperitoneal Resection for Carcinoma of Rectum; Clinical Significance of Diarrhea; Diagnostic Significance of Rectal Bleeding; Primary Resection of Right Colon; Technique of Modified Mikulicz Operation for Carcinoma of the Colon; Anemia and Uremia Following Surgery of the Right Colon; Diagnosis and Medical Management of Chronic Ulcerative Colitis; Surgical Treatment of Intestinal Tuberculosis; Incidence of Colon and Rectum Management of Anemia in Breast Surgery, etc.

By any standard of measure, the June number of the *Surgical Clinics of North America* is outstanding. The demand for it is sure to be great. It will undoubtedly sell out of print in record time just as these "Clinics" do, number after number.

See also SAUNDERS Advertisement on Pages 2 and 3

June 1946

2-P
3-P
65-P

NOW PROOF... in an instant, Doctor,
PHILIP MORRIS are LESS IRRITATING
Just Make This Simple Test:

1 ... light up a
PHILIP MORRIS
Take a puff-DON'T INHALE. Just allow it to let the smoke come through your nose. Easy. NOT IT! AND NOW ...

2 ... light up your
present brand
DON'T INHALE. Just take a puff and allow it to let the smoke come through your nose. Notice that here, that stings? Quite a difference from Philip Morris!

YES, your own personal experience confirms the results of the clinical and laboratory tests.* With proof so conclusive, would it not be good practice to suggest PHILIP MORRIS to your patients who smoke?

PHILIP MORRIS
Philip Morris & Co., Ltd., Inc.
100 Park Avenue, New York 17, N. Y.

*Proc. Soc. Exp. Biol. and Med. 1951, 51, 242-245; N. Y. State Jour. Med. 1951, 51(11), 206-211, 266-269; Laryngoscope, Feb. 1951, 61, 100; M.F. No. 2, 118-124; Laryngoscope, Jan. 1951, 61, 18-20.

Ad No. 145C--Medical Publications--Spring, 1950 (4 1/2 x 6 1/2)

P. O. 3841
5858--L.R. DTS-4-21

2061193691

Spring 1950

2-P
3-P
65-P

13-P
12-P

13-P
12-P

Spring 1950

NOW PROOF...in an instant, Doctor,
PHILIP MORRIS are LESS IRRITATING
Just Make This Simple Test:

... light up a
PHILIP MORRIS
Take a puff - DON'T INHALE. Just
a Loosely for the smoke come through
your nose. Loosely and AND NO!

... light up your
present brand
DON'T INHALE. Just take a puff and
a Loosely for the smoke come through
your nose. Notice that Loosely, that string?
Quite a difference from PHILIP MORRIS.

YES, your own personal experience confirms the results
of the clinical and laboratory tests.* With proof so
conclusive, would it not be good practice to suggest
Philip Morris to your patients, who smoke?

PHILIP MORRIS
Philip Morris & Co., Ltd., Inc.
100 Park Avenue, New York, N.Y.

*Proc. Am. Coll. Radiol. and Med. Phys. 19, 111 (1952); J. Amer. Assoc. Radiol. 12, 84 (1951); Proc. 13, 129 (1952);
Lancet, London, Feb. 1953, Vol. 1, 248-251; Lancet, London, Jan. 1957, Vol. 1, 217-218, No. 4, 1949.

Ad No. 1388 - Medical Publications - Spring, 1950 (3 x 8)

P. O. 3441
M59- 1-B FEB-4-51

2061190690



SIMPLE TEST PROVES *INSTANTLY*
PHILIP MORRIS ARE LESS IRRITATING

*Now you can confirm for yourself,
Doctor, the results of the
published studies**

HERE IS ALL YOU DO:

1 . . . light up a
PHILIP MORRIS
Take a puff—DON'T INHALE. Just
let the smoke rise through your nose. AND NOW . . .

2 . . . light up your
present brand
DON'T INHALE. Just take a puff
and inhale it. See the smoke come
through your nose. Notice that last
time again? (Quote a reference from
Philip Morris)



With proof so conclusive . . .
with your own *personal experience*
added to the published
studies* . . . would it not be
good practice to suggest
PHILIP MORRIS to your
patients who smoke?


PHILIP MORRIS
Philip Morris & Co., Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

*Proc. Soc. Exp. Biol. and Med., 1954, 52, 541-543; N. Y. State Journ. Med., Vol. 55, 8-1-55, No. 11, 590-593;
Laryngoscope, Feb. 1955, Vol. 65, No. 2, 149-154; Laryngoscope, Jan. 1955, Vol. 65, No. 1, 14-16

Ad No. 146-B—Medical Publications—Spring, 1950 (5 x 8)

5 x 8
P. O. 5442
363-1-50

J.R. DTS-4-01



2061193092

2-1
3-1

Spring 1950

7/56-1
7/56-2


**SIMPLE TEST PROVES INSTANTLY
PHILIP MORRIS ARE LESS IRRITATING**

Now you can confirm for yourself,
Doctor, the results of the
published studies*

HERE IS ALL YOU DO:

1 . . . light up a
PHILIP MORRIS
Take a puff—DON'T INHALE. Just
allow it to let the smoke come through
your nose. Toss the rest AWAY NOW.

2 . . . light up your
present brand
DON'T INHALE. Just take a puff
and inhale it for the smoke come
through your nose. SHOUT that you
like smog. Quit a distance from
Philip Morris.




With proof so conclusive . . .
with your own *personal* experience added
to the published studies* . . . would it not be
good practice to suggest **PHILIP MORRIS**
to your patients who smoke?

PHILIP MORRIS
Philip Morris & Co., Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

*Proc. Soc. Exp. Biol. and Med., 1951, 57, 143-145; N. Y. State Dental
Exam. Bd., 1951, 20, 11, 180-182; International J. Tuberc. 1951, 26, 1, 14-20
N.Y. St. J. 145-150; Laryngoscope Jan. 1951, Vol. 61, No. 1, 14-20

Ad No. 146-C-Modified Publications—Spring, 1950 (4 1/4 x 6 1/4)

4 1/4 x 6 1/4
P. O. 3442
1967— 2-R D78-4-21




Spring 1950

Hawaii Medical Journal 1951; 10: 319

MARCH/APRIL 1951 319

SIMPLE TEST PROVES INSTANTLY PHILIP MORRIS ARE LESS IRRITATING

*Now you can confirm for yourself,
Doctor, the results of the
published studies**




HERE IS ALL YOU DO:

1 ... light up a **PHILIP MORRIS**
Take a puff - **DON'T INHALE**
Just 2-3-4-5 for the smoke come
through your nose. **AND NOW**

2 ... light up your
present brand
DON'T INHALE. Just take a puff
and 2-3-4-5 for the smoke come
through your nose. Notice the line
that sing? Quite a difference from
Philip Morris!


With proof so conclusive ... with
your own *personal experience* added
to the published studies* ... would
it not be good practice
to suggest **PHILIP MORRIS**
to your patients who smoke?



PHILIP MORRIS
Philip Morris & Co. Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

*Proc. Soc. Exp. Biol. and Med., 1954, 52: 221-245; N. Y. State Journ. Med., Vol. 55, 6-4-35, No. 11, 390-392;
Laryngoscope, Feb. 1953, Vol. XLV, No. 2, 1-9-13; Laryngoscope, Jan. 1957, Vol. XLVII, No. 1, 38-60

1951



Doctor,
be your own
judge...
try this
simple test

With so many claims made in cigarette advertising, you, Doctor, no doubt prefer to judge for yourself. So won't you make this simple test?

Take a PHILIP MORRIS and any other cigarette

1. Light up either one first. Take a puff—get a good mouthful of smoke—and sit-a-w-ty let the smoke come *directly* through your nose.
2. Now, do exactly the same thing with the other cigarette.

You will notice a distinct difference between
PHILIP MORRIS and any other leading brand.


PHILIP MORRIS
Philip Morris & Co. Ltd., Inc., 100 Park Avenue, New York 17, N. Y.

2022969431

19??

may 187
NORTHWEST MEDICAL ASSOCIATION

AT MEDICAL CONVENTIONS



May 19??

PHILIP MORRIS cigarettes are exhibited to the doctors...

Because Philip Morris has an advantage *scientifically demonstrable, i. e. —*

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 119-124
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-69

1003071290


Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

BW


**CAMEL
INVITES YOU**

—to enjoy the interesting features of the Camel
Cigarette Exhibit at the A.M.A. CONVENTION... June 8 to 12

- ★ See for the first time the dramatic visualization of nicotine absorption from cigarette smoke in the human respiratory tract—
- ★ See the glass photo-micros of Camel laboratory research experiments on the burning rate and nicotine production in the smoke of the 5 largest-selling brands of cigarettes—
- ★ Keep up to the minute on international news with the Camel Cigarette *Trans-Lux* "Flash" Bulletin, while you enjoy a supply of slow-burning Camel Cigarettes—



AMERICAN MEDICAL ASSOCIATION



★ SEND FOR REPRINT of an important contribution to medical literature—"The Cigarette, The Soldier, and The Physician." *The Military Surgeon*, July, 1911—available only now again about smoking. Write Camel Cigarettes, Hygeal Relations Division, 1 Prud'homme Square, New York City.

Camel
THE CIGARETTE OF
COSTLIER TOBACCOS

★ THE SMOKE OF SLOW-BURNING CAMEL'S "trans-lux" and "flash" brands does not irritate the throat because it is so mild and smooth as to be unnoticeable to the throat. It is the same as the smoke of the 5 largest-selling brands of cigarettes.

Ad No. 1-3780A
This advertisement appears in:
Journal of American Medical Assn.—May 30, 1942



50259 4875

BX

**CAMEL
INVITES YOU**

—to enjoy the interesting features of the Camel
Cigarette Exhibit at the A.M.A. CONVENTION... June 8 to 12

- ★ See for the first time the dramatic simulation of nicotine absorption from cigarette smoke in the human respiratory tract—
- ★ See the glass phenomena of Camel laboratory research experiments on the burning rate and nicotine production in the smoke of the 3 largest-selling brands of cigarettes—
- ★ Keep up to the minute on latest medical news with the Camel Cigarette Post-Lay "Ask" Bulletin, while you enjoy a supply of slow-burning Camel Cigarettes—



★ SEND FOR REPRINT of an important contribution to medical literature: "The Cigarette, The Subject, and The Process." The Medical Surgeon, July, 1941—reprinted along with other materials, from Camel Cigarettes, Medical Relations Division, 1 Fowling Square, New York City.


Camel
THE CIGARETTE OF
COSTLIER TOBACCOS

★ THE SMOKE OF SLOW-BURNING CAMELs, compared here against that of other leading-selling brands, burns for a longer period of time than any other brand of cigarettes. This is because the slow-burning CAMELs contain a special mixture of tobacco and other ingredients which keep the cigarette burning for a longer period of time.

Ad No. 1-3779A
This advertisement appears in:
Journal of American Medical Assoc.—May 23, 1941

NBS 65205

✓



NEW OPPORTUNITY FOR A CONTINUING STUDY OF NICOTINE CONTROL

A CIGARETTE smoking increases, physicians would like to know more about the physiological significance of nicotine, especially when smokers' symptoms are vague, sub-clinical. It has been difficult to apply specific research* on smoking in general practice. Patients are apt to resist adjustments in smoking hygiene.

The unusual mildness and good taste of Camels encourages patients' cooperation. Millions of smokers have changed to Camels for the famous "pleasure factor" of Camel's costlier tobaccos. When you advise Camels, patients are more likely to work with you. Case histories should lead to more dependable conclusions.

*J.A.M.A., 91:118—October 12, 1927—Frazier, H.—Die Praktische de Tabak, 1928
The Medical Surgeon, Vol. 22, No. 4, p. 4, 24th, 1914

"THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN,"
The Medical Surgeon, July, 1914. Reprint available. With Camel Cigarettes, Medical Relations Division, 4 Park Row, New York City.

CAMEL — THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3822A
This advertisement appears in:
Journal of American Medical Assn.—August 6, 1947

5025 6323
5025 6323

SMOKING.

NICOTINE

and the stress of daily living



A bid for closer patient cooperation in adjustments of smoking hygiene

THE pace of modern life leaves its mark on many individuals. Symptoms, though remote, sub-clinical, may be of interest to the physician, perhaps in connection with nicotine intake.* Obviously, the explanation of this potential requires the patient's close cooperation.

In this situation there is an advantage to you in advising non-smoking Camel cigarettes. Millions have changed to Camels for their superior mildness and flavor—the famous Camel “pleasant factor.”

Patient's compliance with your suggestions should lead to improved accuracy in case histories. This may present new clinical opportunities, especially when such records are grouped and studied as a whole.

*J.A.M.A., 82:118—October 17, 1929
Bull. Am. H. — On Smoking and Tobacco, 1930
The Military Surgeon, Vol. 36, No. 2, p. 1, July, 1901

“THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN,” The Military Surgeon, Vol. 190, Report available from Camel Cigarettes, Medical Relations Division, 1 Printing House, New York City.



Camel

COSTLIER TOBACCO

300 *When you write mention THE TRAINED NURSE, December, 1942*

Read after
App. BW

REDUCING NICOTINE INTAKE

**HOW MUCH COÖPERATION CAN YOU COUNT ON
WHEN MODIFYING PATIENTS' SMOKING?**

USUALLY the physician has two objectives in his program for improving a patient's smoking hygiene: 1. Reduction of the nicotine intake. 2. Assurance of his patient's full cooperation.

Your recommendation of Camel cigarettes is sound on both counts, because Camel is the slower-burning brand. Available medical research* indicates that the slower-burning cigarette produces less nicotine in the smoke. Camel's scientific tests show that Camels burn slower than the 4 other largest-selling brands tested—slower than any of them. In the same tests, the smoke of Camels contained less nicotine than that of the 4 other brands tested—less than any of them.

Camel's lesser nicotine content in the smoke provides a valuable improvement in hygiene, while Camel's slower burning—the "pleasure factor" for extra mildness, better flavor—is a bid for the cooperation of the patient.

**FOR THE PHYSICIAN WHO WISHES TO REVIEW
THE MODERN MEDICAL ASPECTS OF SMOKING**

—a recent article by a noted physician. Send for a reprint from The Military Surgeon, July, 1941. Camel Cigarettes, Medical Relations Division, 1 Pershing Square, New York City.

**J. A. M. A.*, 93:1110, Oct. 12, 1929
Bruchner, M—Die Blockade des Tabaks, 1936
The Military Surgeon, Vol. 59, No. 1, p. 7, July, 1941

CAMEL

THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3756A
This advertisement appears in:
Journal of American Medical Association, April 18, 1942

2025 6480

B.W

RESPIRATORY ABSORPTION OF NICOTINE FROM CIGARETTE SMOKE - The photograph at the right shows the rates of absorption of nicotine from cigarette smoke according to late scientific-medical references. (J. Pharm. & Exper. Ther. 21:25, 35, 47, 1923.)

Asbestos "filter" lights in Camel method conserve nicotine decrease localized absorption of nicotine from impure cigarette smoke...

NICOTINE ABSORPTION

The amount of retained nicotine inside is measured with the utmost precision. It is the nicotine in the smoke itself that is expressed physiologically. Medical research indicates, and Camel's laboratory tests confirm, that a slow-burning cigarette produces substantially less nicotine in the mouth. This is a conclusion accepted by America's highest medical authorities. There is added significance in the scientific laboratory tests which show that smokers of only 25% in nicotine intake produce profound physiologic effects...

Your consumption of slow-burning Camels is a bid for greater enjoyment, less nicotine, and better taste, plus a greater measure of the "nicotine factor" essential to true smoking enjoyment.

* See the exhibit above * See the Trans-Lux international news bulletins and other interesting features of the
CAMEL CIGARETTE EXHIBIT
A.M.A. CONVENTION—JUNE 8 to 12

THE SMOKE OF SLOW-BURNING CAMEL contains less nicotine than that of the 4 other major selling brands because they are not so fast to burn. In scientific tests, only one of the 4 other brands could be shown to have less nicotine than any of the 4 other brands.

* J. A. M. A., 61:14—October 11, 1928
—The Journal of the American Medical Association, 1928
—The Journal of the American Medical Association, 1928
—The Journal of the American Medical Association, 1928
—The Journal of the American Medical Association, 1928


SEND FOR REPRINT of an important article on smoking from "The Saturday Evening Post," July 19, 1931. Write Camel Cigarettes, Medical Relations Division, 1 Bowling Green, New York City.

Camel

THE CIGARETTE OF COSTLER TOBACCO

Ad No. 1-3778A
This advertisement appears in:
Journal of American Medical Assn.—May 16, 1942

6585 6520E



3-44

"THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN," The Miller, Boston, July, 1941. Reprint available. Write Camel Cigarettes, Medical Relations Division, 1 Parkside Square, New York City.

"The Miller Express, Vol. IV, No. 1, N. Y. July, 1941. J. S. M. L., N.Y. City. October 12, 1941. Reprints, N. Y. City. Reprints, No. 1, 1941. No. 1, 1941."

When you look at the records of effective NICOTINE CONTROL

Now that you can anticipate patients' cooperation when advising smoking habits, case histories should reveal interesting possibilities...

THE overall pattern of every-day medical practice often determines the worth of specific research. The profession is urged to apply this great principle on the increasingly important subject of nicotine control.

There is a current opportunity. When advising smoking habits, it is not always necessary to lose smoking; risk the hazards of non-cooperation.

Changing the brand of cigarette to Camel's does not disrupt smoking habits. In fact, millions, changing to Camels, have found their smoking enjoyment increased, thanks to Camel's famous "pleasure factor"—the smoothness and mellow flavor of first, more expensive tobaccos.

May we suggest that you keep a separate file of the case histories when advising Camels? Study of such records should be mutually advantageous.


Camel

THE CIGARETTE OF COSTLIER TOBACCOES

Ad No. 1-3821A
This advertisement appears in:
Journal of American Medical Assn., July 25, 1942

50299-4917

7/16/42
RPA



IT'S VERY PLEASING TO SEE HOW PATIENTS COOPERATE WHEN I ADVISE CAMEL CIGARETTES. NOW I GET TRUER PICTURES OF THE INFLUENCE OF NICOTINE.

THAT'S MY EXPERIENCE, TOO. I'M KEEPING DETAILED RECORDS OF RESULTS WITH CAMEL CIGARETTES, ESPECIALLY IN SUB-CLINICAL CASES.

THE long-range worth of specific medical research must depend upon the every-day experience of practicing physicians.

A case in point is the study of cigarette smoking—the relationship of nicotine to sub-clinical symptoms. Specific research casts some light on this subject but it has been difficult to apply in every-day practice.

The trouble is this: usually, when nicotine reduction is indicated, a ban on smoking risks non-cooperation. Camel cigarettes are suggested in this situation.**

Your recommendation of Camels encourages cooperation. Millions changing to Camels have found their smoking enjoyment increased, thanks to Camel's famous "pleasure factor"—the superior mildness and flavor of Camel's greatest tobacco.

"THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN,"
The Military Surgeon,
July, 1941. Reprint available. Write Camel Cigarettes, Medical Relations Division, 1 Pershing Square, New York City.

*J. S. M. A. Bulletin—October 11, 1939
Baltimore, Md.—The American Druggist, 1939

**The Military Surgeon, Vol. 18, No. 1, p. 2, July, 1941

Camel—THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3820A
This advertisement appears in:
Journal of American Medical Association, July 18, 1942

50259 65116

BW



The Progressive Viewpoint on the
CONTROL
of
NICOTINE

REDUCTION of nicotine intake is not always simple. Patients frequently fail to get in step with limitations upon smoking.

Slow-burning Camel Cigarettes* can be helpful in this situation. Millions have turned to Camels for a milder, more flavorful smoking experience. Patients enjoying an extra measure of the "pleasure factor" in smoking should be more likely to cooperate with your program.

When patients do cooperate, case histories should provide a more accurate basis for conclusions.

This is a new opportunity for more accurate study of nicotine control. May we suggest that you set up a special file of these records?

THE CIGARETTE FOR DOCTORS AND THE PATIENTS.
The Military Surgeon, Feb. 1941, Report available, 4-10-41
Camel Cigarettes, Richard H. Linton, Division 1, Parkside Square, New York City.



Camel THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3846A
This advertisement appears in:
Journal of American Medical Assn., September 5, 1941

50229 6881

1044J

HAVE YOU CONSIDERED THESE FACTS ON CIGARETTE SMOKING?

Recent U. S. government reports indicate a considerable increase in cigarette smoking. As physicians realize, this is a natural development during times of public tension.

This situation, and the advent of recent and very significant research, have greatly increased the interest of the profession in the subject of cigarette smoking.

Naturally, situations arise in which a physician may find it desirable to modify his patients' smoking hygiene. But in any case, the physician is concerned about the smoke itself, the principal carrier of physiologically reactive substances.

Scientific authorities in general agree that the constituent of cigarette smoke with the greatest physiologic significance is nicotine. Any reduction of this substance in a patient's smoking is considered desirable by most physicians.

When the modification of a patient's smoking is indicated, here are facts which should be of interest to you:

The makers of Camel cigarettes arranged for independent tests on 5 of the largest-selling brands of cigarettes. The rate of burning

and the nicotine content of the smoke of Camels were compared to the averages of the other brands tested.

The results paralleled the findings of prominent medical-scientific authorities.* Here is the most important conclusion:

THE SLOWER-BURNING CIGARETTE PRODUCES LESS NICOTINE IN THE SMOKE

This research also suggests that by advising patients to smoke slower-burning Camels, it is possible to reduce the nicotine content of cigarette smoke without sacrifice of smoking pleasure. Thus, the patient's cooperation is assured.

A RECENT ARTICLE by a well-known physician in a leading national medical journal** presents new and important information on this subject, together with other data on the significance of the burning rate of cigarettes. There is a comprehensive bibliography. Let us send you this important article for your own inspection. Write to Camel Cigarettes, Medical Relations Division, 1 Park Square, New York City.

*J.A.M.A., Vol. 93, No. 15, p. 1110, Oct. 12, 1929
Bruckner, Die Biochemie des Tabaks, 1936
**The Military Surgeon, Vol. 89, No. 1, p. 7, July, 1941

AD NIK 14384A

This advertisement appears in:

- ✓ *California Western Medicine*—December
- ✓ *Connecticut State Medical Journal*—December
- ✓ *Industrial Medicine*—December
- ✓ *Journal of the American Medical Association*—December
- ✓ *Journal of the American Society of Hygienists*—December
- ✓ *Journal of the American Medical Society*—December
- ✓ *Journal of the American Society of Pathologists*—December
- ✓ *Journal of the Florida Medical Association*—December
- ✓ *Journal of the Indiana State Medical Association*—December
- ✓ *Journal of the Iowa State Medical Society*—December
- ✓ *Journal of the Kansas Medical Society*—December
- ✓ *Journal of the Maine Medical Association*—December
- ✓ *Journal of the Medical Association of Georgia*—December
- ✓ *Journal of the Medical Association of the State of Alabama*—December
- ✓ *Journal of the Medical Association of New Jersey*—December
- ✓ *J.A. MEDICAL JOURNAL*—DEC.
- ✓ *THE STATE MEDICAL JOURNAL*—DEC.

- ✓ *Journal of Michigan State Medical Society*—December
- ✓ *Journal of Missouri State Medical Association*—December
- ✓ *Journal of National Medical Association*—January, 1942
- ✓ *Journal of Oklahoma State Medical Association*—December
- ✓ *Journal of South Carolina Medical Association*—December
- ✓ *Journal of Tennessee Medical Association*—December
- ✓ *Kentucky Medical Journal*—December
- ✓ *Medical Journal of Illinois*—December
- ✓ *Medical Women's Journal*—December
- ✓ *Minnesota Medicine*—December
- ✓ *Modern Hospital*—December
- ✓ *Nichols State Medical Journal*—December
- ✓ *New England Journal of Medicine*—December 4 (1941)

- ✓ *New Orleans Medical and Surgical Journal*—December
- ✓ *New York State Journal of Medicine*—December 1
- ✓ *North Carolina Medical Journal*—December
- ✓ *Southwestern Medicine*—December
- ✓ *Mississippi Medical Journal*—December
- ✓ *Georgia State Medical Journal*—December
- ✓ *Pa. J. Medical Journal*—December
- ✓ *Florida State Medical Journal*—December
- ✓ *Providence Bulletin and Directory*—December
- ✓ *Southwestern Medicine*—December
- ✓ *Southwest Journal of Medicine*—December
- ✓ *The Eye, Ear, Nose and Throat Monthly*—December
- ✓ *Virginia Medical Monthly*—December
- ✓ *West Virginia Medical Journal*—December
- ✓ *Wisconsin Medical Journal*—December

BW

**MODIFYING
NICOTINE INTAKE
NEED REQUIRE NO SACRIFICE
OF SMOKING PLEASURE OR ECONOMY**

EVERY physician knows the resistance of patients to any modification of smoking habits. Yet often, it is desirable to reduce the intake of nicotine, the substance conceded to be the chief physiologic component of cigarette smoke.

Here it is suggested that the physician advise a change to Camel, the slower-burning cigarette. It is indicated by available medical research,* and Camel's scientific tests confirm, that a slower-burning cigarette produces less nicotine in the smoke.

Comparative tests demonstrate that the smoke of Camel cigarettes contains less nicotine than that of the 4 other largest-selling brands tested—less than in the smoke of any of them. In the same tests, Camel burned SLOWER than the 4 other largest-selling brands tested—slower than any of them.

In adjustments of smoking hygiene, the cooperation of your patients is important. Camel's blend of costlier tobaccos is noted for its mildness, coolness, and better flavor. Besides, Camel cigarettes are popularly priced.

A RECENT ARTICLE by a well-known physician in a national medical journal presents new and important information on the subject of smoking, together with other data on the significance of the burning rate of cigarettes. There is a comprehensive bibliography. Let us send you a reprint of this article for your own inspection. Write to Camel Cigarettes, Medical Relations Division, 1 Pershing Square, New York City.

*J.A.M.A., 93:110, Oct. 12, 1929
Druckers, H.—Die Biochemie des Tabaks, 1936
The Military Surgeon, Vol. 47, No. 1, p. 7, July, 1941


CAMEL
THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3737A
This advertisement appears in:
Journal of American Medical Association, April 25, 1942

50195 68150

E+W

When *Less Nicotine in Cigarette Smoke* Brings *Noticeable Results*




We will be interested to hear from you about case histories involving nicotine intake, particularly when Camel is the recommended cigarette

Adjustments of smoking hygiene are usually concentrated with reducing nicotine intake. Naturally the patient's reaction to such control is of prime interest to the physician. Scientific research indicates that slow-burning Camels produce less nicotine in the smoke.* (And even differences of 25% in nicotine intake are reported to be quite important physiologically.**)

General scientific data confirms the fact that nicotine production in cigarette smoke is closely related to the speed of burning.*** May we add that your recommendation of slow-burning Camels is a strong bid for the willing cooperation of your patient. Slow-burning Camels have long been noted for their extra "pleasant factor"—true mildness, mellowness, incomparable flavor.

*The Military Surgeon, Vol. 35, No. 1, p. 5, July, 1941
**Ibid., p. 5
***L.S.M., 32-218—October 22, 1939
Brooker, H.—Die Backwelt des Fakels, 1933

REPRINT AVAILABLE of an important contribution to the medical literature on smoking—"The Cigarette, The Soldier, and The Physician," *The Military Surgeon*, July, 1941. Write to Camel Cigarettes, Medical Relations Division, 1 Pershing Square, New York City.




Camel

THE CIGARETTE OF COSTLIER TOBACCOES

Ad No. 1-3798A
This advertisement appears in:
Journal of American Medical Association, June 27, 1942

52729 6983

Case Histories That Concern
CONTROL OF NICOTINE
(Less Nicotine in the Smoke)



THE results of altitudes in patient smoking hygiene are matters of considerable importance to the prescribing physician. We, too, are extremely interested in the health of these cases, especially when Camel is the recommended cigarette. We invite your correspondence.

Many physicians advise Camels when making altitudes in smoking hygiene. Scientific research indicates that slow-burning Camels produce less nicotine in the smoke.* (And even differences of 25% in nicotine levels are found to be quite important physiologically.**)

General scientific research also indicates that the nicotine content of cigarette smoke increases with the speed of burning.***

Your recommendation of Camels provides an added advantage. The slow-burning cigarette is noted for its unusual mildness and pleasing flavor. This encourages the essential cooperation of your patient.

CAMEL
THE CIGARETTE
OF COSTLIER TOBACCOS

SCIENTIFIC FACTS INDICATE THAT:
The smoke of slow-burning Camels contained less nicotine than that of 4 other top-selling brands tested—yet that any toxic tests of the smoke itself!

In the same tests, Camels burned slower than any of the 4 other top-selling brands tested.

*The Military Surgeon, Vol. 56, No. 1, A. B., July, 1942.
**JAMA, 1942, 12:118-120.
***For more information, see "The American Star," March, 1942.

REPRINT AVAILABLE
of an important contribution to the medical literature on smoking—"The Cigarette, The Soldier, and The Physician," The Military Surgeon, July, 1942. Write to Camel Cigarettes, Medical Relations Division, 1 Franklin Square, New York City.

Ad No. 1-5797A
This advertisement appears in:
Journal of American Medical Association, June 26, 1942

50229 6902

Rec'd 4/1/42
App. - J BW

**SCIENTIFIC TESTS INDICATE THAT
THE SLOWER-BURNING
CIGARETTE MEANS LESS
NICOTINE IN THE SMOKE!**

MOST physicians concede that the leading constituent of cigarette smoke from a physiologic standpoint is nicotine. Available medical research* indicates that the slower-burning cigarette produces less nicotine in the smoke. Camel's scientific tests show that the smoke of Camels contains less nicotine than that of the 4 other largest-selling brands tested—less than any of them. In the same tests, Camel burned SLOWER than the 4 other largest-selling brands tested—*slower* than any of them.

When suggesting a program to improve a patient's smoking hygiene, you may find it of value to recommend Camel, the slower-burning cigarette.

Camel offers a double advantage: Besides the reduction of nicotine intake (and all that this implies in the lessening of physiologic irritation), Camel encourages cooperation with your program. Camel's slower-burning, costlier tobaccos maintain the essential "pleasure factor" in smoking.

*J.A.M.A., 12:113, October 12, 1929
Brooker, H—Die Biochemie des Tabaks, 1936
The Military Surgeon, Vol. 69, No. 1, p. 1, July, 1941

A RECENT ARTICLE by a well-known physician in a national medical journal presents new and important information on the subject of cigarette smoke and the burning rate of cigarettes. A comprehensive bibliography is included. Let us send you a reprint of this article for your own inspection. Write to Camel Cigarettes, Medical Relations Division, 1 Parkway Square, New York City.


CAMEL

THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3755A
This advertisement appears in:
Journal of American Medical Association, April 11, 1942

50235 1484

B.J.



Today's improved procedure in controlling
NICOTINE INTAKE

In certain circumstances the physician may wish to check on certain phases of nicotine intake,* particularly in cases where symptoms may be of a sub-clinical level.


You need no longer be overly concerned about the problem of patients' cooperation. Millions have found that slow-burning Camels give them more of the "pleasure factor" in smoking. Note your patients' reactions when they change to Camel's special mildness and safe good taste.

When there is an improvement in patients' cooperation with your program, case histories are apt to be more accurate. This suggests separation of these records for special study and conclusions.

*The Medical Record, Vol. 46, No. 1, p. 1, July, 1917.
J. E. M. L., 42, 1118—Cancer II, 1924—Medicine, 41—The Smoking of Tobacco, 1918


*"THE CIGARETTE, THE SOCIETY, AND THE PHYSICIAN," The Medical Record, July, 1941. Reprint available. Write Camel Cigarettes, Medical Relations Division, 1 Post Office Square, New York City.

Camel THE CIGARETTE OF COSTLIER TOBACCO



Ad No. 1-1849A
This advertisement appears in:
Journal of the American Medical Association
September 26, 1942

6-869 46205



THE MODERN ATTITUDE TOWARDS
**Nicotine
Reduction**

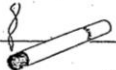
Adjustments in smoking hygiene need not be difficult if handled logically — Patients' cooperation, that all-important factor, can be encouraged.

If then accurate control is indicated, your recommendation of slow-burning Camel Cigarettes may be the most effective. Smoking Camel's appeal to smokers. They find extra smoking enjoyment in Camel's "pleasant factor" — greater mildness and delightful flavor.

When patients work more closely with you, case histories should provide more accurate findings for conclusions. Considering the general increase in the use of cigarettes, it is suggested that you keep a separate file of these referrals for special study.

"The Medical Journal, Vol. 19, No. 1, p. 1, July, 1942
J. A. M. A., 72:1118 — October 12, 1942
Reviews, II — Dr. Emberton de Toledo, 1942

"THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN"
The Medical Journal, Jan. 1941
Reports available: White Camel Cigarettes, Medical Educational Division, 1. Probing Secret, Non-Tink Cigs.



Camel THE CIGARETTE OF COSTLIER TOBACCOS

Ad No. 1-3847A
This advertisement appears in:
Journal of American Medical Assn., September 12, 1942

EMMS 65205

Rec'd 9/1/42
APP-

BW

SMOKING...

*and the slower-burning
cigarette*

THE MODERATE USE of tobacco does not seem to be a factor in most pathologic conditions. Occasionally, however, a reduction of nicotine intake is desirable.

Here is a suggestion: Whenever there is the need to restrict nicotine intake, consider the advisability of recommending Camel, the slower-burning cigarette.


Available medical research* indicates, and Camel's scientific tests (see picture) confirm, that a slower-burning cigarette produces less nicotine in the smoke.

And, equally important, the physician's suggestion of Camel is a bid for the cooperation of his patient. Camel's slower-burning, cooler tobacco provide a greater measure of the all-important "pleasure factor" in smoking—true mildness and coolness, rarer flavor.

* J. A. M. A., 93:110-1929
Brickner, H.—Die Biochemie des Tabaks, 1936
The Military Surgeon, Vol. 60, No. 1, p. 7, July 1941

CAMEL

THE CIGARETTE OF



The smoke of
SLOWER-BURNING CAMELS
contains

less nicotine than that of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself.

In the same way, Camel burned SLOWER than any of the 4 other largest-selling brands tested.



SEND FOR REPORT of an independent investigation on nicotine content of the five largest-selling brands. The report, and the 200 mg. and 100 mg. packs, free. Write to: Camel Cigarette Co., 100 Madison Avenue, 17th St., New York 17, N.Y.

Name _____
Address _____
City _____ State _____

Ad No. 13751A
This advertisement appears in:
Journal of American Medical Association, April 4
Offices of Internal Medicine, April 4
Archives of Ophthalmology, April
(1942)

50229 6483

SMOKING HYGIENE SIMPLIFIED



LESS NICOTINE IN THE SMOKE*

While planning to reduce a patient's nicotine intake, you may be concerned with this question: Will your patient really cooperate with an effective reduction program?

Camel Cigarettes may be the answer regardless of whether or not your patient can abstain on smoking. Camels may provide a substantial reduction in nicotine intake,* a conclusion supported by America's highest medical authorities.

There is added significance in medical research that indicates: Differences of as little as 1% in nicotine intake produce profound physiologic changes.**

INVITING PATIENTS' COOPERATION

Patients are apt to be quite thankful for your recommendation of a change to Camels. Slow burning, which according to scientific tests produces less nicotine in the smoke,** also provides a milder, mellower, more relaxing smoking experience. Slow-burning Camels' blend of fine, more expensive tobaccos is famous for its "pleasant factor."

***THE SMOKE OF SLOW-BURNING CAMELS** contained less nicotine than that of the 4 other brands* of brand tested—the slowest, yet it drew—according to independent scientific tests of the smoke yield in the same test, CAMEL brand drew less out of the 4 other brands tested.

**The Military Surgeon, Vol. 19, No. 4, p. 4, July, 1947.
***J. M. A., 92:218—October 15, 1970
Buckton, H.—The Buckner for Health, 1930

CAMEL
THE CIGARETTE OF COSTLIER TOBACCO

Ad No. 1-3775A

This advertisement appears in

<ul style="list-style-type: none"> Archives of Internal Medicine—June Archives of Otolaryngology—June Archives of Ophthalmology—June Archives of Pediatrics—June Archives of Surgery—June Archives of the Otolaryngology—June Archives of the Ophthalmology—June Archives of the Pediatrics—June Archives of the Surgery—June Archives of the Otolaryngology—June Archives of the Ophthalmology—June Archives of the Pediatrics—June Archives of the Surgery—June 	<ul style="list-style-type: none"> Archives of the Medical Society of N. J.—June Archives of the S. C. Medical Assn.—June Archives of the Texas State Medical Assn.—June Archives of the New England Jnl. of Medicine—June 18, July 2 Archives of the N. Y. State Jnl. of Medicine—June 15 Archives of the C. C. Medical Journal—June Archives of the Northwest Medicine—June Archives of the Pacific Medical Journal—June Archives of the Southern Medicine & Surgery—June Archives of the Southwest Medicine—June Archives of the Wisconsin Medical Journal—June Archives of the California Medical Journal—June
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1-3775A-6887

R+W


Improving Smoking Hygiene...

EFFECTIVE NEW PROCEDURE


...how doctors are applying it to greatest advantage...




NICOTINE CONTROL—The role of nicotine in human pathology has not yet been sharply defined. Common-sense, however, is most interesting in its relationship to the puzzling sub-acute symptoms frequently seen in general practice. This new point is eloquently supported by published scientific research.



THE GENERAL PRACTITIONER has found difficulties in adjusting smoking hygiene. Patients may resist even minor limitations on smoking. Camel, the slow-burning cigarette, encourages cooperation. Millions have changed to Camels because of their added "pleasant factor"—one million, better than one.



NEW COOPERATION—When patients' cooperation can be expected, case histories should be more accurate—more operating. Conclusions should be more dependable especially in relation to individual cases. When symptoms are poorly defined, it may be imperative to check up on such factors as nicotine intake.



KEEP A SEPARATE FILE OF CASE HISTORIES—Now that it is possible to introduce reliable case histories of nicotine control, every physician can bring special files of the results. These detailed clinical records should steadily grow in value considering the constantly increasing use of cigarettes.

*"J.A.M.A., 83:1119—October 12, 1928
 Bulletin, II—in the Bulletin des Sciences, 1928
 The Medical Tribune, Vol. 45, No. 1, p. 5,
 July, 1931*

**"THE CIGARETTE, THE SOLDIER,
 AND THE PHYSICIAN,"** The Medical
 Surgeon, July, 1941. Reprint available. Write
 Camel Cigarettes, Medical Relations Division,
 1 Fenchon Square, New York City.

CAMEL

THE CIGARETTE OF COSTLIER TOBACCOS


Ad No. 1-5826A
 This advertisement appears in:
 Journal of American Medical Association
 August 22, 1942

58125 6929

2000-1/14-7
2000-1/14-7



Experience is the Best Teacher

JOHN HUGHES BENNETT (1812-1875) proved it in histology
Bennett's experience, gained by linking physiology with clinical medicine, led him to institute the practical study of histology, to recognize the medicinal value of eucalypti oil, and to be the first to describe the blood condition leukemia—Bennett's disease.



Yes! And experience is the best teacher in smoking, too!

DURING the wartime cigarette shortage, we found they could give. And as they smoked—they naturally compared the different brands... for taste, for mildest, for culture... for all-around smoking enjoyment. More and more smokers found from the experience of those comparisons that Camels will them best. *More people are smoking Camels than ever before!*



According to a Nationwide survey:

More Doctors Smoke CAMELS

than any other cigarette

These nationally known independent research organizations asked 11,000 doctors in every branch of medicine to name the cigarette they smoked. More doctors smoked Camels than any other brand.

Ad No. 1-5106B
This advertisement appears in January issue of:
American Journal of Medical Sciences
American Journal of Public Health
Bulletin of the N. Y. Academy of Medicine
Gastroenterology
Gynecologist Monthly
Journal of Otorhinology
Medical Times
Review of Gastroenterology
Strained Nurse and Hospital Review
Transactions American Academy of Ophthalmology & Otolaryngology, February 1948

Prod. 4/22/47
Exp. 4/1/47

Experience is the Best Teacher

Herman von Heimboltz
O.D.S. 1910

Heimboltz's greatest contribution to medicine was his exhaustive research on other vision. The lesson from Heimboltz's theory resulted from his studies. His eyes were ahead - experience is the best teacher.

Yes, experience is the best teacher in smoking too!

By 1940 the wartime cigarette shortage, people smoked many different brands. And from that experience millions more smokers came to prefer Camels. Today more people are smoking Camels than ever before.

But, no matter how great the demand, only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.

According to a recent Antitoxin survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette

Ad No. 1-5011C
This advertisement appears in: **JUNE 1947**
Clinical Medicine ✓
Circulation Medical Digest ✓
Brental Survey ✓
Medical Economics ✓
Modern Medicine, June 15 ✓
Oral Hygiene ✓
J. N. ✓
(1947)

Reid - 5/5/47
AJP - 4/15/47

Experience is the Best Teacher



Marshall Hall
1770-1827

proved it in physiology

Hall's greatest achievement was his discovery of reflex action. He noted the essential relationship of the sensory and motor nerves and the segment of the spinal cord from which they originated. At first ridiculed by his colleagues, he finally won the respect of his fellow scientists. He is generally considered the first scientific acceptor of his discovery.

Yes, experience is the best teacher in smoking too!



It was their experience during the I wartime shortage which taught people the difference in cigarette quality. So many more smokers came to prefer Camels as a result of that experience that now more people are smoking Camels than ever before. But, no matter how great the demand, we don't temper with Camel quality. Only choice tobacco, properly aged, and blended in the time-honored Camel way, are used in Camels.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS

than any other cigarette


Ad No. 1-5012B

This advertisement appears in July issues of:

<input checked="" type="checkbox"/> American Journal of Medical Sciences	<input checked="" type="checkbox"/> Journal of Laboratory & Clinical Medicine
<input checked="" type="checkbox"/> American Journal of Public Health	<input checked="" type="checkbox"/> Journal of Osteopathy
<input checked="" type="checkbox"/> Bulletin of the N. Y. Academy of Medicine	<input checked="" type="checkbox"/> Medical Times
<input checked="" type="checkbox"/> Gynecology	<input checked="" type="checkbox"/> Military Surgeon
<input checked="" type="checkbox"/> Lippincott's Monthly	<input checked="" type="checkbox"/> United Nurse & Hospital Review

(1947)



R. W. 11/12/27



Thomas Addison
Clinical Experience supported by
scientific research led to his precise discovery
the distinction between two types of anemia—
pernicious in which there is no organic lesion,
and the anemia in which the improved
cure can be derived.

Yes! And experience is the best teacher in smoking, too!

Despite the various cigarette shams, people smoked—and
disappointed—any brand they could get. That's when so many
learned the difference in cigarette quality. And, out of that experi-
ence, smokers found that Camels was their best. As a result, more
people are smoking Camels than ever before.



According to a Nicotinic survey

**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette

There are 100,000,000 smokers in the world. More than 50,000,000 of them smoke Camels.

Ad No. 1-5017B
This advertisement appears in December issues of:
-American Journal of Medical Sciences ✓
-American Journal of Public Health ✓
-Bulletin of the N. Y. Academy of Medicine ✓
-Gastroenterology ✓
-Hibernian Monthly ✓
-Journal of Laboratory & Clinical Medicine ✓
-Journal of Otorhinology ✓
-Medical Times ✓
-Military Surgeon ✓
-Trained Nurse & Hospital Review ✓
-Transactions American Academy of Ophthalmology & Otolaryngology ✓
(1947)

50159 7198

Recd. - 2/3/47
APP - 2/11/47

B.W.

Experience is the Best Teacher

F. G. Jacobs M.D.
1938-1947
proved it in *Waste*
Magazine



The experience gained from teaching at Harvard was the basis for Dr. Jacobs' most authoritative - the subject of the labor, an able one of the world's most famous physicians, Dr. Jacobs' work proved experience is the best teacher.

Yes, and experience is the best teacher in smoking too!

THE wartime cigarette shortage was a real experience to smokers. Whether they intended to or not, people found themselves smoking many different brands, learning by actual experience the differences in cigarette quality. The result of all these comparisons was the biggest demand for Camels in history. And today more people are smoking Camels than ever before.

According to a recent nationwide survey:

MORE DOCTORS SMOKE CAMELS

than any other cigarette

Ad No. 1-50028

This advertisement appears in April issues of:
American Journal of Medical Science
American Journal of Public Health
College of the P. V. Association of Medicine
Philadelphia Medical
Philadelphia and Lancaster
Medical News
Official News & Hospital Review
Transactions American Academy of Ophthalmology & Otolaryngology
(1947)

50228 3788

I. Latham 2/22/47

Prod. 7/24/77
pp - 7-17

Experience is the Best Teacher



Threshold Smith
(1878-1924)
proved it in allergy

Smith discovered the phenomenon of sensitivity—animals injected with a foreign serum or germs often die or show severe symptoms after a second injection, even in minute quantities.

Yes, and experience is the best teacher in smoking too!



CAMEL

EXPERIENCE during the war-time cigarette shortage taught smokers the difference in cigarette quality. In those days, people smoked and compared—many different brands. That's their experience from which many smokers learned that Camel's was the best.



As a result, more people are smoking Camels than ever before.

According to a National survey:

MORE DOCTORS SMOKE CAMELS

than any other cigarette

© 1947 R. J. REYNOLDS TOBACCO COMPANY, WELLS FARGO BANK, N. Y.

Ad No. 1-5916B


This advertisement appears in November issue of:

- American Journal of Sciences ✓
- American Journal of Public Health ✓
- Bulletin of the N. Y. Academy of Medicine ✓
- Gastroenterology ✓
- Laboratory Monthly ✓
- Journal of Bowman Gray School of Medicine ✓
- Journal of Laboratory & Clinical Medicine ✓
- Journal of Neurology ✓
- Medical Surgeon ✓
- Medical Times ✓
- Trained Nurse & Hospital Review ✓

(1947)

1948 - 402-144
1949 - 30-110

Experience is the Best Teacher



Paul Ehrlich
(1854-1915)
proved it in
chemotherapy



Paul Ehrlich, expanding on his 1% advice gained as a pupil of Koch, concluded from his experiments in the staining of bacteria that there was a close chemical affinity between the cellular body and the stain. This idea led him to believe that specific drugs could be found which would kill invading pathologic organisms, without damage to the host. His conclusions helped create the science of chemotherapy.

Experience is the best teacher in cigarettes too!

Yes! Experience counts, and with the thousands of thousands of smokers who have tried and compared many different brands of cigarettes, Camels are the "choice of experience."

To Camels, too, has your taste welcomed the rich flavor of Camel's choice tobacco. So has your throat appreciated Camel's cool mildness.

Let your own experience tell you who more people are smoking Camels.

According to a Nationwide survey

More Doctors Smoke CAMELS

than any other cigarette

These independent scientific organizations in a nationwide survey asked 11,100 doctors to name the cigarette they smoked. More doctors smoked Camels than any other brand.

Ad No. 1-5556B

This advertisement appears in June issue of:

- ✓ American Journal of Medical Sciences
- ✓ American Journal of Public Health
- ✓ Bulletin of the N. Y. Academy of Medicine
- ✓ Gastroenterology
- ✓ Journal of Bowman Gray School of Medicine
- ✓ Journal of Otolaryngology
- ✓ Medical Times
- ✓ Review of Gastroenterology
- ✓ United Nurse & Hospital Review
- ✓ Transactions American Academy of Ophthalmology & Otolaryngology (1948)

Experience is the best teacher



It's true in cigarettes too!

MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE



Yes, experience is the best teacher in choosing a cigarette. And with millions of smokers who have tried and compared different brands of cigarettes, Camels are the "doctor of experience."

Try Camels yourself. See how the full, rich flavor of Camel's choice, properly aged and blended tobacco pleases your taste. See if Camel's cool, red mildness isn't mighty welcome in your throat.

Let your own experience tell you why more people are smoking Camels than ever before.



According to a nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

The doctors of Camels are proud that no more doctor gives Camels for their personal enjoyment. In a national survey of 100,000 independent research organizations, the only brand to be ranked as "the cigarette that 10,000 doctors were asked to smoke" was Camel. More doctors smoke Camel than any other brand.

Ad No. 1-5-207B
 This advertisement appears in February issue of:
 American Journal of Medical Sciences
 American Journal of Public Health
 Bulletin of the N. Y. Academy of Medicine
 Gastroenterology
 Librarian Monthly
 Journal of Bowman Gray School of Medicine, February 1
 Journal of Osteopathy
 Medical Times
 Review of Gastroenterology
 Ainal Nurse & Hospital Review
 (19-01)

50247 0979

Experience is the Best Teacher



Sir Charles Bell
1817-1897
proved it in Neurology

After years of research and experiments, Sir Charles Bell explained the human nervous system as he saw it. His greatest discovery is known as Bell's law. That the sensitive spinal nerve roots are motor and the posterior roots are sensory. It could not be long ago before he established his findings: *experience is the best teacher.*

Yes, and experience is the best teacher in smoking too!

THE wartime cigarette shortage is only a moment's respite, but that's when million-smoking men learn they could get a better deal on a different cigarette. And, significantly, more people are smoking Camels than ever before in history. But, no matter how great the demand, Camel quality is not to be surpassed with this choice selection, proper to age, and blended in the trademarked Camel mix, now used in U.S. packs.



According to a recent *Abt Associates* survey:

**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette

Ad. No. 1-5008B

This advertisement appears in March issue of:

- American Journal of Medical Sciences
- American Journal of Public Health
- Bulletin of the N. Y. Academy of Medicine
- Geriatrics
- Physician Monthly
- Journal of Laboratory & Clinical Medicine
- Journal of Neurology
- Medical Times
- Military Surgeon
- Trained Nurse & Hospital Review

(1947)

Rec'd - 7/19/47
 av. - 7/19/47.

Experience is the Best Teacher ^{BW}

Joseph Lister (1817-1912) proved it in surgery
 Lister's antiseptic doctrine originated that everything used in the
 surgery, including the surgeon, be antiseptically treated.
 Lister believed whole in his doctrine, but it was his own experi-
 ence with antiseptic methods that forced national acceptance.



The most experience is the best teacher in smoking too!
 The nation's cigarette favorite has a real experience to make.
 That's true over and over again—because we found the way
 established—based on the experience of Joseph Lister, the
 man who made sure to give himself as
 a result of the experience that some
 people are smoking Camels to this very
 day. But, no matter how long the dis-
 ease, we don't smoke with a hand
 that isn't clean. That's why, when you
 smoke, you should always, please, use
 Camels. We want to know if you.

According to a recent National survey

MORE DOCTORS SMOKE CAMELS
 than any other cigarette

Ad No. 1-5013B
 This advertisement appears in October issues of:
 American Journal of Medical Sciences
 American Journal of Public Health
 Bulletin of the N. Y. Academy of Medicine
 Gastroenterology
 Massachusetts Medical
 Journal of Laboratory & Clinical Medicine
 Journal of Otorhinolaryngology
 Medical Times
 Military Surgeon
 British Nurse & Hospital Review
 Transactions American Academy of Ophthalmology & Otolaryngology - AUG.
 (1947)


I letter 7/16/47 - Aug. 2 1947. ad. Transp. ad.

50247 03 9A

*Recd. - 5/1/18
Apr. - 9/15/18.*

BW

Experience is the Best Teacher



William Stokes
(1864-1978)
pioneer in the
cardiology

Dr. Stokes' brilliant
helped establish cardiology
as a distinct
branch of medicine. His
discoveries and his
others, paid his work
attention to electrical
waves in the heart called
ECG. He defined the
conditions of the heart,
the cause of the stroke.
Stokes' work has
greatly aided the
work of medical knowl-
edge in cardiology.

EXPERIENCE IS THE BEST TEACHER
IN CIGARETTES, 1901!

With the thousands and thousands of smokers who have tried different brands, Camels are the "teacher of experience." Try Camels yourself! Find out how your taste appreciates the rich flavor of Camels' choice tobacco—how your throat relishes Camels' cool moisture. Let your own experience tell you why more people are smoking Camels than any other.

According to a Nationwide survey

More Doctors Smoke CAMELS

than any other cigarette

Three leading independent research organizations in a nationwide survey asked 18,000 doctors what cigarette they smoked. The brand named most was Camels!

Ad No. 1-5554B

This advertisement appears in April issues of:

<ul style="list-style-type: none"> <input checked="" type="checkbox"/> American Journal of Medical Sciences <input checked="" type="checkbox"/> American Journal of Public Health <input checked="" type="checkbox"/> Bulletin of the N. Y. Academy of Medicine <input checked="" type="checkbox"/> Gynecology <input checked="" type="checkbox"/> Laryngology <input checked="" type="checkbox"/> Transactions American Academy of Ophthalmology & Otolaryngology (1948) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Journal of Bowman Gray School of Medicine <input checked="" type="checkbox"/> Journal of Osmopathy <input checked="" type="checkbox"/> Medical Times <input checked="" type="checkbox"/> Review of Gastroenterology <input checked="" type="checkbox"/> United Nurse & Hospital Review
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© 1948 Camel Cigarette Co.


50219 7251

Recd. 5/1/18 - Mar. 1948. Ad. Thompson

Recd. - 4/1/47
4/1 - 4/2/47

P.W.

Experience is the Best Teacher



Hermann von Helmholtz
(1817-1894)
pioneer in his field of acoustics

Helmholtz's precise conclusions in acoustics were the foundation upon which modern sound theory was built. The famous Young Helmholtz effect, named after him, is the basis of the modern theory of sound. Experience is the best teacher!

Yes, experience is the best teacher in smoking too!

Despite the wartime cigarette shortage, people smoked more Camel cigarettes than they could normally try to year. That's how we may know the difference in cigarette quality. And from their experience millions more smokers came to prefer Camels. Today more people are smoking Camels than ever before.

But, no matter how great the demand, only choice tobaccos, properly aged, and blended in the Unions of Camel cigarettes, are used in Camels.

According to a recent National survey:
**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette


Ad No. 15011B
This advertisement appears in June issues of:

American Journal of Medical Sciences ✓	Journal of Laboratory & Clinical Medicine ✓
American Journal of Public Health ✓	Journal of Otorhinolaryngology ✓
Annals of the N. Y. Academy of Medicine ✓	Medical Times ✓
Otolaryngology ✓	Military Surgeon ✓
Physiology Monthly ✓	Official News of Hospital Review ✓
Transactions Amer. Academy of Ophthalmology & Otolaryngology (1947) ✓	

50255 7120

Recd. 7/24/77
11/14/77

Experience is the Best Teacher



Theobald Smith
(1859-1934)
proved it in silage

Smith discovered the phenomenon of immunity-animals injected with a foreign virus or parasite often die or show severe symptoms when a second injection, even in almost identical

Yes, *more* experience is the best teacher in smoking too!

EXPERIENCE during the warlike struggle with disease teaches smokers the difference in cigarette quality. In these days, people smoke and compare more different brands. That's the experience from which we were certain toward the Camels and their best.

As a result, more people are smoking Camels than ever before.

According to a National survey

MORE DOCTORS SMOKE CAMELS
than any other cigarette

Ad No. 1-50158

This advertisement appears in November issues of:

- American Journal of Medical Sciences ✓
- American Journal of Public Health ✓
- Bulletin of the N. Y. Academy of Medicine ✓
- Gynecology ✓
- Hygienic Monthly ✓
- Journal of Bowman Gray School of Medicine ✓
- Journal of Laboratory & Clinical Medicine ✓
- Journal of Otorhinology ✓
- Medical Surgeon ✓
- Medical Times ✓
- Practical Nurse & Hospital Review ✓

(1947)

50259 7791

Experience is the Best Teacher

It's true in medicine —



John William Ballantyne
1861-1923
proved it in obstetrics

DUKE UNIVERSITY, in his study of anatomical and pathological conditions found in the new-born, viewed the value of routine prenatal care in obstetrics, as a pioneer for prenatal care he was the first to establish a clinic for the expectant mother. His kindable acceptance of Ballantyne's concepts quickly followed his successful experience in prenatal supervision.

Experience is the best teacher in choosing a cigarette, too!

MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE!




Millions of smokers who have tried and compared different brands have found that Camels with their best, by a result, more and more people are smoking Camels as the "Smile of experience."

Try Camels. See if your own taste doesn't appreciate the rich, full flavor of Camels. See if your own throat doesn't welcome Camels' cool moisture. Let your own experience tell you why more people are smoking Camels than ever before.

According to a Nationwide survey:

More Doctors Smoke CAMELS than any other cigarette

When 11,000 doctors were asked to name the cigarette they smoked, more doctors named Camels than any other brand!

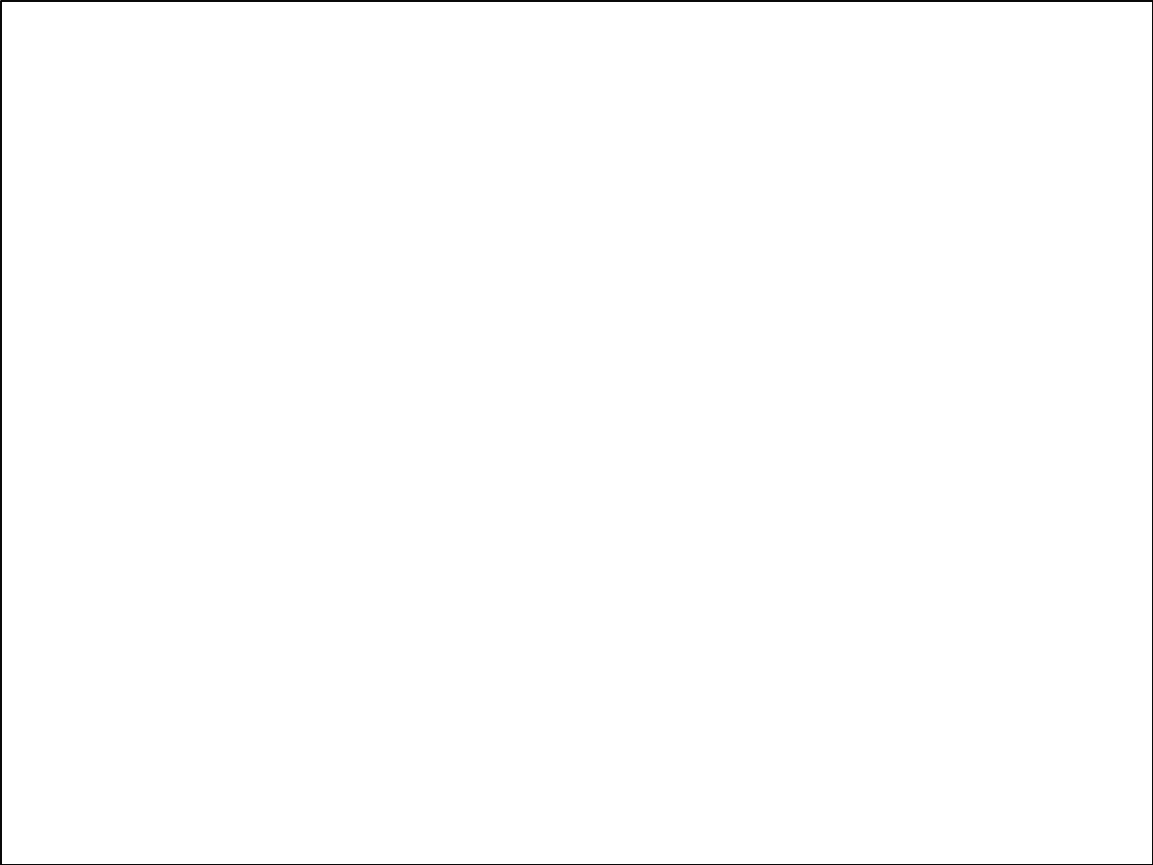
Ad No. 1-5553B

This advertisement appears in March issue of:

<ul style="list-style-type: none"> ✓ American Journal of Medical Sciences (APM) ✓ American Journal of Public Health ✓ Bulletin of the New York Academy of Medicine ✓ Gastroenterology 	<ul style="list-style-type: none"> ✓ Lahnemannian Monthly ✓ Journal of Osteopathy ✓ Medical Times ✓ Review of Gastroenterology
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Trained Nurse & Hospital Review
(1948)

Apr 1948. Mar. + Apr. ads transferred —




Rec'd - 7/20/1911
441 - 11-1-11

Experience is the Best Teacher



Charles Édouard Brown-Séquard
1817-1894
proudest in his neurology

Dr. Brown-Séquard's studies established him as a founder of modern anatomy. His experiments included transection of the spinal cord, a suture on the face, fish, rabbits, and the transverse section of the sympathetic nerve.



Experience is the best teacher in cigarettes, too

YES! Millions of smokers who have tried a more different brand of cigarettes than any other brand, have expressed their preference for Camel's rich, smooth taste. It is a truth, more people are smoking Camels than ever before. Try Camels! See how your taste appreciates the rich flavor of Camel's choice tobacco. See if your throat doesn't welcome Camel's cool moisture. Find out for yourself why, with millions of smokers, Camels are the "choice of experience."



Admitted to a *Nationwide survey*

MORE DOCTORS SMOKE CAMELS than any other cigarette

*From independent research experiments in a scientific survey of 100,000 doctors in some of the largest cities in the world. Who smoke more Camels than any other brand.

Ad No. 1-55528

This advertisement appears in September issue of:

- American Journal of Medical Sciences
- American Journal of Public Health
- Annals of the N. Y. Academy of Medicine
- Gastroenterology
- Microscopist Monthly
- Journal of Bowman Gray School of Medicine, September 1
- Journal of Osteopathy
- Medical Times
- Review of Gastroenterology
- Medical Nurse & Hospital Review (1948)

50159 7927

Recd. 6/20/47.
Exp. 6/9/47.

Experience is the Best Teacher

Rudolf Virchow
(1821-1902)
proved it in pathology.

Virchow's research added much to medical knowledge. Experimenters with many pathological specimens led to his conception of the cell as the center of pathological change. He believed that every morbid structure consisted of cells derived from pre-existing cells—a great advance in pathology.



Yes, and experience is the best teacher in smoking too!

The cigarette-charger thought by Camel, than ever before. But, no matter how great the demand, we don't temper with cheap quality. Only those who smoke Camel properly agree, and that they would have tried in 1925. As a result of that report, we make more cigarettes.



According to a recent *McIntire's survey*:

MORE DOCTORS SMOKE CAMELS

than any other cigarette

Ad No. 1-501-8B

This advertisement appears in September issues of:

- American Journal of Medical Sciences ✓
- American Journal of Public Health ✓
- Bulletin of the N. Y. Academy of Medicine ✓
- Gastroenterology ✓
- Gynecology Monthly ✓
- Journal of Bowman Gray School of Medicine ✓
- Journal of Laboratory & Clinical Medicine ✓
- Journal of Otorhinology ✓
- Medical Times ✓
- Military Surgeon ✓
- Trained Nurse & Hospital Review ✓

(1947)

Verd. 7/2/47
11/1 - 2/20/47

Experience is the Best Teacher



Claude Bernard (1813-1878)
pioneered his glycogen research

Bernard believed in scientific experimentation. He showed this in the work of the pancreas and in his experiments proving the manufacture of glycogen in the liver. His best work proved the way for biologic research. Later he established the fundamental principles of experimental physiology. He is perhaps the father of experimental physiology. — *Science Magazine* (1917)

Yes, and experience is the best teacher in smoking too!



THAT wartime cigarette shortage was a real experience to smokers. Millions of people smoked more different brands than they would normally try in a lifetime. And out of the experience of that experience — more smokers came to prefer Camels than ever before.

It's not a surprise with favorability, that tobacco smokers generally prefer, and stand by the time-honored Camel way, are used to Camels.

According to a recent *Nationwide survey*:

MORE DOCTORS SMOKE CAMELS

than any other cigarette

Ad No. 1-5010B

This advertisement appears in May issues of:

- American Journal of Medical Sciences*
- American Journal of Public Health*
- Annals of the N. Y. Academy of Medicine*
- Microscopology*
- Obstetrical Monthly*
- Journal of Bowman Gray School of Medicine*
- Journal of Laboratory & Clinical Medicine*
- Journal of Osteopathy*
- Medical Times*
- Military Surgeon*
- Trained Nurse & Hospital Review*

1947

Recd. - 6/11/47
Off. - 5/20/47

Experience is the Best Teacher (B.S.)

Robert Koch (1858-1935) proved it in bacteriology...

Koch showed in his postulates that he knew the value of experience: Specificity is demonstrated only when the micro-organism (1) is present in all cases of the disease, (2) can be cultivated in pure culture, (3) produces the disease in susceptible or inoculated, and (4) can be reisolated.



Yes, and experience is the best teacher in smoking too!

The nation's doctor was a real experience for smokers. People smoked more different brands than they might ordinarily have tried in years. And from that experience — many more smokers chose Camel as their favorite that today more people are smoking Camels than ever before.

But, an entire line goes for demand, we don't tamper with Camel quality. Only choice tobacco, superbly aged, and blended in the finest blend of Camel mix, are used in Camels.



According to a recent *Nationwide survey*:


MORE DOCTORS SMOKE CAMELS
than any other cigarette

Ad No. 1-46118

This advertisement appears in August issues of:
American Journal of Medical Sciences /
American Journal of Public Health /
Bulletin of the N. Y. Academy of Medicine /
Gynecology /
Jehonathanian Monthly /
Journal of Laboratory & Clinical Medicine /
Journal of Otorhinology /
Medical Times /
Military Surgeon /
Nursing Nurse & Hospital Review /
Transactions American Academy of Ophthalmology & Otolaryngology — OCT. 1947

Recd. - 5/21/47
off - 2/21/47

Experience is the Best Teacher B30



Circle Round
LITERATURE
present in the following
number.

Several features in
this number are of
interest to the
public. In the
first place, the
authorities on the
subject of the
tobacco habit are
presented in a
most interesting
and instructive
manner. The
authorities on the
subject of the
tobacco habit are
presented in a
most interesting
and instructive
manner.

Yes, and experience is the best teacher in smoking test!

THAT certain cigarette smokes was a
real experience to smokers. Millions of
people smoked more different brands than
they could actually try in a lifetime. And
out of the experience of that experience
many more smokers came to prefer Camels
than any other brand. People are smoking Camels
that ever before.

It is not surprising that Camels are the
most popular brand, and leading in the
world. Camels are the most popular brand in the
world.

MORE DOCTORS SMOKE CAMELS
than any other cigarette

According to a recent *Albion* survey

Ad No. 1-50128

This advertisement appears in May issues of
American Journal of Medical Sciences ✓
American Journal of Public Health ✓
Annals of the N. Y. Academy of Medicine ✓
Gynecology ✓
International Monthly ✓
Journal of the American College of Surgeons ✓
Journal of Experimental & Clinical Medicine ✓
Journal of Otorhinolaryngology ✓
Medical Times ✓
Nursing Digest ✓
United States & Hospital Review ✓
(1947)

50259 7711

Recd. - 3/23/18
4/11 - 5/12/18

Experience is the Best Teacher

Camillo Golgi (1844-1926)
proved it in neurology

Golgi is best remembered today for his investigations of the fine structure of the nervous system. Golgi's methods for staining nerve cells and fibers, as well as his own knowledge of experience, assisted in the development of the field of study of neurology.



Experience is the best teacher in cigarettes, too!

With millions of smokers who have tried different brands of cigarettes, Golgi is the "teacher of experience." Try Camel. You know your taste will come to like the use of Camel. It's a smooth, gentle, agreeable, cigarette habit. Now if you don't already feel I can't read without night glasses.

Yes! Let your own experience tell you why more people are smoking Camels than ever before.

According to a nationwide survey:

More Doctors Smoke CAMELS than any other cigarette.

These leading independent research organizations in a nationwide survey asked 10,130 doctors what cigarette they smoked. The brand named most was Camel!

Ad No. 1-55518

This advertisement appears in May issues of:

- American Journal of Medical Sciences
- American Journal of Public Health
- Bulletin of the N. Y. Academy of Medicine
- Gastroenterology
- Journal of Osteopathy
- Medical Times
- Review of Gastroenterology
- Trained Nurse & Hospital Review (1948)

Rec. 2/10/45
L.F.H. 2/26/45

EMERGENCY CALL!



MEDICS BAIL OUT TO AID CUT-OFF U.S. BATTALIONS

SCOUTING HEADQUARTERS, American Expeditionary Forces, Army Medical Service, is at the head of the medical column of the American Expeditionary Forces in France. The personnel for this unit are all in the line of duty and are working hard to save lives. The medical column is the backbone of the American Expeditionary Forces in France. It is the only unit that can be called upon in an emergency to save lives. It is the only unit that can be called upon in an emergency to save lives. It is the only unit that can be called upon in an emergency to save lives.

FROM Betegne to Leyte, the Army is being supported over and over again - of Army doctors, braving the battle hazards of the front line, risking their lives to save lives. Emergency? Every call is an emergency for Camel because it helps.

With the Army doctor, as with the fighting men, rest is often limited to a few moments of relaxation and a good cigarette. A Camel, more than likely, for Camels are the favorite with men in all the services, according to actual sales records.



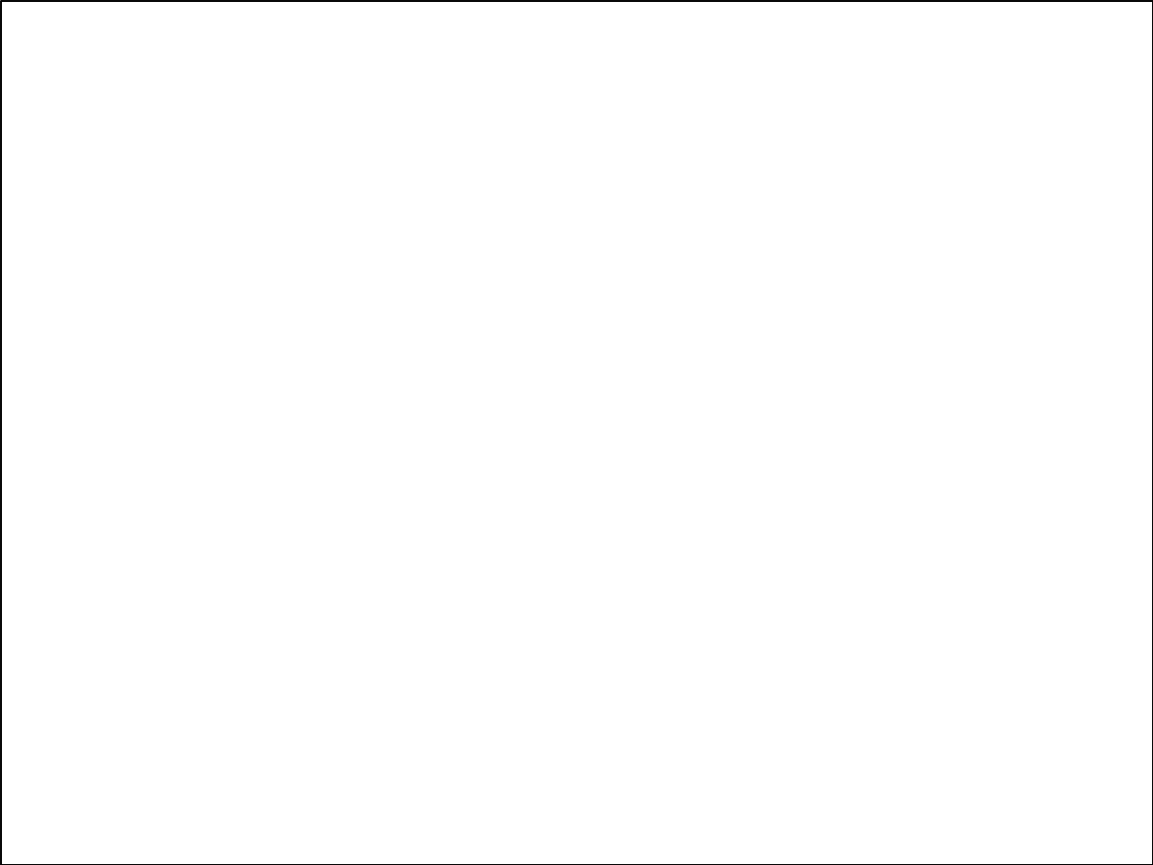
CAMELS
COSTLIER TOBACCO

Ad No. 1-46708

This advertisement appears in the March issue of:


- American Journal of Medical Sciences
- American Journal of Public Health
- Bulletin of N. Y. Academy of Medicine
- Gynecology
- Journal of American Dental Association
- Journal of Laboratory & Clinical Medicine
- Journal of Bowman Gray School of Medicine
- Journal of Otorhinology
- Laryngoscope
- Medical Times
- Military Surgeon
- Practical Nurse & Hospital Review
- Tabernanthean Monthly

1 Letter 4/4/45 March ads also from an Life Science Review



P46

SURGERY UNDER SIEGE!

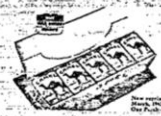


Ready hands, unweary eyes...
to reach their own. They are tired the
lungs and throat. Every man an
... to endure aching, aching
glad. But today's new field system can take
... to the man in the place by million miles.
... when he dies, you can be sure he appreci-
ates a throaty cough.

... a sign of your personal appreciation for
the service. ... Good. Is not
... in the good future... for millions.
... better life. See your dealer today.

Let's in the Service

* In America (Army, Navy, Marine
Corps, and Coast Guard, the regular
army or Coast Guard on land and at sea.)



Camel

costlier tobacco

Does nothing to fight or prevent coughs - a source of discomfort, cough, phlegm, throat, chest, asthma, throat, hoarseness, throat, the throat is better, New York N. Y. N. Y.

Ad No. 1-4362

This advertisement appears in:

- American Journal of Medical Sciences, Dec.
- American Journal of Public Health, Dec.
- American Review of Tuberculosis, Dec.
- Richmond Monthly, Dec.
- Journal of the American Army School of Medicine, Dec.
- Journal of Laboratory & Clinical Medicine, Dec.
- Journal of Medical Society of the County of N. Y., Dec. 11
- Journal of Osteopathy, Dec.
- Investigative, Dec.
- Medical Times, Dec.
- Military Surgeon, Dec.
- The Law of Gastroenterology, Dec.
- Trained Nurse & Hospital Review, Dec.
- Transactions American Academy of Ophthalmology & Otolaryngology, Dec. 11

(1940)

© 1940 American Tobacco Co. Inc.

FOXHOLE PHYSICIAN

Advance treatment of casualties is a modern specialty of the medical man in war. Under deadly fire... in shallow muddy trenches, often a mere fifteen or twenty feet from a fighting man, today's military doctor shares the perils of every combat service branch. His best weapons are likely to be few... a stethoscope or two low end Ores... A Welton cigarette. Considering gifts to those in service? Send them Camel's. It's the favorite in the armed forces... for these soldiers... full, approving faces. They'll answer: "Gratefully yours."

1st in the Service

It's an honor in the Army, the Navy, the Marine Corps, and the Coast Guard, an honored position in Civilian life.

Camel *choice* **Tobacco**

New member available on separate check - Airmen of Overseas only. March, 1945
© 1945 Camel Cigarettes, National Cigarette Company, Inc., New York 17, N. Y.

AD No. 1-2274
This advertisement appears in:
Journal of American Medical Association, September 12, 1941, **112**, 1948
The Engineer and Architect, **October 11, 1948**
Army and Navy, **October 11, 1948**

7111 10000

Marshal of Mercy

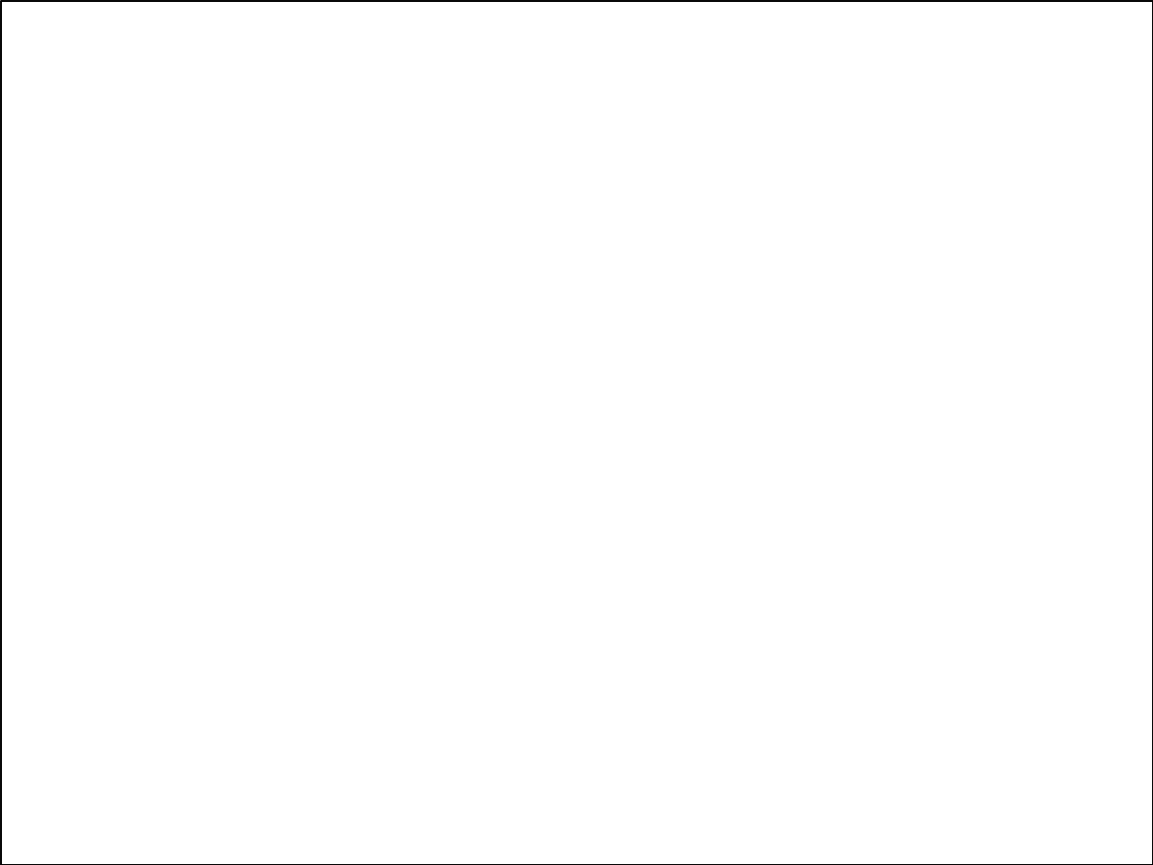
In a war zone, the soldier who is a Marshal of Mercy... is the one who is most needed... who is most respected... who is most loved... who is most remembered... who is most honored... who is most glorified... who is most revered... who is most venerated... who is most honored... who is most glorified... who is most revered... who is most venerated...

Camel CIGARETTES



Be in the Service

All the World's...
List of names and addresses for the Camel Cigarette Club.

Winston Churchill - Reported to have been in the front lines of the Battle of Britain.




HE ORDERS THE JUMP... BUT HE'S FIRST TO LEAP

IN THE SERVICE

"Ready!" the pilot warns... Five minutes to go... the crew "chuck up" for the last bold check... then the paratrooper's command: "Stand up the door!" That is to be his last breath from life... first parachute... first to face the unknown perils that lie below.

Courageous as he is versatile the war doctor (with long, tough experience without tinge of rest. When he does relax, he hardly appreciates the pleasure of a good smoke... Camel... the favorite of the armed forces'... For their midtimes, fitfully facts. Strike to your pleasure to remember those you know in the service. Send them cases of Camel... please!



Camel - *castler* tobaccos

Ad No. 1-4588

This advertisement appears in:

- American Jnl. of Medical Sciences, Jan.
- American Jnl. of Public Health, Jan.
- Urbansmanian Monthly, Jan.
- Jnl. of Laboratory & Clinical Med., Jan.
- Medical Times, Jan.
- Military Surgeon, Jan.
- Trained Nurse & Hospital Review, Jan.

1946

1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025

PHYSICIAN
in the
ARMORED
FORCES



MEDICAL OFFICERS assigned to the "iron cavalry" share all the risks of combat troops...plus a special hazard: They are un-armed. Yet soldiers of medicine ask no favors, no privileges. With them, as with other fighting men, rest is often limited to a few moments of relaxation...and a good smoke.

Don't forget a hot gift of elegance means to those in service. Send the favorite...Camel! It's first choice in the armed forces...for soothing mildness, cheering flavor.

FIRST IN THE SERVICE
*With men in the Army, the Navy, the Marine Corps, and the Coast Guard, the favorite choice is Camel. (Based on actual sales records.)



Camel
costlier tobaccos

Not recommended for persons who smoke or inhale. Quitting now greatly reduces serious risks to your health. © 1963 Camel Cigarettes, Inc. New York, N.Y. U.S.A.

Ad No. 1-431A
This advertisement appears in:
Journal of American Medical Association, September 18, 1963
New England Journal of Medicine, September 23, 1963

50298 7178

Ship transfer on the high seas is that's just one of the hazards of war confronting the Navy surgeon. Yet, the medical man in the Navy - in any of the armed services - shares many of the same risks and the same exhausting hours of duty as the man behind the gun. And, like any other fighting man, he wants for some moments of a few minutes' relaxation with a good cigarette - very lively Camel. For Camels are a fighting man's favorite around the world.

CAMEL
COSTLER TOBACCO

Ad No. 1-6478
This advertisement scheduled to appear in the August issue of:
American Journal of Medical Science
American Journal of Public Health
Bulletin of N. Y. Academy of Medicine
Gastroenterology
Journal of American Dental Association
Journal of Laboratory & Clinical Medicine
Journal of Osteopathy
Laryngoscope
Medical Times
Military Surgeon
Nursing
Nursing & Hospital Review
Pharmacologist Monthly
Review of Gastroenterology
Journal of Bowman Gray School of Medicine, September 1
Transactions of American Academy of Ophthalmology & Otolaryngology (1943)

50229 7481

EMERGENCY IN A 'FRYING PAN'



They call it the hottest spot in war... the blistering gullet of a four-line tank. But medical officers don't hesitate... down they go to the casualty. Tough? Sure—but routine to the war doctor. Heroic risks, exhausting shifts, no special praise. He's thankful for "time off" now and then. Time for a friendly smoke... Camel preferably... the first choice of our men at war.

Camel, they say... for extra mildness, for rare good taste. Camel, for those precious moments of relaxation when a fighting man looks to his cigarette for richly earned comfort.

List in the Service **CAMEL** *cutler* tobaccos

* As shown in the form, the War, the War Department, and Coast Guard, the Department of the Army, the Navy, the Marine Corps, and the Coast Guard, are advised when requested.

New reports available on cigarette research—Arthur H. Compton, Director, National Cancer Institute, National Cancer Institute, One Park Square, New York, N. Y.

All No. 1-44128

<small>American Journal of Medical Science, April</small>	<small>Journal of Osteopathy, April</small>
<small>American Journal of Public Health, April</small>	<small>Medical Record, April</small>
<small>Bulletin of the New York Academy of Medicine, April</small>	<small>Medical Times, April</small>
<small>Gastroenterology, April</small>	<small>Military Surgeon, April</small>
<small>Healthways, Monthly, April</small>	<small>Review of Gastroenterology, April</small>
<small>Journal of Laboratory & Clinical Medicine, April</small>	<small>Trained Nurse & Hospital Review, April</small>
<small>Transactions of American Academy of Ophthalmology & Otolaryngology, April 1944</small>	

5829 777

Bacteria Bombardier

Unhappily the military physician has a more serious enemy than bullets. Bacterial epidemics are every day's work. Epidemic pneumonia, influenza and other contagious diseases are the military doctor's greatest enemies. When you read of the great influenza epidemic of 1918-19, you are reminded of the influenza epidemic that swept through the military camps of World War I.

When you read of the great influenza epidemic of 1918-19, you are reminded of the influenza epidemic that swept through the military camps of World War I.

FIRST in the Service

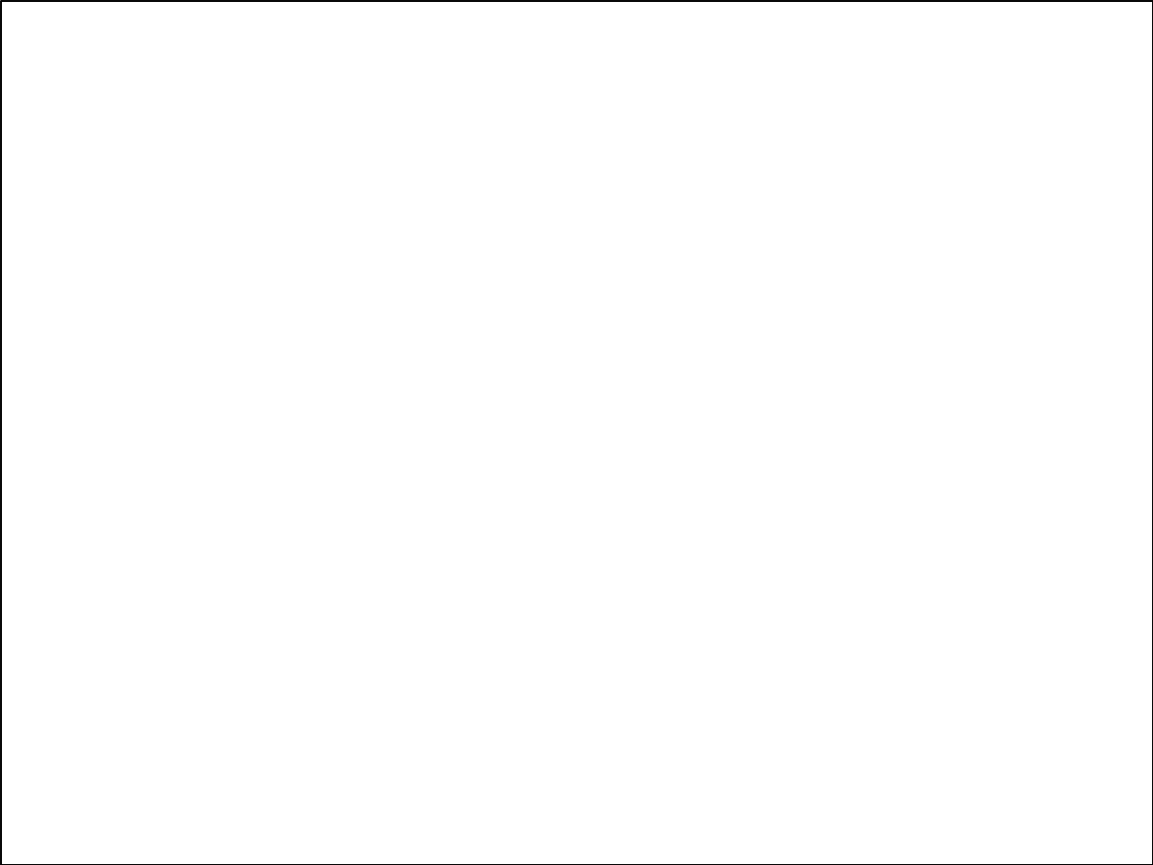
For 25 years in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales receipts.)

Camel
Crestline Tobacco


Now being made by the American Tobacco Company, Inc., New York, N.Y.

As the United States Army is the largest consumer of cigarettes in the world, it is only natural that the Army should have selected Camel as the cigarette of choice for its soldiers. The following list of military units shows that Camel is the favorite cigarette of the men in uniform.

UNIT	UNIT
1st Army	1st Cavalry Division
2nd Army	2nd Cavalry Division
3rd Army	3rd Cavalry Division
4th Army	4th Cavalry Division
5th Army	5th Cavalry Division
6th Army	6th Cavalry Division
7th Army	7th Cavalry Division
8th Army	8th Cavalry Division
9th Army	9th Cavalry Division
10th Army	10th Cavalry Division
11th Army	11th Cavalry Division
12th Army	12th Cavalry Division
13th Army	13th Cavalry Division
14th Army	14th Cavalry Division
15th Army	15th Cavalry Division
16th Army	16th Cavalry Division
17th Army	17th Cavalry Division
18th Army	18th Cavalry Division
19th Army	19th Cavalry Division
20th Army	20th Cavalry Division
21st Army	21st Cavalry Division
22nd Army	22nd Cavalry Division
23rd Army	23rd Cavalry Division
24th Army	24th Cavalry Division
25th Army	25th Cavalry Division
26th Army	26th Cavalry Division
27th Army	27th Cavalry Division
28th Army	28th Cavalry Division
29th Army	29th Cavalry Division
30th Army	30th Cavalry Division
31st Army	31st Cavalry Division
32nd Army	32nd Cavalry Division
33rd Army	33rd Cavalry Division
34th Army	34th Cavalry Division
35th Army	35th Cavalry Division
36th Army	36th Cavalry Division
37th Army	37th Cavalry Division
38th Army	38th Cavalry Division
39th Army	39th Cavalry Division
40th Army	40th Cavalry Division
41st Army	41st Cavalry Division
42nd Army	42nd Cavalry Division
43rd Army	43rd Cavalry Division
44th Army	44th Cavalry Division
45th Army	45th Cavalry Division
46th Army	46th Cavalry Division
47th Army	47th Cavalry Division
48th Army	48th Cavalry Division
49th Army	49th Cavalry Division
50th Army	50th Cavalry Division




Case 57000
210



Shells of Mercy

Surgical supplies go into these shells of mercy. First to soldiers in isolated patches, they help keep open that vital line of medical aid.

Behind countless new developments in the care of our fighting men is the military medical man. His "war" loves to even when the guns are silent. His rest periods very often are limited to minutes with a cigarette. More than likely the cigarette is a Camel, for Camels are a service favorite around the world.



Camel

Ad No. 1-6548B
This advertisement scheduled to appear in the July issue of:
- American Journal of Medical Science
- American Journal of Public Health
- Bulletin of N. Y. Academy of Medicine
- Gynecology
- Journal of American Dental Association
- Journal of Laboratory & Clinical Medicine
- Journal of Otolaryngology
- Laryngoscope
- Medical Times
- Military Surgeon
- Trained Nurse & Hospital Review
- Tuberculosis Monthly
(19-3)

50259 7450

PROGRESS THROUGH RESEARCH

The Research Laboratory
of R. J. REYNOLDS TOBACCO COMPANY

The makers of Camels exert every effort to maintain and to improve the standards of quality that distinguish America's most popular cigarette.

The plant shown above, which was opened this year, is a \$2,000,000 addition to Camel's research facilities.

R. J. REYNOLDS TOBACCO COMPANY • WINSTON-SALEM • N. C.

Ad No. 1-70184

This advertisement appears in July issues of:

- American Medical Journal
- Annals of the American Medical Association
- California Medical Journal
- Canadian Medical Association Journal
- Current Contents
- Journal of the American Institute of Homoeopathy
- Journal of the American Medical Association, May 27, June 3, 10, 17, 24, 31, 1964
- Journal of the American Medical Society
- Journal of the American Podiatry Association
- Journal of the American Veterinary Medical Association
- Journal of the Florida Medical Society
- Journal of the Georgia Medical Society
- Journal of the Illinois State Medical Society
- Journal of the Michigan State Medical Society
- Journal of the National Medical Association
- Journal of the North Carolina Medical Association
- Journal of the South Carolina Medical Association
- Journal of the Tennessee State Medical Association
- Journal of the Virginia Medical Association
- Journal of the West Virginia Medical Association
- Journal of the Wisconsin State Medical Society
- Journal of the Wyoming State Medical Association
- Medical Record
- Medical Clinician
- Medical Economics
- Medical Progress
- Medical World
- Medical World Monthly
- Medical World Weekly
- Medical World Yearly
- Medical World Yearly Supplement
- Medical World Yearly Supplement II
- Medical World Yearly Supplement III
- Medical World Yearly Supplement IV
- Medical World Yearly Supplement V
- Medical World Yearly Supplement VI
- Medical World Yearly Supplement VII
- Medical World Yearly Supplement VIII
- Medical World Yearly Supplement IX
- Medical World Yearly Supplement X
- Medical World Yearly Supplement XI
- Medical World Yearly Supplement XII
- Medical World Yearly Supplement XIII
- Medical World Yearly Supplement XIV
- Medical World Yearly Supplement XV
- Medical World Yearly Supplement XVI
- Medical World Yearly Supplement XVII
- Medical World Yearly Supplement XVIII
- Medical World Yearly Supplement XIX
- Medical World Yearly Supplement XX
- Medical World Yearly Supplement XXI
- Medical World Yearly Supplement XXII
- Medical World Yearly Supplement XXIII
- Medical World Yearly Supplement XXIV
- Medical World Yearly Supplement XXV
- Medical World Yearly Supplement XXVI
- Medical World Yearly Supplement XXVII
- Medical World Yearly Supplement XXVIII
- Medical World Yearly Supplement XXIX
- Medical World Yearly Supplement XXX

(1953) / Science (News) 1953

11 p -

B+L

**HAVE YOU
CONSIDERED
THESE FACTS ON
CIGARETTE SMOKING?**

Recent U. S. government reports indicate a considerable increase in cigarette smoking. As physicians realize, this is a natural development during times of public tension.

This situation, and the advent of recent and very significant research, have greatly increased the interest of the profession in the subject of cigarette smoking.

Naturally, situations arise in which a physician may find it desirable to modify his patients' smoking-hygiene. But in any case, the physician is concerned about the smoke itself, the principal carrier of physiologically reactive substances.

Scientific authorities in general agree that the constituent of cigarette smoke with the greatest physiologic significance is nicotine. Any reduction of this substance in a patient's smoking is considered desirable by most physicians.

When the modification of a patient's smoking is indicated, here are facts which should be of interest to you:

The makers of Camel cigarettes arranged for independent tests on 5 of the largest-selling brands of cigarettes. The rate of burning and the

**THE SLOWER-BURNING CIGARETTE
PRODUCES LESS NICOTINE IN THE SMOKE**

This research also suggests that by advising patients to smoke slower-burning Camels, it is possible to reduce the nicotine content of cigarette smoke *without sacrifice of smoking pleasure*. Thus, the patient's cooperation is assured.

A RECENT ARTICLE by a well-known physician in a leading national medical journal** presents new and important information on this subject, together with other data on the significance of the burning rate of cigarettes. There is a comprehensive bibliography. Let us send you this impressive article for your own inspection. Write to Camel Cigarettes, Medical Relations Division, 1 Park Square, New-York City.

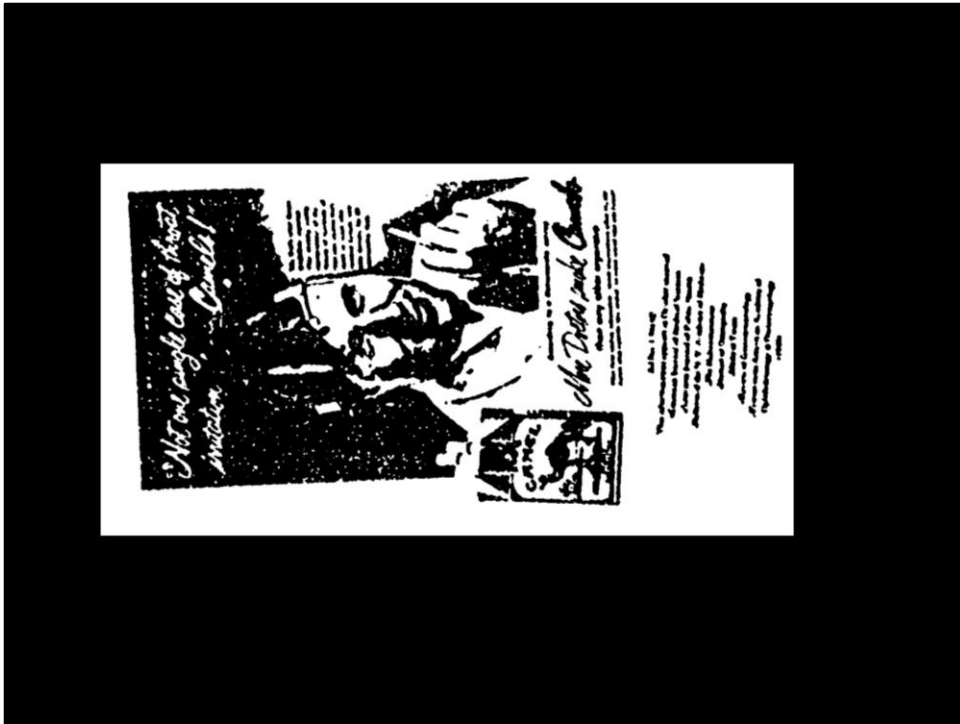
*J. A. M. A., Vol. 51, No. 15, p. 1318, Oct. 13, 1929
 **The British Surgeon, Vol. 19, No. 1, p. 7, July, 1931

Ad No. 1-3304B

This advertisement appears in:

<ul style="list-style-type: none"> ✓ American Journal of Medical Sciences—December ✓ American Journal of Public Health—December ✓ American Review of Tuberculosis—December ✓ Clinical Medicine—December ✓ Midwestern Monthly—December ✓ Journal of Laboratory & Clinical Medicine—December ✓ JOURNAL OF AMERICAN DENTAL ASSN.—JAN. 1932 ✓ NEW YORK MEDICAL WEEK—JULY 6, 1931 	<ul style="list-style-type: none"> ✓ Journal of Osteopathy—December ✓ Medical Times—December ✓ Medical World—December ✓ Military Surgeon—December ✓ Review of Gastroenterology—December ✓ Transactions American Academy of Ophthalmology and Otolaryngology—December
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60259 6782



PROGRESS THROUGH RESEARCH

The makers of Camels never cease their efforts to maintain and to improve the standards of quality that distinguish America's most popular cigarette.

The plant shown above, which was opened this year, is a \$2,000,000 addition to Camel's research facilities.

R. J. REYNOLDS TOBACCO COMPANY - WINSTON-SALEM - N. C.

All the 1950's
This advertisement appears in 1950's

<ul style="list-style-type: none"> ✓ U.S. Archives of Otolaryngology ✓ U.S. Archives of Ophthalmology ✓ U.S. Archives of Neurology ✓ U.S. Archives of Pediatrics ✓ U.S. Archives of Psychiatry ✓ U.S. Archives of Surgery ✓ U.S. Archives of Dermatology ✓ U.S. Archives of Pathology ✓ U.S. Archives of Microbiology ✓ U.S. Archives of Botany ✓ U.S. Archives of Zoology ✓ U.S. Archives of Entomology ✓ U.S. Archives of Geology ✓ U.S. Archives of Paleontology ✓ U.S. Archives of Anthropology ✓ U.S. Archives of Linguistics ✓ U.S. Archives of Archaeology ✓ U.S. Archives of History ✓ U.S. Archives of Geography ✓ U.S. Archives of Meteorology ✓ U.S. Archives of Climatology ✓ U.S. Archives of Oceanography ✓ U.S. Archives of Atmospheric Sciences ✓ U.S. Archives of Earth Planetary Sciences ✓ U.S. Archives of Space Sciences ✓ U.S. Archives of Life Sciences ✓ U.S. Archives of Physical Sciences ✓ U.S. Archives of Mathematical Sciences ✓ U.S. Archives of Engineering Sciences ✓ U.S. Archives of Technological Sciences ✓ U.S. Archives of Social Sciences ✓ U.S. Archives of Behavioral Sciences ✓ U.S. Archives of Environmental Sciences ✓ U.S. Archives of Interdisciplinary Sciences ✓ U.S. Archives of Health Sciences ✓ U.S. Archives of Agricultural Sciences ✓ U.S. Archives of Biological Sciences ✓ U.S. Archives of Environmental Health Sciences ✓ U.S. Archives of Food and Nutrition Sciences ✓ U.S. Archives of Human Factors Sciences ✓ U.S. Archives of Industrial Sciences ✓ U.S. Archives of Information Sciences ✓ U.S. Archives of Materials Sciences ✓ U.S. Archives of Mechanical Sciences ✓ U.S. Archives of Nuclear Sciences ✓ U.S. Archives of Oceanographic Sciences ✓ U.S. Archives of Planetary Sciences ✓ U.S. Archives of Psychological Sciences ✓ U.S. Archives of Statistical Sciences ✓ U.S. Archives of Systems Sciences ✓ U.S. Archives of Theoretical Sciences ✓ U.S. Archives of Veterinary Sciences ✓ U.S. Archives of Water Resources Sciences ✓ U.S. Archives of Wood Science ✓ U.S. Archives of X-ray Sciences ✓ U.S. Archives of Yarn Sciences ✓ U.S. Archives of Zoonotic Diseases 	<ul style="list-style-type: none"> ✓ American Medical Journal ✓ American Journal of Surgery ✓ American Journal of Obstetrics and Gynecology ✓ American Journal of Orthodontics ✓ American Journal of Ophthalmology ✓ American Journal of Pediatrics ✓ American Journal of Psychiatry ✓ American Journal of Roentgenology ✓ American Journal of Dermatology ✓ American Journal of Pathology ✓ American Journal of Microbiology ✓ American Journal of Botany ✓ American Journal of Zoology ✓ American Journal of Entomology ✓ American Journal of Geology ✓ American Journal of Paleontology ✓ American Journal of Anthropology ✓ American Journal of Linguistics ✓ American Journal of Archaeology ✓ American Journal of History ✓ American Journal of Geography ✓ American Journal of Meteorology ✓ American Journal of Climatology ✓ American Journal of Oceanography ✓ American Journal of Atmospheric Sciences ✓ American Journal of Earth Planetary Sciences ✓ American Journal of Space Sciences ✓ American Journal of Life Sciences ✓ American Journal of Physical Sciences ✓ American Journal of Mathematical Sciences ✓ American Journal of Engineering Sciences ✓ American Journal of Technological Sciences ✓ American Journal of Social Sciences ✓ American Journal of Behavioral Sciences ✓ American Journal of Environmental Sciences ✓ American Journal of Interdisciplinary Sciences ✓ American Journal of Health Sciences ✓ American Journal of Agricultural Sciences ✓ American Journal of Biological Sciences ✓ American Journal of Environmental Health Sciences ✓ American Journal of Food and Nutrition Sciences ✓ American Journal of Human Factors Sciences ✓ American Journal of Industrial Sciences ✓ American Journal of Information Sciences ✓ American Journal of Materials Sciences ✓ American Journal of Mechanical Sciences ✓ American Journal of Nuclear Sciences ✓ American Journal of Oceanographic Sciences ✓ American Journal of Planetary Sciences ✓ American Journal of Psychological Sciences ✓ American Journal of Statistical Sciences ✓ American Journal of Systems Sciences ✓ American Journal of Theoretical Sciences ✓ American Journal of Veterinary Sciences ✓ American Journal of Water Resources Sciences ✓ American Journal of Wood Science ✓ American Journal of X-ray Sciences ✓ American Journal of Yarn Sciences ✓ American Journal of Zoonotic Diseases
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(1951) (Source: Census) 1951

REYS 412205

I shall refer to ad requested

✓

B.W.

CAMEL CIGARETTES
Medical Relations Division

NEW PERSIAN BLEND
NEW YORK STATE

Dear Doctors:

You may recall having been asked the question: "What cigarette do you yourself smoke, doctor?" In the past you smoke every physician in private practice in the United States has been asked that same question... asked, solely and clearly on the basis of **SCIENTIFIC RESEARCH AND SURVEYS**.

Three nationally known independent research groups did the asking in 1934 and believe to one of the most impartial and most comprehensive surveys of physician preference ever conducted.

Yet you may not be a cigarette smoker, but we believe you will be interested not only in the results of these surveys, but in the methods by which these results were obtained.

Yours very truly,
A. J. Clarke
Director
Medical Relations Division

CAMEL 1935

A physician asked us the question first—

A smoker himself, he asked: "What cigarette do most doctors smoke?" We know that many physicians smoke, that many of them prefer Camels; but we couldn't answer the doctor's query.

We turned the question over to three nationally known independent survey groups. For months these three groups worked... separately... each one employing the latest scientific fact-finding methods. This was no mere "feeling the pulse" poll. No mere study of "records." This was a nationwide survey to discover the actual fact... and from the statements of physicians themselves.

To the best of our knowledge and belief, every physician in private practice in the United States was asked: "What cigarette do you smoke?"


The findings, based on the statements of thousands and thousands of physicians, were checked and rechecked.

ACCORDING TO THIS RECENT NATIONWIDE SURVEY:

More doctors smoke Camels than any other cigarette

And by a very convincing margin!

Naturally, as the makers of Camels, we are gratified to learn of this preference. We know that no one is more deserving of a few moments to himself than the busy physician... of a few moments of relaxation with a cigarette if he likes. And we are glad to know that so many more physicians find in Camels the same added smoking pleasure that has made Camels such an outstanding favorite among all smokers.



CAMELS Costlier Tobaccos


AD No. 1-1700A

<input checked="" type="checkbox"/> American Bd. of Digestive Diseases	<input checked="" type="checkbox"/> Md. of Iowa State Med. School	<input checked="" type="checkbox"/> The Iowa Medical Journal
<input checked="" type="checkbox"/> American Bd. of Otolaryngology	<input checked="" type="checkbox"/> Md. of Johns Hopkins Univ.	<input checked="" type="checkbox"/> The Journal of the American Medical Assn.
<input checked="" type="checkbox"/> American Bd. of Pathology	<input checked="" type="checkbox"/> Md. of Michigan State Univ.	<input checked="" type="checkbox"/> The Michigan Medical Journal
<input checked="" type="checkbox"/> American Bd. of Pediatrics	<input checked="" type="checkbox"/> Md. of New York Univ.	<input checked="" type="checkbox"/> The New York Medical Journal
<input checked="" type="checkbox"/> American Bd. of Psychiatry	<input checked="" type="checkbox"/> Md. of Ohio State Univ.	<input checked="" type="checkbox"/> The Ohio State Medical Journal
<input checked="" type="checkbox"/> American Bd. of Radiology	<input checked="" type="checkbox"/> Md. of Pennsylvania Univ.	<input checked="" type="checkbox"/> The Pennsylvania Medical Journal
<input checked="" type="checkbox"/> American Bd. of Roentgenology	<input checked="" type="checkbox"/> Md. of University of Chicago	<input checked="" type="checkbox"/> The University of Chicago Medical Journal
<input checked="" type="checkbox"/> American Bd. of Surgery	<input checked="" type="checkbox"/> Md. of Washington Univ.	<input checked="" type="checkbox"/> The Washington Medical Journal
<input checked="" type="checkbox"/> American Bd. of Therapeutics	<input checked="" type="checkbox"/> Md. of Wisconsin Univ.	<input checked="" type="checkbox"/> The Wisconsin Medical Journal
<input checked="" type="checkbox"/> American Bd. of Urology	<input checked="" type="checkbox"/> Md. of Yale Univ.	<input checked="" type="checkbox"/> The Yale Medical Journal
<input checked="" type="checkbox"/> American Bd. of Venereal Diseases	<input checked="" type="checkbox"/> Md. of Case Western Reserve Univ.	<input checked="" type="checkbox"/> The Case Western Reserve Medical Journal
<input checked="" type="checkbox"/> American Bd. of Dermatology	<input checked="" type="checkbox"/> Md. of Cleveland Univ.	<input checked="" type="checkbox"/> The Cleveland Medical Journal
<input checked="" type="checkbox"/> American Bd. of Gynecology	<input checked="" type="checkbox"/> Md. of Duke Univ.	<input checked="" type="checkbox"/> The Duke University Medical Journal
<input checked="" type="checkbox"/> American Bd. of Neurology	<input checked="" type="checkbox"/> Md. of Emory Univ.	<input checked="" type="checkbox"/> The Emory University Medical Journal
<input checked="" type="checkbox"/> American Bd. of Obstetrics	<input checked="" type="checkbox"/> Md. of George Washington Univ.	<input checked="" type="checkbox"/> The George Washington Medical Journal
<input checked="" type="checkbox"/> American Bd. of Orthopedics	<input checked="" type="checkbox"/> Md. of Howard Univ.	<input checked="" type="checkbox"/> The Howard University Medical Journal
<input checked="" type="checkbox"/> American Bd. of Ophthalmology	<input checked="" type="checkbox"/> Md. of Lincoln Univ.	<input checked="" type="checkbox"/> The Lincoln University Medical Journal
<input checked="" type="checkbox"/> American Bd. of Otorhinolaryngology	<input checked="" type="checkbox"/> Md. of Morehouse Univ.	<input checked="" type="checkbox"/> The Morehouse College Medical Journal
<input checked="" type="checkbox"/> American Bd. of Pediatrics	<input checked="" type="checkbox"/> Md. of Spelman Univ.	<input checked="" type="checkbox"/> The Spelman College Medical Journal
<input checked="" type="checkbox"/> American Bd. of Pathology	<input checked="" type="checkbox"/> Md. of Tuskegee Univ.	<input checked="" type="checkbox"/> The Tuskegee Institute Medical Journal
<input checked="" type="checkbox"/> American Bd. of Radiology	<input checked="" type="checkbox"/> Md. of Virginia Polytechnic Inst.	<input checked="" type="checkbox"/> The Virginia Polytechnic Institute Medical Journal
<input checked="" type="checkbox"/> American Bd. of Roentgenology	<input checked="" type="checkbox"/> Md. of Wake Forest Univ.	<input checked="" type="checkbox"/> The Wake Forest University Medical Journal
<input checked="" type="checkbox"/> American Bd. of Surgery	<input checked="" type="checkbox"/> Md. of West Virginia Univ.	<input checked="" type="checkbox"/> The West Virginia Medical Journal
<input checked="" type="checkbox"/> American Bd. of Therapeutics	<input checked="" type="checkbox"/> Md. of Xavier Univ.	<input checked="" type="checkbox"/> The Xavier University Medical Journal

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44-370


FORTY YEARS OF



CAMEL


RESEARCH-PROGRESS

Camels' makers "never rest until the good is better...and the better, best!" For 40 years, our research has been constant, thorough, steadily progressive to make a good cigarette better...to make it best.



\$2,000,000
addition
to Camel's facilities - this new research building of nine modern laboratories.

Every laboratory equipped with the most modern scientific apparatus known today. High speed "vacuum" driers that speed analytical measurement & detection.



R. J. REYNOLDS TOBACCO COMPANY - WINSTON-SALEM - N. C.

Ad No. 1-7612B

This advertisement appears in November issues of:

- ✓ American Journal of Public Health
- ✓ Bulletin of the N. Y. Academy of Medicine
- ✓ Hebrew Medical Journal
- ✓ International Record of Medicine and General Practice Clinics
- ✓ Military Surgeon
- ✓ Journal of Osteopathy

This advertisement appears in December issues of:

- ✓ Transactions American Academy of Ophthalmology and Otolaryngology
- ✓ Journal of Bowman Gray School of Medicine (1953)

132

The
"Pleasure Factor..."
its importance in
adjustments of
**CIGARETTE
SMOKING**



WHEN modifications in smoking are in order," physicians know that the patient's cooperation is extremely desirable. Yet few smokers take kindly to changes in tobacco usage.

Slow-burning Camels can be helpful in this situation. Millions of smokers naturally prefer Camels for their famous mildness and better taste.

Pleased patients mean more reliable records, something to consider if you value cross-section data from group reports.

"The Medical Record," Vol. 40, No. 1, p. 1, July, 1912
J. G. W. M. M. 1912 - October 15, 1912
Practitioner, 31 - The Practitioner 20, Feb. 1912

"THE CIGARETTE, THE SOLDIER, AND THE PHYSICIAN." The Military Surgeon, July, 1911. Reason available. Write Camel Cigarettes, Medical Relations Division, 1 Park Row, New York City.

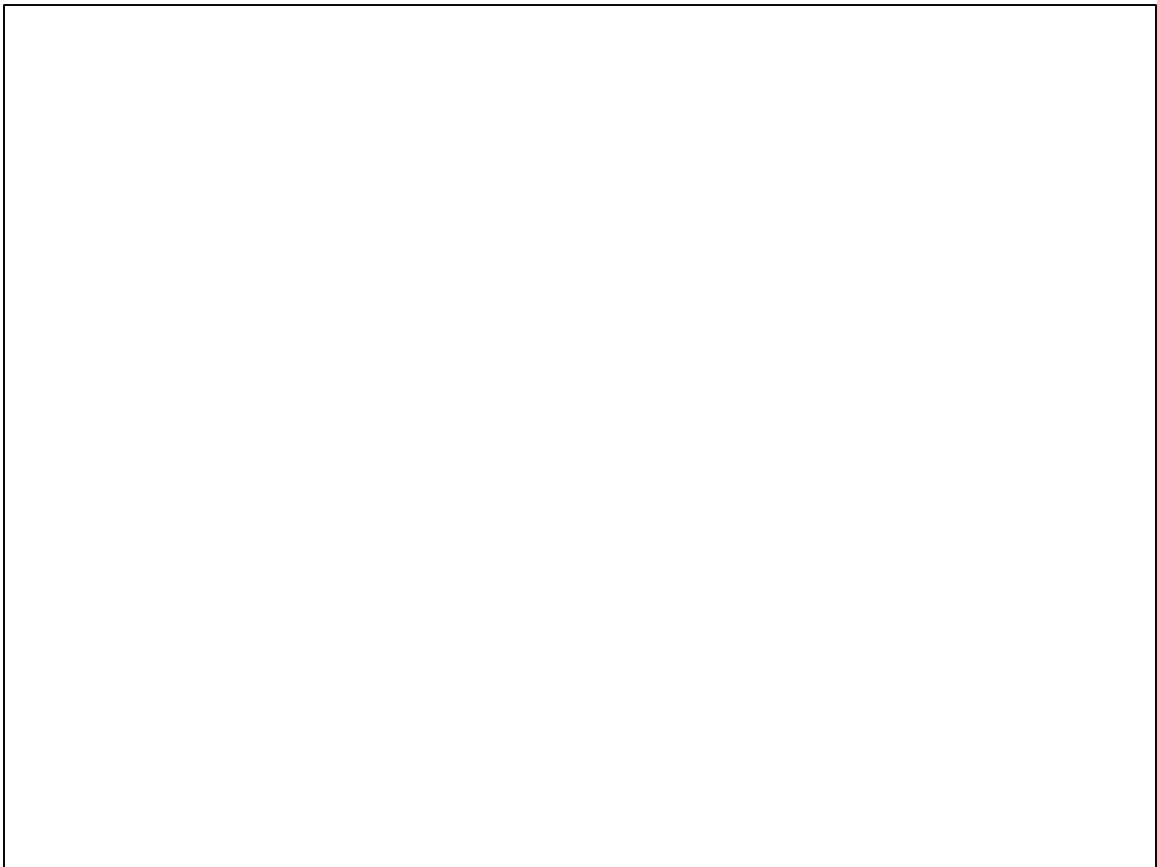
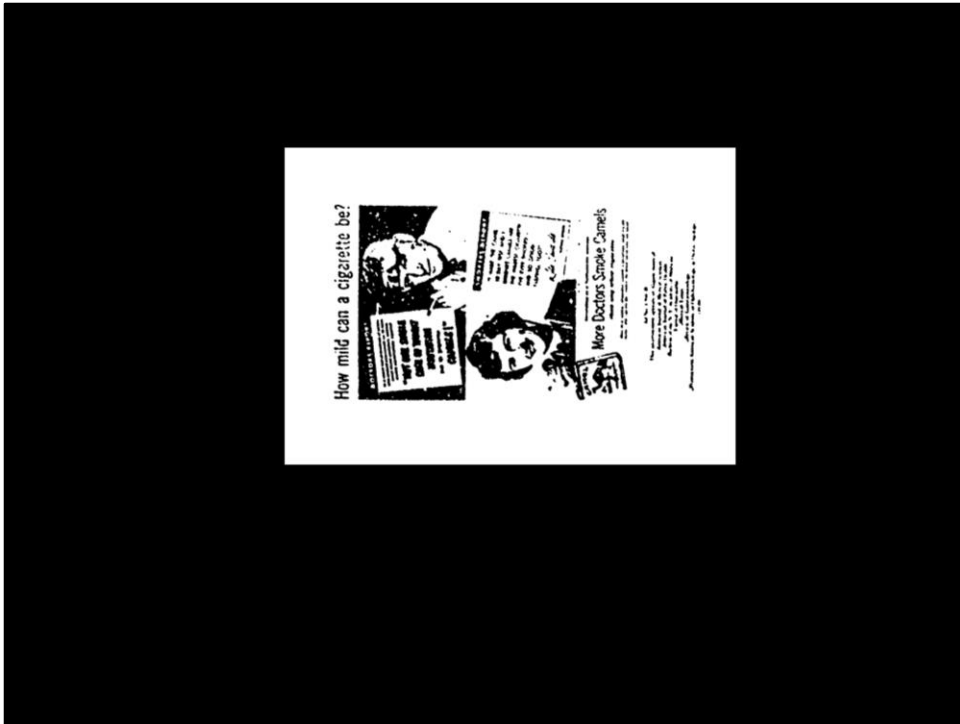


Camel

— Costlier Tobaccos

Ad No. 1-1970A
This advertisement appears in:
Journal of American Medical Association—Nov. 14, 1912 - *THE J.*, 1912
New England Journal of Medicine—Nov. 19, 1912 - *THE N.*, 1912
New York State Journal of Medicine—Nov. 15, 1912 - *THE N.*, 1912
(1947)


510239 7815



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!

The advertisement at left was published in the company owned by the makers of KENT cigarettes.



For the greatest protection of any filter cigarette

KENT

with exclusive MICRONITE Filter

THIS ADVERTISEMENT WAS BASED ON RESEARCH REPORTED IN TWO ISSUES OF THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION. THESE ISSUES WERE VOL. 152, NO. 10, PAGES 917-920; AND VOL. 154, NO. 8, PAGE 678, WHERE YOU MAY BE INTERESTED IN READING THE FULL REPORTS.

Leading newspapers carried the story of these same tests in their editions of February 19 and 20.

KENT, of course, was not mentioned by name in any of the American Medical Association's tests or reports. We have been told that The American Medical Association does not endorse any products in this field. But the type of filter that proved most effective in the tests is a type that is used only by KENT, as stated in the advertisement above.

Special Note to Cigarette Smokers:
Smokers who desire the greatest protection for their lungs should use only KENT, the only filter cigarette to use the exclusive MICRONITE Filter. The MICRONITE Filter is a special type of filter that is made of a special material that is designed to remove the most harmful tar and nicotine from the smoke.

92616417

P. Lorillard Company MAKERS OF KENT 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 of leading hospitals.
Yes 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" designated trademarks of W. D. & H. W. Co.

THIS ADVERTISEMENT was based on research reported in two issues of The Journal of the American Medical Association. These issues were Vol. 152, No. 10, pages 917-920; and Vol. 154, No. 8, page 678, where you may be interested in reading the full reports.

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80952758

J. Lorillard Company

MAKERS OF KENT CIGARETTES

Physiological test
compares **Kent's**
"Micronite" Filter with other cigarette filters



To compare the efficiency of various filters as they affect physiological responses in the cigarette smoker, deep surface skin temperature at the last phalanx was measured.

Using well-established procedures, the subject smoked conventional filter cigarettes and the new KENT with the exclusive "Micronite" Filter.

For every other filter cigarette, the drop in temperature averaged over 6 degrees. For KENT's Micronite Filter, there was no appreciable drop.

These findings confirm the results of other scientific measurements that show these lack ordinary cotton, cellulose or crepe paper filters remove a small but ineffective amount of nicotine and tar; KENT's Micronite Filter approaches 7 times the efficiency of other filters in the removal of nicotine and tar and is virtually twice as effective as the next most efficient cigarette filter.

Thus KENT, with the first filter that really works, gives the one smoker out of every three who is susceptible to nicotine and tar the protection he needs . . . while offering the satisfaction he expects of fine tobacco.

For these reasons, smokers have made the new KENT the most popular new brand of cigarette to be introduced in the last 20 years.

If you have yet to try the new KENT, may we suggest you do so soon?

Takes out up to 7 times more nicotine and tar than other filter cigarettes



There's no

Some questions about filter cigarettes
that may have occurred to you, Doctor
and their answers by the makers of **Kent**

Q: What materials are used in cigarette filters?

A: Until just recently, cellulose, cotton or crepe paper were the only materials used in cigarette filters.

Now, after long search and countless experiments, KENT's Microsize Filter has been developed. It employs the same filtering material used in atomic energy plants to purify the air of minute radio-active particles.

Q: How effective are these cigarette filters?

A: Scientific measurements have proved that cellulose, cotton or crepe paper filters do not take out a really effective amount of nicotine and tar.

However, these same tests also have proved that KENT's exclusive Microsize Filter approaches 7 times the efficiency of other filters in the removal of tar and nicotine and is virtually twice as effective as the next most efficient cigarette filter.

Q: Do physiological reactions to filter cigarettes differ?

A: The drop in skin temperature occurring at the finger tip induced by filtered cigarette smoke was measured according to well-established procedures.


For conventional filter cigarettes, the drop was over 6 degrees. For KENT's Microsize Filter, there was no appreciable drop.

Q: Does an effective cigarette filter also remove the flavor?

A: KENT's Microsize Filter . . . the first cigarette filter that really works . . . lets smokers enjoy the full pleasure of a really fine cigarette, yet gives them the greatest protection ever from tar and nicotine.

In less than a year's time, the new KENT has become so popular it outsells brands that have been on the market for years.

takes out up to 7 times more nicotine and tar—leaves in full, rich tobacco flavor.



"KENT" AND "MICROSIZE" ARE REGISTERED TRADEMARKS OF R. LOVELL COMPANY
JAMA 1953

Here's what throat specialists
reported about Camel Mildness—



In a recent coast-to-coast test, hundreds of men and women smoked Camels—and only Camels—for 30 consecutive days. They smoked on the average of one or two packs a day. Each week throat specialists examined the throats of these smokers, a total of 2470 careful examinations, and reported

“NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS”



Money-Back Guarantee!

Try Camels and test them as you smoke them. If at any time you are not satisfied that Camels are the mildest cigarette you've ever smoked, return the unsmoked cigarettes with the unopened Camels and we will refund your purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

According to a nationwide survey:

MORE DOCTORS SMOKE CAMELS
than any other cigarette

Doctors smoke for pleasure, but And when they smoke they smoke Camels. Camels are the mildest cigarette you've ever smoked. Return the unsmoked cigarettes with the unopened Camels and we will refund your purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

