

You've coughed up long enough, baby.

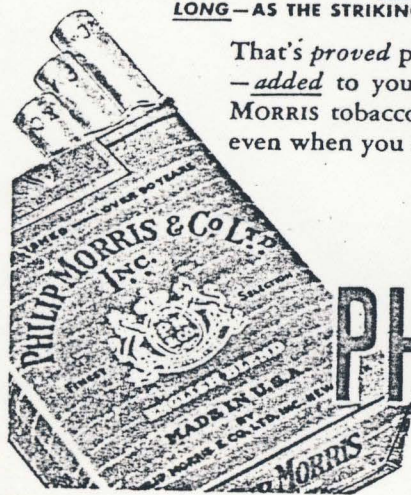
# SMOKING MEANS INHALING - INHALING MEANS YOU NEED

*what PHILIP MORRIS alone provides!*

All smokers sometimes inhale. But—your throat needn't know it. Here's a vital difference you may not know exists. Eminent doctors compared the leading favorite cigarettes ... found and reported that:

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

That's proved protection—exclusive with PHILIP MORRIS—added to your enjoyment of the finer-quality PHILIP MORRIS tobaccos. No worry about throat irritation ... even when you do inhale!



## CALL FOR PHILIP MORRIS

**AMERICA'S FINEST  
CIGARETTE**

APRIL 11, 1942

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"WHAT'S UP, DOC?"

"Yes, Virginia, it is a lung cancer." We hope you and your family will never hear similar words from your doctor. But the principal product being pushed here tonight is cigarettes--not just women's tennis--and this year alone cigarette-smoking will lead to 90,000 lung cancer victims. You're bound to meet one.

It shouldn't take a group of doctors to tell you cigarettes are a real r.i.p.off You already know that. But Philip Morris, which once tried to make you think that even doctors endorsed their poison, now just wants you to light up, watch the tennis matches, and forget about the bad news we've learned about smoking.

The best advertising is the kind you don't even realize is advertising. And Philip Morris is betting you won't even think twice about the real purpose of the Virginia Slims Tennis Circuit, because they've decided not to include the Surgeon-General's serious health warning. Think anyone who smokes can play good tennis?

It's time to start hacking back at the pushers of this country fresh arsenic. We wish we could prevent cigarette smokers from coming down with emphysema, lung cancer, and heart attacks in epidemic numbers. But the truth we see every day in the hospital isn't as pretty as one of those billboard or magazine ads for cigarettes. So DOC is here to put in a word for good health--because Philip Morris' Virginia Slims won't let you have it. Tennis and smoking don't mix.

DOC--Doctors Ought to Care/ 2121 N. Bayshore Dr. #714, Miami, Fla. 33137 (Inc.)

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a non-profit, educational organization of concerned citizens

