



Morning view of Mrs. Dye conveying her older wards to school. At noon she brings them home for lunch, calls for them again when school is dismissed.



Toys are fun and help children to learn to use their hands. Left to right, Bobby Keeney, Billy Meyers, "Skipper" Hathorne and Jackie Allen build airplanes.



"Darling, I'm so glad to see you!" exclaims Mrs. Francis Stroh, greeting daughter. Mother's had a hard day at the office, daughter a soft one at Gale Manor.

## Smoking Less—or Smoking *More*\*?

\*Govt. figures show all-time smoking peak

*You're SAFER smoking PHILIP MORRIS!*

**This is the cigarette scientifically proved less irritating to nose and throat.**

Eminent doctors... in medical journals... report that:

**When smokers changed to PHILIP MORRIS—every case of irritation of the nose or throat—due to smoking—cleared up completely or definitely improved!**

NOTE: We do not claim curative power for PHILIP MORRIS —**BUT**—here's real proof that they are less irritating...

**FINER PLEASURE... PLUS REAL PROTECTION**

WORKING HARDER—probably smoking more—and wisely changing to PHILIP MORRIS!

### CALL FOR PHILIP MORRIS

America's **EINEST** Cigarette



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