



"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



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**

CALL FOR PHILIP MORRIS

