THE BIG ADVANTAGE
in smoking
PHILIP MORRIS
They're proved less irritating to the nose and throat...and every puff is finer-tasting!

HERE'S why you'll find in a Philip Morris a lot more smoking-enjoyment.

First, in laboratory research, Philip Morris were proved definitely and measurably less irritating.

But that's not all! In addition, the findings of a group of distinguished doctors prove that:

WHEN SMOKERS CHANGED TO PHILIP MORRIS, SUBSTANTIALLY EVERY CASE OF IRITATION OF THE NOSE OR THROAT DUE TO SMOKING CLEARED UP COMPLETELY OR DEFINITELY IMPROVED!

Full reports of these findings appeared in leading medical journals.

No contrary evidence is claimed for Philip Morris.

BUT—this impartial evidence proves clearly that Philip Morris are far less irritating—sager—for the nose and throat!

BUY MORE BONDS...AND HOLD THEM!

CALL FOR
PHILIP MORRIS
America's Finest Cigarette

Father John's Medicine for Coughs due to Colds

Sooths Sore Throat Irritation Used 83 Years

MEN'S NEW
CONFORMER PAJAMAS

3.90

The new Conformer pajamas offer new comfort because they are designed to move when the wearer moves. Big Tucker footstool provides when the wearer sits, plenty. Extra comfort in every night. Comfort and variety in one.