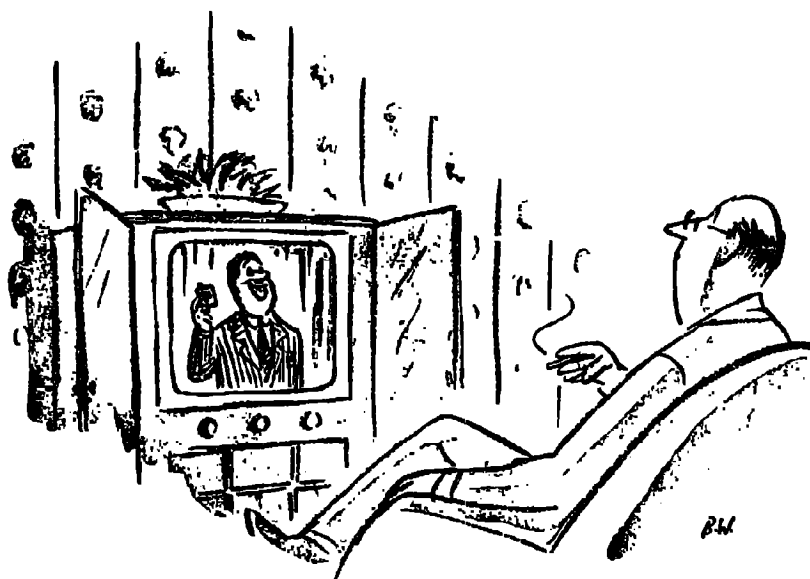


THE NEW YORKER
January 30, 1954



*"And, friends, impartial tests show that Coronado cigarettes
are less harmful to mice than any other brand."*