

Leading Nose
and Throat Specialists
Suggest...



"Change to
PHILIP MORRIS!"

HERE'S WHY:

Because PHILIP MORRIS is the ONLY cigarette proved definitely far less irritating . . . top-ranking nose and throat specialists suggest PHILIP MORRIS to their patients in cases of irritation due to smoking.

Remember! LESS IRRITATION MEANS MORE ENJOYMENT . . . the perfect enjoyment in PHILIP MORRIS of the fine flavor and aroma of the world's choicest tobacco.

Yes! If every smoker knew what PHILIP MORRIS smokers know, they'd all change to PHILIP MORRIS . . . America's FINEST Cigarette!



CALL FOR PHILIP MORRIS

