PHILIP MORRIS challenges any other leading brand to suggest this test.

HUNDREDS OF THOUSANDS OF SMOKERS, who tried this test, report in signed statements that PHILIP MORRIS is definitely LESS IRRITATING, DEFINITELY Milder!

PROOF:

1. Light up a PHILIP MORRIS and take a deep, drawn-out puff—is there any weed smoke in your nose. Easy, isn't it? And now?

2. Light up your present brand. Do exactly the same thing. Does it burn? Notice that first drip? Quite a difference from PHILIP MORRIS!

Other brands merely make claims—but PHILIP MORRIS invites you to compare, to judge, to decide for yourself.

Try this simple test. We believe that you, too, will agree.

PHILIP MORRIS is, indeed, America's FINEST Cigarette!

NO CIGARETTE HAS EVER

means MORE SMOKING PLEASURE!

CALL FOR YOUR PHILIP MORRIS

WHISPER THE NEWS!