Dear Sir:

Tuesday, January 8, 1962

How many times a day do you hate?

50? 100? 200?

If you’re an average smoker, the right answer is over 200!

Yes, 200 times every day your nose and throat are exposed to irritation.

200 GOOD REASONS WHY YOU’RE BETTER OFF SMOKING PHILIP MORRIS!

PROVED definitely milder. . . . PROVED definitely less irritating than any other leading brand. . . . PROVED by outstanding nose and throat specialists.

PROVED by large-scale tests conducted by the U.S. Public Health Service and the National Bureau of Standards.

WINTER WONDERLAND

a superb sport experience, and 60 days of exciting winter sport action. Ticket now on sale at 25c. Includes: transportation, railroad and 7-day hotel in Stowe. Nov. 29 to Dec. 20. Write for reservation.

EXTRA! ATTENTION ALL COLLEGE STUDENTS

Every Sunday Evening over CBS

THE PHILIP MORRIS PLAYHOUSE

Presents outstanding college student

Featuring Philip Morris stars in

in the PHILIP MORRIS Intercollegiate Acting Competition

LISTEN FOR PHILIP MORRIS

SALE

MEN'S SHIRTS

DUNSTEN ST. OXFORD

Button-down collar, White or Blue

NOW $1.99

Regularly $2.99

BRATTLE ST. BROADCLOTH

Regular collar. White only

NOW $2.98

Regularly $3.95

MEN'S PAJAMAS

BRATTLE ST. BROADCLOTH

Regular sizes and extra long

NOW $3.98

Regularly $4.95

THE TECHNOLOGY STORE