EMPIOVEASTO SNE NONEY BYEWRATMG

# HOW LEADING CIGARETTES 

# COMPARE_HINDINGS OF 

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This is authoritative, strictly scientific reference material on the leading brands of cigarettes smoked by the.American public.

## FOR THE PUBLIC-

Laboratory findings may be summed up-for the public-in this statement:

On comparison, the four other teading
cigarettes averaged more than three times asirritant-vith irritant effects lasting more than five times as long-as the strikingly contrasted Philip Morris.
The series of separate and independent clinical findings may be summarized thus:

When smokers changed to Philip Morris, every case of irritation of nose or throat, due to smoking, either cleared up com. pletely, or definitely improved.
It is upon this basis of scientifically proved superiority for the nose and throat that we advise smokers.to...


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