## Che zaily Cat 罪eel



Take The 'C' Out

## The Daily Princetonian

Next Victim


## on the Carolina FRONT

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Rolling Stones
by Don Moynord

The Editor's Mailbox


Robertson Soys Sign The Pefition
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Moore Or Less

# WE DARE ri <br> EM <br>  

## PHILIP MORRIS challenges

 any other leading brand to suggest this restHUNDREDS OF THOUSANDS OF SMOKERS, who tried this test, report in signed statements tha PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER

1.
. Llight up a PHILP Morkis
2.

 Other brands merely make claims-but Philip Morris invites you to compare, to judge, to decide for yourself. Philip Morris is, indeed, America's FINEST too, will agree

## NO CIGARETTE HANGOVER

means MORE SMOKING PLEASUREI


