Thursday, December 4, 1952

D R C LIBRART

The Daily Tar Heel Page Three



FOR A LONG TIME we've suspected fads and screwball styles. But he that today's college man would does go for smartness, good workno longer "gladly die for dear manship ... and above all, value. old Siwash." Neither does he play That is why we believe you'll like ukuleles and sing "Alma Mater" the new selection of sportshirts by at the drop of a beanie.

We believe, too, that when it qualities, plus a distinctive air that comes to sportshirts the college sets them above the ordinary shirt. man is no different from his older So ask for Manhattan ... the brother in town. He doesn't go for college man's sportshirt.

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JACK LIPMAN'S "Serving the College Man Since 1924"

"I always smoked Chesterfields in college just like my friends" says New York secretary, Elizabeth Lydon, "and here in New York it seems like almost everyone smokes them."

Elizabeth Lydon DUKE '51

AND NOW- CHESTERFIELD FIRST **TO GIVE YOU SCIENTIFIC FACTS** IN SUPPORT OF SMOKING

A responsible consulting organization reports a study by a competent medical specialist and staff on the effects of smoking Chesterfields. For six months a group of men and women smoked only Chesterfield-10 to 40 a day-their normal amount. 45 percent of the group have smoked Chesterfields from one to thirty years for an average of ten years each.

At the beginning and end of the six-months, each smoker was given a thorough examination including X-rays, and covering the sinuses, nose, ears and throat. After these examinations, the medical specialist stated . . .

"It is my opinion that the ears; nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

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