

Peter Benson

Washington University in St. Louis

"The Pharmaceuticalization of
Tobacco: Philip Morris, Ethical
Variability, and Health Cigarette
Myths"

FRIDAY OCTOBER 17
12:00 P.M.

HAGSTRUM ROOM, University Hall 201
1897 Sheridan Road, Evanston Campus

**Be WISE
About
KING
SIZE**

ESTABLISHED — OVER 100 YEARS
PHILIP MORRIS
KING SIZE
SELECTION
PHILIP MORRIS
CIGARETTES
IN U.S.A.
BY CO. (INC.) NEW YORK

Ask yourself...
Do you have *all* this with
your *present* cigarette?

- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment

If you answer "NO" to ANY of these questions—
IT'S TIME TO CHANGE TO PHILIP MORRIS!

Thousands are switching to PHILIP MORRIS King Size® because this King
gives them every good thing they want in a cigarette.
That's why... it's time for you to change to PHILIP MORRIS. Your taste can tell...
your throat can tell that PHILIP MORRIS King Size
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