

The 2008-2009 Klopsteg Seminar Series in  
SCIENCE IN HUMAN CULTURE presents:

# 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

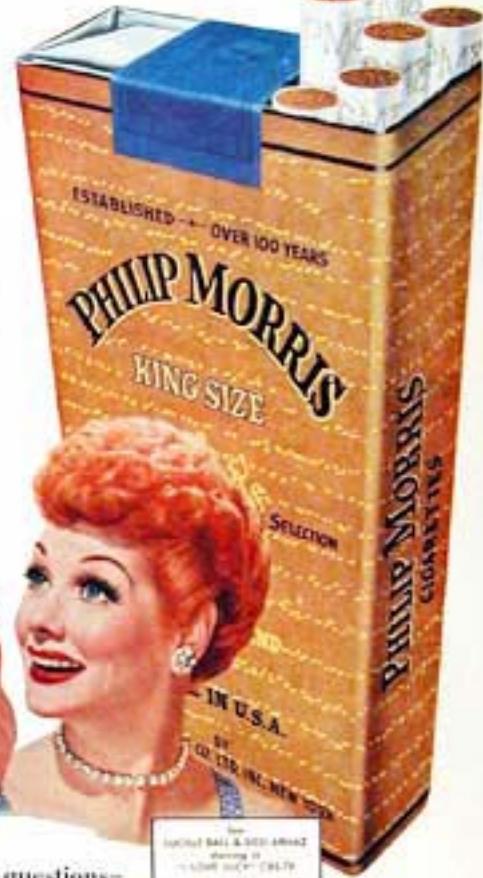
Be WISE  
About

# KING SIZE

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 will tell... join those who tell that PHILIP MORRIS, King Size or Regular, is America's finest cigarette.



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