



A victim of collision on the open sea  
Nobody ever said that life was free  
Sank, swam, go down with the ship  
But use your freedom of choice

Ill say it again in the land of the free  
Use your freedom of choice  
Your freedom of choice

In ancient rome there was a poem  
About a dog who found two bones  
He picked at one  
He licked the other  
He went in circles  
He dropped dead

Freedom of choice  
Is what you got  
Freedom of choice!

--DEVO

# FREEDOM OF CHOICE

Decision Making

# Food for Thought

- A bat and ball cost \$1.10 in total. The bat costs \$1.00 more than the ball. How much does the ball cost? \_\_\_\_\_ cents
- If it takes 5 machines 5 minutes to make 5 widgets, how long would it take 100 machines to make 100 widgets? \_\_\_\_\_ minutes
- In a lake, there is a patch of lily pads. Every day, the patch doubles in size. If it takes 48 days for the patch to cover the entire lake, how long would it take for the patch to cover half of the lake? \_\_\_\_\_ days



Born gentle

**P**ROUD mothers, please begin as if you feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the fresh unflavored flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

**New Philip Morris...gentle for modern taste**

# How We Think

## □ Reflective System

- The more deliberate and self-conscious system of thinking
- Your conscious thought

## □ Automatic System

- Rapid and instinctive, it does not involve what we usually associate with the word thinking
- Your gut reaction or intuition
- Gut feelings can be quite accurate, but we often make mistakes because we rely too much on the Automatic System



*Smoke a **LUCKY**  
To feel your **LEVEL** best!*

Lucky! The tobacco picks you up when you're low... when you sleep when you're tired... gets you on the lucky level! That's why it's so popular. It's because that Lucky Strike Meant Fine Tobacco is still the top light choice. It's made from independent tobacco experts—tobacco, leaves and manufacturers—make Lucky regularly. Here, the real one feeling Lucky! Get a taste of Lucky today!

**L.S./M.F.T. - Lucky Strike Meant Fine Tobacco**

So smooth, so firm, so fully packed... so free and easy on the throat.