

How America's largest cigarette manufacturer has accomplished "the Impossible" by producing a MILD cigarette that SATISFIES. It is the CHESTERFIELD Cigarette

ALMOST anybody can make a cup of office. But there are said to be not over a half-dozen restaurants in the United States where they know now to make it right.

Similarly, almost anyone can make a garette. Just roll up some tobacco in a acc of pure paper—and there you are.

There are, perhaps, over 800 brands of cigarettes sold in this country today. But not one of them does what Chesterfields do For Chesterfields are MILD; and yet they SATISFY.

Some eigarettes may be mild, but they don't satisfy. Only one cigarette does ROTH—Chesterfield!

This truly unique elgarette has all of that refreshing taste; delicacy (or mildness) which any good eigarette must have. Yet, without sacrificing any of this delightful mildness, Chesterfields go one step further—they alo more than merely "please your taste"—they let you know you've been smoking. They satisfy!

And yet they're mild! ~

A Step Forward in Cigarette - Making

WE are proud to be the firm that has

This eigarette is an outgrowth of ag, carnest effort on the part of this, c largest eigarette manufacturing contain the United States.

The mild, yet satisfying Chesterfeld blend is not the result of happy chance. It is one of the results of our many years of cigarette experience—of the heavy volume of our purchases of cigarette to-bacco—of the préstige and advantage these enormous purchases give us in securing the choicest leaf from the tobacco fields of the world.

Chesterfields are an achieve

A New Thing for a Cigarette to Do

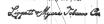
CHESTERFIELDS do the one thing you have always wished a ciga would do—they satisfy!

Smoke them and we believed that ordinary eigarettes imparison almost that.

Give Chesterfields (20 for 10 cer a trial. We believe you will be glad to learn what they can teach you about cigarette enjoyment.

You have been reading here some rather unusual, almost daring, statisments about a cigarette. If Chestoricilis were an untried cigarette—if we had not been observing their behavior in other cities—if we did not KNOW that they make good with insolvers, we could not afford to back these statements to you over our signature.

But these statements, strong as the are, can mean little or nothing to you until you have actually smoked your irst Chesterfield.



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Playground Workers and Story Tellers for the Children A VACATION AT OUR VERY DOORS

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