We’d rather have a Chesterfield
and now we’ll tell you why...“Three mighty
good reasons!“MILDER”—smoke as many as you like!
That’s what every Chesterfield smoker
knows... and it’s not hard to prove,
either. Just try this blend of milder, ripper
cigars!“TASTE BETTER”—you’ll like as many
as you smoke! That’s what more smokers
are learning every day. Not over-sweet-
ened, but just sweet enough for constant
enjoyment. The mild, rich flavor of the
finest Turkish and Domestic tobaccos.“THY SATISFY”—in every way! The
tobacco, the paper, the package... every-
thing about Chesterfield is the best that
money can buy or that science knows about!

GOOD... they’ve got to be good!

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