"Choosey" People like the way they TASTE...

It's just what you'd expect. People who enjoy the good things of life...are constantly looking for something better to eat and drink...and smoke.

In cigarettes this better taste can come only from finer ingredients. Chesterfields are more satisfying to the cultivated palate. For one thing, there's never any attempt to skimp on Turkish leaf.

These richly flavored Turkish tobaccos are added with a generous hand.

In fact Chesterfield's new way of mingling tobacco flavors and aromas is really the equivalent of an entirely new kind of tobacco...one that combines the best qualities of Turkish and fine Domestic leaf.

Perhaps you've noticed too, that the paper in Chesterfields is whiter...purer. It burns without taste or odor.

Smoke Chesterfields whenever you like...they're mild and pure. They'll never tire you as an over-sweetened cigarette might easily do. Light up and see for yourself. They satisfy!

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