People know it..

Chesterfields are Milder

WHEN you ask a Chesterfield smoker why that's his brand — he generally comes right out flat-footed and says... “It's because They're Milder!”

So we're going to keep on doing everything we know how to keep them that way.

That's why we look for and buy the mildest and ripest tobaccos we can get.

We believe that the quality of the tobacco... and the quality of the paper it's rolled in, have a lot to do with the even-drawing, mild smoke that people enjoy in Chesterfields.

We can bank on this... every method known to science is used to make Chesterfield a milder, better-tasting cigarette that satisfies.

Chesterfield Radio Program — Every night except Sunday, Columbia coast-to-coast Network.

THE TECH

PARTS OPEN IN

DRAMASHOP PLAY

(Continued from page one)

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