We tell you that Chesterfield Cigarettes are made of mild, ripe tobacco. We've told you about the paper—that it's pure and burns right, without taste or odor.

We have said that Chesterfields are made right. The tobaccos are aged, then blended and cross-blended, and cut into shreds the right width and length to smoke right.

These things are done to make what people want—a cigarette that's milder, a cigarette that tastes better—

a cigarette that satisfies.

You can prove what we tell you about Chesterfield.

May we ask you to try them—

that would seem to be fair enough.