SMOKERS BY THE THOUSANDS

NOW CHANGING TO CHESTERFIELD

the ONLY cigarette ever to give you...

PROOF OF LOW NICOTINE
HIGHEST QUALITY

The country's six leading cigarette brands were analyzed—chemically—and Chesterfield was found low in nicotine—highest in quality.

A PROVEN RECORD
with smokers

Again and again, over a full year and a half's group of Chesterfield smokers have been given thorough medical examinations... the doctor's reports are a matter of record. "No adverse effects to the nose, throat and sinuses from smoking Chesterfield." A responsible independent research laboratory supervises this continuing program.

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