

So we're going right on making Chesterfields just as we always have ... selecting choice, ripe tobaccos ... ageing them ... blending and

When you see Niagara Falls on the package, you KNOW you have Shredded Wheat.

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SHREDDED WHEA

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You GET your money's worth when you order Shredded Wheat. It's all of Nature's great energizing food :: whole wheat. Nothing added, nothing taken away. Just golden brown bis-

cuits of whole wheat, ready-cooked, ready to eat, delicious and easy to digest. A treat you'll never tire of; a well-balanced meal with milk or cream and fresh or preserved fruit. And a sustaining meal that will help you SAVE MONEY! At all campus eating places.

THE NATURAL ENERGY FOOD MADE BY NATIONAL BISCUIT COMPANY Uneeda Bakers. into cigarettes in the most scientific ways that are known.

As long as we do these things we know that smokers will continue to say, "They Satisfy". For that's what people *are* saying about Chesterfields.

cross-blending them...making them

If you smoke, why not find out about them? A package or two will tell you the whole story.

Jhesterfield

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S 1933, LIGGETT & MYERS TOBACCO CO

THEY'RE MILDER -

THEY TASTE BETTER