

COMPARE CHESTERFIELD WITH ANY OTHER CIGARETTE!

BEFORE YOU SMOKE THEM ...you can tell Chesterfields will smoke milder, because tobaccos that <u>smell milder</u> <u>smoke milder</u>.

AFTER YOU SMOKE THEM ...you have no unpleasant after-taste.

WHILE YOU SMOKE THEM you get more pleasure than any other cigarette can give you - that's why millions of smokers say: THEY SATISFY.



HESTERFIELD LEADING SELLER IN AMERICA'S COLLEGES