

A woman in a nautical outfit, including a white sailor's cap and a blue and white striped jacket, stands on a large pack of Chesterfield cigarettes. She holds a large white flag with a red border that says "They Satisfy" in blue cursive. The background is a tropical beach scene with a boat and palm trees.

They Satisfy

Discovered
...a new pleasure
in smoking

You too will find more pleasure
in Chesterfield's refreshing
mildness and satisfying taste.

That's why smokers every-
where are now saying ...

*"More pleasure than any
cigarette I ever tried*

They Satisfy"

