

*The
Order of the Day ... Chesterfields
for MORE PLEASURE*



*This new uniform
is now the order of
the day for dress in
the U. S. Army.*

*... and everywhere
every day, the order of the
day among smokers is that
up-to-the-minute pack of
Chesterfields.*

*Chesterfield's refreshing
mildness, better taste and
more pleasing aroma give
more pleasure to more
smokers every day.*

*They Satisfy
..millions*