Of all the ways in which tobacco is used, the cigarette is the mildest form.

You know, ever since the Indians found out the pleasure of smoking tobacco, there have been many ways of enjoying it. But of all the ways in which tobacco is used, the cigarette is the mildest form.

Everything that money can buy and everything that Science knows about is used to make Chesterfields. The tobaccos are blended and cross-blended the right way—the cigarettes are made right—the paper is right.

There are other good cigarettes, of course, but Chesterfield is the cigarette that's milder the cigarette that tastes better.