## Store Chats


$I_{\text {keep coming back }}$ to that word "balanced" on the back of the Chesterfield package
 Heanecting is out of balance -topWhat you read. "Chesterficld Gigaretes
 ammounis of the right kinds of tobaceca are baccoo, ,the re right kind, the re righ quantitare hlended and cros-sbended with tobaccos frum Turkev and Grecee.
When lhese tobacecos are lalanced one yganina the other: then you have a mild
When
When they are in balance, then you have a better-tasting cigarette.
 May; we ant jou to try Chesereffechld?

CDAY'S Sons Chespertield

A Balanced Blend

