



"THERE'S ONE THING
I CAN ALWAYS COUNT ON
WITH CHESTERFIELDS
... THEY SATISFY"

Gary Cooper

STARRING IN PARAMOUNT'S
GREAT TECHNICOLOR PICTURE

"UNCONQUERED"

ALWAYS BUY

CHESTERFIELD



A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING *ABC*
RIGHT COMBINATION • WORLD'S BEST TOBACCOS