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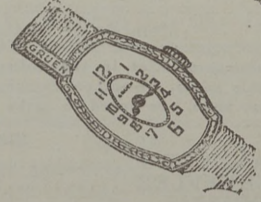
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Here we offer you the greatest watch value—
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Caldwell's Jewelry Store

Whither away, Sir Knight?



There's a knightly warrior, immortalized by Mr. Stephen Leacock, who under the stress of intense excitement "mounted his horse and rode away in all directions." Whether he ever arrived is not recorded.

To us, this giddy hero is a perfect example of how not to make cigarettes. We hold that a cigarette is a smoke, and a good smoke is a blessing, so to that end alone have Chesterfields been ripened, blended and manufactured.

Mild as they are, not a jot of the true, rich tobacco flavor has been lost. When the best tobaccos on the market are bought you can be certain they'll deliver the taste. Chesterfields are as natural as a field of sweet clover; and they satisfy the taste superlatively well, always!

Once a man has checked up on the above pleasant news, there'll be no "riding away in all directions" for him!

CHESTERFIELD

MILD enough for anybody..and yet..THEY SATISFY