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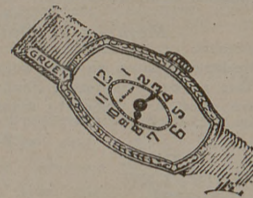
Next Door to La Salle Hotel  
 Bryan, Texas Phone 460

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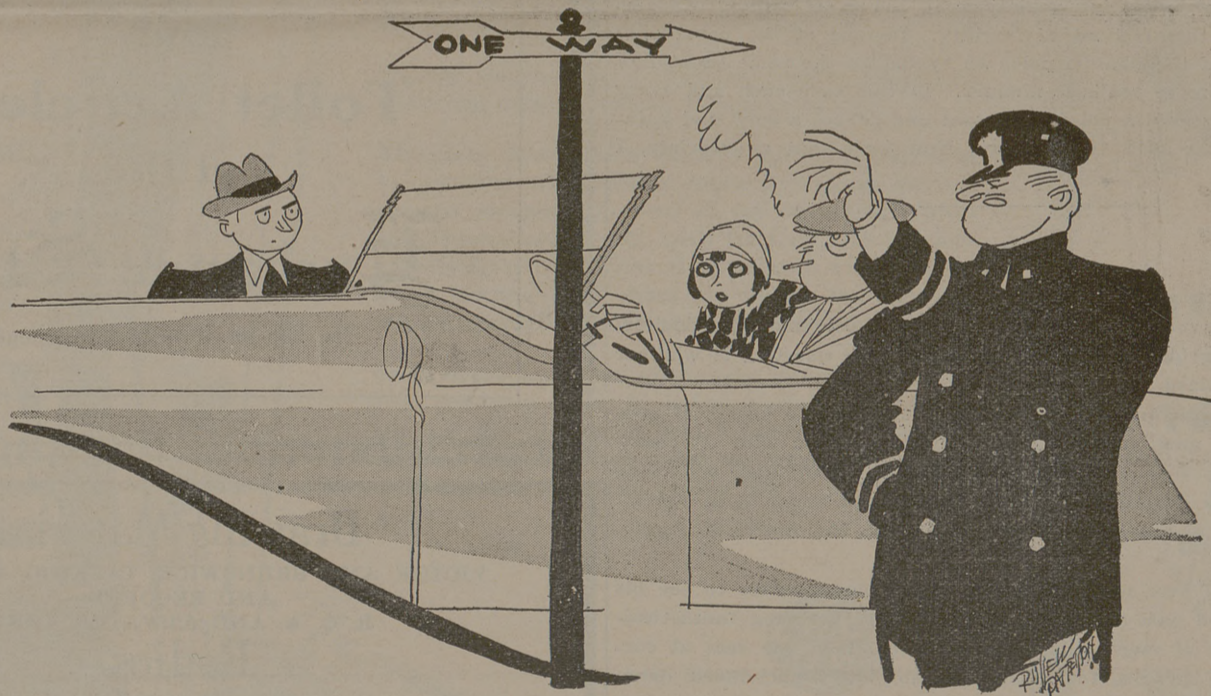
Caldwell's Jewelry Store

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Why one-way Street?



"Well, I'm only goin' one way!" replied the legendary motorist to the amazed John Law. A laudable principle—if applied in the right direction... exactly as our long experience in cigarette making assures us that the only avenue to enduring popularity is a one-way street. All the arrows along Chesterfield's route, from plantation to pocket, point directly to taste. No left turns into insipidity—no de-

tours around the plain duty of good tobaccos—to SATISFY. An overdose of analogy, perhaps, but you get our drift: Chesterfields are mild—but mildness is not overdone; they're never flat. Naturally smooth, aromatic tobaccos are so blended that every last atom of their flavor is delivered to the smoker. Here is that very rare bird, a cigarette that does satisfy.

CHESTERFIELD

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