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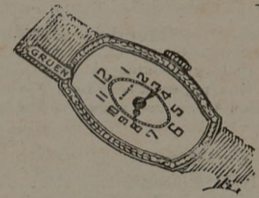
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The story is told that a certain man once importuned a famous financier for a loan involving a considerable amount of money. "I cannot give you the cash," the magnate is said to have replied, "but I'll let you walk arm in arm with me across the floor of the Stock Exchange."

Pardon our enthusiasm, but it's a good deal like that with a man and his cigarette. To be seen smoking a Chesterfield, for example, is to be marked as a gentleman, a scholar, and a judge of good tobacco!

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