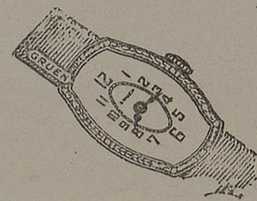

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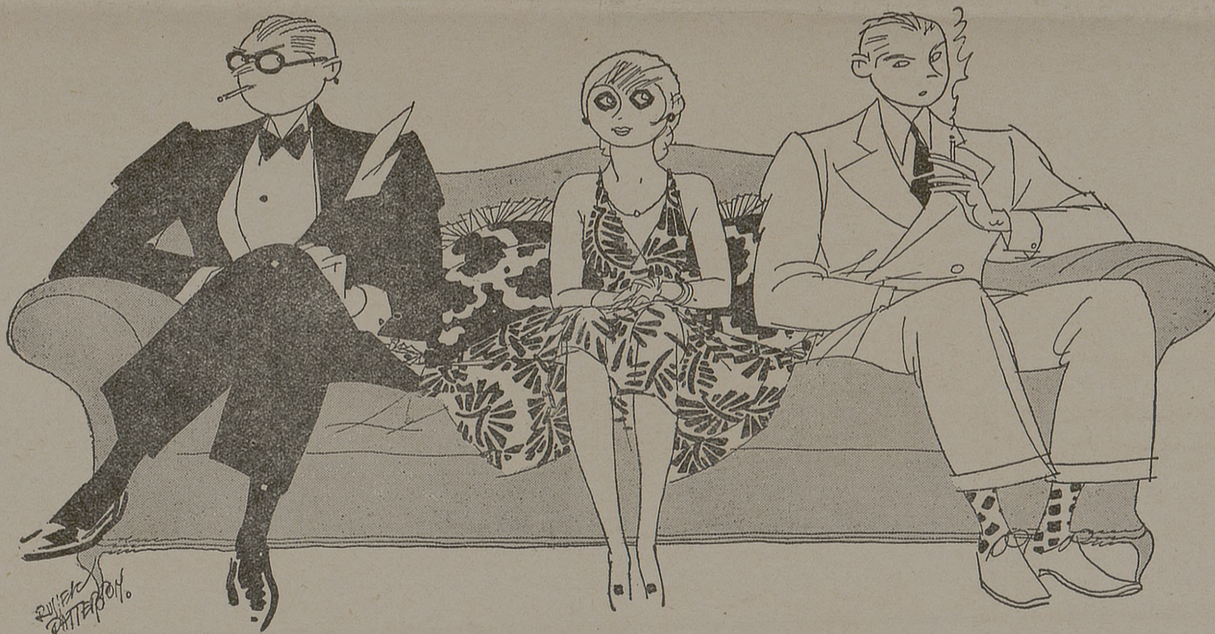
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Beautiful but dumb



We are reliably informed that the above familiar phrase is applied mainly to certain poor dears in whom all the pituitary runs to pulchritude. A gargoyle is "int'restin", at least. Better pick 'em freckled and friendly than lovely but lacking.

And getting our minds back on business . . . innocuous, unmitigated mildness rather palls in a cigarette, too.

Chesterfields are mild, certainly—but "aren't they all"? The point is that Chesterfields are also "int'restin". They *satisfy*—and right there is why they gather in the gang.

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