

I'm no dirt farmer
but I was brought up on a
tobacco farm and I know
mild ripe tobacco...
have a Chesterfield



*Down where tobacco
is grown folks say . . .*

"It's no wonder that so many people
smoke Chesterfield cigarettes.

"To begin with they buy mild ripe
tobacco . . . and then they age it.

"It costs a lot of money . . . but
it's the one way to make a milder, bet-
ter-tasting cigarette."