



1954

Chesterfield - Best For You

"Chesterfield is my cigarette—has been for years. I say . . . much milder Chesterfield is best for me."  
*Peggy Lee*

**Chesterfield is Best for YOU!**

First cigarette to offer **PREMIUM QUALITY** in both regular and king-size

WHEN you are asked to try a cigarette you want to know, and you ought to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:  
*no adverse effects to their nose, throat or sinuses from smoking Chesterfields.*

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

**Enjoy your Smoking!**  
Try Much Milder Chesterfield with its extraordinarily good taste.

CONTAINS TOBACCO OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

1953

Chesterfield is Best For You

No adverse effects on the nose, throat, and sinuses.

**Chesterfield is Best for YOU!**

"Chesterfield is the only cigarette I can speak for, because it's the only one I smoke. I've smoked Chesterfield for 22 years and I recommend you try 'em—They Satisfy—and how!"

*Ed Sullivan*

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**—And First to Present this Scientific Evidence on Effects of Smoking**

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After eight months, the medical specialist reports that he observed . . .

*no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.*

CHESTERFIELD—FIRST and only premium quality cigarette available in both regular and king-size.

CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

**Buy CHESTERFIELD... Much Milder**

1953

Chesterfield is Best For You

After eight months, the medical specialist reports that he observed . . .  
No adverse effects on the nose, throat, and sinuses of the group smoking Chesterfields.

"I smoke **REGULAR** Chesterfield," says Mary Healy  
 "I like **KING-SIZE** Chesterfield," says Peter Lind Hayes

**SMOKE REGULAR OR KING-SIZE CHESTERFIELD...  
 AMERICA'S MOST POPULAR  
 2-WAY CIGARETTE**

**THE QUALITY YOU WANT**  
 No matter which size Chesterfield you buy you get the same premium quality cigarette, and all the flavor and mildness that goes with it! You get the world's best tobacco, selected by Chesterfield buyers with the help of our research chemists... and proven, by actual tobacco tests, to be **highest in quality.**

**THE LOW NICOTINE YOU WANT**  
 Before we buy tobacco for Chesterfields, our laboratories take samples from all over the tobacco country and analyze them for low nicotine content. The extra care pays off in more "tobacco tests," the six leading brands of cigarettes were chemically analyzed. The findings of them all, Chesterfield is **highest in quality—low in nicotine.**

**THE PROOF YOU OUGHT TO HAVE**  
 A group of Chesterfield smokers have been examined by a doctor every two months for almost two years. 45% of them have been smoking Chesterfield, on the average, for well over 15 years. The doctor's examinations show **no adverse effects to the nose, throat and sinuses from smoking Chesterfield.** Consider Chesterfield's record with these smokers — with millions of other smokers throughout America. Chesterfield and enjoy the taste and mildness you want—highest in quality—low in nicotine—best for you!

Enjoy the **TASTE** and **MILDNESS** you want

**CHESTERFIELD  
 BEST FOR YOU**

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1954

# YEARS AHEAD OF THEM ALL



**1. THE QUALITY CONTRAST** between Chesterfield and other leading cigarettes is a revealing story. Recent chemical analyses give an index of good quality for the country's six leading cigarette brands.

*The index of good quality table— a ratio of high sugar to low nicotine— shows Chesterfield quality highest ... 15% higher than its nearest competitor and Chesterfield quality 31% higher than the average of the five other leading brands.*

**2. A Report Never Before Made About a Cigarette.** For well over a year a medical specialist has been giving a group of Chesterfield smokers regular examinations every two months. He reports ...

*no adverse effects to nose, throat and sinuses from smoking Chesterfield.*

**3. First to Give You Premium Quality In Regular and King-size ...** much milder with an extraordinarily good taste—and for your pocketbook, Chesterfield is today's best cigarette buy.



## CHESTERFIELD BEST FOR YOU

1953

**YEARS AHEAD OF THEM ALL**

"I've been a Chesterfield smoker for 7 years and know they're *best for me!*  
Try them yourself."  
*Ben Hogan*  
World's Greatest Golfer

**1 Chesterfield Quality Highest**  
15% higher than its nearest competitor and 31% higher than the average of the five other leading brands...based on recent chemical analyses giving an index of good quality for the country's six leading cigarette brands. The index of good quality table—a ratio of high sugar to low nicotine—shows Chesterfield quality highest.

**2 No adverse effects to nose, throat and sinuses from smoking Chesterfield.** From the report of a medical specialist who has been giving a group of Chesterfield smokers regular examinations every two months for well over a year.

**3 First with premium quality in both regular and king-size.** Much Milder with an extraordinarily good taste.

Don't you want to try a cigarette with a record like this?

**CHESTERFIELD  
BEST FOR YOU**

Chesterfield CIGARETTES  
Chesterfield KING-SIZE CIGARETTES





1953

Chesterfield - Best For You

"Just as I've told you on our Dragnet shows, I smoke two packs of Chesterfields every day . . . much milder Chesterfield is best for me."

Jack Webb

**Chesterfield is Best for YOU!**

CHESTERFIELD contains tobaccos of better quality and higher price than any other king-size cigarette . . . the same as regular Chesterfield.

WHEN you are asked to try a cigarette you want to know, and you ought to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

*no adverse effects to their nose, throat or sinuses from smoking Chesterfields.*

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

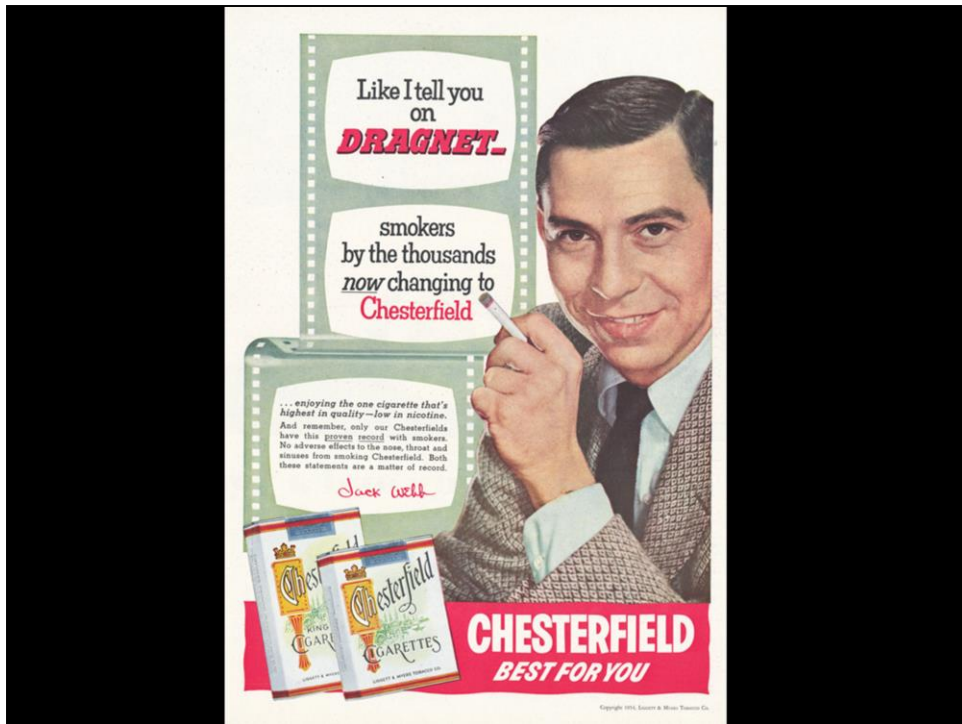
**Enjoy your Smoking!**

Try **Much Milder** Chesterfield with its **extraordinarily good taste.**

CHESTERFIELD—FIRST CIGARETTE TO OFFER SMOKERS PREMIUM QUALITY IN BOTH REGULAR AND KING-SIZE

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**JACK WEBB & BEN ALEXANDER**  
You know them best as Sgt. Joe Friday and Officer Frank Smith—stars of Chesterfield's award winning "Dragnet" on TV and radio. They're now starred in the movie too, in Warner Bros. great new picture "Dragnet".

**WHAT A PAIR!**

**WHAT A BUY!** Chesterfield King Size at the **New Low Price** and Chesterfield Regular

You'll like Chesterfield regular — as Jack Webb does — or King size, like Ben Alexander. Either way, you get the same satisfying mildness, the same wonderful taste, the same refreshing smoke every time. And you get the cigarette proved highest in quality — low in nicotine.

So change to Chesterfield. Enjoy America's favorite two-way cigarette. They satisfy millions — they'll satisfy you.

**TODAY'S CHESTERFIELD IS THE BEST CIGARETTE EVER MADE**

**CHESTERFIELD**  
**BEST FOR YOU**

1950



1954

**Today's CHESTERFIELD is the Best Cigarette Ever Made!**



**"Chesterfields for Me!"**  
*Audrey Dalton*  
The cigarette that gives you proof of highest quality—low nicotine...the taste you want—the mildness you want.

**"Chesterfields for Me!"**  
*Marla English*  
The cigarette with a proven good record with smokers. Here it is. Bi-monthly examinations of a group of smokers show no adverse effects on nose, throat and sinuses from smoking Chesterfield.

**"Chesterfields for Me!"**  
"Thirty years' scientific research goes into this cigarette. I've seen Chesterfield's research laboratories and I've seen how they're made! I wouldn't smoke any other cigarette but Chesterfield!"  
*Bob Hope*

See Paramount's Technicolor hit "CASANOVA'S BIG NIGHT" starring BOB HOPE, with Audrey Dalton and Marla English—all Chesterfield smokers.

Enjoy the **TASTE** and **MILDNESS** you want

**CHESTERFIELD**  
**BEST FOR YOU**

1954

"I've been a two-pack-a-day man for fifteen years and I've found much milder Chesterfield is best for me."  
*Perry Como*

**NOW...10 Months Scientific Evidence For Chesterfield**

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

*no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.*

**MUCH Milder**  
**CHESTERFIELD**  
**IS BEST FOR YOU**

*First and Only Premium Quality Cigarette in Both Regular and King-Size*

CHESTERFIELD CIGARETTES  
KING-SIZE CIGARETTES

CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

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1953

**Today's CHESTERFIELD is the Best Cigarette Ever Made!**

**"Chesterfields for Me!"**  
*Michael O'Shea*  
The cigarette tested and approved by 30 years of scientific tobacco research.

**"Chesterfields for Me!"**  
*Jean Sterling*  
The cigarette with a proven good record with smokers. Here is the record. Bi-monthly examinations of a group of smokers show no adverse effects to nose, throat and sinuses from smoking Chesterfield.

**"Chesterfields for Me!"**  
*Ray Anthony*  
The cigarette that gives you proof of highest quality—low nicotine—the taste you want—the mildness you want.

**Smoke AMERICA'S MOST POPULAR 2-WAY CIGARETTE**

**CHESTERFIELD BEST FOR YOU**





Today's **CHESTERFIELD**  
is the Best Cigarette  
Ever Made!



**"Chesterfields for Me!"**  
*Robin Chandler* President of  
General  
THEY GIVE YOU proof of highest quality—low  
nicotine. So light up—relax—enjoy America's most  
popular two-way cigarette. They Satisfy millions—  
they'll satisfy you.



**"Chesterfields for Me!"**  
*John Payne* actor Prince Lee  
THEY GIVE YOU the taste and mildness you want  
—a really refreshing smoke every time.



**"Chesterfields for Me!"**  
*John Ford* Director of "Seven  
Years Bad Luck"  
THEY GIVE YOU all the benefits of thirty years of  
scientific tobacco research. Chesterfield's laboratories  
are the most modern in the industry.



Enjoy  
the **TASTE** and  
**MILDNESS**  
you want

**CHESTERFIELD**  
**BEST FOR YOU**

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