



New Miracle of Electronics

Scientific miracles never cease. Made the modern way with Accuray



1953

Thanks to the Miracle of Accuray

Put a smile in your smoking.

Greatest Cigarette Improvement in 30 Years*
now brings you Smoother, Cooler Smoking than was ever possible before...

It's the ACCU-RAY®—new miracle of electronic science! And it's a Chesterfield exclusive! With electronic accuracy, Accu-Ray checks and controls the making of your Chesterfield. So for the first time you get it...

Never before—because never possible before—a cigarette measurably smoother... cooler... *best for you!* Only Chesterfield is made the modern way—with Accu-Ray!

So, Put a Smile in your Smoking... buy Chesterfield today! Remember, in the whole wide world, no cigarette satisfies like a Chesterfield.

PERFECT SMOKING COLUMN FROM END TO END



Chesterfield
Made the Modern Way - with *AccuRay*

**Greatest Cigarette Improvement
in 30 Years!**

AccuRay New Electronic Miracle, now
brings you Smoother, Cooler Smoking
than was ever possible before...

Today—discover for yourself what modern science can do to increase your cigarette enjoyment! Try the cigarette made the modern way—with Accu-Ray! With electronic accuracy, Accu-Ray checks and controls the making of your Chesterfield. So for the first time you get a...

You'll marvel at the extra flavor that comes through. Yet because this measurably better cigarette *smokes more slowly*—you enjoy a cool mildness never possible before. From first puff to last, Chesterfield gives you a smoke measurably smoother... cooler... best for you!

So put a smile in your smoking! In the whole wide world, no cigarette satisfies like a Chesterfield!

GET A...
A PERFECT SMOKE—COOL AND SMOOTH—
Chesterfield

PUT A
SMILE IN YOUR
SMOKING!

Chesterfield
Made the Modern Way—with *AccuRay*

BEST FOR YOU!

