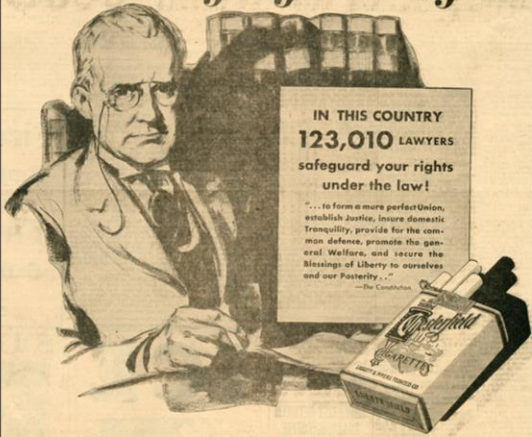


Good - they've got to be good!



**IN THIS COUNTRY
123,010 LAWYERS**
safeguard your rights
under the law!

"... to form a more perfect Union,
establish Justice, insure domestic
Tranquility, provide for the com-
mon defense, promote the gen-
eral Welfare, and secure the
Blessings of Liberty to ourselves
and our Posterity..."
—The Constitution

You can settle this out of court

Every cigarette is its own
best witness. LET CHESTERFIELD
SPEAK FOR ITSELF.

They're Milder... you can
smoke as many as you like.

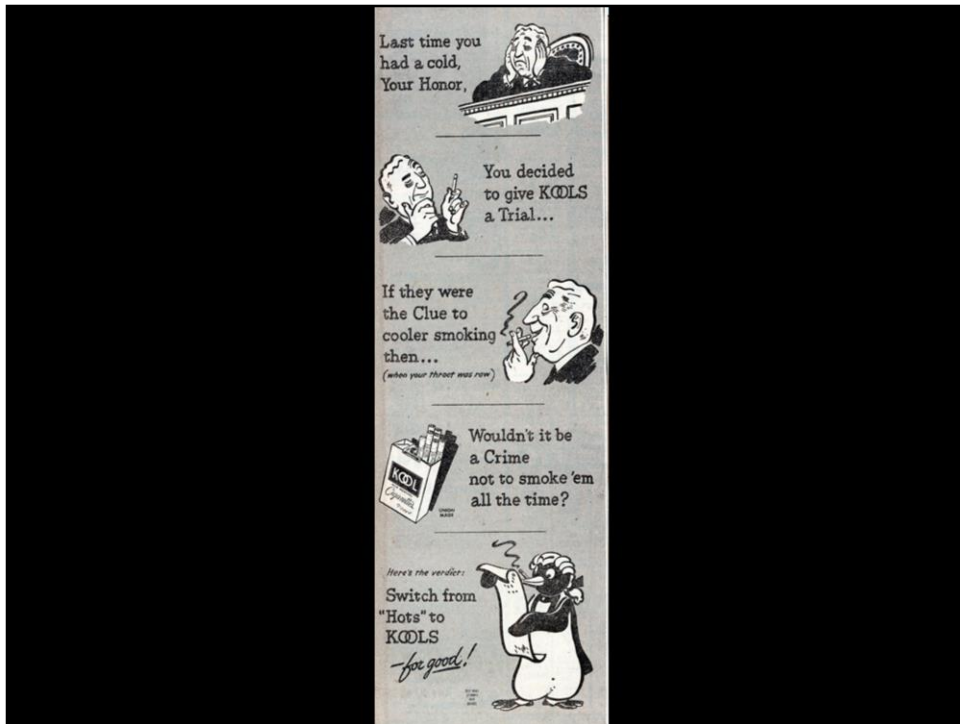
They TASTE BETTER... you
KNOW that the minute you

light up, MILD RIPE TOBACCOES
—the best that money can buy,
aged right, blended right.

PURE CIGARETTE PAPER—the
purest made.

Right there CHESTERFIELDS
rest their case with YOU.

Chesterfield



Judge: "YOUR VERDICT, GENTLEMEN?"

Jury: "WE'RE ALL IN FAVOR OF KOOL'S"

THE nation relives the decision, KOOLs on the first 15 trials. They're so much milder a touch of mild menthol to refresh your throat. Taster, because the fine Turkish-and-American tobacco flavor is fully retained. Easy on lips, don't yell tobacco overtones—they're out-tipped... And a pleasant dividend in the valuable B & W coupon in each pack. (Offer good in U.S.A. only.)

No wonder KOOLs smokers will attest the preference for KOOLs grows and grows. If you haven't made the big discovery, what better time than now? Give your throat a change.

And please remember! Send for the illustrated booklet, *SMOKE A WHOLE NEW TASTE NOW, SAVORABLE, SENSITIVE, MILDLY MENTHOLATED...CORK TIPPED*

Send for FREE booklet, "Beautiful Premiums." Handwritten & illustrated, describes all the many desirable and valuable national advertisements from you get with the B & W coupons marked in KOOLs. (Offer good in U.S.A. only.)

DISCOUNTS—discounts on many items. Buy with KOOLs, from leading stores. DISCOUNTS—discounts on many items. Buy with KOOLs, from leading stores. DISCOUNTS—discounts on many items. Buy with KOOLs, from leading stores.

FREE (UP TO \$10)—don't spend a cent when you get your KOOLs. Buy with KOOLs, from leading stores. FREE (UP TO \$10)—don't spend a cent when you get your KOOLs. Buy with KOOLs, from leading stores.

FREE (UP TO \$10)—don't spend a cent when you get your KOOLs. Buy with KOOLs, from leading stores. FREE (UP TO \$10)—don't spend a cent when you get your KOOLs. Buy with KOOLs, from leading stores.

SAVE B & W COUPONS FOR HANDSOME *NOW* PREMIUMS

BASICHO CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS



The illustration depicts four people in a sophisticated setting, likely a restaurant or club. A man in a blue suit is drinking from a green cup. A woman in a grey suit is holding a glass of red wine. Another man in a dark suit is holding a cigarette. A fourth man in a brown suit is leaning over a wooden bar, holding a cigarette. In the foreground, a large, shallow, golden bowl contains a single lit cigarette, with smoke rising from it.

"That," the jury said, "is your milder, better-tasting cigarette!..."

When you try your fine Fleetwood, you will taste the result of a new idea in cigarette blending. Its exquisite flavor was created with the guidance of a professional jury of tasters of fine wines, teas, and coffees. Blend after blend was developed until they came to one which their sensitive tastes found both milder and better-tasting than any of the so long-selling brands.

And with new taste-goneness, Fleetwood also brings you extra protection against nicotine, throat irritants, and tar that stain fingers and teeth. Provided you smoke it no faster than an old-time cigarette, Fleetwood's extra length will filter out more such puff of smoke, make it measurably cleaner! A cleaner, fair smoke is Fleetwood's promise. Try a pack today.

FLEETWOOD
A CLEANER, FINER SMOKE

8 CIGARETTE THINNESS AT THE STANDARD PRICE • THE AMERICAN TOBACCO COMPANY, INC. • "HOUSE OF TRADING" • GOSHEN, N.Y.