

10

I have seen the second states of

## .. how would you classify your legs?

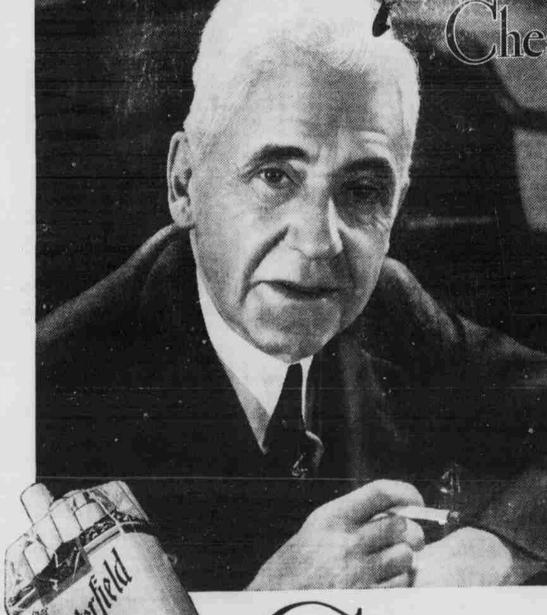
Are they long or short ... slim or plump? You'll find your exact proportions in our *belle-sharmeer* stockings ... the stockings made in different proportions ... the right width, length and footsize for every type of woman and every size of leg. All the new shades are here now, in chiffons, service chiffons and service weights. Exclusive with us.



the beret in its many versions. The toque with its off-the-face manner. The new brims so popular just now. This Season is your Season—with such a versatile collection to choose from—you can't help but find "just the hat for you."







## Chesterfields are Milder

**TOBACCO** to grow, to ripen and become mellow, has to take in or absorb something...not Vitamin D, of course, but something that it gets from the right amount of Sunshine

It's the Southern sunshine you read about, combined with the right sort of climate and moisture, that makes the Carolinas, Georgia, Kentucky, Maryland, and Virginia the best tobacco country in the world.

You can stand down there in that Southern sunshine and almost see it grow.

This ripe, mellow tobacco is skillfully cured by the farmer. Then, for 30 months, it's aged—just like fine wine.

It takes the right quantity of each kind of these tobaccos, blended and cross-blended —then seasoned with Turkish, to make a milder cigarette. Sunshine helps. Just try it!

the cigarette that's MILDER · the cigarette that TASTES BETTER