

"Look at *that* Baby roll 'em"



© 1932, LIGGETT & MYERS TOBACCO CO.

YOU would be astonished too, if you could see this machine that turns out 750 Chesterfields a minute... and every one as near perfect as cigarettes can be made.

But please bear this in mind. It is what happens *before* the tobacco goes into this machine that matters most. Rolling and packaging are important, but not nearly as important as the selection, blending and treatment of the tobacco.

That's why we keep telling you about the tobaccos used in Chesterfields. They're fine, mild, and pure tobaccos. We tell you about ageing and curing the tobaccos... about blending and cross-blending them... because they are things that count.

Chesterfields are milder. They taste better. Prove it for yourself... Just try a package.

Chesterfield Radio Program— Every night except Sunday, Columbia coast-to-coast Network.

THEY'RE Milder
THEY TASTE BETTER