A man who visited a Chesterfield factory recently said: "Now that I have seen Chesterfields made, I understand better than ever why people say Chesterfields are milder and have a better taste."

If you too could visit our factories you could see the Seen, the surroundings, the employees in their spotless uniforms, and the modern cigarette making machinery.

You could notice how carefully each Chesterfield cigarette is inspected and see how Chesterfields are perfectly checked by human hands.

Whenever you happen to be in Richmond, Va., Durham, N.C., or San Francisco, California, come in to see us at the Liggett & Myers Tobacco Company, P.O. Box 1101, Richmond, Va., and see how Chesterfields are made.
There is no need for a lot of whangdoodle talk about cigarettes
—just plain common-sense

When you stop to think about your cigarette—what it means to you—here about the way you look at—smoking a cigarette gives a lot of pleasure—it always is.

People have been smoking and enjoying tobacco in some form or another for 400 years.

Of course you want a cigarette to be made right. And really if you want it to be mild. Yet you want to have the right taste—enough of it.

In other words— you want it to satisfy.