"What on earth are you up to now?"

FUNDING things out, smarty? I thought I’d examine the tobacco in a cigarette.

"Look here...this is Chesterfield tobacco. Notice its lighter color...you don’t see any dark heavy types, do you? I guess that’s why Chesterfields are milder.

"I’m told that uniformly lighter color is due to cross-breding. It sort of weals all the tobaccos into one.

"And here’s something else. Notice that these long shreds are all cut the same width. It stands to reason they burn smoother and cooler.

"I don’t pretend to be an expert but it looks to me as if they make Chesterfields right.

"Here, light one. That’s the best test after all. They Satisfy."