



### What a cigarette meant there

20 degrees below,  
and no tobacco, through lonely weeks of glitter-  
ing silence. Then a speck on the hard, bright  
horizon; another musher, outward-bound ... and  
*cigarettes!* What price cold or Arctic hard-  
ship then!

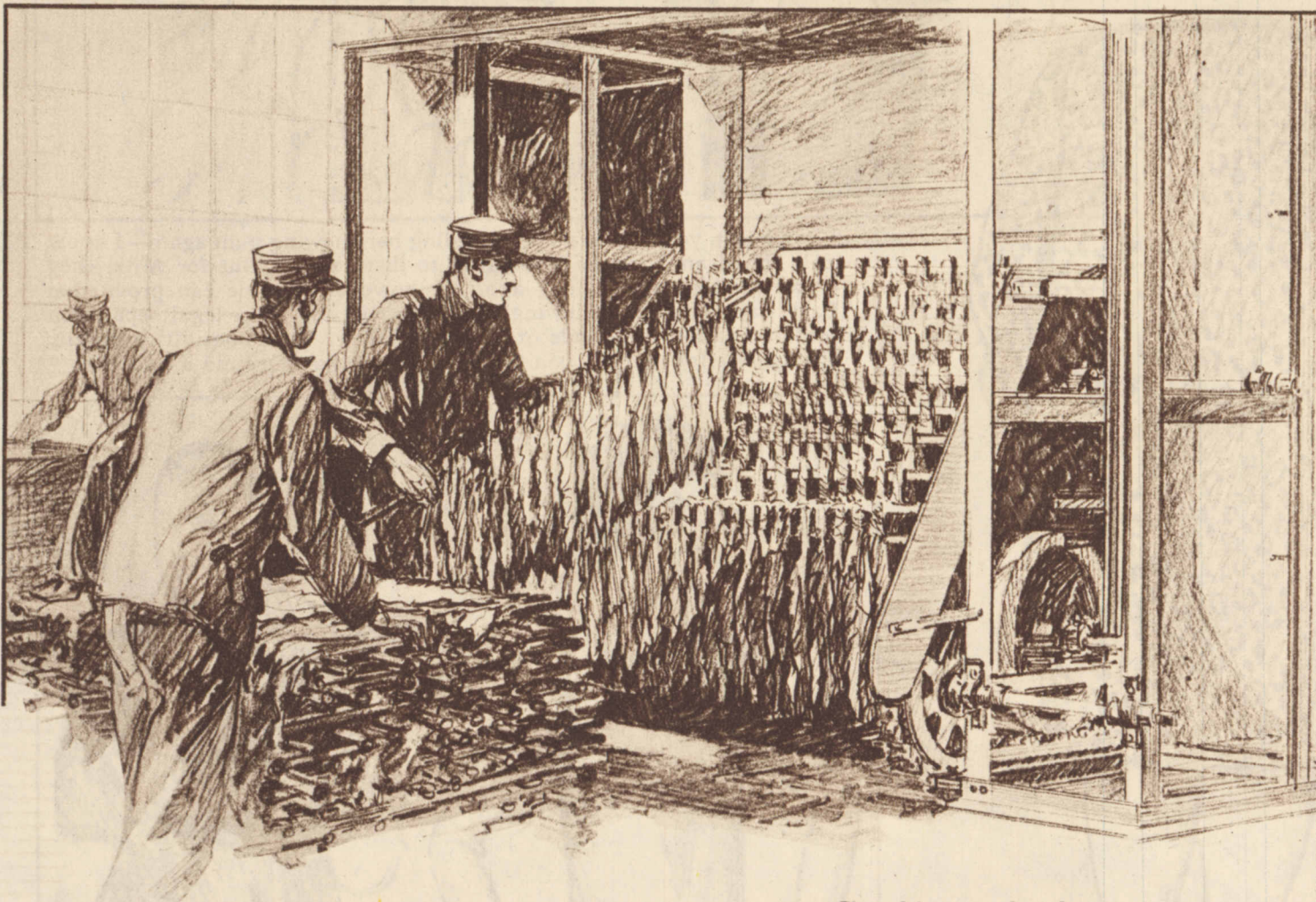
### What a cigarette means here

220 degrees above,  
as endless belts carry the choice tobacco for Chesterfield  
inch by inch through the great steel ovens.

Here, in penetrating heat, science corrects and per-  
fects the curing commenced in the farmer's barn.  
Dried, then cooled, then steamed to exact and uniform  
heat and moisture, the tobacco is ready for the final  
mellowing—two long years ageing in wood—that only  
Nature can give.

Man, Science, Nature—all work together on  
Chesterfield. And in the bland, satisfying smoothness  
of Chesterfield itself is ample proof that their patient,  
costly team-work is good!

*Liggett & Myers Tobacco Co.*



Through long steam-heated ovens, new  
tobacco passes in slow endless proces-  
sion for drying and "conditioning."

# Chesterfield

MILD enough for anybody ... and yet THEY SATISFY