



### What a cigarette meant there

*It took a lot of courage,* for he was no "ladies' man," and she was the belle of the town.

That awkward, stammering proposal . . . interrupted . . . what a mess he had made of it! And now . . . would she never come back? And what then? The zero hour, for a fact . . . the longest minutes of a lifetime.

Like most men, he lived through it, sustained by that little friend in need . . . his cigarette. In after years he always said it was the most important cigarette he ever smoked.



Xanthi and Cavalla, Smyrna and Samsoun—magic names, these! From here come the fragile tender Turkish tobaccos which lend their spicy aroma to Chesterfield's famous blend . . .

### What a cigarette means here

*It took a lot of courage,* likewise, to propose and go through with the idea behind Chesterfield.

It took courage, for it meant less profit per package than is made on most other cigarettes. Into Chesterfield we blended the finest qualities of tobacco ever offered in a cigarette at popular prices—tobacco selected regardless of cost, from all the leaf markets of the world.

And when Chesterfield jumped to big volume and continued steadily to grow . . . we knew that this cigarette which so surely bespeaks tobacco quality to us had come equally to mean it to you.

*Liggett & Myers Tobacco Co.*



. . . and from Virginia and Carolina come the famous "bright" or "yellow" tobaccos; from Kentucky the rich mellow Burley, which with the Turkish leaf completes a mild satisfying blend as yet unmatched by any other formula.

# Chesterfield

MILD enough for anybody . . . and yet THEY SATISFY