

Well, in blending you take two or more tobaccos and mix them together—a rather simple process. But cross-blending goes a step further . . .

(FRIDAY AT THE NITTANY) (BY REQUEST)

Valentine Present for you and your friend.

His Iron Fist Smashed India . . . and the Heart of the Only Woman He Ever Loved!

LORETTA YOUNG

-ADDED-

"A Trip Thru a Hollywood

Studio"

On the air MONDAY LILY PONS LUCREZIA BORI

WEDNESDAY SATURDAY RICHARD KOSTELANETZ ORCHESTRA AND CHORUS 9 P. M. (E. S. T.) - COLUMBIA NETWORK C 1935, LIGLETT & MYERS TOBACCO CO.

IN making Chesterfields we take Bright tobacco from Virginia, the Then, instead of Carolinas, Georgia and Florida. We take Burley tobacco from Kentucky and Tennessee, and tobacco from Southern Maryland.

Then in addition to these homegrown tobaccos we take tobacco grown in Turkey and Greece. We balance these mild, ripe homegrown tobaccos with the right amounts and the right kinds of

.

Then, instead of just mixing the tobaccos together, we blend and cross-blend them so that all the different flavors go together into one full flavor-the Chesterfield taste that so many smokers like.

Gross-blending tobaccos' as it. is done in Chesterfields gives the cigarette a pleasing taste and aroma - they're mild and yet They Satisfy.