It means something

that Chesterfield has a modern up-to-date Tobacco Factory in far-off historic Smyrna

So important is the handling of Turkish tobacco in making Chesterfield cigarettes that Liggett & Myers Tobacco Co., maintains this specially equipped plant right in the heart of the famous Smyrna tobacco section.

It is the largest and most modern tobacco factory in the Near East.

Turkish tobacco, you know, is the best "seasoning" there is for cigarettes. At all times Chesterfield has this home-made ingredient—a gift to America—about 350,000 bales of the right kind of Turkish tobacco.