By mild ripe tobacco we mean just this—

FIRST—ripened in the sunshine... and picked leaf by leaf from the right part of the stalk when fully ripe.

THEN—each day’s picking cured right by the farmer... at the right time and in the right way... no “splotching” or brittleness, but every leaf of good color and flavor.

FINALLY—bought in the open market...re-dried for storage...then packed in wooden hogsheads to age and mellow for two years or more until free from harshness and bitterness.

That’s what we mean by mild, ripe tobacco. And that’s the kind of tobacco we use to give Chesterfields their milder, better taste.