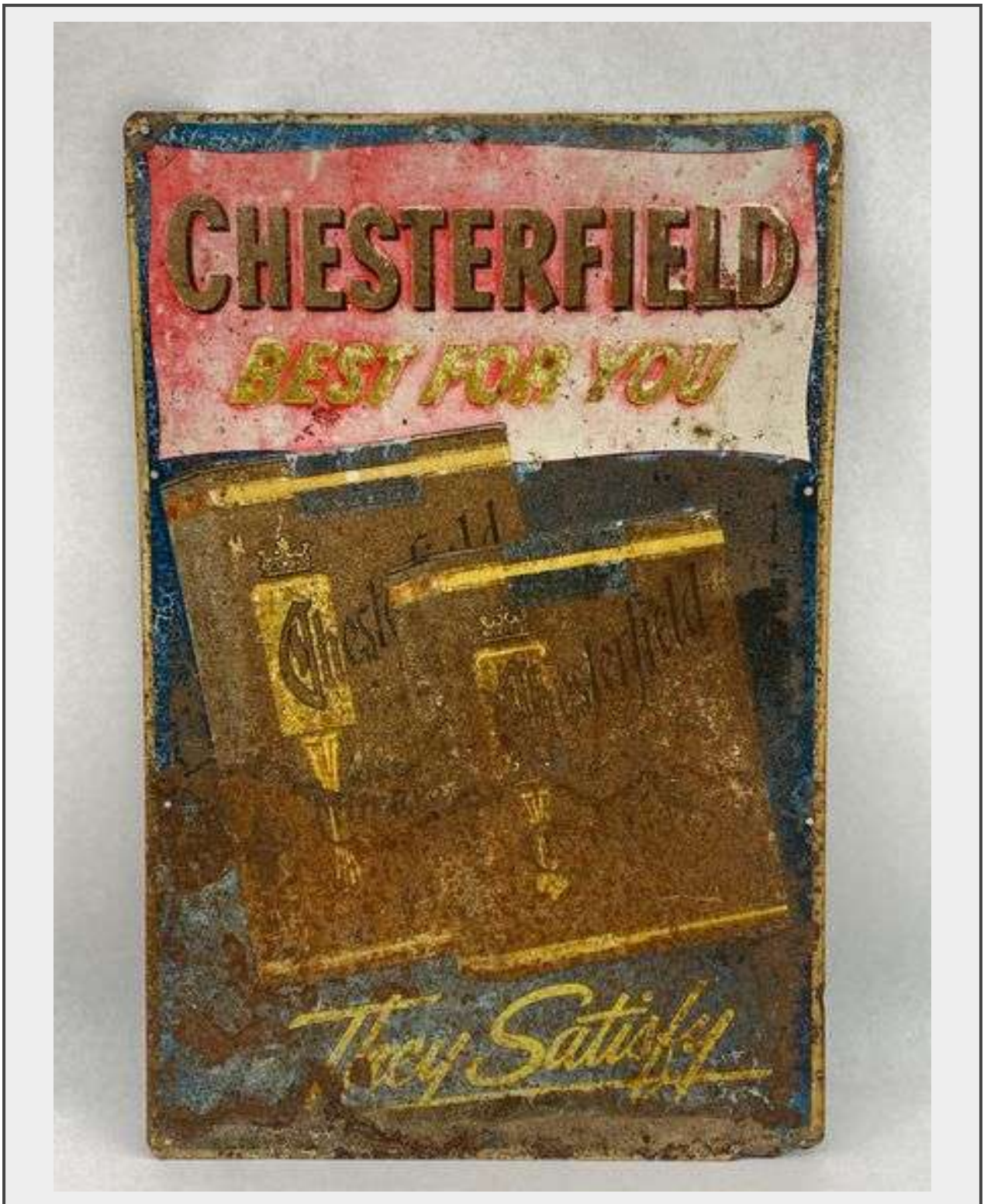


**Sale Name:** 14th Annual Montana Spring Auction

**LOT 112E - Chesterfield Cigarettes Metal Advertising Sign**



### Description

Pressed metal construction with decorative border and distinctive multi-color lithography. This mid-century tobacco advertising sign displays the classic Chesterfield brand in raised gold-tone lettering against a red-pink gradient background, complemented by the iconic slogan "BEST FOR YOU" in golden script. The lower portion shows stylized illustrations of two overlapping Chesterfield cigarette packs.

with crown emblems and gold detailing against a rich blue border. Below the package illustrations, the tagline "They Satisfy" appears in elegant gold script. This sign represents the evolution of Chesterfield's advertising campaign during the post-war era, when Liggett & Myers positioned their cigarettes as both premium quality and mild. The layered construction with dimensional lettering and intricate color work exemplifies the high-quality advertising materials produced during tobacco's golden age of marketing.

**Condition Notes:**

Significant patina and oxidation across the entire surface. Color fading visible in the red background area with some transition to white. Multiple scratches and surface abrasions throughout, particularly visible on the cigarette pack illustrations. Some minor edge wear and corner damage with small dents along the border. Several mounting holes show stress marks from previous installation. Original gold lettering remains mostly intact despite wear. The reverse shows extensive oxidation with areas of surface rust. No evidence of restoration attempts. This piece displays authentic aging consistent with over 70 years of environmental exposure. Refer to the pictures and in-person inspection for condition.

**Approximate Dimensions:** 11.5 × 17.5 inches

**Quantity:** 1



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