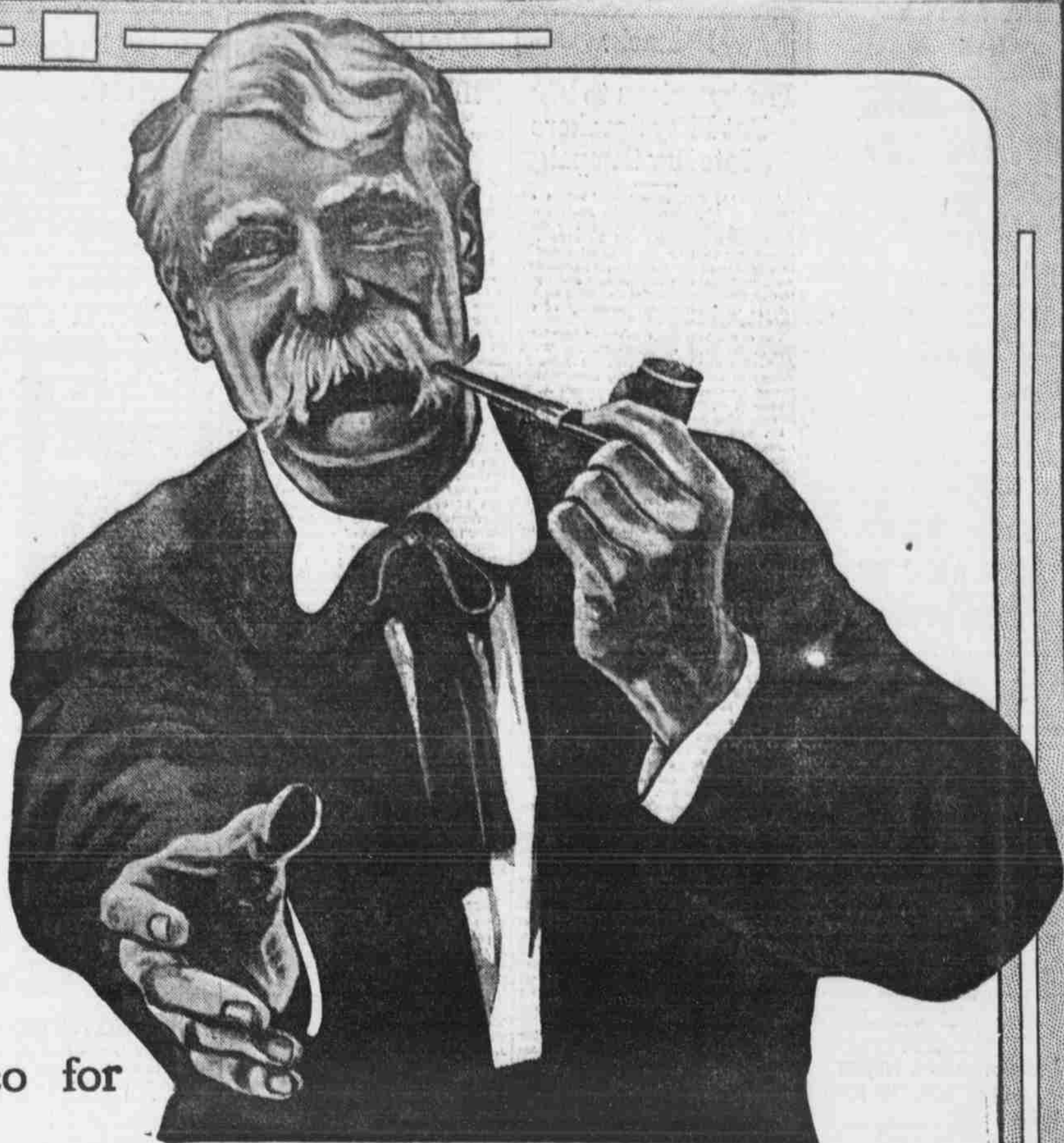


The best fren'ships we all have are those that *Time* has ripened. You can't mellow goodness into either tobacco or fren'ship by *forcing* it. You must let Time do the work. We can all shake hands on this.

Velvet Joe



Some Real "Commonsense" That Every Pipe Smoker Will Understand

Mother Nature *grew* the tobacco for VELVET.

That same Mother Nature *matured* the tobacco for VELVET. She did the job thoroughly—the way she always does.

If there were a *better method* than Nature's *own process*, we would use it. For Nature's way takes time and money.

But we know and you know that Nature-ripened fruit is sweeter than the green-picked, heat-ripened kind — that time alone can give "seasoning" to a new pipe.

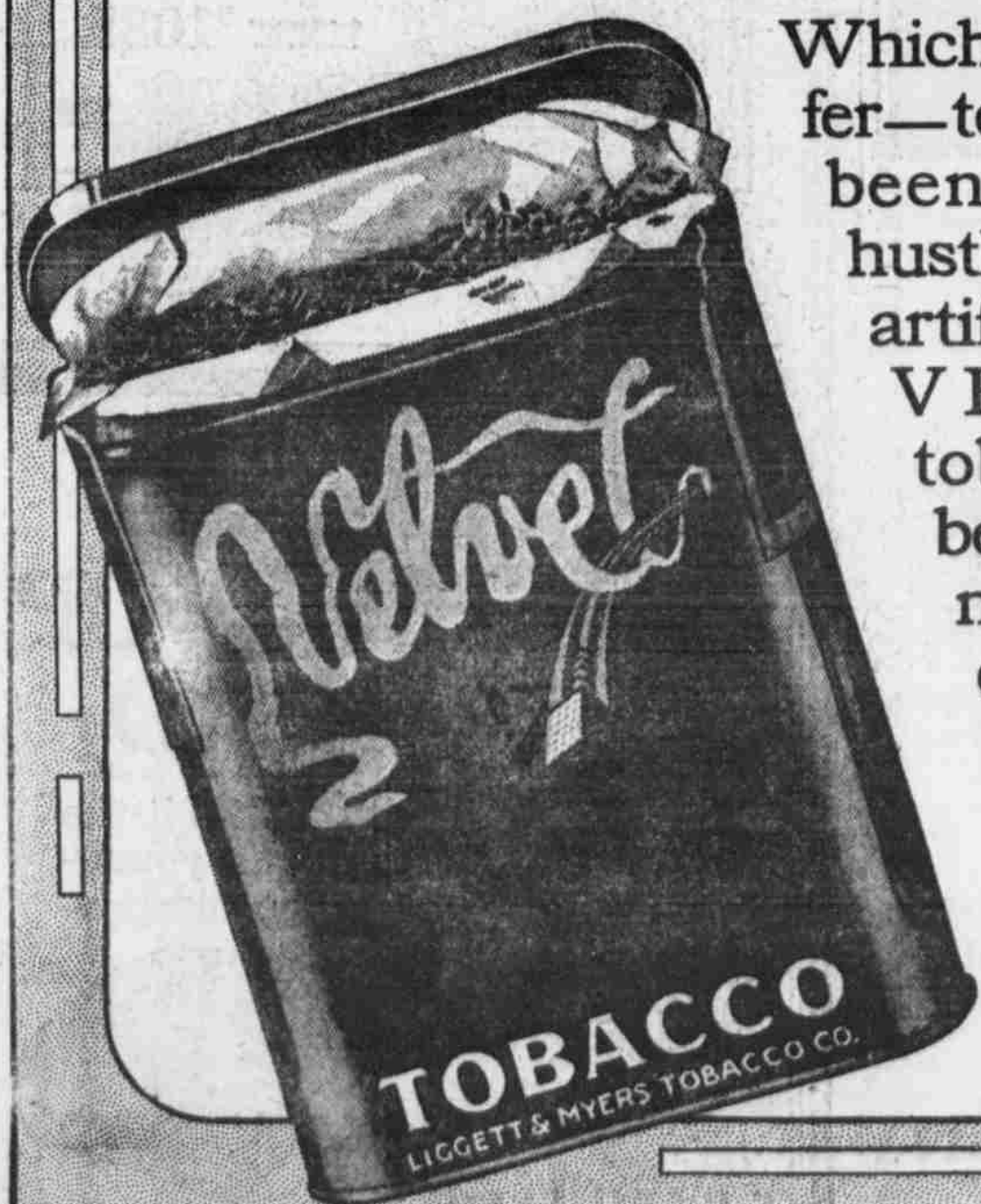
Which, then, do you prefer—tobacco that has been quick-cured—hustled through some artificial method—or VELVET, the tobacco that has been allowed to mellow *naturally* during two long years of maturing?

When the inborn flavor and fragrance of Kentucky's choicest Burley leaf has been matured as only Nature knows how, can you wonder at the perfect all'round excellence of VELVET?

The facts about VELVET were laid before the International Jury of Award at the Panama - Pacific International Exposition. And they gave VELVET the Grand Prize—their highest award *and the highest ever given a smoking tobacco.*

VELVET is aged in wooden hogsheads for more than two years. The evidence of VELVET'S quality is laid before the "National Jury of Pipe Smokers" in every bag, tin and humidor of VELVET. *Their* vote of confidence is registered in the ever increasing demand for the Smoothest Smoking Tobacco.

If you aren't good friends with your pipe let VELVET be the peacemaker. If you are, let VELVET cement your friendship closer — not tomorrow, but *today.*



Liggett & Myers Tobacco Co.
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10c Tins
5c Metal-lined Bags

One Pound Glass Humidors

