The best fren'ships we all are those that Time
does 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.

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 matur-
ing?

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 excel-
ence 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 friend-
ship closer—not tomorrow,
but today.