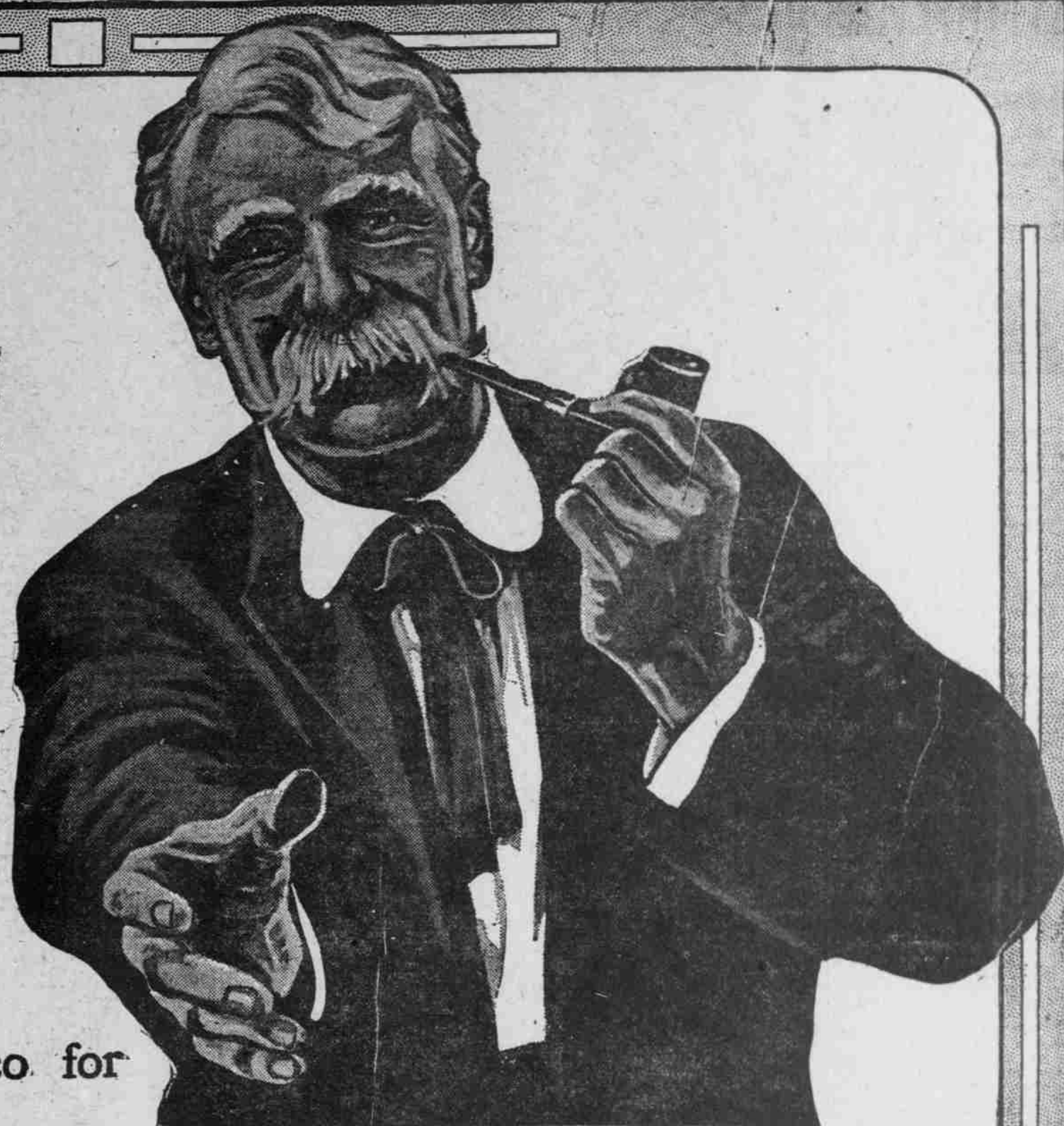


The best fren'ships we all have are those that *Time* has ripened. You can't mellow goodness into either tobacco or fren'ship by *forcing* it. You must let *Time* do the work. We can all shake hands on this.

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.

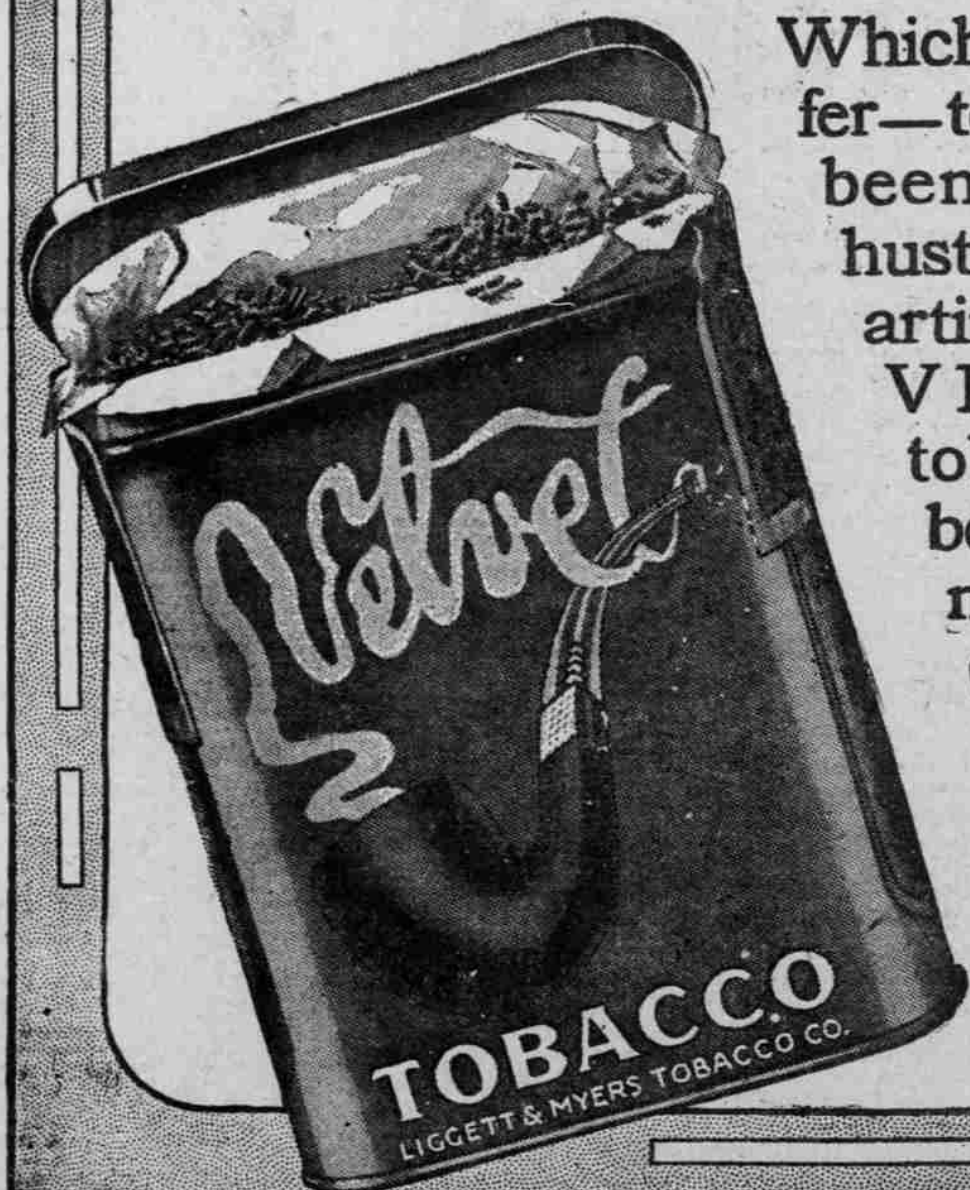
Which, then, do you prefer—tobacco that has been quick-cured—hustled through some artificial method—or **VELVET**, the tobacco that has been allowed to mellow *naturally* during two long years of maturing?

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*.



10c Tins
5c Metal-lined Bags

Liggett & Myers Tobacco Co.
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One Pound Glass Humidors

