



TRUE friendship matures like an oak, not a mushroom. True friendship is "slow burnin'" an' grows sweeter with the years. An', Friends—thar's true friendship in ev'ry pipe of VELVET.

*Velvet Joe*

AND well there may be. The friendliness of VELVET is true because it is *natural*.

Every fragrant, slow-burning pipeful of VELVET is friendly because VELVET is Kentucky Burley tobacco—the pipe smoker's best friend. Yes, Burley made sweeter, mellowed by two years' ageing.

It is as hard to describe friendliness in tobacco as it is in a man. But once you meet it there is no need for description.

Smoke a pipeful of VELVET. Taste the age-mellowed smoothness of it. And know you have met *your* true friend among tobaccos.

*Liggett & Myers Tobacco Co.*  
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10c Tins

5c Metal-lined Bags

One Pound Glass Humidors

