



Look here now—

You are spending your good money for tobacco. And I take it that you want tobacco that tastes just right. In fact, you buy tobacco on its taste. The way a tobacco tastes depends on just two things: what kind of tobacco it is, and how that tobacco is prepared for smoking.

Now, of course, there are different kinds of tobacco grown all over the world. Pipe smokers prefer Kentucky Burley—there's no doubt about that. It has a full-bodied flavor and mellowness that no other tobacco gives in a pipe.

But we can't stop there—for different sections produce different qualities of Burley, and even on the same plant there's a big difference among "tops" or top leaf, "lugs" or bottom leaf, and the "heart leaf" or middlestalk tobacco. We use only the leaf from the richest limestone sections of the Kentucky Blue Grass country. You just can't buy better Burley than we use in Velvet.

THE OTHER POINT is the way that tobacco is prepared—and this is equally important. Every ounce of tobacco in every pound of Velvet is aged in wood. Remember that—aged in wood. To get real tobacco flavor, to take the bite out and to put the flavor in, you've got to take time, even though it costs more money.

Very briefly, this is the Velvet story—the best Burley money can buy, and every bit of it aged in wood. That's why Velvet tastes so mild and mellow—and you can't get that good taste in any other way.

Remember—aged in wood.

LIGGETT & MYERS TOBACCO CO.



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