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May each o' yo' gifts fill an empty place in somebody's heart. An' may yo' Chris'mus dreams be the sweeter for the happiness o' the little kiddies that Santa Claus almost forgot.

*Velvet Joe*

AND may your old pipe be the sweeter for being filled with mellow VELVET.

If you are one of Velvet Joe's friends, remember that his simple, kindly geniality is remarkably akin to the genuine tobacco comfort found in every pipeful of VELVET, The Smoothest Smoking Tobacco. For there's a true friendliness in Kentucky's *Burley de Luxe* tobacco, when that aged-in-the-wood mellowness has changed it into VELVET.

10c Tins

5c Metal-Lined Bags

One Pound Humidors with Valuable Christmas Certificate Attached

*Liggett & Myers Tobacco Co.*

