Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the LIONESS.

"Only ONE," replied the Lioness—"but it's a LION."

MURAD COST 20 CENTS for a BOX of 10—but THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for yourself!"

Special attention is called to MURAD 20's in Tin Boxes.

If you would know real smoke consummacy, put your mouth to a W.D.C. Pipe full of your favorite tobacco. Then you'll know what a real French beat is, and what the Dutch meaning will do to make it break in sweet and mellow. Ask any good dealer to show you a variety of shapes, then pick years.

WM. DEMUTH & CO., NEW YORK

WORLD'S LARGEST MAKERS OF FINE PIPES