

# FRENCH'S MIXTURE

THE ARISTOCRAT  
OF SMOKING TOBACCO



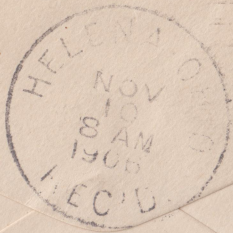
SOLD ONLY DIRECT FROM  
FACTORY TO SMOKER

**FRENCH TOBACCO CO.**  
MANUFACTURERS

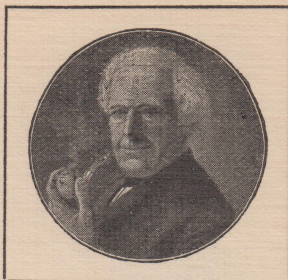
**STATESVILLE, N. C., U. S. A.**

Mr. John Forgrave,  
R.F.D.#2,  
Helena, O.

IF NOT DELIVERED IN FIVE DAYS, RETURN







THE ARISTOCRAT OF SMOKING TOBACCO

# FRENCH TOBACCO COMPANY

MANUFACTURERS AND DISTRIBUTERS OF

## FRENCH'S MIXTURE

HIGHEST GRADE SMOKING TOBACCO MANUFACTURED  
SOLD ONLY DIRECT FROM FACTORY TO SMOKER

STATESVILLE N. C., U. S. A.

Nov. 7/06.

Mr. John Forgrave,

Helena, O,

Dear Sir:

Your order for a sample pouch French's Mixture is greatly appreciated -- tobacco was mailed to-day.

To appreciate the difference between French's Mixture and the "others," just put a little of it on a sheet of white paper by the side of a pinch from a package of any other smoking tobacco manufactured. You won't need a microscope to see the difference in quality. Smoke a pipeful and you will quickly notice how different in mellowness, richness and natural flavor French's Mixture is from the store-bought kind.

If you are not enthusiastic over its excellence I shall feel greatly disappointed. So many discriminating pipe smokers in all sections are praising it that it makes me believe that in "The Aristocrat of Smoking Tobacco" I have produced an article that is in fact the ideal smoke.

French's Mixture is all pure tobacco, and the cleanest, best-cured and finest leaf that the famous Piedmont section of North Carolina can produce. The quality is there, and will be kept up as long as it is offered for sale. Depend upon that.

The more you smoke French's Mixture the better you'll like it. This is not true of the fancy-named mixtures which owe their short-lived popularity to pretty labels, fancy tin boxes and doctored flavors. I give you quality in the tobacco instead of making you pay for a gold label and tin box.

The only way to get it is by ordering from me. French's Mixture goes right from factory to your pipe--you get it direct, and know you are getting it just right, moist and fresh.

Right now, TO-DAY, is the time to order. A supply of French's Mixture costs so little and means so much in pipe satisfaction that every hour of delay is a loss to you. It's too good to do without. Money refunded promptly if you are not satisfied.

If it is not asking too much of you, I would like to hear within a day or two just how the tobacco suits you. Will you not write me about it? Be critical, as I desire your candid opinion.

Respectfully yours,

Dic. GEF/BL.

*St. French*

Sect'y.



# Evidence



Read some of these letters from critical smokers who have used French's Mixture. There is no smoking tobacco made that will compare with it.



Edgewood Inn, Greenwich, Conn., July 16, 1906.

I like French's Mixture very much. It fills a want that I have been trying to fill for a number of years—trying all kinds of tobacco at all kinds of prices, but finding nothing with the clean, delicate aroma and coolness that your Mixture has; and, to say that it gives satisfaction, would be putting it mildly. Find enclosed order for one-half pound.

T. J. Crocker.

804 Orange St., Wilmington, Del., July 12, 1906.

French's Mixture is the best tobacco I ever smoked, and I cannot now enjoy other pipe tobacco after smoking French's Mixture. Enclosed find check \$1.50 for one pound.

A. L. Demorest.

Michigan City, Ind., Aug. 7, 1906.

After giving French's Mixture a fair test, I find it an excellent tobacco and unlike the other kinds I have smoked. It does not bite my tongue like the other mixtures, and is really the cleanest tobacco I ever saw. It burns evenly and has a ripe, mellow taste, not characteristic of other tobacco.

W. H. Zeese.

Storm Lake, Iowa, July 14, 1906.

With me, French's Mixture has filled a long-felt want. It has satisfied a dream that some day I would find a perfect tobacco that would not bite the tongue and produce no disagreeable effects, but make a cool, delicious smoke.

Owen A. Mullen.

1116 Breckenridge St., Louisville, Ky., Aug. 20, '06.

French's Mixture is the best tobacco I have ever smoked and the one I like best. The flavor is excellent and it does not bite the tongue. It has no equal.

L. F. Partusch.



Elkhart Mines, Md., Aug. 10, 1906.

French's Mixture is a tobacco that I long have sought, and mourned because I found it not. It is luxury to smoke it. I enclose order for one-half pound.

W. D. Parry.

79 State St., Brooklyn, N. Y., Sept. 10, 1906.

I never before found so rich a flavor, together with real body, in so mild a tobacco as French's Mixture. You have an excellent article at a fair price.

Walter P. Henshaw.

401 Broadway, St. Louis, Mo., Aug. 9, 1906.

During my travels through this entire country I have smoked various kinds of tobacco, and find that French's Mixture is the best I ever used.

F. T. Hassemer.

956 Grand Ave., Cincinnati, O., Aug. 22, 1906.

French's Mixture I regard as exceptional. I have wooed my "Lady Nicotine" in many various forms but never found her more seductive, more altogether delightful than she appears when clothed in the mellow fragrance of North Carolina leaf.

B. W. Young.

Fort Sill, Oak. T., July 24, 1906.

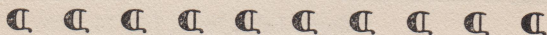
I am pleased with French's Mixture, as it is just the tobacco I have been looking for. It does not bite my tongue or leave a bad taste in my mouth.

Chas. A. Paulin, Hospital Corps U. S. Army.

DeGolia, Pa., Sept. 25, 1906.

I have smoked a number of high-priced tobaccos, but as soon as I got hold of French's Mixture I saw that they were as different as day from night. You may rest assured that I will use no other than French's Mixture as long as it keeps up its quality, which I have never been able to get in any other brand of tobacco. I enclose order for half pound.

Chas. J. Gregg.



French's Mixture has been proved in the pipes of particular smokers of every calling and profession, who stick by it and refuse to return to common mixtures of doubtful quality and uncertain origin.

**FRENCH TOBACCO COMPANY**  
STATESVILLE, N. C., U. S. A.