



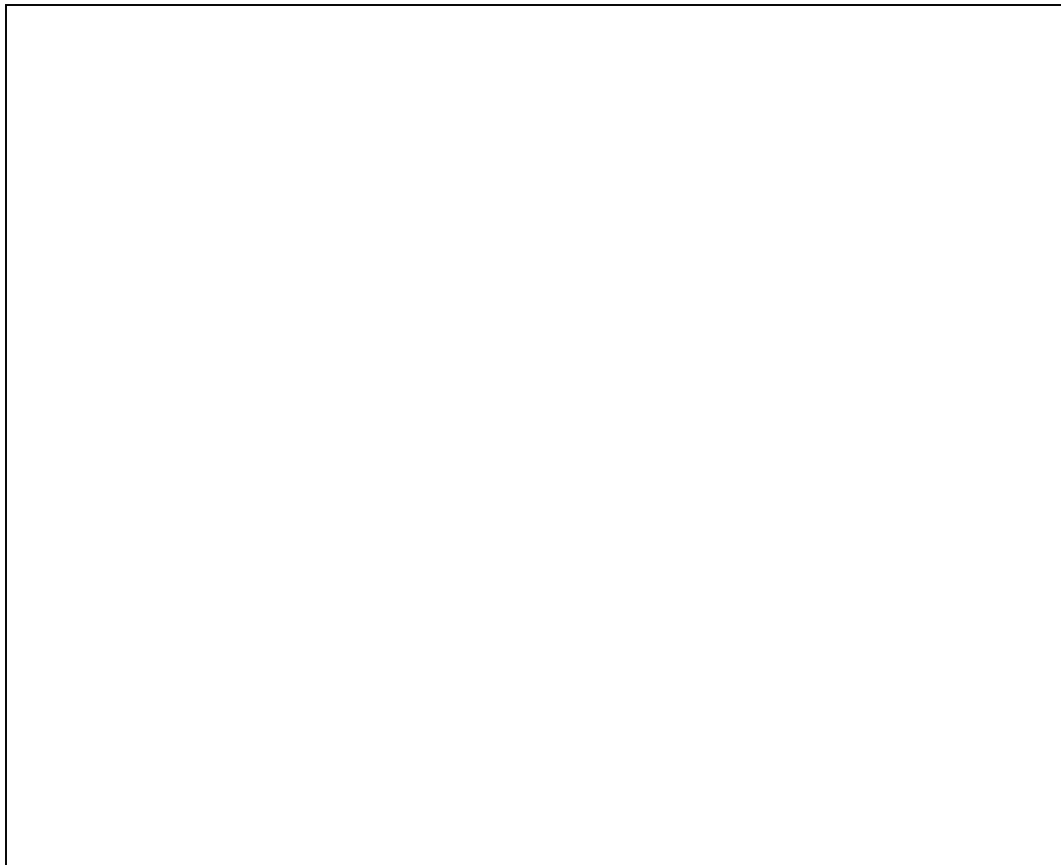
Not a Cough in a Carload

This classic slogan is ambiguous. Does it refer to a carload of people smoking or a carload of cigarettes?



1928

Babe Ruth - Not a Cough in A Carload.





"The HEART-LEAF is both rich in the taste and kind to the throat."

"I reckon there ain't a Cough in a Field-ful of these!"

"I'm talkin', Colonel, about these silky beauties, 'hearties' in the heart of the plant. They're as gentle to the throat as a mammy to her babe.

"But you can't say dat of all cigarete tobaccos. No, Suhl! Not even of all the leaves on this plant! Down at the bottom you see those withered ground-leafs. Sand-burned, Charfy, They make a woody smoke. And up at the top you see the gummy top-leafs. That's where throat hits come from!

"But here in the center is where the 'Jim-dandies' grow—the pride of the Old South's plantations—*Heart-leaf* tobacco. Smooth as the hearts of lettuce . . . or the heart of a Virginia ham! 'Oar Cash buys the *Heart-leafs* . . . rich in the taste . . . but kind to the throat. I reckon there ain't a cough in a field-ful of them."

NO. 2 OF A SERIES . . . As sold by Tobacco Planters of the Seaway South.

SMOOTHER AND BETTER...
"not a cough in a carload"

HEART-LEAF quality Throughout... is both Domestic and Imported Tobacco

1] Curlew, gummy top-leaf
2] Sand-burned ground-leaf
3] Mild and silky Heart-Leaf

Eat a Chocolate,
light an Old Gold
... and enjoy both

1925 Jan 15

Not a Cough in a Carload

Expert coffee tasters . . . The world's supreme court on taste matters . . .
picked Gold won two to one over its nearest rival.

"Not a cough in a Film-ful" says Norma Talmadge after the Blindfold test

"When you see my new United Artists' picture, 'The Woman Disposed,' you will notice that I smoke cigarettes in several scenes.

"Not wanting to show partiality to any one of the four leading brands, I decided to make my choice via the blindfold test, which I had heard of many times. Happily, I picked OLD GOLD.

"I found them smooth, mild and delightfully cool.

"Hereafter, when I am required to smoke I shall naturally insist on OLD GOLD. There's not a cough in a film-ful!"

Norma Talmadge



Norma Talmadge... celebrated screen star... smoking Old Gold in a scene from her latest United Artists picture, "The Woman Disposed."



The Inimitable Norma... one of the best loved actresses in the history of the screen... famous for her roles in "Candle"... "The Dove"... and "Kiss!"



You can tell Old Gold... just as Norma Talmadge did... by their honey-like smoothness... their richness in pure sugar and flavor. Because Old Gold uses an entire ripeness of the tobacco plant... non-fermented ground leaves... only the delicate heart-leaves... golden ripe!

Made from the heart-leaves of the tobacco plant

SMOOTHER AND BETTER

"not a cough in a carload"

Ripley CREATOR OF **BELIEVE IT OR NOT—PROVES IT**

OLD GOLD VOTED BEST

by World's keenest

TASTE TESTERS

By ROBERT RIPLEY, Himself


"Believe it or not . . . these men together earn over \$250,000 yearly . . . on their sense of taste alone!"

"They are expert coffee tasters . . . the world's Supreme Court on taste matters . . . and they have just put OLD GOLD through the toughest test any cigarette has ever faced!"

"At my request, they sampled each of the four leading cigarettes with names concealed."

"I was impressed when OLD GOLD won. I was stunned when I looked at the final score."


"Believe it or not, the keenest judges of taste the whole world knows picked OLD GOLD men to one over its nearest rival!"



BELIEVE IT OR NOT . . . Here's proof!	
The scores, checked by a Certified Public Accountant.	
Old Gold chosen by	38 smokers
Brand "X" "	4 "
Brand "Y" "	2 "
Brand "Z" "	1 "
Total	45

J. W. WOODRUFF, Certified Public Accountant

Not a COUGH in a CARLOAD



1930

Not a Cough in a Carload

Expert coffee tasters . . . The world's supreme court on taste matters . . . picked Gold won two to one over its nearest rival.

Life 39

"Folks, how can I make Whoopee up here . . . when down in front the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.

"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.

"What he needs, to avoid that throat tickle, is an introduction to OLD GOLD." (SIGNED)

Eddie Cantor



Eddie Cantor
Premier American comedian starting in the glorious new production, "Whoopie."

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the Sweet Nature grows. Selected for richness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

On your Radio... OLD GOLD PAUL WHITE. MAN BUCK... Paul Whiteman, King of Jazz, and his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over entire network of Columbia Broadcasting System.

© 1934 R. J. REYNOLDS Co.

eat a chocolate, light an Old Gold . . . and enjoy both!

1934

Not a Cough in a Carload

Note the comment "Eat a chocolate, light an Old Gold . . . And enjoy both." This is a tit for tat advertisement aimed at the competition's campaign "Reach for a Lucky Instead of a Sweet."

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE...SO QUICKLY

LITTLE STORIES OF FAST SUCCESSES

NO. 5 JOAN CRAWFORD

Joan is America's "Dancing Daughter." She danced through school. She danced through college. She danced as an "extra"...and danced to stardom. All in a few brief years.

Just as another young star, OLD GOLD, waltzed through New England in barely two weeks. Skipped down the East Coast in a few brief months. Glided through the Middle West before the end of the winter. Won the whole country in little more than a year.

How account for such success? Ask Mother Nature. For she produced the letter tobaccos that gave OLD GOLD its new "anti-thrill"... gave OLD GOLD its famous throat-ease.

Joan Crawford and OLD GOLD are Nature's favorites... that's why they dance their way to the front.



"Give her a hand, darling... they are so tickled in New York." Joan was part of the cover charge in a Detroit night club. Then a Broadway producer found her. Next Hollywood heard of her—and you know the rest of the story.

Her recent picture, "Our Blushing Brides," is a nation-wide hit.

© P. L. Mitchell Co.

On March 23, 1927, OLD GOLDs made their first "low" on Broadway. In a month they were one of the four best sellers throughout the New York Radio.

BETTER TOBACCOS... "NOT A COUGH IN A CARLOAD"

Not a Cough in a Carload.

Gave Old Gold its famous throat-ease.

THE LITERARY DIGEST OCTOBER 25, 1930

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY

LAWRENCE TIBBETT

Programs realize. "Who is Tibbett?" Then comes a voice of molten gold, clear, pulsing, tender, stirring. "The Diamond Horseshoe" cheers like bladders. Encores. Encores. Encores. Speeches.

A quick triumph for Lawrence Tibbett? Not at all! Nature gave him that glorious voice.

That's why OLD GOLD makes no claims . . . of factory skill . . . or secret processes. For Nature alone deserves the credit for the goodness of OLD GOLD. The sun, the rain, the fertile soil simply produced better tobacco. That's why OLD GOLD thrills your taste. That's why OLD GOLD gives you throat-ease.

From an "off-stage voice" to a star in the opera, the concert, the "talkies" . . . that's what Nature did for Tibbett. From a typewriter to a great success . . . that's what Nature did for OLD GOLD.



The parrot read "L. Tibbett, off-stage voice, #2 a week." . . . But his chance came in the opera "Fiddler." In 15 minutes he sang his way to fame. Today, he's the hero of countless diamonds who thrill to his voice in the "talkies."

OLD GOLD first appeared in Hollywood "New" November 9, 1928. In just 90 days it was one of the four most popular brands among the celebrities of the screen.

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

1930 Oct 25

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY



MARILYN MILLER
From her grandmother's cellar . . . to Ziegfeld's Roof . . . in just the twinkling of a toe. She really was the "Sally" . . . of the alley called Broadway.

How explain the miracle of Marilyn's success? . . . Nature simply blessed her with a charm all her own.

And that's the only answer to another young star's rise. OLD GOLD made its bow just four years ago. In a month it was popular. In a year, a headliner. Today it's America's fastest growing cigarette.

Nature again! Sun-drenched heart-leaves from better tobaccos. A new taste-thrill for jaded palates. A new throat-ease and freedom from coughs.

You can "manufacture" an ordinary cigarette . . . or an ordinary actress. But only Nature produces the stars.



"Marilyn, shhh, shhh, you' first!"
Grandmother's lick's-haired old fire-sneezes was the first to educate Marilyn Miller's feet. At those same feet, just a few years later, old New York laid its heart.

OLD GOLD'S first hopped the Pacific Ocean in March, 1929. In just three weeks after they appeared on the beach at Waikiki they were one of the four "best sellers."

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE...SO QUICKLY



RUDY VALLEE

Two years ago he stepped into the spotlight on a little cafe floor and crooned a song called "Deep Night." Today deep night on Broadway sees his name in electric signs.

It wasn't the cut of his clothes... or the break of his back. This youngster just naturally delivered something that the public wants!

Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time... because they delivered a new enjoyment... with a cigarette that thrilled the taste and comforted the most sensitive throat.

Better tobaccos... that's why they win.



"Do you're a cigarette player, old? Well... make me wapp!"

"Do your stuff," said the vaudeville leader, Rudy old! And time covered him with operators. The whole public succumbed, in two short years.

On May 1, 1917, OLD GOLD cigarettes were first introduced in Illinois. Today, the city of Chicago alone makes nearly 3,000,000 daily.

BETTER TOBACCO . . . "NOT A COUGH IN A CARLOAD"

©1930 substitute; buy the advertised brand every time!

1930 Aug 30

They Gave a New Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY

LITTLE STORIES OF FAST SUCCESSES

(NUMBER EIGHT)
RAMON NOVARRO

His Spanish forebears conquered Mexico . . . won the country in ten brief years. But Ramon *alone* conquered America, conquered Europe, and all points east . . . in scarcely more than a camera's flicker.

For Ramon gave the world a thrill!

And that's the tale of another young conqueror, OLD GOLD cigarettes. New England surrendered in just two months. "You win, OLD GOLD!" said the Middle West. From coast-to-coast the victory spread. And OLD GOLD in just one year became the country's fastest growing cigarette.

Because OLD GOLD, like Novarro, offered the world a brand new thrill. Finer tobaccos gave a mellow taste. Better tobaccos ended throat-scratch.

NATURE IS KIND TO NOVARROS AND OLD GOLDS THAT'S WHY THEY WIN... AND WIN SO EASILY

A MEXICAN 'REVOLUTION' LEFT HIM 'BROKE'. JUST A FEW YEARS LATER HE HAD A SIX-FIGURE SALARY AS ONE OF THE LEADING MOVIE STARS.

IN QUINN! SAN ANTONIO OLD GOLD APPEARED DECEMBER 1927. JUST TWO MONTHS LATER OLD GOLD WAS ONE OF THE FOUR BEST SELLERS THROUGHOUT THE LONE STAR STATE.



OLD GOLD

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY

LITTLE STORIES OF FAST SUCCESSES
Number 1. RUDY VALLÉE

From a singer in a little cafe, to a ten-thousand-dollar a week radio headliner . . . That's how fast Rudy climbed!

Because this youngster just naturally delivered something the public wants!

Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time . . . they delivered a new enjoyment . . . with a cigarette that thrilled the taste and comforted the most sensitive throat.



On May 18, 1926 the first pack of Old Golds was sold at retail in Boston . . . ninety days later Old Gold had become one of the four best sellers throughout New England.

Two years ago RUDY VALLÉE was a singer in a small cafe . . . But the boy didn't stay there long . . . (He comes today . . . over \$10,000 a week)

BETTER TOBACCOES . . . "NOT A COUGH IN A CARLOAD"

DENTISTS VOTE OLD GOLD FIRST FOR THROAT-EASE



BELIEVE IT OR NOT, this jury of dentists decided that OLD GOLD'S filling was perfect! They examined, smelled and smoked O. G. . . better and smoother tobaccos. And the three rival cigarette brands limped home a poor second, third and fourth. Dentists

see a lot of throats. Know what harsh tobacco does to teeth and gums. Know honey-smoothness when they meet it. Know clean, un-ripened, green-leaf tobacco when they taste it . . . masked or unmasked. Ask your dentist about OLD GOLD for throat-ease."

(Signed) ROBERT RIPLEY,
CREATOR OF "BELIEVE IT OR NOT"



CERTIFIED PROOF!

"I hereby certify that the following is the correct score of the cigarette test conducted by Robert Ripley, among Dentists. OLD GOLD 11; Brand X, 9; Brand Y, 4; Brand Z, 1."

(Signed) J. S. M. GOODLOR
Licensed Public Accountant
103 Broadway, New York

**Not a Cough in
a Carload**

Time in an OLD GOLD Character Readings . . . Tuesdays at 8:35 P. M., Thursdays at 9:15 P. M., Eastern Standard Time . . . Coast-to-Coast Columbia Network

THROAT DOCTORS VOTE OLD GOLD BEST FOR YOUR THROAT



Ripley . . . CREATOR OF "BELIEVE IT OR NOT" . . . GIVES HIS
FAMOUS CIGARETTE TEST TO GROUP OF N. Y. THROAT DOCTORS

“AGAIN, I TESTED the 4 leading cigarette brands with a group of throat specialists. “Doctors,” I said, “the names of these cigarettes are covered up. Don’t try to guess which is which. Just smoke them—and tell me which cigarette is easiest on the throat.”

“They did that . . . And again OLD GOLD won by a big majority.”

(Signed) **ROBERT RIPLEY,**
CREATOR OF “BELIEVE IT OR NOT”

Voted the best for taste and throat comfort.

“Throat doctors know what harsh tobacco does to throat membranes. They voted for O. G. because its clean *sun-ripened queen-leaf* tobacco is like *honey* to the throat. You can’t hide O. G.’s *BESTER* tobacco. Its throat-ease wins . . . even when the name is covered up.”



CERTIFIED PROOF!
“I hereby certify that the following is the correct name of the cigarette not conducted by Ripley, among Throat Doctors, OLD GOLD 50%; Brand X 4%; Brand Y 25%; Brand Z 20%.”

(Signed) **J. H. H. GOODWIN**
Certified Public Accountant
1st Broadway, New York

**Not a Cough in
a Carload**

Time in on OLD GOLD Character Readings . . . Tuesdays at 8:15 P. M., Thursdays at 9:15 P. M., Eastern Standard Time . . . Coast-to-Coast Columbia Network

OLD GOLD hits a homer for BABE RUTH in Blindfold cigarette test



The king of the baseball world . . .
"The King of Bats!"

Babe Ruth . . . making the test in the
playing room at the Yankee Stadium.
He was asked to smoke each of the four
leading brands . . . choosing the one
with which he felt he was most comfortable. From
one cigarette he tried . . . "Which
one do you like best?"

"Yes, I am well over 21 . . . so I could
see no reason why I shouldn't make
the blindfold test. As I tried the
four leading cigarettes I kept this
'box score' on the results:
No. 1 out at first
No. 2 this one 'lamed'
No. 3 out on a pop fly
No. 4 (OLD GOLD) . a home run hit!
"OLD GOLD's mildness and smooth-
ness marked it 'right off the bat'
as the best."

Babe Ruth



On a no-nap flight in the blackout?

**Why do they
choose OLD GOLD
. . . even in the dark?**

What is this superiority that wins so many
famous people? It's simply honey-like smooth-
ness . . . the soft and delightful quality that
Old Gold has added to cigarettes. And it
comes from the heart-land of the tobacco
plant . . . the finest tobacco that grows. . . That's
why you can pick an Old Gold with your
eyes closed. And that's why Old Gold is
the fastest growing cigarette in America.



Made from the heart-land of
the tobacco plant

SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"

1928 Jul

“OLD GOLD has the most on the ball”... says Lou Gehrig in Blindfold cigarette test



What cigarette's got the most on the ball? . . . Well, you can tell that with your eyes closed. For when Old Gold stepped into the box in the third inning of the Blindfold Test, I said without a moment's hesitation that it was smoother . . . milder . . . than any of the other three brands.

Lou Gehrig



Why you can pick them

Three types of leaves grow on the tobacco plant . . . coarse top-leaves, irritating to the throat . . . withered grand-leaves, without taste or aroma . . . and the heart-leaves rich in cool and fragrant smoking qualities. Only the heart-leaves are used in Old Gold. That's the reason for their superiority.

SMOOTHER AND BETTER

“not a cough in a carload”

Lou Gehrig . . . stellar first baseman of the New York Yankees . . . comes up last year to his teammate, Edie Bark, as champion champion of heart-leaf hits.

You can select no matter what of the best cigarettes, and you can select no matter what of the best cigarettes, and you can select no matter what of the best cigarettes. "Which one do you like best?"

4-1 Cigarettes in the tin
Made from the heart-leaves of the tobacco plant

1928 Jul



"YOU'RE OUT A MILE,"
yelled UMPIRE FINNIGAN

"You're as blind as a bat," roared Muggsy Mulligan.

"That may be," smiled the umpire, "but you heard me, for I smoke OLD GOLDS and speak with authority. Now you can run out and buy a pack. They'll soothe your nerves. Not a bark in a blencherful."

OLD GOLD
BETTER TOBACCOS... THAT'S WHY THEY WIN
NOT A COUGH IN A CARLOAD



© F. Lorillard Co.

THE LITERARY DIGEST 41

You can't improve on Nature!



OLD GOLD won in scientific tests, because it is made of the PUREST, choicest tobaccos... free of heat-generating flavorings. That's the "why" of OLD GOLD's greater taste appeal, and delightful throat-ease.

A famous testing laboratory made 75 impartial cool tests* of the four leading cigarette brands. And OLD GOLD was shown definitely cooler than the other three leading brands.

NOT A COUGH IN A CARICAD

***THE VERDICT OF SCIENCE**
This is to certify that in 75 repeated tests made of four leading cigarette brands... measuring the heat content of each cigarette by the Calorimeter method... it was shown that OLD GOLD is from 112 to 136 B. T. U. COOLER than the other brands. Signed NEW YORK TESTING LABORATORIES
C. R. B. J. S. Director

OLD GOLD ARE PURE TOBACCO - NO HOT-BURNING FLAVORINGS ADDED



"There are times when I don't dare to cough . . . so I smoke Old Golds"



"Besides the fact that a cough, when the camera is clicking, would spoil the scene and cause expensive re-takes; besides the fact that it just isn't done on a movie set, there are times when coughing would just about mean 'curtain' for me.

"So I smoke OLD GOLDS because they don't bring on that throat tickle and irritation that causes coughing. Smooth and easy, OLD GOLDS are, on my throat. So I smoke O. Gs, myself, and recommend them to everyone who works with me."

(SIGNED) *Charlie Chaplin*

Why not a cough in a carload?

OLD GOLDS are blended from *heart-leaf* tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

eat a chocolate, light an Old Gold, and enjoy both!

CHARLIE CHAPLIN
World's greatest comedian and premier artist of the screen, in an unforgettable scene from "The Circus." United Artists Production.

© F. Lorillard Co., Inc. 1929

1929

Presenting . . .

CHARLIE CHAPLIN

in the *blindfold* cigarette test

Famous star selects
OLD GOLD

"One cigarette of the four I smoked in the blindfold test was like shooting a score successfully after a whole series of failures. It just 'clicked' and I named it as my choice. It was Old Gold. Which clears up a mystery, for the supply of

Old Golds in my Beverly Hills home is constantly being depleted. It seems that Strongheart and Rintintin are the only motion picture actor stars who don't smoke them."

Charlie Chaplin



Mr. CHAPLIN was asked to smoke each of the four brands blindfold, naming his own with either his own name, the name of the brand, or "What one do you like best?"



How does OLD GOLD do it?

What's the secret of Old Gold's winning charm? The answer is very simple. These types of filter give us the tobacco plant . . . more, heavy top-leaves, bringing in the throat . . . with *ered grand-leaves*, without taste or aroma . . . and

the *leaves* . . . with the most and highest smoking qualities. These golden-ripe *leaves* give Old Gold's their *smooth* taste. That's why so many famous people choose them. And that's why you too can pick them . . . even in the dark.

MADE FROM THE BEST LEAVES OF THE TOBACCO PLANT

SMOOTHER AND BETTER—“NOT A COUGH IN A CARLOAD”

"Will the gentleman who just coughed, step to the box office . . . for a package of Old Golds?"

"Of course, I have never said those words from the stage — but in all kindness I have often wanted to offer this friendly help to some poor fellow whose cough was spoiling the enjoyment of those around him.

"A year or so ago, when the makers of old gold ran some ads on the effect of coughing in theatres, I was grateful. I am more grateful now that old gold has invited stage folk to help them bring 'firstaid' information to our unhappy friends the 'coughers.'


"My advice is that prevention is the best aid. Smoke old golds. They soothe the throat and prevent the 'cough-tickle.'"

SIGNED *Amulo Marx*

Why not a cough in a carload?

OLD GOLDS are blended from HEART-LEAF tobacco, the Sweet Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure honey-like smoothness.

On your Radio . . . OLD GOLD PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, and his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over entire network of Columbia Broadcasting System.



eat a chocolate, light an Old Gold, and enjoy both!

© F. Litchfield Co., Inc. 1929

1929

"If the cougher in the 4th row will come to the stage door . . . there's a carton of Old Golds waiting for him!"



"Of course, I've never said the above! But how I've been tempted to, when a heavy bass whoop or a shrill soprano bark has drowned out my best wine-craak.

"But it isn't good cricket to publicly embarrass a cougher. He isn't barking on purpose. He needs quiet, friendly counsel. He should, in confidence, be told to smoke OLD GOLDS.

"You'll enjoy the show better . . . and so will I . . . if we can just get this tip over to him. For, from my own experience with this smooth and throat-easy cigarette, I don't believe there's a cough in a capacity house-fal of them."

(SIGNED) *W. C. Fields*

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows . . . Selected for richness and ripeness from the heart of the tobacco plant . . . Aged and matured extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

eat a chocolate, light an Old Gold, and enjoy both!

© 1924 W. C. Fields, Inc. N.Y.

OLD GOLD PAUL WHITMAN CHOCOLATE . . . Paul Whittman, King of Ice, and his company authority will treat you the OLD GOLD bear away from the coasting factory, New York, N.Y. 100. Features Standard Time and extra variety of Chocolate Branding System.

61%

61% OF ALL ILLNESS BEGINS AT THE THROAT

OLD GOLD was created because
a throat-easy cigarette was needed

Why have millions of smokers changed to OLD GOLD since its introduction only three years ago? Because of its noticeable throat-ease and honey smoothness. Because of its BETTER TOBACCOS . . . Clean, ripe, queen-leaf tobaccos . . . Free of all throat-irritating impurities . . . Try a package today . . . Your taste will say: "What a delightful flavor!" And your throat will say: "At last! Here is that gentle and kindly smoke I have been hoping for."

NOT A COUGH IN A CARLOAD

On your Radio . . . OLD GOLD—PAUL WHITEMAN HOOR. Paul Whiteman, with his complete orchestra . . . every Tuesday, 9 to 11 P. M. Eastern Standard Time

1930 Feb 19

61%



61% OF ALL ILLNESS BEGINS AT THE THROAT

Give your throat the comfort of a throat-easy cigarette

It takes three years to prepare the tobaccos that make OLD GOLD a smoother cigarette. . . The throat-scratch begins to leave when its BETTER TOBACCOS are allowed full time to mellow and ripen. . . the irritation goes when they are completely freed from dust and impurities. . . The roughness disappears when they are blended to honey-smoothness, with no artificial treatment added. . . Three years to make your throat say "O. K." and your taste say "100%". . . But it's worth it to OLD GOLD, and to you.



**** NOT A COUGH IN A CARLOAD ****
Go your Radio . . . OLD GOLD—PAUL WHITEMAN HOUR. Paul Whiteman, with his complete orchestra . . . every Tuesday, 5 to 12 P. M., Eastern Standard Time

1930 Feb 19

Ripley CREATOR OF BELIEVE IT OR NOT- PROVES IT

THROAT DOCTORS pick

OLD GOLD

in Public Test of 4 Leading Cigarettes

By ROBERT RIPLEY, Himself

"Believe it or not... Here's real authority. Registered physicians, specializing in the cure of the nose and throat! Doctors who see every day the ill-effects of cigarettes that are too harsh, too raw, too irritating to delicate membranes.

"I picked the Doctors as taste-testers because they naturally judge cigarettes for their throat-ease.

"This was to be a taste-test... but I knew every doctor would instinctively rate the four cigarettes on their smoothness and throat-comfort as well as their flavor.

"Believe it or not... these registered physicians, without knowing what brand they were choosing, picked OLD GOLD by the decisive ratio of 2 to 1.

"I'm getting used to amazing victories for OLD GOLD... but I'll admit this one would be hard to believe if I hadn't personally counted the votes. A Certified Public Accountant also audited the score."



DOCTORS MAKE TASTE-TEST! Here's the latest Ripley Cigarette test in action—New York Throat Specialists voted OLD GOLD best.



BELIEVE IT OR NOT
... here's the Final Score!

"I certify that on audit of the complete and final results of the Ripley taste-test conducted with Throat Specialists gave OLD GOLD 50%, Brand X 25%, Brand Y 15% and Brand Z 10%." Signed, J. S. M. Goodloe, Certified Public Accountant. Left-Rip Checking Score.

NOT A COUGH IN A CARLOAD!

1930

Ripley CREATOR OF **BELIEVE IT or NOT- PROVES IT**

THROAT DOCTORS *pick* OLD GOLD

in PUBLIC TEST of 4 leading Cigarettes



By **Ripley**, Himself

"Believe it or not... Here's real authority. Registered physicians, specializing in the care of the nose and throat! Doctors who see every day the ill-effects of cigarettes that are too harsh, too raw, too irritating to delicate membranes.

"I picked the Doctors as taste-testers because they just naturally judge cigarettes for their throat-ease.

"This was to be a taste-test... but I knew every doctor would instinctively rate the four cigarettes on their smoothness and throat-comfort as well as their flavor.

"Believe it or not... these registered physicians, without knowing what brand they were choosing... with all names concealed... picked OLD GOLD by the decisive ratio of 2 to 1.

"I'm getting used to amazing OLD GOLD victories... but I'll admit this one would be hard to believe if I hadn't personally counted the votes. A Certified Public Accountant also audited the score."

BELIEVE IT OR NOT, HERE'S THE FINAL SCORE!

"I certify that an audit of the complete and final results of the Ripley taste test conducted with Throat Specialists gave OLD GOLD 186, Brand X 286, Brand Y 86 and Brand Z 256."

Signed, J. M. M. Goodloe, Certified Public Accountant. Above you see the Throat Doctors actually making the test. In circle at the left, Ripley and nurse checking one Doctor's vote.



NOT A COUGH IN A CARLOAD

1930

Throat Doctors Pick Old Gold. Not A Cough in A Carload

This Weather is **OLD GOLD WEATHER**

THE SMOKE SCREEN THAT
KEEPS OUT THROAT-SCRATCH



IN KINDNESS TO YOUR THROAT
change TO THIS SMOOTHER CIGARETTE

In cold, damp or raw weather smoke this smoother cigarette! OLD GOLDS are easy on the throat. OLD GOLD'S clean, ripe tobacco holds no "throat-scratch." No roughness. Sample their honey-smoothness. Taste their wonderful flavor, winner in 100,000 taste-tests. Change to OLD GOLDS, in kindness to your throat.

© F. Loeffler Co., Inc. 1929
Better tobaccos make them smoother and better . . . with "not a cough in a carload"
On your Radio, OLD GOLD—PAUL WHITMAN HOUR, Paul Whiteman, with his complete orchestra, every Tuesday, 9 to 12 P. M., Eastern Standard Time

1929 Dec 4

Cold* Weather is Old Gold Weather

Old Gold CIGARETTES
THE TREASURE OF THE HALL

BE CAREFUL OF YOUR THROAT

There's only one problem in selling OLD GOLDS.
... how to get you to smoke the first few packages.
After that, everything is easy. For OLD GOLD is so
obviously smoother ... so much better ... so
superior in its clean, ripe tobacco ... that it wins
you over without a struggle. This isn't boasting.
This is just the selling history of OLD GOLD.
BETTER TOBACCOS ... that's what swept it to
national favor in three years.

OLD GOLD

BETTER TOBACCOS ... make the difference
" ... not a cough in a carload "

On your Radio ... OLD GOLD—PAUL WHITEMAN HOUR, Paul Whiteman, with his complete orchestra ... every Tuesday, 9 to 10 P. M., Eastern Standard Time

1930 Feb 5



"Cold" Weather is Old Gold Weather

Old Gold CIGARETTES
THE TREASURE OF THE FALL

THEY'RE KINDER TO YOUR THROAT

Copyright P. Lorillard Co.

What a fast and friendly selling job OLD GOLD does for itself! In three years of nation-wide distribution, it has put that buff-and-gold package in millions of pockets . . . and handbags! . . . BETTER TOBACCOS — that's why their smoothness is irresistible . . . their flavor more delightful . . . Proof? . . . It's in the first package and your throat can be judge and jury.

OLD GOLD

BETTER TOBACCOS . . . make the difference
" . . . not a cough in a carload "

1930 Jan 22

Cold Weather is Old Gold Weather

Old Gold CIGARETTES
THE TREASURE OF THIRTEEN

YOUR THROAT WILL BE GRATEFUL

Don't wait until your throat begins to bother you, change to OLD GOLD now. Your throat will give you the reasons for OLD GOLD'S amazing success in the first package you smoke. BETTER TOBACCOS. Cleaner, riper... honey-smoothness... an exquisite flavor. Why take the risk of throat irritation? Your throat needs OLD GOLDS. Now. Tomorrow. Always.

OLD GOLD

BETTER TOBACCOS... make the difference
".....not a cough in a carload"

1930 Jan 29



because O.Gs. are *better!*

There's always a "full bag" of smoking satisfaction in every package of Old Golds... How come?... Because O. Gs. are smoother and better... because they're blended of better tobaccos... by modern blenders who began where others left off.

OLD GOLD
not a cough in a carload

Old Gold CIGARETTES
15¢
THE FAVORITE OF THEM ALL

© 1935, P. Lorillard Co., Inc. N.Y.



1927 Aug 12



1927 Aug 25



Cinderella and the Three proud cigarette brands

A Modern Fable

Once upon a time a Mighty Prince set forth to find a perfect cigarette. Being very wise, he settled down his search to the four National favorites . . . that quartette of popular sister brands known as the "30 for 1¢" family. The three elder cigarette brands rushed forward to meet the Prince with all the proud pomp in the world . . . each vying with the other in vying her claims upon him.

"Smoke me!" said the eldest, "I am the class of the field."

"Smoke me!" said the second, "for I am beyond compare."

"Smoke me!" said the third, "all the world acknowledges me to be the best."

Then, from the background, the youngest brand . . . the Cinderella of the family . . . quietly spoke up. "If you please, Sire," she suggested, "why not smoke all four of us . . . and compare us fairly and impartially, letting your taste decide which one of us you like best!"

"Why, that's a common sense idea!" exclaimed His Highness. Whereupon he covered the names of all four brands with paper masks! Then and smoked them reflectively, with all brand prejudice removed.

One cigarette seemed to capture his fancy, far and beyond the others. "I don't know which cigarette this is," he declared, "but, unquestionably, it is the cigarette for me."

Whereupon he removed the mask and found it to be . . . Well, Cinderella is the "storybook" name but in America today that winning brand is known as OLD GOLD.

MORAL: It is easy to make big claims, but you can't smoke claims. The only sound way to discover the cigarette you like best is to let your taste decide.



SMOOTHER AND BETTER . . . "not a cough in a carload"

ON YOUR RADIO: PAUL WHITEMAN, King of Jazz, with his complete orchestra, every Tuesday, 9 to 10 P. M. Eastern Daylight Saving Time, Columbia Broadcasting System

**"I like a *clean* smoke
AND A CLEAN BREATH!"**

sealed in moisture-proof cellophane

Old Gold
CIGARETTES

"I guess I'm what they call an 'end-less chain smoker' . . . lighting the next cigarette from the stub of the last. But I've never greeted the family with tainted breath. Not me! I smoke OLD GOLDS!

"The low-down is this . . . OLD GOLDS are made of fine tobacco, and nothin' else but. They don't put in added flavors . . .

"Nature did all the sweetenin' in the tobacco! So OLD GOLDS don't scent up the breath and clothes.

"An OLD GOLD is a grand smoke. But it leaves nothing behind except a pleasant recollection."

NOT A COUGH IN A CARLOAD

© P. Lorillard Co., Inc.

1931 Nov 25

**“CHANGE HERE FOR
CANAL STREET,”
HOLLERED HORSE-CAR HENNESSEY**

“Before I do,” spoke Ingrid Desmoulin, eighteen and pretty as a May morning, “may I suggest a change for you?”

“Be as suggestive as ye like, me Wild Rose,” answered the veteran turfman.


“Change to OLD GOLDS and cease those rasping roars. Ease your throat with honey-smooth, heart-leaf tobacco and part forever with those grunts and growls. Speech is silver, silence is golden . . . and OLD GOLD speech is e’en more golden . . . there’s not a bark in a billion.”

OLD GOLD

BETTER TOBACCOS . . . THAT’S WHY THEY WIN
NOT A COUGH IN A CARLOAD

© P. Lorillard Co.

1930 May 14



**"ONE STEP CLOSER AND I JUMP!"
CRIED the LAST of the D'UBERVILLES**

"B-but Tess, I'm asking you to be my wife," stammered Sir Sidney Sissingham.

"What," cried the fiery fraulein, "you'd call me 'wife' in rasping tones like those. Never! Before you dare presume, sir, learn what wonders, upon frayed vocal cords, are worked by honey-smooth, queen-leaf tobacco. Relieve my tortured ears and your tortured throat with OLD GOLDS. Mellow your speaking voice, calm that cackling cough and soothe that squawk. OLD GOLD yourself, Sir Sidney. There's not a bark in a billion."

OLD GOLD

FASTEST GROWING CIGARETTE IN HISTORY
..... NOT A COUGH IN A CARLOAD



© P. Lorillard Co.

1930 Mar 5

QUESTIONS AND ANSWERS ABOUT THE
OLD GOLD
CONCEALED NAME
CIGARETTE TEST

Ask us another if we haven't answered here every question ever asked about it

QUESTION: Does old gold publish the score of every public test taken?
ANSWER: Yes . . . win, lose or draw!

QUESTION: Is old gold always the same number?
ANSWER: No. In the actual tests there are no numbers on the cigarette packs. The smoker, himself, tears off the paper masks and finds out for himself which cigarette he has chosen as best.



QUESTION: Is the Concealed Name Test a "gaming contest" . . . does the smoker attempt to guess brand names?
ANSWER: Decidedly not! The smoker states only which cigarette tastes best to him, and does not try to guess the name.

QUESTION: Who conducts these tests?
ANSWER: Never the makers of old gold, or their agents. The tests are conducted by certified public accountants, or officials of the organization or institution under whose auspices the tests are given.

QUESTION: Are all competing brands equally fresh and in precisely the same condition?
ANSWER: All four brands are purchased before each test at the same time in the same store out of retail stock, just as the public buys them . . . and the clerk who sells them certifies the purchase.

QUESTION: Does the official conducting the test know which cigarette is which while the smoker is making the test?
ANSWER: Not the cigarettes are arranged in sets of four . . . one each of the four leading brands. Then they are masked . . . their names completely concealed. When the official hands out these masked cigarettes it is impossible for him, or anyone, to know one from another.

NOTE: Why not make this test yourself to your own liking? We'll be happy to send you a set of the brand name masks and complete instructions . . . Write to F. Lorillard Co., 113 West 10th Street, New York City.



NOT A COUGH IN A CARLOAD

1929 Aug 21

...and that's how
OLD GOLD
became the *throat-easy* cigarette




"Every Old-Timer knows that the HEART-LEAVES make the smoothest smoke!"

"Round here in the foothills of the Blue Ridge, we've been raisin' tobacco since my grandpap was a boy. We grow the makin's for all the leading cigarettes."

"Well, Suh, a few years ago an OLD GOLD man came through here and said: 'I don't want any of your stoney grand-leaves. I only aim to buy your heart-leaves. And I'll pay the price.'"

"Now every old-timer, down in his heart, knows that the top and bottom leaves may bite the throat. And he knows that the heart-leaves make the smoothest smoke."

"But when the OLD GOLD people demanded the heart-leaves, that was something new in these diggin's. That's how OLD GOLD became the throat-easy cigarette... that's where 'not a cough in a carload' come from."

[NO. 3 OF A SERIES... As told by Tobacco Planters of the Sassy South]

**Eat a chocolate,
light an Old Gold
... and enjoy both**



- (1) Coarse, gummy top-leaves
- (2) Seed-bearing ground-leaves
- (3) Mild and silky Heart-Leaves

OLD GOLD CIGARETTES are made from the best leaf tobacco. And it's not the middle leaves, neither the top or bottom leaves, that make the throat bite. It's the heart-leaves that make the smoke smooth. Old Gold Cigarettes are made from the best leaf tobacco. And it's not the middle leaves, neither the top or bottom leaves, that make the throat bite. It's the heart-leaves that make the smoke smooth.

SMOOTHER AND BETTER... "NOT A COUGH IN A CARLOAD"

1929 Feb 19

**OLD GOLD in 1928
GAINS over
22 million dollars**

**More than 300%
increase.... the
greatest growth in
all cigarette history**

AND ONLY 2 YEARS OLD!

*That's what smokers
think of OLD GOLD*



On Your Radio, OLD GOLD PAUL WHITEMAN HOUR.
Paul Whiteman, King of Jazz, and his complete or-
chestra will broadcast the OLD GOLD hour every
Tuesday, starting Feb. 5th, from 9 to 10 P. M., East-
ern Standard Time, over entire network of Columbia
Broadcasting System.

NOT A COUGH IN A CARLOAD

1929 Jan 29

He coughed
...the Villain!

and the love scene had
to be taken all over!



MADGE BELLAMY . . . thought you are in for some action. "Mother Knows Best."

Madge Bellamy explains the growing popularity of Old Golds in Hollywood

"The 'hero' in a movie may easily become the 'villain' if he coughs at the wrong time. A cough isn't nice at any time, but when it interrupts the taking of a movie scene, it's a nuisance! Re-takes are costly!"

"The high tension of movie work makes smoking a vital relaxation. But we relax with OLD GOLD."

On your Radio

OLD GOLD PAUL WHITEMAN HOUR

Paul Whiteman, King of Jazz, and his orchestra continue to broadcast the Old Gold in hour-long "Popularizing Famous Old Golds" on NBC, Radio Station WJZ, over entire network of Columbia Broadcasting System.

They're so smooth, as smooth as the polished manner of Adolph Menjou, who himself is an OLD GOLD fan.

"While they're the most enjoyable of cigarettes, OLD GOLDs mean absolute 'take-out' for drowsiness and smoker's cough."

Madge Bellamy

Why not a cough in a carload?

OLD GOLD Cigarettes are blended SUPERBLY GREAT tobacco, the finest Nature grows . . . Selected for silkiness and ripeness from the heart of the tobacco plant . . . Aged and conditioned every long in a temperature of mid-July sunshine to insure that honey-like smoothness.



eat a chocolate, light an Old Gold, and enjoy both!



"The HEART-LEAF is both rich in the taste and kind to the throat."

"I reckon there ain't a Cough in a Field-ful of these!"



[1] Course, gummy top-leafes
[2] Sand-burned ground-leafes
[3] Mild and silky Heart-Leafes

"I'm talkin', Colonel, about these silky beauties, 'hearties' in the heart of the plant. They're as gentle to the throat as a mammy to her babe."
"But you can't say dat of all cigarett tobacco. No, Sutt! Not even of all the leaves on this plant! Down at the bottom you see those withered ground-leafes. Sand-burned, Charfy, They make a woody smoke. And up at the top you see the gummy top-leafes. That's where throat hit come from!"
"But here in the center is where the 'Jim-dandies' grow—the pride of the Old South's plantations—*Heart-leaf* tobacco. Smooth as the hearts of lettuce . . . or the heart of a Virginia ham! Our Genl buys the *Heart-leafes* . . . rich in the taste . . . but kind to the throat. I reckon there ain't a cough in a field-ful of them."



HEART-LEAF quality Throughout... is both Domestic and Imported Tobacco

NO. 2 OF A SERIES . . . As sold by Tobacco Planters of the Seamy South.

SMOOTHER AND BETTER...
"not a cough in a carload"

**Eat a Chocolate,
light an Old Gold
... and enjoy both**



BROADWAY casts its vote for "O.Gs."

**Certified public accountants report
choice of 2,003 New Yorkers in
test of the 4 leading cigarettes**

We hereby certify that we supervised and audited a public "concealed name" test of the four leading cigarette brands at 1741 Broadway, New York City, during the period of March 2 to March 5, 1929, inclusive. The test was open to the general public. Everyone who stepped into the display room was invited to smoke one each of the 4 "masked" brands and to indicate which cigarette his taste liked best. We further certify

that the following summary correctly sets forth the complete result of this test.

BRAND	FIRST CHOICES	RESULT
OLD GOLD	681	30%
"Brand X"	322	26%
"Brand Y"	459	23%
"Brand Z"	439	21%
Total	2,881	100%

Wiggin, Reamy & Co.
ACCOUNTANTS AND AUDITORS

"NOT A COUGH IN A CARLOAD"

P. F. Lillard Co. - Sole U.S. Agent

The 4 leading cigarettes, masked to conceal their identity

On your Radio, OLD GOLD - PAUL WHITEMAN SINGS: Paul Whiteman, King of Jazz, with his complete orchestra, broadcast the OLD GOLD Hour - every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over the entire network of the Columbia Broadcasting System.

1929 Jul 10

OLD GOLD CAPTURES CHICAGO IN ONE AFTERNOON

WINDY CITY GIVES OLD GOLDS BIG PLURALITY IN RIPLEY'S NEWEST CIGARETTE TASTE-TEST

By ROBERT RIPLEY, Himself

Folks . . . I get more challenges from Chicago, to my Believe It or Not cartoons, than any city in the world. You've got to prove your facts to this hard-boiled city. That's why, when

the Chicago Herald Examiner invited me to make one of my public cigarette tests out here, I cheerfully accepted their invitation.

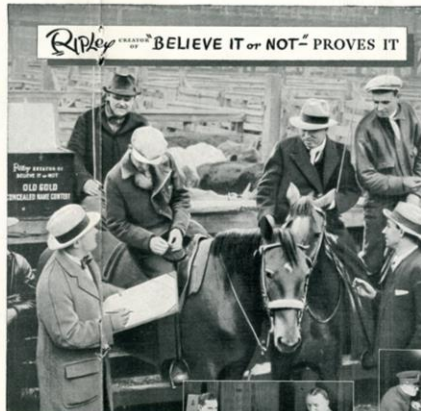
These "show-me" Chicagoans put OLD GOLDS up against the toughest taste battle they ever faced.

Stockyards cow-punchers smoked the 4 leading brands with names concealed . . . and turned in an overwhelming OLD GOLD verdict.

At the Board of Trade, traders left their tickers . . . and OLD GOLD ticked off another win. A husky squad of Chicago's gangland fighters took OLD GOLD'S three "big-selling" competitors for a ride.

In 1107 tests, Chicago picks OLD GOLD by a 33% margin.

Can't OLD GOLD ever lose in these tests? I don't know. But I'm going to keep right on trying.



Below . . . STOCKYARDS COW-PUNCHERS stop herding beef-on-the-hoof long enough to register another win for OLD GOLD in new taste-test.



At left . . . "GUM-KING" WRIGLEY, Lawrence Whiting, Leon Mandel, II, and Rip making a taste-test in Mr. Whiting's office in the famous Wrigley Building, Michigan Bldg.

OFFICIAL BOX - SCORE

As called by Certified Public Accountant
 "I hereby certify that the following is a true and complete audit of the test of the four leading cigarettes, conducted by Robert Ripley, in Chicago."
 OLD GOLD369
 Brand X250
 Brand Y239
 Brand Z219
 (Signed)
 Wm. W. THOMPSON & Co.
 Certified Public Accountant

NOT A COUGH IN A CARLOAD

**O.G. accepts Challenge
at stronghold of its rivals**

Show-down test . . . at Roosevelt Field, New York, reveals the true cigarette preference of Aviators.

The question is often asked: "Does OLD GOLD pick out its strongholds, the places where it outsells its three rivals, when it makes its 'Concealed Name Tests?'" The answer is "No!" OLD GOLD doesn't seek "set-ups" but "show-downs."


As a two-year-old youngster, "O. G." couldn't be expected to match "sales totals" with the three veteran brands, each from 12 to 16 years old. Give a young fellow time! But when it comes to comparing quality . . . that's "O. G.'s" meat.

For example, look what happened at Roosevelt Field, New York's greatest airport. Here, "O. G." rank third in sales. But when 68 Roosevelt aviators and their mechanics took the "Concealed Name Test," OLD GOLD won, hands down, as the most appealing cigarette! The score, as audited by certified public accountants, was: OLD GOLD 23 first choices . . . Brand "X", 13 . . . Brand "Y", 17 . . . Brand "Z", 15.

On your Radio . . . OLD GOLD—PAUL WHITESMAN BOON . . . Paul Whitesman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour . . . every Tuesday, from 9 to 10 P. M., Eastern Daylight Saving Time, over entire network of Columbia Broadcasting System.

"NOT A COUGH IN A CARLOAD"

1929 Jun17



OLD GOLD WINS WITH NEWSPAPER MEN

Staff Members of Ten New York and Chicago Dailies Compare the 4 Leading Cigarettes

Your newspaper man knows his cigarettes. He has to—he uses so many of them! So "Supreme Court Authority" cast its vote when 421 newspaper men compared the 4 leading brands with names concealed—and named the one that was most appealing.

These tests took place in the offices and pressrooms of ten New York and Chicago dailies. Ten group tests were made—and Old Gold won eight of the ten. To the right is a summary of these ten group tests, each of which was conducted, and certified to, by a certified public accountant or an executive of the newspaper.

HOW THE PRESS VOTED

6 New York papers voted:
OLD GOLD 5, "Brand X" 4, "Brand Y" 2, "Brand Z" 0

4 Chicago papers voted:
OLD GOLD 3, "Brand X" 2, "Brand Y" 2, "Brand Z" 0

Total for the 10 newspapers:
OLD GOLD 12, "Brand X" 6, "Brand Y" 4, "Brand Z" 0

For more details, OLD GOLD—PAUL WHITMAN SINGS
The King of Jazz, with his greatest recording, "Swingtime"
OLD GOLD Sings... every Tuesday, in D.F.W., "Swingtime"
Bright Spring Club, near Columbia national cemetery.

"NOT A COUGH IN A CARLOAD"

1929 Jun 13

Ripley CREATOR OF **BELIEVE IT OR NOT - PROVES IT**



SCENE OF OLD GOLD'S LATEST TRIUMPH...The Golf Course back of the Roxy Theatre in New York, where O. G.'s won Public Taste-Test.

OLD GOLD WINS..

with Broadway's Midnight Golfers

By ROBERT RIPLEY, Creator of Believe It or Not



OLD GOLD	72
WINDMILL	75
WINDMILL	75
WINDMILL	75
WINDMILL	75

"In the past 3 years I have served 'Believe It or Not' facts to more than 200 million people.

"And I've never printed a fact I could not prove... If there was the slightest doubt, it went in the waste basket.

"Here are the results of my latest test. 237 Midnight Golfers on the course back of the Roxy Theatre in New York tested the 4 leading brands of cigarettes... OLD GOLD included... with brand names concealed.

"Believe it or not... OLD GOLD won hands down... ahead of nearest rival by 75% as the scoreboard shows.



© P. Lorillard Co.

Final Score! OLD GOLD, 90; Brand X, 85; Brand Y, 80; Brand Z, 65. (Signed) J. & M. Goodloe, Certified Public Accountants.

NOT A COUGH IN A CARLOAD

1930

Ripley - CREATOR OF
"BELIEVE IT OR NOT" *Proves it*



RIPLY HIMSELF, with typewriter and O. G. HERE'S THE FIRST "Believe It or Not" Ripley taste-test in progress at the New York Athletic Club.

Old Gold *most Appealing Cigarette*

By ROBERT RIPLEY

"OLD GOLD seems to me to be one of the biggest 'believe-it-or-nots' to be found.

"That's why I accepted OLD GOLD'S challenge to conduct a series of taste-tests in public places, with the distinct understanding that they would publish the results . . . WIN, LOSE OR DRAW.

"I've just completed the first test at the New York Athletic Club. Fifteen guests each smoked the four leading brands of cigarettes, with names concealed. Each picked one as best and I removed the masks.

"And, believe it or not . . . OLD GOLD won! Picked by 7 smokers to 3 for the next brand.

"Believe it or not' fans know I prove my facts. I'll gladly send you an auditor's report of the score."



NOT A COUGH IN A CARLOAD

1930

Ripley CREATOR OF **BELIEVE IT or NOT- PROVES IT**

OLD GOLD VOTED BEST

by World's keenest

TASTE TESTERS

By Robert Ripley, Himself

"Believe it or not . . . these men together earn over \$250,000 yearly . . . on their sense of taste alone!

"They are expert coffee tasters . . . the world's Supreme Court on taste matters . . . and they have just put OLD GOLD through the toughest test any cigarette has ever faced!

"At my request, they sampled each of the four leading cigarettes with names concealed. Once . . . twice . . . three times. Rated them all . . . on flavor, aroma, general appeal.

"I was impressed when OLD GOLD won. I was stunned when I looked at the final score . . . their verdict.

"Believe it or not, the keenest judges of taste the whole world knows picked OLD GOLD two to one over its nearest rival!"




Believe it or not . . . Here's proof!
Here's the score, checked as usual by a Certified Public Accountant.

OLD GOLD chosen by 10 smokers	
Brand "X"	10 5 "
Brand "Y"	11 4 "
Brand "Z"	10 2 "
Total	31 21

J. & M. GOODRICH, Certified Public Accountant

NOT A COUGH IN A CARLOAD

1930

Ripley CREATOR OF BELIEVE IT or NOT- PROVES IT

Why does OLD GOLD

always Win

in every Public Taste-Test of the 4 Leading Cigarette Brands?



BELIEVE IT or NOT FANS
... here's the Answer to your Question

Every day, the letters pour in. "How does O. G. get that way? Why does O. G. always win? You've proved they do... tell us why!"

Well, fans... Just read this story and see why OLD GOLD always comes out on top.

Ripley



TEA-TASTERS PICK OLD GOLD... Actual photograph shows tasters in action.

"Long before OLD GOLD ever appeared on the market, Lorillard took every other brand and a dozen blends of its own... wrapped them all in plain white paper... and asked American smokers to pick the best."

"One blend of Lorillard's won every taste-test. That blend became OLD GOLD. It still wins every public taste-test because it is the only cigarette deliberately planned to bring enjoyment to American smokers!"



NOT A COUGH IN A CARLOAD!

Ripley CREATOR OF **BELIEVE IT or NOT- PROVES IT**

OLD GOLD WINS CLOSE VERDICT..



THE OFFICIAL BOX SCORE
As Audited by Certified Public Accountants
"It hardly needs saying that the following is a true and complete audit of the vote of the four leading cigarettes, conducted by Robert Ripley, in Cincinnati."
Brand Y.....172
Brand Z.....118
Brand X.....100
Brand A.....80
Edward A. M. Schaeffer
Cincinnati Public Accountant

Cincinnati Smokers give it victory in 7 out of 8 "precincts" in city-wide taste-test of 4 Leading Cigarettes


"Well, I got my wish! I've been hoping for something more exciting than the usual OLD GOLD walk-away victory."
"And... believe it or not... in my latest, OLD GOLD almost lost!"
"It happened in Cincinnati. For three days, I tested smokers in every walk of life. They sampled the four leading brands with names concealed... picked the one each liked best."
"One small group of 14 smokers turned in a verdict against OLD GOLD. But at Shipley's Restaurant, the Cincinnati Enquirer, the Times Star, Cincinnati Post, Crosby Radio Co., Advertisers Club and Cincinnati Club, OLD GOLD maintained its winning streak."
"Which only goes to show that, while OLD GOLD may lose in small tests, you can't defeat it in groups large enough to be truly representative of the American taste in cigarettes."

Old Gold CIGARETTES
THE FAVORITE OF HEROES

NOT A COUGH IN A CARLOAD.

1930 Nov 26

**Student Fliers
challenge Old Gold**
-and two telegrams tell what happened!



WESTERN UNION
Standard RATE OF DELIVERY GUARANTEED
P. 12611424 COMPANY,
NEW YORK.


FIFTY STUDENT FLIERS RAN TO MAKE CIGARETTES
THESE BOYS IF YOU WILL SEND US YOUR BOARD
NAME BOARD WE WILL RUN OUR OWN CIGARETTES
WILL OUR OWN TEST AND TELL YOU THE RESULTS
WILL SEND US OUR

E. P. WHEELER
WESTERN AIRCRAFT CORPORATION


WESTERN UNION
Standard RATE OF DELIVERY GUARANTEED
P. 12611424 COMPANY,
NEW YORK.

FORTY THREE STUDENTS MADE THIS TEST TODAY
SEND YOUR CONFIDENCE IN AIRLINES TO CHECKER
OUR OWN TEST PROVED BY A BOARD THAT SEND OUR
WILL SEND US OUR TEST AND TELL YOU THE RESULTS
WILL SEND US OUR

E. P. WHEELER
WESTERN AIRCRAFT CORPORATION



The four leading cigarettes
with brand names connected



**Old Gold
CIGARETTES**
THE LEADER OF BRANDS

The four leading brands, Old Gold, Camel, Winston and
W.D. & H.O. Wills, are the most popular in the
United States. They are the only brands that
are made in the United States. They are the only
brands that are made in the United States.

NOT A COUGH IN A CARLOAD!

1929 Jun 26



Light an Old Gold

for young ideas

Old Gold isn't a dry Martini, in disguise. But smokers do say they get a pleasant stimulation from this extremely mild cigarette. That's due to Old Gold's exceptionally smooth and "biteless" tobacco. It acts as a gentle "pick-me-up" with never a "kick-back" either to the nerves or throat.

Stimulating... BUT NEVER IRRITATING.

Old Gold CIGARETTES
THE TREASURE OF THE GOLD
Old Gold
AMERICA'S SMOOTHEST CIGARETTE

© P. Lorillard Co., Inc.

1935



Date: 1931 September 16
Brand: Old Gold
Manufacturer: P. Lorillard
Campaign: Keep Kissable, No Artificial flavors to taint the breath... or scratch the throat, Not a cough in a carload
Theme: Keep Kissable
Key Words: Woman, Man,
Quote:
Comment:

KEEP KISSABLE



WITH
OLD GOLDS
[CELLOPHANE WRAPPED]

No other cigarette offers you these purity and quality features:

- 1 OLD GOLD contains no greasy artificial flavorings to stain the teeth, taint the breath, or scratch the throat.
- 2 OLD GOLD is a Nature-flavored cigarette; made exclusively of sun-ripened tobaccos.
- 3 OLD GOLD tobaccos are freed of impurities by heat-treating and other processes.
- 4 OLD GOLDS are packed in CELLOPHANE wrapping... all-tight, germ-proof... guaranteeing their freshness and purity... no matter where you buy them.

NOT A COUGH IN A CARLOAD



O.G.s ARE LIKE HONEY TO YOUR THROAT

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH... OR SCRATCH THE THROAT

KEEP KISSABLE

... WITH OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE... as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette... free of coriander and other greasy artificial flavorings that burn into clinging, staining, breath-tainting vapors.

To avoid unpleasant aftermaths, smoke pure-tobacco OLD GOLDS. Their clean, sun-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HERE'S THE PROOF

Open up a pack of OLD GOLDS and smell the tobacco. Do the same with any other cigarette. Judge for yourself which has the natural, pleasant, all-tobacco aroma. It's a favor to your family and friends, as well as to yourself, to smoke NATURAL-FLAVORED, pure-tobacco OLD GOLDS.

NOT A COUGH IN A CARLOAD

Old Gold CIGARETTES

© F. Lorillard Co., Inc.

“ARTIFICIAL FLAVORS” TO TAINT THE BREATH... OR SCRATCH THE THROAT

Date: 1931 June 6

Brand: Old Gold

Manufacturer: P. Lorillard

Campaign: Keep Kissable, , No Artificial flavors to taint the breath... or scratch the throat, Not a cough in a carload

Theme: Keep Kissable

Key Words: Woman, Man,

Quote:

Comment:

KEEP KISSABLE

WITH OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE... as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette... entirely free of camphor and other greasy artificial "flavors" that burn like stinging, staining, breath-tainting vapors.

To avoid unpleasant aftereffects, smoke pure-tobacco OLD GOLDS. Their clean, sun-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HERE'S THE PROOF*

Open up a pack of OLD GOLDS and smell the tobacco. Do the same with any other cigarette. Judge the result which has the natural, pleasant, all-tobacco aroma. It's a favor to your family and friends, so seal up to yourself, no smoke NATURAL-FLAVORED, pure-tobacco OLD GOLDS.

ALWAYS FRESH - SEALED IN CELLOPHANE

Old Gold CIGARETTES

NOT A COUGH IN A CARLOAD

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH... OR SCRATCH THE THROAT

Date: 1931 June 9

Brand: Old Gold

Manufacturer: P. Lorillard

Campaign: Keep Kissable, , No Artificial flavors to taint the breath... or scratch the throat, Not a cough in a carload, Always Fresh

Theme: Keep Kissable

Key Words: Woman, Man,

Quote:

Comment:

Date: 1931 June 10
Brand: Old Gold
Manufacturer: P. Lorillard
Campaign: Keep Kissable, No Artificial flavors to taint the breath... or scratch the throat, Not a cough in a carload
Theme: Keep Kissable
Key Words: Woman, Man,
Quote:
Comment:

KEEP KISSABLE

. . . WITH
OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE . . . as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette . . . free of *coriander* and other greasy artificial flavorings* that burn into clinging, stinging, breath-killing vapors.

To avoid unpleasant aftermouths, smoke pure-tobacco OLD GOLDS. Their clean, sun-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HERE'S THE PROOF:

Open up a pack of OLD GOLDS and smell the tobacco. Do the same with any other cigarette. Judge for yourself which has the natural, pleasant, all-tobacco aroma. It's a favor to your family and friends, as well as to yourself, to smoke *antioxidant-treated*, pure-tobacco OLD GOLDS.



NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH . . . OR SCRATCH THE THROAT



KEEP KISSABLE

... WITH
OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE... as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette... free of camphor and other greasy artificial flavorings that burn into clinging, staining, breath-tainting vapors.

To avoid unpleasant aftermaths, smoke pure-tobacco OLD GOLDS. Their clean, sun-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HEARS THE PROOF?—

Open up a pack of six today and smell the tobacco. Do the same with any other cigarette. Judge for yourself which has the natural, pleasant, all-around aroma. It's a treat to your family and friends, as well as to yourself to smoke natural-flavored, pure-tobacco Old Gold.

NOT A COUGH IN A CARLOAD

Old Gold CIGARETTES

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH... OR SCRATCH THE THROAT

KEEP KISSABLE

... WITH OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE ... as well as a more delightful tasting cigarette. But the makers also considered your breath, your lips, your teeth, as well as your THROAT.

They created a pure-tobacco cigarette ... free of tartrazoid and other greasy artificial flavorings* that burn into clinging, stinging, breath-tainting vapors.

To avoid unpleasant aftermaths, smoke pure-tobacco OLD GOLDS. Their clean, non-ripened, natural-flavored tobaccos will be like honey to your THROAT. And they leave no objectionable odors either on your breath or clothing, or in the room.

HERE'S THE PROOF*

Open up a pack of Old Golds and smell the tobacco. Do the same with any other cigarette. Judge for yourself which has the natural, pleasant, all-tobacco aroma. It's a favor to your family and friends, as well as to yourself, to smoke natural-flavored, pure-tobacco Old Golds.

ALWAYS FRESH... SEALED IN Cellophane

NOT A COUGH IN A CARLOAD

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH...OR SCRATCH THE THROAT



KEEP KISSABLE

WITH OLD GOLDS
[CELLOPHANE WRAPPED]

No other cigarette offers you these purity and quality features:

- 1 OLD GOLD contains no greasy artificial flavorings to stain the teeth, taint the breath, or scratch the throat.
- 2 OLD GOLD is a Nature-flavored cigarette; made exclusively of sun-ripened tobaccos.
- 3 OLD GOLD tobaccos are freed of impurities by heat-treating and other processes.
- 4 OLD GOLDS are packed in CELLOPHANE wrapping . . . air-tight, germ-proof . . . guaranteeing their freshness and purity . . . no matter where you buy them.

NOT A COUGH IN A CARLOAD

O.G.S. ARE LIKE HONEY TO YOUR THROAT

CELLOPHANE WRAPPED

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH...OR SCRATCH THE THROAT

Date: 1931
Brand: Old Gold
Manufacturer: P. Lorillard
Campaign: Keep Kissable, No Artificial flavors to taint the breath or stain the teeth...Not a cough in a carload, Always Fresh
Theme: Keep Kissable
Key Words: Woman, Man,
Quote: "There's an easy way to avoid unpleasant cigarette breath...", "Like Honey to your throat"
Comment:

Date: 1931 June 12
Brand: Old Gold
Manufacturer: P. Lorillard
Campaign: Keep Kissable, No Artificial flavors to taint the breath... or scratch the throat, Not a cough in a carload,
Theme: Keep Kissable
Key Words: Woman, Man,
Quote:
Comment:



Date: 1931 Oct 14
Brand: Old Gold
Manufacturer: P. Lorillard
Campaign: Keep Kissable, No Artificial flavors to taint the breath or stain the teeth...Not a cough in a carload
Theme: Keep Kissable
Key Words: Woman, Man,
Quote:
Comment: A smoker is like licking an ashtray." - Helen Rowland (1875 - 1950, American humorist)

KEEP COOL WITH O.G.



**Science proves Old Gold
COOLEST, throat-easiest cigarette**

When a cigarette is cool, that's proof of the finest tobacco quality. Coolness is the key to all the things you like in a cigarette. Throat-ease, freshness, flavor.

But which cigarette is coolest? Which has the choicest, purest tobacco? Science says: "OLD GOLD!"

In 75 repeated cool tests, made by the Calorimeter method (a method used by scientists throughout the world) OLD GOLD was shown to be 112 to 156 heat units cooler than the other leading cigarettes.

That's because OLD GOLDS are just pure tobacco... made only from the choicest Grade "A" Turkish and domestic leaf, with no heat-making artificial flavorings added. Just sniff an open package, your nose will verify OLD GOLD'S tobacco purity.

NOT A COUGH IN A CARLOAD



THE VERDICT OF SCIENCE
This is to certify that in 75 repeated tests made of four leading cigarette brands... measuring the heat content of each cigarette by the Calorimeter method... it was shown that OLD GOLD is from 112 to 156 B. T. U. COOLER than the other brands.

Signed: NEW YORK TESTING LABORATORIES
C. Blinnock Jack, Jr., Director

PURE TOBACCO • NO ARTIFICIAL FLAVORING

1932 Aug 17

Oh, Yeah? well don't let it happen again, Son!"

Say, how come, guy,
You dropped that fly
And spoiled the no-hit game I'm pitchin'?
What put you off?
Oh, yeah . . . a cough?
Yuh couldn't stop yer throat from twitchin'?

Them fags yuh smoke
Would make you choke.
Well, listen to what I'm remarkin'—
You just arrange
To make a change
And smoke OLD GOLDS and stop that barkin'!

Us Old Boys learn
OLD GOLDS don't burn
Or scratch yer throat, or ever fag it,
Rich, mild and pure
You'll like 'em—sure,
And—when the *next* fly comes, you'll bag it!

PURE TOBACCO . . . NO ARTIFICIAL FLAVORS
That's why O. G.s. do not scratch the throat or taint the breath . . . [Cellophane-wrapped, of course]



"EAST SIDE, WEST SIDE — all around the Town"

**All NEW YORK compares the 4 leading
cigarettes, with brand names concealed**

IN THE FINANCIAL DISTRICT ... close to the money center of the world, 127 brokers, bankers, merchants and their associates compared the 4 leading cigarettes with brand names concealed. It was a hell market for OLD GOLD.



ON FIFTH AVENUE ... "That was which one tastes best to you," is the way the test was put to 261 fashionable shoppers and well-known business men on FIFTH AVENUE at 12th Street. And the answer went for OLD GOLD.



ALL THE BROWS INVITED ... Unconvinced by brand names or pretenses, 172 business compared the 4 cigarettes in this Grand Commerce event. And "OLD GOLD" was again



The best leading cigarettes, "masked" concealed their identity.





Old Gold CIGARETTES

THE SIGNATURE OF QUALITY

WIEGNER, ROCKEY & CO.
Accountants and auditors
 110 Broadway, New York

we were, March 16, 1929

P. Lovell Co., Inc.
 119 West 46th Street
 New York City

Gentlemen:

We hereby certify that we have conducted and audited a series of public tests of the 4 leading cigarette brands in various parts of the New York City.

These tests were open to the general public. Every person who entered one of the "tasting shops" was asked to smoke the four cigarettes with brand names concealed and to designate, by number, which one his taste liked best.

We further certify that the following table correctly summarizes the total results of these tests:

LOCATION OF TEST	1st	2nd	3rd	4th
FIFTH AVENUE				
Group of 261 Men	100	30	49	41
127 Women	297	185	125	114
FINANCIAL DISTRICT				
172 Public Men	145	110	145	110
172 Public Women	405	400	390	380
GRAND COMMERCE				
127 Public Men	110	95	100	115
127 Public Women	140	130	110	110
TOTAL	1075	1005	860	870

Very truly yours,
Wiegner, Rockey & Co.

THE SURETY REPORT ... One of the blue shirt and colored handkerchiefs quality as well as the FIFTH AVENUE market. The Surety rated for "OLD GOLD" was again



Smoother and Better . . . "not a cough in a carload"

"If you're the cream
in somebody's coffee— *Don't Cough*
... smoke O. Gs. and keep sweet"



"I've been singing about love ever since ... oh, well, never mind. But long enough so I ought to know what makes him moony about her, and the other way around.

"So here's a tip to earnest Lotharios ... *don't let a cough come between you!* No one wants to be loved by a sea lion. The Romeo who can't sing his poem of pash without barks and whoops is seldom welcome on Juliet's balcony.

"Leave barking to Rin Tin Tin ... and smoke OLD GOLDS. They're as honey-smooth as a mammy song. And man ... how they please!"

(SIGNED) *As Julia Tucker*



Why not a cough in a carload?
OLD GOLDS are blended from HEART-LEAF tobacco, the finest Nature grows ... Selected for silkiness and ripeness from the heart of the tobacco plant ... Mellowed even long in a temperature of mid-July sunshine to insure that honey-like smoothness.

✓ Chester Radio, OLD GOLD—of AT&T, WHITEMAN HOUSE, Paul Whiteman, King of Jazz, with his complete orchestra, broadcast the OLD GOLD hour every Tuesday, 7 to 8 P.M., Eastern Standard Time, over network of Columbia Broadcasting System.

eat a chocolate,
light an Old Gold
... and enjoy both!

"SHOW ME" SAID MISSOURI OLD GOLD DID!

SCORES BIG VICTORY OVER RIVALS IN ST. LOUIS TEST

By ROBERT RIPLEY, Himself
Creator of "Believe It or Not"

"Are you smoking the cigarette you like best? Are you SURE? Here's what happened in St. Louis the other day. 1941 smokers sampled the four leading brands, with the names concealed. Then they picked out the one that tasted best.

"Result? It wasn't even close. OLD GOLD, 334; Brand X, 264; Y, 237; Z, 206. I conducted this test and it was fair and square, proving again that OLD GOLDS are made of smoother tobaccos, *genuinely* easier on your throat."



OLD MAN RIVER GOES O. G. Ripley gives his famous cigarette taste-test to the crew of an old-fashioned Mississippi River boat docked at St. Louis.

OFFICIAL BOX-SCORE
As ratified by Certified Public Accountants
"I hereby certify that the following is a true and complete audit of the test of the four leading cigarettes, conducted by Robert Ripley, in St. Louis.
OLD GOLD.....334 Brand Y.....237
Brand X.....264 Brand Z.....206
Signed ROBERT RIPLEY, Auditor
Certified Public Accountant

NOT A COUGH IN A CARLOAD

© P. Lorillard Co., Inc.

Time in an OLD GOLD Character Reading . . . Tuesdays at 8:15 P. M., Thursdays at 9:15 P. M., Eastern Standard Time . . . Coast-to-Coast Columbia Network



THEY GAVE A new Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY



IT WAS JUST TWO YEARS
AFTER HE SAW HIS FIRST
RACE HORSE THAT SANDE WAS
CROWNED "EARL OF AMERICAN
JOCKEYS."

FAST SUCCESS STORY NO. 6
EARL SANDE

The first race horse he ever saw was
hitched to the tailboard of a prairie
schooner. Two years later, every
track in America resounded to that
famous cry, "C'm on Sande!" He
always gave the public the best race for
its money.

That's the reason, too, for OLD
GOLD'S quick success. OLD GOLD
always gives the public a run for
its money with a new inside-thrill. And
no throat-back.

Explain Sande? Explain OLD GOLD?
. . . Sande and OLD GOLD'S are
born . . . not made.

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"



**THEY GAVE A
new Thrill**

THAT'S WHY THEY GOT THERE . . . SO QUICKLY

JUST A FEW YEARS AGO
SHE WAS POUNDING A STUDIO TYPE-
WRITER. TODAY, SHE THRILLS
MILLIONS WHEN SHE STARS
IN A PICTURE.



**FAST SUCCESS STORY NO. 8
ALICE WHITE**

A keen-eyed director spotted Alice pound-
ing the keys of a studio typewriter. In a
few short years a new White star rose in
Hollywood's heavens. Alice White was
endowed by Nature with a special charm
to thrill the millions.

OLD GOLD, too, is one of Nature's favor-
ites. Endowed with mellow, sweeter
tobacco. It gave to millions a brand new
taste-thrill, without a trace of throat-
irritation. That's why OLD GOLD leads
into the "Big 4" in less than a year;
that's why today it's the country's fast-
est growing cigarette from coast to coast.

BETTER TOBACCO
"NOT A GOOD IN A GARLAD"

They gave a new Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY



**LITTLE STORIES OF
FAST SUCCESSES**

No. 4. DOROTHY MACKAILL
Newsstand girl in Hull, England,
"glorified girl" in England's Fife
fans. All in four brief years.

A fast shot of the quick success of
Dorothy Mackaill. Success . . .
because she gave a new thrill.
Quick . . . because of nature-born
charm.

That goes, too, for another young
star, OLD GOLD. Three years
ago, unknown. Now, America's
fastest growing cigarette.

"O. G." gave a new taste-thrill . . .
through smoother tobacco, free
from irritants. When a girl, or a
cigarette, is blessed by nature, a
new star rises . . . and fast.



OLD GOLD was first introduced at Atlantic City,
June 1916, 1917. In 1918 it had become one of
the 4 best sellers in Atlantic Coast cigarette brands.

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"



THEY GAVE A new Thrill

...SO QUICKLY

THAT'S WHY THEY GOT THERE



**FAST SUCCESS STORY NO. 6
MARLYN MILLER**

From her grandmother's cellar... to Ziegfeld's Roof... in just the twinkling of a toe. She really was the "Gally" — of the alley called Broadway.

How explain the miracle of Marlyn's success? ... None simply blessed her with a charm all her own.

And that's the only answer to another young star's rise. OLD GOLD made its bow just 4 years ago. In a month it was popular. In a year a headliner. Today it's America's fastest growing cigarette. Name again! Sun-drenched heart-leaves from better tobacco. A new taste: thrill for jaded palates. A new throat: ease and freedom from coughs.

**BETTER TOBACCO
"BY A COVER IN A CARLOAD"**



**Just Naturally
BETTER**

THAT'S WHY THEY GOT THERE SO QUICKLY



JIMMY McLARNIN
THE "MIGHTY"
A FEW YEARS AGO,
FIGHTING
"PINKIE,"
BOUNDED HIS WAY
TO THE TOP.
TODAY HE'S THE
LEADING
WELTERWEIGHT
CONTENDER.

He didn't find that "fighting heart" in a gymnasium. He didn't secure that firmness of foot or quickness of mind from a correspondence school.

And he didn't get that eye-hammer right from training camp coddling or pampering.

These assets of Jimmy McLarnin were born in the boy . . . like the natural appeal of OLD GOLD cigarettes.

OLD GOLDs have no artificial flavoring . . . nothing put in!

OLD GOLDs have no artificial treatment . . . nothing taken out!

Their appeal is inherent . . . born of better tobacco. They're just naturally better . . . sheer tobacco goodness explains OLD GOLD's quick success.

. **BETTER TOBACCOS**
"NOT A COVER IS A CIGARETTE"



Lines to a lovely Lady of the screen

as suggested by
WALLACE BEERY
for 4 years an OLD GOLD smoker

You . . . in the wrong cig'rette ad!
Was I SHOCKED!
You came right out in headlines bold
And praised a fag that's not OLD GOLD!
Was I ROCKED!

•

Nearly every seasoned star
Smokes O. Gs.
They're free from artificial flavor
That hands your throat a
rasp and quaver
Cough and wheeze.

•

The "mike" picks up those funny noises
Smoke O. Gs.
Your throat, your taste, your teeth
will bless you
And all of Hollywood will "yes" you
Won't you try 'em? . . . PLEASE!



See WALLACE BEERY'S
newest Metro-Goldwyn-Mayer picture
"HELL DIVERS!"

© F. Lorillard Co., Inc.

SMOKE PURE-TOBACCO OLD GOLDS

[No "artificial flavors" to scratch the throat or taint the breath . . . Not a cough in a carload!]



Old Gold
CIGARETTES
THE TREASURE OF THEM ALL

Oh, Man! By BRIGGS

YOU PROMISE THE LITTLE WIFE THAT YOU'LL BE HOME BY 11 O'CLOCK.

BUT IT'S NEARER 2 A.M. WHEN YOU TIP TOE INTO THE HOUSE.

AND JUST WHEN YOU THINK YOU'RE GOING TO GET AWAY WITH IT, YOU START TO COUGH.

-AND HAVE TO TAKE A SCORCHING CALL-DOWN

-AND BUY A DOZEN AMERICAN BEAUTIES NEXT DAY TO SQUARE YOURSELF

OH MAN! WILL YOU EVER GET WISE AND SMOKE OLD GOLD? THERE'S NOT A COUGH IN A CARLOAD

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload



Today's Cross Word Puzzle

1	2	3	4		
5		6			7
8	9				10
11					
12					13
		14		15	
	16				

ACROSS

1—One good thing you can get out of an Old Gold cigarette.
 6—What an old fox is.
 8—In this manner or degree.
 10—Indefinite article.

DOWN

2—A written contribution (abbr.).
 3—This is always a treasure.
 4—A southern state (abbr.).
 5—Stupid fellows.
 7—To implant; insert.
 9—There's nothing new about this.
 11—What are "not a cough in a carload" and "the treasure of them all?"
 12—A masculine nickname.
 13—Definite article in Old England.
 14—To work at or use steadily.
 16—What a Swiss mountaineer might do if he was out of Old Golds.

Now You Tell One : : : : : By BRIGGS

LOOK WHO'S HERE!! FRANK AND EARNEST, HIT FROM THE BUS, SON TIME!
 GOT A NEW PAIR OF SHOES TODAY, FRANK... HOW DO THEY LOOK?
 (MENSE, EARNEST, ABSOLUTELY (MENSE)!)
 MAYBE YOU CAN TELL ME WHO WEARS THE BIGGEST HAT IN THE ARMY
 A CINCH, EARNEST... THE BOY WITH THE BIGGEST HEAD.
 YOU'RE SO SMART, CAN YOU TELL ME WHY AN OLD GOLD CIGARETTE IS LIKE A HOT DOG?
 BECAUSE YOU CAN'T GET A BARK OUT OF EITHER OF THEM!
 GIVE THE BOY CREDIT FOR A HIT, BUT NOW GET SET FOR A FAST ONE.
 SHOOT, EARNEST, SHOOT.
 THEN TELL ME WHY OLD GOLD CIGARETTES ARE LIKE A CARLOAD OF HATS.
 EARNEST, THERE'S ONE THAT STOPS THE OLD RIDDLE KING, INFORM ME.
 BECAUSE THEY'RE SMOKED ALL OVER!
 AND HOW (NOTE THE BOYS' TALK RESPONSIBLE!)

OLD GOLD
The Smoother and Better Cigarette
 ... not a cough in a carload

Real Folks at Home (The Fire Eater) : : : By BRIGGS

HEY LIL! HAD A REAL
HIS AT THE CIRCUS TODAY
AND MY ACT SURE WENT
OVER BOB

WAS I A YOWNER?
HAD SIX SEASONS
WHILE I DID MY
STUFF

JOE, I'LL BET
YOU WERE AWAY
AND I HAD 'EM
JUMPING THE MEAT
AND I HAD 'EM
JUMPING THE MEAT
AND I HAD 'EM
JUMPING THE MEAT

YOU'RE SURE
THE BEST WITH
THE TALENT
JOE

AND IF I DON'T
GET A RAISE
NEXT WEEK IN
MY POSITION
I'LL BE
FLAT

YOU'LL GET IT
YEAH THEY WANT
LIT A HEADLINE
ABOUT THE LINE
LITTLE THING
FLAT

THE INDA RUBBER
MAN HAD A SUDDEN
CHANGE OF HEART
HE'S BEEN TURNED
OUT

YOU DON'T
PUT HIM IN
OLD GOLD FOR
THESE AND A
LARGE OF 'EM

IT'S THE ONLY
CIGARETTE I
CAN SHOOT. LI
NORMAL GENTLE
SALAD REE
OLD

LET'S EAT JOE
BEFORE THE
NORMAL GENTLE
SALAD REE
OLD

WHEN YOU'VE BEEN SHOOTING
CIVIL WAS GOLF ALL SEASONS
OUT IN 61 AND BACK IN 65

AND THEN ONE DAY YOU COME
THROUGH WITH A RIFTY 94

AND YOU DECIDE TO CELEBRATE
THE BIG EVENT BY SMOKING
AN OLD GOLD

AND YOU SEARCH THROUGH
YOUR POCKETS AND FIND YOU
HAVEN'T AN O D LEFT

AND THEN THE CLUB CHAMPION
SUITS YOU AN OLD GOLD WITH
A FEW WORDS OF PRAISE

OH-H-H BOY!! AIN'T IT A
GRAND-O-O AND
GLOR-R-RIOUS FEELIN'?

THAT WAS NICE THANKS A GREAT
CIGARETTE NOT A
COUGH IN
A CARLOAD

Ain't It a Grand and Glorious Feelin'? : : : By BRIGGS

AND YOU SEARCH THROUGH
YOUR POCKETS AND FIND YOU
HAVEN'T AN O D LEFT

AND THEN THE CLUB CHAMPION
SUITS YOU AN OLD GOLD WITH
A FEW WORDS OF PRAISE

OH-H-H BOY!! AIN'T IT A
GRAND-O-O AND
GLOR-R-RIOUS FEELIN'?

THAT WAS NICE THANKS A GREAT
CIGARETTE NOT A
COUGH IN
A CARLOAD

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

There's at Least One at Every Bridge Party : : : By BRIGGS

IF COUGHS COUNTED FOR GRAND SLAMS, NOBODY ELSE WOULD TAKE A SINGLE TRICK

HE ALMOST COUGHS THE DECK OUT OF THE DEALER'S HAND

HE COUGHS ARAIN WHEN YOU MAKE YOUR OPENING BID.

AND TAKES HIS PARTNER OUT OF A DOUBLED NO-TRUMP WITH A COUGH

- AND FINALLY BLOWS THE DUMMY HAND RIGHT OFF THE TABLE

YOU SIT OUT THE REST OF THE NIGHT-OUTSIDE!

AND YOU DONT OUTFIN AGAIN TILL YOU SWITCH TO OLD GOLDS- THERE BAY A COUGH IN A CARLOAD

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Ain't It a Grand and Glorious Feelin'? : : : By BRIGGS

WHEN THE BOSS OFFERS TO DROP YOU AT YOUR HOME ON HIS WAY TO THE COUNTRY CLUB

AND WHEN HE GETS TO YOUR HUMBLE SHACK ASKS TO USE YOUR TELEPHONE

- AND HE FINDS HIS CIGARETTE CASE IS EMPTY WHILE WAITING ON A BUSY LINE

AND YOU OFFER HIM ONE OF YOUR CIGARETTES WITH SOME HESITANCY KNOWING THAT HE SMOKES AN IMPORTED BRAND

- AND THEN HE PRAISES YOUR TASTE IN CIGARETTES TO THE SKIES

OH-H BOY AIN'T IT A GRAND AND GLORIOUS FEELIN'?

BUT IS A GREAT CIGARETTE ED YOU IN A CARLOAD. MUST BE A SMOOTHER BRAND IS IT?

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Frank and Ernest : : : : : : : : : : By BRIGGS

BACK FOR A RETURN ENGAGEMENT! THE WORLD'S WORST COMEDY TEAM! THEY WOKK WHILE YOU SLEEP!

WHERE WERE YOU BORN FRANK?

IN PULLMAN ILL'NDIS CAN'T YOU SEE MY BERTHMARK?

TELL ME WHICH DO YOU LIKE BEST—YOUR WIFE OR YOUR TROUSERS?

WELL, I CAN GO LOTS OF PLACES WITH 'EM!

DO YOU KNOW THAT THAT ARTIST WHO PAINTED OUR PICTURE LAST YEAR HARRIED THE GIRL WHO USED TO POSE FOR HIM?

WELL— THAT MAKES HIM A MODEL HUSBAND!

YOU SAY YOU WENT BY MY HOUSE LAST NIGHT? WELL WHY DIDN'T YOU COME IN?

I COULDN'T THE GAP WAS RIGHT BEHIND ME!

WONDER WHY ALL THE JEWELERS ARE BUYING SO MANY OLD GOLDS.

MAYBE THEY'RE GOING TO MAKE SHOES OUT OF 'EM!

PERHAPS YOU CAN TELL ME THE DIFFERENCE BETWEEN A SWEDIE AND AN AMERICAN.

THAT'S EASY THE SWEDIES SMOKE REEBEND AND THE AMERICANS SMOKE OLD GOLDS.

It Happens in the Best Regulated Families : : : : : By BRIGGS

YOU HIT THE HAY EARLY IN HOPES OF GETTING A GOOD NIGHT'S SLEEP.

- BUT ABOUT 10 O'CLOCK LITTLE OSWALD WAKES UP AND STARTS CRYING.

- AND YOU WALK THE FLOOR WITH HIM FOR AN HOUR BEFORE YOU GET HIM QUIETED.

- AND THEN JUST AS YOU LAY HIM DOWN, YOU HAVE A FIT OF COUGHING THAT WOULD WAKEN THE DEAD.

- AND SO THE MIDNIGHT MARATHON IS ON AGAIN.

YOU START SHOOKING OLD GOLDS IN THE MORNING OR I'M GOING HOME TO MOTHER.

ALL RIGHT! I'M WEE - NOT A COUGH IN A CAR LOAD... BUT FOR THE LOVE MINE, LET ME GO TO SLEEP!

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload



Mr. and Mrs. : : : : : By BRIGGS

JOE - THE RANDOLPHS ARE COMING FOR DINNER TONIGHT. WILL YOU GET SOME FLOWERS ON YOUR WAY HOME?

SURE VI - ! AND YOU BETTER ORDER A CARTON OF OLD GOLDS - TOM IS STRONG FOR THEM

LATER -

WHERE ARE THE FLOWERS ?

GEE VI ! I FORGOT ALL ABOUT 'EM. I JUST HAD TIME TO MAKE THE S !!

STILL LATER -

WHATTA YOU SAY TO A CIGARETTE TOM ? VI GOT SOME OLD GOLDS SPECIALLY FOR YOU

HEAVENS ! I FORGOT TO ORDER THEM

Mr. and Mrs. : : : : : By BRIGGS

JOE, YOU'RE COUGHING TERRIBLY! IT'S THOSE CIGARETTES YOU'RE SMOKING

THAT'S ENOUGH VI. YOU CAN PICK OUT MY NECK TIES, BUT I DRAW THE LINE AT YOU TELLING ME WHAT I OUGHTA SMOKE

LILL RANDALL SAYS TOM HAS SWITCHED TO OLD GOLDS AND THEY'VE STOPPED TO TELL ME WHAT TO SMOKE

I DON'T CARE WHAT TOM SMOOKES! NOBODY'S GOING TO TELL ME WHAT TO SMOKE

THAT EVENING AT THE RANDOLPHS

JOE HAD ONE OF TOM'S OLD GOLDS - HE SAYS THERE ISN'T A COUGH IN A CARLOAD

TRANKS, LILL

OH WELL - THERE'S SOME KIND OF CIGARETTES AROUND THE HOUSE TOM - I'LL GO AND GET 'EM

DON'T TROUBLE JOE - I ONLY SMOKE OLD GOLDS. ALL THE OTHERS MAKE ME COUGH

I NEVER WAS SO MORTIFIED IN ALL MY LIFE. THE TABLE LOOKED QUASTLY TOM'S OLD WITHOUT FLOWERS

WELL YOU CERTAINLY MADE ME FEEL CHEAP

I KNOW NOW WHY YOU NEVER GET AHEAD - YOU HAVEN'T A MEMORY AN INCH LONG

SAY LISTEN! DON'T TALK ABOUT MY MEMORY! YOU'LL NEVER TAKE ANY PRIZES WITH YOURS. I WOULDN'T SAY ANYTHING 'I WERE YOU -

AND SO - FOR THE REST

AND THEN TWO DAYS ELAPSED

SO YOU'RE SMOKING OLD GOLDS NOW ?

YES I AM, VI, AND I'LL ADMIT THEY'RE GREAT

YOU'LL BELIEVE ANYTHING LILL RANDALL TELLS YOU, BUT YOU'LL NEVER TAKE MY ADVICE

NOW VI, LISTEN

PAPA LOVE MAMA ?

ROSCOE YOUR MOTHER IS A REMARKABLE WOMAN

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload

Real Folks at Home (The Cigar Store Clerk) : : : By BRIGGS

ON BLANCHE! HAD ANOTHER BIG DAY AT THE OLD CORNER. I'M READY FOR A BIG DINNER NOW.

I HAD UP #79 ON THE CASE REGISTER. GUESS TOM DOESN'T FEEL SO GOOD TO MEET ALL MY OLD MATE'S.

THEY'LL BE HANGING BY MANHOLE. MASHA! YOU MUST GET YOUR TIGHT TIGHTS ON!

THOSE OLD GOLD CIGARETTES ARE TIRELESS! I STAY EVERYBODY'S SHINY FOR THEM!

WHEN I TELL 'EM THERE'S A LOAD OF OLD GOLD IN MY PUBLIC MIND, THEY DON'T MEAN A WORD!

Real Folks at Home (The Fireman) : : : By BRIGGS

SEE! TESSIE! I'M ALL IN THE PINK! I'M IN THE PINK! I'M IN THE PINK! I'M IN THE PINK!

IF I HADN'T SUCH A HARD DAY, I'D BE HERE TO HELP YOU. BUT I'M BUSY AS A BEE!

SMALLER! ABOUT A QUARTER OF EIGHT! YOU'LL BE BURNED IF YOU DON'T GET OUT OF THE DEPARTMENT!

HEAVENS! THE PORK CHOPS ARE BURNING!

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload



Something Is Always Taking the Joy Out of Life : By BRIGGS

YOU WOULDN'T SELL YOUR STEAMER TICKET FOR A MILLION DOLLARS, WHEN YOU SAUNTER SINGULARLY, UP THE SAND PLANK.

AND THE OLD SEA BREEZE BLOWS TWENTY CASE 'LADEN YEARS RIGHT OUT OF YOUR LIFE.

- AND IN PARIS YOU SIP THE NECTAR OF THE GODS

AND THEN YOU DISCOVER THAT YOUR SUPPLY OF OLD GOLDS IS EXHAUSTED!

AND THAT YOU CAN'T GET A PACKAGE OF O.G. ANYWHERE.

(SEE OLD GOLDS, HE SAYS, (WHERE CAN I GET SOME OLD GOLDS?)

ONLY SIX WEEKS OF COLORING AHEAD OF ME! WONDER WHEN THE NEXT BOAT SAILS FOR NEW YORK?

OLD GOLD
The Smoother and Better Cigarette
... not a cough in a carload

Today's Cross Word Puzzle

1	2	3	4	
5			6	7
	8	9		
10	11			12
13	14		15	
16				

15—An ancient excursion boat in a very wet country.
16—This multiplied by fifteen will buy a package of Old Gold Cigarettes.

DOWN

1.—An art society (init.).
2—The poet's way of writing "open."
3—If you solved horizontal 8 this will be easy.
4—A south Atlantic State (init.).
5—These are often seen around Old Gold Cigarettes.
6—What actors should learn to do.
7—This wears a turban over the week-end.
8—When to buy Old Gold Cigarettes if you want one before noon (init.).
9—The kind of person who doesn't believe there isn't a cough in a carload.
10—To attempt.
11—A strenuous President (init.).
12—A pronoun—plural.
13—This has a lot of teeth.
14—Indefinite article.

ACROSS

1—These always know the scent of Old Gold Cigarettes.
5—What you lose when you stand up.
6—What actors should learn to do.
8—What to do at a filling station.
10—This is an afterthought.
12—A strenuous President (init.).
13—This has a lot of teeth.



Me and Mine : : : : : : : : By BRIGGS

Panel 1: GEE, YOU CAN'T PUT ANYTHING NEW PAST MY BOY FRIEND! HE HAS A NEW CIGARETTE THAT'S SIMPLY GLORIOUS-

Panel 2: JIM HAS SWITCHED BRANDS, TOO... HE SAYS THE CIGARETTE HE'S SMOKING NOW IS AS SMOOTH AS MY COMPLEXION!

Panel 3: DEAR ME! HARRY SAYS HE THINKS THEY PUT FEATHERS INSTEAD OF TOBACCO IN ALL THE OTHER CIGARETTES SO THEY'LL TICKLE YOUR THROAT

Panel 4: JIM USTA COUGH JUST TERRIBLE, BUT HE DOESN'T SINCE HE STARTED SMOKING HIS NEW BRAND

Panel 5: SHE - MAKES - ME - TIRED TELLING HOW UP-TO-DATE HER SWEETIE IS...MAYBE SHE THINKS HARRY HASN'T HEARD ABOUT OLD GOLDS

Panel 6: MY GOODNESS! WOULDN'T SHE BE WILD IF SHE KNEW THAT JIM WAS SMOKING OLD GOLDS NOW

OLD GOLD
It's the Smoothest Cigarette... 20 for 15¢
not a cough in a carload

Product of F. Lorillard Co., Inc. 1936



Real Folks at Home (The Radio Announcer's Wife) : : By BRIGGS

1927 Aug 4

Ain't It a Grand and Glorious Feelin'? : : : : By BRIGGS

WHEN YOU'RE DELAYED AT THE HAIR DRESSERS AND DON'T GET AWAY TILL 12:40.

AND YOU ONLY HAVE FORTY MINUTES TO GET HOME AND DRESS FOR CARMEN'S LUNCHEON.

AND JUST AS YOU DRIVE UP TO CARMEN'S DOOR YOU REMEMBER YOU'VE LEFT YOUR OLD GOLDS AT HOME

NOW I'VE GONE AWAY WITHOUT MY CIGARETTE CASE

AND YOU HAVE VISIONS OF A WRETCHED AFTERNOON BECAUSE YOU CAN'T SMOKE CARMEN'S BRAND

I POSITIVELY ABHOR CIGARETTES THAT MAKE ME COUGH

AND THEN YOU FIND OUT THAT CARMEN HAS SWITCHED TO OLD GOLDS, TOO

WHAT! YOU'RE SMOKING O.G.s. NOW! I TOLD YOU YOU WOULD

YES, I BELONG TO THE COUGHLESS SISTERHOOD

OH-H-H, GIRLS! AIN'T IT A GR-R-R-RAND AND GLOR-R-RIOUS FEELIN'?

Briggs

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Old Gold CIGARETTES
THE TREASURE OF THEM ALL
15¢

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1927 Oct 25

Ain't It a Grand and Glorious Feelin'? : : : By BRIGGS

WHEN YOU'VE BEEN SHOOTING CIVIL WAR GOLF ALL SEASON—OUT IN 61 AND BACK IN 65

AND THEN ONE DAY YOU COME THROUGH WITH A NIFTY 54

AND YOU DECIDE TO CELEBRATE THE BIG EVENT BY SMOKING AN OLD GOLD

AND YOU SEARCH THROUGH YOUR POCKETS AND FIND YOU HAVEN'T AN O.G. LEFT

AND THEN THE CLUB CHAMPION SLIPS YOU AN OLD GOLD WITH A FEW WORDS OF PRAISE

OH-H-H BOY!! AIN'T IT A GR-R-RAND AND GLOR-R-IOUS FEELIN'?

TA TATA TATA

THAT WAS A NICE DRIVE YOU GOT ON THE 18TH...HAVE AN O.G.

THANKS! A GREAT CIGARETTE...NOT A COUGH IN A CARLOAD.

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Old Gold CIGARETTES
THE EMERALD OF SIGNALL
15¢

Product of P. Lorillard Co., Inc. 1928

1927 Jun 18

There's at Least One at Every Bathing Beach : : : By BRIGGS

HE WALKS MAJESTICALLY OVER THE SAND HOUSES THAT THE CHILDREN HAVE BUILT

AND GRABS YOUR BEACH CHAIR WHEN YOU LEAVE IT FOR JUST A MOMENT

AND THROWS HIS LIGHTED CIGARETTE STUBS JUST WHERE YOU'LL BE SURE TO STEP ON THEM

AND SCARES ALL THE CHILDREN WITH HIS COUGHING SO THAT THEY THINK A TERRIBLE SEA MONSTER IS PURSUING THEM

HE'S THE WORST PEST I EVER SAW! SUCH MANNERS AND SUCH BARKING!

HE OUGHTA SMOKE OLD GOLDS, NOT A COUGH IN A CARLOAD!

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Old Gold CIGARETTES 15¢
THE FAVORITE OF THEM ALL

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1927 Jun 29

