



A Prescription for Pleasure
NOT A "CURE-ALL"

No, I don't carry Old Golds in my medicine kit. That isn't where a good cigarette belongs. Nature's chemists created fine tobacco for Man's comfort and enjoyment; not for his ills and ailments.

Yet Old Gold is a fine prescription. The pleasure prescription of an old practitioner. The Old Gold people have been practicing the art of blending tobacco since 1760. They know the secret of selecting the right tobacco, then aging and blending them until they are double-rich and double-mellow.

And that art is reflected even in the Old Gold package itself! Old Golds are double-sealed in double Cellophane, to protect their freshness—from the factory to your lips.



©1960 Old Gold Leaf Company, Inc.

There is no Old Gold's Refillment System. Cigarettes, Tins and Packages are registered trademarks of Old Gold Leaf Company.

Every pack wrapped in two jackets of Cellophane, the OUTER jacket opens from the BOTTOM.





1950



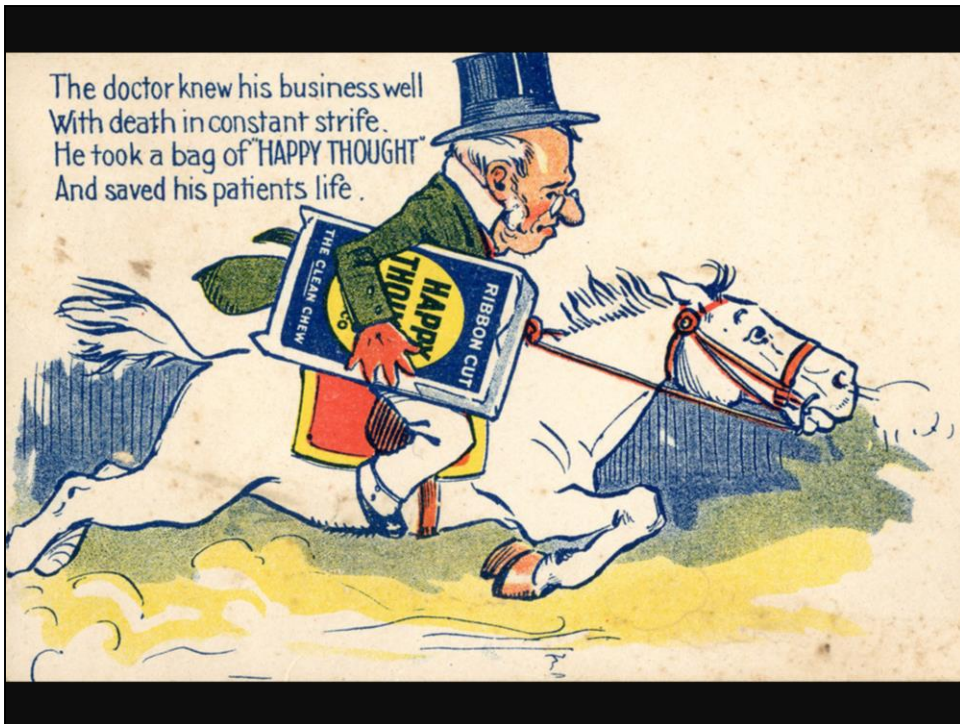
Why Physicians
Call Our New Brand
“A HEALTH CIGAR”

“I recommend Thompson’s MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nictotines, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson’s MELL-O-WELL cigars.”

“Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson’s MELL-O-WELLS—with no loss of satisfaction or good health.”

(Signed) G. Edward Roehrig, M. D.
715 South Bonnie Brae,
Los Angeles, Calif.



The Literary Digest for May 25, 1918 37



Who Discovered **RICORO**?

"Ricoro? That's what the doctor ordered!" said the Traffic Manager. "My nerves were jumping from overwork, so I phoned the doctor and told him my trouble."

"A common complaint," he said, "You're smoking too many heavy cigars again. Cut them out. Come see me tomorrow."

"Next day, when I called, I found the doctor hiding behind a regular after-banquet cigar."

"Ah Ha! Physician, cure thyself"—I laughed.

"Nonsense, man!" he rejoined, "I said no *heavy* cigars. This is light and mild, and you can smoke as many as you wish. Take one, it's a Ricoro!"

"Doc," said I, after a puff or so, "Ricoro is the pleasantest prescription a doctor ever ordered!"

Sooner or later you'll discover—

Ricoro

the "Self-Made" Cigar

Ricoro is *lightly mild*—you can smoke them all day without feeling them. Their fine, mellow, tropic fragrance and pleasant flavor are thoroughly satisfying. Their prices are low because Ricoro is *imported* from Porto Rico *duty-free*.

Ricoro is made in a dozen sizes and shapes, from 6c to 2-for-25 cents—simply the question of size. The quality is the same in all.

CIGARS

Sold Only in United Cigar Stores—"Thank You."

UNITED CIGAR STORES COMPANY

Over 1,200 Stores Operated in Over 300 Cities. General Offices, New York



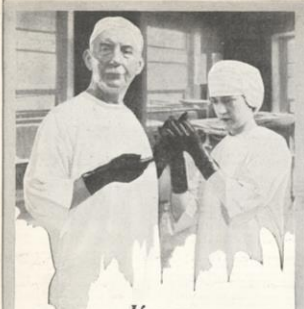
Size	Box of 10	Box of 25
Panetela Size	7c	16c
Invincible Size	10c	25c

Imported from Porto Rico

1918May25

That's What the Doctor Ordered

80 The Literary Digest for October 11, 1919



**If you
were a surgeon—**

the nature of your work would require you to keep your nerves true and steady. Therein a surgeon has an advantage over most men. He is compelled to be careful of his nerves.

But this does not mean that a sound nervous system is any less valuable to you than to him.

Everywhere in the world the man with the firm hand, the true eye, the ready and responsive brain gets the most out of life.

Everywhere in America these men are finding in the Girard a cigar that brings them all the pleasures of tobacco with no distracting reaction. All the only gums that sometimes leave an "after-effect" from tobacco are removed from the Girard—but not one iota of the ripe and mellow Havana flavor is removed!

Baker size 13c 2 for 25c
Other sizes 15c up

Ask for Girard at the next cigar counter. Sold in every State in the Union. Doctors recommend it and smoke it too.

Antonin Reig & Langsdorf
Established 40 years Philadelphia

GIRARD
Never gets on your nerves

The Literary Digest for April 8, 1916 1023



"Yes, I'm a doctor—
"And I advise the smokers among my patients to smoke Girard cigars. In fact, I smoke them myself!"
There's nothing unusual about this either. Hundreds of physicians nowadays take the same advanced and reasonable view.

They allow their patients to smoke, but insist on *mild cigars* like the Girard. And thousands of smokers all over the United States are benefiting by this sensible advice.

The Girard Cigar
never gets on your nerves

It is made from carefully selected Havana tobacco—the genuine native leaf grown on Cuban soil, and *mildness by age alone*.
The Girard has all the mild, fragrant, tropic quality so highly prized by veteran smokers. And it is free from ill effects on the heart, the nerves or the digestion.
You can smoke Girards as often as you like with no impairment of your keenness, your active energy and thinking powers.
Girard dealers everywhere will tell you that this is a high-grade cigar, and real money's worth. And it is backed by a real guarantee.
It's take back any part of the dealer's purchase. We authorize him to do the same by you.

14 sizes 10c straight and up
Insist on a trial of this same and satisfying cigar.

Dealers—a word with you
If you are not handling Girard cigars—if you are not getting your share of the gilt-edged business which follows this unusual cigar wherever it is sold—it will pay you to hear what we have to say. Write to us for details. Write today.

Antonio Roig & Langsdorf, Philadelphia
Established 1873



The "Broken"
Amoroso 10c

1916 Apr8



"Doctor's orders!"
And it's a pleasure to obey them!"

Heavy cigars threatened to knock this man's nerves sky-high. So he went to a doctor.

"You don't have to quit," said the doctor. "Just cut out the heavy cigars that back-fire on your nerves—be moderate—smoke a milder kind."

"But I don't like a mild cigar, doctor!"

"I'll give you one that you'll like," the doctor replied. "I smoke it myself—the Girard. It's fragrant, full-flavored, satisfying—and harmless!"



Girard
Since 1877

So this man switched to Girard—switched on the doctor's advice—and today you won't find a healthier or a happier smoker in the land.

And he's only one of thousands of smokers from coast to coast who have improved health, efficiency and smoke enjoyment by switching to Girard. The doctor was advised him, is only one of many doctors who recommend Girard—and he's still, smokeless.

The Girard is made of real Mexican tobacco. It is age-mellowed. It is rich and full. It is a cigar that Girard has used for years, and it is a cigar that every Girard dealer and every smoker who has tried it will tell you is the best. It is a cigar that you can get in any store.

14 sizes
10c and up
The next time you call on the doctor, tell him.

Dealers—
a word with you

If you are not handling the Girard, there's a big business waiting for you. Write for a free sample. Write for a free catalog.

Antonio Rodriguez & Company
Philadelphia
Established 1877

The "Girard" is a registered trademark of Antonio Rodriguez & Company, Philadelphia, Pa.

**Doctors Like This Cigar
So Will You!**

DOCTORS appreciate the value of clear brain and steady nerves. More and more of them are acknowledging that the judicious use of MILD tobacco is distinctly beneficial in the hurly-burly of modern life.

Many doctors are smokers of WAITT & BOND'S

Wabon Panetela

10 cent cigar

It's made for judicious smokers. Lawyers, corporation and bank officers, business-men of high rating, clergymen,—men of reason and discretion—that is the clientele already built up for this MILD and friendly cigar.

WABON PANETELA has solved a smoke-secret for these men,—and for you.

It's a mild blend of fine, clear upland Havana filler with an absolutely neutral Sumatra wrapper. Thus the strength of the Havana is modified without weakening its fine savor or its exquisite aroma. It's a cigar that makes smoking a calm, soothing and harmless pleasure. It dispels irritation instead of causing it.

WABON PANETELA is made in the largest cigar factory under one roof—the big, white show-place of cigardom, which is a model of modern hygienic conditions,—and it is made under the eyes of visitors.

A box of 25 WABON PANETELAS will be sent to you on receipt of \$2.00. Smoke five as an experiment. If any claim of ours seems exaggerated in the light of that test, return the balance and we'll return your two dollars.

WAITT & BOND, Inc.
716 Columbus Avenue, Boston, Mass.





Nurse Lighting Doctor's Cigar



1943

How I Operated on the Doctor for a Dollar!

"Is there a doctor in the house? Yes sir! And my house, too! That thing tells you something you can do a lot for you. And remember: Something new has been added to a favorite cigarette, too, that means a lot to smokers."

Something NEW*
has been added!

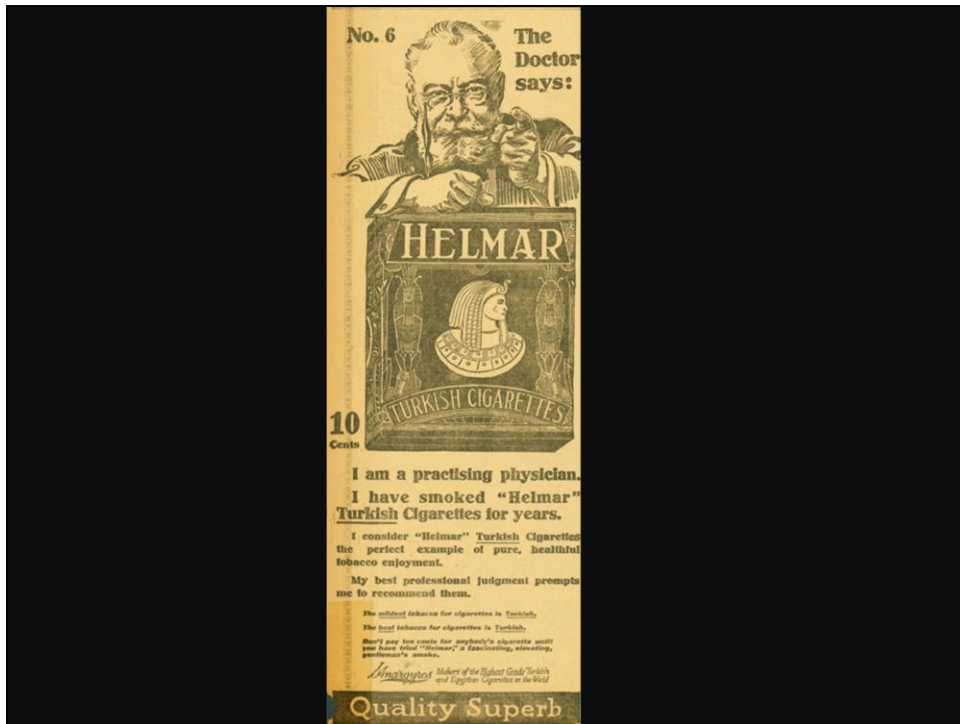
IT'S LATAKIA! (Pronounced La-ta-ke-ah) a wonderfully rarest of tobacco from the Eastern Mediterranean stored by Old Gold in America. Now added like a "something" to Old Gold, Latakia creates a delightful, NEW cigarette taste! For New smoking pleasure, try a package of New Old Gold today!

"Even better than I expected," says Millions, New York. "The new Old Golds have a new fragrance, new distinctive taste. They have ideas."

"Few heard of what Latakia does to cigarette blends... New Old Gold is the first real change in cigarette in years!" Jack Cade, assistant Greenbaum, N.C.

Some smaller packs - Not NEW Old Gold, identical with Latakia! Made by P. Lorillard Company, smokers of New Old Gold since George Washington's day.

1941



1919 Apr6



1962

**NO WONDER HIS PATIENTS
LOST PATIENCE!**

TAKE MR. NEWTON for example. He was well on the road to recovery till Dr. Raleigh came in, smoking a smoky old betel. What? One whiff of that pipe is like taking ether!

FAINED DEAD AWAY! But Dr. Raleigh's sense is figure-wise. Of course he doesn't think to blame that cat-throat patient he sees. Maybe the nurse will straighten things out.

"CONFIDENTIALLY," Doctor, you should operate on that betel with a couple of clippers, then switch to Mr. Newton's tobacco. He says it's as-mild and ever-so-fragrant."

THE CURE! Dr. Raleigh's 2-ounce tin of Sir Walter Raleigh's perky up-and-charge. Know why? It's a special barley blend... good taste to you, and good results to others.

**IT SMOKES
AS SWEET
AS IT SMELLS**

SIR WALTER RALEIGH
THE SWEETEST TOBACCO
FOR YOUR PIPE

**UNION
MADE**

FREE BOOKLET tells how to make your old pipe taste better, sweetest how to break in a new pipe. Write for your copy today. Rums & Williamson Tobacco Corporation, Louisville, Kentucky. Dept. 753.

SMOKE IN TOWN: Dr. Raleigh and his patients. Rums & Williamson, Louisville, KY. Dept. 753.

