

Why be Irritated ?



Light an **Old Gold!**

Apple "Honey" helps guard O. Gs.
from Cigarette Dryness

You're on the receiving end of nothing BUT extra pleasure when you light up an Old Gold!...

It's a superb blend of many choice tobaccos—including a touch of rare, imported Latakia leaf—for extra flavor. Plus the special protection of Apple "Honey"—applied on Old Gold's fine tobacco to help hold in the natural moisture, help guard against cigarette dryness.

Try a pack of Old Golds... and see why their popularity has tripled! (If your dealer's supply is short today, just ask again tomorrow. We're doing our best to keep up.)



KEEP ON SMILING
YOUR SMILES

LISTEN TO
VOICE IN MONTY
Wednesday Evening CBS—and
the comedy THRILLER
Sunday Evening NBC.

Why be Irritated ?



Light an **Old Gold**

Apple "Honey" helps guard O.G.s.
from **Cigarette Dryness**

You're right up with the best in smoking pleasure—when you've got Old Golds! For here's a superlative blend of choice tobacco—with a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Just ask for Old Golds . . . every time.



BUY VICTORY BONDS AND HOLD THEM

LISTEN TO
FRANK SINATRA
Wednesday Evening CBS
and
MEET ME AT PARKY'S
Monday Evening NBC

If a slip-up's
caught you cold ...



Why be Irritated?
Light an **Old Gold**

Yes, Old Golds store a treasure of extra little gifts for you! There's the kindliness of Apple "Honey"™ to keep 'em moistly fresh ... the generous blend of world-famous tobaccos for sheer pleasure ... the bonus-touch of rare, imported Latakia tobaccos for extra flavor. Here's another refinement, too. Only virgin pure flax is used in making Old Golds' snovy cigarette paper. Old Golds are your kind of cigarette—why don't you try them?



Listen to
FRANK SINATRA
Wednesday Evenings CBS
and
MEET ME AT PARRY'S
Sunday Evenings NBC

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.

When billboard Rembrandts get too bold ...



Why be Irritated?
Light an Old Gold

Extra touches . . . special attention to details . . . these are the reasons for Old Gold's extra smoking pleasure! You'll find Apple "Honey" a definite plus for freshness. You'll enjoy a more generous blend of the world's choicest tobaccos. You'll be delighted by the added flavor richness of rare, aromatic Latakia tobacco. Even the snow-white cigarette paper . . . made from virgin pure flax . . . adds a special luxury to your smoking enjoyment. Yes, Old Gold's your cigarette! Try a pack . . . today.



LISTEN TO
FRANK SINATRA
Wednesday Evening 10:30
and
MEET ME AT PARKY'S
Sunday Evening 9:00

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.

Why be Irritated ?

Light an Old Gold



Apple "Honey" helps guard O.G.s. from Cigarette Dryness

The day's best catch for smoking pleasure—that's Old Gold! You'll discover this no-flavor blend of many choice tobaccos includes a touch of rare Latika tobacco—for extra flavor. And it has the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Worth asking again and again... for Old Gold.



Our Moisture Hedge-
No moisture in the cigarette guarantees without moisture quality.
...to supply the natural flavor.
...to maintain the moisture within every study and again being moist and healthy.
If you have to take a cigarette smoke today, ask for Old Gold. Moisture. We'll be sure that you get your first choice.

Old Gold Company
Baltimore, Md.

Listen to WHICH IS WHICH Wednesday Evenings CBS—and THE COMEDY THEATRE Sunday Evenings NBC

When your hat style isn't new...
as you were told...



Why be Irritated?
Light an Old Gold

Only Old Gold gives you so many friendly extras in smoking enjoyment. Here's the extra detail of Apple "Honey,"[®] added for just-made freshness. Here's tobacco-blending wizardry, done with the world's choicest tobacco leaves... plus rare, imported Latakia tobacco... for sheer luxury. Even the quality of Old Gold's fine, crisp cigarette paper... made from virgin pure flax... contributes to Old Gold's extra pleasure-giving. Try Old Gold... you'll like 'em!



GET TO
FRANK SINATRA
Wednesday Evening 8:30
and
MEET ME AT PARKY'S
Sunday Evening 10:00

*Made from the juice of fresh apples, a special moisture-guarding agent we call "Apple-Honey" helps keep Old Golds free from cigarette dryness.

Why be Irritated?



Light an Old Gold!

Apple "Honey" helps guard O. Gs. from Cigarette Dryness

It hits you just right—the extra pleasure in Old Gold! For here's a unique blend of many choice tobaccos—with a touch of costly Latakia leaf for extra flavor. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps seal in the natural moisture, helps prevent cigarette dryness.

Try a pack yourself—see why Old Golds have tripled in popularity! (If your dealer's supply is short today, just ask again tomorrow. We're doing our best to keep up.)



KEEP ON SMOKING
OLD GOLD

LISTEN TO
RADIO IN EVENING
Wednesday Evening CBS—and
find comfort, too! 7PM.
Sunday Evening, 7:30P

Why be Irritated ?



Light an Old Gold !

**Apple "Honey" helps guard O. Gs.
from Cigarette Dryness**

You walk off with a prize--when you discover Old Gold's extra pleasure and its special protection from cigarette dryness! ...
For here's a delightfully mellow blend of many choice tobaccos--including a touch of rare, imported Latakia leaf for extra flavor. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps guard against cigarette dryness.
Try a pack...and see why Old Gold's popularity has tripled!
(If your dealer's supply is short today, just ask again tomorrow. We're doing our best to keep up.)



KEEP ON BUYING
WAR BONDS

LISTEN TO
VOICE IN VOICES
Weekday Evenings CBS--and
THE COMBAT VIOLET
Sunday Evenings NBC

When Junior's ice cream leaves you cold...



Why be Irritated?
Light an Old Gold

Only Old Golds treat you to so many extra special qualities... for your smoking enjoyment! There's the special springtime freshness... from friendly Apple "Honey". There's the unique blending of the world's most sought-after tobaccos—with that very special touch... flavor-rich Latakia leaf! Even the super-fine cigarette paper—made from virgin pure flax—enhances your special pleasure! Try Old Golds—they'll delight you!



DON'T MISS O.G.'S
SPARKLING RADIO PROGRAMS
Wednesday Evenings 9:00 P.M. EST CBS
Sunday Evenings 10:30 P.M. EST NBC

*Developed by the U. S. Department of Agriculture from the juice of fresh apples, the special moisture-generating agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.

When your secret's
boldly told ...



Why be Irritated?
Light an Old Gold

It's those added details that tell the story of Old Gold's extra-enjoyable smoking quality! You get Apple "Honey"™ for out-of-the-oven freshness. You get the world's choicest tobaccos, lavishly blended with extra care. You get the rare refinement of imported Latakia tobacco... for extra flavor. Even the whitest-on-white cigarette paper... made from virgin pure flax... adds its special touch of luxury. Yes, Old Golds are your smoke... try 'em!



LISTEN TO
FRANK SINATRA
Wednesday Evening Club
and
MEET ME AT PARKY'S
Sunday Evening NCC

*Made from the juice of fresh apples, a special moisture-guarding agent on roll. Apple "Honey" helps keep Old Golds from becoming dry-roasts.

Why be Irritated?



Light an **Old Gold!**

Apple "Honey" helps guard O. Gs.
from Cigarette Dryness

"Worth waiting for!"—say smokers who know Old Gold's extra pleasure and its special protection from cigarette dryness! . . .

There's nothing quite like this unique blend of many choice tobaccos—including a touch of rare Latakia leaf for richer flavor. Plus the special protection of Apple "Honey"—sprayed on Old Gold's fine tobacco to help hold in the natural moisture, help guard against cigarette dryness.

Try Old Golds . . . and see why their popularity has tripled!
(If your dealer's supply is short today, just ask again tomorrow.
We're doing our best to keep up.)



KEEP ON SMILING
MAX BOWEN

LISTEN TO
WHICH IS WHICH?
Wednesday Evenings CBS—and
THE COMEDY THEATRE
Monday Evenings NBC

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

Nothing quite duplicates the smoking pleasure of an Old Gold! You see, this grand blend of many choice tobaccos is seasoned with a touch of costly Latakia tobacco—for extra flavor. And it has the special moisture-protecting agent which we call Apple "Honey" made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Keep asking for Old Golds... they're worth it.



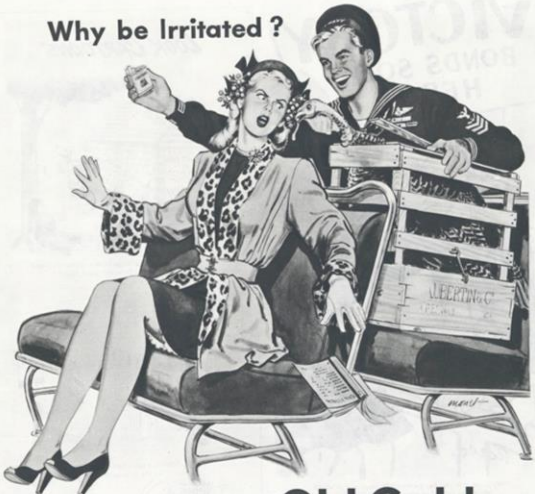
OUR SMOKING PLEDGE—
...to produce all the cigarette goodness without sacrificing quality.
...to supply the varied tastes of smokers.
...to distribute the remaining surplus money freely and ever-increasingly.
If you have to take a substitute brand today, ask for Old Golds tomorrow. We'll do our best to see that you get your first choice.

Old Gold Company
BOSTON, U.S.A.

Listen to MUSIC IN MUSIC Wednesday Evenings CBS—and THE COMEDY MAGNET Sunday Evenings NBC

KEEP THE SMOKE IN THE ROOMS

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.Gs.
from Cigarette Dryness

But a hat you'll go for Old Gold! You see, this unique blend of choice tobacco includes a touch of rare Latakia tobacco, for extra flavor. Plus the special moisture-protecting agent we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Try Old Golds . . . you'll like 'em!



LISTEN TO
FRANK SINATRA
Wednesday Evening, CBS
and
MEET ME AT PARKY'S
Sunday Evening, 1949

BUT VICTORY BONDS AND HOLD THEM

If upset by
a five-year old ...

Why be Irritated?
Light an Old Gold

It's those extra touches that make Old Gold your extra friendly cigarette. Apple "Honey,"™ for instance, gives you more-than-usual freshness. The world's most treasured tobaccos are blended with extra care. Rare, imported Latakia tobacco adds its own special luxury of flavor. Even the fine, sunny cigarette paper ... made from virgin pure flax ... contributes its superfine quality. Get friendly with Old Golds—they're your kind of cigarette!

**Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.*

LISTEN TO
FRANK SINATRA
Wednesday Evenings 6:30
and
MEET ME AT PARKY'S
Sunday Evenings 9:00

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

Never at sour rate when you light up an Old Gold! For this surface blend of many fine tobaccos is seasoned with a touch of rare Latakia tobacco—for extra flavor. Plus the special moisture-protecting agent which we call Apple "Honey," made from the juice of fresh apples. This helps seal in the natural moisture, helps prevent cigarette dryness. Worth getting Old Golds . . . whenever you can!



BUY VICTORY BONDS AND HOLD THEM

ESTIM TO:
DISTRICT AND COLLECT
Wednesday, Evening, 1945—and
MEET ME AT PAREY'S
Friday, Evening, 1945



Why be Irritated ?

Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

Easy to weather little annoyances—when you've got Old Gold! For here's a delightful blend of many choice tobaccos—with a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent which we call Apple "Honey," made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Get yourself a pack... first chance you have.

Old Gold Cigarettes

Our Wetness Ridge—
...to protect all the cigarettes
available against weathering
moisture.
...to supply the actual flavor
factor.
...to distribute the competing
aromas evenly, evenly, and
evenly among smokers.
If you have to take a substitute,
smoke today... and the Old Gold
smoke tomorrow. We'll do our
best to see that you get your
best choice.

KEEP ON
SMOKING
WAR BONDS

Old Gold Company
Baltimore 17, Md.

Listed in WINCH & WINCH Wednesday Evenings CBS—and THE COMEDY THEATRE Sunday Evenings NBC

If winter fishing leaves you cold ...



Why be Irritated?
Light an Old Gold

It's those little plus's in Old Golds that give more to you smokers! There's the thoughtful detail of kindly Apple "Honey"™ ... for pleasurable freshness. There's the perfectionist's blending of the world's choicest tobaccos. There's the added refinement of extra flavor ... from a touch of rare, imported Latakia tobaccos. There's superior quality even in Old Golds' cigarette paper ... which is painstakingly made from virgin pure flax. Try Old Golds—you'll like 'em.



LISTEN TO
FRANK SINATRA
Whispering Sweetest Old
and
MEET ME AT PARRY'S
Smoking Everytime 1966

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.

Why be Irritated ?

Light an Old Gold

Apple "Honey" helps guard O.Gs. from Cigarette Dryness

They make friends with your taste—those Old Golds! For here's a superb blend of many choice tobaccos—with a touch of rare, costly Latakia tobacco for extra flavor. And it has the special moisture-protecting agent which we call Apple "Honey," made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Be sure you get Old Golds... when you can.



Our Moisture Hedge—

- To protect all the cigarette quality without sacrificing taste.
- To supply the normal flavor.
- To distribute the remaining moisture evenly during and especially among smokers.

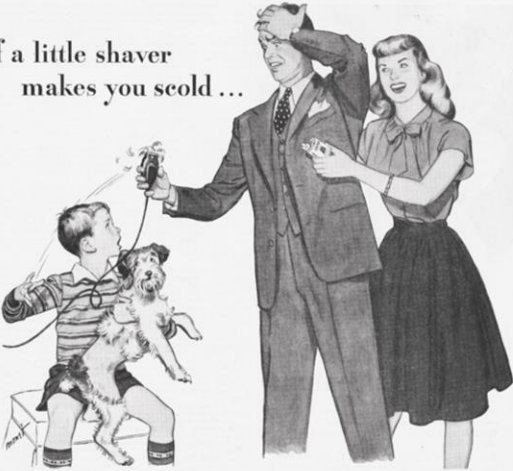
If you have to take a substitute, you know it's Old Gold. It's the only brand that's been named "Best" by the American Cigarette Association. We'll let our name be one that you get your best choice.

KEEP ON PUTTING OLD GOLDS

*Old Gold Company
Baltimore 12, Md.*

Listen to WHICH IS WHICH? Wednesday Evenings CBS—and THE COMEDY THEATRE Sunday Evenings NBC

If a little shaver
makes you scold ...



Why be Irritated?
Light an Old Gold

Old Gold takes the long way 'round in creating a cigarette that's a treasure of extras! Here's the extra step we take in using Apple "Honey" for mellowness and freshness. Here's the artistry of blending the world's choicest tobaccos. Here's the flavor-bonus from rare, imported Latakia tobacco. ... for your extra pleasure. Even the pure-white cleanliness of the cigarette paper contributes to your extra enjoyment. ... for it's made from virgin pure flax. Try Old Golds—they're your kind of smoke!



LISTEN TO
FRANK SINATRA
Wednesday Evening CBS
and
MEET ME AT PARRY'S
Sunday Evening NBC

*Made from the juice of fresh apples, a special moisture-guarding agent we call "Apple-Honey" helps keep Old Golds free from cigarette dryness.

When tempers need
to be controlled ...



Why be Irritated?
Light an Old Gold

It's the extra details that make Old Gold a treasure of pleasure extras for you! There's the friendly plus of Apple "Honey"™ for mellow-mist freshness ... the plus of world-choice tobaccos, blended to perfection ... the plus of rare Latakia tobaccos, added for extra flavor. Even the snow-white cigarette paper ... made from virgin pure flax ... adds a special luxury to your smoking enjoyment. Enjoy Old Gold's extras yourself. Try a pack ... today.



LISTEN TO
FRANK SINATRA
Wednesday Evening CBS
and
MEET ME AT FARKY'S
Sunday Evening ABC

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey"™ helps keep Old Golds free from cigarette dryness.

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s.
from Cigarette Dryness

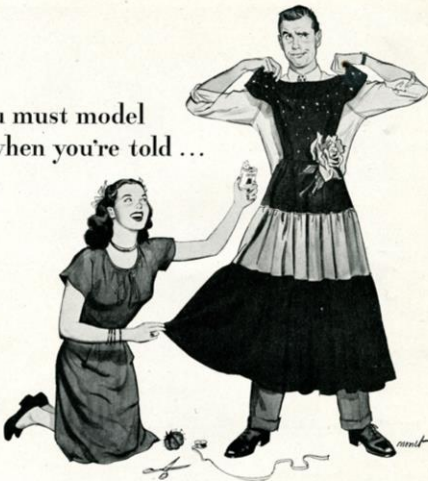
Put in this in your memory book—there's extra pleasure in Old Gold! For this delightful blend of choice tobacco includes a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent we call Apple "Honey" made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. You'll be glad to know Old Gold.



BUY VICTORY BONDS AND HOLD THEM

96

If you must model
when you're told ...

A black and white illustration of a man standing in a dark, short-sleeved dress with a full skirt. A woman in a dark dress is kneeling on the floor, holding a pair of scissors and a measuring tape, appearing to be altering the man's dress. The man has his hands on his hips and a slightly annoyed expression. A small signature 'Curtis' is visible near the man's feet.

Why be Irritated?
Light an Old Gold

It's even your extra model when you need it ...
Old Gold gives to extreme lengths to give you a truly great cigarette. To the last detail only the finest is good enough.

It isn't content with its worldwide selection of choice tobacco ... it adds a touch of rare and aromatic Latakia tobacco for extra flavor and richness.

It isn't satisfied with "run-of-the-mill" moistening agents ... it adds a special "humectant" which we call Apple "Humectant" to help protect against cigarette dryness.

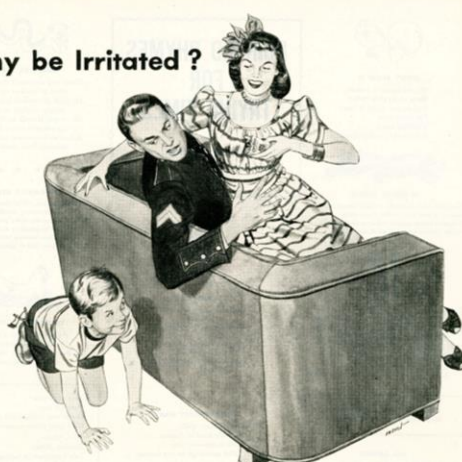
Even the cigarette paper contributes to your extra enjoyment ... it's made from virgin-pure flax.

For new and real smoking relaxation ... change to the cigarette with definite extra friendly qualities. Try a pack of extra friendly Old Golds today.

A pack of Old Gold cigarettes, showing the brand name and a small illustration of a person.

*Made from the juice of fresh apples, a special moisture-retaining agent we call Apple "Humectant" helps keep Old Golds from becoming dry.

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

There's *uninterrupted pleasure* in Old Gold! For here's a unique blend of many choice tobaccos—with a touch of rare Latakia tobacco for *extra flavor*. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Try a pack... next chance you get.

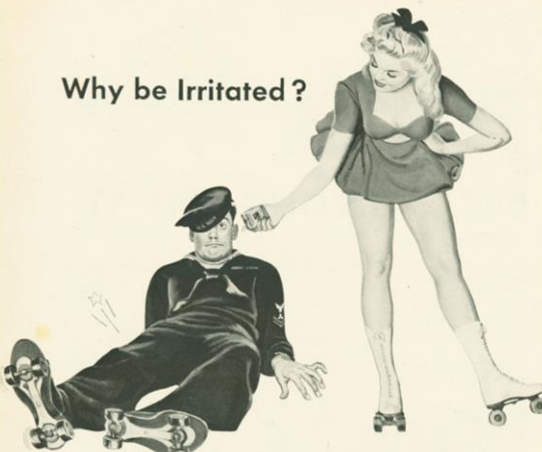


Our Western Hedges-
...to produce all the cigarettes possible without sacrificing quality.
...to supply the world's finest.
...to distribute the smoking pleasure without any and open every home in America.
If you have to take a cigarette break, take an Old Gold. You'll be sure that you get just the best.

Old Gold Cigarettes
KEEP ON SMOKING
WAX 80001

Listen To: DETECT AND COLLECT Wednesday Evenings CBS—and MEET ME AT PARKY'S Sunday Evenings NBC

Why be Irritated ?



Light an Old Gold !

Apple "Honey" helps guard O. Gs. from Cigarette Dryness

You're never let down... by Old Gold's extra pleasure and its special protection from cigarette dryness!

You'll discover the superbly satisfying taste of a blend of many poligreed tobaccos—with a touch of costly, imported Latakia leaf for extra flavor. Plus the special protection of Apple "Honey"—sprayed on those fine tobaccos to help hold in the natural moisture, help guard against cigarette dryness.

Try Old Golds... and see why they've tripled in popularity! (If your dealer's supply is short today, just ask again tomorrow. We're doing our best to keep up.)



KEEP ON SKATING
WAX SKATES

LISTEN TO
WHICH IS WHICH?
Wednesday Evening CBS—and
THE COMEDY THEATRE
Radio City Station NYC

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

There's no concealing the extra pleasure in Old Gold! For here's a unique blend of many choice tobaccos—including a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Worth asking for... again and again.



Our Wartime Pledge—
No portion of the cigarette
manufactured without sacrificing
quality.
—To supply the armed forces
—To distribute the remaining
portion equally fairly and rapidly
among ourselves.
If you have to take a substitute
brand today—ask for Old Gold
again tomorrow. We'll do our
best to see that you get your
first choice.

Old Gold Company
Baltimore, MD

Listen to WHICH IS WHICH? Wednesday Evenings CBS—and THE COMEDY THEATRE Sunday Evenings NBC

Why be Irritated ?



Gina Berghas

Light an Old Gold

Apple "Honey" helps guard O.Gs. from Cigarette Dryness

You'll swing over to O. Gs., too, once you discover their extra pleasure! You'll find a delightful blend of choice tobacco—with the extra flavor of a touch of rare Latakia tobacco. Plus the moisture-protecting agent we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Try Old Golds...very next chance you get.



BUY VICTORY BONDS AND HOLD THEM

LISTEN TO
FRANK SINATRA
Wednesday Evening CBS
and
MEET ME AT PARRY'S
Sunday Evenings NBC

Why be Irritated ?



Light an Old Gold

**Apple "Honey" helps guard O.Gs.
from Cigarette Dryness**

One package it's a pleasure to carry—that pack of grand Old Golds! For you get a superb blend of choice tobaccos—including a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Try Old Golds . . . soon as you can.



BUY VICTORY BONDS AND HOLD THEM

LISTEN TO
FRANK SINATRA
Wednesday Evenings 10:30
and
MEET ME AT PARKY'S
Sunday Evenings 10:00

Why be Irritated ?



Light an Old Gold

Apple "Honey" helps guard O.G.s. from Cigarette Dryness

Have you tumbled to the extra pleasure in Old Golds? You'll find this delightful blend of many choice tobaccos includes a touch of rare Latukia tobacco—for extra flavor. And it has the special moisture-protecting agent which we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps guard against cigarette dryness. Pick up a pack . . . first chance you get.



Our Western Helper
—To guard all the cigarette smokers without irritating them.
—To supply the second hand smoke.
—To distribute the remaining moisture evenly and rapidly among smokers.
If you have to take a cigarette break—ask for Old Gold again tomorrow. We'll be sure to see that you get your first share.

Old Gold
KEEP ONE
BUTTER
WAX BONES

LISTEN TO: DETECT AND COLLECT: Wednesday Evenings CBS—and MEET ME AT PARKY'S Sunday Evenings NBC

When Junior's fighting
rates a scold...



Why be Irritated?
Light an Old Gold

You'll like the four friendly extras Old Gold gives you for greater smoking pleasure! First: moisture-guarding Apple "Honey"™—for luxurious freshness. Then world-renowned tobaccos—blended with exacting care. Add that perfect touch—imported Latakia tobacco—for rare delicacy of flavor... and lastly the crisp whiteness of superfine cigarette paper made from virgin pure flax! Good reasons for going around with Old Gold—starting today!



DON'T MISS O. G.'S
SPARKLING RADIO PROGRAMS

Wednesday Evenings 10:30 P.M. EST
Sunday Evenings 10:30 P.M. EST

*Endorsed by the U. S. Department of Agriculture from the juice of fresh apples, the special moisture-guarding extra in all Apple Honey helps keep Old Golds free from cigarette dryness.

