



FRESH
as mountain air!
THAT'S HOW FRESH APPLE "HONEY" HELPS
TO KEEP — OLD GOLD

• Fine tobaccos, of course. But more than that, you want the cool, mellow smoothness that means your cigarette is fresh. Freshness gives you more flavor, finer taste, more aroma.

Apple "Honey," the essence of ruddy, juice-packed apples—helps hold the natural freshness of Old Gold's fine tobaccos plus imported Latakia—the "something new" which has been added for richer, smoother flavor.

Old Gold's freshness has helped to win a million new friends. Try them and see why!

Fresh as Mountain Air .

A volcano, perhaps.

Fresh
as a new spring crocus!



Apple "Honey" helps keep Old Golds fresh

THANKS TO APPLE "HONEY"—the luscious nectar of ripe apples—Old Golds are packed for you with all the freshness of their fine tobacco—to which "something new has been added"—imported Latakia tobacco for richer flavor.

Treat yourself to a pack today—and see why Old Golds have won a million new friends.

Buy more War Bonds than you think you can afford!

OLD GOLD

LISTEN TO: Bob Crosby and His Orchestra, Sunday Evenings, NBC. also The Old Gold Show, Wednesday Evenings, CBS Network.

1944



1944

The Flowers That Bloom in the Spring Bring Apple Honey to Old Golds.



Another *NEW
has been Added!**

**Apple "Honey" Now Protects
Old Gold Freshness**

Apple "Honey" is a new moistening agent which replaces glycerine, now needed for vital war materials, to protect the natural moisture in tobacco. Without a moistening agent, tobacco loses its moist, pliable quality, which means freshness. They become dry. Apple "Honey" helps seal in this precious moisture.

This new moistening agent is a mellow, golden, honey-like syrup—drawn from fresh, pure apple juice. It's so much like honey, we

named it Apple "Honey." Sprayed on our choice Old Gold tobacco, Apple "Honey" penetrates every fragrant, flavorful strand, helps keep them moist, pliable and FRESH on their way to you. Apple "Honey" is tasteless. Therefore it does not change the taste of Old Gold. In many ways, we think it superior to glycerine.

Thousands have switched to Old Golds since we started using Apple "Honey." Join the crowd! Get Old Golds today.

*New moistening agent developed by the Eastern Regional Research Laboratory of the U. S. Department of Agriculture. We call it Apple "Honey."

NO CHANGE IN TASTE!

BUY MORE WAR BONDS NOW!

Old Gold CIGARETTES

100 CIGARETTES OF PURE GOLD

Enjoy Sammy Kaye's Band and Guests!

**WEDNESDAY EVENINGS
CBS NETWORK**

SAME FINE TOBACCOS, INCLUDING LATAKIA

1944

December, 1936 317

And He Learned
about *FRESHNESS*
from Her!

DOPEY'S delicious Delilah didled out fetching freshness with saucy surrens. Always start them off with Double-Mellow Old Golds. They will catch on so much quicker.

The two jackets of Cellophane is the first tip-off, and then with the first delightful puff of that mellow, non-ripened, prize crop tobacco, the light of true freshness will dawn and he'll catch the spirit of things, Christmas included.

Yes indeedly, and you'll get a bigger lick out of that Kris Kringle Kiss... it will be factory-fresh.

ZIP! OPEN DOUBLE-QUICK!
Outer Cellophane Jacket opens from the Bottom.
Inner Cellophane Jacket opens from the Top.

PRIZE CROP TOBACCOS MAKE THEM **DOUBLE-MELLOW**
2 JACKETS OF "CELLOPHANE" KEEP THEM **FACTORY-FRESH**

1940





* This new moistening agent was first developed by scientists in the Eastern Regional Research Laboratory of the U. S. Department of Agriculture. We named it Apple "Honey".

* Apple "Honey"

HELPS KEEP OLD GOLDS FLAVORFUL AND

FRESH!

Apple "Honey," a new conditioning agent evaporated from the pure juice of apples, helps keep the tobacco of Old Gold's famous blend fresh and moist on the way to you.

How Apple "Honey" works . . .

Spread on every single shred, Apple "Honey" protects the natural moisture tobacco need to retain their freshness. And it makes no change in flavor—has no effect on the grand taste that has won millions of friends for Old Gold.

How Apple "Honey" works for you!

Apple "Honey" helps give you the pleasing Old Gold blend of fine imported and domestic tobaccos including delightful Louisiana, with the freshness protected. It's a smoke millions enjoy. Buy a pack of Old Golds today and see why.



Old Gold

CIGARETTES



BUY MORE WAR BONDS NOW

© Leaflet Company
Manufactured in U.S.A.

LISTEN TO: Sonny Kaye's Band and Guests, Wednesday Evenings, CBS Network • Bob Crosby and His Orchestra, Sunday Evenings, NBC Network

1944

*The Fresher...
the Better!*

APPLE "HONEY" HELPS KEEP OLD GOLDS FRESH!

• You want fine tobacco, of course. But you want it fresh! A mist of Apple "Honey," the secret of luscious apples is sprayed on Old Gold's fine tobacco to help hold in the natural freshness.

"Something new has been added" to these tobaccos. It's Latakia, a costly imported leaf that gives richer flavor. Try Old Golds and see why they have won a million new friends.

Shown by THE OLD GOLD SMOKING—Wednesday evenings, 8:00 P.M., 1:30 and Sunday evenings, 10:30 P.M., 1942

APPLE "HONEY" and Freshness
go together like
Moonlight and Roses!



Fine tobacco is one thing, but fine *fresh* tobacco is another! You want a cigarette with all the freshness, all the aroma, all the flavor that you can get! Apple "Honey"—the nectar of luscious apples—helps keep in the natural freshness of Old Gold's fine tobacco, to which "something new has been added"—imported Latakia tobacco for richer flavor.

Try Old Golds and see why they've won a million new friends!

Buy more War Bonds than you think you can afford!

OLD GOLD

LISTEN TO: Moe Wootley and Sonny Kaye's Band, Vocal, Evening, CBS Network; also Bob Crosby and his Orchestra, Vocal, Evening, NBC Network.



...Don't forget, Dearest...bring home
A POUND OF FRESH BUTTER
A DOZEN FRESH EGGS
and a Carton of
FRESH CIGARETTES
(I mean DOUBLE MELLOW OLD GOLDS of course)

She neglected to mention those Prize Crop Tobaccos

Of course it's wonderful that you can now get strictly fresh cigarettes anywhere in the U.S.A. Thanks to those two jackets of moisture-proof Cellophane on every pack of Double-Mellow Old Golds. But the real charm of "Double-Mellows" is their prize crop tobaccos... the very pick of home-grown and imported leaf. With a flavor you've never met before in a cigarette... and one you'll never want to leave!

Old Gold CIGARETTES
THE TREASURE OF THEM ALL

Inner jacket of Cellophane opens from the top.
Outer jacket of Cellophane opens from the bottom.

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PRIZE CROP TOBACCOS
make them **DOUBLE-MELLOW**

2 JACKETS, DOUBLE "CELLOPHANE,"
keep them **FACTORY-FRESH**

1936 Aug 17



All Cows give **FRESH** milk!

ALL Cigarettes are Not **FRESH!**

LISTEN, PEOPLE! Did you ever drink a glass of farm-fresh milk, right at the dairy? What a difference that FRESHNESS makes!

Did you ever smoke a *factory-fresh* cigarette, right off the cigarette machine at the factory? What a difference THAT freshness makes!

Two jackets of Cellophane... not one but TWO... stand guard over the freshness of *Double-Mellow* Old Golds. Each of those two jackets is *moisture-proof Cellophane*; the highest quality obtainable.

This *double Cellophane* wrapping keeps out dampness, dryness and every other foe of cigarette goodness. It gives you **FACTORY-FRESH** cigarettes, as fresh as the milk that Bossy gives down on the farm!

P. Lorillard Company
(Established 1760)

P.S.: Yes, indeed! *Double Your Money Back* if you're not pleased. Offer still open... for thirty days from today.



INNER JACKET
Opens from the Top

Old Gold
CIGARETTES

THE TREASURE OF THEM ALL

OUTER JACKET
Opens from the Bottom

PRIZE CROP TOBACCOS
make them *Double-Mellow!*

2 JACKETS; DOUBLE "CELLOPHANE"
keep them *Factory Fresh!*

1936 Jul 6



**FRESH
AS HOT CAKES
RIGHT OFF THE GRIDDLE!**

LISTEN, PEOPLE! . . . When that stack of "pancakes" gets cold and clammy, all the appetizing lure is gone. Isn't it the truth?

Same way with a cigarette that gets dry or soggy. Stale cigarettes have lost their fragrance and flavor . . . isn't that the truth?

Two jackets of Cellophane keep that "right off the griddle" freshness in Double-Mellow Old Golds. Each of those two jackets is moisture-proof Cellophane; the highest quality obtainable.

This double Cellophane wrapping keeps out dampness, dryness, dust; every other foe of cigarette goodness. It gives you FACTORY-FRESH cigarettes . . . as fresh as they left the machines at the factory.

R. L. Lillard Company
Established 1760

**You buy 1 pack; we'll pay you for 2...
If "Double-Mellows" don't make good**

That's the net of our Double-Money-Back offer. If not pleased, after smoking half a pack, mail us the remaining 10 smokes at any time within 30 days of this date. We'll send you double the price you paid for the full package, plus postage. Address, 119 W. 40th St., N.Y.C.



INNER JACKET
Opens at the Top

OUTER JACKET
Opens at the Bottom

1936 Jun 1



FRESH

AS A MOUNTAIN TROUT
RIGHT OUT OF THE BROOK!

2 Jackets, Double Cellophane,
seal-in the FRESHNESS of
the Prize Crop Tobaccos in
"Double-Mellow" Old Golds

DID YOU EVER taste a fresh-caught trout, cooked right at the brook? That's REAL freshness! Did you ever taste a fresh-made cigarette, smoked right at the factory? That's REAL freshness, too! Every cigarette merchant in America now offers you that freshness in Double-Mellow Old Golds. It's sealed in every package by 2 jackets of Cellophane; not one but TWO! Moisture-proof Cellophane,

the finest quality obtainable. This double Cellophane protection keeps out dryness, dampness, dust and every other foe of cigarette goodness. Once you've tasted a factory-fresh Old Gold, with its full, rich flavor intact, you'll never go back to stale, dry or soggy smokes.



R. L. Lillard Company
Established 1760

P. S. Yes, indeed! That "Double-Money-Back" offer is still open. Good for 30 days from this date.

OUTER "CELLOPHANE" JACKET
Opens at the Bottom ➡

INNER "CELLOPHANE" JACKET
← Opens at the Top

1936 May 11

As *Fresh* as her Tu-lips!



CIGARETTES, like lovely ladies and tall tulips, are most alluring, when they're freshest.

And, when those cigarettes are *Double-Mellow* Old Golds, made from *prize crop* tobaccos, neither time, nor money, nor effort is spared in guarding their priceless freshness. Every pack of Old Golds is wrapped in *double* Cellophane. TWO jackets of Cellophane. Moisture-proof. The highest quality.

It is this ingenious double wrapping that locks out dampness, dust, and dryness . . . that seals in *double-mellow* flavor, smoothness, fragrance . . . that gives you, in every Old Gold, the deep enjoyment of fine tobaccos, really fresh.

... and made from the finest **Prize Crop Tobaccos**

Copyright, 1936, by Dr. Seitzhard Co., Inc.

1936 Aug 3

FRESH IN ANY LANGUAGE

— and what's more IN ANY CLIMATE!



FRESH

PAINTED POST, ARIZONA



PAKA HOU

HONOLULU, HAWAII



MAMAKTOK

NOME, ALASKA



新鮮

CHINATOWN, SAN FRANCISCO

IN EVERY language spoken in the U.S.A., they're saying "FRESH" whenever a pack of Double-Mellow Old Golds is opened.

How have Double-Mellow Old Golds triumphed over Uncle Sam's many climates? Look at the package, you'll SEE the answer!

Two jackets of Cellophane, not one but TWO, stand guard over the double-mellow freshness of Old Gold's Prize Crop Tobaccos. Each jacket is moisture-proof Cellophane; the highest quality obtainable.

This double Cellophane wrapping keeps out dampness, dryness, dust, impurities and every other foe of cigarette goodness.

It brings you those delightful Double-Mellow Old Golds FACTORY-FRESH; as fresh as they roll off the cigarette machines at the factory!

R. L. Lillard Company
(Established 1760)

P. S.: Yes, indeed! Double-Your-Money Back if you're not pleased. Offer still open, for 30 days from today.



Old Gold
CIGARETTES

THE DEARNESS OF THE REAL

Old Gold

OUTER Cellophane JACKET
opens from the bottom.

INNER Cellophane JACKET
opens from the top.

2 Jackets, Double Cellophane,

DOUBLY PROTECT PRIZE CROP TOBACCOS



FRESH AS HOT CAKES
RIGHT OFF THE GRIDDLE!

LISTEN, PEOPLE! . . . When that stack of "pancakes" gets cold and clammy, all the appetizing lure is gone. Isn't it the truth?

Same way with a cigarette that gets dry or soggy. Stale cigarettes have lost their fragrance and flavor . . . isn't that the truth?

Two jackets of Cellophane keep that "right off the griddle" freshness in Double-Mellow Old Golds. Each of those two jackets is moisture-proof Cellophane; the highest quality obtainable.

This double Cellophane wrapping keeps out dampness, dryness, dust; every other foe of cigarette goodness. It gives you FACTORY-FRESH cigarettes . . . as fresh as they left the machines at the factory.

P. Lorillard Company
Established 1760

You buy 1 pack; we'll pay you for 2 . . . if "Double-Mellows" don't make good

That's the net of our Double-Money-Back offer. If not pleased, after smoking half a pack, mail us the remaining 10 smokes at any time within 30 days of this date. We'll send you double the price you paid for the full package, plus postage. Address, 119 W. 40th St., N. Y. C.



INNER JACKET
Opens from the Top

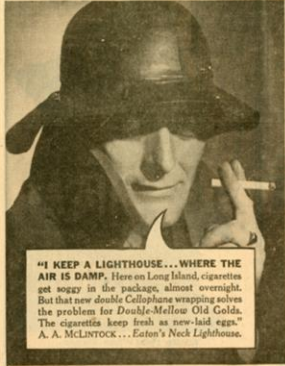
OUTER JACKET
Opens from the bottom

Old Gold
CIGARETTES

THE TREASURE OF THEM ALL

© P. Lorillard Co., Inc.

SEA AIR..DESERT AIR..ANYWHERE *They're Fresh!*



"I KEEP A LIGHTHOUSE...WHERE THE AIR IS DAMP. Here on Long Island, cigarettes get soggy in the package, almost overnight. But that new double Cellophane wrapping solves the problem for Double-Mellow Old Golds. The cigarettes keep fresh as new-laid eggs." A. A. McLINTOCK...Eaton's Neck Lighthouse.



"I KEEP A RANCH HOUSE...WHERE THE AIR IS DRY. Smokes get dry as dust out here in the sagebrush country. That double Cellophane O.G. package sure has made a hit out here. The cigarettes stay as fresh as my Sunday suit." DAVE NIMMO...Cheyenne, Wyoming.



I keep Fresh wherever I am

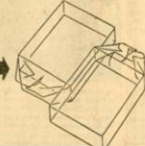
There are many varieties of weather in the U.S.A.—most of them hard on cigarettes. The new double Cellophane Old Gold package is a complete and happy solution to the weather problem. Two jackets, double Cellophane, keep out dryness, dampness, dust, impurities, every foe of cigarette goodness.

Each jacket is moisture-proof Cellophane—the highest quality obtainable. This double Cellophane wrapping brings you fresh cigarettes in any climate.

Lillard Company
(Established 1760)

P.S.: Yes, indeed! Double Your Money Back if you're not pleased. Offer still open...for 30 days from this date.

OUTER Cellophane JACKET
Opens from the Bottom



INNER Cellophane JACKET
Opens from the Top

PRIZE CROP TOBACCOS make them *Double-Mellow!* **2** JACKETS, DOUBLE "CELLOPHANE" keep them *Factory Fresh!*

Fresh Strawberry Bombe

for June Weddings or very special occasions



FRESH STRAWBERRY BOMBE is a dream. Beat 1 cup whipping cream until stiff, add ½ cup powdered sugar, 2 tps. vanilla, 1 tbs. Kirsch. Force strawberries through sieve to make 1 cup and add to cream. Line mold with fresh Strawberry Ice, fill with cream, cover with top of crushed mints, freeze. Garnish with fresh berries and leaves. An Old Gold is a taste-treat, too—double-mellow, always fresh!

but *FRESH* "party" Cigarettes ANY DAY!

FRESH jumbo strawberries, fresh-picked and bursting with juice, are yours only in strawberry season—unless you spend a fortune.

But there's one special delicacy you can have any day in the year, and it doesn't cost any more. That's a truly fresh cigarette—an Old Gold.

Unless you smoke Old Golds you may not know what a treat of flavor a cigarette can be. Old Gold flavor is something special; it's double-mellow, and it's always fresh.

Like any delectable food, your Old Golds

are made of choice ingredients—that is, selected prime crop tobaccos, perfectly ripened. And Old Golds are specially packaged—in two jackets of Cellophane that bar out any spoiling dampness, dust or drying heat and seal in the freshness and the flavor. Fresh cigarettes are so easy on your throat! But, then, Old Gold's makers have been tops among tobacco men since before the

Declaration of Independence. Even if you don't smoke, yourself—just think of your reputation as a hostess—and serve Old Golds!

Old Gold is a U.S. Patent Office Reg.



Great Cellophane
Jackets Seal
from the Bottom
Sealing the Top



The New Jacket
Seals all
the Top, Sealing
the Bottom

Freshness Guaranteed by 2 JACKETS... DOUBLE CELLOPHANE

Shown as an Old Gold followed immediately after Two and Three signs. Cigarette Research Corporation

EVERY product guaranteed as advertised—see page 6



Lovely Patricia Ellis protects the freshness that first won her a successful screen test. She's 5 feet 5; weighs 115; loves to swim and ride horseback. (See her in Republic's "Romance On The Run.")

Freshness wins Fans

for young star...and Old Gold



STARS have risen, gleamed brilliantly for a time—and faded out of popular sight. *Why?* Their talent was no less. Their looks were not lost. Yet something was lacking; something that makes the difference between greatness and mediocrity. *Freshness.* In a star or a cigarette, freshness gives you an extra thrill that no other quality provides!

Old Gold spends a fortune to bring you the flavor-thrill of prize crop tobaccos *at the peak of ap-*

peeling freshness; each pack protected against dampness, dryness, dust, by *two* jackets of moisture-proof Cellophane—double assurance of the utmost pleasure and satisfaction a cigarette can give.

TRY a pack of Double-Mellow Old Golds! Discover what *real freshness* means—in richer flavor, smoother throat-ease!

TUNE IN on Old Gold's Hollywood Screen-scoops, Tuesday and Thursday nights, Columbia Network, Coast-to-Coast.

← Every pack wrapped in 2 jackets of Cellophane; the OUTER jacket opens from the BOTTOM.

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1938

