



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...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

NO "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:	



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-tainting vapors.

To avoid unpleasant afterthoughts, 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

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

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KEEP KISSABLE



... WITH
OLD GOLDS

OLD GOLDS were created to give you THROAT-EASE... as well as a more delightful tasting cigarette. But the smokers who 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 aftereffects, smoke pure-tobacco OLD GOLDS. Their clear, 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 our GOLD and smell the tobacco. Or the same with any other cigarette. Judge for yourself which has the natural, pleasant, odorless 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



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 cambride and other greasy artificial flavorings* that burn into clinging, staining, breath-tainting vapors.

To avoid unpleasant aftermaths, smoke pure-tobacco OLD GOLDS. Their clean, non-spoiled, natural-flavored tobacco 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 sniff 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 OLD GOLDS, 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.

OLD GOLDS ARE LIKE HONEY TO YOUR THROAT

CELLOPHANE WRAPPED

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

NOT A COUGH IN A CARLOAD



KEEP KISSABLE

WITH CELLOPHANE SEALED OLD GOLDS

There's an easy way to avoid an unpleasant cigarette breath... without limiting your cigarette enjoyment. Smoke as freely as you please... but smoke PURE-TOBACCO OLD GOLDS. OLD GOLDS contain no greasy, artificial flavorings that burn into clinging, staining, breath-tainting vapors. In the clean, fragrant smoke of an OLD GOLD you get only the natural aroma of pure, sun-ripened tobacco. Fine tobacco at its best. And it leaves no objectionable odors, either on your breath or clothing, or in the room.

NOT A COUGH IN A CARLOAD

CELLOPHANE SEALED

OLD GOLD CIGARETTES

ALWAYS FRESH
LIKE HONEY TO YOUR THROAT

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH... OR STAIN THE TEETH

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)

