





**Pete
says:**

"When I fill my pipe with rich, sweet, mellow NIGGER HAIR I know I'm smokin' real tobacco. I don't find any loose, hard stems in this good Long Cut—nothing but long, curly strands of sweet, clean tobacco.

"I keep going all day long with NIGGER HAIR—pipeful after pipeful of it—and I get more good smokes out of every package of NIGGER HAIR than I ever got out of any other tobacco."

NIGGER HAIR
Long Cut Tobacco

NIGGER HAIR has been the favorite tobacco of experienced smokers for generations. Careful ageing and blending of mild Burley leaf gives NIGGER HAIR pleasing richness, sweetness and mellowness—cutting it into long, curly shreds makes it slow-burning and cool smoking. The brand owes its name to that distinctive cut.

NIGGER HAIR never varies in Quality—it's the same good smoke year in and year out.



Sold all over in 5c packages—try NIGGER HAIR today.

Boxes from 5 cents to 50 cents.

THE AMERICAN TOBACCO CO.

"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



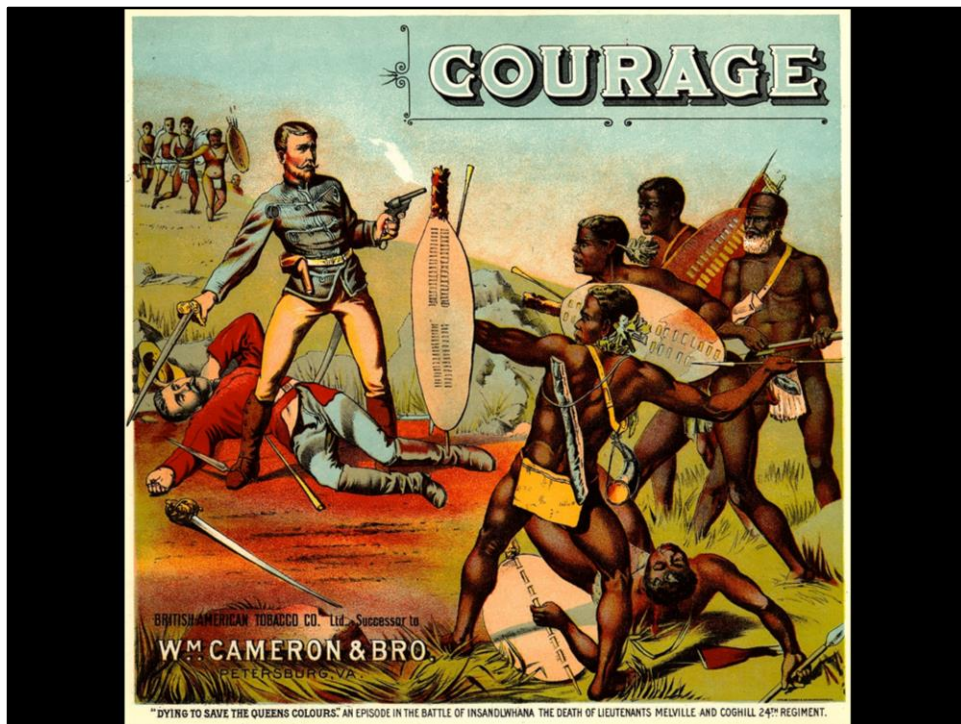
Eddie Cantor
Premier American
comedian-starring
in the glorious
new production,
"Whoopee."

Why
not a cough
in a carload?

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

On your Radio... OLD GOLD PAUL WHITE-
MAN 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!







July 27, 1935
The Literary Digest 23

\$3,350

IN PRIZES for Limericks!

There was an explorer named Hugh
Who was booked for a cannibal stew
But he just smoked a Spud
And the stew was a dud
????????????????





WRITE A "LAST LINE"
and win
'1000.00 IN CASH

1005 chances to win a prize. First prize, \$1000.00.
430 additional cash prizes. And 567 cartons of Spuds.

CONTEST CLOSES AUGUST 16, 1935

1006 PRIZES!
430 of them in cash!

First prize	\$1000.00 cash
Second prize	200.00 cash
Third prize	100.00 cash
Fourth prize	100.00 cash
10 prizes of \$25.00	250.00 cash
421 prizes of \$2.00	842.00 cash
567 prizes of a carton of Spuds	450.00
1006 prizes	\$3350.00

NEVER WASTED YOU DO

Spud means you to get acquainted with America's most refreshing cigarette. That's why we are running this contest. We'd like you to know how different Spud's fresh, clean taste is from any other cigarette you've ever smoked—mild-mannered or not.


So get a package of Spuds, cut off the end of the package, and write on the inside of the package-face your suggestion for the "last line" in the limerick above (you don't have to copy the whole limerick). Sign it with your name and address, and mail it so that it reaches us by Aug. 15.

You can send in just as many lines as you have package faces. And that's all there is to it.

THERE ARE PLENTY OF PRIZES

Remember that each "last line" you send in has a chance to 1006 different prizes. And, better still, you can send as many as you have Spud package faces. If you send in ten "last lines," for instance, you'll have 10,060 chances to win!

But there are two things you are bound to win. One is a lot of fun out of thinking up these "last lines." And the other is a handsome smoking shell. For Spud's not only the cigarette that lets you keep a clean, fresh-tasting mouth from breakfast to bedtime. It's also the cigarette whose secret process discovered an entirely new natural flavoring yielding fragrant volumes of smoke-pulling heat. That's why you will hear so many Spud smokers say: "The longer you fight 'em, the better they taste."



SPUD
CIGARETTES
CORN TIP OR FLAM
15c
FOR 20
CIGARETTES

THE AMERICAN TOBACCO COMPANY, INC., LOUISVILLE, KENTUCKY

AMERICA'S MOST REFRESHING CIGARETTES

Smoke COON SKIN Cigars.

When bright de dewey morn am
broke,
An' de dull brain from slumber
woke,
How soothin' den a fragrant
smoke
Ob de Coon Skin

When from her chamber lattice
high,
Appears Lucinda peepin' shy,
What glossy object takes de eye?
De Coon Skin.

Ob all de scents dat charm de
nose,
Ob sunflowers, tulips, pink or
rose,



Gib me dat soothin' balm that
flows,
From de Coon Skin.

'Tho odder brands may some
beguile,
Lucinda pceps wid knowin' smile,
An' whispers: "Julius, go your
pile,
On de Coon's Skin."

When 'seekin' for cigars de best
From Norf to Souf, from East
to West
You'll fin' de bulge on all de rest,
Wid de Coon Skin.



1958

