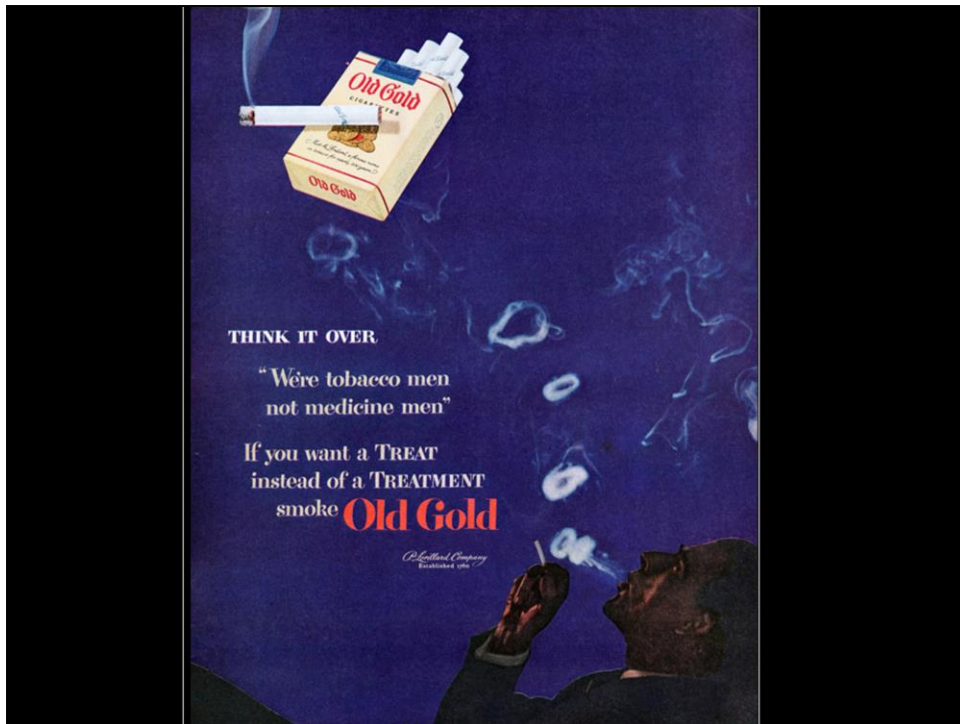




We Don't Try To Scare You With Medical Claims. . .

Towards the end of the era in which false medical claims were endemic (early 1950s) the Old Gold brand had a prolonged campaign – with more than 50 variations on this theme - in which they touted: “We Don’t Try to Scare You with Medical Claims.” Ironically, many of these ads in their fine print make outlandish statements that Old Golds were less irritating and thus safer than the competition. Somehow they calculated that the public would not see this obvious hypocrisy.

Note the white box strangely reminiscent of the Surgeon General’s warning introduced years later. In what can only be characterized as rank hypocrisy, they claim Old Gold’s are less irritating and easier on the throat.



Circa 1946

“We’re Tobacco Men, Not Medicine Men.”





"No Old-Hat Medical Claims."

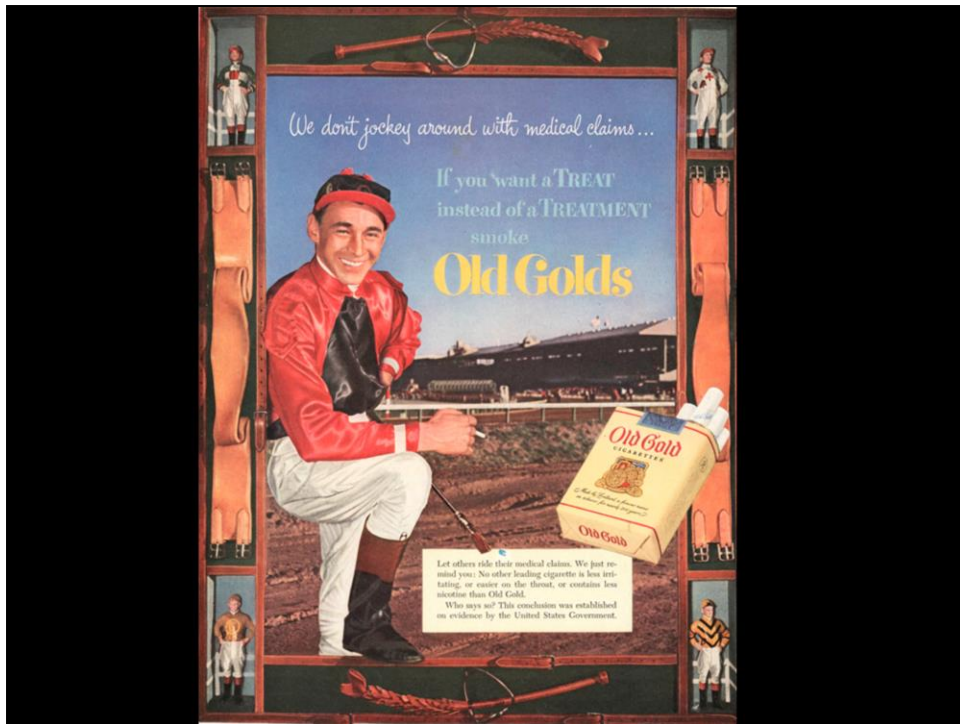
Note the box which contains what can only be characterized as rank hypocrisy. In it, they claim Old Gold's are less irritating and easier on the throat.





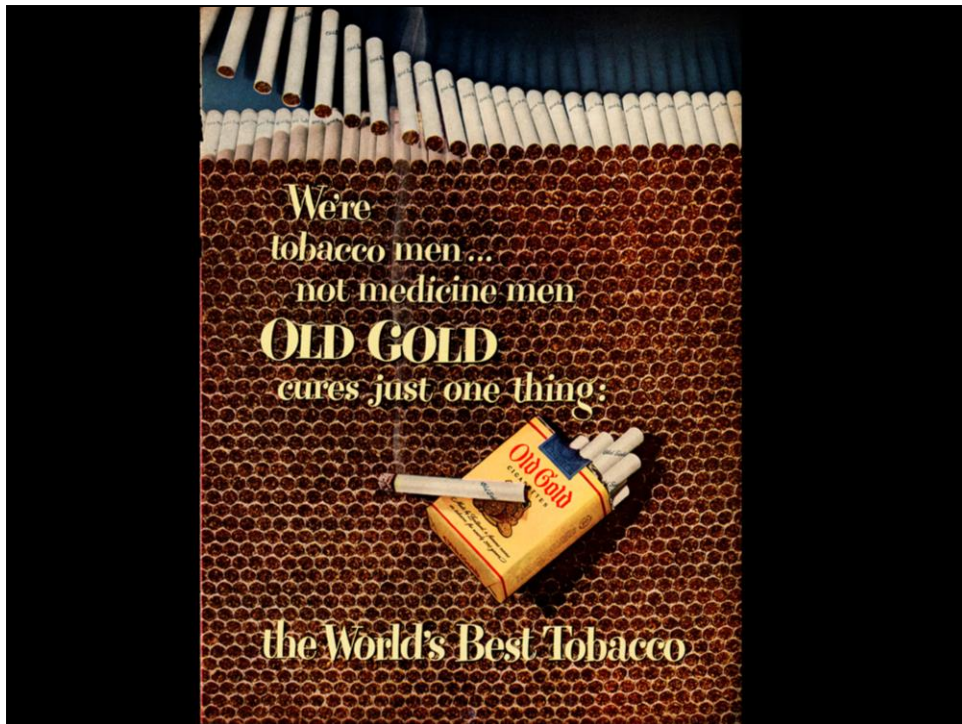




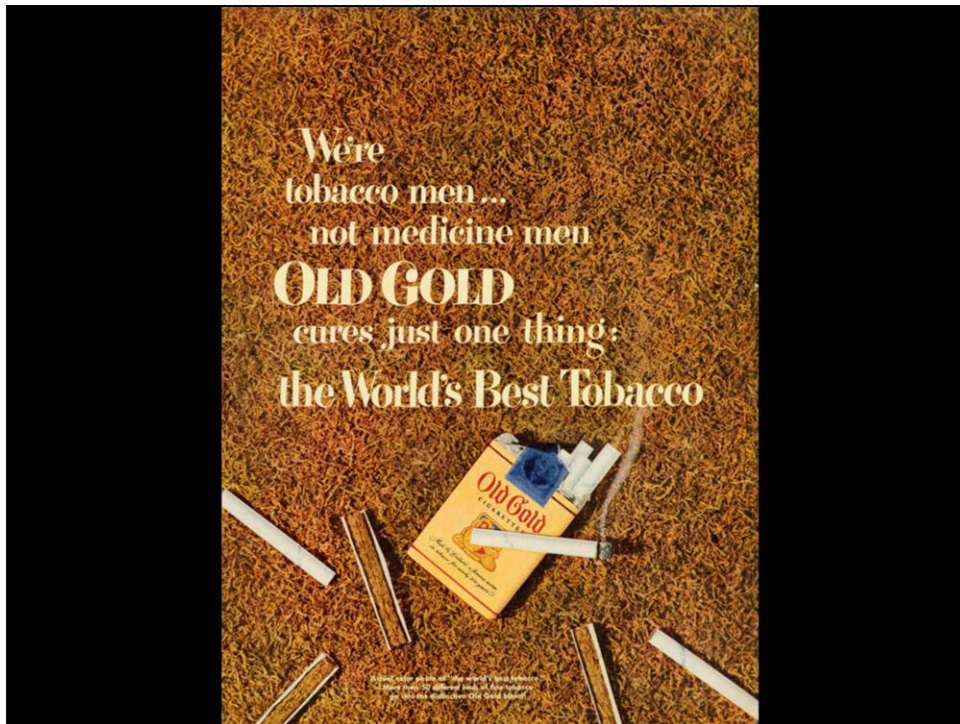


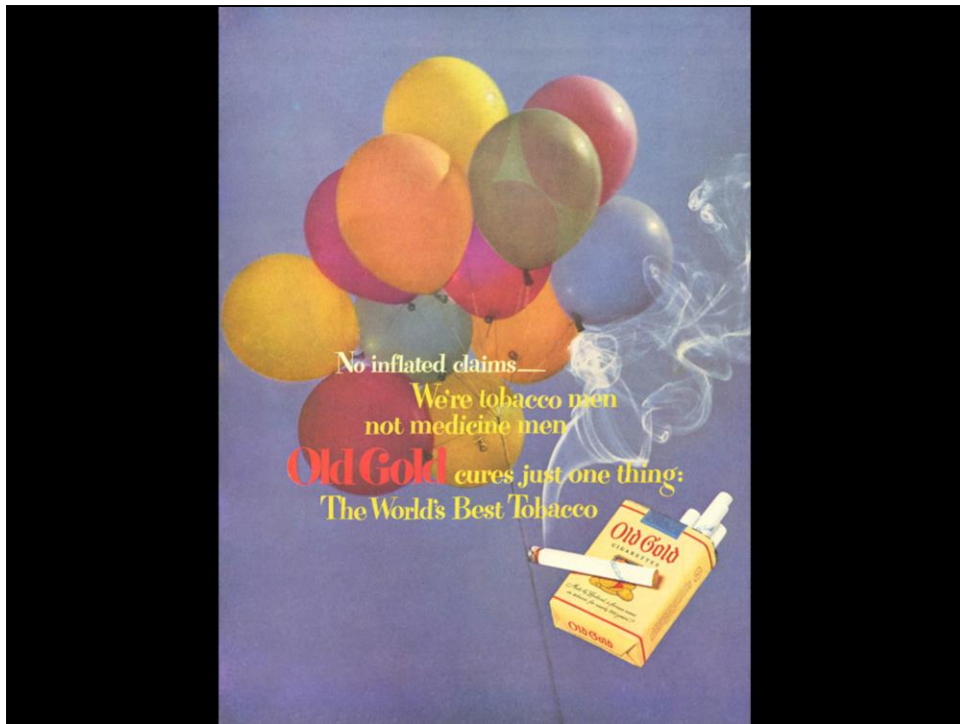
"We Don't Jockey Around With Medical Claims."

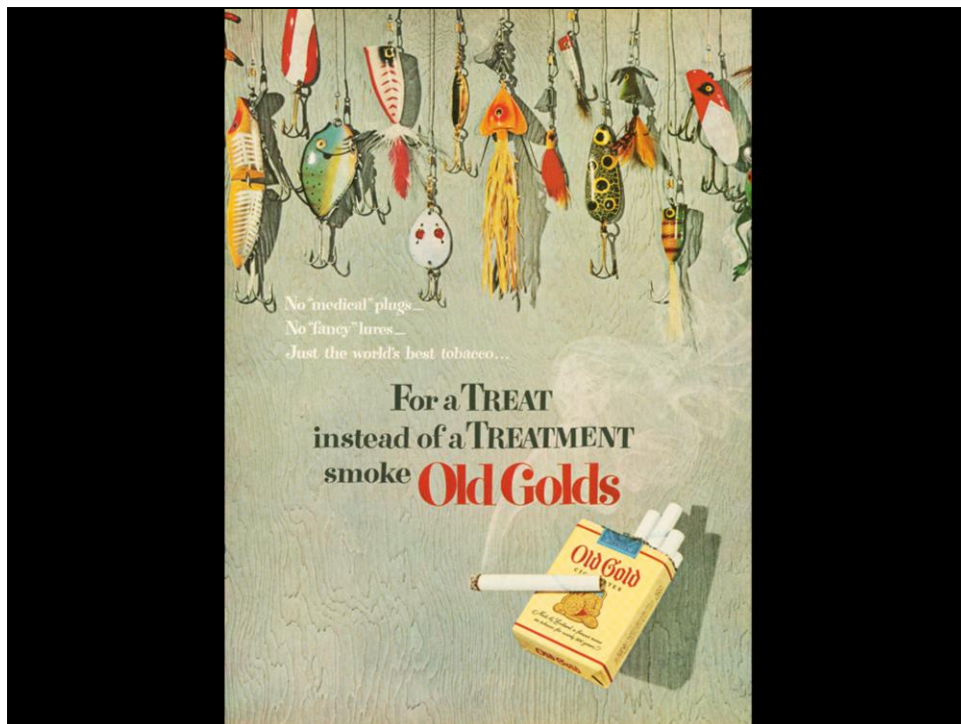
Note the box which contains what can only be characterized as rank hypocrisy. In it, they claim Old Gold's are less irritating and easier on the throat.

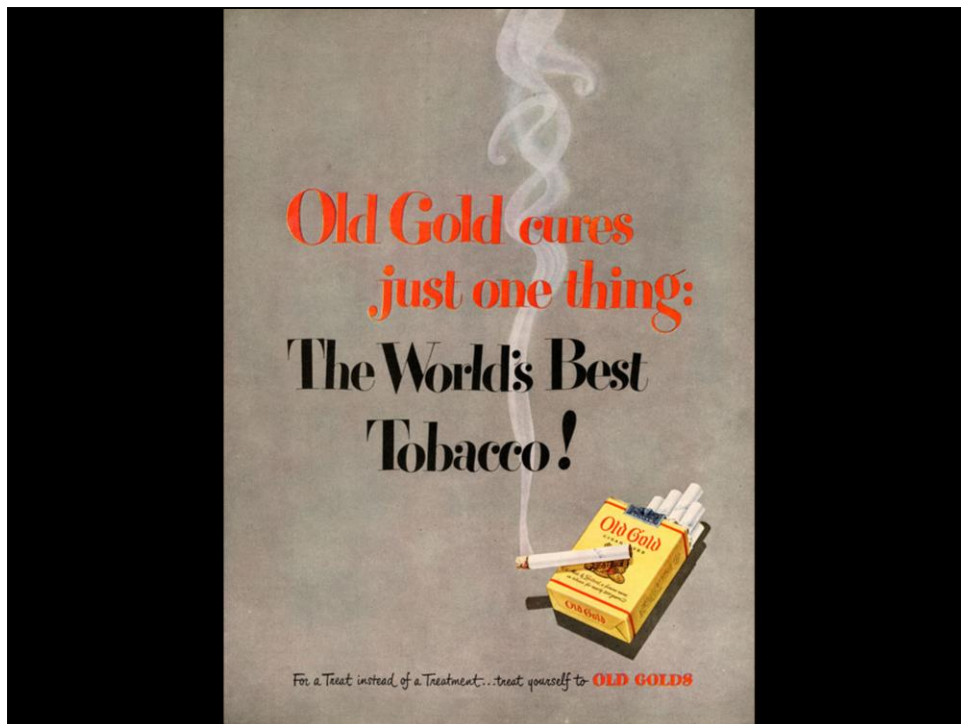


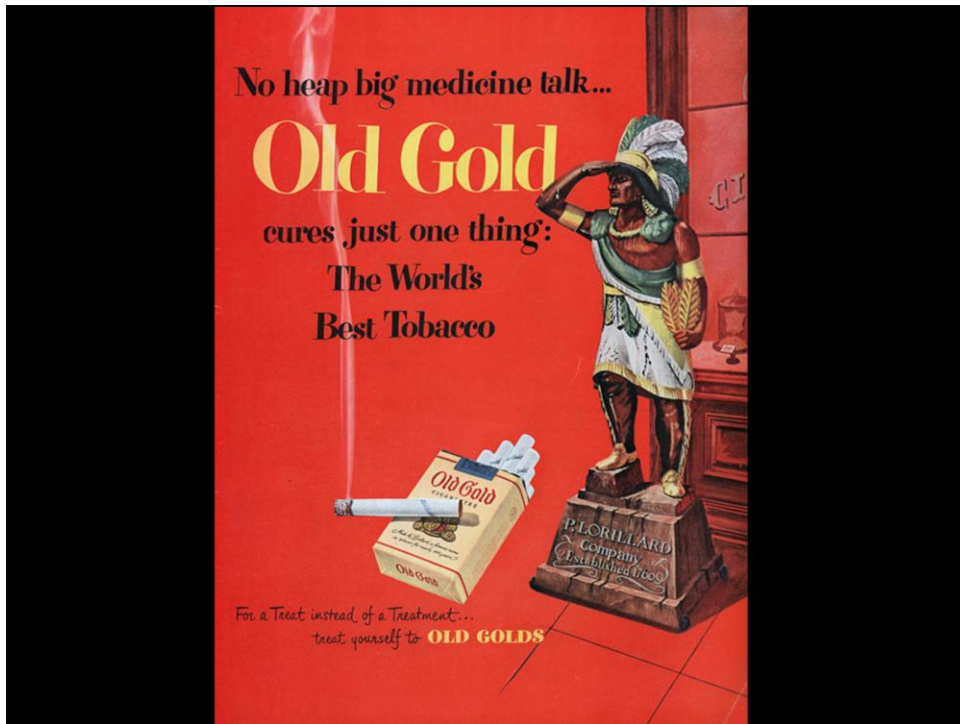
"We're Tobacco Men, Not Medicine men."



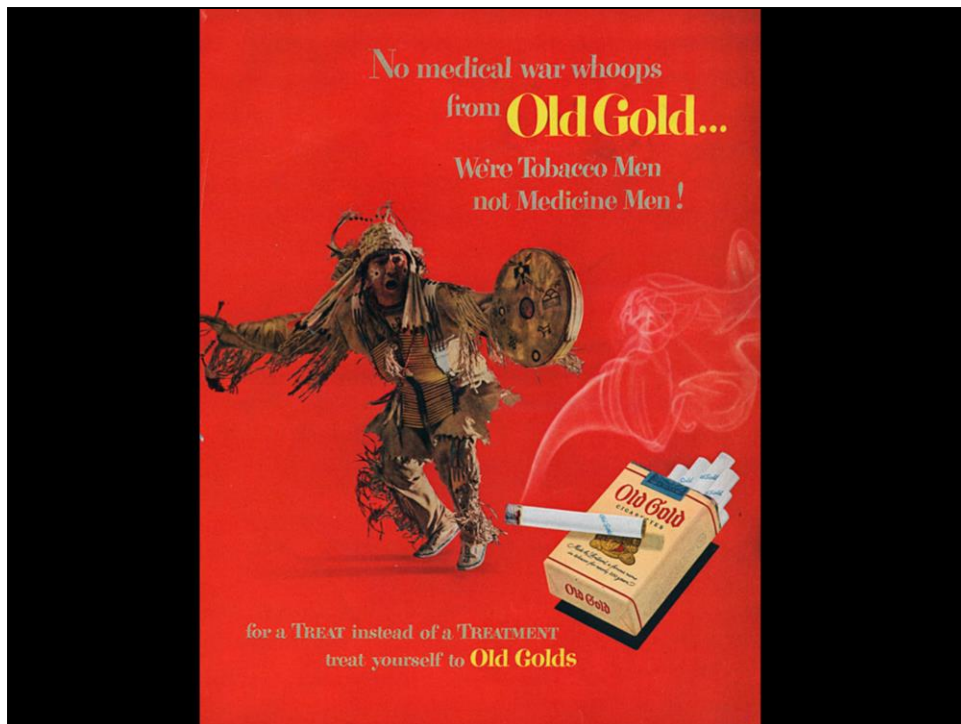




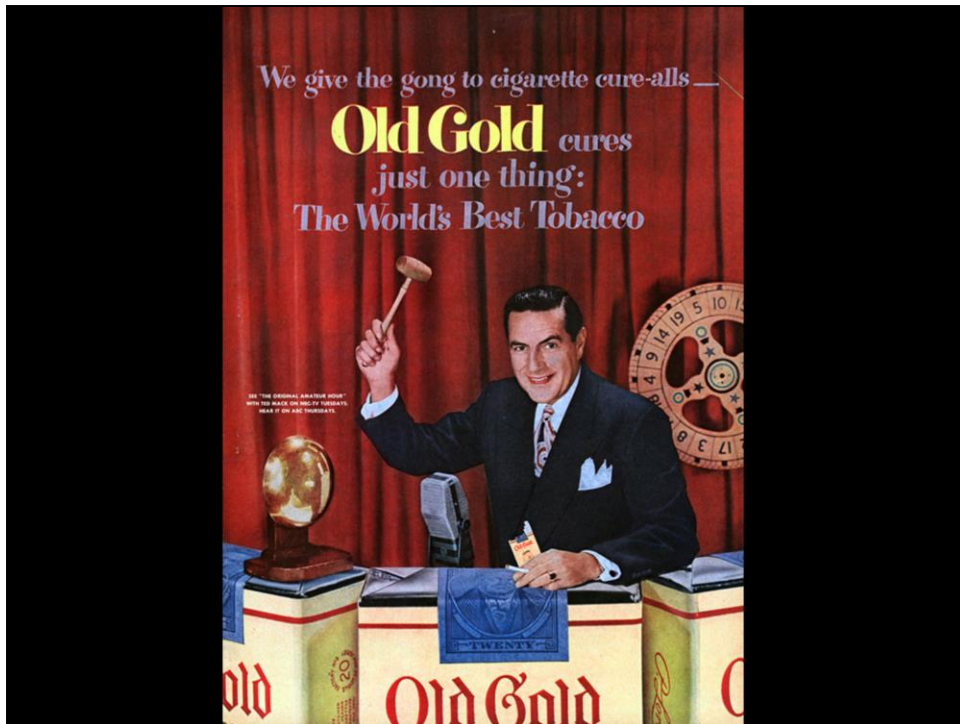




"No Heap Big Medicine Talk."



"No Medical War Whoops."



"We Give the Gong to Cigarette Cure Alls."

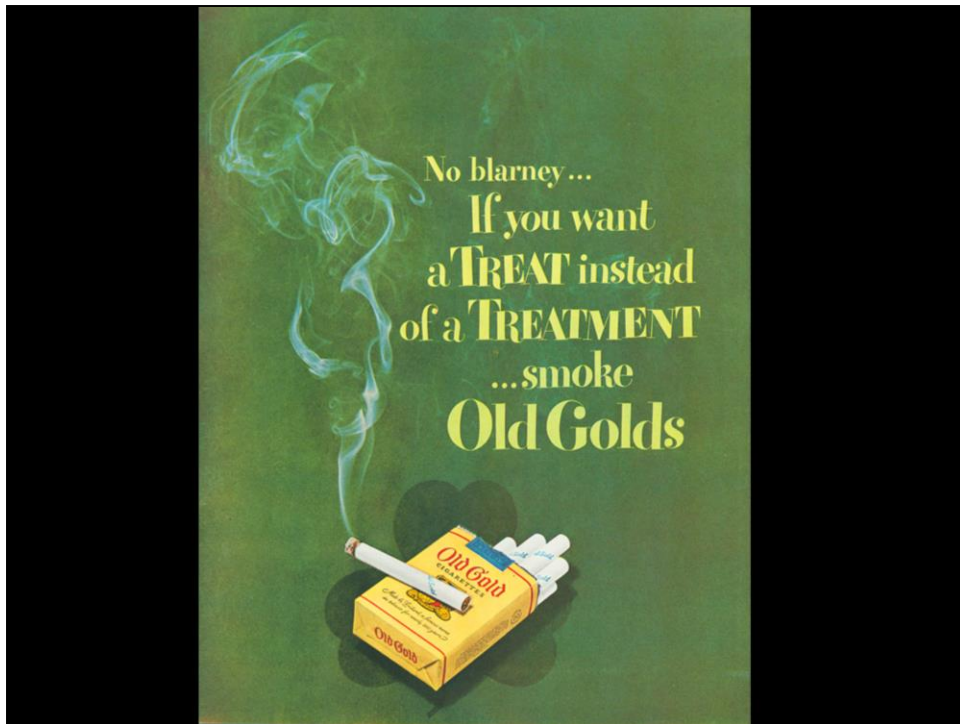


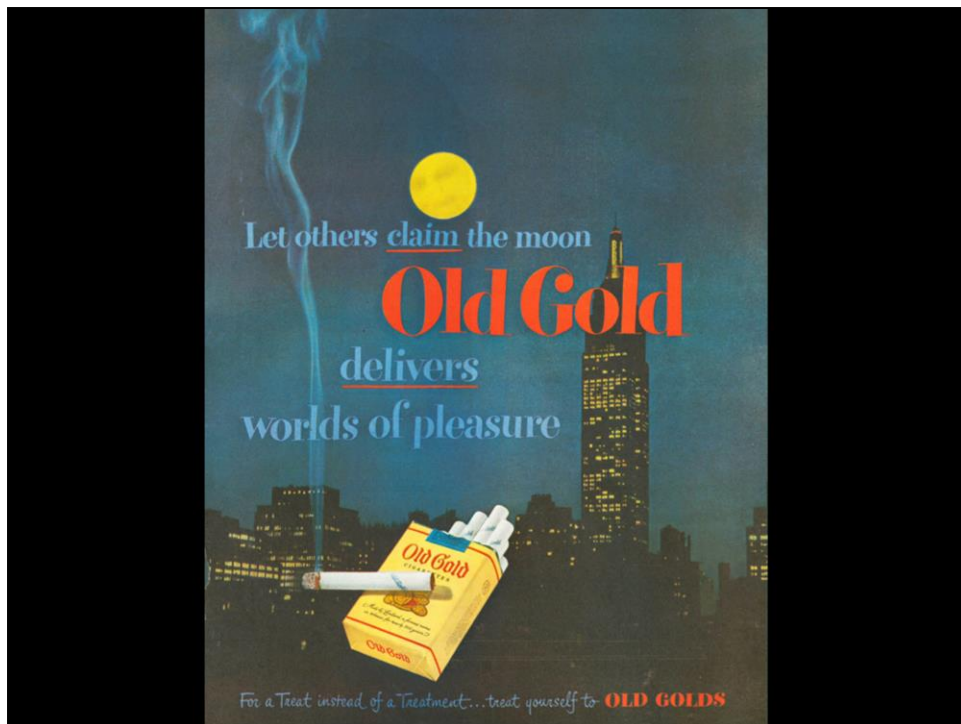


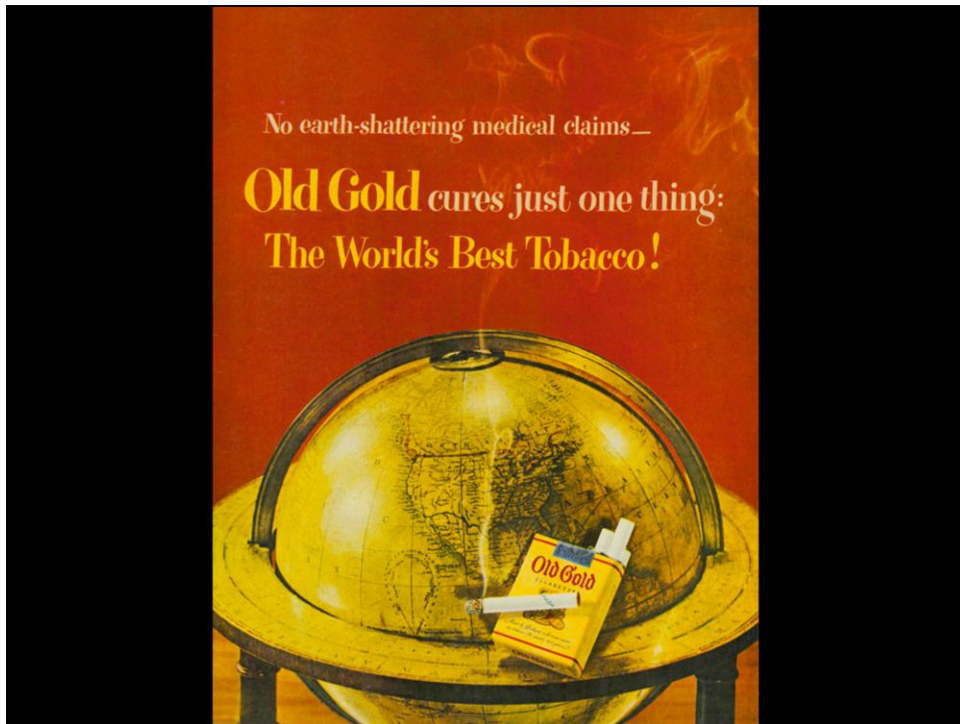


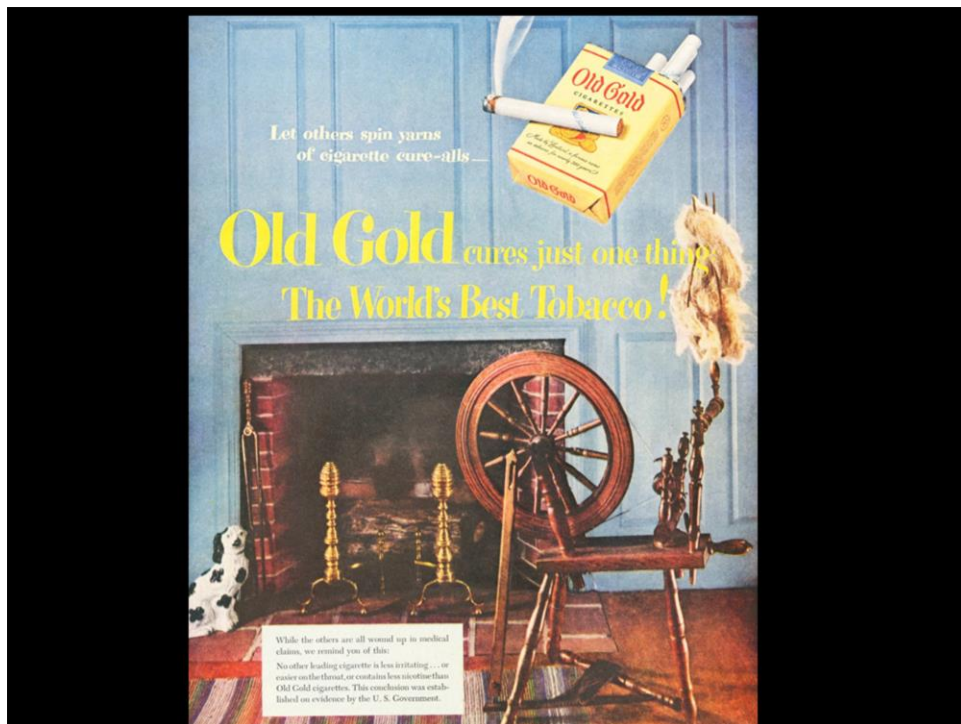














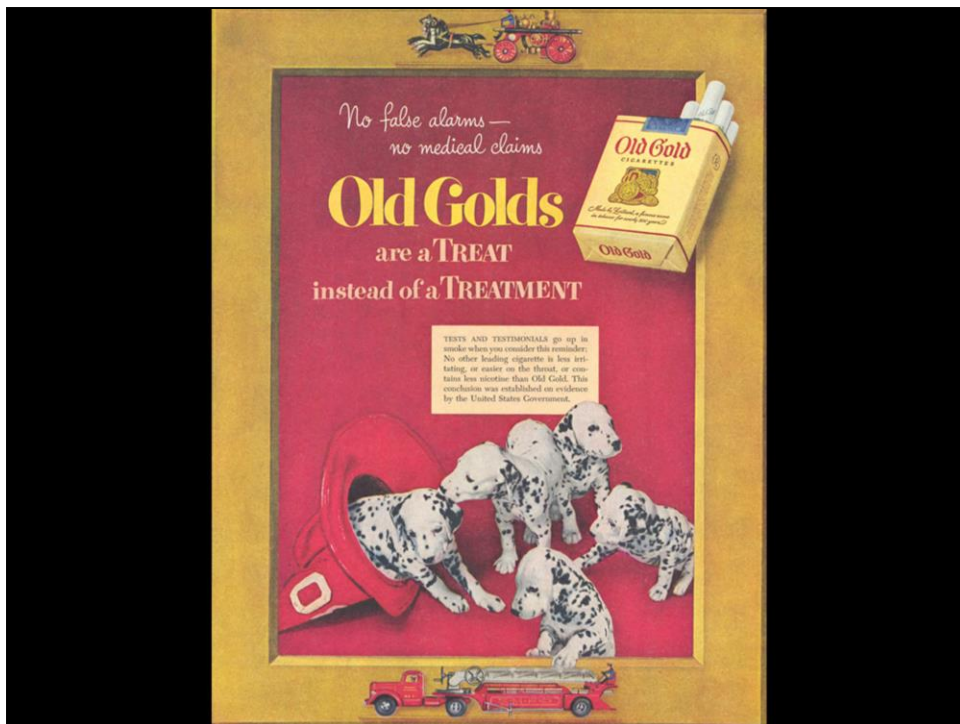


We don't try to decoy you
with medical claims...

If you want a **TREAT**
instead of a **TREATMENT**
... smoke **Old Golds**

Hunting for the low-down on cigarette medical claims? Here's the straight story. No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.







No off-ley claims...just
the perfect harmony of fine tobaccos

Smoke **OLD GOLDS** for a 'TREAT'
instead of a TREATMENT!



When you want the comfort and relaxation of good smoking - light up an Old Gold and enjoy the companionship of the world's best tobacco. No far-fetched claims! Old Gold simply gives choice quality to suit your individual taste, Regular or King Size.

Our story always rings true...

Old Gold is a name
you can trust

Old Gold CIGARETTES
KING SIZE

Old Gold CIGARETTES
KING SIZE

TODAY IS THE DAY to turn
to OLD GOLD and take comfort
in the fact:
Ever since 1760 the makers of
OLD GOLD have provided mil-
lions and millions of people with
the relaxing pleasure of fine and
friendly tobacco—that's almost
200 years of honest and respected
tobacco craftsmanship!

In both king size and regular...
OLD GOLD is a name you can
trust... a trust you can trust.

ENJOY A TREAT
INSTEAD OF
A TREATMENT!

The advertisement features a woman with short, dark, wavy hair, wearing a blue jacket over a red lace-trimmed top. She is holding a black telephone receiver to her ear with her left hand and a lit cigarette between her fingers with her right hand. The background is a light, textured grey. In the upper left corner, there are two packs of Old Gold cigarettes, one labeled 'KING SIZE' and the other 'KING SIZE' as well. The text is arranged in a clean, sans-serif font, with the brand name 'Old Gold' in a larger, bold font. The overall tone is sophisticated and elegant, typical of mid-20th-century tobacco advertising.





“Don't let 'em pull the wool over your eyes...
Enjoy the relaxing pleasure of
Old Gold's fine and friendly tobaccos”



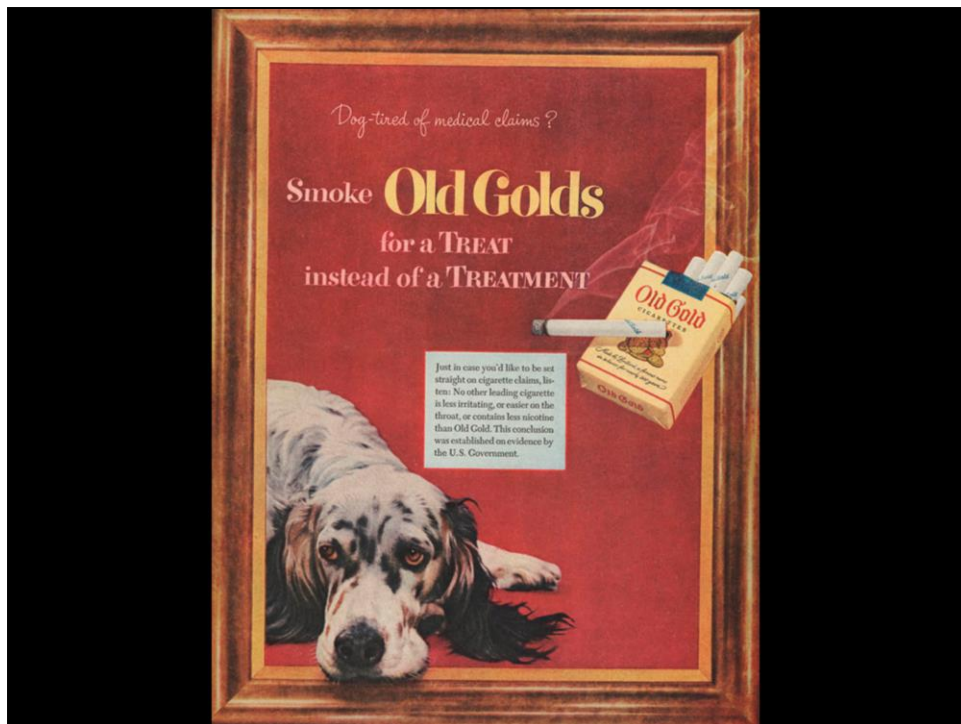
ENJOY A TREAT
INSTEAD OF
A TREATMENT!

If you're in the dark about cigarette choices, today is the day to turn to Old Gold and take comfort in this fact:
Ever since 1790 the makers of Old Gold have provided millions and millions of people with the comfort pleasure of fine and friendly tobacco—that's almost 200 years of honest and respected tobacco craftsmanship!
In both king size and regular . . . Old Gold is a name you can trust . . . a treat you can treat.

If you're
hunting for pleasure,
not medical claims...
smoke **Old Golds**
for a TREAT...instead of a TREATMENT

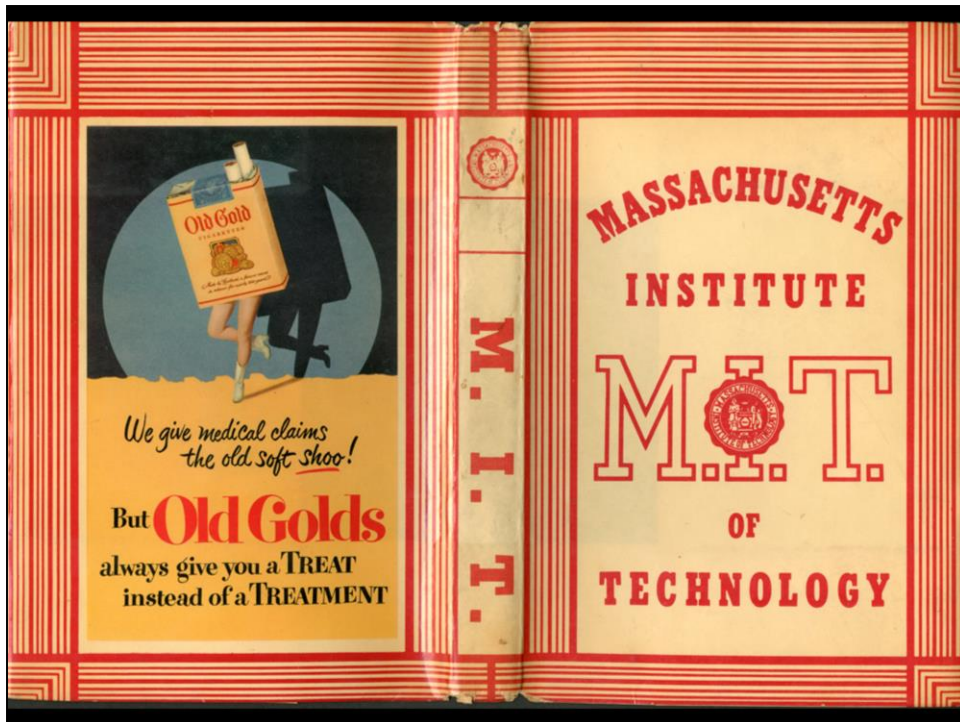
UNION PAC 1935 King Size
OLD GOLD. You'll never
have ever smoked a King
Size cigarette, can't be.
We're tobacco men, not men
who smoke. OLD GOLD comes
just one thing, the world's
best tobacco, to bring you
the same known blend in
Regular and King Size.











if Pleasure's your aim ...not medical claims— light an Old Gold!

Cigarette claims are coming thick and fast these days. Throat threats, "so-what" surveys, and whatnot. Maybe you wonder if *pleasure* hasn't been forgotten?

Well, there's ONE cigarette that's still tops for sheer *smoking joy*! Old Gold *doesn't* promise to doctor you. But Old Gold does use the most advanced scientific

controls at every step to insure real, deep-down *pleasure*... the fragrant, mellow richness of a mighty *enjoyable* cigarette!

So if you want *pleasure* from a cigarette... the satisfaction of top-quality tobaccos at the peak of flavor... then Old Gold is your cigarette. Try 'em—just for the pleasure of it!



For a TREAT
instead of a TREATMENT
...smoke Old Golds

They won't help you
catch rivets —
*they won't cause any ills
or cure any ailments* — *but they Satisfy*

...when anything satisfies it's got to
be right...no "ifs" or "buts" about it.

Chesterfields satisfy because, first of all,
they're made of the right kinds of mild ripe
tobaccos. These tobaccos are thoroughly aged
and then blended and cross-blended.

It takes time and it takes money, but
whatever it costs in time or money we do it
in order to give you a cigarette that's milder,
a cigarette that tastes better.



© 1975, LORETT & MORRIS TOBACCO CO.

They won't cause any ills or cure any ailments

