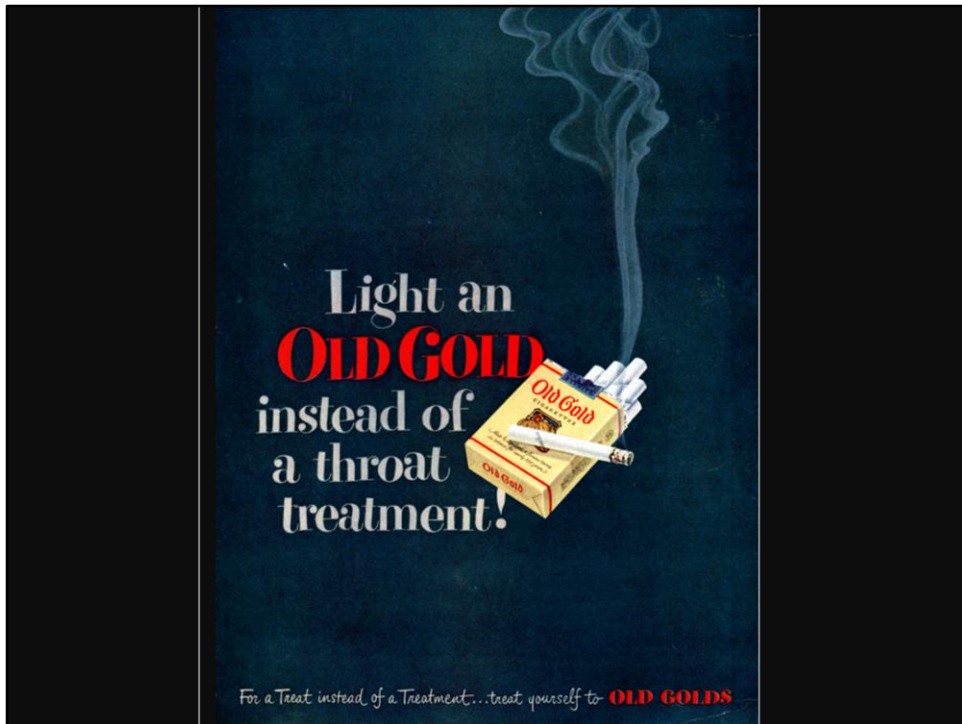




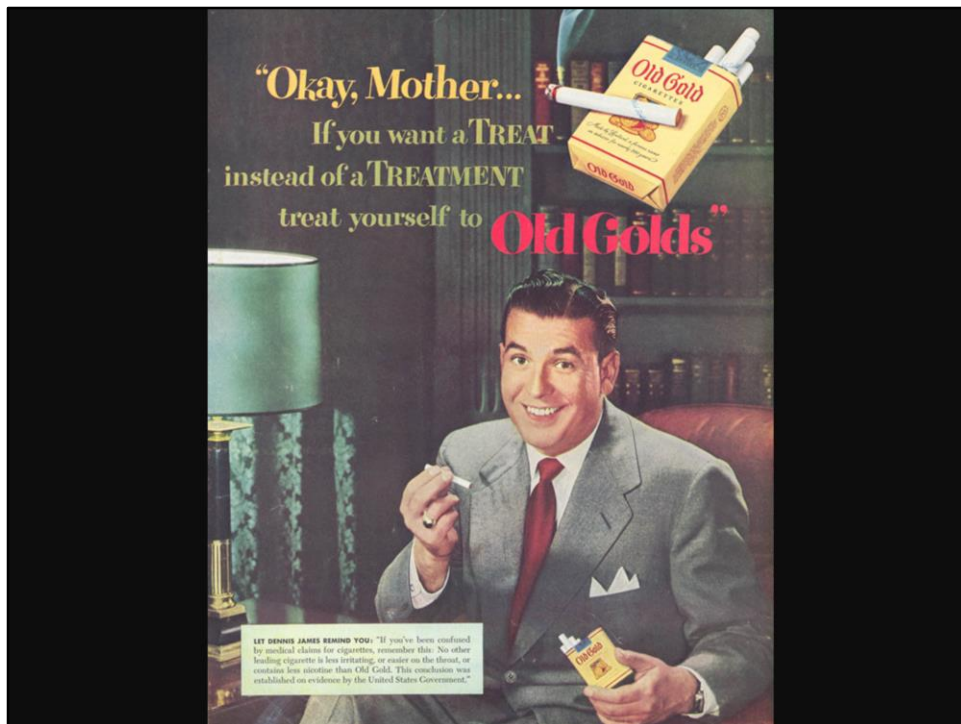
An Old Gold Instead of a Throat Treatment





For a Treat Instead of a Treatment



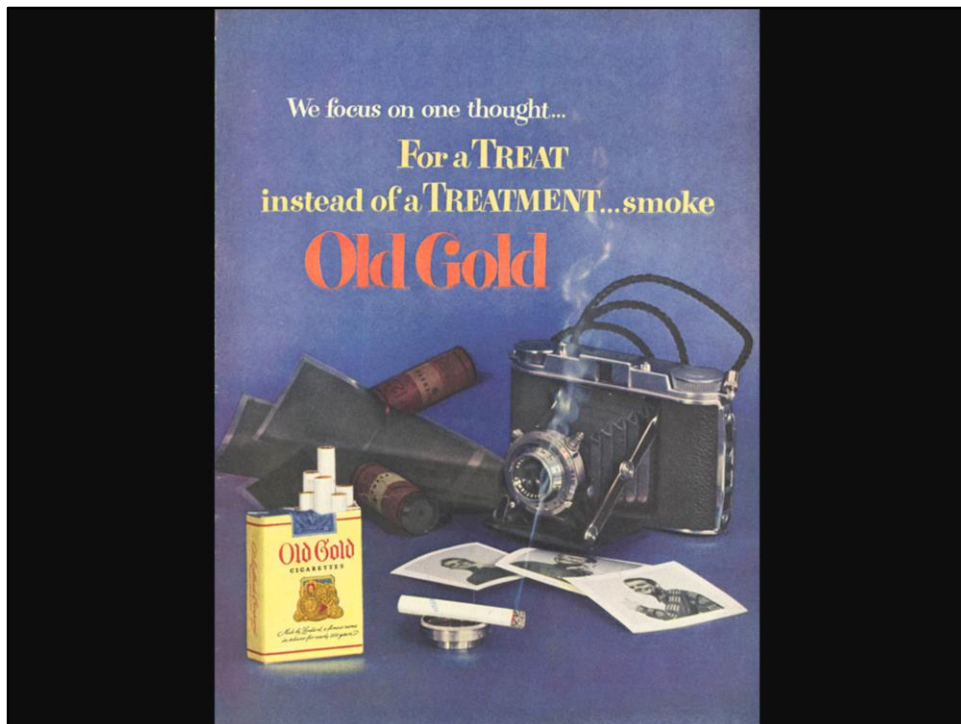








For a (smoking) Treat Instead of a (medical) Treatment





“If you're all mixed up about cigarettes...turn to **Old Gold**...a treat you can trust!”

ENJOY A TREAT INSTEAD OF A TREATMENT!

No doubt about it—Old Gold gives you reassurance no other cigarette can hold a match to.

Ever since 1760, the smokers of Old Golds have provided millions and millions of people with the rarefied pleasure of fine and friendly tobacco—that's almost 200 years of honest and unspun tobacco craftsmanship!

In both king size and regular... Old Gold is a cigarette you can trust... a treat you can trust.

PSYCHOLOGY

KING SIZE and REGULAR ...

Old Gold promises just
the relaxing pleasure
of fine and friendly tobaccos!

ENJOY A TREAT
INSTEAD OF
A TREATMENT!

TODAY IS THE DAY to turn to
Old Gold and take comfort in this fact:
Ever since 1780 the smokers of Old Golds
have provided millions and millions of
people with the relaxing pleasure of fine
and friendly tobaccos—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 trust.



1954

If you're searching
for a treat you can trust...
let an **Old Gold**
come to the rescue



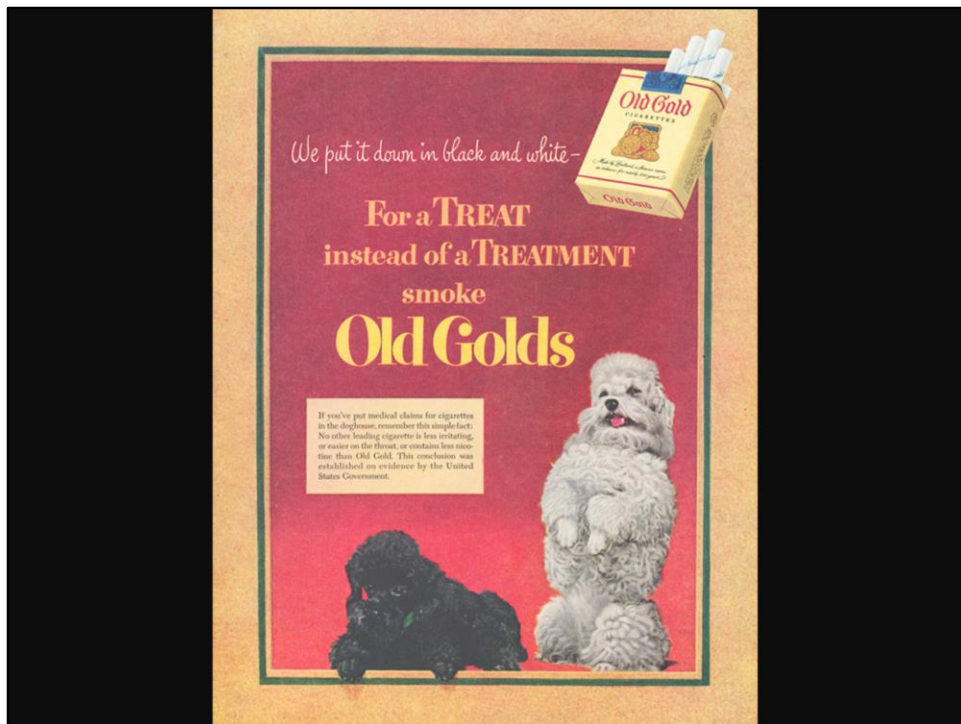
America's
First Family
of Cigarettes

When you're snowed under by office work
or household chores, let an Old Gold come
to the rescue. Light up and relax with this
pleasant thought.

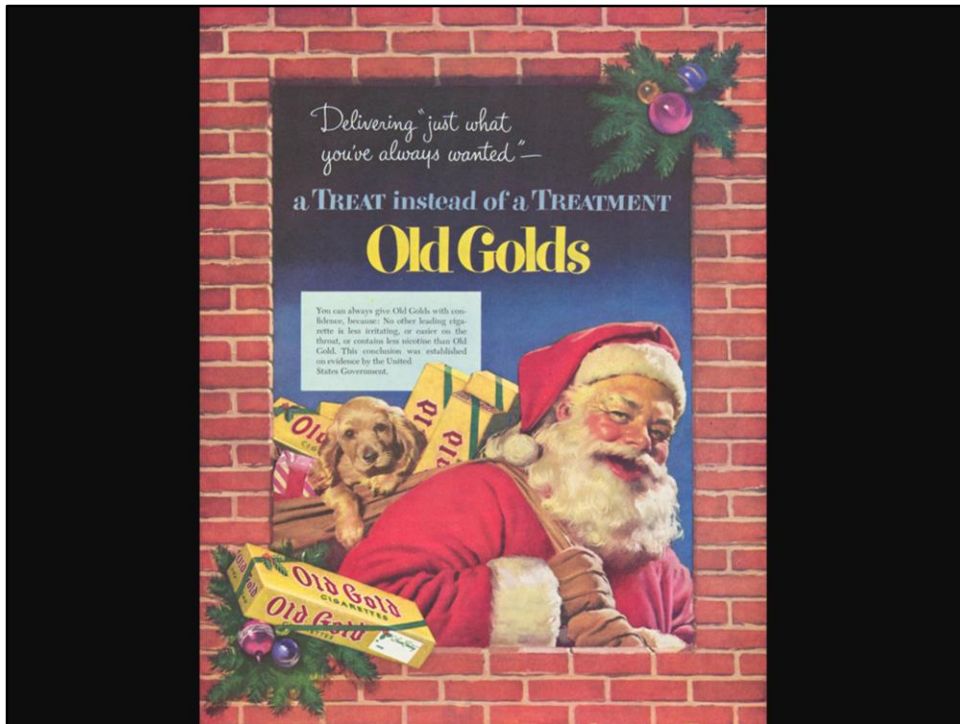
Ever since 1760 the makers of Old Gold have
provided the soothing comfort of fine and friendly
tobacco to millions and millions of people.

Yes, nearly 200 years of tobacco experience—
almost double the experience of any other tobacco
company in America—makes every Old Gold
a treat you can trust.

B&W T Co. Company
Established 1760

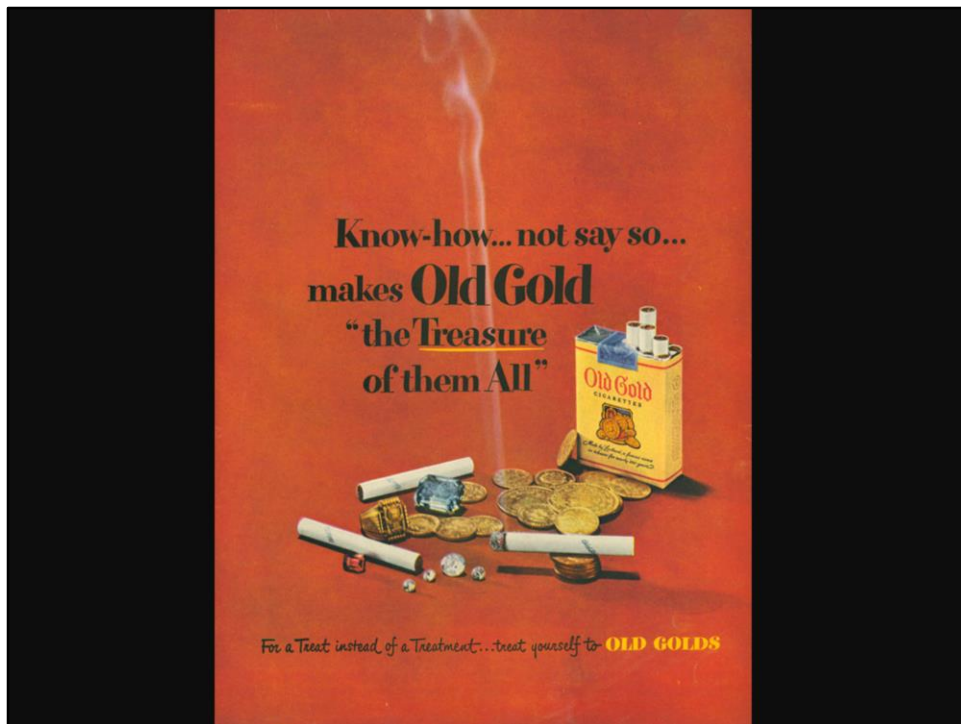






1950









Enjoy today's most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established in evidence by the U. S. Government.

Photographed at the University, New Orleans, Louisiana. © 1954 by American Tobacco Company

If you want a Treat instead of a Treatment... remember...

OLD GOLD *treats you right*

The advertisement features a color photograph of a man and a woman in a garden setting. The man, wearing a light blue suit, is lighting a cigarette for the woman, who is wearing a light blue dress. They are both looking at each other. In the bottom right corner, there is a pack of Old Gold cigarettes. The pack is yellow and red, with the brand name 'Old Gold' prominently displayed. The overall tone of the advertisement is romantic and sophisticated.

For a Treat
instead
of a Treatment...
remember...

OLD GOLD

*treats
you
right*



Enjoy today's most pleasing cigarette with this assurance: 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.

Enjoy today's most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established as evidence by the U. S. Government.

If you want a Treat instead of a Treatment...remember...

OLD GOLD *treats you right*

The advertisement features a man and a woman in a tropical setting. The woman is wearing a colorful, polka-dot dress and holding a black dog. The man is wearing a blue shirt and is lighting a cigarette. In the foreground, there is a pack of Old Gold cigarettes and a small potted plant. The background shows palm trees and a building.



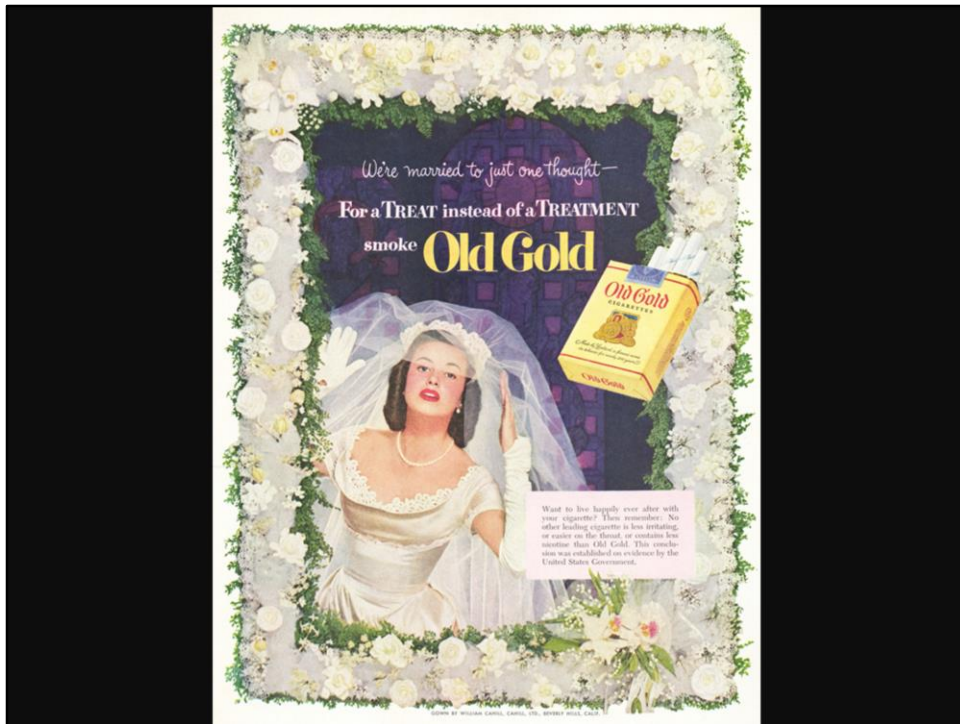
Enjoy today's most pleasing cigarette with this assurance: No other leading cigarette is less irritating or easier on the throat, or contains less nicotine than Old Gold. This conclusion was substantiated in evidence by the U. S. Government.

If you want a Treat instead of a Treatment...remember...

OLD GOLD *treats you right*

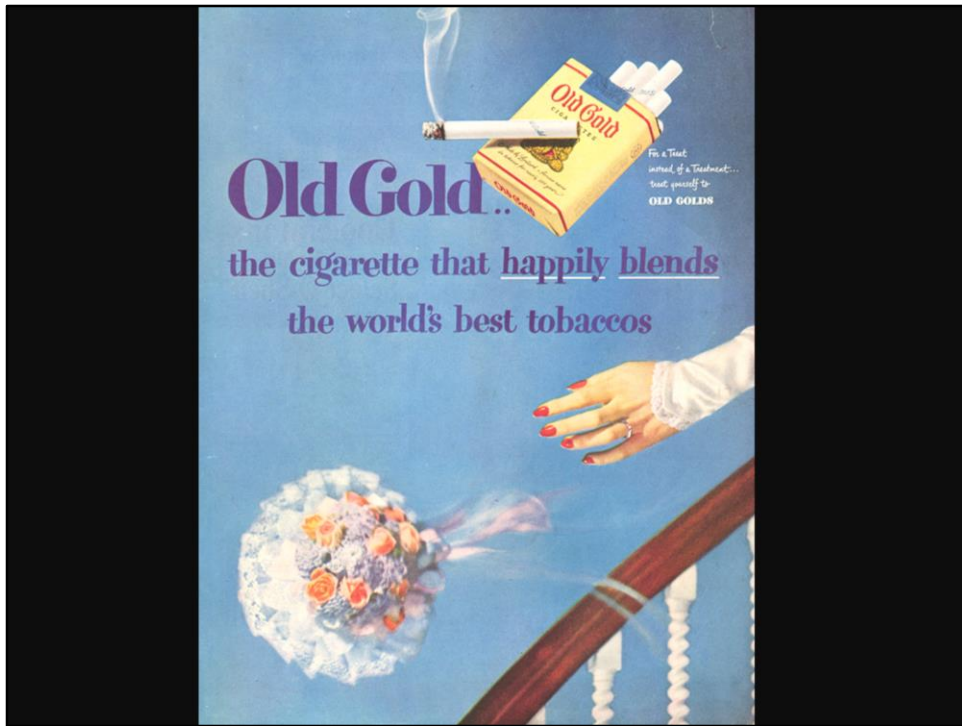
Old Gold cigarettes are made from the finest tobacco leaves and are wrapped in a special paper that keeps them fresh and moist.



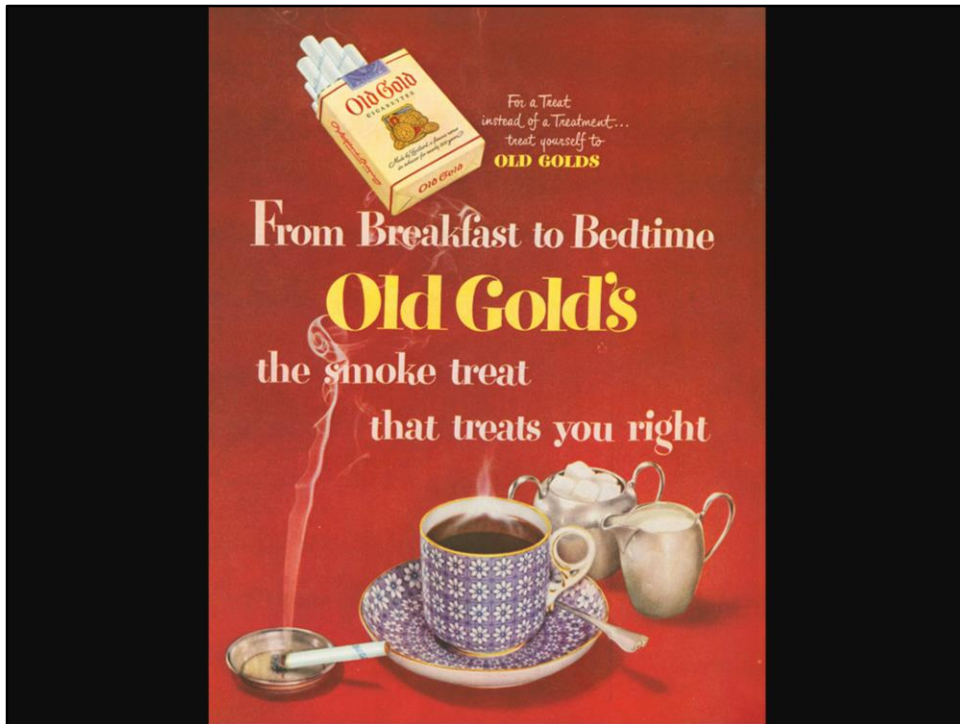


For a Treat Instead of a Treatment.

Kiss the bride. Kissing a girl who smokes is like licking an ashtray



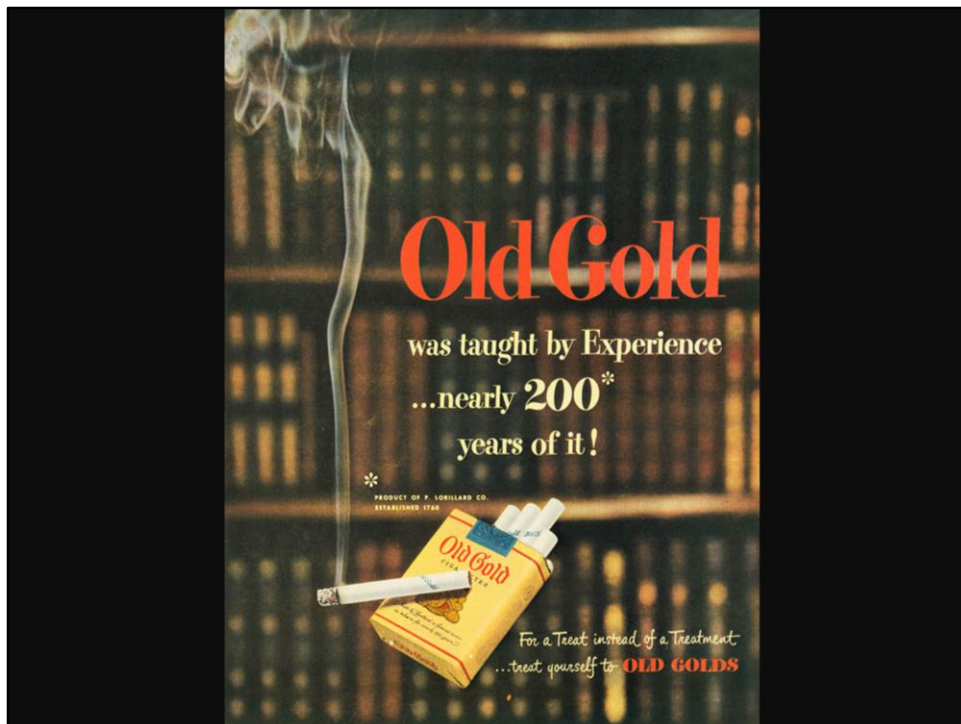
Would be better if she threw the butts away and kept the bouquet.



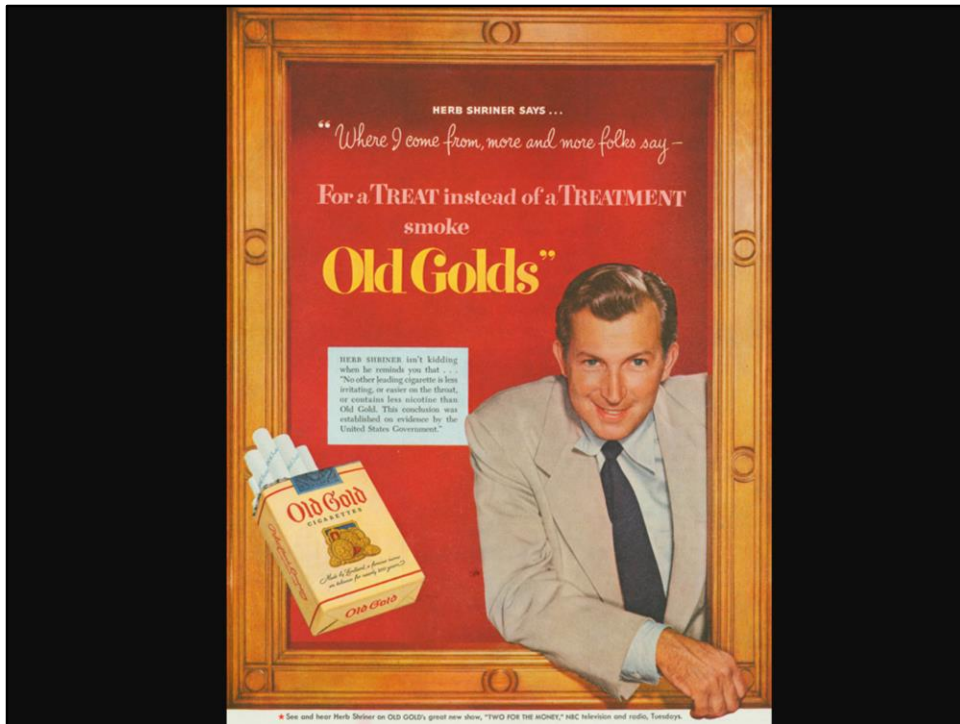




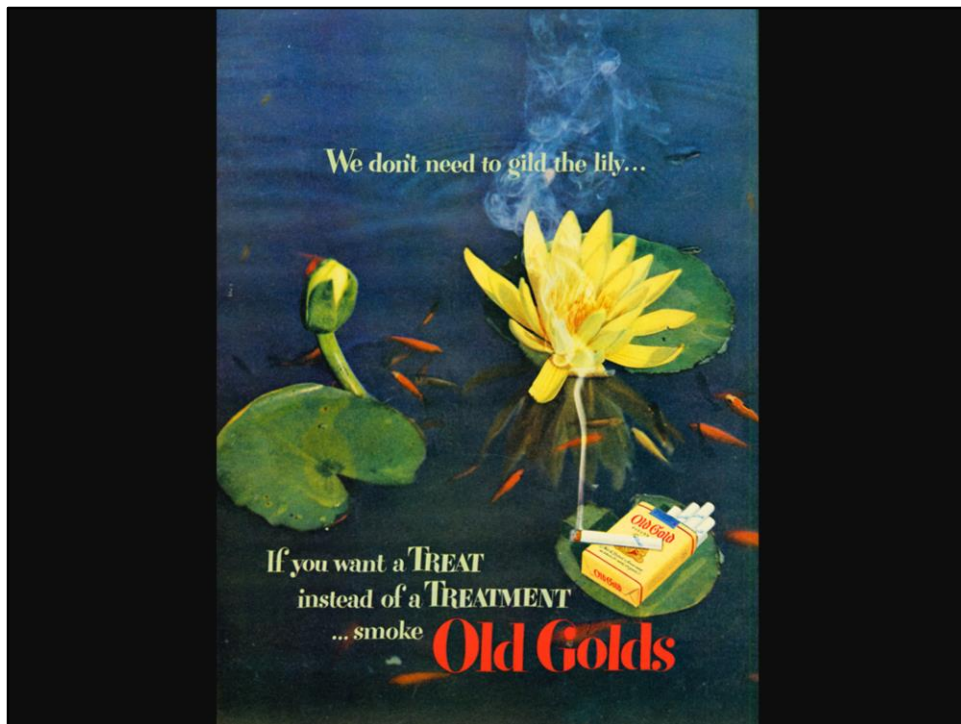


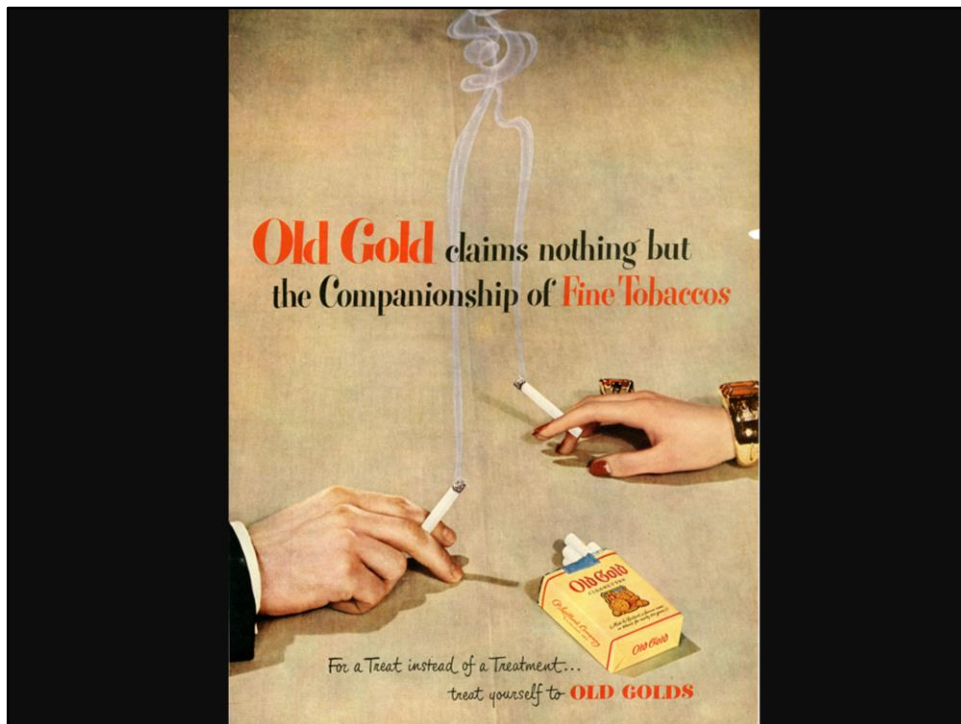




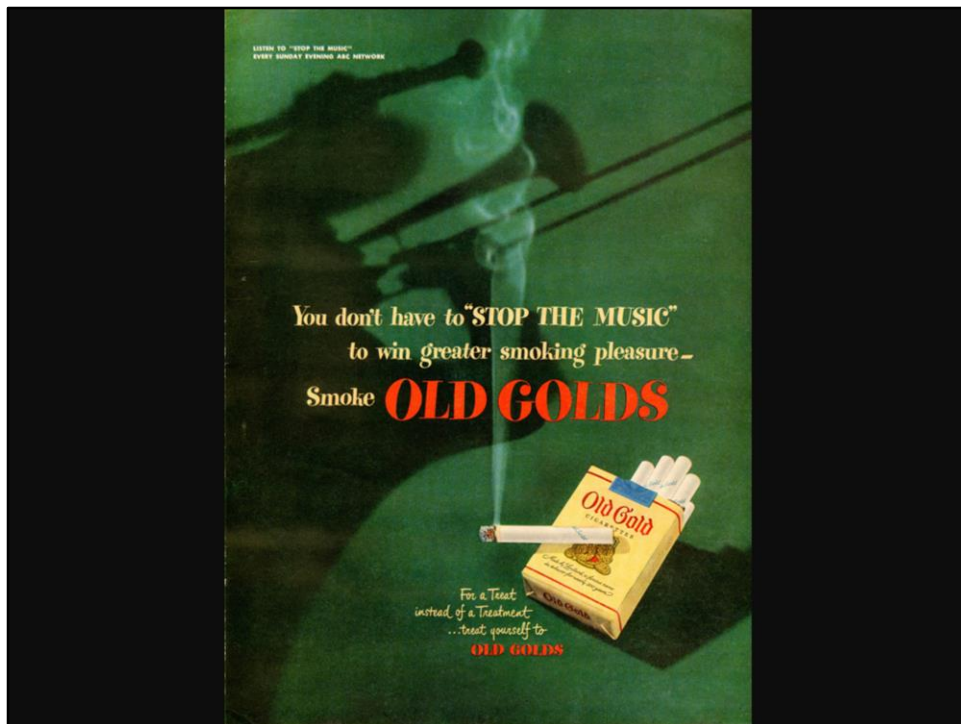




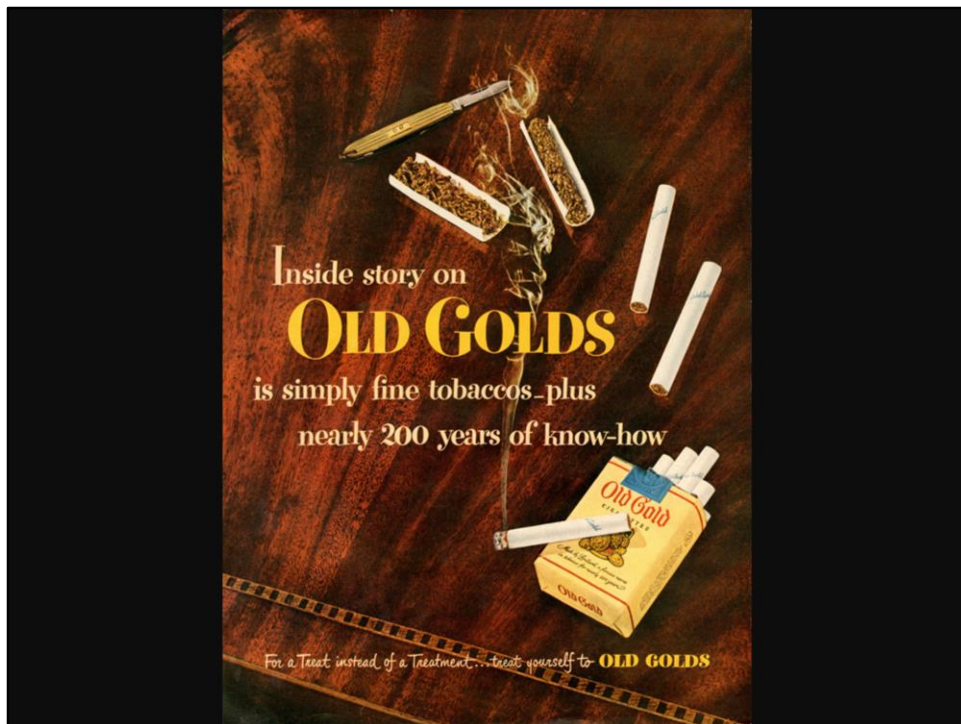


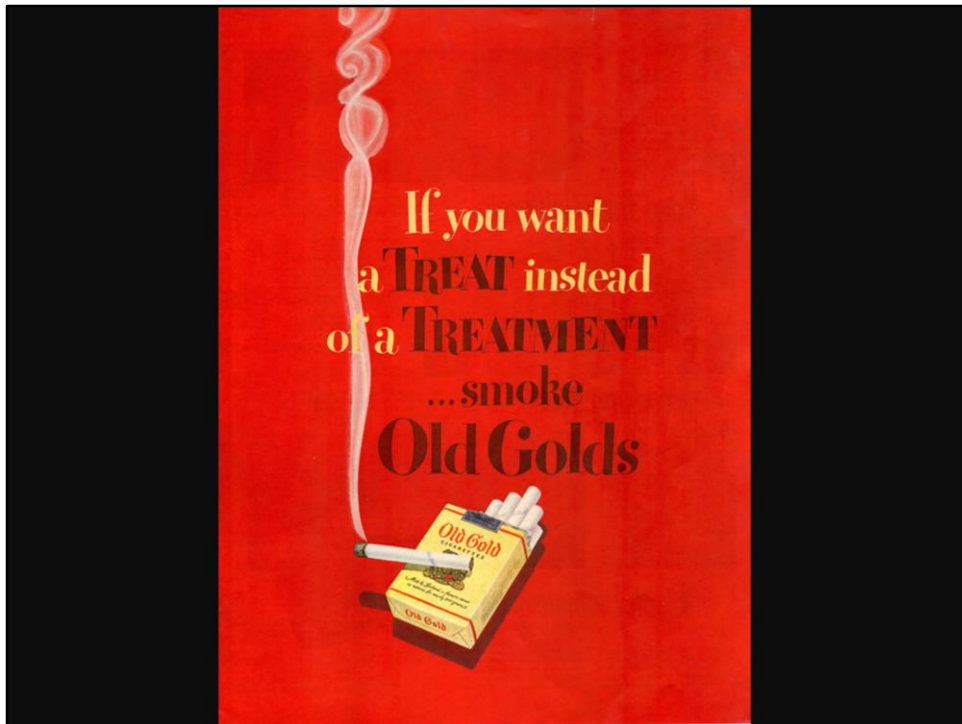














If you're still looking for a cigarette that really suits you... today is the day to turn to Old Gold and take comfort in this fact:

Ever since 1760 the smokers of Old Golds have provided millions and millions of people with the genuine pleasure of fine and friendly tobacco... that's almost 200 years of honest and unimpaired tobacco craftsmanship!

In both king size and regular... Old Gold is a name you can trust... a trust you can trust.

Old Gold
CIGARETTES
KING SIZE

Old Gold
CIGARETTES
REGULAR

ENJOY A TREAT
INSTEAD OF
A TREATMENT!

Light up and relax...

OLD GOLD is a name you can trust!





