

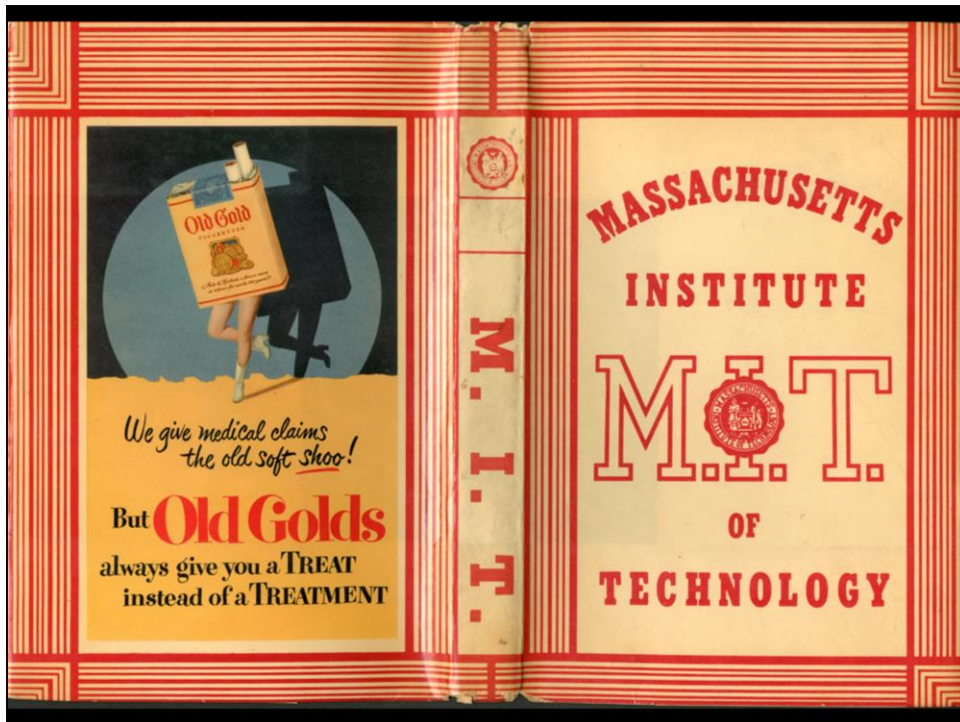


A pack of cigarettes takes on the form of a dancing woman in cowboy boots.



Cigarettes Take on Human Form.

The ad says King Size - but more likely Queen size depicted here.



No wild medical pitches!
Old Gold wins
with a Treat
instead of a
Treatment!

Old Gold
CIGARETTES
*Made by Heffland, a famous name
in tobacco for nearly 100 years.*

Old Gold
CIGARETTES
KING SIZE
*Made by Heffland, a famous name
in tobacco for nearly 100 years.*

THE BASES ARE LOADED with medical claims. But OLD GOLD is way out in front with the cigarette made by tobacco men, not medicine men. OLD GOLD cures just one thing: The world's best tobacco.

So pay no attention to the "huskies" of medical claims. Just switch to OLD GOLD and enjoy the smoking treat that has made OLD GOLD sales grow at a rate twice as fast as the entire cigarette industry for the past seven years.

For pure smoking pleasure, with no medical nonsense, change to OLD GOLD for a treat instead of a treatment!

Same famous OLD GOLD blend—
now in Regular and King Size

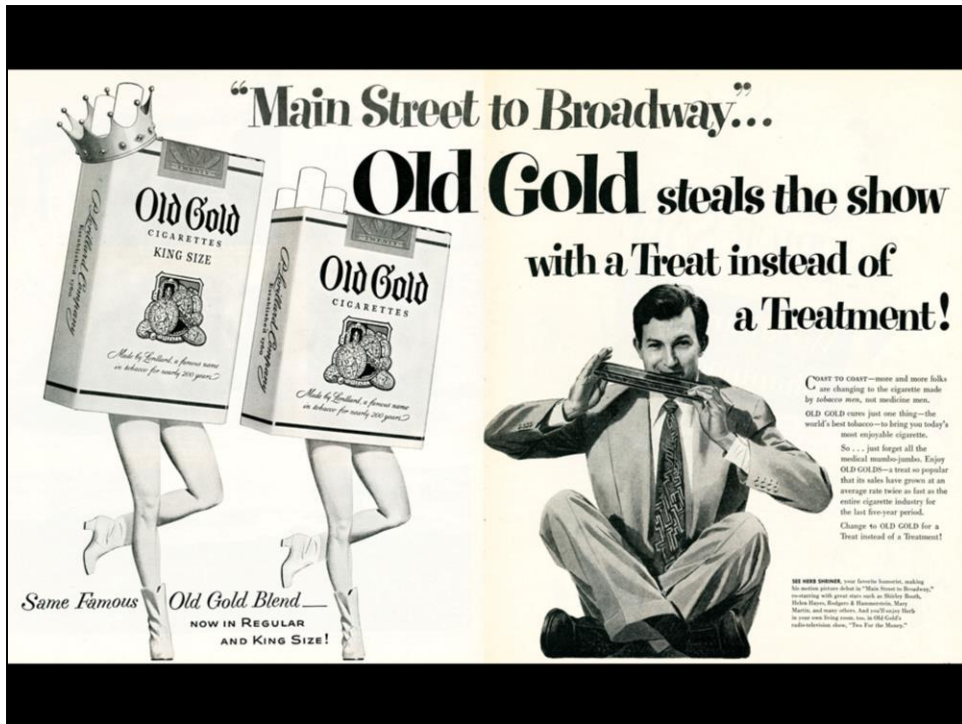
DENNIS JAMES
"Mr. Old Gold" on television
and radio.

A pair of cigarettes take a break after a hard day of waiting to be smoked.

"Main Street to Broadway..."

Old Gold steals the show

with a Treat instead of a Treatment!



Made by England, a famous name in tobacco for nearly 200 years.

Made by England, a famous name in tobacco for nearly 200 years.

Same Famous Old Gold Blend—
NOW IN REGULAR
AND KING SIZE!

COAST TO COAST—more and more folks are changing to the cigarettes made by tobacco men, not medicine men.

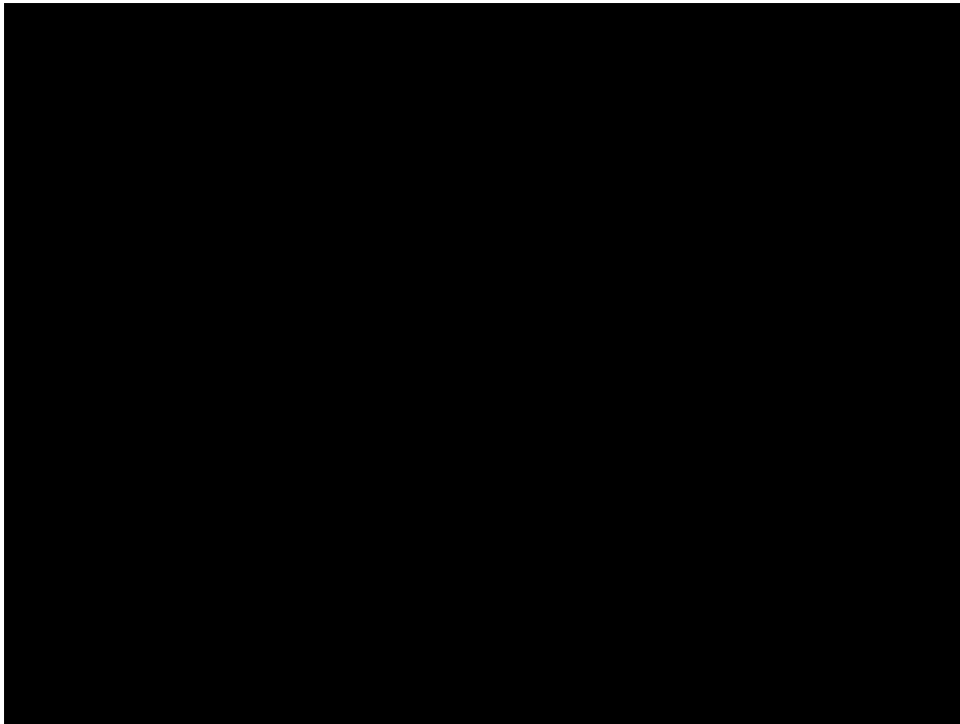
OLD GOLD comes just one thing—the world's best tobacco—to bring you today's most enjoyable cigarette.

So . . . just forget all the medical number-jumbos. Enjoy OLD GOLD—a treat so popular that its sales have grown at an average rate twice as fast as the entire cigarette industry for the last five-year period.

Change to OLD GOLD for a Treat instead of a Treatment!

SEE YOUR SMOKER, your favorite bartender, making his morning paper debut in "Main Street to Broadway," increasing with great ease such as Shirley Booth, Helen Hayes, Rodgers & Hammerstein, Mary Martin, and many others. And we'll bring back to your own living room, too, the Old Gold's advertisement show, "This For the Money."

A pair of cigarettes take a break after a hard day of waiting to be smoked.



A pair of cigarettes take a break after a hard day of waiting to be smoked.