



A Man Made Out of Cigars and Cigarettes Enjoys a Stogie.



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



The illustration at the top shows three anthropomorphic cigarette brands: 'BRAND X' on the left, 'BRAND Y' in the center, and 'BRAND Z' on the right. They are all dressed in elaborate, ruffled gowns and crowns, resembling the stepsisters from the Cinderella story. They are standing on a dark, flat surface. To the right of the illustration is a pack of 'Old Gold CIGARETTES' with the text 'THE TREASURE OF THEM ALL' and 'OLD GOLD' visible. The pack is tilted and shows several cigarettes.

Cinderella

and the Three proud cigarette brands

A Modern Fable

Once upon a time a Mighty Prince set forth to find a perfect cigarette. Being very wise, he settled down his search to the four National favorites . . . that quartette of popular sister brands known as the "20 for 1¢" family. The three elder cigarette brands rushed forward to meet the Prince with all the proud pomp in the world . . . each vying with the other in vying her claims upon him.

"Smoke me!" said the eldest, "I am the class of the field."

"Smoke me!" said the second, "for I am beyond compare."

"Smoke me!" said the third, "all the world acknowledges me to be the best."

Then, from the background, the youngest brand . . . the Cinderella of the family . . . quietly spoke up. "If you please, Sire," she suggested, "why not smoke all four of us . . . and compare us fairly and impartially, letting your taste decide which one of us you like best!"

"Why, that's a common sense idea!" exclaimed His Highness. Whereupon he craved the names of all four brands with paper masks in them and smoked them reflectively, with all brand prejudice removed.

One cigarette seemed to capture his fancy, far and beyond the others. "I don't know which cigarette this is," he declared, "but, unquestionably, it is the cigarette for me."

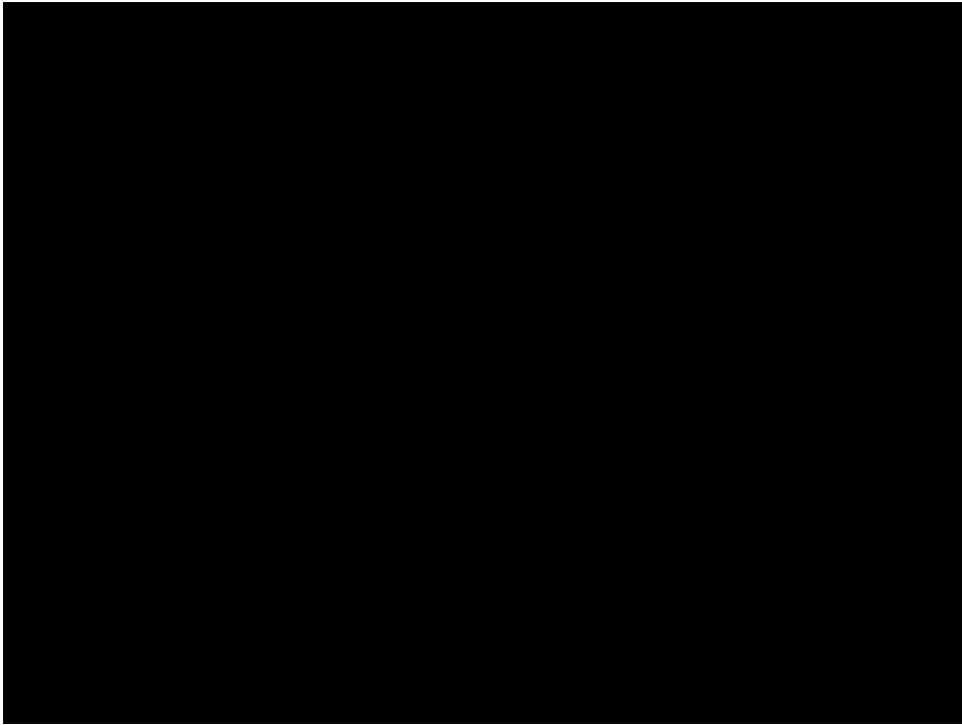
Whereupon he removed the mask and found it to be . . . Well, Cinderella is the "storybook" name but in America today that winning brand is known as OLD GOLD.

MORAL: It is easy to make big claims, but you can't smoke claims. The only proud way to discover the cigarette you like best is to let your taste decide.

SMOOTHER AND BETTER . . . "not a cough in a carload"

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