

Consider your Knee Cap!!!*

**Don't Rasp Your Wife's Throat
With Harsh Irritants**

**"Reach for a
Hatchet instead"**

Now! Pull ease! Actually! Oh, come on now! Put your finger on your knee cap—Touch it—actually touch it! Try it on the lady next door—Does it tickle? If it tickles you are smoking the wrong cigarettes! Reach for a DUCKY instead—Now! Pull ease! Remember—DUCKY WUCKY is the only cigarette in America that does not tickle your knee cap! And so we say, "consider your knee cap." Yes, we'll even say it again!

"Consider your knee cap."

Listen to the DUCKY WUCKY Orchestra over Station Q & B. Try and dance to it!

**DUCKIES ARE ALWAYS
HAND TO YOUR MOTHER**

Lizzie Zilch
Fashion, N.Y.

"THEY'RE HASH BROWED"
Purified by Hot Air and Advertising Rays



1930



"Sko it's fine tobacco, boys, but, gosh-a-mighty, we'll never git the crop in if you jest stand around all day admirin' them leaves."



**"IT'S A DUCKY CIGARETTE
with no QUACK about it!"**

There are two things I admire in a cigarette.
(1) Good taste in its tobacco; (2) good taste
in what it says about itself! On these two counts,
Old Gold checks out with me. It doesn't profess
to be a quack; but it is a pleasant companion!

For instance, take the matter of the first
impression it gives you. There's a suggestion
of extra fine quality in its very package. An
extra jacket of Cellophane, opening at the bottom
of the pack, doubly insures the freshness of the
cigarettes, at no premium cost to you.

Dad often says: "Trust the man who holds down
a good job for a long time." I guess that's why
Old Golds are so fine and trustworthy: Lorillard has
been satisfying the American smoker since 1760.

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Take Old Gold's extra jacket from
around the pack and peel it back.
Then, to insure the freshness of the
cigarettes, peel back the OUTER
jacket from the BOTTOM.

Big "show" tonight...
better have Spuds!



• If you're jittery about facing the spotlight—our Spuds is your smoking-aid. They keep heat out of smoke—so you keep a fresh, clean mouth. They taste better, too. With a natural tobacco fragrance unmarred by heat.

OPEN A PACK OF SPUDS
and smell them. Nature and heat's
process doesn't change the fragrant
odor of fine tobacco—though it takes
the heat out of smoke.

Cool tips or plain. Cool tips are
packed close so that even your own
fingers don't touch them.

15¢
25 for 25¢ in Canada



THE ATOM-FINER TOBACCO CO., INCORPORATED, LOUISVILLE, KENTUCKY

1937

