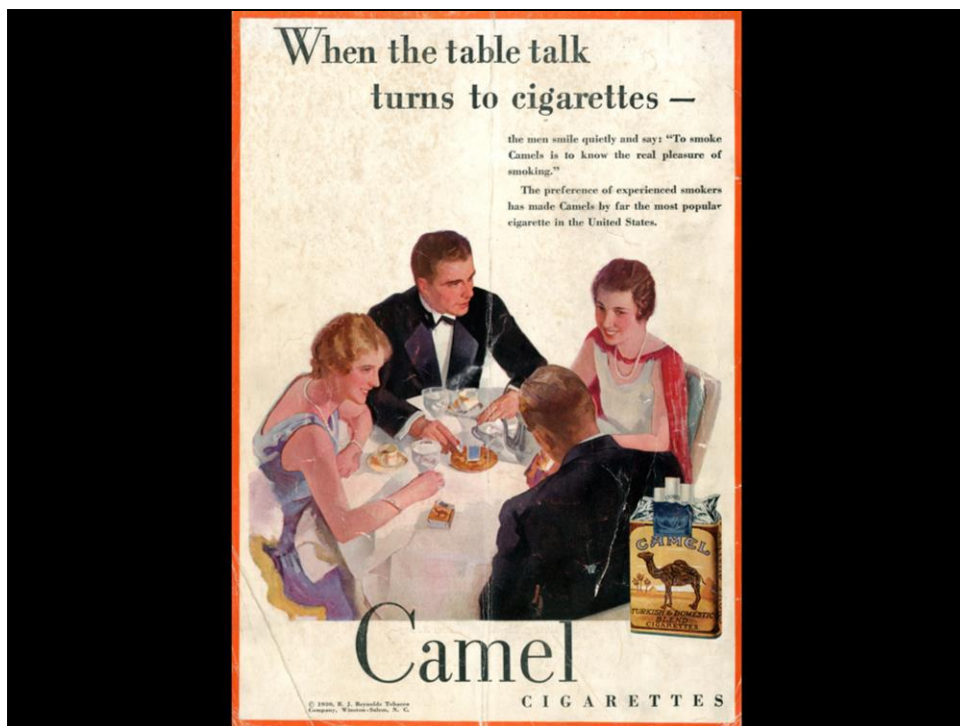
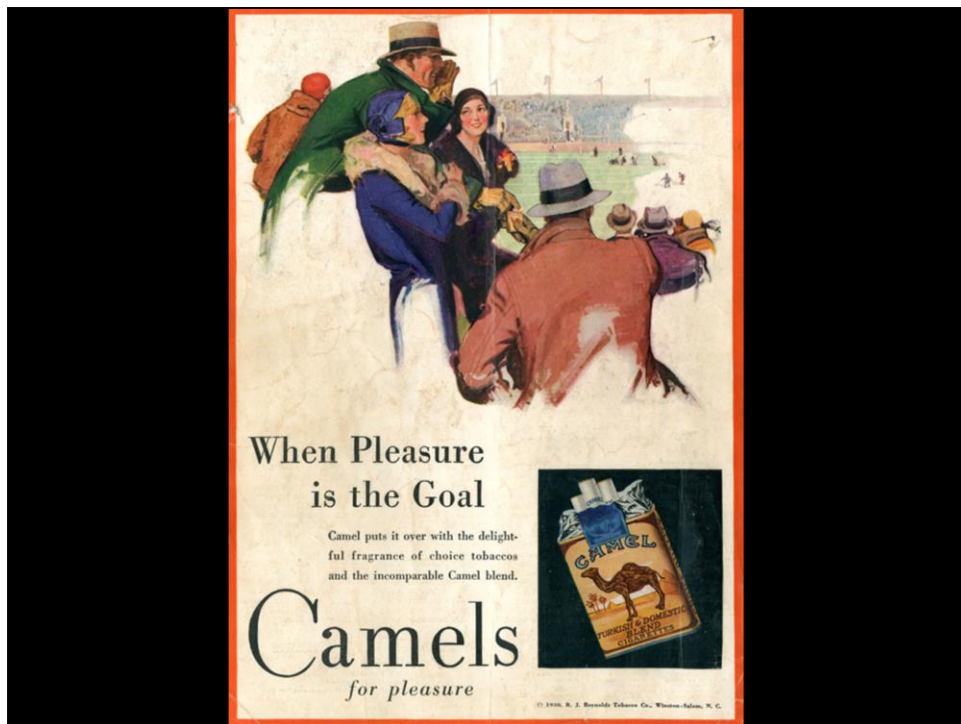
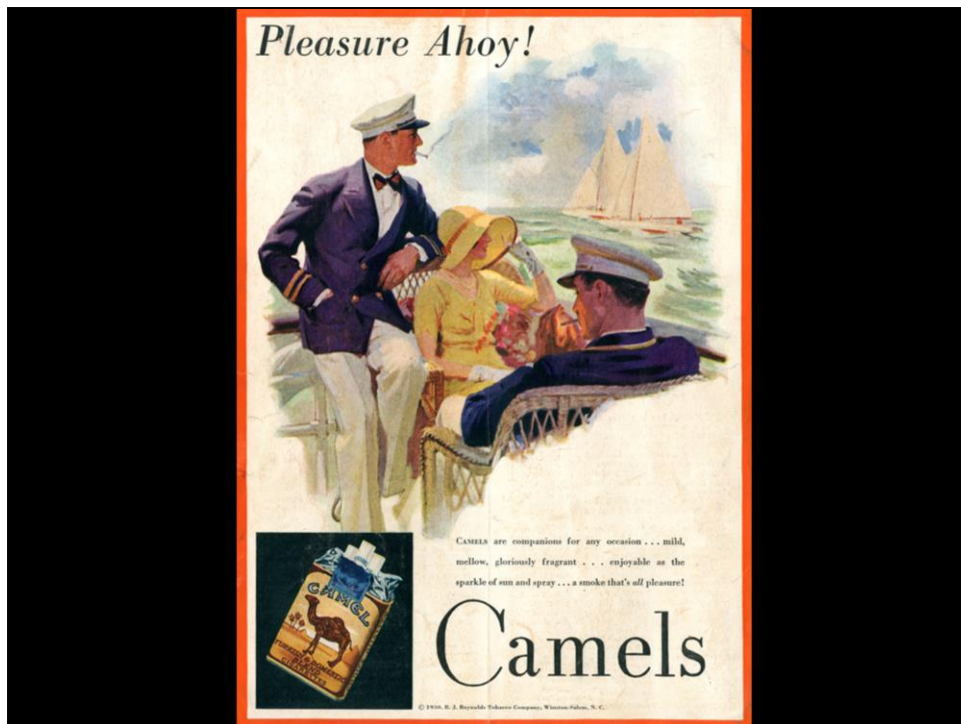
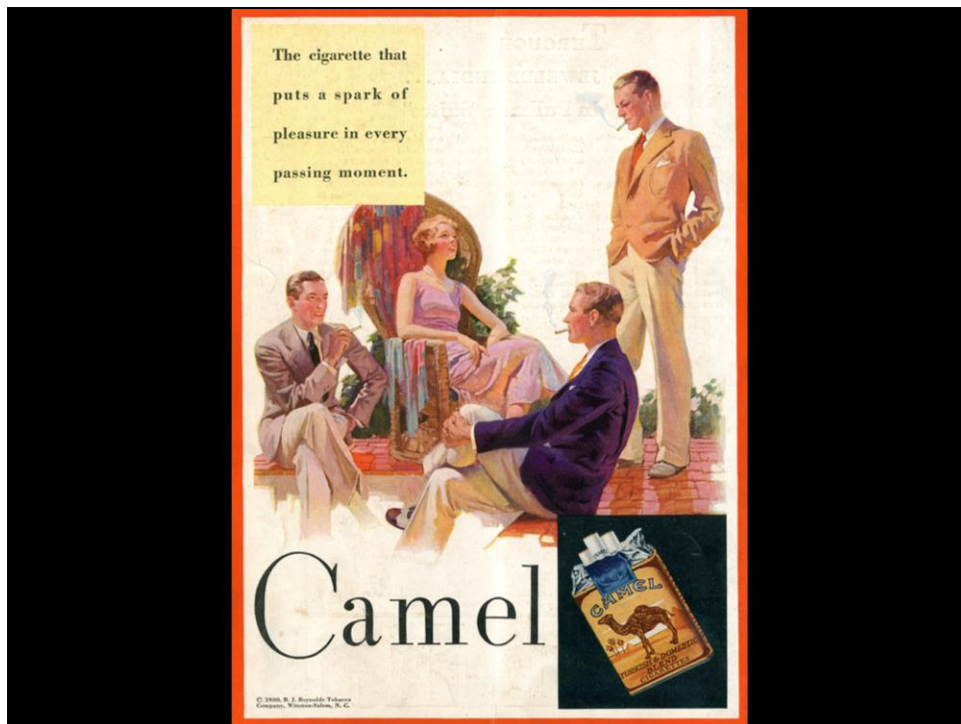
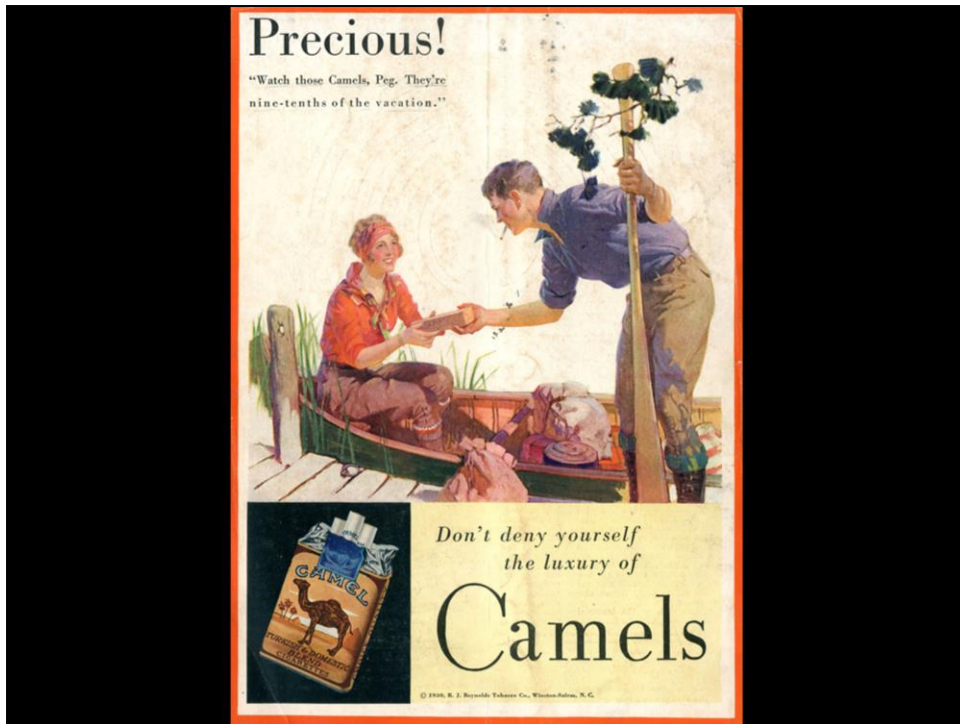














1932

It's Toasted. Your Protection - against irritation - against cough.

The Miss America Pageant began in 1921 in Atlantic City, New Jersey. This ad appeared in 1932, Of note, no Miss America pageant was held between the years 1928 and 1933.

"I have to be kind to my throat"

"I've tried several brands of cigarettes but I prefer Luckies. I smoke them regularly as I have to be kind to my throat. I learned this from my previous stage experience. Your Improved Cellophane wrapper is splendid. A flip of the tab and it's open."

Key Francis

When **Key Francis** left the stage and enlisted in the Hollywood army, pictures got a great recruit! The tall brunette beauty was a great success on her film debut, and she's charged along to even bigger things. She is one of **Warner Bros.**' brightest stars.

"It's toasted"
Your throat Protection - against irritation - against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

LUCKY STRIKE CIGARETTES

MOISTURE-PROOF CELLOPHANE Sealed Tight Ever Right THE UNIQUE HUMIDOR PACKAGE Zip - and it's open!

As to Miss Francis' Statement: Paid For! You may be interested in knowing that our new seal was paid for Miss Francis to make the plastic wrapper work. With Proper Use, Luckies are sealed in a moisture-proof cellophane wrapper. This keeps the probability of moisture from getting in. Therefore, the seal is guaranteed to keep Luckies fresh and moist. The moisture-proof cellophane is the only one of its kind in the world.

1931







"None so good as LUCKIES"

"I've tried all cigarettes and there's none so good as LUCKIES. And incidentally I'm careful in my choice of cigarettes. I have to be because of my throat. Put me down as one who always reaches for a LUCKY. It's a real delight to find a Cellophane wrapper that opens without an ice pick."

Jean Harlow

Jean Harlow first set the screen ablaze in "Hell's Angels," the great air film, and she almost stole the show from a fleet of fifty planes. See her "Goldie," a Fox film, and Columbia's "Platinum Blonde."

"It's toasted"
Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MOISTURE-PROOF CELLOPHANE Sealed Tight Ever Right THE UNIQUE HUMIDOR PACKAGE Zip— and it's open!

LUCKY STRIKE CIGARETTES

40 Miss Harlow's Statement Paid For It You may be interested in knowing that not one cent was paid to Miss Harlow to appear in this advertisement. Miss Harlow has been a smoker of LUCKY STRIKE cigarettes for 2 years. We make the product known to you by the name found in her and in Fox and Columbia newspapers, as her endorsement of LUCKY STRIKE is yours and the pack's.

1931



A Swell Package!



Take a look
At an Old Gold
Package
And you'll see
Why Old Golds
Reach you
Fresher and
Finer than any
Other cigarette.
Because Old Golds
Are made of
Double-aged
Double-mellow
Prime crop
Tobaccoes,
We guard them
Like the precious
Jewels they are!
An EXTRA jacket
Of Cellophane
Double seals both
Package ends
So not one iota of
O.G.'s flavor
And fragrance
Can escape.
Buy your Old Golds
Where you will,
In Damp Climates
Or Dry,
You'll get them
Exactly as we
Make them.
And that's as
Fine as a
Cigarette
Can be made.
We think the gal's
A Swell Package
Too!

Every pack
wrapped in
2 jackets of
Cellophane
the Old Gold
package opens
from the BOTTOM.

©1960 Old Gold Cigarette Co., Inc.

TRADE MARK - Old Gold's Red and Gold Brandmark, design, name, style, Old Gold, Treasure, Coat of Arms

For Finer *FRESHER* Flavor . . . Smoke Double-Mellow Old Golds

You'll Like my Brand
and I "dude" mean You!

Here's a straight
Steer on that
O. G. branding iron
Betty Petty
Is telling.
It's reserved
Exclusively for
Thomson
Double-Mellow
Old Gold...
The cigarette that
Wins its spurs
With finer, smoother
Tobacco
Aged extra long
For added flavor,
And O. G. are
Doubly protected
From hot weather
Dryness and
Wet weather
Dampness...
Double wrapped to
Keep extra fresh
Their extra goodness.
So if you want
To corral
The extra delights
Of a truly
Fresh cigarette
Say "O.G."...
The brand that
Holds its friends
For life!

ATTENTION! THE PETTY FANS!
Send 10¢ and 2 Old Gold cigarettes for a
beautiful metal reproduction of the fan
used by Betty Petty. Limited quantities,
available for mailing. Address: OLD GOLD,
119 West 50th St., New York City.

Every pack wrapped in 2 jackets
of Colophane, the OGTAR jacket
apart from the BOTTLE.

For Finer *FRESHER* Flavor... Smoke Double-Mellow Old Golds

© 1968 Old Gold Cigarette Co. "Old Gold" and "Double-Mellow" are trademarks of Old Gold Cigarette Co. "O.G." is a trademark. Double-Mellow, Betty Petty, and "You'll Like my Brand and I 'dude' mean You!" are trademarks of Old Gold Cigarette Co. All rights reserved.

Hitched to a Humdrummy?
... light an Old Gold



OLD GOLD CIGARETTES
THE TREASURE OF THEM ALL

When the slipper-snoozer to whom you're shackled is peopless as a snail . . . don't let it make you a bitter woman. Instead make him a better man! Offer him a stimulating, sunny-smooth Old Gold. Its refreshing fragrance has been known to turn the most dreary dud into a Don Juan.

AT TRYING TIMES . . . TRY A *Smooth* OLD GOLD

**You get DOUBLE Enjoyment
from Double-Mellow Old Golds**



Double your Dough if Double-Mellows don't do!
No words of ours can give you the thrill of *Double-Mellow* Old Golds, but the cigarette themselves will!

If after smoking half a pack you don't say *Double-Mellow* Old Gold is the finest cigarette you ever tasted, send back the remaining ten cigarettes at any time before May 1, 1936, and we'll send you twice the price you paid for the full package, plus postage. F. Lorillard Company, Inc., 119 W. 40th St., New York City.

Old Gold
CIGARETTES
THE TREASURE OF THEM ALL
2 JACKETS OF CELLOPHANE

— send in that prize tobacco
double-mellow goodness
and doubly insure fresh cigarettes.

MADE FROM **PRIZE CROP** TOBACCOS





1935

No-Noed by a Nifty Number?
... light an Old Gold



© 1935 Lorillard Co., Inc.

Old Gold
CIGARETTES

THE TREASURE OF THEM ALL

When her answer to your matrimonial query pins your ears back and jolts your pride... don't fold up like an accordion. Unbend the knee; bow politely and light a sunny-smooth Old Gold. Its honeyed fragrance will soothe the pain, raise the spirits and make the whole world okey-dokey again.

ONLY TRUE OLD GOLD CIGARETTES can give that natural aroma and fragrance of Old Gold cigarettes.

AT TRYING TIMES... TRY A *Smooth* OLD GOLD

Knock, knock!

Who's there?
Wetherby!
Wetherby who?

Wetherby hanged, Lady! "Weather" gets the ha-ha from Double-Mellow Old Gold's *double-Cellophane* package. Rain or shine! Hot or cold! Any climate! Anywhere! Any time!...you'll find Double-Mellow Old Golds are always factory-fresh. Thanks to those 2 jackets of the finest moisture-proof Cellophane on every package. And don't forget O. G.s. are *Mendel* from the choicest of the *prize crop* tobaccos!

ZIPPS OPEN DOUBLE-QUICK!



Outer Cellophane Jacket opens from the Bottom,
Inner Cellophane Jacket opens from the Top.

PRIZE CROP TOBACCOS MAKE THEM DOUBLE-MELLOW
2 JACKETS OF "CELLOPHANE" KEEP THEM FACTORY-FRESH



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



1936

