

“Will the gentleman who just coughed, kindly step to the box office . . . for a package of Old Golds?”

“Of course, I have never said just those words from the stage—but in all kindness I have often wanted to offer this friendly help to some poor fellow whose cough was interrupting the show and spoiling the enjoyment of those around him.

“A year or so ago, the makers of OLD GOLD ran some ads on the disturbing effect of coughing in theatres. As an actor, I was grateful for those ads. I am more grateful now that OLD GOLD has invited stage folk to help them bring ‘first aid’ information to our unhappy friends the ‘theatre-coughers.’

“My own advice is that prevention is the best aid. The kind of prevention that smoking OLD GOLDS gives. Harsh tobacco irritates the throat, and that causes coughing. Changing to OLD GOLDS soothes the throat and removes the cause of the ‘cough tickle.’”

(SIGNED) *Groucho Marx*

Why not a cough in a carload?

OLD GOLD cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.



On your Radio . . . OLD GOLD—PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over entire network of Columbia Broadcasting System.



GROUCHO MARX of the Four Marx Brothers now starring in one of the biggest Broadway hits of the year “Animal Crackers.”

eat a chocolate, light an Old Gold, and enjoy both!

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Four Cadets Working Way Through School. We Appreciate any Part of Your Business.  
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