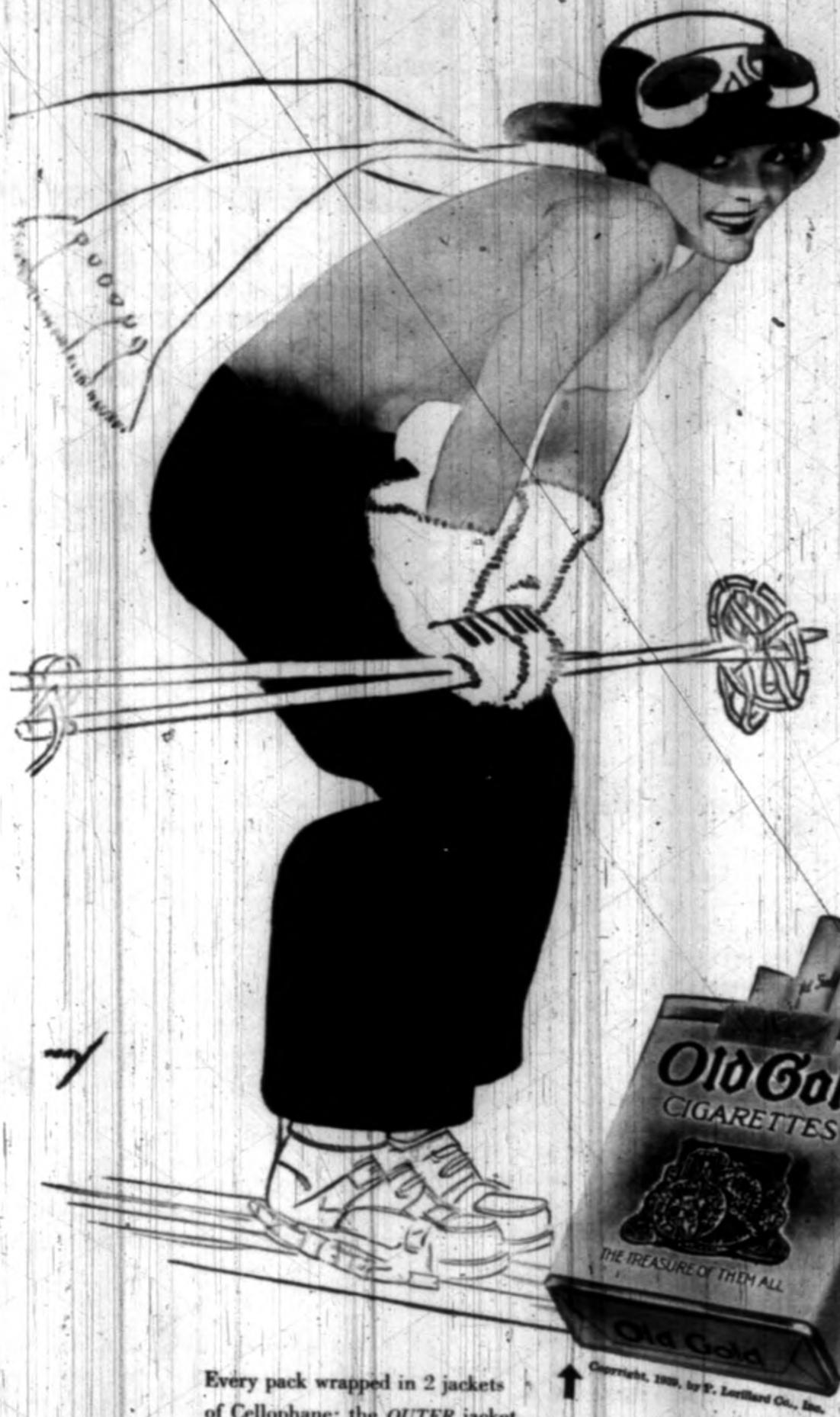


'Snowonder she likes Old Golds!



Every pack wrapped in 2 jackets
of Cellophane; the *OUTER* jacket
opens from the *BOTTOM*.

TUNE IN on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, Sunday nights, Columbia Network, Coast-to-Coast

Ask
Her reasons?
Don't be
Silly!
A woman gives
Answers
Not reasons.
She likes Old Golds
Not because they're
Made of finer
Smoother tobaccos
But because their
Delightful
Double-Mellow
Flavor happens to
Please her taste
And because every
Old Gold reaches
Her lips as FRESH
As the day it
Was born.
In some countries
"Ski" is pronounced
"SHE".
But in U.S.A.,
She pronounces "O.G.,"
When she wants a
Truly fresh and
Extra-fine
Cigarette.

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