

Just can't be Weather-Beaten!

Just like
Betty Petty . . .
Old Golds love the
April Showers
For the bloom they
Give to May flowers.
But like smart Betty,
Old Golds are
Doubly Protected
Against the
Spring dampness
That steals the
Freshness of a
Girl's curls or a
Cigarette.
Working together
Like slicker and
Umbrella . . . those 2
Cellophane jackets
On every pack
Just can't be
Weather-beaten.
They keep O. Gs'
Extra choice, extra
Long-aged tobaccos
As fresh and fragrant
As the Tulips of
Spring . . . ready to
Delight your
2 lips in any
Climate
Anywhere!



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

ATTENTION! YOU PETTY FANS!
Send 10¢ and 2 Old Gold wrappers for a
beautiful 4-color reproduction of this pic-
ture of "Betty Petty," without advertising,
suitable for framing. Address: OLD GOLD,
119 West 40th St., New York City.

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

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