

"Will the gentleman who just coughed, kindly step to the box office . . . for a package of Old Golds?"
"Of course, I have nescr said just those
wordy from the stage-but in all kinduce
I have often wanted to offer this fricmily
help to some poor fellow whae cough was
interrupuing the slow und spoiling the en-
joyment of those arouad him.
"A y car or so aro, the makers of old cold
ran some ads on the disturling effect of
rugcul for those al I am nure 1 raterul
gravfur boun coto hus iuvited stage full
oup in brig efirt ab infurmalion
My own adice is that presention is the lies
aid. The hied of presention that smoking
OLD GOLDS ent es. Harsh tebucco initates the
dirona, and that canses coughing. Changing
to old GOLDS soothes the throat and re
moves the cature of the "eough tichle.'"
csenerse Gurucho DRarix

Why mot a cough in a carload?

 Mant. Mhllownil eura lougi in a tempr rataroof mid


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

