

OIPGON

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You don't go for those wild cigarette claims, do you? Promising you health, wealth and social prestige if you smoke Brand X?

Let's talk turkey. You smoke for just one reason --pleasure. Well, pleasure, and pleasure alone, is what Old Gold is designed to give you.

There's our nearly two hundred years of fine tobacco experience behind that design. And a wealth of the world's best tobaccos. And finicky care at every step, to make Old Golds just flawless.

And, m-m-m, do Old Golds taste like it! Mellow and rich. Fragrant. Flavor that's pure joy to your taste buds. You'll go for Old Golds, friend. They're your cigarette!

