



1947

The Largest Selling Cigarette in America's Colleges



1940

Chesterfield's Own Graduation Cap.



Let's give it the old college cheer!



1941

Chesterfield's Girl of the Month



1942

Varsity letter proudly worn: Be Happy - Go Lucky



A vintage Winston cigarette advertisement featuring a man and a woman sitting on stone steps in front of a classical building. The man is holding a cigarette and looking at the woman. A third person, a man in a suit, stands behind them. Speech bubbles from the man and the standing man say "WINSTON TASTES GOOD!" and "AS A CIGARETTE SHOULD!" respectively. A pack of Winston cigarettes is shown in the foreground, with a single cigarette resting on it. The pack is red and white with the brand name "Winston" in large letters. Below the pack, there is a small inset showing a close-up of the cigarette filter with the text "PURE, SNOW-WHITE FILTER" and "SMART, CORK-SMOOTH TIP".

Taste is the word that really counts about **WINSTON**

Whether they say "As a cigarette should!" or "Like a cigarette should!"—most everyone agrees that Winston does taste good! There's rich, hearty flavor in this cigarette! And Winston's exclusive, snow-white filter does its job so well that the fine, full flavor comes through to you. For thoroughly enjoyable smoking, get Winston!

Smoke WINSTON America's best-selling, best-tasting filter cigarette!

STANFORD CHAPARRAL • APRIL 1938 7

...a Young Man's Fancy turns



In fact,
In the Spring
The young man
Himself turns
Not lightly,
But lovingly
To the girl . . .
Or the cigarette
That's blessed with
Fresh charm.
Today's
Man-turningest
Cigarette is
Double-mellow
Old Gold.
Its rich
Prime crop tobacco
Are chaperoned
Right to you
By a state-proof
Package . . .
Double-Cellophane
Double-waxed.
Every Old Gold
You light
Is exactly
As fresh,
Full-flavored
And double-mellow
As the minute
It was made.
Temptingly fresh
As a debutante's
Lips!
Yeah, man!
Spring is
Here!

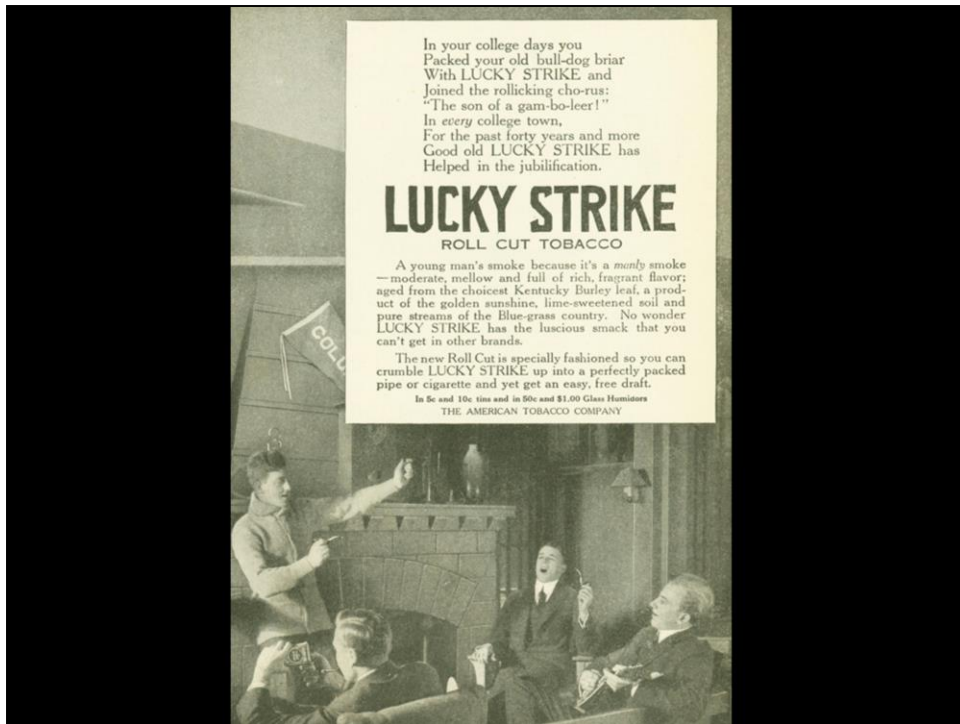
↑
Every pack wrapped in two jackets
of Cellophane; the *OUTER* jacket
springs from the *INSIDE*.

STAMP ON THE Old Gold's Reflected Illustrations, every Tuesday and Thursday night, Columbia Records, Gramercy Place

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

April 1938. . . A Young Man's Fancy Turns.

Today's man-turningest cigarette is double-mellow Old Gold.
From the Stanford University student magazine, April 1938.



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

The CLASS of 1936!



FOR A LIBERAL EDUCATION in cigarette enjoyment . . . try a pack of Double-Mellow Old Golds.

They'll pass all "exams" like an honor student! Because they're made 100%, of prize crop tobaccos.

They'll reach you fresh as a June diploma! Because every pack is wrapped in two jackets of moisture-proof Cellophane of the highest

quality obtainable. This DOUBLE Cellophane wrapping keeps out dampness, dryness and every other foe of cigarette enjoyment.

Don't "flunk" in your cigarette pleasure! Graduate now to this double-mellow, factory-fresh cigarette.

It's the CLASS of 1936!

Richland Company
Established 1760



P. S. That "Double-Money-Back" offer still holds good. It's open for 30 days from today.

PRIZE CROP TOBACCOS make them *Double-Mellow!*

2 JACKETS, DOUBLE "CELLOPHANE" keep them *Factory Fresh!*

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Section 18 19 20 →
← Section 15 16 17

87% of College Women

who were interviewed said:

**“CAVALIERS are Milder
than the brand I had been smoking!”**

College women learned what real cigarette mildness is when they compared Cavaliers with the cigarettes they had been smoking. Hundreds of smokers were interviewed in four leading women's colleges. Their report speaks for itself!

87%—imagine it!—87% of these college women who smoke said Cavaliers are milder than their previous cigarettes! And they'd been smoking all the well-known brands!

In group after group—servicemen, airline hostesses, nurses—80% or more of the smokers interviewed said Cavaliers are milder!

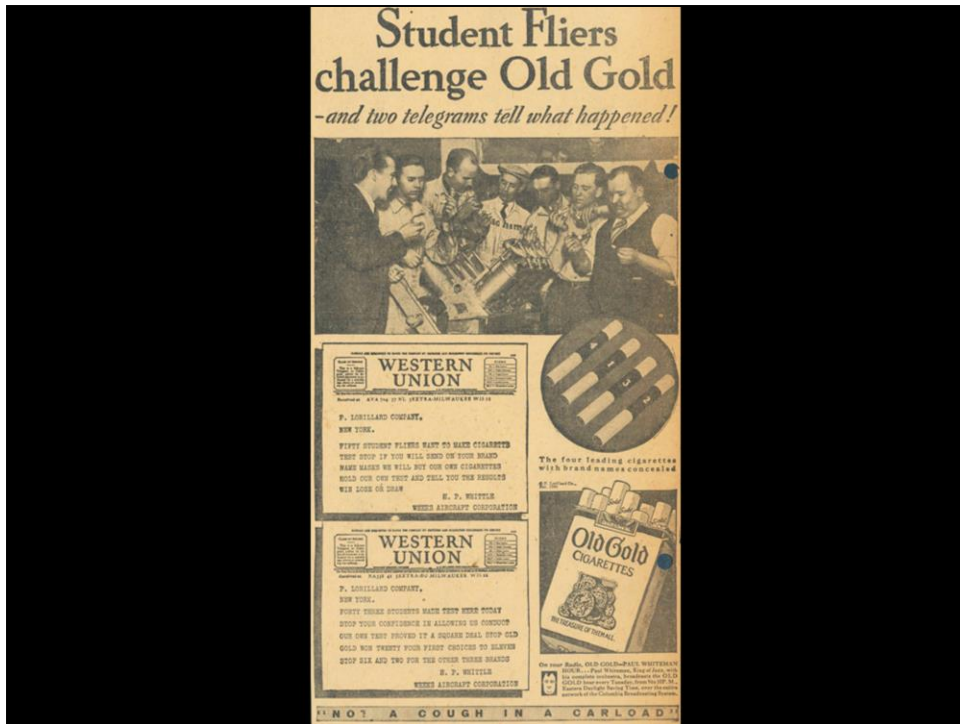
Enjoy king-size Cavaliers—for mildness and natural flavor. They cost no more than other popular cigarettes! Get a pack—or a carton—today!

Cavalier

KING-SIZE CIGARETTES — EXTREMELY MILD

R. J. REYNOLDS TOBACCO CO.,
Winston-Salem, N. C.

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IT'S EASIER THAN EVER!

Students! Make money writing Lucky Strike jingles!

MORE FUN, TOO!

No tricks! No gimmicks! Takes no time—no special talent! You can make \$25.
Just write a simple four-line jingle based on the fact that

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

(or other qualities of Luckies such as those listed below.)

Write a Lucky Strike jingle, like those you see on this page, based on the fact that Luckies taste better than any other cigarette, or other qualities of Luckies such as those listed below. If your jingle is selected for possible use in Lucky Strike advertising, we will pay you \$25 for the right to use it and your name in our advertising. Lucky Strike jingles will soon be running in your paper. Start today—send in as many jingles as you like. Be the first to write a jingle in your school!

Just made a great discovery which I announce with friends. Folks go for Lucky Strike because they like their better taste!

Before each class—and after too, I do just what I like—
Relax—enjoy the better taste of good old Lucky Strike!

LUCKY STRIKE

READ THESE SIMPLE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or manuscript and send it to: **Happy-Go-Lucky, P. O. Box 67, New York 46, U. S. A.** Be sure that your name, address, college and class are included—and that they are legible.
2. Base your jingle on the fact that Luckies taste better than any other cigarette—or on any of the alternate themes below.
3. Every student of any college, university or post graduate school may submit jingles.

IMPORTANT:

To make money writing jingles, awarded to have your jingle on "Lucky Strike" better than any other cigarette? You must base a jingle on other outstanding qualities of Luckies such as the following:

L.S.M.F.T.
Lucky Strike Means Fine Tobacco
No Happy-go-Lucky!
No rival, no firm, is fully paid.
Be true and only on the case.
Buy Luckies by the dozen.
Luckies give you the pleasure of a great taste.
Luckies are the world's best-tasting cigarettes.

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

Campus Jazz Festival

... featuring for the **first time** on one record, jazz instrumentalists chosen in a nationwide survey of America's College and University students!

Brought to you by **VICEROY**

The Cigarette with A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!

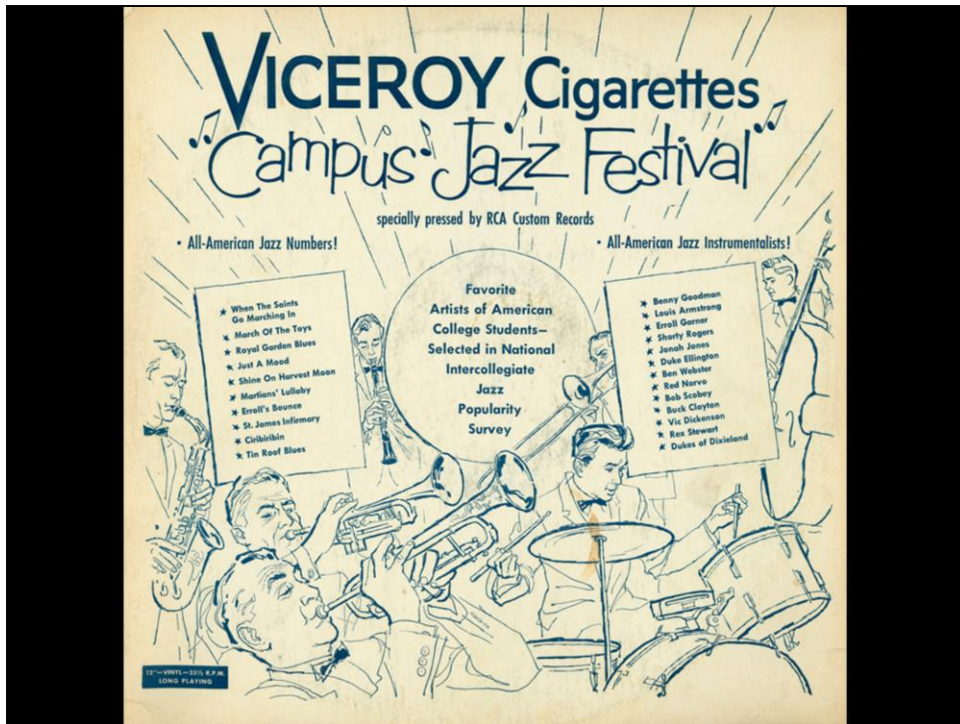
Be sure to hear these other RCA albums recorded by the Viceroy Campus Jazz Festival artists.

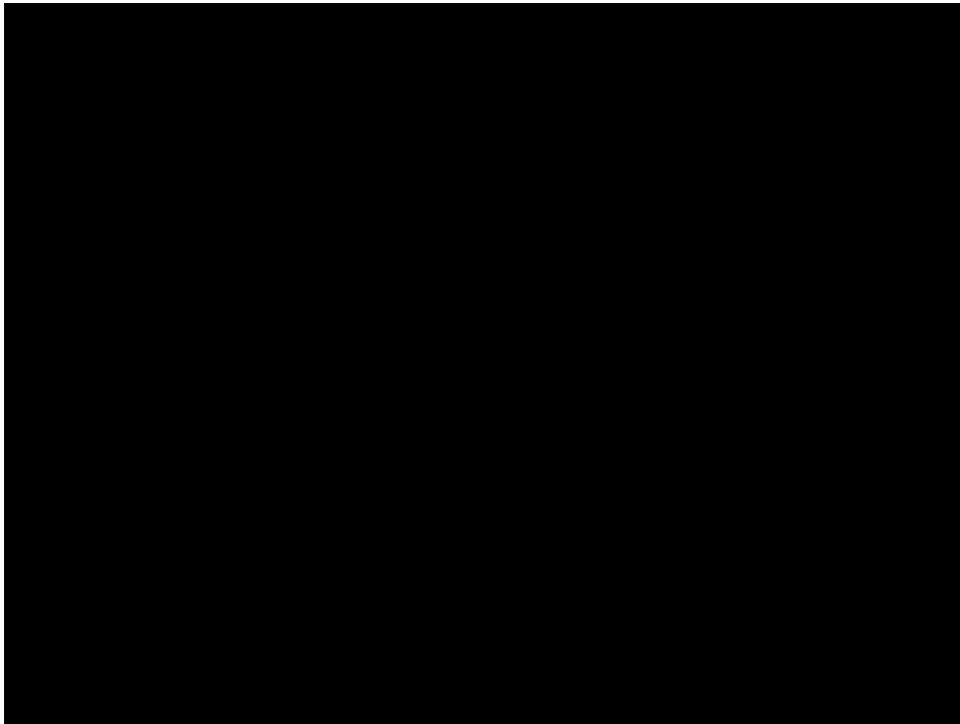
SELECTION	ARTIST	ALBUM
Ciribiribi	Benny Goodman	Single
St. James Infirmary	Louis Armstrong	LPM 1443
Martians' Lullaby	Shorty Rogers	LPM 1561
Just A Mood	Red Norvo	LPM 1449
Tin Roof Blues	Jonah Jones	LPM 2004
Royal Garden Blues	Duke Ellington	LPM 1715
When The Saints Go Marching In	Dukes of Dixieland	LPM 2097
Shine On		
Harvest Moon	Bob Scobey	LPM 1700
March Of The Toys	Big 18	LPM 1921
Erroll's Bounce	Erroll Garner	CAL 384



THINKING PEOPLE EVERYWHERE know the importance of choosing a filter cigarette that is just right for them. Such people usually choose Viceroy. They have studied the facts. They know Viceroy has the most advanced filter ever developed... and tobacco with a full, satisfying taste. Only Viceroy gives both—a thinking man's filter... a smoking man's taste. Worth thinking about, isn't it?

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