Most studies of students at college disclose
That boys and girls aim at quite different things.
The boys learn new angles—add strings to their bows;
The co-eds would rather add beaus to their strings!

MORAL: Why be high-strung? Relax with the BIG BIG
pleasure of Chesterfield King! More full-flavored satisfaction from the world's best tobaccos.
FILLUS King-size filter action... a better tobacco filter
because it's packed more smoothly by ACCU-RAY!

Chesterfield King has everything!

*M. I. G. goes to Bob Artzschied, Dartmouth College.
*344 P. I. G. goes to Jane Styles, Sewanee, Tennessee.
*Chesterfield, P.O. Box 2, New York 46, N.Y.

Classical music is preferred
over popular music by college men
FALSE

College men prefer to date college gals
FALSE

Jockey is a Trademark.
It refers to underwear made
only by Coopers
FALSE

Chesterfield King has everything!

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STICK DEODORANT
For absolute security, all day, every day.
So quick and clean... melts in instantly.
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