Snickers!

WHAT IS A MAN WHO BLOWS SMOKE RINGS?

(SEE PARAGRAPH BELOW)

SMOKE RINGS come in all shapes and sizes. Like 4-sided squares, rings for square days. Even invisible smoke rings for people who aren't ostentatious. As any competent smoke ringer (Vapor Shaper in Stickless) will tell you, the best way to start one is to light up a Lucky. It's mostly because a Lucky tastes best. A Lucky gives you naturally light, wonderfully good-tasting tobacco, toasted to taste even better. Why settle for less? You'll say a light smoke's the right smoke for you!

DON'T JUST STAND THERE...
STICKLE! MAKE $25

Sticklers are simpler puzzles with two-word rhyming answers. Both words must have the same number of syllables. If you can't think of a word that rhymes with your name, address, college and grade class, try Happy-days-Lucky, Box 754, Mount Vernon, New York.

LIGHT UP A light SMOKE—LIGHT UP A LUCKY!

Product of The American Tobacco Company—"Know us our middle name"

MAKE YOUR SELECTION OF OLD SPICE at . . .

SNICKERS

THE POWER OF POSITIVE WRINKLING

While everybody knows that the soft collar on Van Heusen Century Shirts won't wrinkle, ever, a Van Heusen survey among college students has revealed that precious few know why. Here are some of the reasons:

L. E. Reynolds at the Psychodynamics Institute for Art, Craft, and Fashion Painting—"Obviously, the collar won't wrinkle, because it's afraid to wrinkle. It may have been hemmed in by some early Van Heusen vice-president. Ego, it exhibits the Cavalier anti-wrinkle syndrome."

G. F. junior at Varsity School of Advertising—"Certainly, there's no demand for wrinkles. No customer benefit. Now, this is strictly off the top of my cranium, but the statement, 'the soft collar that won't wrinkle, ever,' is too negative. Substitute 'never' for 'ever' and you not only have a positive statement—but—our demonstration by that famous cigarette, this ungrammatical concept will be attention-getting."

L. V.—senior quarterback of Hif-Flin College—"I wouldn't be without a Van Heusen. Look here... under my glistening shoulder pads. See? Out of simple decency, the collar remains wrinkle-free. It's this kind of restraint that recently led to our glorious victory over Rollblad U. Not a man was seated. Huzza for the collar—and fight furiously, fellows."

Yes, this is the kind of ignorance we run across. Actually, while other collars are made of 3 pieces of material, the secret of this soft collar with its wrinkle-shunning qualities is one-piece construction. Van Heusen Century shirts come in 5 collar styles. $4 and $5.

WEIGHTLIFTING Fuels No Longer Limits To The Barbell Club

By Mr. Harvey, much of the weightlifting team, is an assistant to the Barbell Club, James Middelbrook, captain of the weightlifting team, on Wednesday afternoon, Ralph announced the removal of the rule requiring members of the Barbell Club, a rule which has been in existence since 1952. This announcement came as a surprise to members of the club as well as to the club's coach, H. E. Harvey. While everybody knows that the statement, 'the soft collar that won't wrinkle, ever,' is too negative, substitute 'never' for 'ever' and you not only have a positive statement—but—our demonstration by that famous cigarette, this ungrammatical concept will be attention-getting.