This year, fly home in the quiet comfort of United's DC-8 Jet Mainliner

Remember how great cigarettes used to taste?

Luckies still do.

When the class of '60 comes back for reunion this year—you'll see a lot of Lucky Strike smokers. Reason is, these graduates know how a cigarette is supposed to taste.

They still smoke Luckies.

They've seen a lot of changes in smoking since they left college. But they haven't found anything that beats fine tobaccos—or anything that comes close to that Lucky Strike taste.

And funny thing! The Class of '60 seems to have made the same discovery about Lucky Strike. Today, Luckies are the best-selling regular cigarette in college town.