

"When A Cigarette Means A Lot ..."

BY MIKE COWHIG

Now, when the medicine men are crying "please don't smoke the cigarettes," and the advertising medians are intimating "do it, do it, you know you can't stop now," it is a wonder where it will all end, if it ever does.

It might be that the admen will revamp their ideas for consumer-stimulus to meet the opposition. But if those who are preaching tobacco temperance could acquire influence of Madison Avenue for a period of time, what sort of changes could they make in the present cigarettes advertisements.

Possibly they could come up with a very inspiring ad for L.&M. cigarettes, where they would not have too much rearranging to do to the standing advertisement. For such: on the back of a magazine one might find written in big black and red letters "Get lots more lung cancer from L.&M. This would be under a picture of a funeral procession for a woman with the husband looking on with a cigarette protruding from his mouth and the caption "When a cigarette means a lot..." Wouldn't that be pleasant? The ad would go on to give statistics on cancer-affecting tobaccos used, approximately how long it takes, etc., closed with the line "L.&M.'s the filter cigarette for people who really DON'T like to smoke, or do anything else for that matter."

Or maybe MAD MAGAZINE had the right idea, also, when it showed on the back cover of the magazine, an advertisement for "Likely Strife" cigarettes. On the front of the pack under the brand label "likely Strift," is written "It figures." A picture for this ad has a man getting a thumb's down sign from his doctor as he steps from behind the x-ray machine, cigarette tumbling from his parting lips.

Parliament could try the gimmick slogan "At least our cancer-tobaccos are recessed a neat, clean, quarter-inch away from your lips."

And for Viceroy. You guessed it! "Viceroy's got it at both ends. Either way you smoke it, you get it. That's right, that's right!"

Yet even now you do not see much of a decline in the smoking populace about you. "And for good reason," might interject Raleigh Cigarettes, "because, do you know what you would be missing without those free Raleigh coupons you get on the back of the pack, five extra in every carton?" Sure, you know. All that swell lung cancer.

But enjoy smoking while you can, and if you are going to smoke, you might as well make use of the convenient Humiflex Plastic Pack. Pray, what is a Humiflex Plastic Pack? Do the Beatles smoke?



Pictures depict school life at Grimsley

The Exchange Desk

By BECKY REES

Realizing that because of your ignorance, this column is probably over the heads of many of you, we are condescending to define for you, certain terms commonly bandied about among journalists.

HIGH LIFE—Eight pages of the latest (three weeks late) news.

Advertisers—People who give us their money and then mark it off their income tax as charity.

Publication date—A specific day set aside that we pass by without going to press.

Feature page—Where all the articles go that can't be classified as news or sports.

Copyreading—Articles that we read and copy from other school newspapers, such as this one from the BLUE AND GOLD, Burlington, Washington, by way of the Spartanburg High SCRIBBLER.

Now that you're in on the secret, on to bigger things. At this time, when we all have exchange student on the brain, the comment of a French exchange student (female) should be interesting. "My main impression of America is of modernism and activity. The level of life in America is very high, as in France, and I have here an impression of comfort and facility. I don't know if I am right, but the American life which is so artificial seems to me to be a little superficial, although it is entrancing." (THE WINGE PRESS, Flora H. S., Columbia, S. C.)

The last quote might be debatable, but all seniors can vouch for the truth of this gem! "An autobiography usually reveals nothing bad about it's writer except his memory." (THE FULL MOON, Albemarle H. S., Albemarle, N. C.)

An opinion on the speaker ban law: "North Carolina's 'gag law' . . . says that where freedom of speech is permitted in it's truest sense, democracy will falter. It paves the way for other laws further abridging democratic freedoms: why not ban the Communists, or any other minority, from speaking anywhere in the state? The law, by banning those who have taken the fifth amendment before Senate investigation committees, implies that those who have the audacity to use America's constitution, are criminals. It even duplicates the methods Communists themselves have found so useful: present only one side of an issue and make advocacy of anything else illegal." (THE EAGLE'S EYE, Enloe, H. S., Raleigh, N. C.)

For all girls in a moral dilemma, worrying that they ought to put a ban on something else, our Ann Slanders recommends a new book, *Can Petting Go Too Far?*, by Lassie. (THE ROYAL DAN, Dan River H. S., Ringgold, Va.)

Finally, please pull your minds from that subject long enough to consider this memorial to President Kennedy from our neighbor across town. "In Mr. Kennedy many see a man of undaunted courage and conviction. He believed that all men are equal. As if this weren't enough, he also attempted to convert others to this idea. Most of us here at Dudley High School feel that the Negro as a group in this crowded, unmerciful and bitter world, has lost a once-in-a-lifetime partner and friend; a truly devoted leader; one who fought till his dying day for their and his cause, the cause of freedom, liberty, and justice for all, regardless of race, religion or background." (THE PAN-THER'S CLAY, Dudley H. S.)

Bill's

Bull

By BULL ILER

BY BILL ILER

This column is dedicated to Mr. Balance whose punishments could not be any worse than this:

MORE PUNS

Did you hear about the German mother who always felt better prepared to receive company after she had washed her Hans.

Doctor: "What is your best trick?"
Magician: "I saw women in half."
Doctor: "Is it hard?"

Magician: "It's crip. I learned it when I was a little boy."

Doctor: "Are there any more children at your home?"

Magician: "I have several half-sisters."

Missionary: "Why do you look at me so potentially?"

Witch Doctor: "Im the tribe's food inspector."

"Let's go camping," Tom said intently.

Itchy: "Doctor, did you say that eating radishes would make my skin break out?"

Doctor: "No, I never make any rash promises."

A sea gull soared and landed on a channel marker . . . buoy meets gull.

"I saw a man-eating shark at the aquarium."

"That's nothing; I saw a man eating sardine in the park."

First Pelican: "Pretty good fish you have there."

Second Pelican: "Well it does fill the bill."

"What did the protoplasm say to the amoeba?"

"Don't bacilli."

"What did Cleopatra say when Mark Anthony asked if she was true to him?"

"Omar Khayyam."

King Arthur had lots of knights who fared forth on coal-black chargers to rescue beautiful maidens from dragons' clutches, but one knight was mounted on a St. Bernard dog. This knight's name was Sir Marmaduke, and he and the St. Bernard performed many a daring deed. One evening, however, they were caught in a torrential thunderstorm, and sought shelter at a nearby tavern. "Reservation?" asked the room clerk. "No," admitted Sir Marmaduke. "Sorry," said the clerk, "no room without a reservation." It was at this moment that he discovered that Marmaduke was sitting astride his faithful St. Bernard. "Hold on," said the clerk, "We'll have to find something for you. I wouldn't send a knight out on a dog like this."

Mr. Jessup in talking to his Seniors about registration at midterm and how not to get in his class slipped when he said, "Ya'll just aren't very manure . . ."

Bryant and Jim were overheard singing—"Don't you know that the Byrds the word?"

There was a girl from Greensboro, whose name was Julie Kissinger. She didn't like the name Kissinger so she had it changed to Mackay. Two months later she tired of Mackay and changed to Johnson. Then she decided she had made another mistake and changed to Cantrell. By this time all her friends had begun to ask, "I wonder who's Kissinger now?"

I leave you with this: Beautiful legs tare sometimes without equal, but bow-legs are without parallel.



Show-Through

Some one at Peace Corps headquarters in Washington, D.C., has made a list of remarkable statements on application forms and reference statements. Some of them:

"First, I thought you had to be an English major to teach English; then I learned different."

"I'm quite prolific, but haven't developed any particular skill in anything."

"There are two ways to do things, her way and the wrong way."

"He can just about carry on a

conversation with anything that comes up."

"These are the people whom I feel know me best. If you would like another list of people who do not know me as well, but are in more important positions, please let me know."

"I have seen her react favorably when her hand was mashed in a car door."

"Even police patrolman that have arrested him in past years stated they like him."

—Taken from American Red Cross Journal



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