

# YELLOW JACKET



200

Jimmie

CIGARETTE  
VOL. VIII

NUMBER  
NO. VIII



Jimie

**THE CIGARETTE NUMBER**





It was not without much thought and deliberation that the Yellow Jacket decided to publish a number which would point out conclusively the value of cigarettes, Bull Durham and tobacco in general. There are many reasons why this title has been selected. It presents a departure from the old "Numbers" that eternally plague the existence of the Comic editor and it offers an unlimited field of material. (You can see for yourself in the pages that follow whether we have taken advantage of this opportunity.) Then, too, it is time some one came to the aid of the weed and said something good about it without having to be paid.

The Yellow Jacket has a great desire to prove to the mass some of the things the cigarette and its uses do for the ungrateful public. Do you know that if it were not for ducks in gutters, ash trays in lobbys and homes, ashes on rugs and furnishings, match stems around the house and cigar ducks in spittoons, there would be 25,666½ (the ½ being a Commerce graduate) maids, porters, and street sweepers out of jobs? Think of this aid to the army of unemployed and of the countless jokes about shooting only Biltmore ducks, etc., which would be lost to the world forever. Think of the many anti-tobacco league women who would have to stay home and mind their own business if there were no tobacco to fight. Ah, good friends, our eyes grow moist at the thought of this great boon to mankind.

Looking at the situation from another viewpoint, there is the tremendous benefits of tobacco for athletics and athletes in general. What makes it possible for all the football stars of college to go into business for themselves? Yes, little girlie with the blue eyes, you have guessed correctly, it is the cigarette advertising. Cigarette advertising. Those two little words are mentioned in awed, sacred tones in the homes of the most famous athletes in the country,

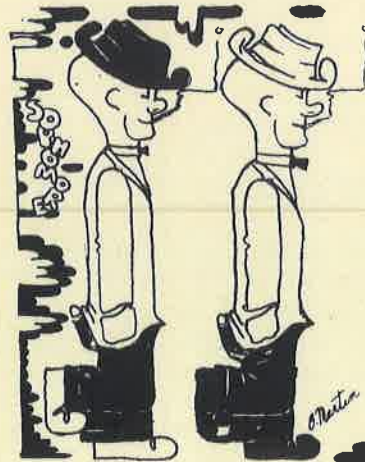
for it is this alone that has made those happy homes possible. The Yellow Jacket has it from undeniable sources that there were 425 marriage licenses issued to prominent athletes, made possible only by the proceeds of testimonial advertising.

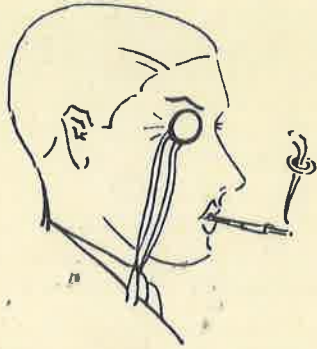
And to the women, cigarettes are "The Thing." To the habitual reducer, to the woman who is continually worrying about her diet, they are, and one brand in particular, a great aid. For have we not the admonition: "Reach for a Lucky instead of a jawbreaker, and keep that school girl figure," "Not a pound in a pocketful"?



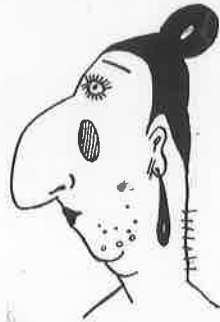
Tobacco is not only a boon economically but it is a great help to our mental well-being. We have it from reliable sources that Dan McGrew lit a Bull Durham home-rolled when he got in that scrape with the lady known as Lou. Indeed, was it not Lord Chesterfield who said on the occasion when he made that Lucky Strike of Old Gold: "Be nonchalant, date up Fatima and see what a whale of a difference just a few scents make"? And what fun it is in the summer to burn your date's bare arms with the glowing end (of the cigarette). Just light up the old pipe, lean back and watch the smoke wreath heavenward. What comfort and fun smoking affords. Who is your best friend when everything seems wrong, who never fails in that same measure of satisfaction? Not your roomie, not your club members, but your old pipe or cigarettes. Let us not forget the cheery comfort of a cigarette on a cold blustry night, the companionship of a pipe when you lounge around in front of the fire reading. Surely you will admit the absolute supremacy of the smoke, even as the poet who has said:

"A woman is only a woman,  
And still remains to be made,  
But a good cigar is a smoke  
No matter what price is paid."





THE ETERNAL WEED  
What would we do without it?



**“I’M THE ORIGINAL BULL DURHAM GIRL”**

**I** HAVE been given this title because I have always so heartily endorsed it at my exclusive teas. Last year when Emmy Schmaltz and Mary Gold smoked their first bag they were delighted. It has always appealed to me because of that exclusive cow lot flavor. It keeps my figure moving. It has replaced Lydia E. Pinkham in my household.

**“SMOKE BULL DURHAM  
--AND KEEP HOT”**

**TREATED IN KEGS--NO HANGOVER**





## Yellow Jacket ADVERTISERS

This list of Advertisers represent the products and the firms that are best suited to your every need. They also make Yellow Jacket possible by their support.

It is not only to a two-fold advantage for you to patronize them, but it pays to make every purchase from a Jacket Advertiser.

Use this list as a Buyer's Guide.



HOOD RUBBER CO.  
PARKS AIR COLLEGE  
THE EMBLEM SHOP  
GEORGIA SCHOOL OF  
TECHNOLOGY  
COLLEGE HUMOR  
THE VARSITY  
THE TECH SHOP  
PHILLIPS & CREW  
GILLETTE RAZOR  
WHITMAN CANDY CO.  
OLD GOLD CIGARETTES  
HALLMARK SELF-  
INSTRUCTOR  
LIFE SAVER  
CAFETERIA  
CAMEL  
CIGARETTES  
COCA-COLA  
INTERNATIONAL MER-  
CANTILE MARINE CO.  
YORK'S RECREATION  
PARLOR  
REX BILLIARD PARLOR

JACKET ADVERTISERS ARE JACKET BOOSTERS  
PATRONIZE THEM

"Is there much kissing in your sorority house?"  
"You'd be surprised how much goes on right under my nose."

—Ranger.

Does the wind bother you?  
Not much, but it catches me unawares.

—Buccaneer.

The French soldier had returned home after six years of constant warfare and was surprised to see his wife standing in the doorway, holding a three-year-old child by the hand.

"I see those damned Germans have been here," said the soldier.

Just then the child turned to its mother and asked, "Say, ma, who's that bally old chappie?"

—Puppet.

Along came a big mamma she-elephant trudging through the deep, deep jungle of Darkest Africa when, presto, and she had heedlessly stepped on a mamma partridge just a few inches from the nest of little partridges. The kind-hearted she-elephant saw what she had done and having babies of her own who sometimes got very cold, she felt very sorry for the little birds and sat down over the nest to keep them warm.

Moral: What is home without a mother?

—Carolina Buccaneer.

"Has she got a big mouth?"  
"Has she? She yawned in front of a trolley car and they collected and yelled, 'All off, car-barn!'"

—Pup.

Jane: "I want a shorter skirt than the one you showed me."

Clerk: "This is the shortest we have. Have you tried the collar department?"

—Claw.

They call her Lena, because she's always up against it.

—Bison.

The boarding house mistress glanced grimly down the table as she announced: "We have a delicious rabbit pie for dinner."

The boarders nodded resignedly, all, that is, but one.

He glanced nervously downwards, shifting his feet. One foot struck something soft, something that said "Me-ow."

Up came his head. A relieved smile crossed his face as he gasped, "Thank God."

—Panther.



## THE EARMARKS OF ENLIGHTENMENT

ANY man may be thrown for a loss in Latin Verbs—and still show signs of enviable enlightenment. When you turn to Camel for solace in your hours of trial, you rate a passing mark in *any* language. Give yourself a break. Take on a cargo of Camel's cool fragrance. Blow a mellow cloud in the face of adversity. . . . Have a Camel. And another!

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