KNICKERBOCKER satisfies your thirst for living!

It took four generations of family tradition to produce the matchless Ruppert Knickerbocker flavor. One swallow and you'll know why it took so long. Fine taste, fine family name, gain character with each generation. If you want a glorious golden example of family pride, open a Ruppert and swallow down!

Live a little! Have a Ruppert Knickerbocker!

LUCKY STRIKE presents

Dear Dr. Frood:

SUBLIMINAL? FROOD PLEADS NOT GUILTY

Dear Dr. Frood: Is there any old maxim that proves it pays for a young man to go to college? A. Youngman

Dear Dr. Frood: Presumably college is a time of intellectual ferment...a period of curiosity and discontent prompting a man's plunge into commercialism and the material life. Why must this inquiry after lofty truths suddenly give way to crass financial motives? Rut.

Dear Dr. Frood: It's the children. All they seem to produce the talk of college, rejected by the Army, divorced by my wife, disinherited by my father.

Dear Dr. Frood: Is there any old maxim that proves it pays for a young man to go to college? A. Youngman

Dear Youngman: "Let us collect knowledge young. Soon thou reapest in-elligence kings envy." (See previous question.)

Dear Dr. Frood: I've been kicked out of college, rejected by the Army, divorced by my wife, disheartened by my father, and fired from my job. What is there left for me? Sturgis

Dear Sturgis: You could still tie black-ball the Book-of-the-Month Club. Dinck

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Dear Dr. Frood: I am a skin diver. Is it possible to enjoy a Lucky under water?* Jules

Dear Sturgis: You could still tie black-ball the Book-of-the-Month Club. Dinck

Dear Dr. Frood: I think you stammer and choke and blush. But...ain't no use getting that way. Let's go to college? Dink

Dear Dink: Makes good sense, Friend Dink. Will give it a go. Now, old bean, as for that part of your letter you asked me not to print. Don't be afraid of girls. Sure you stammer and choke and blush. But just walk right up and announce, "Hi, I'm Dink, and I think you're swell." Skoal.

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