Dr. Frood presented the automobile industry with this magnificent car (with "FROODMOBILE" mounted in brass on the cowls). Actual value over $1,000.

TO ENTER THE LUCKY STRIKE FROODMOBILE CONTEST, simply finish this sentence in 25 words or less:

"I need the Froodr-o bibo bkeause _______ ."

Entries will be judged on the basis of humor, originality, and style (preferably Froodian). If, in the opinion of our judges, your answer is best, the makers of Lucky Strike will deliver to you, on campus, the Froodmobile. A carton of Luckies will be given to the first 100 runners-up. Along with your entry (or entries) to LUCKY STRIKE, P. O. BOX 17A, NEW YORK 10, NEW YORK.

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