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LUCKY STRIKE presents:
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"PARENTS' WEEKEND"

"We wanted you to be the first to know, Mother...Mother? Mother?"

"Mom! Pop! Come on in and meet my roommates."

"Now you boys see that my Jimmie gets to bed by 10:30, won’t you?"

"ARRRGH!"

"I’m afraid your father’s a little burned up about your grades, dear."

BREAKING THE ICE FOR DAD. When Dad comes to visit, help him bridge the years with questions like this: "These old ivy-covered buildings never change, do they?" "Say, aren’t those kids the cat’s meow?" "Dad, do you remember how great cigarettes used to taste?" Then inform your Dad that college students still smoke more Luckies than any other regular. He’ll be in such good, youthful spirits that he’ll buy you a carton.

CHANGE TO LUCKIES and get some taste for a change!

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