

"FIRST
the

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
(Thomas Campbell, 1777-1844)

**AVOID THAT
FUTURE SHADOW**

by refraining from over-
indulgence, if you would
maintain the modern fig-
ure of fashion

We do not represent that
smoking Lucky Strike Ciga-
rettes will bring modern figures
or cause the reduction of flesh.
We do declare that when tempt-
ed to do yourself too well, if
you will "Reach for a Lucky"
instead, you will thus avoid
over-indulgence in things that
cause excess weight and, by
avoiding over-indulgence, main-
tain a modern, graceful form.



When Tempted
**Reach
for a
LUCKY**
instead

"It's toasted

Your Throat Protection — against irritation — against cough.