“FIRST . . . then . . .

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 figure of fashion.

We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh.

We do declare that when tempted 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, maintain a modern, graceful form.

When Tempted, Reach for a LUCKY instead

"It's toasted
Your Throat Protection—against irritation—against cough.