



Modified to remove the word sweet in response to threats of litigation from the confection industry.

The firm which marketed Lydia Pinkham's (1819 – 1883) Vegetable Compound perhaps has received too little credit as a pioneer in marketing to women. They coined such unforgettable slogans as “a baby in every bottle.” As indicated, the 1891 Pinkham slogan “Reach for a Vegetable Instead of a Sweet” has been cited as the inspiration for the Hill/Lasker 1928 slogan “Reach for a Lucky Instead of a Sweet.”

What I could not find mentioned in the literature was that Pinkham also originated the key slogan of Luckies follow on campaign “Coming events cast their shadows before” in 1891. Using this quote from Thomas Campbell 1777 – 1844, Pinkham's Vegetable compound alleged their product would “dispense all of those shadows.”

Earlier, I has assumed that Lasker's team, in response to the candy industry's protests, had cleverly created this follow on campaign as a new means of communicating the weight loss theme without explicitly mentioning “sweets.” It now seems that Pinkham's inspiration of Lasker was more extensive previously thought.

Hill claimed to have created the “Reach for a Lucky instead of a sweet” idea seeing a heavy women next to a slender women smoking on a street corner. However, as both campaigns so explicated borrowed from the Pinkham company slogans of some 40 years earlier, it seems clear that his stories were apocryphal.

It also raises the possibility that the “Reach for a Lucky” and “The coming shadows” we part of a planed campaign from the outset. Someone in the Lasker shop, recognizing the great success of Pinkham’s marketing, decided that ripping off their proven method was more expedient that writing new copy of their own.

In the tobacco archives, I also came across a 1949 Lucky Strike proposal, by the MH Hackett Company, to resurrect the weight loss theme using the slogan “When tempted to nibble, remember your middle” and “Be smart/Be slender.” Evidently, nothing came of it.

(<http://legacy.library.ucsf.edu/tid/fkf41a00/pdf>)

Avoid the Future Shadow Campaign:

“Coming events cast their shadows before” (Thomas Campbell 1777 – 1844)
(appears on most ads)

“The shadow which pursues us all” (John Greenleaf Whittier, 1807-1892)

“And O’er his heart a shadow fell.” Edgar Allen Poe (1809-1849)

“Shadows huger than the shapes that cast them” (Alfred Lord Tennyson 1809-1892)

“Condemning shadows” (Shakespeare 1564-1616)

“First a shadow, then a sorrow” (Henry Wadsworth Longfellow 1807 – 1882)





Foiled by Moderation!
THE HEARTLESS SHADOW
that threatens the modern figure

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
[Theme Copyright 1937-1940]

**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

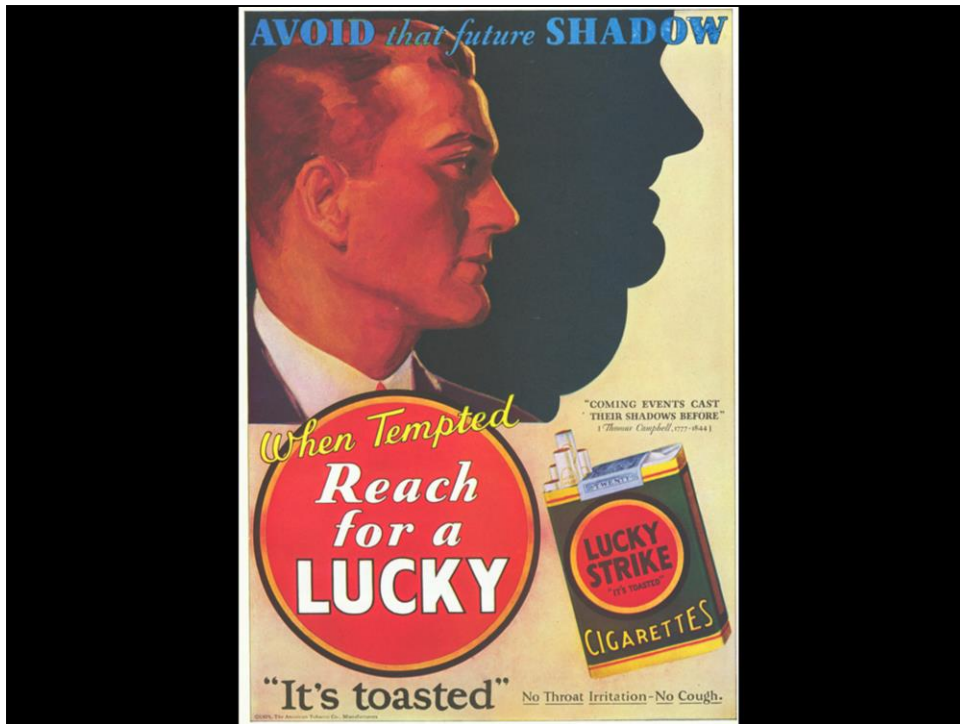
"It's toasted"



Modified to remove the word sweet in response to threats of litigation from the confection industry.













"Coming events
cast their
shadows before"

**TRIED AND
TRUE!**

When tempted to over-indulge
**"REACH FOR A
LUCKY INSTEAD"**

Be moderate-be moderate in all things, even in smoking. Avoid that fatal shadow of the smoking man—the shadow of premature death. For smoking is a deadly disease. "Reach for a Lucky instead!"

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Lucky** are less irritating to your throat.



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

"I have come to the conclusion," writes Dr. Henry Thompson, M.D., F.R.S., "that more than half the illness that endures human life is due to avoidable errors in diet." "It is not enough 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 then avoid pre-meditation in things that cause excess weight, and by avoiding over-indulgence maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday and Thursday evening, over R. B. C. networks.

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TAKE A HINT



When tempted to over-indulge

"Reach for a Lucky instead"

Be modern—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence. If you would maintain that modern, successful figure, "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco
—The Cream of the Crop—
"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.



*Coming events cast their shadows before"

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday and Thursday evening, over N.B.C. network.

"It's toasted"

Your Throat Protection—against irritation—against cough

*No special diets, but moderation in eating and drinking and not more than three meals daily." Dr. F. McCalister Bull's advice in the New York Medical Journal will men and women who want to keep a proper figure. 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.

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CHERISH THOSE LOVELY ARMS

"Coming events
cast their
shadows before"

When tempted to over-indulge
**"Reach for a
Lucky instead"**

In moderation—the evidence is all along,
even to smoking. Avoid such known risks
and by avoiding over-indulgence, if you
would maintain that slender, sure and
surely. "Reach for a Lucky instead."

**Lucky Strike, the finest cigarette
you ever smoked, made of the
finest tobacco—The Cream of the
Crop—"IT'S TOASTED."** Lucky Strike
has an extra, secret toasting
process. Everyone knows that
heat purifies and so 50,679
physicians say that Lucky
are less irritating to your throat.

**LUCKY STRIKE
CIGARETTES**

"It's toasted"

Your Throat Protection—against irritation—against cough

"There is only one remedy for fat, and that is not the right food... There are at least one hundred so-called
dietary experts. None of them is permanent. All of them are ineffective," says Victor Thompson in his famous
little book, "Eat and Grow Thin," published by E. P. Dutton & Company. We do not agree that smoking
Lucky Strike Cigarettes will bring slender 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.

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Be moderate
AVOID THAT FUTURE SHADOW



AVOID THAT FUTURE SHADOW®
By refraining from over-indulgence, if you would maintain the modern figure of fashion.

Fashion reveals in the soft, enchanting curves of the modern figure. Don't sacrifice that graceful contour by permitting your eyes to be bigger than your stomach. Be moderate-be moderate in all things, even in smoking. Be healthily but not immoderately. When tempted to treat yourself too well, when your eyes are bigger than your stomach, light a Lucky instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the modern, attractively-rounded figure.

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco-The Cream of the Crop-"IT'S TOASTED". Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"It's toasted"

*The Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing pills, false reducing salines or other quick "cures" recommended by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be sensible! Be Moderate! 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.

TUNE IN-The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1935 The American Tobacco Co., N.Y.

**"This is
THE VERY PAINTING
of your fear"** (Shakespeare, 1564-1616)

**AVOID THAT
FUTURE SHADOW***
By refraining from
over-indulgence

You men who would keep trim and fit... you women who court the tantalizing curves of the truly modern figure--when tempted to do yourself too well, light a *Lucky* instead. Be moderate--be moderate in all things, even in smoking. Be healthily but not immoderately. When your eyes are bigger than your stomach, light a *Lucky* instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that slim, youthful figure.

**"Coming events
cast their
shadows before"**

"It's toasted"

*Be Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing pills, fake reducing suits or other quick "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! 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 then avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN--The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

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"NATURE NEVER HINTS in vain"

(John Greenleaf Whittier, 1807-1892)

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

The bewitching charm of soft, flaring curves is the lure of a graceful, modern figure. Don't spoil it by permitting your eyes to be bigger than your stomach. Be moderate—be moderate in all things, even in smoking. Eat heartily but not immoderately. Over-indulgence is not commendable—when tempted to over-indulge, when your eyes are bigger than your stomach, reach for a **LUCKY** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that modern, enchanting, pre-moderated figure.

Lucky Strike, the fairest Cigarette you ever smoked, made of the finest tobacco—"The Crown of the Cigarette"—IT'S TOASTED. Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"Coming events cast their shadows before"

"It's toasted"

*Be Moderate!... Don't jeopardize the modern figure by drastic diets, harmful reducing pills, fake reducing tubes or other quick "miracle" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous schemes. Be sensible! Be Moderate! 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.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1935, The American Tobacco Co., Inc.

Foil'd by Moderation!
THE HEARTLESS SHADOW
that threatens the modern figure

AVOID THAT FUTURE SHADOW
 By refraining from over-indulgence, if you would maintain the modern figure of fashion

Avoid the usage along the common-sense path to fitness and fashion. Don't let over-indulgence deprive you of the tantalizing contour of the modern figure. Be moderate—be moderate in all things, even in smoking. Eat heartily but not immoderately—when your eyes are bigger than your stomach, reach for a *Lucky Strike* instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence, if you would maintain the graceful, modern figure with its captivating curves.

Lucky Strike the finest Cigarette you ever smoked, made of the finest tobacco—The Crown of the Crop—**IT'S TOASTED!** Everyone knows this best proof and so **"TOASTING"** not only removes impurities but adds to the flavor and improves the taste.

"It's toasted"

*Be Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing pills, etc. Reducing tablets or other quick "miracle" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these fallacious and dangerous schemes. Be faithful to Moderation! 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.

TUNE IN—The Lady Beale Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

© 1935 The American Tobacco Co., Inc.

**"WARN HER
ere her bloom is past"**
(William Collins Bryant, 1794-1876)



**AVOID THAT
FUTURE SHADOWS**

By refraining from over-indulgence, if you would maintain the modern figure of fashion.

Women who prize the modern figure with its subtle, seductive curves—men who would have that trim, proper figure, eat heartily but not immoderately. Banish excessiveness—eliminate excess. Be moderate—the modern ate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for Lucky instead. Coming events cast their shadows before. Avoid that fancy shadow by avoiding over-indulgence if you would maintain the trim, youthful, modern figure.

Lucky Strike, the Great Cigarette is now ever smoked, made of the finest tobacco—The Crown of the Crop—"IT'S TOASTED" Every one knows that here quality and no "TOASTING" are only accessories important but vital to the flavor and improve the taste.



"Coming events
cast their
shadows before"

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

"Be Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing pills, false reducing tables or other quick "vanities" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be sensible! Be Moderate! 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.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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**"SHADOWS HUGER
than the shapes that cast them"**
(Shirley, Lord Tennyson, 1809-1892)



**AVOID THAT
FUTURE SHADOW***
By refraining from
over-indulgence

Men who would keep that trim, proper
figure, women who prize the modern
figure with its subtle, seductive curves
—an insubstantial but not unattractive
flask of excellence—eliminate ex-
cess. Be moderate—the moderate in all
things, even in smoking. When tempted
to smoke, when your eyes are larger
than your stomach, reach for a **Lucky
Strike**. Coming events cast their
shadows before.

"It's toasted"
Your throat protection—against irritation—against cough.

*Be Moderate... Don't jeopardize the modern form by drastic diets, harmful reducing pills, or
other such "artificial" expedients condemned by the Medical profession. Millions of dollars each year are
wasted on these ridiculous and dangerous measures. Be **toasted** by Moderate! We do not represent that smok-
ing **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when
tempered to do yourself now well, if you will "Reach for a **Lucky Strike**" instead, you will thus avoid over-indulgence
in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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"CONDEMNING SHADOWS"
[Shakespeare, 1564-1616]

"Coming events
cast their
shadows before"

**AVOID THAT
FUTURE SHADOW***

By refraining from over-indulgence, if you would maintain the modern figure of fashion.

Women who prize the modern figure will be subtle, moderate women—men who would keep that slim, proper form, are healthily but not intemperately. Beish excessiveness—eliminate always. Be moderate—in the modern in all things, even in smoking. When tempted to reach, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that slim, possible, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so **"TOASTING"** not only removes impurities but adds to the flavor and improves the taste.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*The Moderate . . . Don't jeopardize the modern form by drastic diets, harmful reducing pills, like reducing tablets or other quick "miracle" remedies endorsed by the medical profession. Millions of dollars each year are wasted on these ridiculous and dangerous measures. Be healthy! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do believe that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will then avoid those indulgences in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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**"FIRST A SHADOW,
then a sorrow"**
(Henry Wadsworth Longfellow, 1807-1882)

"Coming events
cast their
shadows before"

**AVOID THAT
FUTURE SHADOW***

By refraining from over-indulgence, if you would maintain the modest figure of health.

Women who prize the modest figure with its white, delicate curves—women who would keep that trim, proper line, are habitually but not intentionally, healthily abstemious—eat less. Be modest—be moderate in all things, even in smoking. When tempted to overeat, when your eyes are bigger than your stomach, reach for a **Lucky Strike**. Coming events cast their shadows before. Avoid that future shadow by avoiding overindulgence if you would maintain the trim, youthful, modest figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

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

*The Modest... Don't jeopardize the modest line by dimly seen, harmful relaxing habits, like reducing tobacco or other such "anti-life" stimulants condemned by the Medical profession! Millions of dollars each year are wasted on these irritating and dangerous systems. Be healthful! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modest figures or cause the reduction of flesh. We do declare that when you smoke the **Lucky Strike** you will, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence. In other words, you will avoid the risk, by avoiding over-indulgence, maintain a modest, graceful line.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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**"And O'er His Heart
A SHADOW FELL"**
(Kager Altin Pen. 1800-1849)



**"Coming events
cast their
shadows before"**

**AVOID THAT
FUTURE SHADOW***
By refraining from
over-indulgence



Men who would keep that slim, proper form, women who prize the slender figure with its subtle, seductive curves—use habitually but not immoderately. Break excessive—excessive—abuses. Be moderate—be moderate in all things, even in smoking. When tempted to smoke, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid shadowy shadows by smoking with intelligence if you would maintain that fine, possible figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—IT'S TOASTED. Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

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

*We Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing girdles, like reducing tubes or other such "moderate" modulations. By the identical processes! Millions of women each year are warned on these ridiculous and dangerous warnings. Be sensible! Be Moderate! We do not expect that smoking **Lucky Strike** Cigarettes will bring slender figures or cause the reduction of flesh. We do declare that when reached for in yourself one will, if you will "Reach for a **Lucky**" instead, you will then avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a slender, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

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**"SHAPE AND FASHION—
such things will remain"**
(Henry Watkyns Langhellow, 1887-1882)

"Coming events
call their
shadowers before"

**AVOID THAT
FUTURE SHADOW***
By refraining from over-indul-
gence, if you would maintain
the modern figure of fashion

Women who prize the modern figure with its de-
lic, seductive curves—women who would have that
size, proper form, not hesitatingly but not im-
modestly—should increase their vigilance
against the modern shadowers. Be forewarned—the shadowers are at hand,
and so warning. When tempted to excess,
when you are tempted to give your shadowers
reach for a Lucky instead. Coming events call
their shadowers before. Avoid the future shadow
by avoiding over-indulgence if you would
maintain the slim, youthful, modern figure.

Lucky Strike, the finest Cigarette a
man ever smoked, made of the fin-
est tobacco—The Cream of the Crop—
"IT'S TOASTED." Everyone knows that
heat purifies and so "TOASTING" not
only removes impurities but adds to
the flavor and improves the taste.

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

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing diets, like reducing sal-
low or other such "wonder" formulas condemned by the Medical profession! Millions of dollars each year are
wasted on these ridiculous and dangerous schemes. Be sensible! Be Moderate! We do not represent that smok-
ing single cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when
tempted to do yourself no wrong, 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.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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"THE SHADOW"
which pursues us all
(John Galsworthy Whittier, 1907-1908)

"Coming events
out their
shadows before"

**AVOID THAT
FUTURE SHADOW***

By refraining from over-indulgence,
giving, if you would maintain
the slender figure of youth.

Women who prefer the slender figure will find that
the shadow which pursues us all is the shadow of
fatigue, poor form, and lack of vitality. But not in-
stantaneously. Fatigue comes first—then the shadow
shows. Be watchful—be watchful in everything,
even in smoking. When tempted to smoke,
when your eyes are heavy, when your stomach
screams for a happy meal, coming events out
their shadows before. Avoid the future shadow
by avoiding over-indulgence. If you would
maintain the slim, youthful, slender figure.

**Lucky Strike, the finest Cigarette a
man ever smoked, made of the fin-
est tobacco—The Cream of the Crop—
"IT'S TOASTED." Everyone knows that
heat purifies and so "TOASTING" not
only removes impurities but adds to
the flavor and improves the taste.**

"It's toasted"

Your Throat Protection—against irritation—against cough.

*No Medicine! ... Don't ignore the shadow when by daily use, harmful smoking habits, like reducing the
rate or other quick "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are
wasted on these inefficient and dangerous remedies. Be watchful! Be watchful! No Medicine! We do not represent that smok-
ing **Lucky Strike** Cigarettes will bring slender figures or ease the shadow of fat. We do declare that when
smoked in the proper way, if you will "Watch for a happy" instant, you will also avoid over-indulgence
in things that cause excess weight and, by avoiding over-indulgence, maintain a slender, graceful form.

TUBES 10—The Lucky Strike Dinner Cigarettes, every holiday night, over a counter-claim network of the P. B. C.

START TODAY
When tempted to over-indulge
"Reach for a Lucky instead"

The moderate—the moderate in all things, even in smoking. Avoid that "fancy shadow" by avoiding over-indulgence. If you would maintain that modern, ever-so-fine figure, "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.



"Coming events cast their shadows before."

"It's toasted"

Your Throat Protection—against irritation—against cough

"I have come to the conclusion," writes Dr. Henry Thompson, M.D., F.R.S., "that more than half the disease that endures human life is due to avoidable errors in diet." 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.

TUNE IN—The Lucky Strike Dance Orchestra, every Sunday and Thursday evening, over N.B.C. networks.

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THE SHOCK OF FACING
what your figure may become

"Coming events
cast their
shadows before"

**AVOID THAT
FUTURE SHADOW***
by refraining from
over-indulgence

Men who would keep the slim, proper form, women who gain the slender figure with its subtle, seductive curves—use habitually but not incessantly, *Lucky Strike* cigarettes—discrete always. Be moderate—the moderate is all things, even in smoking. When ranged to see, when your eyes are bigger than your stomach, reach for a *Lucky Strike*. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain that slim, graceful figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

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

*See Mediscope . . . Don't perpetrate the modern fad by drastic diets, harmful reducing pills, etc. reducing tobacco or other quick "meatless" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ineffective and dangerous experiments. Be Smarter! Be "Toasted!" We do not represent the smoking habit. *Lucky Strike* Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when smoked in its proper use, well, if you will "chuck" for a *Lucky Strike* brand, you will then avoid over-indulgence in though the cause stress weight and, by smoking over-indulgence, maintain a modern, graceful form.

TUNG B-N—The *Lucky Strike* Discus Cigarettes, every Monday night, over a coast-to-coast network of the N. B. C.

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IT'S A PITY TO BE FAT!



"Coming events
cast their
shadows before"

When tempted to over-indulge
**"Reach for a
Lucky instead"**

Be moderate—be moderate in all things,
even in smoking. *Avoid that faint shadow**
by avoiding over-indulgence, if you
would maintain that slender, ever-ready-
fit figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever
smoked, made of the finest tobacco—The
Cream of the Crop—"IT'S TOASTED." **Lucky
Strike** has an extra, secret heating process.
Everyone knows that heat purifies and so
30,679 physicians say that Luckies are less
irritating to your throat.



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

*In his famous book entitled "Foods For the Fat" Dr. Yorkes Davies gives this advice: "Any system for reducing fat will be of no avail if the patient persists in eating between meals." 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 no good, 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.

©1930 L.S.—The Lucky Strike Cigarette Company, every Thursday and Thursday evening, over W. B. C. network.

TAKE A HINT



"Coming events
cast their
shadows before"

TUNE IN—The Lucky Strike Dance Orchestra, every
Saturday and Thursday evening, over N.B.C. network.

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

*"The special diet, but moderation in eating and drinking and not more than three meals daily," is Dr. F. McKeever Bailey's advice in the New York Medical Journal to all men and women who want to keep a proper figure. We do not represent that smoking Lucky Strike Cigarettes will bring slender 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.

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When tempted to over-indulge

**"Reach for a
Lucky instead"**

The modern—be moderate in all things even in smoking. Avoid that future shadow* by avoiding over-indulgence. If you would maintain that modern, ever-youthful figure, "Reach for a Lucky Instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco
—The Cream of the Crop—
"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.



When tempted to over-indulge

"Reach for a Lucky instead"

THE BATTLE CRY OF MODERATION!

In moderation—in moderation in all things, even in smoking. Avoid that future shadow by avoiding over-indulgence, if you would maintain that moderate, ever-controlled figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

"Coming events cast their shadows before"




"It's toasted"

Your Throat Protection—against irritation—against cough

*There is only one remedy for fat, and that is eat the right food....There are at least one hundred so-called "dietary" cures. None of them is permanent. All of them are ineffectual," says Vance Thompson, Ph.D., in his famous little book, "Eat and Grow Thin," published by E. P. Dutton & Company. We do not represent that smoking Lucky Strike Cigarettes will bring moderate figures or cause the reduction of fat. 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 healthy, graceful form.

TYING UP—The Lucky Strike Dinner Cigarette, every Sunday and Thursday evening, over P. M. C. network.

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DON'T SURRENDER

When tempted to over-indulge

"Reach for a Lucky instead"

In evidence - be sensitive to all things pertaining to health and avoid over-indulgence by avoiding over-indulgence. If one would maintain good health, avoid over-indulgence. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco - The Cream of the Crop - "IT'S TOASTED."

Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Lucky** is less irritating to your throat.



"Coming events cast their shadows before"

"It's toasted"

Your Throat Protection - against irritation - against cough

"Beyond 30 years of age, the mortality among nonsmokers rises rapidly with the age and with the weight." says Dr. Branderly Bennett, in an article in "The Medical Record". We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or ease 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.

© 1935, The American Tobacco Co., N.Y.

"Coming events
cast their
shadows before"

**TRIED AND
TRUE!**

When tempted to over-indulge
**"REACH FOR A
LUCKY INSTEAD"**

Be moderate—the modern is all things, even in smoking. Avoid the heavy shadow of smoking over-indulgence by reaching instead for the modern, over-cared-for figure. "Reach for a Lucky instead!"

Lucky Strike, the finest Cigarette
you ever smoked, made of the
finest tobacco—The Cream of the
Crop—"IT'S TOASTED." **Lucky Strike**
has an extra, secret toasting process.
Everyone knows that heat purifies
and so 20,679 physicians say that
Luckies are less irritating to your
throat.



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

"I have come to the conclusion," writes Dr. Henry Thompson, M.D., F.R.S., "that more than half the diseases that embitter human life is due to avoidable errors in diet." We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or ensure the robustness of youth. We do declare that when tempted to do yourself no 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.

YUNG INC.—The Lucky Strike Sales Division, every Saturday and Thursday evening, over 10,000,000, worldwide.

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**"WARN HER
ere her bloom is past"**
(William Cutler Bryant, 1794-1875)



**AVOID THAT
FUTURE SHADOW***

By refraining from over-indulgence, if you would maintain the modern figure of fashion.

Women who prize the modern figure with its subtle, seductive curves—men who would keep that trim, proper figure, not heedlessly but not immorally, banish excessiveness—eliminate excess. Be moderate—in moderation in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a Lucky instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the trim, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cause of the Cough—"IT'S TOASTED." Everyone knows that hot pipes and so "TOASTING" not only removes irritating bits and so the flavor and improves the taste.

**"Coming events
cast their
shadows before"**



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

*Dr. Mendenhall... Don't jeopardize the modern form by drastic diets, harmful reducing girdles, false reducing tablets or other such "artificial" remedies condemned by the Medical profession. Millions of dollars each year are wasted on these ridiculous and dangerous measures. Be sensible! Be Moderate! 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.

TUNE IN—The Lucky Strike Dinner Orchestra, every Sunday night, over a coast-to-coast network of the N. B. C.

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INKHAM'S . PROVERBIAL . PHILOSOPHY.



**Coming events
cast their
shadows before.**

The feeling of utter listlessness, lack of energy, desire to be alone, or the "don't care" feeling, are all shadows of coming events. No woman should permit those symptoms to gain ground, for, being forewarned, she should be forearmed. *Lydia E. Pinkham's Vegetable Compound* will disperse all those shadows. It goes to the very root of all female complaints, renews the waning vitality, and invigorates the entire system. Surely such letters as this will support our claims :

"Reach for a vegetable instead of a sweet"