





"When tempted to overindulge . . ."



DON'T SURRENDER
When tempted to over-indulge
"Reach for a Lucky instead"

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence. If you would maintain that modern, ever-reveling 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.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."



“When tempted to overindulge . . .”



July, 1931 LADIES HOME JOURNAL 123

The FIFTH

that makes the Foursome



SCHRAFFT'S
*Selected Candies
and Chocolates*

*Delicious Package
\$1.25 Do.*

You healthy golfers!--eat a bit or two or three of Schrafft's when your drives begin to fall short. For Schrafft's is more than a delicious candy . . . it is a valuable health food--an almost immediate source of quick energy. As a safeguard against fatigue, keep Schrafft's handy at all times. Available everywhere, 60c to \$2.00 the pound.

SCHRAFFT'S belongs in the picture of Health

*Daily, in the famous Schrafft's Store and Restaurant, thousands of happy people buy Schrafft's candy. SCHRAFFT'S - New York and Boston - OWNED AND OPERATED BY FRANK G. SHATTUCK COMPANY

Response by the candy Industry

RIGHT OFF THE BAT!

When tempted to over-indulge

"Coming events
cast their
shadows before"

"Reach for a
Lucky
instead"

Be moderate—the smokers in all
things, even in smoking. Avoid the
temptation to over-indulge by smoking more
than you need. It's your smoking habit,
not the cigarette, that counts.

**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. Every-
one knows that heat
purifies and so 30,679
physicians say that
Luckies are less irri-
tating to your throat.**



"It's toasted"

Your Throat Protection—against irritation—against cough

*An investigation conducted by the Association of Life Insurance Medical Directors and the Actuarial Society of America revealed the fact that the death rate increases practically 1% for every pound of excess weight carried between the ages of 40 and 44 years. In other words, a man 40 pounds overweight at this age has only 50% of the expectancy of life of a man of normal weight. We do not recommend that smoking Lucky Strike Cigarettes will bring smokers nearer to the maximum of life. We do declare that when treated to the nicotinic tar well, if you will "Reach for a Lucky instead," you will thus avoid over-indulgence in things that cause excess weight and, by smoking over-indulgence, minimize a serious, preventable thing.

"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's shadow—the shadow of a throat that is sore and inflamed. "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." We do not recommend 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 potentialities in things that cause excess weight, and by avoiding over-indulgence maintain a modern, graceful form.

NOTE: 25—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," is Dr. F. McCalister Bell'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 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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BEFORE IT'S TOO LATE!

When tempted to over-indulge

**"Reach for a
Lucky
instead!"**

The modern—the modern in all things, even in smoking, should not reach for a Lucky Strike cigarette until he has reached the modern, unexcelled degree of health for a "Lucky" brand.

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.

"Casting events and their shadows before."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

Your Throat Protection—against irritation—against cough

*In the U. S. Public Health Reports of 1921, Volume 36, Page 1271, we find the following: "Among short men less than 5 feet 7 inches in height an excess (in weight) of 20% involves an added mortality of 30% above normal. A 40% excess adds 80% to the mortality." We do not represent that smoking Lucky Strike Cigarettes will bring modern 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 smoking over-indulgences, maintain a modern, graceful form.

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RIGHT OFF THE BAT!

When tempted to over-indulge

"Coming events
cast their
shadows before."



"Reach for a
Lucky
instead"

The moderate—the gentleman in all things—can be smoking. Should that he be tempted by smoking more than his share, it can, would, it ought to reach for a Lucky brand.

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 20,000 physicians say that Luckies are less irritating to your throat.



"It's toasted"

Your Throat Protection—against irritation—against cough

*An investigation conducted by the Association of Life Insurance Medical Directors and the American Society of Actuaries revealed that the death rate increases practically 1% for every pound of excess weight carried between the ages of 40 and 44 years. In other words, a man 40 pounds overweight at this age has lost 40% of the expectancy of life of a man of normal weight. We do not represent that smoking Lucky Strike Cigarettes will bring you back to normal weight or even the reduction of half. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky instead," you will also avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a sound, graceful form.

A WORD TO THE WISE!

When tempted to over-indulge

"Reach for a Lucky instead"

"Caring events cast their shadows before"

Be modest in the business in all things, even in smoking. Avoid the "Reach for a Lucky" slogan. If you would maintain that modest, non-exaggerated 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

THE LUCKY STRIKE CIGARETTE CO. NEW YORK, N.Y.

As the U. S. Public Health Reports of 1923, Volume 28, Page 1271, we find the following: "Among about 100 men there is 5 feet 7 inches in height an average (in weight) of 200 pounds as against 160 pounds at 5 feet 6 inches normal. A 400 excess adds 100 to the mortality." We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or expose the reduction of death. We do declare that when inclined to do yourself too well, if you will "Reach for a Lucky instead," you will thus avoid over-indulgence in things that some excess might end, by avoiding over-indulgence, maintain a healthy, graceful frame.

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PRETTY CURVES WIN!



“Coming events
cast their
shadows before”

When tempted to over-indulge—

**“Reach for a
Lucky instead”**

In moderation—the moderate in all things,
even in smoking, should find better shade
and less temptation to over-indulgence, if you
would maintain that moderate, attractive
fat 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.**



“It’s toasted”

Your Throat Protection—against irritation—against cough

“In his book, “The Rid of That Fat” Samuel G. Nichols says: “Any man or woman who is twenty
pounds overweight is sick.” We do not represent that smoking *Lucky Strike* Cigarettes will bring
modest figures or even the reduction of flesh. We do declare that when tempted to do so, you will
as well, if you will “Reach for a *Lucky* instead,” you will thus avoid over-indulgence in things
that cause excess weight and, by smoking over-indulgences maintain a modest, graceful form.”

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