Bittersweet Advertisement

How sugar was claimed as a health benefit.

No Difference From Cigarettes ADs

Corporations for sugar and cigarettes paid and endorse the doctors around the nation in the US to claim their products works for health benefits. During the time of 1960's for sugar and only two decades earlier it was with cigarettes during the 1940's.

Which Is LESS FATTENING?

3 Teaspoons of Pure *Domino* Sugar Contain Fewer Calories than one medium Apple!

And **3 teaspoons of Domino Sugar** contain fewer calories than 3 raw carrots!

Even 5 teaspoons contain fewer calories than 1 frankfurter!

"Counting calories" nowadays? You should know that generous amounts of Domino Granulated Sugar, used in your favorite foods and beverages, contain *fewer calories* than usual servings of many foods regularly included in reducing diets.

Nutritionists say that *no single food* is fattening unless you take in more calories than your body uses up. Apples, carrots, and frankfurters are excellent foods . . . but, sugar, too, is nutritionally important in the well-balanced diet you need for good health.

So don't deny yourself the pleasurable *extra flavor* that Domino Sugar adds to your daily meals. And always insist on Domino Pure Cane Sugar because only *one* sugar is Domino pure!

Domino Granulated – Old Fashioned Brown – Light Brown – Confectioners – Tablets

AMERICA'S LARGEST SELLING SUGARS

Which Is Less Fattening?

This Grapefruit? or ***Domino*** Sugar?

Only 18 calories per teaspoon in Domino Pure Cane Sugar . . . and they're all quick energy!

Yes! Only 18 calories per teaspoon in Domino Pure Cane Sugar, and they're *all quick energy* calories . . . energy your body needs every day. And remember, it's a scientific fact that sugar gives you energy *faster* than any other food. So . . . while you hold down your weight, lift up your energy with Domino Sugar!

NOW! A DOMINO SUGAR CUSTOM-MADE FOR PERFECT "NO-COOK" ICINGS!

Domino Confectioners 10-X Powdered Sugar makes the smoothest icings ever because it's 50% finer than old-style frosting sugars. For *goodness* sake . . . put a Domino 10-X frosting on every cake you bake! Easy-to-follow recipes on each package.

. . . more women use ***Domino*** than any other sugar!

Get Going with Baby Ruth

★ ENERGY TESTS with Baby Ruth

By actual calorimetric tests, a 150-pound athlete can skate more than 40 minutes—almost 12 miles—for an average speed of 18 miles per hour!—on the food energy in one 5c bar of Baby Ruth candy.

CURTISS N·R·G CANDIES

You can Skate ALMOST 12 Miles

ON THE "MUSCLE FUEL" CONTAINED IN ONE BAR OF DELICIOUS

CURTISS Baby Ruth

Slice and Serve

TIRED OUT?—REMEMBER BABY RUTH IS RICH IN DEXTROSE—THE SUGAR YOUR BODY USES DIRECTLY FOR ENERGY!

N·R·G

Athletes, growing boys and girls, active people everywhere find in Baby Ruth a rich source of quickly available food energy. Baby Ruth is rich in pure Dextrose, which doctors call "muscle sugar". That's why Baby Ruth is more than a delicious, satisfying candy—it provides real food-energy . . . to help fight fatigue, sustain activity. Make Baby Ruth your candy—it's good and good for you.

CURTISS CANDY CO., OTTO SCHNERING, PRESIDENT CHICAGO

PLEASANT WAY TO

CONTROL YOUR DIET

PLEASANT WAY TO

BOOST YOUR ENERGY

CURTISS ASSORTED FRUIT DROPS

the little sweet that goes a long, long way

A few delicious low-calorie Curtiss Fruit Drops eaten an hour or so before meals curb one's appetite and provide the system with blood sugars so necessary to help maintain normal energy and activity.

CURTISS CANDY COMPANY Otto Schnering, Founder CHICAGO 13, ILL.

24 COUNT 3½ POUNDS

CURTISS

Baby Ruth 5¢

Baby Ruth

Baby Ruth

TRADE MARK REG. U.S. PAT. OFF.

CANDY

Slice and Serve for All Occasions

CURTISS CANDIES

CANDY IS DELICIOUS FOOD

ENJOY SOME EVERY DAY

RICH IN DEXTROSE THE SUGAR YOUR BODY USES DIRECTLY FOR ENERGY

CURTISS CANDIES

CURTISS N·R·G CANDIES

DELICIOUS FONDANT, CARAMEL, PEANUTS, MILK CHOCOLATE, AND ARTIFICIAL FLAVOR

RICH IN DEXTROSE

Dextrose is fuel for the body. It is the sugar used directly for energy within the body. Dextrose helps to banish fatigue when body sugar is low. Your own doctor will tell you that Dextrose is the most quickly absorbed of all food sugars.

CURTISS CANDY CO., CHICAGO

OTTO SCHNERING, PRESIDENT

PLACE BOTTOM OF BOX IN THIS COVER FOR DISPLAY

Mitzi's Collectibles