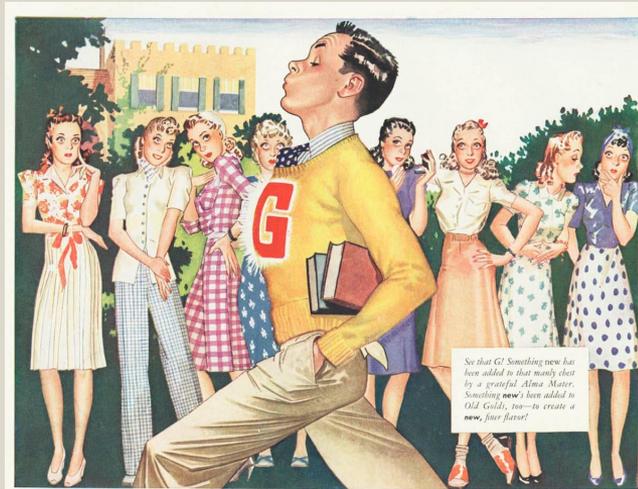


Bittersweet Advertisement

How much of a prey the food industry is.

No Difference From Cigarettes ADs



Something **NEW*** has been added!



Old Gold has a plentiful supply of Latakia in America!

***IT'S LATAKIA!**

(Pronounced La-ta-keef-a), a wonderfully flavorful Eastern Mediterranean tobacco. Added like a "seasoning" to Old Golds, Latakia now creates an entirely new, delightful cigarette flavor.



ENJOYS SMOKING MORE

Carl Moebus, accountant, Lyndbrook, I. L., notes: "You can tell, right away, that something new has been added to Old Gold. That Latakia tobacco gives an entirely different flavor that makes me actually enjoy smoking more than formerly."

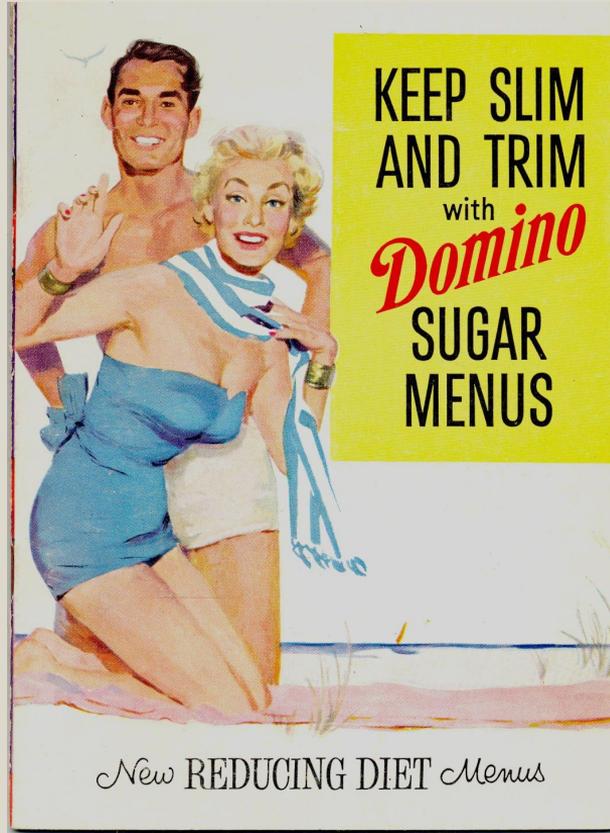


"NEVER TIRE

of their flavor..." Says Miss Christine Marsh, Fashion Artist, New York. "I thought the New Old Golds, with Latakia, might be different. Well, I can't imagine anything more satisfactory."



Some golden packs—had NEW Old Golds—blended with Latakia! P. Scottford Copyright—Creative Marketing of New York—since George Washington's day.



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 *domo* flavor that *Domino* Sugar adds to your daily meals. And always insist on *Domino* Pure Cane Sugar because only one sugar is *Domino* pure!



Remember—
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?



75 Calories in half a medium grapefruit.

54 Calories in 3 level teaspoons of *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 60% 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.

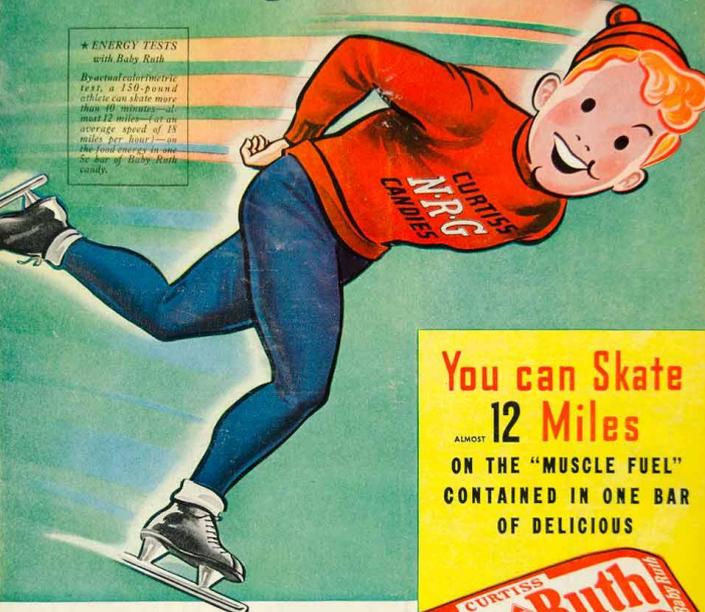


. . . more women use *Domino* than any other sugar!

Get Going with Baby Ruth

***ENERGY TESTS**
with Baby Ruth

By actual calorimetry tests, a 150-pound athlete can skate more than 40 minutes—at least 12 miles—at an average speed of 15 miles per hour—on the food energy in one 5c bar of Baby Ruth candy.



You can Skate
ALMOST 12 Miles
ON THE "MUSCLE FUEL"
CONTAINED IN ONE BAR
OF DELICIOUS



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



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



*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 3 1/2 POUNDS



RICH IN DEXTROSE
THE SUGAR
YOUR BODY USES
DIRECTLY FOR
ENERGY

CANDY
*Slice and Serve
for All
Occasions*



CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY



PLACE BOTTOM OF BOX IN THIS COVER FOR DISPLAY

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

USE your CENTS

BUY JIMINY

Butterfinger
SUGAR · PEANUT BUTTER · CHOCOLATE · MILK

Buy **Baby Ruth**

CURTISS PENNY CANDIES

Pure . . . Delicious

CURTISS CANDY COMPANY

Government Stepping In

FTC - Federal Trade Commission

The FTC involvement changes that food has to be accurate. Absolute Nutrients Content Claims, etc...

Which means misleading food labeling for products, causes backlash such as customer refunds and legal charges.

Examples of FTC takedowns

NEED TO LOSE 30 POUNDS?
TRY SENA® FREE!*

SENA® is clinically proven to help you lose 30 lbs without dieting or spending all your time working out.** Just sprinkle on your food, eat and lose weight!

GET A GYM BODY WITHOUT GOING TO THE GYM

- ✓ NO COUNTING CALORIES
- ✓ NO STIMULANTS
- ✓ NO PILLS

SPECIAL for OK! readers SENA® OFFER

Doesn't change the taste of your food!

TRY SENA® FREE!
 Visit SensaOffer.com/OK or (800)750-6971
CLINICALLY PROVEN. 100% SATISFACTION GUARANTEED.

*Offer is free to try for 30 days! Pays for a 30-day shipping and handling fee. To receive free product, please email verification code to info@senso.com within 14 days of purchase. 100% satisfaction guarantee. 30 days of use. 30 lbs. weight loss without changing diet and/or exercise regimen.

HCG Diet DIRECT™

7 Day Diet
 Lose 7 pounds in 7 days*

40 Day Diet
 Lose 40 pounds in 40 days*

America's Leading Brand of HCG Diet Products

HDD000001 HDD000006

15 ml (4 fl oz) 120 ml (4 fl oz)

100% CALORIES

Recent Years Of Food Advertisement

As time went on, the effectiveness of claiming a product works from declined. Due to legal matters and effectiveness of false advertising. The food industry involved into preying on children and teenagers as this would establish trust and recognition.



Why Children / Teenagers?

Children and teenagers are more likely to develop a habit and with the usage of technology these days of mobile devices and social media, it makes it easy to expose this set of audience to advertisements that makes it the norm.



Sign up to track 15,390 nationally aired TV ad campaigns for Kids. In the past 30 days, commercials featuring Kids have had 19,052,391 airings.



McCormick TV Spot, 'It's Gonna Be Great'



Huggies Pull-Ups TV Spot, 'Big Kid Song'



GoodRx TV Spot, 'My Son Needs This Drug'



Mirror TV Spot, 'You're Not Alone' Song by Nvdes



4imprint TV Spot, 'Moments That Matter'



Domino's TV Spot, 'Pizza Pit Stop' Featuring Denny Hamlin



Froot Loops TV Spot, 'Froot Loops World'



Tide Ultra OXI TV Spot, 'Quiet Time'



Allstate TV Spot, 'Smooth' Song by Edith Piaf



EGGO Homestyle Waffles TV Spot, 'Tiny Dino'



Rid-X TV Spot, 'Garden Party'



Ore Ida Golden Crinkles TV Spot, 'Potato Pay'



Grubhub TV Spot, 'Perks: Delivery Dance' Song by Bomba Estereo



Frigidaire TV Spot, 'Air Fry in Your Oven'



Huggies Pull-Ups New Leaf TV Spot, 'Discover Big Kid Confidence'



Hershey's TV Spot, 'Ava vs. Olivia'



Chocolate Frosted Flakes TV Spot, 'Mmmm Chocolate'



Poise TV Spot, 'Candice'



Liberty Mutual TV Spot, 'Double Dutch'



Domino's \$3 Carryout Tips TV Spot, 'Transformation'

Screenshot taken of iSpot.tv

This shows the average ads in the past 30 days that features kids, as well as targets children on the TV.

Out of 20 ads show on the page, there are 9 that is focused food. If you considered Grubhub on the bottom left, it would makes this 10 out of 20, which is half.

My Own Thoughts / Theory

- With the methods of claiming doesn't work as people picked up what is a scam / government taking a stance, the food industry decides that children and teenagers are great are funneling. Although children and teenagers don't have good buying power, the established connection of branding and knowing their products is enough to transition them to buying their products over time.
- The usage of the media such as Augmented Reality, shown with the Pepsi AR codes, and other technology lifts, allows companies to be creative and establish a new platform of advertisement.
- Children and Teenagers also spend most of their free time on their devices, which is a big market of advertisement.