



Launched in 1928, this highly successful campaign targeting women was eventually derailed by threats of litigation from the candy industry.

The tobacco industry later promoted “candy cigarettes”

The firm which marketed Lydia Pinkham’s (1819 – 1983) Vegetable Compound was a pioneer in marketing to women. They coined such unforgettable slogans as “a baby in every bottle.” 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.”





**"We know our Luckies
That's how we stay slender"**

EVERY woman who fears overweight finds keen interest in new-day and common-sense ways to keep a slender, fashionable figure. Overweight must be avoided. "Better to light a Lucky whenever you crave fattening sweets."

Toasting does it. Toasting develops and improves the flavor of the world's finest tobacco. Lucky Strike satisfies the longing for things that make you fat, without interfering with a normal appetite for healthful foods. That's why Luckies are good to smoke. Toasting makes Lucky Strike the healthy cigarette for you to smoke.

Many men who carefully watch their health discovered this years ago. They know that Lucky Strike steadies their nerves and do not slow up their physical vigor—prominent athletes have gone on record that this is so. They know that 20,679 physicians have stated that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

Good to eat with Luckies—eat your sweets after the right amount of National Brand—eating Cigarettes' remark. The Lucky Strike flavor distinguishes it from the "The Times" that make Bismarck, Bismarck.

The Misses Catherine Maylen, Mona Darby, Mabel Folsby, now appearing in England's "Whisper."

**LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES**

Mabel Folsby

Catherine Maylen

Mona Darby

Reach for a Lucky instead of a sweet.

"It's toasted"

**No Throat Irritation—
No Cough.**

© 1918 The American Tobacco Co., Manufacturers

**"I recommend a Lucky
in place of a sweet**
-when your figure must be considered" *Elsie de Wolfe*
Elsie de Wolfe
Noted Interior
Decorator

"I recommend a Lucky in place of a sweet. Toasting has taken out every bit of harshness in the Lucky Strike tobacco. All that remains is the splendid Lucky flavor—an excellent substitute when your appetite craves a sweet but your figure must be considered."

ELSIE DE WOLFE

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

**LUCKY
STRIKE**
"IT'S TOASTED"
CIGARETTES

Reach
for a
Lucky
instead
of a
sweet.

Elsie de Wolfe
Noted Interior
Decorator

"It's toasted"
No Throat Irritation—No Cough.

Count to eight radio bands up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway Broadway."

The American Tobacco Co., Manufacturers

February 1, 1935, INTERNATIONAL DECISION

" - When your figure must be considered."

March, 1929
555

“No excess weight, my answer is —I just smoke a *Lucky*”



George Gershwin
George Gershwin
Noted Composer

“When people ask me how I keep in physical trim —with no excess weight, my answer is, ‘I just smoke a *Lucky* whenever I crave over-rich pastries which fatten.’ There’s nothing to equal that wonderful flavor, so appetizing, yet never interfering with one’s normal appetite for healthful foods.”

GEORGE GERSHWIN

George Gershwin
composer of the famous
“Rhapsody in Blue”

Reach for a
Lucky
instead of
a sweet.



**LUCKY
STRIKE**
“IT’S TOASTED”
CIGARETTES

THE modern common sense way—reach for a *Lucky* instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. *Lucky Strike*, the finest tobaccos, skillfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Toasting frees *Lucky Strike* from impurities. 20,679 physicians recognize this when they say *Luckies* are less irritating than other cigarettes. That’s why folks say: “It’s good to smoke *Luckies*.”

Note: Authorities attribute the enormous improvement in the process of Cigarette manufacture by the application of heat. It is true that during 1928, *Lucky Strike* Cigarettes showed a greater increase than all other Cigarettes combined. This surely confirms the public’s confidence in the superiority of *Lucky Strike*.

“It’s toasted”
No Throat Irritation—No Cough.

Count to count radio hook-up every Saturday night through the National Broadcasting Company’s network, The *Lucky Strike* Dance Orchestra in “The Tunes that made Broadway Broadway.”

© 1929, The American Tobacco Co., Manufacturers



"It's Toasted"

Slogan of the American Tobacco Co. for its Lucky Strike brand from 1917, referring to heat curing rather than sun drying of the leaf

Purported to "remove harmful corrosive acids (pungent irritants)" and to "sterilize" tobacco

In reality, their curing of tobacco did not differ from methods of other manufacturers







for MARCH, 1929 71



Miss Billie Burke,
Popular American Actress and
Star of the Stage

"To stay slender- reach for a Lucky a most effective way of retaining a trim figure"

Billie Burke:

"To stay slender reach for a Lucky Strike instead of a sweet when your sweet-tooth tempts you. I have practiced this for years and find it a most effective way of retaining a trim figure. There is something to the toasting process which develops a flavor in Luckies that completely satisfies the desire for sweets. At the same time, toasting takes out the irritants and Luckies never affect the voice."

BILLIE BURKE



Reach for a Lucky instead of a sweet.

"It's toasted"
No Throat Irritation-No Cough.

Authorities attribute the enormous increase in Cigarette smoking to the improvement in the process of Cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other Cigarettes combined. This surely confirms the public's confidence in the superiority of Lucky Strike.
Cost to most radio hook-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Tunes that made Broadway Broadway."
© 1929 The American Tobacco Co. BOSTON

"If the cougher in the 4th row will come to the stage door . . . *there's a carton of Old Golds waiting for him!*"



* F. W. L. D. S.
Cigarettes. Retentionary
Interest in the original
edition of the "Vanderbilt."

(SIGNED) *W. C. Fields*

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. . . Selected for richness and ripeness from the heart of the tobacco plant. . . Aged and mellowed extra long in a temperature of mid-July sunbaking to insure that honey-like smoothness.

eat a chocolate, light an Old Gold, and enjoy both!

On Your Radio . . . OLD GOLD PAUL WHITEMAN SHOW . . . Paul Whiteman, King of Jazz, and his complete orchestra will broadcast the Old Gold hour every Tuesday, starting February 24, from 7 to 10 P. M., Eastern Standard Time over every network of Columbia Broadcasting System.

Example of "Tit for Tat" advertising. "Eat a chocolate, light an Old Gold, and enjoy both."

"I know an easy way to keep from getting fat Light a Lucky instead of eating sweets."

Nathanael
Nathanael
Famous Stage Star

THE modern way to diet! Light a Lucky when fattening sweets tempt you. That's what thousands of lovely women are doing—successfully. The delicately toasted flavor of Luckies makes them a delightful alternative for fattening sweets. Toasting does it. Toasting removes the impurities and improves the flavor of the finest tobacco. That's why folks say: "It's good to smoke Luckies."

Men who pride themselves on keeping fit discovered this long ago. They know that Luckies steady their nerves and do not impair their physical condition—many prominent athletes have testified to this fact. They discovered, too, that Luckies don't irritate the throat—a fact subscribed to by 20,679 physicians.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

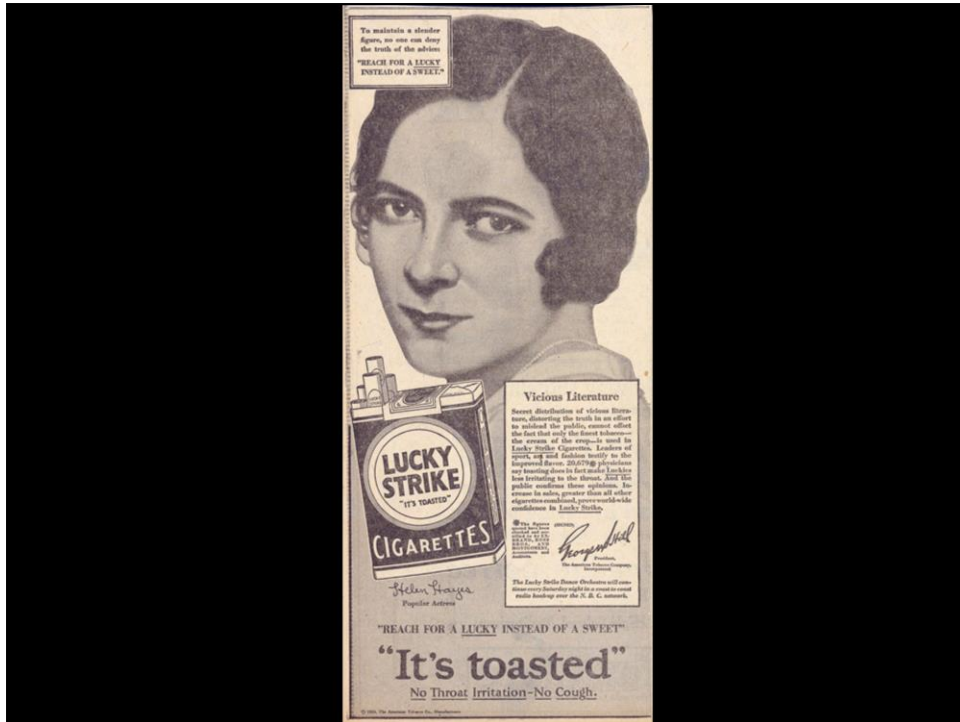
Rich for a
Lucky instead
of a sweet.

Nathanael
Brilliant Dancer has
been enjoying with
this famous
tobacco.

LUCKY
STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation—No Cough.

Good to know: only Luckies carry tobacco right through the throat without irritating the throat. The Lucky Strike flavor is the only one that does. The Lucky Strike name is a registered trademark of R.J. REYNOLDS TOBACCO CO. © 1938 The American Tobacco Co. Winston-Salem, N.C.



To maintain a slender figure, no one can deny the truth of the advice!
"REACH FOR A LUCKY INSTEAD OF A SWEET."



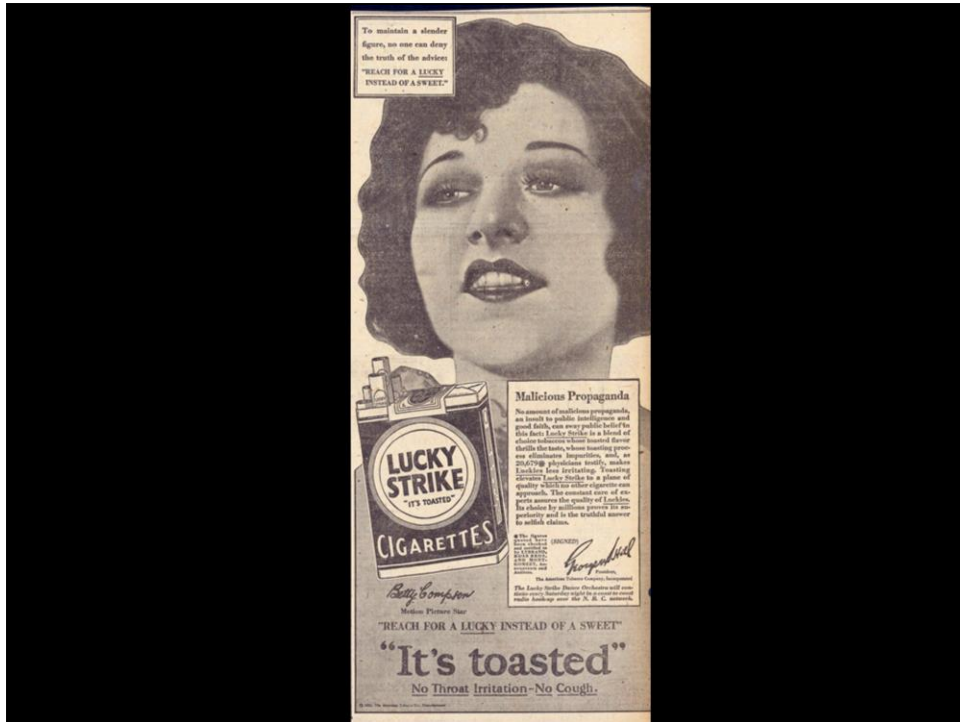
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Tommy Benson
Mental Comedy Star

"REACH FOR A LUCKY INSTEAD OF A SWEET"
"It's toasted"
No Throat Irritation-No Cough.

Frankie Campaigns . . .
to seduce other cigarette smokers, Lucky Strike has largely ignored the "It's toasted" slogan, as quickly as it has been adopted. Lucky Strike represents a solution to the problem of cigarette smokers. The leading person makes Lucky Strike the brand of distinction, and in the opinion of 20,000,000 physicians, is the reason. Lucky is too inviting. No other cigarette offers this sweet, hot, toasted, which soothes impatient and nervous, produces a clear, bright complexion and secures the smoothest of delightful smoking pleasure and comfort.

© 1935, The American Tobacco Company
The Lucky Strike Patent Cigarette will come from every leading cigarette manufacturer to great public demand over the N. E. C. network.



"We know our Luckies
That's how we stay slender"

EVERY woman who fears overweight finds keen interest in new-day and common-sense ways to keep a slender, fashionable figure. Overweight must be avoided. "Better to light a Lucky whenever you crave fattening treats."

Toasting does it. Toasting develops and improves the flavor of the world's finest tobacco. Lucky Strike satisfies the longing for dinner that makes you fat, without interfering with a normal appetite for healthful foods. That's why Luckies are good to smoke. Toasting makes Lucky Strike the healthy cigarette for you to smoke.

Many men who carefully watch their health discount the weight. They know that Lucky Strike's mild, smooth, and delicious flavor is a "gentle" stimulant. Men who have gone on record that this is so. They know that 12,000 physicians have stated that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening treats are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

The Misses Catherine Michals, Myrna Darby, Myrna Darby, now appearing in English's "Whisper"

Reach for a Lucky instead of a sweet.

"It's toasted"
No Throat Irritation—No Cough.

Come to meet make healthy your appetite right through the National Broadcasting Company's program, "The Lucky Strike Piano Orchestra in 'The Time That Health Inspires' (Toasting)"

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

The illustration is by H. H. H. H. H.

"Lucky is a marvelous pal
the toasted flavor overcomes a craving
for foods which add weight."

George M. Cohan
George M. Cohan,
America's Stage Favorite

NO longer need a trim, slender figure
be your envy. No longer need you
face the requirements of harsh diet-
ing methods. Overweight is banished
when you banish fattening sweets and
eating between meals and light a Lucky.
"Reach for a Lucky instead of a sweet."

20,679 physicians have confirmed the
fact that Lucky Strike is less irritating to
the throat than other cigarettes. These
professional men realize the value of toast-
ing, the secret process that eliminates
impurities and irritants. Lucky Strike
is a delightful blend of the world's finest
tobacco. And toasting develops a flavor
which is a delightful alternative for fat-
tening sweets.

Many prominent athletes testify that
Lucky Strike smokes their nerves and do not
harm their physical condition. Men have
long known this and practiced it suc-
cessfully. These are the men who watch their
health, who keep trim and fit, realizing the
dangers of overweight. And now
women may enjoy a companionable
smoke with their husbands and brothers
—at the same time indulging in a
wonderful treat. That's why folks say:
"It's good to smoke Luckies."

A reasonable proportion of sugar in the
diet is recommended, but the authorities
are overhauling that too many fatten-
ing sweets are harmful and that too many
such are eaten by the American people.
So, for moderation's sake we say—
"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"
No Throat Irritation • No Cough

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Reach for a
Lucky
instead of a
sweet.

George M. Cohan
America's Stage
Favorite

© 1935, The American Tobacco Co., Manufacturers

**"Light a Lucky
and you'll never miss sweets
that make you fat"** *Constance Talmadge*

Constance Talmadge
Choosing Health, Please Try

Instead of eating between meals . . . instead of fattening sweets . . . beautiful women keep youthful slenderness these days by smoking Lucky. The smartest and loveliest women of the modern stage take this means of keeping slender . . . when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are treated—a costly extra process which develops and improves the flavor. That's why Lucky are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why films say: "It's good to smoke Lucky."

For years this has been no secret to those men who keep fit and trim. They know that Lucky steady their nerves and do not harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinions of 20,079 physicians who maintain that Lucky are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overruling that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"
No Throat Irritation—No Cough.

Test to meet with built-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Sweet Cigarettes in "The Toasted Breadbox, Breakfast."

© 1935, The American Tobacco Co., Manufacturers



**"When a sweet tempts me,
I light a Lucky Strike."**

Rosalie Adele Nelson
Rosalie Adele Nelson,
The Original Lucky Power Girl

"I'm a 'Lucky Girl' because I've found a new way to keep my figure trim. Whenever the desire for a sweet tempts me, I light up a Lucky Strike. It's remarkable how nicely the toasted flavor of Lucky satisfies me. Tasting has taken out all impurities—all that is left is the thrilling Lucky aroma. I certainly am lucky to be 'The Lucky Girl.'"

ROSALIE ADELE NELSON

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Thousands are doing it—men keep healthy and fit, women retain a trim figure.

Lucky Strike, the finest tobacco, skillfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

"Tasting from Lucky Strike from impurities. 20,679 physicians recognize this when they say Lucky are less irritating than other cigarettes. That's why folks say, 'It's good to smoke Lucky.'"

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful. So, for moderation's sake we say—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"
No Throat Irritation—No Cough.

Reach for a Lucky instead of a sweet.

Good to smoke with food and every cigarette right through the throat and into the lungs. The Lucky Strike flavor is the only one that is not irritating to the throat.



**"I light a Lucky and go
light on the sweets"**

That's how I keep in good
shape and always feel peppy."

Al Johnson
Al Johnson,
Footballer and
all-around
champion.

Something amiable. "Better to light a
Lucky than to eat a sweet because
there's no sugar in it. It brings to mind the health
and vigor that come with avoiding
overweight, TV dinners, soft drinks,
diet, fashionable figure."

20,679 physicians have stated that
Lucky is the best to smoke in the
throat than other cigarettes. Very
likely this is due to the fact which
removes impurities. This same pro-
cess sweetens, improves and develops
the flavor of the world's finest to-
bacco. This means that there is a
flavor in Lucky which is a delight-
ful alternative for the things that
make you fat. That's why "It's
Toasted" is your assurance that
there's real health in Lucky—
they're good for you!

Keep fit—reach for a Lucky instead
of a fattening sweet. That's what
many men have been doing for years.
They know the evidence of prom-
inent athletes whose favorite ciga-
rette is Lucky and who use
Lucky to keep their muscles and di-
gestive system in top condition.

Al Johnson
is the cigarette
Warner Bros.
Vince Lombardi
says, "The thing
isn't."

A reasonable proportion of sugar in
the diet is recommended, but the
evidence is overwhelming that
too many fattening sweets are harm-
ful and that the more such are eaten
by the American people, the more
moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

"It's toasted"
No Throat Irritation—No Cough.

Reach for a
Lucky
instead of a
sweet.

**LUCKY
STRIKE
"IT'S TOASTED"
CIGARETTES**

© 1955
The American Tobacco Co., Winston-Salem, N.C.

Good to meet you! Look up every Sunday night through the
National Broadcasting Company's program, "The Lucky Strike
Show" in the "The Town that made Winston-Salem, North Carolina."

To maintain a slender figure, no one can deny the truth of the adage:
"REACH FOR A LUCKY INSTEAD OF A SWEET."



LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Roger Gray
of England's "W" papers

"It's toasted"
No Throat Irritation-No Cough.

**Millions Falselyhoods—
Broomcrange**

The leading falselyhoods appear in the claims of selfish business are broomcrange explaining the truth of **LUCKY STRIKE** popularity and success. **LUCKY STRIKE** is a kind of the richest tobacco, matured by nature, standing in frequent smoke and leaving few delusions, satisfying those who demand for all nations. This best treatment in the system **LUCKY STRIKE** physicians claim **LUCKY STRIKE** to be less irritating than other cigarettes. Tasting the distinctive process, **LUCKY STRIKE** really the signifier of distinction.

Handwritten signature: Roger Gray

The **Lucky Strike** Broomcrange will give smokers' freedom right to a great and most really **LUCKY STRIKE** over the U. S. & C. abroad.

© 1935, The American Tobacco Co. (Incorporated)

**"To stay slender
— reach for a Lucky**

*a most effective
way of retaining
a trim figure.*

Billie Burke
Miss Billie Burke,
Popular American Actress
and Star of the Stage



"To stay slender reach for a Lucky Strike instead of a sweet when your sweet-tooth tempts you. I have practiced this for years and find it a most effective way of retaining a trim figure. There is something to the toasting process which develops a flavor in Luckies that completely satisfies the desire for sweets. At the same time, toasting takes out the irritants and Luckies never affect the voice."

BILLIE BURKE



Miss Billie Burke,
Popular American Actress
and Star of the Stage

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

*Reach for
a Lucky instead of
a sweet.*

"It's toasted"
No Throat Irritation—No Cough.

Casey or most radio broadcast every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dinner Orchestra in "The Town that made Broadway."

© 1935, The American Tobacco Co. New York

"I reach for a Lucky instead of a sweet"

"Whirling along the ground at 231 miles per hour to a new world's record was a thrilling experience. It was speed in breath-taking fashion. When I finally brought 'The Golden Arrow' to halt, the nerve let-down was terrific. But out came my pack of Lucky Strike and I soon was smoking in complete happiness. After the strain of my ride the toasted fragrance of Luckies was like a tonic. I reach for a Lucky instead of a sweet. I want to keep trim and fit. I want to feel the glow of pep and health at all times—the thought of excess weight really frightens me. I welcome a Lucky instead of sweets and things that would make me soft."

H. G. D. Segrave

H. G. D. SEGRAVE
Hearst Automobile's driver who holds the world's record on track 1/4 mile at Daytona Beach, Florida.

Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

Reach for a Lucky instead of a sweet.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.

No "Whispering Campaign" . . .

can withstand the light of this truth: Lucky Strikes are made from the finest of fine tobaccos—the cream of the crop. Lucky Strikes alone are toasted because toasting is a secret process. 20,679 physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore, without fear of contradiction, we can say truthfully:

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company."

DESIGNED *Herbert Caplan*
President,
The American Tobacco Company, Incorporated

"It's toasted"

No Throat Irritation—
No Cough.

The Lucky Strike Double Deckers and standard every cigarette is made in a moist so moist called toasting oven in the U.S.A. network.

© 1935 The American Tobacco Co., Manufacturers

To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY
INSTEAD OF A SWEET."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Herbert Caplan, M.D.
International Journalist

Regardless of Price

Government figures show the gain of Lucky Strike to be greater than the combined increase of all other-cigarettes. The public will be served and this is proof, indeed, that regardless of price, you actually get more in Lucky Strike than any other cigarette can offer. Its exclusive, secret toasting process guarantees the tobacco free from irritants and impurities and, in the opinion 20,679* physicians, makes Lucky Strike less irritating than other cigarettes.

*The figures quoted here have been obtained by a special survey of 20,679 physicians, conducted by the American Medical Association, and are published in the American Medical Association's "Journal of the American Medical Association" for 1934.

CRICKETS *Thompson*

"It's toasted"
No Throat Irritation—
No Cough.

The Lucky Strike Double Happiness and constant every cigarette right in a case to meet radio broadcasts over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY INSTEAD OF A SWEET."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

John Gilbert
Celebrated Screen Star

*"If you don't want to Reduce
don't bother reading this,"*

SAYS SYLVIA . . . the world's foremost
authority on the care of the feminine figure

*[Why you must have sugar to lose
weight faster, and more safely]*

Out here in Hollywood, I've slapped,
beaten, pounded . . . and dieted . . . many
an overweight picture star into shape for
the camera. And in New York, many a
stage and social celebrity. I get \$100 a
half hour for doing it.

Now these Life Savers folks have asked
me to tell you about my slendertizing
method, because Life Savers are part of
that method. We'll get back to them later
—I want to tell you, in proper order, the
things you've got to do to get rid of those
bulges, bumps and rubber tires. I don't
believe in shilly-shallying. And I'm going
to give you my advice straight from the
shoulder. If you're a sensitive creature
. . . that's just too bad.

FIRST: Exercise sanely. A two-mile (or
more) walk a day in the open air.



Sylvia Sydney, RED Radio Personal play

SECOND: No fat, rich foods, gravies or
sauces. And liquor! Don't let me catch
you taking a drop!

THIRD: Here's where you get the sur-
prise of your life. You'll think it's a mi-
nute. But it isn't. Get this straight. Don't
starve yourself on sugar!

Eat enough Sugar!

Fats are fuel; sugar is the flame. Sugar
is the one food element that most quickly
and most safely burns away the body fats.
And you'll lose weight faster with the
right sweet at the right time than you
ever could without it.

Cue after cue of my own verdict these
facts.

What is the right sweet? I give Life-Savers
to my clients. I don't let my stars suffer
from the pangs of a normal sweet-tooth.
I satisfy it . . . and help them before at
the same time.

Why are Life Savers part of my slendertizing
method? Because they are a pur-
posely ready for reducing. They give you
quickly assimilated sugar energy without
fat-producing bulk. They are hard as you
let them dissolve on your tongue. One
Life Saver lasts 8 to 10 minutes. And
gives you a lasting gratification of your
normal hunger for sweets. You can slip
one into your mouth whenever and where-
ever you like. And as often as your ap-
petite calls for sugar.

Even the most fussy palate can find a
flavor it likes, because there are many to
choose from. Myself, I like Crystal-
mint, the new mouth-cooling, crystal
drops. But you may prefer Pop-O-mint
. . . Wild-O-green . . . Clave . . . Lin-O-
pin . . . Cit-O-mint . . . Vio-O-lin . . . Or
the real fruit-tasting fruit drops . . .
Lemon, Orange, Lime and Grape.

I like action . . . let's get started!

If you mean business . . . so do I. But I
want to see evidence of your good faith.
Show me you're in earnest about this
weight-reducing and I'll make you a
grand gift.

I have put down in a brief booklet, the
information that I usually get hundreds
of dollars for.

Show me that you are really getting busy
on this reducing program. Buy at least
two packages of genuine Life Savers right
now. Mail me two of the wrappers and
I'll send you this book which gives the
rest of my slendertizing instructions.

Mme. Sylvia



IF YOU MEAN BUSINESS SEND THIS COUPON. **IF YOU DON'T . . . Don't!**

Certainly I mean business. Here's proof. Attached are wrappers
from two packages of Life Savers. Please mail me your booklet of
diet and exercise instructions. (If you live outside the U. S. A.
include 10¢ to cover mailing.) This offer expires December 31, 1935.

Name _____ Address _____

City _____ State _____

All candy products having the distinctive shape of Life Savers are manufactured by Life Savers, Inc.

YOU LOSE WEIGHT FASTER by Eating Sugar

by SYLVIA

World's Foremost Authority on
the Care of the Feminine Figure

If you are anxious to get rid of hips and square chins faster, don't say good-bye to sugar! That's my advice to stars of the screen, footlights and the Social Register. And it's part of the reducing advice I've paid \$100 a half hour for.

In a moment I'll tell you why sugar helps you reduce faster. But first let me give you my basic rules for acquiring and keeping a slender figure:

FIRST. Get enough exercise. Walk at least a couple of miles a day outdoors.

SECOND. Avoid fat, rich foods, gravies and sauces. And NO liquor!

THIRD. Don't starve yourself on sugar. The right sweet at the right time helps you reduce faster.



Why Sugar SPEEDS UP Reducing

Here's the very latest dietetic finding, and my own experience proves that it is correct. Body fats are fuel. Sugar provides the flame that melts quickly and safely melts away body fats.

That's why sugar helps you reduce—and why I always prescribe Life Savers for my clients. These delicious candies give quickly assimilated sugar energy—without fat-producing bulk. Life Savers dissolve slowly on the tongue, satisfying your natural craving for sweets. Enjoy them often—and help along your reducing!

You are certain to find a Life Savers flavor you will relish, because there are fourteen kinds. My pet is the new Cryst-O-Mint, but yours may be something else.

Come On, Sister . . . Let's Go!

Prove to me that you are in earnest about reducing and I'll make you a gift of a booklet that contains reducing information I get hundreds of dollars for. Show me that you have started my program and this booklet comes to you—free. Prove it by sending me the wrappers from two Life Savers packages, together with the coupon below.

Mme Sylvia





HEARTY SYLVIA, Beautiful Woman
gives reducing advice, now appearing
in "Gladys Yarns to Sing Song."

IF YOU REALLY MEAN BUSINESS SEND THIS COUPON, IF YOU DON'T, DON'T!

MADAME SYLVIA, c/o Life Savers, Inc.
Dept. TH-143, Port Chester, N. Y.

Certainly I mean business. Here's proof. Attached are wrappers from two packages of Life Savers. Please send me your booklet of diet and exercise hints free. If you live outside the U. S. A. and postage inside 10¢ is never missing. This offer expires December 31, 1935.

Name _____ Address _____
City _____ State _____

All candy products having the distinctive shape of Life Savers are manufactured by Life Savers, Inc.

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 bite 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 healthy people buy Schrafft's candy. SCHRAFFT'S - New York and Boston - OWNED AND OPERATED BY FRANK G. SHATTUCK COMPANY

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"

"They're all good cigarettes, chief, but *this* one is a pippin!"

115 men in the Mt. Clare B & O shops, in Baltimore, test the 4 leading cigarettes

"Why should I change?" says the average smoker, when someone suggests another cigarette.
 "I'm used to my brand . . . and it's a good smoke."
 Of course it's good. Not even Old Man Habit can hold a smoker to a poor smoke. But being used to an old thing does keep a man from getting acquainted with a better one.
 That's the reason for these "unsmoked" cigarette tests now going on all over the country. To give a man a chance to find out, on the level, which cigarette his taste really does like best.

Look what happened at the Mt. Clare shops of the B & O in Baltimore, the other day. Most of the fellows had been smoking that old favorite (he's call it Brand Y) for years. But when Chairman of Machines James E. Paulsen, handed out the four leading cigarettes with paper "masks" over the names, 115 out of 115 picked OLD GOLD as the best cigarette. It was a *unanimous* for OLD GOLD!

"That only proves," said one of the chief mechanics, "that a fellow misses a lot if he gets too set in his ways."



NAME	TEST	SCORE
OLD GOLD	115	100
BRAND Y	0	0
BRAND X	0	0
BRAND Z	0	0

MAKE THE TEST YOURSELF!
 Mail coupon for FREE Testing Sets

Why not make the "unsmoked" cigarette test with yourself and with your friends? You'll find the cigarette . . . we'll furnish the equipment . . . mail, score cards, etc. for a good-sized party. It's great sport. Simply tear out this corner of the paper, sign it and mail to Old Gold, 115 West 41st St., New York City.

Name _____
 Address _____
 City _____
 State _____

OLD GOLD CIGARETTES
 100'S A CONCHOW LINE CIGARETTE

Eat a chocolate, light an Old Gold, and enjoy both!

"If the cougher in the 4th row will come to the stage door... *there's a carton of Old Golds waiting for him!*"



Old Gold CIGARETTES
THE TREASURE OF THE MALL

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows... Selected for silkiness and ripeness from the heart of the tobacco plant... Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

eat a chocolate, light an Old Gold, and enjoy both!

On Your Radio... OLD GOLD PAUL WHITEMAN SHOW... Paul Whiteman, King of Jazz, and his complete orchestra will broadcast the old GOLD show every Tuesday, starting February 16, from 9 to 10 P. M., Eastern Standard Time over entire network of Columbia Broadcasting System

