

THE BATTLE OF THE SEXES IN

Hollywood's
war against
fat

By JANE L. WRIGHT

LUNCHING recently at the Paramount Commissary, the wife of Hollywood's romantic swashbuckler, Alan Ladd, watched curiously as her companion devoured a rich dessert of strawberry shortcake with whipped cream.

"Hungry for some?" she was asked.
"Not at all," replied Sue Ladd. "I curb my appetite, keep my weight down a perfectly safe, natural way. I eat what I want, only I want less, because I take these." And she reached into her purse and held up a caramel candy. That's right, a piece of candy.

The battle of Hollywood stars against overweight has been a much-hushed subject for years. Film studios, afraid of de-glamorizing their high-priced properties, would rather not admit that actors and actresses have to fight fat like the rest of us.



HOLLYWOOD STARS—Rory Calhoun and his wife, Lita Baron—have discovered the secret of staying slim.

Fact is, there's probably no place in the world as weight conscious as the cinema city, or where the sexes have struggled to reduce so many different ways. The reason is, the camera has an unflattering way of adding pounds to the picture.

Swedish massages, sweat boxes, jiggle tables, Epsom salts, mechanical couches, amphetamine pills, starvation diets—these are but a few of the methods actors and actresses have used to lose weight.

And so, publicity stories to the contrary, movie stars—men or women—are not all naturally thin. Just like you and I, Hollywood celebrities need help to keep slim, trim and attractive.

Well, how do they safely fight fat in Hollywood today? Like this: they eat candy. Not ordinary candy, but a special low-calorie, vitamin and mineral enriched candy, called Ayds.

As Debra Paget says, "Working before a movie camera is like standing in front of a magnifying glass. It makes you look bigger than you are. But losing weight is no hardship for me. I always carry

a few Ayds with me wherever I go to control my appetite."

Many will remember Mrs. Alan Ladd when she was a star in her own right. For ten years, pert and pretty Sue Carol was featured in a series of movies. Then she decided to switch careers. Sue gave up film work to devote her time to being an actor's agent. Then came marriage to Alan and a family of four children.

In this new role, Sue began to put on weight, until one day she realized something had to be done about it. "Many of my friends had had such wonderful results with Ayds candy for reducing that I decided to take them, too," she said. "They really are 'the candy that makes you thin.' I have actually lost 12 pounds."

The secret of this reducing-plan candy is that it works on an entirely different principle from old-fashioned methods. It's neither a "pill" nor a drug. It's what doctors call an "appetite depressant." Taken before meals as directed, Ayds curbs your appetite. You automatically eat less and lose weight naturally.

What started the trend in Hollywood was a clinical investigation by six doctors at a medical center in Boston, Massachusetts. Reported in one of the leading medical journals, it was a comprehensive study to determine the value of appetite depressants in achieving weight loss. The leading weight-reducing products were tested. And the physicians discovered that Ayds Reducing Candy gave by far the best overall results. Other doctors recommended it to their patients. Naturally enough, the word soon spread throughout Hollywood.

But if you think this war against fat in Hollywood is strictly a woman's battle, you're wrong. When George Brent was rehearsing for a TV series, his director warned him that he'd have to lose weight before the final shooting. The camera angles were bad! Luckily his wife, Janet, had heard about Ayds. What's more, she decided to join him in trimming down.

"We reduced together with Ayds and found it so much easier than reducing alone," said Janet. "I took the chewy vanilla caramel Ayds and George the new chocolate fudge-type."

"What I like about this low-calorie candy," commented George, "is that you don't have to starve yourself to lose weight. Why, you never even feel hungry on the Ayds Plan."

Another case in point is Rory Calhoun and his lovely wife, Lita Baron. Rory recently finished that hard-hitting Western drama, "Hemp Brown." It was to be a few months before the filming of his new television series. So, Rory decided that he'd



A HANDSOME COUPLE—Mr. and Mrs. Alan Ladd. Sue Ladd says, "I know how important it is for stars to keep figure perfect."

trim down, by following his wife's example. Lita had started on the Ayds Plan a short while before.

"Staying down to your ideal weight is sometimes hard—until you discover Ayds," said Rory in an interview. "But I'm convinced they can reduce, lose excess pounds easier than one."

"Absolutely," agreed Lita. "You can make it a kind of game, by competing with one another. Even when one of us needs to lose more pounds than the other, Ayds helps each of us lose just the right amount."

What seems to appeal to these people who can afford the costliest salon treatments is the safety and simplicity of taking Ayds. They know from experience that exercise alone isn't enough. Like Rory Calhoun, who gets plenty of exercise on his ranch, dancer Ann Miller also relies on this miracle candy. "The real secret of losing weight," says Ann, "is simple appetite control. But that's not easy if you're depending on will power alone. That's why I've switched to Ayds. I've tried all kinds of diets, but nothing works as well."

As Alexis Smith, beautiful wife of Craig Stevens (star of TV's "Peter Gunn"), remarked: "Taking Ayds is such a natural, easy way to stay slim. Every couple should keep a box handy."

So, who is winning the battle of the sexes in Hollywood's war against fat? The answer is... both sexes, as evidenced by the number of husbands and wives who are "teaming up" to lose weight. What's more, they're not the only ones doing this. Drug and department stores everywhere are reporting more and more large-size boxes of Ayds are being sold. A sure sign that families all across the country are reducing together. Mother *must* have been right when she warned you as a child not to eat candy before dinner, because it would "spoil" your appetite.



THE GEORGE BRENTS get plenty of exercise on their ranch, but they know this alone is not the answer to controlling their weight.