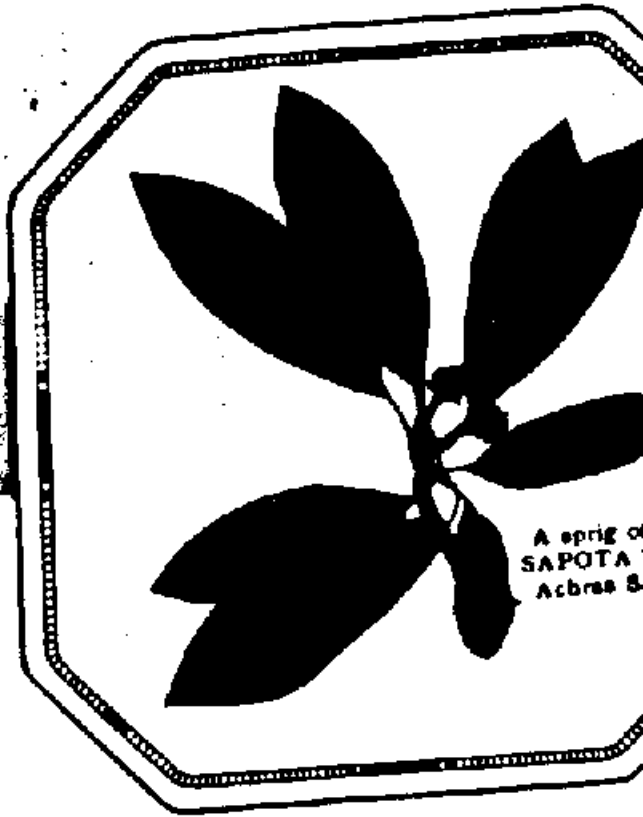




PEPPERMINT  
(Mentha Piperita)



SUGAR CANE  
(Saccharum Officinatum)



A sprig of  
SAPOTA  
Acacia S.

## The gum from Nature

To most people chewing gum is a mystery. They may know that different chewing gums are made of different ingredients. But that is about all.

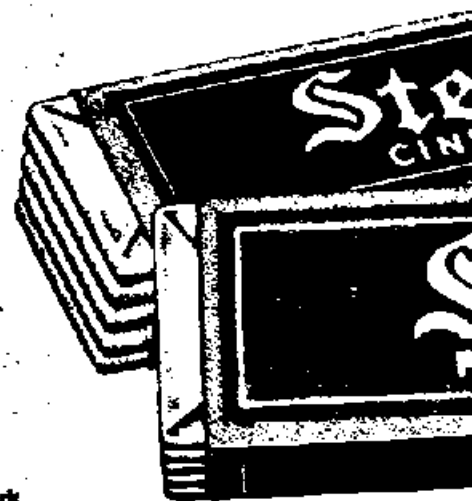
There's no mystery about your Sterling Gum. As makers we're glad to tell you its ingredients. Their photographs we show above. The natural sap of the Sapota Tree gives Sterling

Gum its  
ingredie  
sweeten  
product  
Comb  
Sterling  
Nature  
ous—m  
Kitcher  
gloves  
worker

These 7 points of excellence make Sterling a better chewing gum:

- Point 1—Crowded with flavor
- Point 2—Velvety body—NO GRIT
- Point 3—Crumble-proof
- Point 4—Sterling purity
- Point 5—From a daylight factory
- Point 6—Untouched by hands
- Point 7—What?

PEPPERMINT IN RED WRAPPER  
CINNAMON IN BLUE WRAPPER



THE STERLING GUM CO., Inc. New York  
The Sterling Gum Co. of Canada, Ltd. Toronto

7777 Prizes. First Prize \$1000. What is the 7th Point?

