

RAISED THIS ONE *myself*

Put it up to a youngster's pride and he'll generally make good. This might even be a way to interest boys and girls in their teeth. And because teeth and gums get so little exercise, let children enjoy gum. There is a reason, a time and place for chewing gum.

P-261

Forward Looking manufacturers call upon great universities to make impartial investigations of their products. Results of such research form the basis of our advertising.

The National Association of Chewing Gum Manufacturers

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