

In the Gum Trade

The AUTOMATIC AGE is the recognized organ of the gum trade of America

Increasing Peppermint Acreage in Michigan

Decatur, Mich.—An increased acreage will be planted to peppermint in Southwestern Michigan this year, it was indicated this week in the sale of roots. The inquiry for root stock is very strong and some growers are getting as high as \$300 an acre for their roots.

The root stock came through the winter in good condition, but the supply is limited on account of the large acreage blown out last spring. This is having a tendency to restrict the acreage. Interest in mint growing has been stimulated by the price of mint oil going to \$30 a pound.

Ye Gods! She Must Have Loved Gum

Los Angeles, Calif.—When Myron Lester gave his wife, Florence Irene Lester, money to pay household expenses, she spent it all playing slot machines, he states in his complaint for a divorce on file in the superior court today.

William Wrigley, Jr., Profits Increase

The William Wrigley, Jr., Company, Chicago, chewing gums, reports a net profit, after charges of \$2,406,091 for the first quarter of 1926. In the same period last year a net profit of \$1,587,929 was reported.

America spends \$300,000,000 a year for the construction of basements in residences.

Reducing Gum

Every girl and woman of today envies and desires the fashionable, slender, figure of her Sylph-like friend or neighbor, but the dreaded thoughts of troublesome dieting, exercising and dangerous drugs number them among the unfashionable.

With the new Silph Reducing Gum, made by the Silph Medical Company, every woman can have the slender, fashionable, admired figure. Seven or eight pounds are usually lost the first week and it seldom takes off less than two or three pounds. Silph gum contains the extracts of sea plants and herbs which have a peculiar and wonderful effect on eliminating excess fat. Silph is remarkable to relieve indigestion and stomach troubles as well. It contains no thyroid or dangerous drugs, guaranteed to be perfectly harmless and is recommended by many prominent physicians as a safe method of reducing.

Silph is chewed as any ordinary chewing gum and is so agreeable, pleasant and refreshing that women hate to give it up after they have attained the ideal proportions. Tina, the beautiful actress from Earl Carroll's Vanities, and Miss Bonna O'Dear, the beautiful "Vanities" girl and many others use it continually to keep their beautiful figures and to keep well.

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MODERN BEAD CO.,
1133 Broadway,
New York.