



QUALITY & STYLE

CANADA'S QUALITY GUM
In the DISTINCTIVE CYLINDER SHAPE

Buy It by Its Shape —

*It will Sell on its Novelty
and Repeat on its Quality!*

The Novel A. B. C. counter box makes a striking display to gain first attention, the distinctive shape of A. B. C. impresses the customer's memory. But, chief of all, in assuring repeat sales, is Quality. A. B. C. is the smoothest gum made, because it is strained, then steel-rolled — and its flavor, appearance and delicate perfume invite discriminating trade.

America's

Best

Chew

A · B · C

Chewing Gum



Made in Canada by the
Canadian Chicle Co. Limited
Peterboro, Ont.

Sales Agents
Harold F. Ritchie & Co. Limited
10 McCaul St. Toronto