

Supplying Chewing Gum to the A.E.F.

WRIGLEY'S



is the great
war-time sweetmeat.

— the benefit, the pleasure, the economy of a 5c package of WRIGLEY'S

— has made it the favorite "sweet ration" of the Allied armies. send it to your friend at the front.

CHEW IT AFTER EVERY MEAL

The Flavor Lasts



A close companion in popularity to candy and tobacco was the typical American product, chewing gum. This confection was found of great value on the march as a substitute for water. Its importance is shown in the vast amount sent overseas. A total of 3,500,000 packages represents the overseas shipment in January, 1919. The shipment for February was 3,200,000 packages. The winter consumption of gum was heavier than that of summer, the average monthly supply being only 1,500,000 packages during the summer of 1918. Chewing gum came to be considered a necessity by the men in France and has been found to be an invaluable aid to keeping up their spirits in the midst of hardships.

America's Munitions 1917-1918

by
BENEDICT CROWELL
THE ASSISTANT SECRETARY OF WAR
DIRECTOR OF MUNITIONS

(c. 1919)
p. 451