



Why Does a Pickaninny Love Watermelon?

"I'se comin', you big boy, I heah you calling me. Ma mouth am watering t' taste yo' sweetness" . . . Luscious, red-ripe watermelon — what an overpowering appeal to his craving appetite!

The tempting taste of Blatz Grape Gum "gets you" in the same way. Simply irresistible. The greatest gum sensation in years. Ask for Blatz, insist on the original grape gum.

Also get acquainted with its peppy companion—Blatz Mint Gum, full of real, old-fashioned peppermint. Sold everywhere. Look for the name, Blatz. There's a world of difference in the taste.

The
TASTE is
irresistible



Also
Blatz Buttons
—GRAPE and
MINT FLAVORS

Blatz
MILWAUKEE
CHEWING GUM

"Everybody Loves It!"