

→ CHEW ON THIS

It's a sticky situation. It's also a lot of fun.



● Sugar-free gum hit the market in the early 1950s.



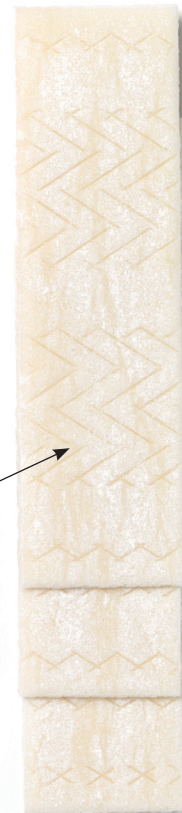
● Machines selling candy-coated gumballs first appeared in 1907, though as early as 1888, vending machines selling Tutti-Frutti gum could be found near NYC subway platforms.



● Big League Chew hit the market in 1980, but it was hardly the first connection between bubble gum and baseball. In 1952, Topps packaged baseball cards with bubble gum in every pack. The gum was sold with the cards until 1992.



● The inventor of the first commercially successful bubble gum only had pink coloring — and the hue was never changed.



● Wrigley's Doublemint brand was created in 1914. William Wrigley Jr. and Henry Fler added mint and fruit extracts to chewing gum.

WANT TO MAKE YOUR OWN GUM?

The makers of Glee Gum will gladly send you a Make Your Own Chewing Gum Kit.

The successful, family-

owned company makes gum like it used to be, using chicle. Not only does chicle furnish a superior jaw workout, it's also fun to play with. After softening the sap pieces in the microwave or

on the stovetop, add sugar, corn syrup, and flavoring; peppermint and tutti frutti are included, but you can add what you like. "Lots of people call us to claim they've invented the next big flavor,"

Glee founder Deborah Schimberg laughs. So far, nobody's unseated spearmint; here's your chance to try. \$13 → gleegum.com

— Robert Klara