

7,777 Prizes



First Prize

\$1,000

What is the 7th Point?

From Maine to California, from Texas to Hudson Bay, millions of people have been asking "What is the 7th Point in Sterling Gum?"

In practically every town, city and village in the United States and Canada, the published six points of superiority have brought Sterling Gum fast-growing popularity.

But the seventh point still remains a riddle.

Point ⑦ What?

Now, we are offering liberal prizes to those who send us the best suggestions for the Sterling Gum Point 7.

Before you make your suggestion for the 7th Point, read the following:

The Following Story Unfolds the Secret of the Famous Point 7

To most people chewing gum is a mystery. They may know that different chewing gums are made from different ingredients. But that is about all. Here are facts which we believe you will be glad to know about Sterling Gum:

Your Sterling Gum is made from the following materials:

The basis is the pure sap of the tropical Sapota Tree—a natural gum.

This natural Sapota Tree sap is boiled, sweetened and flavored. The sweetening is simply pure cane sugar and pure corn syrup.

The flavoring is of two kinds—Peppermint (in red

wrappers), Cinnamon (in blue wrappers).

There are some twenty varieties of the mint plant. The Sterling Peppermint is a product of the choicest, smoothest-flavored of these many mint varieties.

The spicy Cinnamon flavor is extracted from the Cassia bush which grows in the tropics.

The sap of the Sapota Tree, the cane sugar, the corn syrup, the Peppermint and Cinnamon flavors all come from the sap of some plant or tree. Nature herself supplies these delicious materials from which your Sterling Gum is made.

Requirements for Winning Phrase

When you read the above facts on the materials that Sterling Gum is made of, you will know all that it is necessary for you to know in entering this contest.

The first prize will go to the one whose suggestion, based on the above story, most impressively presents the natural purity of Sterling Gum—in the opinion of the judges.

Remember that your suggestion must be in six words or less.

The next best suggestion will win the second prize—and so on down.

It is understood that the Sterling Gum Company will have the right to use the 7 Point suggestions sent in by the prize winners.

The contest is easy to enter. Just think out your way of expressing the 7th Point. Then write it out in six words or less and send it in as directed in the conditions printed below. Even if you don't win the first prize of \$1,000, you stand a chance to win one of the 7,777 smaller prizes.



PEPPERMINT IN RED WRAPPER CINNAMON IN BLUE WRAPPER

First Prize \$1,000
Second Prize \$500

Third Prize . . . \$250.00	700 Prizes—each . . . Box of 20 five-cent packages of Sterling Gum.
7 Prizes—each . . . \$25.00	7000 Prizes—each . . . Box of 10 five-cent packages of Sterling Gum.
70 Prizes—each . . . \$2.50	

Conditions of the Contest

Sterling Gum Company employees cannot enter this contest. If two answers are entitled to the same prize, the full amount of the prize will be paid to each.

All answers must come in on a postal card. On the back of the postal card write nothing but your 7 Point suggestion (six words or less) and your name and address. The postal may be mailed in an envelope if you choose.

Mail answers to Sterling Prize Judges Room 319, 405 Lexington Ave. New York City

You may send in as many suggestions for Point 7 as you choose. But each suggestion must be written on a postal card as directed above.

Contest Closes

All answers must be received in New York by midnight of May 15, 1916. Answers will not be examined by the judges until after that date. The judges, therefore, cannot mail acknowledgments of the suggestions received.

Now put on your thinking cap. Get your family to help you. Send in as many suggestions as you want to. All will be considered in awarding these many prizes. Do not write the Sterling Gum Company regarding the contest or its conditions as all suggestions will be judged by the Prize Committee named above.

The Sterling Gum Co., Inc., New York
The Sterling Gum Co. of Canada, Ltd., Toronto

Judges

The prizes will be awarded by the following committee of five well-known men:

John A. Slescher, Editor of Leslie's Weekly.

Edgar Sisson, Editor of the Cosmopolitan Magazine.

Jno. M. Siddall, Editor of The American Magazine.

Frederick L. Collins, Editor of McClure's Magazine.

Robert H. Davis, Editor of Munsey's Magazine.

Announcement of Awards

The winners of the first 80 prizes will be announced in the July first issue of the Saturday Evening Post. Please do not write to the judges. They cannot correspond with individual contestants. Just make a note now of the date on which the prize winners will be announced in the Saturday Evening Post.

SOUTHERN IDAHO IS BEST IN WEST SAYS MAJOR REED

In Traveling 13,000 Miles He Has Found Nothing to Equal the Great Snake River Valley.

The great Snake river valley compares favorably with the best sections of the west and in many ways is much superior to any of them. This is the opinion of Major Fred R. Reed, former state commissioner of immigration and labor who is in Boise today and will remain here a couple of weeks on business matters. He makes the comparison after traveling over 13,000 miles during which he has visited every section of the west of importance. He says he is satisfied to return to the state of his adoption and from now on will remain here.

"Those of us who reside in southern Idaho and have our interests here, need not fear but that our country can compare with any other section," said Major Reed today. "I have traveled and have had occasion to see the boasted spots of the west during the past year. I tell you now that we have as fine and as rich a country as can be found out of doors. Don't make any mistake about that or let someone else tell you that he knows of a better territory."

"Southern Idaho is coming into its own. Take it from St. Anthony to Weiser and it is all the same. Idaho Falls, Blackfoot, Pocatello, Twin Falls, American Falls, Burley, Gooding, Shoshone, Buhl and in fact all of the cities and towns of this section are developing to such an extent that it is proof of what I say. Better times are ahead for southern Idaho. It is going to grow and to prosper."

"Personally I am glad to be back and glad to be able to do my share of assisting in making it the ideal place in which to live, to assist in developing it and to make it prosperous. Southern Idaho looks pretty good to me and it would to anyone else who will take the trouble to travel about and look over other sections. I propose to boost it stronger in the future than I have in the past, and no one so far has accused me of not being a booster."

Phone Compton Transfer Co. for the best moving job you ever had. Phone 48.—Adv.

AUTO GOES OVER AN EMBANKMENT ON THE MOUNTAIN HOME ROAD

Mr. and Mrs. J. S. Fisher of 1519 North Eleventh street and their two children and Mrs. Fisher's sister, Mrs. Marjorie Fleener, had a narrow escape from being killed late Monday afternoon when the automobile in which they were going to Mountain Home skidded off a new, sandy road, going over the 25-foot embankment and landing upside down. Mrs. Fleener was quite badly bruised, but the other members of the party escaped without injury. The heavy hood over the machine did not break which was all that saved the parties from serious injury at least. The fact that Mr. Fisher is a very careful driver and was going slow when he struck the new piece of road prevented the machine from going off the grade at a fast clip which would have undoubtedly smashed it up badly. The machine was but little damaged.

Store your household goods with Compton Transfer Co. Sanitary warehouse. Phone 43.—Adv.

TO GIVE LECTURE ON ENGLAND IN WAR TIME

There is a rare treat in store for members of Christ church and their friends tomorrow evening for Rev. D. H. Jones, the rector will deliver a lecture at the church for the benefit of the guild on the subject, "England Under a State of War." Mr. Jones is back after six weeks spent in England. He was about as close to the present war zone as anyone is permitted unless he is enlisted with some of the armies. He visited all of the principal cities, including London and Liverpool, and also was in Manchester, Birmingham, north and south Wales, in fact quite generally over England.

The address should be of particular interest because Mr. Jones is the first Boise man to have visited England since early in the war and to return safely to tell the story of what a great nation looks like while at war.

There will be several vocal and violin solos and the evening's entertainment will close with refreshments of coffee and cake.

Colds Quickly Relieved.

Many people cough and cough—from the beginning of fall right through to spring. Others get cold after cold. Take Dr. King's New Discovery and you will get almost instant relief. It checks your cold, stops the racking, rasping, tissue-tearing cough, heats the inflammation, soothes the raw tubes. Easy to take, Antiseptic and Healing. Get a 50c bottle of Dr. King's New Discovery today. "It is certainly a great medicine and I keep a bottle of it continually on hand," writes W. C. Jesseman, Franconia, N. H. Money back if not satisfied. Adv.

NO DOUBT THAT RESINOL DOES HEAL SICK SKIN

When you know physicians have prescribed Resinol for over 20 years in the treatment of eczema and other itching, burning, unsightly skin eruptions, and have written thousands of reports saying: "It is my regular prescription for itching." "Resinol has produced brilliant results." "The result it gave was marvelous in one of the worst cases of eczema, etc., etc., doesn't it make you feel that this is the treatment to rely on for your skin trouble?"

The moment Resinol Ointment touches itching skin, the itching usually stops and healing begins. With the aid of Resinol Soap, it almost always clears away every trace of eczema, ringworm, pimples, or other distressing eruption quickly, leaving the skin clear and healthy. Sold by all druggists. For trial free, write to Dept. 2-R, Resinol, Baltimore, Md.

HOME PRODUCTS ARE EXHIBITED

Creditable Display Under the Auspices of the Women's Clubs.

Something of the magnitude of the industries of the northwest can be gleaned by a visit to the store room, 217 Main street, adjoining the Sampson Music company's new store, where the women of the Columbian club, Good Citizenship club and Golden Rod club have the exhibits of northwestern manufacturers in their annual celebration of northwestern consumer's week.

Not only are many of the products of the northwest displayed but they are being demonstrated as well in order to prove their worth. While the display was only put in place yesterday many people have visited the store room and indications are that most of Boise's housewives and business men will investigate the products.

A comfortable rest room has been fitted up in the building by the Jenkins Furniture company in which the Mountain States Telephone company installed a phone for the week for the benefit of the women. Displays have been made by the Davidson Wholesale Grocery company, The Utah Idaho Sugar company, the Caldwell Milling & Elevator company, Abers company, manufacturers of cereals at Seattle, the Crescent company of Seattle, the Inland Empire company, manufacturers of Tru-Blu goods, the Electric Investment company, which is demonstrating its electrical ranges and also has a neat electric kitchen; the Boise Gas company, which has demonstrations of gas ranges and combination gas and coal ranges and also lights; the Boise Floral company, which has a beautiful display of potted flowering plants and ferns; the Joy Drug company, the Idaho Candy company, which has on display candies made in its big plant in Boise; the Idaho Soap company which has a display of the products of its plant; the Rogers company of Tacoma, the Boise Valley Packing company, which has its hams and bacon on display; the Manville Fruit company, which is showing apples, dried fruits and canned fruits and the Boise Butcher company, which has a fine display of its Arrowrock hams, bacons and other meats. Both the Co-operative and Mutual Creamery companies have fine displays of their products and the Kroeger Honey company has an exhibit of strained and comb honey and by-products.

Northwestern Consumers' week brings to the people of Boise and vicinity a realization of what is manufactured at home and in adjoining cities and what the consumers can do to help boost the entire northwest country by calling for such products.

WOMAN A PHYSICAL WRECK

Tells in Following Letter How She Was Restored to Health by Lydia E. Pinkham's Vegetable Compound.

Milwaukee, Wis.—"Before taking Lydia E. Pinkham's Vegetable Compound I was a physical wreck. I had been going to a doctor for several years but he did me no good. A friend told me about Lydia E. Pinkham's Vegetable Compound, so I decided to give it a fair trial, and it gave me relief from bearing down pains which had been so bad that I would have to lie down. I also used the Sanative Wash and it has done me a great deal of good, and I am not troubled with a weakness any more."—Mrs. P. L. BRILL, 1230 Booth Street, Milwaukee, Wis.

The most successful remedy for woman's ills is Lydia E. Pinkham's Vegetable Compound. It has stood the test for forty years, which would be impossible if it did not have genuine merit.

For special advice, free, write to Lydia E. Pinkham Medicine Co. (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman, and held in strict confidence.



Gage Hats

on sale at

SPECIAL PRICES

This Week for Two Days Only

Friday and Saturday

\$3.95-\$6.95-\$9.95

There will be one hundred and fifty hats in this gigantic hat sale. One hundred of these hats are the genuine Gage Hats with the Gage label. This is how we came to get this lot of one hundred spick, span new hats delivered in our store at 65 cents on the dollar unbeknown to the Gage salesman. The firm expressed one hundred latest style hats here to him, care of Owyhee hotel. He positively did not have trunk room to take them with him so he offered to sell them to us as we are the only store in Boise handling their goods. We saw an opportunity to create a lot of extra business on these goods besides offering to our patrons some remarkable values and you will say the same when you see them and consider that Easter is more than two weeks off. We are making three lots of the entire purchase besides including a great many of our early model hats in this sale.

Lot one consists of hats from \$5.00 to \$7.50 at the sale price of . . . \$3.95
Lot two consists of hats from \$8.75 to \$12.50 at the sale price of . . . \$6.95
Lot three consists of hats from \$13.50 to \$25.00 at the sale price of . . . \$9.95

There will be no exchanges allowed, nor no hats offered for sale until 10 a. m. Friday morning.

Three big show windows, together with three big counters will be devoted to the displaying of these wonderful hat values.

FRIDAY AT 10 A. M. THE SALE AT

Andersons
BOISES PARCEL POST STORE



'Union' and 'Balance' Make Stable Tires

United States Tires, in more than name only, carry out the principle of 'union' and 'balance' which makes a great stable nation out of the forty-eight individual States of the Union.

United States Tires have that complete 'union' between rubber and fabric which absolutely prevents tread separation and disintegration under the tread.

They have that complete 'balance' which gives equal wear in both the tread and the carcass—neither is weaker nor stronger than the other.

Every part of each tire helps every other part to last longer—and that is the 'union' and 'balance' which give the whole tire longer life—which give the low-mileage cost for which United States Tires are famous.

There are five United States 'Balanced' Tires—a tire to meet every motoring need of price and use. Ask your dealer to show you.

United States Tire Company

'Nobby' 'Chain' 'Usco' 'Royal Cord' 'Plain' "INDIVIDUALIZED TIRES"

Western Supply Co.

WHOLESALE AND RETAIL DISTRIBUTORS FOR SOUTHERN IDAHO ON
United States Tires & Auto Supplies
BOISE, IDAHO. TWIN FALLS, IDAHO.