

PASSAGE THREE (Questions 17–24)

Paragraph

Chewing Gum

- 1► Throughout the course of history, chewing gum has come from multiple sources. In fact, chewing gum and automobile tires share an odd commonality: at one time, both included resin from the rubber tree, a material prized for its flexible yet durable qualities. However, this resinous substance was not the only, or even the first, material to be used as chewing gum. Gum from 5,000 years ago has been uncovered, with teeth imprints still visible, that came from the tar¹ of birch tree bark. Today, chewing gum is more likely to be made from synthetic forms of rubber, or latex, since these can be produced more easily and abundantly than the natural rubbery sap that is drawn from trees.

- 2► Historically, chewing gum has served a valuable purpose cosmetically. The ancient Aztecs produced a type of gum from chicle, an organic rubber source, which the women in this culture frequently—more so than the men—used as a breath freshener, a common use for gum today. Besides adding freshness to the breath by promoting the production and circulation of saliva², the stickiness of gum removes food particles from between the teeth that contribute to bad breath, as well as reducing cavities or holes in the teeth caused by decay. Both of these advantages improve the health and appearance of the mouth and extend the life of teeth, which in ancient times was a clear symbol of youth and attractiveness. Unfortunately, in modern times, this benefit is diminished by gum that is high in sugar, so most contemporary health professionals recommend sugarless gum.
- 3► Chewing gum has also been shown to provide medical benefits, especially in treating conditions that have an effect on the digestive system. Studies have indicated that chewing gum after specific types of stomach surgery may reduce recovery time. It also appears to benefit certain patients suffering from other stomach-related diseases. The chewing of gum seems to enhance production of saliva, which stimulates the digestive system in both instances, and that in turn encourages the secretion of digestive juices. The digestive juices help to neutralize potentially harmful stomach acid, and aid in the elimination of undigested particles in the digestive tract. In addition to benefiting the digestive system, some research has concluded that chewing gum may also alleviate stress and reduce jaw pain.
- 4► Despite providing medical benefits, chewing gum, and its close relative, bubble gum, are mainly promoted as a recreational habit, primarily to young people. Bubble gum, a popular treat with children, was invented by the Fleer Chewing Gum Company. An accountant for the company, Walter Diemer, was experimenting with recipes when he noticed one that was less sticky and stretched more easily than regular chewing gum. He colored it pink, his favorite color, and it was eventually marketed as Double Bubble. It was instantly successful, due in part to the strategy of teaching all salespeople how to blow bubbles.
- 5► The founder of one of the most popular American brands of chewing gum, Wrigley's, ironically did not set out to sell gum. Wrigley's chewing gum was actually developed as a premium to be given away with other products rather than as a primary product for sale. William Wrigley Jr. initially sold soap as a wholesaler, giving baking soda away as a premium, and using a cookbook to promote each deal. Over time, the baking soda and cookbook became more popular than the soap, so Wrigley began a new operation selling baking soda. He began hunting for a new premium item to give away with sales of baking soda; he soon decided on chewing gum.
- 6► Once again, Wrigley realized that demand for the premium was stronger than the demand for the original product. Consequently, he created the Wm. Wrigley Jr. Company to produce and sell chewing gum. Wrigley started out with two brands of gum, Vassar and Lotta Gum, and soon introduced Juicy Fruit and Spearmint. The latter two brands grew in popularity, while the first two were phased out. Juicy Fruit and Spearmint are two of Wrigley's main brands to this day.

GLOSSARY

- 1 *tar*—a sticky, thick substance produced from the heating of organic material, such as wood
 2 *saliva*—the liquid that is produced naturally in the mouth

17. It is NOT stated in paragraph 1 that chewing gum
- (A) is flexible and long-lasting
 - (B) from thousands of years ago was discovered
 - (C) is made today from mostly natural materials
 - (D) can be made more easily from synthetic rubber
18. According to paragraph 2, among the Aztecs chewing gum was
- (A) used for cosmetic purposes
 - (B) more popular among men than women
 - (C) made from chicle
 - (D) used to eliminate bad breath

19. It is NOT indicated in paragraph 2 that a benefit of chewing gum is
- (A) encouraging the production of saliva
 - (B) removing small pieces of food from the teeth
 - (C) increasing sugar levels in the mouth
 - (D) promoting a healthy mouth
20. All of the following are mentioned as medical benefits of gum EXCEPT
- (A) decreasing levels of depression
 - (B) reducing recovery time after surgery
 - (C) stimulating the digestive system
 - (D) relieving jaw discomfort
21. In paragraph 4, all of the following are stated about bubble gum EXCEPT that
- (A) it was invented by an employee of a chewing gum company
 - (B) it proved to be habit-forming
 - (C) demonstrations assisted in its sales
 - (D) its color was based on a personal preference
22. It is NOT mentioned in paragraph 5 that Wrigley later
- (A) sold baking soda
 - (B) used chewing gum as a premium to sell baking soda
 - (C) sold chewing gum
 - (D) used baking soda as a premium to sell chewing gum
23. According to paragraph 6, the Wm. Wrigley Jr. Company did all of the following EXCEPT
- (A) begin with two brands of gum
 - (B) add new brands to the original two
 - (C) phase out the last two brands
 - (D) phase out the first two brands
24. According to the passage, it is NOT true that
- (A) gum originally shared something in common with another widely used product
 - (B) gum is primarily valued for its medical benefits in modern times
 - (C) both chewing and bubble gum target young people in their advertisements
 - (D) gum showed itself to be more popular than products it was used to promote
- Negative fact questions that refer to the whole passage are generally found near the end of the questions, so you will have had the chance to read most of the passage before answering this type of negative fact question. Remembering answers to previous questions may help you answer this type of negative fact question more quickly.