

**The Story Behind The  
WORLD'S LARGEST  
STORE COUNTER**

**With Mammoth  
Display of  
WRIGLEY'S GUM**

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## THE STORY BEHIND THE WORLD'S LARGEST COUNTER DISPLAY

The World's Largest Store Counter Display is a gigantic-scale dramatization of progressive merchandising methods, behind which lies a romantic story of modern business.

The exhibit itself represents the change counter of a typical store, enlarged many times actual size and displaying dozens of familiar grocery, drug and department store products enlarged to staggering proportions.

Perhaps you are one of those inclined to translate unusual and astounding sights into terms that relate to the things of every day experience. Well, stop and consider that, if the entire store were carried out in the same proportions as some of the items displayed, it would take a building *twice* more than two city blocks to house the merchandise.

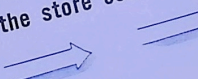


**And just consider** that the housewife who would shop for such products would be as tall as a seven story building. She would carry a market basket as large as the biggest sixteen cylinder car. Should she order cheese, the huge storekeeper would draw a knife as long as a park bench, seating twenty-three people, to cut her off a slice.

And there are many other striking comparisons to help you visualize the overpowering size of this exhibit. If automobiles, for instance, were built in the same proportion as the camera big enough to hold the films which fit into the cartons on display, you could park only two cars in the entire length of a regulation football field. The spaghetti can has capacity for enough spaghetti to stretch from Philadelphia to New York City.

The mammoth display of Wrigley's Gum, made up of millions of sticks of chewing gum, is the largest display of its kind in all history. It strikingly illustrates the display methods being used by storekeepers all over the country to take care of the increasing consumer demand. You perhaps noted how vividly this display stands out among its giant neighbors on the World's Largest Counter, due to the tremendous number of packages it contains. It is this same technique, now used in stores everywhere, that makes it so convenient for you to purchase Wrigley's Chewing Gum.

Millions of people the world  
over chew gum every day, and yet how many of  
us know the story of chewing gum before it  
reaches the store counter?



## THE STORY OF CHEWING GUM ●

starts with the discovery of its benefits centuries ago by the beautiful Mayan and Aztec women whose strong, white teeth are a matter of record. Through the years, the reasons for chewing gum have been the same—its benefit to the teeth, its sweet freshening of breath, its aid to digestion, its pure, wholesome enjoyment. In ancient times, the Mayan Indian women chewed chicle. And chicle, in addition to other raw gums, is the basis for the chewing gum of today.



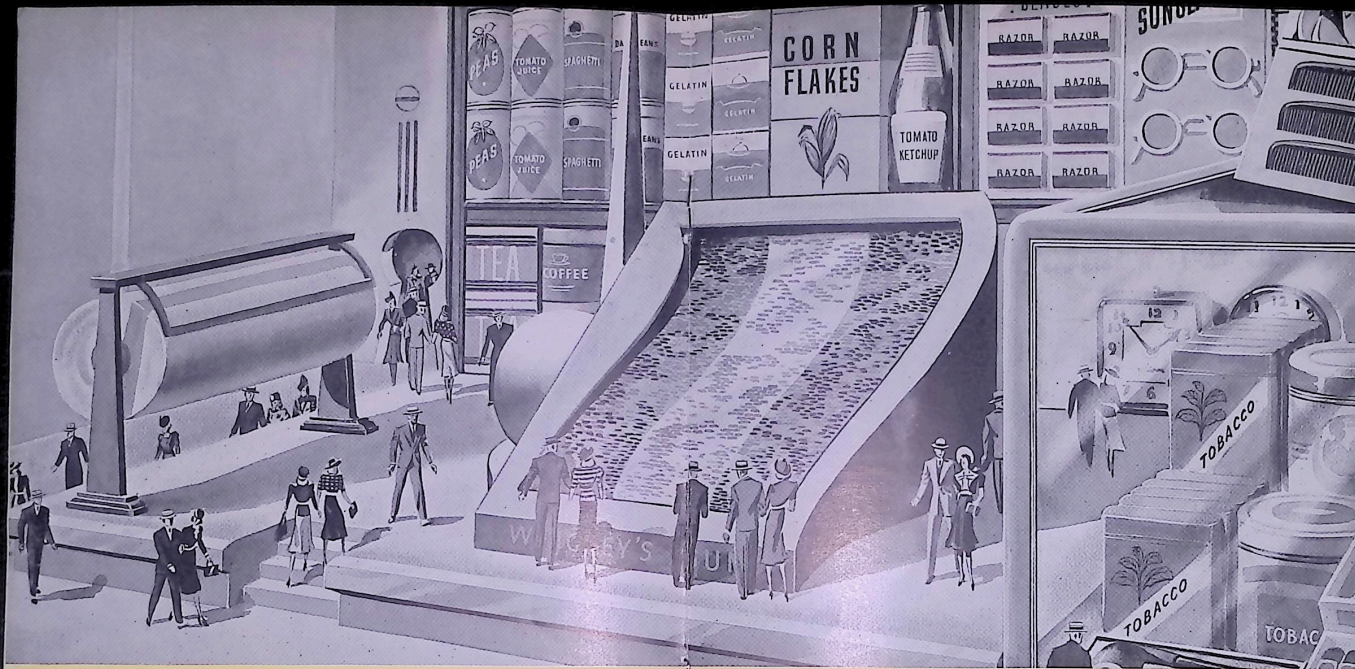
### MEET THE "CHICLERO"

A colorful figure in the jungle wilds of South and Central America and the far East, is the lithe "Chiclero." Chanting native songs as he works, the Chiclero scales the lofty trees and with his sharp machete makes expert herringbone cuts in the bark. The chiclero must work with care lest his slashing sever his support-

ing rope and drop him below to certain injury. At each slash of the knife, the rich milky substance flows through the bark to be caught in "bolsa" or canvas cups at the base of the tree.

Next comes the cooking of the raw gum in stainless steel kettles over fragrant jungle-wood fires. Then it is cooled and molded into uniform-sized blocks, and is at last ready for its journey to the States. From the wild interiors of Sumatra, Java and the Malay States, these blocks of raw gum are carried on the backs of elephants to seaports. In Central and South America, airplanes transport the chicle to the coast. Here it is loaded on steamers bound for the United States. It is then brought by train to the Wrigley factories. This is just the first step in the travels of your five-cent package of Wrigley's Delicious Chewing Gum.





**WORLD'S LARGEST STORE COUNTER WITH MAMMOTH DISPLAY OF WRIGLEY'S CHEWING GUM**

(ARTIST'S CONCEPTION)

The housewife who would do her shopping here would be as tall as a seven-story building and would carry a market-basket as large as a sixteen-cylinder automobile.

If she baked a batch of biscuits with all the baking powder that the display can would hold, she could send a bis-

cuit to every family in the entire city of Chicago.

The cans of peas are big as barrels. Seven good-sized adults could hide behind the corn flakes box.

Each tobacco tin has capacity for enough tobacco to give a smoker a pipeful every day for 117 years.

The roll of wrapping-paper is as wide as the average living-room rug. The ketchup bottle would touch the ceiling of an average room.

If automobiles were built in the same proportion as the cameras which would hold these films, you could park only two of them in the length of a regulation football field.

If an entire store were enlarged in the same proportions as many of the products it would take a store covering two city blocks to house the merchandise.

If all the spaghetti that fits into the spaghetti can were placed in a single length like a telephone wire, it would reach from Philadelphia to New York.

⇒ ⇒ ⇒ THE NEXT STEP IN THE STORY OF CHEWING GUM ⇒ ⇒ ⇒



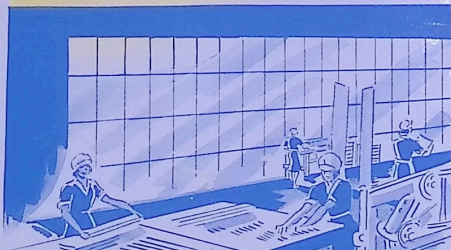
### FROM MICHIGAN'S COOL MINT BEDS

To most people's minds, the very mention of the name Wrigley's suggests the cool pungent flavor of garden-fresh mint. And this is not surprising since the Wm. Wrigley Jr. Company is one of the largest users of flavoring in the world. From the vast mint farms of Michigan and Indiana, the fresh spearmint and peppermint leaves are culled. Only the plants from the finest fields are selected and while they are still dewy and fragrant, their delicious essence is steam-distilled so that nothing may be lost in freshness and strength. This is one of the many reasons why the flavor of Wrigley's Chewing Gum is known for its long-lasting quality.

### TO THE FACTORY OF SUNLIGHT

One's first sight of the Wrigley factory is a veritable glimpse of Mars. Spacious sunfilled rooms are bright with the light from miles of windows. The air is washed and regulated, the temperature and humidity controlled to the needs of each step in production. Battalions of gigantic "almost human" machines dwarf the white-uniformed employees. And through every process, Wrigley's Chewing Gum is treated with the utmost care and cleanliness.

**First Step**—The first step in production is the blending and sterilizing of the raw gum. The purified mixture is then poured into huge kneading



machines—each machine holding enough material for one hundred and fifty thousand sticks of gum. Gradually, the other ingredients—pure pulverized sugar, rich golden corn syrup and aromatic flavoring—are added, and kneaded into the chicle mixture with giant paddles to insure uniform texture and flavor.

**Cutting Sticks**—When the chicle mixture is kneaded to perfect smoothness, it is passed through a succession of rollers until it attains the desired thickness. Then scoring-rolls mark it into the size and shape that everyone from here to Timbuctoo recognizes as a stick of chewing gum.

**Wrapping It**—The Wrigley wrapping machines are versatile as the ten fingers of man and work with lightning speed. They pick up each piece of gum, protect it in a wrapper, label it . . . gather five sticks together, wrap them, label again and hermetically seal the package, enclose the whole in the cellophane wrapper with its red tape-opener—all in less time than it takes to tell!

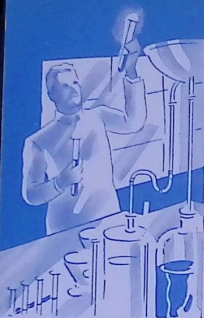
**Coating P.K.'s**—These delectable little sugar-coated nuggets of gum are prepared in the same way as stick gum up to the point of shaping. But here, scoring machines are regulated to cut the rolled gum into the popular pellet shape. Placed in whirling copper kettles, myriads of little P.K.'s dance in a snow-storm of crystal-clear syrup until each has acquired an even white frosting. As the sugared pellets are whirled into collision, their coating assumes a jewel-like polish.

**To the Store-Counters**—An endless stream of moving belts carries the package-filled cartons to huge automatic stock-rooms. Now, they are ready for shipment. Whisked away in glistening yellow trucks from factory to freight-car, the packages of Wrigley's Chewing Gum are quickly dispatched to the millions of store-counters in every quarter of the globe.



## A THOUSAND TESTS

It is the spirit of constant endeavor to please and to improve even when you *have* pleased that has put Wrigley's Chewing Gum out in front. By a thousand tests, chemists have come to know exactly how the chicle and other raw gums are best prepared to release the flavor so that it will last longer and give greater satisfaction. But they have not stopped there. For, every day in five experimental laboratories maintained by the company, scientists are at work to make better chewing gum. Better chewing gum means, to us, a better chew, a better flavor, a handier, even better protected package—in other words, improvement all the way down the line. This is the Wrigley way of making sure that your nickel buys the utmost in chewing gum pleasure.



## ALL OVER THE WORLD

Chewing gum has always been considered a typical American custom. But over a period of years, visiting Americans have initiated the people of both near and far-away countries into the enjoyment of this wholesome, refreshing dainty. As a result, the demand for Wrigley's has become so universal that special labels must be printed in Chinese, French, Arabian, Spanish and other languages for the export trade.



## ADDING ENJOYMENT TO EVERYDAY LIFE

Wrigley's famous Brands of Chewing Gum are among the little things in life that bring big enjoyment. Millions of people get real pleasure from the wholesome act of chewing and from the long-lasting, fresh, delicious flavors.

To the person at work, a stick of Wrigley's Spearmint or Doublemint Gum is like an oasis in the desert. Here is cool, delicious refreshment—a between-meal treat that can be enjoyed often every day—light, healthful and satisfying.

Children love Wrigley's Chewing Gum, and it's good for them. After school, it's a pure, wholesome sweet that will not overload their little stomachs. And the chewing helps to strengthen their gums—aiding in building strong, bright, attractive teeth.

Chewing Wrigley's Spearmint, Doublemint or Juicy Fruit Gum has been found exceptionally helpful to the person driving a car. This chewing helps to relieve nervous tension—has a steadying effect—and so aids in keeping you alert at the wheel.

Every athlete knows that Wrigley's Chewing Gum gives a much-needed lift during physical exertion. It cools and moistens the mouth—helps to steady the nerves and promote physical efficiency.

Smart hostesses frequently serve Wrigley's Spearmint, Doublemint, Juicy Fruit or P.K. Gum as an after-dessert refreshment. Chewing gum is a well-known aid to digestion and sweetens the breath.



## A WORD OF CREDIT FOR THE LOCAL MERCHANT WHO DISPLAYS WRIGLEY'S CHEWING GUM

Let's give a moment's thought to the man who makes life a little easier for you—your local merchant. From the far corners of the nation to the street-corner near your home, he brings the dozens of things you need in your daily life. He times your wants by the seasons—cool things for summer, warm for winter—so that he can fill your demands at a moment's notice. And he goes a step further in service. For your convenience he displays, out in front, the things you ask for most frequently. That's why the counter displays of Wrigley's Chewing Gum are getting **BIGGER AND BIGGER . . .** easier for you to buy, and thus, easier for you to enjoy.