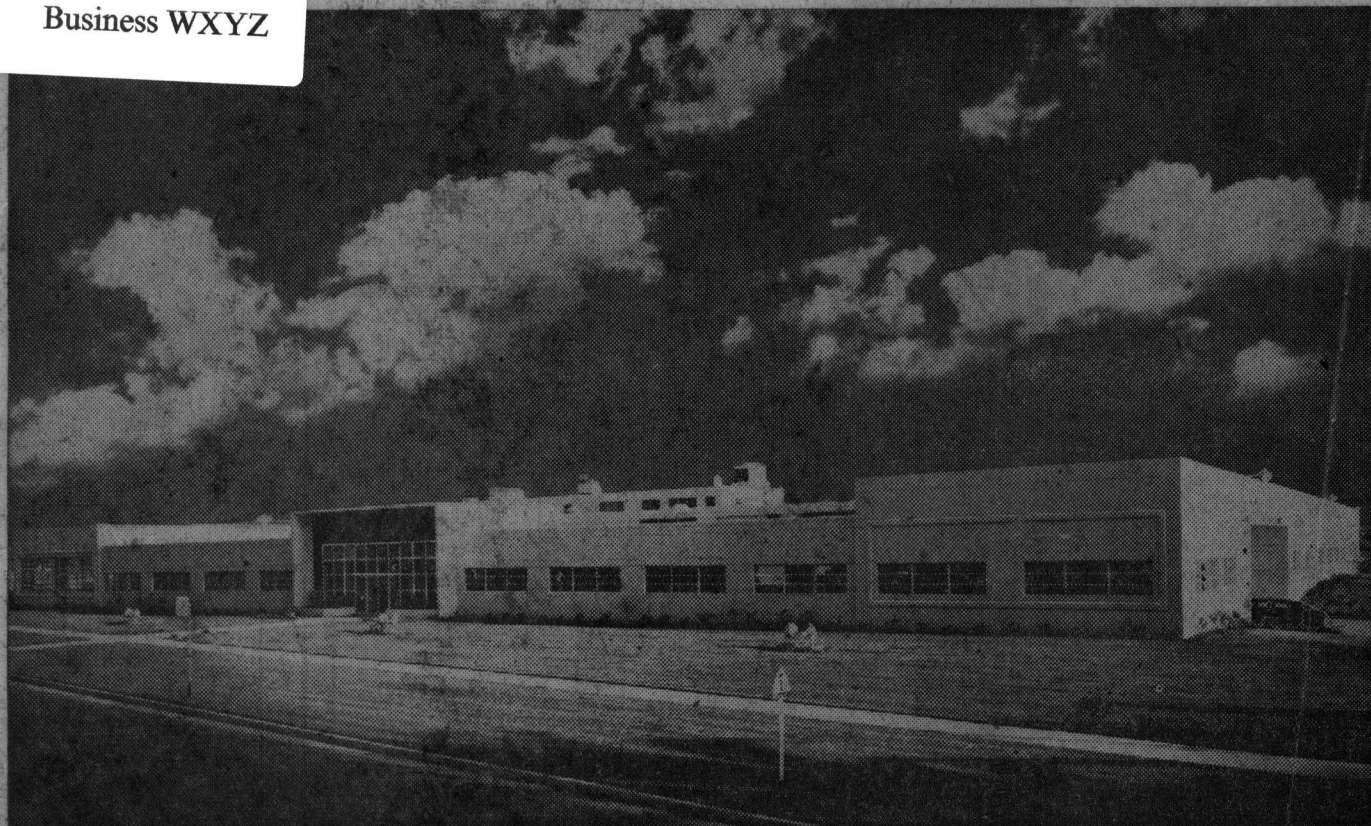


Business WXYZ



The new Wrigley company factory on Mission street, pictured above, is planning an open house for Tuesday and

Wednesday to enable Santa Cruzans to visit the establishment and see the actual processes of manufacturing the famous chewing gum. The com-

pany announced other opportunities will be offered for visits by Santa Cruzans and others who are unable to fit their schedules to the program

and a regular schedule of visitors' tours on weekday afternoons is planned for the future by the firm.

## Wrigley's Plans For Open House

The Santa Cruz plant of the Wm. Wrigley Jr. company will hold open house for Santa Cruzans and visitors from other areas on Tuesday and Wednesday of this week.

Visiting hours at the plant, on Mission street, are scheduled from 9:30 to 10:30 a. m. and 2 to 3:30 p. m. on both days.

The company employs about 125 workers daily now, but will expand its force to between 350 and 400 persons. At present, the Wrigley payroll amounts to approximately \$500,000 annually, but when the force is expanded, the payroll will rise to approximately \$1,500,000 annually. The firm's bank clearings at present are running approximately \$450,000 monthly. This figure also will be increased as operations move into high gear.

The Wrigley plant is a streamlined modern building, all on one floor with the exception of a small processing tower. The total floor area of the plant, including offices and adjoining units, is approximately 150,000 square feet. All offices, the restaurant, the processing rooms and certain storage rooms are air conditioned, so temperature and humidity can be controlled exactly.

The building and the equipment cost approximately \$3,000,000 with the manufacturing equipment, which can produce chewing gum at a retail value rate of almost \$20,000,000 annually, costing quite a bit more.

An article about the Wrigley company, the largest chewing gum firm in the world, and about its product is printed on Page 8 of today's Sentinel-News.