

WEATHER REPORT

Temperatures for the 24-hour period ending at 5 p. m., yesterday: Maximum, 86; minimum, 47.
Monterey Bay Area—Fog night and morning, but fair otherwise today and tomorrow.

Santa Cruz Sentinel-News

Guaranteed Paid Circulation
of the Sentinel-News Friday was ...

11,588

MISSED PAPER? If you phone 3600 before 9:30 a. m., a special messenger will deliver a Sentinel-News to you if you live within the city limits.

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SANTA CRUZ, CALIFORNIA, SUNDAY, OCTOBER 8, 1950



5c Excepting Saturday
Sunday and Daily

TWENTY PAGES

WRIGLEY TO BUILD \$3,000,000 PLANT HERE

CONSTRUCTION OF GUM FACTORY TO BEGIN IN '51 ON MISSION STREET

The William Wrigley, Jr., company, world's largest chewing gum manufacturer, will build a \$3,000,000 plant in Santa Cruz, it was announced yesterday in Chicago by Philip K. Wrigley, chairman of the board of directors.

Negotiations were completed late Friday with representatives of the Southern Pacific company for the purchase of 5.3 acres on Mission street and West Cliff drive along the Ocean-shore highway.

It Wasn't

Actual construction is expected to start by early summer, Wrigley indicated. The plant will employ about 300 persons with an annual payroll of \$1,250,000. It will produce \$8,000,000 worth of chewing gum a year.

The Wrigley company decided to locate in Santa Cruz after making a survey of numerous west coast cities during the past year. It will be the first Wrigley manufacturing plant to be built west of the Mississippi.

Thursday afternoon the city council met in special session to approve the extension of the main industrial sewer line from Mission and King streets (at Linda Vista market) to the Wrigley property in order to provide adequate sewage for the huge plant. Cost is estimated at \$12,000 by City Manager Neal Smith. Smith said he regarded the expenditure as an excellent investment for the city.

Mayor George N. Penniman said that the council acted in emergency session to allow the Wrigley company to complete its purchase plans.

"The City of Santa Cruz welcomes the Wrigley company," Penniman stated, "And will do everything possible to aid the company in its plans for a Santa Cruz production plant."

Negotiations on behalf of the Wrigley company were handled here by R. R. Holcomb, vice president, who expressed his appreciation for the "excellent co-operation the company has received in Santa Cruz."

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gave indications that it would like industrial data about Santa Cruz, the chamber of commerce's industrial committee, headed by Jack Martin, compiled a complete brochure of technical and liveability data on the city for the gum manufacturers.

Working with Martin were Fred Morris, A. R. Wood, Kenneth A. Kennedy and Louis Wollenberger of the industrial committee and James Townsend, chamber manager. City Manager Smith, City Engineer Alex Russell, Mayor Peniman and other council members also co-operated in the effort to bring the Wrigley company here.

The purchase of the property was aided by the co-operation of Jack DeBenedetti of the J. L. DeBenedetti company and Newell Maddock in Santa Cruz.

The Southern Pacific Railroad company also cooperated in the effort.

"Santa Cruz is exceedingly fortunate to have the Wrigley company locate here," said R. Earl Cady, president of the chamber of commerce. "Not only will the company provide a strong boost to the annual income of the city, but it will serve to bring the attention of the entire west to Santa Cruz. All of California will benefit by the west coast Wrigley plant."

Holcomb indicated that the Wrigley company desired a west coast plant to meet growing demands for the Wrigley products in the western states and for export from the west coast.

"The migration to the west during the past decade brought about our decision to construct a west coast plant in order to improve distribution of our products to all parts of the western United States," Holcomb stated.

Holcomb told the city council he is extremely gratified at the response of the Santa Cruz chamber of commerce headed by Manager Townsend in providing the facts and assistance necessary to open the way for the actual purchase of a plant site here.

Evidence of community reaction was indicated in a statement by Fred McPherson, Jr., publisher of The Sentinel-News:

"The decision of the Wrigley company to construct its west coast plant here is wonderful news. It will strengthen the economic stability of the community. The Wrigley company is a model industry and will be welcomed by every Santa Cruzan."