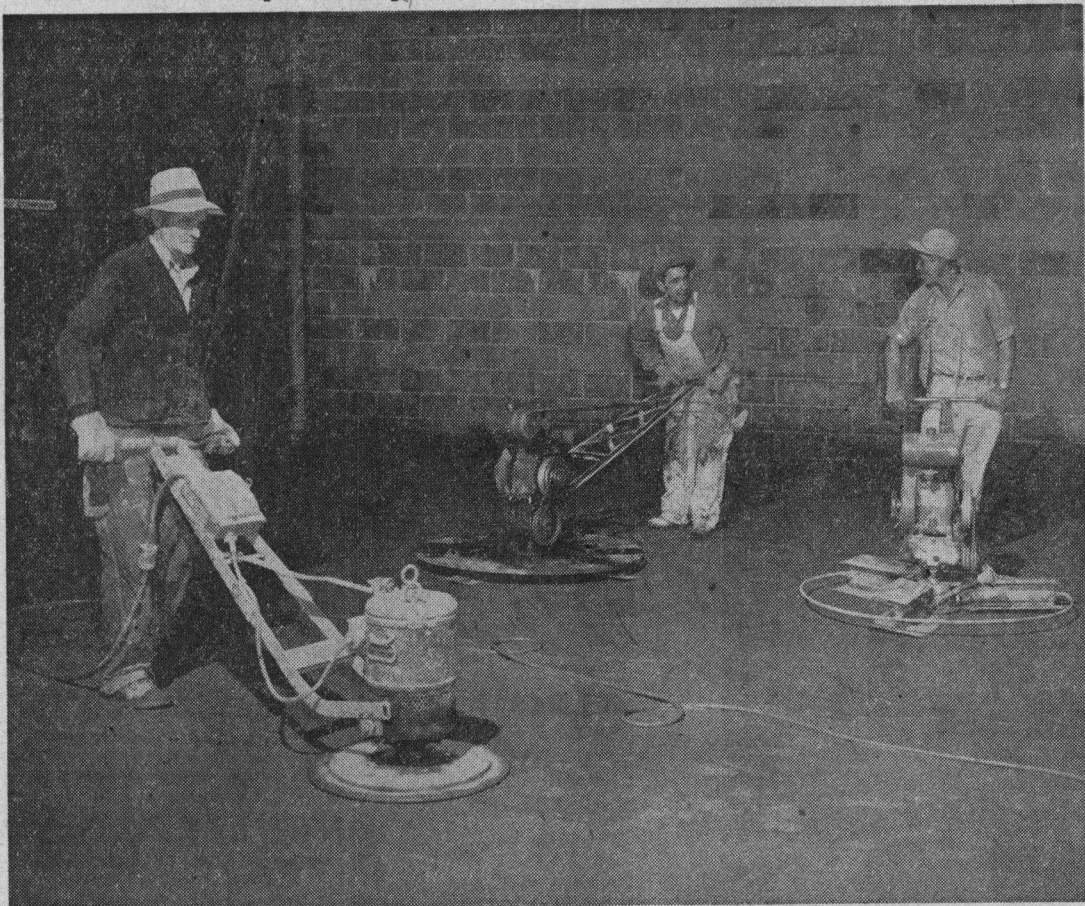


# Work Moves Swiftly On New Wrigley Plant

## Simple Way To Smooth Cement Floors



Guiding these three whirling troweling machines over newly laid cement floors of the new three million dollar Wm. Wrigley

Jr. company Santa Cruz plant are Charles Hughes, Martin Dias, and Ray Marago. The machines smooth and pack the cement and save many hours of hand work.

Superintendent of construction L. Vines said that the work will probably be completed by August 1.

## Machinery For Plant Arrives



Machinery which will be used in making Wrigley's chewing gum already is arriving at the plant under construction on Mission

street. L. D. Hillyard removes braces from machinery which has been shipped in a box car.

## New Game Brings

Stuart

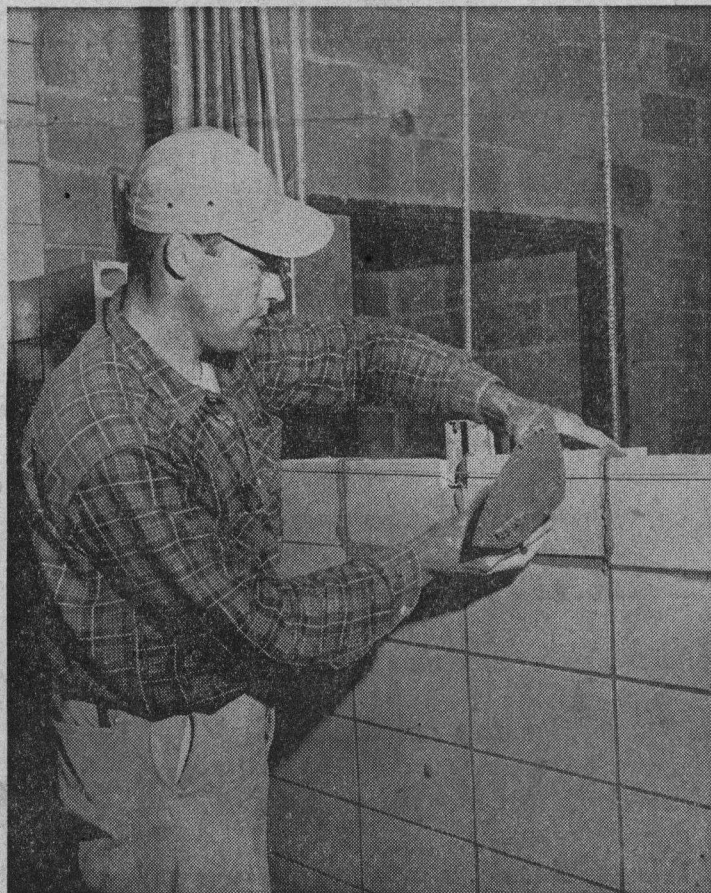
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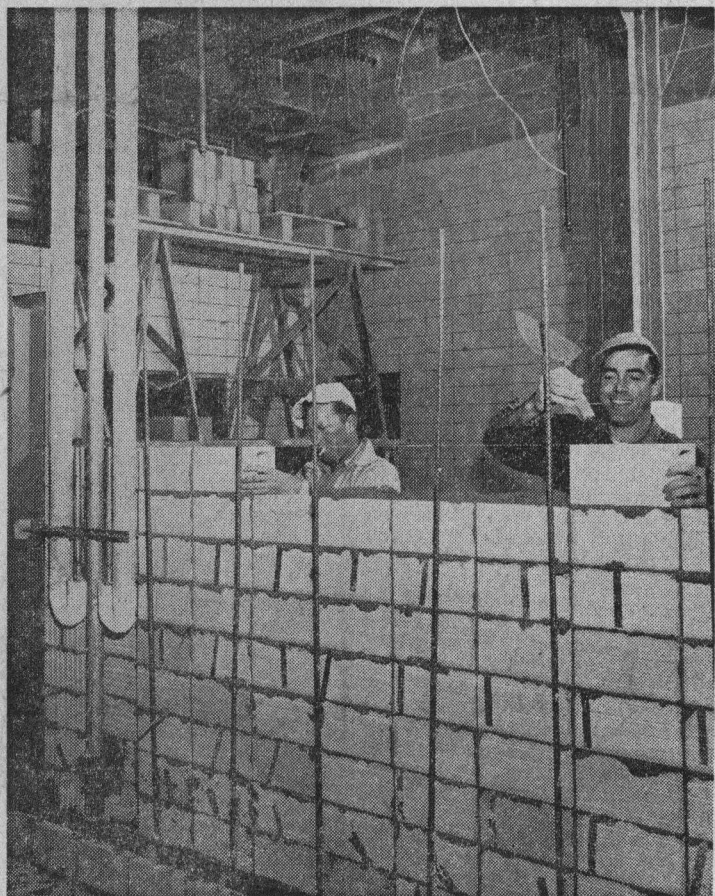
## Steady Hand Is Needed



Jake Meeuwse, tile setter at the new Wrigley plant, shows the skill involved in getting a smooth

finish to a wall of the building now under construction on Mission street.

## Set Tile Walls In New Plant



Ken Karber, left, and Jake Meeuwse, build a tile wall in the 147,000 square foot chewing gum plant which has been under construction since last August. Note the smoothness of the finished

wall in the background. It is expected that the local plant will be the western headquarters. Other Wrigley gum plants are located in England, Australia, New Zealand and Canada.

son's identity could be established, and decided there were only four categories needed to describe anybody; geographical location, profession, personality traits that's where psychoanalysis comes in and physical description.

"Most of my courtship of Joan was mixed up with the game. We worked out 25 descriptive words for each category. We turned out the first sets from home, getting the cards and boards printed by a local printer, and then last fall Joan and I went to nearby stores and sold them a few games apiece.

"Our friends all took it up and started plugging it. We showed the game at a toy fair. All of a sudden we started getting orders from stores all over the country. Now we've taken over a little factory in Norwalk, Conn., and the going looks great."

Joan, a pretty blonde Vassar graduate who was raised in Lexington, Ky., and has an administrative job with a New York fashion school, doesn't seem to mind having spent most of her courtship and honeymoon thinking up new words to describe such char-

acters as "a dead man from the Middle West, and wise writer."

That's Will Rogers. At present she works after hours and weekends on promotion for the game, while Stuart takes care of sales, shipping and other chores. Although their business is only a few months old, the young Hoovers already are building a home in Rowayton on proceeds from their brain-child. Joan and Stuart analyze their

rapid success this way:

"Everybody who watches a TV quiz always thinks he knows the answers before the panelists do. Now every man can be a quiz master in his own living room."

# BUI