

William Wrigley JR.: Wrigleys Chewing Gum Founder (Food Dudes)



In this title, unwrap the life of talented Wrigleys chewing gum founder, William Wrigley Jr.! Readers will enjoy getting the scoop on this Food Dude, beginning with his childhood in Philadelphia, Pennsylvania. Students can follow Wrigleys success story from the start of his sales career with the Wrigley Manufacturing Company to his establishment of Wrigley Chewing Gum and later the William Wrigley Jr. Company. Wrigleys family and his retirement years are also highlighted. Engaging text familiarizes readers with topics of interest including Wrigleys advertising strategies, the Chicago Cubs, Catalina Island, and the Wrigley Building. An entertaining sidebar, a helpful timeline, a glossary, and an index, supplement the historical and color photos showcased in this inspiring biography. Checkerboard Library is an imprint of ABDO Publishing Company.

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