

Gum Covers

By
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Some collectors collect Gum covers as part of their Candy collection; some collectors have them separated into their own category. If you're into sweets, though, you should definitely give Gum covers a second look. They're colorful, interesting, and historic.

And, gum, itself goes quite a way back in time...

GUM FACTS

- The Ancient Greeks chewed mastiche in 50 A.D.
- In 200 A.D., the Mayans of Central America chewed chicle, while other North American Indians chewed spruce resin.
- John Curtis made the first commercial spruce gum in 1848.
- In the 1850s, paraffin, or wax, gum was popular (picture cards came with it).
- General Santa Ana (of Alamo fame) sold chicle to Thomas Adams in 1869. Adams used it to make the first commercial chicle gum.
- In 1870, Adams introduced Black Jack, the first manufactured flavored gum, and one that is still sold today.
- William Wrigley, Jr. entered the gum field in 1891 with the Lotta and Vassar brands. Wrigley's Spearmint and Juicy Fruit followed in 1893.
- The early 1900s saw both Chiclets (made by Henry Fler) and gumballs arrive on the scene.





- Walter Diemer, an accountant for Fleeer, invented modern bubble gum in 1928. Pink was the only color nearby when he made the first batch, and so the trend was set. The gum was named Double Bubble.
- In the 1930s, baseball cards were included with gum; before that, they came in packs of cigarettes.
- Sugarless gum debuted in the 1950s.

So where does that leave us?...with lots of great gum covers! There's a lot here to get your attention.. There are the odd and the unusual ones, such as the Fan Tan variety shown on page 1, which you probably have never heard of [I haven't]. There are the series and sets, such as the Chiclets airline covers and the Wrigley's series. There are a number of quite old covers. There are DQs among the Wrigley's covers, for example. And there are a number of Gum covers that are conjunctives...the Chiclets covers are also Airline covers; some of the Wrigley's covers are also World's Fair covers, etc.

How many are there? Well, Andy Anderson, MO, had 137 in his collection as of July, 1996, and Warren Marshall, CA had 71 different Wrigley's covers alone. That will at least give you some ideas to work with.

