

WRIGLEY'S GUM MATCHCOVERS: I

by Mike Samuels

Wrigley's Gum started about 1892, when William Wrigley began selling baking powder and giving away two packs of gum with each can sold. It was so successful that he stopped selling baking powder and began selling gum. Some of his brands were Spearmint (1893), Juicy Fruit (1893), and Doublemint (1914). All covers are 20 stick and front strikers. (Original list provided by John and Stella Williams.)

- (B) Chew It / Spearmint / After Every Meal, (F) United Cigars logo, Approved Match No. 7, Diamond Match
- (B) The Flavor Lasts / Juicy Fruit / After Every Smoke, (F) United Cigars logo Approved Match No. 7, (IS) blank
- Same as #2, except (IS) wording
- (B) Barking Dog Cigarettes 15 for 20, 1 line manumark, DQ footer
- (B) The Best Hats...Guerdan's, 2 line manu, DQ footer
- (B) The Best Hats...Guerdan's, CCBSM at top, Diamond?
- (B) English Ovals Cigarettes, 2 line Diamond manu, early 1920s?
- (B) Gibson-Howell Shaving Cream, 2 line Diamond manu, early 20s?
- (B) Gibson-Howell Shaving Cream, 2 line Hercules manu, early 20s?
- (B) Marlboro Cigarettes, 2 line Diamond manu, early 20's?
- (B) Marlboro Cigarettes, 20 for 20, 2 line Diamond manu, DQ footer
- (B) Melacharino Cigarettes, 2 line manu, DQ footer
- (B) Melacharino Cigarettes, 1 line Lion manu
- (B) Millbank The Quality Cigarette, 2 line Eddy manu, 3/16 tax stamp
- (B) Rex King of Cigarettes, 2 line Eddy manu, 1/4 tax stamp
- (B) Ricoro Cigars, 1 line Diamond manu, early 20s?
- (B) Three Castles Cigarettes, 1 line manumark, DQ footer
- (B) Union Tobacco Company/Three Kings, 1 line manu, DQ footer
- (B) Union Tobacco Company/Three Kings, 2 line manu, DQ footer
- (B) United Cigar...Hq. for Gillette Razors..., 1 line manu, DQ footer
- 20A ????
 - (B) United Cigar...Hq. for Gillette Razors..., 2 line Sun Match manu
 - (B) United Cigar...Hq. for Safety Razors..., 1 line manu, DQ footer
- 22A (B) United Cigar...Hq. for Safety Razors..., 1 line manu, No DQ footer
 - (B) Wrigley's After Every Meal is good for you. 1 line manumark, Diamond Match footer
 - (F) Wrigley's Spearmint The Perfect Gum, (B) Dependable Watches and Clocks sold in all... 2 line manumark, DQ footer
 - (F) Wrigley's Spearmint The Perfect Gum, (B) We Handle the Genuine Pollack Expert Crowns 2 line manumark, DQ footer
 - (F) Ask for Wrigley's/Spearmint, (B) Old Chum The Tobacco of Quality 2 line Eddy manumark, 3/16 tax stamp
- 26A (F) Same as 11; (B) like 11 (Marlboro 20 for 20 -- except blue background and not DQ)

All of the following section are full lengths with 2 line Diamond manumarks except for A-850 and A-885 which have only 1 line. The numbers are inside below a Wrigley jingle.

- A-442 Wrigley's Spearmint The Perfect Gum
- A-456 Wrigley's Juicy Fruit Chewing Gum
- A-515 Wrigley's Double Mint Chewing Gum Peppermint Flavor

- A-516 Wrigley's P.K. Sugar Coated Peppermint Chewing Gum
- A-521 Wrigley's Means Good Chewing Gum, gray paper
- A-521 Wrigley's Means Good Chewing Gum, slate gray paper
- A-576 Wrigley's Means Good Chewing Gum, gray paper
- A-576 Wrigley's Means Good Chewing Gum, slate gray paper
- A-601 Wrigley's Makes The Next Smoke Taste Better
- A-606 Wrigley's Makes The Next Smoke Taste Better, gray paper
- A-606 Wrigley's Makes The Next Smoke Taste Better, slate gray paper
- A-617 Chew Wrigley's Not Only For Pleasure But For Health
- A-644 Wrigley's Spearmint Gum Kept Right In Cellophane
- A-683 Wrigley's Double Mint Finest Peppermint Gum You Can Buy, gray paper
- A-683 Wrigley's Double Mint Finest Peppermint Gum You Can Buy, slate gray paper
- A-760 Wrigley's Spearmint The Perfect Gum
- A-783 Wrigley's Spearmint Gum The Flavor Lasts, gray paper
- A-783 Wrigley's Spearmint Gum The Flavor Lasts, slate gray paper
- A-850 Wrigley's Spearmint The Perfect Gum
- A-885 Wrigley's Spearmint The/Key/to Quality Gum

The series of covers A-905 through A-1065 were drawn by the artist Art Helfant. They were issued over a period of time about 1935. Each of the covers in this group has a full length cartoon and short message on the inside of the cover. Some of the later issues (shown by “*”) also carried the text “Made in U.S.A.” below the number.

- A-905 Ad Dishun, bookkeeper
- A-906 Obediah Beacon, lighthouse keeper
- A-907 Jim Grunts, champion wrestler
- A-908 Betty Bareback, lovelorn editor
- A-910 His Honor, Judge Fairly, noted jurist
- A-911 Mrs. Good Hand, bridge expert
- A-912 Joe Broomslinger, popular porter
- A-913 Miss Smart, school-teacher
- A-922 Olaf G. String, violin genius
- A-923 Sally Steno
- A-924 I. Sewan Sew, noted tailor
- A-925 Marshall Hosewielder, famous fireman
- A-926 Carrie Trays, waitress
- A-927 Dr. Molar, noted dentist
- A-928 August Hotbuns, baker
- A-929 Daisy Cuticle, popular manicurist
- A-955 Vera Shapely, bathing beauty
- A-956 Mrs. Muchwed, noted divorcee
- A-957 Pete Plugit, plumber
- A-958 John Kale, banker
- A-966 Isaak Angler, fisherman
- A-967 Rollo Films, photographer
- A-968 Frances Nimblefoot, dancer
- A-969 Dave Squeegee, window washer
- A-973 Joe Diggs, the gold miner