

Finding Aid to the Juicy fruit gum stick ephemera

Juicy fruit gum stick ephemera, 1930-1945

4 items

Collection number: SCUA 0004

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OVERVIEW

Access: The collection is open under the rules and regulations of the Institute.

Provenance: Donated by Kristy A. Mickelson on December 29, 2009

Property rights: The Institute for Regional Studies owns the property rights to this collection.

Copyrights: Copyrights to this collection is held by the Institute.

Citation: [Identification of item]. Juicy fruit gum stick ephemera (SCUA 0004), Institute for Regional Studies, North Dakota State University, Fargo.

BIOGRAPHY

Juicy Fruit is a type of gum that is made by the Wrigley company which in of itself is owned by Mars, INC. It was introduced into the US market in 1892 as part of selling baking powder. It was given the name Juicy Fruit in 1893. The only time the gum was taken off the market was during World War II due to rationing. After the war, the packaging was changed to its current bright yellow background.

SCOPE AND CONTENT

This collection contains a single stick of Juicy Fruit with the original horizontal stripping, thus dating it tow before 1945. It was found in the basement of Ceres Hall on the campus of North Dakota State University in December of 2009.

BOX AND FOLDER LIST

Box/Folder	Content
1/1	Finding aid, Historical information, and stick of gum.