

# IMPACT the PLAYERS

100  
most significant

CHICAGOANS  
of the Twentieth Century

List of local heroes who cast giant shadows across American life contains more than a few surprises

## BUSINESS' TOP 10

1. Ray Kroc, McDonald's founder
2. Julius Rosenwald and Robert Wood, the men who ran Sears
3. Samuel Insull, utilities magnate
4. Albert Lasker, advertising pioneer
5. Paul Galvin, Motorola founder
6. Leo Melamed, Chicago Mercantile Exchange chairman
7. William Wrigley, chewing gum titan
8. John Hertz, (taxi)
9. Joseph Kraft, cheese company founder
10. William Scholl, foot care tycoon

# Chicago *and the* American Century



F. RICHARD CICCONE

■ ■ ■ IV

## BUSINESS'S TOP TEN

- 1 ■ The Franchiser: Ray Kroc
- 2 ■ The Manager and the General: Julius Rosenwald and Robert Wood
- 3 ■ The King of Power: Samuel Insull
- 4 ■ The Spin Doctor: Albert Lasker
- 5 ■ Moon to Earth, Moon to Earth: Paul Galvin
- 6 ■ Butter to Billions: Leo Melamed
- 7 ■ Double Your Pleasure: William Wrigley
- 8 ■ Color It Yellow: John Hertz
- 9 ■ Paddy and Me: Joseph Kraft
- 10 ■ Foot Fetish: William Scholl