

CHICAGO MAN BUYS FAMOUS CALIFORNIA ISLE

WILLIAM WRIGLEY, JR., HEADS COMPANY PURCHASING SANTA CATALINA

Will Depend on Power of Press to Inform World of Vast Resort

Los Angeles, March 26.—One of the biggest real estate deals ever put over in California is now an assured fact and details can be furnished by the interested parties.

William Wrigley, Jr., manufacturer of the famous "Wrigley's Spearmint," one of the chief stockholders in the Chicago "Cubs" ball team and an officer and director in a total of fifteen enterprises in various parts of the U. S., is the head and controlling interest in a company which has taken over Santa Catalina Island. The purchase price is close to \$4,000,000 and several millions more will be spent to make the island the great show place of the Pacific coast.

Included in the transfer are practically all of the 48,000 acres of the island, the new \$400,000 Ste. Catherine hotel and its appurtenances, ten thousand head of sheep, two large steamers which ply between San Pedro and the island, a fleet of glass-bottom power boats and other property of the Santa Catalina Island Company.

This news is of interest to every past, present and prospective visitor to California; in fact, it is of particular interest to the country at large, for it presages an era of expansion and development in our home resorts in keeping with the tendency to cultivate domestic tourist travel which the war has so strongly intensified.

David Blankenhorn, a well known Los Angeles business man, is president of the new company. He recently received his honorable discharge from the U. S. Army, where he ranked as captain.

"We intend to make Santa Catalina Island the greatest summer and winter resort in America," said Mr. Wrigley. "Development will progress as rapidly as possible and when business warrants we will put on more steamers. There is room for a half million new cottages on the island and a second new hotel is projected for early completion. It is my plan to make this gem of the Pacific a resort of such attractiveness that it will be the mecca for visitors from all parts of the country."

There are many unique features found at "Catalina," as the island is called locally. In one vast expanse are the frames of 650 tent cottages which in summer are covered with canvas, furnished completely and rented by the day or week just as hotel rooms are rented. This is the famous Island Villa. Another summer settlement is made up of hun-

dreds of tents completely furnished for housekeeping.

His plans for the development of Santa Catalina Island for the tourists and pleasure seekers who flock to California's sun-kissed shores will entitle Mr. Wrigley in double measure to all the credit he has thus far attained as the most extensive purveyor of America's own

famous confection—the stick with the flavor that lasts.

"Just as we have looked to advertising to build up our business," said Mr. Wrigley, "so shall we make known the fame of Catalina Island. The power of the press is one of the world's greatest agents of advancement. Without advertising it might take twenty years to accomplish

what advertising makes possible in one."

Accounting for It.

Young Fitzmoore (to dentist)—"Isn't it rather strange, doctor, that at my age I haven't cut my wisdom teeth yet?" Dentist (calmly)—"Oh, I don't know. Perhaps there isn't enough wisdom back of them to push them through."

"What's coming off out in front there?" asked the proprietor of the Tote Fair store in Tumlinville, Ark. "Well then, why don't they trade back?"

"A couple of fellers from Straddle Ridge swapped mules," replied the clerk, "and now each one is accusing the other of skinning him."

"I reckon they are both afraid of getting skinned again."—Chicago News.

WRIGLEY'S



KEPT secret and special and personal for you is

WRIGLEY'S

in its air-tight sealed package.

A goody that is worthy of your lasting regard because of its lasting quality.

Three flavors to suit all tastes. Be SURE to get **WRIGLEY'S**

Sealed Tight Kept Right

The Flavor Lasts



Expanding to Meet Public Needs

THE packer is a purveyor of foods. Largely dependent on him are the producer, the retailer and the consumer. The farmer looks to the large packing concern to provide outlets for what he raises. The housewife relies upon the packer for an important part of her daily food supply. Retailers expect prompt service and regular deliveries. Thousands of workmen are given gainful employment.

Of all industrial undertakings none is so closely allied to the comfort and security of the nation.

To meet these responsibilities successfully makes large scale operation imperative. For, in order to buy from the grower whenever he is ready to sell, Armour must have a national market to distribute foods everywhere. And conversely, to make food supplies certain, Armour must be able to buy in many producing centers.

Serving both producers and consumers, it is evident that such a business must be conducted fairly and beneficially to all. In no other way can its existence be justified. In no other way could it have thrived.

But to carry out its uses fully, the responsibilities of the business must be met by the responsibilities of those it serves. In its own interests the public must give big business the opportunity to per-

form the service which is very properly expected of it.

With a multitude of problems to be solved in national collecting and distributing, a complex though smoothly working system has been evolved in the Armour organization through the course of years. Each part dovetails in its work with the rest. All are dependent upon and inter-related with the others.

Food plants would be unable to give stock-growers outlets without the branch houses which are continually competing for trade. And neither the producing plants nor the distributing branches could operate on an efficient and economical basis without the modern refrigerator cars directed under a single management which controls their movements.

In short, the Armour system is the outgrowth of national needs—a system that can give maximum service only as a whole—and that dismembered, would fall to live up to the requirements which the country and city public today demands.

ARMOUR AND COMPANY
CHICAGO

Farmers and Land Owners!

The "FORDSON" TRACTOR is the result of extensive trials and experiments conducted by Mr. Henry Ford, covering a period of many years. Before placing the tractor on the market, every detail has been thoroughly tried out under actual farming conditions in various parts of this country and abroad.

Experience has pointed to the small, light tractor as being the one machine which will fill all varying conditions satisfactorily.

In developing the "FORDSON" Tractor, the aim has been to produce a small tractor which will be low in first cost, reliable, and above all—efficient.

Being small, light and economical, the "FORDSON" Tractor is adapted for use on small farms as well as on the largest. It will pull all farm implements and do the work generally done by horses on the farm. In addition, by its belt pulley the tractor will drive farm machinery such as a thresher, ensilage cutter, etc., making the "FORDSON" a truly universal tractor.

In design and construction the "FORDSON" takes a long step in approaching the ideal tractor. The simplicity of its operation and construction will at once appeal to the farmer.

Special devices were perfected to keep out dust and dirt. All moving parts are enclosed and thoroughly lubricated. The number of lubricating points requiring attention are very few and easily gotten at.

The motor, transmission and rear axle are assembled together, forming one rigid unit, which, combined with the three-point suspension, relieves these parts of all strain.

The absence of any frame gives accessibility to all parts for making adjustments or repairs, and allows the tractor to be taken apart in a few minutes.

The motor is of substantial design and is capable of delivering its full power continuously. It embodies features which have been used with success in other fields for many years.

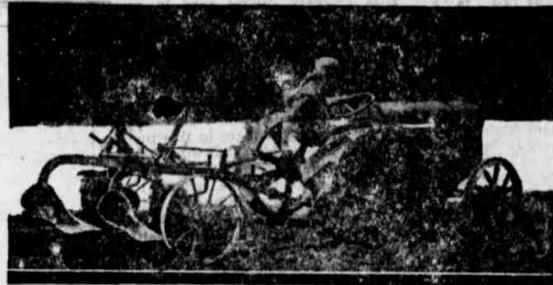
PERFORMANCE

The tractor is designed as a two-plow machine and will pull two 14-inch plows in the stiffest soil. It will maintain a drawbar pull of 1800 pounds at plowing speed. In low gear a drawbar pull of 2500 pounds is obtained.

The fuel consumption varies with conditions; two and one-half gallons of kerosene per acre being a fair average. The amount of ground plowed also depends on conditions; eight acres in ten hours would strike an average.

When used at stationary work and running at full power, at 1000 R. P. M., the fuel consumption does not exceed two and three-fourths gallons per hour.

The total weight of tractor is 2700 pounds, with water and fuel tanks filled. Overall length is 102 inches, height 55 inches and width 62 inches.



There won't be enough Fordson Tractors to go 'round!

THE demand for the Fordson tractor is so great that it will be a long time probably before everyone will be able to get one. Therefore, if you are looking for a tractor and wish a Fordson you should see us at once.

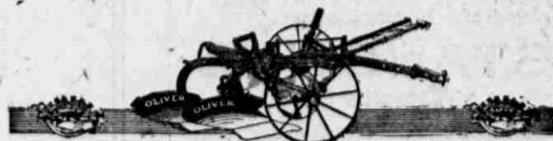
The Fordson has more than fulfilled expectations. With its economy—efficiency—durability—it is ideal for the average farm.

Burns kerosene—has special air washer—and all moving parts are enclosed—there is practically nothing to cause trouble.

Use it with the Oliver No. 7 Plow

Here are some of the big Oliver features: The combined rolling coupler and joiner buries all stalks, weeds and trash at the bottom of the furrow; and the stop device maintains an even depth of furrow. The best plow for your Fordson—that's the Oliver.

Come in and let us show them to you.



Get Your Orders in Early

COURSEY & MILLER
CORNER THIRD AND LARAMIE