



EL CENTRO

The County Seat of Imperial County

Desert Development of the Highest Type Finds Expression in This Wonderful Young City. Men of Long Experience in Pioneer Life Are a Unit in Praising the Achievements of El Centro as Unsurpassed Anywhere in Pioneer History.

CALIFORNIA DIXIE

Is the Wonderland of Agriculture. Cotton Is Yielding Astonishing Returns. Citrus and Deciduous Fruits Are Produced in Perfection. Live Stock Matures Months Earlier Than Elsewhere. Practical Farmers Find It a Paradise. No Richer Field for Investment Can Be Found in the World. Vast Sums Are Being Made from the Soil. Forty Well Farmed Acres is a Fortune.

FRIDAY, NOVEMBER 6th

Excursion Leaves Arcade Station 8 A.M.

Special Reduced Rates for Round Trip ONLY by Arrangement at Chamber of Commerce on South Broadway.

If You Have Not Seen El Centro for Six Months You Will Not Know the City. Your Delay Means Great Profit to the Man Who Acts Now

Ask for the El Centro Special

THE EL CENTRO TEN THOUSAND CLUB

Los Angeles Chamber of Commerce