

San Diego Eastern Railroad now Owned by Rock Island

The following from the San Bernardino Sun, a newspaper that is generally well informed concerning such matters, will be read with interest by our people:

"There are new powers beginning to make themselves felt in the railroad world, and their influence is likely to have a direct bearing upon the men of Southern California. These men are D. G. Reid, W. H. Moore, J. M. Moore and W. D. Leeds. The Rock Island has gone into their control, together with all of its branches and allies, including the Burlington, Cedar Rapids and Northern to St. Paul. They are credited with having acquired control of the Chicago terminals with the Lake Shore, and they are ascertained to be the guiding spirits in the construction of the new road which is being built from San Diego eastward. Through an agent the Rock Island has acquired water frontage in San Diego, thus gaining access to the coast."

This is very important, and fulfills the hopes the people of Imperial Valley have so long cherished. Great things are on the tapis, and nowhere else in all the country will greater things take place than in the Imperial Valley. Our days of gloom are passed, from every side comes the assurance of renewed confidence in our Valley's greatness. All that remains to be done now is to control the water supply and fortunately that matter is in the hands of people able in every way to handle it.

The productiveness and fertility of our lands are fully demonstrated, and now that it is shown what a rich storehouse of business our Valley offers, it can be seen with what eagerness the great captains of industry are pushing their railroad lines to tap our rich region. The coming of the Rock Island and the opening, as it will, of a direct short line to San Diego, will be a boon to our Valley, such as has never come to it before.

With the construction of this railroad and of the branch lines planned by the Southern Pacific and the Holton Inter-Urban, our Valley will be gridironed with tracks and the greatest development ever witnessed in the arid west will have been accomplished. Modern business is based on modern transportation facilities, and land values increase just in proportion as transportation facilities increase. This rule is axiomatic, therefore, with the increase in transportation facilities that the completion of these railroads will bring, a like raise in land values will occur. Fully equipped with railway lines, lands in this Valley will be worth two hundred dollars per acre. Hail, the Rock Island.

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That's just the advice we want to give you. We want you to thoroughly inform yourself. Then come here. Then you will better appreciate our offerings. So look the town over. Come here last. It's really queer advice for us to give, but we find that good judges and close buyers are our best customers; therefore we dare to give it, and as a matter of fact this business has been built up to Imperial Valley's busiest store on the theory we have no right to your patronage, unless we deserve it. So we say come here last and we have no fear regarding your decision.

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SPOT CASH PRICES PREVAIL THROUGHOUT OUR STORE

GROCERY DEPARTMENT

24 lbs Good Rice for	\$1.00	It will be a good Appetizer to look at the new
16 oz can Schillings (next best) Baking Powder	25c	Delicacies Fresh and Clean
Two 1 lb packages Yosemite Coffee for	25c	
20 lbs Large Prunes	1.00	Fresh Patoto Chips
Quart Can Log Cabin Syrup, Reg. price 65c, sale price	45c	Imported Brick Cheese
Half Gal. Can "	\$1.15	Eastern Cream Cheese
One Gal. " "	\$1.75	Grape Fruit Marmalade
		Barataria Shrimps
		Minced Ham

Hereafter you will find a complete assortment of vegetables in this department

Gents Furnishing Dept.

Mens Special Cottonade Pants, Dressy Patterns,	Regular \$1.00; Sale price, 65c
Mens Cottonade Pants,	Regular, \$1.25; Sale price, 75c
" " " " " "	.75; " " 50c

FULL LINE OF SIZES

Mens Basket Weave Silk Dress Shirts in Plain Pongee and Cadet Blue, Regular, \$2.50; Sale price, \$1.75
Mens Fancy Silk Shirts (Special) only a limited quantity, Regular, \$2.50; Sale price, \$1.75
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The Celebrate

White House Shoe

We have received for this Sale, commencing

Saturday, July 15

a large shipment of these high grade shoes with Turned and Welt Soles.umps in Patent, Tan and Canvas. Also Patent and Oxfords. White Buckskin Oxfords, Patay last, Military heels.

These are, without doubt, "The Snappiest" shoes offered this season.



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New Fancy Burmah Challie	Regular Price	12c	Sale Price	7 1/2c
New Fancy Jaconet	"	12 1/2c	"	7 1/2c
New Fancy Batiste	"	12 1/2c	"	7 1/2c
New Imported Dotted Voiles	"	20c	"	12 1/2c
New Organdies, Floral Designs	"	25c	"	15c
New Tuscan Satines, Mercerised	"	20c	"	10c

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