IMPERIAL CREAMERY CLOSED

Unable to Secure Patronage the Enterprise Suspends Operations

Recently we pointed out the rapid concentration of the shipping business at El Centro and called attention to the fact that in this particular line we led all the Valley towns. The reason for this is the fact that El Centro is so centrally located that it is far more convenient for shippers than Imperial and they therefore prefer to come to this town, which they can do in a few minutes, rather than to drive over the long, hot, dusty road to Imperial which would take several hours.

This is well illustrated in the case of the dairymen. Before shipping facilities were supplied at El Centro the dairymen were, perforce, compelled to haul their product to Imperial no matter what the distance. While this condition lasted the Imperial merchants were the beneficiaries of the business thus brought to their town. This was all right and a fine thing for Imperial merchants but it was a hardship on the dairymen and one which they would naturally welcome an opportunity to be rid of. This opportunity came with the building of El Centro. The wide-awake dairymen of the Valley have always wanted to establish a co-operative creamery but could not find any chance to do so at Imperial.

With the building of El Centro however, a different kind of condition appeared. The farmers found encouragement instead of rebuffs. They also were quick to realize the advantages El Centro possessed over Imperial and in a short time the Central Creamery company was organized, a contract made for quarters in which to operate and orders placed for machinery of the most modern and up to date character and sufficient to churn the entire product of the Valley not only for the present but for years to come. But while these preparations were being made and conditions were forming that would put the Imperial creamery out of business just as soon as the machinery was in operation an entirely unforeseen condition appeared and brought that result to pass considerably earlier than had been anticipated. The convenience of El Centro as a shipping point caused the dairymen to bring their cream to El Centro and sell it to the buyers who are sending it to Los Angeles. So large a proportion of the Valley's cream product is handled in this way that now three fourths of the entire output is shipped from El Centro and not enough is taken to Imperial to run the creamery, so it has closed down for want of patronage. This has not resulted from any fault of the creamery or its management but arises solely from the fact that it was located in the wrong place and is so remote from the dairymen that they cannot afford as business men to haul their cream to it. Thus it is clear that the Central Creamery Co. will start their machinery under the most favorable of conditions and will be a powerful factor in the upbuilding of this town and Valley. The co-operative idea is a winner, the dairymen of all others should and will co-operate, the natural advantages of the enterprise, as to location, cheap power and rent and volume of product handled guarantees its success. The owners of more than three fourths of the dairy cows in the Valley are members of this co-operative company and will of course patronize their own institution. This means a large, well patronized creamery plant at El Centro churning for the entire Valley.

I have 320 acres of the choicest land in the Imperial Valley, nicely located and well improved. All fenced and cross fenced. Price right and will give good terms. See Wilson about it.

THE MOTHER ANTELOPE.

Wonderful Manner In Which She Provides For Her Young.

The manner in which the mother antelope protects her young until they are old and strong enough to join the full grown bands in their wanderings is an interesting and wonderful instance of nature's providence. These beautiful creatures live in an open country infested by all kinds of enemies and especially prowled over by the coyote, the gray wolf and the timber wolf, which subsist upon the young of all kinds of animals, yet the mother can easily protect her babies from the fiercest of these marauders. The enemy most dreaded is the soaring eagle.

There is a variety of cactus, a prickly plant which grows in great abundance all over the western plains, which furnishes her the means for this protection. Horses, cattle, buffalo and, in fact, all animals know the danger of treading on this plant. It grows in large patches some four or six inches in height above the ground and forms a thick mat varying in breadth from the size of the top of a man's hat to many feet. It is in the center of one of these patches that the female antelope prepares a place of safety for her young. The thorns of this cactus, while very poisonous and terribly painful to every other animal, for some reason are almost harmless to the antelope. The cactus may lacerate her legs, making them bleed freely, but neither the stickers nor their poison remains, while other animals seldom bleed, but retain the poisonous stickers in their wounds until they become malignant sores, causing excessive swelling of the limbs and very great and long continued suffering.

When the antelope has selected her patch of cactus, backing away a few feet, she will make a running jump, bounding high in the air and alighting in the middle of the patch, with all four feet close together, the hoofs pointing downward. Then, springing out again and repeating this operation until she has chopped the roots of the cactus plant to pieces, she loosens and clears a space large enough for standing room. She then will enlarge it by pawing and digging with her sharp hoofs. Here she gives birth to her young in undisturbed security, knowing that she can leave them in comparative safety during the day and return to them at night to give them suck. Should it be in a locality where eagles abound, however, the mother does not venture far away, as the soaring eagle often swoops down on the young, taking them away if she is not there to do battle for their lives.—H. H. Cross in Century.

RICHARD BURBAGE.

He Was a Great Actor and Shakespeare's Leading Star.

March 16, 1618 or 1619, Richard Burbage, player, died at Shoreditch, London.

The first of the great English tragic actors, Burbage was in every way worthy to head the long roll of England's famous players. The son of an actor, the friend and companion of Shakespeare, it was through him that many of the heroes of the dramatist first spoke to the eager playgoers who thronged the Globe theater. He was the original of Romeo, Hamlet, Lear, Othello, Macbeth, Shylock, Richard III, and many other of Shakespeare's leading characters, and his name stands next to that of the great poet in the licenses for acting granted by James I. in 1603 to the company of the Globe theater.

His powers as an actor were not his only claim to distinction, for he was also a successful painter. The fame of his abilities held a prominent place in theatrical tradition for many years, a poem in his honor, dedicated to one of the great players of the day, being written as late as the time of Charles II.

His death, which was probably the result of paralysis, caused the poets to turn their thoughts to his successful career, and it is from the numerous elegies then written that most of the information concerning him must be gathered. Few players have ever had the good fortune to be so well liked by the dramatists of their time, and all praised him, one even lamenting that his death "hath made a visible eclipse of playing."

A shrewd, careful man in his business affairs, Burbage left an estate producing a yearly income of £300, a large sum for a player in those days to bequeath to his heirs. Beloved and respected by all, he survived his great master by only a few years, his grave bearing the simple, expressive epitaph, "Exit Burbage."—London Saturday Review.

CHLOROPHYLL.

To This Substance Is Due the Coloring of Plants.

Chlorophyll is perhaps the most important coloring substance in the world, for upon this substance depend the characteristic activity of plants, the synthesis of complex compounds from carbon dioxide and water process, upon which the existence of all living things is ultimately conditioned. Only in a very few unimportant forms devoid of chlorophyll can the synthesis of complex from simple compounds or from the elements be accomplished. The function of chlorophyll may only be comprehended when its chief physical properties are understood. These may be best illustrated by placing a gram of chopped leaves of grass or geranium in a few cubic centimeters of strong alcohol for an hour.

Such a solution will be of a bright, clear green color, and when the vessel containing it is held in such a manner that the sunlight is reflected from the surface of the liquid it will appear blood red, due to its property of fluorescence, that of changing the wave length of the rays of light of the violet and of the spectrum in such a manner as to make them coincide with those of the red end. It is by examination of light which has passed through a solution of chlorophyll, however, that the greatest insight into its physical properties may be gained. If such a ray of light is passed through a prism and spread out on a screen, it may be seen that there are several large intervals of dark bands in the spectrum. The rays of light which would have occupied these spaces have been absorbed by the chlorophyll and converted into heat and other forms of energy. This energy is directly available to the protoplasm containing the chlorophyll, and by means of it the synthesis of complex substance may be accomplished.

According to Horsepower.

A young motorist, endeavoring to convince a country innkeeper that the decay of coaching was more than compensated for by the spread of motoring as a pastime, exclaimed, as a final argument, that his car was of forty horsepower, "the equal, sir, of ten relays of coach horses."

The next morning he read in his bill, "To feeding and stabling, 80 shillings."

He asked the landlord for an explanation.

"The charge for 'osses is 2 shillin' a 'ead, sir," was the reply. "That machine of yours is equal to forty 'osses, which is 80 shillin'."—London Express.

CHURCH NOTICES

Presbyterian Church

Preaching Services in El Centro First and Third Sundays of each month at 2:30 p. m. All are cordially invited to attend. Rev. A. H. Croco, Pastor.

Christian Church

Preaching in the Hotel Franklin every Second and Fourth Sunday of the month. You are invited to attend.

Rev. J. F. Tout, Pastor.

El Centro Bakery and Meat Market

The bakery and meat market is now completed and we invite all to call in and see us. Special attention will be given to the cantaloupe packers and growers to call on us and get your supply of bread and meat and if you want a pie we have it. Don't forget the place, back of the Franklin hotel.

FARMERS—Do you want to buy a twenty-foot-cut Combined Horse Harvester, good as new, easy terms, and guaranteed to give satisfaction? For information, address Geo. H. Griffiths Jr., Covina, Cal.

Following the Flag

When our soldiers went to Cuba and the Philippines, health was the most important consideration. Willis T. Morgan, retired Commissary Sergeant U. S. A., of Rural Route 1, Concord, N. H., says: "I was two years in Cuba and two years in the Philippines, and being subject to colds, I took Dr. King's New Discovery for Consumption, which kept me in perfect health. And now, in New Hampshire, we find it the best medicine in the world for coughs, colds, bronchial troubles and all lung diseases. Guaranteed at all druggists. Price 50c and $1.00 Trial bottle free.

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