

FINE MELON

OUTLOOK

Colorado Growers Coming to Imperial Valley to Test Conditions

Next season's crop of cantaloupes in Imperial Valley is certain to be a big one. Plans are already under way for the planting of a much larger acreage than last season and with ideal conditions of soil and climate the melon growers of the valley confidently expect as great a measure of success as the market conditions next summer will permit.

H. B. Pearson, field manager for Crutchfield and Woolfolk, was in El Centro this week, looking over the field and planning his spring campaign. The El Centro Fancy Melon Growers association has signed its acreage with Crutchfield and Woolfolk and in addition they will handle melons from considerable outside acreage in this vicinity. Mr. Pearson says that the outlook for a good melon year is excellent and he believes that the men who handle their cantaloupe land as a gardening, rather than a farming proposition, will reap big rewards. The shipments will probably reach 100 to 1200 carloads, practically double that of last year and an effort will be made by many of the growers to beat last year's record for getting the melons to market early.

Mr. Pearson has been in Rocky Ford, Colorado, for several weeks and has interested several of the cantaloupe men of that section in Imperial valley. Elmer E. Cadwallader of Rocky Ford will be in El Centro about Nov. 15 to act as Mr. Pearson's field man. Mr. Cadwallader is an expert cantaloupe man who has had many years of practical experience in Colorado. His services as an instructor will be available to all growers who ship through Crutchfield and Woolfolk and from time to time demonstrations of methods will be made by him for the benefit of the local growers. He will bring five sons all melon men, with him and

will locate in the valley.

L. C. Sloan of Colorado will also settle in the valley this winter and will handle thirty acres of land. He will put ten into cantaloupes, five into tomatoes and fifteen into watermelons. G. W. Oliver, President of the Rocky Ford Melon Growers Assn. will plant twenty acres to cantaloupes in Imperial valley next spring and Ginter Bros. will also put in twenty to thirty acres. One of the members of the firm was in El Centro this week investigating the conditions.

Road in Operation

The first railroad ever built in Lower California was put into operation this week says the San Diego Union.

It is a branch of the Southern Pacific line which runs to Calexico and taps the country thirty-seven miles south of the international boundary line. The present terminus of the road is the town of Paradones which is situated in the heart of a rich grazing country.

It is well known, however, that Paradones in itself presents no advantages as a railroad terminus, and since an easy route lies south of that on a direct line to Ensenada, it is presumed that the road will be extended on south and west to that city in accordance with the rumors that have long ago gained the credence of San Diegans.

The fact that the Southern Pacific was intending to reach out for the trade of the heretofore barren lands of Lower California has long been a matter of common knowledge, and for several years past the agents of the corporation have been buying up land along the proposed routes to the coast cities which it intends to enter.

There are ten stations on the new road and the traffic department of the railroad is now working on a rate sheet for the new line. It will come under the jurisdiction of E. E. Calvin, general manager of the Southern Pacific.

They Make You Feel Good

The pleasant purgative effect experienced by all who use Chamberlain's Stomach and Liver Tablets, and the healthy condition of the body and mind which they create makes one feel joyful. Price, 25 cents. Samples free at El Centro Drug Store.

TO BEAUTIFY CITY

First Steps Toward Forming a Ladies Improvement Society Taken

A number of the ladies of El Centro met in the hotel parlor Saturday afternoon to discuss the advisability of forming a Ladies City Improvement society which should have for its purpose the improving of the appearance of the town, its parks and grounds. There were present Mrs. Cole, Mrs. Eshleman, Mrs. Elder, Mrs. Rapp, Mrs. Greer, Mrs. Dunaway and Mrs. Parsons. The objects for which the meeting was called were informally discussed and many suggestions were made. A committee was appointed to write to the state experiment stations to ascertain what kinds of trees would best thrive here and when replies to those letters have been received another meeting will be called and definite plan of action outlined. At that time an organization will be perfected, officers elected, committees appointed and a campaign of improvement inaugurated. Such a society will be of wonderful benefit to the town and should have the cooperation of everybody. One of the greatest needs of El Centro at the present time is more foliage and it is to be hoped that the ladies will succeed in their endeavor to arrange for a park, beautified school grounds and shade trees along the residential thoroughfares.

What Have You?

If you have any Imperial Valley lands for sale or exchange for good Los Angeles or nearby property, see C. E. Jauman, El Centro, as I am making a specialty of this. Have a splendid list to choose from. V. E. Stockull & Co. 304 Grant bldg., Los Angeles. Mr. Jauman is our El Centro agent. 22tf

For Chronic Diarrhoea

"While in the army in 1863 I was taken with chronic diarrhoea," says George M. Felton of South Gibson, Pa. "I have since tried many remedies but without any permanent relief until Mr. A. W. Miles of this place persuaded me to try Chamberlain's Colic, Cholera and Diarrhoea Remedy, one bottle of which stopped it at once." For sale by El Centro Drug Store.

RAPID GROWTH

Of San Bernardino Business College

The following advertisement of the San Bernardino Business College appearing for the week in newspapers in various parts of California and adjacent states gives an idea of the growth and enterprise of this splendid institution:

"The San Bernardino Business College has arranged with the Authorities at Washington to hold here semi annual Civil Service examinations for 56 different Govt. positions, thus affording students of this school the double advantage of making their preparation and passing their examination at the same place. This is the only school in Cal. making a specialty of coaching for the Civil Service and assisting young people to secure Govt. positions.

The school has recently spent thousands of dollars putting in business offices, banks, 40 new typewriters and other improvements. There is to-day no better equipped business college on the Coast.

Students attend this school from Oregon to Mexico and a number of other states. The enrollment is now twice what it was one year ago. No other school in the West is forging to the front and achieving the success accorded to the San Bernardino Business College.

Those wishing to prepare for the Govt. service or commercial pursuits can do so in this school and without spending a lifetime or fortune getting ready."—San Bernardino Sun.

Real Estate

320 acres, with water stack; 70 acres in alfalfa and hog fenced into 20 acre fields. House, corral, near El Centro. Best buy I know of. Two-thirds cash, balance, terms. This is for 10 days only. Write or call on R. E. Jauman, El Centro Land Co, El Centro, Cal.

22

"Do not put off until tomorrow that which should be done today."

If you are not already using

Electricity for Light and Power

notify us to make the connection now before the rush, when everybody will want work done at the same time. Estimates furnished promptly.

Electric Irons For Sale

on Ten Days' Trial. Try one and enjoy real comfort at small expense.

Holton Power Company

C. E. PARIS, General Superintendent.
El Centro, Cal.

Your Eastern Trip



May be arranged so that you may travel by way of

NEW ORLEANS
and The SUNSET ROUTE
SAN FRANCISCO
and The OGDEN ROUTE
Or PORTLAND
and The SHASTA ROUTE

Enjoying the balmy air of the South or the cooling and bracing air of the North

Personally Conducted Excursions Every Day via all Routes Without Change to Principal Eastern Points

A. D. MEDHURST, Agent, EL CENTRO, CAL.

SOUTHERN PACIFIC

A Stopped Clock

Is Right Twice a Day

You will be Right Every Day if you Pay your Bills by Check.

There is no chance of dispute over a settlement if you have a checking account and pay your obligations by check. Each check is a receipt. The endorsement upon the back of the check is evidence that the party received the money. A checking account insures you from paying a bill twice; gives you a record of your business, puts system into your transactions. You have method and convenience in your business with a checking account at the

Valley State Bank

El Centro, Cal.

After October 15th, 1907, we will be located in the Brock & Feagans Building, 437-439-441 Broadway

DIAMONDS

We sell only absolutely flawless gems of finest cut and color. The buying advantages of our three large stores mean a saving for you.

CATALOGUE No. 22

Illustrates 80 pages of best Diamonds, Watches, Jewelry and Silverware. It is free.

Write for it to day.

BROCK & FEAGANS
Jewelers



Perfect Blue White Diamond in 14K and 18K Gold Tiffany Mounting for Ladies. \$35.00 and upwards



Perfect Blue White Diamond in 14K Gold hand carved Tiger Claw Mounting for Gentlemen. \$45.00 and upwards

BROADWAY AT FOURTH ST.

LOS ANGELES, CALIFORNIA