

# IMPERIAL VALLEY PRESS

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## TOWN INCORPORATION

It is time for the residents of El Centro to give consideration to the question of incorporating the county seat and providing ways and means of making necessary municipal improvements.

The town is growing rapidly and is already in need of improvements which can be secured only through organization. Voluntary contributions by a few citizens have provided for street sprinkling and other conveniences on a small scale, but the village period has been passed and systematic public work is required to keep the streets in proper condition and make the town attractive as a place of residence and of business.

Every street in El Centro should be lined with shade trees, but to have trees we must have water along both sides of the street, and to get the best results the planting and care of trees must be controlled by an organized body. By judicious selection of varieties, systematic planting and responsible attention to the care of trees, a town in this county may be converted into a verdant oasis in three years and a beautiful residence park in five. The town in Imperial Valley which first recognizes the value of shade trees and takes full advantage of the opportunity afforded by soil and climate will make itself the most attractive and draw large dividends on every dollar expended.

The first step toward incorporation is the taking of a census to determine the area which it is advisable to include in the town limits, and it would be well for a committee of citizens to arrange for that and start the movement as early as possible.

## SAFE INVESTMENTS

It is probable—if the men of large affairs in the county know what they are talking about, it is certain—finances will return to the normal basis very soon, and money now hoarded by the timid and with-held from active use by banks, will be restored to circulation. But it is not at all probable that the pace at which the business world was going a few months ago will be resumed for some time to come. Speculation and the inauguration of new enterprises on a large scale have been checked; the headlong rush has spent itself; the borrowing of money to invest in alluring schemes is ended.

Speculation in real estate stopped when the first tightening of the money market was felt. Prices of city property, which derives its value from trade demands and relative location—what economists term "uneared increment"—have stopped soaring and may be expected to decline rather than augment for some time to come. Not that any real value has been destroyed, but expectation of further

rapid rise has ceased, and therefore there is no inducement to speculators to operate in real estate, no prospect of quick profits.

Large amounts of money will be available soon for investment, and owners will be looking for something safe and reasonably profitable. Land that produces actual wealth directly meets the requirements of investors who are not gamblers or boom speculators. The value of agricultural land can be determined from the value of its products, from the dividends which it pays. There can be no safer, surer investment than good farm land well located with reference to markets, and judicious investors will soon be looking for land of that character which can be bought at attractive prices. They can find it in Imperial Valley.

The financial disturbance was felt in the farming districts less than elsewhere, and in so far as the effect upon values is concerned, it was not felt in Imperial Valley at all. Neither the price of land nor the price of the farmers' product was affected in the slightest degree by the stampede of Wall Street and the explosion of hot air trust companies. The sun shone and water ran in the ditches just the same, and while the jugglers of millions were walking the floor and howling for help from Uucle Sam, from England, from anyone and everywhere, breaking contracts because they could not raise a dollar and failing to pay their current expenses, the farmer of Imperial Valley was preparing his land for the next crop and wondering what all the row was about.

The farmer neither issued nor traded with script. All the the money needed to transact business and pay wages was in circulation here throughout the bankers' "panic." Nobody was thrown out of employment, nobody worried about losing his job or his meals. During the past six weeks or more the farming country, especially this particular region, has been the safest, most comfortable, least worrisome place to live in and to do business in.

With the first sign of loosing of the money situation, buyers of land reappeared in Imperial Valley, and more of them are coming as fast as they can get their money out of the banks. They are buying land because the price of land here is below what may be termed par value. Measured by wealth producing power, Imperial Valley land is selling at very low figures. It is the plain, simple truth that net returns from one crop this year have exceeded the market price of the best land, and in more than one instance the farmer has made more in one season than he paid for his farm.

These conditions are not likely to persist for any length of time. As the available land is brought into cultivation and the possibilities of profitable use are developed, prices must tend to approach the intrinsic value. Land now held at \$200 an acre and demonstrably capable of yielding net returns of the same figures is worth at least \$500 as land is valued elsewhere, and it will soon command its price. As an investment, nothing could be safer than an Imperial Valley farm, and as city lot speculation subsides a marked movement of capital toward the agricultural districts may be looked for.

The Board of Supervisors' selection of a County Live Stock Inspector proves to have been not only ill-considered but futile from every point of view.

El Centro is a singularly moral, decorous town, and no bad language ever is heard on the streets. For the sake of maintaining the tranquillity of the public mind and propriety of casual conversation, the man who sprinkles the streets should manage to miss the crossings with his squirt wagon.

Nevada farmers have adopted resolutions asking Congress to establish the postal savings bank system. The United States is the only civilized nation on earth without postal savings banks, but there is a possibility that recent occurrences have so weakened the pull of national banks that Congress may be forced by the people to heed their demand and get into line.

The brewers, who really own most of the saloons in all large cities, are so alarmed by the wave of aridity rolling over the country that they have decided in secret conference to abolish their dives and low grogeries and make a big bluff at advocating "conservative temperance reform." When the devil was sick, the devil a monk would be; when the devil got well, the devil a monk was he.

During the worst ten days of the financial imbroglio, while people elsewhere were hiding money in safe deposit boxes and stockings and bringing about the very thing they feared, the farmers of Imperial Valley calmly deposited \$50,000 in their local banks. If the people of other communities had half as much courageous good sense as the Imperial Valley lords of the soil, there would have been no disturbance of business conditions.

Here is a sporting proposition that should appeal to everyone interested in athletics.—J. C. Archer, an Indian of Collinsville, I. T., who claims to be the fastest runner in the world, offers to bet \$250 that he can run down and catch with his hands an able-bodied jackrabbit inside of forty minutes. He stipulates that the race be on regulation coursing ground, an enclosure 700 by 400 feet. Archer must be the original shepherd who rounded up and corralled a bunch of jackrabbits under the impression that they were lambs.

What ails San Francisco is the character of its leading citizens, the lowering of moral tone resulting from the long toleration of the leadership of such men as Mike de Young, who recently proclaimed his civic principles in these words; "The moral issue be damned! What we want is prosperity." Mike de Young achieved success and acquired wealth without regard to "moral issues," and San Francisco accepted him as an eminent and representative citizen and adopted his code, which also seems to be the code of those "business interests" in New York which are so perturbed by the President's course.

## Made Children Happy

More than a hundred El Centro school children were made happy Friday afternoon by Albert Durham, who gave them a reception at his public utilities store in the hotel esplanade. Ice cream, cake and other good things were served to the children free of charge and they all appreciated fully the bounty of an El Centro Santa Claus.

# A Saving Sale

COMMENCING Monday, December 16th, we will inaugurate a sale that will save to the people of Imperial Valley a great many dollars.

## For 30 Days

We will give a cash discount to every purchaser of Dry Goods amounting to \$5 or more in the following amounts:

\$5 to \$10, 5 per cent off  
\$10 to \$15, 10 per cent off  
Over \$15, 15 per cent off

This cash discount can be had on all dry goods, including Boots and Shoes, Hats and Caps, and Notions

There are also some choice suits of clothes—Tailor Made—which have already been marked down

Our groceries are always sold on a close margin

Have just unloaded a carload of Coal Oil and Gasoline, a carload of Potatoes, and a carload of Flour

Our Breakfast Foods are All Fresh. New Lot Just In.

## Payne & Hamilton

GENERAL MERCHANDISE

El Centro,

California

## A Suit that Suits

One of Murphy's

Will open a Merchant Tailoring establishment in the Blackinton building, Main street, El Centro, Cal., **Saturday, December 7th.** We have complete line of Fall patterns in Suitings, Over Coating, Fancy Vests and Trousers. We guarantee to give satisfaction in every respect, including PROMPT DELIVERY. We clean, press and repair garments for ladies and gentlemen. Prices reasonable. Courteous Treatment. Call and get acquainted with us.

MURPHY, The Tailor

## The Hedrick Engineering Co.

PERRY L. HEDRICK, O. E., Pres., (Mem. West. Soc. Engineers)

Engaging in Civil, Mechanical, Hydraulic and Sanitary Engineering. Specialties—Surveying of private claims, levels for grading, special contour maps and platting, irrigation systems, public and private water supplies, sewage disposal designs, plain and reinforced concrete construction.

Holtville office with J. S. White, Jr. El Centro office with Beach & Dool

## The El Centro Fancy

## Melon Growers' Ass'n.

JOHN NORTON, Pres. W. S. BALLARD, Sec.  
W. R. WALDROP, Vice Pres:  
J. A. McCause, W. A. THAYER, Board of Directors.  
Shipping Shed—Foot of Fourth St.

We have made our contract for the season of 1908 with our present distributors, Messrs. Crutchfield and Woolfolk, of Pittsburg, Pa., and members who will plant cantaloupes next season are requested to sign their acreage at once. New members can get application for membership blanks from any of the above members of the Board of Directors.

Attend to this at once.