

CITY OF EL CENTRO IS HEART OF VALLEY

Commercial, Political and Social Capital of Imperial County

The city of El Centro was founded in 1906 by W. F. Holt, who built a two-story brick hotel, an opera house and office building, an electric light and power plant and ice factory, and then invited people to settle on the new townsite.

In August, 1907, the town had only 125 inhabitants, but because of its central location and its railway connections it was made the county seat when Imperial County was created out of the eastern half of San Diego county.

Settlement was rapid during the fall of 1907 and the following winter, and in April, 1908, El Centro was incorporated as a city of the sixth class, with a population of 1250.

Unique Frontier Town

Withdrawal of valley lands from entry, pending completion of a new government survey, retarded progress in Imperial County for about a year, and in April, 1909, El Centro's population had increased only to 1500, although the construction of business and residence buildings was not interrupted.

El Centro's business section of six city blocks is built entirely of brick, constituting the most substantial "frontier" town in the history of the west.

Commercial Center

El Centro is not only the political capital of California's newest and most fertile county; it is the commercial and social capital of Imperial Valley. More freight goes out of the valley from El Centro than from any other shipping point, and the receipts of the railroad from freight and passenger traffic are greatest at El Centro station, being exceeded in Southern California only at Los Angeles.

Educational Facilities

El Centro is especially proud of its public schools. It has two public school buildings, one of them, which has just been completed, being the largest grammar school building in Imperial Valley, costing \$25,000. Grammar schools have six teachers; High

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PRIMARY GRAMMAR HIGH SCHOOL COLLEGE

TEXT BOOKS—SUPPLIES APPARATUS—FURNITURE

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BEAUTIFULLY FURNISHED COOLEST ROOMS EVERYTHING NEW.

Completely furnished apartments for housekeeping, only \$15 monthly. Three rooms, kitchen, bath, phone. VERY HOMELIKE AND NEAT.

The El Centro Market

R. M. DAVIES, Prop.

WHOLESALE AND RETAIL MEATS

Choice Beef, Pork, Mutton, Hams, Bacon, Lard, Suetene, Domestic and Wild Game. We aim to fill your wants using only the BEST and delivering promptly.

CALL UP TELEPHONE 277.

school, six teachers and excellent equipment. The city has a free public library and reading room, which will soon be housed in a \$10,000 building provided by Andrew Carnegie.

The Catholics, Methodists and Presbyterians have substantial church edifices, and the Baptists, Christian Church and Christian Scientists have strong congregations, which soon will have their own places of worship.

Public Utilities

The city has electric lights, power and water, supplied by private enterprise, and a gas plant to supply fuel gas to El Centro and other cities, is in process of construction.

The municipality has recently completed a septic sewer system at a cost of \$35,000, and is about to install a municipal water system, for which bonds will be issued. A fire department is maintained by the city.

The El Centro postoffice is of the third class. For the year ending June 30, 1909, it issued 5,695 money orders, amounting to \$81,026, and paid 1789 orders amounting to \$22,570. Stamp sales for the year amounted to \$6,177.

Mercantile

El Centro has two National banks, an abstract, title and trust company, two large department stores, hardware and agricultural implement houses, clothing, shoe, grocery, provision and other shops, two drug stores, printing offices, jewelers and watchmakers and all the usual places of trade and commerce. There are two large brick hotels in the business district and several frame hotels outside the fire limits.

Industrial District

Among the industrial establishments in active operation are: Light and power plant, ice and cold storage plant, steam laundry, creamery, machine shop equipped to rebuild locomotives if necessary, blacksmith shops, brick yard, lumber yards, planing mill, fruit and vegetable packing sheds, produce warehouses. In course of installation: Gas works, cotton gin and press, tile works, alfalfa meal mill. El Centro is the center of the cotton district and headquarters of the American Nile Cotton Company. More than 1200 acres of cotton have been planted this year, and a yield of two bales to the acre is estimated confidently by experts from Texas, who pronounce this the best cotton-growing region in the world.

Civic and Social

The El Centro Chamber of Commerce is an active body with 100 members, devoted to municipal, commercial, industrial and civic advancement. The women of El Centro do all of their share of the work of public improvement through their civic organization, the Ten Thousand Club. There are lodges of Masons, Odd Fellows, Eagles, Woodmen, and Fraternal Brotherhood, Eastern Star and Women of Woodcraft, besides guilds and church auxiliary societies and a women's culture club.

Financial

The assessed valuation of the city in 1908 was \$453,785, and the tax rate was 75 cents on \$100. The valuation fixed by the city assessor for 1909 is \$982,519, subject to increase by the board of equalization. The tax rate has not been less than that of last year. The city has taken preliminary steps toward planting shade trees and paving the main streets under acts providing for assessments of cost to property benefitted.

General

The city supports three physicians and a few lawyers, has a perfectly equipped private hospital, no cemetery, no city jail, no saloons, no slums and only one policeman, who has nothing to do but collect taxes and keep down the canine population.

The climate is salubrious in winter and hot in summer—not so hot as to be unbearable. The mean maximum temperature for twelve months past was: August 103, September 96, October 79, November 74, December 62, January 70, February 69, March 71, April 84, May 93, June 104, July 106. The mean minimum ranged from 41 in December to 75 in July, and the lowest temperature recorded was 32 degrees. There was 306 perfectly clear days and 69 partly cloudy. Rain-fall for the year was two inches. Humidity at 5 p. m. ranged from nothing to 61 per cent, the mean for eleven months being 21 per cent. The dry, clear atmosphere makes the valley an ideal winter resort.

For further details concerning El Centro see pages 128 to 132 of the Desert Farmer for May, 1909, and write for specific information on any matter that interests you to the El Centro Chamber of Commerce.

The officers of the El Centro Chamber of Commerce are: President, Geo. A. Carter; vice-president, T. B. Blanchard; directors, Dan V. Noland and Phil D. Swing; honorary presidents, W. F. Holt, J. Stanley Brown, and Allen Kelly; secretary, F. B. Putnam.

(Signed) Publicity Committee: Dan V. Noland, Allen Kelly, Lewis Havermale. El Centro, Cal., Aug. 11, 1909.

NOTICE TO CONTRACTORS

Office of the Clerk of the Board of Supervisors, Imperial County, California, El Centro, October 1, 1909.

Sealed bids will be received by the Clerk of the Board of Supervisors of Imperial County at his office until 10 o'clock a. m. of the 11th day of October, 1909 (the day when said bids will be opened and the contract awarded) for the furnishing and installing of a heating system for the Court House according to specifications on file in the office of the County Surveyor at the Court House, El Centro, California.

Each bid must be accompanied by a check for at least ten per cent of the amount of the bid or proposal, certified to by some responsible bank, and made payable to S. Elder, Clerk of the Board, to be forfeited to the County of Imperial as agreed and liquidated damages should the party or parties to whom the contract shall be awarded fail to enter into the contract after the award to give the bond required by the Board for the faithful performance of the contract. Checks will be returned to bidders whose bids are rejected. The Board reserves the right to reject any and all bids.

(SEAL) D. S. ELDER, Clerk of the Board of Supervisors of the County of Imperial. Dated October 1, 1909. 26-5t

NOTICE TO CONTRACTORS

Office of the Clerk of the Board of Supervisors, Imperial County, California, El Centro, October 1, 1909.

Sealed bids will be received by the Clerk of the Board of Supervisors of Imperial County at his office until 11 o'clock a. m. of the first day of November, 1909 (the day when said bids will be opened and the contract awarded) for the building of a bridge across the Alamo near Rockwood siding according to plans and specifications on file at the office of the County Surveyor at the Court House in El Centro, California.

Each bid must be accompanied by a check for at least ten per cent of the amount of the bid or proposal, certified to by some responsible bank, and made payable to D. S. Elder, Clerk of the Board, to be forfeited to the County of Imperial as agreed and liquidated damages should the party or parties to whom the contract is awarded fail to enter into the contract after the award to give the bond required by the Board for the faithful performance of the contract. Checks will be returned to bidders whose bids are rejected. The Board reserves the right to reject any and all bids.

(SEAL) D. S. ELDER, Clerk of the Board of Supervisors of the County of Imperial. Dated October 1, 1909. 26-5t

NOTICE TO CREDITORS

In the Superior Court of the County of Imperial, State of California.

In the matter of the estate of Gertrude Sexsmith, deceased.

Estate of Gertrude L. Sexsmith, deceased. Notice is hereby given by the undersigned, administrator of the Estate of Gertrude L. Sexsmith, deceased, to the creditors of and all persons having claims against the said deceased, to exhibit them, with the necessary vouchers, within four months after the first publication of this notice to the said administrator at the office of Conkling & Brown, Attorneys in the City of El Centro, Imperial County, California, the same being the place for the transaction of the business of said estate.

Dated September 25, A. D. 1909. George C. Sexsmith, Administrator for the Estate of Gertrude L. Sexsmith, deceased. 26-5t

HOW TO OBTAIN CREDIT

Merchants obtain and build up their credit:

1st. By giving satisfactory references as to character, responsibility, etc., together with a statement of their resources and liabilities.

2nd. By using credit privileges conservatively.

3rd. By meeting all obligations promptly and regularly.

ALL MERCHANTS are anxious for business with customers who can and will comply with similar credit requirements.

YOU CAN ESTABLISH OR STRENGTHEN YOUR CREDIT ANYWHERE IN THE VALLEY by applying to the secretary of the Business Men's Protective Association, he will gladly assist you in any way possible.

A thorough knowledge of conditions is a safe guard to the consumer as well as to the merchant. Deceit and lack of knowledge lead to distrust and distrust to disaster.

If you want credit anywhere in the valley consult W. R. STEVENSON, Sec'y. Imperial, Calif.

SUMMONS

In the Superior Court in the County of Imperial, State of California

Ida Tardoff, plaintiff vs. William Tardoff, defendant. Eshleman & Swing, Attorneys for Plaintiff.

The People of the State of California Send Greeting to William Tardoff, defendant.

You are hereby directed to appear and answer the Complaint in an action entitled as above, brought against you in the Superior Court of the County of Imperial, State of California, within ten days after the service on you of this Summons—if served within this County; or within thirty days if served elsewhere.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the Complaint, as arising upon contract, or she will apply to the Court for any other relief demanded in the Complaint.

Given under my hand and the seal of the Superior Court of the County of Imperial, State of California, this 23rd day of June, A. D. 1909. D. S. ELDER, Clerk. By IRONA ELDER, Deputy Clerk. 26-9t

NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Los Angeles, California, August 26, 1909.

Notice is hereby given that Daisy H. Marek, of Rivera, California, who, on September 13, 1905, made Desert Land Entry No. 3043, Serial No. 01123, for W. half NE quarter Section 22, T. 15 S., R. 14 E., being Tract 89, Township 15 S., Range 14 E., S. B. Meridian, has filed notice of intention to make Final Proof, to establish claim to the land above described, before U. S. Land Office at Los Angeles, Cal., on the 3rd day of November, 1909.

Claimant names as witnesses: Frank A. Marek, of Rivera, Cal., E. H. Hall and Myra H. Hall, both of Holtville, Cal., and Andras Polger, of Imperial, Cal. FRANK C. PRESCOTT, Register. 23-6t

NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Los Angeles, Cal., September 4, 1909.

Notice is hereby given that Frank L. Smith, assignee of Joseph L. Elsensohn, of Long Beach, California, who, on December 11, 1903, made Desert Land Entry No. 2427, Serial No. 0110, for NE quarter Section 34, Township 15 South, Range 14 East, now Tract 45, Township 15 S., Range 14 E., S. B. Meridian, has filed notice of intention to make Final Proof, to establish claim to the land above described, before U. S. Land Office, at Los Angeles, California, on the 14th day of October, 1909.

Claimant names as witnesses: Mary Alice Blackinton, J. C. Blackinton, Emma A. Blackinton and Felix G. Havens, all of El Centro, California, and David Chaplin, of Los Angeles, California. FRANK C. PRESCOTT, Register. 23-6t

NOTICE FOR PUBLICATION

Department of the Interior, United States Land Office at Los Angeles, California, September 13, 1909.

Notice is hereby given that John Terribilli, of Redlands, Cal., who, on June 29, 1907, made Desert Land Entry No. 3703, Serial No. 0593, for Tract No. 107, Township 15 South, Range 13 East, S. B. Meridian, has filed notice of intention to make Final Proof, to establish claim to the land above described, before Register and Receiver U. S. Land Office, at Los Angeles, Cal., on the 11th day of November, 1909.

Claimant names as witnesses: V. E. Stockwell, of Los Angeles, Cal.; G. W. Jones, of Imperial, Cal.; R. E. Jauman, of El Centro, Cal., and John Crawford, of Imperial, Cal. FRANK C. PRESCOTT, Register. 26-6t

NOTICE

For the protection of the public health and to prevent possible fires, notice is hereby given to all property owners and the occupants of all lots within the city of El Centro to clean up and remove or destroy all litter, trash, papers and waste material on their premises within ten days from date hereof under penalty of the law.

W. B. GIBSON, Health Officer of the City of El Centro. Dated September 18, 1909.

IMPERIAL VALLEY BUSINESS COLLEGE

A modern, high-grade school of business training. Commercial and Short-hand courses. Day and evening classes. Complete equipment. Practical methods. Individual instruction. Enter at any time. Auditorium Building 26-1f

NOTICE TO TIMES PATRONS

On and after October First the local Times agency will be in the Wells-Fargo and Co's. Express Office and G. E. Kennedy will act as agent. Our subscribers will have their papers delivered each evening as usual. All delinquent subscribers will please pay Mr. Kennedy after this date. TIMES-MIRROR CO. 26-1f

WARNING

All property owners are warned to clean their property at once of Johnson Grass, Wild Morning Glory, Cockle Burr, Wild Asparagus, Wild Sun Flower, as the same is declared a public nuisance, and injurious to the agricultural and horticultural interests of the County.

FRANCIS HEINY, Wm. ALLEN, W. E. WILSIE, Board of Horticultural Commissioners. 12-1f

NOTICE

Notice is hereby given that all cotton seed for Imperial Valley must be consigned to the County Board of Horticulture at El Centro, there to be examined, treated and held, until they are satisfied that the seed contains no insect infection. This notice is given under the State quarantine order of April 23, 1908.

W. E. WILSIE, County Horticultural Commissioner. School books at Crawford & Davis.

MONEY TO LOAN

on Improved City Property or for building. Easy payments. A. P. NUFER, El Centro.

EL CENTRO AERIE, F. O. L. meets the first four Thursday nights of each month. Members and visiting Eagles invited to attend.

W. O. W. El Centro Camp No. 624 meets every Friday night in Masonic hall, El Centro, Cal. W. A. Ort, Consul Commander. C. L. Staack Clerk.

EL CENTRO LODGE, No. 397, I. O. O. F., meets every Saturday night in Masonic Hall. Resident and visiting members cordially invited to attend. F. A. Uber, N. G. E. H. Sherman, Secretary.

OFFICERS OF CITY OF EL CENTRO

Trustees—H. B. Pearson, J. Stanley Brown, J. C. Blackinton, W. O. Hamilton, D. D. Pellet. City Clerk—F. G. Havens. City Treasurer—R. E. Jauman. City Attorney—Conkling & Brown. City Marshal—C. A. Bradford. City Recorder—F. G. Havens.

OFFICERS OF IMPERIAL COUNTY

Supervisors—F. S. Webster, Sydney McHarg, R. H. Clark, Porter N. Ferguson, G. R. Wade. Judge of the Superior Court—Franklin J. Cole. District Attorney—John M. Eshleman. County Clerk—D. S. Elder. County Treasurer—Paul Boman. County Auditor—Lewis F. Davison. County Assessor—Fred Fuller. County Tax Collector—Major S. Cook. County Surveyor—C. N. Perry. County Recorder—John B. Baker. County Supt. of Schools—J. B. Carr. County Sheriff—Moble Meadows. County Coroner—T. J. Mitchell. County Health Officer—Virgil McCombs. Asst. Health Officer—E. H. Sherman. Public Administrator—E. E. Forrester.

PRESBYTERIAN CHURCH.

Services are regularly held in the Presbyterian Church at 11 a. m. and 7:30 p. m. every Sunday. Sunday School begins at 10 a. m. F. B. Fraser, Pastor.

EL CENTRO METHODIST CHURCH

Sunday school at 10 a. m. Preaching services at 11 a. m. and 7:30 p. m. Epworth League at 6:30 o'clock Sunday evening. Prayer meeting, Thursday evening at 7:30.

CATHOLIC CHURCH.

Services are held at 10 a. m. on Sundays as follows: El Centro, 1st Sunday; Brawley, 2nd Sunday; El Centro (Imperial), 3rd Sunday; Calexico, 4th Sunday; Holtville, 5th Sunday. For sick calls, call at Priest's residence in El Centro.

HEBER CHURCH SERVICES

Card of services of Congregational Church: Sabbath School, 10 a. m. Morning Worship, 11 a. m. Young People's Meeting, 7 p. m. Mid-week Prayer Service, Wednesday, 7:30 p. m. Robert Leroy Glasby, Pastor; R. C. Moorehouse, S. S. Superintendent; F. E. Hamilton, President of C. E. Society. Strangers made welcome to all services.

MCCABE METHODIST CHURCH

Sunday school at 10 A. M. Preaching at 11 A. M. and 1:30 P. M. Epworth League at 6:45 P. M. Prayer Meeting Thursday evenings at 7:30. Ladies Aid Society, first Tuesday afternoon of each month at 2:30. Official Board Meeting, first Monday evening of each month at 7:30. W. F. OGLESBY, Pastor.

CHURCH OF THE BRETHREN

Services each Lord's Day. Sunday School, 10 a. m. Preaching, 11 a. m. and 8 p. m. All are welcome. W. M. PLATT, Pastor.

HOLTON INTER-URBAN RAILWAY

Effective April 18, 1909.

WESTBOUND. No. 1 leave Holtville.....7:00 a. m. No. 3 leave Holtville.....1:30 p. m. No. 5 leave Holtville.....6:40 p. m. EASTBOUND. No. 2 leave El Centro.....8:35 a. m. No. 4 leave El Centro.....12:35 p. m. No. 6 leave El Centro.....6:05 p. m. Trains Nos. 1 and 2 do not run on Sundays. Baggage will be carried on Trains Nos. 1 and 2 only.

SOUTHERN PACIFIC COMPANY

NORTHBOUND

Leave El Centro. No. 503.....8:24 a. m. No. 505.....2:24 p. m. No. 507.....7:39 p. m. No. 501 (Freight).....8:24 a. m. SOUTHBOUND. Leave El Centro. No. 502.....6:05 a. m. No. 504.....12:30 p. m. No. 506.....6:00 p. m. No. 500 (Freight).....2:24 p. m. S. P. Train No. 507 leaving El Centro at 7:39 p. m. will connect with Train No. 7 for Los Angeles. S. P. Train No. 502 arriving El Centro 5:05 a. m. will connect with Train No. 8 from Los Angeles.

ARRIVAL AND DEPARTURE OF MAILS

DEPARTURES

For the North: 8:24 a. m. local and west closes 7:56 a. m. 2:24 p. m. local and east closes 1:56 p. m. 7:39 p. m. L. A. and west closes 7:09 p. m. For the South: 6:05 a. m. No local mail. 12:30 p. m. Calexico closes12:00 m. 6:00 p. m. Calexico closes5:30 p. m. ARRIVALS. 5:05 a. m. From Los Angeles, east & west 12:30 p. m. From North and East. 6:00 p. m. From North and East. 8:24 a. m. From Heber and Calexico. 2:24 p. m. From Heber and Calexico. 8:35 a. m. Holtville* closes7:56 a. m. 6:05 p. m. Holtville daily closes 5:30 p. m. 6:05 p. m. Meloland daily closes 5:30 p. m. 1:40 p. m. From Holtville* 7:20 p. m. From Holtville and Meloland * Except Sunday.

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