

Five Passenger Touring Car for \$1090

EVERYBODY KNOWS WHAT THE FORD AUTOMOBILE IS. IT IS THE CAR THAT WON THE RACE ACROSS THE CONTINENT FROM NEW YORK TO SEATTLE, OVER SAND, ROCKS AND SNOW.

The FORD

THE CAR IS LIGHT AND IS JUST THE THING FOR DUST OR SAND. FIVE PASSENGER TOURING CAR WITH TOP, HEAVY PLATE GLASS FRONT, SPEEDOMETER AND FIVE LARGE BRASS LAMPS FOR \$1090 DELIVERED TO ANY TOWN IN THE VALLEY.

ROGER STERNS, THE STATE AGENT, DROVE THE CAR DOWN FROM LOS ANGELES THE THIRD OF THIS MONTH, AND YOU KNOW WHAT THE ROADS ARE IN THE MOUNTAINS THIS TIME OF THE YEAR. HE MADE THE TRIP FROM SAN DIEGO TO EL CENTRO IN EIGHT HOURS, MAKING SEVERAL STOPS TAKING PICTURES ALONG THE ROAD. THE TRIP WAE MADE WITHOUT THE SLIGHTEST TROUBLE.

C. E. SPROUSE, Agent Imperial County, El Centro, Cal.

COUNTY NOTES

BRAWLEY.

"Tex" Houston, who became deranged while out prospecting, undertook to chop down the flagstaff on the Brawley public school building, but was placed under arrest and taken to El Centro for examination as to his sanity.

One hundred and twenty names, representing the heads of families, have been secured to the petition for the establishment of a rural free delivery route in Water District No. 8, to be supplied from the Brawley post-office.

The county convention of the Woman's Christian Temperance Union will be held in Brawley in April, and will be in session for two days. Delegates will be in attendance from all parts of the valley.

D. R. Bartlett has come to Brawley from Los Angeles to take the position of superintendent for the Brawley Co-operative Building Company. He has moved his family here.

A 120-foot bridge has just been completed over the Alamo River two miles west of the Mulberry school-house.

The City Trustees and consulting engineer for the Brawley municipal water plant have decided that the only portion of the old water system that can be used to advantage in the new municipal water system is about 17,

000 feet of two-inch pipe. The city has an option on property in the southwestern part of Brawley, which may be used as a site for the water works.

F. H. Stanley has been making daily shipments of fine asparagus to New York, Boston, and other eastern points where a good market is found.

E. B. Stilgebauer has sold his property on Imperial avenue, and has purchased the residence of the Moore Brothers, on H street.

George Hedden has installed his cement pipe factory on E street in Brawley, and will also manufacture other cement products.

The Griswold-Armstrong & Askren block, on Main street, will be completed early in the ensuing month.

Brawley is having many cases of the measles.

IMPERIAL

Arbor Day was observed by the Imperial schools on Monday, the birthday of Luther Burbank. About 150 trees were planted on the Imperial school grounds, and formal exercises were conducted. At the base of one tree a bottle was buried, enclosing the names of the pupils and their sentiments regarding the day and the occasion.

The Imperial City Trustees have adopted an ordinance setting the rates for service from the new municipal water plant. These rates are practically the same charged by the old water company.

The second kiln of brick burned by W. J. Mitchell for the addition to his hotel building, on East Eighth street, has turned out well, and provides 250,000 brick for the new building.

W. D. Woolwine, of Los Angeles, who is interested in the Imperial Valley Transportation Company, has been in Imperial the past week, looking after his interests in the valley.

The Imperial Lodge of the Fraternal Brotherhood has received a prize of \$25 for making the greatest percentage of growth within a given time.

The Imperial Christian Church is taking steps to incorporate so that its building enterprise may be handled more conveniently.

Imperial is asking for bids for the construction of a City Hall. Bids will be opened on March 18.

Clinton Bear, of Muscatine, Iowa, is visiting his son, Guy C. Bear, at Imperial.

Episcopal services are now held regularly each Sunday in Water Company Hall.

CALEXICO

The Calexico Chronicle presents the project of a municipal electric light plant by the installation of generators at the point when the water from the border canal falls into the deep bed of New River.

Calexico citizens are planning for the employment of a collector of garbage, who shall make daily rounds of the residence districts.

A novel idea is that being carried out by the Imperial Valley Stock Ranch Company at its ranch just north of Calexico. Stockholders are stock-

holders in a very literal sense, as they each put into the ranch brood sows and these are cared for by the company, while the increase is divided between the owner and the company. At present there are 200 young pigs on the ranch, litters which have come within the past month.

Cotton growers and prospective cotton growers of the southern end of the valley met at Calexico last week, and endorsed the plans of the Imperial Valley Oil and Cotton Company for handling the new industry in this valley.

At the last meeting of the Calexico Lodge of the Fraternal Brotherhood fourteen candidates were elected to membership. Visiting members were present from three of the other valley lodges of this order.

A subscription of nearly \$100 per month has been secured from the members of the Calexico Chamber of Commerce for advertising purposes, to be expended within the ensuing four months.

Four car loads of pipe and materials have arrived for the new municipal water system, and Superintendent Willard began ditch-digging and pipe-laying the first of this week.

Steps are being taken to form a Christian Church organization in Calexico. A meeting was held on Tuesday night to advance these plans.

James Withrow left Calexico with his family this week for a long overland journey through California, Nevada and Utah.

Miss Grace Dow, of Calexico, has accepted a position as teacher in the Imperial elementary schools.

Customs Agent D. L. Parker, of El Paso, Texas, was a Calexico visitor last week.

HOLTVILLE

K. L. Kendle is to erect a concrete block building for business purposes north of the Holtville postoffice, at a cost of \$2500. Mr. Kendle will also have a concrete block residence built on his five-acre tract.

Arbor Day was observed by the Holtville public schools last week, and sixty pepper trees and numerous shrubs were planted on the school grounds, with appropriate ceremonies.

The Holtville City Trustees have adopted a schedule for the rate of payment for service of the municipal water system, also for use of water for irrigation purposes.

Arrangements are being made to institute a lodge of Odd Fellows in Holtville. A preliminary meeting will be held on the evening of March 28.

Mr. and Mrs. R. D. Williams left Holtville last week for their home in Canada, after having spent several months visiting D. H. Williams.

The Holtville City Trustees have ordered the laying of a five-foot cement sidewalk on Seventh street, from Holt avenue to Maple avenue.

The Citizens' Bank of Holtville has taken the balance of \$30,000 of Holtville municipal bonds for par and accrued interest.

W. A. Hoyt will build a five-acre cottage of concrete blocks on his property in the Alamo tract, at a cost of \$2500.

All the Sunday schools of the East Side met in a convention in the Holtville Methodist Church on Thursday. Hugh Gibson, president of the State Sunday School Association, and other

Sunday school workers were present to participate in the programme.

A golf club has been organized at Holtville—the first of its kind in Imperial Valley.

Episcopal services are to be conducted in Holtville at the public library building on Sunday afternoons by Rev. Edgar M. Rogers.

The Holtville Tribune has started on the sixth year of its existence. It has been greatly improved under the management of G. W. Ryan.

NOTICE OF SALE OF CITY OF EL CENTRO, CALIFORNIA, WATER WORKS CONSTRUCTION BONDS

Notice is hereby given, that the undersigned, City Clerk will receive sealed bids for an issue of \$69,000.00 of Five Per Cent, Water Works Construction Bonds of the City of El Centro, California, until March 15th, 1910, at 6 o'clock p. m. Said bonds are in denominations of \$1,000.00 each, with semi-annual interest coupons attached, and are dated March 1st, 1910, and mature, three bonds per year, beginning March 1st, 1920, and ending March 1st, 1942.

All bids must be accompanied by a certified check for one per cent of the amount of the bid. The sale must be closed within twenty days from the acceptance of the bid. The City reserves the right to reject any and all bids.

El Centro is the County Seat of Imperial County, California, and is the Railroad and Commercial center of the largest area of irrigated land in the United States, is a rapidly growing young city with no slums, saloons, or knockers.

Dated at El Centro, California, this 18th day of February, 1910.

F. G. HAVENS, City Clerk of the City of El Centro, California.

H. B. PEARSON, President of the Board of Trustees of the City of El Centro, California.

NOTICE

A large quantity of lady birds are now ready for shipment into the valley. These lady birds are to destroy the cabbage and melon aphids that are so prevalent here.

Growers who are members of Associations will be supplied through their several Associations, but growers who are not connected with an association will be supplied by making application to the office of the Horticulture Commissioner, El Centro, Cal., or they may apply direct to the State Insectary, Sacramento, Cal.

The applications to this office should be in at once, as shipments will begin to arrive soon, and will have to be distributed.

No grower should fail to put in an application, for there is a good supply to distribute.

W. E. WILSIE, Horticulture Commissioner.

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.

GREATER EL CENTRO.

New city map for real estate, insurance, general business, etc. Scale, 1 inch—50 feet.

Price—Book, 16 inches by 20 inches, white paper and colored, \$10. Blue print, 16 inches by 20 inches, \$6.

Wall map, 4 feet by 8 feet, on cloth with colors, \$12.

Single sheet, 16 inches by 20 inches, white with colors, \$1. Blue print 60c. Sold by El Centro News Co. and O. R. Miller, at postoffice.

H. A. F. THENBERG, Postoffice Box 272.

CENTRAL HOSPITAL

Incorporated.

El Centro California

A PERFECTLY MODERN AND THOROUGHLY EQUIPPED GENERAL HOSPITAL FOR MEDICAL, SURGICAL AND OBSTETRICAL WORK.

New undergoing extensive additions and improvement. Will have 38 bed capacity; addition completed about December 15. All graduate, trained nurses. Hospital services unexcelled.

DIRECTORS:

Dr. Virgil McCombs, Dr. H. C. Richter, Dr. J. L. Cooke, Dr. F. W. Peterson, Dr. George M. Bumgarner, Dr. E. R. Brooks.

And The Cat Came Back

From now on our dinners will be only 25c. 11 a. m. to 2 p. m. Short Orders at all hours.

ROYAL CAFE

Feed Your Stock Right and Cut Down Your Feed Bill

You can positively save money on your feed bills and increase the earning power of your dairy stock, hogs, work stock, driving horses and poultry, by feeding IMPERIAL FEED. A feed composed of pure alfalfa meal and rolled cereals. Your stock will relish our IMPERIAL FEED and show quicker gains than if fed on alfalfa hay and whole grain. We invite the people of the valley and elsewhere to visit our mill. Write for our booklet, "A Few Facts For the Stock Feeders and Poultry Raisers on Economic Feeding." It gives you some interesting facts. Our feed is right; our price is right. Give it a trial. Call for it when buying feed. Place Your Orders With Us For Grain Bags, Any Size or Quantity.

Imperial Valley Alfalfa Meal Milling Company

S. J. EAST, Manager,

EL CENTRO — — — — — CALIFORNIA

C. A. SHAFER R. E. GARBER

El Centro Undertaking Company Funeral Directors

We are prepared to give the best of services, and to go at any time to all parts of Imperial Valley. Experienced undertakers and embalmers; all modern conveniences. Full stock of funeral supplies carried. Chapel corner of Seventh Street and Broadway. TELEPHONE, 353 EL CENTRO, CAL.

Artesian Water

FOR YOUR FAMILY FOR YOUR STOCK FOR YOUR GARDEN FOR YOUR DAIRY FOR YOUR ORCHARD

Don't you want a well? Modern machinery. Experienced men.

The Coachella Valley Development Company

WELL DRILLERS

COACHELLA, CALIFORNIA. — — — — — EL CENTRO, CALIFORNIA

THOS. BEACH TRUE VENCILL Office—On Fifth Street Hotel Oregon Building

BEACH & VENCILL

IMPERIAL VALLEY LANDS CALIFORNIA—MEXICO

EL CENTRO — — — — — CALIFORNIA

Shoes For Easter



Easter comes on March 27—and no Easter costume, however dainty, would be complete without appropriate shoes.

We have them.

We're daily getting more of them.

Don't delay in making your selections, but come at once to the

VALLEY SHOE STORE

El Centro - California

We carry shoes for all occasions—the holidays as well as work-a-day demands—and have an ambition to outfit the greater part of the people of Imperial Valley with footwear.

We're well on the road, and if you do not trade with us, please consider this a personal invitation to come in and get acquainted.

Dainty white slippers and canvas pumps for Easter.

Crossett's Cushion Comfort Oxfords and High Shoes.

New line of Napa Tan Waterproof shoes for men—a California product. Other lines coming—watch this space for shoe news.

P. T. CUNNINGHAM, PROP.