Lena Herself-

IMPERIAL VALLEY PRESS

PUBLISHED BY IMPERIAL VALLEY PRESS, INC. Issued Daily, Except Sundays,
Entered at the Post Office, Et Centro, Calif., as Second Cless Matter. SUBSCRIPTION RATES:

ADVERTISING OUR CANTALOUPES

The proposal to spend the sum of fifty thousand dollars for the purpose of advertising Imperial Valley cantaloupes is an audacious and, let us hope a profitable one on the part of producers.

The sum specified is a large one but, after all, it will not go very far in buying space in the newspapers of the sections where our cantaloupes appear in

the markets. But fifty thousand dollars properly distributed and devoted to advertising space filled with propaganda setting forth in the right way the qualities of our delectable product will do our growers a lot of good. One feature of the advertising that will make it attractive is the fact that the cantaloupes appear in the markets at a time when similar products grow elsewhere are not to be had. Imperial Valley cantaloupes are "out of season." This makes them a novelty and it gives the advertising an appeal it would

not otherwise have. For this reason it should prove unusually effective-

If the growers of this valley may accept as a criterion what the orange growers of California have done by way of popularizing their "Sunkist" brand of fruit they may well have faith in their new enterprise. A wide and stable market has been provided for citrus fruit largely through the liberal use of printer's ink. The demand for it has kept pace with the supply and oranges have become a household necessity throughout nearly the whole of the United States. Hundreds of thousands of dollars expended for this purpose has been an important factor in popularizing the product of one of the biggest industries of California. If the cantaloupe men can duplicate this achievement they will score a big success.

PLAY WEEK

Under the auspices of the Playground and Recreation Association of America, this country is to have a Play Week the last week in April. Its object is to make people more familiar with the play spots in the various localities, the part which these play in community life and health and the desirability of making them more effective. President Harding gives the plan his enthusiastic backing.

There can hardly be a community which needs to be reminded how much good has been done through the establishment of safe and well-equipped playgrounds and recreation centers for the people, especially for the young. Yet there is room for much greater activity along these lines almost everywhere.

Health, happiness and civic spirit are fostered on the playgrounds. Play Week will offer an excellent opportunity for looking over and enjoying the ones already provided, improving these to make them serve more completely, or establishing new centers.

RICHES IN ASIA MINOR

Perhaps to most Americans the most surprising thing about the now famous Chester concession in Turkey is the fact that there is anything there work developing. It is the usual thing in this country to make quick work of exploiting natural resources. Yet it appears that in Asia Minor, in territory occupied by civilized races for at least 3,000 years, there are hundreds of millions of dollars' worth of petroleum and other minerals awaiting development.

It is another such case as that of Mosul, in Mesopotamia, whose oil fields are hardly touched, although human civilization is thought to have had its

origin thereabouts.

The situation shows, by striking contrast, the immense material progress of Europe and America-The East, perhaps superior to the West in some ways, has to go to the West for help in utilizing the wealth locked up in her hills, plains and streams all these ages. It is so in India and China, ancient homes of enlightenment.

GHOST PRIZES

No longer are spooks or ghosts things to be feared. There may be money in them. And "seeing things at night" has become respectable. The Scientific American offers two prizes of \$2,500 each for an authentic manifestation of a "spirit" and for a proved "spirit photograph".

This surely is enough to enlist the interest of learned scientists, along with the spiritualists and the spirit-mongers of all kinds. There is inducement for those who regard spiritualism as a religion, for those impartially seeking the truth about the future life and for those who want the money.

Sir Arthur Conan Doyle is doubtless certain that he has the desired evidence and deserves the prize. It remains to be seen, however, whether his proof is of such a nature as will convince the Scientific American's expert judges.

It is not clear whether the scientific magazine un-

dertook this quest to encourage spiritualistic inquiry or to discourage it. There is reason to suspect the editor of daring people to submit spiritualistic proof rather than inviting them to do it. And it is a matter of common observation in occult matters that persons thoroughly convinced themselves of the reality of wonders they have seen are not able to convince others.

Sir Arthur's remarkable photographs may not be "fakes". Many persons regarded as thoroughly sane are persuaded that "something" not normally visible to human eyes has been caught by the camera and made visible. But others insist that such materializations are no proof that the faces or forms pictured are really "spirits". In fact, the very term "materialization" suggests that the camera catches and reproduces nothing but "matter". If they are honest pictures, the question is whether there is a spirit in that matter as there is a spirit in the living human body.

WHISTLING FOR VOTERS

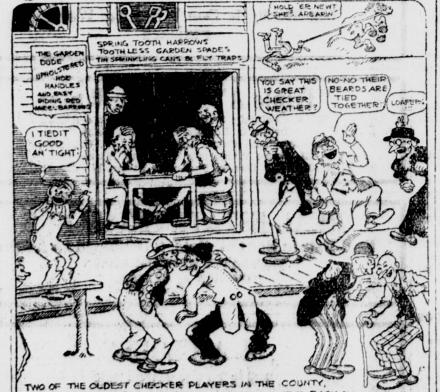
Sturgis, Michigan, has a new scheme to get people out to vote on election day. It is going to blow all the factory whistles in town, at regular intervals, as long as the polls are open.

This should have the desired effect the first time or two, at least. Eventually the voters may get so used to it that they will ignore it, or resent it as a nuisance and an unwarranted attack on their sacred right to shirk a public duty.

There might be variations of the method, however, to make it more agreeable and appealing. The steam whistles might be equipped to play tunes. Half a dozen calliones shricking "My Country" or "The Star-Spang-



EVERETT TRUE By CONDO HERE COMES MR. TRUE WANT YOU TO MEET HIM. MR. TOONE IS THE BARITONG YOU HEARD AT THE CONCERT LAST NIGHT. HE HAS A SPLENDID VOICE. HIS VOICE IS ALL RIGHT, BUT UNTIL HE IS ABLE TO WARBLE WITHOUT PULLING SUCH AWFUL FACES, HE SHOULD SING ONLY FOR THE BLIND!



BY STANLEY

THE OLD HOME TOWN

HOADLEYS IMPLEMENT STORE

led Banner" would add a certain patriotic zest to the occasion.

ARE PLAYING SEVERAL CHAMPION SHIP GAMES IN THE BACK ROOM OF

Possibly radio could be brought into play, with megaphones all over town blaring out appeals for citizens to go to the polls. Impersonal pleas could be mixed judiciously with pleas from rival candidates, broadcast from the housetops, urging citizens to vote for them. The scheme has unlimited possibilities.

The man who had his jaw broken by a reporing horseshoe at a pitching contest might be called a victim of the hoof-and-mouth disease.

Senator Smoot lays the inflated sugar price at the refiners" door. That's life coarse work where refinement is expected.

Looking Backward What the Press Files Tell of Imperial Valley for This Date in Past Years

NINETEEN YEARS AGO April 23, 1904

Thing Brothers are building a fine meat market in Calexico and making other improvements to their property in that town. Ed Varney is building a neat cottage on the corner adjoining the home of his brother, George Varney,

FIFTEEN YEARS AGO April 23, 1908

Light rain falls over valley for two hours this morning with pronounced fall in temperature. Congregational denomination not if and I just love to play!" said if the rubber ball doesn't Miss Marie Harrington visits ified Imperial Valley Improvement Maggie. "I like marbles." ified Imperial Valley Improvement | Maggie. "I like marbles." | splash water on the umbrella and frience | Company that they are ready to close up deal at Heber for agriculture with me?" asked Uncle Wiggily. | splash water on the umbrella and frience | splash water on the umbrella and close up deal at Heber for agriculture with me?" asked Uncle Wiggily. | next about Uncle Wiggily and | splash water on the umbrella and frience | splash water on the umbrella and close up deal at Heber for agriculture with me?" asked Uncle Wiggily. tural college site and will invest, \$25,000 in initial buildings.

TEN YEARS AGO April 23, 1913

Call perfect plan to lend \$100,000 to you, Maggie. But, if you like, we sian, which sounds more like it. members of the Imperial Valley Cotton Growers Exchange to finance the planting and harvesting of the coming cotton erop.

TOM SIMS SAYS

In Turkey they blacken the front of a liar's house, while in America they blacken his eyes.

When they want a divorce in Cochin China, they break two chopsticks. Here, they break furniture.

Eggs are selling for a nickel a thousand in New York, so of course they are fish eggs.

Many Chinamen are marrying Russian women. Serves them both

The Arctic air is so clear you can tell a man two miles away how cold your are getting. Oldest town in the world is Da-

mascus. Now guess where we bought some of our street cars. Home from Florida, Harding may

go to Alaska. Jumping out of the frying pan into the ice box. Seats at the wedding of Duke of

York and Lady Bowes-Lyon cost \$5 up, like the Dempsey-Carpentier A New York girl of 14 has two

husbands, while some twice this child's age can't even get one. American Gas Association met in Louisville, Ky. It is not Congress.

Congress meets in Washington. Group of Pennsylvania miners were lucky. Paid \$900 to bootleg-

gers and didn't get any booze. Movie burned in Sunbury, Pa. and hundreds were confined to

their homes, having no place to go. There being no room in the Ponca City (Okla.) jail a convicted man was put on the waiting list.

The difference between a spring golfer and a spring gardener is one uses the holes he digs.

GRANT INJUNCTION AGAINST MILEAGE RATES

BOSTON, April 23 .- An injunetion restraining the interstate commerce commission from enforcing its recent order for inter-changeable books was granted in federal district court here today.

The petition asking the injunction was signed by forty nine railroads.

Bed-Time Stories

Copyright, 1923, by McClure Newspaper Syndicate BY HOWARD R. GARIS

UNCLE WIGGILY AND MAGGIE'S MARBLES

Once upon a time there was little girl beaver named Margaret Flat Tail, who was a sister to Toodlie and Noodle Flat Tail, the boy beavers. Margaret was a jolly little beaver girl-rather a tom-boy, to tell you the truth, and she was often called "Maggie," which name she liked better than Margaret.

One day when Uncle Wiggily was hopping through the woods, he saw Maggie Flat Tail crying.

"What's the matter, Maggie?" asked the bunny gentleman, twinkling his pink nose, for he was very

fond of the little girl beaver. "Oh, I'm not at all happy!" sobbed Maggie, and when she went to wipe away her tears on her at me!" laughed Maggie. She handkerchief of white birch bark, drew a ring on the ground beneath the bunny uncle heard a queer, a greenwood trees, using her clattering sound.

"My goodness!" exclaimed the she gave Uncle Wiggily a few of "My goodness!" exclaimed the sne gave Uncle Wiggily a lew of bunny gentleman, jumping quick-ly around. "What's that? A rattle-snake?" Self, the game began.

Ten marbles were put in the mid-

"'Oh, no," answered Maggie, 'that was just my marbles rattling in the bag," and she held up a little bark bag which rattled and clattered, for it had in it miggles, All of a sudden, when Uncle Wigagates, glassies, brownies, Scotchies and other kinds of marble

"Your marbles, Maggie?" exclaimed Uncle Wiggily in surprise. 'I didn't know girls played mar-

"That's the trouble," went on the beaver girl, wiping away more tears which came into her eyes. "I guess I'm the only girl in Woodland that knows how to play marbles.

My brothers taught me, and I can gily, would you!" cried the beaver shoot pretty good—for a girl. But girl. Then she swept her broad, none of the other girl animals like marbles, they didn't learn how to the marbles from it kerslab-bang, into the face of the Fox.

Shoot and none of them will play into the face of the Fox.

(Ching! Pang! marbles with me. That's why I was erying."

"Oh, Ho!" laughed Uncle Wig- nose. gily, twinkling his pink nose in a jolly fashion. "Then why don't chap! "It must be raining hail. Oh, dents of El Centro, and now living

"Because," answered Maggie,
"the boys won't play with me.
They say I thought Toodle and marbles in the ring and the game

ittle beaver girl.
"It is too bad," said the bunny "I had a lovely time playing with little beaver girl. gentleman. "The girls can't play you," said Maggie. "Thank you" least, play the marble game.

gie, swinging the bark bag. "No-play marbles," chuckled the bunny uncle. "I used to be a farm if you bought them tractors good marble player when I was a that made 60 miles an hour. A committee composed of E. P. young rabbit. I don't suppose, Riggle, F. E. Wheeler, and T. D. Me- now, though, that I am as good as

"Oh, joy," eried the beaver girl
"Come on! I'll give you first shot,
Uncle Wiggily, cause maybe I am
a little better shooter than you, since I've been practicing and you haven't. I don't care, now, if the boys won't let me play with them



The game began. and if the girls stick up their noses

gily was almost going to win-for he played the game better than he thought he could-all of a sudden. along came the Fuzzy Fox. He sneaked up through the trees and under the bushes until he was close to the marble ring. And the Fox was just going to leap out and nibble the bunny's ears when, all of a sudden, Maggie saw the bad

gily, would you!" cried the beaver

"Ping! Pang! Pong" went the marbles, hitting the Fox on the

you play marbles with the boy ani- I must run home and get a wooden in Pomona, attended the Elks dane umbrella."

Noodle will let me shoot with them went on. Maggie won, for she was when the other boys aren't around. a better player than Uncle Wiggily Oh, dear!" and Maggie sadly sigh who hadn't shot an agate in years. But the bunny gentleman only Uncle Wiggily felt sorry for the twinkled his pink nose and laugh

with you and the boys won't-at and the bunny gentleman said he this week. had had a fine adventure.

"What-play tag?" asked Mag- Sammie's skates.

You could keep the boys on the

Polish people always cuss in Rus-

VALLEY CHAMBERS WILL MEET HERE ON FRIDAY NIGH

The Associated Chambers Commerce will hold the April mee ing in this city Friday night, a cording to O. J. Renfrew, secretar of the organization. It has be proposed to designate the meeting as "Soil Fertility Night" and general discussions of the west. general discussion of the work the soil fertility committee will held. Details of the evening's pr gram are now being worked out as will be announced later, Mr. Rei frew stated.

NEW BRIDGE ACROSS STRAITS AT S. F. BA

By United Press Leased Wire WASHINGTON, April 23.—Th war department has approved a application of the Rodeo Ferry con pany to build a bridge across Car quinez Straits at San Francisco bay it was announced today. The plan submitted by the company wer found not to interfere with navige tion. Proposed plans of two othe companies probably will be cor sidered without prejudice, it was stated.

DOESN'T LIKE "ANN" LOS ANGELES, April 28 .--Film Booking, Inc., distributing agency for Robertson Cole Photo Players, faced ar injunction today brought by Derelys Perdue, film danseuse, because the agen-cy, she alleges, arbitrarily changed her christian name to "Ann."

This was done, Miss Perdue says, when the distributors conducted a contest in a picture magazine asking "fans" to suggest a name for Miss Perdue. "Ann" was the result.

Personals

perior court last week.

Mr. and Mrs. R. L. Bowen, an here Saturday night, and will r main a few days renewing old a quaintances. Accompanying the to this city were Mr. and Mrs. Per and several residents of Pomona. Dr. and Mrs. H. V. Gray of Ir perial were visitors in El Centro t

The Rev. J. J. Truxaw of Mary's Catholic church is enjoyir a visit with his parents in Frest

Miss Marie Harrington visite

E. W. Judy is back at his des in the Holton Power Company office after a trip to Ohio to vis his father, who has been ill. Whi there, Mr. Judy suffered a sever case of tonsilitis which confine him to bed. Aside from that, h says he had " a delightful trip."

Dalomon & Co.



New Silk Sport Skirts

Grey, tan and white in rich heavy crepes and also novelty silks NOTHER LOT OF THESE VERY ATTRACTIVE SILK SPORT

A SKIRTS of heavy Spiral Crepes, Harvard and Lennox Crepes, Silk Batine in both plain and novelty styles—and there are plenty of the very popular Greys, Tans and White to show now at a popular price for high class pleated silk sport skirts.

-Let us show you the nice variety of styles we have ready now ..

Dress Linens \$1.00

Here in jade, apricot zinc, mayrose, tan, shrimp, clove, helio, copen bamboo and lemon - 39 inches wide.

OME NOW WHILE THE ASSORTMENT of colors is complete in this Genuine preshrunk dress linen we are selling at \$1 yard—full 36 inches wide.—A linen sold regu--You'll want two or three dresses at least of good linen for summer wear.

Just Arrived! Childrens New Wash Dresses \$3.45-3.95 and 4.50