



STORE SERVICE
We are always glad to have customers come to the store in person. Obliging clerks, attractive displays and everything thoroughly sanitary will make your visit here a pleasure and give you lots of suggestions in the way of "good things to eat."



CANNED GOODS
"Club House" Canned Goods are, beyond a doubt, the most wholesome and nutritious canned products known in the U. S. today. It would be a good idea to keep a few cans of "Club House" on the pantry shelf—then you'll be ready for the chance guest.



COFFEE
Chase & Sanborn's Coffee has established for us a reputation that is indeed enviable. This is also true of Chase & Sanborn's Tea. If you want absolute satisfaction on these two important items of daily household consumption, become a customer of ours.

The One Place in El Paso to Secure Pure Foods

Of course, the Pure Food Laws protect you in a measure, but we find that constant vigilance on our part is also required to protect customers' interests as regards pure foods. We at all times are on the lookout for the best there is in food products. We handle only reliable brands from reliable manufacturers, and then only after having thoroughly satisfied ourselves that the article is the best of its particular kind.

Thoroughly Sanitary

We are not satisfied to have a "near sanitary" store. We have spared no expense in fitting our store with the latest modern sanitary appliances, and all employees are required to be cleanly both in person and in dress. This sanitary idea not only applies to the store but extends to our delivery service. Thus, you are assured of receiving into your kitchen things to eat that have been sanitarily handled throughout.

TELEPHONE SERVICE

We are pleased, at all times, to have customers visit the store in person, but we realize that the busy housewife cannot do so and must depend on the telephone. We pay particular attention to telephone orders, and customers are assured that any order received over the 'phone is filled with the greatest care.

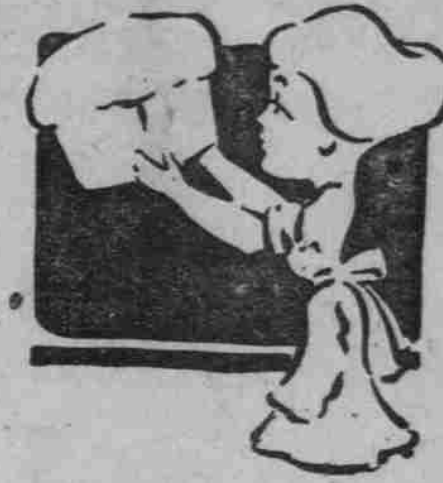
MAIL ORDERS

Out-of-town people will find that we offer them a service that is not equalled in the Southwest. Special care in selecting goods and promptness in forwarding are assured all people who order from us by mail. Upon request, we will be pleased to mail you our general catalogue. Write for Catalogue today.

During 1911--If You Want the Best in Groceries, Fresh Fruits and Vegetables, Become a Customer of Ours

Jackson's Sanitary Grocery

353 Telephone 353



FLOUR

Having good biscuit, bread and pastries is merely a matter of using "Imperial" or "Club House" Flour. These brands have stood every test. Our constantly increasing list of well satisfied users is our strongest argument.



FRUITS

Whether for eating or cooking purposes, at all seasons we carry the most complete line of Fresh Fruits to be found in El Paso. Special care in handling is always observed, and customers can always depend on "Jackson's" for the finest fruits, also vegetables.



DELIVERY

Our delivery service is thoroughly systematized, and customers can depend on getting just what they want and when they want it. Care is taken that all articles for delivery will reach your home in the same condition as when they left the store.

Colorado and the perennial flow of the stream was stopped. Because of the settlement of this obligation, congress pays \$1,000,000 towards the cost of the dam.

Extent of Work.

It is expected that the work can be completed in between four and five years. The dam itself will fill a space larger than the capitol building of the United States—that great structure if inverted and set down into the river between the rock walls where the dam is to be built, would not half fill the space to be occupied by the dam. The lake to be formed by the dam will be 40 miles long and will completely obliterate six Mexican settlements, one of them, Paraje, at one time a town of much importance in the days of the old Santa Fe trail, then inhabited by 2000 souls. At present it is a village of but two or three hundred people. Altogether, about 1500 people will be forced to move out of the valley when the dam is completed and the waters are impounded in the great lake.

Diverting the Waters.

The water is to be diverted by means of the river channel and ditches below the great dam, and the government experts figure that there will be ample for an annual irrigation of nearly 200,000 acres of land. The valley land is very fertile and a few acres will make a good livelihood for a large family. As a consequence, El Paso at no very distant future, expects to become an agricultural and fruit center of no small proportions, and thus add to her prestige already gained as a mining and railroad center. Fruit and vegetables already grown in the valley—grown here for ages by the natives and the Americans who came later—have demonstrated that the climate and soil will produce fruits and vegetables of as fine a quality and flavor as any region in the world.

The Construction Work.

The construction of the great dam is under the direction of engineers of the United States reclamation service, L. C. Hill, W. M. Reed and J. A. French being the principal men directing the work and ranking in the order named. All the preliminary work of the mammoth undertaking has been disposed of. The soundings have all been taken and the exact location decided upon for the construction of the dam. A well has been put down to furnish the water supply and an immense concrete reservoir constructed on a mountain top to furnish the pressure. Many houses have already been built and others are now being erected to accommodate the employes.

With the completion of these and the railroad building operations, machinery will at once be installed and the dam construction can then commence. Some of the machinery at the Roosevelt dam near Phoenix, Ariz., is to be brought over for use at Elephant Butte and much new machinery will be purchased. The cement for the dam will be manufactured in El Paso at the big mill and a half plant of the El Paso Portland Cement company.

Getting the Power.

The power for the machinery at the dam will either be generated at the damsite with modern machinery or brought over the country from the mines of the Carthage Coal company, 50 miles north. A proposition to bring the power overland is now before the officials of the reclamation service at Washington and will be decided in a short time.

The United States government has repeatedly recognized the claims of the people of the Rio Grande valley to the waters of the river, because of priority of usage, and, together with the fact that in its construction a treaty is to be fulfilled with a friendly nation, is causing every possible speed to be exercised in getting the work under way and completed.

WATCH THE DATE ON THE YELLOW LABEL

Mail subscribers should watch the date which follows their name on the yellow label pasted on the wrapper or first page of their paper. This date there shows when the subscription expires. When a remittance on subscription is made, this date is changed. If it is not changed soon after remittance, allowing, of course, a reasonable time to reach El Paso, the subscriber should call the attention of this office to the oversight. By doing so when the matter is fresh in the minds of all concerned all further trouble and inconvenience will be avoided.

Mutt and Jeff are with us. Another appearance today on Classified page. Every day in The Herald hereafter.

WE want to buy a good Fire Insurance Business--will pay cash. Write P. O. Box 949



It certainly will be a lucky day for you when you become acquainted with the satisfactory way in which all orders are filled by us for Feed and Seeds. We are positive there is no concern that can give you better quality at more reasonable prices or more prompt deliveries. We solicit correspondence with out-of-town buyers and shippers.

O. G. Seeton & Son
Third and Chihuahua Sts.

Roberts-Banner Building On San Jacinto Plaza \$7,500,000 in Hand For Our \$10,000,000 Irrigation Project



Sorenson & Morgan, Contractors.

A solid reinforced concrete structure.

Trost & Trost, Architects.

THE beginning of work on the Elephant Butte dam, 125 miles north of El Paso, has stimulated great interest in real estate in the Rio Grande valley, both above and below El Paso, and the close of 1910 finds a very much larger area in cultivation than the close of 1900 witnessed.

During 1910 the number of acres under cultivation in the Las Palomas, Rincon, Mesilla, El Paso and Juarez valleys was 69,668, an increase of 1000 acres over 1909.

And all this, with the river running dry in June, which of necessity detracted from the number of acres that under other conditions, would have been under cultivation.

These figures are shown in the annual report prepared by Earl Peterson, junior engineer of the reclamation service, on irrigation in the Rio Grande valley, and are official.

Activity in Lands. Not only has there been a large increase in the cultivated area in the valley about El Paso, but there has been unusual activity in land in this vicinity, and values have risen largely.

One of the latest deals in the valley, and an example of the confidence felt in the lands around El Paso, is a colonization plan undertaken by L. M. Crawford and associates, of Topeka, Kansas. They have purchased 2000 acres of unimproved land north of El Paso at \$50 an acre and will put it under irrigation and sell it in small blocks for fruit orchards and gardens. They expect to settle the land with farmers from the overcrowded central and central western states.

Several such plans are under way. A Kansas City concern has secured a large acreage above that purchased by Crawford and associates which will be sold on the same plan and a number of such undertakings are being promoted in the valley below El Paso.

Work on Dam. Work on the Elephant Butte dam proper will be under way in a very few weeks. Houses are now being erected for the accommodation of the workmen and as soon as these are completed the work of construction can begin. The railroad, extending west 12 miles from the Santa Fe main line running between El Paso and Albuquerque, is now being completed. The grade has been finished and the steel is being put down. The Santa Fe railroad company is putting down the track and

the government built the roadbed. The railroad will deliver supplies for the dam to the damsite at the regular freight rate prevailing for the nearest mainline point, and in return the railroad becomes its exclusive property and the road gets all the receipts from passenger traffic and private freight.

Cost of Dam. The entire Rio Grande project, including the great dam, will cost not far from \$10,000,000 and will reclaim 185,000 acres of land in the valley above and below El Paso. The cost of the dam will be paid by the land owners who are to benefit; the payments being made in 10 equal instalments. The United States government settles a controversy of many years' standing with Mexico over the waters of the river by delivering from the lake to be formed by the dam sufficient water to enable Mexican land owners near El Paso to irrigate all the land they had in cultivation before the waters of the river were interfered with in

"A Hundred Golden Hours at Sea"

YOURS FOR THE ASKING

Tells in text and picture of the pleasures of a trip on one of the magnificent

SOUTHERN PACIFIC STEAMSHIPS

Between New Orleans and New York

Luxurious Accommodations, Suites, Staterooms, Baths, Promenade Decks, Excellent Cuisine.

Send for copy of handsome book, free

"A Hundred Golden Hours at Sea" Call on Local Ticket Agent