

# IMPERIAL VALLEY

## CALIFORNIA

SUNSET MAGAZINE  
INFORMATION BUREAU  
600 Spring St., Los Angeles



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**IMPERIAL VALLEY  
CALIFORNIA**

BY  
**OTIS B. TOUT**

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*Making a garden out of the desert.—A typical lateral canal at Imperial*

Today the population of the county is between 18,000 and 22,000, estimates varying in the absence of an official census. A branch of the Southern Pacific extends to the Mexican border and is being carried to a junction with the main line close to Yuma. An independent steam line runs from El Centro to Holtville, and there are prosperous towns, the telegraph and telephone, electric lights, schools, churches, banks and many of the appliances of civilization where but recently was found only gray sage brush, a small rabbit or a sand terrapin.

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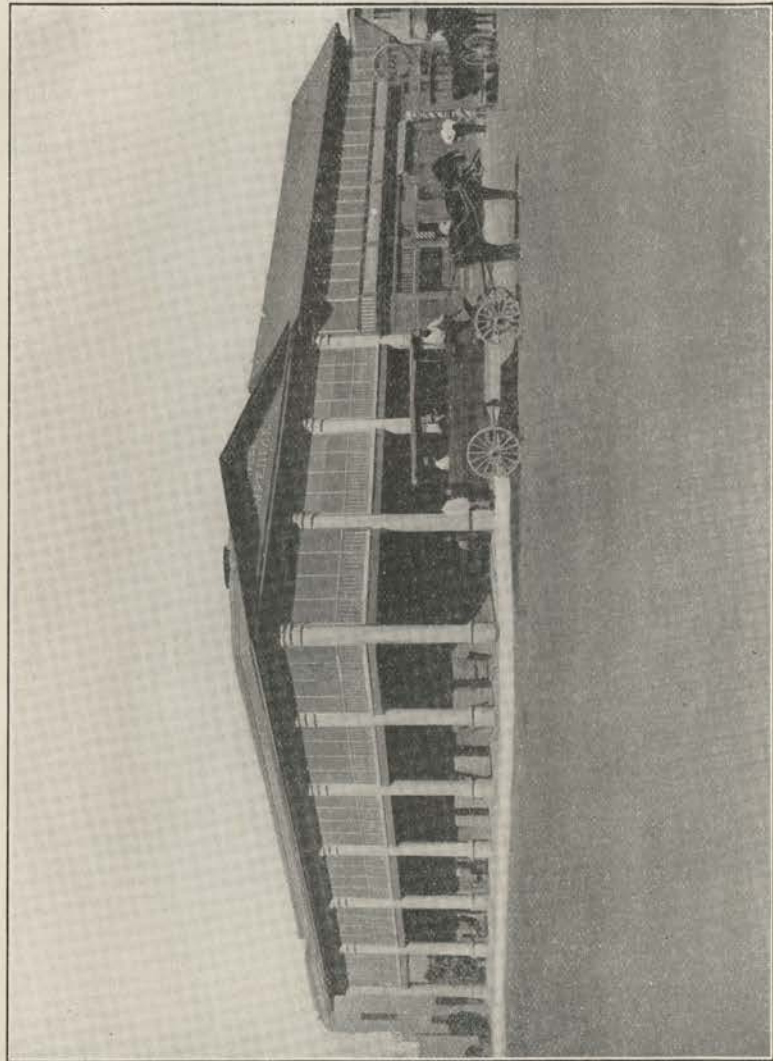
The story of the transformation of the actual desert in the life line of a child of eight years reads like a romance or a tale from the Arabian Nights, but it is absolutely true. And the truth of today is pale compared with the promise of tomorrow. No better land is found in any country, and with warmth and moisture there is hardly a limit to the productive capacity or to the range of production of these redeemed fields.

The attention of the farmer, the fruit grower, the stockman, the dairyman, and the grower of special crops should be arrested by the opportunities of this wide region. It is distinctly a farming region, and as agriculture is the basis of abiding prosperity for towns, there are openings here for the shop keeper and the merchant, the laborer and the mechanic, and a field for profitable and safe investment in lots and lands. There is no place in the Southwest, that region of great things in itself, where intelligent effort will win more independence and satisfaction in the return than in the valley. The opportunities are many. The area is great, the water and sunshine abundant, the soil immensely rich, the climate healthful, and what a man can do to better his condition will be measured chiefly by his energy and his ability. The valley and the county offer much to the man who wants to "get ahead."

#### GEOGRAPHY.

Imperial County was organized, by a vote of the people, on August 6, 1907, into a "body politic" by itself. It was pre-

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*The Hotel Imperial, Imperial, type of the rapid progress of the community*

vious to that date a part of San Diego County. As now constituted it is the corner county of southeastern California. Its southern boundary is the International boundary line between the United States and Mexico; its eastern line the Colorado River, while on the north is Riverside County, and on the west the San Jacinto or Coast Range of mountains divides Imperial from San Diego County.

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This new county is an empire in itself. It is eighty-four miles long from east to west and fifty-four miles north and south, having an area of 4,536 square miles or about 2,600,000 acres. The irrigable area is probably one-sixth of this, a round 400,000 acres being known as the Imperial Valley. This valley lies about the middle of the county, extending from the boundary line on the south forty miles northward, with a width of about thirty miles. Nearly 100,000 acres more that are irrigable lie in portions of the county closer to the Colorado River and are being gradually brought under the ditch.

The Salton Sea lies in the northwestern part of the county. It is probably the remains of the Gulf of California, the present head having been pushed southward by the vast deposits of the great river. This inland sea, cut off from the gulf, has been maintained by successive overflows of the Colorado, and two years ago was considerably expanded, receiving for a time the entire discharge of the runaway river. It was never a menace to the valley, and will probably disappear by evaporation. The mystery of its occasional risings has long since been exploited, and the end of this "sea of the desert" is in sight.

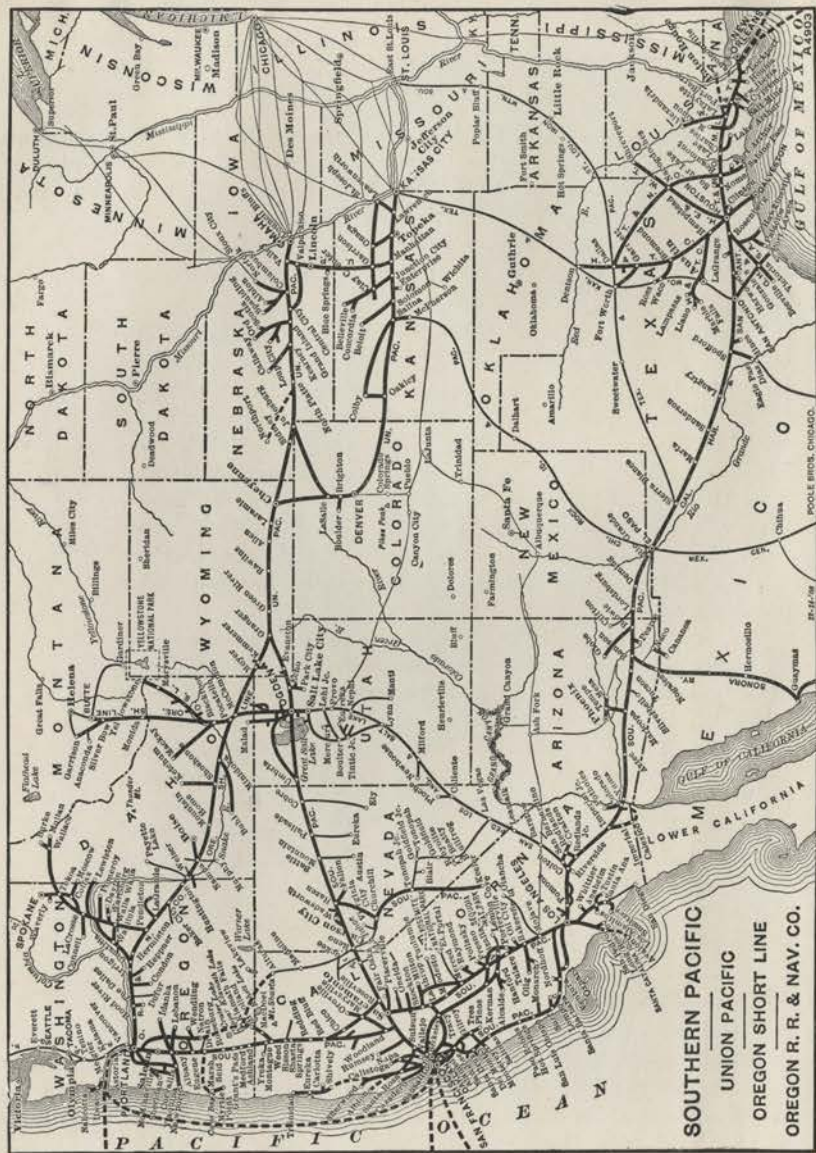
#### THE IRRIGATION SYSTEM.

Let us study now for a moment the system of irrigation that has been planned and carried out for the development of the richest irrigated section in the United States.

The water is taken from the Colorado River at the Upper Heading, four miles north of the International boundary line

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near Yuma, Arizona. These headings provide for the admission of ten times as much water as was used in the entire system last year, when 230,000 acres of land were watered. From the Upper Heading the canal carries the water to the former channel of the Alamo River leading toward the Salton Sea, the first sixty miles being in Mexico.

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In order to handle this water in Mexico there had to be a company incorporated under the laws of Mexico, and this company is known as the "Sociedad de Irrigacion y Terrenos de la Baja California," and is the sister company of, and with the same officials as the California Development Company, the corporation that has handled the watering system of the valley from its original inception.

The water is run to Sharps Heading, seven miles east of Calexico, still in Mexico. There the diversion of the waters to various parts of the valley takes place, the main canal leading toward the center of the valley. The No. 7 canal carries water to the lands east of the Alamo channel; the Wisteria leads to the high western side, and the Holton Power canal carries water to the turbine power plant at Holtville, where the electricity for the valley is generated.

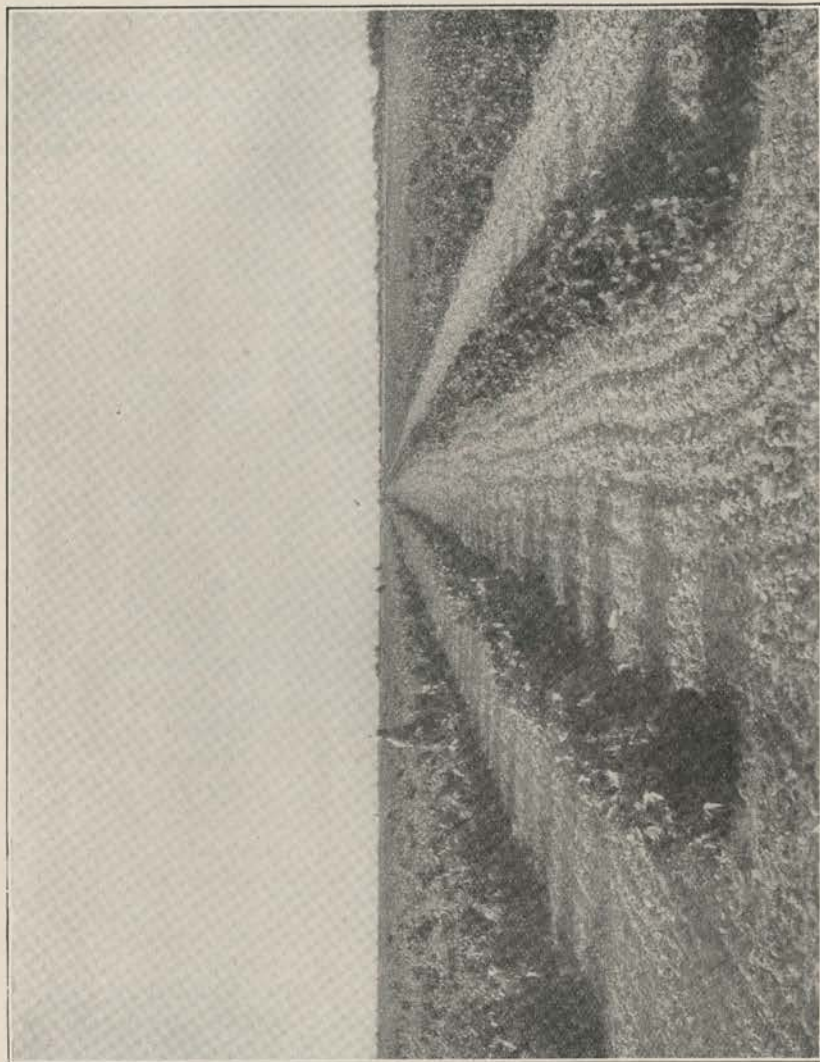
These main canals are divided and subdivided again and again until the network of canals covers the entire area, there being over 1,000 miles of canals in all the companies.

The California Development Company undertakes to deliver water to each of the mutual water companies, of which there are now nine, composed of the water users in variously divided districts. The mutual companies then deliver the water as ordered by the farmers.

The whole system is a good one and there only remains the replacement of wooden structures at the various points of control with concrete to make the system absolutely dependable. Water has never yet failed the farmers for any length of time, and under the efficient management now in office there is no shortage expected.

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*This two-year-old vineyard at Imperial shows the fertility of the soil*

### THE SOIL.

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This is pure sediment and extremely fertile. The Colorado River is sponsor for the soil of this valley and will answer not only for its present quality, but for its permanent richness. A soil carrier from "away back," the waters of the river are so charged with silt as to constantly fertilize the land.

It is no exaggeration to say that there is no better land anywhere. The richest soils of the world have been formed of the detritus of great rivers, and delta lands are proverbially rich in plant food. This is practically all delta land, and the great yellow stream is still making deposits and pushing the head of the Gulf of California southward at the rate of half a foot a year.

How deep the Gulf was in this region is indicated by borings.

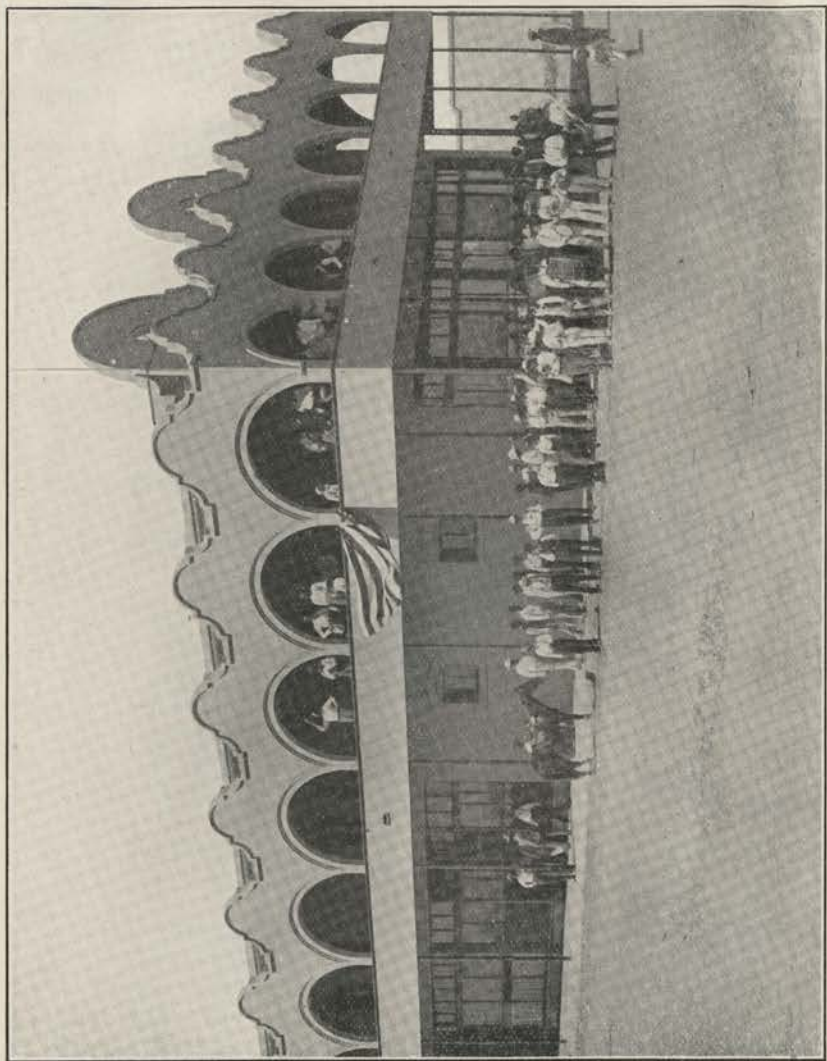
Wells have been dug to a depth of 700 feet, and there has been no difference in the soil from top to bottom. It is the same rich character all the way down. On the surface there is not to be found a single stone or pebble. There is not a foot of the land that is under the ditch that cannot be cultivated and made to produce, and the soil area as a whole is suited to the production of immense and varied crops. This is not theory. Practical and experienced farmers have tried out some hundreds of thousands of acres, and the conviction is general that here is great wealth in the soil and plant food suited to a wide range of crops.

The wise farmer will make note of this. Farms where the soil is thin and must be fertilized at increasing cost as the years go on are not good investments.

The wise man will note also the perpetual self-renewal of this land under the process of irrigation. Irrigation waters carry a new supply of fertilizing silt every year, more than enough to replace in the soil the strength that has been taken by preceding crops. Thus the soil is everlasting and there will never be an "abandoned farm" in the Imperial Valley.

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*The Alamo Hotel, at Holtville, Imperial Valley*

This fact cannot be overestimated in its good effects. **CALIFORNIA LANDS FOR WEALTH** Even without this added silt every year the soil of this region would last for several generations. As it is it can never wear out. The valley of the Nile is an example, and the plains of China also; cultivated for thousands of years, these lands are unexhausted. It is the great tribute which time pays to irrigation. Wherever the water carries sediment it renews the fertility of the land.

#### NO MORE PUBLIC LANDS.

It is well that the intending settler in the Imperial Valley realize the fact that the day when people could come into the valley, go a few miles into the country and file on a piece of rich land is past. Every bit of government land has been located, sometimes too many times.

However, in many cases these locations were made by persons who owned property elsewhere, and never intended to build homes or cultivate the land, but filed on it for the purpose of speculation.

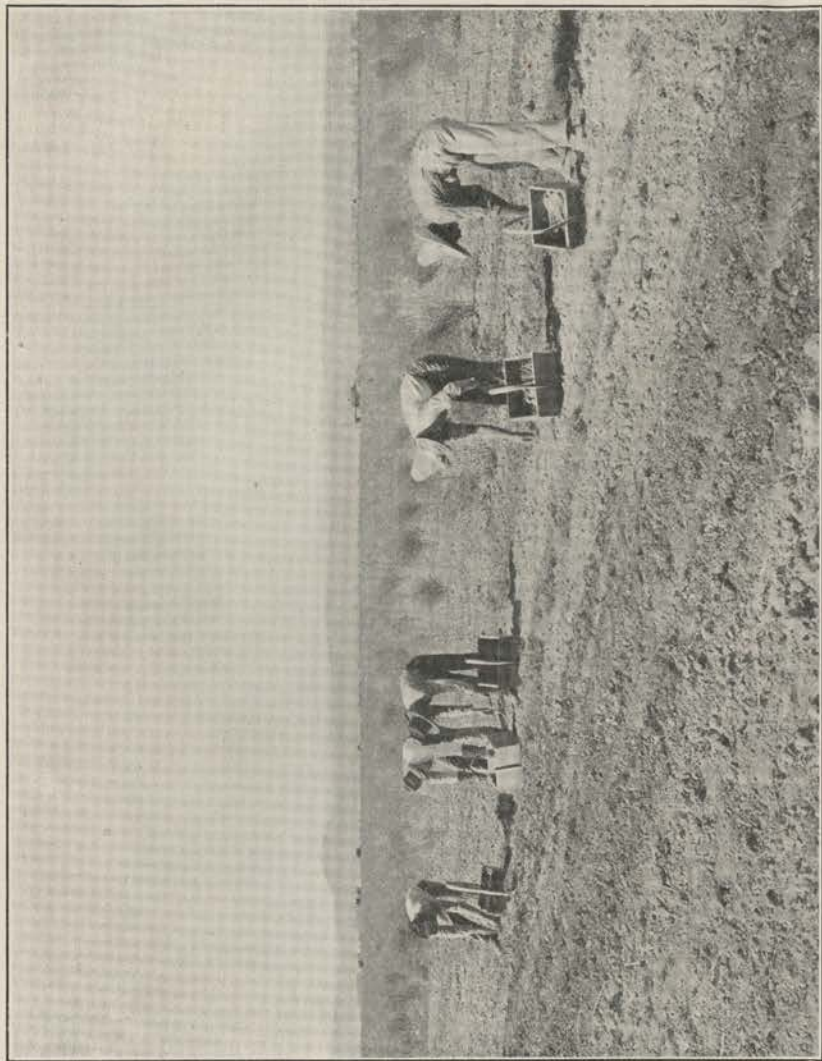
These lands are open now for purchase, some with government patents, and in many cases the assignment of the filer may be had for a reasonable figure.

The newcomer should be prepared to purchase lands outright, the rates not being speculative as yet. Values in land have gone up steadily from the first year of the Imperial project. The growth has not been forced, nor have the values anywhere near reached the normal stage, judged by the products of the land. Land prices can only be indicated—so much depends upon location, distance from town or railroad, improvements, etc. Some tracts can be bought for \$10 an acre without water right, but in general, prices range from \$30 up, including water.

#### WATER STOCK.

The owner of land buys stock in the mutual water com- **CALIFORNIA FRUITS FOR HEALTH** pany in which his land is located. This stock guarantees him perpetual water supply, for which guarantee he first





*One and two-year-old asparagus beds near El Centro deliver their product three to six weeks ahead of other markets*

pays from \$15 to \$25 per acre share for the stock, a part of which goes to the parent company and the remainder toward the building of the ditches by the mutual company to supply him with the water. In addition to this he pays yearly 50 cents per acre foot for water delivered.

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Drainage will ultimately be seen to be of vital importance, as in every irrigated section, and here it is provided for in the great channels cut by the flood in a better way than anything that could be devised by engineers. The sewerage problem of the towns is also solved, and the actual damage caused by the runaway river is not felt to be a great price to pay for the immediate and prospective advantage of these great dry drainage channels. They are available for all time and deep enough on each side of the valley to keep the land perpetually sweet. Irrigation cannot "waterlog" this land while the dry beds of the Alamo and New River remain.

#### THE HEALTH OF THE PEOPLE.

One of the many questions always asked about Imperial Valley is: Is it healthy?

From all evidences and testimony there can be but one answer: It certainly is a healthy place to live.

The climate compels much out-of-door living. In fact, even in the winter time, there are but few days that make a fire in the house a necessity, and the consequence is that men, women and children live out of doors a great deal.

The water used for drinking is taken from the irrigation ditches. Ample laws, strictly enforced, keep these ditches free from pollution of every kind. The water is filtered and is then ready for the most particular people. Typhoid is almost entirely unknown in the valley.

The climate is dry and has been the Mecca of many tuberculous cases in the past, many of whom have found the climate extremely beneficial. The all-the-year-round out-of-door life is fine for people with lung trouble when they are able to work and take exercise. A glance at any gathering

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of men and women in the valley shows that here are no climatic disadvantages, and a glimpse of the stout kiddies that play about the fields and school grounds is equally convincing. There are no evidences of malaria, and the children are pictures of health.

### THE CLIMATE.

Following is the government report made by Agent C. E. Tait on the climatic conditions:

"The climate of this section is one of great heat and dryness and the summers are long. On account of the very low humidity and the moderate winds which blow much of the time in the hot weather, the sensible temperature as indicated by the wet bulb, which gives a more correct idea of the degree of heat felt by the human body, is much less than the actual. It is probably safe to assert that a person feels a temperature of 110° in Imperial Valley no more than a temperature of 95° in Los Angeles or of 85° in the more humid sections of the Eastern States. The nights are comfortably cool.

"Meteorological observations have been made by the U. S. Weather Bureau at Imperial for five years, and at Calexico for two years. Temperatures as high as 125° have been recorded on one or two occasions, but the maximum for the last year was only 116° at Imperial in July and 112° at Calexico in August. The winters are mild and exceptionally fine. The minimum temperature for the past year was 24° at Imperial and 32° at Calexico, both being in January. The temperature rarely falls below the freezing point.

"The prevailing winds are from the west or southwest. They are usually moderate, but at times in the spring and early summer winds from the west attain such a high velocity that they become dust storms. These are disagreeable but last only a few days."

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The precipitation is small and varies greatly from year to year, as it does in all very arid countries. The average annual rainfall for five years at Imperial was 4.45 inches, but

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no doubt if the period of observation were extended over a greater number of years the average would be smaller. The almost rainless winters are not cold and vegetation is scarcely interrupted. The absence of mud is a feature.

As to the heat one needs to remember that the valley has lost its desert character, and that the traditional heat of the Colorado region was due to the absence of vegetation. Now green fields and the foliage of trees are working a marvelous change. Winds are cooled as they blow across vast fields of irrigated grain and alfalfa, and the heat of the sun is modified by the increasing foliage of plants, orchards and road trees. When the settlers get around to planting trees plentifully, the climatic conditions will be modified to a still greater degree. It has been aptly said that it is the heat that makes the money, so the population cheerfully endures moderate discomfort for a short time in order to enjoy the overbalancing rewards.

### THE PRODUCTS OF THE COUNTRY

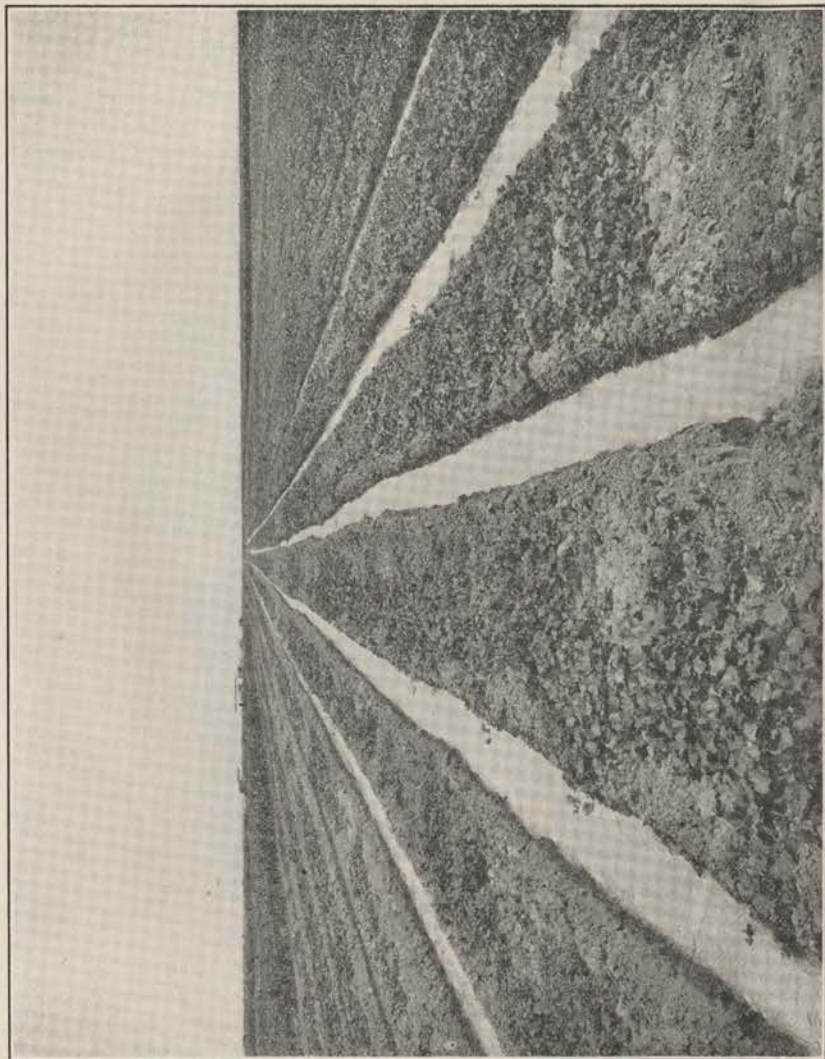
The range of products is so wide that the farmer can choose what he wishes to raise as he could in almost any part of California. Generally speaking, the land of this region is too valuable, for instance, to be devoted entirely to sheep or stock raising, or extensive grain raising. The extensive system of farming has come to be recognized as the best paying system for the farmer of the Imperial Valley. The climatic conditions make it possible for ranchers to reach the markets of the east and even those of Southern California from three to six weeks earlier with luscious table vegetables, such as cantaloupes, asparagus, etc.

#### Cantaloupes

The Imperial Valley has become noted for the cantaloupe industry that has, within the last two years, become such an important factor here. Two years ago there were but three hundred cars of this field fruit sent from this region. Last year the total reached seven hundred cars, and this year the yield jumped to a round two thousand cars. Owing to the

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*How they grow cantaloupes at Braley.—The valley is the natural home of the luscious melon.*

unorganized condition of the distributors, the results from the crop of this year were not what was expected, but the fact was thoroughly demonstrated that this valley is the natural home of the cantaloupe, and when the growers "get together," as they are already doing in anticipation of the 1909 campaign, there will be no difficulty in distributing this great crop. It is eagerly sought in Eastern high class markets.

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#### Hogs.

The brown or black-sided hogs that roam the alfalfa fields of the valley are the source of good incomes. The hog is a natural product of the alfalfa field. He lives from birth until from three to six weeks before shipping time, in the open field, gaining his livelihood with great success from the succulent plant.

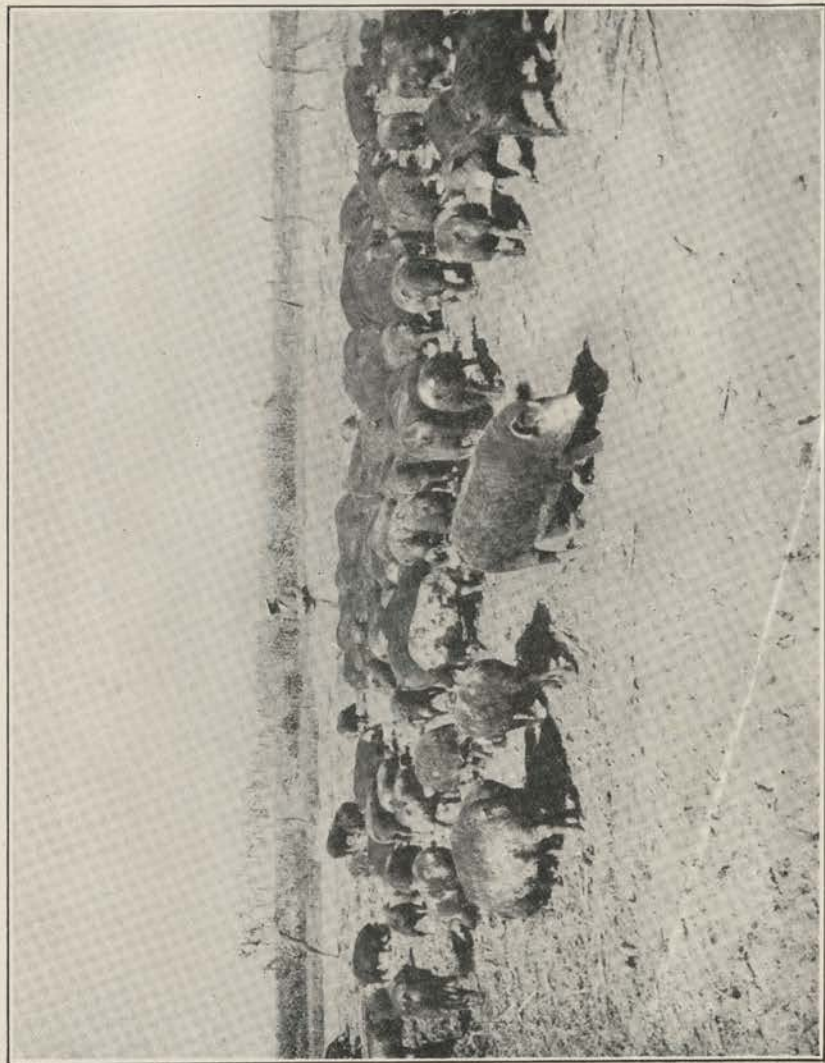
No cholera or other destructive disease has ever made an appearance among the hogs of the valley. The average price realized from the hog market for 1908 has so far been 53 $\frac{1}{4}$  cents per pound, f. o. b. at any point in the valley. The demand for Imperial Valley hogs in the Los Angeles market has been steady and insistent. No farmer has had any trouble in disposing of his herds. When the hog is about to be shipped he is put on grain diet and his fat is hardened quickly. It is conceded that hogs are more cheaply raised in this district than in the East. Sheltering sheds of an expensive nature are not necessary, and the herds are small care as long as the alfalfa is growing, and that is all the time.

#### Poultry.

On every farm can be seen healthy broods of chickens and turkeys that are being prepared for home use and for the outside market. Turkey ranches spot the valley. The huge birds thrive upon the alfalfa fields, and with little care arrive at Thanksgiving time in such a condition that they bring the fanciest of prices in Los Angeles. The demand for poultry in the Southern California market has never

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Hogs are one of the Imperial Valley farmer's most valuable assets

been satisfied by local production, and the opportunity for poultry fanciers to find ideal conditions for their business awaits their arrival in this valley.

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#### Dairy Interests.

This is also, indeed, a land of milk and dairy products. The man who has a herd of good milkers has a mint. His alfalfa, the great food of the field animals, keeps the cattle in fine condition, the butter fat equalling in percentage the highest of any section of California. As this is written a dairy firm is posting a notice to ranchers that it is paying 36 cents per pound for butter fat. This means a comfortable income for the man who understands the business. A quarter section of alfalfa, with a herd of milkers, means absolute independence for the rancher, and there is no more ideal section of California for the business than the Imperial Valley.

#### Alfalfa.

To touch upon the great field food, alfalfa. It grows the year round, is mowed for hay the year round or fed to stock the year round. From six to ten cuttings per year can be made for hay. Last year hay in the bale went to \$30 per ton, and many a dollar was salted down by the thrifty farmers who had stack after stack of hay to spare. At the average price, however, as low as \$9 or \$10 per ton, this is a money-making crop.

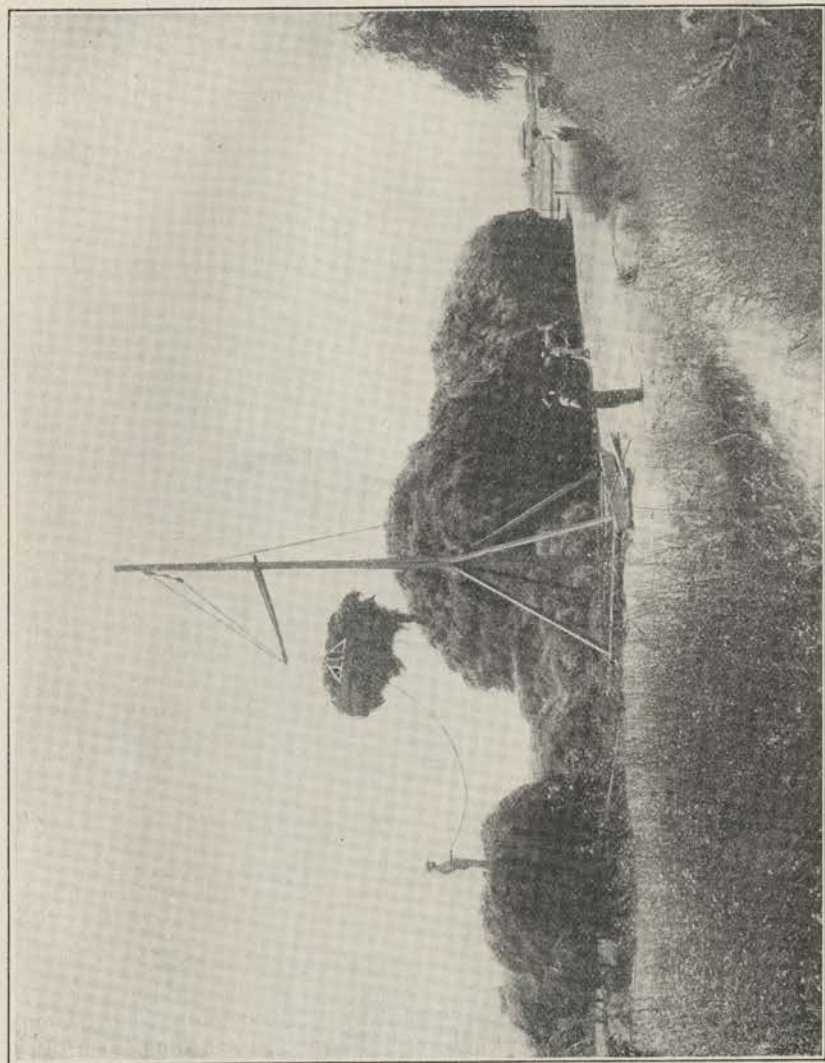
Alfalfa furnishes food for horses, cattle, poultry, bees, hogs, and, ground into meal is available and valuable stock food at all seasons. In this valley it is the staple product of the farm.

#### Grapes and Oranges.

There is no longer any experiment about planting grapes. They thrive, are easily cared for, are without disease or insect pest, and come to the market as early as the fifth of June for the table—a month before the Sweetwater grape is found on the tables in other parts of the State. Several

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*Stacking alfalfa in Imperial is like putting money in the bank*

excellent varieties of shipping grapes have been found. The vineyards of the valley have been a great success, and each year finds more and more acreage devoted to the culture of this delicious fruit in all its varieties. **CALIFORNIA LANDS FOR WEALTH**

The citrus fruits have also been found to be a success in the Imperial Valley, and there are those who say enthusiastically that this region will become the greatest orange producing section of California. There are many orange groves planted already, and each one appears to be doing nicely. At Brawley there are some trees of three years that look as the trees of full maturity do in the Redlands and Riverside districts. The fruit is developed with an even color and a delicate skin. As in other products the citrus market will be reached a month earlier than from any other part of the United States.

#### **Asparagus and Onions.**

The valley is an ideal place for the growing of asparagus and onions. The former is a great success on the ranch of Mr. Corwin, near Imperial, and he refuses to give the profits per acre that can be made from growing this luscious vegetable for fear he will not be believed. Onions grow rapidly and are of good shipping texture.

#### **Bees.**

The honey industry has enjoyed a great advance this last year. Bee keepers are enthusiastic in their praise of this county as an ideal place for their bees. The bees get no vacation during the winter here. The sun shines about every day of the year, and the flowers bloom while the sun shines, and the bees have to keep busy. The honey shipments have made bee ranchers the most independent class in the valley this year. An association among themselves enables them to market their crop to the best advantage.

#### **THE TOWNS OF IMPERIAL COUNTY.**

The centers of life in Imperial Valley are the thriving towns. From the first the attention of the population has **CALIFORNIA FRUITS FOR HEALTH**





*Imperial Valley towns reflect the growing prosperity of the region.—Here is the main street of El Centro*

been centered on the development of the farms, while the towns were left to grow along as best they might, keeping pace with the country as a natural consequence. During the last year, however, the municipal centers have been receiving their share of the attention, and the result has been, as in other doings of the valley folk, almost phenomenal.

Imperial, El Centro, Calexico, Brawley and Holtville are the five towns at present incorporated as cities of the sixth class. Heber is making a bid for rapid growth this year, while Silsbee and a number of other new townsites are being held ready for the increase of population.

#### Imperial.

Imperial was the first town founded in the valley. It has grown from a tent city of a few dozen houses to be a metropolis of 2,000 inhabitants, who are loyal, enthusiastic and on the lookout for every item that will tend toward good for the entire valley. The location of the town was selected because of its being the center of the valley. Good roads lead to this town from every point.

Imperial has a daily paper, two banks, grammar and high schools, three churches, three hotels, a full line of drug, dry goods, grocery, furnishing goods, implement, hardware and confectionery stores, lumber yards, cement walks, good domestic water system, street lights, and is the home of various flourishing industries, including a large grain warehouse and barley mill, and also a creamery that manufactures over a ton of the highest priced butter on the market daily.

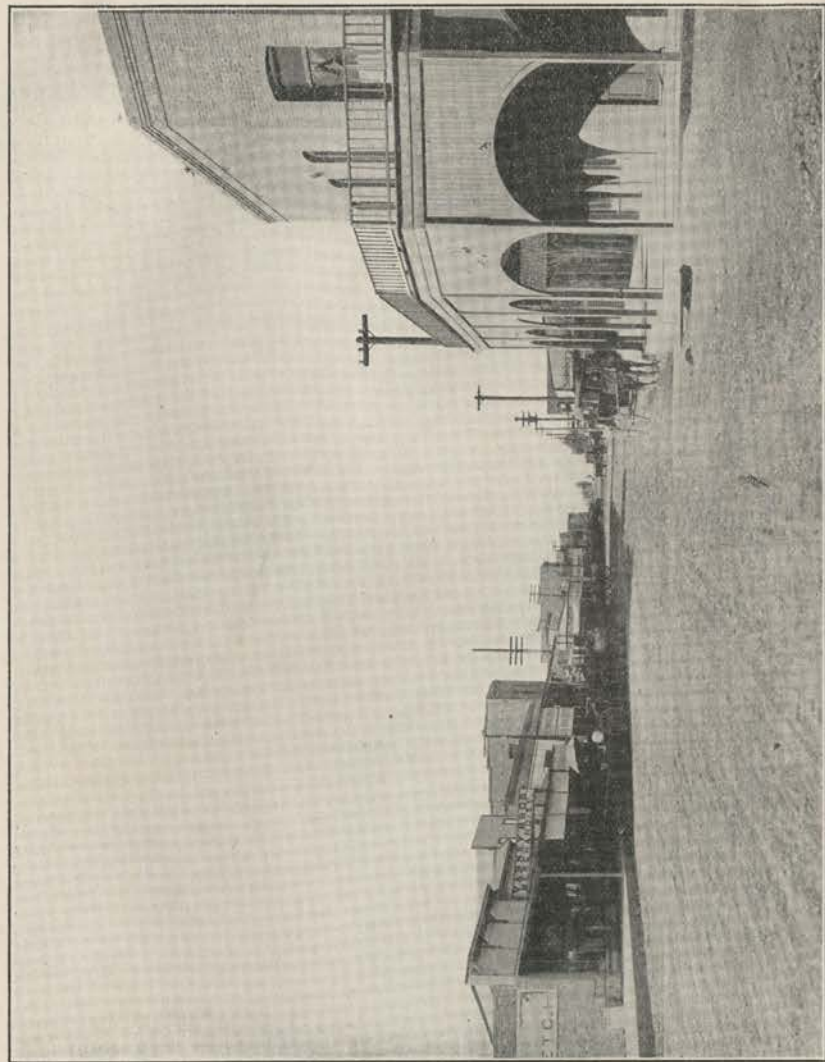
A plant which promises much for the city is now under construction by the Standard Oil Company. From this central plant the company will distribute its various products by its own wagons to all parts of the valley.

Imperial has a live Board of Trade, backed up by enthusiastic and wide-awake business men, who have shown their faith in their home town by the erection with their own capi-

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*And this is the principal street of Imperial*

tal of a large number of the finest and most substantial business blocks in the valley during the last six months.

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#### **El Centro.**

The county seat of the new county of Imperial was planned from the first as a solid venture, all the principal buildings being of brick or hollow tile. A temporary court house of the last named material already houses the officials of the new county.

The main street has a line of brick fronts that impresses the visitor at first sight. The ice plant with its auxiliary steam plant, which furnishes the ice and power for the valley, is located here. El Centro has a daily and weekly paper, an \$80,000 hotel, bank, grammar and high schools, two churches, opera house, machine shop, steam laundry, three hotels, creamery, the only brick depot in the valley, a complete line of stores and shops, and this winter will complete a \$40,000 sewer system.

The Holton-Interurban Railway connects at this point with the Southern Pacific. El Centro is growing rapidly, has a population of 1,200, and is attracting the highest type of citizens.

#### **Brawley.**

Brawley, rightly termed the "Garden City," is the first town seen on entering the valley, and presents a thriving appearance. Practically all the streets are lined with shade trees, and the business houses are of a kind to give character and standing to any municipality. The town has a bank, weekly paper, three churches, grammar and high schools, electric lights, domestic water system, and all other details which go to make a thriving community. Plans have been prepared for a condensed milk factory and creamery, to cost \$25,000, half the money for which is already on deposit in the bank awaiting the beginning of construction work. Brawley is the distributing and shipping point for 80,000 acres of rich farming country comprising No. 4, No. 8 and

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the northern portion of No. 5 water districts. More than 1,000 cars of cantaloupes were shipped during the past season. The population of the city has trebled in the past fifteen months. Among the enterprises which are now being promoted is the construction of a home for the local Chamber of Commerce, a building site in the center of the town being owned by the Chamber, and there already being the nucleus of a building fund in the treasury.

#### Holtville.

This metropolis of the "East Side" is located on the banks of the Alamo River, and with her clean streets, lined by thousands of shade trees, an attractive city library building located in the center of a five acre city park, churches and excellent public schools, certainly presents an attractive picture to the new comer.

Nor is she lacking in the things of a more material character which go to make up a city, as is evidenced by her department dry goods, grocery, hardware, implement, furnishing goods and drug stores, her bank, newspaper, livery barns, butcher shops, and first class hotels. The size and character of the stocks carried in her stores would do credit to a city three times her size.

The special pride of the city, however, lies in the unsurpassed fertility of the surrounding country and in the great electric power plant which furnishes light and power to the entire valley.

The Holton Interurban railway connects Holtville with the Southern Pacific railway at El Centro.

#### Calexico.

There is but one Calexico in the world, and that is on the borderland of Southern Imperial County. The name is taken from a combination of the words California and Mexico, while the sister city on the other side of the line reverses the combination and is called Mexicali. These two towns have a population of about 1,500 souls. Calexico itself has

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a few more than 1,000, is well equipped with the needs of a small city in the way of a newspaper, bank, three churches and schools. Calexico is the town chosen by the railroad for its shops, and as terminal for the valley branch has a decided advantage in railroad matters. It is the objective point, from all best information, of the San Diego and Arizona Railroad that is building from San Diego at present. The town has a live commercial body and takes an interest in everything that is of a progressive nature. Many new buildings are under course of construction, and this winter it is expected the population and business enterprises will be greatly increased in number. Calexico is the headquarters for the California Development Company. The customs houses for the United States government are also located here. One of the sights of the valley is the California-Mexico Land and Cattle Company's ranch of 1,000,000 acres near Calexico. The cut made by the floods of the Colorado, considered as an invaluable asset, affording as it does an ideal opportunity for the establishing of a first class drainage and sewerage system, may be best seen from Calexico.

#### Heber.

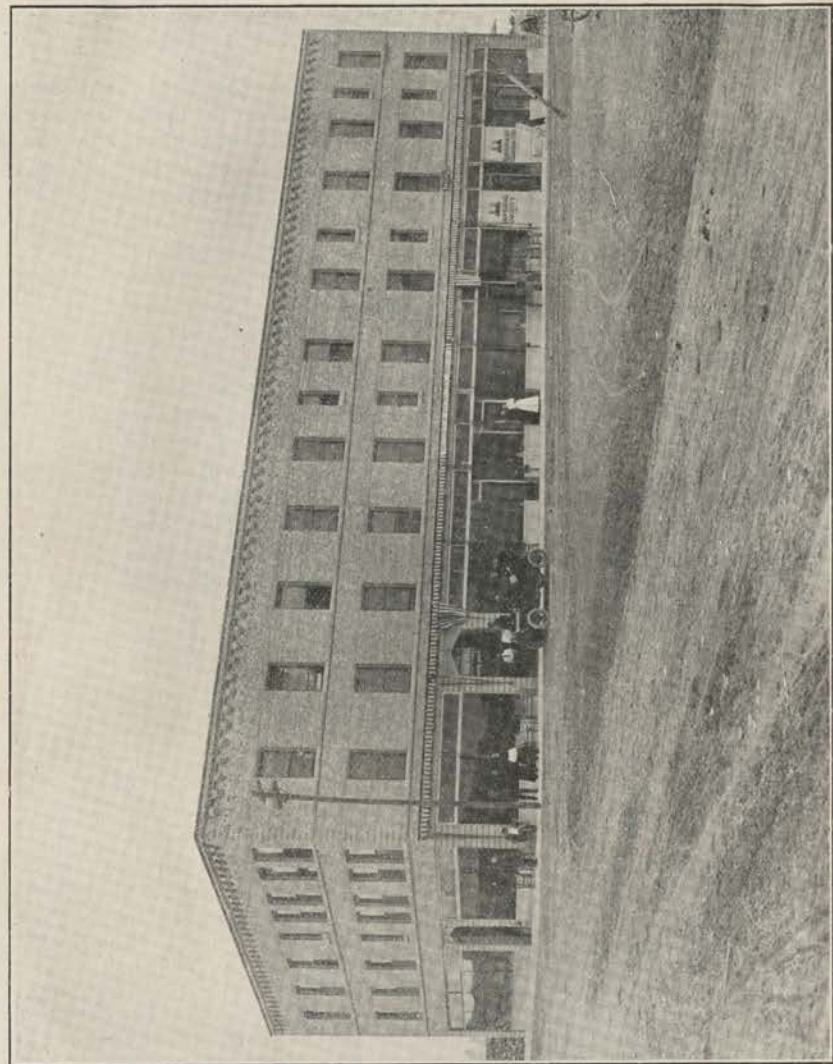
Heber, the youngest member of the sextette of valley towns, is situated half way between Calexico and El Centro, in the center of the finest, softest land in the valley. It is the location of the first college of the valley, the Imperial Valley Collegiate Institute, which is now in operation. One of the most attractive hotel buildings in the valley, costing over \$12,000, is just being completed, and during the summer the largest packing house in the valley was erected. A large general store is in operation, and the establishing of an up-to-date creamery is well under way.

#### COMMERCIAL BODIES.

Each of the towns has a live commercial body, usually known as the Chamber of Commerce, and either the presi-

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*The Hotel Oregon at El Centro, a modern structure that cost eighty thousand dollars*

dent or secretary of these organizations is ready and willing to impart information as to local conditions.

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#### COUNTY CHAMBER OF COMMERCE.

Three representatives from each of the Chambers of Commerce of the six towns of the valley constitute a central body known as the County Chamber of Commerce. That this body is alive is evidenced by the fact that it always has opposition as well as the most generous and hearty support throughout the valley. Communications may be addressed to either the president, J. F. Giles, at Calexico, or the secretary, Philo Jones, at Brawley.

#### THE SCHOOLS.

The following from the Imperial Standard shows the quality of the citizenship of this new county:

"Possibly Imperial Valley ought not to boast especially about the school facilities, for all Southern California is noted for the opportunities which are offered to the young to gain education.

"And yet it seems that a degree of progress is being made here which is notable for even a new community in Southern California.

"It is only seven years since the only school within fifty miles of Imperial was an assembly of a dozen pupils under a ramada thatched with arrowweed.

"Now this month the Union High School at Imperial is beginning its third year and the high schools at Brawley and El Centro are beginning their first year, while fifteen grammar and primary schools are opening for the season in as many separate districts.

"And beyond all this, the Imperial Valley Collegiate Institute is to begin its first year's work at Heber, having been founded under the auspices of the Congregational churches of Southern California, with a view to establishing an agricultural and general college for the young people of the valley.

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"And this is why we feel proud of Imperial Valley. It may be that we who are here still have the bark on. Our tenses and verbs may get mixed once in a while, and an occasional word may be interjected into our conversation which is not ordinarily given to school children to wrestle with. But the raw material is at least rugged and worthy of the polish which it is hoped these schools will give to the younger generation."

A FINAL WORD.

The man who wants a home and an income—the advantages of the pioneer without his trials, will do well to note these points:

1. The growth of this community in the seven years of its history.

2. The quality of the soil and the combination of soil, warmth and moisture to produce crops.

3. The long growing season and the possibility of making every day in the year a day of productive labor. If the days are hot in summer, the heat is not moist and oppressive, and the dry air is full of health.

4. There is here no bucking against climate—no disappointments at harvest time—no crop failures—no lack of growing weather. You get moisture *when* you want it and put it *where* you want it, and the blue sky smiles. Nature helps and does not hinder, and a home is soon paid for and a bank account started.

This is not theory, but fact. The success of this community vouches for the optimism of this statement, and is itself a remarkable object lesson.

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The great Imperial Valley is the home of the small farmer. Diversified farming is most profitable. Alfalfa yields from seven to nine cuttings from the same ground each year. Most alfalfa farmers combine dairying and stock raising. Many by-products bring in continuous profits. Thousands of acres are awaiting development. Settlers are wanted. Write for information.

Inquiries addressed to the following,  
will receive prompt attention

GEO. N. TURNER

Secretary Brawley Chamber  
of Commerce, Brawley, Cal.

F. G. HAVENS

Secretary El Centro Chamber  
of Commerce, El Centro, Cal.

LEWIS HAVERMALE

Sec. El Centro Ten Thousand  
Club, El Centro Cal.

JOHN F. GILES

President Imperial County  
and Calexico Chambers of  
Commerce, Calexico, Cal.

H. W. MOOREHOUSE

Secretary Heber Chamber of  
Commerce, Heber, Cal.

GEO. P. BLAIR

President Imperial Board of  
Trade, Imperial, Cal.

I. P. SARGENT

Secretary Holtville Chamber  
of Commerce, Holtville, Cal.

PHILO JONES

Acting Secretary Imperial  
County Chamber of Com-  
merce, Brawley, Cal.



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