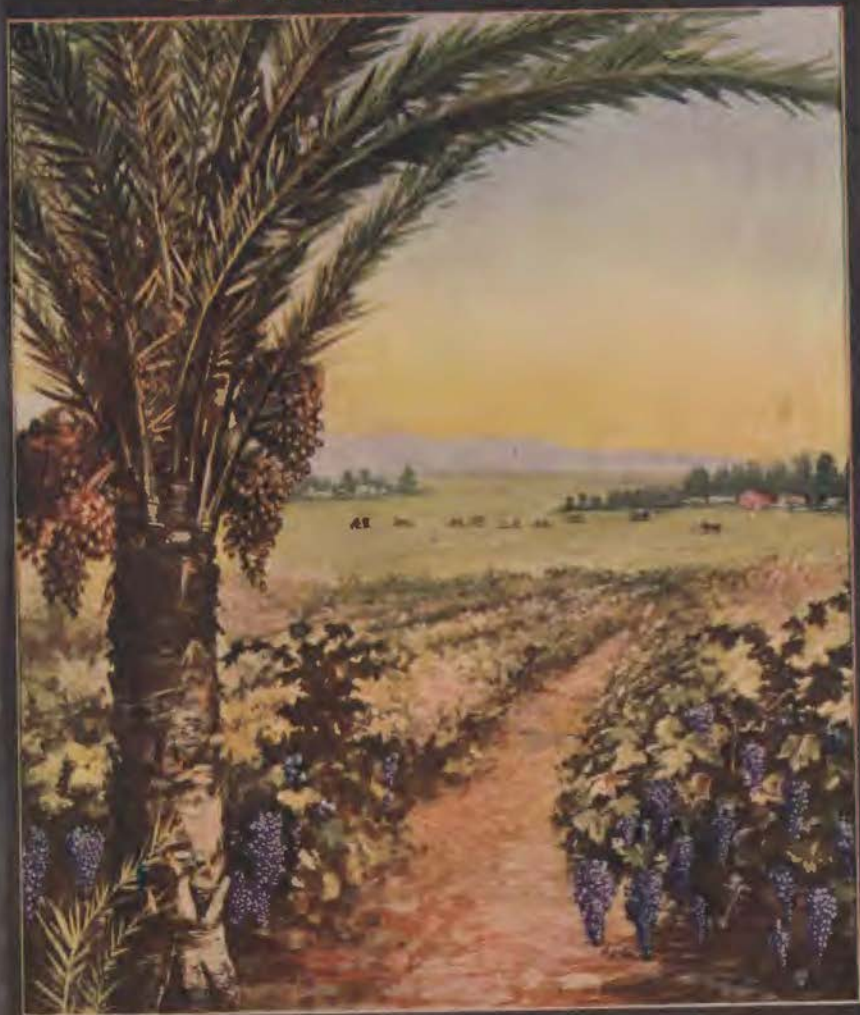


IMPERIAL VALLEY

CALIFORNIA



SOUTHERN PACIFIC

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Imperial Valley California

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ISSUED BY THE
PASSENGER DEPARTMENT
SOUTHERN PACIFIC COMPANY
SAN FRANCISCO, CALIFORNIA



A street in Imperial. The towns soon reflect in appearance the prosperity of the land.

tunities are abundant, the possibilities almost limitless. For the farmer, the fruit-grower, the dairyman and the stockman, and for the merchant and the mechanic, there is here a field for profitable and safe investment, and under conditions that are attractive. It is the aim of this little booklet to give the seeker after information definite facts about this Valley, its soil, its water supply, its climate and its productions.

Imperial Valley is located in the extreme **WHERE IT IS** southeast corner of California. It was formerly a part of San Diego County, but in August of 1906, the County of Imperial, which includes the entire Valley, was created by a vote of the people of this territory. Imperial County is destined to become one of California's richest agricultural counties. Its southern boundary line is the international boundary line between the United States and Mexico; its eastern line reaches to the Colorado River, while the San Jacinto, or Coast Range of mountains forms the boundary toward the Pacific Ocean.

This great Valley is from thirty to forty-five miles in width, and from fifty to sixty miles in length—on the United States side of the boundary line—and has an irrigable area of fully four hundred thousand acres, with an ample water supply for every acre.

This famous sea of the desert lies at the **SALTON SEA** northern end of Imperial County. It has not damaged or seriously threatened the arable lands of the Valley, being located on much higher ground. Engineers say that there is two hundred feet of vertical elevation between its surface and the rim of the basin, where the towns and farms are. This difference in level can never be overcome, owing to the rapid evaporation from the surface of this inland sea, as its waters spread, but as a matter of fact Salton Sea is destined to disappear from the cutting off of its source of supply. It is no longer a mystery. Originally the head of the Gulf of California, it has been maintained by periodical overflows of the Colorado, and the drawing off of the surplus water of this river by the Government's dam above Yuma, and by the canals which supply Imperial Valley, will allow the Salton waters to shrink and completely vanish. Government experts are prepared to study the rate of evaporation, and note the facts for use in the science of irrigation. There is no ground for fear of injury to any farm lands from this quarter.



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

The inundation of a portion of the Valley by the Colorado was sensational, and was due to an unprotected cut in the river bank. The rise of the river found this cut before head gates were put in, and the river found the ancient flood channels, and washed them out to great depth. The damage done was not great, and was rather prospective than actual. Not what it did, but what it threatened to do was the ground of anxiety, and made the control of the river imperative. The Government was interested, and asked the Southern Pacific to capture the runaway, which was done at great cost and in the most effectual manner. A railway track now occupies the top of the great levee, and permanent head gates of concrete provide for the diversion of water for the canals. It is certain as anything human can be that the farmers of Imperial Valley will not be disturbed again by the rise of the river, and it is believed that the irrigation works, when completed, will be as comprehensive as the needs, and as safe as engineering skill can make them. There is in the Valley to-day, an absolute sense of security, and it is affecting prices and stimulating investments in all realty.

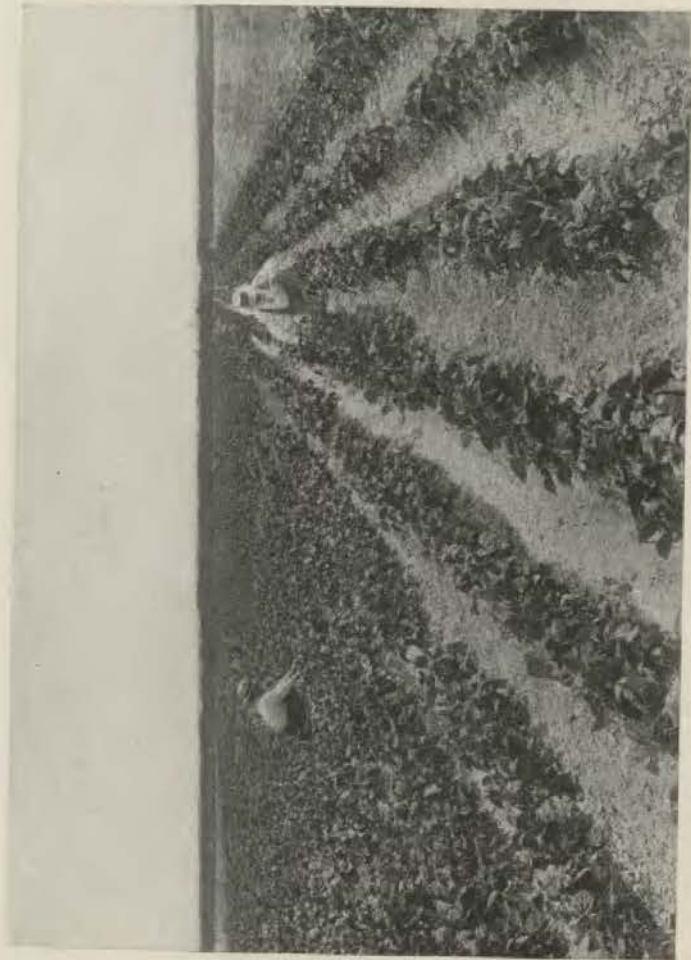
THE RIVER ITSELF

The wise farmer wants assurance at this point. Farms where the soil is thin, farms that must practically be bought over and over by the cost of fertilizing, farms that wear out are not a good investment. No other people set so high a value upon good soil as the Hollanders, and we are learning that not many acres, but rich acres make the profitable farm.

WHAT OF THE SOIL?

The process of making the Valley insured its fertility. It is a delta region—every acre of it formed by the river. Look at the flood channels; in places they show banks eighty feet high, and there is not a foot of poor soil from top to bottom. It is all an alluvial deposit, and in many places and over wide areas may be five hundred feet deep. The whole region was once the gulf, and was filled by the silt which the great river carved from the Arizona and Colorado rocks and carried here. The river is still a soil-carrier. It is red and turbid by the matter it holds in suspension, and it is dropping it daily and hourly, and pushing the head of the gulf farther south at the rate of about two and a half miles a year.

There is no richer material carried in the bosom of any river, and of this detritus of the rocks and the sweepings of the storm in forested areas all these farm lands are made. There will be no "abandoned farms" in this Valley.



One can soon learn to "know beans" in the Valley. They make a profitable, certain crop.

THE SOIL STAYS GOOD

There are two reasons. First, the rainfall is slight. The chemical elements are in consequence not washed out of the soil. The soil is not leached; its soluble compounds are not carried into the general drainage of the country and lost. This explains why the prosperous civilizations of antiquity were in the arid regions. The glories of Egypt, Asia Minor, Persia, Arabia, sprang from the desert. The chosen homes of the Aztecs and Toltecs in Mexico and of our own Southwest were on the dry lands, and portions of their great irrigation canals remain in Arizona today.

The second reason is that irrigation adds to fertility. The valley of the Nile, and the plains of China, cultivated for thousands of years, are unexhausted. The perpetual renewal of lands perpetually cropped is explained by the constant addition of fine silt carried in suspension in the irrigating waters. The process may be seen here in the Imperial Valley. After each irrigation a film of sediment is spread over the land, and can be seen, its thickness measured, its value estimated. Experts of the United States Geological Survey have measured the amount of sediment carried by the Colorado and reckoned one million eight hundred thousand tons of mud as the burden of a single day. Much of the heavier matter is dropped in the river bed; much in the canals, otherwise crops would be actually smothered by excess of silt. As it is, each irrigation brings perceptible elemental richness, and each crop harvested sees the land actually renewed and kept in better condition by these deposits. But even if this were not the case, the soil of this valley would not be exhausted for generations. The phenomenal growth of everything the farmer plants or sows is evidence of great richness.

The elaborate system of canals for **THE WATER SUPPLY** the Imperial Valley was begun by the California Development Company in the fall of 1901. On July 1 of the following year the first water for crop raising was turned into the ditches, and one thousand acres were irrigated sixty miles west of the head of the canal leading out of the Colorado River, eight miles below Yuma. Now there are one hundred and twenty-seven thousand five hundred acres under irrigation and cultivation, and the permanent water supply is ample and assured. The water of the Colorado appropriated and controlled by the California Development Company is sufficient to irrigate four hundred thousand acres in California, and as much more below the Mexican



An Irrigating Ditch at Calexico. Vegetation of all kinds springs rife wherever the water touches the land.

line. During half of the year the available water is of course sufficient to irrigate a much larger area. The Government records show a mean annual discharge of the river covering a period of ten years, and it shows a volume about thirty times as much as all the water used on one hundred and twenty-seven thousand acres in 1906. The California Development Company holds the first right of diversion of waters from the Colorado River, both in the United States and in Mexico. There are more than nine hundred miles of water ditches in operation.

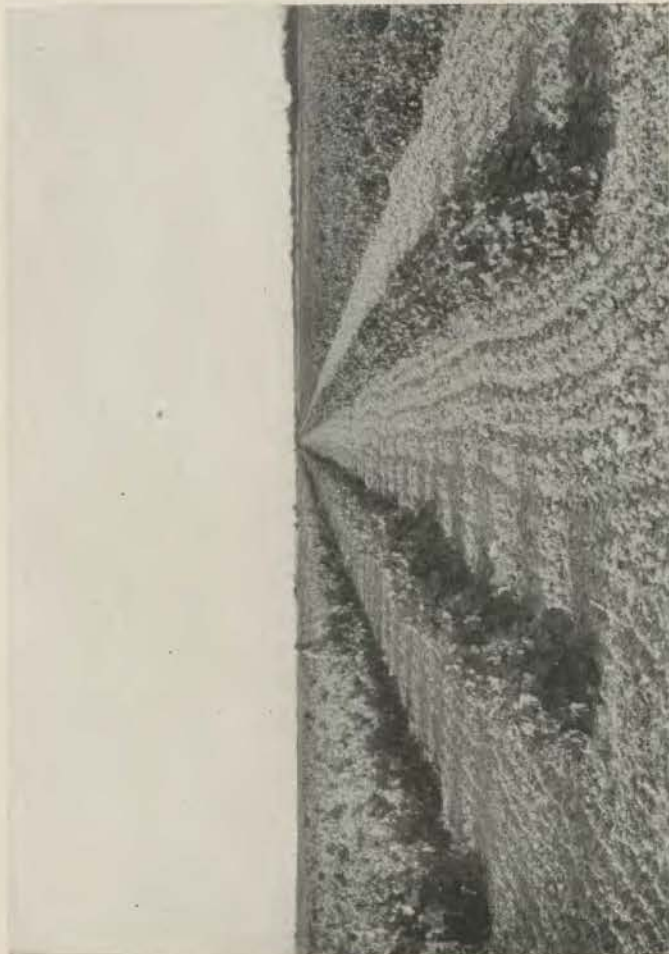
There is little if any vacant public land in the irrigation districts already formed and provided with systems of water distribution. Land within the districts can be bought only from private owners at market prices, but at present there seems to be little disposition to sell. As the canal system is extended, new districts will be formed and additional areas of public land will be within reach of settlers who wish to buy.

PUBLIC LAND AND LAND VALUES

In the years since water was first turned upon this once desert land it has become a garden. Almost all kinds of crops have been tried out, and the success has been so remarkable that there is scarcely any product of California soils or of semi-tropical regions which will not do well here. With assurances of a great diversity of crops, of great productiveness of the soil, and of not only an ample water supply, but of a successful and permanent distributing system, there has become a general increase in land valuations. At present one can obtain unimproved land, accessible to water canals, for from twenty to seventy five dollars an acre, according to location and nearness to shipping points. While land values are increasing, they have not anywhere near reached the income value of the land and investments in the Imperial Valley made on the present basis of valuation are certain to be sources of profitable income. But it should be noted that any prices affixed to land or quoted in this publication are present prices and subject to change, as land under ditches in this valley will advance very rapidly. This is certain, and is based upon productiveness and upon increase of population. Land gets its value from the interest it will pay on the investment, and from the demand. Somebody wants it, and the price advances.

As the settlements expand from the centers and new districts are formed, such public land as remains untaken can be filed on under the Desert Land Act. This allows a settler to take up three hundred

LAND, WATER AND DRAINAGE



This two-year-old Vineyard at Imperial shows the fertility of the soil.

and twenty acres, paying twenty-five cents an acre at once and making improvements to the value of one dollar an acre each year for three years. By then paying the Government a dollar an acre he can obtain title.

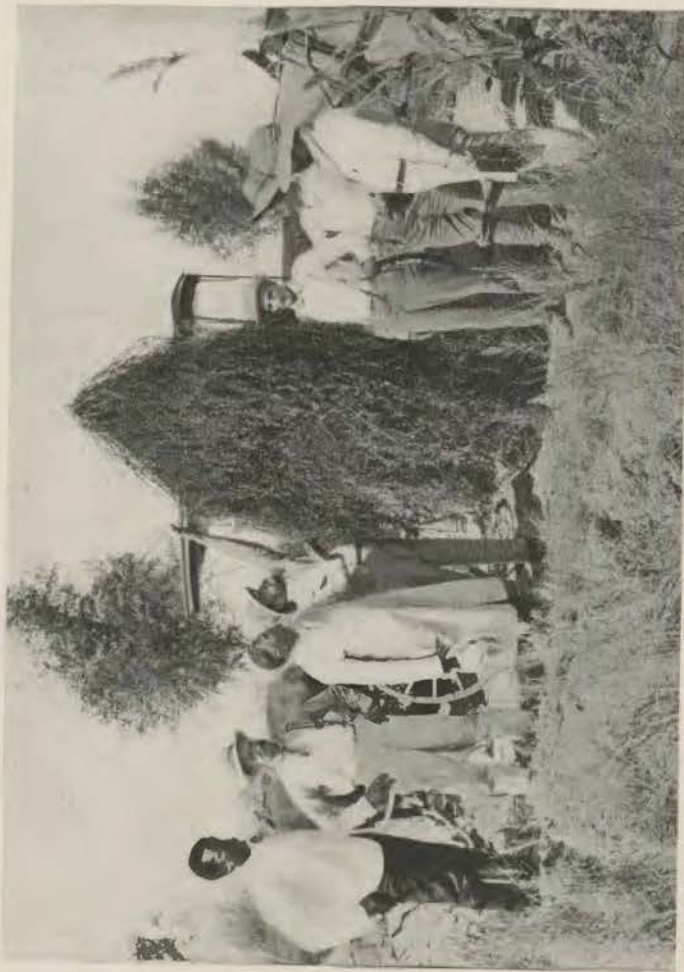
Under the Homestead Act, a settler may take up one hundred and sixty acres on payment of a nominal filing fee, and may obtain title after residing five years on the land; or, if he prefers, after fourteen months he may purchase the land outright for one dollar and a quarter an acre.

Under the Desert Act the purchase of water stock fulfills the requirement of expenditure for improvement. The price of this is fixed by the California Development Company at twenty-five dollars an acre, and this price will be maintained. Individual owners, of course, fix any price they please.

The owner of water stock is guaranteed a certain amount of water yearly. He pays for this guarantee, which is perpetual, and pays in addition for the water he uses. This amounts to about one dollar and seventy-five cents per acre per gross cost, figuring two and a half feet of water per year as sufficient. The cost of an acre foot of water, that is to say, water to cover an acre one foot deep, is fifty cents, and about fifty cents an acre is required for maintenance of district canals.

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.

Taken as a whole, the climate of **CLIMATIC CONDITIONS** Imperial Valley is pleasant. If four months are hot, the absence of atmospheric moisture prevents distress from high temperatures, and the rest of the year is delightful—some of it quite incomparable. There is no "muggy" or sultry weather here; you do not parboil, steaming in your garments, and during the hottest days men and teams work in the fields without inconvenience. So rapid is the evaporation that the sensible temperature is much below that which the thermom-



Could there be any doubt as to the fertility of the soil, this Imperial bunch of Alfalfa would effectually disprove it.

eter would show. 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.

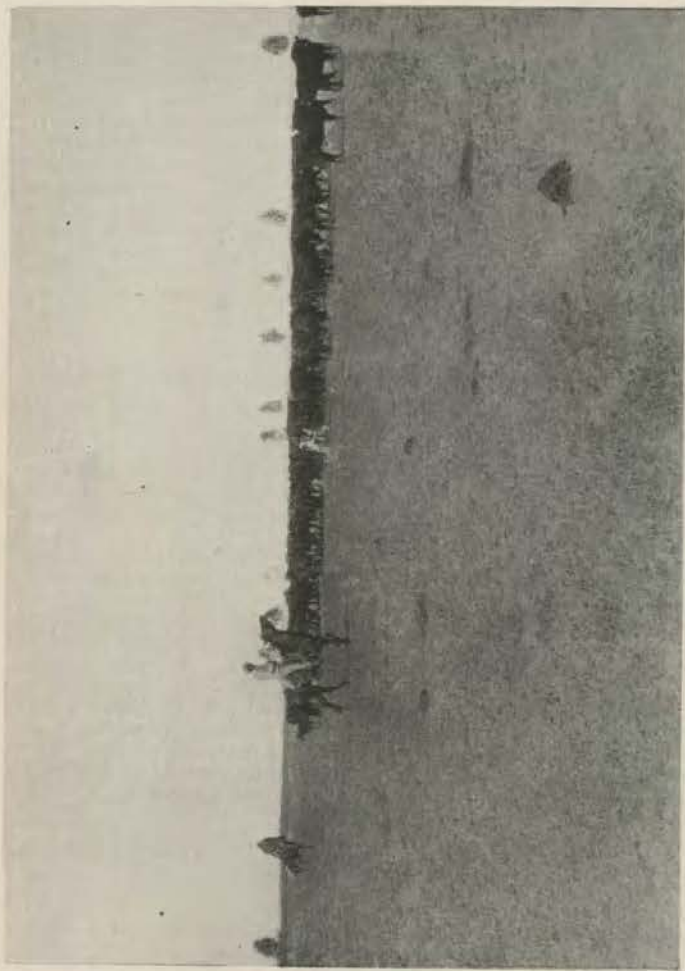
There is little rainfall during the year, and the absence of mud is a feature. For the past season the total precipitation was not more than four inches, and this is perhaps a fair average. The almost rainless winters are not cold, and vegetation is scarcely interrupted.

This is not a feature yet, but will be. At **THE WOOD-LOT** present fuel is furnished by the growth of mesquite in favored places and by cottonwoods along the old stream channels.

Cottonwood trees thrive luxuriantly in this valley. All that is necessary is to plant slips of the cottonwood along the irrigation ditches and they spring into trees at an astonishing rate of growth. Within two years one can have ample supply for posts, sheds, and outbuildings growing on his own place.

Several varieties of eucalyptus have been planted at various points in the valley, and they are making promising growths. The red variety of the eucalyptus (*rostrata*) seems best adapted to this climate. Willows are easily grown, being started from slips in a manner similar to that used for planting cottonwood. The pepper tree thrives here. The varieties of the eucalyptus adapted to this region—the *E. rostrata*, the *E. rudis* and one or two others—cared for while young and tender, will make a perpetual wood supply in an incredibly short time, and as the wood is hard and elastic will furnish material for various farm uses. Half an acre about the barn or corral, on the margin of the ditch, will help to beautify the country and be very profitable.

The range of production is so wide here that the farmer can choose as he would in almost any part of California. Some time will be necessary to determine whether citrus fruits will be commercially profitable, and the adaptation of the soil to some varieties of deciduous fruits will have to be more fully tested, but **THE FARMER'S OUTLOOK**



Stock raising in the Valley is successfully carried on by various cattle companies.

along many lines the proof of trial has been ample and successful, and the practical farmer knows exactly what he can do when he comes on the ground. Cattle and hogs, with barley and alfalfa on large tracts of land, can be handled successfully, and good returns can be made from a small acreage by intensive methods, the combination of soil, moisture and warmth insuring crops much ahead of the general crops of the country and the advantage of an early market. Some examples of what has been done in this valley may be better than general statements.

Hog raising has reached an important place in the development of this section. No hog cholera or other disease of swine has ever troubled the stock in Imperial Valley. Buyers are offering to contract for hogs that can be delivered during the ensuing year for seven and a half cents per pound f. o. b. **HOG RAISING**

William B. Richards, Holtville, started in the hog-raising business two years ago with an investment of eight hundred dollars. He is now shipping hogs at the rate of a thousand dollars' worth per month, and the past year he has shipped thirteen thousand dollars' worth. He now has three thousand hogs which he keeps on three hundred and twenty acres of land, mostly seeded to alfalfa.

A. L. Loffer, Imperial, bought twenty sows for three hundred dollars, and in sixteen months he sold two thousand eight hundred dollars' worth of hogs and had three hundred head left from the increase of the original investment.

Those who have studied the cantaloupe market all over the United States declare that there is no danger from overproduction. Ten years ago there were only seven hundred carloads of cantaloupes handled by the railroads of the United States, while last year the shipments reached nearly ten thousand cars; yet the market demand was good and the growers had a profitable season. It is the belief of the large produce handlers that the melon-raising industry is but in its infancy. **CANTALOUPE**

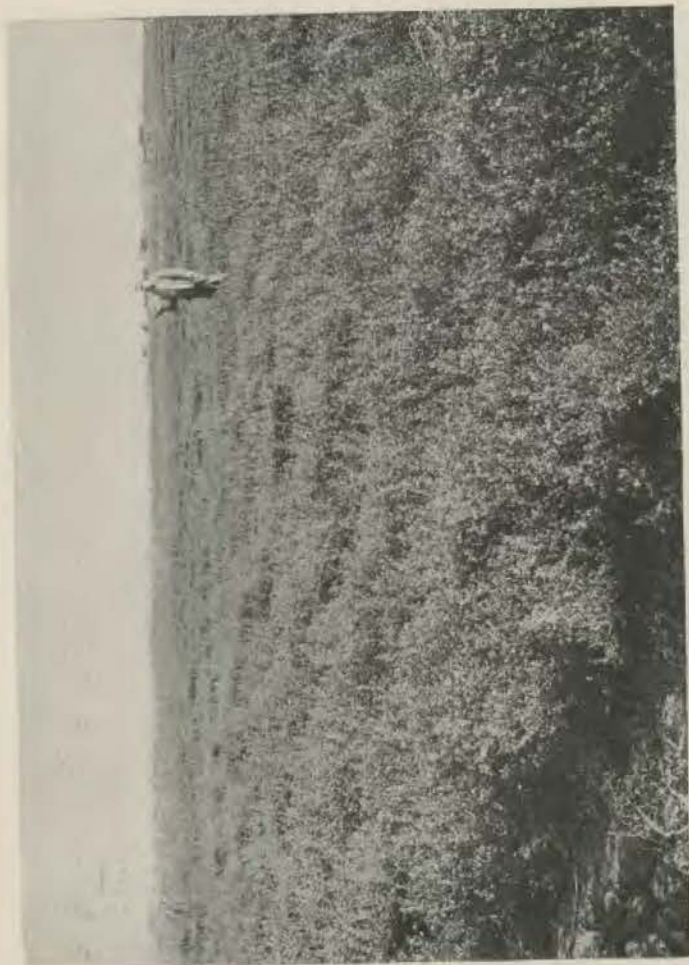
Cantaloupes from the Imperial Valley were on the market last season by May 25th. They were of excellent quality and brought fancy prices in the East. The melon crop of the entire Imperial Valley last year was five hundred and sixteen cars. This year it will be more than double that amount. There are several growers' associations in the valley, and the marketing of crops is economically done through these agencies.



"Brawley Beauties" is one popular brand of Cantaloupes, and a careful toilet is given them as they are packed for market.



Stacking Fodder at Imperial. There is no need to import food for the livestock.



A field of Alfalfa. Conditions are just right for seven or eight crops of vigorous growth per year.

The best cantaloupe record reported for the past season was in the Brawley district, where T. Amagi and Peter Hovley received from their association, the sum of \$9,599.92 for the product of twenty-two acres, making each acre net them \$436.66.

D. Weichman's tract of thirty acres netted \$366.66 per acre. From ten acres in the same district E. D. Stahl received \$3,800.00; and E. E. Forrester, four miles west of El Centro, received \$31.00 per acre as rent of land which he had leased to a cantaloupe grower.

C. H. Bitzell, at Heber, shipped twelve hundred crates of cantaloupes from ten acres of land, which netted him \$1400.00. R. H. Clark, in the El Centro district, netted \$2300.00 from nine acres the past season; and from eight acres in the Heber district W. A. Vanhorn received a little over \$1600.00, and George Cline \$2500.00 from twenty acres of cantaloupes.

Probably no success in this valley has been as striking as that attained in the raising of poultry.

POULTRY RAISING AND DAIRY INTERESTS

This valley seems particularly adapted to the raising of turkeys, chickens and ducks, and at nearly every farm-house can be seen great herds of turkeys which range the alfalfa fields and care for themselves until such time as there is a demand at the holiday season, when thousands are shipped to the markets of the West. The extreme dryness of the Imperial Valley makes it an ideal location for poultry-raising, and fowls are free from disease.

At El Centro, for the last Thanksgiving festival, there were shipped out to one firm thirty-five hundred turkeys. Some of the settlers in the valley have made enough money from their turkey sales to pay all the other expenses of running their places. Fifteen cents per pound was netted the raiser for turkeys sent to the Thanksgiving market.

Dairy interests are constantly expanding. There are three creameries—at Imperial, El Centro and Holtville—and besides the produce of the dairies consumed by these institutions much cream is shipped to outside points. Many head of fine stock have been brought into the valley during the past year. The luxuriant and rapid growth of alfalfa makes dairying especially profitable here.

Nothing is so staple as the alfalfa crop. Growing the full twelve months of the year, this crop can be cut from six to nine times, and the demand for it is assured. The Imperial Valley is pre-eminently a stock-



Grapes grow to luscious perfection in Imperial Valley. These were grown at Coachella.

raising country, so that the bulk of this forage crop is consumed right at home; but within the months of October and November there were shipped out from the valley twenty-five hundred tons of alfalfa, bringing the growers an average of ten dollars per ton, or twenty-five thousand dollars for the output for this period. Probably one-half this price is above the cost of production, and it is figured that eight tons to the acre is a low estimate for Imperial Valley crops. Even these figures would give an income of about fifty per cent on the land investment at the present basis of values.

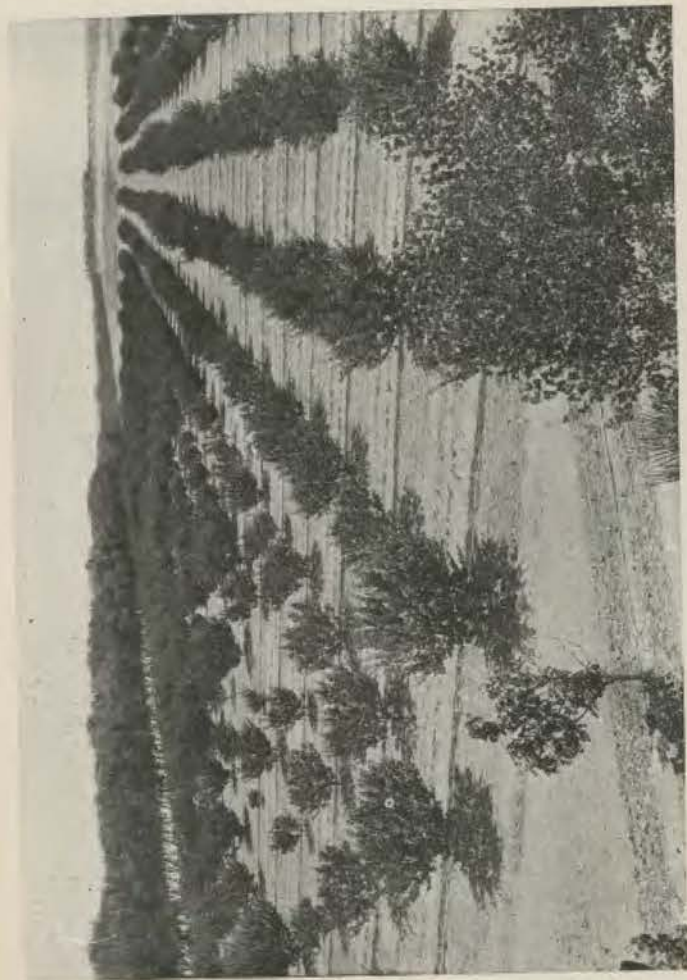
Grape-growing has passed the experimental stage. There are now in the valley more than one thousand acres of table grapes, and the present season will witness the planting of other large tracts. Here the grapes are ready for the market by May, and during May, June and July they bring fancy prices on the Eastern and Coast markets.

The first car of grapes from the Imperial Valley to reach New York last season contained seven hundred and seven crates, and netted the growers \$1329.40; and the second car, containing seven hundred and ninety-eight crates, netted \$1893.20. Purple Damascus grapes from this Valley sold for \$3.80 per crate, Malagas sold at from \$2.30 to \$2.45, White Tokays at from \$2.40 to \$2.65, and Rose of Peru grapes brought from \$2.20 to \$2.30 per crate.

On the lots of the town company's office at Brawley are to be seen beautiful orange, lemon, grape fruit and tangerine trees full of fruit which has matured perfectly, and is of rich, deep color. These trees were planted three years ago, and have received ordinary care, thus demonstrating the suitability of this valley for the culture of citrus fruits. During the present year trees will be planted in various sections of the valley, but these fruits have not been planted long enough to insure that they will be commercially profitable.

Fig trees have been tested and they bear freely, producing fruit that is several weeks ahead of the regular crop.

Asparagus is proving a highly profitable crop. Beds are being set in many parts of the valley, and the industry gives promise of becoming one of much importance. On the Corwin ranch, three miles west of El Centro, there is a tract of forty acres set to this vegetable.



Appetizing Apricots, luscious of flavor, profitable of growth, in a young orchard at Coachella.

The crop for the past season netted the grower \$250.00 per acre. At seasons asparagus from this ranch has sold as high as fifty cents the pound.

Tobacco and cotton are among the crops which have been tried simply in an experimental way, the result in the latter case being such as to encourage the planting of cotton as a staple crop. It is possible that dates will be extensively grown here, the experiments in the region warranting the utmost confidence that this fruit will mature successfully. Experts believe that a new and profitable industry will be developed in this corner of the State, the Government experiment at several points in the southwest being full of promise.

There are five good-sized towns in the Imperial Valley, each enjoying a prosperous growth. Four of these are located on the Imperial Valley branch of the Southern Pacific Railway, and the fifth is the terminus of the Holton Interurban Railway. These towns are so located that the settler on country lands in any part of the valley is within easy reach of a supply and shipping point.

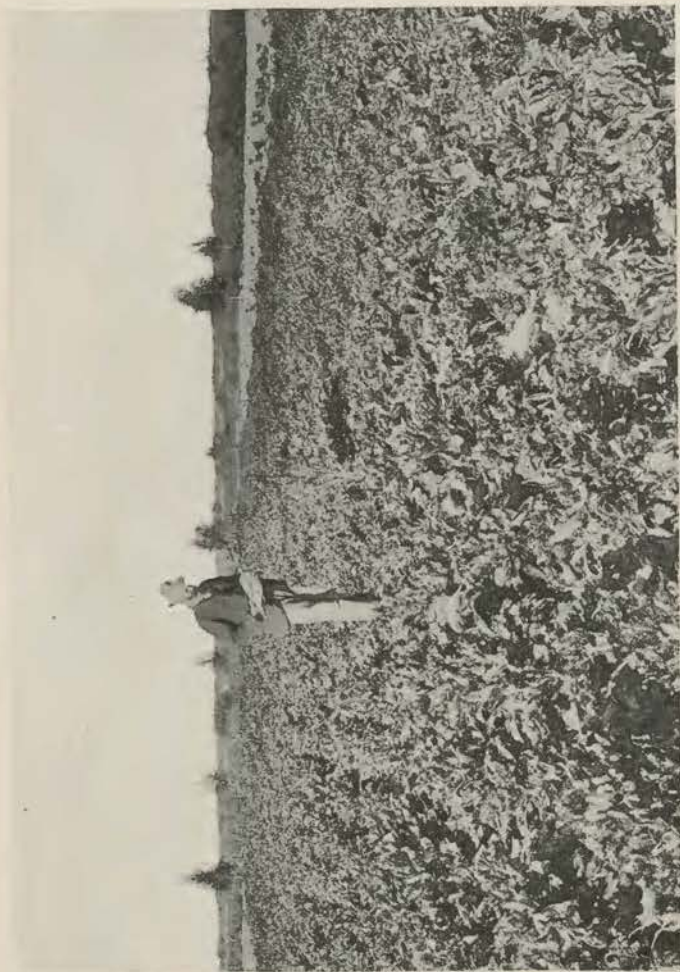
THE SOCIAL CENTERS

The first town below Imperial Junction is Brawley, the present population of which is estimated at eight hundred. This town has received an influx of many newcomers during the past few months and is growing rapidly. The town has stores and the usual commercial and social advantages.

BRAWLEY IMPERIAL EL CENTRO

The oldest and largest town in Imperial Valley is Imperial, the only incorporated city in this county. It has a population of over one thousand, and is located about the center of Imperial County. All lines of business are well represented. There are a daily paper, two banks, two churches, and a first-class hotel.

El Centro is the county seat of Imperial County. It has a population of about eight hundred people, but is growing so rapidly that this estimate cannot long stand. Substantial business blocks of brick or concrete are being erected, and numerous handsome residences are under way. There are a weekly newspaper, a bank, two good hotels, a creamery, ice plant and an electric plant. The Presbyterians have lately erected a handsome house of worship.



Sugar Beets readily absorb size and sweetness from the kindly soil and climate.

Calexico is located at the extreme southern end of Imperial County. Only the international boundary line divides it from Mexicala, a town on the Mexican side. At Calexico are located stations of the United States Custom House, the Bureau of Immigration and the Bureau of Animal Industry.

CALEXICO AND HOLTVILLE

Calexico is surrounded by the oldest farming settlement of the Imperial Valley. It was here the water was first available in the canals for irrigation. The ranches are dotted with large trees, and the general aspect of the country tells the story of rapid strides in the development of the past half-dozen years. Near Calexico is the local headquarters of the California-Mexico Land and Cattle Company, which owns a large tract of land adjoining Calexico on the United States side, and an extensive tract, consisting of almost one million acres, on the Mexican side of the international boundary.

The Inter-California Railroad extends from Mexicala almost its entire distance through this great ranch. An interesting point for sight-seers over this new section of the Southern Pacific's railway system will be the remarkable mud geysers and hot springs and the miniature volcanoes, located about eight miles from Cocopah station.

Holtville is one of the most promising towns in the valley, located in what is generally known as the "East Side" district. The farming and ranch lands are becoming well settled, and the town is experiencing a growth which has doubled its population within four months. In the vicinity of Holtville some of the largest hog and alfalfa ranches in Imperial County are located.

At Holtville is located the electric light and power plant which supplies the towns of the valley. Water is taken from the Alamo River at a point near Holtville, five feet above sea level, and is carried in flumes to the town, where it has a fall of forty-seven feet, thus generating electrical power for the entire valley. There is a large brick-making plant at Holtville which ships brick to all sections of the valley.

Though not a part of the county of Imperial, Coachella Valley is really an upper arm of the great Imperial Valley, cut off from the larger section by the picturesque Salton Sea. This valley is from ten to fifteen miles in width and from eighteen to twenty-four miles long, extending from the desert side of the San Geronio Pass south-

COACHELLA VALLEY A LAND OF PROLIFIC GROWTH



Egyptian Corn, six feet tall and bearing heavily. A sight to gladden an agriculturist.

easterly to the Salton Sea, and lying a sheltered vale between the San Bernardino and San Jacinto ranges of mountains. Coachella Valley is destined to be a closely tilled and densely populated district. The fertility of its soil is shown in crops which are making their owners independent.

From Indio to Mecca there is much activity in the preparation of lands for irrigation, and dotted all along the valley are prosperous farms where only a few years ago was to be seen but a waste of desert.

Artesian water is secured on the major portion of the Coachella Valley lands, and pumping plants are in operation on wells located in the higher sections. There is ample water supply for the irrigation of the entire valley.

Unimproved lands in the Coachella Valley can be purchased at from thirty to fifty dollars per acre, and improved farms can be secured at from eighty to two hundred and fifty dollars per acre.

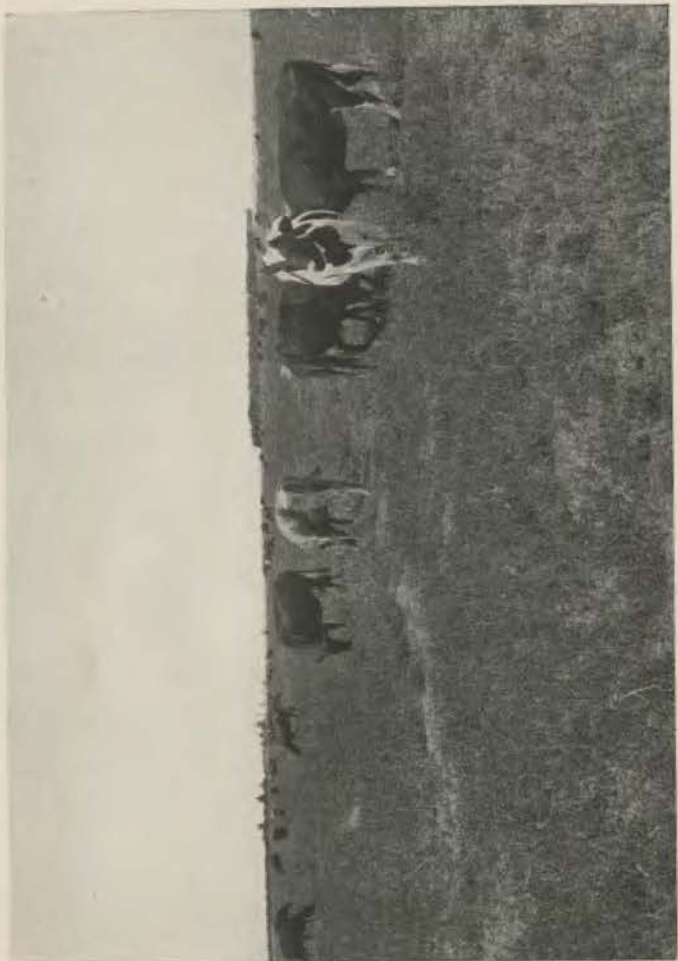
This valley has proved especially favorable for cantaloupes, onion and cabbage-raising and other vegetables. The valley is certain to become one vast garden spot. There are four towns—Indio, Coachella, Thermal and Mecca.

Nothing is so satisfactory to the seeker after accurate information about a prospective location as concrete facts—the actual showing of what has been accomplished by settlers, the results of their efforts to raise crops and stock, and for this reason the following items are enumerated. The names and addresses of these men are given, so that anyone who so desires can correspond with them.

For the past season there have **WHAT HAS BEEN DONE** been shipped out of the Coachella Valley 13,727 crates of cantaloupes, bringing the growers the sum of \$18,166.52; there were 19,921 crates of onions, netting the growers \$23,585.89.

Elias Smith, Coachella, during the past season raised on two and three-fourths acres 1360 crates of cantaloupes. This is at the rate of 495.5 crates to the acre.

This is one of the chief industries of the valley. The cantaloupes are of superior quality and reach the large markets at a time when they can command fancy prices. They bring a profit of from \$150 to \$250 per acre. They are marketed in time for the planting of some forage crop on the same land during the season.



Dairy cattle grow sleek and are productive of revenue on Valley pasture lands.

F. A. Leap, Thermal, during the past season raised on one and one-half acres of land 694 crates of onions, fifty pounds to the crate. These were of the Red Bermuda variety.

F. B. Bird & Son, Coachella, netted \$600 off four acres of early cabbage, price ranging from \$15 to \$18 per ton.

Dillworth Brothers, located near Thermal, took from one hundred and two egg plants products sufficient to net them \$186. They received as high as thirty cents per pound in the San Francisco market for egg plant.

Bermuda onions have netted the growers from \$200 to \$500 per acre.

One of the best crops of the valley for the early market is asparagus. The shipments begin in February, and from fifty to seventy-five cents per pound in New York is obtained for this vegetable.

Early tomatoes prove a profitable crop, bringing ten cents per pound during the early spring.

E. Hess, Indio, during the past season raised over \$1200 worth of tomatoes on one acre of land.

Three-year old fig trees at Indio brought their owners an income of five dollars per tree; and one-sixth of an acre of dewberries at Indio netted its owner \$120.

Indio is the division point on the Southern Pacific Railway's main line from Los Angeles to Yuma. Numerous railroad employees make their homes here. The town has a good hotel, at the railway station, and various lines of general business are well represented. The surrounding country is rapidly developing and is destined to become one of the rich garden spots of the valley. The Government Experimental Station for date culture is located two miles from Indio.

INDIO

Coachella is in the heart of the most highly developed farming section of the Coachella Valley. The streets are tree-lined, and there are pretty homes surrounded by shrubbery and flowers. An ice plant is in operation at Coachella. Coachella has a board of trade, with the usual evidences of a healthy growth commercially and socially.

COACHELLA THERMAL AND MECCA

The newest town in the valley is Thermal, located geographically about the center of the valley. It gives promise of becoming an important business point. Much work is in progress in the surrounding country, in the placing of virgin lands under cultivation. The town is having a good growth. It has



Cantaloupes flourish everywhere in time to catch the top prices of an early market (May).

a good public school building, a Baptist church, and the Southern Pacific has just completed a handsome railway station here. A large vegetable packing house is also located here. A weekly newspaper, the Coachella Valley Submarine, is published here. Thermal is located one hundred and twenty-six feet below sea level, and is eight miles from the Salton Sea. In the surrounding territory there have been numerous experiments undertaken in the raising of dates on a commercial scale, and oranges have been set on several extensive tracts. Some of the trees have reached the age where they bear choice fruit, thus showing that there may be a future in this valley for early citrus fruits.

Mecca was formerly simply a stopping place on the Southern Pacific's main line. Today it is developing into the headquarters for a thriving farm settlement. The eighty-acre orange ranch of Evans & Chase, known as the "Oasis Ranch" and owned by pioneer orange growers of Riverside, is located six miles from Mecca, and the first crop of oranges was gathered this year. The fruit was of remarkably fine quality. At Mecca is located another government Experiment Station, and here promising work is being done in the propagation of dates.

This is a creation of Luther Burbank, and promises to be of such value to the arid regions that we call attention to it. It is a great stock food, and its almost incredible growth, on barren lands and without irrigation, promises a great addition to the forage resources of desert regions.

THE SPINELESS CACTUS
 Within two miles of the town of Coachella is now being conducted a most interesting agricultural experiment. The Thornless Cactus Farming Company has here undertaken the propagation of the famous Burbank spineless cactus, which gives promise of revolutionizing the raising of stock forage in the arid regions of the southwest. It is said that a growth of an inch and a half a day has been made during the past season by the spineless cactus, and that it is fulfilling the remarkable claims made for it as a forage crop to be raised without irrigation. It is claimed that 250 tons to the acre can be cut per year from this plant of the desert. E. J. Peabody, is president of this company and the farm is in charge of Frank N. Doud, whose postoffice address is Coachella.

Luther Burbank says that the spineless cactus will make millions of acres of land, now unirrigable, produce more fodder than the rich meadow lands.



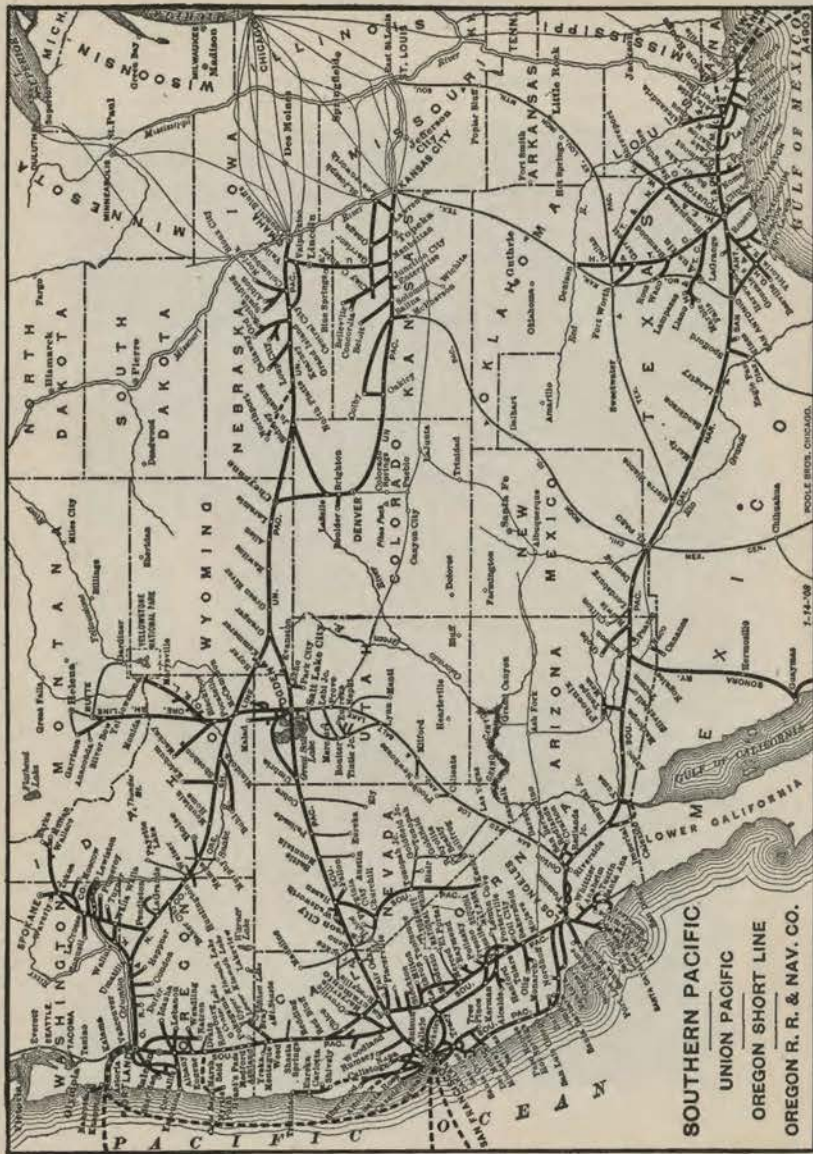
At Indio Station: juicy Cantaloupes ready to start for the breakfast tables of epicures.

**TRANSPORTATION
FACILITIES**

A branch of the Southern Pacific Railway starts from the main line from Los Angeles to El Paso at Imperial Junction, at the head of this wonderful valley, and extends down through its center to the international boundary line. At the present time large crews of men are engaged in building the Inter-California Railroad, extending from the southern terminus of the Imperial Valley branch of the Southern Pacific southeasterly from Calexico and Mexicala, through Mexican territory, to a connection with the main line of the Southern Pacific at a point near Yuma. The first section of this road is now in readiness for operation, and the entire line will be completed and in operation within a few months.

An independent steam railway line, the Holton Interurban Railway, extends from El Centro to Holtville. Plans are discussed for the extension of either steam or electric lines from El Centro to Silsbee, and from Brawley to points tributary to that town.





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