



Imperial Valley California

America's Amazing
Winter Garden



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March 1st 1920

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further, that all statements regarding product-
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based upon facts as they exist in Imperial
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The
IMPERIAL VALLEY
CALIFORNIA

1920

EDITED BY
DON C. BITLER

Published by
CHARLES E. MILLER



ISSUED BY
THE BOARD of SUPERVISORS
of
IMPERIAL COUNTY

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HERDS LIKE THESE PRODUCED 7,000,000 POUNDS OF BUTTER IN ONE YEAR

IMPERIAL COUNTY

and

The Wonderful Imperial Valley

By DON C. BITLER

WHEN dreaming engineers first glimpsed from distant heights the pitiless waste of the Colorado desert, the peerless Imperial Valley of California was yet to be. Visualize if you will a lofty rim of colorful mountains, imprisoning a long narrow valley, its greater area beneath the level of the sea. At one end, perceive the pale blue Salton Sea—at the other, the wide channel of the Colorado, seemingly feeling its tortuous way carefully to the gulf. This

was a scenic view, yet awesome. The very soul-repelling heat from endless miles of yellow sands, baking in the fierce rays of a semi-tropical sun, instilled uncertainty and fear in even the more ambitious ones and led them, perchance, to doubt the ultimate success of their daring plan of reclamation. Turning the silt-laden waters of a mad-cap stream onto the rich virgin soil of Salton sink and magically transforming the broad dry acres into a great garden of growing things, was the ac-



Alfalfa is the Backbone of Imperial Valley's Agriculture.



Imperial Valley Plantation Home Amidst the Cotton Blossoms.

complishment of but a day, when calculated in terms of empire building. This conquering of desert terrors and dedicating of arid lands to useful purpose was truly royal work. What better name than "Imperial Valley" could therefore be conceived?

Imperial Valley's first decade of progress proved a thrilling epoch. Pioneering hardships, grim human tragedy and romantic adventure intermingled to build the valley's earlier history. Venturesome men came boldly from busy metropolis or from remote corner of the earth to join gladly in the fascinating task of replacing the water-hating cactus and stunted greasewood with fields of luxuriant alfalfa and snowy cotton. Gradually thorny mesquite and purple sage gave way to fruitful palm of date and trailing vine of cantaloupe. The infant years of Imperial Valley overflowed with productive achievement from that eventful day in June, Nineteen One, when the first faint rivulet of water trickled through the main canal, in-

augurating an irrigation project, the equal of which modern history had not recorded.

Let us draw a curtain between the Past and the Present. In a world commercially mad, we cannot deal in romance nor in dreams. Imperial Valley's youthful period of conquest served its purpose in presenting to an amazed nation an agricultural manufactory of half a million acres, where water, soil and sunshine conspired in Nineteen Nineteen to harvest a crop worth sixty millions. Imperial Valley farming is surely established upon a business basis. It has graduated with full honors from the experimental stage. It has amply demonstrated the far-seeing wisdom of those who backed their glorious faith in Nature against great obstacles of finance and the elements and have won in triumph.

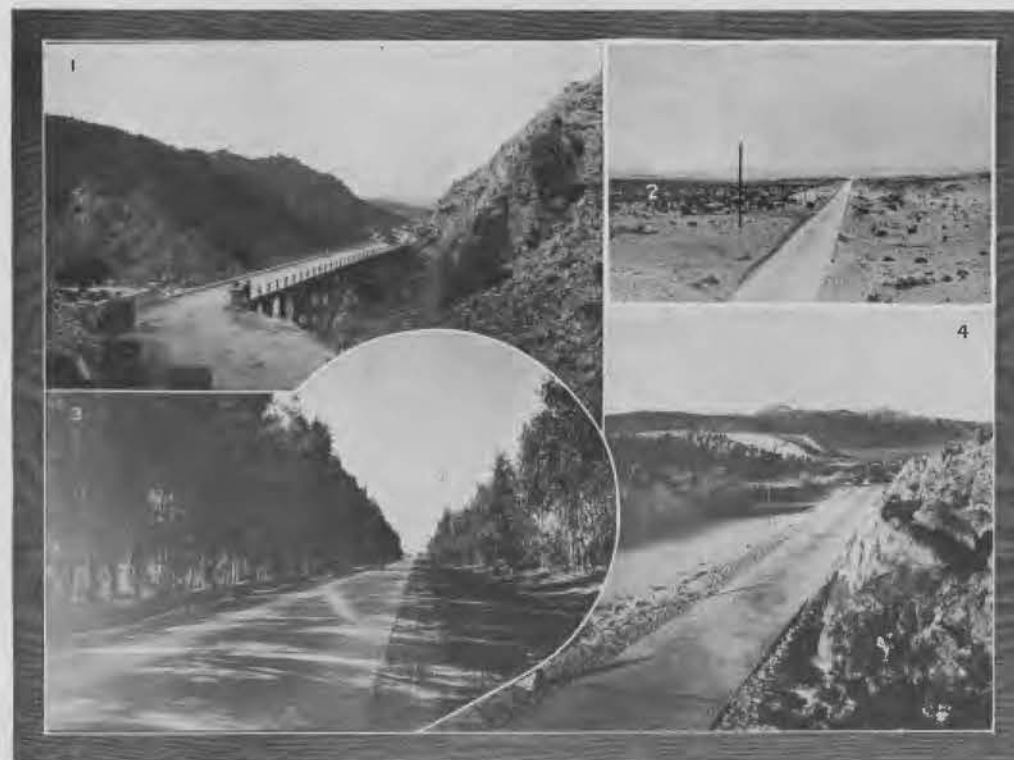
From a miniature green oasis, Imperial Valley before its nineteenth birthday, has leaped into foremost position among America's reclaimed lands. Where formerly only faintly

marked burro trails led from water hole to water hole, concrete highways bear the traffic of many thousand motors. Cavalcades of giant trucks haul countless tons of farm products to waiting trains. The one-horse plow has given place to the tractor and the combination reaper helps quickly to clear the way for a second crop. Improved implements and labor saving machinery make possible the farming of extensive areas of Imperial Valley loam. Electric power turns the wheels of every valley industry. Fast railroad service connects the farmer directly with markets ever hungry for his abundant products. Numerous fine schools and churches provide the necessary uplifting agencies for an intelligent and progressive community. Cities and towns, equipped with every up to date facility, dot the valley and amply meet the demands for social and commercial intercourse of 75,000 people. The long distance telephone and the telegraph vie with daily newspa-

pers in maintaining the valley's constant touch with the outside world.

Imperial Valley is essentially a food producing district of unlimited possibilities. All government experts have agreed that the valley's hundred thousand acres of continually growing alfalfa provide an ideal feeding ground for the livestock of the great southwest. The feasibility of increasing this acreage an hundred fold is unquestioned. When droughts and freezing temperatures make impossible the pasturing of the rambling mountain canyons, beef cattle, dairy herds, sheep and hogs browse in Imperial Valley alfalfa fields and complete their fattening diet with milo maize and barley. As first aid to hungry range stock, the Imperial Valley has for many seasons proved itself to be an indispensable unit in the production system of America.

Artificial coloring to make salable the butter product of the Imperial Valley dairy is not required. Jersey,



SOME OF IMPERIAL VALLEY'S HIGHWAYS.

(1) Reinforced Concrete Bridge—the Western Gateway to the valley. (2) Concrete State Highway Across the Desert to Los Angeles. (3) Shaded Roads Like this Are Numerous. (4) A Concrete Highway to San Diego.



Brawley Main Canal Supplying a Large Portion of Imperial Valley.

Holstein, Guernsey or Durham—no matter what the dairyman prefers— prospers on Imperial Valley alfalfa, furnishes freely the greatest volume of butterfat and the farmer's purse bulges in like proportion. In one year Imperial Valley sent to the markets seven million pounds of butter, more than the combined production of the six other Southern California counties. The dairyman who seeks the maximum butter production, with a permanent supply of green feed to depend upon, will find his highest ambitions fully gratified in this natural home of the alfalfa.

Imperial Valley is an individual thing. It must not be considered in comparison with other farming districts of the world. Only by contrast can the prospective settler judge this rich area with proper understanding of its true advantages. This surprising valley stands alone from almost every viewpoint. Its early harvests make possible additional profits in markets entered by none other. Its heavy crop

yields multiply the farmer's dollars and make doubly certain the payment of the income tax. The farmer of the middle west has oft registered a grievous complaint against Imperial Valley—that continuous crop production draws him into a swift race with Nature that he may keep even with the monthly harvest moon. The growing season of Imperial Valley is twelve months. The profit-making period goes hand in hand.

When pioneer ranchers first homesteaded valley land, they based their plans upon their past experience. Trimming half sections down to quarters and these in turn to units of 40 and 80 acres has taken place from real necessity. The large ranch for the average farmer is no longer popular, nor profitable. To meet the demands of labor and assure increased production, the lesser land unit has necessarily developed. Heavier profits are made from smaller ranches. This is a valley of high specialization. General farming in the sense known



Imperial Valley Farm Buildings Are Constructed Along Practical Lines.



Grapefruit Trees Bear Profitably in Their Third Year. This Orchard is Five Years Old.

throughout the east is passing on and out. The farmer who plants the whole catalog of seeds cannot feel certain of success. He who grows asparagus or grapes nets big returns. The family of the cantaloupe producer resides in a mansion. The cotton planter who realizes the limits of his facilities may count his bales by scores. The farsighted man who bases his hopes on livestock need have no worry of the future. And so, down through the youth of the land toward France to fight for supremacy over a hated common foe was that same spirit that drew to the desert the strong men of the pioneer epoch and made the Imperial Valley of today a possibility. Those who are seeking to establish themselves in farming enterprise will do well to con-

sider carefully the opportunities offered by Imperial Valley. To the whole world Imperial Valley sends forth its cordial invitation to come and join in moulding an agricultural empire that, so far, has reached only its preliminary stage. The future of this valley stands out in clear perspective. Success is certain for those with serious aim. Unscrupulous promoters and faking knaves will find no welcome here. This valley has arrived upon a solid base and its achievements are definitely outlined. When another million acres are turning a continuous flow of produce into golden gain, Imperial Valley will still make place for him who cares to come and do his part in this enviable sphere of constructive development.

LOCATION

Imperial County is in the extreme southeastern corner of California, with the Colorado river on the east and the Mexican state of Lower California on the south. San Diego County, of



January Farming in the Imperial Valley. (1) Preparing the Land. (2) Planting. (3) A Lettuce Field. (4) How They Farm in Imperial Valley.



Ripening Field of Milo Maize That Harvested Two Tons of Grain to the Acre.

which Imperial County formerly was a part, lies to the west. The Harbor of San Diego is 125 miles from El Centro. Los Angeles is 215 miles. San Felipe, at the head of the Gulf of California, is 150 miles. The topography includes mountains, desert and valley, a large area of the county being below sea level. The Salton Sea, in the northern end of the valley, is 265 feet below sea level.

TRANSPORTATION

Imperial Valley is a network of railroads. We have the main lines of the Southern Pacific; San Diego & Arizona; Inter-California and Holton-Interurban systems. All of these roads have branches serving the truck garden territory. There was a time when Imperial Valley was considered as being on a branch, but it is now on the main line with through first-class passenger trains carrying diners and Pullmans. Splendid local service prevails between Imperial Valley and Los Angeles and San Diego harbors, with

high-class through service to El Paso, New Orleans, Kansas City and Chicago. Through Pullmans are run from Chicago to San Diego via the Imperial Valley.

There are 20 freight crews serving Imperial Valley, and at times they handle as high as 500 cars of perishable freight per day. The most perfect railroad service in the United States is rendered to the melon, winter garden truck, cattle, cotton and other industries.

Live stock is shipped from this valley to Kansas City with the smallest possible shrinkage. Twice a week live stock trains operate between Imperial Valley and Los Angeles. There is continuous switching service in all towns.

Automobile stages operate between the valley and San Diego and the various valley towns and motor trucks handle a large portion of the local freight traffic. A network of paved highways is under construction.

Be sure to have your ticket to California routed by way of the Southern



(1) Turkeys Thrive in Imperial Valley. (2) An Imperial Valley Ranch. (3) Imperial Valley Ranch Home. (4) This Ranch Was Barren Desert Three Years Ago.



Starting Early Watermelons on Their Journey to the Nation's Markets. Imperial Valley Last Year Shipped 125,000,000 Cantaloupes Like That Held by the Maid.

Pacific, the Inter-California and the San Diego and Arizona railroads through Yuma and the Imperial Valley in order to enable you to see the 600,000 acres of fertile valley land producing thousands of carloads of foods and staple commodities annually.

WATER

Imperial Valley gets its water supply for irrigation and domestic purposes from the great Colorado river. The water is diverted through a 750-foot reinforced concrete skimming gate at a point on the California bank of the river five miles west of Yuma and is led by gravity to the distribution works near Calexico. The Imperial Irrigation District which controls the irrigation and levee protective systems is a municipal corporation formed by the water users of the valley. The water is delivered by the irrigation district to the systems of thirteen mutual water companies, of

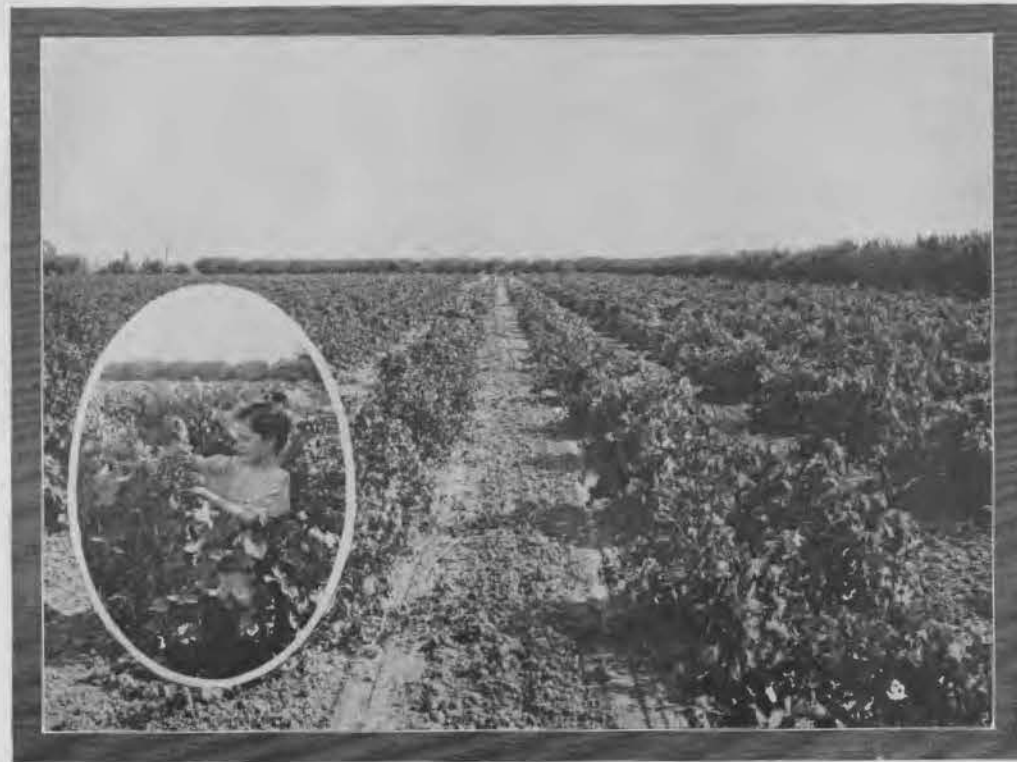
which the landowners are the stockholders.

The total annual cost of water for irrigation averages \$6.00 per acre. The water contains a certain proportion of light silt that enriches the land. The water is filtered for domestic use. A few artesian wells have proved successful, but furnish only a small part of the valley's water supply. Two streams, the Alamo and New rivers, each 50 miles in length, provide drainage for the valley, emptying into Salton Sea.

U. S. Reclamation Service records show that the Colorado river at Hanlon Heading in 1919 discharged a total of 14,795,617 acre feet of water. The Imperial Irrigation District diverted a total of 2,854,208 acre feet, or about one-fifth of the river's flow during the year, for the irrigation of 600,000 acres under cultivation. The average annual discharge of the mighty river at Hanlon's for the last ten years was 16,000,000 acre feet. Enough water



IMPERIAL VALLEY DATES SELL FOR AS HIGH AS A DOLLAR A POUND.



Sugar-Sweet Seedless Grapes From Imperial Valley Vineyards Go by Express to Eastern Tables in June and Return Rich Profits to the Growers.

passes the valley's intake gate annually to irrigate four or five times the land now being cultivated.

The gross acreage included in the Imperial Irrigation District is 603,840, an area considerably smaller than the county itself. The assessed valuation for 1919-20 was fixed at \$25,488,470, with an authorized bonded debt of \$8,500,000. The assessed valuation of each acre is \$50. The tax rate per \$100 valuation is \$1.90, or 95 cents per acre. The bonded debt is next to the lowest among California irrigation districts.

NEW LAND OPENINGS

Projects under way will reclaim and open for settlement more than 300,000 acres of additional land. Congressional legislation which has the united support of the valley is expected to provide rapid opening of the East Side Mesa, a tract of rich land lying slightly above sea level at the eastern rim of Imperial Valley, to be watered from the Colorado river by the construction

of additional irrigation works. Returned service men are expected to be given preferential right for settlement of this land if bills now before Congress are enacted.

GENERAL FARMING

Growing of hay, grain, livestock and cotton, together with dairying and fruit raising, form the chief activities of the Imperial Valley farmers. The raising of turkeys and poultry could be much more extensive than at present, although a half million pounds of Imperial Valley turkeys selling for an average of 35 cents a pound served to make up an important part of the last year's total production. Poultry farms conducted along the proper lines pay well here, there being a ready market for all poultry products.

ALFALFA

The Chilean and Peruvian varieties of alfalfa are grown almost entirely. Imperial Valley provides a growing

season that covers all but five or six weeks of the year. The average annual production of hay is six tons, although many farmers obtain as much as twelve tons from nine mowings by paying careful attention to irrigation and handling of the crop. About one-half the alfalfa crop is pastured, the baled hay being shipped to coast markets.

OTHER FORAGE CROPS

Experiments are being made with the growing of Sudan grass and Rhodes grass. Honey sorghum produces an average of 35 to 40 tons to the acre and is coming into popular use by dairy and livestock men for ensilage.

WHEAT

The average yield of wheat for 1918 was 35 bushels. Hard varieties of wheat are favored. If planted prior to November 1, the first growth is pastured. The wheat harvest starts early in May.

MILO MAIZE

Dwarf milo maize has proved adaptable to this county, yielding an average of one ton of grain to the acre. Frequently yields of one and one-half to two tons to the acre are recorded. The standing stalks are pastured after the cutting of the grain.

Milo was worth \$2,532,000 to Imperial Valley farmers in 1919.

BARLEY

Under average conditions barley produces fifty bushels to the acre. This grain is in general use for livestock feeding locally, but a larger crop is usually raised than can be consumed in the valley and the surplus is sent to coast markets. A small acreage of oats is grown.

COTTON

Cotton has proved to be a productive and paying crop in Imperial Valley. The average yield per acre of short staple cotton is three-quarters of



Hungry Range Cattle From All States in the Great Southwest Are Wintered and Fattened in Imperial Valley's Ever Green Alfalfa Fields.



Imperial Valley Sheep Are Sheared Twice Each Year and the Young Ewes May Lamb Twice Annually. November and December Lambs Are Marketed in April and May and Bring as High as 19 Cents a Pound

a bale, although careful cultivation and irrigation produce more than a bale an acre. The Pima variety of Egyptian cotton produces an average of a bale to the acre. Imperial Valley cotton brings a premium, due largely to absence of stain by rain and dust in other districts. Average prices for cotton in 1919 were: Short staple 44c a pound,

Pima 90c and cottonseed \$66 a ton. Nearly 50 gins, together with three oil mills and two compresses are required to handle the Imperial Valley cotton crop. The main disadvantage of cotton culture in Imperial Valley is difficulty in obtaining sufficient experienced labor. Imperial Valley cotton is not affected by serious pests.

Encouraged by large manufacturers of automobile tires, Imperial Valley farmers planted many thousand additional acres of Pima cotton in 1920.

Imperial Valley's cotton crop in 1919 sold for \$24,000,000.

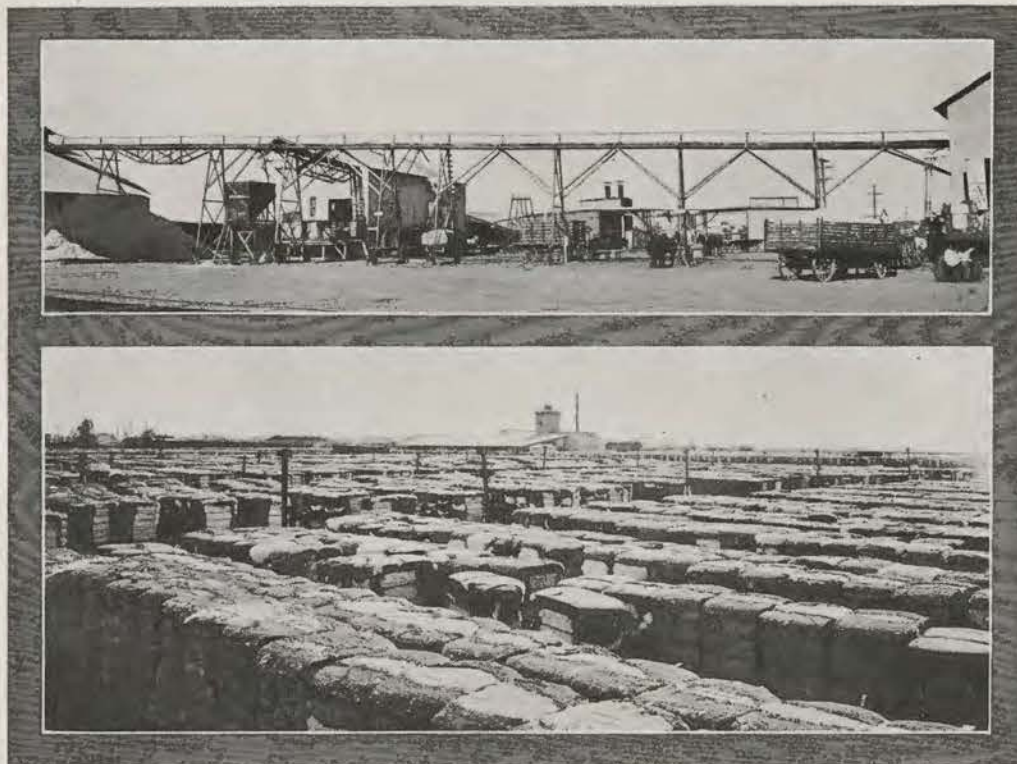
DAIRYING

Imperial Valley is designated the

"Creamery of Southern California." In 1916 the butter production reached 7,000,000 pounds. Large modern creameries collect the whole milk at the dairy. The price paid is based on the butterfat test. The valley's dairy herd totals 20,000 cows, most of them high grade stock. Fern's Silver Ray, winner of first prize in a statewide but-



An Imperial Valley Dairy Scene at Milking Time. Imperial Valley Produces More Butter Than All of the Other Six Counties of Southern California Combined—About 7,000,000 Pounds a Year.



Top—One of the Fifty Gins which Ginned \$24,000,000 of Imperial Valley Cotton in 1919.
Bottom—\$3,000,000 Worth of Cotton in Storage.

terfat contest, is Jersey queen of the valley butter producers. The average price for butterfat in 1919 was 71.8 cents. Many dairymen have adopted the silo system of feed conservation. There is no limit to the possible development of the dairying industry in Imperial Valley. This year there is a strong tendency to increase the size and quality of the dairy herds. Jerseys and Holsteins predominate. Cottonseed oil meal manufactured in the valley is a popular winter ration for dairy cows.

The Valley's 1919 butter crop brought \$3,377,000.

BEEF CATTLE

Imperial Valley has become the chief beef cattle feeding and finishing grounds in the southwest. A continuous feed supply despite conditions elsewhere attracts herds in the summer and fall from New Mexico, Arizona, Nevada and Northern California. More than 100,000 beef cattle were fed here in 1919.

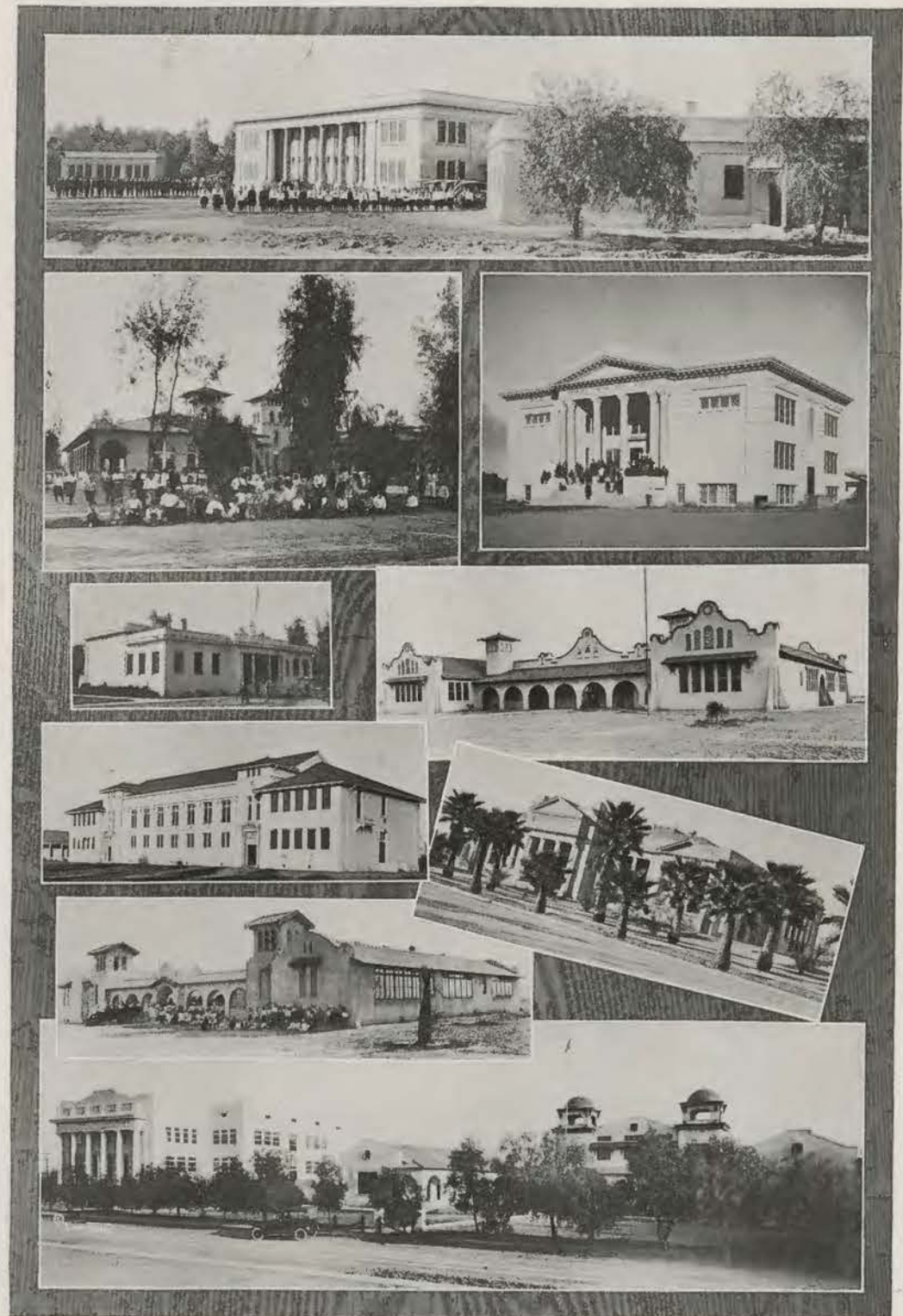
HOGS

Hogs just naturally grow prosperous and fat in Imperial Valley. Fat hogs last year reached a high mark of 21 cents. Cholera and other hog diseases are noticeably absent as the result of careful sanitation and quarantine. Milo maize and barley are used for finishing. Sixty-five thousand hogs were grown in 1919. There is room and feed for ten times the number.

SHEEP

More and more every year the Imperial Valley is attracting sheep growers. Flock masters have found that an average increase of 125 per cent may be depended upon because of the absence of cold weather. "Gummers" brought from the sheep districts in higher altitudes prosper and produce when fed on Imperial Valley alfalfa.

Shearing is done twice a year. It is possible for ewes to lamb twice annually. November and December lambs, after frolicking in alfalfa through January, February and March,



The Above Schools Are a Part of Imperial Valley's Splendid Educational System. There Are Over Sixty Schools in the Valley



A Half Million Dollars in Grapefruit Was Shipped from Imperial Valley in 1919.

bring fancy prices in the markets in April and May. Easter lambs shipped to Kansas City were sold for 21 cents a pound. Four hundred decks of winter lambs were sent to this big market.

FRUIT RAISING

Sweeter and more handsome grapefruit than that grown in Imperial Valley and harvested in November would be difficult to find. There are nearly 50,000 grapefruit trees in the county. Growers received half a million dollars for grapefruit in 1919. The trees bear abundantly in the third year. Some varieties of oranges, together with lemons, apricots and pears, are grown commercially. More than five tons of seedling dates were produced in 1919, selling for an average price of 75 cents a pound. The U. S. Department of Agriculture has arranged to establish a date experiment farm near El Centro. Figs and almonds are important among the profitable crops.

EARLY TABLE GRAPES

Fifteen hundred acres of early table grapes have proved the wisdom of

raising this type of fruit on Imperial Valley soil. The most successful varieties are Thompson seedless and Malaga. Five-year-old vineyards produce an average net profit of \$200 an acre. Commercial shipments of Thompson seedless grapes begin early in June, arriving in eastern markets three or four weeks ahead of the crop from any other section of the country. The excellent profits from this crop have resulted in encouraging increased planting. The yield is from two to five tons an acre, the crop selling in the market for an average of \$100 a ton.

EARLY VEGETABLES

Head lettuce, asparagus, peas, tomatoes, onions, spinach and bunch vegetables are extensively grown in Imperial Valley. Head lettuce shipments in carloads start moving in January, followed closely by asparagus and peas. As in the case of fruits and melons, all vegetables from the valley are in the market sooner than products from elsewhere. Proper cultivation of early vegetables here results in excel-

lent profits, as a ready market rapidly absorbs the entire product.

Carload shipments of winter vegetables in 1919 included: Lettuce, 919; spinach, 103; green peas, 80; tomatoes, 114, and mixed vegetables, 269. Early reports indicated a total of 3500 carloads of Imperial Valley winter lettuce sent to market between January 1 and March 15, 1920. Reports of plantings this year assured a total of nearly 40,000 acres of garden vegetables. The estimated value of Imperial Valley's 1920 winter vegetable crop was \$5,000,000.

CANTALOUPE

Luscious cantaloupes grown in Imperial Valley start moving to the markets of the east almost a month before those produced in any other section of the United States. From 200 to 300 crates of melons to the acre are produced. Growers netted a profit of nearly \$2.50 a crate in 1919. The value of the crop from 14,000 acres was \$6,000,000. Seven thousand, eight hundred and nine cars, or more than 156

fifty-car trainloads of cantaloupes were shipped from Imperial Valley. Eleven hundred carloads of watermelons arrived in the markets early enough to bring home excellent profits to the growers.

Twenty thousand acres were planted to cantaloupes in 1920.

HONEY

Across the mountain tops and the blistering desert sands swarming bees, carrying pests from disease infested colonies, dare not come. The great stretches of barren land surrounding Imperial Valley serve as an effective quarantine against imported ailments of the busy bee. The result: Honey production in this valley is one of the most important items of profit. A million and a half pounds of honey manufactured in the 20,000 colonies of the county in 1919 brought home big profits to beekeepers. The alfalfa bloom, the willow, the sage flower and cotton blossom furnish an unlimited store of sweets to the industrious bee and the



Imperial Valley Hogs Taking Their Antiseptic Bath.



The Rockwood Intake on the Colorado River, the Source of Imperial Valley Irrigation.

smiling apiculturist grows glad. Cotton honey brings a premium from bakers of fancy goods, its sweetness being unexcelled. Beekeeping is steadily growing in popularity.

FARMERS' ORGANIZATIONS

Farmers of Imperial Valley have recognized the need of associations for mutual benefit in bettering the producing and marketing conditions. Among the organizations active in aiding the Imperial Valley farmers are the County Farm Bureau, Cotton Growers, Cattlemen's Association, Beekeepers, Hog Growers, Sheep and Wool Growers, Milk Producers, Water Users, Alfalfa Growers and Grain Growers.

MARKETS

The world is Imperial Valley's market. Fast freight service permits shipment of lambs and hogs to Kansas City; cotton goes to Japan and Liverpool; cantaloupes, early table grapes, fruits and vegetables roll by the carload into all the leading markets of the

United States. San Francisco, Los Angeles and San Diego provide good marketing facilities on this coast. The U. S. bureau of markets assists materially in the sale and shipment of Imperial Valley products.

CLIMATE

Imperial Valley's climate is dry, the percentage of humidity rarely exceeding 35. The average annual rainfall is slightly more than one inch, the precipitation usually being recorded in January or February. Official temperatures taken in July have occasionally recorded as high as 115° and shown a mean daily humidity of 36. Because of the absence of humidity this temperature is not as oppressive as 90° in Chicago or New York. The mean daily humidity in winter is 27. Continual sunshine provides growing weather 365 days in the year, making possible the harvesting of a new crop every month. Occasional light frosts are recorded in some sections of the valley between December 1 and February 15, but they do very little dam-

age. With a noonday temperature of 75° and a crisp dry atmosphere, the Imperial Valley offers to the visitor an agreeable winter refuge from the annoying conditions of the east.

FINANCIAL

Imperial Valley is well supplied with financial institutions. The last call of the comptroller of the currency showed more than \$9,000,000 on deposit in the fifteen banks of the county. The assessed valuation of Imperial County for 1919-20 as returned by the assessor is \$78,351,481.

The current county tax rate is \$1.95.

LAND VALUES

Medium or soft soil capable of producing an average crop of alfalfa is the standard of value in discussing Imperial Valley land. The value of alfalfa land ranges from \$150 to \$350 an acre, with a good average land obtainable at \$225, according to conditions and locations in reference to towns. Bearing vineyards are valued

at \$500 to \$600. Good cotton or corn land can be purchased for \$125 to \$200. Last year annual land rentals reached a top mark of \$50 an acre, but fair rentals based on actual crop yields range from \$25 to \$35.

CHURCHES

In the development of the farming and commercial industries of the Imperial Valley, the pioneers adhered to their earlier teachings and insisted upon the establishment of churches wherever a group of worshipers assembled to form a congregation. Every denomination is represented in the valley and many of the structures would do great credit to wealthier and more populated communities. Presided over by ministers ruled by the same progressive spirit that actuated the serious minded ones who led in this valley's development, the church system is well organized and complete and throws its doors open to all who come.



Imperial Valley's Many Hotels Provide Excellent Accommodations for the Tourist and Transient. (1) In the Barbara Worth Lobby. (2) The Barbara Worth, One of the Finest Hotels in the Southwest. (3) The New Concrete Dunlack Hotel.



An Imperial Valley Lettuce Field. This Lettuce is Marketed in January.

SCHOOLS

Imperial County's school system stands among the most complete of California counties. Five well constructed union high schools, costing over one million dollars, and fifty-six elementary and rural schools fully equipped assure educational advantages for the family planning to establish a home in Imperial Valley. High school authorities provide automobile transportation for students residing in the outlying limits of the districts. Manual training is a feature of the course in every high school and city elementary system. Vocational education is provided by the high schools.

AMUSEMENTS

Not alone because of its superb winter climate, but by virtue of its

first class hotel facilities, Imperial Valley appeals to the tourist to insist upon his California ticket permitting him to visit this favored section. Hotels that, when constructed, were declared far ahead of the times, provide accommodations of better standard than is found in many larger cities. The automobile traveler will find much to see when sojourning in Imperial Valley. With concrete boulevards and roads and fair weather, combined with excellent duck and geese hunting, the winter tourist may well afford to visit Imperial Valley. Numerous theaters, fraternal organizations and women's clubs, nearby wooded mountain resorts and desert trails of scenic attraction combine to make interesting the casual visit of the stranger or the permanent residence of the settler.

SOME OF IMPERIAL VALLEY'S EARLY CROP HARVESTS

Head Lettuce.....	Jan. 1	Winter Lambs	April
Strawberries	Feb. 10	Apricots	April 20
Asparagus	Feb. 12	Wheat	May 5
Alfalfa Hay	Feb. 15	Barley	May 10
Peas	March 1	Cantaloupes	May 15
Onions	April 1	Table Grapes	June 5
Squash	April 1	First Bale Cotton.....	July 20
Tomatoes	April 15	Grape Fruit	Nov. 1



BRAWLEY

BRRAWLEY, with a population of 5000 enterprising and prosperous people, is one of the principal shipping points and greatest producing centers of the Imperial Valley. It ranks as the second shipping station on the Southern Pacific system in the entire Southland. It produces eighty per cent of the cantaloupe crop grown in the Valley, over one-half of the lettuce crop of the county and a large proportion of the milo maize and other grains grown under the Imperial irrigation system. It also gins more cotton than any other Valley town save Calexico, which handles cotton from below the international boundary. It is the leading shipping point for hogs and cattle for the Valley and leads in the shipment of early table grapes.

Brawley has a compact and well built business district with paved streets, a magnificent city hall and the finest park in the Valley. Its schools rank with the best and their equipment will compare very favorably with the schools in the larger cities. It has its own water system with two large

settling basins and a pumping station of ample capacity for every need or emergency. A good modern hotel, recently completed, and other establishments of lesser capacity, meet the demands of the traveling public.

Brawley is the capital of one of the richest agricultural territories in America, which is proved by the record of its railroad shipments and bank clearings.

Brawley invites you to share in the lavish benedictions of nature here bestowed, in the promise of proved rewards to the husbandman and the fellowship of a progressive and hospitable people. The climate is that of the entire Valley and the soil conditions are most favorable in a valley which rivals in productiveness the delta of the Nile or gardens of the Euphrates. The interested investigator is invited to come and confirm for himself these statements, which are supported by prosperous people in every section of this land of abundance. The Brawley Commercial Club will supply further information on request.



CALEXICO

THE City of Calexico is situated on the international boundary line between Imperial County and Lower California, a state of Mexico. By advantage of location, it is the gateway city through which an immense volume of business, both import and export, flows between the two nations, as it is the only inlet and outlet for the rich territory on the Mexican side.

However, Calexico is surrounded by a very rich territory on our own side of the line and the land is developed to a high state of cultivation. Cotton, grain, dairying and alfalfa, together with hog, cattle and sheep raising, are the large money producers of the Calexico territory.

Calexico is one of the liveliest cities of its size in the southwest. It has four strong banks, large, well stocked mercantile concerns, modern cotton gins, the largest cotton compress west of Texas and is a railroad center, being the southern terminus of the Imperial Valley branch of the Southern Pacific and the northern terminus of the Inter-California Railroad on the Mexican

side, running from Calexico to Yuma.

As a place of residence Calexico has much to recommend it. It has a splendid school system with substantial and costly buildings, a unit of which is a magnificent \$65,000 high school. Practically every church denomination is represented, many of them with fine church edifices. The secret and fraternal organizations are well represented and literary and social clubs are maintained. Calexico has no saloons and the morality is high.

Summed up, Calexico is a thriving, modern city of 5000, surrounded by a vast, rich agricultural territory which produces a wealth of resources every year. The soil is rich, the climate is good and the water is cheap and abundant. There are innumerable opportunities for the rancher or investor, for Calexico, as well as the entire Imperial Valley, is the home of opportunity.

Calexico has a live Chamber of Commerce which will supply any information desired on Calexico or the Calexico territory.



EL CENTRO

EL CENTRO, the county seat of Imperial County, was staked out in a barley field twelve years ago. Today it is a modern business and residential city of 8000 inhabitants with all the improvements and conveniences of a city many times its size.

El Centro has beautiful, shady streets, fine municipal and business buildings, many miles of fine streets and cement sidewalks, electricity for light and power, gas, a sewerage system adequate for a city several times its size, telephone and telegraph systems, beautiful churches, public library, public parks and a school system which is unexcelled.

Four banks with combined assets of over \$4,000,000 look after the financial situation and modern stores in all lines supply every demand. Excellent hotels care for the traveling public — one of them, the Barbara Worth, being one of the finest hotels in the Southwest and built at a cost of over \$300,000.

Being in the center of the valley (El Centro), the city is the hub of a network of highways and railroads. The

Southern Pacific, the Holton Inter-urban and the San Diego & Arizona Ry. all converge at El Centro, while the State Highway from San Diego and the Highway from Los Angeles down through the Valley, cross at this point.

El Centro is a business center of large proportions. Besides the many banks and stores it has a large cottonseed oil mill, three cotton gins, several large warehouses and an ice plant which supplies the Valley. The only wholesale grocery house in the Valley is located in El Centro. One of the largest creamery plants in the state is located here and manufactures all the by-products of the whole milk. Many other large enterprises have their headquarters in El Centro.

The winter climate of the Imperial Valley is fast becoming famous and El Centro with its many attractions, fine tourist hotel and splendid location is rapidly becoming the mecca for the winter tourist.

The El Centro Chamber of Commerce will supply any information desired.



HOLTVILLE

THE City of Holtville and adjacent territory offers exceptional opportunities to industrious, permanent settlers, in practically every agricultural pursuit, the soil and climatic conditions being favorably adapted to the production, in multiple quantities, of cereals, forage, fruits, vegetables, cotton, broomcorn and every crop that can be grown here, under the most favorable conditions, with a bountiful supply of water, continuous sunshine and semi-tropical climate.

During the past few years, cotton in abundant quantities, of desirable quality, has been a successful and profitable crop in the Holtville district and this readily marketable commodity is a great wealth producer to this rich area.

Dairying has proved another highly profitable enterprise locally, owing to the plentiful supply of feed easily and quickly obtainable, with market conditions for butterfat that are unexcelled.

Holtville boasts, with pardonable pride, of its educational facilities, having a thoroughly up-to-date high

school, in every particular, with handsome buildings, embodying latest facilities and equipped completely and in every detail for modern education. It is under the supervision of a faculty, organized and in every way the par excellence of efficiency, with a strictly modern grammar school.

Extensive civic improvements, temporarily held up during the period of the war, are well under way, street paving being one of the principal items, the main square having been recently paved with asphalt.

A City Hall was constructed during the past year at a cost of seven thousand dollars, from funds secured by subscription through the efforts of the local Commercial Club, which is a lasting monument to the generosity of the citizens and a substantial testimonial of the prevailing spirit of progress.

Holtville is a modern, well improved city and a desirable one in which to live. The Holtville Commercial Club will furnish any further information desired.



IMPERIAL

THE City of Imperial is the oldest city in the Valley and is the center of a prosperous farming district of nearly three hundred square miles. It has a population of about three thousand inhabitants. In every respect it is a modern city, with telephones, electricity, gas, water, sewer system, paved streets, cement sidewalks, daily newspaper, and all that goes to keep the city abreast of the times.

Imperial offers many inducements to families who are looking for a place in which to establish homes. It is the center of Y. M. C. A. activities in the Valley and has five churches—Christian, Methodist, Presbyterian, Episcopal and Catholic. It has a public library which is well equipped, a substantially built Union High School, grammar schools and social advantages not offered by many cities of larger population. A Lyceum course is conducted under the auspices of the High School.

Real estate can be purchased at most reasonable prices and is a splendid investment. The surrounding country

is very rich and devoted largely to the growing of cotton and alfalfa, which, with dairying, hog and sheep raising and poultry, constitute the principal ranching industries.

Imperial has become one of the largest shipping sections of the Valley. It is a center for the cattle and hog industry and supports a large packing plant whose products are shipped all over the west.

Strong banks, good stores, well equipped hotels and good shipping facilities combine to make Imperial a splendid business center.

Subdivision of large acreage with intensive farming will, in the near future, prove to be an important factor in increasing the wealth of the district. Mesquite Lake district, comprising thousands of acres of the Valley's best lands, is situated near Imperial City.

Imperial is a city of opportunity and opportunity spells success to the man who has the foresight to grasp it. The Imperial Ad Club will furnish any further information desired about Imperial or its surrounding territory.



CALIPATRIA

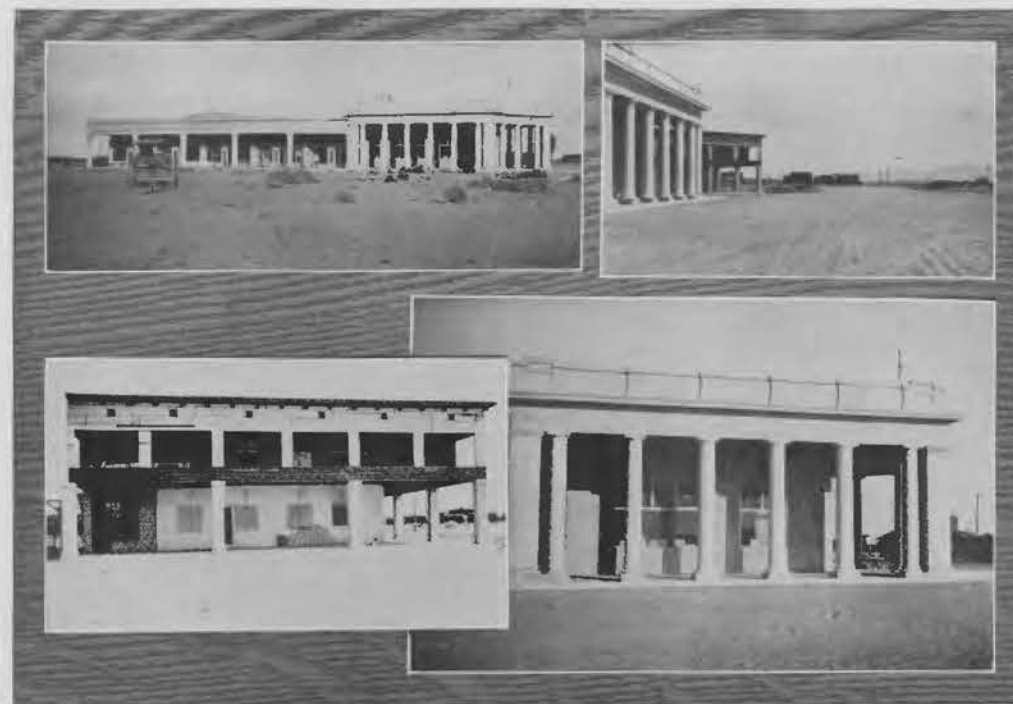
CALIPATRIA is situated in what is known as the "North End" of the Imperial Valley. Its history is short in years but long in achievement. Four years ago this portion of the Valley was without cultivation or canals—today Calipatria is a hustling little city surrounded by a hundred thousand acres of extremely rich land, seventy per cent under cultivation and the remaining thirty per cent being made ready for the plow as fast as possible.

The reason for the slower development of this territory was not lack of natural resources. It was because each alternate section was owned by a corporation which refused to sell in small tracts and the owners of the remaining land could not build canals and improvements under those conditions. However, four years ago this land was purchased by a company of bankers, farmers and business men who immediately established a mutual water company, brought the entire district under a high state of improvement and offered the land for sale in small tracts of from ten acres up. The result was

phenomenal—the knowing ranchers of Southern California, and the Imperial Valley especially, who had watched this rich land with longing eyes, hurried to secure their desired acreage. The result is that in four years the desert has blossomed into one of the most productive areas in the Valley.

Calipatria, four years ago unheard of, is today a thriving little city with fine schools, one of which cost \$45,000, two National banks, three hotels, three grain warehouses, two cotton gins, Standard and Union Oil Stations, two lumber yards, thirteen mercantile concerns, four garages, two barber shops, blacksmith shops, tile works, telephone system, electric power and lights, refrigerator plant and numerous restaurants, etc. All this within four years.

Calipatria is fast growing into a city of large business attainment, is a good city to live in and a good place in which to rear one's family and acquire a competence. The rich surrounding territory will support a city of many thousand inhabitants and is the land of opportunity.



NILAND

KNOwn as the "Gateway City," Niland is fast coming into its own as a commercial center. The conditions which retarded the development of Calipatria applied also to Niland, and the development which changed the Calipatria district from a virgin desert into a wondrous agricultural area has worked the same miracle for Niland, for with the development of water the surrounding land is fast coming under cultivation.

Niland is located at the junction point of the main line of the Southern Pacific Railroad with the Imperial Valley branch of the same company. This makes the town a railroad center.

Building is going on rapidly and the business section of the town is assuming a cosmopolitan air. Just recently far-sighted capitalists completed a handsome concrete structure which houses five live mercantile concerns, a bank and offices.

Niland is destined to be one of the greatest fruit growing districts in California, as its sandy lands are particularly adapted to fruits, alfalfa and

truck gardening, and the fact that it is probably the nearest frostless district to metropolitan markets and also that it is on the main line of the Southern Pacific Railroad, which is now preparing to build a \$45,000 depot and five miles of extra switches, will soon make it a place of real importance.

In the "North End," as this district is known, the population is mostly American. The land is very fertile and produces wonderful crops of alfalfa, cotton, milo maize, barley, wheat and all kinds of garden truck. There is one 400-acre cantaloupe patch.

Niland has both Catholic and Protestant churches, good schools and good citizenship. Nearly all the secret and fraternal orders are represented. That Niland is both prosperous and patriotic was proved by the fact that every call for funds made during the war was more than doubled by her citizens.

The "North End" is, as yet, only in its swaddling clothes and the result in the next few years will surprise the world.

SEELEY

SEELEY, first town on the San Diego & Arizona Railway, and also on the State Highway between the Imperial Valley and San Diego, is known as the Western Gateway of the Imperial Valley.

It is the center of 70,000 acres of one of the richest and most productive districts in the Imperial Valley. To handle the product of several thousand acres of cotton, which is one of the chief products of the section, three gins are located at Seeley, one of which was built by the farmers during the last year, to handle the Pima Egyptian cotton.

Other important industries of the Seeley section are alfalfa, barley, and

milo growing, dairying, vegetable gardening, live stock feeding, hog raising, poultry and fruit growing.

The town itself, with a population of 350 enterprising people, serves the surrounding community through all trades, including a bank, hardware store, department store, drug store, weekly newspaper, hotel, restaurant, garages, markets, etc. The town has telephones, electric light and power and express service.

Seeley has a union church, woman's country club, Modern Woodman lodge, a strong Farm Center and good schools. The Seeley Chamber of Commerce will supply any information desired, upon application.

WESTMORLAND

WESTMORLAND is located in the center of the fertile No. 8 district, the Brawley-Indio State Highway passing through the town. It has railroad shipping facilities, substantial brick business blocks, department stores, a good bank, two lumber yards and other business interests which provide for the further development of the community. The wonderful improvements of the past year were made possible by the co-operation of the officers of Water Co. No. 8 and the farmers of the district.

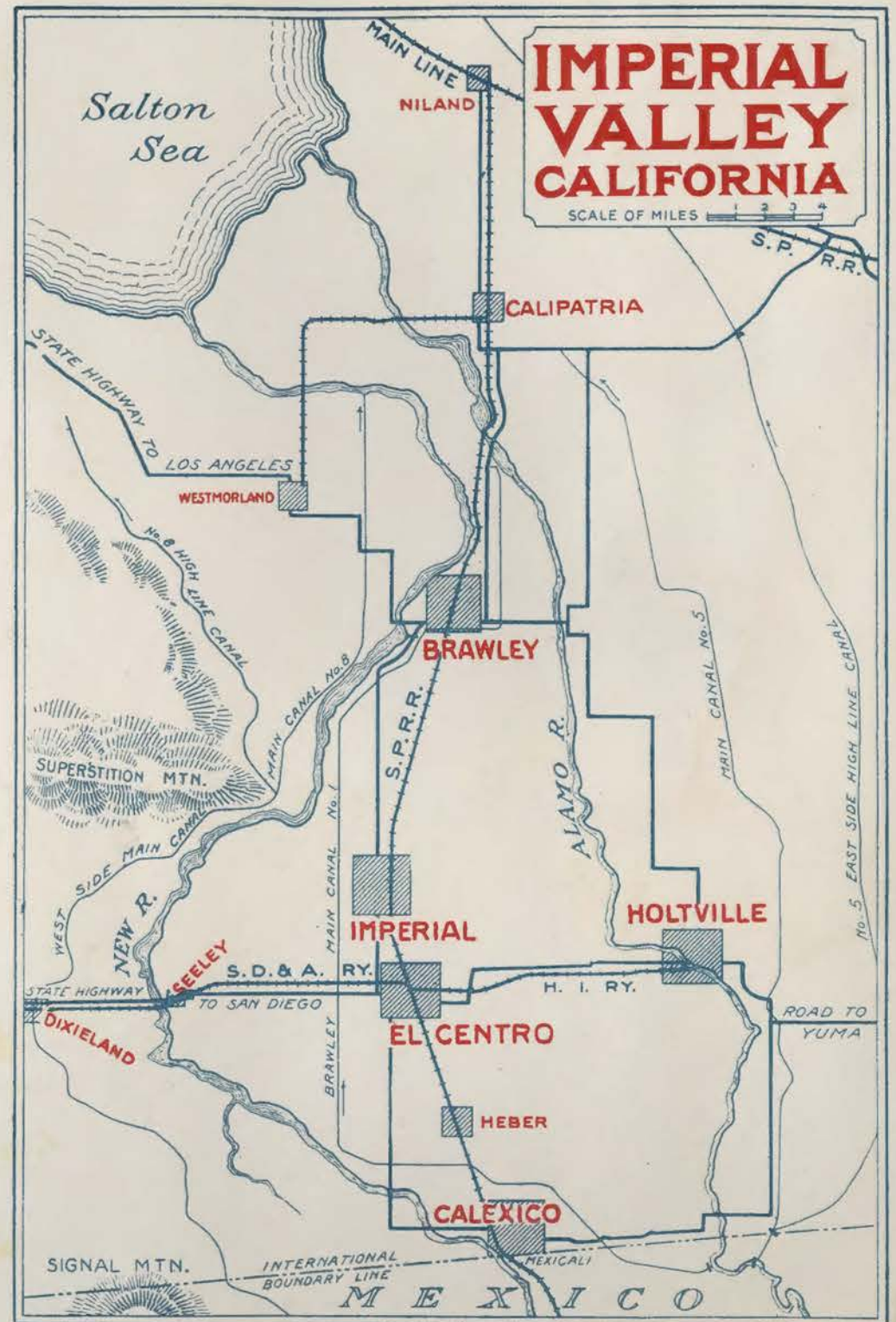
The rich district surrounding Westmorland has made a record of production surpassed by no district in the valley. Alfalfa, barley, cotton, milo, vegetables and the other crops all thrive here and the output of cattle, hogs and sheep is very large. Westmorland and the district which surrounds it offer much in the way of opportunity to the seeker for a home where nature is at her best. The increased acreage and the many improvements of the past year speak in unmistakable terms of the future of the Westmorland district.

BARD

THE Bard district of Imperial County is rapidly developing into a farming community of considerable importance. Cotton, alfalfa, live stock and fruits are raised in abundance on

excellent soil irrigated by water from the Colorado river, delivered through the Yuma reclamation project. Yuma (Ariz.) is the trading center for the Bard district.

Imperial Valley Produced Over \$60,000,000 in Farm Products in 1919



Imperial Valley



Winter Feeding Ground
of America