

EL CENTRO

CALIFORNIA



Ornamental street lights
are a feature of this city.

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City of Arcades



Scene in one of El Centro's Parks.

WELCOME TO EL CENTRO

UVENTUALLY you will come to California. When you do, El Centro wants you to visit Imperial Valley. You will find beautiful paved highways at the edge of the state at Yuma, where you will cross the Colorado River. If you come by train you will find El Centro on your schedule direct out of Chicago, Kansas City, New Orleans or El Paso.

It is a delightful trip through wonderful tinted mountains and strange deserts, whose very barrenness makes the mid-winter verdure of Imperial Valley doubly impressive. When you reach El Centro you will discover it to be a city amply able to entertain you. Its hotels include the Barbara Worth, nationally famous amongst hostelries, the newly finished California Hotel, the English Village and Las Palmas for motorists who want the best in court hotels, and

many other hotels and camps that will meet your particular demands.

When you reach El Centro you will find a clean, enterprising city building itself systematically along lines mapped out by the city planning and zoning commission. Streets, well lighted by a white way of ornamental lamps, flanked by Spanish-type arcades of striking appearance, will give you a first impression of pleasure. A magnificent, Pueblo-type plunge, two new and beautiful theatres having the finest equipment for talking pictures, service club luncheons, lodge club rooms, golf course, all await your arrival, hoping to be of service to you.

The Chamber of Commerce, from which you receive this brief booklet, wants to hear from you. Why not come to El Centro this winter?



ISSUED BY
EL CENTRO CHAMBER OF COMMERCE

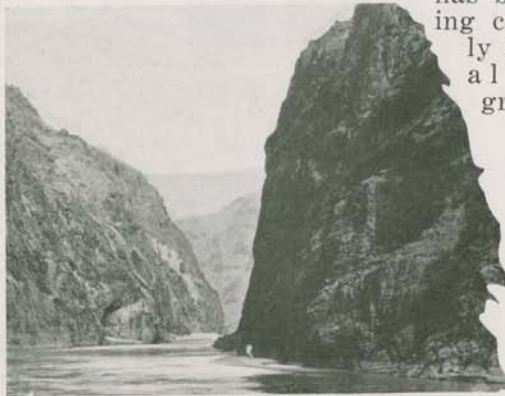
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BY HETZEL



WHEN YOU COME TO IMPERIAL VALLEY, you will come to El Centro! It is "The Center"—geographically—industrially—socially. Every transcontinental highway, railway and airway crossing Imperial Valley will bring you to this metropolis where one-fifth of the population of "America's Winter Garden" lives.

It was no accident, the building of El Centro where it is, nor the naming of it. A very definite need for just such a city brought about its foundation more than two decades ago, and that need

has been growing continuously as Imperial Valley grew -- will continue to grow as Imperial Valley itself responds to the stimulus of Colorado Riv-



Boulder Dam Site

er development. Because El Centro has these distinct assets it offers very attractive inducements to the prospective homeseeker, business man, industrialist or farmer. Particularly does it interest the rancher who may be looking to Imperial Valley, for it is in reality a city that has paved highways reaching out into the rich rural areas in every direction. No city in Imperial Valley can offer marketing facilities for every agricultural product to equal those of this county seat city.

The dairyman can sell his produce at any one of four large creameries here. The citrus grower can market his fruit for top prices and at lowest cost. The vegetable grower can sell to any one of fifty or more nationally known shipping firms having packing plants or buyers here. Trains rolling eastward to Kansas City, Chicago and the Atlantic markets, westward to Los Angeles and coast markets and the Pacific Northwest, load and unload here daily. In short, El Centro is already providing value to ranch property within its trade area over and above that obtained elsewhere.

In addition to being the county seat of Imperial County, El Centro has the executive offices of the Imperial Irrigation District, which organ-



ization serves the entire Imperial Valley with water for irrigation and domestic use. If you are a rancher in Imperial Valley, you will have to come to El Centro to discuss your irrigation improvements with the executives of the irrigation district.

Here, too, are the headquarters of the Southern Sierras Power Company, which provides electrical energy for the entire Imperial Valley, and which has already extended numerous rural lines to farmers living in the El Centro district.

The Southern Pacific Railroad maintains its district freight and passenger offices for this area here. Competent experts are constantly on the job to discuss with you any problems of shipping or transportation.

Pacific Greyhound stages have one of their main division points here and provide several stages daily to coast points and eastward to Phoenix, El Paso, Chicago and New York. These modern stages carry thousands of travelers in and out of El Centro and provide an important transportation service.

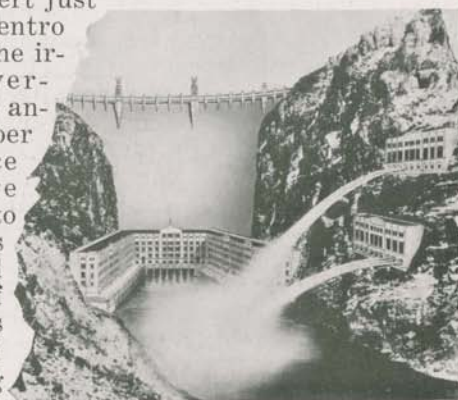
The Natural Gas Corporation of California, serving the residents and industries of the city, has its plant and offices here.

Together with Imperial county El Centro has one of the finest day and night flying fields in

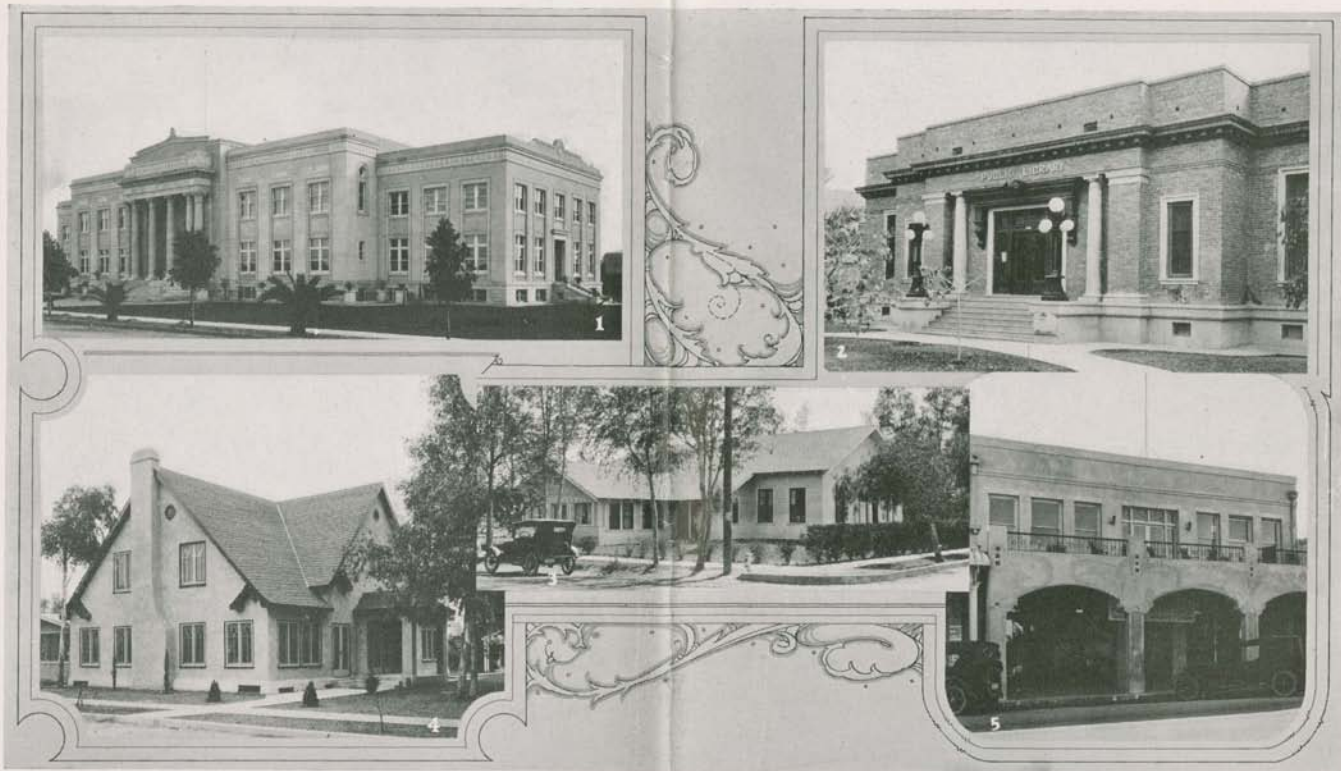
the Southwest, completely equipped with beacon, boundary, flood, obstruction and ceiling lights, located on a paved highway just three miles from the business section, on the great lighted transcontinental airways.

The tourist who comes to El Centro for a visit will find through the Chamber of Commerce a remarkable choice of scenic side trips into all parts of the Imperial Valley and into the desert beyond. Salton Sea in the desert to the north, with its remarkable group of mud geysers is one of these attractions. A petrified forest in the desert just

west of El Centro is another. The irrigation diversion works is another. Chamber of Commerce officials are always glad to direct visitors to these and scores of other points of unusual and alluring interest.



Boulder Dam



1. Imperial County Court House; 2. El Centro Public Library; 3. Woman's Ten Thousand Club Building; 4. Imperial Valley Academy of Music; 5. Elks Club.

THE CITY IS GROWING

IF YOU were to drive through El Centro today you would find many significant building operations in progress. Within the last year or two almost all of the merchants and business property owners have launched upon an improvement and expansion program.

Old landmarks are giving way to new and larger buildings. Important stores are remodeling their display windows and adding floor space in preparation for the city of tomorrow.

The Chamber of Commerce itself has recently graduated from the usual voluntary subscription class. It is now a municipal institution which derives its revenue from a mill tax levied by the city. Its expenditures are supervised by a board of seventeen directors elected from the membership of the Chamber and by the city council.

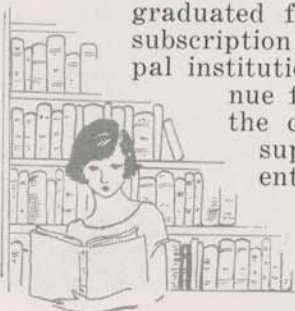
All of the generally

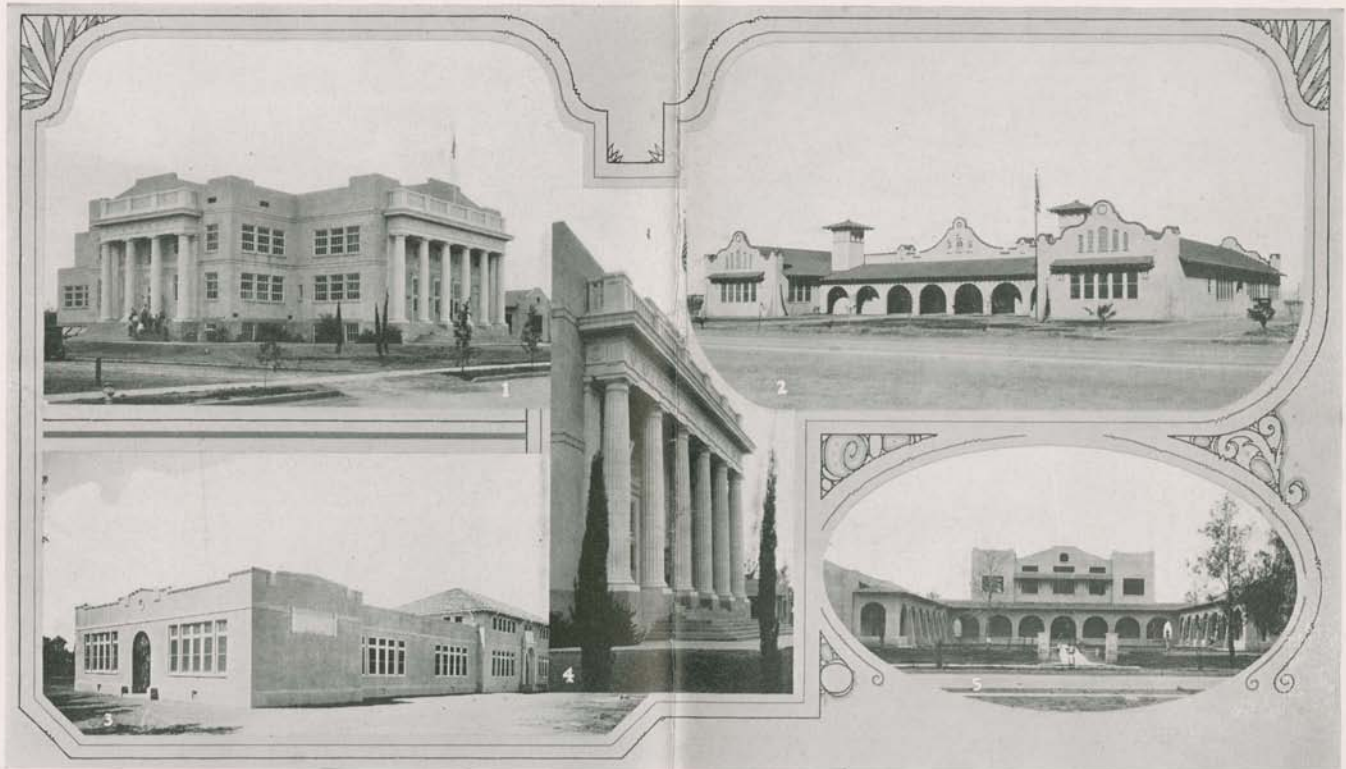
established fraternal organizations are established here. The Masonic orders own one of the main business buildings in the city. The Elks own another fine building located in the heart of the business area. The Knights of Pythias, Knights of Columbus, and other orders occupy spacious and well equipped quarters.

One of the important clubs for women is the Woman's Ten Thousand Club, affiliated with the state federation of women's clubs. Through its departments this club (the name was selected at a time when El Centro had as its population goal 10,000 residents) plays a dominant part in the civic and social affairs of the community. This organization owns its own clubhouse.

For business men there are three service clubs taking an active part in all civic affairs.

A beautiful new Memorial Hall, dedicated to the veterans of all wars, has just been completed, and is splendidly serving the city as an auditorium and community gathering place.





1. Central Union High School; 2. Wilson Grammar School; 3. Harding Elementary School; 5. Central Junior College.

SCHOOLS REACH HIGHEST STANDARD

FEW COMMUNITIES ANYWHERE can boast of better schools than those which serve the children in El Centro. The Union high school, with complete equipment for all branches of education, occupies a modern and pretentious building. It has a fine gymnasium with two separate basketball courts for boys and girls, and all the paraphernalia for physical training. In addition the school has one of the few grass gridirons in this section. Tennis courts and outdoor recreation grounds are provided, with flood lights for night games.

In the same group of buildings with the high school is the Junior College. The Junior College is fully accredited and attracts many students from other communities as well as El Centro. There is a movement to create a junior college for the entire county.

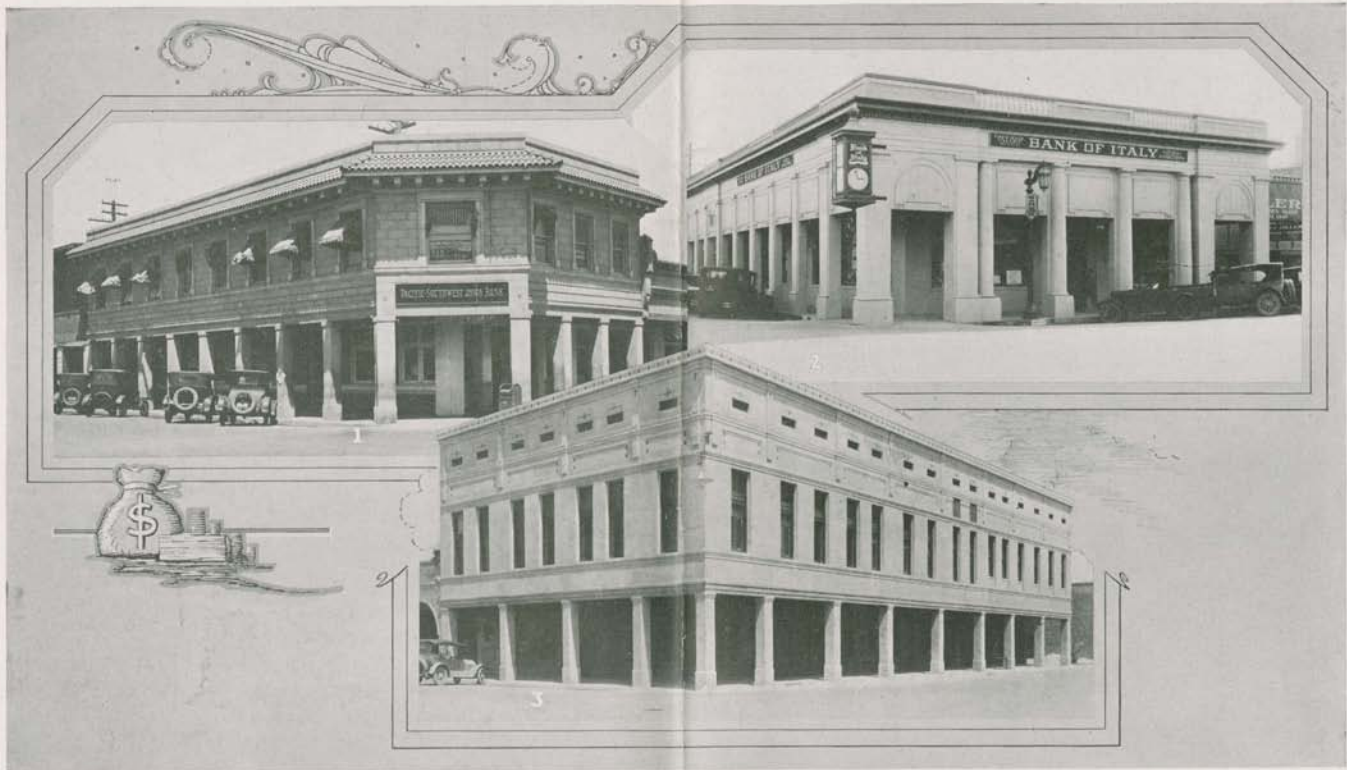
El Centro has five elementary schools scattered advantageously throughout the city. These, also, are fully equipped to meet the community's needs. Recreation grounds for supervised play are provided at each school. The fine winter climate in Imperial Valley makes the out-of-door recreation grounds important in school life.

To those who are interested in music, the fact that El Centro is the home of the Imperial Valley Music Academy will be important. The academy has a high standing and is headed by competent and talented teachers. In addition to the music academy there are several highly successful schools for vocal training, dancing, and instrumental music, and a number of communal musical organizations.

The Imperial Valley Choral Club, whose membership is largely recruited from among El Centro people, has given a number of important presentations in the past year and has become a permanent institution in civic life. The city maintains a municipal band, well equipped, uniformed and trained, which appears at public functions.

The Wooda Blesy School of Dancing is one that has achieved an enviable place in art circles. Talent produced in this school is scoring successes professionally in some of the biggest theatrical productions in the west.





1. Security-First National Bank; 2. Bank of America; 3. Masonic Temple.

TRANSPORTATION FACILITIES

EL CENTRO is served by the Southern Pacific railroad, the San Diego and Arizona railroad, Holton Inter-Urban railroad, Pacific Greyhound lines, Borderland Express, Los Angeles-Imperial Valley Motor Express and various other trucking lines.

The Southern Pacific system provides several trains daily to and from Los Angeles, 220 miles to the northwest. This carrier and the Rock Island provide daily transcontinental train service to El Paso, New Orleans and the Atlantic coast, as well as to Kansas City, St. Louis, Chicago, Minneapolis and New York.

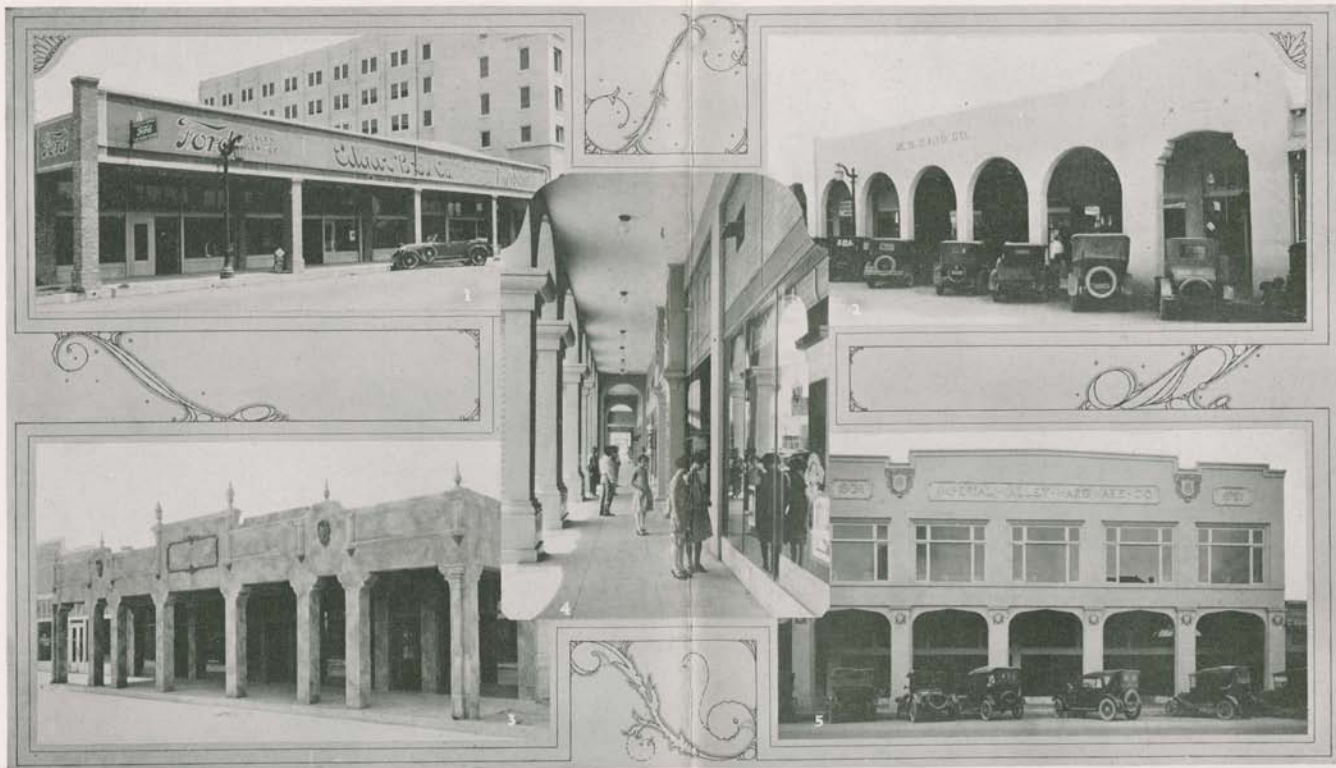
The San Diego & Arizona system, operating in conjunction with the Southern Pacific, affords several daily trains direct to San Diego, 125 miles to the west. The same line operates daily through El Centro to Phoenix, capital of Arizona, and thence east to New Orleans or Chicago.



The Pacific Greyhound motor stages provide rapid and direct transportation to San Diego and to Los Angeles and northern Pacific coast cities. The company also operates four stages daily to El Paso, St. Louis, Chicago and New York. The motor express companies operate on daily schedules to carry produce and merchandise to and from San Diego and Los Angeles and east to Phoenix. Passenger planes fly swiftly to coast cities and to the East.

These important transportation facilities give El Centro residents a significant advantage over most communities. Their part in the game of marketing produce and stimulating business is paramount.

Very important indeed is the fact that some of the nation's greatest transcontinental highways pass through El Centro. They are Federal Highways like U. S. 80 and U. S. 99, Dixie, Lee and Bankhead Highways, Broadway of America, Old Spanish Trails and Border Sunshine Way. The State of California has spent more than \$1,000,000 per year during each of the past four years on state highways in Imperial County alone.



1. Edgar Bros. Ford Store; 2. M. O. King Co., Ladies' and Men's Furnishings; 3. Imperial Valley Press Building; 4. Under the Arcades; 5. Imperial Valley Hardware Company's Building.

BUSINESS LIFE

IMPERIAL VALLEY'S great business is agriculture, and the greatest agricultural pursuits are dairying and vegetable production. It is as the center of agriculture that El Centro assumes its most important function. It has already been shown that transportation facilities from this point to the rest of the nation are adequate.

Because of its accessibility to ranchers of Imperial Valley, El Centro has moved ahead more rapidly than any other city in the region. Good roads converge from all directions into El Centro, where its large creameries consume all the butterfat that dairymen can produce. Imperial Valley produces in the neighborhood of \$3,500,000 worth of dairy products annually. Of that total El Centro handles a large majority.

For the same reason that dairymen prefer to locate on ranches near to El Centro, vegetable and melon growers and other ranchers find it to their advantage to make this city their marketing point and their trade center.

The retail section of the city is growing as rapidly as is the Imperial Valley. Within the

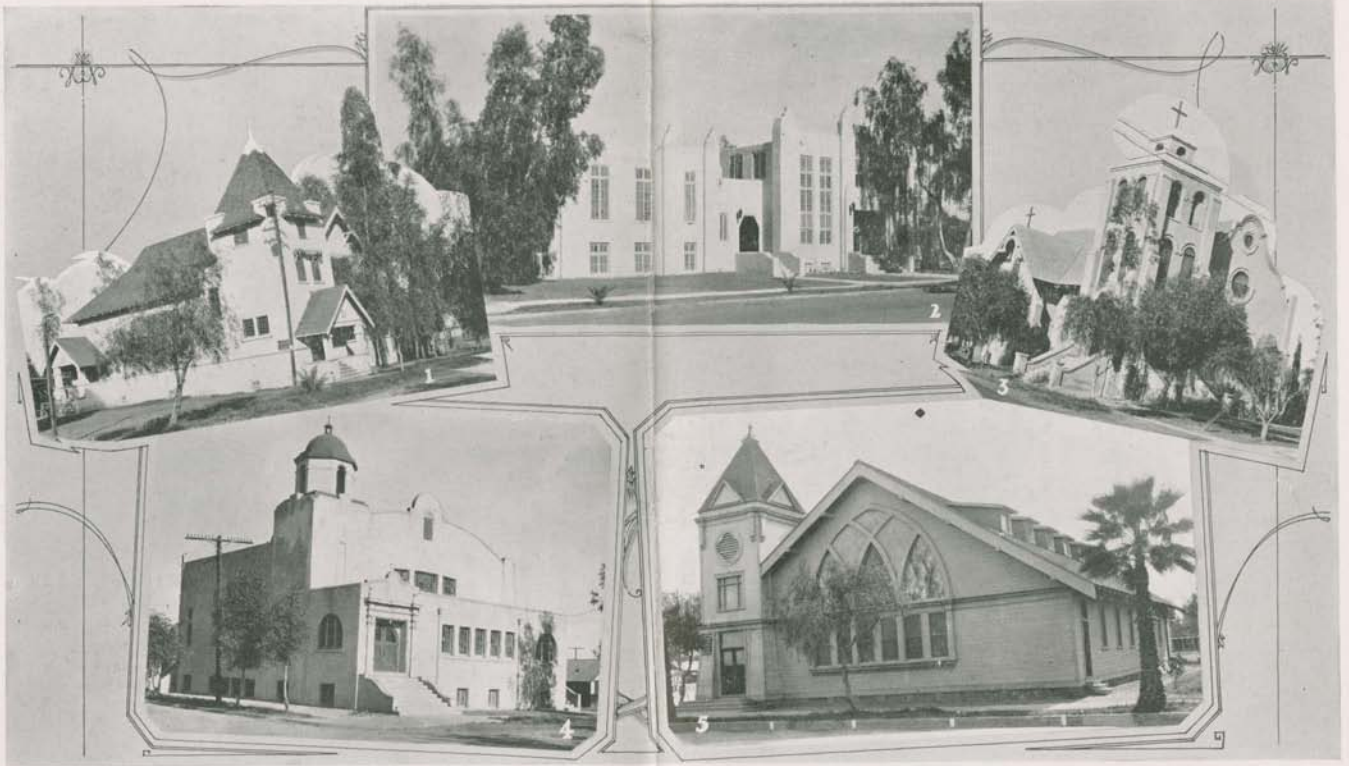
last two or three years there have been striking improvements in the business part of the city. Department stores as modern and up-to-date and as well stocked as those of any city flank the streets and reach out for business to all parts of Imperial Valley.

Several firms, operating stores in the towns of the Valley make El Centro their headquarters, providing residents in this trade area with the most complete retailing service available anywhere.

The community is served by two of the largest banks of the Pacific Coast—Bank of America and Security First National Trust and Savings Bank of Los Angeles.

The central location of the city with respect to the rest of Imperial Valley makes it the natural jobbing center and an ideal site for distributors of automobiles, farm implements, etc.





1. First Methodist Episcopal Church; 2. First Baptist Church; 3. Catholic Church; 4. Presbyterian Church; 5. State Street Christian Church.

CHURCH LIFE

NO ENTERPRISING COMMUNITY can hope to attract and hold residents unless its community life is rounded out and made complete by strong, healthy churches. El Centro is no exception in that regard. Its churches embrace almost all of the Christian faiths. Its people are zealous in the building up of church influence in every branch of activity. The Chamber of Commerce is at all times in close contact with church leaders. The newcomer in El Centro will find opportunity for religious worship. The pastors of the various churches meet regularly together to discuss and work out problems of common welfare. The various congregations have shown a broad spirit of co-operation and community service that is an integral part of real church influence.



THE CITY OF HOMES

Reclaimed from a one-time desert, Imperial Valley escapes rainfall, cloudy weather, cold, snowfall, hail,

and, in fact, all of the seasonal storms that are the handicap of most sections of the country. It is, in fact, a region of uninterrupted growing periods in which sub-tropical vegetation flourishes.

The soil is unbelievably fertile. The water supply is established and dependable. The combination—sunshine, soil and water—creates an ideal environment for home building, for gardens, for out-of-door life the year round. The formula is complete for health and happiness.

Thus it is as a city of homes that El Centro can make a strong bid for home-seekers. The network of streets that outline the residential sections of the city are paved. They are broad and level. Water mains, street lighting, sewers, and all the municipal facilities for home-making are installed.

It is significant that in spite of the rapid expansion of residential sections of the city in recent years, there are almost no vacant homes and prospective renters are having greatest difficulty in finding living quarters. There are many apartment buildings, which are kept well filled. The majority of builders of homes, how-



The Above Views are from El Centro's Residential District.

ever, remain to enjoy the pleasures of Imperial Valley's mild and delightful climate.

To easterners, familiar with short growing seasons each year, the spectacle of all-year gardens, in which blossoms and fruit appear at all seasons of the year, is a delightful experience. New homes are surrounded with green lawns and beautiful gardens within a few months after they are finished.

The home builder in El Centro has the advantages of a Building Service Bureau, maintained to assist in planning and building residences. There are several fully equipped lumber companies, home furnishing establishments, plumbing and electrical fixture firms, and building and loan associations.

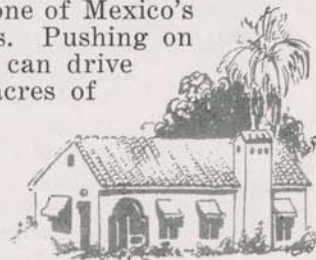
AFTER THE HOME IS BUILT, WHAT?

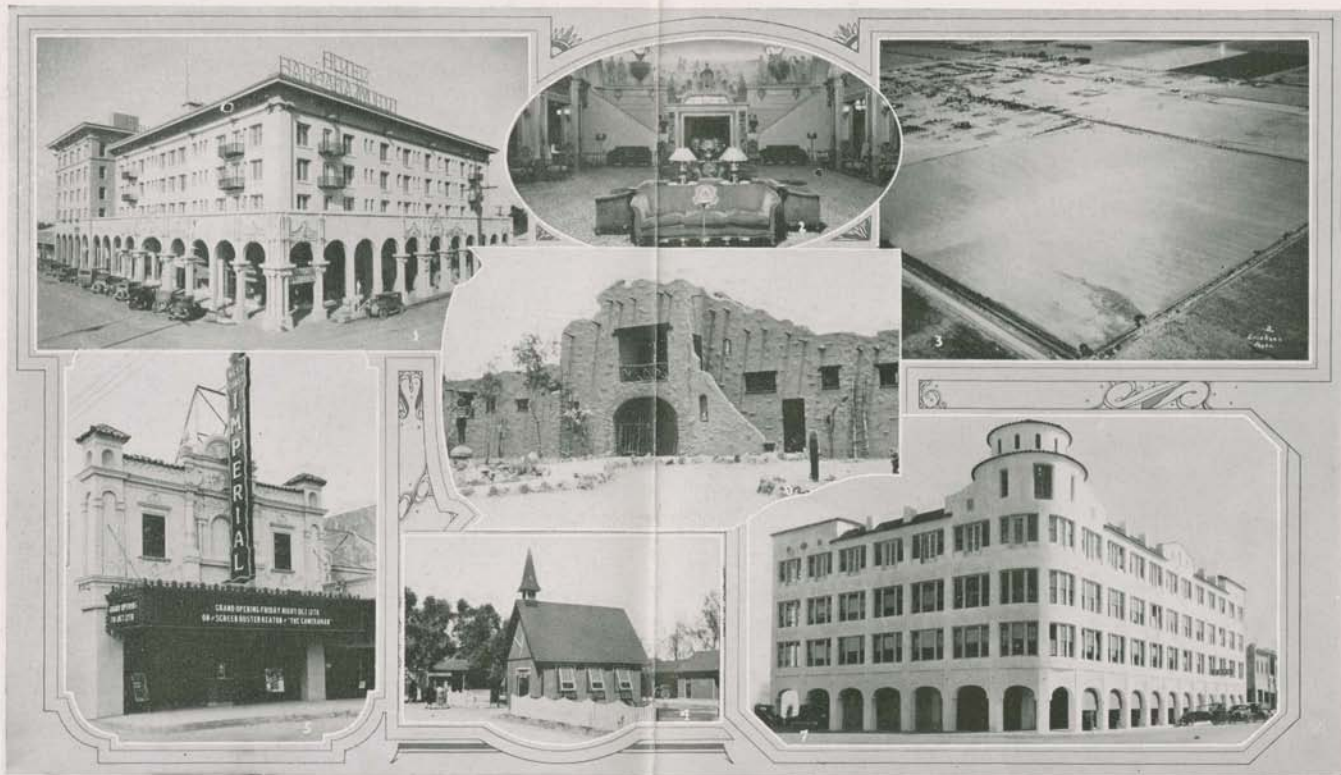
It is in the west that people play most successfully, according to magazine writers and tourists who flock to the Pacific coast. That statement is particularly true in Imperial Valley between the months of September and May.

From your sunlit lawns and gardens you can see occasional snow-caps on the tops of the range of mountains to the west, but that snow

never reaches the Valley itself. Christmas holiday time in El Centro will find your front door open and the warm sunshine bringing in fragrance of your garden blossoms. You will, in all likelihood, spend part of your Christmas holiday (and every other day all winter long) on the golf course just outside of the city. The community-owned Barbara Worth Country Club heartily welcomes visitors and players on its beautiful fairways and greens. Or if you prefer tennis, or picnicking, or the saddle, you will find equal opportunity for any or all of those sports.

A paved highway carries you direct from El Centro to mountain groves of majestic oaks and pines within an hour and a half. Southward you can drive within 30 minutes to Mexicali, in Old Mexico, capital of one of Mexico's richest territorial states. Pushing on still further south you can drive through thousands of acres of cotton fields and out across tide flats as smooth as any pavement, to the head of the Gulf of California and its many pleasures.





1. Barbara Worth Hotel; 2. Lobby of the Barbara Worth; 3. Imperial County Airport; 4. Meeting House, English Village Motor Inn; 5. Fox Imperial Theatre; 6. Kenyon's Desert Plunge; 7. New California Hotel.

THE NATION LOOKS THIS WAY

VERY FEW PLACES in the west have gained the attention and interest of the nation as has Imperial Valley. Imperial Valley has the largest irrigation system in the western hemisphere. It lies below sea level. Its soils produce two and three crops each year and harvest season is unending.

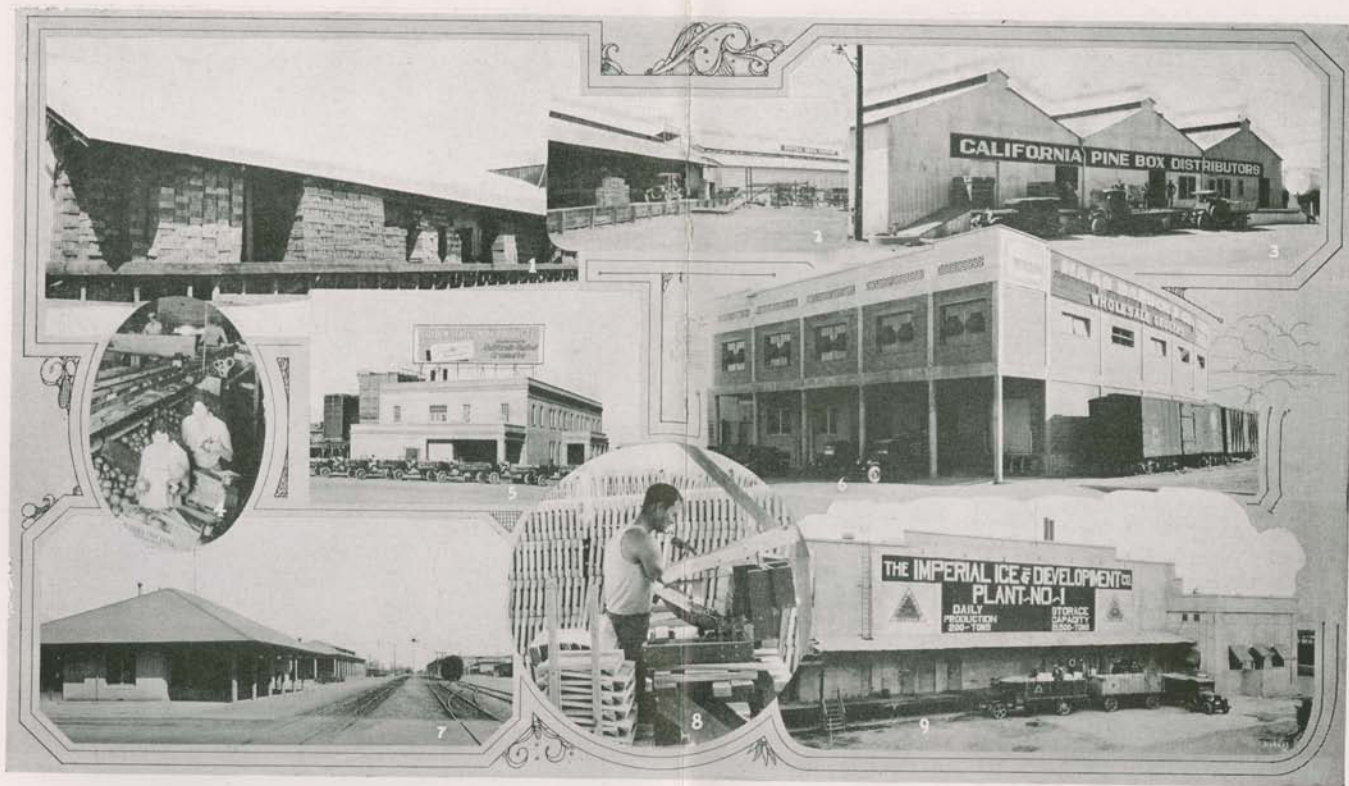
Boulder Dam and the development of the lower Colorado River under the Boulder Dam plan is authorized by Congress and the President. Work has started on what will be the highest dam in the world. Imperial Valley more than any other place will gain direct and permanent benefits from that huge project, the cost of which will run close to \$200,000,000.

The Boulder Dam project includes authorization for building a huge main canal, through which Imperial Valley will get all its irrigation and domestic water and from which Imperial Valley will derive important revenues by hydro-electric power development.



Among the major benefits to Imperial Valley and, incidentally of course, to El Centro, will be the increased water supply with the attending expansion of several hundred thousand acres of cultivated lands. This vast internal development program will double the cultivated area in Imperial Valley, will treble and quadruple its population, and is already multiplying its prosperity through attraction of new capital. When the new project is actually under way and when it is actually finished Imperial Valley and El Centro will be experiencing new prosperity far beyond any estimates that can be made now.

Imperial Valley today tills a half million acres of wonderful land. In that area it produces the world's most spectacular lettuce and melon crop. Fifteen thousand carloads of Iceberg head lettuce roll from Imperial Valley fields each winter, serving the whole nation at a time when it is impossible to get head lettuce from any other place. Twenty thousand carloads of cantaloupes and melons roll to markets of the nation each summer. The shipment of cantaloupes ranks as the most spectacular of



Views 1, 2, 4 and 8 are of Vegetable and Fruit Packing Sheds; 3, California Pine Box Distributor's Buildings; 5, Golden State Creamery; 6, Haas-Baruch Wholesale Groceries; 7, Southern Pacific Station; 9, Ice Factory.

perishable shipments in the world. Trains more than a mile long follow each other out of El Centro and other shipping points in Imperial Valley daily throughout the season. Melons are marketed six months in the year.

As an alfalfa producing area Imperial Valley ranks at the top of the list in California. Two hundred fifty thousand acres of rich lands here are devoted to alfalfa. They produce six or seven tons per acre each year. California is known to be the greatest alfalfa producing state in the Union and Imperial Valley is California's greatest alfalfa producing unit.

Thousands of head of beef cattle are fattened in green pastures here every winter. Sheep, hogs, dairy products combine to make livestock raising a profitable and spectacular business.

And there is no limit in sight to the expansion that confronts us. The state of California alone can consume all the dairy products Imperial Valley can possibly produce. In fact California is today importing from other sections of the nation a large percentage of her dairy products. That means guaranteed success for dairying here and indicates the need for more dairies.

The climate and pasturing conditions in Imperial Valley give it important advantages for the dairy rancher. He has been very successful in years past in the Valley and his success will be increased rather than impeded by the arrival of more dairymen. The price for dairy products has maintained high levels for many years, yet the cost of feed is relatively cheap. Hog raising is becoming increasingly important.

Citrus culture, centering on the luscious and unequalled Imperial Valley grapefruit, is of major importance to the prosperity of the region. It is no advertiser's boast that our desert grown grapefruit receives a premium over other sections. It is a proven fact. The reason is that it is a better-flavored, sweeter and more satisfying fruit than that produced elsewhere in the state. Valencia oranges are extensively planted. Truck garden crops bring big profits to growers in "off-season" periods.

