



# Imperial Valley

King Cotton's New Dominion

CALIFORNIA

*Los Angeles* JAN -- 1912



# Imperial Valley

Its Message to  
the Cotton Grower

An enthralling chronicle dealing with the conquest of a vast empire—its rescue from the stern grip of the remorseless desert, and its final subjugation to the sceptre of King Cotton



## In Retrospect

A vast and trackless desert, truly "The Country God Forgot"—such was the famous Imperial Valley up to the year 1901. The story of its rescue from the desert's grim grip—of the seemingly hopeless struggle against the powerful forces of nature, which seemed to resent the entrance of man upon this age-old wilderness, forms a romantic narrative of compelling interest.

In 1901 the desert burst into bloom. Water was the magic wand which wrought this seeming miracle. The amazingly rich soil, the alluvial deposit of centuries from the Colorado's overflow, responded with instant fertility to irrigation. Towns sprang up overnight, the land was quickly broken in, and what was destined to be the richest garden spot in the United States appeared on the map. Alfalfa, barley, corn, vegetables of all sorts, cattle, sheep and hogs, turkeys, cantaloupes, fruits, all these proved ideally adapted to the local conditions, and the country forged rapidly ahead.



## The Planting of Cotton

It was not until 1909, several years after the valley had become famed as a stock, dairy and fruit country that the discovery was made that cotton would grow and thrive there. That this was fraught with tremendous significance to Imperial Valley you will realize. Some 500 acres were planted and their progress watched with intense interest. Despite the fact that very few of the farmers understood the cotton plant, and that none had ever grown cotton by irrigation, some 400 bales of good quality cotton were harvested.

An average sample being submitted to the New Orleans Cotton Exchange Board of Classers, the report returned—"The cotton is of fine quality and as good as the Texas cotton. It has good body, strong staple, measuring 1 1-16 to 1 1-8 inches. The sample grades good middling. In fact such description of cotton will always find a ready sale at good prices in our market."





## The Present Situation

The success of the 1909 crop encouraged the settlers to the extent of increasing their cotton acreage from 500 to 10,000 acres in the following year. Some 8000 bales were harvested—this in the face of the fact that the growers were practically without experience. Many of the more careful farmers averaged  $1\frac{1}{2}$  bales to the acre.

The following from the Los Angeles Examiner, November 19, 1911, gives the opinion of one of the keenest and most conservative business men in the United States regarding the outlook:

"The unparalleled growth of the cotton industry in the Imperial Valley, and the unvarying excellence of the product, has convinced me that that territory will soon set the standard of quality in the markets of the world." declared E. O. McCormick, vice-president of the Southern Pacific Company, yesterday, in discussing plans for future experiment and development in that section of California.

"We are so encouraged by the amazing results attained by cotton farmers in the Imperial Valley, that additional steps will be taken to assist these men in a material way, by experiments which we hope will advance the State of California to the front rank in that particular industry."

In 1909, the Imperial Valley produced 400 bales of first grade cotton from 500 acres. The following year saw 8000 bales harvested from ten thousand acres. This year's output is estimated conservatively between 10,000 and 10,500 bales, from an acreage approximating 14,000. Many of these acres yield more than a bale of first grade long staple variety.

In the Imperial Valley, this year, there are almost 5000 people identified directly with the

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cotton industry. Six "four-stand" gin outfits are located within easy reach of the fields, and a modern oil mill at El Centro provides a ready market for the by-products.

These results achieved within a little more than three years are sufficient testimony as to the permanency and healthiness of the industry.

### Imperial Cotton Wins \$1000 Cup

The following clipping from the Los Angeles Examiner is self-explanatory:

"New York City, Nov. 7, 1911—The American Nile Company, H. S. Reed, Exhibitor, El Centro, Cal.:

"Gentlemen—I congratulate you on your good fortune in winning the handsome \$1000 silver cup donated by Col. Robert M. Thompson, of this city, for the best short staple cotton raised in the United States, and contested for in the American Land and Irrigation Exposition, now being held in this city.

"Upon the recommendation of Secretary Wilson of the U. S. Department of Agriculture, I was appointed the judge of cotton, and after carefully examining the various entries, I finally awarded your entry the prize. I do hope that you and the farmers in the Valley will plant a large acreage in Egyptian cotton next year, for it would pay from \$15 to \$20 a bale more than short staple cotton. The soil of your county is remarkably fertile, and will produce Egyptian cotton fully as good as that raised on the Nile. Bear in mind that during the season 1909 and 1910, the United States imported \$15,000,000 of Egyptian cotton, so this should serve to stimulate the farmers of Imperial Valley to raise such cotton.

"I hope some day to visit your town and talk to the farmers in reference to the cultivation of long staple cottons, and other cotton matters.

"Last July I helped the United States Department of Agriculture to get 28 cents for 13 bales of Egyptian cotton. Eight were raised near Yuma, Arizona, and five in the Imperial Valley.

"With best wishes for your future success in cotton raising. I am, yours very truly,

"R. G. MUSGROVE."

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### Your Future Home

In choosing a home many points are to be considered. It is not merely a question of dollars and cents; climate, surroundings, society, health—all these factors influence you in your decision. You know that Imperial Valley offers the best money-making opportunity in America today—but you're interested in other features.

We are proud of our country; we are glad we're here. We find the climate well-nigh perfect—day succeeds day of glorious sunshine. It practically never rains. The air is dry and invigorating. We are becoming famed as a health resort. The summer heat is not excessive. Although during July and August the mercury climbs, the lack of humidity prevents discomfort.

Our social life is ideal—schools, churches, amusements, fraternal organizations—everything to make life worth living is here. All the crudeness of pioneer life is past. All things considered, you'd go far before you found pleasanter home surroundings.

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## Come to Imperial Valley

You need us and we need you. In 1900 this valley lay a forgotten and despised wilderness, tucked away in the southeast corner of California. Today we number 25,000. We have room for 200,000 more. We need that number to properly farm the section. Most of us have too much land today. We are anxious to sell part of our holdings, and farm the balance more intensively. Prices of land are surprisingly low. A recent election places the water system in the hands of the people. We'll have no further trouble on that score. You can buy unimproved and improved land, with water rights, from \$50 to \$150 per acre, that will net you from 25% to 50% per annum on your investment.

Farming with us is an exact science. You need never worry about the weather. Water is very cheap—labor is plentiful. Our farmers are fast becoming capitalists.

If you are interested in other branches of farming, write us for special information regarding it.

For further information, write the

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