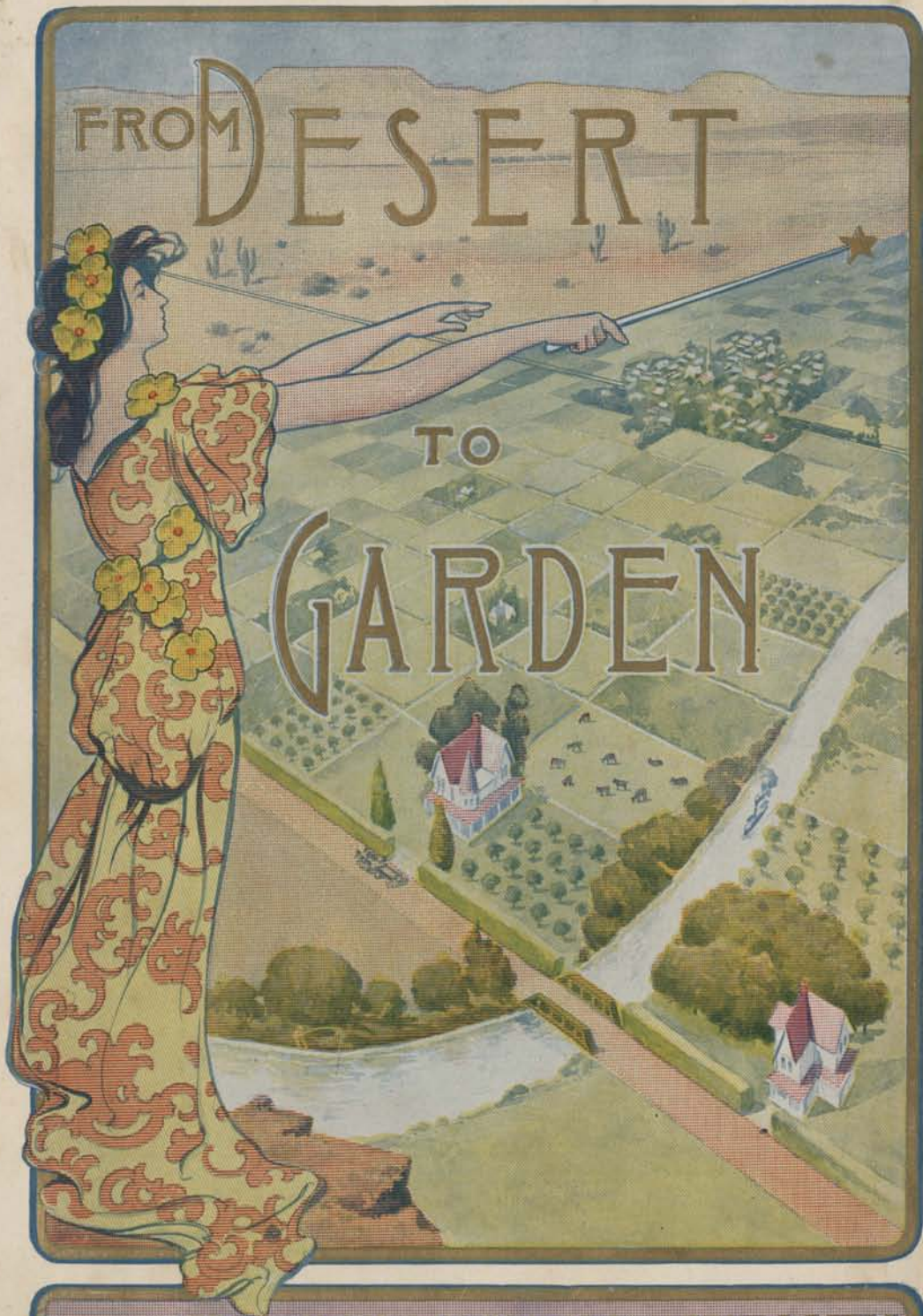


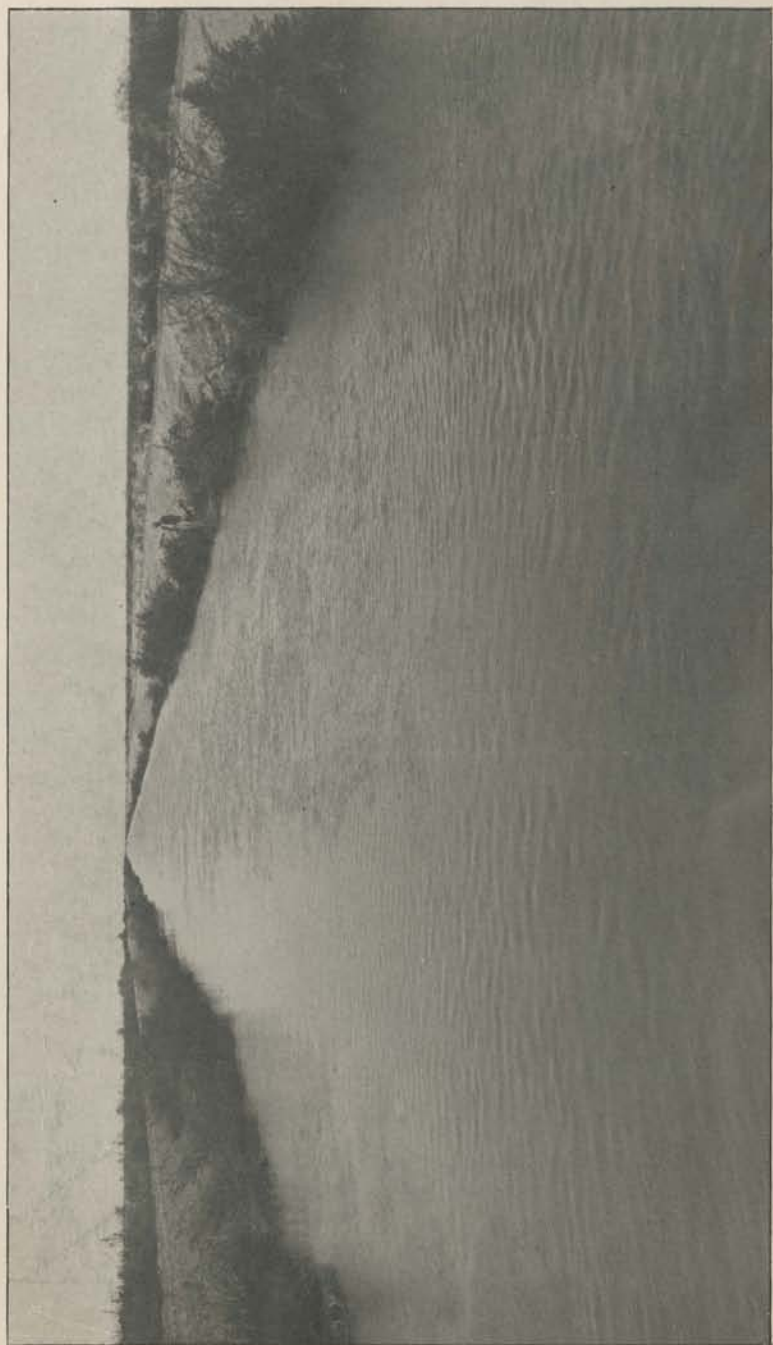
Third Revised Edition, December, 1902.



FROM WORTHLESSNESS TO WEALTH

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BROWN BROTHERS,
SOLE AGENTS, 508 3rd ST.
SAN BERNARDINO, CAL.



SECTION OF THE MAIN CANAL OF IMPERIAL WATER COMPANY NO. 1 OF THE IMPERIAL CANAL SYSTEM. CAPACITY, 70 FEET WIDE
AND 8 FEET DEEP

FROM DESERT
TO GARDEN

From WORTHLESSNESS *to* WEALTH

BROWN BROTHERS,
SOLE AGENTS, 503 3rd ST.
SAN BERNARDINO, CAL.



AS *o* ILLUSTRATED *o* IN *o* THE
IMPERIAL SETTLEMENTS

SAN DIEGO COUNTY,
SOUTHERN CALIFORNIA

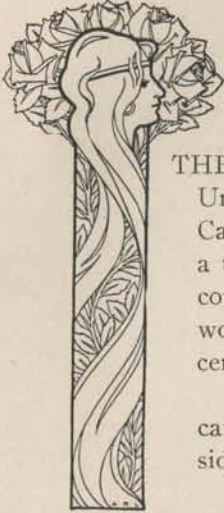




A CATTLE RANCH IN THE IMPERIAL SETTLEMENTS—PROPERTY OF D. G. WHITING, FORMERLY OF SAN BERNARDINO

BROWN BROTHERS,
SOLE AGENTS, 503 3rd ST.
SAN BERNARDINO, CAL.

DO YOU WANT A GOOD, CHEAP AND PROFITABLE HOME?



THERE are thousands—yes, hundreds of thousands—of people in the United States—many of them on the Pacific Coast—yes, in Southern California—men of limited means, who would be very glad to secure a tract of good, fertile land with a good water right, on which they could build a home and at the same time accumulate a property that would make them independent, so far as this world's goods is concerned, in a few years' time.

Reader, if this statement fits your case, it will pay you to read carefully this little pamphlet, and then give the subject herein considered a good, careful, personal investigation.

Government Land

Fifty years ago the Great West was open to settlement, and cheap land could be had, almost for the asking, in the Western States. People flocked westward and took up those lands, made good homes, accumulated property, and built up States.

Those lands are all gone now. Public lands that are worth having are very scarce. As a rule, if found at all, they will be found under irrigation systems; and irrigated lands as a rule are high priced, because of the cost of the irrigation systems; but they produce better crops than lands that depend on the rainfall.

Irrigation is cheaper than rain. Why? Because, under a reliable irrigation system a rancher need never lose a crop from want of moisture. Under other conditions—where the clouds must be depended upon for moisture, a partial failure of crops is the rule.

Imperial Settlements

The only place in the United States of any importance where the searcher for a home can get good Government land under a reliable irrigation system is in the eastern end of San Diego County, Southern California, in what is known as the Imperial Settlements.

These Settlements will eventually cover about 500,000 acres in California, and about half as much more in Lower California.

Nearly one-third of that portion of the irrigable tract in California has already been taken, and water rights secured for the same.

Several thousand acres are now being put under cultivation, and before the close of 1902 it is believed that fully 150,000 acres will be supplied with water.

The Irrigation System

Water for irrigating this large tract of land is being taken from the Colorado River, through what is known as the Imperial Canal. This canal heads in California, then passes over the International Boundary line into Lower California, and then back across the line into California, and is about sixty miles in length.

This canal is the property of The California Development Company. That portion of the canal in Lower California is the property of a Mexican corporation—La Sociedad de Yrrigacion y Terrenos de la Baja California (Sociedad Anonima)—the stock of which Mexican corporation is owned by The California Development Company, and this Mexican corporation also owns 100,000 acres of land in Lower California through which the Imperial Canal passes.

The California Development Company was incorporated under the laws of the State of New Jersey for the purpose of constructing the canal system to irrigate the lands of the Colorado Delta, both in California and in Lower California.

In order to place this extensive system on a mutual basis, in conformity to the laws of the State of California, this Company indorsed the plan of furnishing water only to mutual water companies incorporated to furnish water to their stockholders only at cost. No water is furnished by this Company for use in the United States except that supplied to Imperial Water Companies for the uniform price of fifty cents per acre foot, which is equal to two cents per inch under a four-inch pressure for a twenty-four hours flow, under contract for perpetual delivery at that price.

The officers of The California Development Company are:

President and General Manager..... A. H. HEBER.
First Vice-President and Chief Engineer.... C. R. ROCKWOOD.
Second Vice-President..... F. C. PAULIN.
Secretary..... R. T. PERRY.
Treasurer..... W. T. HEFFERNAN.
Directors: A. H. HEBER, J. W. SWANWICK, F. C. PAULIN,
E. A. MESERVE, W. T. HEFFERNAN, C. R. ROCK-
WOOD AND CHARLES N. KING.

La Sociedad de Yrrigacion y Terrenos de la Baja California (Sociedad Anonima) was incorporated under the laws of the Republic of Mexico for the purpose of owning the extensive tract of land (100,000 acres) in Lower California, and also that portion of the canal system running through that tract of land. This Company contracts with mutual water companies, incorporated under the laws of the State of California, to supply them with water perpetually at a uniform price of fifty cents per acre foot, to be delivered at the International Boundary Line, as it owns no property whatever outside of the territorial limits of the

Republic of Mexico. The stock of this Company is owned by The California Development Company.

The officers of this corporation are:

President.....H. W. BLAISDELL.
Vice-President.....G. ANDRADE.
Secretary and Treasurer.....W. T. HEFFERNAN.
Directors: H. W. BLAISDELL, W. T. HEFFERNAN, G. ANDRADE.

The Imperial Land Company was incorporated to act as the financial agent of the California Development Company and the Mexican corporation in the sale of lands and water rights. It is a colonizing company formed to relieve the canal companies of all work in that line, so that the entire energies of those companies could be devoted to constructing the irrigation system and maintaining the same.

The officers of the Imperial Land Company are:

President.....A. H. HEBER.
Vice-President and General Manager.....F. C. PAULIN.
Secretary.....R. T. PERRY.
Treasurer.....J. W. OAKLEY.
Directors: A. H. HEBER, F. C. PAULIN, J. W. OAKLEY, H. C. OAKLEY AND W. T. HEFFERNAN.

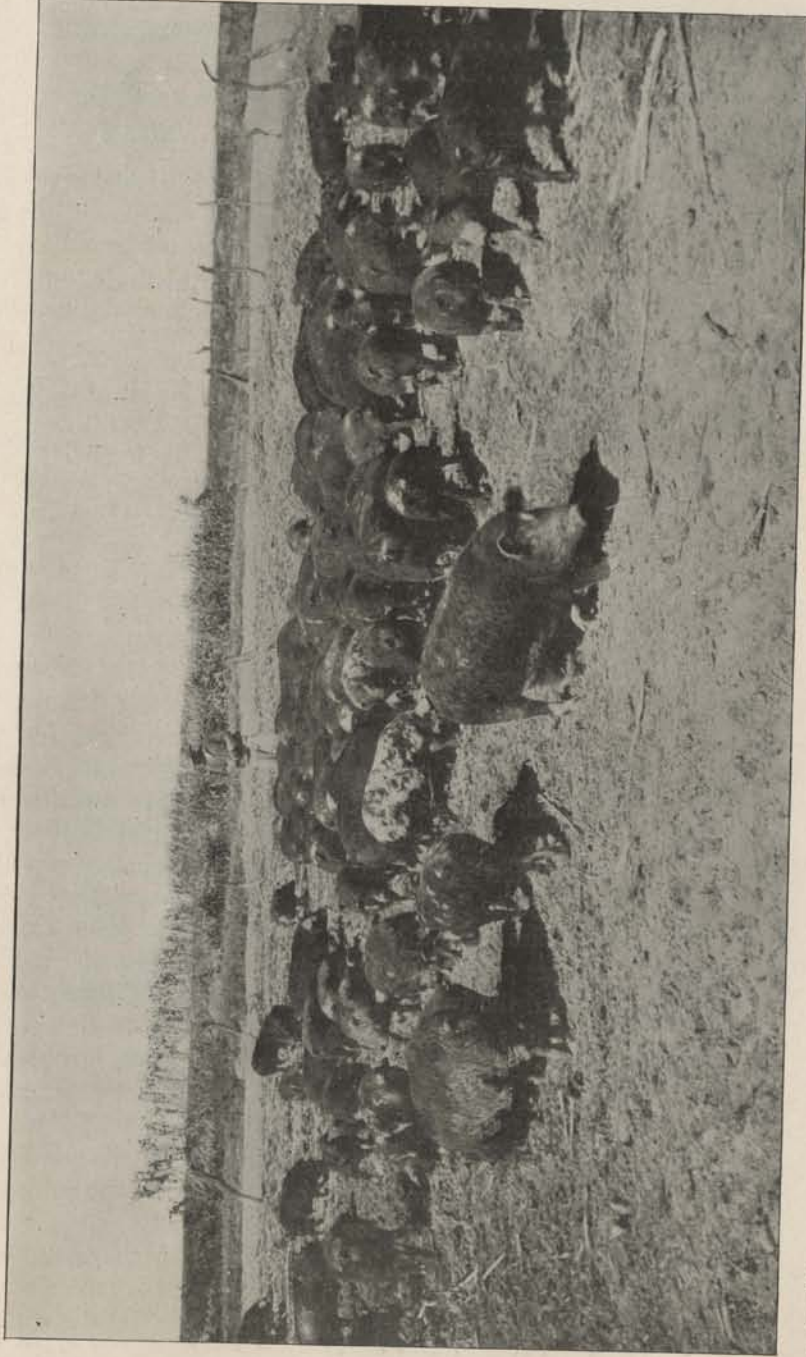
Mutual Water Companies

It was desirable that the owners of the land to be irrigated should own and control the irrigation system and water rights, so far as practicable, but it was a legal impossibility for them to own the main Imperial Canal extending for sixty miles through Lower California, and it was a physical and financial impossibility to construct that canal from the Colorado River to the Imperial Settlements through United States territory. However, a system of Mutual Water Companies was incorporated in California, the stock of which companies should be owned by the owners of the land to be irrigated on a basis of one share to each acre of land, and these companies were to obtain their supply of water from the Imperial Canal under a contract providing for a perpetual delivery of water at a fixed price, which price enabled the irrigators to get the cheapest water in Arid America, considering the fact that an abundance of water could be had any day in the year. These Mutual Water Companies were incorporated to furnish water to their stockholders only so that a land owner who owned no stock could not get any water at any price.

These Mutual Water Companies were also put on an equal footing as regards cost of stock and cost of water, and there could be no question as to prior right, as there would be more than enough water for all.

Imperial Water Company No. 1 was incorporated with 100,000 shares of stock to irrigate 100,000 acres of land. The land to be irrigated by this Company is located between New River on the west and Carter River on the east, and extends from the International Boundary Line to a point a few miles north of the town of Imperial.

Imperial Water Company No. 4 was incorporated to irrigate 12,500 acres of land between the two rivers north of No. 1.



A PORTION OF A CONSIGNMENT OF HOGS IMPORTED FROM ARIZONA BY F. G. HAVENS TO BE FATTENED ON THE FEED RAISED
IN THE IMPERIAL SETTLEMENTS

Imperial Water Company No. 5 was incorporated to irrigate 100,000 acres of land known as Eastside, located east of Carter River and north of the Eastside diversion dam.

Imperial Water Company No. 6 was incorporated to irrigate 25,000 acres of land on the west side of New River next to the Boundary Line.

Imperial Water Company No. 7 was incorporated to irrigate 10,000 acres of land located on the east side of Carter River south of the Eastside diversion dam.

Imperial Water Company No. 8 was incorporated to irrigate 40,000 acres of land located on the west side of New River, northwest of Imperial and directly west of the new railroad town of Brawley, which town is centrally located in the midst of the tract of land irrigated by Imperial Water Company No. 4.

Each of these companies has a contract with the companies owning the Imperial Canal whereby it is to receive perpetually from such main Imperial Canal water for as many acres of land each season as it has outstanding shares of stock at the uniform price of fifty cents per acre foot, which is equal to about two cents per inch for twenty-four hours' flow. The owner of the land is entitled to receive four acre feet for each acre of land for which he owns water stock, if he needs that much water, but is required to take one acre foot of water for each acre each year.

Each mutual water company owns its own distributing system of canals and manages that system and distributes the water under its control among its stockholders.

Cost of Water Rights

The stock of these mutual water companies is held at the same price in all of the companies. This price has been gradually advanced as the settlement has grown, the present price being, July 10, 1902, \$15 per share, on the following easy terms of payment: \$2.50 a share cash at the time of purchase, and \$2.50 a share on the first day of July of each year until the balance is paid, with 5 per cent. interest on deferred payments. This price and these terms are subject to change without notice, and an advance in price is liable to occur at any time after the railroad is in operation to the town of Imperial.

Cost of Water

The cost price paid by the Mutual Water Company for its supply of water delivered to its system as ordered is fixed by contract at fifty cents per acre foot, or two cents per inch for twenty-four hours' flow. This is the cost to the stockholders, to which is added the cost of distributing the water and keeping up the system of canals and the expense of managing the Mutual Water Company, which ought not to exceed twenty-five cents per acre each year.

It is believed that alfalfa, which requires more water than any other crop, will not need more than three acre feet of water to each acre of land. This will cost the ranch owner about \$1.75 per acre—\$1.50 per acre being the fixed charge, and the 25 cents per acre being the cost of management and distribution.

This is believed to be the cheapest water in the United States where an abundant supply of water is furnished at all seasons of the year.

Abundance of Water

The Imperial Canal takes its water from the Colorado River. This river is a navigable stream, and after this canal diverts enough water from that river to irrigate 800,000 acres of land, the stream will still be navigable.

Fertility of Soil

The soil of the Imperial Settlements is an alluvial deposit brought down for ages past by the waters of the Colorado River. By actual analysis an acre foot of water taken from that river carries commercial fertilizers worth \$3.42. Hence this soil, brought down by those waters, must be fertile, and if irrigated by those waters must forever continue to be fertile.

The fertility of the soil is also shown by the crops now growing and that have already been matured on these lands. Nowhere on the Pacific Coast have heavier crops of barley and sorghum been grown than under this canal system, and thus far there have been no failures that could be attributed to the soil.

Productions

This will be a stock country and a country devoted to general farming and fruit growing.

Alfalfa is a standard crop. It can be cut from six to eight times each season, yielding from one to two tons of hay per acre to each cutting.

Cattle can be grown in the Settlements and then fattened, or they can be brought in from the dry ranges in Arizona and then fattened and sent to market. There is practically no limit to this business.

There is money in hogs also, and some prefer this business to cattle.

This will be a great early fruit country, as all kinds of fruit ripen here several weeks in advance of fruit grown in Southern California in the Coast valleys.

Barley has been successfully produced during the current season of 1902—thousands of acres having produced very heavy crops of hay that would have yielded from 50 to 75 bushels to the acre, had it been harvested as grain, but there was more profit in hay.

Wheat, also, has been a very successful crop. The acreage was not so great as that of barley during this season, but the yield has been very satisfactory, and many fields, if saved for grain, would have yielded from 40 to 60 bushels per acre. So successful has this crop been that a representative of a Tucson Milling Company recently visited Imperial and contracted to take the entire wheat crop of the Settlements next season up to 30,000 acres, paying the Los Angeles price therefor delivered on the cars at Imperial.

The raising of cantaloupes for the Eastern market is also growing into a great industry.

The date palm will eventually become one of the industries of this country. It is stated by the United States date expert that this is the only place known in America where the finest variety of date palm—the Neglet Noor date—will perfect its fruit. This is a dessert date that is imported to the United States only in small quantities, but sells here readily at fifty cents per pound. The same authority also

40 Acres For \$50

IN

Imperial Water Company

No.

8

See Next Pages

BROWN BROTHERS,
SOLE AGENTS, 508 3rd ST.
SAN BERNARDINO, CAL.

IMPERIAL WATER CO. NO. 8.

A NEW PLAN.

A new Mutual Water Company to be known as Imperial Water Company No. 8, has recently been incorporated for the purpose of irrigating 40,000 acres of land on the west side of New River, north of Imperial and just west of the new railroad town of Brawley.

The Imperial Construction Company of Los Angeles have secured from the California Development Company the sale of all the stock of Imperial Water Company No. 8, and have appointed Oakley-Paulin Co., 304 Douglas Building, Los Angeles as their exclusive agents, the Company devoting their entire time to the building of the distributing system which will commence at a point west of New River over which the water will be conducted through a large flume.

The tract of land covered by this company is recognized as being among the very best lands under the Imperial Canal System and easy of access to the railroad now being built.

A New Plan

Has been adopted in placing this stock on the market—a plan that is proving very popular and is attracting the attention of many who are seeking locations in these Settlements. This new plan places a ranch within the reach of men of limited means and also accommodates the man who desires to pay all cash.

Instead of each individual purchasing his water stock and either paying all cash for it or paying \$2.50 per share in cash and giving his notes and mortgage for the balance, the stock is bought and paid for with the bonds of the Mutual Water Company. These bonds run for 20 years from January 1, 1903, with interest at 6 per cent. per annum, payable semi-annually in January and July of each year, nothing being paid on the principal till January 1, 1908, when payments of \$1 per share will be made each year until 1923, when the balance will be due.

In order to show good faith the

person taking a tract of government land under this company will be required to pay a sum equal to one dollar per acre for the tract taken, but for this payment he will be given a bond of the company to the amount of the payment made. This bond, he can sell if he desires or he can keep it to be used to help pay his share of the principal and interest of the bonded debt and at the same time he will receive his certificate of stock in the Mutual Company—one share of stock for each acre of land.

These bonds will be absolutely safe investments, as they are secured by the distributing system, water rights and all other assets of Imperial Water Company No. 8. The distributing system will be built and completed by the Imperial Construction Company and turned over to the Mutual Company with no outstanding indebtedness against it other than the bonded debt and there will be no bonds issued except to the extent of \$20 for each share of stock as same is sold and attached to land.

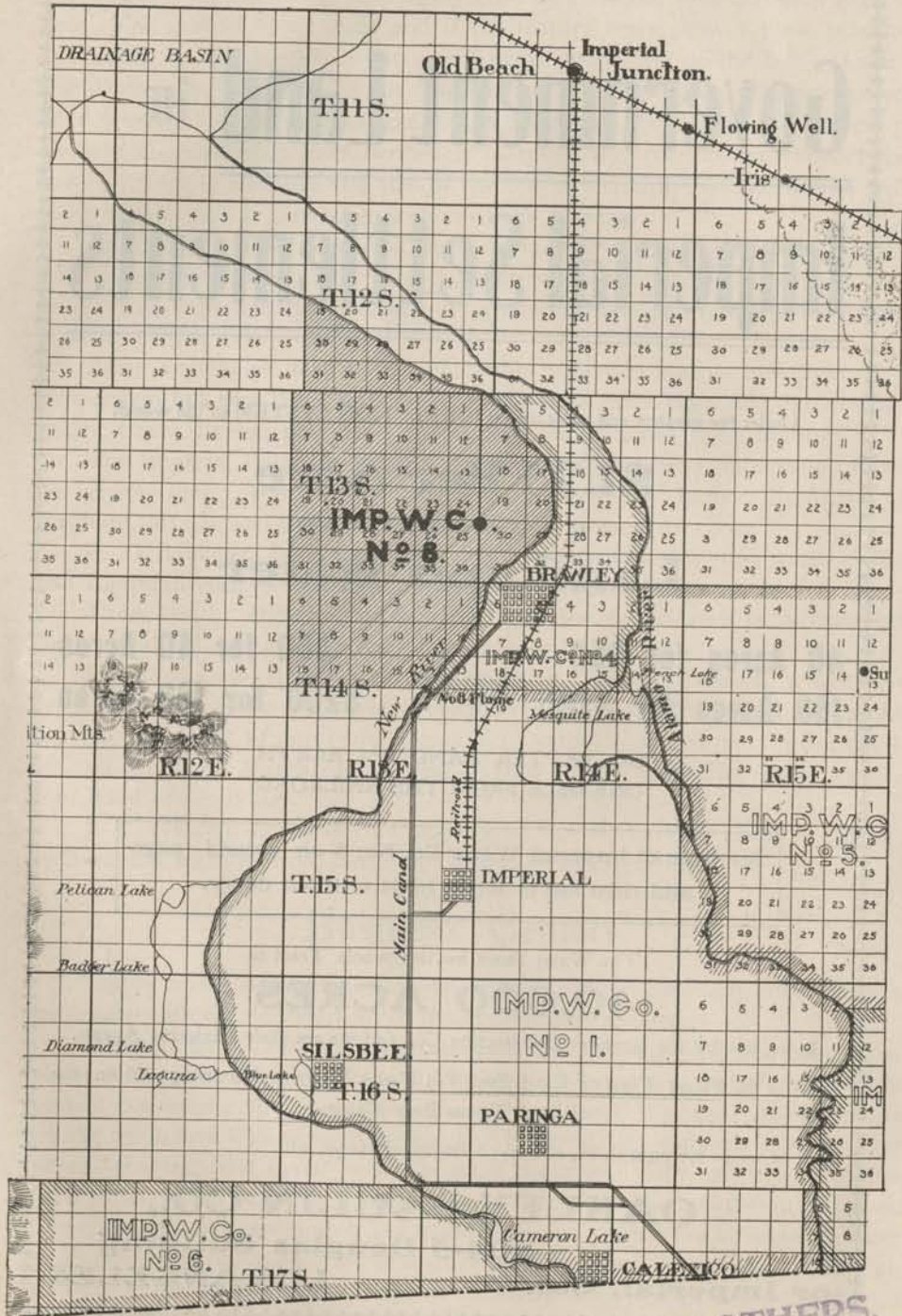
Under this plan the settler can take 160 acres of land under the Desert Act by the payment of \$40 to the government and the sum of \$160 on stock purchase, for which he receives a bond for \$160, which he can keep or sell as he may desire. Whatever other money he may have can be used in putting in crops and improving his land. The first settlers under this No. 8 company will be able to secure lands near the railroad—lands that are among the best in the valley.

The settler under this company will have very little to pay for five years and by that time the land will have a market value of from \$50 to \$100 an acre, and the light payments will come along so easily that he will scarcely realize that he has paid for a ranch that will then be worth from \$8000 to \$16,000. If he takes a half section it will be worth from \$16,000 to \$32,000.

Here is the chance of a lifetime, as this entire tract of 40,000 acres will be taken up in a very short time.

BROWN BROTHERS,
SOLE AGENTS, 308 3rd ST.
SAN BERNARDINO, CAL.

Map Showing Lands of Imperial Water Co No. 8, Imperial Settlements



BROWN BROTHERS,
 SOLE AGENTS, 508 3rd ST.
 SAN BERNARDINO, CAL.

THIS IS YOUR OPPORTUNITY!

Government Land in **Imperial Settlements**

Under the greatest and most liberal IRRIGATION SYSTEM in the world.

\$1.25 Per Acre

Is all the Cash Required for Both

Land and Water

40 Acres for \$50

\$50 for 40 Acres

160 Acres for \$200

\$200 for 160 Acres

NO BETTER LAND ON EARTH
ONE MILE FROM THE RAILROAD

See Plan of Imperial Water Co. No. 8 on second page
and then see or write to us without delay.

The Water Stock for this whole Tract of

40,000 ACRES

Is for sale by the Imperial Construction Co., and we are their Exclusive Agents.

This is the Finest Tract of Land Ever Put Under Water and is being sold on the
Easiest Terms Ever Known.

Call or write for pamphlet, album of Imperial views, etc.

OAKLEY-PAULIN CO.,
304-5 Douglas Building
or Imperial, Cal. LOS ANGELES

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SOLE AGENTS, 503 3rd ST.
SAN BERNARDINO, CAL.

states that a date orchard can be brought into good bearing in six years' time, and at that time will yield fruit that will pay interest on an investment of \$2,000 an acre.

Sugar beets are being thoroughly tried this season, thus far with good success. The growth is all right and if the mature beets show a good percentage of saccharine matter, this country will prove to be one of the best—if not the best—beet sugar sections of the United States. Experiments heretofore made have developed sugar in the sugar beet in a satisfactory manner. If present crop matures as sugar beets have heretofore matured, this country can support ten or more beet sugar factories the size of the one at Oxnard, and the season will be much longer than in any other section of the country.

Rice has been tried on a small scale during the past season of 1902—a three-acre tract having produced a crop that was very satisfactory—so much so that several men experienced in this line of agriculture have secured land for extensive planting of this grain.

Early vegetables have done remarkably well this season, and there is now no question but that these settlements will be the early vegetable gardens of the Pacific Coast, having practically the entire United States for a market.

The Imperial Land Company is in receipt of numerous statements of ranchers giving their experience in raising crops—mostly barley, Egyptian corn, sorghum, alfalfa and Milo maize—during the season of 1902.

F. G. Havens, formerly of Riverside, reports raising two crops—barley and Egyptian corn—on the same ground, valued at \$80 an acre.

Thos. Beach, who came to Imperial from the valley lands in Arizona below Yuma, realized \$60 an acre from one crop of barley hay.

Valentine Gant, formerly of the Salt River Valley in Arizona, where he was considered a very prominent and reliable citizen, considers the Imperial lands superior to those of any other section of either Arizona or California. He planted alfalfa in March of this year—1902—and up to November 15 he cut four good crops of hay.

J. P. Haskell, formerly of Cucamonga, San Bernardino County, California, realized \$75 an acre from two crops—barley and sorghum.

Business Centers

Towns and cities are a necessity in this country, and they must grow and keep pace with the development of the agricultural resources.

Imperial was the first town established. At this date it has a population of about 200. It has a First National Bank, several stores, a postoffice, a telephone system connecting this town with the railroad and Western Union Telegraph on the north and Calexico on the south. Imperial also supports a weekly newspaper—the Imperial Press—a twelve-page sheet with four columns to the page. This paper would be a credit to any town of ten times the population of Imperial. The town also has one church and parsonage, and several brick blocks are now in process of construction for business purposes. There is no saloon in Imperial, as a clause in the deeds prohibits the sale of intoxicating liquors as a beverage. The National Bank is but recently started, but it already has over one hundred depositors, and deposits amounting to over \$30,000.

Recently an ice and refrigerating plant has been established that is furnishing cheap ice to the entire settlement. A piped water system is also now installed for the town of Imperial that is delivering pure filtered water under pressure. An electric light plant for the towns of Imperial and Silsbee will be in operation early next season.

The power for the ice plant is now furnished by steam, but a water power at a drop in the main canal of the Imperial Canal system, a short distance from Imperial, will furnish the power for the ice plant and electric light plant before the close of the current year.

Calexico was the second town started. It is located on the Boundary Line. It is the headquarters of The California Development Company, and has several lines of business already established.

About half way between Imperial and Calexico the town of Paringa has been platted, but no settlement has as yet been made there in the town, although the country surrounding it is some of the best on the Delta, and is all in the hands of settlers.



T. P. BANTA'S COTTAGE AT IMPERIAL

Silsbee is a town just platted on the eastern borders of Blue Lake, one of the finest bodies of fresh water on the Pacific Coast. The lake is only about one mile in length by half a mile in width, but it is well stocked with good fish and is surrounded by mesquite timber, and a fine drive 120 feet in width has been laid out entirely encircling the lake. Silsbee will become the pleasure resort of the Imperial Settlements.

The town of Silsbee is the property of the Bluelake Town Company. Its officers are: President, F. C. Paulin; vice-president, J. W. Oakley; secretary, R. T. Perry; treasurer, A. H. Heber; directors, F. C. Paulin, A. H. Heber, J. W. Oakley, Thomas H. Silsbee and W. S. Wilkins.

The town of Brawley is located on the Imperial branch of the Southern Pacific, some twelve miles north of the town of Imperial. This town will be the business center of a very fine and a very large tract of land, including the lands under Imperial Water Company No. 4, also about 75,000 acres west of New River, including Imperial Water Company No. 8 canal system, and west of it; also a portion of the lands under the Imperial Water Company No. 5 canal system on the east side of Carter River.

The town of Eastside will soon be established on the east side of Carter River as a business center for that section of country.

Railroads

The Southern Pacific Railroad Company is building a branch line into Imperial from its main line. This branch leaves the main line at Old Beach station, which is located a few miles west of Flowing Well, the former point of stage departure. It is located 180 miles east of Los Angeles and 70 miles west of Yuma. When this branch road is in operation, Imperial will be located 208 miles from Los Angeles and 98 miles from Yuma, all rail travel from each point.

The grading of this Imperial Branch is all done, and at the present writing — December 1, 1902 — the work of track-laying is in progress, several miles of track having been laid.

It is the intention of the railroad company to extend the line to Calexico as soon as business will warrant such an extension, and build branch lines to Silsbee and Eastside, thus covering the entire country and placing all business centers of the Imperial Settlements in direct railroad communication with Los Angeles and the East.

This Southern Pacific branch is the immediate successor to the Imperial & Gulf Railroad Company, which was organized several months ago, and which commenced construction work as soon as incorporated.



OLD BEACH—THE JUNCTION OF THE IMPERIAL BRANCH WITH THE
SOUTHERN PACIFIC RAILROAD, 178 MILES EAST OF
LOS ANGELES

The San Diego-Eastern Railway Company has been incorporated to build a railroad, from San Diego eastward to Yuma, through the Imperial Settlements. The survey of this road has been completed and negotiations are pending with eastern capitalists for the construction of the road with a view to making it a link in a prominent overland line. The President and Secretary of this Company have just returned from the East where negotiations to that end were left in a very satisfactory shape, but as a matter of necessity the details of the deal cannot be given to the public.

Progress of the Work

Two years ago this Colorado Delta was a trackless waste of worthless land—all the property of the Government—and was not considered worth 30 cents a section.



A FIELD OF MILO MAIZE, ONE OF THE MOST PROFITABLE CROPS RAISED IN THE IMPERIAL SETTLEMENTS FOR THE FATTENING OF CATTLE AND HOGS

Today 150,000 acres have been taken up by settlers, several thousand acres placed under cultivation, water provided for the bulk of the land that has been taken up, and fully 2,500 people are today found where no one was found before this work of reclamation was commenced.

During the past year there have been built between the two dry rivers over three hundred miles of canals. These canals range from eight to seventy feet wide on the bottom, and the larger main canal will carry water from six to eight feet in depth.

The towns of Imperial, Silsbee and Calexico have been fairly started. Schools have been opened, a telephone line forty-five miles in length has been built, two railroads have been surveyed and actual construction has commenced on one of them; a church building and parsonage have been built and paid for, a weekly newspaper has been established—send for a copy of it—fifty-two copies will cost you but \$1.50; a National Bank has been opened and in six months' time the deposits amounted to over \$30,000. Several brick business blocks are in process of erection, and a hotel has been provided. All this within two years! What of the future?

Schools

In April, 1901, the Board of Supervisors of San Diego County established the Imperial School District. It included practically this entire desert country. A good sized school was maintained during the school season.

In April, 1902, the same authority carved up Imperial School District, making two additional districts—Calexico and Blue Lake. The school census taken in June, 1902, showed over 200 school census children in the three districts, and arrangements are now being made to erect a fine schoolhouse in each district. There are less than a score of school districts in San Diego County that have an assessed valuation of property equal to each one of these three districts.

Several school houses will soon be built and more schools will be established. It will be a difficult matter for the authorities to form districts and construct school houses as rapidly as they will be needed by the rapidly increasing population.

Water Power

There is capable of being developed immense water powers at various points on the Imperial Canal system. The water does not make a very great drop at any one point, but the volume of water is so great that a large power can be generated at a small drop. At a low estimate over 10,000 horse power can be developed on this system north of the Boundary Line, to say nothing of other points in Lower California where additional power can be developed when needed.

The Imperial Light, Water and Power Company has been formed to develop the sixteen-foot drop four miles southwest of Imperial so as to furnish electric light, a refrigerating plant and a domestic water system for the towns of Imperial and Silsbee.

The refrigerating plant is completed and in successful and satisfactory operation. The domestic water system is furnishing piped water under pressure to the residents of Imperial, and the electric light plant will soon furnish the light.

The Climate

The climate of the Imperial Settlements is very much like that of the Territory of Arizona, and particularly that of the Salt River Valley in Arizona. The summers are hot and dry and the winters are cool and pleasant. Probably no finer or more enjoyable climate can be found anywhere in the world than at Imperial during about eight months of the year—Autumn, Winter and Spring. This fact will eventually make Imperial one of the most popular winter resorts on the Pacific Coast.

In summer time the heat will induce many settlers to visit the Coast or the mountains. This is the case in all the interior valleys of California.

The Imperial climate is just as pleasant in summer as is that of the San Joaquin Valley, and not much warmer than that of San Bernardino, Redlands or Riverside.

The heat, mixed with moisture and a fertile soil, makes the crops grow, and ripens the early fruits and cantaloupes.

Heat and moisture are two of the best wealth producers in the world.

Fishing, Boating, Hunting

Imperial is the fisherman's paradise. That is to say—fish, good edible fish—are abundant not only in Blue Lake and a half dozen other lakes in that country, but the waters of the canal system are alive with carp and other good varieties of fish that are good for table use. And they are easily caught. In fact, they are so plentiful that it is an every day occurrence for good-sized carp to be found stranded in the field as a result of irrigation. It is not an uncommon thing for a rancher to gather in his fields while irrigating a score or more of good fish. This way of catching them may not be exactly professional from a sportsman's point of view, but it is easy.

No place in California furnishes such a fine opportunity for the use of a steam or naphtha launch. There are several lakes that will furnish excellent sport in this way in addition to hundreds of miles of canals that form means of water communication to all parts of that country.

As to hunting, wild ducks are more than abundant, and quails are plenty.

The three items of boating, fishing and hunting go well together, and as the country becomes more fully developed and settled, it must certainly become the sportsman's paradise.

Finally—Points to be Considered

From a careful perusal of the foregoing pages, it can be readily seen that the Imperial Settlements are unique in character and that they are making a rapid growth unparalleled in the history of the United States. Consider carefully the following points:

First—The Imperial Settlements comprise the largest body of irrigable land in compact form to be found in the United States, having an abundant supply of cheap irrigation water—the area being estimated at 500,000 acres in the United States and half as much more in Lower California.

Second—The price of water is the lowest to be found in any irrigation sys-

tem in America—the quantity, quality, variety and value of the products grown being taken into consideration.

Third—No other irrigated section of the United States ever offered land and water at so low a price considering the ultimate figures that such prices must reach.

Fourth—No other irrigated section of the United States can produce so much feed to the acre for the fattening of cattle—an industry that can never be overdone.

Fifth—No other section of the country can produce early fruits so early in the season, thus enabling the settlers to establish an early fruit industry that must forever sweep the cream of the market every year.

Sixth—No other irrigation enterprise in the United States ever placed so much land with water rights in the hands of the people in so short a space of time. This rapid settlement must continue and it is the rapid settlement that always must make rapid advances in valuations.

Seventh—This rapid rise in valuations will not only apply to acreage property, which must be the foundation of all prosperity, but it will apply with still greater force to the town property, in such towns as Imperial, Calexico and Silsbee. Experience shows beyond all question that such an acreage as is to be found on this great plain, with such a water right, and capable of maturing such crops, must support large towns and cities as commercial centers, and these towns and cities must keep up with the rapid development of the country. Hence town property in these towns must become very valuable and prices must advance very rapidly as soon as railroad facilities are completed.

Eighth—A soil that will produce from six to eight crops of alfalfa per season that will average from one to two tons of cured hay per crop; that will produce seventy-five bushels of barley and sixty bushels of wheat to the acre, as has been done in these settlements this season; that will produce cantaloupes and early fruits four weeks in advance of all other localities outside of this great inland valley; such soil must yield returns that will pay interest on one hundred dollars per acre and with the rapid settlement made here during the past year, that ultimate valuation must soon be reached.

A Suggestion to the Reader

If the reader is interested in this subject and would like to secure a home in that country, or make an investment that is certain to prove very profitable by securing title to a tract of land with water stock for the same that must very rapidly double and quadruple in value, he should certainly go to Imperial and make a personal examination for himself. He will then find that it is impossible for any one to give a description of the enterprise that will convey any adequate idea of the magnitude and possibilities of that country.

Go and see for yourself. Interview the men who are there on the ground, who have made money and are making money. A settler's statement can generally be relied upon.

For maps, prices and further information, call on or address

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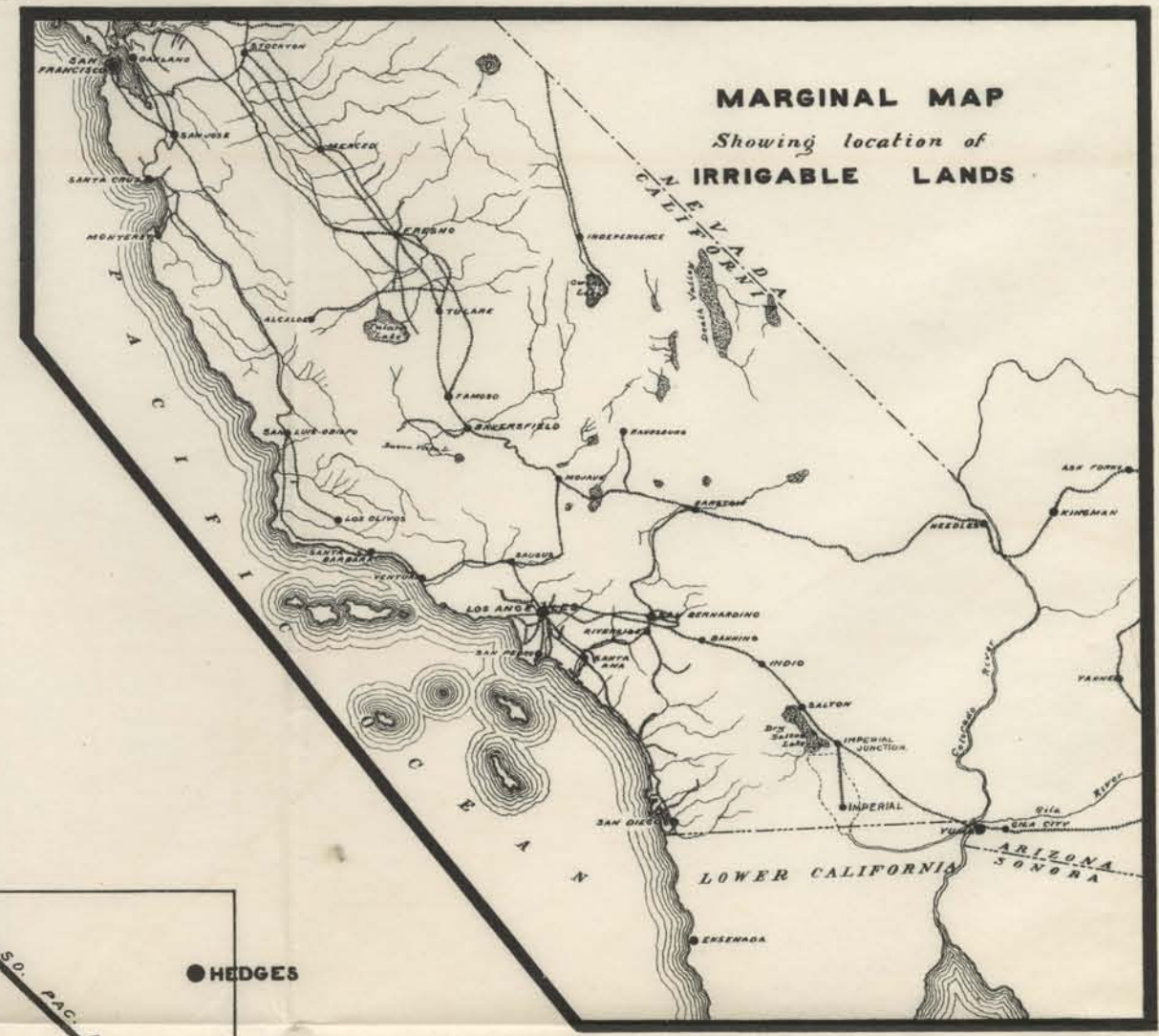
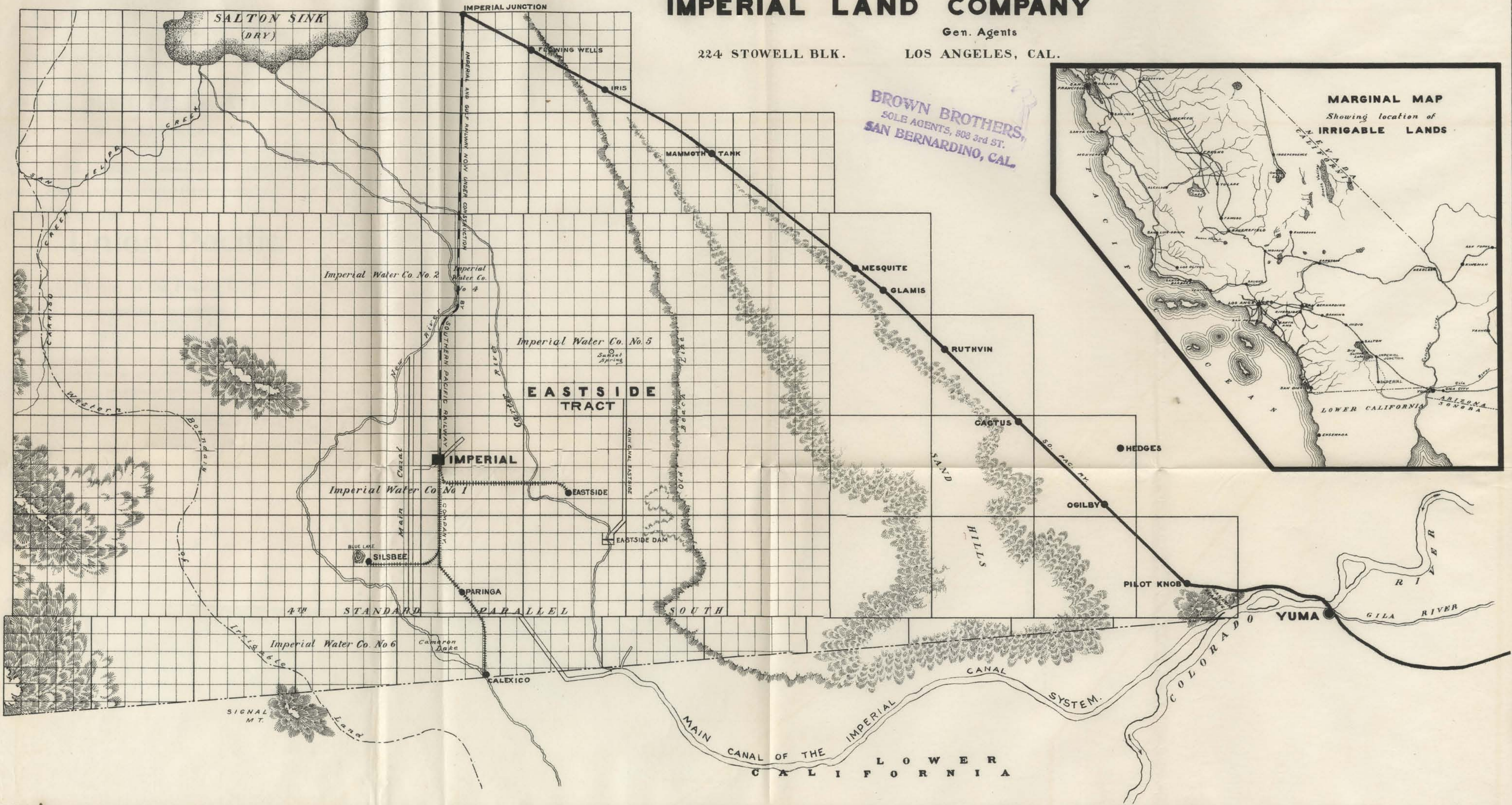
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