

FACTS ABOUT THE IMPERIAL VALLEY

ANSWERING QUESTIONS MOST FREQUENTLY ASKED

COMPLIMENTS IMPERIAL VALLEY DIRECTORY, EL CENTRO, CAL.

WHERE IS IT

Imperial Valley is in Imperial County, it is on the main line of the Southern Pacific (El Paso Route) is 187 miles from Los Angeles and 129 east of San Diego, it is also on the New San Diego and Arizona Railroad, it is on The State Automobile Highway from Los Angeles via San Diego, a distance of 257 miles over the San Diego County Mountain Boulevard, which is without doubt the most delightful SCENIC TRIP on the PACIFIC COAST.

A DEPRESSION

The Valley is in a depression not an elevation, it is from 2 to 126 feet below sea level.

THE CLIMATE

Is perfect eight months a year; the other four temperature will rise to as high as 105 in the shade, but with little or no humidity. All occupations and pursuits are carried on and everybody is happy.

RAINFALL

Does not exceed one inch a year and the home folks would rather it would be less as its only benefit is in the washing of the foliage.

LAND UNDER IRRIGATION

The ranchers of the valley produce large crops, they have the soil, sunshine and water, the three important items in farming.

ACRES UNDER CULTIVATION

Four hundred thousand acres are under irrigation and cultivation, and there is hardly a farm or ranch product that the Imperial Valley does not produce.

ITS AGE

Just how old the Valley is is unknown, but at one time it was an arm of the Gulf of Mexico; it is a matter of history that 12 years ago the Valley was practically unknown and was uninhabited, it was a desolate waste, everything was dry and parched, but when the FAR-SIGHTED MEN arrived on the scene they saw the possibilities and knew that it was only a matter of money and brains, through which the waters of the Great Colorado River could be deposited on the land which now comprises the Imperial Valley—with this great feat accomplished the writer is enabled to present the following facts pertaining to

WHAT THE LAND NOW PRODUCES

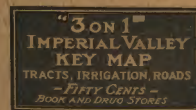
AND HOW IT KEEPS IN COMFORT

A POPULATION OF OVER FORTY THOUSAND

A HAPPY AND CONTENTED PEOPLE

PRODUCTS OF THE VALLEY

Include every fruit, fiber, cereal, vegetable and animal product produced anywhere and several great profit-making products not grown elsewhere in the State. These special products, while grown in other semi-tropic climates, mature here from four to six weeks earlier than at any other locality in the whole United States, thus the crops are marketed earlier at top market prices.



GROWN IN IMPERIAL VALLEY

SPECIALTIES Cantaloupes, Stock Raising Cotton Growing

THURSTON'S YELLOW MAP of the IMPERIAL VALLEY

Will show you the lay of the land as it is subdivided into big and little ranches, and the Irrigation System.

Book stores have them, or will be sent by publishers. Price 50c. Stamps taken. Western Map & Publishing Co., El Centro.

Facts and Figures—Production

(California State Report.)

ALFALFA, CORN AND BARLEY—	\$3,500,000.00.
LIVE STOCK—Horses, Mules, Hogs, Sheep (Home holdings)	\$5,000,000.00.
EXPORT SHIPMENTS—(Valuations)—Cattle	\$1,137,000.00
Hogs	700,000.00
Sheep	225,200.00
Horses and Mules	1,800,000.00

\$3,862,200.00

CANTALOUPE GROWN—Acres, 8,000, with 3,480 carloads sent to the markets in the United States, netting growers from \$1,750,000 to \$2,000,000.

COTTON FIELDS—20,000 acres planted, producing 22,000 bales, averaging a bale to the acre; value to the producer from Cotton and the Cotton Seed, \$1,600,000.00.

BUTTER—35,000 dairy cows enabled the creameries to produce 7,000,000 pounds of butter, averaging the rancher 35c a pound.

WATERMELONS—400 carloads marketed netted the ranchers \$60,000.00.

POULTRY AND TURKEYS—Are profitable crops and paid the raisers \$375,000.00.

HONEY—There are 15,000 stands in the Valley which averaged the rancher 120 pounds to the stand, with net returns of \$75,000.00.

FRUIT GROWING—A small industry, but still it returned to the Valley nearly \$100,000.00.

GRAPES—1,010 acres (first in the market annually) returns \$119,000.00.

DATE, CITRUS FRUITS AND OLIVES—(Infant industries) in a few years will produce large returns.

COMFORTS OF HOME

THE CITIZENS of the Valley are proud of their Roads, Telephone System, Churches and Hospitals; they have Electric Lights and cook with Gas.

Thirteen National and State Banks are in successful operation, and in twelve years there has been only one bank failure, and today there is over \$4,000,000.00 on deposit, and as a suggestion as to the prosperity of the Valley rancher the California State Automobile Record credits the Valley with having over 1400 automobiles.

Everything is Green in the IMPERIAL VALLEY and at a period of the year when the rest of California is in the Brown.

A trip to the Pacific Coast without seeing this great Valley would be doing yourself an injustice.

The Imperial Valley Chamber of Commerce

(A Wide-Awake Organization)

Will cheerfully answer any question for you that this folder may have overlooked.

MAIL ADDRESS, EL CENTRO.

This article compiled by A. G. THURSTON as a supplement to the Valley Directory and to advertise the Famous Yellow Maps.



Mail
To
That
Friend
Residing
Outside
of GOD'S
COUNTRY

IMPERIAL VALLEY
FACTS

On the
Inside

Name _____

Address _____

State _____

One
Cent
Stamp
Here

Imperial Valley



Gee, But it's Nice