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MAGAZINE and GUIDE BOOK
Devoted to Western
Travel and Development

NOVEMBER, 1919



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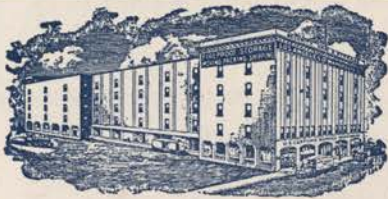
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THE ARROWHEAD

MAGAZINE *and* GUIDE BOOK

Devoted to Western Travel and Development

Published at Los Angeles, California, for
Distribution on the Trains of the
Los Angeles and Salt Lake Railroad

The Opening of an Inland Empire

San Diego's New Railroad Marks an Epoch in Railroad Construction

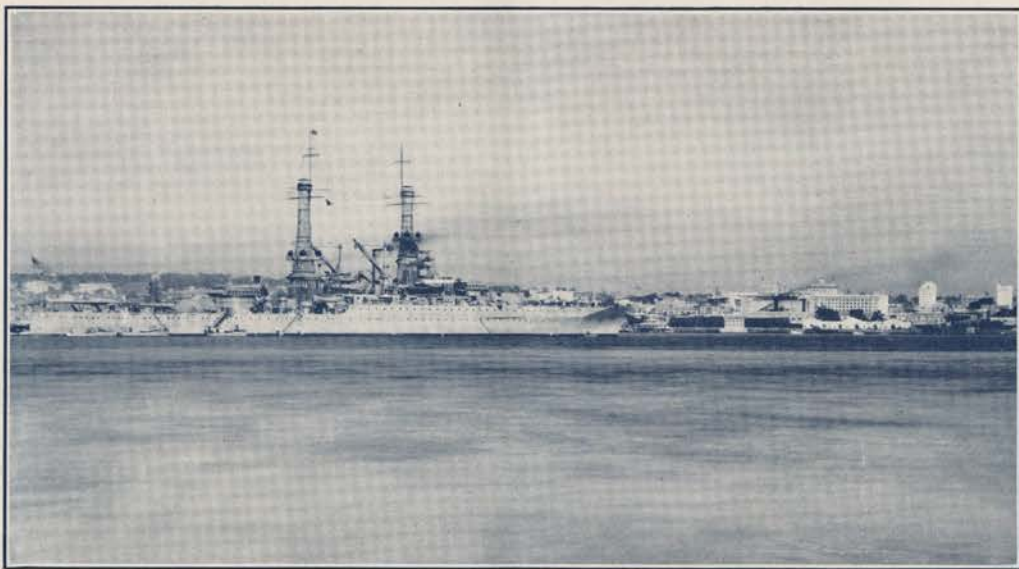
THE OPENING of THE SAN DIEGO & ARIZONA RAILROAD

AFTER sixty-five years of patient waiting, San Diego, Cal., beautiful harbor city in the extreme south of the Golden State, celebrated on Saturday, November 15, the completion of the San Diego & Arizona Railway, giving to San Diego and its environs a through trans-continental line to the east.

John D. Spreckels, president and builder of the new railroad, which traverses the great fertile Imperial Valley and connects with the Southern Pacific main line at

Yuma, Ariz., on that day drove a golden spike, as the last stroke of actual construction work. With elaborate ceremonies, he at that time announced to the world that the line was at last open for operation.

Tremendous obstacles were surmounted in the building of the San Diego & Arizona. In the early days of the city there were repeated attempts to construct a railway through the rocky mountain ranges and over miles of desert to the east. But at each attempt obstructions arose that



San Diego's Beautiful "Harbor of the Sun," Destined to be the Deep Water Harbor for the Wonderful Imperial Valley

blocked the enterprise. San Diegans had almost given up hope of having their dream realized, when, more than ten years ago, John D. Spreckels, who had already done much to develop the city, took the reins and set out to accomplish a task at which so many others had failed. He, too, met with many reverses, but persistently refused to abandon his purpose. He struggled on with a spirit of determination that would admit no defeat, and has today the honor of having successfully completed what many before him had been forced to accept as a financial and physical impossibility.

So today San Diego, with its future commercial importance assured and with its superb landlocked harbor at last coming into its own, is literally kicking up her heels with joy. The same triumphant spirit prevails in the great Imperial Valley, regarded as the richest agricultural region in the world, which also will reap vast benefits from the new railroad. The San Diego & Arizona gives the Imperial country, with its immense amount of produce, direct connection with a seaport for the distribution of her wares. It links Valley and harbor with rails of steel, which are certain to lead to the rapid development of both sections.

The new railroad, which was the only piece of railroad construction continued without interruption during the war, because of its great importance from a military standpoint, is 209 miles in length, this trackage costing approximately \$18,000,000. From San Diego it runs through a rich agricultural region, thence through the mountains of almost solid rock to the desert and over the desert lands to the rich Imperial Valley, and to Yuma. The line twice enters old Mexico, which will make it a

popular one with tourists. Through daily trains will be run between San Diego and Chicago.

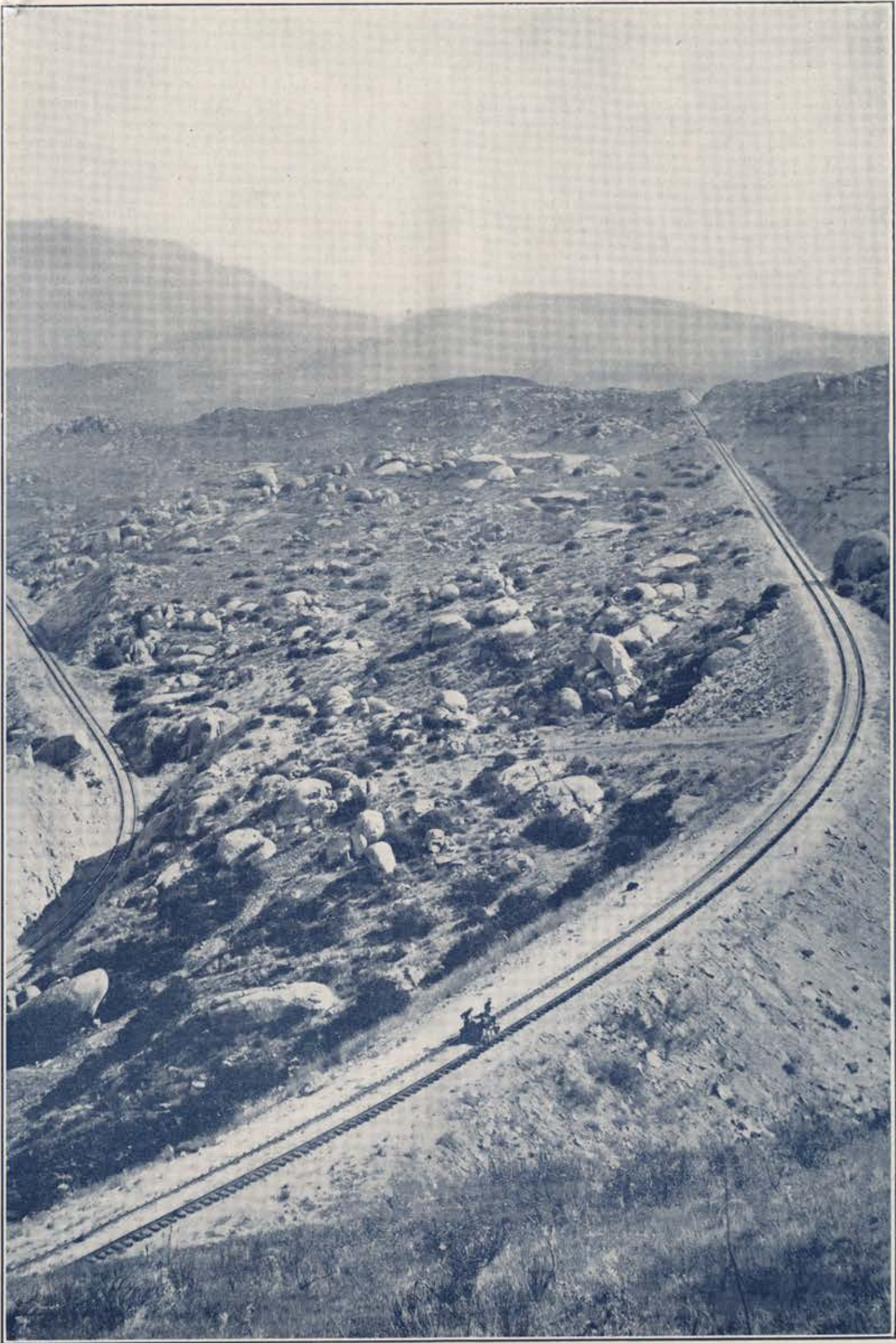
Officials estimate that more than a million acres of productive farming land will be tapped by the new railroad. Among the cities through which the new line will run are National City, Otay, Nestor, Tia Juana, Tecate, Campo, Seeley, El Centro and Calexico.

The Carriso gorge, where the golden spike driving occurred November 15, and in which region most of the heavy tunneling was put through, is declared from a scenic standpoint to equal the Royal Gorge of Colorado, and has been compared favorably with the Grand Canyon. In this territory the road builders drove through miles of solid granite at enormous expense, and in that work accomplished what many engineers had deemed impossible. The line was built from both Valley and city ends, and was in perfect shape for use when these ends were hooked up at the east end of No. 8 tunnel in the gorge, November 15. On that day President Spreckels had as his guests many of the most prominent railroad men in the country. A large delegation came from the Imperial Valley end to witness the ceremonies.

The San Diego & Arizona is not only the shortest direct line from the Pacific Coast to the east, but has the easiest grades of any transcontinental railway system. The road reaches an altitude of 3,657 feet, but the heaviest grade encountered on the entire system is 2.2 per cent. Because of these easy grades, it is believed that freight rates to the Pacific seaboard will be cut in half. Through Pullman sleepers will bring tourists from Chicago and points enroute directly to the Harbor of the Sun. The completion of the new railroad is accepted



Union Station, San Diego, the Western Terminus of the San Diego & Arizona Railway, Just Completed



Balloon Curve, Old Mexico, on the Line of the San Diego & Arizona Railway

as an indication that San Diego will become a city of many times its present population within the next few years.

The first through train over the new route will be run December 1, and for one entire week San Diego will celebrate. This week has been designated as Trans-Continental Week. December 1 will be John D. Spreckels Day; December 2, Harbor Day; December 3, Stadium Day, and December 4, Balboa Park Day. The last two days of the week will be celebrated in Imperial Valley, where elaborate preparations have been made. President Spreckels will be at the throttle of the engine when the first train is driven up to the union station at San Diego, and Governor William

D. Stevens of California will be at the depot to welcome him. Aboard the train will be the governors of Arizona and New Mexico, an Imperial Valley delegation of business men and city officials and members of the California State Railroad Commission. A great water carnival, participated in by more than 100 warships, now at anchor in the harbor, and by army and navy aviators, will be a feature of the week, also a big athletic meet, in which the athletes of three states will participate. Parades, street carnivals, musical events and dancing on the street, in the parks and at the hotels will take place each day. San Diego hopes to entertain 25,000 visitors Trans-Continental Week.

The City of San Diego

OF almost equal importance in the development of San Diego are the extensive government improvements under way in that city. The Navy alone is spending more than \$10,000,000 in new work on and around San Diego Bay. The great marine base is now in course of construction and a naval training station, a naval hospital, a supply depot and a naval repair station are soon to be built. Five thousand men will be stationed at the marine base and more than that number at the naval training station. San Diego has been designated as an important base for a large part of the new Pacific fleet, and at present more than 100 warships are at anchor in San Diego harbor—their home port.

The naval flying school at North Island is being enlarged and the army flying field on the same island is to be made one of the largest in the United States. Airships can be seen flying over San Diego harbor and city most any hour in the day.

Army improvements at San Diego, in addition to the flying field, consist of Camp Kearny, best equipped army camp in the southwest; the great government radio station, a coaling station, quarantine station, Fort Rosecrans, and the marine barracks in Balboa Park. Hundreds of army and navy officers make their homes in this Southern city.

The warships in San Diego harbor are alone worth a visit to that city. Their illumination at night is especially beautiful, and many of the vessels are open to visitors each day. The great super-dreadnaughts easily enter San Diego harbor, the flagship New Mexico, with Admiral Hugh Rodman aboard, having rode at anchor on the waters of the bay recently. There are forty destroyers of the fleet in the harbor at present and others are due soon.

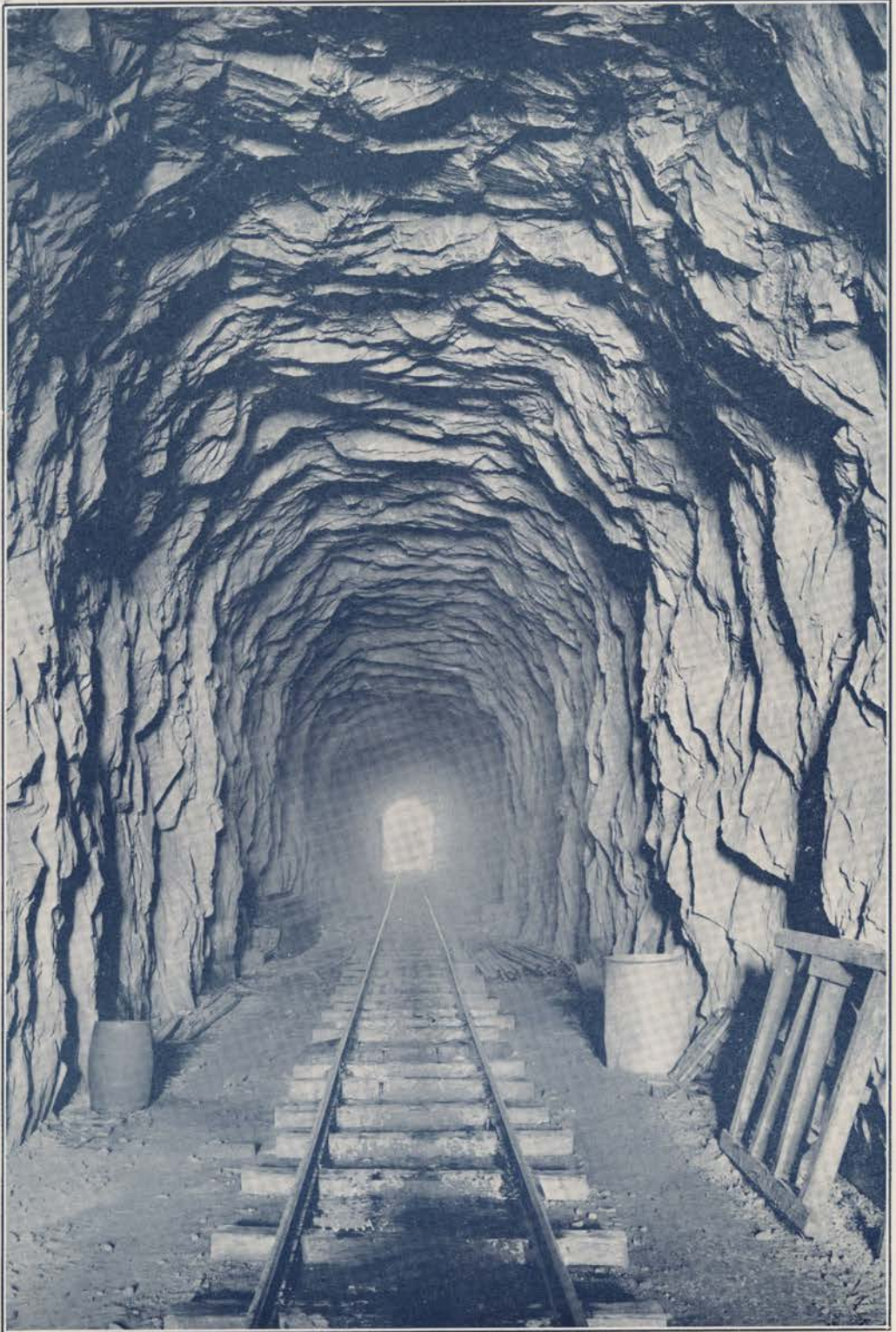
San Diego boasts the finest municipal stadium in the west. This great concrete amphitheatre was erected in 1914 at a cost of \$200,000. It is located only a stone's throw from the high school and is used for

all kinds of athletic events by the schools, the Rowing Club, the Y. M. C. A., the army and navy, and other organizations. This stadium was filled for the first time when President Wilson spoke in the big bowl in September. There were 50,000 people seated in the structure and pictures of the crowd were printed all over the United States. It was the greatest crowd to hear President Wilson on his western tour.

The great city park, known as Balboa Park, and consisting of 1,400 acres, lies in the heart of the city, and is regarded as one of the greatest show places in San Diego. It was extensively developed just prior to the Exposition of 1915, and today the foliage is more beautiful than ever. The hills and canyons of the park are covered with flowers and trees, and the great Cabrillo bridge, costing \$300,000, spans one of the principal canyons. All of the Exposition buildings are still intact and are being used for museum and other purposes. The grounds include a large organ pavilion, donated by John D. Spreckels, where daily concerts are given by Dr. H. J. Stewart. This organ is one of the finest in America.

San Diego is proud of her school system. The school buildings are among the finest to be found on the Pacific Coast and the enrollment shows a steady increase each year. The State Normal school also is located in San Diego. The churches of the city are among the best in Southern California, most of the more modern edifices having been erected within the past few years. The city is liberally equipped with theatres, the great Spreckels theatre on Broadway, in the heart of the business district, being one of the finest in the country.

Back of San Diego lies a rich back country, known as the Mountain Empire, where a score of thriving towns and villages are located. The mountain scenery, accessible by automobile, over good roads, is second to none on the Pacific Slope. There are a dozen fine beach resorts close to the city, including Coronado, with its great hotel, magnificent homes and Tent City.



Tunnel No. 4. Through Solid Rock, Crossing United States and Mexican Boundary Line,
on the Line of the San Diego & Arizona Railway



Airplane View of Beautiful San Diego—the Western Terminus of the San Diego & Arizona Railway

Many miles of paved streets and boulevards make San Diego an ideal spot for the motorist, and the county has just voted \$2,300,000 additional for the improvement of county roads. The state is preparing to pave a road through from San Diego to Yuma, the money having been provided for in a recent bond issue. The county road improvements will include a paved road all

the way around San Diego bay, a distance of more than 30 miles. Tijuana, Mexico, lies only 18 miles south of San Diego, with its great race track and other attractions, and is visited annually by thousands.

Above all, San Diego prides herself on her climate—the most equal climate in the world. Summers are delightfully cool and winters are delightfully warm.

Winter Sports at Coronado

WINTER golf events at Coronado Beach are to commence in December. The earliest start in Winter sport activity as well as indoor entertainment functions already under way at the fashionable resort is accredited to the presence of the large fleet of warships in San Diego Bay.

The destroyer division comprising 140 ships and a complement of 3,000 officers and 20,000 men is permanently based here and has given an extraordinary impetus to sport and social affairs.

The golf program of the Coronado Country Club outlined by Major Colin G. Ross, secretary, includes a Handicap Sweepstakes Tournament to be played each week-end and on holidays from December 1 to May 1; Handicap Medal Play, Christmas Day forenoon; New Year's Day Flag Tournament under handicap; Handicap Best Ball Foursome, January 10; One Day Tournament, January 17; Handicap Tournament, January

24; Hotel del Coronado Handicap, February 7 to 12; Handicap Tournament, February 18, for golfers with handicap of 14 and under; Coronado Amateur Championship, February 24 to 28; Veterans' Competition for golfers fifty years of age and over, March 1 to 4; Handicap Tournament, March 18, for golfers with handicap of 15 and over. Special Handicap Tournaments for Hotel del Coronado guests, January 15, 22 and 29; February 5, 13 and 20; March 2, 9, 16, 23 and 30. The Coronado Amateur Championship for Women will take place March 8 to 11. Attractive prizes, cups and trophies are awarded in various events. All competitions are open to club members and guests of Hotel del Coronado. The Coronado Amateur Championship is open to members of all golf clubs of the United States Golf Association. The Winter Sport Program will be ready for distribution about November 1. Polo starts January 1, ending with Fourteenth Annual Polo Tournament March 1 to April 1.

The Wonderful Imperial Valley

"The Nile of America"

WITH the completion and opening of the new San Diego & Arizona Railway on November 15th, a new chapter was added to the industrial development of that Agricultural Wonderland—the Imperial Valley of California.

Twenty years ago a desert waste—today a busy, bustling empire of richness. Twenty years ago a trackless stretch of barren desolation, without a burro track to break the monotony—today it has adequate rail communication with all parts of the continent and two direct lines to tidewater.

Linking the past with the present—what a difference! 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 madcap 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 accomplishment 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 corners of the earth to join gladly



Looking Down the Main Business Street of El Centro, the Metropolis of the Imperial Valley.

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, inaugurating 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 or 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 cars. 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 60,000 people. The long distance telephone and the telegraph vie with daily newspapers 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 tem-



A Business Street Scene at Imperial, Imperial Valley, California



A Corner of the Business Section of Holtville, Imperial Valley, California

peratures 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, Holstein, Guernsey or Durham—no matter what the dairyman prefers—prosper 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 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 far-sighted man who bases his hopes on livestock need have no worry of the future. And so, down through the list, Imperial Valley's advantages unfold themselves in varied array before the interested homeseeker.



HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American plan family and tourist hotel of the highest class. Open all the year.

LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, clock golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Leighton Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

A. R. JAQUITH, Vice-President and General Manager, 2127 West Sixth Street

LOCATION

Imperial county is in the extreme south-eastern corner of California, with the Colorado river on the east and the Mexican state of Lower California on the south. San Diego county, of which Imperial county formerly was a part, lies to the west. The Harbor of San Diego is 125 miles from El Centro, and is now linked with that splendid harbor by the San Diego & Arizona Railway. 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 country being below sea level. The Salton Sea, in the northern end of the valley, is 265 feet below sea level.

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 \$4.00 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.

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 a high price, 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 cov-



IN THE BUSINESS SECTION OF EL CENTRO

(1) An El Centro Business Street. (2) Masonic Temple. (3) The Magnificent Barbara Worth Hotel. (4) A Business Street



SOME OF EL CENTRO'S SCHOOLS AND CHURCHES
 (1) An El Centro Church. (2) El Centro Union High School. (3) One of the Four Grammar Schools. (4) An El Centro Church

ers 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.

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.

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.

WHEAT

The average yield of wheat for 1919 was 35 bushels. Hard varieties of wheat are

avored. If planted prior to November 1, the first growth is pastured. The wheat harvest starts early in May.

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 a bale, although careful cultivation and irrigation produce more than a bale an acre. A similar yield is obtained from Durango long staple cotton. 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. Nearly 50 gins, together with three oil mills and two compresses are required to handle the Imperial Valley cotton crop. Imperial Valley cotton is not affected by serious pests.

DAIRYING

Imperial Valley is designated the "Creamery of Southern California." In 1918 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 butterfat contest, is Jersey queen of the valley butter producers. 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.

BEEF CATTLE

Imperial Valley has become the chief beef cattle feeding 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 125,000 beef cattle were fed here in 1918.

HOGS

Hogs just naturally grow prosperous and fat in Imperial Valley. 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 in-

crease 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.

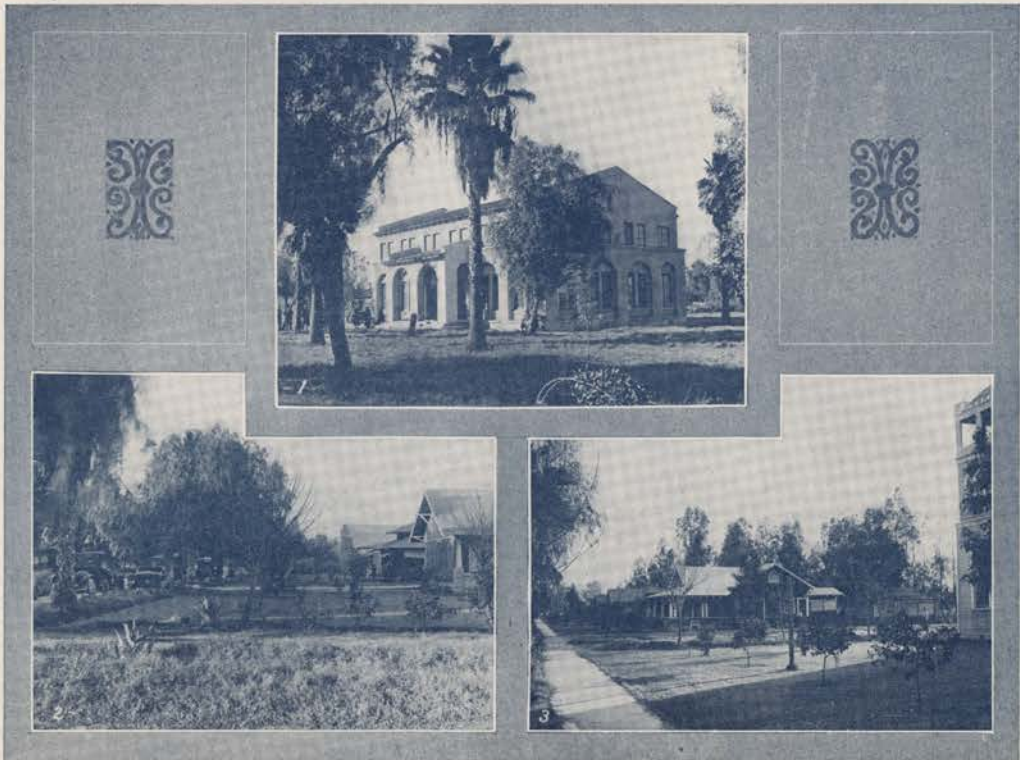
Shearing is done twice a year. It is possible for ewes to lamb twice annually. November and December lambs, after frolicking in alfalfa through January, February and March, bring fancy prices in the markets in April and May. Winter lambs shipped to Kansas City were sold for 19 cents a pound.

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. The trees bear abundantly in the third year. Some varieties of oranges, together with lemons, apricots and pears are grown commercially. More than six tons of seedling dates were produced in 1919, selling for an average price of 75 cents a pound. 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.



HOLTVILLE, CALIFORNIA

(1) Holtville's City Hall. (2) In the Residential Section. (3) Seventh and Pine Streets, Holtville



IMPERIAL, CALIFORNIA
 (1) Public Library. (2) An Imperial Business Street. (3) A Residence Street.
 (4) Union High School

The most successful varieties are Thompson seedless and Malaga. Five-year-old vineyards produce an average 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 excellent profits, as a ready market rapidly absorbs the entire product.

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 \$3.00 a crate in 1919. The value

of the crop from 12,000 acres was \$6,000,000. Sixty-four hundred and twenty-five cars, or more than 100 fifty-car trainloads of cantaloupes were shipped from Imperial Valley. Five hundred carloads of watermelons arrived in the markets early enough to bring home excellent profits to the growers.

BROOM CORN

Growing broom corn is annually becoming a more popular small acreage industry in Imperial Valley. The soil is especially suited to the production of nearly all varieties—of sorghum crops and broom corn is gradually taking the lead as a guarantor of heavier net returns than others of its kind. The average yield of finished broom corn is from one-half to three-fourths of a ton to the acre. It is cured after harvest in the shade of a ramada, assuring the retention of the greenish hue that means a premium price.

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 an average price of 30 cents a pound. The alfalfa bloom, the willow, the sage flower and cotton blossom furnish an unlimited store of sweets to the industrious bee and the smiling apiculturist grows glad. Cotton honey brings a premium from bakers of fancy goods, its sweetness being unexcelled. Beekeeping is steadily growing in popularity.

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 degrees and shown a mean daily humidity of 36. Because of the absence of humidity this temperature is not as oppressive as 90 degrees 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 damage. With a noonday temperature of 75 degrees and a crisp 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 \$8,000,000 on deposit in the fifteen banks of the county. The assessed valuation of Imperial County for 1918-1919 as returned by the assessor is \$35,859,028.

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 \$250 an acre, with a good average land

obtainable at \$200, according to conditions and location in reference to towns. Bearing vineyards are valued at \$500 to \$600. Good cotton or corn land can be purchased for \$125 to \$150. Under war conditions annual land rentals reached a top mark of \$45 an acre, but fair rentals based on actual crop yields range from \$20 to \$30.

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.

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 worshippers 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.

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 good 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.



LET'S ALL LAUGH!

The Undertaker Got Him.—Young Employee—"I feel that I am worth more money and will have to ask a raise in salary."

Employer—"We have raised you twice in the last year."

Young Employee—"I know, but this business could hardly continue without me."

Employer—"Then what would happen to the business if you were to die?"

Young Employee—"Well, in that case, of course you would have to get along without me."

Employer—"Then, young man, just consider yourself DEAD!"—D. T. D.

Rewarded.—A venerable justice sat in the place of honor at a reception. As a young lady of dazzling charms walked past he exclaimed almost involuntarily: "What a beautiful girl!"

The young woman overheard the justice's compliment, turned and gave him a radiant smile. "What an excellent judge!" she said.—Pittsburg Chronicle-Telegraph.

Heartless Daniel.—"I understand you are trying a new stenographer."

"Yes."

"What do you think of her?"

"I wonder how a girl with such big, dreamy eyes can be so merciless toward the English language."—Birmingham Age-Herald.

Just Grievance.—He—"Why is Adeline so angry with the photographer?"

She—"She found a label on the back of her picture saying: 'The original of this picture is carefully preserved!'"—Edinburg Scotsman.

She Was Willing.—Elderly One—"A wife should defer to her husband's wishes, my dear."

Younger One—"I have done so ever since he told me his one wish was to see me happy."—Boston Transcript.

A Mean Advantage.—"Do people ever take advantage of the invitation to use this church for meditation and prayer?" a city verger was once asked.

"Yes," he replied, "I caught two of 'em at it the other day!"—Blighly.

Oil-Gushers.—Bacon—"What are these 'oil-gushers' we read so much about in the newspapers nowadays?"

Egbert—"Didn't you ever see one?"

Bacon—"Why, no. Did you?"

Egbert—"Sure! If you'd been here ten minutes ago you would have seen one, too. He just dropped in to try and sell me some oil-stock."—Yonkers Statesman.

Supply and Demand.—Country Judge—"Ten dollars."

Motorist—"Can you change a twenty-dollar bill?"

Judge—"No, but I can change the fine. Twenty dollars."—Massachusetts Tech. Voo Doo.

Mother's Art.—It was in the drawing-class at the school.

"Sargent was a great artist," said the teacher. "With one stroke he could change a smiling face into a sorrowful one."

"That ain't nothin'," piped up Johnny. "Me mother does that to me lots of times."—Chicago News.

Turn About.—Two golf fiends—an Englishman and a Scot—were playing a round together. After the first hole, the Englishman asked:

"How many did you take?"

"Eight," replied the Scot.

"Oh, I only took seven, so it's my hole!" exclaimed the Englishman triumphantly.

After the second hole, the Englishman put the same question again. But the Scot smiled knowingly.

"Na, na, ma man," said he; "it's ma turn tae ask first!"—Pittsburg Sun.

George's Achievement.—Postmaster-General Burleson said at a Washington reception:

"Some of the complaints and attacks that the postoffice hears reminds me irresistibly of the chap who went trout-fishing."

"This chap returned empty-handed from his trip, and his wife said to him in some surprise:

"Didn't you catch any trout at all, George?"

"Oh, yes," said he. "I caught twenty-five fine, large trout, but they were stolen from me on the train."

"Well, never mind, George," said his wife. "You've brought home a brand-new fish story, anyhow."—Pittsburg Sun.

Her Sun-Spots.—A young woman, on being introduced to Sir Robert Ball, expressed her regret that she had missed his lecture the evening before.

"Oh, I don't think it would have interested you," said Sir Robert; "it was all about sun-spots."

"Was it really?" she replied. "Then it would have greatly interested me, for between you and me, Sir Robert, I have been a martyr to freckles all my life."—Boston Transcript.

Wicked, but Human.—Comfortably Cool Vacationist—"Gosh! I hope it's good and hot in the city!"—Life.

HOTEL BARBARA WORTH

SOCIAL *and* TOURIST HEADQUARTERS FOR THE

IMPERIAL VALLEY

“La Palma de la Mano de Dios”

THE linking of San Diego and the Imperial Valley by the opening of the new San Diego & Arizona Railway means more than the joining of an agricultural empire to a close-by deep-water harbor. It means the close association of two great winter tourist resorts, for both the Imperial Valley and San Diego are among the finest winter climate paradises in America—or any other part of the world.

This means, for the tourist, easy access between the two points and the enjoyment of some of America's best tourist hotels, with only a short, between-meals ride over picturesque mountains, between sea and valley.

One may now enjoy an excellent breakfast at the palatial U. S. Grant or Hotel del Coronado in San Diego and luncheon de luxe at the romantic Barbara Worth Hotel in El Centro—or vice versa. The U. S. Grant and the Hotel del Coronado are so far famed as to need no further description. Both have, for years, been the mecca of tourists and lovers of the good things of life, from all parts of the world.

But on the other end of the S. D. & A., at El Centro, there is a treat for the tourist which is known and loved by a fortunate

few, but which will now become a resort hotel of national prominence—the Barbara Worth.

This beautiful hostelry was built to commemorate and perpetuate the heart throbbing romance of “Barbara Worth”—that masterpiece from the pen of Harold Bell Wright—and from the very entrance, over the portal of which is engraved:

“The Desert waited, silent and fierce in its desolation, holding its treasures under the seal of Death—against the coming of the Strong Ones,”

on through the magnificent lobby and dining-rooms, this theme is carried out in its entirety.

From a distance, the four-story, white-walled structure gleams in its beautiful Spanish renaissance lines, which, in itself, seems to suggest hospitality. A step through the massive entrance and one is enthralled with the beautiful color motif and decorations of the great lobby. A series of mural paintings in oils adorn the walls, depicting the story of Barbara Worth from the inception of the idea of converting the desert into a wonderland, on



The Magnificent Barbara Worth Hotel, El Centro, California



In the Beautiful Lobby of the Barbara Worth Hotel

through the vicissitudes and struggles of the pioneer days. This magnificent lobby is one of the most beautiful in America for its size—and it is not at all small.

The oak beamed ceiling of the dining-hall is that of the chapel in Oaxaco. Its high ceiling, massive lines and tiled floors are only a suggestion of its excellent dining service. Snowy napery and glistening glass and silver only serve to enhance the service of the culinary department, for were it served in any surroundings the food could

not be of better quality or more savory than that served by the noted chef of the Barbara Worth. The earliest grapes and cantaloupes in America are served in this hotel. The famous Imperial Valley turkey, king of all birds, is a regular item on the excellent bill of fare.

In the mechanical construction of the hotel nothing has been forgotten. Every device known to European and American hotels of the very first rank has been installed. The kitchen is a model, not only



Upper View is That of the Dining Room of the Barbara Worth Hotel
Lower View Shows the Lobby, Looking Toward Main Entrance

of cleanliness but of convenience. Pre-cooling plants furnish clean, cool air every minute of the day and night to every room in the hotel, while in the winter months the steam heat is working full time.

With all this de luxe comfort there goes a surprise. One would expect, in a metropolitan hotel of this character, to pay metropolitan prices. No such thing. At the Barbara Worth one may obtain a splendid room as low as \$1.75 per day, and it should be known that there are none but good rooms in the Barbara Worth.

In the dining-room is served a most excellent breakfast and luncheon at 75 cents, and a dinner is served in the evening for \$1.00 which would put to shame the dinners served in many hotels at several times that price. And for the tourist the management has arranged a rate under the American plan which is very modest indeed.

The Barbara Worth is a hospitable hotel. There are canopied balconies on which to lounge, a clubroom for billiards and cards and special appointments for the women. Through the upper floors the woodwork is solid mahogany and each of the 150 rooms

has individual toilet and lavatory and connecting bath. The entire house service is that of a metropolitan organization.

Where else in America can be found a more desirable place to spend the winter months? Good auto roads lead to the nearby mountains with many picturesque objectives, to Salton Sea with its fishing, to numerous gun clubs with excellent duck and goose shooting. Mexico, with its quaint Mexicali and Laguna Salado, is but a few miles away. These and many other interesting places are reached through miles of green fields in winter, for in the Imperial Valley January and February are the May and June of the Eastern States. Truly it's a winter paradise and the Barbara Worth is a home de luxe for the tourist.

In keeping with the down-to-the-minute policy of the hotel, the management has inaugurated an aero taxi service operated by Al. Wilson, pioneer aviator since 1913. Special airplane flights to San Diego, Los Angeles and all points in California and Arizona may be had on a moment's notice and at reasonable charge ranging down to \$10.00 for short flights through the valley.

Sheridan's "Billy Vanila"

A FEW years ago Sol Sheridan stirred San Francisco with a series of short stories published in the San Francisco Bulletin.

Filled with local color, these little dabs of fiction stamped Sheridan as one of the coming writers of California. Between the production of these short stories and the present time, this author has traveled extensively and the quiet unctious of his earliest stories has, from time to time, been displayed in various writings of greater or lesser length.

Mr. Sheridan has now stepped into the field of real "bound book fiction" and under the title of "Billy Vanila," has produced a work which will leave its mark upon California literature.

Like all of Sol's writing, this book carries with it his intense personality, in which there has been no more striking feature than his constant love and admiration for boyhood. This characteristic has been particularly marked in all of his personal contacts and now we find in this, his latest story and supreme literary achievement, a perfect exemplification of his own power to, as a man, turn backward to boyhood days. Best of all, he carries his reader with him and most successfully bridges that time of life which stretches between school days and manhood.

One of the most perfect criticisms upon Sheridan and his "Billy Vanila," is the following from the pen of John McGroarity, author of California's Mission Play:

"We came across a 5-year-old boy, lately,

who took us by the hand and led us back into the dim, lost trails of childhood.

"It was in a book that we came across the boy—in a book called 'Billy Vanila,' which was the name that everybody called him, although his right name was William Macmillan. And in the book we also met the boy a Thousand Years Old, the Shaggy Boy, a dog named Carlo, and a little old Lady and a Man with Red Whiskers, and Snow Birds.

"Now, would you like to go back to the time when you were 5 years old and live again as you lived then? You might think you could not do so, but you really will if you shall read 'Billy Vanila.' And it will make you very happy. It will be as though you had drunk from the fabled Fountain of Youth that old Ponce de Leon hunted far and wide to find.

"The man who can write a book like this is a man to whom God has given the power to perform a Miracle of Art. And it has rejoiced us more than we can say to learn that the writer is a Californian to the manner born, a deep dreamer of marvelous dreams.

"His name is Sheridan and we have learned that he spends a lot of his time with boys. No doubt he is still a boy himself in his heart. He must be that to have written this book. He has been a soldier of fortune and was one of the men who captured Aguinaldo in the Philippines, and no doubt it was fortunate for Aguinaldo that he fell into the hands of a captor so gentle.

"To write a book that fascinates a boy and a man at the same time is to have performed a wonder. Yet, this is what Mr. Sheridan has done in 'Billy Vanila.'"

The
**BARBARA WORTH
HOTEL**



In the Heart of the
IMPERIAL VALLEY
"La Palma de la Mano de Dios"

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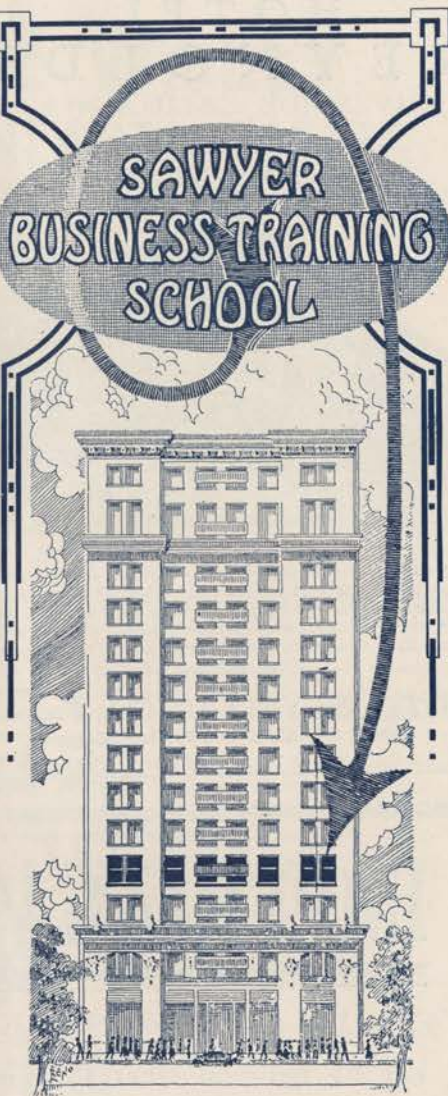
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It is irrigated by an abundant supply of water taken by gravity from the Colorado River. The farmers own the water system, so the only cost of water is actual expense of distribution.

Every kind of crop grown in the temperate zone thrives in this valley of wonders. The principal mortgage lifters are cotton, alfalfa, barley, corns and grains, hogs, cattle, sheep, chickens and turkeys. Palo Verde is still in the development stage and thus affords greater opportunities than can be found elsewhere.

The population has increased from 2000 to nearly 8000 in three years, since the providing of rail transportation by the building of the California Southern Railroad, connecting the valley with the Santa Fe.

Unimproved land with water can be had on very attractive terms.

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