

THE IMPERIAL VALLEY BOOSTER



COMPLIMENTS
EL CENTRO CHAMBER OF COMMERCE
EL CENTRO, CALIF.

IMPERIAL—THIRD FASTEST GROWING COUNTY IN THE U.S.

Compliments of
C. P. Randolph Co.
El Centro, California

Varney Bros. & Co.

Cash Cuts Prices

*Six Large
Busy Stores*

in Imperial Valley

WHICH SELL
GOOD GOODS
FOR CASH ONLY

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*We offer the newest
and most desirable in*

Dry Goods

Ready-to-wear

Men's Wear Shoes

Groceries

DEPARTMENT STORES AT

EL CENTRO BRAWLEY CALEXICO
IMPERIAL HOLTVILLE
CALIPATRIA

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EL CENTRO

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Automobile Electricians



Official Service Station for Westinghouse & Bijur
Starting and Lighting Systems

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EL CENTRO

CALIFORNIA

HERBERT E. HOLT, Manager

437 MAIN STREET PHONE 338-W

Imperial Valley

Imperial county lies in the extreme southeast corner of California, bounded on the south by Mexico, on the east by Arizona, on the north by Riverside county, and on the west by San Diego county.

The ocean-to-ocean highway and the state highway from San Diego to Yuma, Arizona, traverse the county, and the scenery from San Diego to the Valley is a revelation to lovers of travel.

The San Diego & Arizona railroad, now completed, covering the journey from the Valley to San Diego in three hours, affording excellent water connections with all the world.

The climate is warm as in any semi-tropical country, with this difference: Here the air is dry and healthful, as compared to the high humidity and malaria-laden air of most semi-tropical regions. The temperature in summer has been known to reach 117 degrees, and to fall to 24 degrees in winter. Both of these extremes are exceptionally rare and of short duration. A more ideal winter climate cannot be found, as the days are warmed with constant sunshine, while the nights are cool and bracing. All this insures a perpetual growing season. Although some find our summers disagreeable, we would not change them if we could, for it is the warm dry summers, with an abundance of water, that give us our varied and wonderful agricultural results.

A deal has been made for the entire irrigation system by which the people own and control the canals and water supply, the only expense being the maintenance of the system.

In the center of one of Imperial valley's richest agricultural districts lays the prosperous town of Calipatria. It's rapid growth and business prosperity has made it the wonderland of Imperial valley. But if one would take into consideration the resources it has from that rich agricultural district around it, they can readily conceive why it is called the wonderland. Here are a few of the facts about the Calipatria district. In 1915 nineteen carloads of cotton seed were shipped, in 1918, 66 carloads; in 1915, 12 carloads of cotton; in 1918, 89 carloads; in 1915, 23 carloads of hay; in 1918, 110 carloads; in 1915, 43 carloads of live stock; in 1918, 323 carloads; in 1915, 98 carloads grain; in 1919, 426 carloads. There were 160 carloads of lettuce and 1800 carloads of cantaloupes shipped from Calipatria in 1918.

The soil of this Valley is a rich sediment hundreds of feet deep. Add to this the fact that the waters of the Colorado carry a fertile silt which is spread over the land in irrigating, and you will readily realize that the soil is inexhaustible.



Strength *Organization* *Service*

These three essentials are conspicuous in this institution—one of the largest banks in the southwest

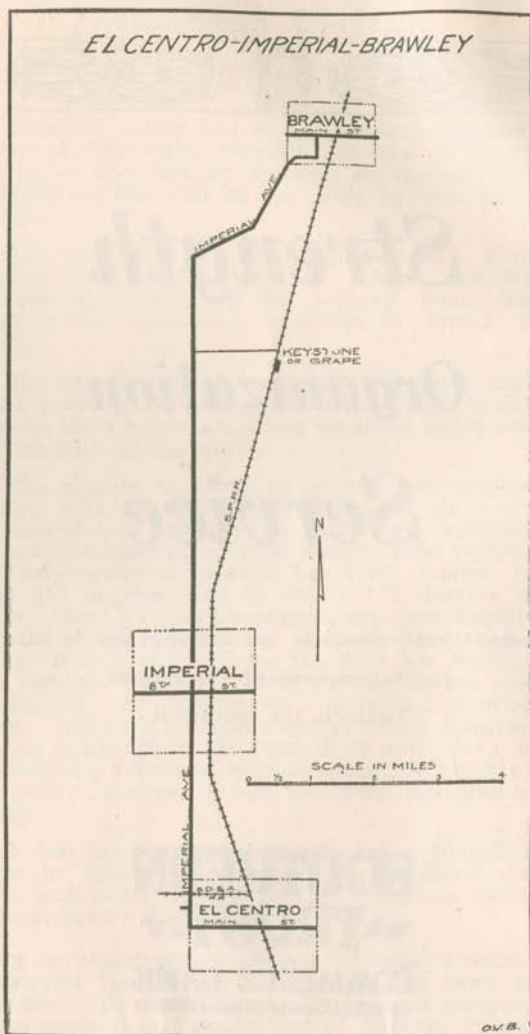
**SOUTHERN
TRUST^{SS}
AND
COMMERCE BANK**
Capital One Million Dollars

Departmentalized Service
Imperial Valley and San Diego

EL CENTRO — BRAWLEY



EL CENTRO-IMPERIAL-BRAWLEY



S E R V I C E

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Used cars Bought for Cash
 Sold on Terms
 AUTO ACCESSORIES, ETC.

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 Phone 65-R

Brawley, Calif.

H. J. GLENNON
 515 Main St.

S E R V I C E

On Your Way to the Valley or
San Diego

STOP

AT THE

CASINO

The big green building on the side
of the hill

DINING - DANCING

MOTION PICTURES

POOL and BILLIARDS

SODA FOUNTAIN

Pickwick White Star United Stages

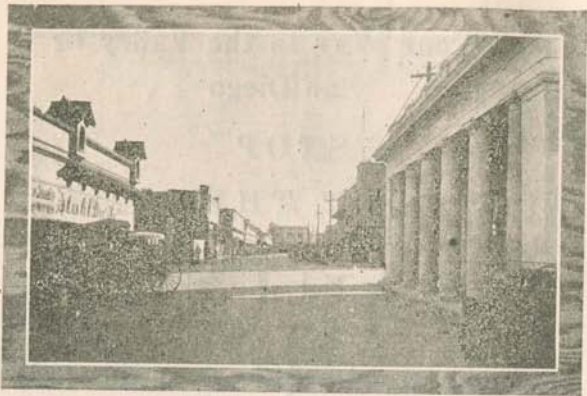
SAN DIEGO AND EL CENTRO

Fare—One Way, \$4.50; Round Trip, \$8.00

Leave	A.M.	A.M.	A.M.	P.M.	P.M.
San Diego.....	7.00	7.15	11.00	1.00	4.00
Dulzura	8.40	8.35	12.20	2.20	5.20
Cottonwood	8.10	8.55	12.40	2.40	5.40
Potrero	9.05	9.20	1.05	3.05	7.05
Campo	9.30	9.45	1.30	3.30	7.30
Boulevard	10.20	10.35	2.50	4.20	7.50
Jacumba	10.35	10.50	3.05	4.35	8.05
Mt. Springs	11.05	11.20	3.35	5.05	8.35
Coyote Wells	11.35	11.50	4.05	5.35	9.05
Dixieland	12.00	12.15	4.30	6.00	9.30
Seeley	12.10	12.25	4.40	6.10	9.40
El Centro	12.30	12.45	5.00	6.30	10.00
Arrive	P.M.	P.M.	P.M.	P.M.	P.M.

EL CENTRO AND SAN DIEGO

Lv. El Centro	A.M.	A.M.	P.M.	P.M.
Seeley	8.00	10.30	1.30	4.00
Dixieland	8.20	10.50	1.50	4.20
Coyote Wells	8.30	11.00	2.00	4.30
Mt. Springs	8.50	11.20	2.20	4.50
Jacumba	9.25	11.55	2.55	5.25
Boulevard	9.55	12.25	3.25	5.55
Campo	10.15	12.45	3.45	6.15
Potrero	11.30	2.00	4.30	7.30
Cottonwood	11.50	2.20	4.50	7.50
Dulzura	12.20	3.00	5.20	8.20
San Diego	12.40	3.10	5.40	8.40
Ar. San Diego	2.00	4.30	7.00	10.00
	P.M.	P.M.	P.M.	P.M.



Main Street Brawley

BRAWLEY, CALIFORNIA BY C. P. COOK

Secretary of the Brawley Commercial Club

Located near the center of the irrigated five hundred thousand acres of Imperial county, is two hundred miles southeast of Los Angeles, one hundred forty miles east of San Diego, twenty-five miles north of Mexico and one hundred twenty feet below sea level. The city, with a population of about four thousand, serves as a distributing and shipping point for the north end of the valley.

CLIMATE: The temperature in winter sometimes goes as low as twenty-five degrees above zero and in summer, in the hottest part of the day, it ranges between ninety and one hundred ten or fifteen. The rainfall is from one to three inches annually.

CROPS: The growing season extends throughout the year with wheat, barley, alfalfa, lettuce, spinach, peas and other cool weather crops in the winter months and cantaloupes, tomatoes, alfalfa, cotton and milo maize in the summer months. Water for irrigation and domestic use comes from the Colorado river.

SHIPPING: Brawley is the leading shipping point of the valley for hogs, cattle, milo maize, cantaloupes, watermelons, lettuce, peas, and table grapes. In volume of shipments Brawley ranks next to Los Angeles in Southern California.

LAND VALUES: Good corn and cotton land may be bought for \$125 to \$150 per acre and alfalfa or vegetable land for \$150 to \$300 per acre. Land rents range from twenty to fifty dollars per acre.

SCHOOLS AND CHURCHES: The schools of Brawley and the valley rank with the best in the country and most of the leading church denominations are represented.

FIRST NATIONAL BANK

Brawley, California

PROGRESSIVE

MODERN

UP-TO-DATE

Correspondence Invited

—Tell Us Your Needs—

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 an average of 30 cents a pound 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.

CANTELOUPES

Nearly 14,00 acres of canteloupes during the past year shipped approximately 8,000 carloads to eastern markets. So famous have Imperial Valley cants become known that this past year Imperial Valley canteloupes were shipped to Atlanta, Georgia, in the heart of the Southern canteloupe district where they were eagerly purchased at a premium from \$1 to \$2 a crate above the local products.

Estimated acreage for the coming year is 20,000 which will be the largest crop in the history of the valley.

The peak of the season is usually reached the first week in June while the first ones are shipped about May 20. Distributors of national reputation handle the crop thus relieving the growers of the marketing problem.

Choice lands in the valley for canteloupes commands an annual rent of from \$30 to \$50 an acre.



Main Street, El Centro

EL CENTRO

El Centro, the county seat of Imperial county, was staked out in a barley field twelve years ago. Today it is a modern business and residential city of 7000 inhabitants with all the improvements and conveniences of a city many times its size.

El Centro has beautiful, shady streets, fine municipal and business buildings, many miles of fine streets and cement sidewalks, electricity for light and power, gas, a sewerage system adequate for a city several times its size, telephone and telegraph systems, beautiful churches, public library, public parks and a school system which is unexcelled.

Four banks with combined assets of over \$3,000,000 look after the financial situation and modern stores in all lines supply every demand. Excellent hotels care for the traveling public—one of them, the Barbara Worth, being one of the finest hotels in the Southwest and built at a cost of over \$300,000.

Being in the center of the valley (El Centro), the city is the hub of a network of highways and railroads. The Southern Pacific, the Holton Interurban and the San Diego & Arizona railway all converge at El Centro, while the State Highway from San Diego and the Highway from Los Angeles down through the valley cross at this point.

El Centro is a business center of large proportions. Besides the many banks and stores it has a large cotton seed oil mill, three cotton gins, several large warehouses and an ice plant which supplies the valley. The only wholesale grocery house in the valley is located in El Centro. One of the largest creamery plants in the state is located here and manufactures all the by-products of the whole milk. Many other large enterprises have their headquarters in El Centro.

The winter climate of the Imperial Valley is fast becoming famous and El Centro, with its many attractions, fine tourist hotel and splendid location, is rapidly becoming the Mecca for the winter tourist.

The El Centro Chamber of Commerce will supply any information desired.

S. D. & A. RAILWAY Time Table

MAIN LINE

From San Diego
EASTBOUND

To San Diego
WESTBOUND

No. 52		N. 4		Cor. to Apr. 20, 1920		N. 3		N. 4	
MIXED		MIXED				MIXED		MIXED	
Daily		Daily				Daily		Daily	
9:35pm		7:30am				6:40pm		7:00am	
s 10:01	s 7:46	lv. Nat'l City	lv s	6:22	s	6:31			
s 10:05	s 7:50	lv. Chula Vista	lv s	6:15	s	6:25			
s 10:30	s 8:05	ar. Tia Juana	lv s	6:01	s	6:00			
s 10:45	s 8:10	lv. Tia Juana	ar. s	5:56	s	5:45			
s 1:00am	s 9:30	lv. Tecate...	lv s	4:36	s	3:55			
f 1:23	f 9:47	lv. Lindero...	lv f	4:16	f	3:33			
s 1:56	s 10:04	lv. Campo.	lv s	4:02	s	3:17			
s 3:25	s 11:15	lv. Jac. Hot Sp	lv s	2:52	s	1:20am			
	f 11:39	lv. Carriso Gor	lv f	2:26					
	f 12:26	lv. Sugar Loaf	lv f	1:32					
s 5:08	s 12:37	lv. Coy. Wells	lv s	1:17		s 10:35			
f 5:45	f 1:04	lv. Dixieland	lv s	12:54		f 9:50			
f 6:00	f 1:14	lv. Seeley....	lv s	12:45		f 9:30			
6:25	1:35	lv. El Centro	ar	12:30		8:45			
6:50	s 2:00	ar. Calexico...	lv	12:05pm		8:15			
	s 2:15	ar Mexicali...	lv	11:50am					
	s 3:57	lv. Cantu U.S.	lv	10:07					
	f 4:02	lv. Araz. Jun.	lv	10:02					
	4:20	ar. Yuma P.T.	lv	9:50					

S. P. TIME TABLE

6:10	4:45	0	Lv Niland....	Ar	a 130	9 35	9 22
6 30	5 05	8	Lv Calipatria	Lv	a 179	9 17	9 05
f 6 33	f 5 08	9	Lv Bernice.	Lv	f 9 10	f 9 00
f 6 43	f 5 18	14	Lv Rockwood	Lv	f 9 00	f 8 53
7 00	5 35	19	Lv. Brawley	Lv.	a 116	8 50	8 45
f 7 10	f 5 45	23	Lv Grape....	Lv	f 8 25	f 8 30
7 25	6 00	28	Lv. Imperial	Lv.	a 67	8 15	8 20
7 50	6 20	32	Ar. El Centro	Lv.	a 50	8 00	8 12
8 00	6 30	37	Lv. Heber..	Lv	a 17	7 42	8 00
8 15	6 45	41	Ar. Calexico	Lv.	a 2	7 30	7 45



Morgan's CAFETERIA

1047-1049 SIXTH STREET

Between Broadway and C

San Diego, California

Westmorland

Westmorland is located in the center of the fertile No. 8 district, the Brawley-Indio State Highway passing through the town. It has railroad shipping facilities, substantial brick business blocks, department stores, a good bank, two lumber yards and other business interests which provide for the further development of the community. The wonderful improvements of the past year were made possible by the co-operation of the officers of Water Co. No. 8 and the farmers of the district.

The rich district surrounding Westmorland has made a record of production surpassed by no district in the valley. Alfalfa, barley, cotton, milo, vegetables and the other crops all thrive here and the output of cattle, hogs and sheep is very large. Westmorland and the district which surrounds it offer much in the way of opportunity to the seeker for a home where nature is at her best. The increased acreage and the many improvements of the past year speak in unmistakable terms of the future of the Westmorland district.

FIGS

Figs grow luxuriantly and bear heavily in this section. In the Coachella and Imperial valleys fig raising should develop into a profitable industry, but the advisability of planting figs on the lower lands along the Colorado River is questioned because of the danger of frost. The difficulties in satisfactorily drying the crop is at present the main obstacle to commercial plantings.

Figs can be successfully grown with comparatively little pruning and cultivation. They will stand more water than most trees, which makes them desirable for planting on ditch banks.

Accurate data on the comparative value of the common varieties are very meagre. The Black Mission, White Adriatic and Black San Pedro are known to produce well wherever they receive sufficient water and a reasonable amount of care.

The Smyrna class of figs do very well and will probably develop into a crop of considerable importance. The Smyrna, unlike other figs, must be artificially pollinated (caprifigged) to produce a crop. Successful introductions of the Blastophaga (fig wasps) have been made and much advance made in the industry, especially by Mr. Frances Heiny of Brawley, who has been able to produce three crops of Smyrna figs in a season. This variety is especially good for drying.

Fig trees bear three crops a year, the second crop being the main one. Trees but a year old will bear some figs, but they do not come into heavy bearing until four or five years old.

WESTMORLAND LANDS

Soft Sandy Soil adaptable for all
kinds of farming

Tracts in all sizes

Terms Easy

Write us for details
Information Gladly Given
Inquire about Grape Industry,
Alfalfa, etc.

We want to hear from

YOU

Ware & Crothers

Westmorland, California

Imperial Valley Lands

Imperial Valley Bank

Member of the Federal Reserve
System

Growing with Westmorland

The New Live Town

Westmorland, Calif.

WHILE IN SAN DIEGO
DINNER AT

Palace Cafe and Grill

Famous American Restaurant
Our Specialty

Fresh Fish, Fried Oysters, Fried Lobsters
Fine Cooking—Unexcelled Service
Popular Prices

SAM M. ANDREWS, Prop.

Grapes

By W. O. JOHNSON

The arising of early table grapes presents one of the most attractive propositions we have in Imperial valley today. It has been known for several years that the Malagas and Thompson's Seedles ripen here from two weeks to a month earlier than in any other locality in the state, with perhaps the exception of the Coachella valley where the grape acreage is small. Five years ago grapes were yielding as well as at present, but few growers were able to market them with any profit, and, as a consequence, in 1913-14 many vineyards were taken out. At the El Centro Fruit and Produce Company vine yard, two miles east of Holtville, on Tract 38, the crop was harvested by turning in the hogs. Today we find an entirely different condition. Some of the same men who took out their vine yards then are replanting. There is no difference in the productivity of the vine yards, it is simply due to the fact that the marketing facilities have been very greatly improved. This year there were probably 1000 acres in the valley, about 700 of these were Malagas and 300 Thompson's seedless. The average yield was from $4\frac{1}{2}$ to 5 tons to the acre and the average profit \$400 per acre.

One reason for increased interest in grapes is the heavier yield due to more careful irrigation and better pruning. On the Howard Jones ranch, three miles northeast of Holtville, there is a vine yard part of which is nearly 12 years old. In 1918 its production was about $3\frac{1}{2}$ tons per acre. This ranch is leased for 1920 to Mr. F. Henry, a man who has practically grown up among the grapes of the San Joaquin valley and who is probably more experienced in handling the vines than any man in Imperial county.

Mr. Henry is confident that by early summer pruning the ripening of Malagas can be advanced to July 15th. It is to be hoped that other growers will adopt this improved method of pruning.

Choice of Land

In choosing land for grapes, two things must be borne in mind, Light, sandy soils give earlier grapes and those of better quality with larger berries, on harder soils grapes are apt to be somewhat smaller in size as well as later, therefore, they will come into competition with the San Joaquin valley grapes. It is questionable on this account, whether year in and year out it will pay to grow grapes on hard soil in Imperial valley. The second important point to be observed in selecting one's soil is that there should be good underground drainage. Land which has so high a water table that it will not grow alfalfa or corn crops, of course, should never be selected. The drainage ought to be of the best. For this reason, land with a heavy fall, or located on or near a river bank is generally excellent.

x

There is not much choice between Malagas and the Thompson's Seedless for commercial purposes, it is well to plant half of each. Thompson's Seedless come on first and by the time they are ripe and off the vines, the Malagas are ready to pack. It is best to plant your vineyard in the spring, about February.

GRAPES

FIRST CARLOAD

IN

UNITED STATES

SHIPPED

in Early Spring (June) from

IMPERIAL VALLEY

CAN You see the advantage of being

“The Early Bird?”

Our Specialty

IS

HIGH CLASS LAND

Exhausted Study of Special Lands and
Locations Adapted to

GRAPES and GRAPEFRUIT

Let Us Give You Facts and Figures

Showing Fabulous Returns on

MONEY INVESTED

Address

C. P. Randolph Co.

SELECT FARM LAND

EL CENTRO, CALIF.

138 N. 5th Street

“WHERE WINTER NEVER COMES”



Main Street, Calexico

CALEXICO

By John C. Stockberger
Secretary Chamber of Commerce

Calexico claims to be the metropolis of Imperial Valley and it even goes further with the claim to supremacy and points to itself as the future El Paso of the western border. To support this somewhat surprising contention, it cites the fact that while there are 600,000 acres of land under cultivation north of the international border, there is below the border an equal or greater amount of arable land with close to 150,000 acres now under intensive cultivation. All this fabulously rich territory is tributary to Calexico, border city and terminal of the Iner-California, the S. P. and the San Diego & Arizona railroads. Calexico is the port of entry for the western end of the northern district of Baja, California and its custom house passed in imports during 1919 the amazing sum of \$12,491,551 while all other Southern California ports, including Los Angeles and San Diego totalled \$3,675,077 for the same year.

Every dollar's worth of cotton and grain produced below the border comes through Calexico while all the food stuffs and implements required in the gigantic farm operations there, go over from Calexico. During the coming year perhaps 50,000 more acres will be put under cultivation and the volume of business of Calexico vastly increased. There is no other outlet for this Mexican region and no other inlet and the cities of Calexico and Mexicali with combined population of almost 20,000 people, handle it all and Calexico alone 95 per cent of it.

Cotton is king and the production this year is greater than ever in history and will reach fully \$20,000,000. The cotton grown in the Valley, and especially that below the border is the finest short staple to be found and right now is commanding a premium of as much as ten cents a pound.

The First National Bank

Calexico, California

Capital-Surplus and Profits

\$300,000.00

Resources Over \$2,500,000.00

**WE
INVITE YOUR PATRONAGE
LARGE OR SMALL**

OFFICERS

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President

M. H. SHERMAN,
Vice-President

D. A. LEONARD,
Vice-Pres. and Cash.

J. P. MACDONALD
Assistant Cashier

C. B. MOORE,
Assistant Cashier

A. M. SHENK

REAL ESTATE

INSURANCE

AND LOANS

First Mortgage Farm Loans
at 7 Per Cent Per Annum

48 Second Street

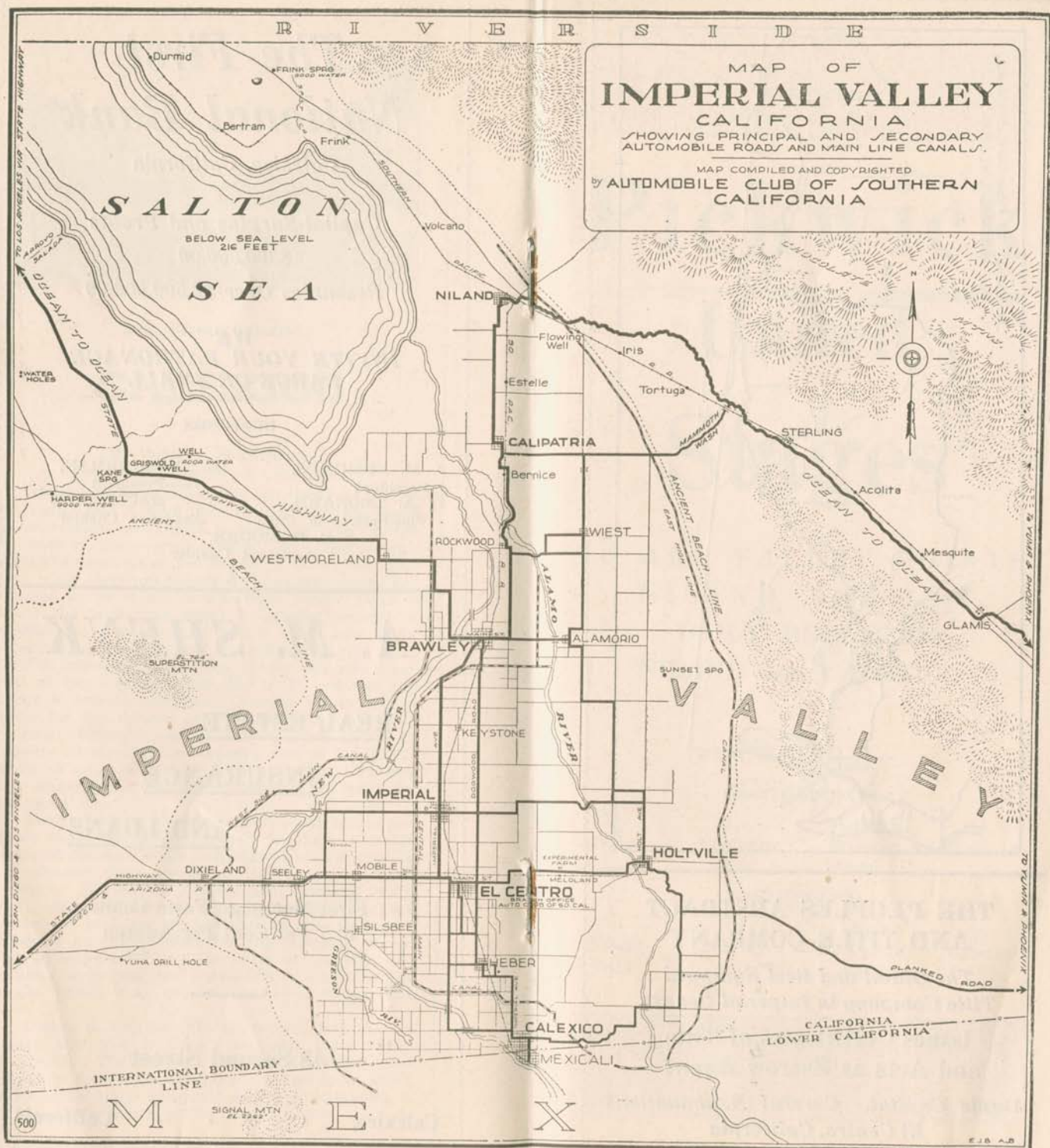
Calexico, - - - - California

R I V E R S I D E

MAP OF IMPERIAL VALLEY

CALIFORNIA
SHOWING PRINCIPAL AND SECONDARY
AUTOMOBILE ROADS AND MAIN LINE CANALS.

MAP COMPILED AND COPYRIGHTED
BY AUTOMOBILE CLUB OF SOUTHERN
CALIFORNIA



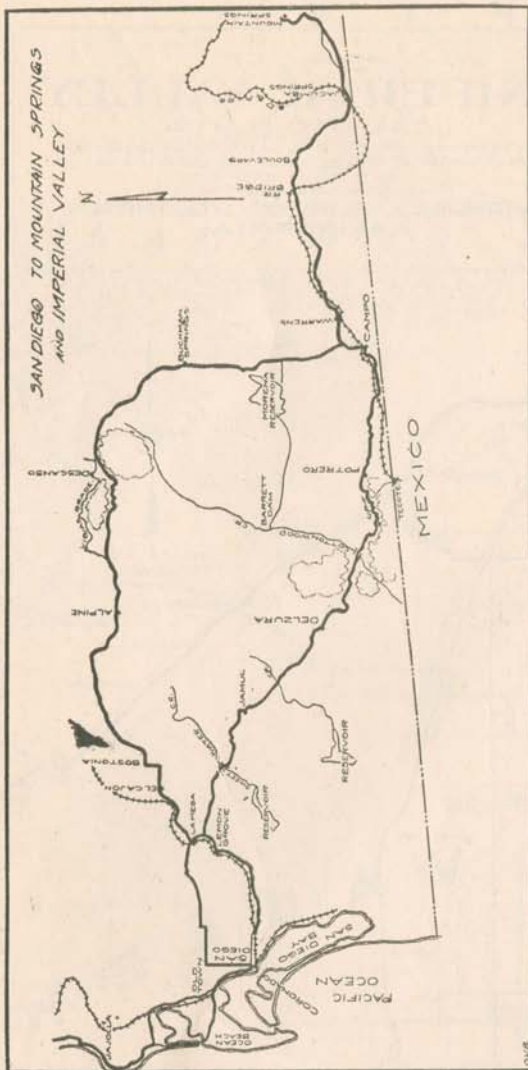
SALTON
BELOW SEA LEVEL
216 FEET
SEA

IMPERIAL VALLEY

INTERNATIONAL BOUNDARY LINE
M E X
SIGNAL MTN
EL 2362

500

E 18 A 5



**THE PEOPLES ABSTRACT
AND TITLE COMPANY**

*The Oldest and Best Equipped
Title Company in Imperial County*

**Issues Certificates of Title
and Acts as Escrow Agent**

*Ample Capital. Careful Examinations
El Centro, California*



Pickwick

United

Stages

TO ALL VALLEY POINTS
 NILAND SPECIAL
 DAILY BETWEEN
 NILAND and CALEXICO

—SCHEDULE—

NORTHBOUND

Lv.	Lv.	Lv.	Ar.
Calexico	El Centro	Brawley	Niland
10:45	11:30	12:20	1:35

SOUTHBOUND

Lv.	Lv.	Lv.	Ar.
Niland	Brawley	El Centro	Calexico
2:10	3:30	4:30	5:10

PICKWICK UNITED STAGES
TIME TABLE
NILAND—CALEXICO
Northbound

Callexico Leave	Heber Leave	El Centro Leave	Imperial Leave	Brawley Leave	Calipatria Leave	Niland Arrive
.....	7.00	ar7.15	8.15	ar8.55
7.00	7.20	7.45	8.05	ar8.40
7.30	7.50	8.30	8.50	ar9.25
8.30	8.50	9.10	9.25	10.05	ar10.45
8.00	8.20	8.45	ar9.00
8.30	8.20	9.10	9.25	10.05	ar10.45
9.00	9.20	9.40	ar9.55
9.30	9.50	10.00	10.30	ar11.05
10.00	1.20	10.40	11.00	11.40	ar12.25
.....	10.50	ar11.05
.....	11.15	11.35	ar12.10
10.05	11.05	11.30	11.45	12.20	1.05	ar1.35
11.10	11.30	12.00	12.20	ar12.55
11.30	11.50	ar12.10
12.00	12.20	12.40	ar12.55
12.30	12.50	1.10	1.30	ar2.05
1.00	1.20	1.40	ar1.55
1.30	1.50	2.10	2.30	3.10	ar3.55
.....	2.30	ar2.45
2.00	2.20	2.50	3.10	ar3.45
2.30	2.50	3.15	3.35	ar4.10
3.00	3.20	3.40	ar3.55
3.30	3.50	4.10	4.30	ar5.05
4.00	4.20	4.45	ar5.00
4.30	4.50	5.15	5.35	6.15	ar7.00
5.00	5.20	5.45	ar6.00
5.30	5.50	6.10	6.25	ar7.00
6.00	6.50	ar7.10
7.00	7.20	7.45	ar8.00
.....	8.15	8.35	ar9.10
8.00	8.20	9.15	9.35	ar10.10
9.00	9.20	ar9.40
10.10	10.30	ar10.50

EL CENTRO-SEELEY-DIXIELAND
STAGES

West Bound	A. M.	P. M.
El Centro.....Leave	8:30 11:30	2:40 5:40
SeeleyArrive	8:45 11:45	2:55 5:55
DixielandArrive	8:50	

East Bound	A. M.	P. M.
DixielandLeave	9:30	
SeeleyLeave	7:30 10:00	1:30 4:00
El Centro.....Arrive	7:45 10:15	1:45 4:15

Daily except Sunday.

HOLTVILLE STAGES

Run every hour on the Hour
From 7 A. M. to 7 P. M.

PICKWICK UNITED STAGES
TIME TABLE
NILAND—CALEXICO
Southbound

Niland Leave	Calipatria Leave	Brawley Leave	Imperial Leave	El Centro Leave	Heber Leave	Arrive Calixico
.....	7.00	7.20	7.40
.....	7.15	7.30	7.50	8.10
.....	7.00	7.40	8.00	8.20	8.40
.....	8.30	8.50	9.10
.....	9.00	9.20	9.40
.....	9.10	9.30	9.50	10.10
.....	9.00	9.40	10.00	10.20	10.40
.....	10.15	10.30	10.50	11.10
.....	9.15	10.05	10.45	11.00	11.20	11.40
.....	11.10	11.30	11.50	12.10
.....	10.45	11.25	12.00	12.20	12.40
.....	10.50	11.30	12.10	12.30	12.50	1.10
.....	12.15	12.50	1.10	1.30	1.50
.....	1.00	1.40	2.00	2.20	2.40
.....	1.15	1.30	1.50	2.10
.....	2.10	2.30	2.50	3.10
.....	1.45	2.25	3.00	3.20	3.40
.....	1.15	2.10	2.50
.....	3.15	3.30	3.50	4.10
.....	3.30	3.35	4.00	4.20	4.40
2.10	2.45	3.30	4.10	4.30	4.50	5.10
.....	4.25
.....	4.00	4.40	5.00	5.20	5.40
.....	4.30	5.10	5.30	5.50	6.10
.....	5.30	6.00	6.20	6.40
.....	4.30	5.30	6.10	6.30	6.50	7.10
.....	6.40	7.00	7.20	7.40
.....	6.30	7.10
.....	7.05	7.40	8.00	8.20	8.40
.....	7.00	7.45	8.25
.....	9.00	9.30	9.50	10.10
.....	10.00	10.40	11.10	11.30	11.50

BRAWLEY—WESTMORLAND STAGES

Leave	Leave
BRAWLEY	WESTMORLAND
7:20 A. M.	8:00 A. M.
11:45 A. M.	1:00 P. M.
4:15 P. M.	5:15 P. M.

35 Minutes Run Between Towns.

Pioneer Title Insurance Company

When you Buy Real Estate

You Need the Protection of Our \$100,000.00 Guarantee Fund Deposited With the State Treasurer.

559 MAIN STREET

El Centro

California

Murphy's Welding Works

Brazing and Welding

HEAVY TRACTOR MACHINERY OUR SPECIALTY



If that Tractor Frame is broken call for Murphy's Service car and Portable Outfit will go anywhere for business.

We also weld Aluminum Castings, Cylinder Blocks, Automobile Frames and Malleable Castings

Fourth and State Streets

El Centro, California

TABLE OF DISTANCES

El Centro00	Brawley00
Seeley	8.0	Calipatria	11.5
Dixieland	13.0	Niland	20.0
Coyote	27.8	Brawley00
Mt. Springs	36.8	Alamorio	4.1
Jacumba	45.8	Wiest	10.3
Boulevard	55.8	Bridge	19.0
Warrens	70.	Mammoth	27.2
Campo	72.	Glamis	41.2
San Diego	124.	Blythe	65.0
El Centro00	Ogilby	62.2
Imperial	4.5	Yuma	90.3
Brawley	15.1	Brawley00
El Centro00	Mecca	59.8
Heber	6.5	Indio	76.8
Calexico	11.3	Palm Springs	100.8
El Centro00	White Water	107.5
Meloland	7.	Banning	121.5
Holtville	11.5	Beaumont	125.3
Water Well	41.	Redlands	141.8
Yuma	65.	San Bernardino	151.3

Have you seen the Valley

IMPERIAL

BY ESTELLA FALLA

Secretary of the Chamber of Commerce.

The population of Imperial is about 3000. In June 1919, the population was estimated at 2,500.

The value of all property in Imperial is approximately \$2,000,000.

Imperial distributes more farming implements than any other two towns in the valley.

The Imperial telephone system reaches more than 1000 subscribers in the valley, connecting with all points where the telephone is in use, while the constant increase in new connections taxes the capacity of the company to supply phones.

Imperial spent during the last 12 months about \$178,500 in building, and buildings are planned for immediate construction at a cost of about \$63,200. Building operations are now actually behind the demands for both residence and business.

The city council of Imperial has constructed 18 miles of cement curbing; 14 miles of concrete sidewalk; 2 miles of concrete street paving, and 6 miles of street grading. This work has cost approximately \$200,000 and \$20,000 voted to finish the paving.

Imperial has a first class library, which, under capable management, is constantly becoming more useful and efficient.

The express business at Imperial has increased in the last year 65 per cent over the previous year.

The increase in the Southern Pacific business in Imperial shows an increase over the year previous of about 40 per cent.

Imperial has two banks, whose combined resources are ample for local demands of farmers and business men.

Imperial has a monthly pay roll of \$107,400.

Imperial has a water system which furnishes an abundant supply of water, which, when filtered, is pure and wholesome. The pressure is ample for water power.

Imperial has a sewer system costing \$100,000, and which is ample for many years to come.

Imperial has adequate fire protection.

Imperial has a supply of gas which is sufficient to meet all present or prospective needs.

Imperial's electric current can supply all its needs, present or future.

Imperial is the business center of a larger farming area than that of Redlands, Riverside and San Bernardino combined.

Imperial has four churches—the Methodist, the Episcopal, the Catholic and Community.

Imperial has one of the best equipped high schools in the State, and three up-to-date grammar schools. And has a new \$90,000 school under construction.

The monthly volume of bank business in Imperial according to statements of the two banks here is about three quarters of a million dollars.

The following secret and fraternal orders have lodges in Imperial: The Masons, the Eastern Star, the Odd Fellows, the Rebekahs, the Eagles, the

First National Bank

Imperial, Cal.

First Bank Organized in Imperial Valley

ASK US

Member of Federal Reserve System

Hotel Imperial

IMPERIAL, CALIFORNIA

Only Four Miles From El Centro,
Solicits Your Patronage



RATES

Without Private Bath.....	\$1.00
With Private Bath	2.00

Easily Reached by Stage

A. L. NELSON, Proprietor

Phone 19-W for Reservations

IMPERIAL

Knights and the Ladies of Security, the Woodmen of the World, and the Knights of Pythias, Post of the American Legion.

The tax rate in Imperial is lower than the tax rate in any other town in the Valley.

There are able, courteous representatives of every profession in Imperial.

Imperial has a new, modern theater, in which any play can be staged to advantage.



Main Street, Seeley

Seeley

By CAPT. JAMES C. SUMMERS

Secretary of the Chamber of Commerce

Aptly christened "the Western Gateway to Imperial Valley," when a few years ago, it was but a baby of the desert, Seeley is now a sturdy, prosperous and wide awake town, the center of 20,000 acres of the most fertile soil in that land of promise—Imperial Valley.

Seeley throws wide its "gateway" and bids a welcome fraught with smiles and sunshine to the traveler from any point of the compass, who is in quest of a real home in a land of boundless opportunities and life-giving climate. Straight through its center from the mountains, some 30 miles to the west, runs the famous cement State Highway over which fully a thousand automobile pass daily, while parallel with it at Seeley the passenger and freight trains of the new \$18,000,000 San Diego & Arizona railway, now running Pullman cars via the Southern Pacific through to Chicago and the east are making the fine station of Seeley their first stop in the Valley on their way to El Centro and other eastern stops.

Results are the factors that count on the road of progress toward the goal of success and Seeley can show them. Eight years ago there was not a building of any size in the place. Today the town can boast of an up-to-date drug store, a department store, a bank, a large hardware store, all contained in substantial brick buildings, a union church, Chamber of Commerce, weekly newspaper, several garages, a lumber yard, post office, a splendid school, a tennis club, ladies club, and Farm Center, real estate and insurance offices, automobile salesrooms and blacksmith shops and last, but not least, three first class cotton gins. One of these is the Seeley Long Staple Gin, the only one in California that properly handles the wonderful Pima cotton grown in great quantities in Imperial Valley and extensively used by the Goodyear Company in the manufacture of its tires.

ALFALFA, barley, milo, lettuce and fruit growing are among the other important industries of Seeley's fertile acres, together with the raising of live stock, and poultry. The Chamber of Commerce of Seeley will furnish additional information regarding this rapidly growing and attractive town of Seeley.

THE FIRST NATIONAL

Seeley

BANK

California

Member of the Federal Reserve System
4 per cent paid on Term Deposits

OFFICERS

C. S. Hill, President.
George S. Campbell, Vice President
A. L. Sisson, Cashier

**FURTHER INFORMATION CHEERFULLY GIVEN
BY MAIL**

A. T. EZELL

DRUGGIST

SEELEY : : : CALIFORNIA

Agency for Rexall, Nyall, Eastman Kodak, Lowney's
Chocolate Candy

AN UP-TO-DATE FOUNTAIN

Make Your Headquarters at this Store while in Seeley

A. T. EZELL, the Rexall Store

A. R. FERGUSON

PIONEER REALTY DEALER

My Thirteen Years' Experience in the Valley will En-
able you to Select Land Suitable to Your Needs.

Seeley Lots a Specialty

Gray's Garage

Expert Mechanic

NEW AND USED CARS FOR SALE

Main Street : : Seeley, Cal.

CALIPATRIA

Calipatria is situated in what is known as the "North End" of the Imperial valley. Its history is short in years, but long in achievement. Four years ago this portion of the Valley was without cultivation or canal—today Calipatria is a hustling little city surrounded by a hundred thousand acres of extremely rich land, 70 per cent under cultivation and the remaining 30 per cent being made ready for the plow as fast as possible.

The reason for the slower development of this territory was not lack of natural resources. It was because each alternate section was owned by a corporation which refused to sell in small tracts, and the owners of the remaining land could not build canals and improvements under those conditions. However, four years ago this land was purchased by a company of bankers, farmers and business men who immediately established a mutual water company, brought the entire district under a high state of improvement and offered the land for sale in small tracts of from ten acres up. The result was phenomenal—the knowing ranchers of Southern California and the Imperial valley, especially, who had watched this rich land with longing eyes, hurried to secure their desired acreage. The result is that in four years the desert has blossomed into one of the most productive areas in the Valley.

Calipatria, four years ago unheard-of, is today a thriving little city with fine schools, one of which cost \$45,000, two national banks, three hotels, three grain warehouses, two cotton gins, Standard and Union Oil stations, two lumber yards, thirteen mercantile concerns, four garages, two barber shops, blacksmith shop, tile works, telephone system, electric power and lights, refrigerator plant and numerous restaurants, etc. Occupation tax over one hundred. All this within four years.

R. H. EASTIN

PHONE 441

EL CENTRO DYE WORKS

*Tailoring, Cleaning
and Pressing*

Work Called for and Delivered

BROADWAY AT FIFTH EL CENTRO, CAL.

First National Bank

Calipatria, California

Safety, Efficient Service
Courtesy

W. B. COBERLY, President
J. A. GOODWIN, Vice-President
C. T. McKEEHAN, Cashier

**We Buy and Sell
Improved Alfalfa and Cotton Land
in the Imperial Valley Only**

We are located in the north end of the Valley, which has only recently been developed, and where values are much lower and soil, water and other conditions equally as good as in the older sections.

Information cheerfully given
Correspondence solicited

J. W. Jessee Son.

Calipatria - - - Calif.

PIMA COTTON

(By VICTOR R. STERLING)

American Egyptian, commonly called Pima Cotton has been grown in Imperial Valley in an experimental way for several years.

Heretofore, it has not met with popular favor owing to the fact that no roller type of gins were available for ginning this particular type of cotton.

World conditions have brought about a new order of things.

Egypt, the world's greatest producer of long staple has suffered the ravages of the Pink boll worm to such an extent that the production has decreased fifty per cent during the past three years.

This curtailed production became so alarming that the British Government has placed an embargo on the exportation of Egyptian cotton except to the British Isles.

These conditions have forced American manufacturers requiring long staple cotton to seek new fields or suspend operations.

Some four years ago President Seiberling of the Goodyear Rubber company saw the imminent peril in the immediate future for American Manufacturers unless steps were immediately taken to develop the industry in America.

The Goodyear people initiated operations in the Salt River Valley, Arizona some four years ago. The success of their operations have been most gratifying. Land values have trebled and in many instances, quadrupled as a direct result of the Pima cotton industry.

Today the Goodyear, Fisk and Firestone corporations are driving the entering wedges to accomplish the same things for Imperial Valley farmers that already have accomplished for the farmers of Arizona.

The automobile tire industry alone requires every ounce of long staple cotton that can be produced in Arizona and California.

Owing to the long extended growing season of these Valleys, gives them an absolute monopoly on this industry, which will be reflected in enhanced land valuations.

I. V. Bread

*A Valley
Product*

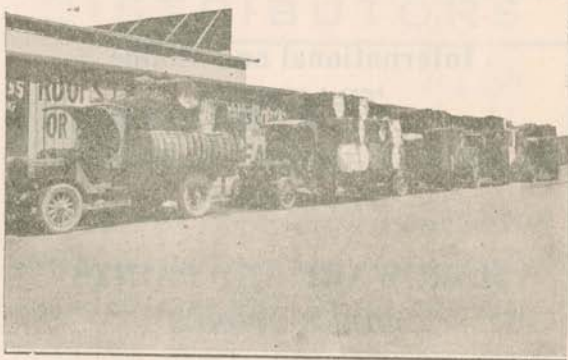
**IMPERIAL VALLEY
BAKING COMPANY**

Victor R. Sterling

FARM LANDS—

LOANS—

AND INSURANCE



I Handle Only
FIRST CLASS IMPROVED FARMS AT
VALUATIONS WELL WITHIN
THE MONEY

MY MOTTO
“Satisfied Customers”

Calipatria, California

Reliable Agricultural Machinery

has played no small part in the development of this inland empire. Since men first began to wrestle with the desert sands to bring them under control, there has been a constant increasing demand for Agricultural Machinery of the *Right Kind*.

Vigorous, hard working men have been doing a big job, and they have demanded sturdy, dependable machinery with which to accomplish their work.

To have that machinery for them, has been our part in the progress of the country.

International and Moline TRACTORS

All Kinds of Agricultural Machinery
SIX STORES

HARDWARE AND PAINTS *THREE STORES*

FORDS and FORDSONS
Six Stores and Service Stations

Edgar Bros. Co.
INCORPORATED 1908

15 Stores in 6 Towns

CALIPATRIA BRAWLEY IMPERIAL
EL CENTRO, CALEXICO HOLTVILLE

Built to Give--

*More Mileage
More Usage
More Moneys' Worth*



**UNITED STATES TIRES
Imperial Valley Hardware Co.**

*El Centro Calexico Brawley Imperial
Holtville Calipatria Seeley*

DISTRIBUTORS

Brawley—

Is the Center of the earliest and richest winter vegetable section of the United States. It is the home of the early cantaloupe and grape. Produces the finest grapefruit grown in the world.

We have had sixteen years' farming experience in this section. Our knowledge is yours for the asking.

Best, De Blois & Covington

*Real Estate and Insurance
Brawley, Cal.*

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SWIMMING NOW OPEN

Excursion
Rates on
Railroads
and Stages

DANCING
AND
BOATING

BAND CONCERTS
AFTERNOON AND EVENING

Enjoy Life in a Tent House
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CORONADO BEACH

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