

SECOND ANNUAL MAGAZINE EDITION

The Calexico Chronicle

CALEXICO, IMPERIAL COUNTY, CALIFORNIA, MAY, 1909

OUR APPRECIATION

A year ago we wrote upon this page: "The land of our choice cannot be too loyally served; her beauty and her worth cannot be too highly extolled."

The passing into history of 365 days furnishes us no reason to change the intent of these words. Imperial Valley, "the Nile Country of the Golden West, the Eden of the farmer, business man and laborer" has only proved her worth to be of higher rate and her beauty to be more admirable with the nearer accumulation of mature years. There are more things to admire about Imperial Valley now than there were a year ago: the trees are larger; a larger number of acres are green; the towns are more flourishing; the spirit of the people is more than ever indomitable.

And the Calexico Chronicle is pleased to again present to the world, with the aid of pen and camera, the epitome of the year's progress. Last year we issued a big book and this year it is bigger. Next year we hope it will increase again.

We are grateful to the business concerns of the Valley who have so quickly appreciated our efforts to spread broadcast the truth and disseminate the beauty of Imperial Valley and who have liberally supported this special. To every one will return a hundred fold the amount of his investment.

We also thank the many contributors who have written articles for this edition, and Mr. C. R. Rockwood especially for his magnificent story, "Born of the Desert." We would concenter, each year, these valuable articles in the Chronicle special edition, and with the help of the people only can we do it. Here's our hand and our heartfelt thanks. We can say no more.

To digress a moment, there is a certain pride in doing the task of the moment well. Indeed, in a book like this, it would be criminal to show poorly and at a disadvantage, the wonders that should be portrayed. In the cut work, press work, photographer's work, and artist's part, we have secured the very best and have spared no expense to make this publication worthy of the valley in which it is published.

We decided a year ago to make this special an annual affair and we are more than ever convinced of the good that we can do by sticking to this purpose. Next year's annual will contain features that will be invaluable, depend upon it.

And now we commend you to the study of the greatest country on earth, the portrayal of her riches and the items of interest about the men who have helped to make the history. Read, and, if you are not a resident of Imperial Valley, take what you find between the covers of this book as absolute truth, for we hope thus to interest you and yours, filling this valley with a population five times as large as it has now, and that in ten short years.

Who joins in? 100,000 in ten years! Is that too high?

Otto B. Foux Editor Chronicle.

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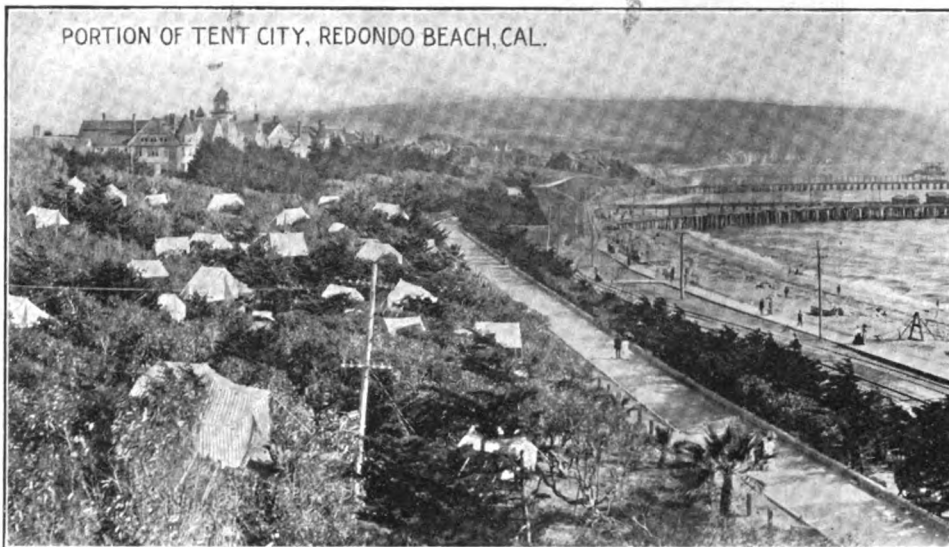
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Redondo Beach Tent City

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PORTION OF TENT CITY, REDONDO BEACH, CAL.

The second season of the "White Canvas City" opened on April 1st, 1909, and it has already taken rank as one of the most attractive vacation resorts to be found anywhere. It is located in a beautiful park just north of Hotel Redondo, one of the best known hostleries in the state, among the pine, cypress and eucalyptus trees, close to the ocean and its fine, sandy beach; near the most ideal bathing beach in the west—a beach that has never known a fatality to bathers—and as a matter of fact there has not been a death from drowning within the precincts of Redondo Beach within five years—hence it presents the spot ideal for rest, recreation and pleasure.

In Tent City

To meet a diversity of demands, tents have been provided of all sizes; for one, two, three or four persons, also those divided into apartments for the accommodating of families; and kitchen tents of ample size, may be had by those desiring them, fully equipped to furnish accommodations commensurate with the size of the party occupying the tent. Each of these kitchen tents are individual, and your mode of housekeeping and menu may be as you wish.

Prices for Furnished Tents:

Size	No. Persons	Week	Month
10x10	1	\$ 3.50	\$10.00
10x10	2	4.00	12.00
10x12	2	5.00	14.00
10x12	3	6.00	16.00
12x14	2	6.00	18.00
12x14	3	7.00	20.00
12x16	4	8.00	23.00
14x20	4	10.00	28.00
14x20	5	11.00	30.00
14x22	6	12.50	36.00
Each additional person		1.00	2.00

Per Day: One Person - \$1.00. Each Additional Person - \$.50

Kitchen Tent (Extra)	- - -	Per Week \$1.00	- - -	Per Month \$3.00
Cooking Utensils	- - -	1.00	- - -	3.00
Cooking Utensils (Over 4 Persons)	- - -	1.50	- - -	4.00

Tents 5 and 6 foot walls. Prices include electric lights, water and laundry.
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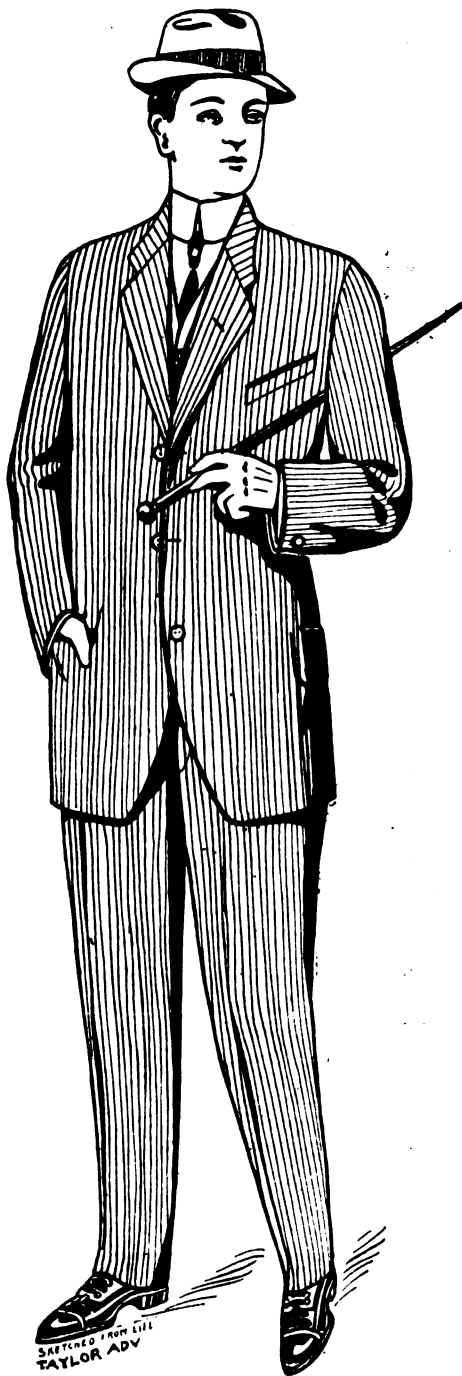
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We produce **individually made-for-you-clothes** at same price or **Less** than clothing dealers ask for ill-fitting ready-made clothes.

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Write for samples of the latest fabrics and self-measurement blanks, or if you come to Los Angeles leave your measure at one of our three stores, it will be filed away for future reference and we can make a suit to your order at any time. Guaranteed perfectly satisfactory in every way. If you have one suit made by the B. K. system you will become a regular patron.

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THREE
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The Desert Awakened....



INTO the Desert's throat, asleep as dead,
The wilful Colorado finds its way;
The Giant wakes, astounded from his dreams—
Imperial Valley's Queen is born today!

Full fledged and smiling, bearing kingly wealth,
Equipped to fight the terrors of the drouth,
She leaps to life—Minerva-like—as strong!
The Queen of California's Sunny South!

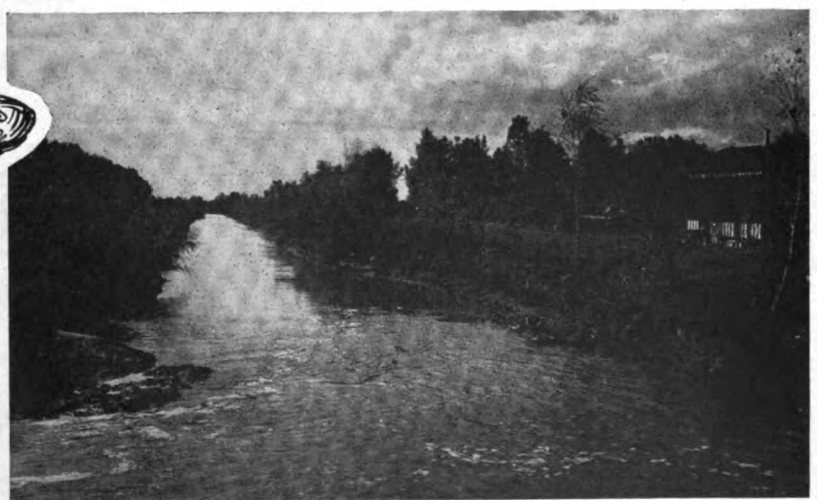
On sands that bore but death and parched thirst,
The scorned abode of naught but desert heat,
She stands in glory crowned. A conqueror!
A thousand score of bondsmen at her feet.

Transformed! The greatest work of God, and one
Who toiled untiring—honor to his name!
Thank him, O Queen, for your perfected grace
And bless the hour that your deliverer came.

And now, where once the Desert—Silent King—
Did wield his wand of dreary death and death,
You reign—unrivalled in your sovereignty—
O'er richest gardens of the gracious earth!

Our Queen can never be too nobly served,
Her beauty or her worth too much extolled;
Humbly, we bear our tribute and our praise,
And feel the story poor—the half untold.

—Otis B. Tout.

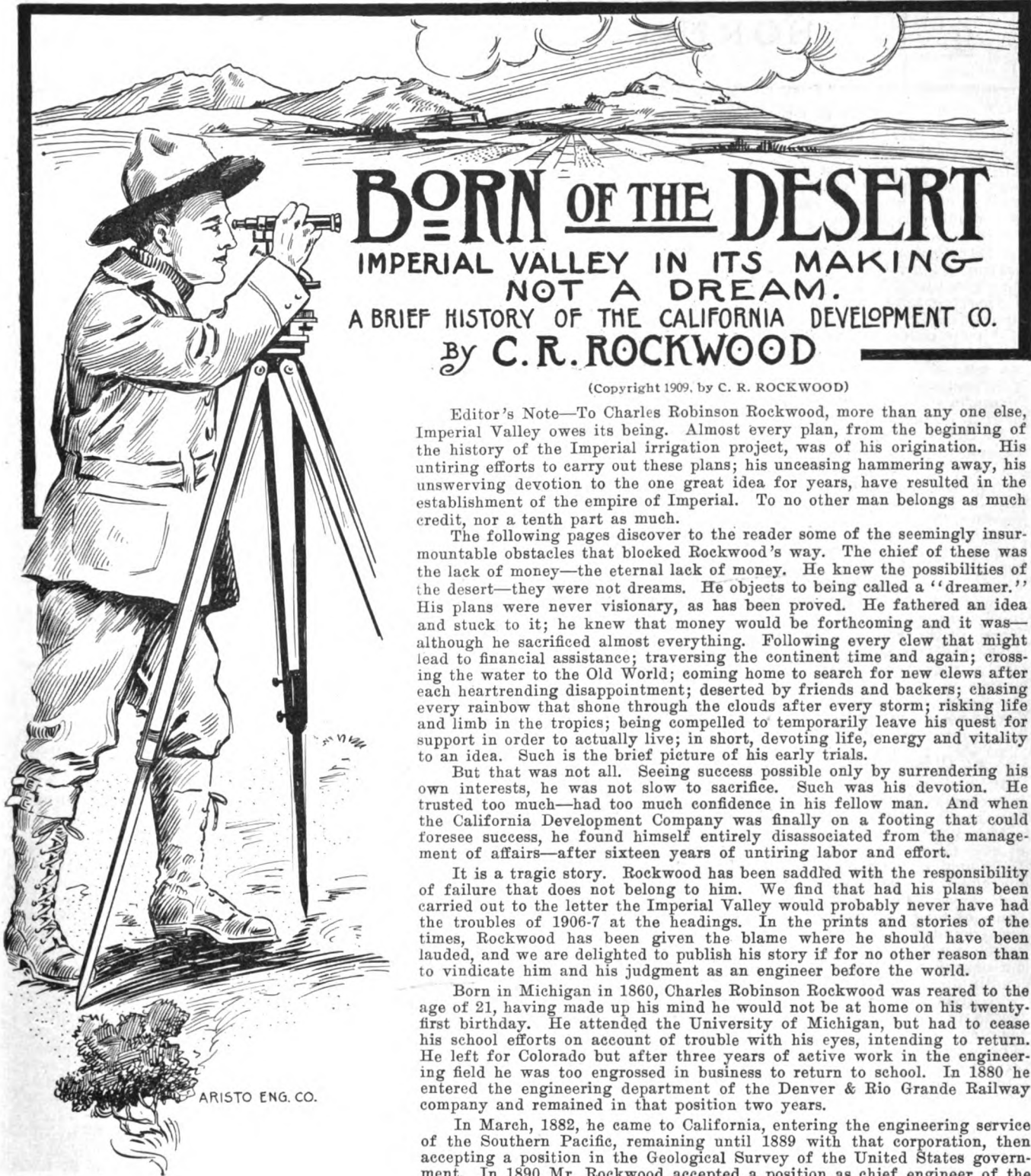


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BORN OF THE DESERT

IMPERIAL VALLEY IN ITS MAKING
NOT A DREAM.
A BRIEF HISTORY OF THE CALIFORNIA DEVELOPMENT CO.
By C. R. ROCKWOOD

(Copyright 1909, by C. R. ROCKWOOD)

Editor's Note—To Charles Robinson Rockwood, more than any one else, Imperial Valley owes its being. Almost every plan, from the beginning of the history of the Imperial irrigation project, was of his origination. His untiring efforts to carry out these plans; his unceasing hammering away, his unswerving devotion to the one great idea for years, have resulted in the establishment of the empire of Imperial. To no other man belongs as much credit, nor a tenth part as much.

The following pages discover to the reader some of the seemingly insurmountable obstacles that blocked Rockwood's way. The chief of these was the lack of money—the eternal lack of money. He knew the possibilities of the desert—they were not dreams. He objects to being called a "dreamer." His plans were never visionary, as has been proved. He fathered an idea and stuck to it; he knew that money would be forthcoming and it was—although he sacrificed almost everything. Following every clew that might lead to financial assistance; traversing the continent time and again; crossing the water to the Old World; coming home to search for new clews after each heartrending disappointment; deserted by friends and backers; chasing every rainbow that shone through the clouds after every storm; risking life and limb in the tropics; being compelled to temporarily leave his quest for support in order to actually live; in short, devoting life, energy and vitality to an idea. Such is the brief picture of his early trials.

But that was not all. Seeing success possible only by surrendering his own interests, he was not slow to sacrifice. Such was his devotion. He trusted too much—had too much confidence in his fellow man. And when the California Development Company was finally on a footing that could foresee success, he found himself entirely disassociated from the management of affairs—after sixteen years of untiring labor and effort.

It is a tragic story. Rockwood has been saddled with the responsibility of failure that does not belong to him. We find that had his plans been carried out to the letter the Imperial Valley would probably never have had the troubles of 1906-7 at the headings. In the prints and stories of the times, Rockwood has been given the blame where he should have been lauded, and we are delighted to publish his story if for no other reason than to vindicate him and his judgment as an engineer before the world.

Born in Michigan in 1860, Charles Robinson Rockwood was reared to the age of 21, having made up his mind he would not be at home on his twenty-first birthday. He attended the University of Michigan, but had to cease his school efforts on account of trouble with his eyes, intending to return. He left for Colorado but after three years of active work in the engineering field he was too engrossed in business to return to school. In 1880 he entered the engineering department of the Denver & Rio Grande Railway company and remained in that position two years.

In March, 1882, he came to California, entering the engineering service of the Southern Pacific, remaining until 1889 with that corporation, then accepting a position in the Geological Survey of the United States government. In 1890 Mr. Rockwood accepted a position as chief engineer of the

Northern Pacific, Yakima & Kittitas Irrigation company, organized by Paul Shultze, land and political agent for the Northern Pacific, for the purpose of reclaiming the fertile lands of the Yakima Valley in the State of Washington. The following year, however, the railroad withdrew its support from the project owing to the stringency of the times and two years later Shultze committed suicide.

It was at this time that Rockwood was offered a position by John C. Beatty, and accepted a commission to report on the feasibility of a plan Beatty had to irrigate northern Mexican lands. Rockwood reported unfavorably on that project, meanwhile discovering the possibilities of the Colorado Desert.

Mr. Rockwood is now a man of fifty years, a man most pleasant to meet, impressive in character and solid in his friendships. It is our hope, and we know we voice the sentiment of every habitant of Imperial county, that Mr. Rockwood will live to see every plan carried through to completion and that the Imperial Valley will be the home of half a million souls, every one of which will give Charles Robinson Rockwood the credit due him as the real Father of Imperial Valley.

"Born of the Desert"—we shall not attempt to rifle the precincts of the imagination nor shall we set at liberty the flood of grateful phrase that wells unceasing under contemplation of that title. Read Mr. Rockwood's simply told yet thrilling narrative of the birth of the greatest domain ever given life by the unceasing persistence of man—the Imperial Valley.—Editor Chronicle.

ARISTO ENG. CO.



BORN OF THE DESERT

By C. R. ROCKWOOD



THE BEGINNING

Early in 1892, while located at North Yakima, Wash., I received a letter from one John C. Beatty, writing from Denver, sending to me a prospectus and plans of what was called the Arizona & Sonora Land & Irrigation Company. They proposed to take water from the Colorado River and carry it on to a tract of a million and a half acres in Sonora, which they claimed to own. The Board of Directors of the company consisted of several of the leading financial men of Colorado, and Mr. Beatty's desire was that I should make them a proposition whereby I would become the Chief Engineer of that project and undertake the construction of its proposed canals.

After a correspondence extending over a period of four or five months, I finally met Mr. Beatty at Denver in August, 1892, and entered there into an agreement with this company, and in September of that year came to Yuma in order to outline and take charge of the project of their company.

In Denver I met Mr. Samuel Ferguson, who afterward became connected with me in the promotion of the California Development Company, and who was at that time the general manager of the Kern County Land Company. Mr. Ferguson had written to me previously asking me to become the Chief Engineer of the Kern County Land Company, situated at Bakersfield, California, and he met me in Denver in order to outline their project to me before I might close with Mr. Beatty. As the Kern County canal system was partially completed, I decided to undertake the new project rather than the rebuilding of an old house, with the result, that I came to Yuma in September of the year 1892 and undertook surveys to determine the feasibility of the Arizona and Sonora Land & Irrigation Company's proposition. After projecting these surveys I decided that the irrigation of the Sonora land at the time was entirely unfeasible and reported to my people that, in my opinion, they would lose any money they might spend on the project.

DISCOVERY OF IMPERIAL VALLEY

In the meantime, however, while these surveys were in progress I had taken a team and made a trip into that portion of the Colorado Desert which is now known as the Imperial Valley. We knew that during the flood of the Colorado River in the year 1891 the overflow had found its way into this territory. Mr. Hawgood, at the time the resident engineer of the Southern Pacific Company at Los Angeles, had for his company made a study of this overflow and from the data at his command had compiled a map of the territory. This map as well as the government surveys of 1854 and 1856 showed that not only was there in all probability a large area of fertile land in the valley, but that these lands lay below the Colorado River and could be irrigated from it. Many years before this, Dr. Wosencraft, of San Bernardino, had attempted to get the Government to bring water into the Colorado Desert, and I believe that General Fremont also attempted to get the Government to turn the water into what is now known as Salton Sea, not for the purpose of irrigation, but for the purpose of creating a large inland lake in the hope that it would ameliorate the severe climatic conditions that obtained in this territory.

The result of my investigations at this time was such as to lead me to believe that, without doubt, one of the most meritorious irrigation projects in the country would be bringing together the land of the Colorado Desert and the water of the Colorado River.

In the preliminary report made to the Denver corporation early in the year 1893, I urged them to undertake the surveys which might be necessary in order to prove or disprove my belief, and I was authorized to run preliminary lines in order to determine the levels, the possible acreage of available lands and, approximately, the cost of construction.

They were so well assured from the nature of my preliminary report that the Colorado Desert project was a meritorious one that they immediately took steps to change the name of their company from the Arizona & Sonora Land & Irrigation Company to that of the Colo-

rado River Irrigation Company, and assured me that if my report, after making the necessary surveys, was sufficiently favorable, that they had back of them a fund of two million dollars to carry out the project.

SURVEYS IN 1892

I undertook then during the winter of 1892-1893, very careful surveys, starting from a proposed heading about twelve miles above Yuma, at a point called the Pot Holes, situated about one mile below the Laguna Dam of the Reclamation Service; the surveys extended from this point into the Colorado Desert and around to the Southern Pacific Railroad in the neighborhood of Flowing Well.

It was necessary for the canal to enter Mexico. All of the lands in Mexico were owned by Gen. Guillermo Andrade, although the Blythe Estate claimed to own one-half of the Andrade lands. Beatty, unfortunately for him, consulted his personal friend Gen. W. H. H. Hart, who, was at that time attorney general for the State of California as well as the attorney for the Blythes. Hart showed so little faith in Andrade's ability to deliver title, that Beatty, instead of attempting to placate Andrade and obtain his co-operation, succeeded in antagonizing him and was afterward unable to enter into any agreement that would permit his company to build in Mexico.

FINANCIAL TROUBLES BEGIN

In the panic of 1893, most of the directors of the Colorado River Irrigation Company were so crippled financially that they were unable to carry out this project, notwithstanding the fact that my surveys and reports developed a much more favorable proposition than my preliminary report even had anticipated. Unfortunately, Mr. Beatty, who was the promoter and manager of this enterprise, was of the Col. Sellars type of man and his ideas were not always practical.

Beatty, however, not discouraged, went to New York in that year and attempted to secure the funds required for construction. He eliminated from his Board of Directors the Denver people, substituting very strong New York men. Among his original New York board was John Straitton, the multimillionaire president of the Straitton & Storm Cigar Company, manufacturers of the Owl cigar; F. K. Hains, superintendent of the Manhattan Elevated Railway Companies; Thos. L. James, Postmaster General under Cleveland's administration, and several other men of equal prominence, but whose names I forget.

Those men were mostly dummy directors, receiving in addition to the stock bonus for use of their names, so much for every time they attended a directors' meeting, and Beatty succeeded in obtaining very little aid financially from them. He had interested, though, a cousin, James H. Beatty, of Canada, from whom he obtained a great deal of financial assistance. James H. Beatty, I believe, put in over fifty thousand dollars at this time, but in the next year, 1894, he not only withdrew his support but entered suit against John C. Beatty in order to prevent him from selling any more stock in the Colorado River Irrigation Company.

CHARACTER OF JOHN C. BEATTY

As an illustration of the character of John C. Beatty, in March, 1894, he came from New York to Los Angeles. At that time I had not been paid for my services to the company; on the contrary, while a sufficient amount of money had usually been forthcoming to pay the monthly bills, when I disbanded the engineering forces in June, 1893, I was obliged to pay part of the men from my own funds, and at the time of Mr. Beatty's visit to Los Angeles in 1894, I had not succeeded in getting a refund of this money. Consequently, I told Beatty that as other creditors had not been paid that I proposed to bring suit quietly in order to gain legal possession of all the surveys and engineering equipment in order that it might not be scattered among various creditors and its value rendered largely nil. I told Beatty it would be useless for him to defend it and that I would give them six months if I obtained possession of the property in which to redeem it. He agreed to this and left Los An-

geles for the City of Mexico to obtain, as he said, the right from the Mexican Government to carry his proposed canal through Lower California in spite of the opposition of Gen. Andrade. Mr. Beatty, at this time, was practically broke, as I judged from the fact that notwithstanding he had on a new suit and looked as if he had come from a tailor's shop. I unfortunately accompanied him as far as Yuma on his trip, and when, after getting his supper at the station, he put his foot on the car step, he turned to me and said, "By the way, Rockwood, I believe I am a little short of cash. I will get plenty in El Paso. Let me have ten dollars until I get there when I will return it." I did this and I have never seen the ten dollars since, although Mr. Beatty did succeed in raising \$100 in El Paso, by getting a stranger there to cash a sight draft on the Colorado River Irrigation Company of New York for that amount. At that time, the Colorado Irrigation Company did not have a dollar in its treasury, nor did it have a treasurer. After Beatty got his hundred dollars he went to Mexico. There, notwithstanding the fact that he spoke the language fluently, and had many acquaintances in the city, he fell into the financial depths to such an extent that he was unable to pull himself out and get away from the country until his son Herbert, a young man then in his twenty-first year, sent him \$250 from Providence, R. I., and told his father to get back to Providence as soon as possible as they could raise all the money they required there.

The \$250 which Herbert sent to his father in Mexico was half of \$500 which he succeeded in borrowing from a man by the name of Green, living in Providence, Rhode Island. This man Green, Beatty had met at Chicago during the World's Fair the previous year, and having at that time discussed the possibilities of the Colorado River project with him, had gone to Providence to see if he could obtain any funds from him.

THE SCOTCH OPTION

Beatty returned from Mexico to Providence in July, 1894. I went East from California in the same month and having interested myself with Gen. Andrade and believing that it would be impossible for Beatty to carry out any scheme of irrigation, I went to Scotland in September of that year in order to see a syndicate of Glasgow and Edinburgh men who held an option from Andrade on all of his lands in Lower California. My desire was to see if I could not induce these men to raise the necessary capital to carry out the project and to join the Lower California lands with those north of the line and finance the whole thing as a complete project, but very much to my disgust I found that these Scotch people were all interested in the coal trade; that coal had taken a tremendous slump a few months previous, and that these men were so financially stricken that they could do nothing; they would not, however, agree, to give up their option except at a very high figure. Consequently, I was obliged to wait until the expiration of this option, which was to take place on the 15th day of May, 1905.

I returned from Europe in October, 1894, and found a letter waiting me at my hotel in New York from John C. Beatty urging me to visit him in Providence, R. I., before I returned to California. I decided to do so and went to Providence. Mr. Beatty, who you will remember was broke in the City of Mexico in July of the same year, met me at the train and insisted that I should go to his house instead of a hotel, and I accepted his invitation. He took me to one of the suburbs of Providence, the old village of Pawtuxet, and to a beautiful old Colonial house situated in ten acres of ground sloping down to Naraganset Bay. The property, which I can readily believe had originally cost over \$50,000, had been re-painted, re-plumbed, green houses rebuilt, solid marble wash stands with silver trimmings put in every bed room, and two new bath rooms had been built. I looked at Beatty in astonishment. The only explanation he would give me was that he had come to the conclusion that in order to raise money in Providence it was necessary to be one of the people and not a carpet bagger, and for that reason he had purchased this place from the noted evangelist, Rev. B. Fay Mills. I discovered afterward that the only money that the Rev. B. Fay Mills had received from Mr. Beatty was the sum of \$500, payable on account of purchase, the remainder to be paid after Mr. Beatty had examined the records, but unfortunately Mr. Mills had given Beatty possession. The \$500 which he paid Mills had been borrowed from this same Nathaniel Green. Of all

the bills, plumbers, carpenters, painters, bills for furniture and dishes, I was told that not one had been paid, and that Beatty had succeeded in paying the workmen in notes so it was impossible for them to get a lien on any of the property.

Beatty had a thousand dollar piano in the house on which he had paid nothing. One of his daughters, who was a fine musician, played for me in the evening. I noticed that she had but a few sheets of music and I afterwards discovered that all of her music was in her trunks and that the trunks of the entire family were then being held in the Murray Hill Hotel in New York for non-payment of bills.

FAKE PROMOTION

When I landed in Providence in October, 1894, at Beatty's request, he first took me out to his house where I remained over night and the next morning he took me to his offices down town. His offices were, at that time, in the finest building in the town; he took me to the top floor of the building, where I found he had a suite of six magnificent rooms most beautifully furnished; he had four stenographers employed and, wonderful to say, he had his show cases and tables filled with oranges, lemons, bananas, figs, apricots, all products of the Colorado Desert, which, at that time, was producing nothing but a few horned toads and once in a while a coyote.

He also had in Providence six agents at work who were rapidly bringing in the coin because it was afterward discovered in a suit brought against Beatty and his company that he had obtained from the people of Providence between his coming there in the latter end of July, and this time, which was about the middle of October, something over \$35,000 in cash; notwithstanding the fact that his cousin, James H. Beatty, had succeeded in getting an injunction preventing him from selling any of the stock of the Colorado River Irrigation Company. Beatty had obeyed this injunction, but, under a technicality, had immediately turned around and sold his own private stock in the company; consequently, the money, instead of being property of the company, was his own property and was evidently devoted to his personal uses.

Beatty desired me to remain in Providence in order to help him to finance his scheme. He assured me that he had men in tow who, if everything could be shown up to them to be all right, would put up all of the money that was necessary to carry the enterprise through, but I refused to join Beatty in his proposition unless he would put the enterprise in what I considered an honest business shape, which was to throw out his entire basis of capitalization. His Colorado River Irrigation Company was capitalized for seven and a half millions, which was based at \$5.00 an acre upon one and a half million acres of land wholly in Sonora, which lands were not worth two cents an acre and never could be made worth any more, and which had no more connection with the enterprise of the Colorado Irrigation Company than if they had been situated in Alaska; but if Beatty were to abandon these lands as a basis of his capitalization, he would have no reason or excuse for holding the control of the stock of the company,—consequently he refused absolutely to consider the reorganization and a decrease in the capitalization of the company. I declined then to have anything whatever to do with him and came on to California.

After I had notified Mr. Beatty in March, 1894, that I should bring suit to secure myself against other creditors, as well as to secure the company, I brought suit both in Los Angeles and in Yuma, Arizona, as the property was at that time partially in Arizona and partially in Los Angeles, and succeeded by means of the suit, in obtaining the legal possession of all the personal properties.

Later, I believe it was was in the winter of 1895, Mr. Beatty, who had not yet given up his attempts and his hopes to carry out the Colorado River enterprise, attempted to buy back from me the properties which I had acquired under the judgment and offered me water rights in the Colorado Desert on the basis of \$10 an acre for the entire amount of my judgment. When I pointed out to him that I already owned water rights covering at least 500,000 acres, that all that was necessary for me to do to make these rights good was to construct canals and take water to the land, Mr. Beatty became generous and offered to reduce his price of \$10 for water rights to \$5, but this offer I declined.

MR. FERGUSON INTERESTED

Coming to California in October I went to Bakersfield

to call upon Mr. Ferguson who, as I have stated, was the manager of the Kern County Land Company, and who had carried through large projects. He had been connected with the Southern Pacific Railway Company in various land enterprises, and had spent much time in Europe in connection with the enterprise of the Kern County Land Company, and I believed him to be best constituter by his experience and ability to assist me in the work of raising funds for the development of the Colorado Desert enterprise should the time arrive when I could take that work up. I believed that that time would come as soon as the option held by the Glasgow people had expired on the Andrade lands.

I had, at this time, very little faith in my own ability as a financier or promoter. All of the years of my life up to this time had been spent in the interest of the two or three corporations by whom I had been employed in technical engineering work. I had not come in contact with the business world nor with business men and I felt that it was necessary for me to join with myself some man who had, in experience, that which I lacked.

SECURES OPTION FROM ANDRADE

I succeeded in interesting Mr. Ferguson so that when the Glasgow option expired on the Andrade lands on the 15th of May, 1895, I immediately secured from Gen. Andrade on the payment of \$5000 another option for myself and associates covering the lands or a portion of the lands in Lower California. Mr. Ferguson then severed his connection with the Kern County Land Company and joined me in the promotion of the new enterprise.

DR. HEFFERNAN'S FIRST INTEREST

The five thousand dollars mentioned which I paid to Andrade at this time was furnished by my friend, Dr. W. T. Heffernan, who had told me some time previous during the Beatty regime that he believed in the enterprise and would like to invest money in it. I told the doctor, without explaining fully my ideas of John C. Beatty, to keep his money in his pocket until I told him to bring it forth, which he did.

PLANS ALL CHANGED

At this time I had decided that as the Denver corporation with its promised millions was not back of me, that the proposition would require very much less money and consequently would be easier to finance if the water, instead of being taken out at the Pot Holes, should be taken from the Colorado River on the property of Hall Hanlon immediately above the International Line between Mexico and the United States. After acquiring the Andrade option, negotiations were opened with Hanlon for the purchase of his 318 acres of sand hills and rocks; but very much to our chagrin we found that Mr. Hanlon realized fully that he held the key to the situation and that instead of being able to purchase his property for possibly two thousand dollars, which was far in excess of its value for agricultural purposes, that he had fixed the price at \$20,000, and to this price we finally had to accede and paid him \$2,000 on account. This \$2,000 was also furnished by Dr. W. T. Heffernan, without whose financial assistance at this time, and for several years afterward, it would have been utterly impossible for me to have carried on the work of promotion. To Dr. Heffernan, his steadfast friendship for me personally, and to his faith in the ultimate outcome of the enterprise, I believe is largely due the success which afterwards accompanied our efforts, and to him is very largely due the credit of bringing the water into the Imperial Valley.

I presumed, of course, that Mr. Ferguson would be able to secure all the funds that would be required in very short time. In fact, he told me so, and I presume, like many others, I am inclined to take a man at the estimate which he puts upon himself until something proves different. I had made of him an equal partner, he putting in nothing, although I had put in some two years' labor and considerable money, together with all the engineering surveys and equipment, etc., representing the expenditure of over \$35,000.

FERGUSON NOT SUCCESSFUL

Unfortunately, he failed in his efforts to secure funds, and I soon found that while personally to me he was a very delightful friend and companion, that his connections with me was a source of weakness instead of strength. As, for instance, in the summer of 1894, I had

several long talks with Mr. A. G. Hubbard of Redlands, regarding the enterprise. Mr. Hubbard became greatly interested and promised me that as soon as the weather cooled in the latter part of September or October he would make a trip with me over the desert, together with an engineer of his selection and that if the estimate of his engineer didn't more than twice exceed my estimate as to the amount of money that would be required, that he would finance the enterprise. At the time, he told me that there would be but one reason that might prevent him from doing so and that was that he might be obliged to take up the Bear Valley enterprise; that while his investment in the Bear Valley enterprise wasn't of such a magnitude but what he might lose it without crippling himself, that his pride was wrapped up in its success. Afterward, I think in August of that year, Mr. Hubbard met me in Los Angeles and said that he had decided to take up the Bear Valley proposition and would be obliged to drop the Colorado Desert project. Had Mr. Hubbard at that time been entirely frank with me, the history of the enterprise would in all probability be a very different one from what it is today, for while he did take up the Bear Valley enterprise, a year later he confided to one of my associates, Mr. H. W. Blaisdell, and afterward to myself, that the real reason for his dropping the enterprise was less on account of his connection with the Bear Valley proposition, than for the reason that I had associated myself with Mr. S. W. Ferguson and had made him the manager and from his knowledge of Mr. Ferguson's management of the Kern County Land Company he decided that he did not care to be connected with him. In answer to my question as to why he didn't tell me this at the time in order to allow me to remove Mr. Ferguson, he said that his only reason was that he had plenty of money himself and he didn't see why he should get mixed up in a quarrel.

In June, 1895, Mr. Ferguson went to New York to see some financial men there regarding the project but succeeded in accomplishing nothing and returned to California in July or August.

A. H. HEBER INTRODUCED

It was about this time that Mr. A. H. Heber, who was the Chicago agent of the Kern County Land Company under Mr. Ferguson, came to California and Mr. Ferguson introduced him to me as a man who might be able to materially assist us in securing funds to carry on this work as well as in handling the land and obtaining colonists in the future, but no connection was made with him then. Afterward, in November, 1905, both Mr. Ferguson and I went to Chicago and after remaining there for a few days, Mr. Ferguson went to New York, while I remained in Chicago to get out the first prospectus maps which were being printed for us by Rand-MacNally.

While in Chicago on this trip, I made Mr. Heber's office my headquarters and becoming better acquainted with him and his business methods, he impressed me more favorably than in my first interview with him in the spring, and after I went on to New York in December and found that Mr. Ferguson was not succeeding as I had hoped in securing funds, we decided to have Mr. Heber join us. Heber's connection then with the enterprise dates from the time that he came to New York to join Ferguson and myself in the month of December, 1895.

We made our office in New York with Herbert Van Valkenburg, who was one of the old stockholders and directors of John C. Beatty's Colorado River Irrigation Company and a scion of a very wealthy and prominent New York family of bankers and merchants. We employed as our attorney in New York, Mr. E. S. Rapallo, a brother-in-law of Mr. Van Valkenburg, and who was at that time, and is now, attorney for the Manhattan Life Insurance Company, one of the attorneys for the United States Trust Company, and one of the attorneys for the Manhattan Elevated Railway Company. To Mr. Rapallo we submitted all our papers, even our advertising matter, in order that we might be assured that we were proceeding on strictly legal lines.

THE C. D. COMPANY ORGANIZED

Neither Mr. Ferguson nor Mr. Heber succeeded in securing funds or assurances as rapidly as we had hoped. We decided, nevertheless, to proceed with the organization of the company and that its name should be the California Development Company. We perfected the or-

ganization of the company on the 26th day of April, 1896.

At the time of the organization of the company, I was not in New York. I had been obliged to return to California and from California I had gone to the City of Mexico to obtain from the Mexican Government certain concessions which were necessary, and the company was organized during my absence, Mr. Heber being made president. Neither Mr. Ferguson nor Mr. James H. Beatty, who at that time was an equal partner with Ferguson and myself, were made directors of the company, nor was I, for the reason that all the properties which we had acquired, were in the possession of the three of us, and these properties were afterward sold to the company, we taking out in payment therefor a portion of its capital stock, which stock was afterward sold or divided among our associates. After this transaction had taken place, both Mr. Ferguson and myself went upon the Board of Directors, I becoming its vice-president, which position in the company I held until the year 1899, when I became the president of the company until the contract with George Chaffey was entered into in the year 1900 whereby he became president of the company, and I its vice-president again, but that I will speak of again in the future.

HOPES RISE AND FALL

While I was in the City of Mexico in April, 1896, I received word from Mr. Heber that he had succeeded in interesting the Menonite Church of Kansas in the project, and that he would arrange to meet me with a committee of the Menonites to go over the lands on my return from Mexico. I came from Mexico on my return trip in May, 1896, and at Yuma met Mr. Heber and three members of the church headed by the Rev. David Goerz of Newton, Kansas. These gentlemen I took for a trip from Yuma through Lower California, then returning to Yuma shipped a team from there to Flowing Well, from which point we drove out across the Alamo to very near the present site of the town of Imperial. These men were very greatly impressed with the country and we hoped for material aid from them, but succeeded in obtaining, I think, not to exceed \$2,000 and the colonists we expected to get from that source were not forthcoming, very much to our disappointment. Mr. Heber and I returned east to Chicago in the month of July.

BLAISDELL COMES IN, FERGUSON GOES OUT

Previous to my going east, this time, I had some talk with Mr. H. W. Blaisdell of Yuma, Arizona, who had been a successful mining man and at that time was largely interested in development work in and around Yuma and who had, as well, an influential connection in Boston. The result of my talk with Mr. Blaisdell was an agreement whereby he was to undertake to secure funds for us in Boston during the summer. He met me in New York and my agreement with him was confirmed by my associates there and Mr. Blaisdell went on to Boston.

Neither Mr. Ferguson nor Mr. Heber nor I succeeded in raising any considerable amount of money during the summer. Mr. Blaisdell had gotten in touch in Boston with capital and I knew from my talks with him that he could put in if necessary a few thousand of ready cash to keep the machinery moving, but at this time, Mr. Ferguson not only had not raised any money whatever, but had succeeded by his expense account in largely depleting our treasury, and neither Mr. Heber nor I were willing to see at that time any more money go into the treasury until a different arrangement could be made with him. He, however, had his interest in the stock of the company and it was necessary to find some purchaser for his interest before he could be successfully eliminated. I found this purchaser in Mr. Blaisdell, who succeeded in raising the funds necessary to buy out Mr. Ferguson's interest under a proposal which I made to Ferguson. This was done in September, 1896, after which we put Mr. Heber in as the general manager as well as president of the company, and Mr. Blaisdell came upon the Board of Directors.

FORBES MILLIONS INTERESTED

Mr. Blaisdell was at this time negotiating with Mr. W. H. Forbes, who had been for several years the president of the Bell Telephone Company, and was reputed to be worth fifteen millions. Mr. Forbes was very much enthused over the project as outlined, but he was a man

well along in years and desired the enterprise not so much for himself as for his two sons who had just left college and desired to come west.

The result of the negotiations with Mr. Forbes was that he agreed to put up the required capital for the development of the enterprise, providing that the report of the engineer he should send to make an examination was entirely satisfactory. The specific agreement at that time was that if the report of his engineer disputed any of the material statements made in our prospectus, which had been written by myself, that we would pay the cost of the report, otherwise Mr. Forbes was to pay for the report.

When these negotiations were concluded, I was in California, where I had been obliged to come in order to make a new contract, if possible, with Gen. Andrade, for the reason that we were unable to make the payments to the General in accordance with the old contract, and I desired to make a new contract before the old one should become void by the expiration of the time limit. This I finally, after some trouble, succeeded in doing. The General was loth to enter into another agreement as a year and a half had now elapsed since the time that he had given me the first option and he was beginning to doubt the success of my efforts. I, however, did succeed finally in making a contract which reduced our option from 350,000 acres of land to the 100,000 acres afterward purchased by the company.

While in California, I received a telegram from Mr. Blaisdell that Mr. George W. Anderson of Denver, the engineer selected by Mr. Forbes to examine the project, would meet me at Yuma on a certain date. I met Mr. Anderson at Yuma, in October, 1896, and went with him over the territory and over all our plans and profiles. He then returned to Denver while I proceeded to the City of Mexico to put up a few fences there that were somewhat broken down, and returned from the City of Mexico direct to New York in November, 1896, expecting of course, as I knew the enthusiasm of Mr. Anderson over the project, that all that I would have to do would be to go to Boston, perfect the arrangements with Mr. Forbes, and then return to active construction work on the desert.

THE IRONY OF FATE

When I reached Boston, Mr. Anderson's report was there and was all that could have been hoped for; in fact, his report was more glowing than the statements made in our prospectus; but while Mr. Forbes paid for the report in accordance with the contract and afterward turned it over to us to be used as we might see fit, he didn't take up the enterprise, the reason that he gave was the state of his health, while I knew that the real reason of his desiring to go into the enterprise in the first place was for the benefit of his sons, I doubted somewhat this statement but never received proof that the statement given by him was not entirely correct until his death four months afterward, when I was told by one of his most intimate friends that the real reason why Forbes did not take up the enterprise was that at the time he sent Mr. Anderson to make his examination he also wrote a letter to a close personal friend of his in San Diego regarding the possibilities of development in the Colorado Desert, and received word in reply that the project was wild and utterly unfeasible, that the country was so hot that no white man could possibly live in it; that the lands were absolutely barren, consisting of nothing but sand and alkali; and that any man who was foolish enough to put a dollar into that enterprise would surely lose it. I attempted to find out the name of Mr. Forbes' San Diego correspondent. I have been trying all these years to find out the name of that man but so far have failed. I still have hopes to meet him.

CONTINUED FIGHT FOR CASH

We were all, of course, very greatly disappointed by this failure. Mr. Blaisdell remained there during the winter, but had to leave in order to take up his Yuma work in the spring. I remained most of that time in Boston, Mr. Heber being in New York; in fact, I remained in Boston until August of the year 1897. During the summer of that year I spent the months of June and July in one of the Boston hospitals with the typhoid fever, but on my recovery I decided to make a trip to Europe in order to see if I could interest capital there.

IN EUROPE AGAIN

On this trip, I had letters of introduction to various financial men in London, Scotland and Switzerland. I particularly desired to interest a firm of brokers in Glasgow who had been instrumental in furnishing funds for two irrigation enterprises in the Northwest, but in as much as these enterprises had failed from the point of view of the foreign investor, I found that to interview them on the subject was like shaking a red flag before a bull and that nothing could be accomplished. I then visited the home of a banker in the interior of Scotland to whom I had personal letters from Mr. D. I. Russel, but on leaving the train at his town and inquiring for his residence, was shocked to learn that he had been found dead that morning drowned in a little stream that flowed behind his house. I then returned to London expecting to leave at once for Basle, Switzerland, to take up negotiations with a gentleman there who had succeeded in financing two American enterprises of a similar nature and from whom I have received letters previously that led me to hope that the money necessary for the development of our enterprises could be found there. In reply to a telegram to ascertain if he could meet me on a certain date, I received word that he had died two weeks previously.

I had in London met a firm of brokers who had years previously been somewhat connected with Mr. Heber in some of his operations in Kansas and to whom Mr. Heber had given me letters of introduction. These gentlemen became so much interested in the proposition that although I decided for several reasons to return to America, I left them working on it. Afterward we received communications from them that led both Mr. Heber and myself to believe that the money could be secured through this source, but in the meantime I had opened negotiations for the funds required with Silas B. Dutcher, president of the Hamilton Trust Company, of Brooklyn, N. Y. Mr. Dutcher made a very careful examination of the enterprise extending over several weeks. It was passed upon by his attorneys and engineers and finally on the 14th of February, 1898, Mr. Dutcher said to me: "Everything is all right, Mr. Rockwood. I have talked the matter over since obtaining the reports of our attorneys and engineers with the controlling directors of the trust company who agree with me that it will be advisable for us to advance you the money, and under the agreement outlined between us, we will put up the funds. It will be necessary, however, that our board shall formally agree to this and this final formality will be gone through at our board meeting on Friday."

DARKNESS ONCE MORE

At this time our treasury was empty, both Mr. Heber and myself had exhausted our private funds and we were exceedingly economical in our table, but I was so rejoiced at the decision of Dutcher and believing without doubt that our financial troubles were over for the present, that I went back to New York and invited Heber out to a square meal on which I think I spent at least one dollar. The next morning, however, we were confronted by glaring headlines that the Maine had been sunk the night previous in Havana harbor. I went over immediately to see Mr. Dutcher in order to ascertain what effect this might have upon our negotiations and found, as supposed, that the deal was off.

On account of the period of depression which then followed it was absolutely impossible to interest any large financial men in the enterprise and it was with exceeding difficulty that we got together sufficient funds to keep up our payment to Gen. Andrade and to keep our office doors open. We did, however, succeed in doing this and later, in the summer of this year, we found it had again become necessary to make a new contract with Gen. Andrade for the reason that the old one was about to expire, and, as usual, I was deputized to obtain the new agreement, but before getting this agreement, it was deemed necessary for me to make a trip to the City of Mexico, and I left New York immediately before the beginning of war with Spain on the steamer Yucatan for Vera Cruz by way of Havana. As we were expecting war to be declared every day, people were loth to leave New York for Havana, and I remember there were only two other passengers on the steamer from New York, one of whom was interested in Havana, the other was going to the City of Mexico. We reached and left Havana, however, without mishap, although when we arrived there we were forbidden to land.

All the Americans had left with the exception of Consul Gen. Lee who, I believe, left the city three days afterward.

THE MEXICAN COMPANY

It was on this trip to the City of Mexico that I found it necessary to organize the Sociedad y Terrenos y Irrigacion de la Baja California, now generally known to the people of the Imperial Valley as the Mexican company. The prevailing idea among the people is that this Mexican Company was organized by the California Development Company as an inner ring for some ulterior purposes that might make the legal position of the California Development Company stronger as against any actions in the courts of the United States. As a matter of fact, this company was organized for the purpose of holding title to the lands in Lower California which had been purchased from Gen. Andrade by those interested in the California Development Company.

I had attempted for two years with the help of Gen. Andrade and our attorneys in Mexico to obtain the right from the Mexican Government for the California Development Company to hold these titles, but the decision of the Mexican officials and courts were finally against us, and it was on the advice of our attorneys in the City of Mexico that it would be absolutely necessary to hold title to these lands in a Mexican Company that the Mexican Company was formed.

MENTAL CONFLICT WITH ANDRADE

After perfecting this organization, I went from the City of Mexico to Los Angeles in order to take up with Gen. Andrade the question of a new contract, but found that I was up against a stone wall; the General positively refused not only to grant my extension on the old contract, but refused as well to enter into a new one unless I should advance to him a sum of money which was absolutely beyond my power to produce. I attempted to argue with the General that he was working against his own interests, but it seemed he had lost entire confidence in the ability of myself and associates to carry through the enterprise and seemed to be absolutely fixed in his determination to grant no further concessions. As I knew, however, that our ability to carry through the enterprise depended upon my ability to obtain possession of the Mexican lands and through them the right of way, I insisted that Gen. Andrade should make a new deal with me, and it became largely a question of will power as the General remained fixed in his determination to grant no further concessions. I believe it took me about ninety days to obtain the new contract that meant the continuation of the life of the enterprise, during which time I went to Gen. Andrade's office or to his hotel every day until I verily believe he was forced to give me what I asked in order to get rid of me; at any rate, he has so stated since, but was gracious enough long before his death to tell me that it was exceedingly fortunate for him that I was so persistent.

TRIES DETROIT

Having made the new arrangement with Andrade, I returned to New York and the correspondence from Tyndall & Monk, of London, the brokers to whom I previously referred, being of a nature which led Mr. Heber and myself to believe that these gentlemen were going to be able to furnish us with the funds, I immediately took steamer for London. This, I believe, was in September, 1898. After seeing the brokers in London and being assured by them that they would be able to furnish the money under certain conditions, I wired Mr. Heber to come on to London, and on his arrival we proceeded to draw up the form of bond and trust deed which, under the English procedure, required a very long time and was also exceedingly expensive. Having, however, gotten the work well under way, Mr. Heber returned to New York in November of that year and I followed in December in order to perfect certain details in California that were necessary for the assurance of the proposed English investors.

We supposed that everything was assured, but for some reason that I have never as yet been able to ascertain, that deal fell through and in such a manner that we knew it was utterly useless to attempt to obtain any further assistance from the firm of Tyndall & Monk; consequently, our efforts were again devoted toward the obtaining of funds in America.

We were now in the spring of 1899, our funds were ex-

hausted and we hardly knew which way to turn. I was born in Michigan and had several wealthy and influential acquaintances in Detroit and its neighborhood and Heber and I thought it best that I should visit Detroit and see what might be done there toward obtaining funds, but at this time we had no money with which to pay my traveling expenses until Mr. Heber solved the problem by raising \$125 on his personal jewelry and gave me \$100 of it with which to make the trip.

In the troubles that arose between Mr. Heber and myself afterward this act has never been forgotten, and one of the greatest regrets of my life is that the ties of friendship with one capable of such self-sacrificing generosity should be strained and broken.

In Detroit, I succeeded in obtaining funds to the amount of a few hundred only, sufficient only to keep up our living expenses and to keep our office rent in New York paid.

EVERY CENT GONE

Mr. Heber, at this time, met in New York a friend from Chicago who had advanced him some money and had succeeded in inducing Heber to return with him to Chicago on the belief that money might be obtained there to carry out the enterprise; so Heber left New York for Chicago in the month of June, 1899, calling upon me in Detroit on his way through. His Chicago efforts, however, were not immediately successful and just at this time I received a telegram from Ford & Company, bankers of Boston, asking me if I would go to Porto Rico to report upon a sugar proposition which they owned there. They had decided to build a system of irrigation for their plantations and desired my report upon the feasibility of the plans of their engineer. They wired me that if I would go they would wire me money to come on to Boston and talk the matter over with them. As I was practically broke at the time, I immediately agreed to go and received in reply sufficient funds to make the trip from Detroit to Boston.

I proceeded immediately to Boston and made my financial arrangements with Ford & Co., who advanced me, in addition to my steamer transportation, a check for \$250. I was loth to accept the check in lieu of cash (although I didn't say so to them) as it was after banking hours in Boston and I could not get the check cashed until I had reached New York, at which point I was to take steamer, and I doubted very much whether I would have sufficient money to pay my expenses through. I did, however, succeed in reaching New York that night, but was obliged to wait my breakfast the next morning until I could get Ford & Company's check cashed.

HURRICANE IN PORTO RICO

I left this same day for Porto Rico by steamer, and after spending a couple of weeks on the plantation of Ford & Company, who, by the way, were the financial agents for the United States Government in the island, I left the plantations which were on the southern side of the island for the city of San Juan on the northern side in order to take the steamer again for New York. On my way across the island, I decided to remain a couple of days in the town of Cayay to examine into a water proposition in that neighborhood that might be of interest to my Boston clients. It was there on the night of the 7th of August, 1899, that I experienced my first and only West Indian hurricane, which probably many people of this country still remember. In the small hotel where I was stopping my sleeping room was immediately off of the main living room. I was awakened about three o'clock in the morning by the rocking of the house and by the sound of weeping women and children in the outer room. Hurriedly dressing, I went to the outer room and upon making inquiries as to the cause of the trouble, I found that I was in the beginning of what afterward proved to be the most disastrous hurricane that had visited the islands for a period of over two hundred years. The wind lasted from about three in the morning until two in the afternoon, at the end of which time the mountains surrounding the town, which the day previous had been a scene of beauty covered with the vegetation and flowers of the Tropics, was as brown as our California hills in summer and in Cayay, a town of 1200 inhabitants, but six buildings were left standing and but 800 people were left alive. On the island during the storm over 6000 were killed, the bodies of about half of whom were never recovered, having been swept out to sea or buried in the debris brought down by the mountain torrents. I was

not injured by the storm, but during my efforts two days afterwards to reach San Juan my clothing was practically destroyed, so that I reached New York looking more like a tramp than a prosperous promoter of an irrigation enterprise.

FERGUSON RE-ENTERS

On my arrival in New York, I found that Mr. Heber was still in Chicago and that our New York office was being used by Mr. S. W. Ferguson, who had come to New York again on interests not connected with the California Development Company, but it seems that he had been discussing the possibilities of our enterprise with a New York man to whom he introduced me. This scheme looked so favorable that I made another arrangement with Mr. Ferguson whereby he again became associated with the enterprise, although merely as an agent and not in a manner that allowed him in any way to control its future.

Nothing came of the Ferguson negotiations in New York, but having received a communication from Mr. Heber that he was in close touch with capital in Chicago and advising me to come on to Chicago to help him with his negotiations there, I suggested that Mr. Ferguson instead of myself should go on to Chicago as I believed that Ferguson could possibly render Heber equally as good assistance as I, and Ferguson desired to return West to California anyway, while at the time I had opened negotiations with another financial concern in New York and the outlook was such that I deemed it inadvisable to leave.

HEBER RESIGNS

Mr. Ferguson then went to Chicago, but nothing came of these negotiations, and he proceeded to California. It was soon after this that Mr. Heber gave up his work with us, resigning as president of the California Development Company, to which position I was then elected.

HOPE FROM THE CHAFFEYS

In the meantime I received a letter from Mr. Ferguson, who was then in San Francisco, telling me that he had had a long conversation with Mr. L. M. Holt and that Holt believed that George Chaffey might be interested in the California Development Company. Mr. Ferguson desired to go to Los Angeles and see Mr. Chaffey and also requested me to draft a proposition that he might make to Chaffey.

About a year previous, in conversation with Mr. N. W. Stowell, of Los Angeles, he informed me that the Chaffeyes (whom many people of the state had known in connection with irrigation development around Ontario and who had been for several years in similar work in Australia), were about to return to California and that if I could interest the Chaffeyes in the Colorado Desert enterprise they would be able to swing the financial end of the affair even though they might not have sufficient ready coin themselves.

On a succeeding trip to California after this conversation with Mr. Stowell, I believe it was in the month of May, 1899, I met Mr. George Chaffey and discussed very carefully with him the plans of the enterprise, but didn't approach him for financial assistance as at that time we believed that we were going to obtain all the funds necessary through the agency of Tyndall & Monk, of London. Having then already discussed the project with Mr. Chaffey, I believed that it would be advisable for Mr. Ferguson to see him and so wrote. He went to Los Angeles and as a result of his interview wrote me at New York, stating that negotiations were progressing very favorably and that on certain conditions Chaffey had agreed to come in, but refused to go any farther until he had talked over matters with me. On receipt of this letter, I decided to come to California, and did so in December, 1899, and accompanied Mr. Chaffey on a trip to the Hanlon Heading below Yuma and over a portion of the Lower California end of the enterprise, but during the trip could see very plainly that Mr. Chaffey was not at all satisfied with the possibilities of the enterprise, due to the apparent belief in his mind that it would be exceedingly difficult, if not impossible, to get settlers with sufficient rapidity to make the concern a financial success.

CHAFFEY'S PROPOSITION

The only promise that I could obtain from Chaffey was that if we could devise a scheme whereby he could receive the assurance that 50,000 acres of the desert lands would be taken by bona fide settlers, that he would furnish the money necessary to carry the water from the

Colorado River to these lands. I returned to San Francisco and discussed with Mr. Ferguson and San Francisco attorneys the plan which was afterward carried out, namely, the formation of a colonization company which should undertake to find settlers to take up the desired acreage under the Desert Land Act.

At my solicitation Mr. Ferguson returned to Los Angeles to work out the details of this plan with Mr. L. M. Holt and Chaffey, while I returned to New York to resume again my negotiations there with the financial concern with which I had been dealing for some time. I left with a promise to Ferguson and other associates that I would return to California whenever the plans which were outlined gave reasonable assurance of success.

In March, 1900, I received a wire signed jointly by Ferguson, Blaisdell and Heffernan requesting me to return at once to California and stating that George Chaffey was now sufficiently assured so that he was willing to take up the work. Upon receiving this wire as I had again about lost hope in my New York negotiations, I arranged at once to close our New York office and return to California. Upon reaching Los Angeles, I found that Chaffey had drawn a contract that he was willing to enter into, exceedingly short, promising but little and one that would tie me and the company to him. I was loathe to enter into this contract but I was at the end of my rope; all negotiations had failed elsewhere; all of my own funds, as well as that of several of my personal friends, were tied up in the enterprise; I had not sufficient money in sight to keep up the fight elsewhere; and as a forlorn hope and in the belief that it would at least start something moving whether I ever got anything out of it for myself or not,—I agreed to the Chaffey contract and signed it as president of the California Development Company in April, 1900.

THE IMPERIAL LAND COMPANY

In March of this year, the Imperial Land Company had been formed for the purpose of undertaking the colonization of the lands. It was necessary to handle the colonization end of the enterprise either as a department of the California Development Company or through a new organization to be formed for that purpose. Four-fifths of the stock of the California Development Company had been used for various purposes; the other one-fifth of the stock, together with a portion of the stock that had already passed to the then present stockholders, was necessarily to be tied up in the contract with the Chaffey's; consequently, there was no stock in the California Development Company with which to satisfy Mr. Ferguson and the new blood that would be required to handle the land and colonization end of the enterprise.

Mr. Chaffey at that time desired to have nothing to do with the land and colonization end; consequently, it seemed best in order to provide means and capital for the handling of the land, to organize an entirely separate company. The Imperial Land Company was then organized and afterward entered into a contract with the California Development Company whereby it was to make all the necessary land surveys; do all of the advertising; incur all of the expenses of colonization, and was to receive in remuneration a certain percentage of the gross sales to be derived from the sale of all water stock in the United States or lands in Mexico.

It was agreed between the two companies that the Imperial Land Company should also be allowed to acquire, and own the townsites in the Valley; and that the work of the California Development Company should then be confined to furnishing water.

MUTUAL WATER COMPANIES PLANNED

We decided, at that time, after mature deliberation and consultation with our attorneys, upon the plan which we afterward followed, namely, that of the organization of mutual water companies to which the California Development Company would wholesale water at a given price. We believed that for any one company to undertake to distribute water to the individual users over such an area would be unfeasible. In the first inception of the scheme it was proposed to divide the entire country into water districts, although the final plan of the mutual water companies was not worked out until the spring of 1900.

FIELD OPERATIONS COMMENCED

After the signing of the Chaffey contract in April, 1900, we were then ready to begin the field operations, but it

was necessary for me to return to New York in May of that year to hold the annual meeting of the California Development Company. Previous to this trip, however, I engaged the services of Mr. C. N. Perry, who had been with me on my work in the Yakima country in 1890, and who had accompanied me to Yuma when I came there in September, 1892, and who had been with me and had been largely instrumental in developing the surveys and plans during the years 1892 and 1893, after which time, Mr. Perry had remained in Los Angeles in the office of the County Surveyor and City Engineer, but at my solicitation left that employ in order to take up again the work in the Colorado Desert, which name we had decided to change to Imperial Valley.

Mr. Perry began his work at Flowing Well in the middle of April, 1900, running a line from that point south with the hope of finding sufficient Government corners of the Survey of 1854-1856 to allow him to retrace the old Government lines. He was unable at this time to find any authentic corners north of the fourth parallel, but found nearly all of the corners of what is called the Brunt Survey south of the fourth parallel, which survey was made in the year 1880. Brunt, in his notes, showed certain connections made with the surveys of 1856 on the fourth parallel and upon the reasonable assumption that the sworn statement of Brunt was true, Mr. Perry projected the lines to the north of the fourth parallel, using as a basis the field notes for the townships north, together with the Brunt stakes found on the South. He soon discovered, however, that something was wrong, just what he was unable to tell. I, in the meantime, was in New York, but Mr. Ferguson being on the ground authorized and ordered him to proceed with the survey as then outlined, with the assurance that if anything was wrong that a Congressional Act would afterward be obtained to make it right.

FIRST CANAL WORK, DECEMBER, 1900

On my return from New York in June I had no time to devote to attempting to straighten out the surveys of the Valley as it was necessary for someone to proceed at once to the City of Mexico to obtain concessions that would allow us to commence construction in Mexico. As I was the only one connected with the company that had any acquaintance in Mexico, and so far had handled the Mexican business, I was the one naturally deputized to undertake that work and proceeded at once to the City of Mexico, returning to California, in October of that year, and in the following month, November, came to the Valley, camping at Cameron Lake, and commenced the engineering surveys upon which the present system of distribution is based; and also began in December, 1900, with Mr. Thomas Beach as superintendent, the great work of construction of the Imperial Canal System.

The only water in the Valley at that time was at Blue Lake, Cameron Lake and at the Calf Holes in New River, northwest of the townsite of Imperial. The few teams we had were camped at Cameron Lake and, for a while, they went from Cameron Lake, a distance of three miles, to their work; afterward we had to haul water to the outfits in the field until finally the waters at Cameron Lake became so low and so thick with fish and mud that it was impossible for stock or man to use it. Fortunately, however, some depressions and holes, farther south, in Mexico, had been filled up by rains, and we were able to obtain sufficient water for stock uses from these holes.

Under the agreement entered into with Mr. George Chaffey, he personally was under no obligation to build the canals in the State of California. Under his contract, he was only to bring water from the Colorado River through to the International Line at a point east of Calexico.

SETTLERS ARRIVING

Imperial Water Company Number 1 had been formed, settlers were coming in in large numbers, and the Imperial Land Company, under Mr. Ferguson's management, in connection with the Mutual Water Company, was to find all of the funds necessary for the construction of the distributary system. Outside funds, however, were not forthcoming. The process of lifting ourselves by our bootstraps was not entirely successful. We were selling water stock on the basis of \$8.75 a share payable \$1.00 down, the remainder \$1.00 per year, and this \$1.00 had to

go to the Imperial Land Company to pay for its actual expenses in advertising and the expenses it was necessarily put to in bringing the people into the Valley; consequently, there was nothing left for construction. Mr. Chaffey had, however, advanced some money for this purpose and, at my earnest solicitation, a new agreement was entered into, whereby the responsibilities for the construction of the distributary system was taken from the Imperial Land Company and placed upon the California Development Company.

COLONIZATION WORK IMMENSE

The work that we were doing at that time in colonization was very large. I doubt if it has ever been equalled—under an irrigation project; but with insufficient funds for construction in sight, every share of water stock sold increased our financial difficulties, as it necessitated the placing of water upon lands within a given period of time and with no money in sight to do the work. This condition of affairs obtained through the first four years of struggle of the California Development Company.

Every means possible was tried, from time to time, to bring in funds; water stocks were sold at a ridiculously low figure in wholesale lots to those who made large profits therefrom. The majority of people believe that these profits went to the California Development Company, but to my own knowledge no stockholder in the California Development Company has ever received one dollar in dividends, and every dollar received by the California Development Company from the sale of water stocks has gone directly into the construction of the canal system and yet, due to the fact that we were improperly financed and were obliged continuously to make tremendous sacrifices in order to obtain funds, the funds obtained were never sufficient to carry on the work and to keep up with the contracts entered into for the delivery of water.

OUT AGAIN—IN AGAIN

I had, in the month of May, 1900, just previous to my trip to New York, gained information, the truth of which I could not doubt, that led me to believe that friction was sure to arise between Mr. Ferguson and myself, and also led me to doubt as to whether the management of the affairs of the Imperial Land Company under him could be successful, and if unsuccessful, I knew that the California Development Company could not succeed. At my solicitation, then, Mr. Heber met me in Chicago on my way East and I attempted to induce him to give up his work in Wyoming with Mr. Emerson and again join us in the work of development of what we had now named the Imperial Valley. This, however, Mr. Heber declined to do at the time, stating that he was making money with Emerson, and that he would lose financially by making a change. Later in the year, however, in November, 1900, Mr. Heber made a visit to the coast, and as his affairs in Wyoming were then in a condition so that he could leave them, he decided to again become actively interested in the development of the Valley, but didn't, at that time, become connected with the management. He, however, succeeded in bringing some Eastern money in, which materially assisted us and, in the spring of 1901, he joined us actively and permanently in the work, becoming a little later the second vice-president of the California Development Company, and the general manager of the Imperial Land Company in place of Mr. Ferguson.

LOSING FAITH IN CHAFFEYS

In June, 1901, the Chaffey's obtained possession of 2500 shares of the stock of the California Development Company, and as soon as they obtained possession of this stock they refused to go ahead with the work under the old contract and demanded that a new contract should be made that would give to them the control of the company's stock. We refused to accede to this and they then outlined a scheme of a holding company, into which the control of the stock should be placed. This we also refused but demanded that they go ahead under their original contract. These negotiations extended over several months of time, in fact, during the entire summer of 1901.

THE DELTA INVESTMENT CO.

In September of that year, my personal relations with the Chaffey's, having become somewhat strained, I broke off negotiations with them and left for the State of

Washington to look after certain property interests I had there, returning to Los Angeles in the latter end of October. When I left I had given my power of attorney to Mr. E. A. Meserve of Los Angeles, granting to him the power to sign my name to any document or contract that might be entered into with the Chaffey's, providing only that Messrs. Heber, Blaisdell and Heffernan should be a unit in their desire that such a contract should be made. On my return, to my consternation and chagrin I found that the Delta Investment Company had been formed; that under the contract entered into between the Delta Investment Company, and the California Development Company, the Delta Investment Company had been appointed the financial agent of the California Development Company with power to buy its bonds at 50 cents on the dollar; with power to buy in all of its mortgages at 50 cents on the dollar; that the assets of the Delta Investment Company consisted solely and only of stock in the California Development Company contributed by the Chaffey's and Heber and the stock of the Imperial Land Company; that through these holdings the Delta Investment Company controlled the California Development Company and that the Chaffey's, controlling the Delta Investment Company, absolutely controlled the California Development Company; that the Delta Investment Company had also succeeded in my absence, by simply exchanging stocks, in buying up practically all of the stock of the Imperial Land Company. As soon as I looked over the contract, I called together Messrs. Heber, Blaisdell and Heffernan to find out why such a contract had been entered into and ascertained that neither Blaisdell nor Heffernan had paid any particular attention to a study of the contract; they hadn't seen where it would land them; they had not been very actively interested in the business end of the California Development Company, but had left their interests largely in the hands of Mr. Heber and myself and that in my absence they had acceded to Mr. Heber's request that they should sign this agreement; they had believed it was for the best interest of the company. Mr. Heber so believed, and stated to me at the time that he had drawn the plan of the Delta Investment Company, and that he believed that it would work out all right.

I wasn't satisfied, however, and as the after history, which was very rapidly enacted, showed, my predictions in regard to the Delta Investment Company were correct.

My feeling toward the Chaffey's was at this time of a nature that would hardly permit me to return to the Valley in active charge of the construction even had Mr. Chaffey so desired, which evidently he did not, as he himself took the title of Chief Engineer and made his headquarters at Calexico during the winter of 1901 and 1902, and assumed direct charge of construction. Money was immediately forthcoming for construction purposes but, money coming through the Delta Investment Company cost the California development \$2.00 for every dollar that it obtained, and I soon saw the end unless something was done.

I did not enter into negotiations with the Chaffey's at that time, but using Mr. Heber as an intermediary, I notified the Chaffey's that unless things were put in a different shape immediately that the whole matter would be thrown into the courts, although I foresaw that this would necessarily stop the work of development in the Valley. But I had not only the interest of the settlers of the Valley to look out for, but I considered even as a prior and superior lien upon my efforts, the interest of the stockholders who had invested their money in the California Development Company through me. The final result of this action was that negotiations were opened with the Chaffey's for the purchase of their interests in the company, resulting in the elimination of the Chaffey's from the management of the company in February, 1902.

Before this purchase was consummated, however, and the management of affairs turned back to its original owners, the Chaffey's, who were in control of the California Development Company and in control of the Board of the Delta Investment Company, passed certain resolutions and made certain transfers that took from the California Development Company all of its bonds and a very large portion of its notes and mortgages, and in order to carry through the purchase, we not only paid over to the Chaffey's, in addition to all of the securities of the company which they had taken, the sum of \$25,000 in cash, raised not by the company but by individual stockholders in the company, and in addition we gave them our note

for \$100,000, secured by a majority of stock in the California Development Company.

BAD FINANCIAL CONDITIONS

We started out then, about the first of March, 1902, with our bonds all gone, our mortgages largely depleted, not a dollar in the treasury and individually so deeply in debt to the Chaffey's that it was exceedingly doubtful whether we would ever be able to pull out.

We, however, took over the management of the enterprise and in order to provide funds for construction, we succeeded in borrowing \$25,000 from the First National Bank of Los Angeles, and I again took charge of construction.

In the deal made with the Chaffey's and the Delta Investment Company, at this time, their personal interest in the stock of the California Development Company and of the Imperial Land Company was purchased by Heber, Blaisdell, Heffernan and Rockwood, of the old guard, and by Messrs F. C. Paulin, J. W. Oakley and H. C. Oakley, who had been very active as outside agents under the Imperial Land Company, and who at this time became directly interested with us, as owners of one-half of the stock of the Imperial Land Company, and of a smaller percentage of the stock of the California Development Company. Mr. Paulin became the manager of the Imperial Land Company, Mr. Heber being its president as well as president of the California Development Company.

As I said in a previous paragraph, under the agreement entered into by the Imperial Land Company and the California Development Company, the Imperial Land Company was to have the townsites in the Valley, the California Development Company restricting its activities to furnishing water to the lands. It may be of interest to know something regarding the townsites and why they came to be placed in the locations which they now occupy.

On my return from the City of Mexico in October, 1900, I found that the then manager of the Imperial Land Company, Mr. S. W. Ferguson, had selected for the site of what we intended to be the central town of the Valley, the lands now occupied by the town of Imperial. It had been decided before that this town, when laid out, should be given the name of Imperial, corresponding to the name that we had given to the Valley. Personally, I objected very seriously to the location that had been selected for two reasons: first, that the character of the soil was of such nature that it would be difficult to produce the flowers and shrubbery which residents in the Valley would naturally desire to put about their homes; second, I knew that any branch road reaching Imperial from the main line of the Southern Pacific track would necessarily pass for several miles north of the town through a country that for years would remain undeveloped. I refer here especially to the rough and salt lands between Imperial and Brawley. I knew that inasmuch as all strangers coming into the Valley would pass over this land, that the impression must be a bad one, and for these two reasons I urged that as not more than twenty lots had been sold at that time in the proposed new townsite, that it should be moved to a location which would have placed it one and a half miles north of what is now the town of El Centro. Had this been done at the time, the opportunity would never have existed for a competitive town in the neighborhood of Imperial. The railroad would have been thrown farther to the East, coming through the highly cultivated area in the Mesquite Bottom and the factional strifes and difficulties, which have arisen through the establishment of El Centro, would never have existed, and instead of two fighting communities in the center of the Valley today, we would probably have a town of between three and four thousand people that would now be recognized by the outside world as one of the coming cities of California, and the bitterness engendered by the establishment of El Centro would have been obviated.

The town of Silsbee was selected on account of its location on the shore of Blue Lake, which previous to the overflow of the Colorado River, gave the opportunity for the establishment of a very beautiful town and resort in the Valley. The town was given its name from the original owner of the lands, Thomas Silsbee.

CALEXICO JUST HAPPENED

Calexico, which derives its name from a combination of California and Mexico, simply happened. The engineering

headquarters of the company were first established at Cameron Lake, but I decided for permanent quarters to erect the company buildings at the International Line on the east bank of the New River. When the buildings were established at this point we knew that we would build a town on the line but its exact location was not fully determined upon. Mr. Chaffey laid off the town of Calexico at the point where it is now established, in the fall of 1901, and placed the property on the market, but it was soon withdrawn from sale for the reason that the Southern Pacific Railroad in building the branch through the Valley, desired to run straight south from Imperial to a point near the International Line, from which point they would swing eastward toward Yuma. The railroad would have been so built and the town of Calexico would then have been located to the west of New River and about two miles west of its present location, but for the fact that it would have thrown a portion of the townsite on a school section which was held by a lady living in Los Angeles, who refused to listen to what we believed to be a fair offer for her property, and as we were unable to obtain the lands necessary for our uses, we got the Southern Pacific to run the road from Imperial straight to the present location of Calexico.

HOW BRAWLEY CAME TO BE

The townsite of Brawley was not, in the first place, controlled by the Imperial Land Company. The Imperial Water Company No. 4 had been organized and the major portion of its stock sold in a block to J. H. Braly, a banker of Los Angeles, who had undertaken the colonization of this tract of land. In the agreement with him, he was to have the right to locate a townsite within the tract. Afterward, before the town was started, the properties owned by Mr. Braly were re-purchased by the Imperial Land Company and the Oakley-Paulin Company, and the town was laid out on its present location. Mr. Heber desired to name the town Braly in honor of Mr. J. H. Braly, but as the latter refused to have his name used in connection with the town, it was named Brawley in honor of a friend of Mr. Heber's in Chicago.

The townsite of Holtville was selected by Mr. W. F. Holt and laid out by him under an agreement between himself and the Imperial Land Company.

The history of El Centro is so recent in the minds of the people that it is not necessary to refer to it here except to say that these lands were originally selected as a townsite by Mr. W. F. Holt, and he gave at that time to the town the name of Carbarker. The Imperial Land Company, realizing that the establishment of a town at this point would not only injure its property in Imperial but would also injure the investment of the many people who had already purchased property at that point, made a contract with Mr. Holt whereby it agreed to buy from him the lands on which Carbarker was located, and the townsite of Holtville as well. The Imperial Land Company, after paying many thousands of dollars on this contract, found that it was unable to carry out its contract on account of the depression due to the agitations in the year 1904-5, and it made a new contract with Mr. Holt whereby it agreed to turn back to him the townsite of Holtville and the lands on which Carbarker had been located on condition that the establishing of a town at the latter point should be abandoned.

The townsite of Heber was named in honor of Mr. A. H. Heber.

FIRST WATER MARCH, 1902

Water was turned into the No. 1 Main Canal for irrigation in March, 1902, and we succeeded in obtaining some funds so that work on construction continued actively during that season, but, confronted as we were with the tremendous load of the Chaffey's, the fact that our bonds had been removed without sufficient consideration being placed in the treasury to allow rapid construction, we were very greatly hampered through all of the years 1902 and '03, and it was impossible to obtain sufficient money to keep up the work of construction rapidly enough to meet the demands for water, notwithstanding the fact that we were willing to, and did sacrifice, our securities and our water stock in order to obtain funds to meet the pressing needs.

FIRST WATER TROUBLE

We had a great deal of trouble with the wooden head gate which had been built by Mr. Chaffey at Hanlon's, the floor of which, unfortunately, had been left several

feet above the bottom grade line of the canal as originally planned by me. When this gate was built by Mr. Chaffey, it wasn't considered as a permanent gate but as a temporary expedient placed there to control the entrance of water into the canal during the summer of 1901, and it was Mr. Chaffey's intention to replace this by a permanent structure as soon as time and finances would permit. This gate was well and substantially built and had its floor been placed five feet lower, the probabilities are that it could be used safely today for the control of all water at present required in the Valley.

Due to the fact that the floor was left above grade, we found it necessary, in the falls of 1902, 1903 and 1904, to cut a by-pass around the gate to the river, and it was through this by-pass then, during these three years that water was obtained at low water for the irrigation of the Valley.

SERIOUS WATER SHORTAGE

It was our desire at all times, after taking over the enterprise from the Chaffey's, to construct a permanent gate on the site where it was afterward built in the winter of 1905-1906, but we were unable to obtain the large amount required and were forced, through lack of funds, to the expedient of leaving this open channel around the gate to be closed on the approach of the summer flood. The channel was successfully closed against the approaching summer flood in the summer of 1902-1903 and 1904. In the winter of 1903 and 1903, there was a very serious shortage of water in the Valley, due to the fact that the Main Canal, built by Mr. Chaffey, had not been constructed to its required depth, and with the machinery and funds at hand we were unable to increase the water supply fast enough to keep up with the demands of the Valley, and the water in the river fell exceedingly low in the spring of 1904, and made it impossible for us to obtain sufficient water through the main canal for the uses of the people, with the result that considerable damage was done. The actual amount of damage, however, was but a very small proportion of the damage claims, as is evidenced by the fact that while these claims amounting to over \$500,000, were settled every one of them out of court in the year 1905, by a payment of less than \$35,000, paid entirely in water and water stock, and I believe that every claim was fairly settled.

PUBLIC UNREST

These claims, however, had been very greatly exaggerated, due possibly to the natural antagonism of any people living under a large water system toward the company controlling their source of supply; due, also, to the fact that since the passage of the Reclamation Act in June, 1902, and the starting of the Yuma project later by the Reclamation Service, the people of the Valley had gotten into their heads the belief that if the California Development Company could be removed, that the Reclamation Service could be gotten to take up the work; that the entire enterprise would then be backed by the Government with unlimited funds at its command and that the people would be obliged to pay to the Government but a small portion of the moneys that they were obliged to pay to the California Development Company, and that they would eventually, through that means, achieve the very laudable desire of owning their own system. Undoubtedly, the engineers of the Reclamation Service, who had made several trips, individually and as a body, into the Valley, desired to foment this belief as it had been their intention from the formation of the Reclamation Service to bring water into the Imperial Valley.

It was necessary for the Reclamation Service, in order to obtain the absolute control of the waters of the Colorado River, to do away with this great prior appropriator, the California Development Company, whose work, if carried through to success, would cover, in one body, more than half of the irrigable land on the Colorado watershed. That it was the intention of the Reclamation Service to bring water into the Valley as early as December, 1902, is evidenced by the sworn testimony of Mr. J. B. Lippincott, Supervising Engineer, U. S. R. S., given in the case of the Colorado Delta Canal Company vs. the United States Government, which is a matter of court record.

The Reclamation Service had contemplated the construction of a series of high-impounding dams on the Colorado River, but through soundings, finding no bed rock, they were obliged to abandon this project, but final-

ly, during the year 1903, outlined the plan of the Yuma project and the Laguna Dam.

WHY THE RECLAMATION SERVICE WAS INTERESTED

The engineers of the Reclamation Service advanced the theory that no canal from the Colorado River could be a permanent success except that a diversion dam across the river be constructed which would raise the water and would allow them by means of the sluicing head that it would give, to wash out the silt that would drop in the canal. Not only then would the continuance in successful operation of the Imperial Canal disprove their theory that a dam was necessary and thereby question the necessity of the expenditure of the amount of money that the Laguna Dam would cost, but the cost of the Laguna Dam was to be so great that it would put too great a burden on the farmers unless they could gain possession of the Imperial enterprise, and by so doing carry the Imperial canal to the Laguna Dam and there by make the farmers of the Imperial Valley pay the major portion of the cost of that work.

The Reclamation Service then, in this year of trouble, 1904, advised the people of the Imperial Valley that if they desired the Government to come in, it would be necessary for them to form a water users' association, and through it make the necessary petitions to the Government. It would also be necessary in some way to get possession of the plant of the California Development Company or to ignore them. In order to ignore them, if possible, surveys were projected by the Reclamation Service with the idea of keeping the canal entirely in the United States, but it was found, according to their estimates, that to do so would cost at least twelve million dollars more than to follow the route of the Imperial Canal through Mexico; that, consequently, it was not feasible.

DICKERING ON GOVERNMENT OWNERSHIP

It was at this time, in the summer of 1904, harrassed by lack of funds, by damage claims piling up against us for failure to deliver water, by suits being threatened in every direction, by statements emanating through the Reclamation Service, that we had no right to take water from the Colorado River on account of its being a navigable stream, that we decided that if the Reclamation Service desired to enter the Valley that we would sell to it all of our rights and interests, provided that we could obtain an amount that we considered commensurate with the value of the proposition. Mr. Heber, as the president and financial agent of the company, went to Washington in order to undertake these negotiations, and the engineers of the Reclamation Service went over the entire plant of the California Development Company in order to estimate its value. Mr. Heber and the Reclamation Service, however, were far apart in their ideas of value, in as much as the Reclamation Service believed that the only remuneration that should be received by the stockholders of the California Development Company was the amount that would be required to duplicate this system. They were unwilling to take into consideration that in this, as in every new enterprise, the securities of the enterprise must be sold at a very great reduction below par; that in the building of such an enterprise the original cost must be far in excess of what it would be when the project is partially completed. They were unwilling to allow any consideration for the rights and franchises which we had obtained. They were unwilling to allow anything for the Alamo Channel, which had been purchased by us and used as a canal and which had saved at least one million dollars in the construction of the system. It is possible that we might, at that time, however, have gotten together on some basis of settlement with the Reclamation service but that, unfortunately, the relations between Mr. Heber and the Service became so strained that it was impossible to carry on negotiations and the whole deal was declared off by the Reclamation Service arriving at the conclusion that no law existed whereby they would be able to carry water through Mexico; at any rate, this is the reason given for breaking off negotiations.

GOVERNMENT ANTAGONISTIC

Not only was our work greatly retarded and handicapped by the attitude of the Reclamation Service which made the people of the Valley antagonistic to us; destroying our credit with the banks of Southern California and in the larger financial markets of the United States,

but other departments of the Government as well, from the very inception of the enterprise,—instead of rendering us the assistance which we had every reason to expect we would receive from the Government, retarded our progress and at times made it nearly impossible to carry through our work. I do not claim that this has been intentional on the part of any department of the Government with the exception of the Reclamation Service, but that it has been due to the dilatory tactics of the Government or to the fact that it has sent inexperienced men to undertake work of very great importance; but no matter what the reason may be, the effect upon the welfare of the Imperial Valley and the welfare of the California Development Company has been very disastrous.

EVIDENCE

I refer in this especially to two things: first, the soil survey made by the Agricultural Department in the winter of 1901-1902. The field work preceding this report was made by a young man by the name of Garnett Holmes. Mr. Means, his superior officer, came to me in Los Angeles in the summer of 1901 and stated that he desired to send a man to the Valley in the fall of the year to make a study of the soils and report upon the same; and requested my co-operation, which I very readily gave, as I believed that such a report from the Government would materially assist us in our work in the Valley; but as many of the early settlers know, the issuance of the report for the time entirely stopped immigration into the Valley and very nearly bankrupted the California Development Company, as it, by destroying the faith of investors in the Valley, destroyed for the time being the credit of the company. The report gave the impression that the larger portion of the Valley was unfit for cultivation and particularly warned the people who were intending to settle here to be exceedingly careful in their selections of land and expressed a very serious doubt as to the ultimate future of the Valley due to the belief of the writer that the alkalis would rise to the surface and would destroy all plant life. Mr. Holmes made statements that in certain lands, near the townsite of Imperial, barley would not germinate due to the alkali. On this same land large crops have been produced every year since, and fortunately, people have finally forgotten the report or have lost faith in the accuracy and knowledge of the Government investigators, but at the time the blow to us was a very serious one. Also, in our work we have been constantly hampered by the attitude of the Land Department, although it is my belief from personal intercourse with the officials in Washington, that the desire of the Department is to straighten out the surveys as soon as compatible with the red tape of the Government and to not unjustly burden our people.

SURVEY TROUBLE DISCOVERED

I referred before in this article to the basis that we assumed for the surveys projected to the north of the fourth parallel and the reason for taking as that basis the Brunt surveys to the south of that parallel. It was not until these surveys had been projected far to the north and work had been begun on the retracing of the lines to the east of the Alamo River that we discovered wherein lay the real trouble with the surveys, by finding one of the old monuments of the survey of 1854, the finding of which showed wherein the Imperial Land Survey was wrong. Upon discovering wherein lay the error in the land company's survey, we immediately put several parties in the field searching for the old monuments of the surveys of 54 and 56, but in an area of thirty townships we found but five of the old corners that could be sworn to as authentic. These corners, separated as they were over such a large area, showed that very great errors existed in the original survey; for instance, between the third and fourth parallels, a distance according to the Government surveys of twenty-four miles, we found the actual distance to be approximately twenty-five and a quarter miles; that is, the Government had made an error of a mile and a quarter in running a distance of twenty-four miles north and south. East and west across the Valley in a distance of thirty miles the error was relatively the same, or approximately two miles. It was manifestly impossible to trace the old lines and to reset the old corners, and it became necessary to either get the Government to make a resurvey or else obtain an Act of Congress adopting the survey of the Imperial Land Company. Could the latter policy have been carried through, it would have

done away with many of the difficulties and troubles that have existed since, but we found that that was impossible. Mr. Heber and I went to Washington in June, 1902, taking with us all of our maps showing all of the surveys that had been projected by the Imperial Land Company, so that we might place before the Land Department the exact condition of affairs in the Valley. We were informed by the Commissioner of the General Land Office that no precedent existed, and that there was no law by which they could make a new survey without a special Act of Congress. Although it was very late in the session and Congress was to adjourn in July, we succeeded in having the Act passed during that session which authorized the resurvey of the lands in the Imperial Valley. The Act was passed in July, 1902; it is now the month of April, 1909, and the work of the Government to straighten out the surveys covering less than twenty townships of land, is not yet completed. Except for the cumbersome machinery and red tape of the Government, there is probably no reason why these surveys should not have all been completed during the year 1904. Had this been done, the story of the Imperial Valley today would probably be very different from what it is now, as the people would have gotten their titles and having their titles they would have been able to obtain sufficient funds for the development of the lands where now they find it impossible to obtain money; consequently, the work of development is necessarily greatly retarded.

CONDITIONS IN 1905

It was early in the year 1905 that negotiations for the purchase of the property by the Reclamation Service were ended and we were then confronted with an empty treasury, the hostility of the people in the Valley, and much work that it was necessary to do for the safety and permanency of the system, and to fulfill our agreement with the various companies in the Valley.

The banks absolutely refused to extend us any further credit and were clamoring for the repayment of moneys already loaned, and it seemed to us at this time that there was but one logical source from which we could hope to obtain sufficient funds to carry on the work, and this source must necessarily be one which was equally interested with ourselves in the development of the territory, namely, the Southern Pacific Railroad.

E. H. HARRIMAN INTERESTED

Mr. Heber, returning at this time from Washington, the question was taken up and discussed with him and he approached the subject of a loan to Mr. J. K. Krutchmitt, Director and Manager of Operation of the Harriman lines, but was turned down by him. He afterward, however, succeeded in obtaining an interview with Mr. Harriman, and at Mr. Harriman's request, Krutchmitt authorized the officials of the road in San Francisco to take the matter up for investigation and report to him. After investigating they offered to loan us the \$200,000 for which we had asked, on condition that two-thirds of the stock of the company should be placed in trust to secure to them the voting control and management of the company until the loan had been repaid. Mr. Heber refused to agree to this proposition except it be agreed that he would be retained in the management, but the Southern Pacific positively refused to advance the money unless Mr. Heber should retire from the management. Notwithstanding the friction that had arisen on business and personal matters between Mr. Heber and myself, I had great faith in his ability as an executive, and in his ability to handle the land and colonization of the Valley, but I also believed as did my other associates with the exception of Mr. Heber, that unless money could be obtained quickly from some source the company would be soon thrown into bankruptcy. Consequently, Mr. Blaisdell, Dr. Heffernan and myself went to San Francisco in April, 1905, and in an interview with Messrs. Calvin, Hood and Herrin of the Southern Pacific, succeeded in getting them to agree to lend to the California Development Company \$200,000 on condition that we should succeed, at the annual meeting of the company to be held in Jersey City early in June, in placing on the Board three men to be named by them, one of whom should be selected as the president and general manager of the company; also precedent to the loan, that we were to place in the hands of a trustee to be named by the Southern Pacific 6300 shares of the capital stock out of a total of 12,500.

SOUTHERN PACIFIC TAKES CHARGE

Mr. Heber was not at the time informed of these negotiations. He left for Jersey City in May in order to hold the annual meeting in June, and I went East during the same month. The result of the annual meeting was that we succeeded in doing that which we had undertaken to do, and as a final result the management of the company was turned over to the Southern Pacific Railroad on the 20th day of June.

The Southern Pacific officials named as their representatives on the California Development's Board Mr. Epes Randolph, Mr. Geo. A. Parkyns, and Mr. R. H. Ingram, and the members of the Board named by the California Development Company were under the contract made satisfactory to the Southern Pacific.

It was the desire of Messrs. Blaisdell, Heffernan and myself that Mr. Epes Randolph, in whose integrity and ability we had the utmost confidence, should become the president of the company, and as this seemed to be satisfactory to the San Francisco officials, he was so selected.

It was not at the time stipulated that I should be retained as an officer of the company. In fact, on account of the serious difficulties that had arisen between Mr. Heber and myself, I doubted very much whether it was good policy for the company to retain me actively in the management of its affairs. This whole question was broached to Mr. Randolph and he was left with entire freedom to decide as he might see fit. He decided, however, that as neither he nor any of the Southern Pacific officials knew anything in regard to the affairs of the California Development Company, that it would be necessary to retain me in the position that I afterward filled, namely, that of assistant general manager.

RIVER CONDITIONS ALARMING

In June, 1905, the break in the Colorado River was a source of great alarm, not only to the people in the Valley, but was becoming so to ourselves. As I have already stated, there was a serious shortage of water in the Valley in the winter season of 1903-4. There had been some trouble with the silting of the first four miles of the main canal below the Chaffey gate, due to the fact that it had not as yet been excavated to a sufficient depth; and also that Mr. Chaffey, instead of building the canal on the alignment originally planned by me, had followed the excavation of a few yards of material, followed the tortuous channel of an old slough which left in the canal many sharp bends that not only retarded the velocity of the water but caused, at times, serious erosion of the banks and a consequent deposit of sediment.

With the machinery at our command and which we could purchase with the money controlled by us, we had been unable up to this time to straighten and deepen this section of the canal as I had intended, and I evolved the theory that by putting in a waste gate about eight miles below the head gate, from which point we could waste water into the Paredones River and from this into Volcano Lake, that we could carry through the upper portion of the canal during the flood season of 1904 a sufficient volume of water to deepen and scour out by its own action this upper portion of the canal. This waste way was constructed and the flood waters were allowed to run freely through the upper portion of the canal during the summer season of 1904. The first action of the heavy volume of water coming through the canal was as I had expected. From investigations and measurements frequently made, some two feet of the bottom was taken out, and I believed, then, that we were absolutely safe, for our Valley supply during the following season; but I had counted without my host, and my theory was disproven a little later in the flood season as when the river reached its flood height, instead of scouring the bottom of the canal as I had expected, the heavy sand waves which are carried along the bottom of the river in extreme flood periods were carried into the canal and deposited within the first four miles below the gate. As soon as the summer flood dropped and I discovered this condition of affairs and that instead of the bottom being lowered it was approximately one foot above that of the year previous, we adopted the only means at our command to attempt to deepen the channel.

Knowing the character of the material to be removed, we knew that with the dredging tools that we had, it would be impossible to dredge out this four miles of canal in sufficient time for the uses of the Valley, providing the water in the river should drop as low as it had the previ-

ous year. The dredgers were brought back, however, and put at work, but the result proved as I had anticipated, that it would take practically all winter to dredge the canals; that is, it would take all winter to provide new machinery, even if we had the money; and in hopes, then, that it might possibly prove effective, I employed the steamer Cochran and placing a heavy drag behind it, ran it up and down the canal in hopes that by stirring up the bottom there would be sufficient velocity in the canal itself to move the silt deposits on below the four mile stretch to a point where I knew the water had sufficient velocity to keep the silts moving. A month's work, however, with the steamer proved that the work being done by it was inadequate.

THE GREAT PROBLEM

We were confronted then with the proposition of doing one of two things, either cutting a new heading from the canal to the river below the silted four mile section of the canal, or else allowing the Valley to pass through another winter with an insufficient water supply. The latter proposition we could not face for the reason that the people of the Imperial Valley had an absolute right to demand that water should be furnished them, and it was questionable in our minds as to whether we would be able to keep out of bankruptcy if we were to be confronted by another period of shortage in this coming season of 1904-1905.

The cutting of the lower intake, after mature deliberation and upon the insistence of several of the leading men of the Valley, was decided upon. We hesitated about making this cut, not so much because we believed we were incurring danger of the river's breaking through, as from the fact that we had been unable to obtain the consent of the Government of Mexico to make it, and we believed that we were jeopardizing our Mexican rights should the cut be made without the consent of the Government. On a telegraphic communication, however, from our attorney in the City of Mexico to go ahead and make the cut, we did so under the presumption that he had obtained the necessary permit from the Mexican authorities. It was some time after this, in fact after the cut was made to the river, before we discovered that he had been unable to obtain the formal permit, but had simply obtained the promise of certain officials that we would not be interfered with providing that plans were at once submitted for the necessary controlling structures to be placed in this heading.

REASONS WHY

This lower intake was constructed not as is generally supposed because there was a greater grade from the river through to the main canal at this point. The grade through the cut and the grade of the main canal above the cut were approximately the same, but the cut was made at this point for the reason that the main canal below the point where the lower intake joined it was approximately four feet deeper than the main canal through the four miles above this junction to the Chaffey gate, consequently giving us greater water capacity. In cutting from the main canal to the river at this point, we had to dredge a distance of 3300 feet only, through easy material to remove, while an attempt to dredge out the main canal above would have returned the dredging of four miles of very difficult material. We began the cut the latter end of September and completed it in about three weeks.

As soon as the cut was decided upon, elaborate plans for a controlling gate were immediately started and when completed early in November were immediately forwarded to the City of Mexico for the approval of the engineers of the Mexican Government, without whose approval we had no authority or right to construct the gate. Notwithstanding the insistence of our attorney in the City of Mexico and various telegraphic communications insisting upon this approval being hurried, we were unable to obtain it until twelve months afterward, namely, the month of December, 1905.

UNPRECEDENTED RIVER CONDITIONS

In the meantime serious trouble had begun. We have since been accused of gross negligence and criminal carelessness in making this cut, but I doubt as to whether anyone should be accused of negligence or carelessness in failing to foresee that which had never happened before. We had before us, at the time, the history of the river as shown by the daily rod readings kept at Yuma for a period

of twenty-seven years. In the twenty-seven years there had been but three winter floods. In no year of the twenty-seven had there been two winter floods. It was not probable, then, in the winter of 1905, that there would be any winter flood to enlarge the cut made by us and without doubt, as it seemed to us, we would be able to close the cut before the approach of the summer flood by the same means that we had used in closing the cut for three successive years around the Chaffey gate at the head of the canal.

During this year of 1905, however, we had more than one winter flood. The first heavy flood came, I believe, about the first of February, but did not enlarge the lower intake. On the contrary, it caused such a silt deposit in the lower intake that I found it necessary, after the flood had passed, to put the dredge through in order to deepen the channel sufficiently to allow enough water to come into the Valley for the use of the people.

This was followed shortly by another heavy flood that did not erode the banks of the intake but, on the contrary, the same as the first, caused a deposit of silt and a necessary dredging. We were not alarmed by these floods as it was still very early in the season. No damage had been done by them and we still believed that there would be no difficulty whatever in closing the intake before the approach of the summer flood, which was the only one we feared. However, the first two floods were followed by a third, coming some time in March, and this was sufficient notice to us that we were up against a very unusual season, something unknown in the history of the river as far back as we were able to reach; and, as it was now approaching the season of the year when we might reasonably expect the river surface to remain at an elevation that would allow sufficient water for the uses of the Valley to be gotten through the upper intake, we decided to close the lower.

FIVE FLOODS IN ONE SEASON

Work was immediately begun upon a dam similar to the ones heretofore successfully used in closing the cut around the Chaffey gate. The dam was very nearly completed, when a fourth flood coming down the river swept it out. Work was immediately begun on another dam which was swept away by the fifth flood coming down during this winter season.

About this time, I left for the East and at the earnest solicitation of Imperial Water Company No. 1, which agreed to advance \$5,000 for the effort, a third attempt to close the break was made under the directions of Mr. C. N. Perry and the superintendent of Imperial Water Company No. 1, Mr. Thomas Beach. On my return from the East, on the 17th of June, I found them heroically attempting to stop the break with the water so high in the Colorado that all of the banks and surrounding lands were flooded, and I immediately stopped the work as we realized fully that nothing could be done until after the summer flood had passed.

THE COLORADO ON A RAMPAGE

At this time, the lower intake had been enlarged from a width of about sixty feet, as originally cut with the dredger, to a width of possibly 150 feet, and it did not then seem probable that the Colorado River would turn its entire flow through the cut, but as the waters of the river began to fall, the banks of the intake began to cave and run into the canal, the banks of the canal below the intake fell in and, as known by most of the residents of the Valley, the entire river began running through the canal and into the Salton Sea in the month of August of this year of 1905.

After stopping the work of Messrs. Perry and Beach in June of that year, it was decided that nothing farther should be done until the summer flood had passed. When that flood had receded and we found that the entire river was coming through into the Salton Sea, the question as to how to turn the river became, perhaps, as serious a one from an engineering point of view, as had ever before confronted any engineer upon the American continent.

Immediately opposite the heading of the lower intake an island lay in the Colorado River about a half mile long and a quarter of a mile wide, being merely a sand bar upon which there had accumulated a growth of cottonwood and arrow weed, and in the month of July, while still a very large portion of the water was flowing through the east channel along the Arizona shore, I conceived the idea that possibly we might, by driving a line of piling from

the upper end of this island to the Lower California shore and weaving in between this piling barbed wire and brush, create a sand bar that would gradually force all of the water into the East channel, after which we could throw in a permanent dam across the lower intake. Under the supervision of George Sexsmith our dredger foreman and E. H. Gaines, the present County Surveyor of Imperial County, both of whom had been with us for years and made good, this jetty was started from the upper end of the island and directed toward the California shore at a point about 3,000 feet above the island. I hardly expected this plan to be a success, but there was a possibility of its succeeding, and it was the only means that could be adopted that might turn the water from the Salton Sea quickly enough to prevent the necessity of moving the Southern Pacific tracks and also, if successful, it was the most economical means of turning the river. We succeeded in building a bar throughout a length of about 2800 feet, but there was left an opening, approximately 125 feet long, through which the rush of water was too great to control. This work was abandoned about the first of August.

EVERYBODY AGREES TO GATE PLAN

The one plan that I had advised, that I felt surely would succeed was to construct a gate of sufficient size to carry the entire low water flow of the river, believing that when the water was turned through this gate we could by closing the gates raise the water to an elevation that would throw it down its original channel. This plan was fully discussed with Mr. Randolph and with our consulting engineer, Mr. James D. Schuyler, as well as with engineers of the Southern Pacific, who fully agreed as to the feasibility of that plan, and who expressed their belief that no other plan gave as great assurance of success. Mr. H. T. Cory, who was at that time Mr. Randolph's assistant and confidential man at Tucson, was sent from Tucson to examine into my plans and to report to Mr. Randolph upon their feasibility. At Mr. Cory's suggestion, an engineer from San Francisco was brought down to go over the works. Both Mr. Cory and his friend agreed upon the feasibility of the gate plan. Every one interested agreeing, I, then, on rush orders, got together all material necessary for the construction of this gate, the floor of which was to be of concrete on a pile foundation with a wooden superstructure, and it was my expectation to have the entire structure completed by the middle of November, 1905. If I remember correctly the first material for this structure left Los Angeles on the 7th day of August, 1905.

It had been my intention originally to construct the gate in a channel to be built by the dredge west of the intake, but the soil proving of a quick sand formation, and saturated with water, I found it difficult to make this excavation, and after working a few days I abandoned that idea and decided to construct a by-pass immediately east of the intake channel through which I would force the water of the river and would then build a gate in the intake itself. The intake at this point was about 300 feet in width, no more than we would require for rapid and successful construction of the work.

The dredger was immediately put to work upon the by-pass and this material was so easily moved that the dredger found no difficulty whatever in making the short cut of about 700 feet that was required and as soon as the cut was made, a large portion of the water in the intake began naturally to pass through, and work was begun upon the first dam required to force all of the water through the by-pass, it being the intention that when this dam was completed and all of the water was going through the by-pass to throw in another dam about 250 feet below the first in order to inclose that portion of the intake to be used as a site for the gate; the second dam being built in still water would have required only two or three days' work with the dredger, as it would have been simply an earthen bank thrown up by that machine.

TOO MUCH WORK FOR ONE MAN

It was at this time that I decided that it would be necessary for me to either put some one at the river to take absolute charge of the construction of the gate and the closing of the river, or else it would be necessary to put some one in the Los Angeles office to handle the business affairs of the company, as I found that I was spending fully one-third of my time on the train between Los Angeles and Yuma and that the strain was becoming too great and that either work required my presence. all

the time. I met Mr. Randolph about the middle of September and discussed the question with him and he fully agreed with me that I could not fill both positions, and also agreed with me that it would be easier to find some one capable of completing the gate in accordance with the plans outlined, than it would be to find some one to take charge of the business end of affairs of the company as no one but Mr. Heber and myself knew fully in regard to all contracts that had been entered into. Mr. Randolph asked me who I had in mind for the river work and upon my replying that I had not decided, he suggested that Mr. F. S. Edinger would be the right man if we could get him. I did not know Mr. Edinger intimately but had known him for several years as the superintendent of bridges for the Southern Pacific Railroad. He had built the bridge at Yuma and I believed him to be a man of integrity and of great ability, and I concurred with Mr. Randolph in the wisdom of placing Mr. Edinger in charge of the work at the river, providing his services could be obtained. He had left the employ of the Southern Pacific about three months previously and was then interested with the contracting firm of Shattuck & Desmond of Los Angeles and San Francisco, with headquarters at San Francisco.

MR. EDINGER ENGAGED

I had to leave the following day for San Francisco in order to pass upon the plans for the concrete head gate which were being gotten out by our consulting engineer, Mr. James D. Schuyler. In San Francisco I attempted to find Mr. Edinger, but learned that he was in Arizona. On my return to Los Angeles, I found a letter from Mr. Randolph stating that he had met Mr. Edinger in Tucson and had arranged with him to take entire charge of the work at the river for the construction of the gate in accordance with my plans and he requested me to go to Yuma with Mr. Edinger and turn the entire work over to him. Mr. Edinger had left for San Francisco but returned in three or four days when I accompanied him to the river, discussed with him the entire gate plans, went with him over the ground, and turned at the time, the entire work over to him. He expressed himself as entirely satisfied with the plans of this gate and as believing that the gate could be put in place much easier than I had anticipated, but agreed with me that if I was erring it was on the side of safety, and that the work would go ahead as outlined by me. He said that it would be necessary for him to return to San Francisco at once in order to obtain some additional pumping ma-

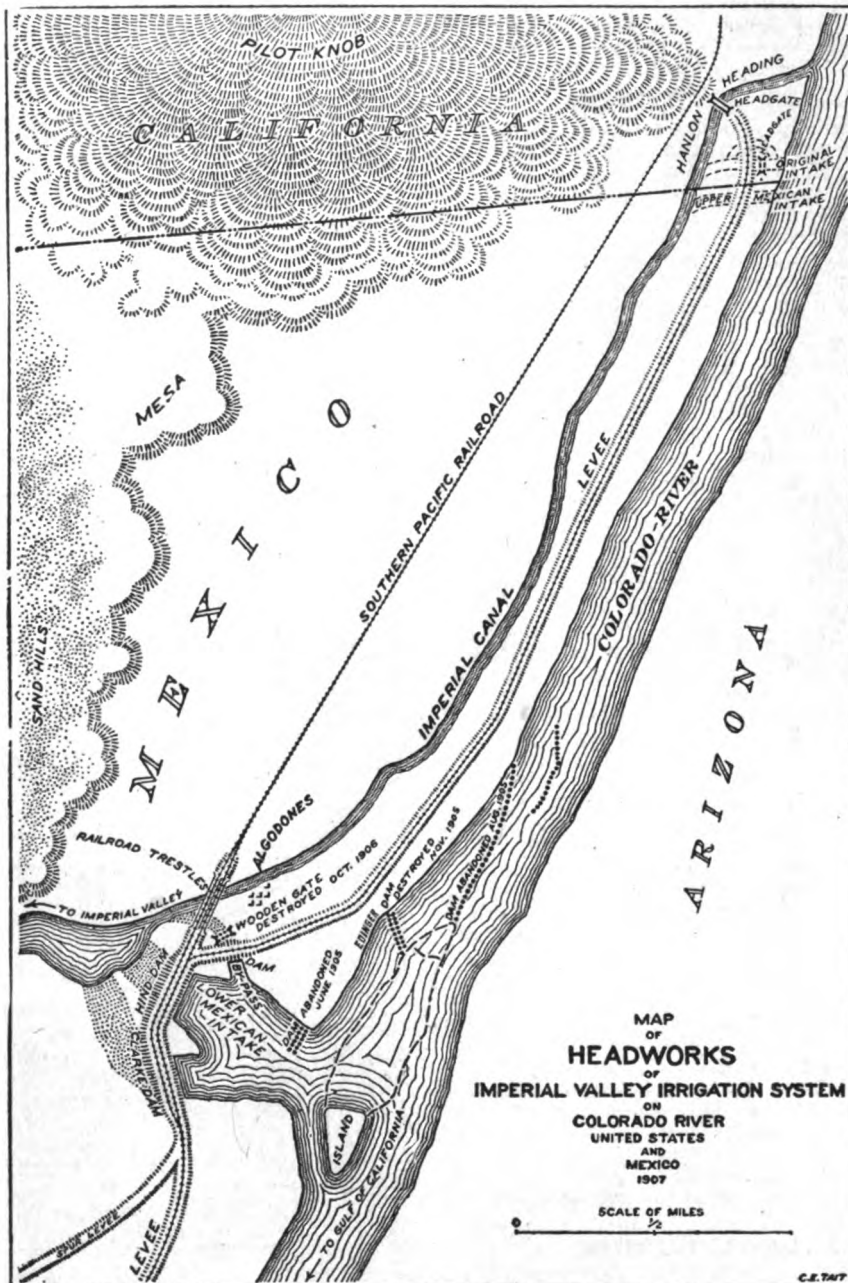
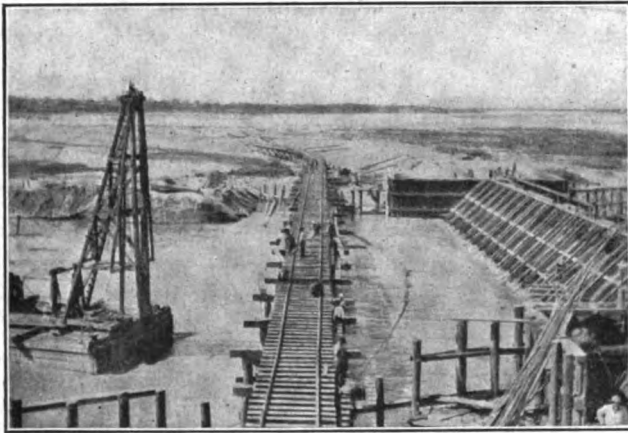


FIG. 4.—Map of headworks of Imperial Valley irrigation system.



Rockwood Gate with Spur Trestle in Front

chinery, which we decided we would require, and also to get several of his old men whom he thought would be of very material assistance to him in carrying through the new work rapidly.

MR. EDINGER'S SUPERVISION

He went to San Francisco and was to return in a week. He did not return for two weeks, and when he did return passed through Los Angeles without notifying me. He went to the river, and at this time we were having what we ordinarily expect about the first of October, a slight rise in the river of two or three feet. This rise I had been expecting and hoping for, as I believed it would enlarge the by-pass and would, without the aid of the dam, throw a larger amount of the river water through the by-pass.

Mr. Edinger, according to statements made to me, remained on the work at this time but a few minutes, when he returned to Yuma and took the first train for Tucson to see Mr. Randolph, to whom he said that neither he nor any other man could build that gate and put it in place and that he would not undertake it. He had plans for the construction of a dam across the west channel from the head of the island direct to the Lower California shore, a distance of about 600 feet, by means of which he said he would be able to turn the water down the east channel. He claimed that he could do this work in much quicker time than the gate could be put in, even if the gate could be built at all, which he denied. Mr. Randolph, who had great faith in Mr. Edinger's experience and ability, agreed to this change of plan **without consultation with me**, and authorized Mr. Edinger to remove all material from the gate site, and to proceed at once with the construction of what was afterward known as the Edinger Dam. This was on a Thursday that Mr. Edinger went to Tucson. On Friday they started to move all material to the site of the Edinger Dam, and I knew nothing at all of this change of plan until the following Monday, when I was notified by Mr. Randolph in Los Angeles of what he had done.

The dam met with several mishaps; Edinger was very much longer in its construction than he had estimated. One of the foundation mats had broken, and though it was held in place, I did not believe, nor did other engineers believe who examined the work that it would be a success. On the 29th day of November, Edinger had succeeded in raising the water thirty-five inches by means of the dam and had some water going down the east channel. In order to have turned all the water down the east channel, it would have been necessary to have raised the water to a height of between eight and ten feet, and it is exceedingly doubtful if the structure would have stood the pressure, but that is merely a matter of surmise.

On the 29th of November a very heavy flood came down the river and the entire structure was washed away and the work was abandoned.

REASONABLE ASSUMPTION

Whether or not the first gate planned would have been completed before the flood of November 29th, is a matter of conjecture. No man can tell positively, but judging from the tremendous work evolved in the construction of

the second gate, which would not have been incurred in the construction of the first, and judging, too, from the rapidity with which the second gate was put in place, it is my opinion, and the opinion of others who were able to judge, that the first gate would have been in place before the flood came down and that gate, with its concrete floor, would have stood the pressure that would have been placed upon it, in which case the river would have been turned in November, 1905, and at a cost that would not have exceeded \$125,000.

THE ROCKWOOD GATE

On the 15th day of December, 1905, I was authorized to go ahead again with the construction of what has been known as the Rockwood gate. The heavy flood of November 29th had enlarged the intake from a width of 300 feet to a width of approximately 600 feet. It had taken out the island between the by-pass and the intake, and as we could not hope for the completion of the new gate before April, 1906, by which time we might possibly have high water in the river, it seemed an unsafe proposition to attempt to build the gate in the old channel. After looking over the ground, then, I decided to build the new gate directly in the main canal and to carry the water around the gate by means of a new canal to be built. The first gate was planned for a width of 120 feet and to carry a maximum of nine thousand cubic feet per second, which was the estimated amount of water that might be in the river in the month of November, 1905, at which time I had expected to have the gate completed. The Yuma records show that the amount of water flowing in the river previous to the flood of November 29th could have been successfully carried through a gate of the width planned. As the new gate could not be completed until the spring of 1906, I decided that it would have to be built larger than previously planned in order to carry the larger amount of water that might be expected in the river at

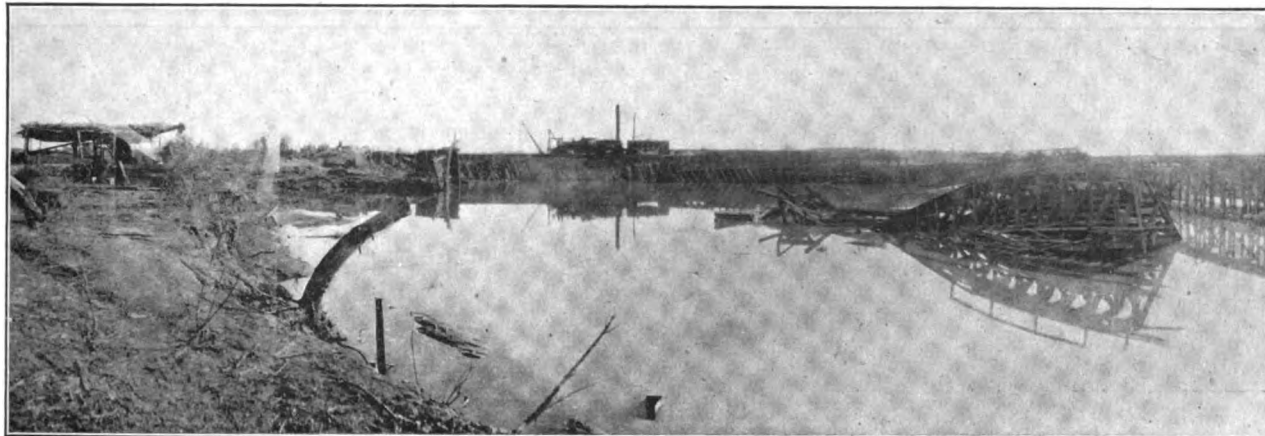


Blasting in the Main Channel

that time; consequently, it was planned with a width of 200 feet.

The dimensions of the new gate, including its wooden aprons, was to be over all 240 feet by 10 feet. Instead of having a clear cut channel to work in, as we had for the first gate, the entire space had to be enclosed in a cofferdam, and the excavation made from the interior of this enclosure. The work involved was such that the time required, as well as the expense, was fully twice as great as required for the construction of the first gate.

Mr. Randolph while giving his permission to go ahead with this construction expressed doubt of our ability to put the floor of the gate down to the elevation that I expected to reach. I succeeded in placing the floor one foot



The Wreck of the Rockwood Gate

below the elevation proposed in the original plan and the gate except for its rock aprons which were never built, was completed on the 18th day of April, 1906, practically within the time that I had estimated, although at a very much greater cost. But we had had high water in the river since about the first of March, and at this time some 22,000 cubic feet per second were passing down the channel; and, while I believe that the gate might successfully carry 15,000 feet, it seemed foolish to place a test upon it, at this time, against a rising river, as it was exceedingly doubtful if we would be able to construct a dam across the 600 feet of channel with the means at our disposal before the summer flood should be upon us; consequently, we decided to stop the work until after the summer flood of 1906 should have passed.

I RESIGN AS ASSISTANT GENERAL MANAGER

I had found, at this time, that it was impossible for me to manage the affairs of the company in accordance with my ideas, and unless I could do so, I believed that it was best for the stockholders of the company that I should resign as assistant general manager, which I did the latter part of April, 1906. Mr. H. T. Cory was then made general manager and I became the consulting engineer.

MR. CORY TAKES CHARGE

After the summer flood had passed Mr. Cory move his headquarters to the river and took complete charge of the work.

At this time, due to the summer flood of 1906, the intake



The First Load on the Trestle Caused a Wreck

had again been enlarged from 600 feet to approximately 2600 feet, and the work of filling was of such a magnitude that we decided it would be impossible to accomplish it in the time at our disposal except by means of a branch road to be built a distance of seven miles from the Southern Pacific main line across the intake, on the site of the proposed dam. The construction of this line which was immediately begun gave us the opportunity to throw a spur track in front of the gate and assure its safety as it would permit rock to be dumped either on the gate or in front of it in case serious erosion should occur, but the spur was not built until too late. The rock aprons that I had intended to build above and below the gate had not been put in, which omission allowed whirlpools to start in front of the gate which dug a hole below the sheet piling. The spur was then completed as rapidly as possible in order to bring in rock to fill the hole, but when the first trainload of rock started across the spur on the morning of October 11th a part of the trestle gave way and the train was thrown from the track, and at three o'clock in the afternoon, the gate rose and went out. I was not on the ground at the time, having resigned as consulting engineer in October.

Previous to this, however, this gate, which had been planned to carry 12,000 cubic feet of water per second on an even flow had been carrying for a period of near two weeks far in excess of the amount, and due to the drift which had been allowed to accumulate in front of it, this water, instead of going through smoothly, was going through with an overpour exceeding four feet in height.

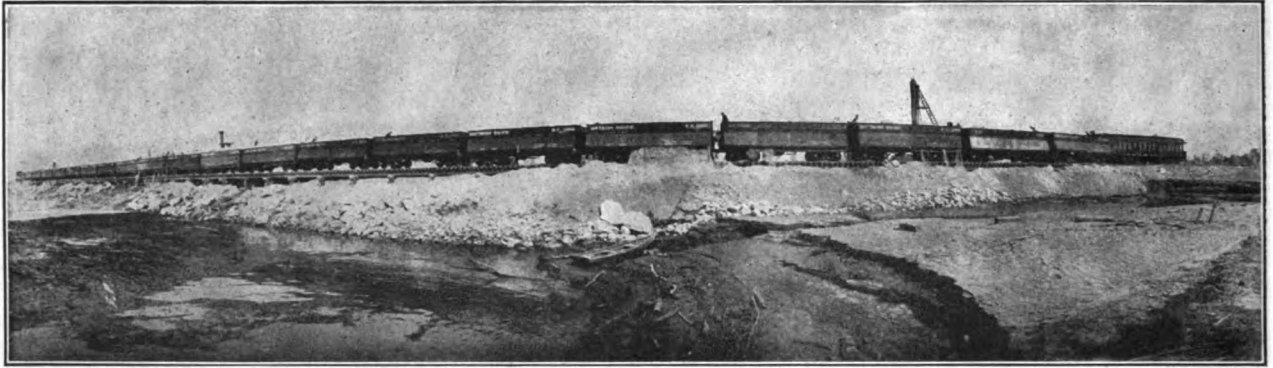
Whether the structure would have stood the strain had this spur been completed in time and had the rock aprons shown in my original plans been built no man can tell, but it is my belief and that of other experienced engineers who examined it, that it would have stood and would have done the work for which it was planned, and would have been there today.

THE HIND DAM

After the Rockwood gate, so-called, went out, I understand that Mr. Randolph decided to throw a mat and brush dam across the river channel below the intake of the concrete gate, which was built under my direction the winter before, and to force all of the water through it. He was dissuaded, as I have been told, from this plan by Thomas Hind, who had been previously in charge of the work at the river under my directions, and who was, at the time of the going out of the Rockwood Gate, foreman under H. T. Cory in charge of the river work. Hind said he could close the river and force the water back into the old channel by main force, providing they could furnish him with rock fast enough. They decided upon adopting this plan, which, at the time, was in all probability the only one that could have been adopted that would have succeeded in quick enough time to prevent the necessity of again moving the Southern Pacific tracks to the high grade level which they had been building at an elevation of 100 feet below sea level around the Salton Sea.

THE GREAT WORK OF THE S. P.

Mr. Randolph succeeded in getting the Southern Pacific to agree to this plan of procedure which necessitated,



Dumping Rock to Hold the Colorado Under Control

practically, the turning over of the entire trackage facilities of the Southern Pacific to this work.

Quarries from all over the country were brought into requisition and passenger trains were ordered to give way to the rock trains that would be required, and what is probably one of the most gigantic works ever done by man in an equal length of time was then inaugurated, and the work of filling the channel began. Most of the cars used were of the pattern called Battle Ships, carrying fifty cubic yards of rock, and the trains were so handled that for several days, or until the fill was above the danger point, one car of rock was dumped on the average every five minutes, night and day. This plan was successful. The Hind Dam was completed and the water turned down its old channel toward the Gulf of California on the 4th of November, 1908.

THE SECOND BREAK

The river did not stay long turned, however. A few weeks after the closure had been made, a flood came down the river which broke under the earth levees which had been constructed from the Hind Dam down the river for the purpose of preventing an overflow from entering the channel below the dam.

WATER CREEPS UNDER

The floods which had occurred during the year 1905-1906 had caused a deep deposit of silt upon the lands below the dam. This silt deposit was filled with cracks, and when the Hind Dam was completed, the water at first raised above the natural ground surface and lay against the levee to a depth of from four to eight inches in the neighborhood of where the second break occurred.

Even this slight pressure of water found its way beneath the levee in many different places, and a large gang of men was required to prevent it from breaking, but nothing was done to make it safe, and when the next flood came down the river in December, 1906, it broke under the levee and again the waters turned down to the Salton Sea.

This second break was closed in the same manner as the first had been; on the 11th day of February, 1907. After repairing the second break the levees were rebuilt and extended farther down the river and, in my opinion, they will now stand any pressure that may come against them; and I believe that the people of the Imperial Valley are now entirely safe from the probability of destruction due to future floods in the Colorado River, not that these

floods may not occur, not because it is impossible that the flood waters of the Colorado should again find their way to the Salton Sea, but as the river has been twice turned, it can be turned again by the same means should it ever become necessary to do so.

RESULTS OF S. P. MANAGEMENT

The people of the Imperial Valley have naturally expected great things from the management of the Southern Pacific, believing that an enterprise backed by all its millions and its natural interest in the development of the traffic would at once surge ahead; that all necessary

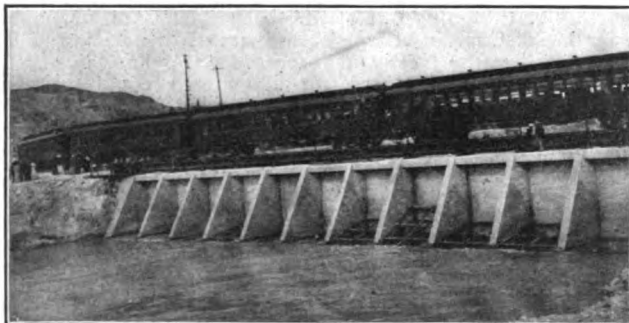


Dredger on the Main Canal

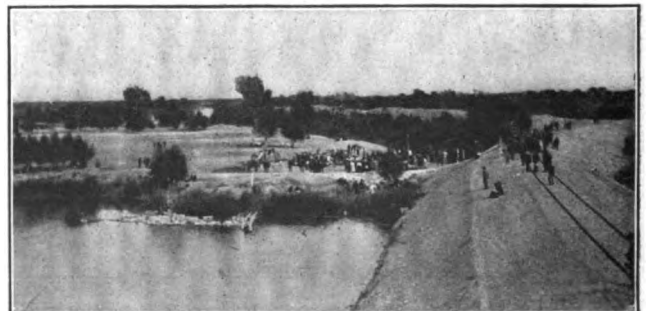
work to put the entire enterprise in a safe and satisfactory condition for the distribution of water would be done; and that the work would be rapidly carried on to cover the entire acreage available for irrigation within the valley.

Two years have now passed since the final closure was made and on the 20th day of next June four years will have passed since the Southern Pacific assumed absolute charge of the management of the affairs of the California Development Company, and yet, during that time, I doubt if 60 miles of new canals and ditches have been built, and I doubt if to exceed 5000 more people are now in the valley than were here on the 20th day of June, 1905.

The old company, hampered as it was by lack of funds and the erroneous beliefs of the world regarding the possibilities of this region, began its work of construction at the Colorado River in September, 1900. It brought the



Present Cement Headgates



Magnificent Levee Which Protects the Valley

Special Note;

Pages 29 and 30 were missing from the electronic copy of this document, The Calexico Chronicle - Second Annual Magazine Edition – “Born of the Desert” by Charles Robbin Rockwood - May 1909.

The same story from Mr. Rockwood was included in the book “The History of Imperial County California” edited by Finnis C Farr – 1918, p. 97 – 153 and added to this document.

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The old company, hampered as it was by lack of funds and the erroneous beliefs of the world regarding the possibilities of this region, began its work of construction at the Colorado River in September, 1900. It brought the first little trickle of water down through what is now known as the Boundary Ditch at Calexico on the 21st day of June, 1901. It was not able to turn water into its main canal for irrigation until March, 1902. Practically then the history of development in the hands of the old management, dates from the time when we turned over the management to the Southern Pacific on the 20th day of June, 1905; a period of four years. During that time, in spite of all that we had during the early period to overcome, we built nearly 800 miles of canals; we sold water rights covering approximately 210,000 acres of land, and we brought into the Valley not less than 15,000 people.

It must be remembered though that nearly two years of the Southern Pacific control was spent in turning the floods that threatened to destroy all, that it has been hampered by many adverse court decisions against the California Development Company, and it is a question as to whether any financial men placed in the same position that they are would have done more than they have, except that a different administration might have before this cleared the ground for future action and might have effected a reorganization which must undoubtedly be accomplished before the great work can again go ahead smoothly.

Court decisions have been rendered which would naturally make the Southern Pacific, or any financial institution in its place, hesitate before spending more money in the Valley for the benefit of others. The decision of the United States Federal Court gave to the Liverpool Salt Company in a suit which it brought against the California Development Company for destroying its works a judgment of \$450,000. The South-

ern Pacific does not, naturally, care to pay this judgment. Some of the people of the Imperial Valley combined and assigned to one Jones innumerable claims for damages, some real, some fictitious, all exaggerated, but aggregating in the total amount some \$470,000. The Southern Pacific cannot be responsible for that damage, nor does it care to create additional wealth, additional assets, for the California Development Company that might be taken to pay those damage claims should Jones succeed in obtaining a judgment against the company.

I understand that plans had been drawn and consent had been given for the expenditure of a large amount of money for the construction of permanent gates in the main canal, above Sharps, when a decision rendered by the Federal Court in Los Angeles cast doubt upon the legality of the contracts entered into between the mutual companies and the California Development Company, and also threw a serious doubt upon the value of all water stocks and upon the value of future investments that might be made by the Southern Pacific in the canal system. Following this decision then they ordered all work stopped and notified the present management of the California Development Company that it must depend entirely upon its resources obtained from water rentals or from the sale of such water stocks as people might see fit to buy.

(The decision referred to above was reversed by Judge Welborn in February, 1900.—Ed.).

If these water rentals were paid promptly it is doubtful if they would be sufficient to operate successfully the system, but I understand they have not been all paid and the present management of the company, like the old, is hampered in its work by inadequate funds.

A new chapter has now been opened in the affairs of the Valley and in the affairs of the California Development Company by a suit brought on the 9th day of January, 1909, against the company by the Southern Pacific for, approximately, \$1,400,000, the company suing on promissory notes given to the Southern Pacific Railroad Company and by the Southern Pacific management of the California Development Company. We may hope, however, that instead of this suit further complicating the situation and retarding development indefinitely, that it may prove an advantage to all concerned by clearing the ground and leaving it clean for future growth.

Fight on for C. D. Control. A Late Letter from Mr. Rockwood

Los Angeles, Cal., May 12, 1909.

To the people of Imperial Valley :

It is with regret that I announce to you that on Saturday, May 8, 1909, Mr. W. F. Herrin, the head of the legal department of the Southern Pacific, acting for that company, decided not to accept the proposition recently made by the stockholders of the California Development Company, whereby we agreed to sell to the Southern Pacific Company all of the stock of the C. D. Co., for \$250,000, being \$20 per share, or one-fifth of its par value. The price at which we offered the stock equals only about \$1 per acre for the lands now under water stock and 25 cents per acre for the total irrigable area of the Valley.

The revenues from water rentals for this year, 1909, will equal the total amount that we have asked the Southern Pacific Company to pay us for our equity in this great enterprise, that was with your help and theirs created by us, an enterprise that, though still in its infancy, too young as yet to even dream the story of its future greatness, increased the revenues of the great Southern Pacific Company during the year 1908 by nearly two and one-half million dollars. They will undoubtedly deny these figures and I cannot prove them, but my information came directly from a high official of the company, whose name I will not give as such information is not for us common people, and I do not wish to embarrass my friend by subjecting him to reprimand from the higher ups.

The little we have asked them to pay us out of their much is, we believe, far below the sum that we are justly entitled to for our part in building up this Imperial empire of the southwest. A year ago we made a proposition to the Southern Pacific Company to settle our differences. They refused it. We have made others since, all of which have been ignored, and they never made to us a counter proposition, unless that we pay back to them all of the money they have squandered in mismanaging our affairs, with interest, be considered a proposition. This sum, which includes freight at \$12 a ton, \$18 per cubic yard, on much of the rock that was used in closing the break, amounts, according to their statement, to approximately \$4,000,000, and unless we are prepared to pay them this sum they have decided that we who have created for

them a revenue of \$2,500,000 per year, are entitled to no consideration from them.

This is of interest to you, of vital interest, and for that reason I am taking you into my confidence and telling you these things that mean the retarding of the development of our great Valley unless we, the stockholders and owners of the California Development Company, who conceived and planned this enterprise and put into it our all, give up that all to satisfy the rapacity of the Southern Pacific Company.

When we offered them the stock at \$20 per share we offered them nearly all. We offered it because we are weak as compared with their great strength, and because we hoped that if we gave them title to the property that they would use their great power and resources to develop it. I am informed that the attorneys for the Southern Pacific in Los Angeles and San Francisco advised settlement on this basis, that this was also the desire of Messrs. Cory and Doran, the Southern Pacific managers of the California Development Company, but Mr. Espes Randolph and Mr. W. F. Herrin control, and they decided against it, and instructed the Los Angeles attorney to begin marshaling their legal hosts against us.

The fight is on. I am sorry for your sakes as well as my own, but I think there are but few of you who can in your hearts expect or ask us to do more than we have. Personally I have given sixteen years out of the middle of my life in turning the Colorado Desert into the Imperial Valley. I have succeeded, not alone to be sure. Without the help of the brains and money of my associates I could have done nothing. Without the help of the Southern Pacific in time to save all our efforts might have been fruitless, but that they did save no more entitles them to say to us, the stockholders, give us all in payment, than it does to say to you, give us the farm we saved for you.

I try not to be egotistical, but when I now ride through our fields of waving grain and look miles across broad acres of alfalfa, dotted here and there with comfortable homes, and the evidence of a prosperous people, and think of that day, more than sixteen years back, when, without a wagon track or trail to guide me, I first crossed the then uninhabited solitude, I know that I have accomplished that which is given to but few to do, and while my reward is mostly in doing that which I undertook to do, still I believe that in my work I have honestly earned

in that visible evidence of success, money, a competency. But I do not expect it now out of my work in the Valley unless I can acquire it in the future through the same opportunities that have been given to you.

Personally I own 712 shares of California Development Company stock. At the price it was offered to the Southern Pacific Company I would have received \$16,240, not a very magnificent money reward to be sure; but even this they refused, and now to get it or anything I must fight through the long, tedious process of the courts. In the fight I, we, want and hope to receive the sympathy and moral support of the Valley people.

The time must come when you, the people, will own the great water system on which you are so entirely dependent, and now that your land titles are being adjusted the time may be not far away when you can offer a security that would permit you to purchase. Hope then, for your own sakes, if not for ours, that we may win, for undoubtedly the price we will ask of you will be but a small part of the demands of the Southern Pacific Company.

I believe that in this fight we are legally and morally right, and that the courts of our land will not oblige us, or you, to return to the Southern Pacific Company the millions unnecessarily spent, and spent in any case not for our protection but for their own, and I believe we will win, and if we do, you do.

Requesting then your patience and your continued good-will, I remain,

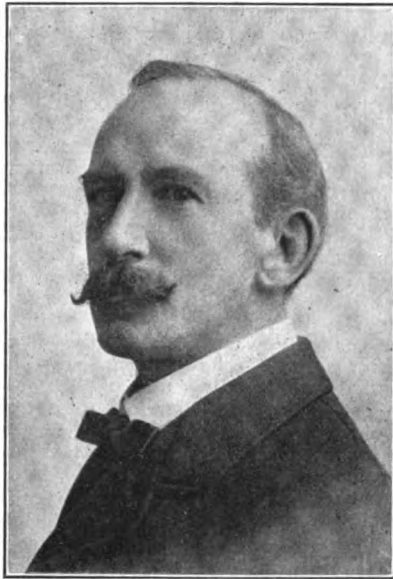
Yours sincerely,

C. R. ROCKWOOD.



REMINISCENCES

OF DR. W. T. HEFFERNAN



Dr. W. T. Heffernan

Dr. Wm. T. Heffernan was for several years the close friend and confidante of Mr. Rockwood and knows the troubles and trials that have beset that persistent gentleman from the beginning of the establishment of the Imperial irrigation project. Dr. Heffernan has a droll humor and many times turned serious conditions to one side and brought a ray of sunshine into camp when everything looked darkest.

In 1892-3 Dr. Heffernan was located in Yuma as government surgeon. He dined at a "mess" at which C. R. Rockwood was frequently a member and thus came to know that Mr. Rockwood was engaged in looking over land that was supposed to be irrigable and was trying to find out for some capitalists how much the subjection of the Salton Sink, as it was then called, would cost.

In discussing these things with Mr. Rockwood, Dr. Heffernan found himself a believer in Rockwood and in the reclamation of the desert and was willing to show his belief by contributing toward the expenses of starting a corporation and carrying on the reclamation. After a year or so of acquaintance with Mr. Rockwood, during which time Rockwood had secured complete control of the irrigation company, Dr. Heffernan decided that he would become actively engaged in the Colorado irrigation concern of which Mr. Rockwood was chief engineer and advanced something like \$40,000 to back the enterprise.

In an interview, Dr. Heffernan speaks as follows:

"I had become so thoroughly interested and enthused over the possibility of returns from such an investment that I offered to advance money to secure certain concessions giving lands and rights of way through Mexico and an option of purchase on a ranch owned by Hall Hanlon, the present site of the diversion gate of the Imperial Valley Irrigation system. Mr. Rockwood at this time stated that if he could obtain these concessions and the option he would be able to finance the proposition. The Mexican land was at this time owned by General Andrade, Mexican Consul residing at Los Angeles. I had made the acquaintance of General Andrade several years before and quite a close friendship existed between the General and myself. I accompanied Mr. Rockwood on several of his visits to General Andrade for the purpose of obtaining a concession through his property for the building of a canal. Mr. Rockwood experienced considerable difficulty in securing the necessary funds to pay General Andrade the sums agreed upon. When the last option was secured the scarcity of money demanded that some personal appeal by myself should be made for an extension of time

for the payment, and these appeals were so frequent and repeated an occurrence as to tire the patience of General Andrade. I recall several instances connected with Mr. Rockwood's visits to General Andrade's office when I accompanied him, in which the General expressed his disapproval at Mr. Rockwood's inability to carry out his agreement to pay certain stipulated sums. General Andrade, being of the Latin race, had an excitable nature, and at times he would become worked up to a pitch and would exclaim in broken English and Spanish his impatience with the persistency of Mr. Rockwood and would say, "Heavens, there comes that man Rockwood again, what does he want now? I have given all that I am going to agree to, and it is useless to attempt to change my decision." Often he would leave the room, going into his private office, but as the door remained open Mr. Rockwood would follow him in, pursuing the business then on hand and with such persistency that he finally accomplished the securing the extension of time and the signature of General Andrade to papers necessary for the further prosecution of the work.

"After obtaining the concessions from General Andrade the next proposition was obtaining the option from Hall Hanlon for his ranch, it being Mr. Rockwood's purpose to divert the water at a rocky point located on this ranch. Hall Hanlon was a picturesque character and a genuine type of the frontiersman. He lived in an adobe house built in 1854 which was used in early days as a stage station and connected with a ferry crossing the Colorado River at this point. Twenty years previous a partnership was formed between Mr. Blythe, a capitalist of San Francisco, and Gen. Andrade for the irrigation of the Andrade land in Lower California. Negotiations were entered into with Hall Hanlon for a head gate on his ranch. Nothing, however, was done in this matter, but it had its effect on Hall Hanlon's price for his ranch. Nothing less than twenty-five or thirty thousand dollars would be considered by him for his holding consisting of 316 acres of barren land, hills and sand dunes. It was considered advisable, however, to obtain the ranch at the lowest figure possible and the services of a disinterested party was secured to negotiate for the purpose.

"This man camped on Hall Hanlon's ranch for two weeks and finally persuaded Hall Hanlon to agree to sell the ranch for twenty thousand dollars with a payment of two thousand dollars in gold and the balance within one or two years thereafter. As I was a friend of Hall Hanlon I entered into the business as the banker, agreeing to advance the \$2000 necessary. I recall considerable amusement at the remarks of Hall Hanlon when I arrived and laid on the table in the room a sack containing one hundred twenty dollar gold pieces. H. H. remarked: "Why, hell, Dr. Heffernan, have you something to do with this? Why didn't you tell me, I would have given you an option without any money." After signing the option of the purchase he handed over the sack containing the \$2000 to me and said: "Take this up to Yuma and put it in your safe and when I want any money I will come up and ask you for it." I offered him a receipt for the money, but he spruned that and added, "If you get away with the money you won't live very long to enjoy it."

"To secure the water from the Colorado River it was necessary to file notices for appropriation every ninety days. Several days after securing the option I took a type written copy of the claim of the appropriation and tacked it on a willow near the bank of the Colorado River. Fearing some trouble from the old officers of the Colorado Irrigation Company, it was deemed advisable that these notices should be attached to the tree without undue publicity. After tacking up the first notice I met H. H. on the road and he jokingly referred to my slipping down into the bushes like a cattle thief to tack up the notices and told me that one of his Indians had reported that a man had come down and nailed a board to a tree, this board having attached to it a paper with writing. His curiosity being aroused he went over to see what it was and found my notice of appropriating water. He expressed his willingness to do such work in the future himself if I found it

inconvenient. These notices were renewed, however, by me at certain intervals during a number of years.

"During this time Mr. Rockwood had made several trips through the Eastern States and Europe trying to finance the company. He met with little success. In the year 1896 I visited New York City and called at the office of the company and found Mr. S. W. Ferguson, A. H. Heber and C. R. Rockwood in straightened circumstances, the company having little or no funds and nothing in sight which promised relief. I invited them to take dinner with me, and as the meal was a good one they seemed to enjoy it very much. Several times during the hour some one would drop the remark that they were very glad indeed that I came from the West with money enough to buy a regular meal as they had been living on rather shortened rations. I accompanied them to Brooklyn and found that they occupied three rooms in a modest lodging house and well remember the remark made to Mr. Heber on entering their rooms. I told him that the stockholders of the company could not accuse them of indulging in luxuries for they were certainly living in a very modest way. The following morning while we were dressing the question of the funds and the probable price they should pay for their breakfast being discussed revealed to me that they had been living on a very short allowance. Mr. Heber remarked that he was in doubt whether they could have a 40c breakfast for the three of them or not. I relieved their minds very much by telling them I had sufficient money remaining to pay for their breakfast and of which they gladly accepted.

"In the spring of 1898 I began to realize the necessity of retrenchment. Up to this time I had been a large contributor to the promotion fund, and I told Mr. Rockwood that I felt that I had reached the end of my resources and could not furnish him any more funds. I advised him to wipe off the slate and discontinue any further attempts to finance an enterprise which I feared was too great for us to carry, but he told me that while he was very sorry to have me take so pessimistic a view, he had not lost faith and that he intended to continue his efforts to finance the proposition and if necessary he would engage in the work of his profession and when he realized sufficient money he would again take up and prosecute the work of promotion."

Dr. Heffernan saw the possibilities of the general mer- of the company at this time, including Heber, Rockwood and Blaisdell. He remembers when Mr. Heber withdrew from the work in 1899 and later when Mr. Blaisdell became discouraged at the outlook and returned to his business interests in Arizona, leaving Mr. Rockwood high and dry. At that time Dr. Heffernan was also unable to furnish any more money and Mr. Rockwood was indeed in sad straits. But he never lost faith, no matter what happened as is shown in his own story. And when the Chaf-

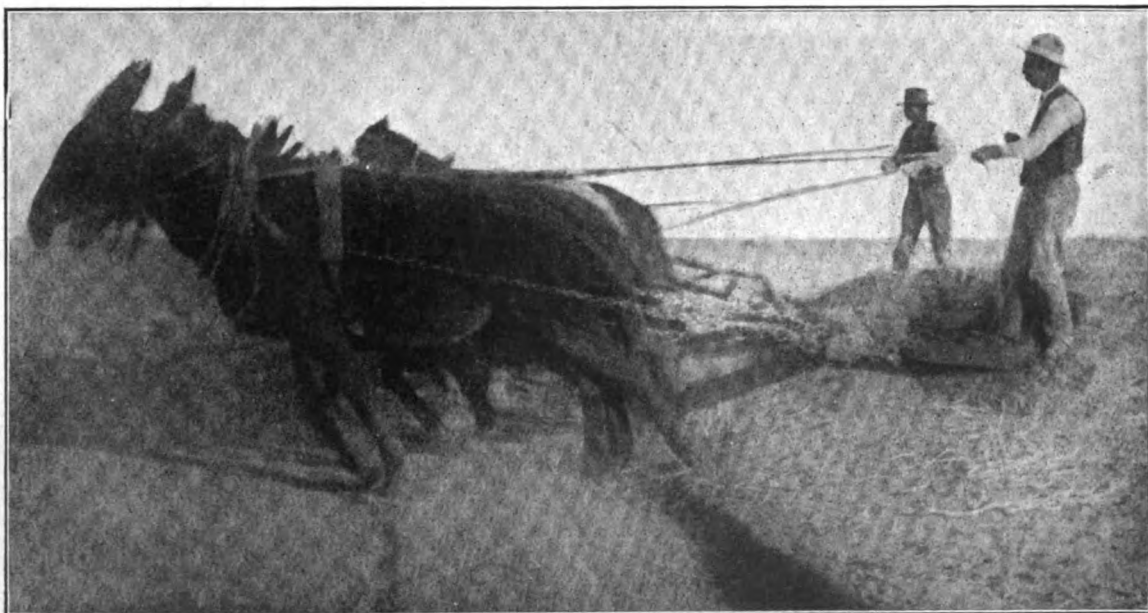
feys were interested and construction work commenced on the canals in 1900 Dr. Heffernan again wished to have a hand in the vast enterprise and associated himself with Mr. Rockwood as supply agent for the immense number of teams and men who were engaged in the work.

It was necessary to freight by wagon a distance from 30 to 50 miles every item of food for man and beast. The nearest railroad station on the S. P. was Flowing Wells, and here the freight for the valley was thrown off in the sand and later picked up and carried to the dusty crews of men and mules who were doing the very first pioneer work of the greatest enterprise of the kind in the United States.

Dr. Heffernan saw the possibilities of the general merchandise business in Imperial Valley and in the winter of 1900 established the first general merchandise store in Imperial, also building the first house in Imperial Valley the same winter. J. A. Estudillo, at present a resident of Calexico, was the first man to sell goods over a counter in Imperial Valley, he having charge of Dr. Heffernan's store in Imperial. The store was sold the following year to W. F. and Leroy Holt, who established the first bank in the valley at that time in that building. During the same winter Dr. Heffernan opened a store at Cameron Lake, where the only water in the valley was to be had. Drinking water had to be hauled from this place to teams and camps all over the valley, and it did not take long to diminish the supply to the danger point. The pelicans became to obnoxious in stirring up the water that Joe Estudillo, who was then as good a marksman with the rifle as he is now, was engaged to rid the lake of pelicans. This he succeeded in doing, much to the satisfaction of those using the water.

When water was brought through the present site of Calexico the camp at Cameron Lake was abandoned and the store at that place moved to Calexico, where the California Development Company had erected a fine bunch of adobe buildings. Dr. Heffernan put up the next building, an adobe, which is now occupied by Varney Brothers' general merchandise store. This building was the home of a general merchandise store owned by Dr. Heffernan from 1902 to 1904 when the store was sold to Varney Brothers.

Dr. Heffernan also brought the first stock of drugs to Imperial Valley, establishing a store in Imperial and later moved to Calexico and sold to J. A. Estudillo, who now conducts it. He was also president of the Imperial Lumber and Commercial Company of early years when the hauling charges on lumber from the railroad to Calexico were \$15 per thousand feet. He also served as treasurer of the California Development Company from 1902 to 1905 and as secretary of the same company from 1905 to 1907, when the Southern Pacific took charge.



The Mule Has Been a Great "Factor of Progress"



FIGHT ON FOR C. D. CONTROL

A LATE LETTER FROM C. R. ROCKWOOD



Los Angeles, Cal., May 12th, 1909.

To the People of Imperial Valley:

It is with regret that I announce to you that on Saturday, May 8, 1909, Mr. W. F. Herrin, the head of the legal department of the Southern Pacific, acting for that company, decided not to accept the proposition recently made by the stockholders of the California Development Company, whereby we agreed to sell to the Southern Pacific Company all of the stock of the C. D. Co. for \$250,000, being \$20 per share or one-fifth of its par value. The price at which we offered the stock equals only about \$1.00 per acre for the lands now under water stock and 25 cents per acre for the total irrigable area in the valley.

The revenues from water rentals for this year, 1909, will equal the total amount that we have asked the S. P. Co. to pay us for our equity in this great enterprise that was with your help and theirs, created by us—an enterprise that, though still in its infancy, too young as yet to even dream the story of its future greatness, increased the revenues of the great Southern Pacific Company during the year 1908 by nearly two and one-half million dollars. They will undoubtedly deny these figures and I cannot prove them; but my information came directly from a high official of the company, whose name I will not give as such information is not for we common people and I do not wish to embarrass my friend by subjecting him to reprimand from the higher ups.

The little we have asked them to pay us out of their much is, we believe, far below the sum that we are justly entitled to for our part in building up this Imperial empire of the Southwest. A year ago we made a proposition to the S. P. Co. to settle our differences. They refused it. We have made others since, all of which have been ignored, and they never made to us a counter proposition unless that we pay back to them all of the money they have squandered in mismanaging our affairs, with interest, be considered a proposition. This sum which includes freight at \$12.00 per ton, \$18.00 per cubic yard, on much of the rock that was used in closing the break amounts, according to their statement, to approximately \$4,000,000 and unless we are prepared to pay them this sum they have decided that we who have created for them a revenue of \$2,500,000 per year, are entitled to no consideration from them.

This is of interest to you, of vital interest, and for that reason I am taking you into my confidence and telling you these things that mean the retarding of the development of our great valley unless we, the stockholders and owners of the California Development Company, who conceived and planned this enterprise and put into it our all, give up that all, to satisfy the rapacity of the S. P. Co.

When we offered them the stock at \$20.00 per share we offered them nearly all. We offered it because we are weak as compared with their great strength, and because we hoped that if we gave them title to the property that they would use their great power and resources to develop it. I am informed that the attorneys for the S. P. in Los Angeles and San Francisco advised settlement on

this basis, that this was also the desire of Messrs. Cory and Doran, the S. P. managers of the California Development Company, but Mr. Espes Randolph and Mr. W. F. Herrin control, and they decided against it, and instructed the Los Angeles attorney to begin marshalling their legal hosts against us.

The fight is on. I am sorry for your sakes as well as my own, but I think there are but few of you who can in your hearts expect or ask us to do more than we have. Personally, I have given 16 years out of the middle of my life in turning the Colorado Desert into the Imperial Valley. I have succeeded, not alone to be sure. Without the help of the brains and money of my associates I could have done nothing. Without the help of the Southern Pacific in time to save, all our efforts might have been fruitless, but that they did save, no more entitles them to say to us, the stockholders, give us all in payment, than it does to say to you, give us the farm we saved for you.

I try not to be egotistical, but when I now ride through our fields of waving grain and look miles across broad acres of alfalfa dotted here and there with comfortable homes and the evidence of a prosperous people, and think of that day more than 16 years back when without a wagon track or trail to guide me I first crossed that uninhabited solitude, I know that I have accomplished that which is given to but few to do, and while my reward is mostly in doing that which I undertook to do, still I believe that in my work I have honestly earned in that visible evidence of success, money, a competency. But I do not expect it now out of my work in the valley unless I can acquire it in the future through the same opportunities that have been given to you.

Personally, I own 712 shares of California Development Company stock. At the price it was offered to the S. P. Co. I would have received \$16,240,—not a very magnificent money reward to be sure; but even this they refused, and now to get it or anything I must fight through the long, tedious process of the courts. In the fight I, we, want and hope to receive the sympathy and moral support of the Valley people.

The time must come when you, the people, will own the great water system on which you are so entirely dependent, and now that your land titles are being adjusted, the time may be not far away when you can offer a security that would permit you to purchase. Hope, then, for your own sakes, if not for ours, that we may win, for undoubtedly the price we will ask of you will be but a small part of the demands of the S. P. Co.

I believe that in this fight we are legally and morally right, and that the courts of our land will not oblige us or you to return to the S. P. Co. the millions unnecessarily spent, and spent in any case not for our protection, but for their own, and I believe we will win and if we do, you do.

Requesting, then, your patience and your continued good will I remain,

Yours sincerely,

C. R. Rockwood



Holtville, the Town Beautiful

A Bit of Lower California History

IN THE LIFE OF DON GUILLERMO ANDRADE



Don Guillermo Andrade

Don Guillermo Andrade was born in Hermosillo, Sonora, Mexico, in the year 1829, of Spanish parentage. At an early age he was sent to Europe to be educated, where he attended some of the foremost colleges in France and Spain until the age of twenty-four, when he was recalled to Mexico by the death of both his parents. They left a large estate comprised of sugar plantations and refineries, the business of which Don Guillermo undertook and carried on until the year 1863.

In this year, attracted by the gold excitement in California, he went to San Francisco, engaging in the banking and commission business, and in the year 1879 established the first steamship line plying on the west coast of Mexico, between Manzanillo and Guaymas. About this time Mr. Andrade secured a concession from the Mexican Government for 35,000 acres of land, embracing the present port of San Felipe, situated on the Gulf coast of Lower California immediately south of the mouth of the Colorado River, and a fishery concession for all fishing on the Gulf of California. Shortly afterward he secured a concession for a considerable portion of the pearl fisheries on the Gulf, and later on came into possession of three large islands, namely Tiburon, San Estevan and Angel de Guardia, the first being valuable for cattle raising and the later two for their guano deposits. The Indians on Tiburon were cannibals and supposed to be savage and warlike, and for this reason when Mr. Andrade came to take possession of the island he took with him a squad of federal troops, but to their surprise the Indians fled upon the approach of the soldiers, leaving behind one lone squaw. This island afterward Mr. Andrade exchanged for an equal area of 60,000 acres situated in the district of Magdalena, Sonora.

While exploring the regions in this district his attention was called to the lower delta of the Colorado River lying south of Yuma. Although few white men had ever traversed this part of the country, Mr. Andrade decided on a trip of investigation and in spite of the arduous task he made a thorough examination of the country, immediately seeing its great possibilities, realizing at the same time that the amount of capital and energy required to place this land in habitation would be stupendous. Upon his return to San Francisco he resolved to capitalize the enterprise and secure a concession from the Mexican Government for colonizing. His description of the wonderful stretch of fertile soil so interested his friend, Mr. Thomas H. Blythe that Mr. Blythe decided to accompany Mr. Andrade on a trip to these lands.

Upon seeing the territory, Mr. Blythe was so favorably

impressed that a partnership was formed between himself and Mr. Andrade, with the object of securing a concession from the Mexican Government for colonizing all of the lands of the Lower Colorado Delta, which comprised one million two hundred and fifty thousand acres. Mr. Andrade succeeded in obtaining this concession, and with absolute faith in the future of the lands, disposed of his steamships and all other lines of business so as to devote his entire time to the enterprise.

Soon after, while on his way from Mexico City to San Francisco, he was apprised of the sudden death of his partner, Thomas H. Blythe. This unfortunate episode caused the whole project to be thrown into the Probate Court of San Francisco, Mr. Blythe having died intestate. Mr. Andrade proved before the courts the partnership existing between himself and Mr. Blythe, thereby securing two small appropriations from the Blythe estate with which to carry on the undertaking, but the amounts thus allowed were ridiculously inadequate to meet the requirements of the colonization concession, and upon Mr. Andrade again making application before the courts for a further appropriation, in an effort to carry out the partnership agreement, the courts decided, upon the plea of the Blythe heirs, that the idea of reclaiming these lands was chimerical one, and refused to comply with the terms of partnership, throwing the claim out as worthless. Failing to receive this due assistance Mr. Andrade was obliged to go to Mexico City and place the facts before the Mexican Government, stating his inability to comply with the terms of the concession, thereby forfeiting same, and allowing the lands to revert back to the Government.

This turn of affairs was a keen disappointment to Mr. Andrade, but he did not lose faith in the project. He at once negotiated a loan,—as he had already spent the greater part of his private fortune in the enterprise,—which enabled him to go to Mexico City and purchase these lands outright from the Mexican Government, thereby becoming sole owner.

A remarkable port included in this purchase was that of Santa Isabel, on the gulf coast of Sonora immediately south of the mouth of the Colorado River. Prior to the construction of the Southern Pacific Railway through Arizona, this port was a transfer point from deep water vessels to river steamers plying on the Colorado River carrying passengers, U. S. troops, supplies, etc., destined to forts and various points located in Arizona and New Mexico. There also was a shipyard located at this port, the wreckage of which is still in evidence.

The first sale of the lands acquired by Mr. Andrade, amounting to half a million acres, was made to a Petaluma syndicate, represented by Attorney A. W. Thompson, who made a trip to Mexico City, examined the title executed by the Mexican Government to Mr. Andrade, and immediately upon his return recommended the purchase to his associates. After this sale Mr. Andrade found himself still in possession of a vast tract of land and to prove the adaptability of the soil, he at once commenced experimenting at Ledro Colony with a variety of crops, consisting of wheat, barley, cotton, alfalfa, tobacco, etc., which were successfully grown, and upon the fine grazing lands he introduced an excellent grade of cattle, also a lot of Berkshire hogs. The hogs were allowed to roam at will, many of them swimming across the river into Lower California. This is the origin of the wild hog now found in Lower California and Sonora.

A matter of great interest to Mr. Andrade were the thousands of acres of wild hemp growing on these lands. He determined to find a market for this luxurious plant that grew to the height of from twelve to twenty feet. He had some of the fibre hand stripped and sent to Europe, where it was manufactured into handkerchiefs as soft and brilliant as silk. Upon this showing he immediately had 5000 tons of this hemp cut and placed in the water to soak. While undergoing this process, which is known as the "rotting process," which frees the fibre from the stalk, an unexpected freshet carried away the entire mass.

After this several decorticating machines were tried, all without practical results; and now these thousands of acres of wild hemp are merely awaiting some successful

invention to strip it of its fibre, giving it a place among the valuable commercial products to which it is entitled.

In the year 1902, 100,000 acres of these lands situated immediately south of the international boundary line were sold to the Sociedad de Irrigacion y Terrenos de la Baja California, S. A., and it was only by the construction of canals through this tract that the reclamation of the Imperial Valley was made possible. It was then that the indomitable energy of Mr. C. R. Rockwood was brought into play, and the great stretch of green fields now seen on either hand in this wonderful district demonstrates the feasibility of the plan—a plan that none but men of supreme courage and conviction would have dared to think of or endeavor to carry through.

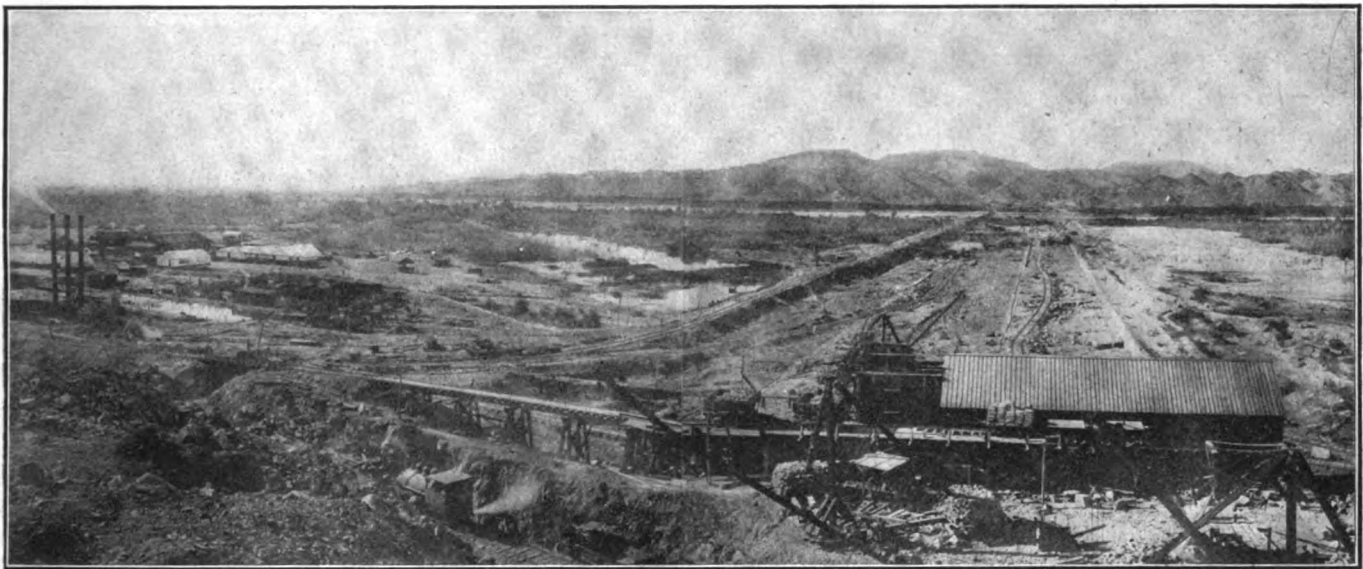
In 1904, another sale of about 250,000 acres was made to the Colorado River Land Company, and is now ex-

tensively covered with cattle and rapidly being brought under cultivation by that company which is composed of men of sterling quality and possessed of abounding faith in its resources.

In the following year, 1905, on September 17th, Mr. Guillermo Andrade died in the City of Mexico. At the time of his death, and for a number of years previous he held the position of Consul for Mexico in the city of Los Angeles. Shortly before his death he remarked to the writer that he was thankful for having been spared long enough to see the realization of the two great ambitions of his life, referring to the present success of the steamship line that he established on the west coast of Mexico and to see the commencement of the great development now taking place in the Lower Colorado Delta.



Imperial's Relation to the Laguna Dam



General View of the Laguna Dam

Few people who come to Imperial county realize that on the far eastern side of the county are 17,000 acres of the finest land in the world belonging to this county and under the magnificent system constructed during the last seven years by the United States Reclamation service and watered by the diverted waters of the Colorado River under the Laguna Dam system.

But this is a fact. In Imperial county there will be hundreds and hundreds of homes built and thousands of acres of fertile land watered under the Laguna system. On this page is shown a picture of the dam site and the contour of the country about Laguna.

The Laguna Dam is not an innovation nor an experiment. Although there is not another dam of its kind in the United States the type has been tried and found good in other portions of the world. There was no foundation on which to place masonry but the granite walls on either side of the river to make the connections with but the government engineers have constructed a dam of nearly one mile in length and 240 feet in width. It is of sufficient height to raise the water in the river about ten feet.

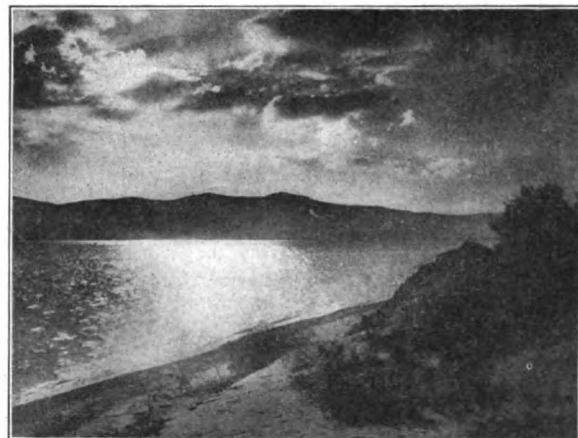
The land that will be reclaimed by the Laguna project will be 119,392 acres and when the mesa land of the lower Gila is added the total will no doubt reach 130,000 acres.

The Laguna project stands as a monument to persevering engineering skill by the government.

On another page is shown a map, the first ever published, showing the proposed route to be followed by the Reclamation Service in reclaiming an additional 100,000 acres of the Imperial valley mesa land by means of the Laguna Dam, thus adding to the worth of that great venture.

CAMPHOR TREE CULTURE

It has been demonstrated that the camphor tree will thrive in the Imperial valley. There have been shipped into the Coachella valley 1000 trees from the island of Formosa, from which place the entire world's supply comes at the present time. Camphor is a necessity in the manufacture of high explosives and as Japan has control of the world's supply the other governments have been making experiments to find if the culture of the valuable tree cannot be brought about in other countries.



Sunset on Salton Sea



Railroad Promises Much



E. H. Harriman, the world's railroad emperor, is really the man to whom the Imperial Valley must look for her advancement in a good measure.

The Southern Pacific Railroad Company owns a controlling interest in the California Development Company, by reason of furnishing funds for the control of the Colorado River and taking as security a majority of the stock of the concern.

As Mr. Harriman is head of the Southern Pacific he is also head of the California Development Company, and in his position has the right to say what shall and what shall not be done in the improvement of the great system of canals that net the valley. It is his place to say whether or not money shall be expended.

Mr. Harriman visited Imperial Valley in March of the present year. He had just come from the works on the

It has become such a rich country that it is obvious that the Southern Pacific will at all times stand back of every need and see to it that no disaster of any nature on the river or in the system where the development company has control will hamper the progress of the valley.

"It is evident that Imperial Valley is well worth saving."

There is therefore little doubt that the railroad people have the welfare of the Imperial Valley deeply at heart. The Southern Pacific has built an extension of the valley branch, connecting with Yuma through Mexican territory and has also instituted an improved passenger and freight service between Los Angeles and the valley. The officials have at all times shown that they appreciated the territory and its richness and will no doubt continue to give the valley all the advantages that are due it.



EPBES RANDOLPH
President California Development Co. and
Personal Representative of E. H. Harriman



H. T. CORY
General Manager California Development Co.



W. J. DORAN
Director and Treasurer of the California
Development Co.

Colorado where he inspected for the first time the great Hind dam that kept the world watching during its construction, as well as the controlling works, the cement gates and other structures that now guarantee the valley a supply of water without fail. He was much pleased with the condition of affairs on the river.

While Mr. Harriman was well acquainted with facts and statistics concerning the valley it was his first visit and the result was that he was much more impressed as to its possibilities than ever before.

In a statement secured for the Chronicle Mr. Harriman on this occasion said:

"The affairs of the California Development Company are very much involved but are being straightened out as rapidly as possible. They tell me that the system needs considerable improvement in the way of cement works replacing wooden structures. While our affairs are so involved we cannot add to expenditures. We hope that at an early date we can go ahead with the extensions and improvements in a manner befitting the interests here.

"The government has not paid us the money for the second closing of the river and that naturally has its effect. Still, it is the legal situation as between the California Development Company and the mutual water companies that must be sufficiently determined to make the investment of more money in the system secure before further extension investment would be justifiable.

"The Imperial Valley has had its ups and downs, but it is evident now that it will go forward without delay.



A. F. ANDRADE
Assistant General Manager Inter-California Railway
and Secretary of the Mexican C. D. Co.

WHAT IMPERIAL COUNTY OFFERS

A GENERAL REVIEW

The story of the transformation of the actual desert in the life time of a child of eight years reads like a romance or a tale from the Arabian Nights, but it is absolutely true. And the truth of today is pale compared with the promise of tomorrow. No better land is found in any country, and with warmth and moisture there is hardly a limit to the productive capacity or to the range of production of these redeemed fields.

The attention of the farmer, the fruit grower, the stockman, the dairyman, and the grower of special crops should be arrested by the opportunities of this wide region. It is distinctly a farming region, and as agriculture is the basis of abiding prosperity for towns, there are openings here for the shopkeeper and the merchant, the laborer and the mechanic, and a field for profitable and safe investment in lots and lands. There is no place in the Southwest, that region of great things in itself, where intelligent effort will win more independence and satisfaction in the return than in the Imperial Valley. The opportunities are many. The area is great, the water and sunshine abundant, the soil immensely rich, the climate healthful, and what a man can do to better his condition will be measured chiefly by his energy and his ability. The valley and the county offer much to the man who wants to "get ahead."

For half a century considerable interest has centered in the Colorado Desert as a field for irrigation. Here was a vast inland sea of silt, rich as the valley of the Nile, and there was the yellow flood of the Colorado River rolling by, and it was not strange that far-seeing men dreamed that the river could be made to convert the broad wastes into productive farms. As irrigation swiftly became a large factor in the prosperity of Southern California, transforming the face of the country, these dreams of making the desert to blossom began to seem less daring, and by 1902 had taken practical shape. In January, 1901, there was not a living white man on all the desert waste, but in January, 1902, surveyors were at work, and a year later the population of the valley was about 2,000. These were truly pioneers, though almost within sound of the

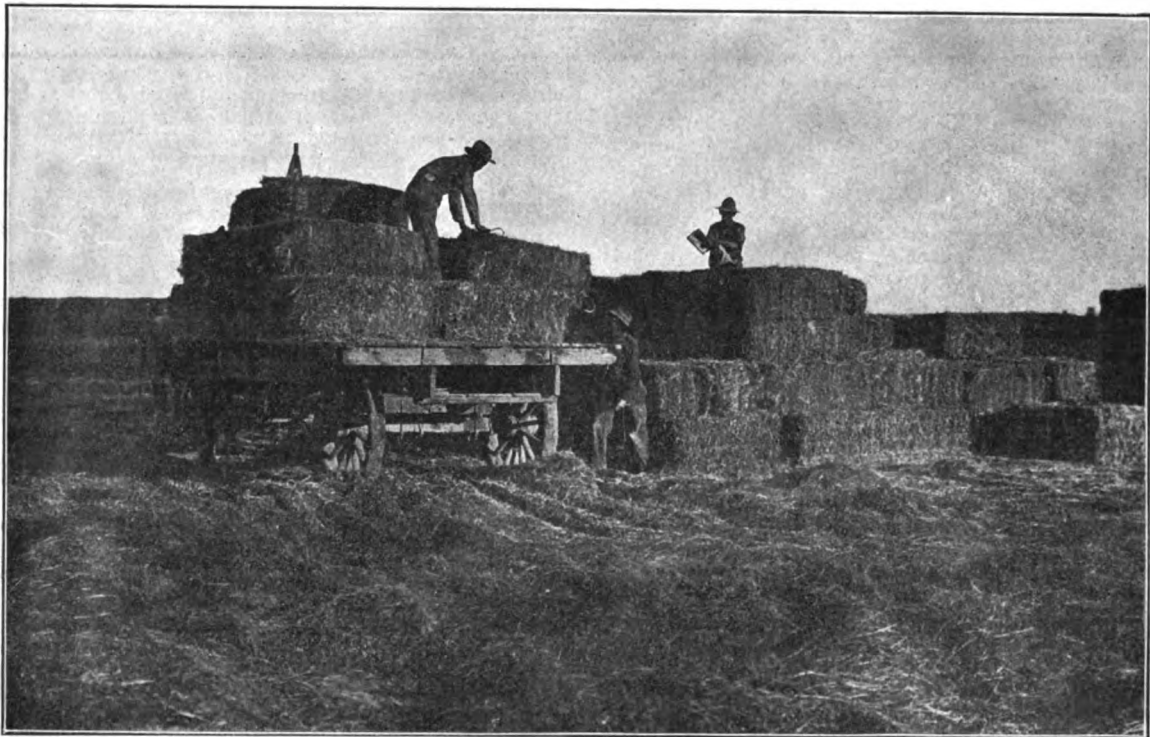
locomotive and on the edge of civilization, and they submitted cheerfully to some privations, knowing that presently the lands would grow green under the magic touch of water, and be covered with homes.

GEOGRAPHY

Imperial county was organized, by a vote of the people, on August 6, 1907, into a "body politic" by itself. It was previous to that date a part of San Diego county. As now constituted it is the corner county of southeastern California. Its southern boundary is the International boundary line between the United States and Mexico; its eastern line the Colorado River, while on the north is Riverside county, and on the west the San Jacinto or Coast Range of mountains divides Imperial from San Diego county.

This new county is an empire in itself. It is eighty-four miles long from east to west and fifty-four miles north and south, having an area of 4,536 square miles or about 2,600,000 acres. The irrigable area is probably one-sixth of this, a round 400,000 acres being known as the Imperial Valley. This valley lies about the middle of the county, extending from the boundary line on the south forty miles northward, with a width of about thirty miles. Nearly 100,000 acres more that are irrigable lie in portions of the county closer to the Colorado River and are being gradually brought under the ditch.

The Salton Sea lies in the northwestern part of the county. It is probably the remains of the Gulf of California, the present head having been pushed southward by the vast deposits of the great river. This inland sea, cut off from the gulf, has been maintained by successive overflows of the Colorado, and two years ago was considerably expanded, receiving for a time the entire discharge of the runaway river. It was never a menace to the valley, and will probably disappear by evaporation. The mystery of its occasional risings has long since been exploited.



Scene in a Hayfield, C. M. Ranch, Calexico



Photo by Center

Cattle on Geo. Long's Place, Imperial

THE IRRIGATION SYSTEM

Let us study now for a moment the system of irrigation that has been planned and carried out for the development of the richest irrigated section in the United States.

The water is taken from the Colorado River at the Upper Heading, four miles north of the International boundary line near Yuma, Arizona. These headings, provide for the admission of ten times as much water as was used in the entire system last year, when 230,000 acres of land were watered. From the Upper Heading the canal carries the water to the former channel of the Alamo River leading toward the Salton Sea, the first sixty miles being in Mexico.

In order to handle this water in Mexico there had to be a company incorporated under the laws of Mexico, and this company is known as the "Sociedad de Irrigacion y Terranos de la Baja California," and is the sister company of, and with the same officials as the California Development Company, the corporation that has handled the watering system of the valley from its original inception.

The water is run to Sharps Heading, seven miles east Calexico, still in Mexico. There the diversion of the waters to various parts of the valley takes place, the main canal leading toward the center of the valley. The No. 7 canal carries water to the lands east of the Alamo channel; the Wisteria leads to the high western side, and the Holton Power canal carries water to the turbine power plant at Holtville, where the electricity for the valley is generated.

These main canals are divided and subdivided again and again until the network of canals covers the entire area, there being over 800 miles of canals in all the companies.

The California Development Company undertakes to deliver water to each of the mutual water companies, of which there are now nine, composed of the water users in variously divided districts. The mutual companies then deliver the water as ordered by the farmers.

The whole system is a good one and there only remains the replacement of wooden structures at the various points of control with concrete to make the system absolutely dependable. Water has never yet failed the farmers and there is no shortage expected.

FACTS ABOUT IMPERIAL COUNTY

Where is it, and what of it, are questions frequently asked by those unacquainted with this most wonderful valley.

The Imperial Valley is located in the extreme south-eastern corner of the State of California. It was formerly a part of San Diego county, but in 1906 the County of Imperial (which includes Imperial Valley) was created by a vote of the people of that section.

It is a great basin, hemmed in by mountains on practically every side, and there are abundant evidences that the Valley was at one time a part of the Gulf of California, the beach lines being in plain sight. The soil is the accumulations of silt from the great Colorado river, deposited in the process of ages. Borings to a depth of 700 feet below the surface show this alluvial deposit continues to at least that depth.

Prior to 1900 there was no such thing as the Imperial Valley. It was the Colorado Desert. Now all that is changed. The waters of the great Colorado River, the greatest irrigating stream in the United States, were turned onto this desert and have transformed it into one of the most wonderful garden spots in America.

The valley was of no value as a desert, but with a cheap and abundant water supply, it has become one of the most productive sections in this country.

Half of the former desert lies in Imperial county, and half is in Old Mexico. It is 110 miles long by forty miles wide, and contains four thousand square miles, or 2,560,000 acres, about half of which is available for farming purposes when irrigated.

ELEMENTS

Three elements are necessary for the raising of good crops and to make farming a success.

These three elements are:

First—A fertile soil.

Second—Plenty of water.

Third—Heat.

Imperial Valley is especially favored with these three elements, as will be shown.

THE SOIL

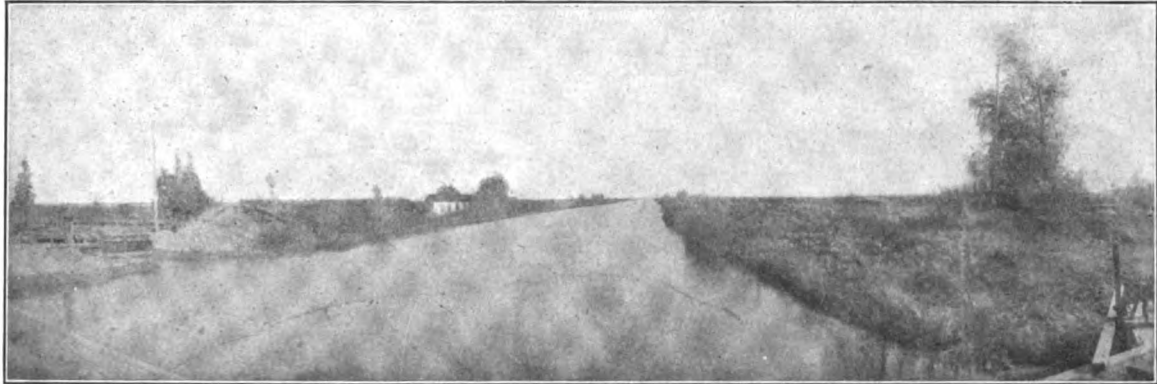
The soil of Imperial Valley has been proven to be the most fertile in the world. The entire valley has been produced by the sediment left by the overflow of the Colorado River during past ages. It is therefore of sedimentary origin and character, ranging from loose sandy loam to a clay or heavy soil.

The predominating soil is a fine silt loam, but towards the borders of the valley it becomes sandy.

Farms where the soil is thin, farms that must practically be bought over and over again by the cost of fertilizing, farms that wear out, are not good investments. But here an analysis made by the Government experts of the waters used to irrigate this land shows that each acre foot of water from the Colorado River contains commercial fertilizers having a market value of about \$3.50.

Soil made from such deposits must be exceedingly fertile, and if irrigated by the water carrying such material, must remain fertile.

If an acre foot of water costs fifty cents, and it carries



Center Photo

The Main Canal

\$3.50 worth of fertilizers, it is plain that the rancher is getting his water for nothing and his fertilizer exceedingly cheap.

The whole valley slopes to the north and northwest at about six feet per mile, thus giving good headway for the water on every acre.

WATER SUPPLY

In other irrigated districts the amount of water to be had limits the amount of land to be cultivated, while in Imperial Valley water is abundant and cultivation of every acre is assured through the enormous amount of water at command.

The land owners have formed mutual water companies, officered by themselves, for whom the ditch system is constructed by the principal canal and water company.

The purchase of water stock by the land owners pays the cost of ditch construction.

The land owner must have one share of water stock for each acre to be irrigated, the prevailing price of stock being from \$20 to \$25 per share.

Owning the land and owning the water stock, he can obtain water as required, by paying fifty cents per acre

The valley has been aptly termed the World's Greatest Natural Conservatory, because here is produced the earliest melons, fruits, vegetables, and field products, and here is the ideal dairying and stock-raising section of the great Southwest.

In considering what kind of a crop is best suited to the land, one figures on which will give the best returns, as the soil will raise practically anything ever grown anywhere.

The leading products thus far have been grain, livestock, dairy products, cantaloupes, grapes and vegetables.

Barley is raised for pasture in winter and allowed mature for a grain crop in the spring.

Raising eucalyptus trees for a future timber supply has proven to be one of the coming industries of the valley. Thousands of acres have been, and are now being set out.

Kaffir and Egyptian corn and sorghum are extensively raised, and used to fatten cattle and hogs.

Over sixty thousand acres of alfalfa is growing, and more will be planted. This crop is cut six to nine times a year and yields a ton to a ton and a half per acre at each cutting.

Cantaloupes were first grown in 1905 near Brawley, where 500 acres were planted. This crop grows very rapidly in the valley.

Cotton is successfully planted, and the day is not far distant when this will be one of the most important products of the county.

Experiments made by the United States Government experts have proven conclusively that the best varieties of dates can be profitably grown only in the wonderful Imperial Valley.

Grape growing has passed the experimental stage, and there are now growing in the valley over one thousand acres of table grapes.

Orange, lemon, grape-fruit, tangerine, and fig trees are a success in this valley.

Asparagus is proving a highly profitable crop, and garden truck of all kinds does exceptionally well here.

Probably no success in Imperial Valley has been so striking as that attained in the raising of poultry. This



Clearing Land in Mexico

foot, and his pro rata share of the cost of annual maintenance of the canals and water ditches.

An acre foot of water is equivalent to flooding an acre of land with water one foot deep.

Therefore, if a rancher uses, say, three acre feet of water per year (which is an excessive supply), it would cost him from \$1.75 to \$2.00 per year per acre for water and maintenance.

CLIMATE

Taken as a whole, the climate of Imperial Valley is pleasant. Even if four months of the year are hot, the absence of atmospheric moisture prevents distress from high temperatures. The rest of the year is delightful—some of it quite incomparable.

During the hottest days men and teams work in the fields without inconvenience. So rapid is the evaporation that the sensible temperature is much below that which the thermometer would show. One needs to remember that the valley has lost its desert character and that the traditional heat of the Colorado Desert was due to the absence of vegetation. Now green fields and the foliage of trees are working a wonderful change. Winds are cooled as they blow across vast fields of irrigated grain and alfalfa and the heat of the sun is modified by the increasing foliage of plants, orchards, and road trees.

There is little rainfall during the year, and the absence of mud is a feature. The average yearly precipitation is a little over four inches.

The almost rainless winters are not cold, and vegetation is scarcely interrupted.



Eucalyptus Trees Fifteen Months Old, El Centro



Horses on the Famous C. M. Ranch, Calexico

valley seems to be particularly adapted to the raising of turkeys, chickens, and ducks, and at nearly every farm house can be seen great herds of turkeys which range the alfalfa fields and care for themselves until such time as there is a demand at the holiday season, when thousands are shipped to the markets of the East and West.

LIVE STOCK

Over two hundred thousand head of hogs are now fattening for market. They are pastured on barley and alfalfa and are fed grain a few weeks before marketing.

Over ten thousand head of beef cattle are pastured on alfalfa the entire year, except during the months of December and January, when there is an abundance of green barley.

Sheep were brought into the valley three years ago, and there is now over twenty thousand head in the valley, and is admirably adapted to sheep-raising.

DAIRYING

This industry is as yet in its infancy in this valley, but it is growing. There are three creameries, one each at Imperial, El Centro, and Holtville, and besides the produce of the dairies consumed by these institutions, much cream is shipped to outside points.

A large condensed milk plant is being planned at Brawley. Four-fifths of all the condensed milk used on the Coast is imported from Eastern points, and no place on earth is better adapted for supplying this demand than is Imperial Valley. Thousands of milch cows are being supported and dairying will be a large industry before many years. Ordinary dairy products average \$78 per head per year.

MARKETS

The important feature of good markets, easily reached, is a surety in Imperial Valley, as the Southern Pacific railroad traverses the center of the valley, north and south, touching all the towns except Holtville and Silsbee, and has excellent equipment at all seeded points.

The railroad company, in order to develop farming industries, runs a refrigerator car three times a week between all points in the valley and Los Angeles, and takes away freight of a perishable nature, for ordinary freight rates.

Live stock can be readily shipped at any of the six stations on the line, and the roads from the ranch to the depots are in fair condition for hauling.

Los Angeles is the central point for shipment, and the great influx of people to that city and contiguous territory, insures a home market for all that can be raised in the valley.

SCHOOLS

The school facilities of the whole valley are very good considering the time that the country has been settled. There are twenty-five districts already organized in the valley. Three high school districts have been organized, located at Brawley, Imperial, and El Centro.

As the country improves there is no reason why the

school facilities will not keep up with the improvements, and be equal in this respect to any section of Southern California.

CHURCHES

Each community is represented by one or more religious denominations, and a number of comfortable churches have been built.

The people who compose the communities are the average of the communities which have grown up in Southern California.

VALUE OF LANDS

The price of land in the valley, and especially that near the several shipping points, is largely determined by its relative distance from the shipping point, and its condition of cultivation, or lack of cultivation.

Land and water stock combined is worth from \$35 to \$200 per acre, according to its location and improvements.

Land can be had almost on a railroad switch, and other good land can be had farther away from the towns.

THE REASONS WHY YOU SHOULD INVEST IN IMPERIAL VALLEY

BEACAUSE—

A failure in crops is an impossibility.

You can raise two crops each year and meet all markets. You can reach a limitless market at very reasonable rates.

It is fertile, productive soil, and there is plenty of water all the year round.

The climate is healthful, and the sun shines almost every day in the year.

Land is moderate in price now, but it is bound to advance with rapid strides soon.

You can raise anything there that grows anywhere, and you can raise it better and quicker, and in more profusion.

Crops are put on the market from this valley earlier than from any other market, thereby securing the high prices.



The Pioneer's Home

A Metamorphosis

By WILBUR J. HALL

Hats off! Overalls pass!

The day of the real pioneer is going; the day of the new desert farmer is here. The weather-boarded shack, with its single window, its weed-covered lean-to, its familiar water-jar and filter on the familiar goods-box—these are relegated to the rear. In their places stands a modern bungalow—porch-encircled, double-roofed, electrically lighted, flanked by a water tank, surrounded by flower beds. The make-shift out-buildings of a few months ago have given way to big barns, expansive stanchion-sheds, white-washed chicken houses. The mesquite post retreats to the wood-pile and sawed cedar goes in. The battered canteen hangs neglected in the shed and a patented water-bag takes its place. The mongrel dog—once the only friend of the lonely rancher, and still faithful now—is turned out for a thoroughbred; the hen whose lineage is uncertain goes into the pot and blue-



And the Home Developed

ribbon Brahmas go on to the roosts; the patient cow whose only recommendation was that she could live on arrow-weed shoots and give milk sixteen months in the year, is consigned to the corrals of the German butcher and Prudhine's Beatrice II, registered, chews her aristocratic cud, knee-deep in the purple-flowered alfalfa. Whiskers, experience, faith and hardihood, chambray shirt, ancient pipe—the pioneer passes. Tailor-made, marked by his Stetson, his lambs-wool, his cigarette and his supreme confidence—enter the rancher!

It is no more possible for a pioneer to settle down than it is for a sailor to live inland. "Der wanderlust" holds him. News of raw lands, primeval forests, unbroken wilderness calls him irresistibly; the influx of settlers, the advance of progressive institutions, the shrill whistle of the locomotive harrass him. He must move. And he does.

It is a matter for congratulation that this frontier of ours calls to the tailor-made. When the pioneer goes his place is taken by the best of young manhood, ade-

quately trained and financed, bold, confident, optimistic. For the time has passed when this desert land can be farmed in the good old-fashioned, please-God, way. For the first few years hard work and courage were the main requisites in the men of the valley, and the interests of the community could best be served by taming the land in bulk and throwing over it a blanket of green.

Now the day has come when every inch of ground must be forced to do its utmost, when intensive farming has become inevitable, when capital and science must combine to learn all that the country has to teach. So that the law working in the pioneer and calling to him to move on is subordinated to the law compelling young men with competences to come and exploit the tamed desert. Each man has his place; each his work. How well the pioneers have done theirs one has but to look about him to see. How well the new rancher will do his remains to be seen. Perhaps his is the greater responsibility of the two.

To the artist, the writer, the dreamer of dreams it is a matter of regret to see the old order change. He is so picturesque—this strong hearted man who crossed the mountains with a team of four, reared himself a shack and broke the wilderness! One can see Stetson hats in Philadelphia, ride on private cars in Vermont, smell the pungent smoke of the Pall Mall in the cafes in Paris; but it is a far cry to the land of the straw hat and the jumper. Even the much abused and much abusing Fresno seems condemned to retirement, making way for the buck-scraper and the sixteen horse leveller. It is an unfortunate thing that we cannot, even here in the valley, combine the comforts of home with the romance of the frontier. For bath rooms drive out the delectable plunge in a ditch, electric lights dim candles, steam cars affright the patient mule, daily papers carry one's private affairs to the neighbors, the telephone unfortunately obviates the necessity of "goin' to taown come Sat'day night," and when one's neighbor brings down a piano and a talking machine sleep becomes a luxury indulged in only by the lucky dogs "squatting" on a half-section in the sand hills.

But artists, dreamers of dreams, and their ilk do not make civilization, they only record it. They are the only sufferers by this new order of things in the valley. The pioneer goes on seeking new deserts to tame, new wildernesses to subdue; while the young rancher comes to invest his money freely in wealth of soil, abundance of sunshine, unlimited water; to invest confidence, and daring, and training. What the investment will pay no one outside the valley can believe, because it is figured in aggregates too large to be credited. Ask any real estate dealer what the future of the valley is, consider his statements as tempered by conservatism, and then add ten per cent for safety. In five years your figures will appear puerile beside the truth. Indeed the new rancher is making his investments safely. And in the meantime—

Overalls pass! Hats off!



Center. Photo

Cattle Fattening for Beef on Geo. Long's Ranch, Near Imperial



Center Photo

Calexico, Looking North

CALEXICO

"THE INTERNATIONAL GATEWAY"

"Calexico just happened," Mr. Rockwood says in his story. And that's the truth. The officers of the California Development Company wanted to locate a town on the border but never did really select the exact point. Calexico located herself. They built the headquarters of the development company—the same buildings now occupied—and around them grew a settlement, and the land was finally laid off into town lots, and named Calexico, a combination of the two words, California and Mexico. This was in 1903, the town now being six years old—and a healthy, sturdy youngster for her age.

Calexico has a population of nearly a thousand and across the line, the sister town, Mexicali has half that many, making a contributory town population of 1500.

The country surrounding Calexico is conceded to be the equal of any and second to none in the valley. The farms present the most cultivated appearance of any section, owing, no doubt, to the fact that water has been here longer than in any other section. Some of the prettiest pictures in this edition are taken of the neighborhood of Calexico.

THE FRONT COVER

The farm scene on the front cover of this edition was taken from the roof of Fritz Kloke's new residence immediately adjoining Calexico on the north. Some way we always find that Fritz Kloke has the best looking farm picture in the bunch. A year ago he sold his place three miles north of Calexico and immediately set about to improve another, and the picture on the cover shows a little of what he has been doing in one short year.

The country to the west of Calexico is the rich district known as No. 6, from the name of the mutual water com-

pany that supplies that territory with water. This section is about ten miles long, east and west, and has in it some of the best paying farms of the valley. To the east of Calexico as far as No. 7, the country is also contributory to the town.

There is no competing town north of Calexico on the railroad until El Centro is reached, ten miles away. Some day Heber will make a lively trading point without a doubt; Heber is five miles north of Calexico.

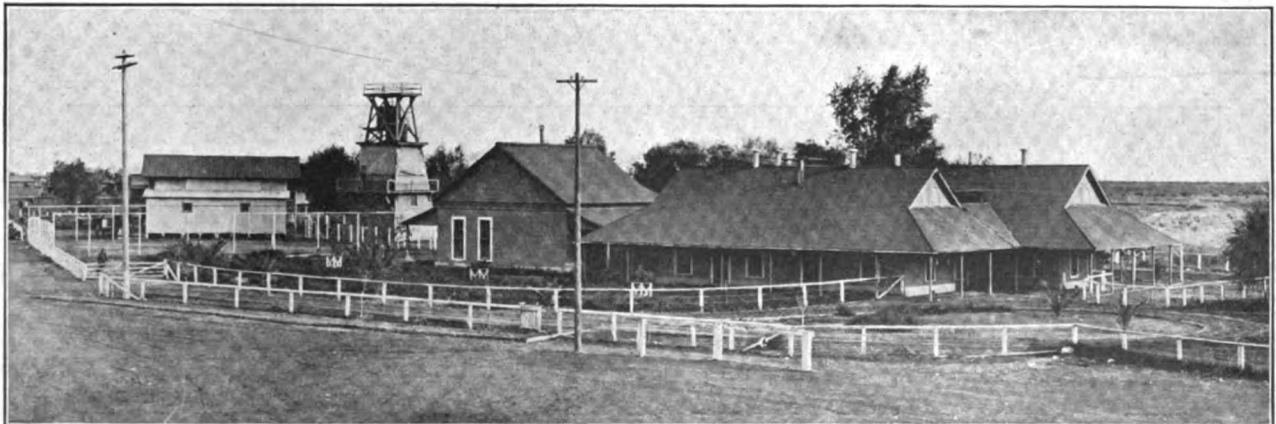
To the south of Calexico opens the vast country—the land of manana, the richest portion of the territory of Baja California (Lower California) in the Republic of Mexico. Half as much irrigable land lies below the international boundary as above while the grazing lands of the Colorado Delta, owned by the California-Mexico Land and Cattle Company, run to nearly a million acres.

There are 200,000 acres of irrigable land in Mexico—all tributary to Calexico as a shipping, import and export point, base of supplies, etc.

Thus it is easy to see that Calexico can be counted the central city of the "Greater Imperial Valley," and in that position cannot help but be a city of many thousands of inhabitants in the course of time.

CALEXICO ITSELF

We have mentioned the country surrounding Calexico before saying anything about the town itself for the reason that every town in an agricultural community bases its greatness on the supporting territory about it. This country about Calexico will support a population a hundred times as dense as it has now. When the country has a hundred times more people in it so will the town, and a



Center Photo

The Home of the California Development Co. at Calexico



Center, Photo

Calexico, Looking West

town of 10,000 is no idle conjecture as a result for that would mean but ten times the people that are there now.

Calexico is fully equipped as a city of the sixth class, incorporated in April, 1908. J. A. Morrison is president of the board of trustees; E. H. Rockwood, G. W. McCollum, L. A. Potter, and A. M. Shenk, being the other trustees. Maury H. McAlmond is city marshal and tax and license collector; J. B. Hoffman, city clerk and recorder; Dr. H. C. Richter, city health officer, and E. G. Wright, treasurer.

A bond issue of \$20,000 for public improvement of streets and the building of a city hall and improving the parks, has just been sold and the money is ready for use. Fourteen thousand five hundred dollars of this money is to be expended immediately on the most used streets of the town, making an improvement that will be of vast benefit.

Th trustees have ordered a mile of cement walks in the business portion of the city and this work is about half completed at the present time.

Calexico has been growing in a steady manner right along, no boom features and no mushroom growth, either. Many of the finest residences in the valley are located in Calexico and are shown in these pages.

Calexico is thoroughly "dry" and as ideal a place for homes safe from evil influences as any town in the valley, notwithstanding the proximity of the border.

The district has just finished a \$10,000 school building, built of brick, equipped with all the necessities that the modern school system demands. A high school will be started this fall, thus giving Calexico educational facilities that make best for a town.

Four churches have organizations in Calexico—the Meth-

odist-Episcopal, Congregational, Catholic and Christian Science. The first three named have buildings.

The Modern Woodmen, Woodmen of the World, Fraternal Brotherhood, and I. O. O. F. have organizations in Calexico.

The town, in a commercial way, is one of the best business centers in Southern California for its size.

The First State Bank handles the finances in a conservative and safe manner, having the entire confidence of the people of the entire southern end of Imperial Valley.

Beach & Dool, whose magnificent advertisement covers the back cover of this magazine, together with Griswold & Elliott, have a big lead over all others in the real estate business. Any prospective buyers may take the Chronicle's word that these two firms can be absolutely depended upon and that is something you cannot say about every realty firm.

In the mercantile world Varney Brothers & Company have one of their branches here. A complete history of that progressive firm appears on another page. The Calexico Mercantile Company is also a pioneer firm and in the hands of M. H. Donohoe and John G. Dow has grown into the graces of the trading public.

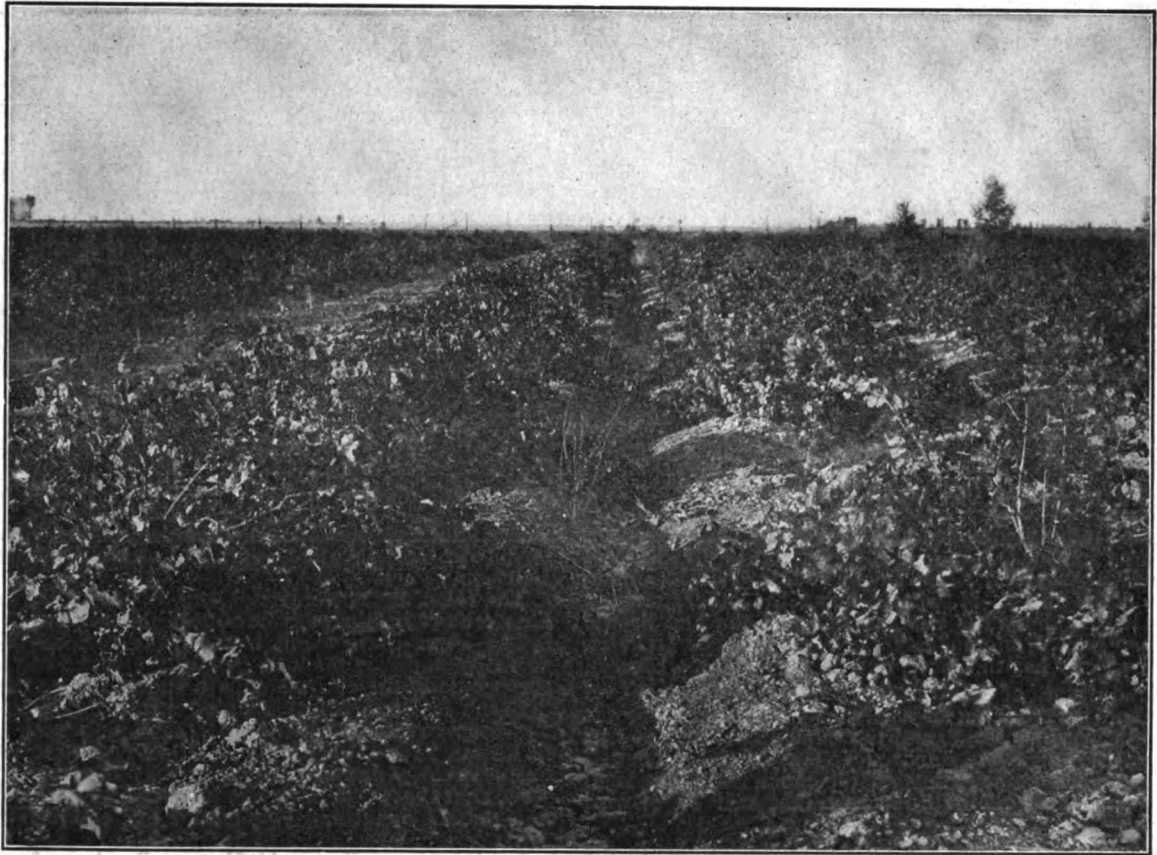
Hotel Calexico, in the hands of H. J. Rich, is a home for the traveler with all accommodations that go to enhance the comfort of the guests.

Spivy & Crane, the livery people, have one of the best equipped livery stables in the valley.

J. A. Estudillo is the popular manager of the Calexico Drug Company and W. T. Aitken has established a new drug store in Calexico, both firms enjoying a fine trade and both giving evident satisfaction.



Big Double Store of Anderson & Meyer, Calexico



Ten Acre Grape Vineyard on N. W. Tilton's Place, Calexico

H. S. Taggart & Son and J. F. Steintorf, furnish building materials, lumber, etc., to the entire south end of the country. These firms carry complete stocks and have Los Angeles and San Pedro connections that enable them to give lowest lumber prices.

Mitchell & Prewitt, the contracting firm, have forged ahead during the past year, doing most of the building of the town. A few pictures in these pages show the results of their labors.

Thing & Thing, pioneers in Calexico business, conduct a neat meat market and control the ice supply for Calexico.

Geo. C. Baudler has a completely equipped blacksmith shop that is busy all the time.

The Imperial Valley Improvement Company is represented in Calexico by J. F. Giles and the handsome advertisement on the inside front cover of this book will tell the reader about that concern.

Calexico is the center of the mining industry of northern Mexico. The Uncle Sam Milling and Mining Company has come to the front during the last few months in a wonderful manner. Paul Boman, county treasurer, is now president of the company and A. M. Shenk secretary-treasurer. The company has recently installed a big hoist

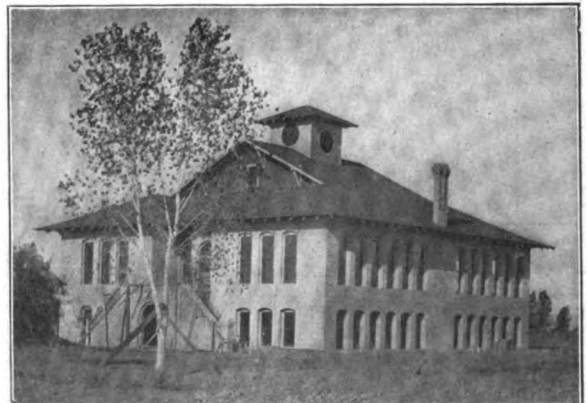
over the main shaft, which is down to a depth of 135 feet. A Nisson stamp mill will also soon be in operation, crushing the ores that are being taken out.

A new company, the Sunrise Milling and Mining Company, has property just adjacent to the Uncle Sam and has all the earmarks of being just as valuable a property. O. B. Tout is president of the Sunrise Company; Dr. H. C. Richter vice-president, H. H. Griswold secretary-treasurer, Ray Edgar, H. J. Rich, J. J. Allison, Jr., J. J. Allison, Sr., directors, in addition to the officers. Great things are expected from the Mexican country as a mining country and these two companies being pioneers expect to reap great rewards for opening up this region.

Anderson & Meyer, young men who have purchased the hardware business formerly conducted by G. W. McCollum, are showing themselves to be men of ability in their line.



Ranch Home of Supervisor McHarg



New Public School, Calexico

H. H. GRISWOLD

E. R. ELLIOTT



COTTONWOOD TREES THREE YEARS OLD

WE ARE IN THE REAL ESTATE BUSINESS

and we understand our business. We are thoroughly posted in every detail as we have made a careful study of soil, crop conditions and irrigation.

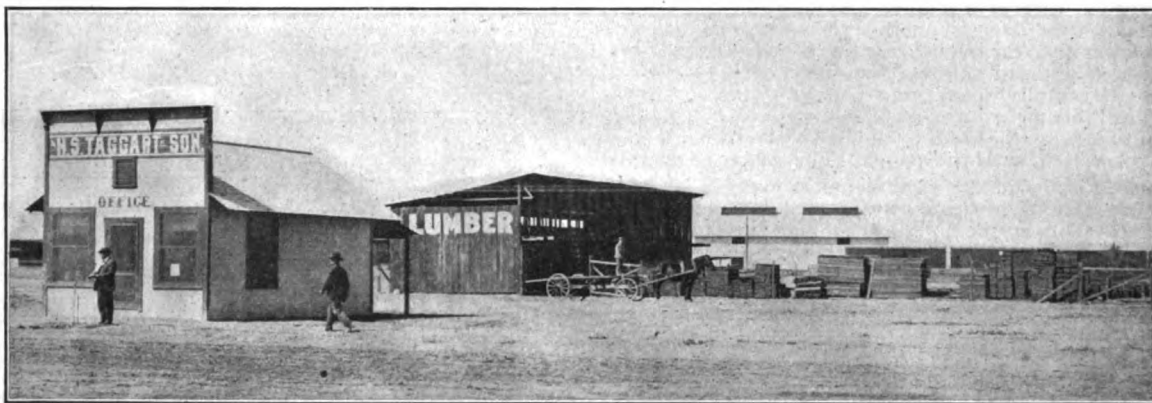
We are at your service, are accurate and prompt in replying to written inquiries and will take much pleasure in personally conducting you over Imperial Valley, especially in vicinity of Calexico.

We never list a piece of property until we have carefully examined into title and soil. You are absolutely safe if you depend upon our recommendation.

Every courtesy extended to visitors. Money to loan on farm property.

REFERENCES: First State Bank, Calexico, Cal. Any Calexico Rancher, Calexico, Cal.

GRISWOLD & ELLIOTT, Calexico, California



H. S. TAGGART & SON

Dealers in REDWOOD and PINE LUMBER, SASH, DOORS, BUILDERS' HARDWARE and PAINTS

CALEXICO, CALIFORNIA

Quality Assortment and Price

{ Our first aim is to have the Best, if you will examine you will find that in Quality we excel. Our next aim is to have what you are looking for, and last but not least to have it at the Right Price.

Car Load Lots

{ If you want a Car Load of Lumber Don't Fail to Let Us Figure on it; we can meet any Competition and Save You Money.

Headquarters For Redwood

{ Please Remember that Redwood is Our Specialty and on Grade and Prices no one can Equal Us.

Sash, Doors and Paints

{ In Sash and Doors we have the dependable and also the newest things, and are sole agents for the Climatic Paint, the best on earth for the money.

A New Manager and a Resident Coast Buyer

{ Mr. Z. A. French, an Iowa man, of large experience in lumber, is our new Manager, and with Frank Taggart as Coast Buyer, to watch for the Bargains and make careful selections we have never been so well equipped to serve and please you.

H. S. TAGGART & SON



Center, Photo

Front Office of the "Chronicle"

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THE WEEKLY CHRONICLE

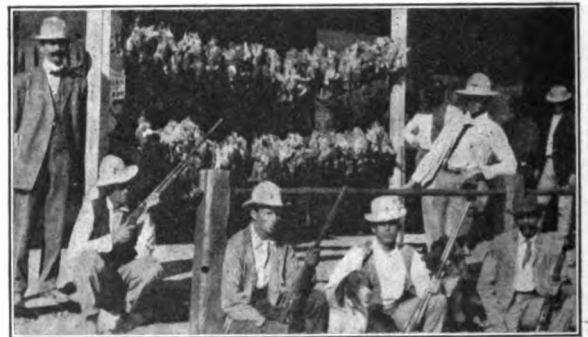
Calexico is the home of the Chronicle. This weekly newspaper has increased from a circulation of 210 in April, 1907, to just past 1000 in April, 1909. The magazine edition issued every year, is a feature that has the backing of the entire valley and attracts hundreds of people to the valley by truthfully portraying the advantages that are here. The Chronicle force was the largest of any of the printing offices of the valley all winter, there being eight people connected with the paper. The office is complete

The paper has paid correspondents in every nook of the field it covers and consequently is read by every person every week all over the southern end of Imperial county. The circulation is also rapidly growing in every other town of the valley.

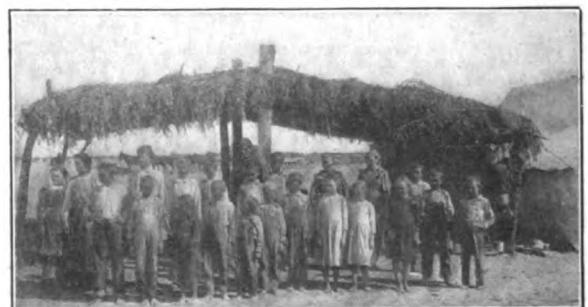
with a cylinder press, job presses, newspaper and job folder, a Simplex type-setting machine and a large and varied assortment of type, etc.



Walter Nagle, Oscar Jones and Claude Berry and Their Wives, and a Mexican Quail Hunt, with Gus Knight and Steve Lyons. Quail Abound about Calexico



391 Quail Killed in Mexico for Editorial Excursion



First School of Imperial County. Calexico, 1902

The First State Bank

OF CALEXICO

CAPITAL STOCK \$25,000

The First State Bank Has Grown With Calexico from almost the beginning and now handles the Business of Southern Imperial County to the satisfaction of all its clients

Safe and
Conservative



We Have
Grown With
Calexico

New Accounts
Solicited

Let Us Keep
Your Books

Inquiries and Communications Concerning Calexico as an Opening for New Business Enterprises will be Cheerfully and Truthfully Answered

OFFICERS:

FRITZ KLOKE, President
J. A. MORRISON, Vice-President
WM. GUNTERMAN, Cashier

DIRECTORS:

F. KLOKE WM. GUNTERMAN
S. MCHARG F. GUNTERMAN
M. H. DONOHOE L. A. POTTER

The First State Bank

Calexico,

Imperial County,

California

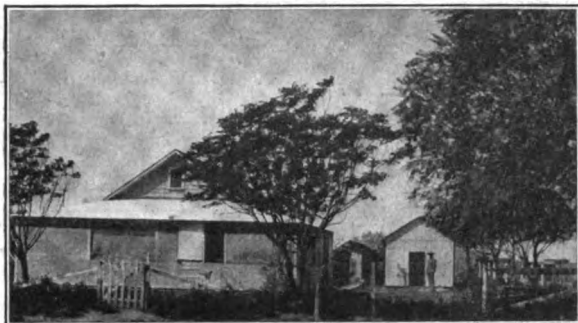
CANTALoupES ABOUT CALEXICO

By E. R. ELLIOTT

The cantaloupe, the delicious breakfast fruit we furnish to the East, can well be called "The Imperial Melon," for as to delicacy, sweetness and general flavor the early fruit of our "desert" cannot be excelled.

With careful planting and cultivation results are certain. The soil and climatic conditions in vicinity of Calexico are ideal. The largest general average results produced in Imperial Valley are shown by Calexico Fancy Melon Growers Association, some fields producing in 1908 from two hundred to four hundred crates of splendid melons to the acre.

Under favorable conditions there is no crop raised in California which will net as large cash returns considering cost of production and time expended, paying as high as \$400 per acre.



Home of S H Bragg, Calexico

The splendid results near Calexico are accounted for by the soft, sandy loam available and by the large amount of good alfalfa acreage which may be "turned under" for melon planting. The greatest requirement of the growing fruit being a sufficient amount of nitrogen and humus or vegetable matter in the soil. Such soil changes are produced by alfalfa cultivation that the entire nature of the soil is often changed to a remarkable degree. My advice to growers would be to plant only on alfalfa ground as I believe the ratio of yield about eight to one over raw land and five to one over barley land, beside a better netted and better shipping melon.

METHOD OF PLANTING

If alfalfa ground, plow well but shallow, about December. Harrow the ground two or three times and leave alfalfa roots well exposed to the sun. About January 15th plow for the second time, about five inches. Harrow to a



Paye Booher Raises Blooded Horses Near Calexico, and is Successful



Office of the Inter-California Railway, Mexicali

soft mulch and above all drag the piece until it is perfectly level as this will be the greatest labor saver and melon saver when irrigating.

Now in planting there is a difference of opinion among growers as regards irrigation. Some prefer to flood ground, others to furrow and sub-irrigate and then plant while the soil is moist. I would prefer, and have produced the best results, by making furrows and planting seed in the dry ground, after which I irrigate freely, being sure to get the sod good and wet. By this method I have secured almost a perfect stand in five days from planting.

Do not cover the seed more than one inch, about six or eight seeds to the hill. When plants are up to four leaves thin to three to hill cutting away weakest plants with the scissors. Never pull up any plants as you will disturb the



"New River" Ranch, Calexico

roots of those remaining and will take away a certain amount of nutriment which those remaining would absorb from roots of those clipped. When to six leaves thin to one plant to hill, if planted three by six or two plants if planted six by six.

One serious fault with the "new comer" is that he seems to forget that irrigation is simply to take the place of natural moisture. He imagines that he must soak, soak everything. This is a serious and fatal mistake. Do not use water; use constant cultivation. Do not think one cultivation between irrigations will do, keep stirring up the ground, a soft mulch will hold the moisture. By this method I can raise a crop of melons, with not more than four irrigations during the season, while too much water will cause plants to be weak, stunted and off color. The tap root will not have to seek moisture so will remain near surface and cause the early death of the vine.

In picking and packing for shipment, remember the best pays. Quality will build up our trade mark and stimulate the demand for Calexico melons. Pack only the choicest fruit; you cannot afford to do otherwise. Every grower in our association has determined to place quality above quantity. Our label will be a guarantee of choice fruit.

We of the "Golden State" of the "Golden West" in the Imperial Valley, the land of everlasting Golden Sunshine, will send with our greetings, to our Eastern friends, delicious Golden Fruit, each one carry a taste and a fragrance of God's country and best wishes of Calexico.



INTERIOR OF OUR CALEXICO STORE

Calexico Mercantile Company

GENERAL FURNISHING

Dry Goods, Notions, Shoes, Clothing, Hats, Caps and
Underwear

CALEXICO, CALIFORNIA



N. W. TILTON'S RANCH HOME

3½ MILES EAST OF
CALEXICO

See the picture of Mr. Tilton's vineyard in another
part of this book

HINTS FROM A SUCCESSFUL FARMER

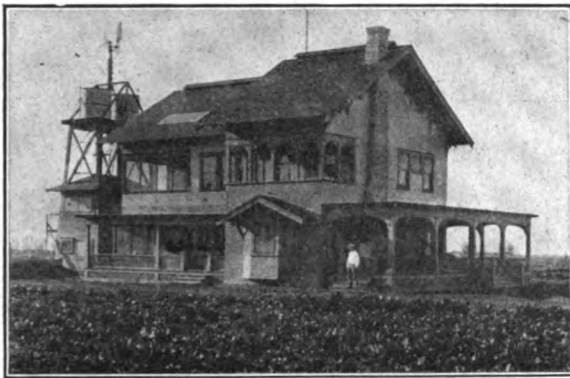
BY F. KLOKE

Editor's Note.—Fritz Kloke, who has been called the most successful farmer in the southern portion of Imperial Valley, here gives us a detailed description of how he has succeeded in producing various crops in the Imperial Valley. This information is invaluable and the first that Mr. Kloke has written for any publication. We are deeply grateful for the article.

Mr. Kloke came to the Imperial Valley from the Klondike five years ago and had never farmed a year before in his life. He is a natural student of the soils, however, and seems to take to farming as successfully as he did to the mining business. He developed a raw quarter section of land that was valueless four years ago and last year sold it for \$24,000 cash. He is now engaged in improving another tract and the picture on the front cover as well as other views in this book, show what he has done on the new piece in less than one year. But read Mr. Kloke's advice and if you are a landowner, heed it and you will prosper.

SOIL CHARACTERISTICS

Most people who come to Imperial Valley think that the soil here is of such natural richness that it needs no additional fertilization. It is true that no nourishment has ever been taken from the new land, but it is also true that where no crop has been grown there can be no vegetable



New Kloke Residence. J. A. Wray, Architect

matter in the soil and on account of the soil never having been tilled so that the air could enter it, it is very poor in nitrogen. While on hard land good barley and wheat can be grown the sandy land is preferable for any other crop.

Too much manure cannot be used in new land but should be put in in the fall of the year and ought to be well rotted or it will injure the crops the following summer. In orange orchards one-half pound of nitrate of soda should be placed with each tree the first year. I did this with my oranges and it showed great results.

CROPS RAISED

Alfalfa and vetch are great producers of nitrogen. Alfalfa can be cut six times during the year and pastured to the ground twice during the winter months. The soil after it has produced for ten years is richer than it was the first year. A good stand of alfalfa will produce a ton to the acre at each cutting. The average price of alfalfa hay for the past two years has been \$11 per ton, baled and delivered in cars.

Hogs do well on nothing but alfalfa until fattening time. Turkeys do the same with no grain until a few weeks before marketing time.

Colts seem to grow faster on it in the Imperial Valley than elsewhere. A colt three years old has its full growth here while in other countries they do not mature until they are six years old.

Of the different alfalfas which I have experimented with for the government I found that the Equador and Arabian have the most rapid growth and Turkestan (Russian) the slowest. Equador or Arabian will give about one more cutting per year than any other kind. They grow as fast

in summer as any other kind but twice as fast in the winter. Equador gives good seed but the Arabian very little.

This is a great country also for beets, fruits, early vegetables, cotton and anything that grows, in fact. One beet was grown on the C. C. C. ranch that weighed 83 pounds. Considerable experimenting has been going on for the beet raising and the results are satisfactory. If they can be grown here the year round, as is expected, the sugar factory will not have to close down for half the year. Hogs can be fattened on beets without any grain.

In the fruit line oranges will do well here. They ripen earlier here than in any other part of the state and surpass any orange I have ever tasted for sweetness. I have heard practical orange growers say that orange trees grow as much here in two years as they do elsewhere in three. They do not grow much in the hot weather but very rapidly in the spring and fall. Lemons do well and apricots and peaches fine. They ripen before the warm weather sets in and catch the early markets. Figs are very early and do exceedingly well.

I planted six different varieties of pears on my place two years ago and find that the Winter Bartlett suits me best. They ripen about Christmas when there is no fruit on the market. The reason for their lateness seems to be that they bloom in April and May and the hot weather keeps them from growing until October when they develop very rapidly. Bartlett pears always demand a good price and are excellent shippers. Help is also plentiful at the time they should be shipped and no bonus for labor would be necessary for the pear man to pay. Summer vacations need not be interfered with either. The Bartlett pear will stand more abuse and more alkali than any other tree, even the palm.

I started with twelve Winter Bartlett pear trees and when I found them to be a success ordered 2000 more and had them grafted with my stock so that the 2000 trees I am now planting will be exactly the same as those which proved so gratifying in results on my ranch. Now I am also grafting from these 2000 trees onto 3000 seedlings that I have raised from the twelve original trees and so have 5000 pear trees exactly the same as the original twelve.

I am putting these entire 5000 trees in orchard and expect gratifying results.

Plums also do very well in this valley.

Grapes do splendidly and the vines make a more wonderful growth here than in any country in the world. Many times when I told strangers who admired my little patch of grapevines their age they were surprised and looked even like they doubted my word, so I quit telling them. Muscats and Malagas are more substantially planted here than any other kinds.

EUCALYPTUS GROWING

Eucalyptus growing will soon be an important factor in this valley. It is too hot for the blue gum, however, but the red gum does well. I had five varieties of eucalyptus and found that the E. Rostrata grows faster than any other variety. The only objection to the rostrata gum is that it grows in almost any other direction except straight. Eucalyptus is a hard wood and makes good fence posts, firewood, railway ties, etc. The E. Territvearnis, which is very near the same as the rostrata, grows straight and is a far prettier tree than the rostrata. The wood and the growth of the trees is very nearly the same.

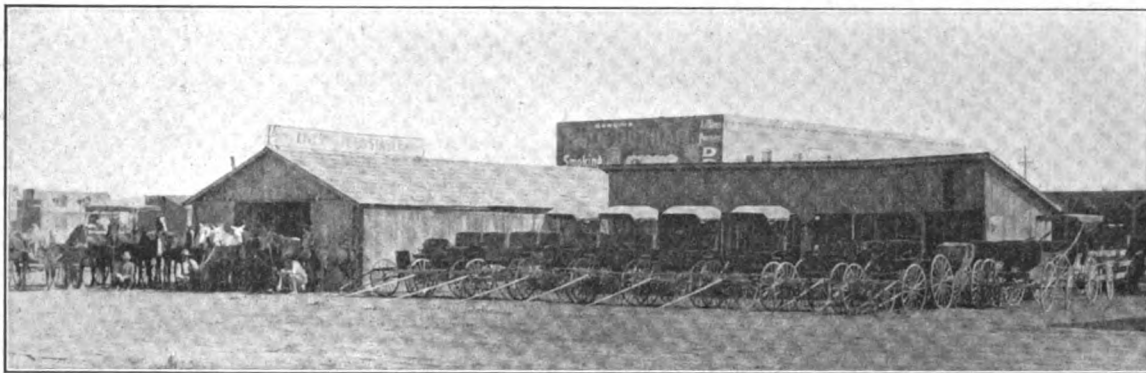
Hardwood is getting scarce and it is my opinion that



Another View of Calexico

The Calexico Livery Co.

SPIVY & CRANE, PROPRIETORS



View of Our Barn and Equipment, Calexico

Good Rigs, — Lively Horses, — Nobby Turnouts

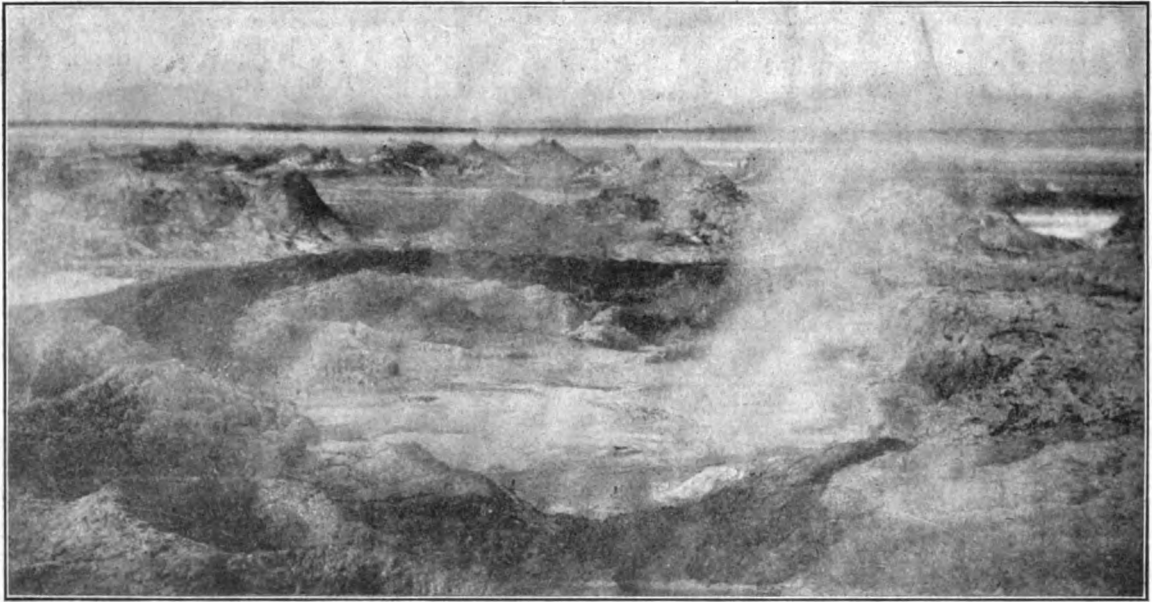
Special Attention Given Travelling Men.
Hay, Feed and Stock For Sale.

BANCO

The Best Percheron Stallion in Imperial County. Standing at the
Dick Owen's Corral, Calexico



There's Plenty of Water in Imperial Valley But None on Which to Travel—Take a Team



A Wonderful Volcanic Lake District, 30 Miles South of Calexico, Destined to Be a Great Health Resort

eucalyptus will be grown as a business by many and that a man can make more money in twenty years from a farm of eucalyptus than he can by any other one crop in the Imperial Valley in the same length of time. Outside of Southern California there is hardly a place in the United States where eucalyptus will grow. Therefore there can be little danger of over-production even if the whole of Imperial Valley should be planted in eucalypts.

Cottonwood grows very rapidly here. I have on my place some cottonwoods that were planted as cuttings seven years ago and they now measure eighteen and twenty inches in diameter. While the wood is not very good to use in a cook stove it does very well in a fireplace or box stove for heating purposes.

WATER

Considerable objection is made by strangers to the water situation. There is no reason why we should not have as clear and as good water as they have in New York City. The silt is heavier than the water and after running it into a barrel or tank or settling basin it is as clear after twenty-four hours as artesian water. It takes only a little time and energy to fix up these things.

People can make themselves comfortable in the hottest weather by having their houses well ventilated and something green growing next to the walls to break the rays of the sun instead of letting the sun beat on the ground and having the reflected rays heat the house. It is surprising how much difference running vines around the house make in the temperature. Yards can be made beau-

tiful with many varieties of roses and flowers. A great variety of lilies, carnations, oleanders, chrysanthemums and roses do well. Blue grass lawns can be made as beautiful here as in Los Angeles, while white clover is a little easier kept. The easiest kept lawn is the Lippia Repeus. It runs over the ground like a sweet potato vine but is never a nuisance. It can be confined to one place easily as the roots are but about three inches long.

CATTLE AND SHEEP

In Imperial Valley cattle and sheep are profitable industries. Dairy cows are very profitable and I don't know where a man with a small capital can get a start in life more quickly than he can here with a small dairy herd. Cream is paid for according to Los Angeles prices, minus freight. Alfalfa land is worth from \$300 to \$500 per acre improved, near Los Angeles and here it can be had for from \$100 to \$200 and it produces more than the Los Angeles land.

Poultry of all kinds is profitable. Chickens and turkeys can be raised here much more cheaply than about Los Angeles. On account of the dry climate they need scarcely any shelter, the incubators and brooders do not need so much oil and feed can be raised without any trouble.

Taken altogether, Imperial Valley is an ideal agricultural section, so much in advance of eastern farming centers that I don't understand why the eastern farms are not deserted. I will gladly answer any questions not covered in this article if inquiries are directed to me at Calexico.



New Thing Building, Calexico



U. S. Customs House, Calexico



American
Plan

HOTEL CALEXICO

Rates Transient
\$2.50 Per Day

Desirable and comfortable accommodations for the traveler. Every want of the guests promptly attended to. Spend a month of the coming winter in Calexico—the best winter climate on earth. Headquarters for parties visiting Volcano Lakes or Mexican mines. *Our Motto:—"To Please."*

H. J. Rich, Proprietor

CALEXICO, CALIFORNIA



AIKEN'S PHARMACY

CALEXICO CALIFORNIA

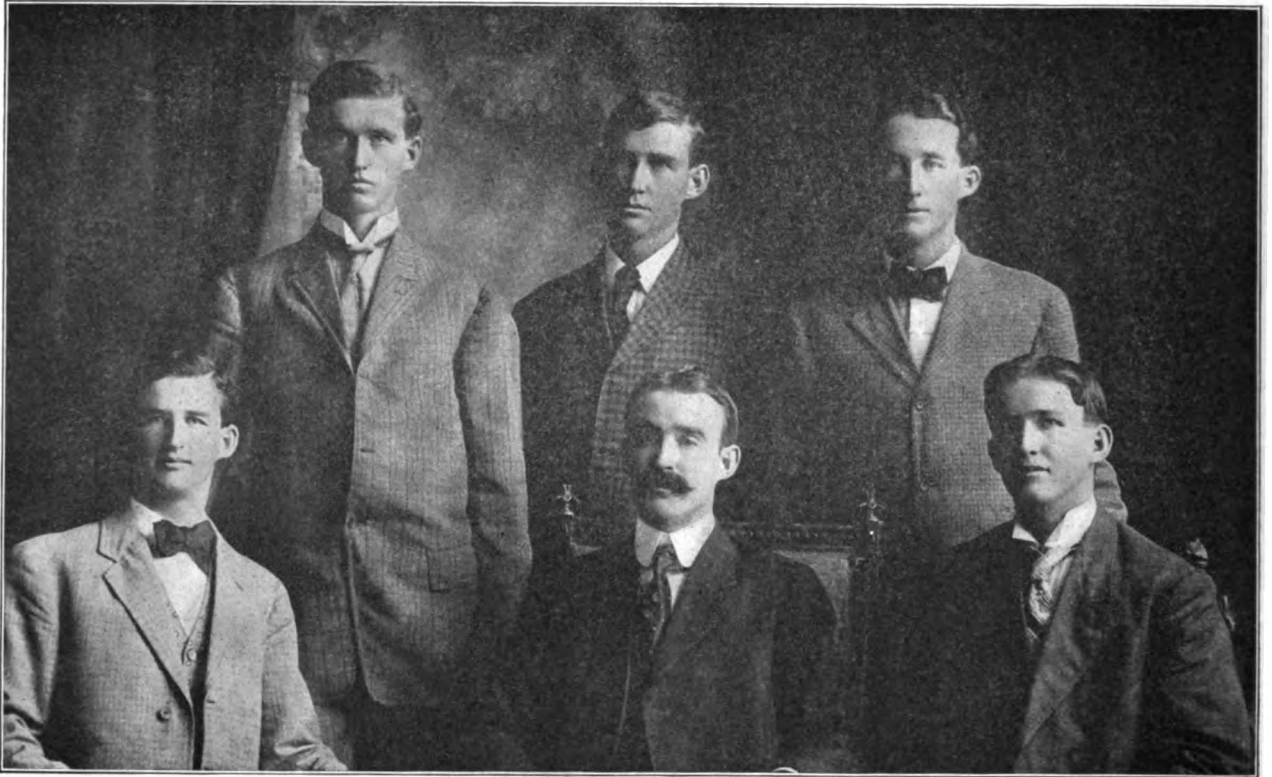
A Modern Store, Thoroughly Equipped with Everything Necessary in Illness

In addition also a Magnificent Assortment of Stationery, Tobaccos, Candy, Etc.

Owned and operated by a graduate in Pharmacy and an expert Prescriptionist

We Solicit Your Patronage, Assuring You of Prompt, Accurate and Courteous Treatment

Active Men of Calexico



Lyons's Brothers, Successful Ranchers, Calexico

LYONS BROS.

These young men represent a type of energy that is hard to find in the average community and are counted among the most successful farmers in the Imperial Valley. Aside from their extensive farming interests they are also engaged in contracting for grading, ditching and leveling land. They deal largely in live stock and raise horses and mules. Their land holdings are about equally divided but are farmed as a firm, associated with their father who also has a large acreage. This year they have in 1300 acres of barley west of Calexico, and have pastured about 1000 head of cattle and 3000 head of sheep. They came to the valley in the fall of 1904 took up land, having improved it to the extent that one hundred thousand dollars could not now buy it. They are all native sons, and they are all bachelors but William, and he has the pride of the family—a new born heir.

J. A. MORRISON

John A. Morrison, vice-president of the First State Bank of Calexico, came to Calexico in 1905 from the First National Bank of Imperial where he had served three years of the pioneer times of the valley as assistant cashier. When the First State Bank was organized by W. F. Holt he took charge as cashier. Mr. Morrison was previous to his coming to the valley, a resident of Santa Ana where he was employed in various responsible positions.

Mr. Morrison owns 280 acres of

valuable land near Holtville. He is a prominent Mason and is also a member of various fraternal organizations. He was elected trustee of the city of Imperial during his residence there, and when Calexico was incorporated he was elected to a like position here. Owing to the fact that he secured the highest number of votes in the election he was made Mayor of Calexico,



J. A. MORRISON

which position he is still holding, to the entire satisfaction of the townspeople.



H. H. GRISWOLD

Harry H. Griswold, postmaster in Calexico, came to Imperial Valley from Houston, Texas, to enter the employ of the California Development Company and served in the position of chief clerk to the chief engineer of the river division until the river

OLDEST ESTABLISHED DRUG STORE
IN IMPERIAL VALLEY



DEPOT FOR PURE DRUGS
PERFUMES, TOILET ARTICLES AND FINE CUTLERY

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Prescriptions Compounded by Licensed Pharmacists ONLY

CALEXICO DRUG CO. J. A. Estudillo and W. J. Yager, Registered Pharmacists

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The Best of Workmanship, Materials
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CALEXICO, CALIFORNIA



THE INTERNATIONAL ROOMING HOUSE
RATES REASONABLE
CALEXICO, CAL.

break was closed in 1907. He was then transferred to Calexico, where he was promoted to the position of cashier and purchasing agent for the company, resigning in November, 1907, to accept the position of cashier in the First State Bank. He remained with the bank until his appointment as postmaster in February of this year.

During the melon season Mr. Griswold was secretary and treasurer of the Calexico Fancy Melon Growers' Association. He has also taken an active interest in public affairs and has been for two years secretary of the Calexico Chamber of Commerce. He is senior member of the firm of Griswold & Elliott, realty dealers at Calexico and handles in addition to his other affairs a customs brokerage and general notarial business. He is also secretary and treasurer of the Sunrise Mining and Milling Company.



P. P. ANDERSON

P. P. Anderson, of the firm of Anderson & Meyer, like his brother is a native of Kansas and also a graduate of Washburn College at Topeka, Kas. After graduating there in 1903 he worked in the hardware business with his brothers at St. Mary's. In 1904 he went to Idaho and Oregon where he worked at mining and the hardware business. Returning to Kansas he re-entered the hardware business at St. Mary's. In March, 1908, he came to Calexico and entered the employ of Edgar Bros. where he has won many friends and is known for sterling qualities and genial disposition.

Mr. Anderson is also popular as a baseball player, is a member of the Masonic Lodge and treasurer of the local lodge of Fraternau Brotherhood and a member of the University Slub. He recently left the employ of Edgar Bros. to enter business for himself, becoming a partner in the firm of Anderson & Meyer, where we predict for him a brilliant and successful future.



GEO. W. ANDERSON

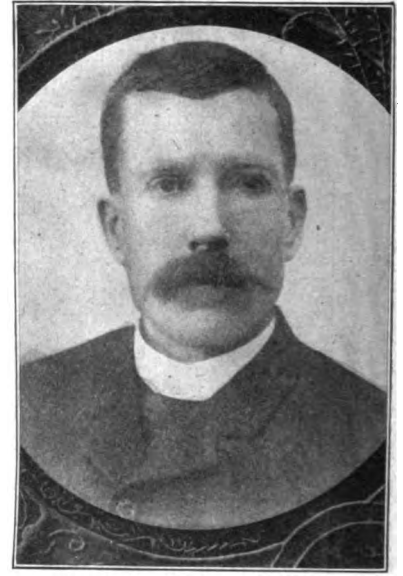
George W. Anderson, of the firm of Anderson & Meyer, was born in St. Mary's, Kansas, and was practically brought up in the hardware business. His father was for 25 years in the hardware business at St. Mary's.

At the age of 22 he graduated from the Washburn College at Topeka.

In 1905 he went to Alaska and spent one and one-half years there in mining. He returned from Alaska to enter Cornell University, taking a course in engineering and owing to the ill-health of his mother was obliged to come to California with her and shortly afterward entered the employ of S. G. Ingle Co., of San Diego, where he remained for two years, and for several months as manager of the wholesale department. And the first of June, 1908, he and H. P. Meyer, another employe of the S. G. Ingle Co., bought the business of K. Kendle at Holtville, and have increased the business from that of a small concern to one of the most modern and best equipped hardware establishment in Imperial Valley. They have recently moved their Holtville store into new quarters, built especially for them, an interior view of which can be found on another page.

Anderson & Meyer have recently purchased the business of Geo. W. McCullom at Calexico, taking into the firm Mr. Anderson's brother, P. P. Anderson.

Mr. Anderson will make his residence at Calexico. Mr. Anderson is a director of the Imperial Valley Businessmen's Protective Association, representing Holtville and also a member of the Board of Control of the University Club.



JOHN G. DOW

John G. Dow, of the Calexico Mercantile Company, is a native of Iowa. When but 22 years of age he removed to Lincoln county, New Mexico, where he entered the mercantile business. He later enlisted in the U. S. regular army, serving five years at Ft. Ringold and one year under General Shafter at Ft. Davis. In 1893 he went into business for himself again and in 1897 removed to Morganville, California, establishing a good merchandise business. He was burned out in 1904. He then came to Calexico where he established the Calexico Mercantile Company, which is one of the substantial business concerns of the city.



J. F. GILES

President Imperial County Chamber of Commerce, Vice-President of the Imperial Valley Improvement Company

MITCHELL & PREWITT

Contractors and Builders



E. H. Rockwood Residence, Calexico



L. McAlister's Residence, Calexico

A SAMPLE OF THE HOUSES WE ARE BUILDING NOW

During the past year we have built houses and have made improvements for the following Calexico people: E. H. Rockwood, F. Kloke, F. T. Thing, J. F. Giles, Mrs. Hess, Mrs. Leasure, A. M. Shenk, C. J. Orr, Calexico School House, H. H. Griswold, Sam Reynolds, A. F. Boyce, M. A. Martin, Frank Taggart, A. L. Dean, Mr. Williams, Mrs. Phillips, H. B. Hartley, W. H. Chadney, Cantaloupe Shed, L. A. Potter, T. B. Owen, O. P. Hyde, M. S. Huston, G. W. McCollum and a host of other smaller jobs.

LET US FIGURE YOUR HOME FOR YOU

F. T. THING

S. A. THING



THING & THING

...Proprietors...

Calexico Meat Market

...Wholesale and Retail...

BUTCHERS

Calexico, - - - - - California

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...PIONEER DEALERS IN...

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NO LOS ANGELES OWNERS

Free Book of House Plans

— to Builders —

LUMBER, POSTS, POLES,

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Write us for Building Information.

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CALEXICO, CAL.

H. T. CORY

H. T. Cory, the general manager of the California Development Company, was born in Indiana where he attended school and later was graduated from Perdue University. Mr. Cory was one of a "crony" band consisting of Geo. Ade, the famous fable writer; Geo. and John McCutcheon, the artists; Booth Tarkington, the writer-legislator; A. B. Rogers, Sam Saltmarsh and Dan Royce, all of whom have attained enviable positions in the railway world.

Mr. Cory was, for a time, dean of the College of Engineering of the University of Cincinnati and afterwards dean of the College of Law. He is a personal acquaintance of President Taft.

He took up railway work under the efficient tutelage of Col. Epes Randolph, and in April, 1906, was appointed General Manager of the California Development Company, which position he holds. When first appointed to this position Mr. Cory spent all of his time for a year at the headings, personally overseeing the great work of closing the Colorado River break that menaced the valley. He showed his executive ability in handling thousands of men and the mass of material that was necessary in this gigantic task, winning for himself an enviable place among American engineers.

Mr. Cory is still but a young man. He has great plans for the improvement of the C. D. system and only lacks the money to carry these improvements through. He has been hampered at all times by his company being in the courts in many different suits, but hopes to see the day soon dawn when all the cobwebs and obstructions will be cleared so that all the great improvements can be carried out. It is his ambition to give Imperial Valley absolutely the best irrigation system in existence, and if he had had his way the work would have been well on the way toward completion at the present time.

Mr. Cory was recently elected president of the Calexico Chamber of Commerce, and a member of the Imperial County Chamber of Commerce. He is also president of the Imperial Valley University Club and president of the Imperial Valley Agricultural Park Association.

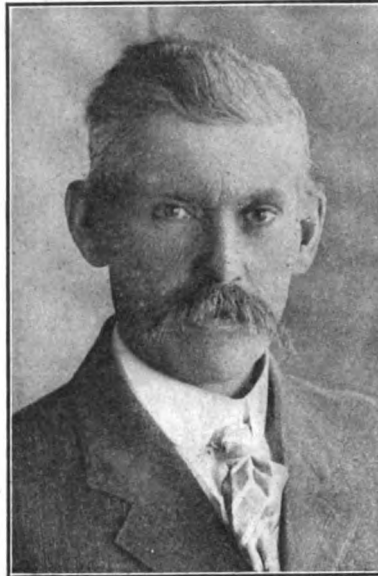
DR. C. T. PALMER

Dr. Chas. T. Palmer is a native of Pennsylvania, a graduate of one of the best schools of that state and received practical experience in treating injured miners in the Ashland, Penn. Hospital for two years. He afterward removed to Los Angeles and last autumn came to Calexico to hang his shingle with the Calexico Drug Company. He was recently married to a charming young lady from his native state and has no doubt a brilliant future as a physician in the Imperial Valley.

H. M. BUMP

Harry M. Bump has a farm near Calexico. He came here visiting relatives five years ago and three years ago purchased 160 acres of land, bringing his family of eight to reside

on the farm. He has done every bit of the clearing and leveling of his ranch and has it all under cultivation excepting about twenty years. The increase in the value of his property has made him independent and he says that Imperial Valley is just the place for him.



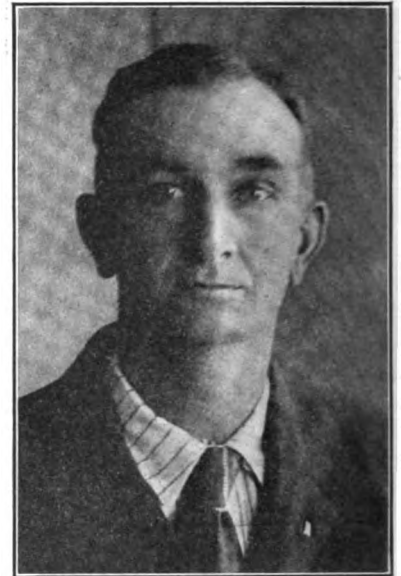
T. J. Mitchell

MITCHELL & PREWITT

The men composing this popular building and contracting firm are T. J. Mitchell and O. M. Prewitt, both of Calexico. Mr. Mitchell came to California from Pennsylvania nearly five years ago, settling in Riverside. He accepted a temporary commission to do some carpenter work in Imperial Valley three years ago, and has been a resident of Calexico ever since. He was elected county coroner at the county election in 1907 and still holds that office. He has a family of five children. His work in Calexico has closely identified him with the building of the town for he has had much to do with erecting many of the residences and business buildings in Calexico.

Associated with Mr. Mitchell is Mr. Prewitt, who, after carefully looking the country over, moved here from Los Angeles a little over a year ago. He is a contractor that knows his business and anything taken in hand by the firm of Mitchell & Prewitt is sure of being handled in the right way. Mr. Prewitt and his family say they are permanent residents of Calexico.

Among the buildings this firm has had charge of during the past year are the McAllister and Rockwood residences shown on this page; the new Calexico school house, the residence of Mrs. Leasure; the Andrade residence as well as twenty or more residences and buildings of lesser size and importance. They have the contracts for the major portion of the sidewalk work recently ordered by the board of trustees, thus materially assisting Calexico to become the best looking town in Imperial Valley.



O. M. Prewitt

**EDWARD R. ELLIOTT**

Edward R. Elliott, of the firm of Griswold & Elliott, one of the realty firms of Calexico, came directly to the Imperial Valley and to Calexico from New York, where he had been traveling for the Buffalo Specialty Company for a period of thirteen years. He purchased at once forty acres of land and has improved it during the last year quite extensively. Mr. Elliott takes great interest in all public affairs and politics. He has made a careful study of soils and crops in the Imperial Valley and will gladly impart this information to any who write him. As a realty man, Mr. Elliott makes it a practice to be absolutely truthful, often sacrificing a good commission on account of his frankness. He is a graduate of Illinois College and a prominent member of the Imperial Valley University Association and a director in the Imperial County Chamber of Commerce.



MAURY HUGH McALMOND

City marshal of Calexico. There is no man more popular than the city marshal of Calexico, and no officer takes more pains to fill the duties of his office to the satisfaction of the public at large than he.

Mr. McAlmond is a native of California, and was born and raised in San Diego county, spending his youthful days at Potrero.

He came to Calexico on January 23, 1904, where he has since made his home. Mr. McAlmond was constable at Calexico under the San Diego county administration for two years, and was elected city marshal of the city of Calexico at the time Calexico was incorporated, April, 1908.



WILLIAM GUNTERMAN

Mr. Gunterman is cashier of the First State Bank of Calexico, having assumed that position in February of the present year. Previous to his coming to the valley he was connected with the Banco Mexicano de Comercio in Mexico City for three years in

charge of the foreign collection department. He is a native of Germany. Mr. Gunterman has brought his family to Calexico and has improved a neat home north of the town where he resides, secure in the belief of the prosperity of Calexico and Imperial county.



PAUL DATTO

Paul Datto, bookkeeper for Inter-California Railway Company and assistant auditor for the Sociedad de Irrigacion de la Baja California, S. A., can tell an interesting story of his career. Nearly seventy years old, he speaks seven languages fluently. He was born in Germany, went to England when a lad and embarked on a sailing boat for China when but 18 years old. After several years in China he went to Japan and again to China, where he was confidential agent, carrying the treaty between China and Prussia back to Europe in 1863. He was decorated in 1869 by the King of Prussia, coming to San Francisco in the same year. In 1874 he engaged in pearl fishing in Lower California and also became interested in copper mining. He lived several years in Old Mexico in various interests and in 1905 was in charge of the Calumet & Sonora Mining Company at Cananea. He later entered the employ of A. F. Andrade and has been with him since.

THE N. W. TILTON PLACE

The "Tilton" place, three miles northeast of Calexico, at the Ten Foot Drop, is one of the richest ranches in the valley. Mr. N. W. Tilton has brought 180 acres under the finest cultivation. He has 170 acres in alfalfa and feeds a considerable portion of this from the field to hogs, cattle and fine horses. Fine driving and riding horses are Mr. Tilton's specialty and the way they cover the ground is fine to behold. He also has ten acres of table grapes that net him annually a neat sum of money. There are seven roads from different directions centering at the Ten Foot Drop. The name of this place is derived from the drop of the water level in

the main canal at this point. There is 1000 horse power at present going to waste over this drop and will no doubt be used in some way in the near future.

Mr. Tilton has improved his place with a fine seven-room house, stock corrals, barn and stock sheds. Water is pumped to the house top by a hydraulic ram. This picture shows what can be done with industry in five short years in the Imperial Valley.



ENRIQUE DE LA SIERRA

Sr. Enrique de la Sierra, who was appointed consul for the Republic of Mexico for Imperial county in July of 1908, with official residence at Calexico, has behind him a record of excellence that is seldom equalled by a young man of his age, being but 29 years old.

He was born in Mexico City and in his school career won numerous prizes for excellence, diplomas, medals, etc. He speaks English well. He entered the government service in 1896 when but 16 years of age and has since that time enjoyed rapid promotion. Sr. Sierra has written many of the important treaties held with Mexico. In December, 1904, he was appointed assistant to the Mexican consul at Los Angeles and was acting consul on various occasions of extended absence of the consul. In the fall of 1907 he was promoted to vice-consul of Mexico in Roma, Texas, and one month later was promoted to consul at the same place.

Sr. Sierra has a pleasing personality and is fast making friends on both sides of the line.

E. G. BURDICK

Mr. E. G. Burdick is chief clerk to A. F. Andrade, manager of the Inter-California Railway Company in Mexicali. He was born in New York and secured a good business education, serving as court stenographer and later as expert telegraph operator for the Anchor Steamship Company. He has also been expert train dispatcher for the Harriman lines in Utah, coming to San Francisco in 1905 and being assigned to his present position the later part of 1908.

**FERNANDO VILLASENOR**

Fernando Villasenor, of Mexicali, is a customs broker in connection with his duties as clerk for the Sociaded de Irrigacion y Terrenos de la Baja California, S. A. His offices are with the Sociedad in the Inter-California railway company's offices. He is 31 years of age, a native of Mexico, state of Michoacan. He has been in the service of the Mexican government and speaks the English language perfectly.

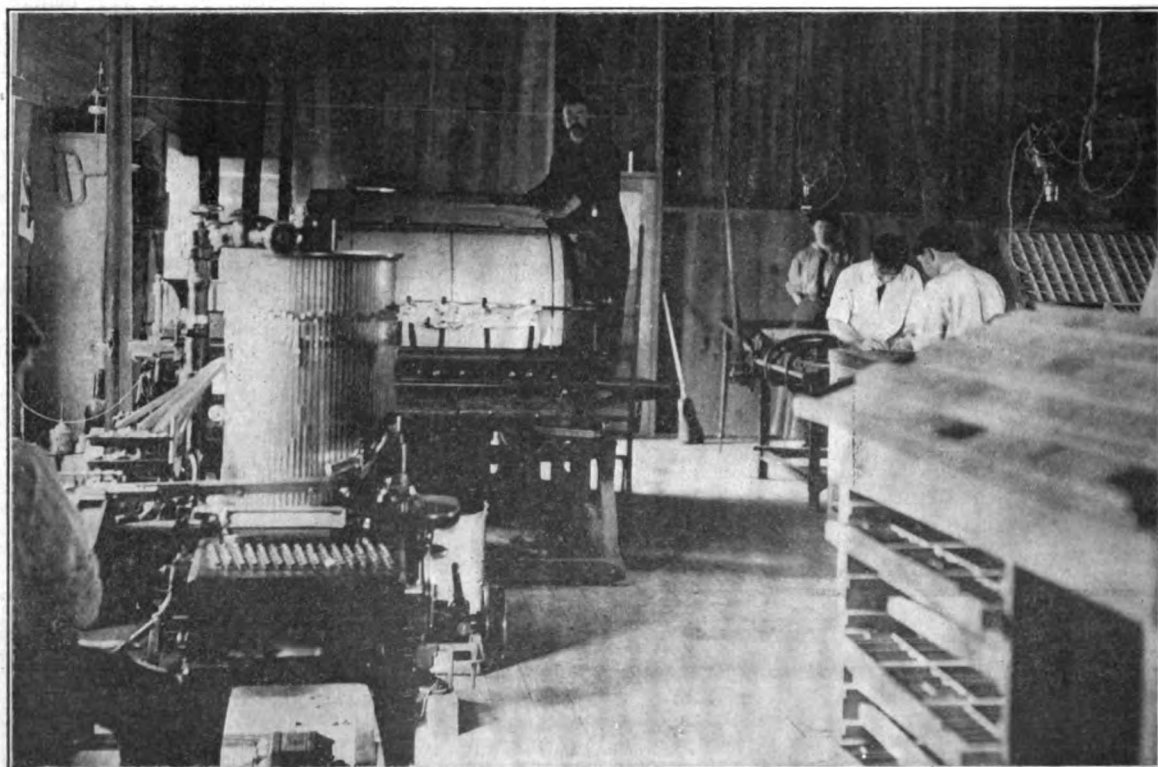
**J. A. ESTUDILLO**
Proprietor of the Calexico Drug Co.**OTIS B. TOUT**
Editor and Proprietor of the Chronicle

The Weekly Calexico Chronicle

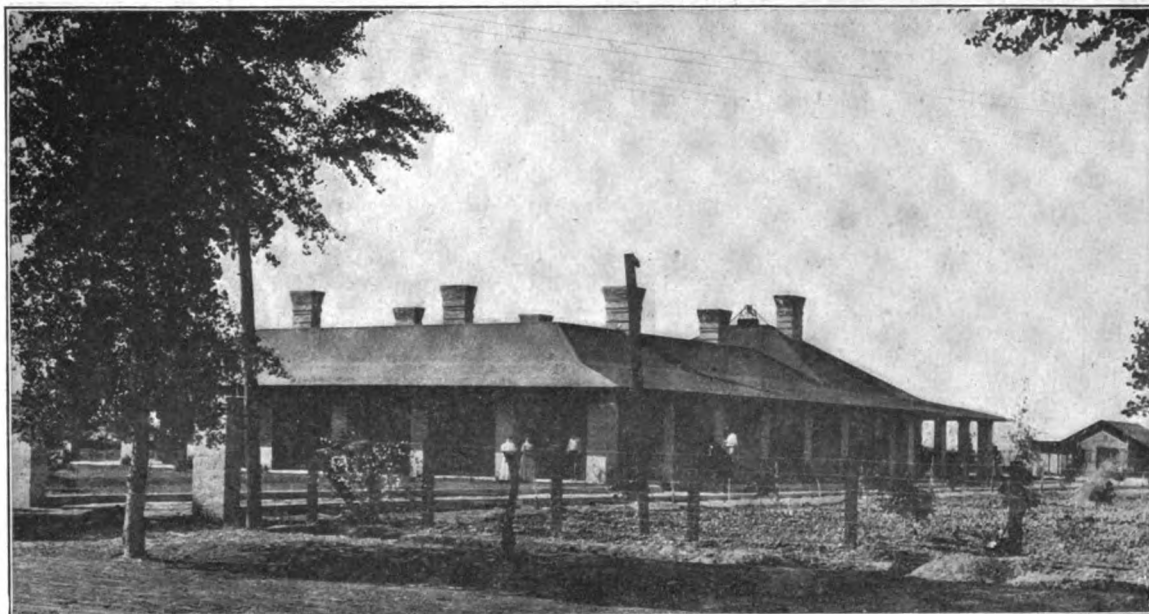
All the News of Imperial Valley

\$1.50 Per Year

75c Six Months



"Back Room" Chronicle Office, Calexico



Crater, Photo

Headquarters C. M. Ranch, Calexico

The California-Mexico Land and Cattle Company

TWO MILES EAST OF CALEXICO

The California-Mexico Land and Cattle Company is a corporation of Los Angeles and Imperial Valley men which controls and farms a total of nearly one million acres of land, about one thousand of which is in the United States and the balance in Old Mexico. About six thousand acres are under water, the other lands extending to the Gulf of Lower California on the south, and are used as grazing lands where thousands upon thousands of head of fine beef cattle are raised annually.

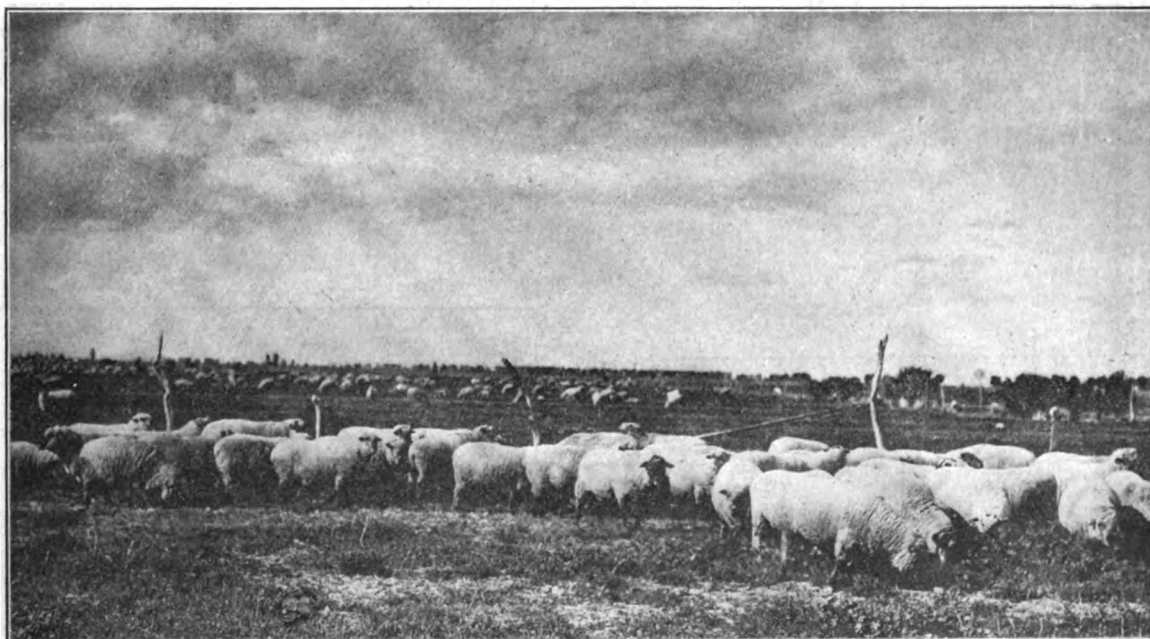
Walter K. Bowker is superintendent and handles the im-

mense business of the ranch without a serious hitch, year after year.

The ranch houses and equipment are said to be the very finest in Southern California. Everything is built with a view to comfort and convenience.

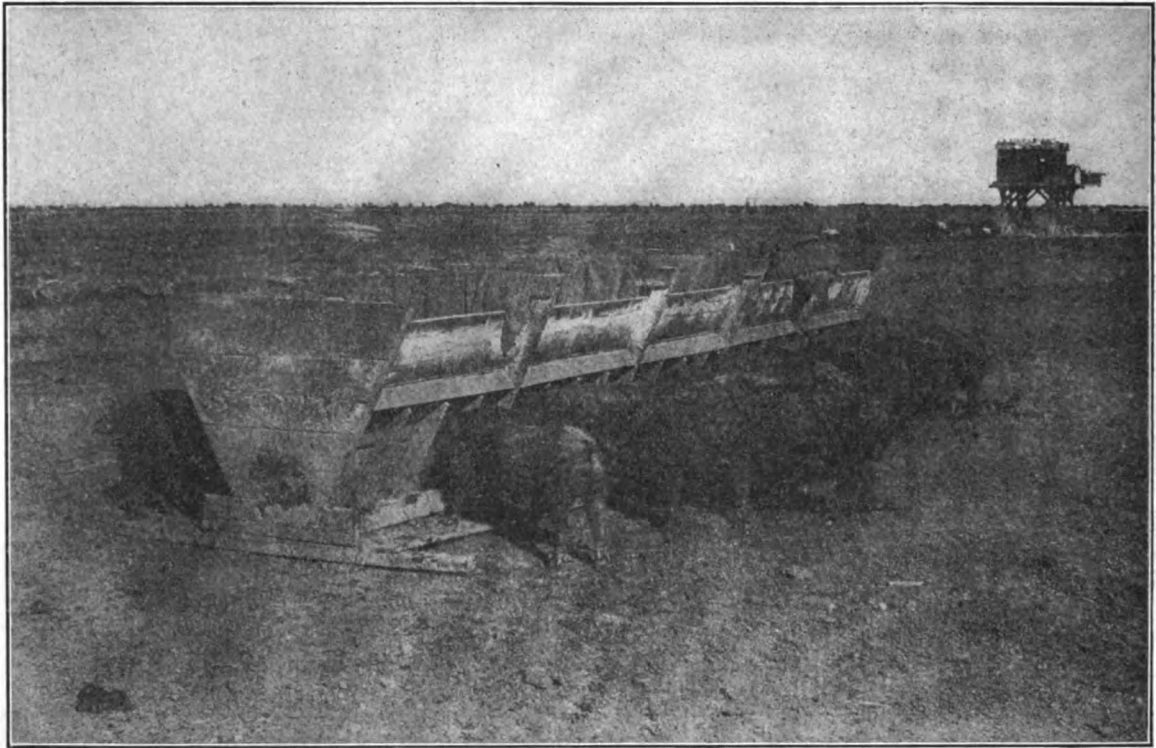
General Otis and Harry Chandler of the Times, and Attorney Brand of the Title Guarantee and Trust Co., of Los Angeles, are among the heaviest stockholders.

Mr. Bowker has instituted semi-annual auction sales of



Center, Photo

Thoroughbred Sheep on the C. M. Ranch



Highbred Hogs Fattening for the Market

stock which have come to be practically the sole animal supply for the Valley.

The ranch is one of the show places of Imperial Valley and should be visited by every person who desires to see what wonders can be done in a few short years with the application of science and common sense to the wonderful soil of the Imperial Valley.

On the immense acreage of the C. M. ranch everything that grows in the Valley is raised, but the principal industry, as indicated by the company's title, is the growing of fine herds of stock of all kinds, horses, cattle, sheep and hogs.

The fresh meat supply for local consumption is furnished

almost entirely by the C. M. ranch through Geo. A. Long, of Imperial.

Thousands of cattle are shipped in to fatten on the broad acres of this ranch from Arizona and Texas, as well as Sonora, Old Mexico.

Another ranch house for the Mexican headquarters is built near Packard, seven miles south of Calexico. These houses are duplicates of the American headquarters, only smaller.

The pictures on these two pages are by no means the only ones used in this book. You will find them all through the pages.



One of the immense C. M. Barns



"Bordering" New Land in Mexico

Sunrise Mining and Milling Co.

Incorporated in United States and Mexico

Place of Business

CALEXICO CALIFORNIA

THE "Cocopah" mountains, south of Calexico, some thirty-five miles, have long been known to contain a wealth of mineral. Mines have been discovered and worked by the sleepy inhabitants of that region and have yielded the yellow metal for many years, and only by the old "arras-tra" method—grinding the ore between two rocks by mule power.

But the day for the injection of American ingenuity, machinery and "get-there-ness" has come. The Uncle Sam Milling and Mining Company has been the first to break the way, and is now engaged in installing thousands of dollars' worth of machinery to work the valuable ores of that property.

THE SUNRISE MINING AND MILLING COMPANY OWNS AND WILL OPERATE A NUMBER OF CLAIMS THAT LIE ADJACENT TO THE UNCLE SAM PROPERTY. The main ledge of the Sunrise group is a continuation of the famous Oversight ledge of the Uncle Sam.

But at the surface, while the Oversight ledge shows a width of four inches for the Uncle Sam, it discovers a width of eighteen inches for the Sunrise on the surface.

At 135 feet the same vein is 28 inches wide and bearing immense values for the Uncle Sam—what must it be at that depth for the Sunrise?

On the Sunrise this summer work will be energetically pushed. Shaft-sinking and machinery installed ready for active campaigning in the coming fall.

We ask the public to keep a close watch on the development of the mines of Northern Mexico—there are riches for hundreds down there. The Calexico Chronicle keeps well posted on mining news which can be depended upon for truth and accuracy.

OFFICERS

O. B. TOUT, President DR. H. C. RICHTER, Vice-President
H. H. GRISWOLD, Secretary-Treasurer

DIRECTORS

O. B. TOUT	DR. H. C. RICHTER	RAY EDGAR
H. J. RICH	J. J. ALLISON, SR.	J. J. ALLISON, JR.

Sunrise Mining and Milling Company



Center, Photo

El Centro Looking North and East

EL CENTRO, COUNTY SEAT

El Centro, the county seat of Imperial county, dates its beginning from December, 1905, therefore being but three and one-half years old at this writing. In that three and one-half years the marvelous growth of the town has been the cause for wonder and astonishment all over Southern California. Towns have started and have lingered along in the pioneer stage for several years and have at the end of ten years reached the size and importance of El Centro, but no other town of Southern California can say that it has progressed like El Centro in three and one-half years.

A picture is shown on this page showing how the town looked in 1906 and the other numerous pictures tell the story of development better than any pencil can write it.

The town was started by the El Centro Land Company, a corporation of Redlands capitalists. It was selected by W. F. Holt as the central point for the establishment of his industrial enterprises, the Holton Power Company and the connecting point for the Holton Inter-Urban Railway, which line of eleven miles connects Holtville with the outside world. The greatest ice plant in the southwest was also established here and the only steam laundry in the valley soon followed. A brick opera house was one of the first buildings and has served since to center all great gatherings at El Centro.

In the county seat election of August, 1907, El Centro won the county seat and has since that time made its most wonderful growth.

A remarkable growth is noted in the buildings of El Centro the past twelve months, despite the fact that a general dullness of business has prevailed in Imperial Valley, because of the universal timidity of capital since the late panic and the suspension of land transactions due to the delay in the approval of the government's resurvey of the valley.

A count of buildings in this city was made during the first week in April, which gives gratifying proof of the steady growth of El Centro, and comparisons with last year's building census, taken in April, afford striking results. One year ago an accurate count showed seventy-eight permanent dwellings and one hundred and eighty-

tile buildings line the business district, or an increase of almost 100 per cent.

The city now has 240 feet of three-story frontage, 975 feet of two-story frontage, and 800 feet of one-story frontage, while the industrial section has received substantial additions. Three-story blocks are now being completed in the business district. Cottages are being erected on nearly every street, and great transformations are taking place, the era of "shacks" and tent houses having passed to that of the erection of permanent and substantial residences.

El Centro was planned with an idea of making it an ideal city. The first rule laid down was one concerning shacks and fire limits were established before a piece of sod was turned, prohibiting the erection of a frame structure inside a generous district. Brick was the material to be used in El Centro.

El Centro has established more new enterprises during the past year than any other town in the valley and shows a greater growth in population, there being at present about 2000 within the city limits.

The town was incorporated as a city of the sixth class in April, 1908, and has voted during the year \$40,000 bonds to build a sewer system that will take care of an important question in the health of the city.

The El Centro Chamber of Commerce and the Ten Thousand Club have been the public organizations that have worked with zeal during the year for the advancement of the interests of the city and of the valley as well. We cannot fail to mention, too, the Ladies Section of the Ten Thousand Club, which has in hand the beautifying of the county seat. The Club has several very important measures that it is pushing through and has the co-operation of all the citizens of the town.

eight tent houses and tents. The count now shows one hundred and twenty-three substantial dwellings of frame, tile and cement, one hundred and sixty-five tent houses and forty-five tents and temporary structures.

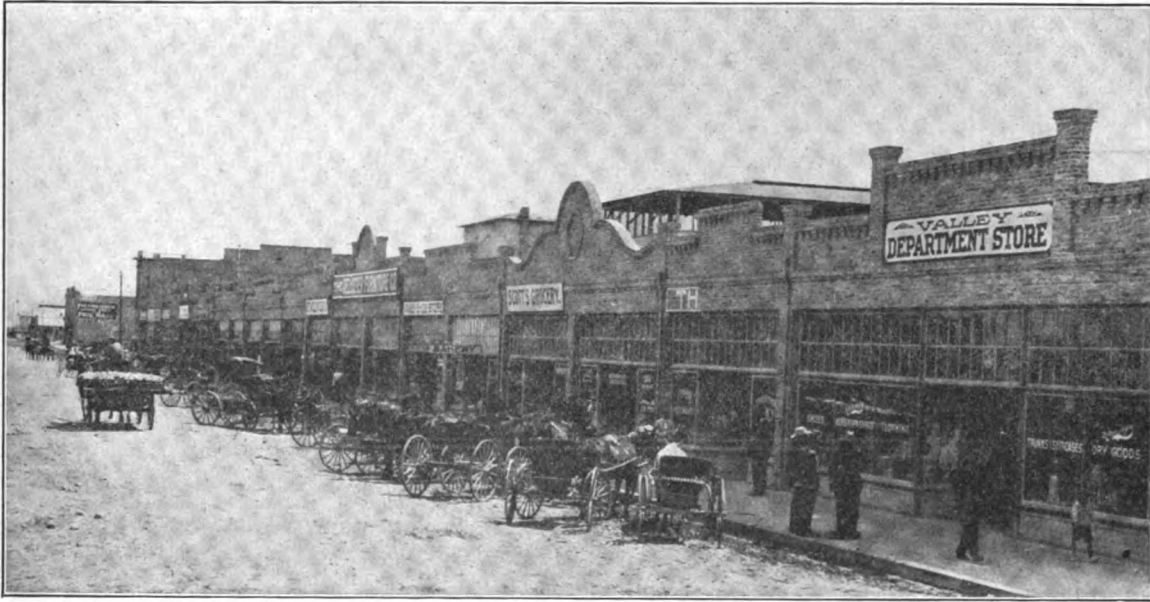
The business section a year ago covered about 1000 feet of street frontage. Today 1915 feet of brick frontage and



The Depot in 1908



The Present Brick Depot



El Centro, Main Street Looking East

In educational matters El Centro has a grammar and a high school second to none. Eight teachers and an enrollment of 250 pupils with good buildings to house them leave nothing to be desired by the man of a family who wishes to give the boys and girls a good education.

The assessed valuation for 1908 was \$453,785. One hundred and twenty-five business licenses were issued in July of 1908.

Southern Pacific's receipts on outgoing freight from El Centro station during month of June, 1908, amounted to \$184,000; on incoming freight \$30,000. During the month, 7,500 passenger tickets were sold.

IN THE REALM OF COMMERCE

El Centro is the home of the People's Abstract, Title and Trust Company, which corporation recently took over the Imperial Valley Title and Abstract Company. W. E. Morton is the popular manager of that concern.

In the realty business in El Centro the leaders are: J. W. Colson, V. E. Stockwell & Co., the Ira Aten Land Company, F. B. Putnam, and the Garey-Waite Land Company. Any of these gentlemen can tell you about the land about El Centro or in any part of Imperial Valley and the Chronicle does not hesitate to advise every one of the possible 50,000 readers of this magazine, to trust implicitly any of these companies.

B. Solomon & Co., the concern which purchased the pioneer business of Hamilton & Payne, have made progress in one year that would make envious the hearts of many merchants in the east could they experience the same.

The El Centro Hardware and Implement Company has one of the finest stocks for the farmer in the valley. There is literally nothing needed on the farm that cannot be supplied by this enterprising firm.

In banking business the El Centro National Bank and the Valley State Bank have the field at present. The latter institution, it is said, will soon be placed in a position second to none in Imperial Valley, a concern with millions of backing, contemplating securing vast interests in the valley and needing a banking institution, are trying to get hold of the Valley State.

The DeLozier Furniture Company, is one of the new concerns established during the last year. The stock carried is complete and the service given patrons the best in the county seat.

The Delta Implement Company people say they were attracted to Imperial county where they have invested some \$30,000 during the past year, by the last special edition of the Calexico Chronicle. They have come and have established a great business in the short time they have been here, having a central store at El Centro and a branch at present in Calexico. They intend to spread still further the coming year.

The Valley Lumber Company furnishes building material for a good portion of the new buildings going up in and around El Centro.

The El Centro Stables have a complete outfit for the road traveling public.

W. H. Sprague has a growing insurance agency.

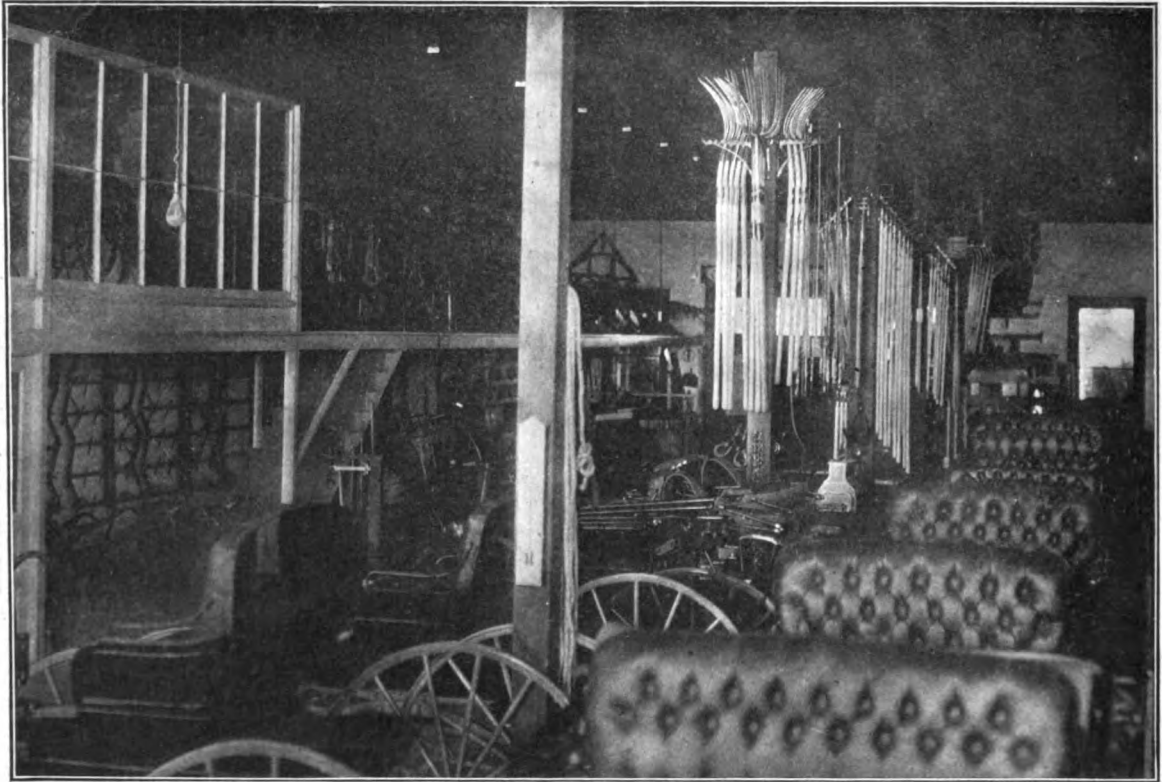
THE IMPERIAL VALLEY PRESS

The first paper to be started was the Imperial Valley Press. It was established by the Imperial Land Company in Imperial in 1901, with H. C. Reid as editor. Edgar F. Howe took charge in October of the same year and conducted it until August, 1902, when he left the Valley only to return and buy the Press from the land company. The plant and business was sold in 1904 to C. E. Gardiner, who disposed of it to W. F. Holt. The paper was then moved to El Centro, where F. G. Havens held the reins for a time, to be succeeded by D. D. Pellet. Upon the establishment of the county seat at El Centro the property was sold to the present proprietors, Messrs. Allen Kelly and C. F. Hayden.

Mr. Kelly began newspaper work as a reporter on the San Francisco Chronicle in 1876. He was later editor of the San Jose Herald and the Virginia City Chronicle, Nevada. He went from there to Boston and became an editorial writer on the Boston Globe and later took the position of managing editor of the Fall River Globe. In 1887 Mr. Kelly was the first city editor of the New York Evening Sun. He then accepted a position as special writer for the San Francisco Examiner. He then had to go in search of health and became a cow punching editor in New Mexico, returning to metropolitan newspaper business as city editor of the Los Angeles Times from 1896 to 1900. For three years he was chief editorial writer for the Philadelphia North American in its historical fight against the Quay machine, accepting a similar position with the New York Daily News until 1905, when he came



Street Scene, El Centro



Center, Photo

Interior View, Delta Implement Co., El Centro

West again and joined the staff of the Los Angeles Times. With Mr. Hayden, Mr Kelly purchased the Imperial Valley Press in 1907, and both men have put their best efforts in their new work, making the Press a leader in the newspaper field of the Southwest.

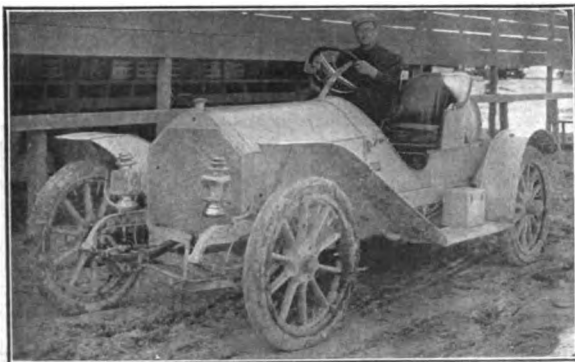
C. F. Hayden, business manager of the Imperial Valley Press, is a newspaper man of experience and more than ordinary ability. He is a native of Massachusetts and a graduate of the Massachusetts Institute of Technology, 1893. After graduation he chose the profession of journalism and became one of the staff of the Boston Journal. Later he went to Maine as business manager of the Lewiston Sun. For a time he was night editor of the Bangor News. For several years before coming West, Mr. Hayden was correspondent of the Boston Herald, covering the northern half of the State of Maine for that great journal, securing many notable news "beats" and making the Maine page a striking feature of the paper. Mr. Hayden came to California in 1906 and joined the staff of the

Los Angeles Times, with which paper he remained until the fall of 1907, when he became business manager and one of the proprietors of the Imperial Valley Press.

The Press has the only linotype machine in Imperial County and the largest circulation of any weekly paper. It stands at all times in defense of the best interests of the valley and has attained an enviable position under the guidance of Messrs. Kelly and Hayden in the newspaper field of the Southwest.



Asparagus Field



Clarence Conant in His Auto

Among the asparagus growers of the Valley H. L. Peck has given as much thought to the culture as any, and he has looked to this year to demonstrate to his own satisfaction whether the theories in regard to asparagus culture here would be realized in practice. The opinion he has formed of the industry is most forcibly set forth in the fact that he has decided to put out 120 acres additional to that which he is now growing.

Mr. Peck, with the other asparagus growers, is looking forward to the establishment of a cannery in this city to handle the product of the Valley, and it is hoped the cannery will be in operation by next year.

DON'T WORRY



DON'T WORRY

WATCH US GROW

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Improved and Unimproved Lands
In Any Part of the Imperial Valley

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—Write or Booklets—

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WATCH US GROW

The Delozier Furniture Co.

EL CENTRO, CALIFORNIA

Is the largest and most up-to-date house furnishing establishment in the valley. Their stock is complete and they are able to supply any home with goods suitable both to taste and pocketbook. Their running expenses are comparatively low and they buy extensively from Eastern Manufacturers. The goods are shipped knocked down to be set up after arrival, thus affording the lowest possible freight rate. These facts enable the firm to sell goods as cheap as Los Angeles or any Western City.

People coming into the valley will find it cheaper to sell their old furniture, save freight expense, and purchase new goods upon their arrival here.

This house not only handles Furniture, but a fine line of Pianos, Graphophones and Sewing Machines. Their prices are right—they deliver goods any reasonable distance. Let them know your wants, they can supply you. No order is too large for their capacity; none too small for their most careful attention.

The Delozier Furniture Co., El Centro, Cal.



Cotton Field, Near El Centro



Cotton, Alfalfa's Rival



The culture of cotton in the Imperial valley has been found by actual experiment to be perfectly feasible. For two years and more quiet experiments were carried on by several ranchers near El Centro and Calexico and the result of their work was a thorough investigation this spring of the possibilities of planting a large acreage to cotton.

During the past two months, April and May, 1909, there have been planted in the Imperial valley about 3,000 acres of cotton from the best seed that could be obtained from Georgia, Arkansas and Texas, most of it upland cotton, some of it long staple and enough for about 200 acres of the Egyptian variety, the best in the world and upon which the United States experts declared that the Imperial valley was the only place in the United States that it would grow on a commercial scale.

This seed has been planted about El Centro, Holtville, Calexico and Meloland and the American Nile Cotton Company has been formed by the planters to take care of the cotton business. A gin will be established and a large factory at one of the seaport towns near Los Angeles will be built to take care of the western cotton crop.

Joseph R. Loftus has been instrumental in starting things off as an organizer, securing the seed, etc. He is head of the company. It is believed that little trouble will be experienced in securing labor to handle the crop. The Mexican population below the line is fast increasing and Indian labor is also available but the ideal condition will ultimately be for the small grower to arrange to handle from ten to twenty acres which can be done with the usual farm help.

It has been shown that a crop of two bales to the acre per year can be expected in the Imperial valley. This is actually one hundred per cent more than is raised in the southern states per acre. The great superiority of the soil, the fact that rain does not interfere with the crop; the incomparable system of irrigation and the fact that an immense market lies at our very doors, make the cotton growers believe that the industry will actually come to be the most important in the great valley.

Cotton sells for about 12 cents per pound in the bale, a bale averaging two hundred pounds. Two bales to the acre means an income of from \$400 to \$500 to the acre

per annum and if the 3,000 acres show to the valley that the growing of cotton is a success on a commercial scale this year there will no doubt be an avalanche of cotton planting next year.

The county horticultural commissioner, W. E. Wilsie, has instituted a very strict inspection of all seed shipped in and is making every endeavor to exclude disease, so far succeeding in his efforts.

Mr. Loftus made a trip through the south with samples of Imperial valley cotton and he says that many cotton experts simply threw up their hands and admitted there was nothing like such cotton in the South—that they simply could not grow such a quality, such long staple, strong texture and with such gloss. It wasn't rain-beaten and discolored, as much of the southern cotton is. The southerners were much interested, also, in the fact that there seems to be no need of fear of the boll weevil or any other insect pests, such as devastate the southern fields at times.

There are already many expert growers in the valley who have moved in from the cotton states and the crop this year is in experienced hands, promising to be a huge success.



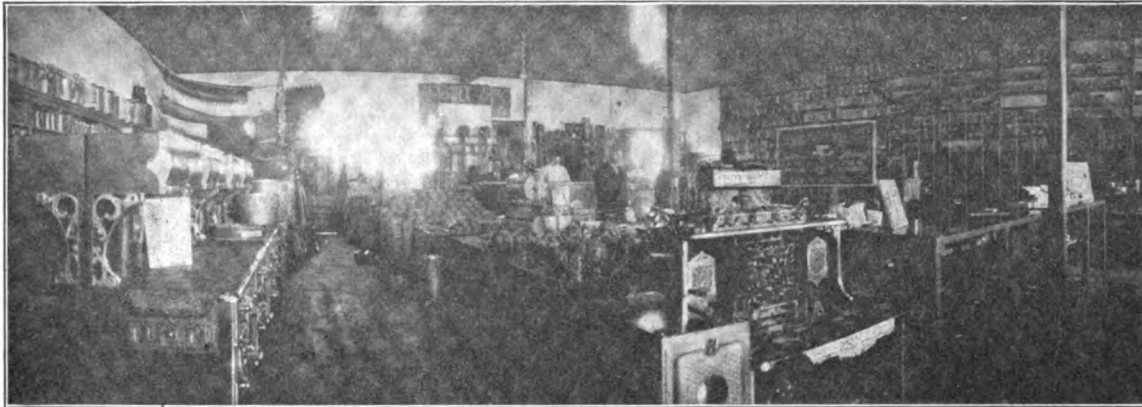
Cantaloupe Pickers

THE people of the Imperial Valley have learned that it is to their advantage and interest to deal with the **Central and Leading** house of the **Valley** when buying

**SHELF HARDWARE
GUNS AND AMMUNITION
STOVES AND RANGES
PAINTS AND OILS**

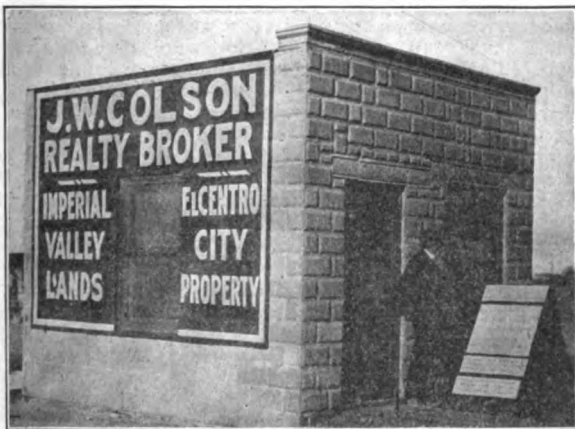
**HOUSEHOLD UTENSILS
BUGGIES AND WAGONS
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FENCING WIRE
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ETC.**



WHY? Because we buy DIRECT from factories for cash and can sell for prices that are consistent with real values. Ours is the largest stock in the Imperial Valley, which gives you the benefit of CHOICE in selection. We have a fine line of Builders' Hardware. Our salesmen are courteous and painstaking to please every customer.

THE EL CENTRO HARDWARE AND IMPLEMENT CO.
The Indispensible House to Rancher and Home Builder



EL CENTRO

THE COUNTY SEAT OF IMPERIAL COUNTY

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FOR ALL TOURISTS AND LAND-BUYERS

LAND

FOR SALE AT ALL PRICES
IMPROVED AND UNIMPROVED

\$35,000—560 acres soft land, near El Centro, halt in cultivation, one-half cash, balance long time.

\$10,000—80 acres in alfalfa, all hog fenced; \$5,000 cash, balance in ten years time.

640 acre relinquishment for \$6,400; a good buy. Land one and one-half miles from railroad. Land can be leveled at little expense.

80 acre relinquishment; \$11.00 per acre, good land. Near Silsbee.

I have almost any amount of land and prices you are looking for.

Business, Residence and Acreage property for sale in E Centro. Always have the best investments listed that's on the market.

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FOR LITERATURE AND INFORMATION, ADDRESS

J. W. COLSON EL CENTRO, CAL.

W. F. HOLT, WHO DOES THINGS



W. F. Holt

W. F. Holt was born in Mercer County, Mo., in 1864, educated in the country schools, grew up and worked on his parent's farm until he was 21 years old. At that time he went into the general merchandise business; four years later he met with business reverses, losing what capital he had and then went to work on a salary of \$50 per month.

A few years later Mr. Holt went to Arizona and became a pioneer banker in Safford and Globe, Ariz., and later sold out the banking business at Globe, going to California to educate his children, locating in Redlands. Two or three months after arriving in Redlands he became interested in the Imperial Valley and purchased a tract of land of 640 acres, about three miles west of Imperial. This land he bought in 1900.

Mr. Holt built the telephone line through the Valley in the following spring and also during that year established the first newspaper in the Valley and called it the Imperial Press, located at Imperial. The same was afterwards sold to the California Development Company and edited by L. M. Holt; afterwards sold to Edgar F. Howe, who later on sold it to a syndicate composed of F. G. Havens, F. N. Chaplin. These parties afterwards sold it back to Mr. Holt, who then moved it to El Centro and later on sold it to the present owners.

The first church in Imperial was donated by Mr. Holt, who also paid the salary of the preacher for two years.

During the years of 1901-2 he handled considerable land and water stock in the Valley. In 1902 he bought the

water stock of No. 7 canal system and built the No. 7 canal, consisting of about 50 or 60 miles of canal.

He sold out most of that water stock to men who did not have any capital, without any payments down on it and took their notes for it and carried them until they made it out of the land, and he also had to advance a good deal of money to pay for the water till they got a start. In that way you will find a good many people with good farms in this Valley who could not have gotten them any other way. He simply had confidence enough in the outcome to believe that those men would come out all right on that proposition and not only make money for themselves but for him, which they did.

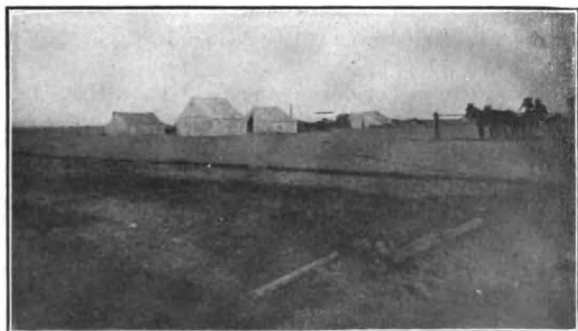
About this time, Mr. Holt, in connection with others, undertook to get a railroad into the Valley. The officers of the California Development Company had interviewed the S. P. officials, trying to get them to build the road, but could not get them interested. They had offered to give Mr. Holt a bonus in water rights if he would build the road or have it built. So he started in to try and build it himself. He had the road surveyed through to Imperial as his own personal expense. The surveying was done by James H. Mather, surveying engineer. Mr. Holt then let the contract for grading it and after about ten miles of it was partially graded, Mr. G. A. Parkyns, assistant general passenger agent, and J. A. Muir, superintendent, came down, looked the valley over and made the first report for the S. P. Co., and a deal was then made by which they took it over and pushed the road through.

Mr. Holt then made a contract with the C. D. Co., taking over the water power privileges in the canal system in the Valley here and started building the Electrical Power Plant at Holtville. Also laid out the town site of Holtville, had it all graded nicely and set out in trees and built the Alamo hotel there, and during that year started the railroad from Holtville to El Centro, which was completed in 1905.

The town now called Holtville was first named Holton and the railroad and Power Co. were named after the town. The Postoffice Department, on account of some conflict in names changed it to Holtville.

Mr. Holt built the electric system over the Valley during the years 1904-5, delivering electricity to Holtville, Imperial, Brawley and Calexico and later on to El Centro after that town was started.

Mr. Holt did not know anything about the power business, but he sold that land to those people over there and seeing the water knew of course there was some power in the water falling over the drop and conceived the idea of a creamery and grist mill, thus making a market for the produce for the people to whom he had sold the land. He then procured the concession of the water rights from the C. D. Company, had an engineer come down and tell him how to put in the water wheel to run the mill. This engineer told him it was a capital idea to develop it into a power plant and furnish power to the whole valley. Mr. Holt then decided if that was the case he would build



El Centro Three Years Ago



Interior El Centro Opera House



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THE KEYS TO THE VALLEY'S PROGRESS

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Non-Checking Hubs Make Them the Only Dependable Wagons to Use Here

STUDEBAKER AND THOMPSON VEHICLES

Made for Hard Usage and Western Climate. They Stand the Strain

OLIVER PLOWS

The Plows that Really Scour in Sticky Soil

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Excel Always Because Adjustable to Varying Soil Conditions

NEW STANDARD MOWERS

Light Draft—More Money Saving Special Features than You Can Let Pass

ALFALFA EMERSON RAKES

The Only Rakes Made Especially for Alfalfa

SUPERIOR BUCK RAKES AND STACKERS

Help Pile Up the Profits

IRON AGE CULTIVATORS AND GARDEN TOOLS

Lightest, Strongest, Most Accurate and Adjustable

SUPERIOR DRILLS

The Name Tells a True Story

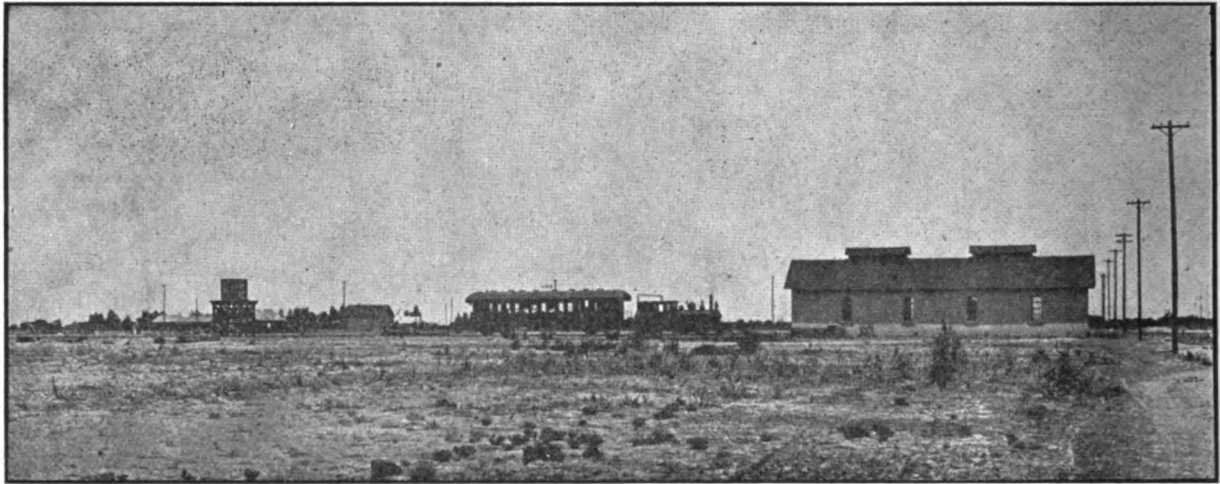
ROYAL ROAD GRADERS

Level the Earth and Make Roads Fit for Kings

A FULL LINE OF IMPLEMENTS, VEHICLES, HARNESS, SUNDRIES AND REPAIRS

DELTA IMPLEMENT CO., Inc.
CALEXICO IMPLEMENT CO.

EL CENTRO
HOLTVILLE
CALEXICO



General View of El Centro Ice Plant and Machine Shops

a power plant instead of a creamery. He then had the survey made and went to work and organized the Holton Power Co. Then every body he met told him he was building a power plant out there where he would have no market for the power.

After the first arrangements were made they were caused much trouble in getting the franchise in some of the towns on account of the disposition of some of the people that were prominent in the Valley, trying to make something out of it at the expense of holding up the enterprise. Mr. Holt then made up his mind to show them that there would be a market so he went to work to develop these other enterprises. He started to build the ice plant, creamery, packing house, shops of any kind that would use power, even to a steam laundry, and getting people here to put those things in. The most of them he had to help more or less by furnishing money or helping them to borrow it. There was a little paper at Calexico and the man was losing money on it and was going to close it out, so Mr. Holt bought it and kept it going at a considerable loss for a while. He also established a newspaper at Holtville and bought a two-thirds interest in the paper at Brawley.

During the period of the dark times here in the Valley, in order to keep those people going, which was the only means of showing the outside world how things were, he put up thousands of dollars to keep things going in the Valley. That was during the time the Colorado River was running into the Valley and it looked like everything was going to smash down here. During the time of those floods when other people at Calexico were tearing down their houses and moving away Mr. Holt was building there and never laid off a man or stopped work. They were building levees at the time to keep the water out of the town, and also during that time, at Brawley, when the waters were pouring into the Valley, when things looked blue and people were trying to get rid of their property, he built a brick block there, the first brick block in Brawley.

Mr. Holt started five of the banks in the Valley, all of which he sold. Mr. Holt and his brother, Mr. Leroy Holt, established the First National Bank of Imperial in 1903. He organized the First State Bank of Colexico in 1905 and bought the Imperial Valley Bank at Brawley the same year; then in 1906 he established the Valley State Bank at El Centro, and the Citizens' Bank at Holtville. He has since sold out all of his interests in these banks.

Mr. Holt shipped the first barber shop into the Valley in 1901. He was the first justice of the peace and the first school director. He hired the teacher and held the school in a tent and brush shed down on the Main canal, south of the townsite of Heber. Mr. Carr, the present superintendent of schools was the teacher.

He was the postmaster at Imperial, the postal authorities paying him \$5 a month, while he paid a woman \$40 per month for running it. He and his brother ran the first store and lumber yard in Imperial, having purchased

the stock from Dr. W. T. Heffernan. This store was on the site of the present store of Stevenson Bros. This was in 1901. They used to haul their drinking water from a water hole about eight miles west of Imperial.

Mr. Holt began to erect buildings around the Valley and in 1904 built at Holtville and Calexico. In 1906 the town of El Centro was started, three years ago in July, by the El Centro Land Co., a corporation of Redlands men. It was laid out on modern lines, with building restrictions placed on part of the lots; that is certain kinds of fireproof buildings, brick and other kinds of materials should be erected in a certain district. The Hotel Frankling was the first building in El Centro, part of it being moved down there from Imperial.

The El Centro Land Co. made Mr. Holt a proposition to give him twenty-four of the best business lots in town if he would build on them. He accepted and built that block running from Fifth to Sixth streets, from the Valley State Bank to the Valley Department Store, one block 600 feet long. all brick buildings; also started the Opera House that year. This is one of the most modern opera houses in Southern California. Also built the Masonic Hall and commenced the ice plant, completing and putting it in operation the 6th day of June, the following year, in 1907.

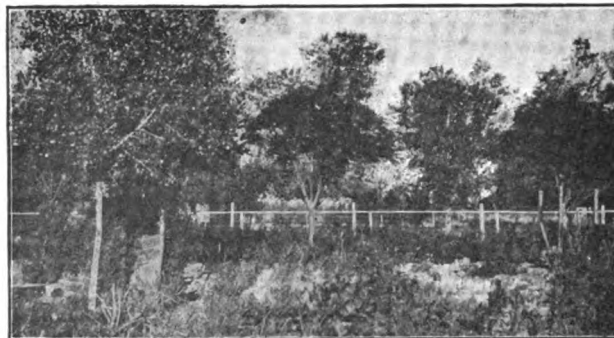
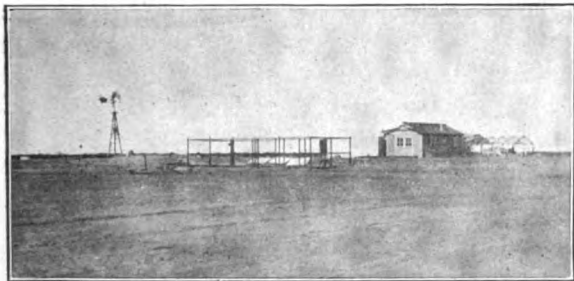
On August 20th of that year the ice plant burned with a loss of over \$70,000 and very little insurance. This was also at the time the water was pouring in and about the bluest time ever seen in the Valley. Mr. Holt says the hardest thing he ever did was to muster up courage to re-build under those conditions, not knowing where the money was coming from, but just as quick as the ruins were cold enough to put men at work he went at it and re-built the present plant, and the following year, as soon as that was completed, he started in to increase the capacity more than one and a half times.

That same year of 1908 he also commenced building the electric plant at El Centro, an auxiliary steam plant, of 5000 horse-power.

During the year 1907 Imperial was formed into a new county and El Centro was put in the race for the county seat and won out by a good majority.

In the year 1908 Mr. Holt was largely busy completing the improvements throughout the Valley and is now engaged in putting an addition on the ice plant and is also at work at Holtville building a new water power plant of 1100 horse-power. He is also now building a brick at Holtville and has just let the contract for another one, and is about to commence building a gas plant at El Centro and letting contracts and having arrangements made to put in a complete gas system in all of the cities of the Valley.

Mr. Holt is also just commencing an enterprise of interest to the Valley, a Mexican proposition. He and his associates have bought 32,000 acres of land just below the C. M. Company's ranch in Mexico along the line of the Inter-California Railroad and are expecting to start a line of developments extending over a period of six or eight years, including the improvement of the lands. He



AS IT LOOKED IN MARCH, 1906

AND IN DECEMBER, 1908

THIS FINE RANCH OF 560 ACRES FOR SALE AT \$60 PER ACRE

WRITE FOR FULL PARTICULARS **GARBY-WAITE LAND CO., EL CENTRO, CAL.**

The El Centro Barber Shop

The Pioneer Shop of the County Seat
Good Workmen Courteous Treatment

THE BEST PLACE IN TOWN TO GET "SLICKED UP"

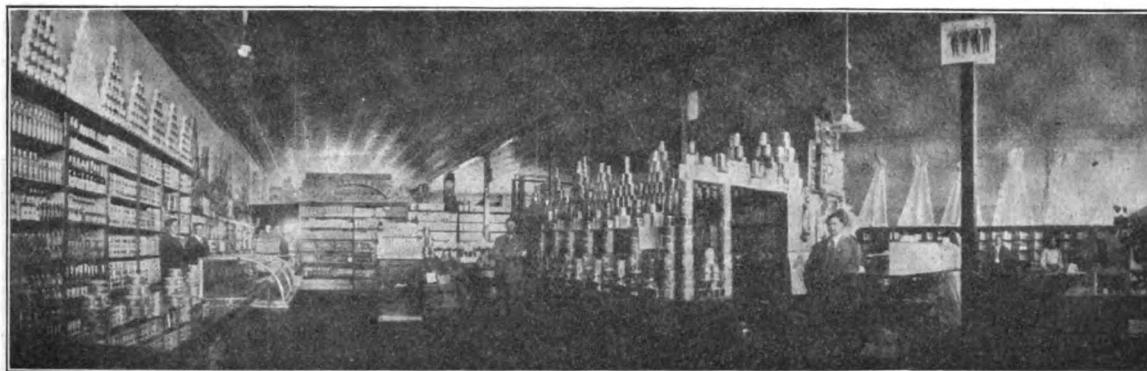
HOTEL EL CENTRO BUILDING

SPECIAL AGENCY
FLORSHEIM SHOES
UTZ & DUNN SHOES
UNITED WORKINGMEN SHOES
STETSON HATS
CLUETT COAT SHIRTS
ROYAL WORCESTER CORSETS

DISTRICT AGENTS "RIDGEWAYS TEAS"

"THE BEST IN THE VALLEY"

Our Dry Goods and Ladies
Furnishings Departments
are stocked with the season's
Novelties and are up-to-the-
minute.

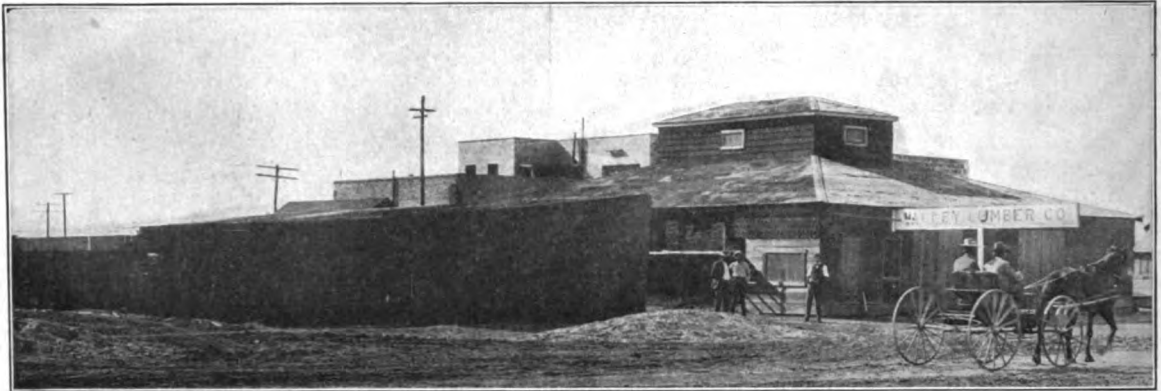


B. SALOMON & COMPANY

EL CENTRO

OUR GROCERY DEPARTMENT OFFERS YOU THE BEST THE MARKET AFFORDS

Iris and Quail canned fruits and vegetables have few equals, are sure to please you. A few of our popular brands in our tea, coffee and spice departments: Royal, Schillings, Folgers, Newmark Bros.



Valley Lumber Co.'s. Yard, El Centro

is also intending to build a separate cold storage plant at El Centro, to supply the Valley, part of the machinery of which is now on the ground. Plans are also made for the extension of the Holton Inter-Urban line in the near future.

In order to get a steam laundry into El Centro Mr. Holt put up the building, giving a year's rent for nothing and also furnished part of the capital to put in the creamery, and he has done the same thing at Holtville and other towns in the Valley.

Many times Mr. Holt has let people have money that he needed; there have been times when men have gone to him for money which he let them have, knowing he took a chance of getting it, and then gone out and rustled for money for himself.

In the property interests owned by Mr. Holt he has never asked for any thing but a reasonable rental, paying interest on investments at the rate of 8 to 10 per cent.

As a matter of fact there is a conception that Mr. Holt came into the Valley worth lots of money, while the real fact is that he came here with less than \$20,000. This has been increased until he is now a millionaire.

Mr. Holt was married at the age of 21 to Miss Fannie Jones, a young lady raised on a farm adjoining his father's; they were childhood playmates. Two children were born to them, both of whom are living. The elder, Esther Cloe, aged 22, a graduate of Marlborough School at Los Angeles, and Pamela Catherine, aged 17, now in the High School at Redlands.

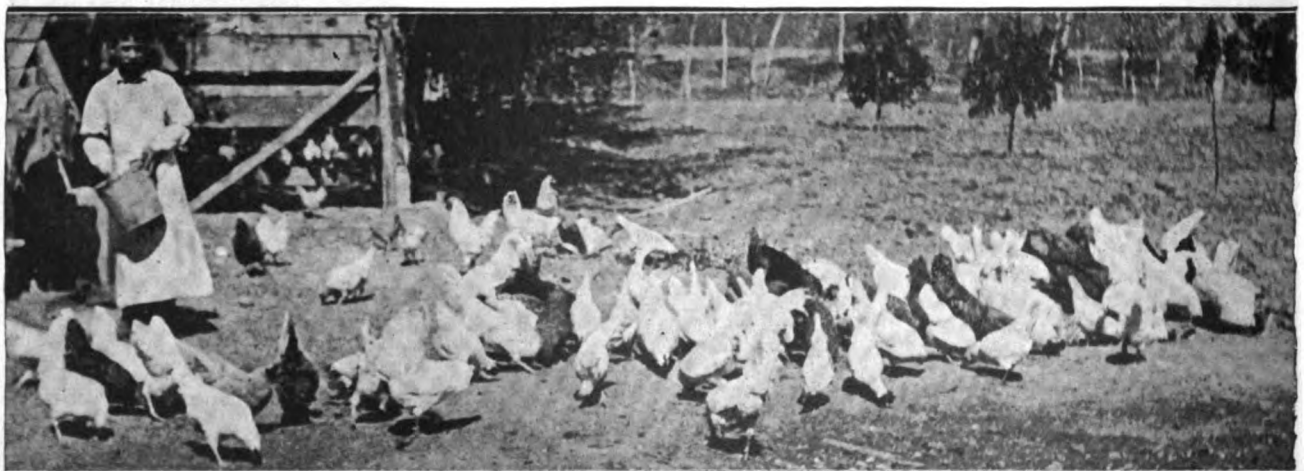
They have one of the nicest homes in Southern California, costing about \$50,000, and is considered one of the

show places of Redlands, located at the Olive avenue entrance to the Park.

Mr. Holt has many other ideas for the Valley that are not yet mature. His work is not yet done. He says he has about thirty years of the best of his life before him.

He says: "I feel that I am satisfied with things as far as the dollars are concerned, but also feel that everyone of us is immediately responsible to use the talents given him by doing something that is of some benefit to the world or somebody. I feel that I am responsible to a higher authority for the use of the things given me and if I have a faculty for doing some one of those things that make the world better for those living in it, it is my business to do that, and if I do not do that, I feel that I am not doing what I should. I have made up my mind to keep busy, and if I am doing something for somebody, it is my business to do it. I want the good will and friendship of my fellowman. I prize that more than anything else, and I have always tried to do everything I could to get it and in return I have always thought the opinion of my fellowman more to me than anything else I could have."

He has a little different idea from a good many people about these things. He feels that we are all subject to a higher authority and are put here for a purpose. When he came down here seven or eight years ago he did not have the remotest idea of doing some of the things he has done, but an idea originated, and he did that, and then he had to do something else to protect that one thing. These are the things that he has found satisfaction in and also in the fact that nearly everybody in the Valley are his friends.



White Leghorns Make Pin Money

The El Centro National Bank

While not The First National in name is yet the first to open for business. This bank's officers are men who have had varied and successful banking experience.

Our system will interest you. It is the most practical and up-to-date being used by banks today. Call and we will be pleased to explain it to you. Each individual's account is posted each day on a statement and his balance proven with his ledger account, and we can give any customer his statement and return to him his checks within five minutes during any banking hour. We keep a complete record of all checks given on us, showing to whom given and the amounts.

Our safe is a beauty of the latest design and workmanship, being a Diebold, Manganese, Screw-door, Burglar-proof safe, inclosed within a six inch fire-proof jacket, and for further protection we carry Burglar Insurance, as well as bonding our officers and employees. We feel that the interest of our bank is identical with the interest of the people.

We are going to make THE EL CENTRO NATIONAL BANK a fortress for the funds of the people, and distribute these funds to good deserving citizens of this banking territory. We know your wants and we want your business.

The El Centro National Bank
EL CENTRO, IMPERIAL COUNTY, CALIFORNIA

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MOULDINGS

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DOORS
GLASS

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VALLEY LUMBER CO.

EL CENTRO

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California

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NEWS STAND

IN EL CENTRO

Leading Citizens of the County Seat



Franklin J. Cole



J. M. Eshelman



Fred Fuller

Franklin J. Cole, present Superior judge of Imperial county, is a native of Iowa, born in that state in 1874. He went through various schools, supporting himself at all times, becoming an expert in the lumber business, spending six years in the business and filling every position from the yard up, including manager and traveling salesman. He is a Spanish-American war veteran. Upon the close of the war he entered the law school of the Iowa State University, becoming president of his class and was a member of the Phi Delta Phi fraternity. He was graduated with honors and practiced law for one year in Mason City, Iowa, and removed to Holtville, Imperial county, where two years later, 1907, he was nominated on the citizens' ticket for Superior judge upon the first organization of Imperial county.

The following year it became known that an election for judge would again be necessary and he won out against a hard fight, being supported by the farming population very generously.

Judge Cole is a man of pleasing address, fair and impartial in his decisions and has the respect of the entire population of Imperial county.

JOHN M. ESHLEMAN

"Jack" Eshleman, as he is more familiarly known over Imperial county, came to this section of the state flat of his back in 1907, having broken his health in the state legislature as representative of the Berkeley district. He went to the river heading and was soon on his feet. Hearing of a political battle across the sand hills he came to Imperial Valley and made friends so rapidly that he was nominated for the office of district at-

torney right off the bat and was elected by an overwhelming vote. This incident more than any other shows the character of the man.

Mr. Eshelman was born in Illinois in 1876, coming to California twenty years later, working as a ranch hand for two years, in the meantime fitting himself for college. He entered the University of California in 1898 and worked his way through that institution, graduating with highest honors in 1902, being orator for his class at commencement and president of his class during senior year. He also won the LeConte fellowship for attainment in scholarship and took a Master of Arts degree a year later. He was admitted to the bar and was soon appointed Chief Deputy State Labor Commissioner by Governor Pardee.

In 1906 he married Elizabeth E. Ledgett and the same year received the appointment of Deputy District Attorney for Alameda county and was elected to the 37th California Legislature. His greatest work there was the introduction of the anti-race track bill, which, although defeated at the time, was the forerunner of the same bill just enacted.

As district attorney for the new county of Imperial he has had the heaviest responsibility of any, guiding the county successfully from the date of his election.

FRED FULLER

Fred Fuller is the popular county assessor. He came to the valley deeply in debt and with his brothers, has succeeded in amassing a fortune from the fertile soil. He was elected to office in the county campaign of 1807, spending but one week canvass-

ing on the independent ticket. At the time of his election Imperial county's assessed valuation was \$3,500,000. The next year it was \$7,500,000, and this year two more millions will be added. The railroad's assessment was raised over \$100,000 and that of the California Development Company from \$18,000 to \$104,000.

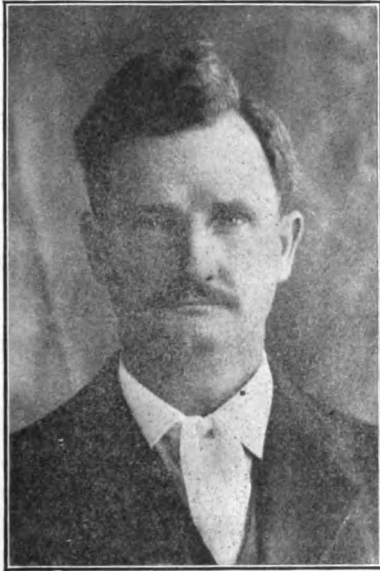
He is assiduous in his work and a popular man all over the county.

D. S. ELDER

Daniel S. Elder, county clerk, is also president of Water Company No. 8, headquarters at Brawley. He is a graduate of the University of Missouri, class of '83, also being admitted to the bar two years later, opening an office in Harrisonville, Mo., where he practiced for five years. He then removed to Dayton, Washington, and entered the implement business and later sold out and went to Moscow, Idaho, where he organized a large implement firm of which he is still vice-president. He is also president of another implement firm in Grangeville, Idaho.

Mr. Elder came to Imperial county on crutches on account of sciatic rheumatism, and in six months was entirely cured. He located on 640 acres of land near Brawley and exchanged his crutches for an irrigator's shovel, bringing his ranch to a high state of cultivation. Mr. Elder has on his place eucalyptus trees five years old that are 24 inches in diameter.

Mr. Elder was elected to the office of county clerk at the first election held in Imperial county. He has in his office as assistant Mrs. Elder, who fills her position in a most creditable manner.



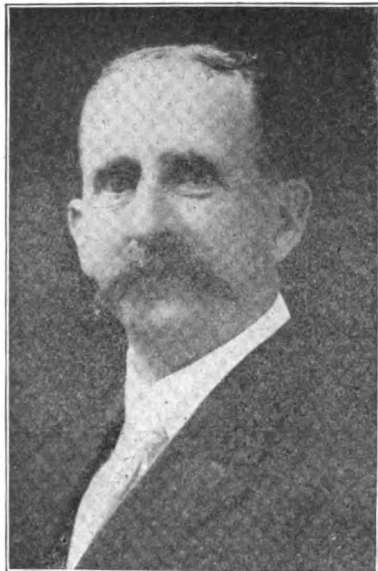
D. S. Elder

JOHN B. BAKER

John B. Baker, county recorder and editor of the Holtville Tribune and Desert Farmer, has been closely identified with the affairs of Imperial county since long before its organization. He was born in Virginia in 1861, came west seven years later and during the vacation months while attending school, learned the printing trade. He lived at various points in California and Washington, being county recorder of one of the coast counties of California for four years. He came to the Imperial Valley in 1904, started the Holtville Tribune, was editor of the Calexico Chronicle and started the Desert Farmer, a monthly publication of merit, in February, 1908.

PAUL BOMAN

Paul Boman is county treasurer, elected to that office at the general election at the time Imperial county



J. B. Baker

was organized. He is a native of Illinois, coming west to California and teaching school in the northern part of the state successfully for a number of years. He is possessor of a High school teacher's life diploma. Mr. Boman secured 320 acres of fertile land in the valley in 1904 near Holtville in No. 7, and has since purchased 800 acres near Brawley. He is president of the Uncle Sam Milling and Mining Company with great interests in northern Mexico, is a popular lodge man—always a booster for the valley.

J. E. CARR

J. E. Carr, the first teacher of the first school in Imperial Valley, is a native of Ohio, removed at an early day with his parents to California, making his home in Nevada City.

While yet a boy he was appointed assistant postmaster of that city. Later he engaged in teaching and for several terms was the principal of the



Paul Boman

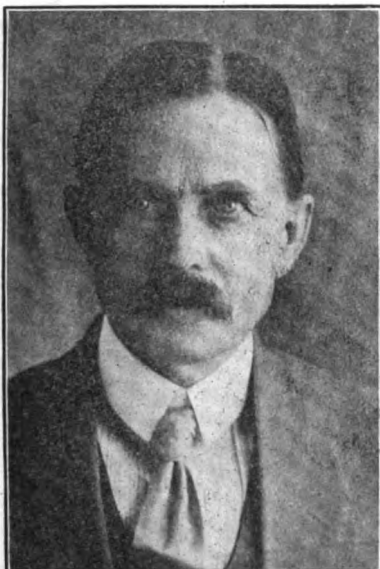
famous Allison ranch school which was then in the height of its fame, and noted as having turned out more bright pupils than any other in the mountains.

While teaching there he was elected county clerk and auditor of Nevada county.

He then engaged in the drug business. Later he was appointed by the president postmaster of Nevada City. At the conclusion of his term he came at the solicitation of friends to the Imperial Valley and was at the recent election elected county superintendent of schools of Imperial county.

Miss Beatrice Carr, deputy county superintendent of schools, is a native daughter, being born in Nevada county, as was her mother.

She received her education in the public schools principally, and although born in the mountains, is a booster for the Imperial Valley.



J. E. Carr



Mrs. D. S. Elder



Miss Beatrice Carr



F. S. Webster



P. N. Ferguson



Geo. Wade

SIDNEY McHARG

Mr. Sidney McHarg, Calexico's representative on the Imperial county board of supervisors, is another of the county's young men who have made themselves felt in the affairs of the community. He has a fine ranch near Calexico, purchased in 1902, and upon which he came to live a year later. He was born in France of Scotch and English parents and was educated in France and England, being a graduate of Dover College. He came to Canada and not liking the climate there, came on to California, where he had his first experience in California farming in Tulare county on a grape ranch owned by his father.

Mr. McHarg paid but \$20 per acre for his land, including water stock, and would not sell now for \$225 per acre. He says it is now paying ten per cent on that valuation.

Mr. McHarg's straightforward hon-

esty and business ability has made him a leader in county affairs. He was elected a director in Imperial Water Company No. 1 the beginning of this year and was selected by the other directors as president of the board. He married Miss Allison, daughter of J. A. Allison, Sr., recently and the home life of the young people is most ideal.

GEORGE WADE

Mr. Wade, representing the rich Brawley district on the Board of Supervisors, is another young man with proclivities that refuse to be downed. He and his family have some of the best land in the valley and are improving it with excellent results. He will recommend the Imperial Valley without reserve as a place where a man with small capital can come and make his way with proper energy.

PORTER N. FERGUSON

Porter N. Ferguson is another man with the pioneer instinct in his blood. The Imperial Valley is the third new country he has helped to settle. He was born in Missouri and moved with his parents to the new country of Southwestern Kansas. From there he made the race and won a claim in the Cherokee strip in 1893. He sold this land and moved to the Valley in 1904.

Mr. Ferguson is serving for the third year as president of Imperial Water Company No. 5. Upon the organization of Imperial county he was chosen by his neighbors to represent them on the county board of supervisors. He says he represents the best district of the best county in California and that means something.



Sidney McKarg



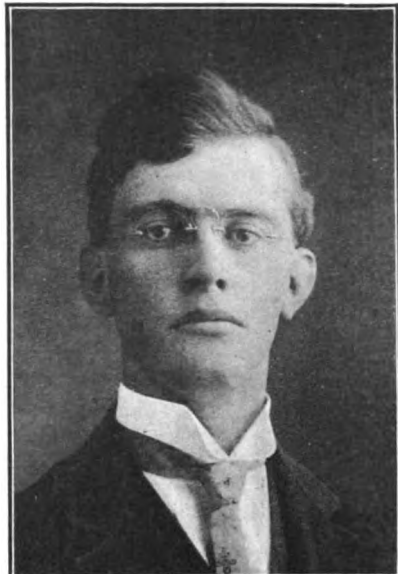
Edw. G. Wright



Mobley Meadows, Sheriff



Lewis F. Davisson



F. F. Palmerlee



E. H. Gaines

F. S. WEBSTER

F. S. Webster, supervisor, was supervisor representing the Imperial valley in San Diego county before the division election and held over on the Imperial board. He was chairman of the board for the first year. Mr. Webster also owns one of the finest ranches near El Centro and makes a specialty of fancy poultry of all kinds. His entries in the last Imperial county fair all received prizes. Mr. Webster is glad at all times to give information concerning Imperial county to any who inquire.

PERRY & GAINES

Perhaps no two engineers have been more closely identified with land matters in the Imperial valley than have these two gentlemen, C. N. Perry and E. H. Gaines, the latter being better known, perhaps, by the familiar nickname, "Pete." Both have been from the first, close friends and helpers to C. R. Rockwood, and have a more accurate knowledge of land conditions than any other engineers. Mr. Gaines was elected to the important position of county surveyor at the beginning of Imperial county in 1907. He and Mr. Perry are associated as civil engineers with offices at El Centro.

Both these gentlemen were prominent figures on the river during the troubles of 1905-6 and rendered invaluable assistance in controlling the Colorado.

EDWARD G. WRIGHT

Edward G. Wright was born in Burlington, Iowa, September 3, 1879, moved with his parents to Sioux Falls, S. D., in 1880. Attended the public schools there and in 1890 moved to Chicago, Ill., where he put two more years in school. Was employed in the

office of the Barbour Bros.' Linen Thread Company, Krag Mfg. Co., Northwestern Life Assn. Co., Chicago, Burlington & Quincy R. R., and moved to Albia, Iowa, entering the employ of his cousin, Dee W. Johnson, leading pharmacist of that city. He remained in the drug business until January, 1905, when with his wife he came to the Imperial Valley and located in Calexico, where he still resides. He entered the employ of the California Development Company in February, 1906, holding the position of storekeeper until November, 1907. Was employed by the first State Bank of Calexico as bookkeeper until March 16, when he was appointed tax collector for Imperial county, which position he still holds. Mr. Wright is also city treasurer of Calexico, having been elected when that city was incorporated in April, 1909. He married

Miss Grace Henaman of Albia, Iowa, in 1903. They have one child, a son, ten months old.

LEWIS F. DAVISSON

Lewis F. Davisson, county auditor, is 24 years of age and a native son. He entered the banking business with the bank at Santa Maria, Cal., at the age of 17, where for three years he was teller, and in November, 1907, he came to El Centro, where he entered the employ of the Valley State Bank as assistant cashier, which position he filled till August 15, 1908. Soon after that date he assumed his duties as county auditor, being appointed to fill the position made vacant by the resignation of the former officer.

FORREST F. PALMERLEE

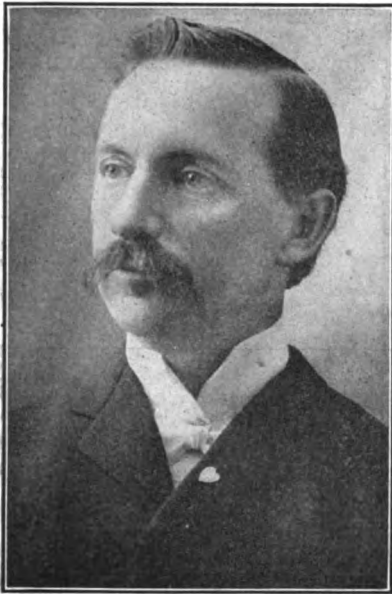
Another young man who has reached important positions by reason of his ability, is F. F. Palmerlee, expert accountant for Imperial county. He is but 23 years of age. He has a natural head for figures and can untangle almost any intricate affair that need his sort of attention. He attained this ability by attending and graduating from two business colleges. He held several important banking positions in Long Beach, removing to Calexico in February 1908, where he owns 160 acres of good land. He was in the employ of the First State Bank but a few months when the county supervisors recognized his ability and appointed him to his present position.

C. W. COLLINS

C. W. Collins is the active head and editor of the Desert Farmer, published monthly at El Centro. He is engaged in getting out a creditable boosting publication similar to the Chronicle special which will no doubt be a great help to Imperial county. Mr. Collins also owns a stationery store in El Centro and has land interests in the valley.



C. N. Perry



J. F. Tout

J. F. TOUT

J. F. Tout was one of the first ministers of the gospel to locate in the Imperial valley, being pastor of the Christian church of Imperial for two years in the early days. He and his family later moved to El Centro where he was pastor of the Christian church for a year. He was appointed Justice of the Peace upon organization of Imperial county and was for one year City Recorder of El Centro.

FRANCIS B. FULLER

Mr. Francis B. Fuller is president of the new El Centro National Bank. He has been identified with the valley as an investor for three years and has gained the confidence of the best people of the valley to such an orphan from the age of two years, organize a bank in El Centro he was less than one week in securing the capitalization. The institution opened its doors March 8, 1909. Mr. Fuller is a native of Georgia and has been an orphan from the age of two years, not enjoying any school privileges until he was 23. Mr. Fuller filled various positions in Texas during the next twenty years, becoming cashier of one of the largest banks in Hereford. He left that position to come to El Centro. He is a self-made man in every sense of the word, and is careful, considerate and liberal in his dealings with the public.

CLYDE ANDREW BRADFORD

Mr. Bradford, city marshal of El Centro, and deputy sheriff, is one of the most popular officers in Imperial county. He came to Imperial county in March, 1907, purchased 320 acres of land one mile east of El Centro, which he has in cultivation, planted with alfalfa and barley. In April, 1908, he was elected to the office of city marshal of El Centro receiving more than two-thirds of the votes cast for that office. He is a native of Austin, Texas, where he was educated. After leaving college he enlisted in



C. F. Hayden

the Governor's cadets and was stationed at the State Capitol for three years, after which he entered the employ of R. H. Harris, a wholesale and retail hardware firm, then coming to El Centro. Mr. Bradford is but 24 years of age.

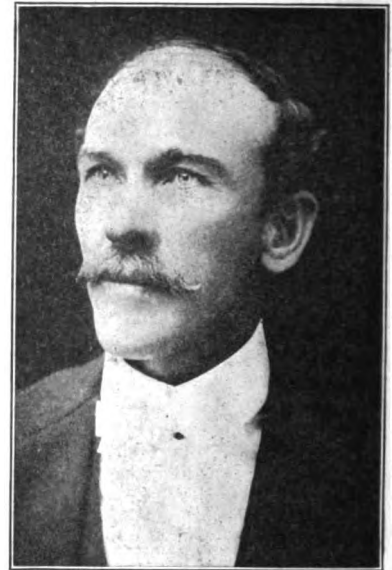
CLARENCE E. CONANT

Clarence E. Conant, who traverses the miles of Imperial Valley as if they were but yards in his big sixty horse power automobile, is an expert farmer too. He has 280 acres of land west of Heber with 80 acres in grapes, 40 acres in asparagus, 30 acres in cabbage, 35 acres in cantaloupes, 5 acres in watermelons and 15 acres in potatoes. He netted \$200 an acre on his cabbage this year and his potatoes have averaged as high as \$225 per acre net.

Mr. Conant is a Yale man, a bachelor and a graduate of the Albany Law school. He is also a member of



C. A. Bradford



F. B. Fuller

the Imperial Valley University Club and a popular young man. Unless he kills himself running his auto 70 miles an hour he will become a very important factor in valley affairs.

FULLER BROTHERS

When Fred Fuller was asked to give up some of the history of his past life he sent us the following succinct statement, a brief but interesting story of how an energetic bunch without money came to Imperial Valley and became worth near to \$100,000 in seven years. Here is the statement:

"On January 2d, 1902, borrowed \$1100 and started for the Imperial Valley, arriving there March 4, 1902, with six horses, one large wagon and 320 acres of government land secured by filing.

"Fifty acres of barley planted and irrigated on April 3d, 1902, and later in the summer planted fifty acres of sorghum.

"In fall of 1902 thrashed barley with horses, and pastured sorghum with cattle.

"In 1903 planted about 160 acres of barley and 160 acres of wheat; barley averaged 20 sacks to the acres and wheat 10 sacks.

"In summer of 1903 started with 200 head of hogs, large and small, and we are still in the hog and sheep business, and own and control 800 acres of the best soil in the Imperial Valley.

"Now pasturing about 800 head of hogs and had about 3000 sheep recently shipping most of them to market."

Fred Fuller was elected county assessor in 1907 and is the present incumbent. He was the only independent candidate to break into the well-organized ranks of the regulars in that memorable campaign.

DR. VIRGIL McCOMBS

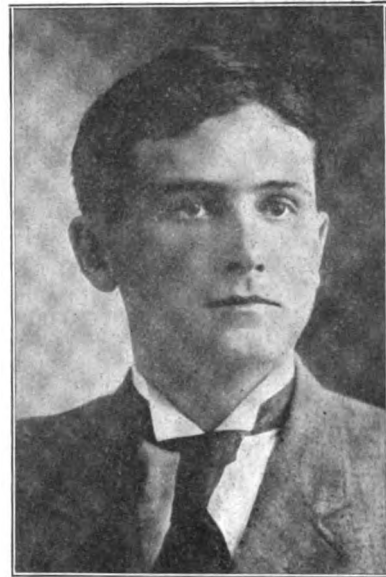
Dr. Virgil McCombs was born at Independence, Kansas, August 13, 1876. When 8 years of age his parents moved to Los Angeles, where he



Dr. Virgil McCombs



Frank Reading



Chas. K. Thill

attended the University of Southern California and in June, 1900, graduated from the College of Medicine of the University of Southern California with high honors.

Shortly after graduating from the Medical College he received the position as contractor's surgeon for the Oregon Railroad and Navigation Company, in which capacity he served for nearly seven years.

In November, 1907, he visited the great Imperial Valley and like many others was struck with the opportunities it held out to young energetic men. He returned to his home at Portland, Oregon, resigned his position with the railroad company and with his wife decided to cast their lot with the pioneers of the new country and located at El Centro.

There being no hospital in the Valley at that time, Dr. McCombs, in conjunction with Dr. Merritt Hitt began the building of a hospital at El Centro

but before the building was completed Dr. Hitt died.

Dr. McCombs has identified himself plans and successfully carried the work to completion and in May, 1908, the Central Hospital was opened to the public.

Dr. McCombs has identified himself with the valley and with his town, is a member of the University Club, Mason and other lodges, and by his untiring work and business methods has won a wide circle of friends and a high standing in his profession.

In September, 1908, he was appointed county physician and county health officer by the board of supervisors, in which capacity he still serves.

CHAS. I. THILL

Chas. I. Thill was born in Grant county, Wisconsin, 1879. After growing to manhood he came to California in 1903, and spent several months in the Southern California oil fields, re-entering the implement business in the employ of L. M. Davenport Company of Los Angeles. He later associated himself with the Newell Mathews Company, and remained with them until about eight months ago when he associated himself with Frank Reading, and together they organized and launched the Delta Implement Company, one of the largest implement concerns in Imperial Valley. The concern has its headquarters in El Centro, and a branch store that is thriving in Calexico.

A bit of romance is found in the association of Mr. Thill with Mr. Reading. They were born the same year within twelve miles of each other but did not meet until a few months ago and were agreeably surprised to find this to be a fact.

FRANK READING

Frank Reading came to California twenty years ago from Wisconsin locating in the northern part of the state. He was actively engaged with the California Moline Plow Company

for five years and then was employed with the Newell Mathews Company, where he attained his thorough knowledge of the implement business. Seeing a good field for a first-class implement concern in the Imperial Valley he, with Chas. I. Thill, incorporated the Delta Implement Company, September 2, 1908. In his short experience in El Centro Mr. Reading has already become one of the most popular business men in town and is recognized as an optimist and booster at all times.

GEO. CARTER

Geo. Carter, former president of the Valley State Bank, recently had an experience that proved his worth to the community. The Valley State Bank suddenly found itself unable to realize cash on its ample securities sufficient to meet a large demand and had to close its doors. Mr. Carter



J. V. Wachtel



Geo. A. Carter

raised money immediately and every dollar of all accounts will be cared for. Mr. Carter had to sacrifice heavily but he would go to his last cent rather than see any one lose money through the Valley State. As a consequence Mr. Carter is more highly esteemed than ever in Imperial county. He has large land and stock interests all over the country.

J. V. WACHTEL, JR.

J. V. Wachtel, Jr., came to the valley the first of the present year to accept a position as cashier and director in the First National Bank at El Centro. He is a native son, having been born in Los Angeles in 1880. He married a daughter of Samuel T. Clover, editor of the Los Angeles Graphic, and the best known man of letters in the Southwest, and has one son to make his home happy.

Prior to coming to the valley Mr. Wachtel was for eleven years connected with the Farmers' & Merchants' National Bank in Los Angeles.



True Vencil

PHIL D. SWING

The Assistant District Attorney for Imperial county is Phil D. Swing who is also law partner of the District Attorney, J. M. Eshleman. Mr. Swing is a graduate of Stanford University Law School and practiced in San Bernardino before coming to El Centro in 1908. Mr. Swing has the absolute confidence of his clients and by hard work is fast attaining a position in Imperial county that only comes to the industrious.

EDGAR A. COOKE

Edgar A. Cooke is the advertising man who secured the business and managed the Chronicle Magazine edition this year in a business way. Mr. Cooke is a man of ability who knows nothing but hard work will win success and everlastingly keeps at it. We are glad to speak this word for Mr. Cooke.

HEBER, A Coming Trading Center

The town of Heber, located five miles north of Calexico, is bound to grow into one of the most important trading centers of Imperial valley. It is surrounded on all sides by rich land and as soon as the subdivision of large holdings come about the fast settlement of this place will cause wonder to those who have had opportunity to invest here and failed to do it.

Heber is the seat of the Imperial



Six Foot Alfalfa at Heber

Valley Agricultural Institute, an amply endowed institution that will be the greatest educational factor in the valley in the near future.

The Imperial Valley Improvement company owns the townsite and has built a fine hotel there.

The Heber Chamber of Commerce is a live organization with Mr. L. E. Srack as president and H. W. Moorehouse secretary.

Varney Brothers & Company have one of their general merchandise stores here and enjoy an immense business.

Heber has the distinction of shipping more hay than any other station in the valley this last winter. Hogs and cattle also lead other older and more thickly settled communities.

Those who keep an eye open for good opportunities in Heber will not regret it in the least.



L. E. Srack Raises Blooded Stock



New \$10,000 Hotel at Heber

The First National Bank

..OF..

El Centro, California

Newly Organized and Equipped to Accommodate the
Business Men and Farmers of the Valley
in every legitimate way.

Let Us Do Your
BANKING

Officers

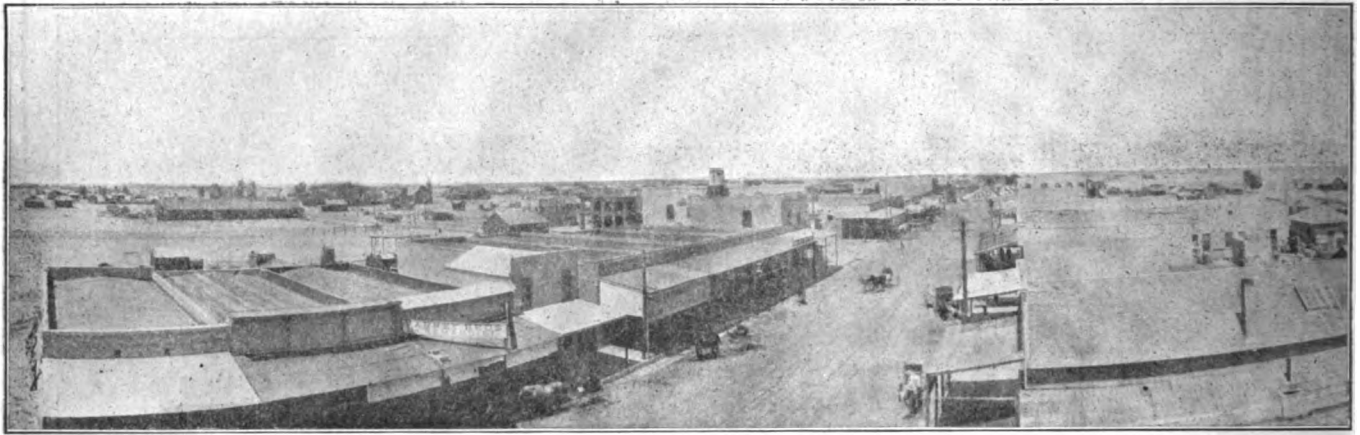
LEROY HOLT, President TRUE VENCILL, Vice-President
J. V. WACHTEL, Jr., Cashier

Directors

LEROY HOLT
FRED FULLER

TRUE VENCILL
GEO. D. ABRAMS
HAROLD BELL WRIGHT

W. F. HOLT
J. V. WACHTEL, JR.



Center. Photo

Imperial, Looking North on Imperial Avenue

IMPERIAL

THE FIRST TOWN OF THE VALLEY

The town of Imperial was the first settlement in Imperial Valley. It was laid off by S. W. Ferguson, of the Imperial Land Company, in 1901. The city was incorporated in 1904 and remained for three years the only incorporated town in Imperial Valley.

The town has grown to have a population of more than two thousand. It has enjoyed an uninterrupted growth from the day the first lot was sold and stands today, recognized as the business center doing more cash business than any other town in the valley and having a greater proportion of solid business houses than any other. She has continued to lead as the metropolis of a great empire in spite of a number of set backs that have been known to be fatal to other towns of Southern California. Imperial's people are loyal to the interests of the entire valley and stand ready to back any legitimate proposition that will be for the good of the entire valley, as is evidenced by the magnificent support given this edition of the Chronicle by her business men, most of whom are here represented.

Imperial is about the center of the valley. The rich thousands of acres that surround the town are peopled with wealthy and prosperous ranchers, stock men and small farmers. Imperial draws trade from all over the valley as well.

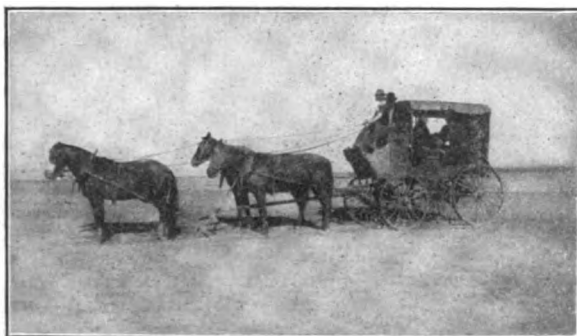
In these pages are shown some pictures of Imperial as the town looked some years ago. And then are shown also photographs of improved business blocks, residences, schools and churches that tell the reader better than the pen the present state of her prosperity. Such a growth is practically phenomenal and yet every bit of it has

grown on a solid foundation, without boom features nor forced conditions.

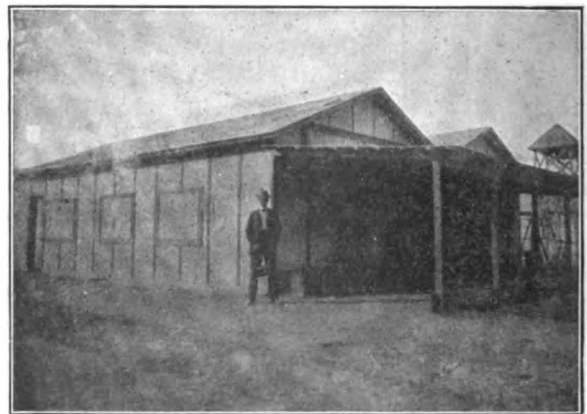
Imperial is fully equipped with all the necessities of civilized life and the visitor who comes expecting to see the primeval conditions of the frontier, may as well expect to be disappointed. Some of the finest brick blocks in the valley are to be found here; the town is equipped with a handsome grammar school and a fine high school, both well supplied with teachers and equipped with all the modern facilities for educating the children of the community. The same way with churches. Imperial has a Christian church and a Methodist Episcopal church and several organizations of a like nature.

The town has organized many fraternal lodges, including the Masons, Odd Fellows, Fraternal Brotherhood, Woodman and Red Men. The social life of the community is conducive to much pleasure in living in Imperial. Women's improvement clubs are doing much toward beautifying the town as similar organizations are doing in other parts of the valley.

During the past twelve months much building has been going on in Imperial. The business men, who have enjoyed prosperity, began to improve their stores and buildings and the habit seemed to be contagious for Imperial avenue now presents a very different appearance from what it did a year ago and certainly is a transformation from the time when tent houses and shacks dotted the main business artery of the town.



The First Means of Travel



The Original Imperial Hotel



Center, Photo

Imperial, Corner Imperial Avenue and Eighth Street

As in other towns Imperial is "dry" as regards the sale of liquors. The ordinance is strictly enforced.

The city has a complete city government; has several miles of cement sidewalks, well graded streets, electric lights, etc.

The pages of this issue of the Chronicle tell about the business houses that have made Imperial what it is. In the banking business the First National Bank and the Imperial City Bank have a solid business, well grounded on the prosperity of the surrounding agricultural country and the business done by the commercial houses within the city. Both institutions are conservative and safe.

In another column we tell about the way Edgar Brothers Company started and the things they have accomplished during the four years of rushing business. No firm in the valley has had more to do with the advancement of the country than Edgar Brothers Company.

The same with Varney Brothers Company, general merchants. The story of the growth of this firm is a better illustration of the growth of Imperial county than a mere description by types.

Geo. Long's meat market supplies the entire city with the best there is in that line.

H. J. Fuller and Son conduct two thriving businesses, the drug store and the feed store, both of which are illustrated in these pages.

The Hotel Imperial is the best in the county, without exception. During the last year an annex has been built that gives accommodation to nearly double the number of guests as formerly, all made necessary by the attention given her business by Mrs. Laura Waters, the proprietress, than whom there is no more popular hostess in the county.

W. D. Conser conducts the New York Store, having moved since last year into new and commodious quarters twice as large as his former store and handling everything in the furnishing line for both ladies and gentlemen.

A. E. Broadbent is a blacksmith booster for the county

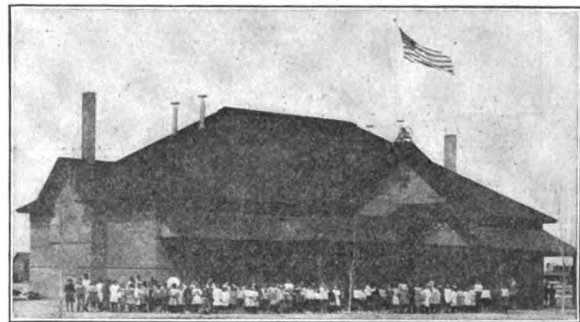
and repairs the implements of the farmers in such a manner that they patronize him above all others.

Ed. Harrington is a jolly character, conducting the first livery business in the county. The original barn, as shown in his advertisement, will soon be torn down and a new building erected.

The Franklin-Deaville Company, creamery merchants, have built up a fine business on the principles that pay to cultivate in a business way.

The People's Store is a new institution that promises to stay and has already become an important factor in business circles.

The Imperial Creamery Company has long been a factor in the prosperity of the community, buying the cream



Grammar School, Imperial

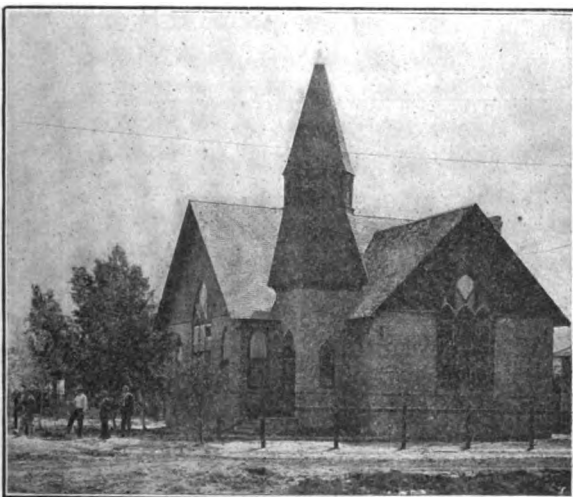
and butter fat of the farmers at the top market prices and distributing thousands of dollars in the community.

Rice & Franck, civil engineers, are building up a good business.

McPherrin & Kline and Shaw & Brewer are two of the leading law firms of Imperial county, with offices in Imperial, enjoying a large and growing clientele.

Samuel B. Zimmer, who has designed more buildings in Imperial county than any other architect, has his headquarters in Imperial. His article on "Architecture in Imperial County" found on another page, is interesting.

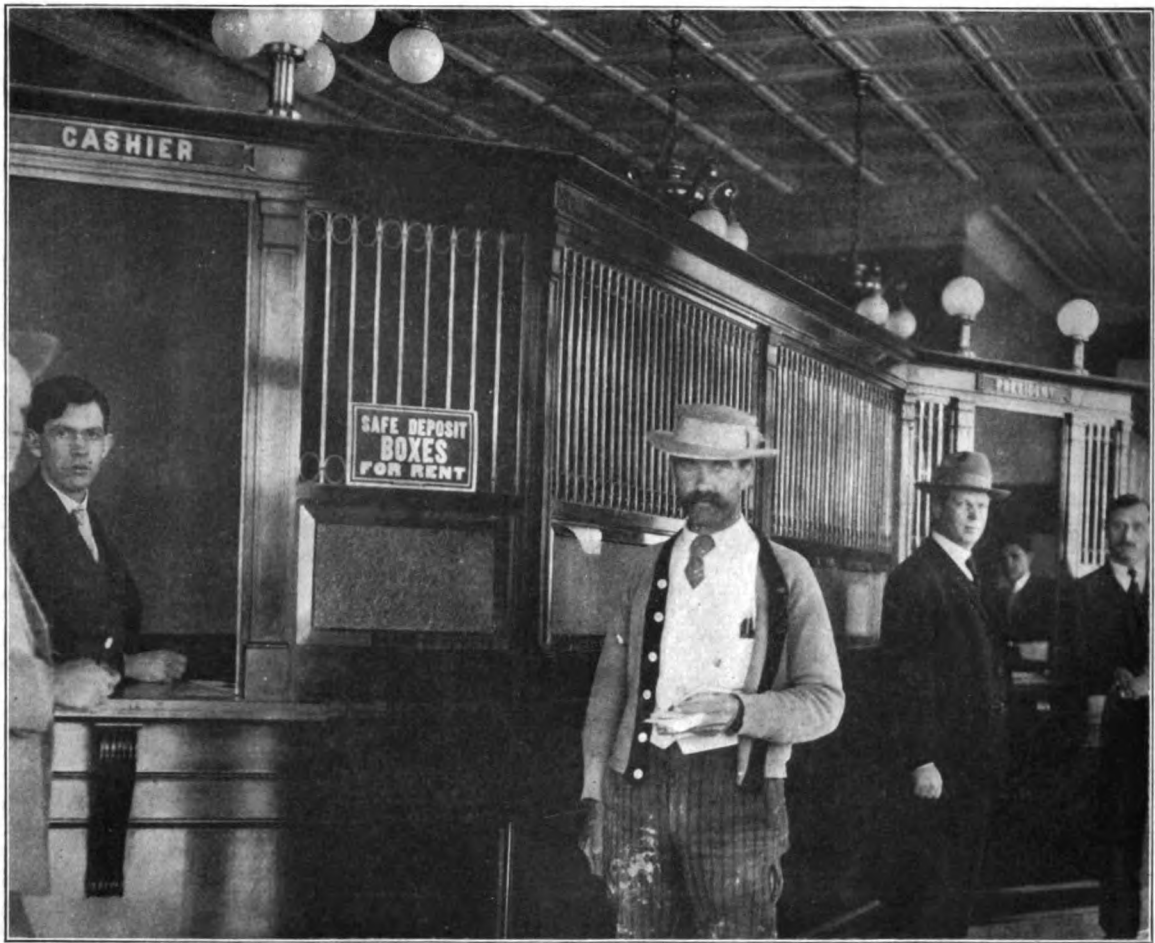
In the real estate business Imperial has just as good a class as any other town. In this line the Imperial Valley Realty Company, Thompson Brothers, proprietors; the



First M. E. Church, Imperial



Christian Church, Imperial



Center. Photo

Interior First National Bank, Imperial

Salisbury-Parazette Realty Company, and the Guest & Dimond Realty Company, are the three that lead them all. Anything that these firms recommend can be depended upon as being the same as represented.

Imperial has a daily newspaper, the Imperial Daily Standard, a publication that has come to be a necessity in nearly all the homes of the valley. Edgar F. Howe is editor and proprietor and knows the newspaper game from a to z. He has done much toward making known the beauties of the desert and of Imperial Valley to the outside world. The Standard has a high tone and is vigorous in denouncing every form of law breaking, even to the loss of its own business.

H. H. Peterson, who owns one of the two brick yards of the valley, his being located at Holtville, is also a con-

tractor and a builder. He has recently put up a good store building of clinker brick front in El Centro.

R. H. Benton & Son are perhaps the best known stock dealers of Imperial county. We show a number of pictures of Mr. Benton's place near Imperial.

A word concerning the "auditorium" that was erected during the past year by the people of Imperial. The necessity of a public hall that was large enough to accommodate the ever increasing crowds that attend anything in the way of an entertainment, led the people of Imperial to plan an auditorium such as is pictured here. S. B. Zimmer advised an Egyptian style of architecture and this was adopted. The entire building was built by public subscription and Imperial now has a building that fills the bill completely.



Center. Photo

Ranch House of R. H. Benton



HEADQUARTERS FOR BARGAINS IN IMPERIAL VALLEY PROPERTY

We have listed with us, for sale, the following, and many other equally as good bargains in improved and unimproved ranches, city lots and homes and business investments:

A fine home near the school house. Lot 100x150. Four large rooms and a screen porch all around. City water piped through the house. Price \$1600.00.

Another four room house 2½ blocks from the postoffice. \$1150.00.

Fine level lots from \$60 up to \$900.

40 acre home place, with 40 shares water stock; 20 acres barley, 10 acres alfalfa; 4 acres grapes (1 year old), 1 acre fruit trees. Good three room house, barn, corral, etc. Fine soil and only three miles from town. Snap at \$2700.

Raw land without water, from \$5 per acre. Relinquishments and assignments. Improved acreage from \$32.50.

It is possible that these particular places above mentioned may be sold when you read this—but in that event—remember, “we have others.”

IT IS NO TROUBLE TO ANSWER QUESTIONS and if **YOU** are at all interested in this new and wonderfully productive country and want to get away from your snow storms and blizzards, etc., we would be very pleased to hear from you.

We **GUARANTEE** everything we sell to be **EXACTLY** as represented and unless a customer is perfectly satisfied we will not close a deal. For our best advertisement is a pleased buyer.

We are here to please and if you will kindly send us your name and a request for additional printed matter, we will gladly furnish same.

—CORRESPONDENCE SOLICITED—

FIRE, LIFE AND ACCIDENT INSURANCE

THE GUEST & DIMOND REALTY COMPANY

T. A. DIMOND ————— “The Hustlers” ————— C. E. GUEST

Auditorium Building. P. O. Box 64, IMPERIAL, CAL.

IMPERIAL VALLEY ARCHITECTURE

By S. B. ZIMMER

I am glad of the opportunity to express my views on the subject as above delineated, and through such a valuable publication as this for it will undoubtedly reach many who will be interested and glad to learn that we are endeavoring to keep abreast of the times.

Building is an important factor in all cities. As the visitor enters the several cities of the valley he at once makes comments upon their appearance. I will say to the outer world that those who have not seen our cities that they will find a better class of buildings here than



R. H. Benton Ranch

in any community they have ever seen of the same age and far better than many communities of five times the age of any town in Imperial valley.

As to the architectural beauties we have done well, considering the available materials. In the early days materials shipped in were exceedingly expensive. But few buildings were erected until the last two years.

This year bids fair to place Imperial valley far above the average in the building line. This is easily understood when one reads of the wonderful productivity of



Ranch Home of Geo. Long

our country. Products mean money and money means buildings. No where have cities in a farming community made such a rapid growth as the cities of the Imperial valley have done in the last two years. When all the land questions are settled I expect to see beautiful country homes as well, grand drives and parks of distinction as we have a country adapted to all kinds of tropical growth. Imperial soil is better than a big mine for it is not worthless after one scratching. It can be turned and turned for years to come and each time bringing forth the wealth of the mines.

We have good clay for brick making and the yards are turning out a good merchantable article of which most of the brick buildings of the valley are built.

Reinforced concrete is a good material but owing to the excessive cost of sand, gravel and cement, leaves this mode of building more costly than brick. Brick therefore will remain the principal material for construction.

The ordinary ground in the valley will support a weight of one and one-half tons to the square foot. Special attention should be given to ventilation in all valley buildings owing to the heat of the summer.

There is some hollow tile construction being used for walls in various buildings of the valley but as the hollow



Interior Hotel Imperial

spaces do not allow ventilation they will not be cool. It is advisable to build as much as possible facing the south with an arcade extending over the sidewalk, forming balconies for the second story.

Good sewer systems will be installed in most of the towns in 1910.

The cost of buildings is slightly more than on the coast or in other communities, on account of the freight rates on materials. Labor cost is about the same. We have a good class of builders and contractors in the valley.

Among the various styles of architecture the Mission,



An Imperial Band

The First National Bank

OF IMPERIAL

Firmly Established and Long Since
Past the Stage of Experimental
Venture

Calls Attention

To Its Facilities for the Transaction
of all Business in Banking

Capital and Profits

With a Capital and Profit of \$75,000.00
and Resources over \$300,000.00 and
Conservative Management makes
it Beyond Doubt a Safe De-
pository for Your Funds

Loans

Its Funds as Designated by Law which
Embraces a Less Extensive, but
More Stable, Class

Collections

Made Prompt and Remittances Mailed
on Day of Payment

Exchanges

Bought and Sold

Your Business

Is Respectfully Solicited

Imperial Pharmacy

The Corner Drug Store



ICE CREAM OUR SPECIALTY

Wholesale and Retail

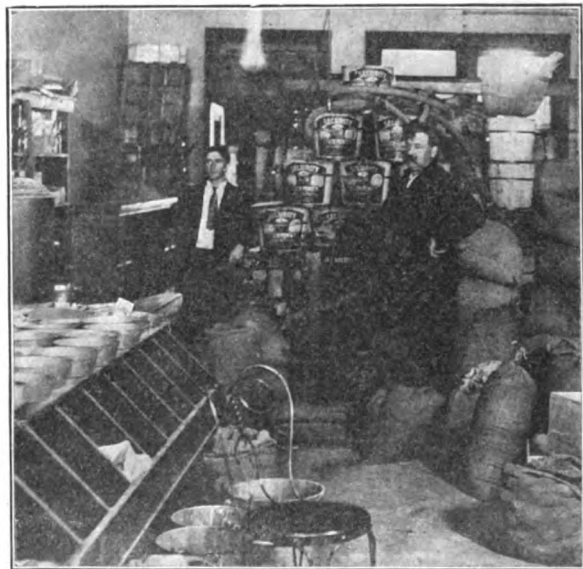
Frozen by electricity in our own store. Come and
see it done

One of the Largest Soda Fountains in the Valley

STAPLES, DRUGS, STATIONERY, CIGARS

PERFUMES — LOCAL POSTAL VIEWS

We also have the Agency for the Best Phonographs Made.
Double-Disc and Indestructible Columbia
Records and Machines



Fuller Seed Store

The Only Seed Store in Imperial Valley

Send for Fuller's Improved Chilean Watermelon. Larger and a Better
Shape than the Old Chilean. Headquarters for Eucalyptus Seed

Plants and Bulbs in Stock

We Carry a Full Line of Poultry and Stock Food and Remedies

Sale Agents in California for Dr. David Roberts'
Celebrated Stock Remedies

**Bee Keepers Supplies on Hand. Dairymen's Headquarters, Every-
thing in Their Line**

Agent for the Foot Power Milking Machine

H. J. FULLER & SON, 4 S. Imperial Ave., Imperial, Cal.



Center, Photo

Place of Business of the Franklin-Deaville Co., Imperial

Spanish or Moorish styles are preferable to any. The Egyptian style should be used in public buildings as this part of the United States is known far and wide as the Nile Valley of America. This style could be applied to libraries, theaters and assembly halls with good effect.

We hope the county supervisors will adopt the classic style of architecture for the new court house.

Among the buildings of note under construction or contemplated within the next few months in Imperial valley, I will mention a few:

El Centro has under construction a grammar school containing eight class rooms, two teachers' rooms, heated and ventilated, all to be equipped in a manner second to none in the state.

In Imperial plans are being perfected for a high school building containing fourteen class rooms, a principal's

room, and a large study hall. The school will have a capacity for four hundred pupils.

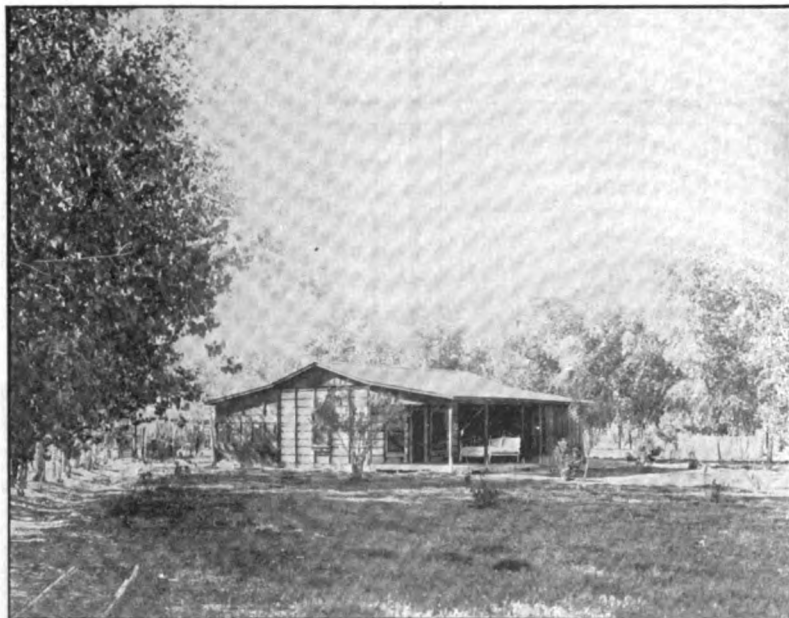
Brawley has under construction an up to date, eight room grammar school with all modern improvements.

Calexico has finished an eight room brick grammar school. There are also several new school buildings being erected in smaller districts all over the county.

El Centro has also under construction two good business blocks. The First National Bank will soon be finished by Thomas Beach and will have the finest home of any bank in the valley. It is constructed of hollow tile and terra cotta, in design very pleasing to this country.

My building in Imperial, built of clinker brick, has attracted much attention for its peculiar beauty.

The site for the new Carnegie library at Imperial has



With Broad Roofs and Shade Trees the Ranch Has Ample Comfort

Imperial Valley Realty Company

"ALL CLASSES OF REAL ESTATE"

Imperial Hotel Building Imperial, Cal.



— DROP US A LINE ABOUT THE FOLLOWING: —

- 40 to 1000 acre tracts, partially improved, at \$10 to \$25 an acre.
- 40 to 640 acre improved ranches at \$50 an acre and up.
- 10 acre lots and city property.

YOUR CREDIT IS NOT GOOD AT
THE PEOPLES STORE
IMPERIAL, CAL.

But if you have the Cash, come
to us and get value received.
MEN'S AND WOMEN'S WEAR
FURNISHING GOODS AND CLOTHING
THE SHOE CENTER OF THE VALLEY
PRICES ALWAYS RIGHT AT
THE PEOPLES STORE

JOHN T. RICE, B. S., E. M.
City Engineer of Imperial

ROBERT P. FRANCK, E. M.
Member A. I. M. E.

RICE & FRANCK
CIVIL ENGINEERS

MUNICIPAL ENGINEERING
PLANS AND SPECIFICATIONS

IRRIGATION ENGINEERING
LAND SURVEYING



Center, Photo

Beef Cattle Fattening on Geo. A. Long's Ranch

been secured and plans have been about completed. El Centro is to have a Carnegie library as well.

The Imperial Valley Agricultural Institute at Heber will probably have a fine college home in time.

At Brawley work is started on a new brick business block. The new Bungalow Hotel is a model for beauty.

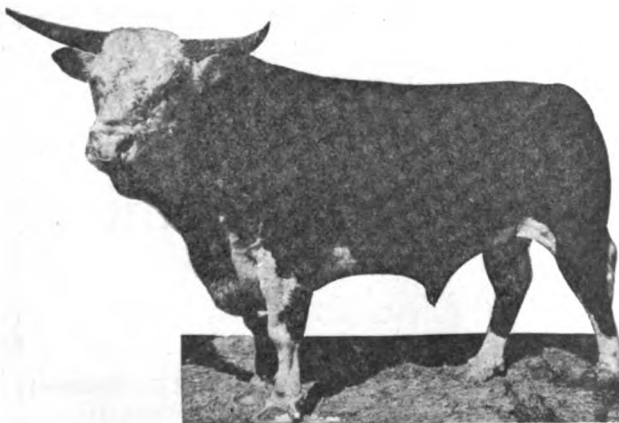
At Holtville several important buildings are planned and some are under construction.

All over the valley the residents of both the towns and the country are fast converting the pioneer homes and residences of tents and shacks into fine residences of more beauty.

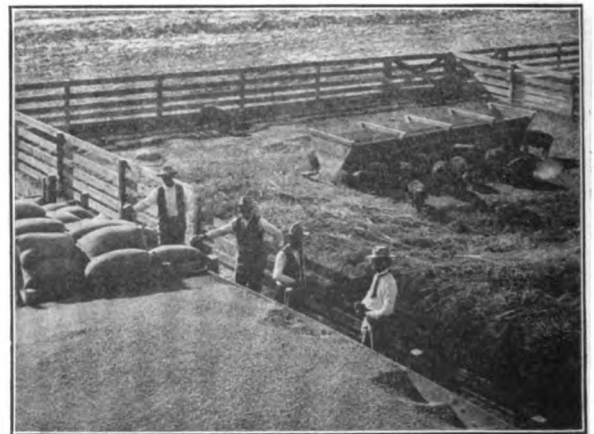
In conclusion I will say that I am proud to claim the Imperial valley as my home and hope to have a greater part in the building of houses in this community than ever.



Deciduous Fruits Mature Early



The King of the Heresfords



Hogs are Fed Corn to Harden the Flesh



Hotel Imperial

MRS. LAURA WATERS, PROPRIETOR

ENLARGED FROM 30 TO 55 ROOMS IN 1908

SAMPLE ROOMS. EXCELLENT DINING ROOM SERVICE

First Class Accommodations for the Traveling Public

The Valley Daily

One Year Two Dollars

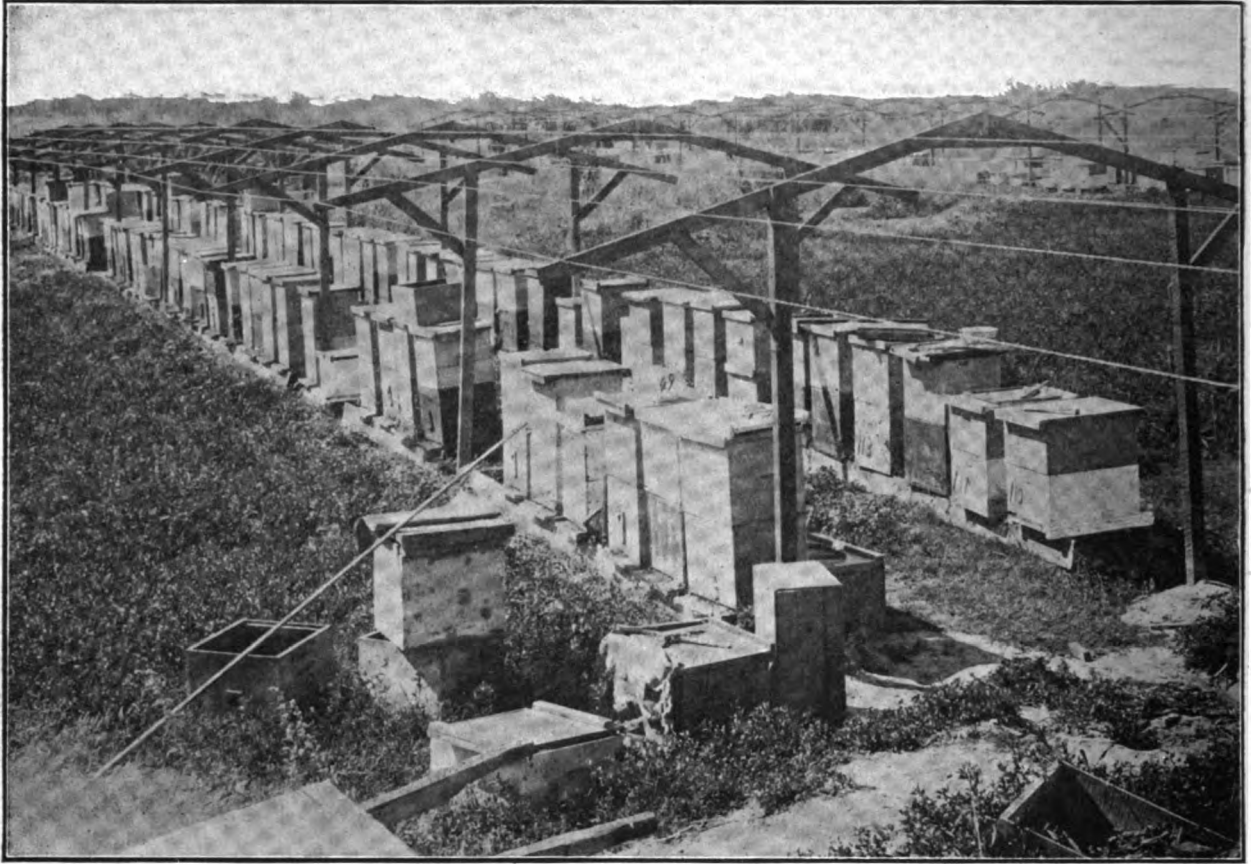
Imperial Daily Standard

(Member Associated Press)

E. F. HOWE & SONS, PUBLISHERS

In Brief Form Gives the World's News
With the Serial Story of the Evolution of
the Imperial Valley.

YOU CANNOT AFFORD TO BE WITHOUT IT



Bee Ranch of H. Perkins, Calexico

IMPERIAL VALLEY FOR BEES

Bee keeping occupies a prominent place in the family of Imperial valley industries. The number of colonies kept has been increased from less than 100 in 1905 to close to 5000 in 1908, largely by shipments from various parts of Southern California. Alfalfa is the staple honey plant and blooms from April to November.

Bee men select for a location the settled country where alfalfa is plentiful and a crop is assured. Although some apiaries do better than others owing to differences in location and management. Reports of last year's crop range from 100 to 250 pounds of extracted honey per colony, the bulk of which found ready buyers at 5 cents per pound.

The Imperial Valley Bee Keepers' Association of which 90 per cent of the valley beemen are stockholders, is one of the most successful organizations of its kind in California. Through the association the beemen purchase their supplies and market their honey and are effecting considerable saving both ways. The association is constructing a new warehouse in El Centro to be used exclusively for bee products.

Bee men are unanimous in the belief that the valley is at present well stocked with bees but that the range will increase as new land is brought under cultivation and seeded to alfalfa. Bee ranges like stock ranges can easily be over stocked and to guard against this the association members have established a rule or custom which forbids the location of apiaries nearer than two miles to those already located. To back up this rule

the members have pledged 10 per cent of their bees to the association to be used in any way it sees fit as ammunition to compel observance in case of violation, the moral effect has thus far been sufficient.

The accompanying illustration shows one of the apiaries of H. Perkins, who is one of the pioneer bee men of the valley.

The framework overhead is to support the brush shade used in the summer time to protect the operator from our Imperial valley sun.

Mr. Perkins owns 350 hives of bees located in the heart of the alfalfa belt $3\frac{1}{2}$ miles north of Calexico. He sold over 35 tons of honey last year. Mr. Perkins has also engaged extensively in the raising of queen bees for sale, a business to which this county is peculiarly adapted. Queens can be raised and ready for mailing by March 25, which is six weeks or two months earlier than coast or eastern breeders can supply their customers. His extracting plant is run by a gas engine and is one of the best equipped in the valley. Mr. Perkins told the writer that he has made three successful crops and expects a fourth the coming summer.

Other prominent bee men are J. W. George of Imperial, who has 800 hives in four apiaries, and W. W. Culver of Calexico, who has 700 hives. The state apiary inspection laws are strictly enforced with the result that Imperial county is almost entirely, if not altogether, free from foul brood and other bee diseases.



Interior View of Our New Store, 25x100 Feet

The Best of Dress Goods,
Ladies' Garments, Shoes,
Sewing Supplies, Ribbons,
Etc.

You Will Always Find Bargains Here

The Best of Men's Shoes,
Clothing, Underwear,
Hats, Shirts and Work-
ing Clothes.

We Were Among the Pioneers of the Valley and Built Our Business
With a View of Keeping It

WHEN YOU CARE TO SAVE A DOLLAR VISIT US

THE NEW YORK STORE

W. D. CONSER

IMPERIAL,

CALIFORNIA

TEL.—MAIN 352

AGENTS DE LAVAL SEPARATORS AND SUPPLIES

P. O. BOX 11

FRANKLIN-DEAVILLE CO.

WHOLESALE CREAM MERCHANTS

HIGHEST MARKET PRICE PAID FOR CREAM

EIGHTH STREET, IMPERIAL, CAL.

THE INTELLIGENT DAIRYMAN APPRECIATES OUR METHODS OF BUSINESS



THE BUCKSKIN MULE

What Four "Jacks" Won

They Founded a Business
And It Grew

As "Mighty Oatbs from Leetle Aching Corns do Grow"

BEING A BRIEF HISTORY OF EDGAR BROS. CO.

A GOOD many years ago a large, open faced young man, wearing a linen duster and a butterfly necktie, descended from the dusty, rumbling stage, which every other day carried a load of eager-eyed fortune hunters from a siding on the Southern Pacific Railroad—humorously called Flowing Wells—to Imperial, the little tent town in the heart of the land of promise and promiscuous population. Our hero carried in one hand a canvas telescope, a camera, a small handbag and a straw hat—which latter he wore on Sundays. In the other hand he had a large umbrella. As he walked down the short, irregular street the above mentioned promiscuous population failed to recognize in him the founder of one of the largest retail implement and vehicle concerns in the state—Edgar Bros. Co.

He had been preceded by two brothers—who had come overland in company with the above buckskin mule—one of whom had filed on a small tract of land and was contesting possession of it with the side-winders. The other was occupying his time hauling freight on a Fish Bros. wagon from Flowing Wells to Imperial, and incidentally giving careful and detailed information concerning the possibilities of the Valley to all newcomers whom he chanced to meet on the road.

Some time later the three brothers agreed to go into the implement and hardware business. One was to furnish lack of experience, the second a depleted treasury, and the third "perspucussity." They bought a carload of Moline plows and harrows and McCormick harvesting machinery and dumped them on a vacant lot. In a few weeks they erected a mud building "about so big square."

In the fall the fourth brother arrived. He had been following the newspaper work for a living, but never

got it, and his figure had been reduced to one dimension—length. His capital being about equal to that of each of the other three, he took a one-fourth interest in the business.

From this promising beginning the business grew. Several fundamental principles were rigidly adhered to: First, nothing but first-class goods would be offered for sale; second, they would stand behind all goods sold; third, they would make no confidential prices;



Edgar Bros.' Calexico Store.

fourth, they would carry a complete line of extras for all machines sold.

Being first in the field the firm had its choice of the many lines manufactured, and that its selections were happy has been established beyond the peradventure

(Continued on Next Page.)



Edgar Brothers Imperial Store



Interior One of Four Edgar Bros. Stores, this at Imperial

of a doubt by the immense popularity in this Valley of the lines they represent. Such terms as Moline plows, McCormick harvesting machinery, Fish Bros. and Mandt wagons, American and Ellwood fencing, to the farmers throughout the country are synonyms of merit and durability.

At first one man attended to the retail business. And by using an alarm clock to arouse him at intervals of an hour and a half or two hours he was able to take care of all customers handily. Later two men were required, then three, and four.

About two years from the time the enterprise was launched, a branch house was opened at Calexico. A year later a second branch house was opened at Braw-

ley, and some eighteen months from that time the third branch was started at Holtville. By this chain of four houses the firm is enabled to reach the trade of the entire Valley.

During this time the company, like all other comparatively small retailers, were forced to buy through middle men. But within a year from the opening of the Holtville branch the firm was able to buy direct of the factories, thus cutting out the middle man's profit—which was expended in strengthening the lines—and enabling it to secure vehicles and implements designed for the Imperial Valley alone. In brief, this firm is now practically on the jobbers' basis. Everything is purchased in straight carloads, passing from the factory direct to Edgar Bros. Co.

FOUR STORES OF QUALITY

Every Article that a Farmer Needs
"Direct from Factory to the User"

EDGAR BROS. CO.

IMPERIAL

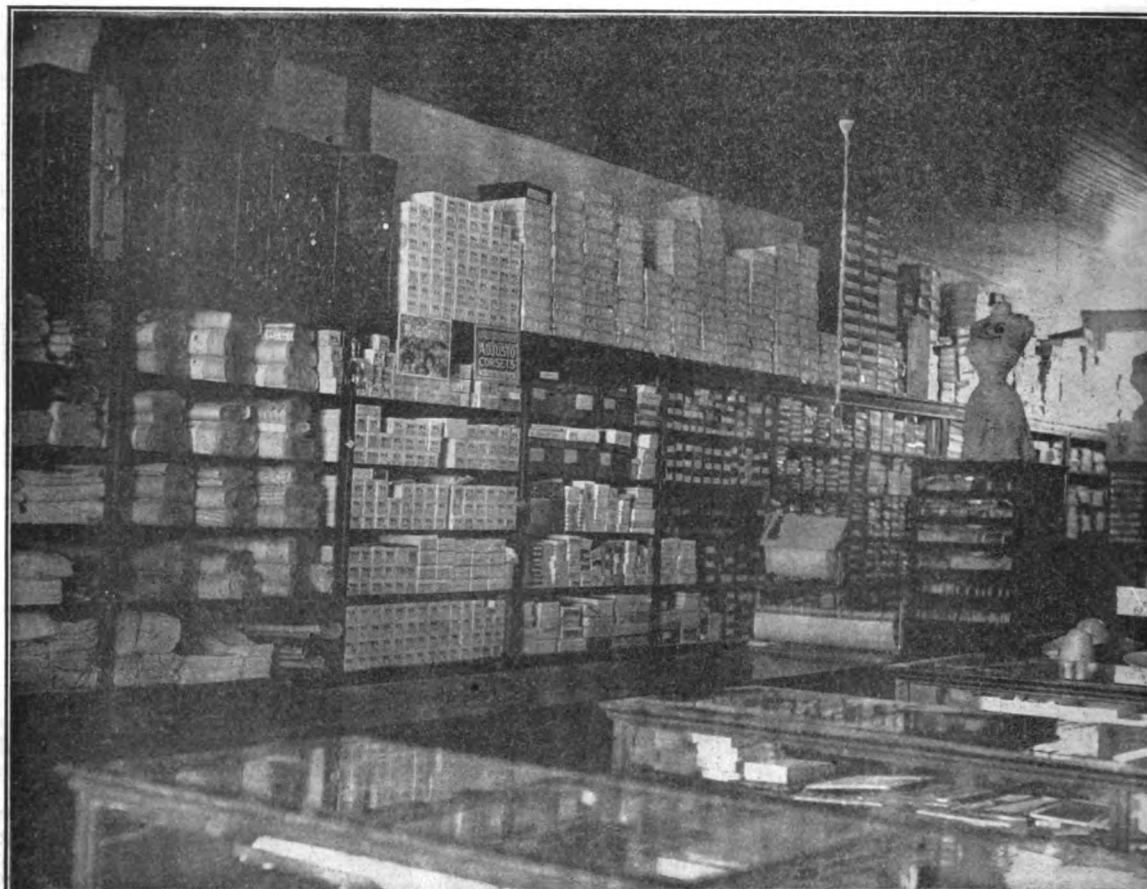
HOLTVILLE

CALEXICO

BRAWLEY

THE GROWTH AND DEVELOPMENT OF
VARNEY BROTHERS AND COMPANY

IMPERIAL CALEXICO HOLTVILLE HEBER



Interior Varney Bros. & Co. Store, Imperial.

Varney Brothers & Company is the next oldest business firm in Imperial Valley. The original company was formed in 1902 and was doing business in Imperial the first of 1903 with a stock of merchandise that barely needed 1500 square feet of floor space.

From this beginning the firm now operates four general merchandise stores in the Valley; one each at Imperial, Calexico, Heber and Holtville. The floor space has increased from 1500 to 20,000 square feet. The two brothers, George and L. J. Varney, did all the work at first; now they employ 29 people.

The first year's business aggregated about \$25,000 and the firm now does nearly \$350,000 worth of business per annum.

In 1905 the company incorporated with \$75,000 capital stock. Last year this was increased to \$200,000, with \$110,000 paid up, making this concern the strongest of its kind in Imperial Valley.

Every member and employe of the firm has a high regard for Geo. Varney, the head, who directs the business of all the stores from Imperial.

The firm also has a wholesale produce and commission business at 473 East Third street, Los Angeles, Cal. A competent man visits the market every morning, securing fruits and produce for the Los Angeles

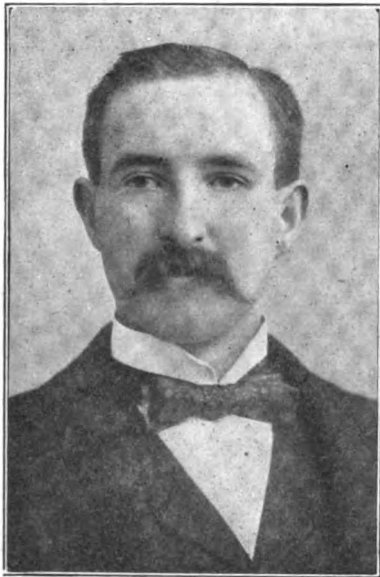
house; also for shipment to our Imperial Valley stores. This business is in charge of Mr. King L. Kendle, a member of the firm, who also buys all groceries used by the stores.

The Imperial store carries a stock of \$25,000; the Calexico store a stock of \$20,000; the Holtville store, \$16,000, and at Heber, \$7000.

From July 1, 1907, to July 1, 1908, forty-five carloads of merchandise were received for this firm from outside the Valley. As much more merchandise was handled locally, making a total of ninety carloads of goods handled for one firm in one year. The aggregate for the present fiscal year will reach ONE HUNDRED AND TWENTY CARLOADS.

Varney Brothers & Company job in a small way to other stores in the Valley, thus building up a wholesale and retail business that promises to continue to be the greatest in Imperial Valley.

Geo. Varney, president and general manager of the company, has been actively engaged in the mercantile business for the past twenty-seven years, with the exception of three years spent on the Isthmus of Tehuantepec as general manager of the Varney Rubber & Trading Co., a California corporation. He has been a resident of Imperial for seven years and is identified with many financial and commercial enterprises.



Geo. Varney.



Interior View Calexico Store.



L. J. Varney.

L. J. Varney is secretary of the company. He has been farming on an extensive scale, having raised and sold \$22,000 worth of hogs alone in the last two years. He has now entered our Los Angeles house as assistant to Mr. King L. Kendle.



L. A. Biggs.

L. A. Biggs, who has the management of the new Holtville store, has been exceptionally successful in starting new businesses for Varney Bros. He was the first manager for the Heber store. Mr. Biggs makes friends on every hand, is a young man of ability and has been made treasurer and director in the company.

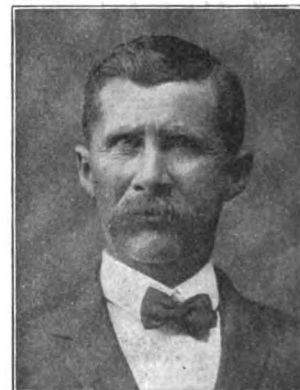


Miss Addie Turbett.

Miss Addie Turbett, who has been manager in full charge of the big Imperial store for Varney Brothers for the past year, is also assistant treasurer of the company. She oversees the entire business and attends to the collections and credit business. Too much cannot be said in praise of the ability of this exceptional young woman.

E. H. Houck.

E. H. Houck, director for the past two years, has taken an active part in the conduct of the business as well. He has two well developed farms in the Valley, one in the Mesquite Lake district and one west of New River. He is also deeply interested in mining.



L. A. Potter.

Lawrence A. Potter, who is manager at Calexico, has been with Varney Brothers & Co. for five years and has time and again proved his capability. He was recently appointed a member of the Calexico Board of Trustees and is one of the solid men of the town.



Clayton Lee.

Clayton Lee is a young man of bright future who has charge of the Heber store, where a good trade has been built up during the one year this store has been in existence.

SALISBURY & PARAZETTE

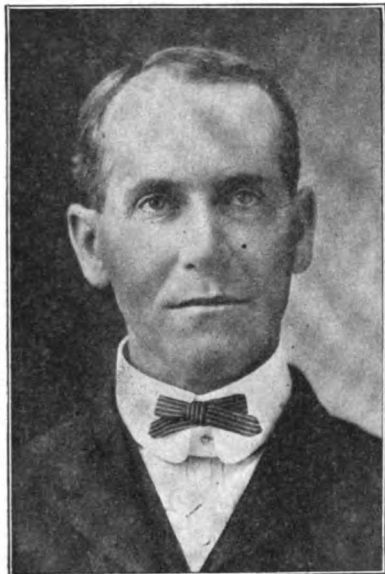
Mr. Salisbury and Mr. Parazette, President and Vice-President of the Salisbury-Parazette Realty Company, came to Imperial Valley in 1902 and have since been engaged in the sale of lands and water rights.

In all new settlements where the public domain is passing from the Government to the individual there is more or less irregularity and confusion in obtaining patents.

A long residence in the Valley, together with close attention to local conditions, have enabled these gentlemen to protect their customers against much of the danger and other annoyance occasioned by defects in titles and variation between the private and Governmental surveys.

During the period of settlement of the Valley a great many suits, based upon flaws, or supposed flaws in titles have been brought against land-holders, but no contest has ever been filed for any cause against the titles to any lands sold by the Salisbury-Parazette Company.

It is a matter of much gratification to the parties concerned that purchase of lands through this Agency has proven as good as a warrant of title by a first-class Abstract and Title Guaranty Company.



J. B. Parazette



F. M. Salisbury

WHY I'M GLAD I'M HERE

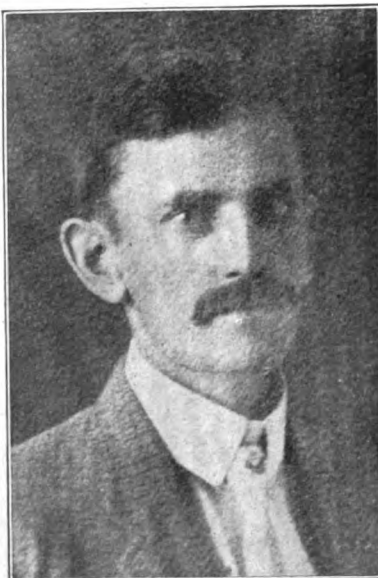
By PAUL E. KENNEDY

The Benevolent and Protective Order of Elks, have a merry song, which its members enjoy singing upon occasions when dull cares are shelved for the moment. It is titled, "How Glad I Am That I Am Here."

Every person should be glad that he is alive. Someone a long time ago started the report that "while there is Life there is Hope." But to fully enjoy the delights of Optimism and be truly glad that you're living, you should come to Imperial Valley, Imperial County, State of California.

"We are glad that we are", for more reasons than can be stated in a brief story. Imperial Valley is mostly peopled by Optimists. Not the foolish kind but the sort that makes good.

Here, Master Optimists first conceived and then successfully built the greatest irrigation system in the world. To the worker, a competency is assured. To the head of a family of growing children there are considerations above money-getting. No parent, however conscientious or indulgent need hesitate to bring his brood to Imperial Valley. The writer and his good wife are the happy parents of four joyous children. These children are growing like little pigs while gaining rudimentary education. In Imperial Valley children enjoy as good moral and educational advantages as are presented in any of the old settled communities where culture is more abundant than money. Nor



Paul E. Kennedy

are they educated at the expense of their little bodies. An open-air life, so important in body-building, is possible, the year round.

A comfortable house, in which every member of the household can be as cosy as a bug in a rug, can be built in this locality for less money than

anywhere else in the United States. Not that building materials are cheap but because people living in this climate do not need thick walls and other accessories with which to combat intense cold and fierce storms.

A house does not make a home. With the rapid growth made by plant-life in varied forms it is here possible to make home a beauty spot, the memory of which will be a delightful recollection in the minds of children, long after their parents have gone hence. It has been demonstrated, for instance, that the rose-bush, even of the most tender sort, flourishes out of doors the entire year, in Imperial Valley, better than in any green-house or conservatory made by the hand of man.

No individual, firm, corporation or trust has a corner on the fertility of the soil of Imperial Valley. Ten acres planted to asparagus stocks, as an example, discounts a \$10,000 endowment life insurance policy.

There is room for many more workers and thousands of happy homes. You can take off your coat any day in mid-winter and be comfortable while working out of doors. And every man, woman and child that comes to Imperial Valley willing to work, soon realizes that he is bound to win SUCCESS, which usually spells HAPPINESS.

"We're Glad That We're Here Because WE'RE Here."

R. H. BENTON & SON

Imperial, California



Fine Beef Cattle on Benton Ranch

CATTLE, HOG and SHEEP BUYERS

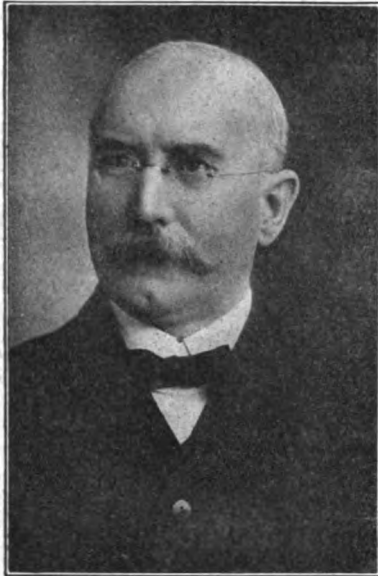
Dealers in Everything that
Stands on Four Feet

THE BEST MARKET PRICES
PAID FOR ALL LIVE STOCK
PURCHASED ◊ ◊ ◊ ◊

Stock Purchased for Fattening

R. H. BENTON & SON

Imperial, Imperial County, California



W. R. Stevenson

The above named gentleman is secretary of the Imperial Valley Business Men's Protective Association, the efficiency of which organization is due almost entirely to his management and plans. Mr. Stevenson came from Chicago to the Imperial valley in 1907. He has filled many responsible positions in several different countries, being a native of Scotland and not leaving that country until he was 22 years of age.



S. B. Zimmer

The Imperial Valley Business Men's Protective Association has won a reputation of being the most successful on the Pacific Coast and this is due largely to Mr. Stevenson.

CHARLES E. GUEST

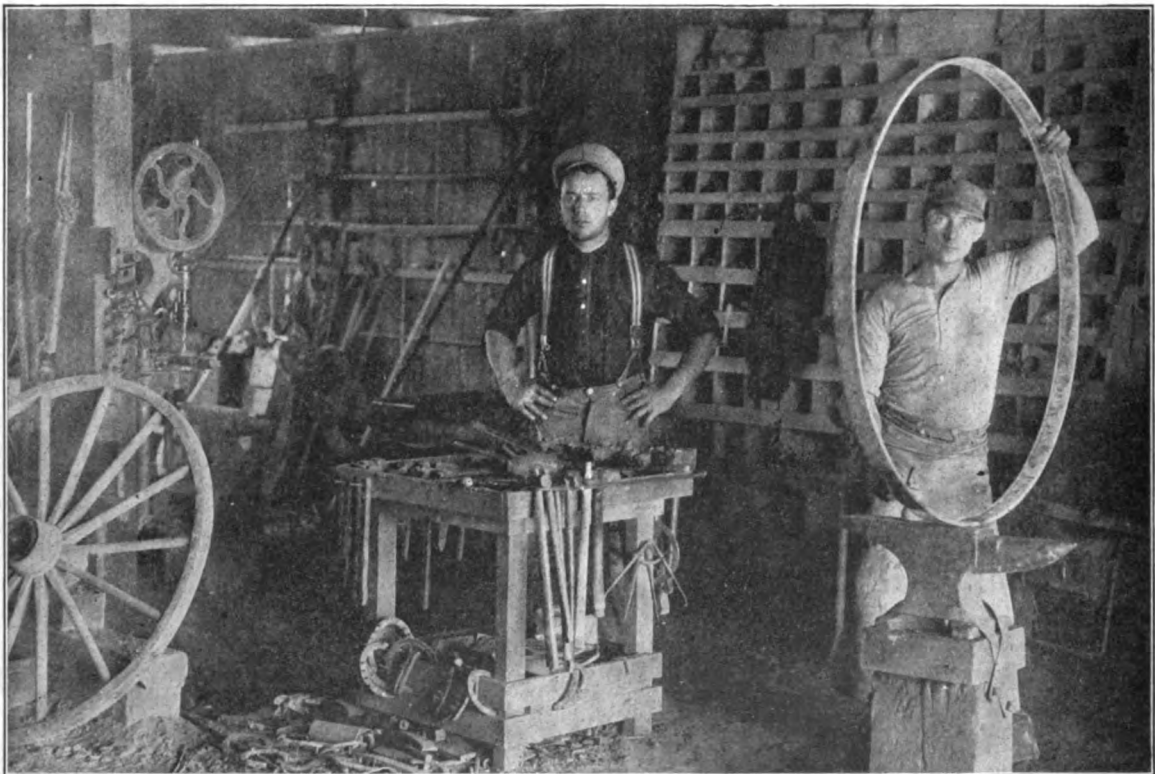
Charles E. Guest walked from Campo in the mountains west of the Imperial Valley to Imperial in 1907, carrying a roll of blankets and \$3.60 in cash. He immediately went to work and shortly afterward filed on



C. E. Guest

80 acres of government land. He later entered the grading business and now employs thirty-two head of mules and eight men. Mr. Guest has now about 160 acres of good land in No. 8 and has probably accumulated a snug fortune of thirty to forty thousand dollars since his arrival two years ago.

Mr. Guest is senior member of the firm of Guest & Dimond, prominent real estate dealers of Imperial where he is now engaged in business.



A. E. BROADBENT'S BLACKSMITH SHOP

IMPERIAL

(Where Only Good Work is Done)

CALIFORNIA

SALISBURY-PARAZETTE REALTY COMPANY

IMPERIAL



The Valley's Best Crop

EDUCATIONAL Facilities offered are equal to the best in any rural community in the State of California. The city of Imperial, alone, has three substantial Grammar School Buildings, each with four or more rooms. Imperial School District, embracing some territory outside the city limits, has an enrollment of 281 Grammar and 42 High School pupils, and employs 13 teachers. **New \$50,000 High School Building and \$10,000 Carnegie Library Assured.** Its citizens are prosperous and intent on endowing their families with all Moral, Social and Educational advantages.

IMPERIAL VALLEY IS NO LONGER A DESERT BUT A COMMONWEALTH OF RESOURCEFUL AND ENERGETIC PEOPLE. Come to the Imperial Valley where labor brings its just reward. Where Soil is fertile, Water abundant and Sunshine perpetual. Prosperity awaits you here. **Largest and Most Successful Irrigation Enterprise on Earth.**

SEND FOR OUR BOOKLET ON IMPERIAL VIEWS. IT'S FREE

We are the Oldest Realty Firm in Imperial Valley. Make Our Offices Your Headquarters when in the Valley. Free Bureau of Information

SALISBURY-PARAZETTE REALTY COMPANY
GREGG BUILDING ————— IMPERIAL, CAL.

SAMUEL B. ZIMMER

ARCHITECT

Imperial, Cal.



The Imperial High School



The New Auditorium

¶These buildings are a sample of the kind of work that S. B. Zimmer has been designing in Imperial County—some of his work appearing in every town of the Valley. He has studied the climate of the Imperial Valley and knows how to build for the greatest comfort.

PLANS AND ESTIMATES
PROMPTLY FURNISHED

S. B. ZIMMER,
IMPERIAL, CAL.

The date palm was one of the first plants to be cultivated, and has been grown for at least four thousand years along the Euphrates and Tigris rivers, in Africa. It has been for ages, and is still, the most important food plant of the great deserts of the Old World, and many regions in Arabia and in the Sahara would not be habitable were it not for this tree.

Not only does it yield a delicious fruit of great food value, but it also furnishes, in many regions, the only timber suitable for use in the construction of houses and for making a thousand and one necessary objects.

Its leaves furnish a partial shade, under which it is possible to cultivate other fruit trees which could not exist were they exposed to the direct rays of the sun and burning winds in the desert; thousands of fig, almond, pomegranate and peach trees and grape vines, forming veritable orchards, are cultivated in the palm-covered oases, especially in the Northern Sahara.

For centuries the transportation of dates has been the chief motive for the formation of the great caravan routes which run in every direction through the deserts in Africa and Arabia. The exportation of dates to Europe and America is an important industry both in North Africa and in the countries bordering the Persian Gulf.

The value of the dates imported into the United States alone averaged for the ten years ended June 30, 1900, \$402,762 per annum as appraised at the exporting point, but the real value when received at the American port was doubtless 50 per cent greater, or \$600,000 a year. This value is now exceeded only by the imports of two other dried fruits—Zante currants and Smyrna figs.

Dates have not been grown commercially in the United States sufficiently long for us to have reliable information therefrom, but the United States Government has for some years been making exhaustive experiments here,



Dates Grown in Imperial Valley

comparing the conditions as they exist in this country, with the conditions for the most profitable growing of dates as they exist in Arabia and the Sahara. And the Government has issued a bulletin on this subject, entitled, "The Date Palm and Its Utilization in the South-western States," from which we quote freely.

The Government Bulletin says:

"The climate of this desert (Imperial Valley) is better adapted than that of any other region in North America for the culture of the best sorts of dates, and is even better than that of the northern part of the Sahara Desert, from whence are exported the choicest dates that now reach the markets of Europe and America. The advantages of this region over any other of the United States and Mexico for the growing of the best late va-

rieties of dates, such as the Deglet Noor, are so great as to give it almost a natural monopoly of the production of these dates, the most expensive dried fruits on our markets.

"The date palm can be grown without difficulty on four-fifths of the irrigable lands of this basin, and it probably will become the most important fruit industry in the Salton Basin of California.

"No amount of heat and no degree of dryness of the air injure the date palm, provided the roots have access to an adequate supply of moisture; on the contrary, the best sort of dates can be produced only in deserts having excessively hot weather from the time the flowers open in April until the fruit ripens in October or November. It is a well-known saying among the Arabs that the date palm must have its feet in running water and its head in the fire of the sky. This is a concise statement of the chief requisites for successful growth and fruiting of this extraordinary plant."

"The date palm should be planted from twenty-five to thirty-five feet apart, thus allowing garden or field crops to grow between the trees until the trees are large enough to shade the ground. Barley, beans, cowpeas, beets, alfalfa, etc., can be grown between the trees very profitably.

"The chief care required by date palms is that they be irrigated as often as needful. The soil should be kept in a proper state of tilth, which is usually done by growing some crop between the rows, especially when the palms are young."

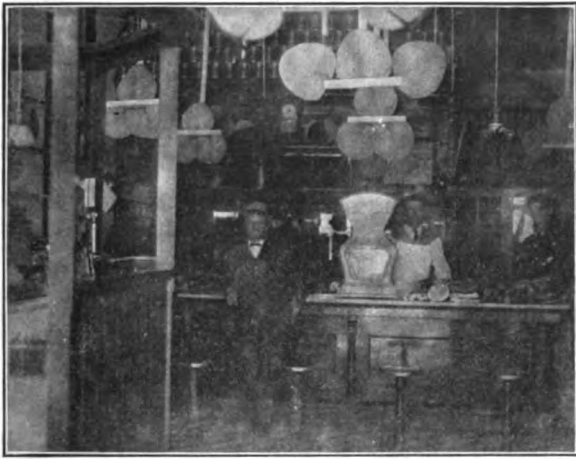
On this subject the Government Bulletin says:

"Wherever the Deglet Noor and other choice late varieties of dates can be grown, date culture will be EXCEEDINGLY PROFITABLE. In a region like the Salton Basin, California, where the winters are never cold enough to harm seriously old date palms, where the spring and autumn seasons are practically rainless, preventing injury to the flowers or to the ripening fruits, and, above all, where the summers are always hot enough to insure the perfect ripening of the fruit, the certainty of a crop is almost absolute, especially as the land is very fertile and the irrigation water of good quality.

The average yield of a Deglet Noor date palm is variously put at from eighty-eight to 132 pounds. Counting only seventy-five pounds to a tree, the yield per acre would be 4,500 pounds if the trees were planted at the usual distance of twenty-six and two-thirds feet. Such dates, even of the second grade, sell on our market at from 35 to 50 cents a pound at retail when packed in fancy boxes, and would probably bring one-quarter as much in bulk at wholesale, or from 8 to 12 cents a pound, especially as they would ripen in the Salton Basin early enough for the holiday markets. Allowing 10 per cent for loss in packing, there would still be 4,000 pounds of dates to the acre. Of this crop about 1,000 pounds would be of the first grade, worth, say, 10 cents a pound at wholesale; 1,300 pounds would be a second grade, such as now reach our markets packed in three-quarter-pound paper boxes, worth about 8½ cents a pound, and the remaining 1,700 pounds would be third-class dates, to be sold in bulk at, say, 2½ cents a pound, or in all, some \$250 worth from one acre. The care required by the date palm is much less than that necessary for any other fruit tree, and the fruit cures naturally on the tree and can be gathered quickly and easily by cutting off a whole bunch at a time. It is probable, therefore, that \$100 per acre would cover all the fixed expense of an orchard of Deglet Noor palms in full bearing, leaving a profit of some \$150 per acre."

The foregoing is what the Government tells us can be done in the way of profits. You will note that the figures here are most conservative; they have taken a yield only of seventy-five pounds per tree, whereas, with care, a tree should bear from two to four times this quantity. You will also note they have figured on an exceedingly low price, and therefore it is only reasonable to presume that there is no cause at all why a grower should not be able to multiply the above profit per acre, by at least five, thus making his profit per acre at least \$750.

The United States Government has an experimental date farm growing the Deglet Noor variety near Heber. The trees are four years old and have begun to bear profusely. The farm clearly demonstrates the feasibility of raising dates in the Imperial valley. It should be visited by every one coming into the valley.



Interior Enterprise Market, Imperial, Cal.

Geo. A. Long

...SHIPPER OF...

Cattle, Sheep

... AND ...

Hogs

Live Stock, Cattle and Feed
BOUGHT AND SOLD

WHOLESALE AND RETAIL BUTCHER
DEALER IN ALL KINDS OF DRESSED
MEATS, POULTRY AND FISH . . .

...PROPRIETOR OF...

Enterprise Meat Market, Imperial, Cal.
Pioneer Meat Market, Brawley, Cal.
Slaughterhouse and Cold Storage Plant,
Calexico, Cal.

The Kentucky Stables



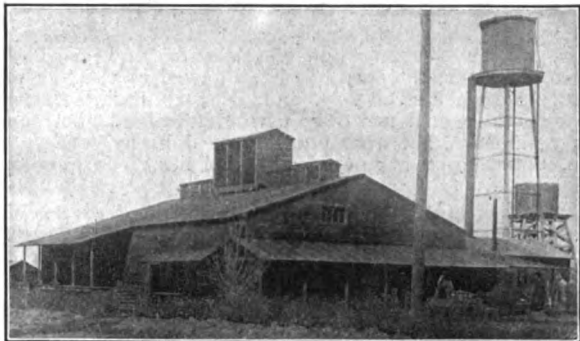
☞The Best that can be had in Livery Teams,
Neat Turnouts and Pleasing
Driving Outfits for BUSI-
NESS OR PLEASURE

CAN BE SECURED OF

E. W. HARRINGTON

THE PIONEER LIVERY MAN

IMPERIAL CALIFORNIA



Imperial Creamery Co.

Imperial, Calif.

Dairymen and farmers should have no hesitancy in seeking a home in Imperial Valley. A well-managed dairy will put money in the bank for its owner. The Imperial Creamery Company pioneered the dairy industry of this Valley, making for its first day's output 32 pounds of butter, and it now has a daily make of 1400 to 1800 pounds per day. The creamery is a modern one, with up-to-date machinery, with a capacity of two tons of butter a day. The product is sold in Southern California, Arizona and Old Mexico (which for quality speaks for itself.) The creamery has built up an enormous business for so short a period of existence. Its MOTTO is "Fair Treatment to One and All Alike," and pays cash for butter fat the highest market price to the producer obtainable the year round. The dairymen that patronize our creamery all carry a BANK BOOK IN THEIR HIP POCKET.

BRAWLEY

By W. H. WHELAN

Brawley, situated at the gateway of Imperial Valley, taking toll of all that passes in and out in her far-reaching business propositions, is the ideal of a desert city. Built on the only rising ground found in the Valley, and having been planted with shade trees when first platted, Brawley greets the newcomer with high promise of all he will find as he proceeds. Lines upon lines of umbrageous growth stretch out in all directions, and the possibilities of the soil are determined for the homeseeker in viewing the vernal setting of Brawley. Simplicity and elegance have vied for mastery in her building and equipment, and the city stands a beautiful monument to the skill, energy and ability of her founders.

Brawley's History

Five years ago the desert rat held undisputed sway where Brawley now thrives, and the history of the city is the story of pioneer toil and care that have made it the most inviting home and business location in Imperial



New M. E. Church, Brawley

Valley. From the pioneer's tent to the shack, from the shack to the dwelling house, the hotel and great brick business blocks, the way has been hewed in the five pregnant years of her history, and Brawley today stands to show to the world not only what determined men can do under pressure, but what may yet be done by earnest men who come among her people to build her up in population and wealth.

Given the land, water and the incentive of the crops to result, there is no tenable reason why Brawley, the business center of 80,000 acres of the most prolific land in the world, in five years more, should not be a city of 10,000 inhabitants.

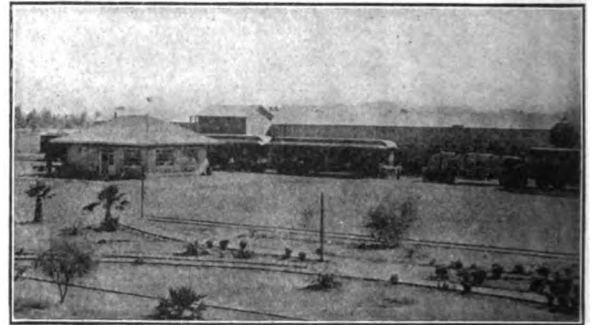
Brawley's Business Equipment

Beginning at the Southern Pacific depot are the cattle shipping and immense cantaloupe packing sheds, the lat-

ter the largest in the world. The daily freight train for Los Angeles picks up here, almost every day, from one to four cars of cattle, hogs or sheep, and the refrigerator car attached carries a daily contribution of poultry, cream and seasonable fruits.

It is the cantaloupe shipping season, however—from May to August—that the great sheds are the center of marvelous business. From all directions teams haul the newly picked fruit to the sheds and scores of men, adept in the work, sort, pack and ship it to all parts of the country. Great capital is invested in this one enterprise, and some idea of its dimensions in Brawley may be had from the fact that, out of a total of 1800 carloads shipped from the Valley last year, 1000 carloads went direct from Brawley, having been shipped through dealers here.

Errors in judgment in the matter of marketing the crop made havoc with the returns last year, but the land pro-



The Brawley Depot

duced the crop, and with precautions this year a phenomenal yield and high prices are assured.

From the preparation and seeding of the land to the picking, packing and shipping of the melon crop, (as the cantaloupe crop is locally known), hundreds of men are employed and the weekly payrolls make excellent business.

The immense hay and barley crops, which center in Brawley for shipment, are far larger than in previous years and the markets were never more buoyant.

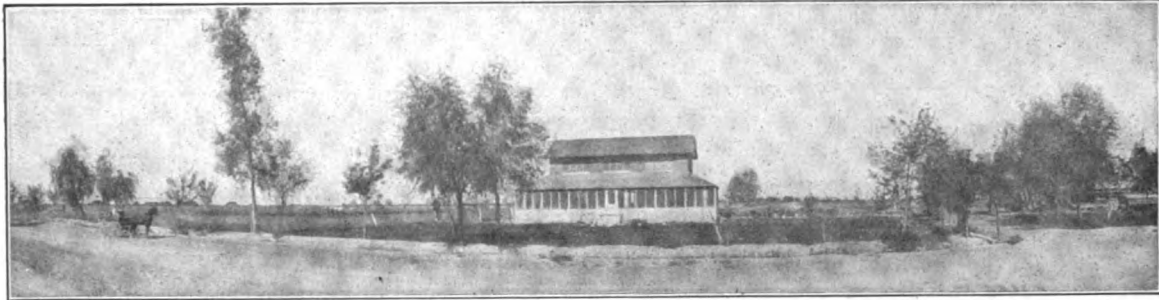
ALFALFA IS KING!

So important has this crop become around Brawley, both for cattle and hogs, that many farmers have set their whole acreage to it, and either raise pork or feed cattle for their cream. In the event of raising more than they can thus use, they have a fine market for the hay and a constant demand at top prices. In five or six months shoats will take in weight to 150 pounds, on alfalfa, and



Bentler, Photo

Brawley Raises Turkeys as Well as Cantaloupes



Center, Photo

Home Place of Wm. P. Mansfield

a few weeks of corn feeding makes them just right for market. The average price for hogs is 6 cents f. o. b. at Brawley.

MERCANTILE HOUSES

Brawley supports two of the largest lumber yards in the valley, and the constantly arriving trainloads of building material are rapidly sold and converted into ranch or town houses and the many requisites of a growing city.

Several large general supply stores are in business and the cost of all things that enter into daily life are the same as in Los Angeles, plus the freight charges to bring them here.

The most potent single force in the mammoth task of building Brawley is the Brawley Town and Improve-

ing and painting a complete modern home, these companies do the work, and the scores of fine cottages and bungalows dotting the townsite are proofs of successful work. A good lot, 50 by 150 feet, may be had in a choice location for \$150 to \$250, and a fine four-room house built thereon, with all requirements for the warm summer months for from \$600 to \$800, including all modern accessories, such as plumbing, pressure water, electric lights and bathroom, and by January, 1910 assurance has been given that gas for fuel will be in every city home in the valley.

Under new ordinances, cement sidewalks are being built from the depot to the plaza, on Main street, and buildings of brick or cement blocks are now going up on the chief



New Catholic Church, Brawley



Corn Matures After Cantaloupes

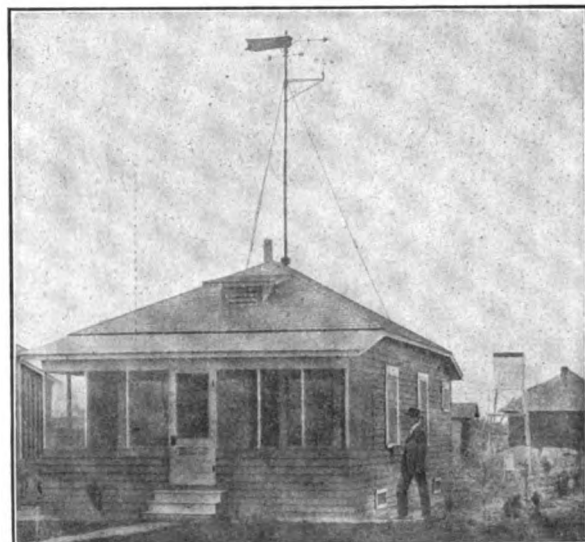
ment Company of which Philo Jones is the general manager. This company in co-operation with the Brawley Co-operative Building Company, of which Mr. Jones is also a heavy stockholder and manager, and made up of local merchants and business men, is rapidly covering the townsite with elegant homes, built either for cash or on the installment plan. From selling the town lot to build-

business corners on that street. A recent tree-planting ordinance insures shade trees on every foot of the townsite streets and alleys, and in two years Brawley will be a veritable paradise in the matter of shade trees and flowers.

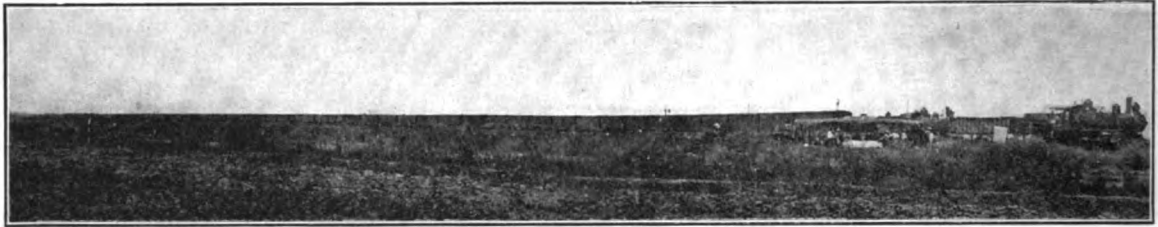
All lines of business common to all growing American



New Presbyterian Church, Brawley



Government Weather Station, Brawley



Center, Photo

Longest Cantaloupe Train—89 Refrigerator Cars, Carrying 31,150 Crates
3,560 Tons, Total Weight

cities are now in operation, yet opportunities for capital and brains are open on every hand, awaiting the coming of the right man.

CITRUS FRUIT CULTURE

H. C. Oakley of Los Angeles, president of the Town-site Company, has experimented with citrus fruit growing on the town lots on which the company office building stands in Brawley, for the past five years. He has growing there, pomelos or grape fruit, navel and Valencia oranges, tangerines and lemons, each fruit maturing several weeks earlier than in Arizona, and many weeks earlier than in the orange belt in the foothills. Experts pronounce the fruit better than that of the northern belt, and it can reach the holiday market and have no competitor. Mr. Oakley has just completed planting forty acres to oranges just outside the city limits, and states as a result of his careful experiments that the Brawley end of the valley will command all eastern holiday trade in the next five years. Samples of Brawley citrus fruit sent to the Los Angeles Chamber of Commerce for exhibition won the plaudits of all for size, color, sweetness and commercial qualities. There are hundreds of acres of available orange land now under water ditches that can be had for a fair price.

MARKET GARDENING

There is a fortune in Brawley for several men who will

invest in small tracts near town and take up market gardening and small fruit crops. Vegetables, grapes, figs, apricots and asparagus all are in great local demand, and the field is open to the first comer.

POULTRY RAISING

Imperial Valley turkeys are known and celebrated for their delicious flavor and great size all over the coast, and though the business is comparatively new, the present income is remarkable. The bronze turkey is the favorite, and these birds will feed on alfalfa and thrive. All the breeds of choice fowls are in evidence and poultry raising for commercial purposes is destined to be a prominent industry. The recent holiday trade brought much money to Brawley for fine poultry and next years the volume of sales will be quadrupled.

EUCALYPTUS WOOD

In common with other sections the men who made Brawley saw the advantage in eucalyptus tree culture, and this spring, near to one million trees have been set out, many of them within the townsite, and all of them within five miles of the city. This tree has grown here, in two years from planting, to a size out of which three good fence posts were cut, and in four years' growth, two railroad ties and several fence posts have been cut. Constant water, a hot sun and the remarkable composition of the soil make it certain that large returns will come from this source.



Center, Photo

Interior C. M. Co's. Brawley Store

Forward!

March!!



Imperial Valley Bank Building

**SUCH
HAS BEEN AND
WILL BE THE WATCHWORD
OF THE IMPERIAL VALLEY, AND**

likewise of the Imperial Valley Bank. The fact that we have not only held our business, but practically doubled it, indicates that the public mind has not lost sight of the essential requirements that make a bank sound and safe. The business

If you are not a customer of this growing, progressive bank, let this be your invitation to become one.



reputation of our directors and the experience and ability of our officers, is a sufficient guarantee that the interests of every depositor will be carefully protected. The principles of conservative banking that have governed our

**DEVELOPMENT IN THE
PAST WILL SHAPE
OUR FUTURE
POLICY**

Imperial Valley Bank

BRAWLEY, CAL.

CAPITAL, \$50,000.00

W. T. DUNN, President

C. N. STAHL, Vice President

R. E. GARDNER, Cashier

...DIRECTORS...

W. T. DUNN

P. P. HANLEY

C. N. STAHL

W. P. MANSFIELD

W. H. BEST

GOOD ROADS MOVEMENT

The people of Brawley are leaders in the movement for good roads, and the present road commission appointed by the supervisors is maturing a plan to cross and recross the valley, north and south, with good and lasting roads. The soil of the valley permits of bordering the roadway with a plow and covering the whole with water. This packs the soil and keeps it packed for some time. The cost is nominal and the work of flooding can be repeated at will.

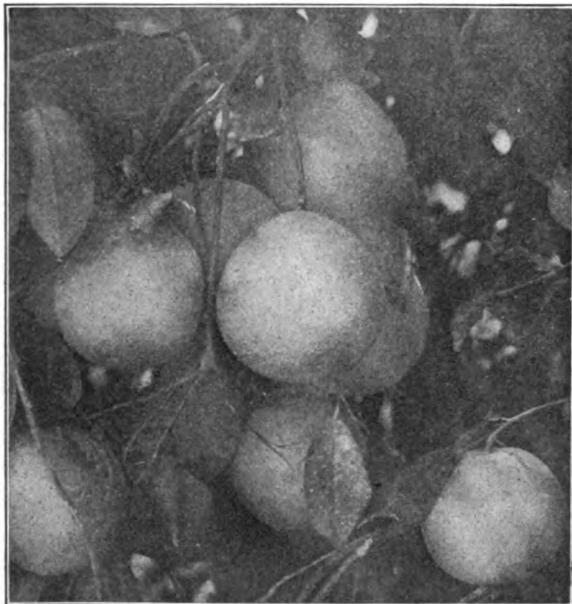
BRAWLEY FOR TOURISTS

From September till May the climate in Imperial Valley is perfection. Nothing ever freezes here, yet, from December to March a fire in the room is comfortable in

Witter is editor and publisher. It is an eight-page six-column weekly, and covers the news of the valley completely. The News was established five years ago, and Mr. Witter has been part and parcel of its growing usefulness through all the weary struggles that have led up to present success. Uncompromising in its policy of the greatest good for the greatest number, it has grown to be a power for the people.

The Methodist-Episcopal Church, Rev. A. R. Moore, pastor, has a fine building and parsonage, as has also the Presbyterian Church, under Rev. A. H. Croco. The Baptist people recently organized under Rev. T. L. Taylor, and the Roman Catholic people have just built a church edifice and enjoy the ministrations of Father Eummelen.

The schools of Brawley are a source of pardonable



Grape Fruit at Brawley



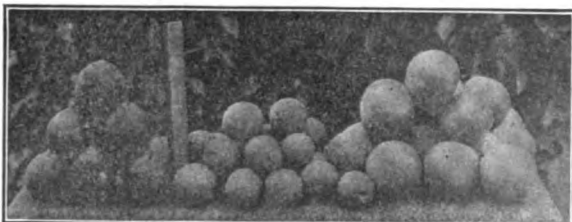
Just a Starter

the mornings and evenings. Brawley is the home of the winter tourist. It is unalloyed joy to rise in the mornings and ride over the miles of level roads to greet the always unclouded sun and revel in the pure, desert air. To cater to this class, Brawley has just furnished one of the finest hotels in all Southern California, the Hotel Bungalow, which is finished with the mission effect in architecture and fitted with the special requirements of life in the valley. Complete livery service is at hand and the valley holds many interesting sights for the tourist.

The United States Government, recognizing the great benefits in the situation of Brawley, has established in the city a complete weather bureau plant, fitted with all the instruments known to the profession, and in addition thereto an evaporation plant, having for its purpose the solving of the problem which the great inland ocean, called Salton Sea, offers to the people. This station links Brawley by wire with a hundred other stations in the land and gives the benefit of a constant interchange of weather phenomena.

PRESS AND PULPIT

In the matter of newspapers Brawley is fortunate in having the plant of the Brawley News, of which M. D.



Oranges, Grape Fruit and Lemons Raised at Brawley

pride to her people. In union with outlying districts a Union High school was formed and opened last spring and now has thirty-five students under the able tutelage of Miss Frances A. Dunham, recently of Los Angeles, and a crop of experienced teachers.

The grammar school is housed in a school building in the center of the town, but the need for larger quarters demanded heroic measures, and the people recently voted bonds for \$25,000 to build a commodious building near one of the city parks, and the building will be ready for occupancy next year. Besides auditorium, library and teachers' rooms, it will contain nine class rooms, three of which will be used by the High school pupils till a special building is provided for them. Mrs. Cameron is principal of the grammar grades and is widely known as a successful teacher.

FINANCIAL CONDITIONS

One of the best proofs of the stability of values in Brawley is the fact that throughout all the recent panic no man, or any line of business seriously felt its effects.



Barley Hay Field

The Imperial Valley Bank, of which Mr. W. T. Dunn is president, and all the stock in which is owned in Brawley, paid dollar for dollar at all times, and so able was its management that a ten per cent dividend has been declared on its capital stock for the past year, and the stockholders have voted to increase its capital stock to

**Cantaloupe Crates
Onion Crates
Bean Crates
Asparagus Crates
Cabbage Crates
Honey Cases
Car Stripping.**

**And all kinds of Soft Pine Boxes
and Crates**

Inquiries solicited and quotations
cheerfully given.

**California Pine Box and
Lumber Co.**

710½ EAST THIRD STREET
LOS ANGELES, CAL.

YOU FEEL FINE

in a

**Hoegge
Suit**



These suits are made of Corduroy, or Government Khaki or Duck, and are the very best Outing Suits made anywhere in the land. We manufacture them right here in Southern California and they are on sale over the counter of every first-class dealer in the Imperial Valley.

We also make the famous Hoegge Co. Tents, which are standard throughout the great Southwest. Nothing to equal them made anywhere. *Ask your dealer.*

The Wm. H. Hoegge Co., Inc.
138-40-42 South Main St., Los Angeles

The Weekly Brawley News

...PUBLISHED AT...

BRAWLEY, IMPERIAL COUNTY, CALIFORNIA

...GIVES...

**All City and County News Fifty-two Times a Year
Particular Attention Paid to Land and Agricultural Questions**

If you would know what, and where are, the opportunities for safe and sane investment

— READ THE BRAWLEY NEWS —

DISPASSIONATE EDITORIALS COMPLETE LOCALS

IT COVERS AND GUARDS THE WHOLE VALLEY

\$1.50 PER YEAR

MYRON D. WITTER
PUBLISHER

\$1.50 PER YEAR



Cantaloupe Packers



A Thriving Tomato Field

\$50,000 from \$25,000. From modest beginnings this bank has come to be the stay of business men, as it offers every convenience known to modern conservative banking.

BUILDING ENTERPRISES

W. F. Holt, who is an integral part of all that makes for success in the valley is a large owner of real estate in Brawley, and has just completed plans for another large brick building in the heart of the city, to house commercial business and the Brawley News.

The Imperial Investment Company of Brawley, the pioneer colonization company of the valley and a leading force in reclaiming the desert, and founders of the new town of Weston, will erect a modern business block, 100

Hall two months ago, and an Odd Fellows' lodge will be chartered at once. The Woodmen have a flourishing lodge, as have also the Fraternal Brotherhood, and among residents are representatives of almost all orders known in America.

Social life is cultivated, and the homes of Brawley compare with any in the land for moral and intellectual standing. The usual lecture courses obtain, and traveling troupes fill in the interim. Women's clubs are prominent, among which are the W. C. T. U. and the Women's Club of Brawley, both well organized and doing effective work. As Brawley, in common with the whole valley, is barred



Cantaloupe Irrigating



An Onion Crop

foot front concrete block, on Main street, and has booked tenants to occupy it. Both mutual water companies, which deliver water to the land contiguous and tributary to Brawley, have offices in the city, and No. 8 company is now building a fine concrete office block on Main street. The population has doubled in the past twelve months. Residences are being built in all directions, and the coming of U. S. patents for land will again double the number in the next year. Land is still cheap in the city limits and the opportunity to get and improve a home was never better than now.

FRATERNAL LIFE

Nearly all the leading fraternal orders are represented in Brawley. A new Masonic lodge was opened in Masonic

to saloons, these workers see to it that no clandestine traffic in alcoholic liquors is carried on.

RAILROAD FACILITIES

The Southern Pacific Company has a main track through the valley touching at all towns but Holtville, and Silsbee, and a regular daily train departs for, and arrives from, Los Angeles and way stations. A night train service has been installed between Calexico and Los Angeles, in connecting with the new road from Calexico to Yuma. The valley resident can leave here in the evening and arrive in Los Angeles next morning ready for business, returning next night. Freight service has recently been doubled, and as fast as business calls for it the railroad responds with added facilities. Plans are being worked out to cross the valley from east to west, and open up Arizona and New Mexico, and there is a belief that, sooner or later, a road will run to tidewater on the Gulf of California, and afford coast commerce for valley products in connection with the Panama Canal.

POPULATION

Five years ago Brawley's population consisted of two tired, travel-stained men and three burros. Today Brawley has 1200 people in homes in her limits, and will double the number in twelve months. Now is the time for men with capital and brains to get into the tide of settlers and take full advantage of the many offers made in the pages of this number.

POINTERS FOR SETTLERS

Brawley, in her great public spirit, has a local Chamber of Commerce composed of business, farming and professional men, of which R. Malan is president, and Geo. N.



Another Corn Field

222

BRAWLEY

222



In Brawley, the Garden City of the Valley, over 200 residence and business lots have been transferred since the first of the year. Just now we offer "**Brawley Acres**," being a replotting of about 20 acres of outlying 50 foot residence lots into groups of fours. An ideal investment for the homeseeker. Hundreds of business and residence lots and a few 3 and 5 acre tracts. Certificate of Title with every deed.
BRAWLEY TOWN AND IMPROVEMENT CO. PHILO JONES, Mgr.

Build Your House?

An average of two contracts, residences and business blocks completed each month for the past year, aggregating \$40,000 in value is evidence of our activity

Brawley Co-Operative Building Co.
 (Incorporated)

FRANK BIRKHAUSER, President
 Wm. T. DUNN, Treasurer
 PHILO JONES, Vice-President and Manager

BRAWLEY

The New Bungalow Hotel

Is now open for the reception of guests.

Filtered Running Hot and Cold Water and Phones in all Rooms

Electric Lighted, all rooms open on spacious screen porches

American Plan. Service and Cuisine the best

Wm. Hewitt, Manager



Grapes on the Mansfield Ranch

Turner, secretary, and all information needed, including literature, may be had by mail from them by writing. There is a powerful unwritten law in vogue in Brawley, to the effect, that no wildcat scheme shall be played on innocent buyers, and to avoid any chance of such schemes it would be well to correspond with recognized authority, either the secretary of the Chamber of Commerce, or reliable real estate men who advertise in this number.

AND, FINALLY

If all else written above had been omitted, the fact of the issue of such a journal as the Calexico Chronicle Special Number would warrant keen business men in coming to the valley to look for good opportunities.

The Stanley De Blois Company, realty dealers, is a progressive firm enthusiastically in line for the fast development of the valley as a whole and Brawley in particular. What they offer home seekers can be absolutely depended upon.

Also in the real estate business are Griswold & Beal, with office in Brawley. They are reliable and have always an attractive list for the inspection of investors.

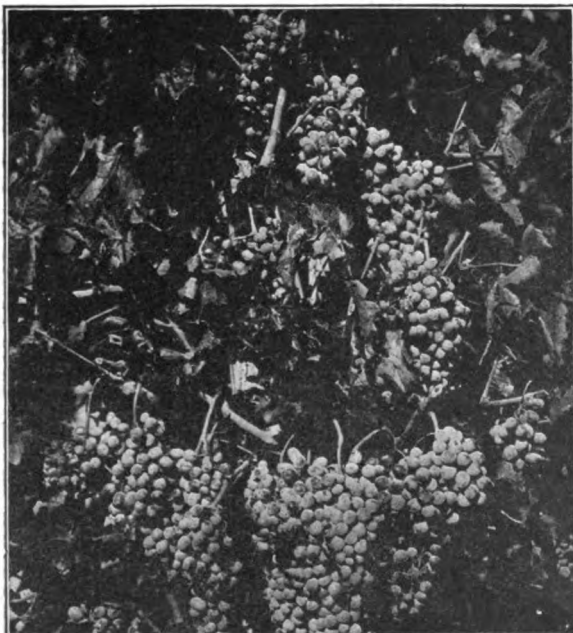
The great California-Mexico Land and Cattle Company has a general merchandise store in Brawley under the management of Harry Baum, whose popularity and good business ability have won for his concern an immense trade.

J. A. Murray, the furniture man, supplies the town with the best of goods.

The Brawley Hardware and Implement Company has everything that the household needs and is a popular and progressive concern.

Edgar Brothers have one of their best branch stores in Brawley.

The Weston Town Company's head offices are located here.



Just Grapes

WEST SIDE EXTENSIONS

Water company No. 8 has just completed a series of extensions and wasteways to its system that will be of great benefit to the settlers of the west side of the valley. When the Colorado River broke through and tore its channels across the valley to Salton Sink, several of No. 8's canals and wasteways were completely demolished. The new work not only restores these, but greatly extends them. Additions have been made on the Teak No. 2 and No. 4 for a distance of two miles, so that water can be diverted toward Salton Sea, and wasteways have been constructed from the Tamarack and Spruce canals to the New River.

The general development in progress in this district is apparent from the increased demand for irrigation water. Heretofore never more than eighty second feet of water has been carried in the main canal of Water District No. 8, but recently the demand has called for the delivery of 120 second feet.

WEIST A NEW SETTLEMENT NEAR BRAWLEY

Editorial Note.—Weist is a new postoffice near Brawley. It is the center of a large farming community and will some day be a large trading center, as the population increases. Following is a letter written by the founders of the settlement who tell some interesting facts regarding the crops raised in that community:

Weist, Cal., April 14, 1909.

Calexico Chronicle:

Dear Sir: I received your letter asking for some information from this community and although I am later than you asked for I will send a few items.

We have been here not 3 years yet until next October, 1909, but during this time we consider we have made counting the increase in the value of our land and our live stock \$25,000. Now in saying we, I mean D. W. and G. E. Weist, who are farming together and they have and farm 360 acres. They value their land at \$50 but would not take that for it. They expect to sell \$4000 worth of hogs in June, as they have over 300 head weighing now with a better average than 200 pounds. Now this hog increase is from 30 sows bought two years in October this fall, all being with pigs at time of purchase and costing \$17 per head or \$510 for the lot.

We also have a nice grove of eucalyptus trees not 3 years of age yet.

Last year D. W. and G. E. Weist baled 205 tons of hay from 160 acres of barley and sold most of this hay for \$15 per ton.

Another successful farmer of our community is S. C. Herd, although he has not been here yet a year. Mr. Herd as soon as coming here put in 50 acres of Milo Maize and sold same in the field last fall for \$500 cash; then he at once sowed this field in barley and had one or two pastures from it, getting 34 cents per head for hogs per month. Chas. Fisher, another rancher, is and has been very successful. He planted 20 acres of alfalfa last February and the first cutting made him a ton to the acre and has been hog pastured since, constantly keeping several young pigs and sows on the same.

Mr. Fisher had 200 acres of barley which he has vunteered for five years and has a fine crop of barley on this year that will go at threshing time better than 16 sacks to the acre. This same field was pastured off three times this winter, netting the owner for pasture alone \$2 per acre. Mr. Fisher after threshing a 50-acre field of barley last summer which made him 12 sacks to the acre plowed this field and put in Indian corn, getting 35 bushels per acre. Two crops in one season from the same ground besides the pasturing of his winter barley. One can estimate easily at market price of barley per sack and corn what each acre nets one.

Respectfully yours,

MRS. D. W. WEIST.



CUTTING ALFALFA NEAR BRAWLEY IN MARCH.

During the past three months 225 business and residence lots have been sold in Brawley. Buildings and other improvements to the value of \$200,000.00 are planned and under construction. The largest shipping sheds in the Imperial Valley are located in Brawley. Fine soft land surrounds Brawley, and here it is possible to make a good living from a small investment. Brawley is the Queen City of the North End of the Imperial Valley and recent development is most surprising.

We can offer close in residence lots for \$150.00.

Small acreage tracts \$150.00 and \$200.00 an acre.

Unimproved land with water rights 6 miles from Brawley \$40.00 an acre, improved land with water rights now in growing crops, \$65.00 an acre.

For further information address,

Stanley-De Blois Co.

10 Sixth Street

BRAWLEY, CALIFORNIA

WESTON

THE NEWEST TOWN IN THE VALLEY

The Town of Weston is situated in the center of the famous No. 8 water district, and comprises 640 acres of the finest quality of garden soil in the Valley. It owns 640 shares of stock in Imperial Water Company No. 8, entitling it to receive on demand two thousand, five hundred and sixty acre feet of water per annum.

Weston occupies a sort of pivotal position in the north-western portion of the Valley, being far enough removed from any other natural centre, it is sure to make one of its cities.

Anyone at all familiar with the growth of the other cities and towns of the Valley need hardly be reminded of the fact that with a tributary territory like that surrounding Weston, the above prediction will certainly be fulfilled.

In laying out the town, the Company has adopted the liberal policy of providing 80 and 100 foot streets, with abundant reservations for public parks, schools, railroad facilities, packing houses and all lines of industrial enterprises sure to follow in the wake of the dense population soon to be occupying this portion of this wonderfully productive valley.

Building restrictions are inserted in deeds to certain lots in the centre of the town, and livery stables, hay storage and lumber yards will be located in such places that will not endanger the business portion of the town in case of fire. An ample and complete domestic water system under pressure is planned for use on all lots within the townsite proper. For five and ten acre tracts a Mutual Water Company will be formed to be known as the Weston Irrigating Company. To it will be transferred the distributing ditch system, to be constructed to deliver water to these tracts, each purchaser of a five or ten acre

lot will receive one share of stock in the weston Irrigating Company for each acre of land, and the ownership of this stock will entitle the holder to receive his proportion of four acre feet of water per acre per annum perpetually.

The usual opportunities offered at the beginning of any new centre are here available.

At the present time there is needed a general store, blacksmith shop, brickyard, livery stable, lumber yard with several other lines of business to follow rapidly with the building up of the town. In fact the Town Company will not allow any needed business project to suffer for want of support or assistance necessary for its establishment there.

No better opportunity has ever been offered in the Imperial Valley for quick returns on centrally located property than is here offered.

All of the title deeds will contain the usual clause, possessed by other towns of the Valley, prohibiting the sale of intoxicating liquors within the townsite.

In 1904, business lots in the centre of Brawley sold at \$200.00 each. Now the same lots are in demand at \$1,500.00 each. Weston Main Street lots today can be bought for \$200.00 each. What will they be worth in five years?

One hundred and sixty acres right in the centre of the 640 acres owned by the Town Company has been subdivided into lots and the remainder of the 640 acres is laid out in 10 acre tracts, with a street on two sides of each tract. Provision has also been made so that the streets running through Town can be extended at any time and the 10 acre tracts subdivided into lots.

There is no other section in the entire Valley more suitably adapted for the production of citrus fruits than the 10 acre tracts surrounding the Town of Weston.



A Staple Crop

PORTTRAITS

VIEWS

KODAK FINISHING

A. P. CENTER

PHOTOGRAPHER

BRAWLEY, CAL.

Most of the pictures in this issue are my work. Copies of the regular Views neatly mounted and post-paid at 50 cents each. Panoramic Views 60 cents. Cash with order.



WESTON

The Newest Town of the Valley

is already claiming considerable attention from SHREWD INVESTORS in that class of property. No other town in the Valley can claim such a large TRIBUTARY AREA OF GARDEN SOIL that will grow anything from alfalfa and grain to oranges, cantaloupes and other special garden crops, as is found surrounding WESTON besides being a

Natural Pivotal Point

in the GREAT No. 8 WATER DISTRICT and on the direct route to the FAMOUS WARNER RANCH, SMITH MOUNTAIN, JULIAN and BANNER SUMMER RESORTS as well as to Los Angeles and San Diego, via Santa Fe Rail Road.

The Townsite Contains 640 Acres

of patented land subdivided into ten acre tracts and town lots with WIDE streets, abundant PARK, RAILROAD and SCHOOL RESERVATIONS.

The Weston Town Co.

is the owner of the Townsite and is offering liberal inducements to any one who will come in at this time and assist in the foundation work of the City to be.

The Early History of Brawley

IMPERIAL, EL CENTRO, CALEXICO and HOLTVILLE will undoubtedly be repeated here. Five years ago lots on Main Street in Brawley sold for \$200.00 each, today the same lots have a cash value of \$1500.00. Lots on Main Street in Weston today are selling at \$200.00 each—what will they be worth in five years?

Ample provision has been made for a complete IRRIGATING SYSTEM for the 10-acre tracts and a DOMESTIC WATER SYSTEM UNDER PRESSURE for the town lots both of which will be ABSOLUTELY OWNED and CONTROLLED BY THE PROPERTY OWNERS ONLY.

For plats, price list and all particulars, address,

Weston Town Co.

706-7-8 Security Building, Los Angeles, Cal.

G. N. Turner

Brawley, Cal.



Philo Jones

PHILO JONES

The name of Philo Jones has become a synonym for "hustle." It has been said that Mr. Jones could do more work than any two men in the valley and none has tried to wrest the title from him. He came to California from Michigan in 1883 and was educated in Southern California. He has been identified with quasi public business enterprises for ten years, principally the Salinas Water Light and Power Company and the Valley Electric Company of Santa Maria. He was invited two years ago to join the Oakley Brothers and F. C. Paulin in the organization of the Brawley Town and Improvement Company and has since that time been secretary and manager of that big concern. He is also secretary and manager of the Brawley Co-Operative Building Company and its principal stockholder; secretary of the Imperial Valley Milk Company; President of the People's Abstract and Trust Company, of El Centro; secretary of the Imperial County Chamber of Commerce; a director in the Brawley Chamber of Commerce and also a director in Imperial Water Co. No. 4.

Mr. Jones, it will be seen, has his hands full but always has time to devise new propositions that mean well for Imperial County.

DR. J. W. OAKLEY

Dr. J. W. Oakley became interested with the California Development Company at the time that corporation started the colonization of the Imperial Valley in 1902 through the medium of the Imperial Land Company. He was, previous to this sales agent for the C. D. Company and in 1903 purchased two-thirds of the Chafey interests of that concern, selling out to A. H. Heber and other stockholders two years later.

Dr. Oakley and his brothers then devoted their entire energies to the up-building of the northern end of

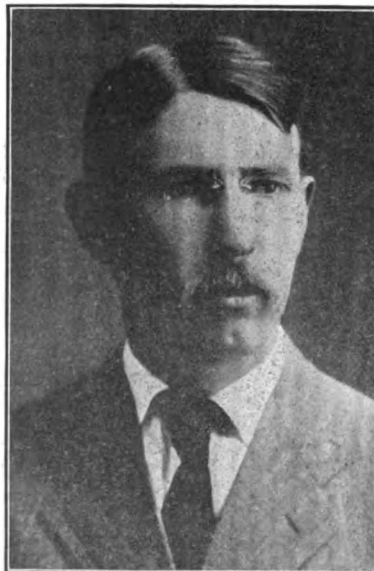
Imperial Valley, embracing water companies 4, 5 and 8. In district No. 8 the Imperial Construction Company was organized and built the entire canal system, consisting of more than one hundred miles. The Imperial Investment Company was then organized, Dr. Oakley and his brothers being two-thirds owners with F. C. Paulin. The Brawley Townsite Company was also one of the companies in which Dr. Oakley was a moving spirit and the work of this concern in building up Brawley is attested by other pages of this book.

WM. T. DUNN

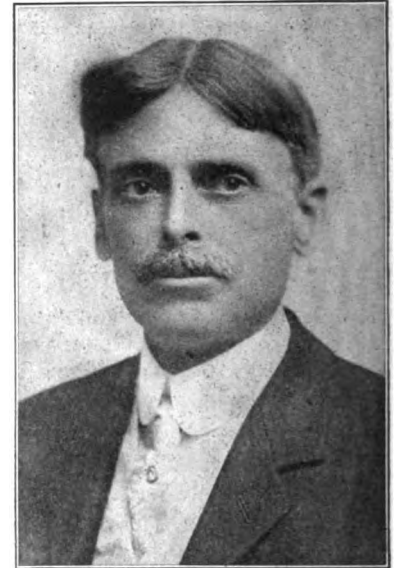
Mr. William T. Dunn is one of the solid men of Brawley and has done as much as any one man to make that town what it is. He is president of the Imperial Valley Bank, treasurer of the city of Brawley, treasurer of the Brawley Chamber of Commerce, treasurer of the Brawley Co-Operative Building Company, treasurer of the Imperial Valley Milk Company, and treasurer of the Imperial Valley Date Palm and Farming Company. Mr. Dunn is a New Englander where he received a good education. He has been admitted to the bar. He had to come west on account of his health, coming to Brawley in 1902 where he established the first bank of Brawley which was later reorganized as the Imperial Valley Bank. Mr. Dunn is a Mason, K. of P., Elk, and a prominent member of the Imperial Valley University Club.

RAY C. GRISWOLD

Ray C. Griswold is one of the fortune favored young men of Brawley. He came to the county in 1902 and has been connected with various livery businesses in Brawley and dealt in live stock of all kinds successfully. He is now head of the Griswold



Myron D. Witter, Editor News



W. T. Dunn

Brothers Livery, in Brawley and is known throughout the Imperial Valley as one of the best livery men. He is also senior member of the firm of Griswold & Beal, realty dealers whose advertisement appears in these pages.

WILLIS F. BEAL

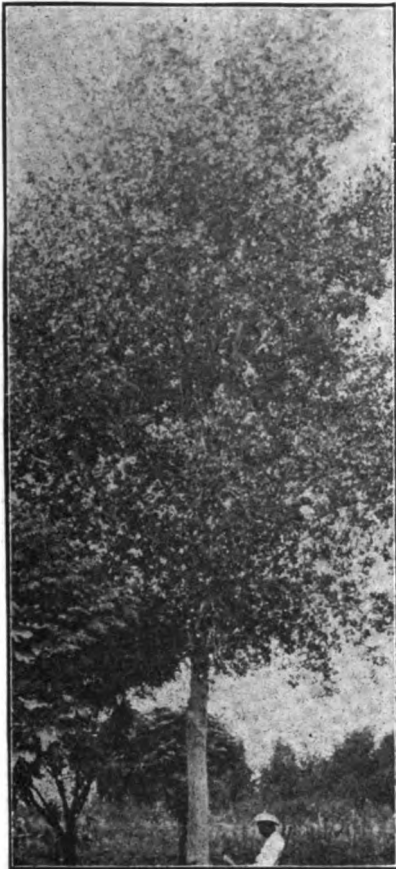
Mr. Beal is member of the realty firm of Griswold & Beal of Brawley. He came to the valley in 1903 with but \$5 in money, took up and improved land in No. 1, and with his brother at present owns 800 acres of the choicest land about Brawley. He established a rolling mill at Brawley which will soon be doubled in capacity. As a real estate broker Mr. Beal has met with flattering success. He also conducts a large grading outfit, which occupation has made him thoroughly acquainted with soil conditions, a qualification that assists him greatly in his realty business.

MISS RUBY GARDNER

As one of the few ladies in responsible business positions in Imperial Valley, Miss Ruby Gardner, cashier of the Imperial Valley Bank at Brawley, has attained an enviable position in Imperial Valley business circles. She came here a graduate of several business colleges in 1904 and entered the employ of the bank at once, being promoted promptly to cashier. She is prominent in social life in Brawley and the proud possessor of 320 acres of the finest land in the neighborhood.

WM. P. MANSFIELD

The story of the success of William P. Mansfield reads like a romance. He purchased 320 acres of assignment land near Brawley in 1903 at \$20 per acre, including water stock. He has raised crops that illustrate the richness of the valley soil better than any one we know. He broke entirely new land and the second year had the entire tract under fine cultivation.



We Sell the Earth of Imperial Valley

Griswold & Beal

We know the soil conditions and peculiarities of every portion of this Great Garden Spot. Free information about any part of the Valley for the asking

Lands About Brawley Our Specialty

GRISWOLD & BEAL

Realty Brokers

Brawley, California

California-Mexico Land and Cattle Co. Store

WHOLESALE AND RETAIL

Groceries, Dry Goods
Hardware

BRAWLEY,

CAL.



Potato Field Near Brawley

THE BRAWLEY Hardware and Implement Co.

Handles the Best of Everything
in the line of Builders' Hardware,
Paints, Oils, Glass and House-
hold Goods. 🌿 🌿 🌿 🌿

BRAWLEY, CALIFORNIA

WE CARRY A COMPLETE STOCK OF

Furniture, Carpets, Rugs,
Linoleum, Matting, Portieres, Lace Curtains,
Glassware, Chinaware, Clocks, Trunks, Suit
Cases, Refrigerators, Tents all Sizes,
Wall Paper and Paints

We Have the Exclusive Agency for the WHITE
SEWING MACHINE and can sell or rent you a ma-
chine on most any kind of terms. We also sell the
Columbia Graphophone and double records.

We Can Furnish Your Home Complete.

J. A. MURRAY, General House Furnishings, Brawley, Cal.



F. H. Stanley

Alfalfa, hogs, cantaloupes, Malaga and Muscat grapes, Bartlett pears, figs, apricots, and every variety of vegetable known to the enthusiastic grower cover his land. He values his 320 at \$300 per acre which is low. Mr. Mansfield figures on an annual net income from his ranch of \$10,000 per year which shows what valley land will do under the proper attention and care.

Mr. Mansfield came to the valley after a number of years as a hotel

man at various points on the coast. He is a member of the Elks and a public spirited man in every way. The reader's attention is asked to various pictures in this issue taken on the Mansfield place, near Brawley, conceded to be the show place of northern Imperial county.

FRANK H. STANLEY

Frank H. Stanley is also one of Brawley's pioneers, having settled in that town while it was but a name. He was first interested with the Oakley-Paulin Company as manager of the Imperial Land Company's interests there. He is a large land holder in No. 4 and No. 8 and has developed crops on both places second to none in the Valley. He organized the first stock company to handle the immense cantaloupe industry of Brawley. Mr. Stanley is senior member of the Stanley-DeBlois Company which is largest stockholder in the Imperial Valley Date Palm and Farm Company, a corporation that will conduct farms on a magnificent scale. Mr. Stanley at one time owned and conducted the Brawley News, later selling to W. F. Holt.

E. A. DE BLOIS

Mr. E. A. De Blois, member of the Stanley-De Blois realty firm, came to the valley in 1904, investing heavily in land and became the secretary of the Imperial Light, Water & Power Company in Imperial. He later moved to Brawley and became interested in the Brawley Land Com-



E. A. De Blois

pany which was later re-organized as the Stanley-De Blois Company. Mr. De Blois was interested with the Pope Manufacturing Company in Connecticut for seventeen years and was formerly a member of the fastest bicycle racing team in the world. He was secretary-treasurer of the Connecticut Division of the League of American Wheelmen and later organized the De Blois Manufacturing Company of Hartford, Conn. He is a Shriner and a Knights Templar.

About the Weather

Little has been said about the climatic advantages of Imperial Valley as a health resort, although in a general way the Southwestern deserts are known to be peculiarly favorable, because of the dryness of the air, to certain classes of invalids and many of the settlers have come here as health seekers. No systematic efforts to attract health seekers have been put forth and no especial provision for taking care of them has been made. The valley has no sanitariums, no camps for invalids, and at present nobody is especially interested in inducing the sick and ailing to come here. At this stage of development, the country needs sturdy, active settlers, robust men who can wrestle with the desert and overcome its obstacles, and it is not yet ready to advertise itself as a sanitarium.

Physicians, however, are giving attention to the climate of the valley and finding it favorable to the cure of pulmonary and nervous diseases, and the reasons for its beneficial influences are to be found in the remarkable dryness of the air and the evenness of temperature through the greater part of the year. Heretofore no systematic records of weather conditions have been available, but since last June this paper has kept records, from standard instruments, of temperature and humidity and analysis of the figures discloses some interesting facts.

During the month of October the highest temperature recorded was 95 degrees and the mean maximum for the month was a fraction over 79. The lowest temperature in the night was 43, and the mean minimum was 55. The greatest daily range was 33 degrees and the least daily

range 10 degrees. The lowest humidity in the middle of the day was 5 per cent, the highest 39, and the mean 20. During the last six days of the month there was a variation of only 4 degrees in the maximum and 8 degrees in the minimum. For three days the maximum showed absolutely no variation, and for four successive days the minimum was unchanged. During 14 days there was a variation of but 14 degrees in the maximum and 9 degrees in the minimum. There were three windy and two partly cloudy days in the month. On only three days was the humidity above 30 per cent, and for fifteen days it was below 20 per cent.

It is not probable that a similar evenness of temperature and dryness is shown by the records of any other part of California.—Imperial Valley Press.



Barley Field, Weed Ranch, Calexico

H. H. PETERSON

Building Contractor and Brick Maker

Brick Making Plant at Holtville, where the Best of Building Brick is manufactured for all the Valley's use.



EL CENTRO LOOKING WEST—BUILT OF PETERSON'S BRICK

MELOLAND

80 Acres of this beautiful Ranch
will soon be put on the market as

A Townsite

The first 100 lots, 50x140, will be sold for \$100 each;
\$10 down and \$5 per month.

Meloland is 6 1-4 miles east of El Centro on the Holtville Interurban R. R., and 4 1-2 miles west of Holtville.

A postoffice and store are now established at Meloland. Meloland Townsite is owned by the Joseph R. Loftus Company. Two hundred acres of the land is planted to cotton.

A small investment in this townsite will make money for you. Let us select a lot or lots at once for you. \$10 cash, \$5 per month.

JOSEPH R. LOFTUS CO. Members
L. A. Realty Board
128 W. 6th St., Los Angeles, Cal.

HOLTVILLE

By E. C. PENTLAND

When you visit a town what most forcibly impresses you? Is it the size and architecture of the city? Perhaps. Is it the people whom you meet? Perhaps. Is it the amount of business you do, in your own particular line? Yes, that is it. This makes all the difference imaginable in forming your opinions. If you are a traveling man, and get a nice string of orders in Holtville, you say to your firm, and tell others: "Holtville is a good town." If you engage in business in Holtville, and are making money, you say: "Holtville is a good town." If you buy a ranch, and the venture proves profitable, you say: "The Holtville country is all right."

Holtville is located at the terminus of the Interurban Railway, a twelve-mile branch from the Southern Pacific Railroad, starting at the county seat of Imperial county. The town is only about four years old, but is making marked strides along the road of Progress and Prosperity. It is in the center of a rapidly developing agricultural section, which is amply supplied with that important requisite of Southern California—water for irrigation. And not only is the surrounding country being made to "blossom as the rose," but it is attracting a class of settlers who are far above the average in intelligence and ability. And these people are "making good" and are enthusiastic "boosters" for their town and country. You cannot remain long in Holtville before you become imbued with



The Holtville School

their spirit, and want to make your home here and help them "develop the country." It seems such an easy task to hear them tell the story. They file on a 320-acre tract of land, such as surrounds Holtville, in the Imperial Valley, and after leveling the land, which in many cases is almost a dead level before they start in, they seed it to alfalfa. They have to wait only a few months to begin cutting the rank growth of hay, and converting it into dollars. They turn on the water, wait another month or so, and cut another crop of alfalfa, and so on through a majority of the months of the year. Then they figure up

the crops of the year and find it averages from \$60 to \$75 an acre. They do this for a few years and find themselves with a nice balance at the bank, and debts all paid. Then some one comes along and wants to buy their farm, and they find their 320 acres is worth from \$25,000 to \$30,000. They then say to themselves: "I am a success in life" and are correspondingly happy. This has been the experience, they tell me, of not one alone, but many who filed on the lands surrounding Holtville, when the country was in its infancy, about six years ago.

Town Has Grown

And as the farmers have prospered so the town has grown, until now there are at least 1000 people in Holtville, and it has ambitions to become a city of several thousand more. As the farmers have prospered they have become liberal spenders. And the merchants have also done well. But how are they spending their money? The farmers are putting it into improvements on the farm, and the merchants in increasing their stocks of goods and enlarging their stores. That is why business is good in Holtville, and that is the reason why those who seek the opportunities here are so well pleased with the town and its people. The farmer, or the merchant, whose prospects of profits are almost assured, has no trouble in getting accommodation at the bank, or from the wholesalers, hence activity is seen on every hand. The people are busy, and are consequently happy. They haven't time to complain. They are thinking of the future, not the present. Those who have settled on the farm lands, or started in business in Holtville, come mostly from thickly settled communities, and they know what it means to keep pace with the growth of the country, and reap the reward of being prepared for the continued influx of home-seekers. They know it means dollars in their pockets, and like all Americans, they are after the "almighty dollar" and they will get it.

LIVERY

Equipment of the very best.
Feed and Hay for sale. Top-notch turnouts for every need.

L. F. GRAY
Holtville California

Farm, Garden and Field Seeds

Nursery Stock, Poultry Supplies
Feed, Hay and Grain
Horses and Mules For Sale

CONTRACTS TAKEN FOR ASSESSMENT WORK, TEAM WORK AND GRADING

GENERAL COMMISSION BUSINESS

H. J. MESSINGER
Proprietor Fifth Street Stores
HOLTVILLE, IMPERIAL COUNTY, CALIFORNIA

HOLTVILLE

The Beautiful

Make your Home in the "Athens of Imperial Valley,"—the greenest, prettiest
and most comfortable town in Imperial Valley



HOLTVILLE PUBLIC PARK AND LIBRARY GROUNDS

The following responsible Real Estate Agents can be used by you to find
profitable and comfortable ranches. Address

SARGENT & SEAT
WILHITE & BATEMAN
POWERS & HUMPHREYS
ED. E. BOYD REALTY COMPANY

Holtville California



Holtville, of Shady Lanes

But this is a new country; very new. There is so much to be done, and no matter how hard the people may work, it takes time to accomplish the results aimed at. Some who settled in the valley are not equal to the strain, and so give up the race, sell out and some one else reaps the harvest so near at hand, had they but been more persistent. This is no country for a "quitter." There are men, and women, too, from luxurious homes in the East. The men, who are succeeding, have taken off their coats, rolled up their sleeves and waded into the work. Clothes do not make the man here, but push and energy do. This is a land of sunshine, but even all sunshine has its drawbacks for some people, as it gives them too much time in which to work. Those who are working the hardest now, while the country is being developed, will be those who can later afford to take life easy. They are living in the present and speculating on the future. It does not take a person of a great deal of discernment to foresee what the

result will be. A splendid productive soil, a genial climate and an abundance of water are a combination hard to beat. With just ordinary "horse sense" and some "backbone" success is sure to follow.

Holtville was named in honor of its founder, W. F. Holt, who built the railroad, built the electric power plant here, many of the brick buildings, and who takes a personal interest in the town. He is among the first to assist any worthy local enterprise, or manufacturing industry. Holtville has a city charter, Ed E. Boyd being president of the Board of Trustees. It also has a Chamber of Commerce, with W. P. Chaney, president, and L. P. Sargent, secretary. The school population has overcrowded the present grammar school building, so a \$35,000 new building is to be erected this year, for a high and grammar school combined. Cement sidewalks and curbs are to be constructed along both sides of the principal streets, several miles in extent. The power company is expending many thousands of dollars erecting a new power-house and electric plant, to increase the power from 450 to 1100 horsepower. Seven brick stores are to be built on the corner of Holt avenue and Fifth street, to cost \$25,000 if one story, and \$40,000, if two stories high. There will also be a new brick commenced soon on Holt avenue, near the depot, to cost about \$5000; also a concrete building almost opposite the one just mentioned, to cost about \$3000, in addition to which are a number of residences being built. The town is growing.

During the past twelve months, according to the figures furnished by the local agent of the railroad here, O. R. Ervin, there have been shipped from Holtville 549 carloads of products. They were: 110,000 pounds of honey; 10,800 head of hogs, 200 heads of cattle, 78,000 rolls of butter, 3000 sacks of grain, 18,125 bales of hay; 1,332,000 brick; 1,190,000 cantaloupes, and about 35,000 pounds of poultry. This is from a town only about four years old, and in a country that about six years ago was a desert, and is certainly an excellent showing.

D. H. Williams, living six miles south of Holtville, has 370 acres in alfalfa, and stated to the writer that, last year, on a ten-acre tract, he cut nine crops in the year, and the total was thirteen tons to the acre. He stated



Interior of Our Holtville Store

Anderson & Meyer Co.

Holtville and Calexico, California

TWO STORES

that carry the hardware and furniture lines thoroughly—that aim at complete stock in everything handled. Our Holtville store carries harness and keeps a harness-maker, and we have a tinning and plumbing shop at our Calexico branch, and a tinsmith to do the work. At both stores we show big stocks of furniture, shelf and heavy hardware, paints, fence, stoves, household furnishings and everything that these lines carry with them. Hardware and Furniture—that is our business, and we are on the job.

ANDERSON & MEYER CO., Holtville
GEO. W. ANDERSON H. P. MEYER

... Calexico
P. P. ANDERSON

THE CALIFORNIA CREAM AND BUTTER CO.



**WE FURNISH A QUICK MARKET
MONTHLY PROFITS TO DAIRYMEN!**

**HIGHEST PRICES PAID FOR
BUTTER FAT, MILK AND**

CREAM

The California Cream and Butter Co.

D. K. GOOD, Imperial Valley Representative

Holtville, Imperial County, California

that on a larger piece he had an average of eleven tons to the acre. Alfalfa hay has been selling at \$13 a ton, but just now is down to about \$10 in the field. At the latter rate the product of ten acres mentioned would come to \$1300. It costs about \$4.50 a ton to raise alfalfa hay, which would leave a net profit of \$715, or \$71.50 an acre. If the whole 370 acres should average only \$60 an acre profit, the total yearly profit would be \$22,200.

Holtville has the usual complement of business concerns that accommodate a population of 1000 inside the city limits and a supporting population of five times that many outside. Holtville is the trading point for the entire "east side"—that territory east of the Alamo river. All of No. 7 and nearly all of No. 5 come to Holtville to trade and the volume of business done every day would surprise the store keeper of the east who trades with pennies.

The Citizens' Bank, with Roger Webster as cashier, has become one of the leading financial institutions of the valley, growing faster in the first twelve months of its existence than any other.

Holtville has a good class of real estate firms as shown by the combined advertisement in this section of the Chronicle. They are alive to the advantages of the east side and tell the truth about the country when answering inquiries. In fact the real estate fraternity all

over the valley have become known as reliable men, with an exception or two and these exceptions are not found represented in this book, their business having been refused.

Anderson & Meyer, the new hardware firm, have already become leaders in the commercial life of Holtville. They have a branch store at Calexico, both stores doing the biggest business in the hardware line in each of the towns.

Chaney & Simeral, the lumber dealers, have established a yard that is complete in every particular. A picture of their place of business is shown in their advertisement.

H. J. Messenger and L. F. Gray see to it that people are supplied with livery accommodations.

Dr. E. R. Brooks looks after the health of the Holtville people in an able manner.

One of the largest factors in the prosperity of Holtville is the California Cream and Butter Company. This firm has a good creamery in Holtville and gives the immense dairy industry about that town a market second to none.

Near Holtville is G. W. Belden's place, and a number of pictures of his fine dairy cattle are shown in these pages. Mr. Belden is a scientific dairyman, as is shown by his able article on "The Dairy Cow and Her Possibilities," found on another page.

The Dairy Cow and Her Possibilities

By
G. W. BELDEN

We are all more or less familiar with the average class of cows kept by dairymen, good, bad and indifferent, with the really good ones far in the minority.

There is, of course, a tendency to improve the breed, but many dairymen are willing to slide along in the old rut and let their more progressive neighbor take the initiative. The good cow is not a result of chance, but of an intelligent selection of her sire and dam. Desirable characteristics can thus be permanently transmitted and so long as the breeding is wisely done, the improvement will continue.

In forming a herd procure a few good cows if possible and increase it to the desired number with the female progeny of such animals. In the selection of cows for the foundation of a herd, the question of good grades or thoroughbreds will naturally arise. I think it is the desire of every ambitious dairyman to own a herd of thoroughbred stock. It is not within the means of all to accomplish that at the start, but it can be done in a few years' time by persistent efforts.

A few thoroughbred calves can be purchased at a mod-

erate cost. The word thoroughbred as applied to a great many animals is a misnomer to a certain extent, for unless an animal has ancestors with authentic records of good performance or has individual merit herself, she might as well be classed with the grades.

With pure-bloods, the first cost will be greater, but within a short time the increased valuation of your herd should have some consideration. The results at the pail and tester would also justify a little larger investment. But in the event that grades are selected, individual merit must stand alone.

In the improvement and breeding up of thoroughbreds or grades, the quality of the sire is the most important thing, in fact the success of the enterprise depends upon the selection of a bull to head the herd.

The good milking quality of a cow is transmitted through the son, to the son's daughters, uninfluenced by the fact that the son did not exercise it. Consequently the sire's dam is as close to the sire's daughter, as the daughter's own dam.

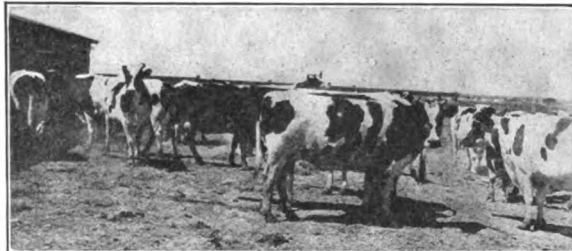


Select Holstein-Friesian Dairy Stock, Belden Ranch, Holtville

IMPERIAL HERD OF PURE BRED
HOLSTEIN-FRIESIAN CATTLE

THE MOST PROFITABLE CATTLE IN THE WORLD

Our herd is headed by **Hermana Ignaro De Kol**, No. 36520 H. F. H. B., whose sire and dam took first prize at the Sacramento Sate Fair in 1907.



In our herd is the cow, **Escudo**, No. 51645 H. F. H. B., who gave over 562 pounds of milk in 7 days, containing over 22 pounds of commercial butter.

A FEW YOUNG BULLS READY FOR SERVICE

Also Several Bull Calves for Sale

Satisfaction Guaranteed

COME OR WRITE

G. W. BELDEN Holtville, California

Hence the oft-repeated statement that the sire is over half the herd is not far wrong.

The selection of the cows and a sire of desired quality is not all that is necessary for successful dairying. The proper mating of animals is of great importance, for unless the breeding is wisely done there is a predisposition to atavism or "throwing back" which means retrogression instead of improvement.

Valancey E. Fuller defines it as a form of heredity which causes the appearance in offspring of any peculiarity of an ancestor more or less remote, whether in form, color, habits, mental traits or predisposition to disease, without the same having been observed in the parents."

Where inbreeding is done, the tendency is not so strong, but in cross-breeding it is apt to appear. To obtain the best results, select animals of like characteristics as nearly as possible, or where grade cows are used see that the sire has characteristics obtained from his ancestors that you wish to install in your herd.

Grade cows are more disposed to throw back than pure bloods, owing to their mixed blood, consequently the progeny of such animals will be greatly influenced by the use of a pure-bred sire.

I am afraid that too many dairymen fail to realize the importance in the selection of a sire to head the herd, and use bulls that have little or no breeding.

It is either a case of improvement or deterioration, with so many advantages on the right side of the scale, that the ambitious dairymen cannot help but recognize them. In reality, the selection of the bull is of greater importance than that of the cow, for the consensus of opinion among scientific men is that daughters take after their fathers and sons after their mothers. Hoard's Dairyman calls it "preponderant heredity," and quotes Darwin for the enunciation of the law.

I presume it would be a conservative estimate to place the yearly production of the average grade cow at about 3000 pounds of 4½% milk or 135 pounds of butterfat. Allowing 30 cents a pound for it, the gross yearly earnings of that cow irrespective of skim milk and increase would amount to \$40.50 or \$3.38 per month. Looks pretty small, doesn't it? If the cost of keeping the animal was estimated, it would look still smaller.

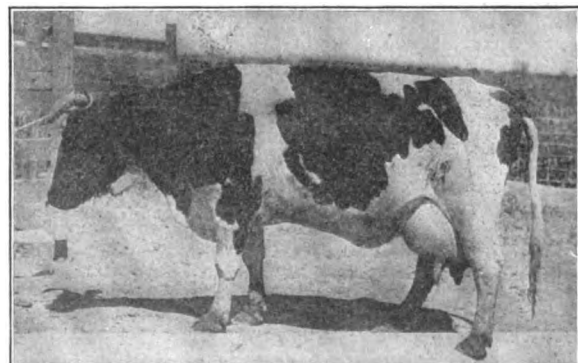
The efficiency of the cow consuming the farm products

bears a vital relation to the dairyman's profits. Raise the standard of milk production in the herd and the profits will be correspondingly larger.

The Holland farmer is a good example of thrift and enterprise in this respect. From 6,000 to 10,000 pounds to the cow is what they work for and anything that falls below that amount is sold to the butcher.

By persistent and intelligent grading and breeding up of the herds, the same result could be accomplished by any dairymen, and the increased profits would certainly be very acceptable.

The future for Imperial Valley as regards the dairy industry is very bright. It is estimated that there are 6,000 cows here at the present time, presumably capable of producing half a pound of butter per day, 90,000 pounds a month, at an average price of 30 cents per pound, making a total of nearly \$30,000 a month or \$360,000 for the year. If this production were doubled and it could be very easily accomplished, it would mean increased prosperity for many and the resultant gratification to each dairymen in so improving his herd, would compensate him in no small measure for his efforts, aside from the monetary consideration.



Belden's Prize Cow, Escudo



Ed. Boyd

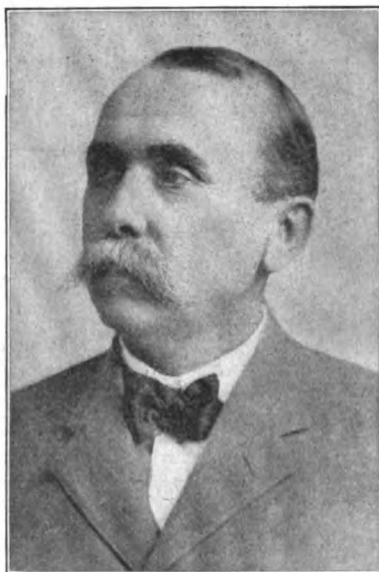
Mr. Ed. E. Boyd, general booster. Shake hands with one of the livest men of Imperial Valley. Whether it is being mayor of a town, selling a hundred thousand dollars worth of land a week, backing a winning baseball team or establishing business enterprises, Ed. Boyd is there with the "goods." He is on every board of directors in Holtville, especially where there are no salaries, he says. He is president of the Boyd Realty Company and president of the Holtville Board of City Trustees. It is due to his everlasting energy that Holtville is considered now the prettiest town in the Valley, having more trees, parks and green growing things than any other.

Mr. Boyd is a native of Missouri and one of the best samples of products of that state the Chronicle ever saw in the west. His early life history is that of a restless young man, travelling about until he found the Imperial Valley where the sunshine, water and soil appealed to him as the proper place to live. He has been interested in the lumber business both in Imperial and Holtville. In lodge affairs he is a leader, being a Mason, K. of P., M. W. A., W. O. W., Eagle and also a Camel.

Holtville hopes never to lose Mr. Boyd, but if she does we hope he will come to Calexico.

ROGER GLEN WEBSTER

Another sample of the young men running affairs in Imperial Valley is Roger Glen Webster, cashier of the Citizens Bank of Holtville. He is but twenty-two. He is also city treasurer of Holtville. He is a son of former Chairman Webster, of the board of supervisors, coming to the Valley in 1904, being employed with the First National Bank of Imperial as bookkeeper. Upon the institution of the Citizens Bank he was put in charge and that concern has enjoyed great prosperity from the start. During the panic of 1908 deposits grew continually in his bank, showing the confidence the wealthy East siders had in young Webster.



C. J. Schenck

DANIEL KENNETH GOOD

Mr. Good is the Imperial Valley manager for the California Cream & Butter Company, one of the largest concerns of its kind in Southern California with headquarters in Los Angeles. He is but twenty-seven years old, a native son. He came to the valley from the engineering department of the S. P. Company.

When Mr. Good came to the valley the butter and cream business was in its infancy and he has built up the industry until it has become one of the leaders of producing income in the valley. He will be glad to show strangers the possibilities of the dairying industry in Imperial Valley. Just ask him.

CHARLES J. SCHENCK

Mr. Schenck, one of the solid citizens of Holtville, came to the Valley in 1902 and located his foster mother and sister-in-law on homesteads and himself on a desert land entry. He built a store in Imperial and later sold out, moving to Holtville and building another general merchandise business. His business grew from nothing to \$50,000 per year in four years and he then sold out to the Valley Department Store Company. He came to the Valley \$1000 in debt.

Mr. Schenck is a good type of the self made man. He started life in Cleveland, Ohio, as a newsboy. He was placed in an orphan asylum by the city authorities and later found a home with John Dundon in Illinois. Here, after the age of 21 had been reached, he received his first education. He has always had the spirit of the pioneer, being attracted to new lands. He went to Gila Bend, Arizona, 18 years ago without a cent, after business reverses. He later was employed in Yuma and upon hearing of the Imperial project came post haste and never has been sorry of it.

Mr. Schenck is now rated a rich man, a booster for Holtville district and a man of faith in the future of the Valley.



R. G. Webster

HOWARD P. MEYER

Howard P. Meyer is secretary and treasurer of the Anderson and Meyer Co., dealers in hardware and furniture at Holtville and Calexico.

Mr. Meyer like his patrons is a young and progressive merchant and has charge of the Holtville store, one of the most modern establishments in the Imperial Valley.

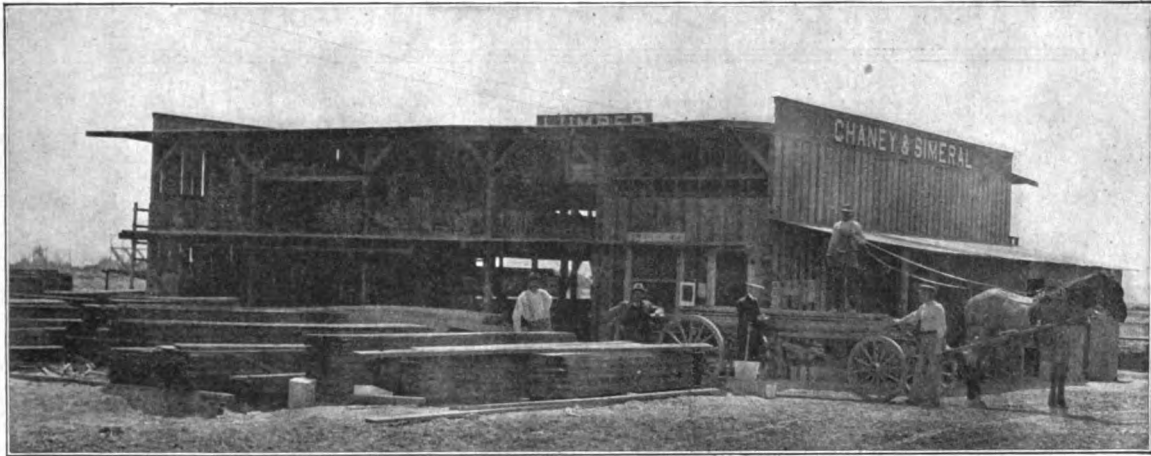
Mr. Meyer is a native of Pennsylvania and well educated. His first business experience was in the office of the Carnegie Steel Co., at Pittsburgh where he was employed as bookkeeper. Leaving that position to come to San Diego County, he entered the employ of the Samuel Gordon Ingle Co. He left their employ with his present partner, G. W. Anderson, to found the business at Holtville, where he has created a reputation for himself and his firm.



O. G. Reeder, Successful Rancher

CHANEY & SIMERAL

The Independent Lumber Dealers



We are a home company. KEEP OUR PROFITS IN THE VALLEY. Yet we can handle the largest order as well as the smallest. We carry a complete stock. Can fill your order promptly. We handle LUMBER TO SUIT YOU. Not a Los Angeles Wholesale House.

CHANEY & SIMERAL

Where Only the Best is "Good Enough"

Holtville, Cal.

THE CITIZENS BANK

OF

HOLTVILLE

CAPITAL PAID IN	-----	\$ 25,000.00
SURPLUS AND PROFITS	---	\$ 5,000.00
DEPOSITS	-----	\$115,000.00

APPRECIATION

This Bank values the business it receives from its customers and takes every opportunity of telling them so. Our customers on the other hand appreciate the fact that the service extended to them is coupled with security. Any business arrangement to be permanent must be mutually satisfactory and profitable. Therefore, in the selecting of your bank, have *permanency* in view and establish yourself for your present and future well-being with a good sound bank.

W. F. HOLT, President
C. A. BARKER, Secretary
Redlands, Cal.

C. E. PARIS, Gen'l. Supt.
El Centro, Cal.

THE HOLTON POWER CO.

EL CENTRO, CAL.

The general office of the company is located at Redlands, California, and the offices of the Superintendent are located at El Centro, County Seat of Imperial County.



Ice Plant, El Centro

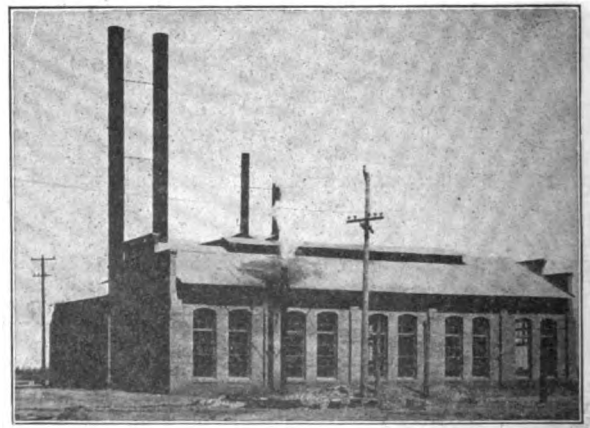
The electric power plant at Holtville operates by water, the water being conducted from the Colorado river through canals into a storage reservoir east of Holtville, which is $2\frac{1}{2}$ miles in length. The present plant consists of one 250 K. W. Bullock generator. An additional 350 K. W. has been contracted for and will be installed and in operation prior to May 1, 1909.

Another electric power station is located at El Centro, this plant to be used as an auxiliary to the Holtville plant, being operated by steam, and consists of a battery, sterling boilers, 600 horse power, and one 350 K. W. general electric generator.

The ice plant is also located at El Centro. The equipment consists of two Frick ice-making machines, with a daily capacity of fifty tons. The storage capacity at this time is five thousand tons, to be increased and possibly doubled before the opening cantaloupe season of 1909. All ice in storage last season was used for refrigerating cars containing cantaloupes, and the Pacific Fruit Express shipped into the valley from Los Angeles and other points over ten thousand tons.

A substantial transmission line runs from the power house at Holtville to the towns of El Centro, Calexico, Imperial and Brawley. These high tension lines carry fifteen thousand volts, and there is a brick sub-station for the handling of this current at each town to which service is given. Electric motors are used for pumping water, from the several towns, and also by creameries, meat markets and hotels, for refrigerating purposes, and the demand for electricity for both light and power is increasing greatly.

The Holton Inter-Urban Railway is owned, operated, and controlled by the Holton Power Company. It is a standard gauge road, eleven miles in length, carrying both freight and passengers. Gasoline motor cars for passenger service run at frequent intervals, and there is daily freight service. All shipments of hogs and other live stock from the east side come over this road en route to Los Angeles. Shipments of merchandise, lumber, etc., from Los Angeles and other points, show an increase every month.



Auxiliary Steam Power Plant, El Centro

The Holton Power Company also owns and controls the Domestic Pressure Water System of the towns of El Centro and Holtville, and is identified with many other interests of an industrial character.



Corn Crop Raised After Canteloupes

The Ira Aten Land Co.

EL CENTRO, CAL.

One of the Oldest and Most Reliable
Realty Firms in the Valley.

WRITE FOR OUR BARGAIN LIST OF LANDS

DAIRY CONDITIONS IDEAL

By J. H. STEPHENS, Holtville

It is my belief that there is no other country which surpasses the Imperial Valley for dairying. Here are the varieties of feed that we have:

Green alfalfa any month in the year; barley three to five months of the year; kaffir corn and sorghum three to four months each year. I have been feeding barley and alfalfa, green, from October to February and feeding from barley pasture for two months.

On such feed I have found that the average cow will pay \$50 to \$65 per year—more than paying for herself in one year. This is by selling the cream only. The skimmed milk will feed two hogs up to the fattening point; her calf is worth not less than \$5. This brings the net income from the average cow up to \$75 to \$90 per year.

One man can handle from twenty-five to thirty cows. Thirty cows will pay about \$2500. The milking and care will cost about \$1000, leaving a net profit of \$1500 per year. The cost of raising the feed is exceptionally low, \$15 per year per head being ample to figure.

There are at present three creamery companies manufacturing butter in the valley and five receiving stations which ship cream outside the valley. This arrangement assures the dairyman the very highest price for his produce.

Eighty acres will support thirty cows and one hundred head of hogs. Hogs should always be raised with cows. Forty acres to alfalfa and the rest devoted to corn and barley makes the best division of the farm.

Every dairyman should have a milk tester and keep a record of the produce of each cow. A cow that does not pay should be sold at once to the butcher.

ASPARAGUS

That Imperial Valley has this year made a big red mark in the East is due to the asparagus which is being shipped by express to many Eastern cities at a time when blizzards are causing the people to forget that there is a spot on earth where the sun is shining and balmy zephyrs blowing.

With about 180,000 pounds of asparagus to ship this season, it is encouraging to note that in Chicago the earliest shipments brought 50 cents a pound, giving to the shippers a great big margin of profit.

At the same time, the opening of the asparagus season in this auspicious manner gives hope that the Eastern people will be ready to pay good prices for the cantaloupes which will be shipped before the asparagus is out of the way.

The Inter-California Railroad was completed the 14th of April, 1909, and will be placed in commission this May. It connects Calexico and Yuma by a rail line through Old Mexico and places the entire Imperial Valley in close touch with that great agricultural region south of the line. Colonization schemes are now being planned and thousands of people will no doubt soon be tilling the rich soil in Southern Imperial Valley, following as they have in the past the trail blazed by the railroad.

Calexico is the home of the railroad people who are employed with the Southern Pacific on the valley branch.



Enlarging Holton Power Turbine Pipes,
Holtville



Holtville Ball Team that Tied Calexico for the
1909 Pennant



Picturesque Canal Scene, Holtville



A Word With the Public



The issue of this big edition has been somewhat delayed owing to circumstances that could not be controlled. However, we believe that you, the reader, will agree that the book has been well worth waiting for. We would have taken another month rather than have a poor job done on such a work.

The publisher takes this opportunity to suggest that this book, bound in cloth would be a fine decoration and an instructive and entertaining publication to lay on your center tables, or have for reference in your place of business. We are prepared to fill all orders taken before July 1, 1909, for such binding. The sample bound books can be seen at the news stands. The cost will be \$1.00 in advance.

Fifty copies of last year's issue in good condition will also be bound in a like manner and will cost \$1.25. Complete your library by keeping the annual numbers in good binding.

The Magazine Edition of the Chronicle is an established enterprise and will be issued annually. Through this medium we hope to interest and bring thousands of people to our great valley—there's room for them. Can we count on you for support next year? Of course we can. And thank you.

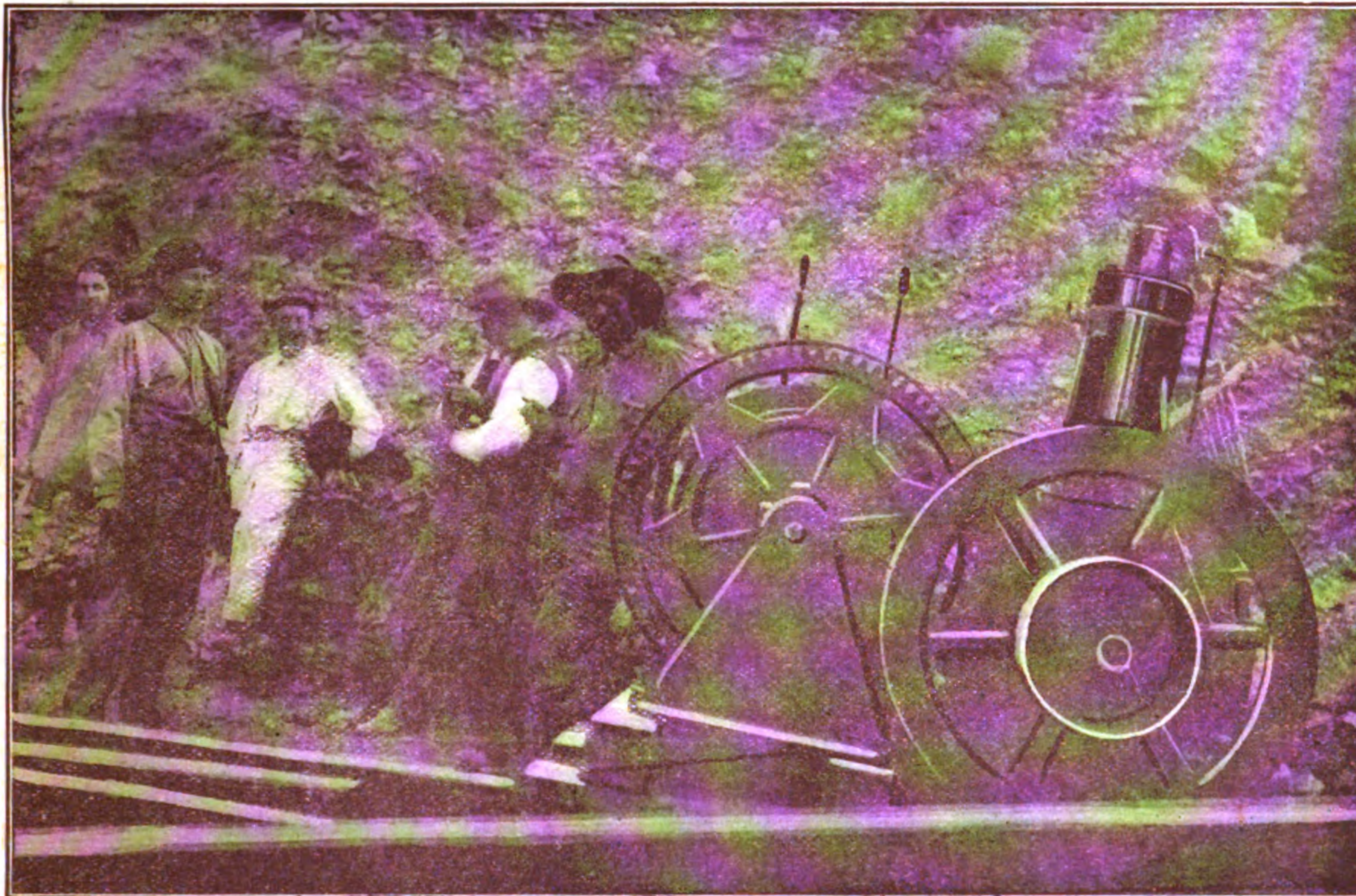
THE CALEXICO CHRONICLE

The Uncle Sam Milling & Mining Co.

(Incorporated in California and Mexico)

Offices at Calexico

Imperial County, Cal.



A two stamp mill, Nisson style, capacity 15 tons daily, was recently purchased to work the ores of the Uncle Sam. It is run by a 25 horsepower gasoline engine. With the hoist in operation the shaft will soon be sunk to a depth of 500 feet. The ore vein has widened from 4 inches at the surface to 28 inches at 135 feet and the values have been found to maintain themselves. Ores taken from the ledge alone average \$150 to the ton, while a full average from across the working shaft, milling all, bring an average of \$46.00 per ton.

Road work, camp improvements, including a company store, being operated by the company.

During the past year stock in the Uncle Sam has gone from 25c to 50c per share, with a par value of \$1.00. Great results are expected from this property next fall when all the machinery will be working full blast.

OFFICERS:

PAUL BOMAN, President
H. H. PETERSON, Vice-President
A. M. SHENK, Secretary
A. C. CARR, Treasurer

DIRECTORS:

PAUL BOMAN
A. M. SHENK
C. B. BROWN

H. H. PETERSON
O. B. TOUT
FRANK KOWALL

BEACH & DOOL



THOMAS BEACH

EDWARD DOOL

Imperial Valley Lands

Both in California and Mexico

We give Our Entire Attention to Imperial Valley Real Estate and Have Information Covering Nearly Every Piece of Land on the Market.

We Especially Invite the Attention of Sincere Investors to the Farm Lands About Calexico, They are the Best in Imperial Valley. Calexico will be the Largest Town in the Valley.

Call at Either of Our Offices and We Will be Delighted to Give You Detailed Information About the Lands We Have Listed.

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