

# Imperial Press

AND FARMER.

"Water is King—Here is its Kingdom."

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## UNPRECEDENTED IMPERIAL DEVELOPMENT.

LAND AND WATER RIGHTS IN DEMAND—LOOKING FORWARD TO A NEW COUNTY IN 1903 OR 1905—IMPERIAL TO BE THE COUNTY SEAT AND THE METROPOLIS OF THE IMPERIAL SETTLEMENTS.

### RAPID ADVANCE IN REAL ESTATE PRICES.

Lands in the Imperial Settlements are now being taken from the government and provided with water rights at the rate of 10,000 acres per month—120,000 acres per year—and the demand is on the increase. This land is not being taken, as a rule, for speculative purposes, but for actual improvement and settlement.

With a population of 5000 in this (to be) Imperial County, the county seat, which in all probability will be Imperial, will have a population of not less than 1000. Five years later, this new county will have a population of 25,000 and the town of Imperial not less than 5000 people.

These are conservative estimates,

and the system for its delivery and distribution is simple and very satisfactory to the people at large.

Third—The water right is cheap. No such water right can be had anywhere in California at any such price—the amount of water guaranteed, the reliability of the supply, the simplicity of the system and the price of water being taken into consideration.

Fourth—The fertility of the soil and the wide range of profitable products are unequalled in any other locality.

Fifth—The certainty of early and satisfactory railroad facilities to enable the ranchers to market their crops is now beyond dispute.

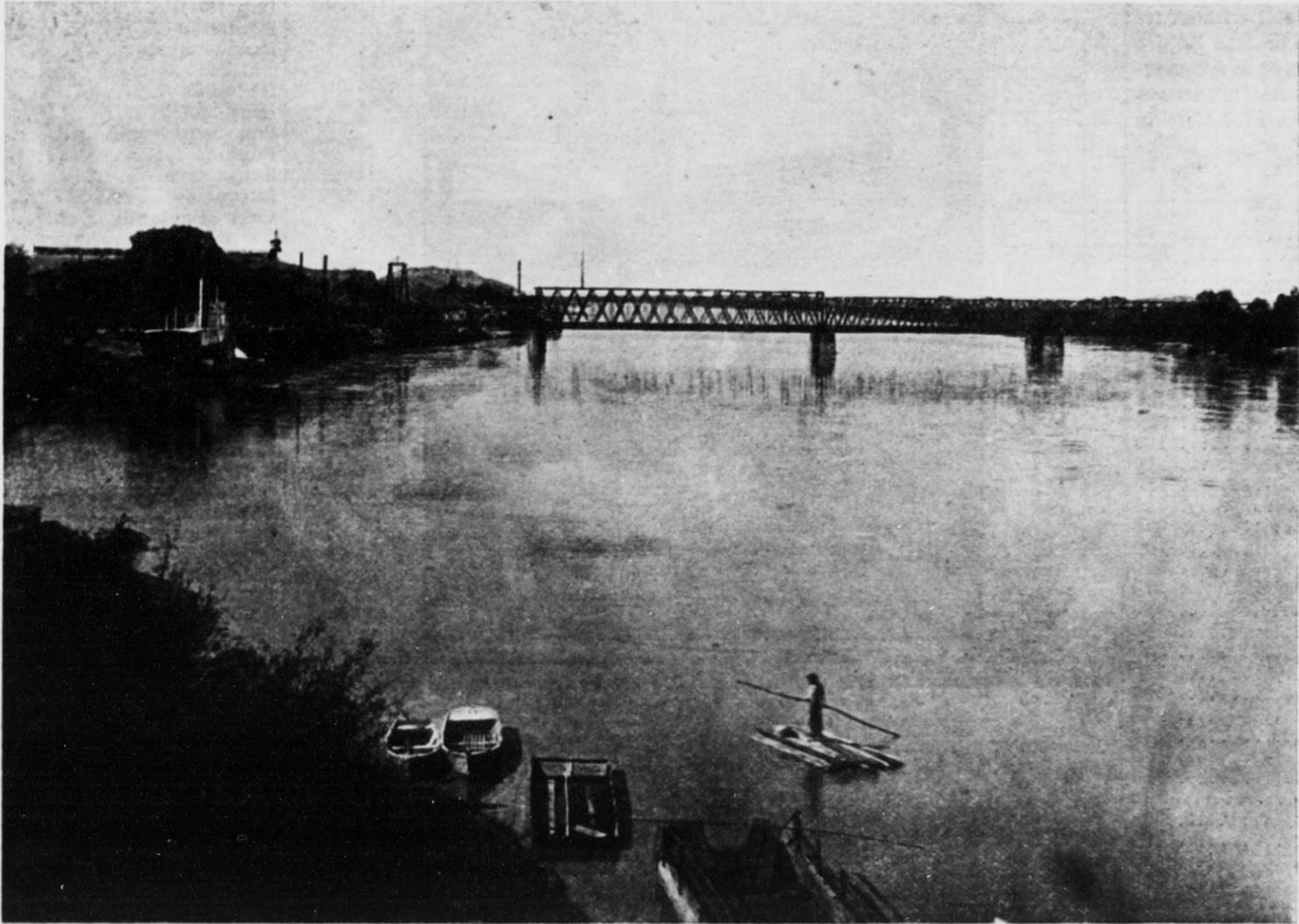
These considerations will rapidly bring the land under cultivation, and the current values of land and water

vanced from the original low price to a higher, but still a low price when the future possibilities are taken into consideration.

To meet the demand for smaller tracts, the Imperial Land Company has subdivided a very choice tract of land to the west and north of Imperial adjoining the town plat within a half mile of the business center, into ten-acre villa lots, and this subdivision is to be known as Imperial Subdivision No. 1.

This subdivision is made to conform as nearly as possible with the town plat of Imperial so that as the town or city is extended over this territory, the additions may be uniform in character of lots and blocks with the original town plat of one mile square.

As stated above, Imperial is to be



COLORADO RIVER AT YUMA, SHOWING WATER SUPPLY SEVEN MILES ABOVE THE INTAKE OF THE IMPERIAL CANAL SYSTEM.

People are moving in from all parts of Southern California and outside localities with their families and goods to occupy their lands.

There is probably, at present, a population of 1500 people in the eastern end of San Diego county, including the mining communities near the Colorado River.

At the present rate of growth, this Imperial end of San Diego county will have a population of more than 5000 before January 1, 1903, and this would entitle the people of this section to have a new county formed.

If the requisite number of people are not here by January 1, 1903, so that the Legislature that meets that month can authorize the formation of a new county at that time, there will be the requisite number here two years later—January 1, 1905, when such new county can be formed.

and if the present growth continues—and there is no reason why it should not—these estimates will be more than doubled within the time specified.

Look at the counties of California and compare the population of the counties with their county seats and see if these estimates are not more than conservative.

Before Imperial reaches a population of 1000 the town will have become a city and will have grown beyond the present boundaries of one mile square.

This rapid development will be hastened by several very important considerations:

First—The land is cheap as a start—the uniform price paid the government being only \$1.25 per acre.

Second—The water right is the most abundant that can be found in

in vogue during the past year and at the present time, when compared with the prices that must prevail when such lands are brought under successful cultivation, furnish a margin of profit so great that the rush to secure some of the land is today without parallel in the history of the State; and this rapid settlement produces still more rapid advance in prices and the more rapid advance in prices creates a still greater desire in the minds of the people looking for homes or investments to secure some of these lands without unnecessary delay.

It is no wonder that under these conditions there should be a demand for smaller tracts of land in the vicinity of the growing towns. Of course, all the government lands in the vicinity of Imperial were taken up months ago, and the prices have ad-

come a city of some importance. It will be the business center of about 500,000 acres of irrigated and cultivated land in this State, to say nothing of 300,000 acres more across the line in Lower California.

This irrigated land in this State will, when fully developed, support a population of from 100,000 to 150,000 people. Such a population will make necessary one city of 20,000 people or more, to say nothing of the other smaller cities and towns.

Before Imperial reaches a population of 5000 this entire Imperial Villa Tract will have been subdivided and annexed to the residence portion of the (then) city.

Acre property between New River on the west and Carter River on the east must of necessity go from fifty to

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