

UNPRECEDENTED IMPERIAL DEVELOPMENTS.

(Continued from page one.)

one hundred dollars per acre, and the land near the principal towns and especially near Imperial must of necessity go to a much higher figure.

Lots in the town of Imperial are now selling at from \$100 to \$150 each, or at a rate of from \$500 to \$750 per acre.

Within five years the lots in this Imperial Villa Tract will be subdivided into residence lots and these residence lots will sell for a higher figure than is now being paid for similar lots within the present town limits of Imperial. And yet these ten-acre Villa Tract lots are being sold at only \$400 each on easy terms of payment. Only the odd numbered lots are being sold, and they are going very rapidly, even before the maps are completed and the contracts of sale printed.

It is the early bird that catches the worm, and there is no case of record where similar property similarly situated was ever offered at such a price. The reason is plain. The land was originally cheap—very cheap. The growth of this country has been rapid—very rapid. Prices have but just commenced to advance.

The man who does not invest at these prices will have lost more at the end of one year than the man of today has lost who did not purchase this same property one year ago.

The Oakley-Paulin Company have the exclusive agency for handling this subdivision of land adjoining Imperial.

Photographed History.

The Advertising department of the Imperial Land Company in Los Angeles, is collecting a series of photograph albums devoted exclusively to views of the Colorado Delta, commencing with the beginning of work on the Imperial Canal system in April, 1900, and extending down to date, and will extend into the future.

Volume one consists of fifty photographs 6 by 8 inches in size. This album is full.

Volume two consists of photographs of the same size and is also full.

Volume three consists of photographs of the same size and is nearly full.

Volume four will accommodate one hundred photographs 4½ by 7½ inches in size. This album is nearly half full.

Volume five will contain 200 photographs 3½ by 4½ inches in size, and is at present writing about one-third full.

In all, these five albums with a capacity for 450 photographs now contain nearly 300 and will constitute a very complete pictorial history of the Reclamation of the Great Colorado Delta and the formation of the largest tract of irrigated land under one system to be found in the United States.

From these photographs nearly one hundred half-tone engravings have been made for use in the Imperial Press and Farmer, illustrated pamphlets and other publications.

These photographs are not mounted. Additions are constantly being made to the collection. Friends of the settlements who have any views of that country are invited to contribute to the Imperial albums. More albums will be provided as these are filled. Some years hence this collection of views will probably find a resting place in the Imperial Public Library, when such an institution is fully established. All contributions to this collection should be directed to L. M. Holt, Imperial Land Company advertising department, Los Angeles, Cal.

From Smyrna, Turkey.

The Imperial Press is in receipt of a letter from a gentleman residing at Menemen, near Smyrna, Turkey, Asia Minor, enclosing a Smyrna postal order for four shillings and tuppence for a year's subscription to the Imperial Farmer—now consolidated with the Press forming the Press and Farmer.

The writer says in his letter: "The object of my subscription is to get reliable information regarding Southern California, and more particularly the Imperial Settlements, as I have been determined to make my home in Southern California. So any particulars you may be pleased to send to me regarding the price of lands and terms of payments and also maps of the country will be gratefully acknowledged by the writer."

The desired information has been sent and the Press will go forward weekly.

Greatest Agricultural Activity.

The new town of Imperial is said to be growing at the rate of five people a day, and new settlers are going in daily to other parts of the tract. The greatest agricultural activity in any new sections of Southern California at present is undoubtedly at the two so-called desert settlements of Imperial and Indio.—Riverside Press.

To Inspect Lands.

A. J. Visel, Wm. Lutz, Robt. McFadden and J. E. Bunker left Tuesday for Imperial to inspect lands in that locality.—Santa Ana Bulletin.

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