

# Imperial Press

AND FARMER.

*"Water is King—Here is its Kingdom."*

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## THE IMPERIAL ALBUM.

### What the Press Has to Say Regarding it.

The Album of the Imperial Settlements which was recently issued by the Imperial Land Company is being highly complimented by the Press of the State, and we find room for a few of the notices which have come to hand, as follows:

#### One of the Gems.

The Times-Index is in receipt of "An Album of the Imperial Settlements" which shows the wonders and resources of that reclaimed portion of the desert in a most attractive light. The illustrations are particularly fine. On the title page is a picture of a section of the main canal, which is seventy feet wide and eight feet deep. Other striking pictures are "The old way that the settler brought his lumber and household goods into the Imperial

water system and a newspaper, and last but not least, a church, "where," we are assured, "regular services are held."

Enormous crops of barley, wheat, alfalfa, sorghum, milo maize, Kaffir and Egyptian corn are raised. This year experimental plots of rice, sugar beets, Egyptian long staple cotton, vegetables and melons were raised, all of which did well.

Two crops each season are the regular thing, and a yield of \$60 to \$80 an acre excites no surprise.

Among the instances given of big crops raised in 1902 are the experiences of J. P. Haskell, formerly of Cucamonga, and F. G. Havens, formerly of Riverside. The former realized \$75 an acre from two crops—barley and corn. The latter reports raising two crops—barley and Egyptian

corn—a simple application of water to the soil. The future of this section is difficult to predict, other than that it is destined to become one of the most productive and wealthiest portions of the State. People who would like to see how the desert has been made to blossom as the rose, should send to the Imperial Company, Los Angeles, for a copy of this beautiful little volume.—Alameda Encinal.

#### A Warm Number.

The Imperial Press comes to hand this week in a Holiday edition. It is a warm number for a paper doing business in a town the size of Imperial. The Press is numerously embellished with photo-engravings of various things of interest in that oasis. Here's looking at you, Mr. Press, and if your country ever amounts to anything, you are entitled to a big bunch of the credit.—Santa Ana Bulletin.

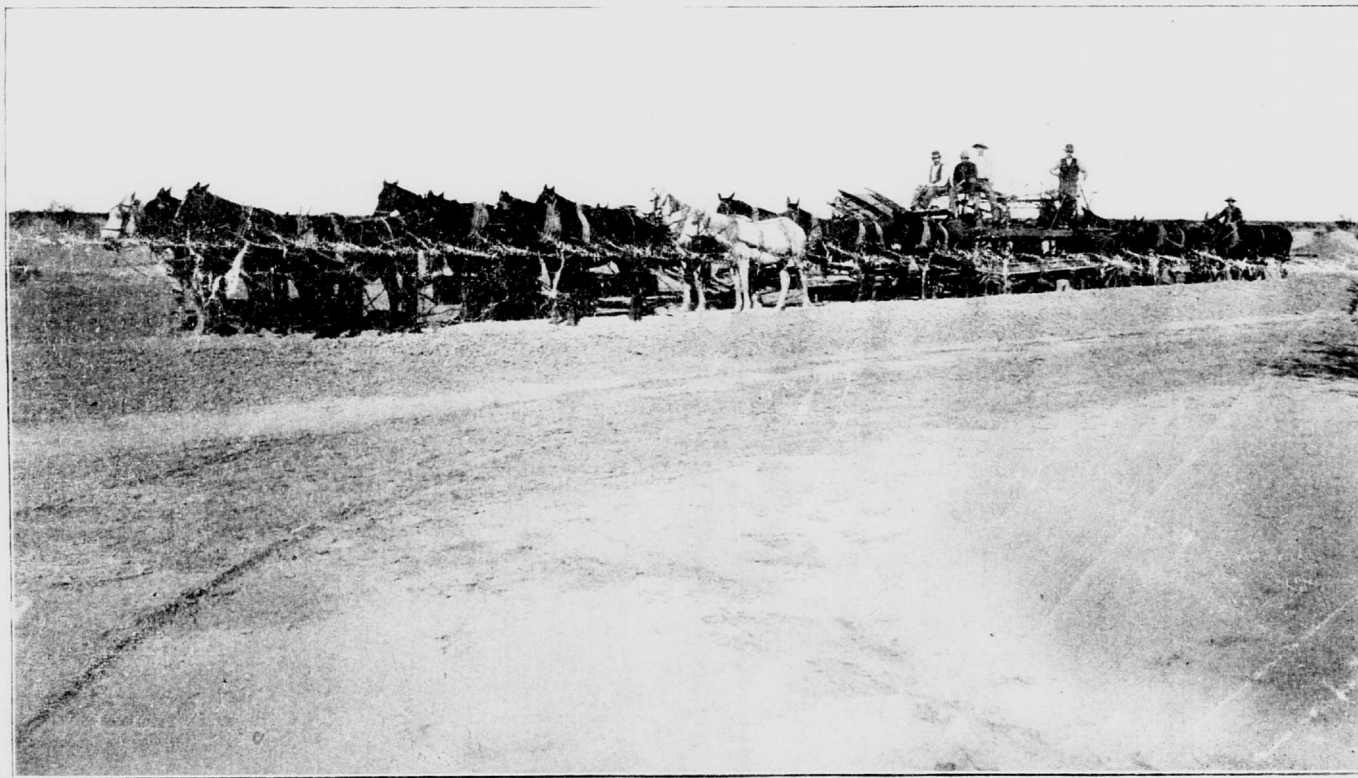
#### Magic Growth.

We have received, as a compliment from L. M. Holt, an album of photographs of the wonders worked

make the Imperial desert blossom with the homes of men. It is a very handsome book of forty-eight pages, all but half a dozen of which are devoted entirely to half-tone views of Imperial and surroundings, with just enough reading matter to awaken curiosity to know more. It shows to advantage the miraculous growth made at Imperial since the waters of the Colorado were turned on the desert land. It is a good book to send to your friends and it is a good book to lay on your parlor or library table.—Riverside Enterprise.

#### Advertising Imperial.

The Press is in receipt of a beautiful album of Imperial settlement views issued by L. M. Holt, advertising manager of the Imperial Land Company. It pictures very effectively the growth and development of the redeemed desert, and gives ample proof of fertile soil and abundant water. The ranch of L. E. Sraek of Riverside, together with a big crop of sorghum grown by him are included in the pictures.—Riverside Press.



GRADING MACHINE AT WORK MAKING THE DISTRIBUTING SYSTEMS OF CANALS IN THE IMPERIAL SETTLEMENTS.

settlements," and "The new way." The former shows the pioneer on his wagon train, the wagons loaded with lumber and goods, drawn by four teams, while the "new way" is the Southern Pacific railway tract stretching far into the distance on a plain as level as a floor. There is a series of fine views of Imperial from the roof of the company's brick block. The imaginative reader may take in all the details of life in the "settlements" at a glance by looking at the pictures of various ranches, homes and luxuriant crops all from actual photographs.

The things accomplished at Imperial in two years are a marvel and a valuable object lesson to the world, demonstrating what can be done with the desert by intelligent and scientific efforts. The country was the most barren, hopeless and God-forsaken on earth when the company conceived the idea of making the desert "blossom with the homes of men." Two years ago last June the first water was delivered. Since then a transformation has been wrought that is almost beyond belief. Half a dozen cowboys' towns, constituting the "settlements," have sprung into existence, the chief of which is Imperial, which already has a national bank, a telephone exchange, several stores, an ice-making plant, a piped

cern—on the same ground. The land produced \$80 an acre.

The "Imperial Settlements" are evidently destined to become great and prosperous, and one of the gems of the "desert"—a most notable example of "The Conquest of Arid America," and it is pleasing to know that many of our own citizens are financially interested in the great enterprise and will share in the profits and glory attending its success. San Bernardino Times-Index.

#### A Revelation.

This office is in receipt of a handsome volume of views from the Imperial region on the so-called Colorado desert, for which it is indebted to Mr. L. M. Holt, an old time newspaper man who is in charge of advertising the locality, a task by the way which he is performing most admirably. The pictures are a revelation. It is but little over a year ago that this entire region was a worthless arid waste, just as it had been for hundreds of thousands of years. Today it is the site of thousands of acres of thrifty growing crops and many prosperous homes, several towns have made a good start, and a railroad is under construction. A veritable miracle has been wrought, and all through

with the application of plenty of water to the heart of the Colorado desert. In it is shown the almost magic growth of the Imperial settlement, which three years ago only existed in the imagination of Mr. Holt and his colleagues. Where once was nothing but dry sand dunes now blossoms the alfalfa, the melon and the sorghum with hundreds of eyes to watch it grow. It has really been turned from a desert waste to the greatest producing spot in the southwest by the application of water. —Escondido Times.

#### The Redeemed Desert.

Water is king, and nowhere is it made more plain than in the handsome album of Imperial settlement views issued by L. M. Holt, advertising manager of the Imperial Land Company. The Blade has been favored with a copy of the album mentioned and its pictured story of the redeemed desert is certainly a revelation. Santa Ana Blade.

#### Imperial Settlements.

A very neat brochure has been issued by L. M. Holt, advertising manager of the advertising department of the Imperial Land Company, to illustrate the work being done to

#### Imperial Album.

The Imperial Land Company has issued a beautiful album of pictures of that portion of the Colorado desert which it is reclaiming by means of its irrigation system. These views illustrate well the character of the country, the method of development and that which has been accomplished thus far in the reclamation of the desert. The railroad running from the main line of the Southern Pacific to Imperial is about finished, and within three or four weeks it is expected that trains will be running over the path where up to two years ago only hardly prospectors had trodden, and they with considerable risk. Very rapidly the desert is becoming a matter of tradition and it will be very difficult for any one in the years to come to draw a fanciful picture which will approximate the reality of the desert. —Ontario Record.

#### Handsomely Illustrated.

We are glad to acknowledge receipt from L. M. Holt, of a handsomely illustrated booklet on the Imperial settlements. Both pictures and text are finely set out in the new booklet. —Whittier News.