

F. G. HAVENS,
Editor and Publisher

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EL CENTRO'S PROGRESS

In the development of every tract of agricultural land as large as the Imperial Valley certain events are bound to happen in regard to the founding and progress of the mercantile centers with which the district is served.

In the beginnings of the work of improvement it will be found that these centers will be located as the convenience of the development work or the caprice of the promoters may dictate. The lines of progress which a new country will follow cannot be foreseen three or four years ahead and it is therefore a rare chance indeed, when the first settlers in a country can pick out and locate its commercial and financial center. That this should be the case in this Valley is no anomaly but rather more in keeping with the common experience. The great extent and wonderful fertility of our lands and the enterprise and thrift of our citizens forecast a future of most resplendent prosperity for the people of this Valley. The time is at hand when no tract of agricultural land in the United States will be more eagerly sought for nor more intensively tilled than this our beloved Valley. The demonstrations of value now being made in the wonderful crops of alfalfa, the magnificent prospects for cantaloupes, the unsurpassed possibilities for grapes and early fruits, the brilliant outlook and proven profits in asparagus and the unbroken record of excellence in numberless other products, places us in a class by ourselves pre-eminent above all others, the Imperial Valley of America.

In response to these facts a great rush of people will seek our Valley in the very near future. In no other place in America can such a combination of favorable conditions be found as exist in this Valley. Here is the most fertile land on the globe, irrigated with an unquestionable and inexhaustible supply of the very best of water, in a climate of matchless sunniness and unequalled healthfulness, capable of producing the most exquisite of products at the most profitable of seasons and in the greatest of abundance, with the veriest modicum of labor and expense. And this land with all these advantages is selling for a paltry thirty or forty dollars per acre. The great Kohinoor diamond which now sparkles in the crown of earth's proudest potentate once sold for sixty cents because the owner didn't know its value. Nothing the same fact leads people to flock to this Valley for such a bargain as in the past.

It is only a matter of time before we predict that the valley are here men

tied in the minds of the financiers most heavily interested in the Valley and the choice points unerringly to El Centro. This is quite evident when this town's wonderful building record is considered and it is remembered that nowhere else in the Valley has there been any activity in building except on the farms. The first brick laid in this town was put into the foundation for the Hotel El Centro on Nov. 26, 1905.

In the four and a half months that have elapsed since that time more than a million brick have been laid into walls of buildings which are now either fully completed and occupied or are receiving the finishing touches. 350,000 are laid in the walls of buildings now under construction and which will take 350,000 more brick to complete. In addition to these other buildings are planned which it will take another million brick to build and which building will be erected as soon as the ones at present under construction are completed unless the hot weather of summer makes it impossible to secure workmen.

The buildings already finished are the Hotel El Centro, a splendid hostelry the finest in the Valley, size 101 by 103 feet and two stories high, containing 36 suites of rooms up stairs and a screened porch ten feet wide and 204 feet long stretching along the street side on both the south and east. Down stairs is the office and lobby, the kitchen and dining room, servants' quarters and laundry. Also the most elegant and best appointed barber shop in the Valley and three store rooms, all of which are occupied and their tenants doing thriving businesses.

The ice manufacturing and refrigeration plant of the Holton Power company is also completed, nothing remaining to do now except connect a few pipes and turn on the power to begin making ice. This plant is the largest and most important manufacturing plant of any in this Valley and probably the largest that will be installed for years to come. It is such an institution as any town might well be proud of, for it has no equal of its kind elsewhere in Southern California. The fact that the capitalists who own the Holton Power company should erect the largest ice manufacturing plant in this end of the State at this place is of itself a strong indication of the confidence and favor with which El Centro is regarded in the world of finance. This building is 87 1-2 by 137 1-2 feet in size and when in operation will represent an investment for building and machinery of more than seventy-five thousand dollars. We will not undertake a full description of it but suffice it to say that it is the largest building of any kind in the Imperial Valley and by far the most important and substantial.

The string of store buildings in one of which the PRESS is located, is partly completed and partly under construction. Three of the store rooms are finished and occupied, two are nearly ready for occupancy while three others are in process of construction. Each of these store rooms are 25x60 feet with 14 foot ceilings and all nicely plastered and wired for electricity. In addition to this string of store rooms the Valley State Bank building on the corner will be 25 feet front. This will make a solid brick building 225 feet front on the south side of Main street, running up to Fifth street. Around the corner and facing Fifth street will be the bank's building, sixty feet to a ten foot hallway and then the El Centro opera house which will be 70 feet front on Fifth street and 56 feet deep. This will make the brick buildings on the corner face 140 feet on Fifth street and 225 feet on Main street. By all odds the largest brick building in the Valley. In addition to the buildings above described Mr. Heath has erected a brick restaurant 25x30 feet just across from the opera house. Mr. Heath has a brick blacksmith shop about 25x30 feet. In ad-

dition to the brick buildings which are finished and those now under construction other buildings planned include a large business house 50x100 feet for the Valley Mercantile Co. and a brick high school building, which the El Centro people will build and donate to the people of the Valley for high school purposes. There are also a number of other business houses planned and which will be built as soon as men and materials can be had to do it. Several frame residences have been erected and more are under contract, which when completed will materially add to the appearances of the town. The only frame business buildings in the town at present are the Hotel Franklin, the real estate office of Fuller and Aten, the temporary quarters of the Valley State Bank, the hardware store of J. Stanley Brown, the temporary office of the El Centro Land Co. and the office building of the L. W. Blinn Lumber Co. The only wooden business building that will be erected in the immediate future will be the packing house of the El Centro Cantaloupe Growers' Association. This will be built east of the railroad track and about 300 feet south of the ice plant. The building will be 56x80 feet with a basement 20 x80 feet. In addition there will be a car shed covering the railroad track the entire length of the building, so that cars will be protected from the sun while being loaded. On the other side of the packing house will be a team shed for the wagons to drive under and deliver their loads. There will be a tramway from the ice plant to the packing house so ice can be delivered for icing the cars without any loss from melting or expense for delivery. In fact, the El Centro Cantaloupe Growers' Association will be supplied with every modern labor saving and money saving device and will be like everything else in El Centro strictly up to date in every particular.

The El Centro Creamery Association has rooms already prepared in the ice plant building for installing machinery sufficient to take care of the present creamery business of the entire Valley and all that may develop for years to come. In order however, to be prepared for any and all requirements in their line, they have bought four building lots next to the El Centro Cantaloupe Growers Associations holdings and contemplate erecting their own building as soon as the demands of business require them to do so. The work of preparing a water supply for the town and its industries has been carefully looked after, while the work of building was being pressed forward in other lines and a series of six settling basins for clarifying the water are now very nearly complete. The town's water supply will be taken from the Date canal and conducted to the first of these basins in a ditch which is just now being completed. After the water goes through these settling basins and the filtering processes connecting them it will be pumped up into two large tanks, from which it will be distributed over the town in pipes under pressure. The water tanks will stand sixty feet above the ground and will force water over the highest buildings in town. The water pipes will be put in by J. M. Witman, the well-known plumber, who has accepted the position of Superintendent of the El Centro domestic water system. The material for this work is already on the way from Los Angeles and is expected to arrive any day. We are informed by Mr. Blanchard the local agent of the L. W. Blinn Lumber company that more than nine hundred thousand feet of lumber has been used in the buildings erected in El Centro, and that about 150,000 more will be used in the buildings now under construction. So much for the wonderful building record of this remarkable town. On the bare barley field of five months ago 1,700,000 brick and 1,050,000 feet of lumber have been put into buildings of the most substantial character of any in the Valley, industries have been established and businesses founded that will

surpass anything heretofore attempted in this part of the state. While all the other towns in the Valley have been quiet, some of them dormant from inactivity, others gathering force for a period of activity, but all of them inactive in the building line, this great work of town building has gone on at El Centro, and every store building that has been erected, has been leased before a brick was laid in its walls. Every business planned is simply in response to a demand that could not be denied, and every undertaking is succeeding beyond the hopes of its founders. The success of the pioneer merchants of the town is a case well in point. Mr. R. L. Rumsey, who moved his stock of goods over from Silsbee, and took a store room in the Hotel El Centro, soon saw that his quarters were totally inadequate to accommodate his trade, so he contracted for a store room 50x60 feet in the block on the south side of Main street. He is now impatient to get into these new quarters for he knows that with adequate facilities and room to carry the required stock, he will have a trade second to none in the Valley. It is the same with the Valley Mercantile Company. They thought a room 25x60 feet would be sufficient for their use this summer, and at first did not expect much in the way of business to come to the town till next fall. They naturally thought business would follow its accustomed channels and people go where they had been going to trade until the growth of El Centro industries produced new business and gradually changed the current of traffic to this town. In this they have been very agreeably surprised, their trade outstripping their expectations by leaps and bounds. And so, while conservative business men in the other Valley towns are declaring that business in all lines is well supplied in their places, and no opportunities are open at present, and that if any new store buildings were built just now they would stand empty for want of a tenant, we find business in all lines increasing in El Centro. Every building here is leased, and more are urgently demanded. The ice manufactory will supply the entire Valley with its product, and will need to be run night and day. The Creamers Association has more than 1500 milk cows, and needs their plant put in operation as soon as possible. The Cantaloupe Growers' Association has only prepared to care for their known needs. The Valley State Bank is the strongest financial institution in the Valley and requires a fireproof building with a good strong box to properly care for the funds entrusted to its care. And while El Centro is building at such a phenomenal rate, and is, and

will be a very hive of business and activity, "all work and no play makes Jack a dull boy," so we will have plenty of use for the El Centro Opera House. And now, what is the reason that El Centro is building up at such a rapid rate and its business houses are crowded with customers? Why is it that while business is fully supplied in all lines at all the other towns in the Valley, there is such a keen demand for business houses in El Centro? It is simply because El Centro is located in the right place, and is promoted on sound principles. The events of the past four months have abundantly answered the query as to where the central and principal city of this Valley will be located. The building of El Centro under the conditions that have prevailed in all the other Valley towns during the past five months, have proven the wisdom of its promoters, and demonstrated beyond cavil that this is the central business town of this Valley and will outstrip all others in the race for first place.

640 Acres unimproved land, a spot cash deal and one worth looking into.
Bert R. Chaplin, Imperial, Cal.

Notice

There will be a meeting of the committee appointed to appraise damages for the overflow sufferers held in El Centro on next Monday, April 23d, 1906 at 11 o'clock a. m. All are urged to be present.
W. A. VANHORN, President.
H. J. FULLER, Secretary.

It will pay you to see Wilson for the best bargains in the Imperial Valley, or I have the best trading list in the Valley. Go out and look them over with me. I keep rigs for that purpose and will offset my time against yours. Office Commercial Hotel, Imperial, Cal.

NOTICE TO THE PUBLIC

Notice is hereby given that the undersigned citizen of the United States is in possession of the tract of land described as the E 1-2 of the NW 1-4 of Sec. 30, T 14, S, R 15 E, S. B. M., according to the survey made in 1900 by the Imperial Land Co. and commonly called the Imperial Survey. The numbers properly describing these lands have been taken by other parties and applied to other lands two miles east from this tract, but I hereby certify that there is no other claim or occupancy of these lands in opposition to mine. I also certify that I have been in peaceable possession of these lands since April 1st, 1906, and that it is my bona fide intention to improve and reclaim this land and to enter the same as a desert land claim, as soon as the survey of these lands now under contract according to the Act of Congress, passed July 1st, 1902, Statutes at Large, Vol. 32, Part 1, page 728, shall be completed and the maps properly describing these lands filed in the United States Land Office at Los Angeles, Cal., and the lands opened for entry.

Signed, B. T. SMITH,
Witness, I. L. WILSON.
Dated at Imperial, Cal., April 18, 1906.
apr-21-m-12

OFFICE OF

L. M. LYON

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THE LYON BROS. CO.,
New York City

M. O. COGGINS CO.,
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California and Colorado Cantaloupe Distributors
Selling and Distributing Agents for the

Brawley Cantaloupe Growers' Association
Brawley, California

Holtville Cantaloupe Growers' Association
Holtville, California

El Centro Cantaloupe Growers' Association
El Centro, California

We have agents in every city in the United States that can handle and sell satisfactory car lots of cantaloupes and these sub-agents distribute to reach all smaller points accessible.

We are the original distributors of the Rocky Ford, Colorado, cantaloupes, and opened up and established them on all Eastern markets. We have contracted with the old original Rocky Ford Association of Rocky Ford, Colorado, to distribute their crop of 1906, making the 8th season we have been appointed by unanimous vote, their selling and distributing agents. We also have contracts with Manzanola, Weitzer, Newdale, Fairmount, La Junta, Granada, Amity and Holly, making NINE Associations, covering the original territory, comprising the Rocky Ford Cantaloupe District of Colorado.

NOTE—Our Mr. L. M. Lyon will take personal charge of the Brawley office on May 10 and remain during the shipping season, and until May 1 his address will be 330 Washington Street, New York City.

Mr. Peter P. Hovely is in charge of the Brawley office until Mr. Lyon arrives.