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BRAWLEY AND THE NORTH SIDE

The First Valley Community to Take Up Intensive Farming

A Splendid District, Peopled by Progressive Farmers, and Possessing Thrift and Prosperity Beyond Its Neighbors.

On last Monday we had the good fortune to visit Brawley and spend the day in driving about the country and seeing the splendid farms with which that town is surrounded. We were accompanied by Mr. A. Latson, the cantaloupe expert, who is in the Valley to represent the firm of L. M. Lyon & Co., the great commission merchants who handle the output of the various Cantaloupe Growers' Associations of this Valley. We arrived at Brawley about daylight, as the train is always on time going toward Old Beach.

About the first thing we noticed was the guests of the Bungalow Hotel, all sleeping out in the yard. As they seemed to be at peace with all the world we decided not to disturb them so we went over and examined the new packing and shipping shed of the Brawley Cantaloupe Growers' Association. Part of this building was put up last year but it is being doubled in size for the present year's needs. When complete it will be 160 feet long and 76 feet wide, with a basement 30x80 feet under it. It will consist of a packing floor 40x160 feet with a team shed 12 feet by 160 feet along one side and a train shed 24 feet wide by 160 feet along the other side. So the teams in unloading can be in the shade and the cars that are being cooled and loaded will be in the shade, too. The L. M. Lyon Co. have a process for cooling cars which will be used in all the packing houses of the Valley and this will be of great benefit to the Brawley growers as well as the rest. The basement under the packing house will be used for making crates in, therefore expediting the work and saving work, as the crates can be made right under where they will be used and can be carried up to the packers on elevators, saving time, space and labor.

After looking over the packing house and the facilities being prepared for taking care of the coming cantaloupe crop we then took a short walk around the town and could see very distressing evidences of the severity and destructive character of the recent earthquake. Nearly all the adobe and brick buildings in the town were more or less damaged; some of them only very slightly, while others were very nearly wrecked, a few of them being rendered unsafe. The two story brick next to the Bungalow Hotel is badly cracked and the walls warped out of plumb. Ropes are stretched around it at such distance as would render passers-by safe in case it fell and "danger" signs are displayed. There was quite a bit of damage done to the hotel but we were informed that an offer had been made by a contractor to repair both the hotel and the brick building for \$1200.

The Brawley News office was intact and we found Brother Witter sedately balanced on the tripod.

After looking about the town awhile and observing that the lesson of the earthquake is that Imperial Valley does not want any adobe towns. We went back to the hotel and found that the sleepers of an hour before had each "took up his bed and walked." After breakfast we met Mr. Peter Hoveley, the real leader in the cantaloupe growing industry of Brawley, and informed him of our desire to see what there was left at Brawley and in the surrounding country since the earthquake. That started him off on his favorite theme, cantaloupes. But before he had said a dozen words, in came Judge Holloway, Mr. Malan, Mr. Brown, Mr. Walker and several other Number Four farmers and the way they talked cantaloupes was a caution. Everyone insisted I must visit his ranch and see what he "had left." In the argument as to who had the most forward crop of cantaloupes the discussion grew quite warm. One man said the young melons on his vines were large as quail eggs, whereupon Mr. Hoveley said his were large as walnuts. We found out later this was a joke. The party that went out to see the crops consisted of Mr. Hoveley, Mr. Latson, Editor Witter and myself. We first drove out west and southwest from the town.

The first ranch visited was the Oakley tract where several hundred acres formerly thickly covered with large mesquite hummocks and sand dunes has been leveled down and put into crops. This tract is nicely laid off with graded streets and sidewalks lined with palms and eucalyptus. Messrs. Oakley Bros. have an experimental orange grove set out and a date orchard coming on and are to be commended for their foresight and public spiritedness in doing their part to show what Brawley lands are really most valuable for growing. On this tract there is something over one hundred acres of cantaloupes, some of which are quite forward.

From there we drove down past the nursery of Erickson and Heiny. These men are growing their own stock quite extensively, having several acres of peach and other seedlings now growing. They are up-to-date nurserymen and will soon be ready to supply the home market with home grown trees.

The next ranch visited was Mr. W. P. Mansfield's place. Mr. Mansfield prides himself on the fact that no farmer in Imperial Valley is more enterprising than himself. He has built a large house on a novel design, evidently with the intention of catching enough cool wind during the winter months to keep it comfortable all summer. And right here we want to remark that the farmers around Brawley and in Number Four have the best houses to live in the best barns, the best fenced and neatest kept ranches and withal, carry

the most evident air of prosperity with them of the farmers of any community in the Imperial Valley. And among all the prosperous farmers Mansfield seems to lead. He has a large number of hogs, a fine field of alfalfa, some fine milk cows, a vineyard and orchard and more than 100 acres in cantaloupes. His tenants, Messrs. Komura and Yamamoto, thoroughly understand cantaloupe growing, their entire field being carefully tilled. Here we could not help noticing the thrift of the "little brown men" for they have planted beans and other vegetables along in alternate rows through their cantaloupes and while the irrigating water is being served to the cantaloupes on one side of the furrow it is also nourishing a row of beans on the other side. If our Valley farmers would take a leaf out of Komura and Yamamoto's book on the use of water there wouldn't be so much of it get into the roads.

From Mr. Mansfield's place we returned to town, passing on the way the onion field of the Brawley Farming Co., of which Mr. Hoveley is manager. The onions are just now ripening and being shipped to market. Mr. Hoveley informed us that the experience

with onions this year is comparable with the experience with cantaloupes last year. They would more than pay expenses as a whole, some of the land planted would yield handsome profits and the experience gained had taught them just how to handle the crop to success hereafter. He prophesies that a large acreage will be planted to onions next season and that by following the cultural methods demonstrated as most successful by this season's experience great profits will be realized by all the growers.

From Brawley we drove north to Judge Holloway's place and on the road passed several cantaloupe fields and also Mr. Applegate's place. Mr. Applegate is the pioneer asparagus grower of the Brawley community and his experience has proven that it is one of the most profitable, surest and easiest handled products that can be grown in this Valley. The gentleman wasn't at home so we did not learn just what his receipts had been from his crop to the present time this year, but was informed that it was such as to put the owner of a 40 acre asparagus field in the Standard Oil class.

Continuing on our way to Judge Holloway's we passed along the bank of New river and drove down to the site of the former bridge over that stream lately built by the people of Brawley and Number Eight in connection with the county. Here is a most distressing sight, and a more disastrous mishap to the town of Brawley, than all the damage done by the earthquake. This bridge was just completed and a thresher and cook house taken across it. That very night the big rush of water from the first great rise last March, struck it, and the next morning it was unsafe. It is all gone now but a few pilings standing out in the stream, and the only means of crossing the river is on a wire cable stretched from bank to bank. Passage across it is accomplished by getting into a box running on pulleys sus-

pended under the cable. A mule furnishes the motive power, and the passenger dangles along over the seething flood. Swaying back and forth in the whistling wind he is a being suspended in mid-air, whose sole dependance is a sorrel mule. From Judge Holloway's we drove over to the hundred acre cantaloupe field of Mr. Hoveley. Here we got out and took a walk around the place so as to get a clear idea of how cantaloupe growing on so large a scale is conducted. Mr. Hoveley has his land all nicely laid out, with roads for hauling at proper distances, irrigating ditches with water gates and boxes so adjusted as to supply just enough and not too much water, places for his packing sheds and camps for his pickers, and every present and future need apparently provided for. The railroad track crosses one corner of his cantaloupe field and he will have a side track put in here, so he can pick, pack and load his cantaloupes on his own premises, from which they will be taken to the packing house at Brawley, where all that need be done is to cool the car and fill the refrigerators with ice. Just north of Mr. Hoveley's cantaloupe field the river has cut away the bank to such an extent that the railroad track has had to be moved. Work is still in progress here putting in culverts over the irrigating ditches and ballasting up the track. A new track is laid for one and three-fourths miles, and the track is set back from the river bank 600 feet. It is believed this will be enough, but the river is still cutting. We walked over to the river at this point and while there several pieces of dirt fell in, and we could observe the cutting of the banks was still going on. Adjoining Hoveley's ranch is the cantaloupe field of Judge Holloway. The Judge was the most successful cantaloupe grower in the Valley last year, and is naturally jealous of his laurels. He is therefore doing his best to hold his championship belt. And his field looks like he

A glance at this map will show you that

EL CENTRO

Will become the

METROPOLIS

of the

IMPERIAL VALLEY

More money has been spent in buildings and permanent improvements in El Centro in the last

FIVE MONTHS

Than in any other town in the Imperial Valley in FIVE YEARS

Come and See For Your Self

This is the town of

PROGRESS

Next week we will show you where

TWO HUNDRED THOUSAND

Dollars is being spent

TOWN LOTS IN EL CENTRO

El Centro

Farm Lands for Sale
Insurance
Notary Public

