

# IMPERIAL VALLEY PRESS

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## EL CENTRO'S SUPREMACY

### Building of Valley's Metropolis Rapidly Progressing. Rapid Concentration of Business at El Centro. Many Advantages Possessed by This Town

El Centro is now the business center of the Imperial Valley. This statement will, no doubt, be a surprise to many people, for the concentration of business at this point has been so rapid that very few have been able to keep up with it.

During the month just closed, the business of the railroad office at El Centro exceeded that at Imperial by about 25 per cent. That is, the volume of business handled by the El Centro office exceeds that handled by the Imperial office during the month by about one-fourth. Imperial was next to El Centro in volume of business handled. The past month, too, has not been a month of extraordinary or unusual shipments. The cantaloupe season has not opened yet, and only during the latter part of the month was there any barley or grain shipments. There was no extraordinary shipments of building materials or machinery. Yet, despite all these facts, El Centro, took her place at the head of the Imperial Valley towns in point of commercial importance.

The Southern Pacific company has not been slow to recognize the importance of El Centro, and her commanding position in this Valley, for this point has been made the distributing point for empty cars to the other towns. For this purpose yards will be built here, with a total trackage of more than one mile, and here will be kept the supply of empty cars for this branch of the railroad.

A modern, up-to-date depot has already been ordered built at El Centro for the accommodation of their increased, and rapidly increasing, business. This depot will not only be the finest one in the Imperial Valley, but it will be one of the finest in Southern California. It will be located at the crossing of Main street, and between the Southern Pacific and Holton and Inter-Urban tracks, and will be a Union depot for the use of both railroads. With the increased business it will be but a short time till the extra hour's time for switching, usually spent by the afternoon trains at Imperial will be spent at El Centro, as this is the place where the work will have to be done.

The volume of business that will be created by the ice plant, which is now in operation, and which will be a permanent business, together with the large shipments of grain, and cantaloupes which will be made during the coming months, easily assures that El Centro will rapidly distance Imperial in the volume of business transacted by the railroad company.

The Central Creamery company will soon be in operation and their output will add to the volume of shipments from this point. This company will put in machinery sufficient to churn all the cream produced in Imperial Valley and with their exceptional facilities they expect to outbid all others for the business. The company is organized on the co-operative basis, and already controls three-fourths of the dairy cows in the Valley.

So much for the volume of business

the railroad company is doing at this place and the facilities they will put in to take care of it.

The reason for this phenomenal increase in shipments and commercial business is not far to seek: It is simply because El Centro is in the most centrally located position of any town in the Valley, and is therefore most convenient to the largest population. People will not travel from six to eight miles further to transact business when the facilities are provided at the more convenient town. They therefore come to El Centro, which is most convenient, instead of going to Imperial, which is farthest away.

The inherent advantage possessed by El Centro in this respect is, of course, a large factor in its business supremacy. Another fact that operates strongly in favor of El Centro is the fact that her industries are all organized and will be operated for the upbuilding of the whole Valley.

The ice factory will sell ice at the same price in all the valley towns, unless it is put in competition with ice manufactured outside of the Valley. Then it will meet such competition.

The Holton Power company will deliver power and furnish light in all the towns of the Valley at a uniform price, and that price will be the same schedule that is in vogue in the cities and towns of California.

The Creamery company will handle their business so as to get every farthing for the butter fat that is to be gotten for it, and deliver it to the owner. These three industries and the principles on which they will operate will add greatly to the prestige of El Centro, and will multiply its commercial importance many fold.

The cantaloupe growers also will be an important factor, and during cantaloupe season, a very important one in contributing to El Centro's business supremacy. The vast volumes of business which these last named enterprises will produce has not yet been realized. They, however, are firmly established industries and the business they will bring to the town can be relied upon. The fact that even before these industries have begun operation the railroad business of this town exceeds that of any other town in the Valley, and surpasses its nearest competitor, Imperial, by about 25 per cent is, of itself, a demonstration of the great advantage El Centro possesses, in regard to location to the greatest volume of business in the Valley.

The events of the past few months have fully proven the wisdom of the capitalists who selected the location of El Centro for the metropolis of this Valley. The prompt response of the people in taking advantage of the more convenient facilities provided for the transaction of their business has left no doubt as to that matter. But as yet El Centro is in its infancy. So many of her buildings are still unfinished, despite the large force at work on them, that several lines of business is still unrepresented here. We only have two general stores, as yet, and one of them, up to the present,

has been compelled to do business in a room only 20x40 feet in size. However, his new storeroom, 50x60, is just about ready for occupancy and he will move in and open a very much larger and more complete stock than has heretofore been carried in the town, within the next week. The other store is located in a room 25x60 feet, and finding these quarters much too small for their rapidly growing business, they are building iron warehouses to hold his heavy merchandise.

The completion of the bank and opera house block will make three more store rooms, 25x60 feet each, ready for occupancy. These stores will be occupied by merchants with stocks of goods just as soon as they can be gotten ready.

The business is already here awaiting the coming of the merchants and business men to handle it. There is no reason why the greatest trade in the Valley will not be at El Centro, just as soon as the goods are here for the people to buy and the goods will be here just as soon as the store rooms can be completed, and the stocks put into them. The two general stores here now are doing all the business they can with their present facilities, but they are so handicapped for room in their present quarters that they cannot carry such stocks as will meet all the wants of their customers. This fact and this fact alone, is driving trade to Imperial, that will never go there after their wants can be supplied at El Centro. All these facts, still more conclusively prove the supremacy of El Centro among the Valley towns.

Just as soon as the railroad provided means to handle the business of shipping and receiving freights for the people the business of shipping and receiving freights concentrated at this point. And this, too, before the industries of the town were in operation, or contributing at all to this result. And just so will the volume of trade concentrate at El Centro just as soon as the facilities are provided and merchants with the goods are here ready to supply the wants of the people.

With such an impetus as this there can be no doubt as to the rapid growth of El Centro. Its industries will employ many people, the creamery and dairy business of the entire Valley will have its headquarters here, and the business of cantaloupe growing, winter gardening and intensive farming will take first rank among the many developments of advantage to this town.

And another matter of great advantage to El Centro: The town is located on land of the very best quality and is surrounded on all sides by farming and gardening lands second to none in the Valley. This fact gives El Centro a great advantage over Imperial as a desirable place of residence. While all kinds of tender plants, roses, flowers, and things of beauty grow luxuriantly and rapidly in the soil of El Centro, and we can, in a very short time, transform our homes into bowers of beauty, no amount of labor or time will be sufficient to grow anything of the kind in the bleak and inhospitable soil of Imperial. In fact, so hard and alkaline is the land on which Imperial is located that this fact alone is enough to discourage men of business shrewdness from attempting to make a town in such an unfavorable place. It has long been recognized that a fatal mistake was made by the Imperial Land company when they selected the present site of Imperial, and undertook to make the leading town of the Valley at that place. The leading town of such a valley as this, whose fame is

for its luxuriantly growing vegetation, and the wonders worked by applying Colorado river water to arid desert land must be located on lands on which a demonstration of this luxuriant vegetation and these wonders of irrigation are possible. Any attempt to place the principal town on such worthless and impoverished soil as that on which Imperial is located is a detriment to the whole Valley. Many people coming to the Valley for the first time and landing at Imperial have been disgusted with what they saw there and went away prejudiced against the entire Valley because of the fact that Imperial is built on the worst land in the Valley. That this is a fact has been a misfortune not only to Imperial but to the whole Valley and is becoming to be recognized as such. It is unfortunate that Imperial was located on such soil and an effort made to make it the leading town of the Valley.

The people of the Valley should not be required to apologize for their leading town but the leading town should lead in everything and abundantly show forth the Valley and its wonderful resources. It is impossible for Imperial to meet these requirements. This being the case it is not only impossible but it would be morally wrong for the principal town in this Valley to be built at such an unfavorable place as Imperial. However there is no likelihood at all that such a thing will be done. The phenomenal growth of El Centro and the rapid concentration of business at this place has already made this town the principal shipping point of the Valley and the same conditions which have brought about this situation will bring the largest trade of the Valley to this town just as soon as that trade can be supplied. The other unfavorable conditions pointed out regarding the location of Imperial is well known to everyone who has any knowledge of the Valley and has long been recognized by the people of Imperial themselves.

In fact, so great is the detriment presented by the character of the soil on which that town is located that we feel certain the people of Imperial in common with all the rest of the people of the Valley will gratefully thank the promoters of El Centro for locating the metropolis of the Valley at this place where every condition is favorable and a city will be built that all can be proud of and that will favorably show forth the wonderful resources of our beloved Imperial Valley.

#### Notice to Dairymen

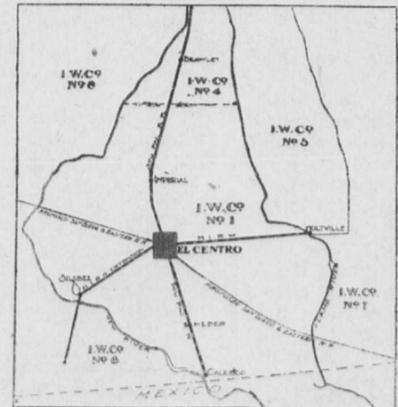
We the undersigned, pledge ourselves that as long as we are connected with the management of the Central Creamery company we will use our best endeavor to see that every patron of the company gets a fair and square test of his cream and that he gets every cent of his share and proportion of the net returns of the creamery.

W. A. VanHorn, Pres.  
F. S. Webster, Vice-Pres.  
C. F. Perry, Secy.  
J. P. Haskell, Treas.  
W. E. Wilste, Director.  
T. W. Davies, Director.  
Geo. W. Nichols, Director.

Contractor Peterson and his crew of bricklayers got back to El Centro and resumed work on the bank and opera house block last Wednesday morning. They were called off of this building nearly two weeks ago and since then have built the transformer stations at Brawley and Imperial, besides doing some work at Holtville. They are now working on the opera house and will soon have its walls up to the second story.

Since El Centro has been made the central distributing point for the Valley by the Southern Pacific railroad there is a string of empty cars standing on the side tracks waiting to be called for by some of the other shipping points in the Valley

A glance at this Map will show  
you



**EL CENTRO**

Will become the

**METROPOLIS**

of the

**IMPERIAL VALLEY**

**\$240,000**

Has been spent in building and permanent improvements in El Centro in the last five months. Come and see for yourself. This is the town of

**PROGRESS**

**El Centro Land Co.**

Farm Lands for Sale  
Insurance  
Notary Public

**D. H. CHAPLIN,**  
General Agent  
El Centro, California