

the power canal. The effect of having so large a reservoir and such a convenient water supply is seen all over the town in the thrifty growing trees and well kept tracts. Holtville is one of the most beautiful towns in the Valley and the reason is largely because its citizens have taken good care of their places.

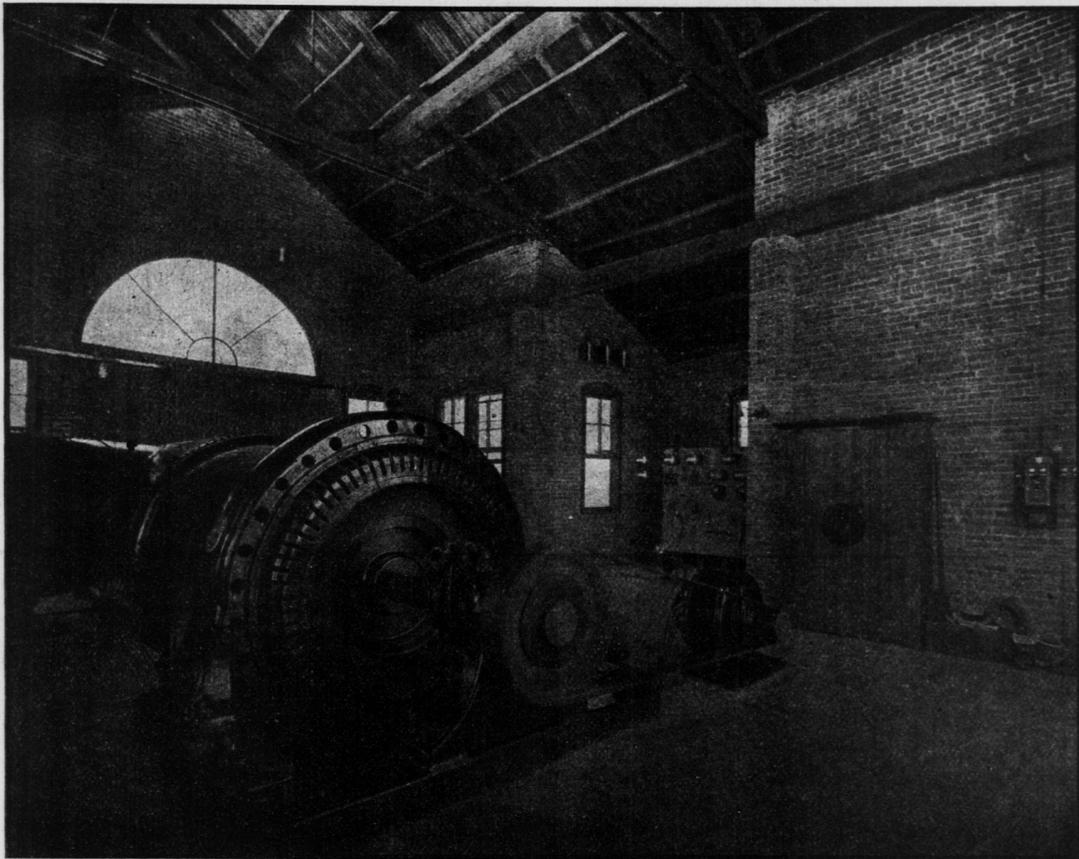
Another very important property belonging to the Holton Power company is the brick manufacturing plant at Holtville. Here they have a well equipped plant for brick making and turn out a first-class product. During the past two years more than two million bricks have been burned at these kilns. The brick buildings in Holtville and El Centro, as well as all the buildings of the Holton Power company in the Valley have been built of these bricks. Nearly one million of these bricks have been used in the buildings belonging to the Holton Power company alone and several hundred thousand more in the buildings belonging to the Valley State Bank of El Centro, the First State Bank of Calexico and the Imperial Valley Bank of Brawley. It is the largest and best equipped brick making plant in the Valley and its product is shipped to all the other towns. The Holton Power company also owns the Holton Inter-Urban railway. This road runs from El Centro to Holtville, a distance of ten miles, traversing a very rich section of the Valley and tapping the great and opulent Eastside country. It already does a very large volume of business and the company is planning extensions, which will add to its mileage and in come very materially. It is a standard gauge railroad and is equipped with the regular full weight rails and cars. The round house and oil tanks of the railroad are located at Holtville and here they also have an elegant passenger depot, a freight house, cattle yards and railroad switch yards. The road crosses the Alamo river at Holtville on the longest and highest railroad bridge in the Valley. During 1905 the com-

pany had a great deal of trouble with this bridge on account of the large amount of water that was discharged down the Alamo, cutting out the channel and loosening the piling. It was not until piling 90 feet long were used that the trouble was stopped. On the line of the railroad from Holtville to El Centro there are three sidings, but the one known as Gleason is the most important, as in the neighborhood of this place there is a large area in cultivation and quite a local business has been established. At El Centro the railroad has several thousand feet of siding and in the near future will join with the Southern Pacific in the erection of the largest and finest depot building in the Imperial Valley. This

depot will probably be built of brick and will be used as a union depot by both the railways. It will stand at the foot of Main street. While the volume of business handled by the Holton Inter-Urban railway has been entirely satisfactory to its owners and has exceeded by many thousands of dollars the amount they had expected to handle, it is perfectly clear their business will increase very rapidly from the present time. The train makes three trips per day now from Holtville to El Centro and the line is crowded with business. It is the intention of the company to extend the line to the west and tap the rich region around Blue Lake and furnish the thrifty and prosperous farmers of that part of the Valley with facilities

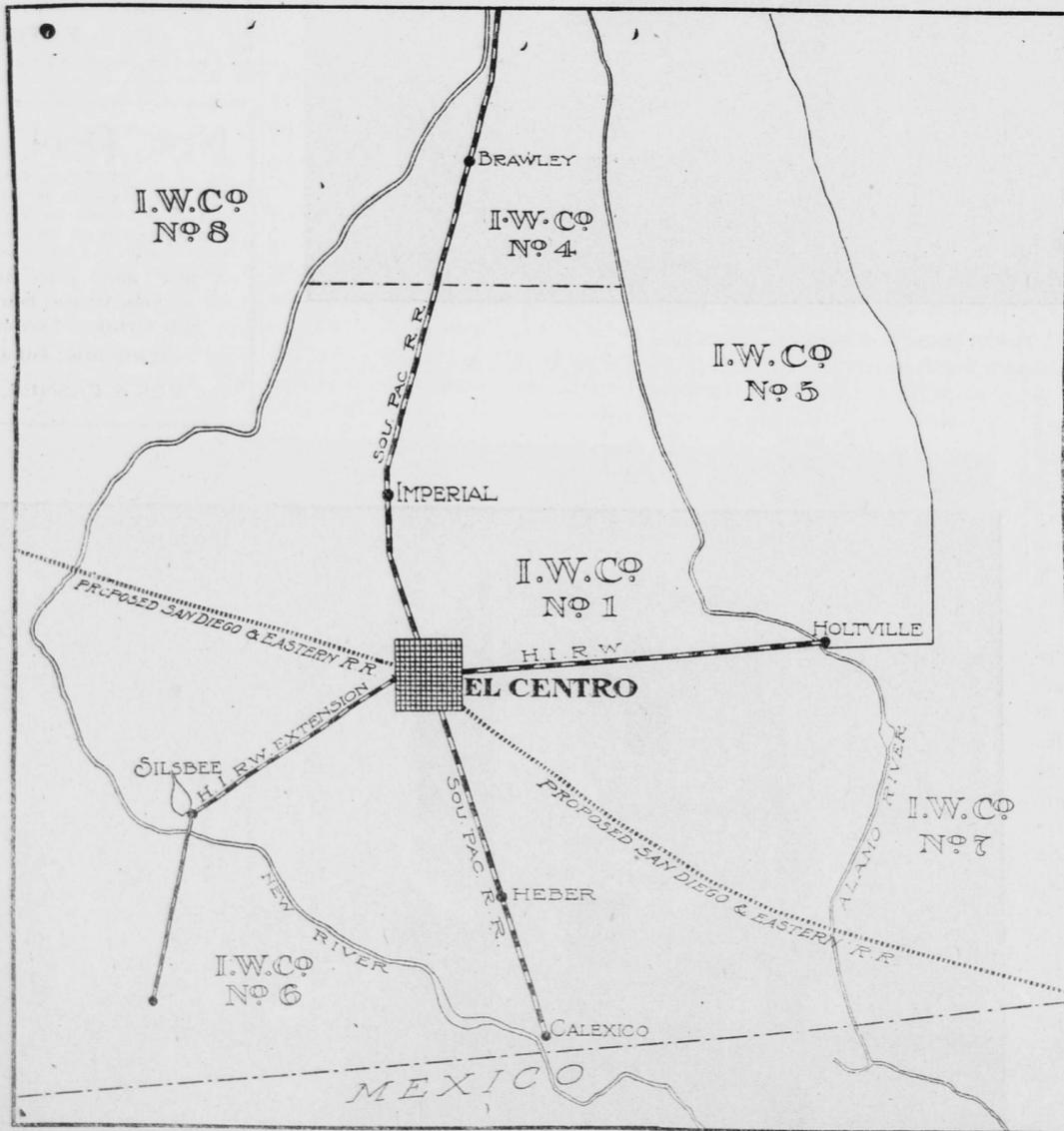
for the shipment of their produce. This extension is already planned and much of the right of way has been secured and it is expected that it will be built in time to handle next season's crop. The section of the Valley that will be served by this extension is thickly settled and the soil is of the very best. Such an extension will be of great benefit to that part of the Valley and will also be very profitable to that company. We have thus endeavored to briefly enumerate the enterprises owned by the Holton Power company. It will be seen that they cover the entire Valley in their scope and aim to serve all the people of the Valley better and cheaper than they can be served by anyone else. Their electric light and

power enterprise already reaches all the Valley towns and will serve the entire Valley with a better service and at less prices than they can secure lights and power from any other source. The present capacity of the power plant is practically all sold and the indications are that within the next year another water wheel will have to be installed at Holtville and the capacity of the plant doubled. In the case of the ice manufacturing plant it is already clear that it is not large enough and its capacity will be doubled. The market for ice is already here and it is merely a question of the Holton Power company manufacturing enough ice to supply it. As this company can turn out ice as cheaply or cheaper than any ice manufacturing company in the State, it follows that they have a great business in this line already established. The demand for ice will not be less than 15,000 tons per year within the Valley and the Holton Power company can and will supply all of it. The extension and improvement of the Holton Inter-Urban railroad will be made as rapidly as business demands and opportunity offers. And it will be the same with the other enterprises of the Holton Power company. The building up of these enterprises on the broad lines upon which they are planned has all been done under the personal supervision of Mr. W. F. Holt. As the promoter and organizer of the Holton Power company he took the lead in formulating these plans and as the president and executive head of the corporation since its inception he has stood at the head of all its enterprises. And no more suitable man could have been found. A pioneer himself in the development of the Valley he was from the first in sympathy with its every need. It was therefore most appropriate that he should head the great enterprise which has pioneered with the people in the development of the Valley and in putting its greatest resources upon their most profitable basis. Aside from the great work Mr. Holt has done



DYNAMOS, ELECTRIC PLANT AT HOLTVILLE

## Map of Imperial Valley



I sell Imperial Valley Farm, Town Lots and Acreage Tracts adjoining El Centro  
Correspondence solicited.

**D. H. CHAPLIN,**  
EL CENTRO, CALIFORNIA

WHERE MORE THAN  
**\$200,000**  
IS BEING SPENT

The town of El Centro was started in the fall of 1905 and is now about 8 months old. It is located in the center of the best part of the Imperial Valley, and is destined to become the metropolis.

The following improvements now completed, or under way make a record to be proud of:

Ice and Cold Storage Plant (Brick)	\$75,000
Hotel El Centro (Brick)	30,000
Transformer Station and Power Lines	20,000
Opera House Block (Brick)	40,000
Cement Sidewalks	10,000
Water Works System	10,000
Electric Light Plant for El Centro	5,000
S. P. R. R. Depot	6,000
Holt Block (5 brick stores)	15,000
Machine Shop and Equipment	2,500
Hotel Franklin	5,000
Hardware Store	2,000
El Centro Cantaloupe Association Packing House	2,000
Peterson Building (Brick)	1,200
Fuller's Residence	1,500
Three Cottages	3,000
El Centro Land Co's Office	800
Blinn Lumber Co. Yards	2,500
Fuller & Aten's Office	600
Grading Streets, Etc.	1,000
<b>Total</b>	<b>\$234,100</b>

For information regarding El Centro and the Imperial Valley, and its opportunities, address

**D. H. CHAPLIN**

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EL CENTRO, CALIFORNIA