

Imperial Press

Published every Saturday at
Imperial, San Diego County, Cal.

Henry C. Reed, Editor and Manager

SUBSCRIPTION:

One year	- - - -	\$1.50
Six Months	- - - -	.75

ADDRESS: IMPERIAL PRESS, Imperial, San Diego County, Calif.

Application made to enter at the Postoffice at Flowingwell, Cal., as second-class matter.

Saturday, May 18, 1901.

THE TRANSPORTATION PROBLEM

Prospective settlers in the Imperial country need have no fears regarding a means by which to market the products of this section.

With 100,000 acres of the most fertile soil in the world under the flow of the mammoth Imperial canal, the largest in the United States, furnishing the most abundant supply of irrigation water, the minimum amount of hay that can be raised is 500,000 tons annually, which means 100,000 head of cattle and a town of 2500 people. With this condition of affairs the volume of business will be indeed great, and there is not a shadow of a doubt but that railroads will come to handle the traffic.

Only twenty-eight miles of road is required to connect this town with the city of Los Angeles by way of Flowing Wells over the rails of the Southern Pacific, while but about one hundred and twenty-five miles is required to connect Imperial with San Diego by rail, and we are on a direct line with all projects for a railroad from that city to Yuma, and the citizens of San Diego are quite alive to the situation, and the chamber of commerce committee is taking active steps towards establishing a better means of communication between that city and Imperial.

An expenditure of only about \$50,000 would be required to connect this country with tide water by way of Hardy's Colorado.

And an electric railroad line over this country is among the possibilities of the not distant future. In fact this project has already been deeply considered by the Imperial Land company, who have had an eminent electrical engineer, who was for years employed by the General Electric company, looking over the ground and examining the conditions, and of the seventy projects into which this gentleman has looked and which have resulted in the building of electric roads, he said he never saw anything which would compare with the project of an electric line from here to the top of the mountains which

separate this part of the county from San Diego.

General Manager S. W. Ferguson said: "When the engineer was looking over the lay of the land, he asked me what it was the Imperial company wanted, and I replied that it wanted communication with tide water the best way possible. It did not take him long to decide that with the immense power which we will have at our command, the scheme of an electric line toward the city of San Diego, to a point where it could be met by a steam line would be the most suitable for us.

"We have plenty of power. The canal takes three drops on its course, and since the drops have to be put in, the power can be developed without difficulty. At one place, quite close to where we take the water from the Salton river, the engineer estimates a development of 1,200 horse power, at another 2,000 horse power, and still another 4,000 horse power.

"There would be plenty of business for such a road, and the utilization of electricity as a power on standard gauge railroads is no longer a dream. It has been tried, and is a success. They are not for electric cars, but for electric motors drawing cars, all of standard gauge just as they might be delivered to the road from any other standard gauge road in the country."

It is hard telling just now which of the above projects will be a solution of the transportation problem, but at any rate there is no doubt but that this problem will solve itself at an early date after the beginning of the cultivation of these lands.

AN EDITOR'S TROUBLES

The publisher of a newspaper has one thing to sell and one thing to rent. He has the newspapers to sell and the space in his columns to rent. Can anyone inform us why he should be expected to give away either the one or the other?

He can, if he chooses, and he does, as a matter of fact, furnish a great deal of space rent free. But it does not follow that he ought to be expected to do so, unless it be recognized as a contribution, exactly as would be the giving away of sugar and coffee by a grocer. But strange to say, it is not looked upon in that light at all, and yet everybody knows that the existence of the newspaper depends upon the rental of its space and the sale of its papers, just the same as a merchant's success depends on selling his goods instead of giving them away.—Cottonwood Report.

The trouble is, too many people think that newspapers are run just for fun.—Alameda En-cinal.

The PRESS is the happy possessor of the liberal patronage and hearty co-operation of every man, woman and child in Imperial.

Kerckhoff-Cuzner
Mill & Lumber Co.....

WHOLESALE AND
RETAIL DEALERS IN **LUMBER** DOORS, SASH,
AND MILL WORK
BLINDS

YARDS AT
SAN PEDRO, WHOLESALE
LOS ANGELES, MAIN OFFICE
POMONA, PASADENA,
LAMANDA, AZUSA, COVINA.

Main Office Cor. Alameda & Macy Sts
LOS ANGELES, CAL.

P R E S S N O T E S

Alameda Daily Escinal

The first number of the IMPERIAL PRESS is at hand, and down it goes on our exchange list right from the start. It is a very neat eight-page paper published at the town of Imperial, San Diego county, in the very heart of what is called the Colorado desert. There are but half-a-dozen buildings in the town, yet Editor Reed has made no mistake in thus setting up shop in the wilderness. Imperial is absolutely certain to be the center of population for a farming region as rich and productive as anything in the world—bar none. It requires considerable faith and enterprise to embark in any kind of business venture in such an embryotic place, but we look to see the Editor of the PRESS reap a rich reward for his grit and pluck, Hurrah for him and his PRESS!

The San Diegan Sun

The Sun has received a copy of the first issue of the IMPERIAL PRESS, the new San Diego county paper published at Imperial, over there on the desert that is now being made to blossom. The PRESS presents a decidedly up-to-date appearance, and indicates, even in this first issue, that it knows its business, which is to tell the world all about the desert and the improvements that are being made there. In other words, it is essentially a local paper, and on these lines it will be of great benefit to that section. There have been circulated so many absolutely false reports about that desert that Editor H. C. Reed will have "copy" at hand for the next ten years.

Mohave County Miner

The Imperial Colony in San Diego county California, has a new paper, IMPERIAL PRESS. The paper is one of the neatest of our exchanges and we wish it success. The colony which it issues from is in a fair way to become one of the richest agricultural regions of the state of California. A mammoth ditch has been taken from the Colorado river conveying water sufficient to irrigate thousands of acres of the finest land in the world. The big ditch will be used as a canal to bring produce to market by boat.

Oceanside Blade

The town of Imperial in the New river country is starting out right with a newspaper, the PRESS of which two numbers have reached this office. The PRESS is a neat, newsy paper and can do much to build up the fertile section it represents now that the region is to feel the magic touch of water. Success to both town and newspaper!

Pomona Times

Vol. 1, No. 1, IMPERIAL PRESS, is at hand. It is published at Imperial, San Diego county, on what has from time immemorial been known as the Colorado desert, a section so rich but arid and heretofore unproductive land. The Imperial Land Co. is far advanced in the work of placing plenty of good water on 100,000 acres. The PRESS is an 8-page paper, 10x15 inches in size. Henry C. Reed is editor and manager, subscription \$1.50 a year. The first number gives much information about the land, water, etc.

Needles Eye

The first number of the IMPERIAL PRESS, a bright and sprightly little weekly published at Imperial, San Diego county, Cal., by Henry C. Reed, has just been received at this office. It is a handsomely gotten up four-column, eight-page paper, teeming with well written articles and news pertaining to that much talked of district. It is a welcome addition to the journalistic arena and we wish it success on that most turbulent wave of newspaperdom.

Redlands Citrograph

The IMPERIAL PRESS, published at what is to be the town of Imperial in the eastern part of San Diego county, comes to hand asking for a place on our exchange list. It gets there. It is published by Henry C. Reed and is a neat eight page paper, with pages in the Citrograph style. Imperial has but four houses and no postoffice but it is going to be a live, prosperous town, right off, and the PRESS will be one of the large factors of its growth.

San Pedro Times

We have received the initial number of the IMPERIAL PRESS, published by Henry C. Reed at Imperial, San Diego county, Cal. Imperial is a new town on the Colorado desert, and is being boomed by the Imperial Land company, which is constructing the largest irrigation system in America. May the PRESS and its town prosper and grow is the wish of the Times.

Secondido Times

A copy of the IMPERIAL PRESS, the paper just launched at the new town of Imperial in the desert region of this county, reached us this week. It is neatly gotten up and ought to do much to attract settlers to the great desert region now being reclaimed by the Imperial Land Co. Henry C. Reed is editor and manager of the PRESS.

We are in receipt of Vol. 1, No. 2, of the IMPERIAL PRESS, published at Imperial, Cal., by Henry C. Reed, an old Stonewall boy. It is a very creditable publication and we gladly X.—Aspermont (Texas) Star.

IMPERIAL PRESS—\$1.50 a year.