

IMPERIAL VALLEY CATECHISM

Short Answers to the Questions Most Commonly Asked Concerning Our Country

Where is Imperial Valley?
In Southeastern California.

How large is it?
It is about thirty by forty miles.

What is the nature of the soil?
It is all an alluvial deposit and varies in texture from a heavy clay, to a light sandy loam.

What is the quality of the soil?
The very best. It is as productive and fertile a soil as is to be found anywhere.

What is your average rainfall?
The average is unknown, but cannot exceed a few inches. Some years there is no rain falls at all, while during 1904 the fall was nearly 11 inches.

How do you raise crops, then?
By irrigation.

From what source do you obtain your water supply?
From the Colorado river.

Have you a good water right?
The best in the world. We have the first right of diversion both in the United States and in Mexico.

How extensive is your canal system?
The present canal system will irrigate about 300,000 acres, when complete. At present there are more than 900 miles of ditches in operation and 150,000 acres in cultivation.

Is your water supply sufficient?
Undoubtedly. The Colorado river is navigable for steamboats at all stages, and the Imperial Canal System has a right to take all of it they want.

Is your irrigation system in competent and responsible hands?
Yes. The distribution of the water is in the hands of the farmers themselves, and the company diverting the water from the river and bringing it to the Valley is controlled by the Southern Pacific Railroad.

How is title to the lands secured?
By entry, under the United States land laws, in the first place, though patents have been issued on quite an amount of it already.

Is the title good?
Just as good as Uncle Sam can make them.

How is title to the water for irrigation secured?
By buying stock in the water company and using the water on your land.

What is land with water-right selling for?
From about \$20.00 per acre for raw land in out of the way locations, to \$50.00 and upward per acre for well improved ranches close in to town and railroad.

What crops do you raise?
Alfalfa to great perfection, all the grains and vegetables, cantaloupes, melons, grapes, berries, fruits, and in short, everything that will thrive in a semi-tropical climate.

Does cantaloupes pay?
Yes. The profits ran as high as \$100 per acre last year at Brawley.

How long does it take to raise and market them?
About five months in all.

Can you grow oranges and lemons?
Undoubtedly. The climate is favorable, and all the citrus trees that have been set out in the Valley are growing nicely.

How are your seasons?
We have very little winter; frost seldom comes before Christmas, nor forms later than February 15th.

How are the summers, are they not long and hot?
The temperature registers high for about 60 days during June and July but the air is so dry that the heat is not oppressive at all. During the very hottest weather men and teams work out in the sun without discomfort. Combined harvesters, pulled by 36 horses, six abreast have run all day when the mercury reached 126 degrees in the shade, and hay baling was carried on without interruption the same day.

What kinds of fruit can you grow?
All the stone fruits, such as apricots, peaches, plums and nectarines; also olives and citrus fruits. Dates are being experimented with, and the results so far are most encouraging, experts declaring the Imperial Valley to be the best date country in the world.

How about grapes?
Grape growing is proving to be a great success. Mr. W. S. Corwin raised three crops of grapes last year on vines that were only set out in the spring of 1904. Mr. Anton Paneck did the same, and so did everyone whose vines were old enough.

Can you raise three crops of grapes in same vines?

Yes, we mean just that. And right there is where the value of our climate is shown. The first crop of grapes was ready for the market in May and June; the second crop in September, while the third crop was still in prime condition at Christmas. This enables the Imperial Valley grape grower to get into the market a month ahead of all competitors and stay in six weeks after the rest are all out.

Is that a good stock country?
Yes, indeed. It produces alfalfa so bountifully that both cattle and hog raising is extremely profitable.

How do you handle cattle to best advantage?
In the dairy business. The most profitable way is to run as many dairy cows as your alfalfa will carry, separate the cream and sell it to the creamery, and keep enough pigs to consume the skim milk. It has been found that a well cared for ranch will produce as much in hogs as it will in cream.

How much does a dairy cow produce per month?
The average income per cow is about six dollars per month for the cream, though some cows produce twice this amount.

How many cows per acre will alfalfa support?
Alfalfa would doubtless support two cows per acre, the year round, but as it is more profitable to keep hogs as well as cows on our dairies, the proportion is generally about one cow and five pigs, per acre.

How much do you get for fat cattle on foot, and how much for hogs?
Cattle about 3 1-2 to 4 cents per pound, hogs from 5 1-2 to 7 cents per pound.

Do the dairymen have to feed any other feed than alfalfa?
No, except when they are finishing the hogs for market they feed them grain.

Is hog raising alone a profitable business?
Yes, indeed. It is fully as profitable as any that has yet been developed. Hogs thrive excellently on alfalfa, practically the year round. No hog cholera or other disease has ever attacked them, they multiply rapidly, fatten easily and bring big prices.

What profits could one reasonably expect from hog raising?
Large profits. Mr. A. L. Loffer of Imperial, bought 20 sows for \$300 in November 1904, has sold \$2800 worth of hogs, and has 300 head left, from their increase in 16 months. Many others have done better than this.

How much feed does alfalfa produce per acre, per year?
If cut for hay, at least ten tons; if pastured, very much more.

Does haying pay?
Yes, but not as well as pasturing with hogs or dairy cows, unless one is close to town.

What opportunities are offered for a man with only a few hundred dollars?
He could buy a piece of land and pay part down on it, and set into improve it as best he could, or he could rent or lease a farm already in cultivation on very favorable terms.

What is land renting for?
Various amounts. Raw land is let out for from two to five years for putting it into alfalfa. One man with a large alfalfa ranch furnishes everything, feed, cows, hogs, and everything and gives his tenant one-half of the income for taking care of them. Another tenant has a 200 acre alfalfa ranch rented and makes \$5,000 a year, above expenses.

What can one do with from \$5,000 to \$20,000?
He can buy the best land in the United States, and with the best water right, at such figures as will quickly double his money. After he gets it, he can rent it out so that it will pay him 25 per cent on his investment.

Is that a healthy country?
It certainly is. Since its first settlement there has only been 27 deaths in this Valley. The population would average at least 6,000 for the 4 1-2 years or 26,000 for one year. That is only one death to 1,000 people, per year.

What is the population now?
About 8000 and increasing rapidly.

How far are you from Los Angeles?
About 215 miles.

How far from San Diego?
About 120 miles on a direct line.

What is the population of Los Angeles?
About 200,000. There is abundant population in Los Angeles and the Southern California coast towns to consume all the hogs, beef and butter we can produce, and everything else we can grow.

What railroads are in the Valley?
The Southern Pacific.

What roads are proposed?
The San Diego-Eastern, from San Diego to Yuma, to cross the Valley from West to East and form a junction with the Southern Pacific at El Centro.

Where is El Centro?
It is on the Southern Pacific railroad, at the Junction of the Holton Inter-Urban.

What are its prospects?
The very best. It is the most advantageously located of any of the Valley towns, being in the center of the best developed dairy region and surrounded by a large body of very fine cantaloupe land.

What Industries and businesses are already established at El Centro?
The ice manufacturing plant of the Holton Power Co., the largest in Southern California is located here. The ice supply for the entire Valley will be manufactured here. The packing house of the El Centro Cantaloupe Grower's Association will be built here soon, and during the summer a creamery large enough to serve the entire Valley, will be installed. The Hotel El Centro is the largest hotel in the Valley. The business part of the town is being built of brick, \$12,000 is being expended in cement sidewalks, and everything established in the town is on a most substantial basis. The Valley State Bank the largest and most powerful bank in the Valley is established here, and here is published the Imperial Valley Press, the principal newspaper of the Valley. Two general merchandise stores are already doing business here and more will open just as soon as buildings can be completed for them.

I have 160 acres of unimproved land near El Centro that is an ideal place for cantaloupes and grapes. The land is level and very choice. Don't fail to look this up if you want quality. Bert R. Chaplin, Imperial.

Notice to Tax-payers
A statement of all property owned on the first Monday in March must be rendered to the County Assessor or his deputy.
Where there is no title to real estate the personal and poll taxes must be paid on demand.
If the poll tax, \$2.00 is not paid before July 1st, 1906, one dollar extra is added to same.
G. W. JORRES, Co. Assessor.
by C. F. EMERY, Deputy.

A Scientific Wonder
The cures that stand to its credit make Bucklen's Arnica Salve a scientific wonder. It cured E. R. Mulford, lecturer for the Patrons of Husbandry, Waynesboro Pa., of a distressing case of Piles. It heals the worst Burns, Sores, Boils, Ulcers, Cuts, Wounds, Chills and Salt Rheum. Only 25c at all druggists.

Poor Selma
Because of the increased improvements and investments following the banishment of the saloon curse, Selma's tax rate is no higher than when she received revenue from several saloons; another bank has come in and the bank deposits are more than \$400,000 more than when saloons dominated the town. Strange how no-license will kill a good town.—Ex.

North of Calexico, Bert R. Chaplin has 129 acres of very choice land for sale. 80 acres has been in crop. The rest is easily leveled. If this does not suit you tell him what you want and he will dig it up for you.

"Your Uncle Fuller" and Your Friend Aten

Want to show you some of the BEST BUSINESS PROPOSITIONS that are to be had in the Imperial Valley, to wit:

320 acres, has been in crop, 2 1-2 miles of El Centro.

160 acres, 120 has been in crop, 1 1-2 miles of Imperial.

80 acres, fairly well improved, now in barley, 1 mile of El Centro.

80 acres, cheap, 1 1-2 miles of El Centro.

2 unimproved 80 acre tracts, 2 1-2 miles of El Centro.

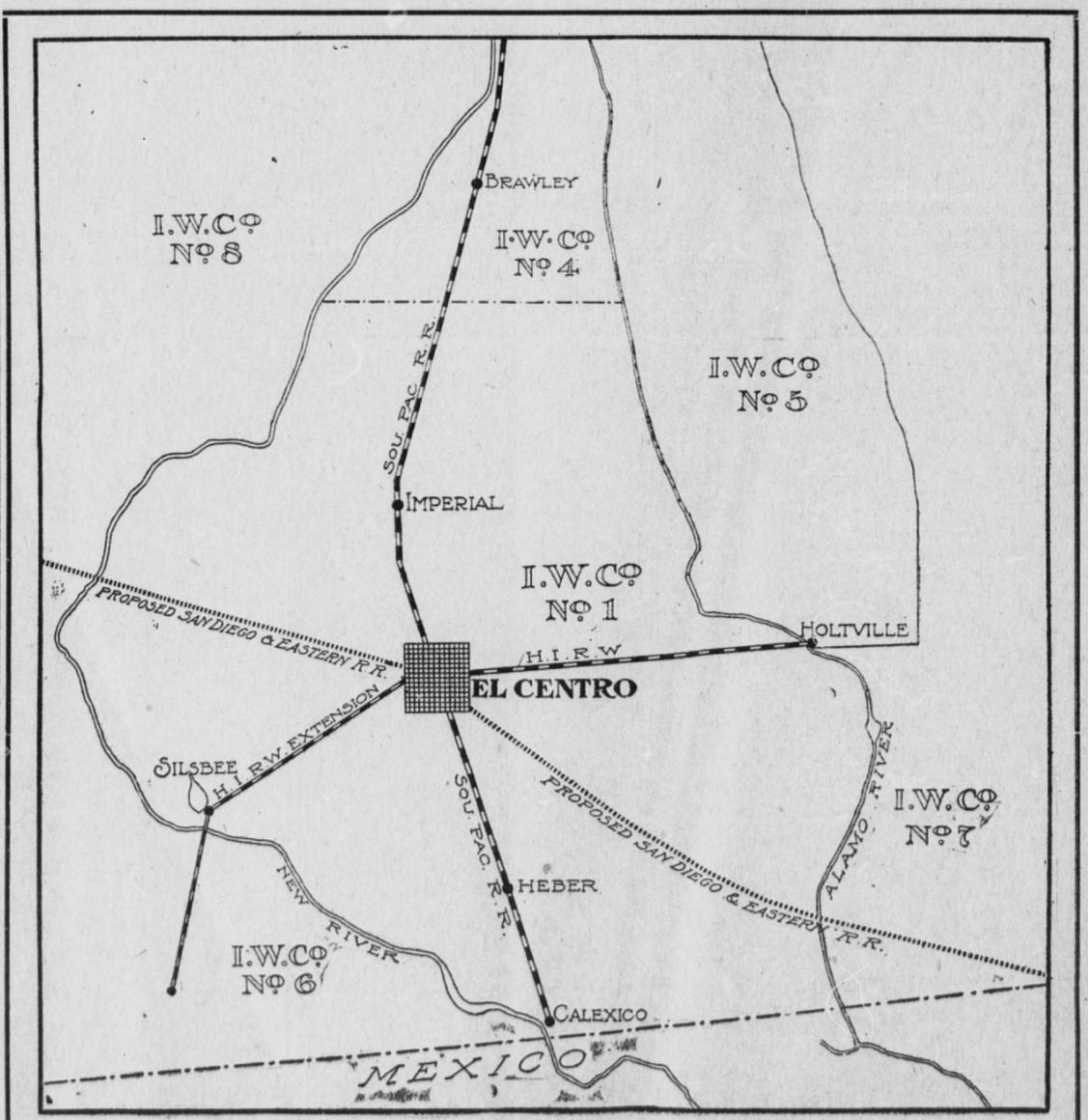
80 acres, well im proved' all in alfalfa, 1-2 mile of Imperial.

420 acre ranch, well improved, 4 miles of Imperial.

Also some good relinquishments.

These BARGAINS can be bought on easy terms.

FULLER & ATEN
El Centro, California



Call at the Office of the
El Centro Land Co.
For Bargains in Farm Lands
and El Centro Town Lots
Chaplin & Payne
El Centro, Cal. Selling Agents