

STOP,

THINK,

ACT!

THERE are thousands of people in Southern California today who have money to invest and who are looking for investments.

There are other thousands who are not, strictly speaking, looking for investments, but who would be glad to put a little money where it would do the most good.

The attention of both classes is called particularly to the rapid development now in progress in the settlement of 500,000 acres of land under the Imperial Canal System in the eastern portion of San Diego county.

This settlement is no boom proposition. It is founded on the largest and most fertile tract of irrigable land to be found in arid America.

The Imperial Canal System is what its name indicates—the most abundant supply of water that can be used for irrigation purposes in America.

Not only is the water abundant, but it is cheap.

Experience shows that 500,000 acres of such land, when under cultivation, will support a population of from 150,000 upwards.

Such a population must support and maintain at least one city of metropolitan proportions, and several smaller cities of less magnitude—from 5000 to 10,000 people each.

This is no dream. Look over Southern California and see what has been done. What has been done must be done again under similar conditions.

The Imperial Land Company has platted three town sites:

Imperial, Paringa and Calexico.

One of these towns will become a large city. All of them will become cities.

A judicious investment in any one of them will return manifold profits.

The policy of the Imperial Land Company has been to give early investors a chance to make big money. This is a wise business policy. That policy was applied to the sale of water rights. Prices of water rights were advanced only because it became a necessity, as the land was being taken more rapidly than the water could be delivered.

The same policy is now adopted in connection with the sale of town property.

We want to interest thousands of people financially in the Imperial Settlements, because the more are interested the better it is for the investors as well as for the proprietors of the water system and the town sites.

In the very near future all the towns mentioned above will become railroad towns.

The towns are laid out systematically, and the Imperial country is being developed systematically.

These facts have been accentuated by the gratuitous publication of hundreds of columns of complimentary accounts of this great enterprise in the leading journals and magazines of the East, and in nearly all the papers of Southern California. We have several large scrap books full of these indorsements.

In reference to vacant land under Imperial Water Company No. 1, of which there is yet quite an acreage, we would refer the reader to Oakley-Paulin Co., Douglas Block, Los Angeles, Cal.

For further particulars apply to, or address

IMPERIAL LAND COMPANY,

A H HEBER, General Manager,

STOWELL BLOCK,

LOS ANGELES, CAL.