

# HOW A BUSTED RANCHER MADE GOOD AT IMPERIAL

In March, 1900, a very much discouraged man was driving through the Moreno plain, thinking of his hard luck. He had bought Moreno land and water rights at \$90 per acre. The water rights had vanished and Bear Valley bonds had borne down upon him and squeezed out any possible equity he might have had left in his home property. With all, he was feeling, if possible, like a man who had been killed twice.

As he drove over a very familiar bridge his attention was drawn to a new sign placed upon the bridge, which read: "Good land with abundant water right in the Colorado Delta, \$10 per acre. For particulars, address I. W. Gleason, Corona, Cal."

He turned away disgusted, thinking who could be foolish enough to want any more of a desert than this very Moreno plain. Every day he crossed the same bridge and the sign set him to thinking.

The following year found him in the Imperial Valley freighting between Flowing Wells and Imperial, and last fall he put in a crop of barley on another man's land. He has already been offered \$1000 cash for his crop on 40 acres. He now has a contract with the McConine Machine Company, and is handling machinery for them in Imperial.

Last month he wrote home to his father as follows:

"Father, go down to the bridge and get that sign about Imperial lands. Don't mutilate it, but pull out the nails carefully and take it home and frame it. That is the beacon light that led us out of financial darkness. Here we are selling machinery in Imperial, and who knows but what in a few months we may own stock in the Imperial National Bank."—Riverside Press.

Archibald Edgar of Imperial is the gentleman referred to in the above extract.