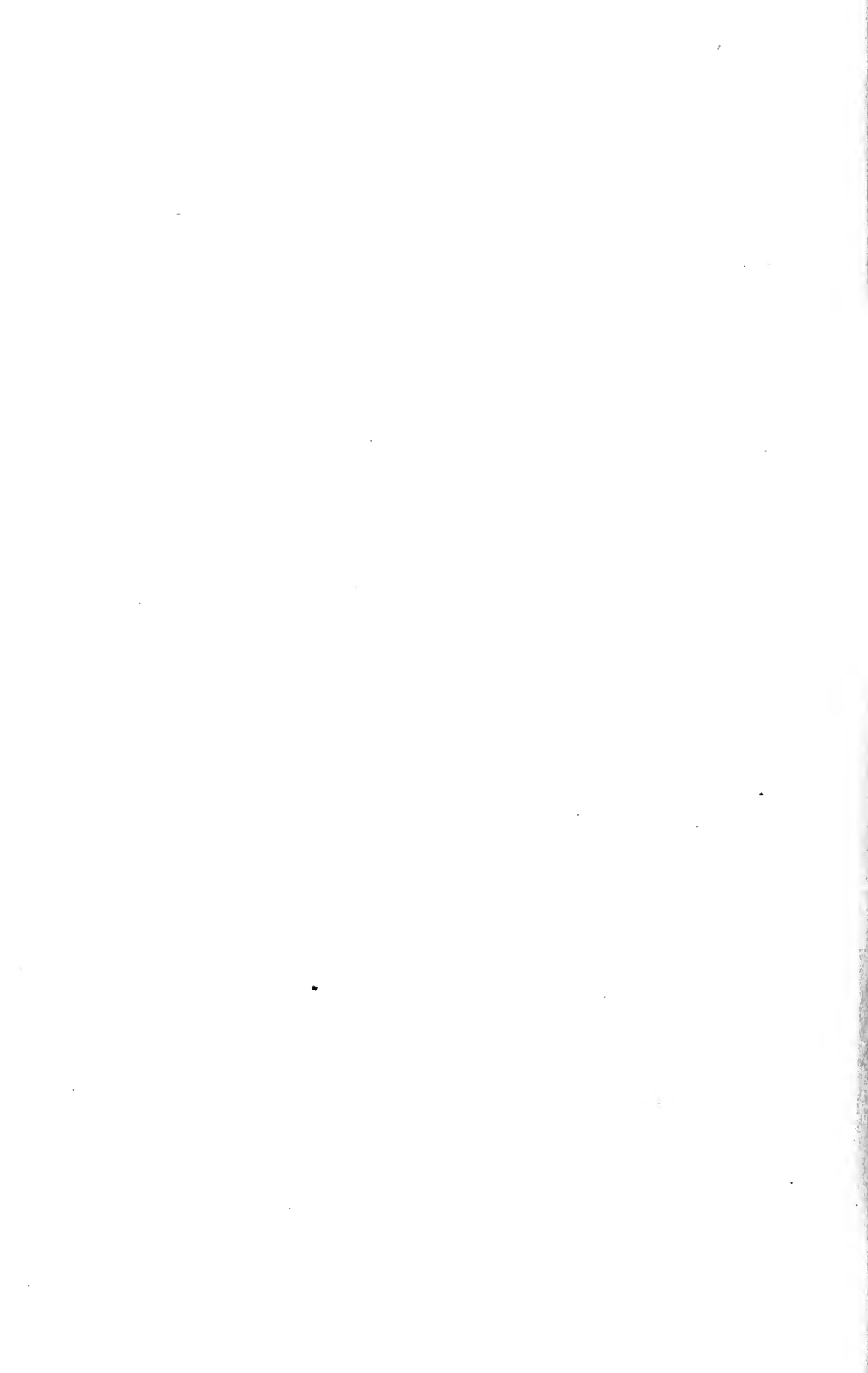




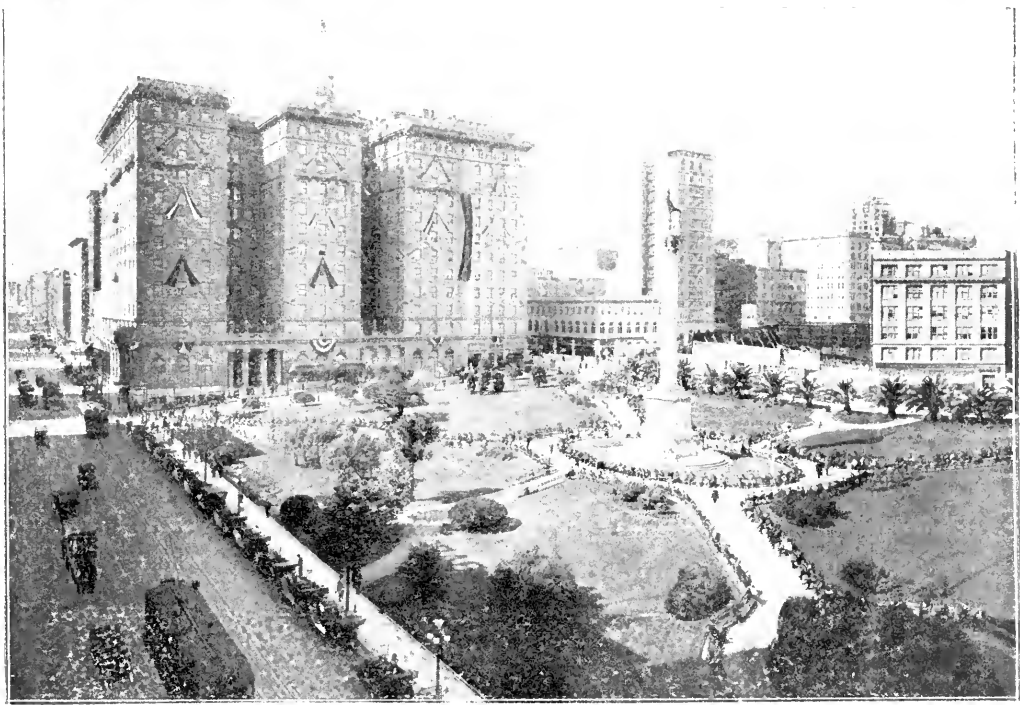
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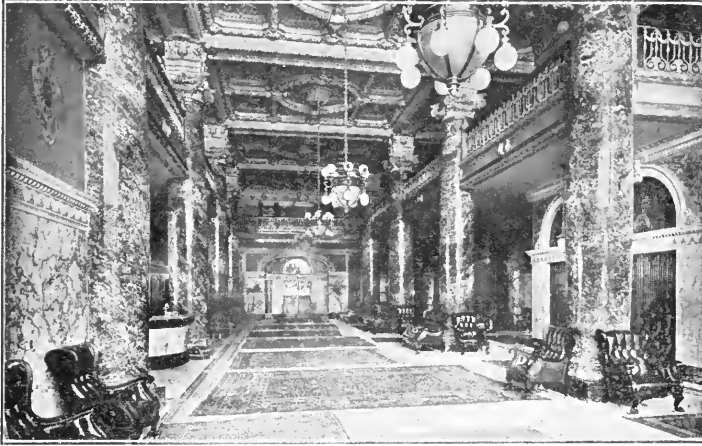


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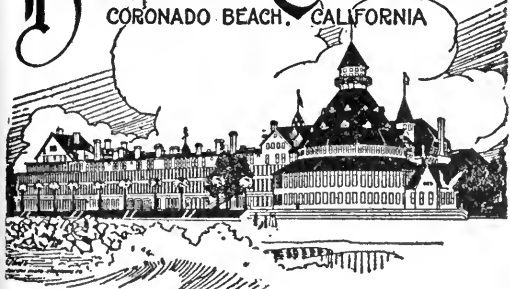
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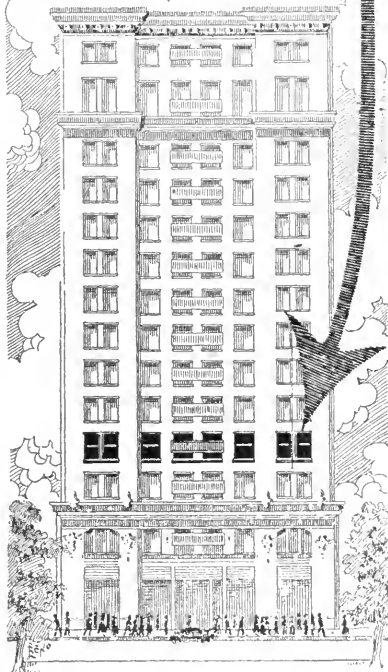
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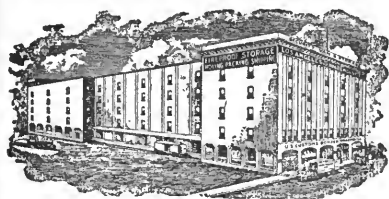
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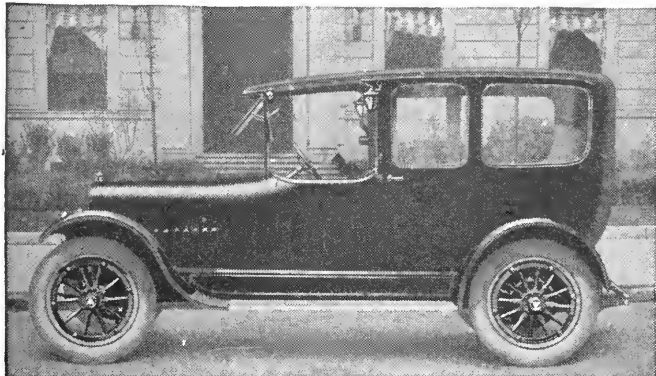
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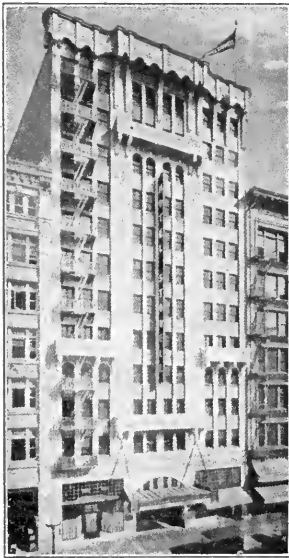
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EDITED BY DOUGLAS WHITE

SAN FRANCISCO

The Financial, Commercial and Industrial Metropolis of the Pacific Coast

By L. C. HAWLEY
of the San Francisco Chamber of Commerce

SAN FRANCISCO is the financial, commercial and industrial metropolis of the Pacific Coast, as is shown by the fact that the bank clearings for 1917 were nearly one-half billion dollars greater than the combined clearings of the next seven largest Pacific Coast cities. The imports and exports of San Francisco of city origin, or for city delivery, are the largest of any Pacific Coast city.

Intermingled with the opportunities for work and business is found a wide range of pleasure and play. With all her opportunities for successful business achievement California is properly named the "Playground of the World," and surroundings do not demand that one travel a great way from the city to view the grandest scenery of the continent. Within a day's automo-

bile trip of the western metropolis are beauty spots unequaled by the environs of any world center and a little beyond this are vistas not surpassed by the Alpine Mountains or the valleys of the Hudson River. From spooning for the gamest fish to golf in its finest settings; from big game chasing to the exciting plays of polo are the recreation offered the retired merchant or the humble toiler.

The city abounds in parks and playgrounds where children are nurtured and grown in sunshine.

The city itself comprises about forty-six and one-half square miles of area broken by hills ranging from 300 to 900 feet high and is surrounded on three sides by the waters of San Francisco Bay and the ocean.



A Glimpse of the Civic Center, San Francisco



Part of the San Francisco Shopping District

The bay is sixty-five miles long and from four to ten miles wide with an area of 450 square miles. This immense body of water is connected with the ocean through the Golden Gate Strait and with the interior of the state by two large rivers, each navigable for nearly one hundred miles north or south, furnishing ideal inland waterways for merchant vessels and supplies enticing pleasure courses for many beautiful private yachts and launches in which the harbor abounds.

The thermometer varies but slightly throughout the year. The average temperature in winter is 51 and in summer 59 degrees, with a usual number of 280 sunny days in the year. The coolest months are January and February, July and August. The rainfall is confined almost entirely to six weeks beginning with the end of December. A dip in the surf on New Year's morning by the members of the Olympic Club is an annual event, weather grown flowers are sold on the street corners all months in the year and outdoor events may be arranged on December nights.

The city is dotted with parks and playgrounds provided for in years past, in which are contained in luxuriant out of doors

growth nearly every known species of plant and tree. Of these Golden Gate Park is the most noteworthy. Here will be found located in the most picturesque surroundings, birds of every clime; animals of many lands; buffaloes especially thrifty, and museums of world renown together with exhibits of arts and crafts seldom associated together.

The romantic and stirring history of the growth of this wonderland has given occasion to the maintenance of many artfully quaint old landmarks. Fisherman's wharf marks the water-front of the city's

earliest existence while the Mission Dolores stands as the cradle in which the metropolis first saw light.

Chinatown has its charms and characterizes the cosmopolitan atmosphere which pervades the entire city. The population of the city is composed of many nationalities and not unlike most metropolitan cities each distinctive race seeks a colony of its own. Italy is represented in one quarter, Greece in another, Japan in another, but the quaintness of the Chinese is a subject of keen interest to every visitor who comes to the city. Here the Oriental lives according to his native customs and conducts his business in his peculiar way. The temples, joss houses, thea-



The Heart of a Metropolis

tres, stores, restaurants and some of the middle class homes are open to visitors. The settlement is the largest single gathering place for Chinamen outside of China. One of the pleasures of the Caucasian inhabitants of the city is an occasional visit to this section by night.

The theatres of the city are mostly fire proof structures of the latest and most modern design. There has never been a drama or an opera too large in its cast and scenic productions to be staged in these playhouses. Many such buildings are especially designed for motion pictures and their construction involving millions of dollars expenditure has been found an exceedingly profitable investment. The California Theatre, on the corner of Fourth and Market Street, is said to be the finest theater of its class in the world.

Like California Redwoods, the Cliff House, Sutro Baths the Seal Rocks and the Ocean Beach are too well known to necessitate the devotion of space to describe, but let it be said that an ocean beach of these proportions within the city limits of as large a city as San Francisco is an asset scarcely possessed by any other municipality. Five cents car-fare from any part of the city places a man, woman or child on this beach for an entire day's out-



The Heart of the Financial District

ing where the tired body may be rested in the warm sands of the beach and the lungs filled with the purest of fresh, salty air blowing from over the thousands of miles of ocean's breadth.

A Sightseeing Trip through San Francisco reveals in addition to the features just mentioned, a glimpse of the retail shopping district along Market Street and Grant Avenue and Stockton Street; the Palace, the St. Francis and the Fairmount Hotels; Automobile Row; the Municipal Street Car System; Fort Mason, Fort Winfield Scott or the Presidio, and Fort Miley, Government Military Reservations; Lincoln Park, the western end of the Lincoln Highway; the Great

Highway stretching about three miles along the ocean shore, all of which has been intermingled with the choicest of residential sections well built up with the class of homes for which the city is noted. After a little trip through Ingleside Terrace, Westwood Park and St. Francis Woods, the ascent of Twin Peaks is begun from the west. Around the two peaks of the highest elevation in the city the road makes a figure eight from which a view is unfolded stretching away for miles and miles north, south, east, west. The broad expanse of the Pacific Ocean



Deep Gorges Dissect Modern Cities



In the San Francisco Business Section

spreads out to the west, to the north is seen the purple hued mountains of Marin County, separated from the city by the Golden Gate, the waters of the harbor entrance and the bay. To the east may be seen the hills of Alameda and Contra Costa Counties with Mount Diablo towering above its surroundings like a shepherd among his sheep. At the foot of these, through a filmy haze, may be seen the sister cities of Oakland, Alameda and Berkeley, Oakland with its towering City Hall and Berkeley with its tall slender campanile of the University Campus standing as a silent witness to the higher attainment and loftier ideals of the great communities which around this bay exist. Reaching toward us well into the bay are the long slender piers of the transcontinental railroads from which across the placid surface of the water tiny ferry boats to and fro ply their way leaving their white foamy trails behind them. To the south is piled, hill upon hill, a long perspective of mountain ranges with rolling lowlands in the foreground. At our feet on every side is the great sea of city dwellings with here and there the spire or dome of some well known structure. But this is not all in a solid mass, for stretching away like an arrow's flight is a well-marked deeply depressed roadway to the water's edge. Market Street divides the city north and south and leads to

the building which houses the terminals of all railroads leading to San Francisco by way of Oakland or the counties to the north. Here is the busiest railroad terminal in the world. We have been looking out over the abodes of nearly one million people and travelers equal to this number pass through this building every week.

Descending on the eastward side of these peaks, we go through the Mission District which constitutes virtually a city within a city. A trip is made to the eastern waterfront where a stranger is amazed at the number of large industrial plants which have been passed and at the intensity of shipbuilding activities in two big yards. After a casual glance at the Federal Building at the corner of Seventh and Mission Streets, the United States Mint at Fifth and Mission, the Federal Reserve Bank at the corner of New Montgomery and Market, the Appraisers Building and the Customs House in the North of Market Street District a trip is made along the Water Front from Fisherman's Wharf to the foot of Third Street.

Here will be seen, lying at their berths and anchored in the stream, vessels of all classes from sailing schooners to full rigged ships, from steam tugs to ocean liners all flying the flags of nearly every nation. The piers are all practically new and strongly built, most of concrete, and



A Modern Glass Front Structure

housed over with spacious sheds to accommodate the millions of tons of freight which are moved over them annually. There is at the present time being constructed, cooperatively between the Board of State Harbor Commissioners and the San Francisco Chamber of Commerce, a program to make this not only the finest harbor but the most modern, best equipped and most efficiently managed water front in the world.

Leaving San Francisco, one may take a trip on Sundays down the peninsula along miles and miles of smooth, shady, level state highway through the beautifully laid out and gardenized cities—Burlingame, San Mateo, Redwood City and Santa Clara to San Jose or Santa Cruz or Mt. Hamilton, or perhaps branch off through miles of orchards and mountain grandeur to wayside resting places nestled among the sheltered canyons leading to the ocean or stretching out along the beaches to return by the Coast road which hugs the ocean on the homeward journey. Big Basin in the Santa Cruz Mountains is a State owned park covering thousands of acres of mountain fastness in which is harbored the world's oldest grove of Sequoia Gigantia. In this reservation is served every comfort which the traveler may seek. A little nearer to San Francisco are the Redwoods of La Honda and Woodside.



Where the Orient Meets the Occident



Chinatown, San Francisco

Contra Costa and Alameda Counties furnish their share of haven to the tired city dweller. One may pause among the beauty spots of many rugged hillsides or travel onward to the slopes of Mount Diablo through ever changing vistas of fruit trees and vineyards or grazing ground and woodland. The ascent to the mountain is mild and winding, but the end of the journey brings splendid reward, for here at the summit of the highest point in the Coast Range Mountains is unreeled a panorama of California unequalled elsewhere in the State. The Valleys of the Sacramento and San Joaquin are unfolded in map-like relief before the long irregular profile of the Sierras stretching as far from the south as the eye can see to the point where the frosted top of Mount Shasta stakes the division line between natural and cultivated resources. To the west lays the rolling hills through which we have ascended beyond which lay glimpses of the ocean all giving way to the southward to the great fertile valley. On the checkered carpet of the lowland is layed out the cities of Sacramento, Stockton, Tracy and many smaller cities. Descending, one may travel southward through the grounds of the Mount Diablo Estate Home and Country Club whereon is furnished every form of country life with out of doors activity and recrea-

tion. The return is made through the City of Oakland.

Marin and the north of the bay counties are not to be overlooked. Mount Tamalpais rises majestically above woodland surroundings through which winds the crookedest railroad in the world. Here nature gives of her rarest. Among the myriads of Madrone, Oak and Redwood trees are nestled some of the most wonderful, attractive summer homes imaginable and interurban electric trains run hourly schedules connecting with the ferry boats direct to San Francisco. The view from the top of the mountain is one of scenic beauty and maritime splendor.

In all the suburban districts motoring is exceedingly enjoyable and fishing, hunting and bathing intermingled with golf and tennis, within the city and out, is staged in its finest forms.

Big game and scenic grandeur is found just outside of one day's automobile ride from San Francisco. In the wonderlands of the Coast Range and Sierra Mountains are the master works of the Creator. The geysers of Lake County, the fiery eruptions of Mount Lassen and the booming waters of Yosemite are brought forth with a resounding emphasis on the tranquil beauty of Lake Tahoe, the majestic grandeur of



The Harbor Just Inside the Entrance

the Big Trees and the sublime ruggedness of the canyons. Where else on God's footstool can such contrasts be found. Here is a city with these things almost at the weekend command.

When all is said and done and big words are passed around this planet upon which we dwell the whole world knows of California, the whole world knows of the city which for considerable less than one short century has breathed beside the Golden Gate; has risen proudly from the centers of the West to beckon unheeded to the struggling world, "come on;" then collapsed only to rise again, stronger and louder, crying that God's children may find a happier place to

dwell, but the world does not know the West as the Westerners know the West; the world does not know California as Californians know California, and the world does not know San Francisco as San Franciscans know San Francisco. Many have come here and most of them will stay. The West needs more who will not come but those who do come will not go away. Once a Californian always a Californian is what the travelers say.

The Pacific Coast needs men and the Pacific Coast needs money. The few great men who have settled here have



The Mecca of the Tourist



Music Is Not Forgotten in San Francisco

found their journey paid. The wealth is here and the way is here, but man must dig it out. The whole world is crying now for what it hasn't got and San Francisco holds the key to riches never sought. Come on, you men of might and main. Invest in California. Just bring along your money and show a little brain. California needs your kind to help the world along.

In the center of the Pacific Shore line of the United States on the finest natural harbor in the entire world leading to two rivers navigable for 100 miles north or south, directly in the path of the center of American Population and almost on the median line which evenly divides the population of the United States north and south is situated the City of San Francisco.

Here is found a city in the pit of an amphitheater surrounded on the east by concentric semicircles of opportunity. First she is surrounded by water which furnished commercial advantage; surrounded by level shores which furnish industrial and commercial opportunities; surrounded by valleys which furnish agricultural activities; surrounded by mountains which furnish power and minerals; surrounded by plateaus which supply alkalies, salts and clays, all of

which is surrounded by fuel. Facing the open side of these crescent zones is the stage of the Pacific upon which the whole world performs.

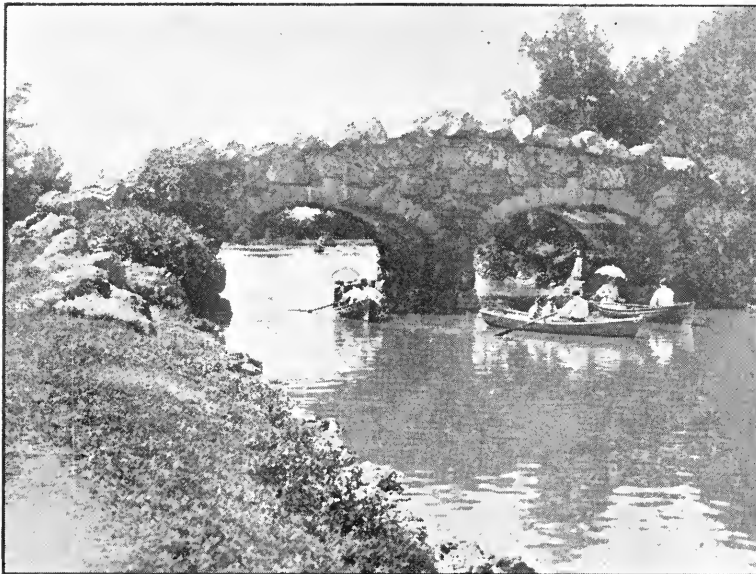
With a world in front of her hungry for food; hungry for the necessities of life and hungry for those things which make life worth living and backed by the richest treasures which the creator could bestow upon mankind is it possible that that city could be reduced to ashes by fire and destruction and not arise again finer and grander than ever.

It is San Francisco that has nearly in completion the finest group of civic and state buildings on the continent. It is San Francisco that has well under way the finest water supply to be had by any municipality of its size. It is the City of San Francisco that is now constructing the finest equipped harbor in these United States; and it is the City of San Francisco that reared and conducted the finest, the grandest and the only financially successful American International Exposition up to this time, and this in the face of the late world conflict. It is this city which has earned the slogan, "San Francisco knows how."

It was the vicinity of San Francisco that produced the "Tank" which made the allied



Rest and Pleasure for the Toilers



A Beauty Spot for the Oarsman—Man, Woman or Child

victory so strongly possible. It was the vicinity of San Francisco that gave forth the backbone of the motor that proved so powerful in subduing the enemy in the air and it was the vicinity of the City of San Francisco that astounded the world on last Fourth of July with the largest day's ship launching recorded in history.

These things are fast going to oblivion, but new events are crowding in to take their place.

Iron, wool and food are the backbone of human existence and the keel of the world's commerce. Why, then, should not a territory like that west of the Rocky Mountains abounding in the richest iron ores, the finest wool and the best of foods supplemented by an over-abundant supply of high-grade wood, cement, cotton, minerals, chemicals and fuel with an ever-increasing man power concentrated on less than one fortieth of the world's entire land area, not be the mecca of the ships of the nations when the time comes that these raw materials are reduced to finished products.

Already San Francisco and her sister cities of this vastly wealthy area have made tremendous strides in manufacturing. Within a radius of twenty miles of the Golden Gate are at the present time about 3500 factories producing practically every article or substance of commercial importance made anywhere in the United States and giving employment to approximately seventy-five thousand people. In the same area are found the homes and dwellings of a million people supplied by mercantile and other establishments employing in San Francisco alone over 250,000 people and approximately half as many in its vicinity.

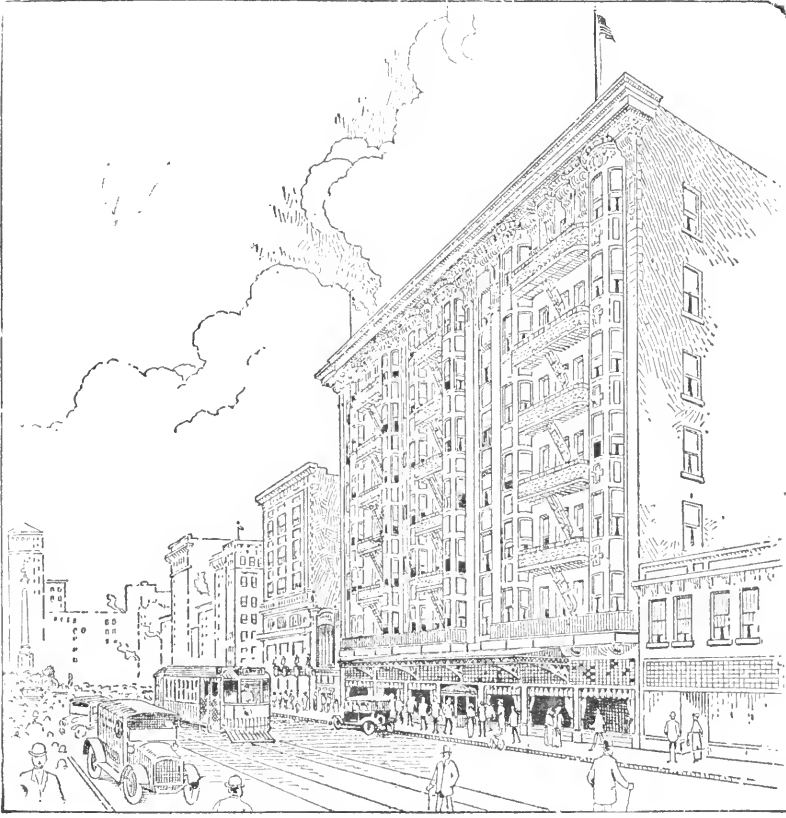
It is estimated that there are about 5000 miscellaneous retail mercantile establishments in San Francisco, which amount does not include professional and business offices. There are in San Francisco nearly 500 home offices of business concerns with branch houses in other Pacific Coast cities.

San Francisco has much to offer. As a playground for the tourist or pleasure seeker, it has no peer in the world. As a business center and place of investment, it is the logical point in western America. As a financial center she dominates the Pacific Coast and reaches into the Far East.

Added to all this, San Francisco offers everything worth while in the way of location, climate, shipping, railroad facilities, and is backed by the liveliest civic and commercial organizations in America. Truly San Francisco is the one city par excellence.



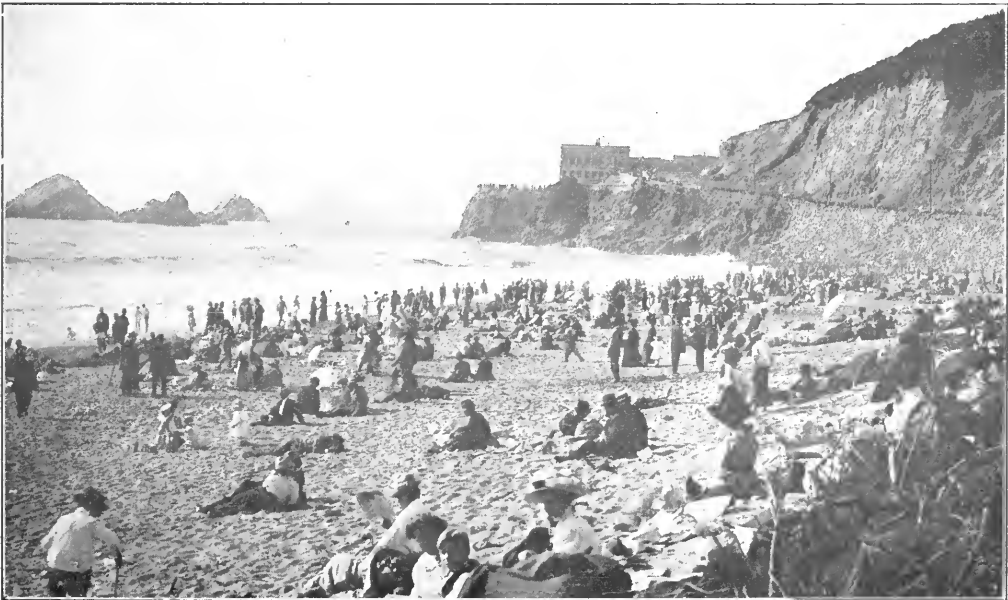
Rowing on Stowe Lake, San Francisco



Hotel Stewart, One of San Francisco's Modern Hotels

Success in San Francisco is quite easy to obtain—
Success brings its reward to you and gratifies the brain;
Success is now a-calling you and calling mighty loud.

Come on to California now and do yourself up proud.
That which California has and readily would give,
May make the world a better place in which a man may live.



On the Beach, Showing Cliff House and Seal Rocks



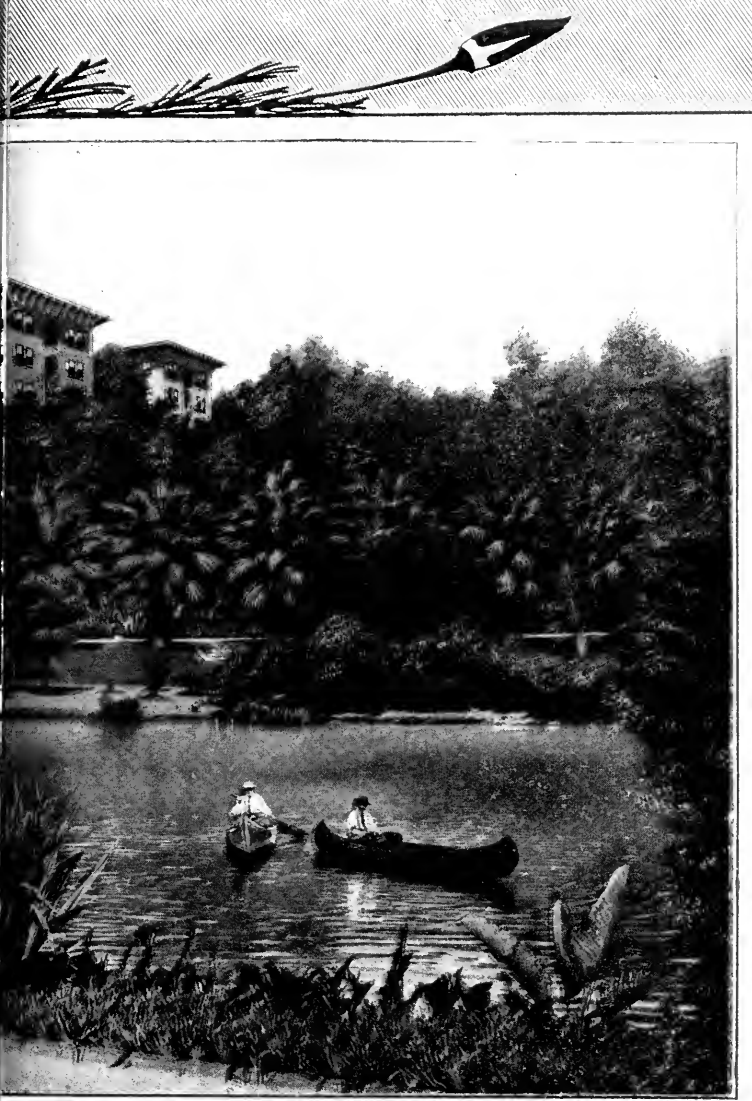
HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

A. R. JAQUITH, Vice-President



LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, clock golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Leighton Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

General Manager, 2127 West Sixth Street

HOTEL ST. FRANCIS

San Francisco's Finest; Western America's Largest
World's Most Comfortable Hotel

IN THE very heart of San Francisco, facing historic Union Square, stands one of the world's great hostelrys, Hotel St. Francis. Its fourteen stories of gray stone, rising above Powell street along the entire block from Geary street to Post, house an organization and an equipment that is not anywhere excelled in the art of giving service.

"A comfortable place in which to live."

That is the verdict of Hotel St. Francis patrons, from princes and potentates, from presidents and statesmen, from world-travelers and globe-trotters, as well as from that constant and steady stream of daily patronage of men and women in humbler walks of life who find here, in their oft-repeated visits, that home-like charm and simple unobtrusiveness of service that marks fine hotels.

Architecturally, the St. Francis dominates the down town section of San Francisco. It is conveniently situated, on or near the principal street car lines, and is easy of access from railway stations, the ferry depot, and steamship docks and landings.

Within a block or two of its doors are the smart shops of the city, those fascinating retail stores that make San Francisco

the goal and the delight of discerning women from every part of the country. Within the same short distances are all the theatres, the clubs that make up so much of San Francisco's charm, the banks, and principal business houses.

The St. Francis is a hotel where the art of making people comfortable has been developed to the highest point known to science, yet where the prices are probably more reasonable in proportion to the service rendered than can be found elsewhere in America. Whether the guest requires a duplex (residential) apartment, an elaborate suite with drawing room, or just a room, the prices will be found to be reasonable, and commensurate always with the accommodations taken. The hotel gives a maximum of service at the minimum of cost to the guest.

The public rooms of the St. Francis will delight the eye and gratify the artistic taste of the guest who views the wonders of their appointments and decorations for the first time. With each succeeding visit to the hotel, their charm grows and impresses itself more deeply.

Among these rooms, which are noted the world over for their artistic design, are the



The Palatial Hotel St. Francis, San Francisco, Facing Union Square



Another View of Hotel St. Francis and Union Square, San Francisco

Fable room, or Oval restaurant, which has been called the most unique hotel restaurant in America; the Mural room, where seven great paintings by Albert Herter, the largest twenty-seven feet by fifteen feet, cover the walls; the Colonial ball room, with its spring floor and tapestried walls after the style of Watteau; the Italian room, whose carved-wood ceiling and panelled walls have excited the admiration of the greatest artists; the Borgia room, patterned after the room of that name in the Vatican; and the great lounge, off the main lobby, done in the mode of the Chateau Brissac in France.

One of the most impressive rooms in the hotel is the main lobby, which is entered from Powell street. Features of this room are the massive Malachite columns and heavy gold ceiling. Another room that is impressive in the very simplicity of its appointments and decoration is the Garden, where nightly dances are given to the accompaniment of the most famous hotel orchestra for dancing in America. Latticed nooks revealing artistic statuary and gorgeously beautiful fountains add a charm and coziness to this room and make it the rendezvous of the "people who know."

Aside from the main restaurants and cafes of the hotel, there is situated on the basement floor, with a direct entrance from Geary street, the Grill room, where both a la carte and table d'hote service are featured. The grill is a favorite gathering place of scores of San Franciscans. There is no music in this room.

Other features of the St. Francis that deserve special mention are the salt water Turkish baths—for men on the twelfth floor

and for women on the eleventh floor—where skilled masseurs and masseuses render efficient service. Also on the eleventh floor are the women's hair-dressing and manicure departments.

Along the main corridor are conveniently situated the news stand, where a postoffice sub-station is established; a flower stand, with California's perennial blossoms always in profuse quantity; telephone, telegraph and cable offices; cigar stand; public stenographers; and a large brokerage office with direct wire connection with the world's markets.

The valet department gives men's and women's tailor service day and night. For anything from pressing to dry cleaning, it is only necessary to telephone to the tailor shop. This department also attends to packing of trunks and other luggage on request.

The head porter may be called for service in connection with steamship and railway tickets and reservations, and the checking of baggage.

An information bureau with competent and intelligent clerks who will gladly assist in planning short trips or sight-seeing tours about San Francisco and its environs, is at the main office.

The whole spirit of Hotel St. Francis is to serve the public courteously and well. The management strives constantly to make its atmosphere comfortable and home-like. The slightest request or wish becomes here a command, to be carried out with the efficiency and unobtrusive skill that has made the St. Francis famous among discerning men and women the world over as a great hotel.

The PALACE HOTEL

San Francisco's Unique Hotel Which Binds the Bonanza Days with the Modern City of Today

FOR forty years the Palace Hotel has been inseparably associated in the minds of first-class travelers with the historic memories and traditions of California. It began shortly after the Central Pacific Railroad, extending from Sacramento to Ogden, was completed in 1868, connecting California with the rest of the world and giving it a rail outlet to the East. This was followed by the building of an extension from Sacramento to San Francisco, via San Jose, which was completed about a year later. The Pacific Mail S. S. Company inaugurated a Far Eastern service with the steamer Colorado in 1869, thus bringing San Francisco in touch with all the world.

Following upon the tremendous stimulus given to the development of California in many industries due to the overcoming of the isolation of the State from the great centers of distribution of the East, by the completion of the railroad and the opening of trans-Pacific steamship service, William

C. Ralston and William Sharon, well known capitalists of San Francisco, planned to build a hotel which would in every way answer the demands of the time and would make San Francisco famous over the world. In this they were ably counseled and assisted by those daring men who had finally succeeded in having Congress pass the Pacific Railway Bill, enabling them to build the railway across the continent, namely, the Crockers, Huntingtons, the Hopkins and the Stanfords. With the completion of the railroad, the lamentable lack of accommodations for the reception of visitors, among whom were groups of men of rank and wealth, had been brought keenly home to these public-spirited citizens, and the manifold and important advantages to San Francisco of having in this city, which then held the imagination of the world, a hotel fully equal to the highest metropolitan responsibility, was recognized, and the Palace Hotel was begun. Ralston and Sharon, its



Palace Hotel, San Francisco, the Palatial Modern Hotel of Today Built on the Site of the Palace Hotel of Forty Years Ago

builders and promoters, were men of far-seeing judgment, and, in their planning, left nothing undone to make this the greatest house of America. Representatives were sent out to Europe and the East, in search of the newest ideas in arrangement, equipment and management, and the best of these were embodied in the construction of the Palace. Some idea of the sagacity of these every-day builders can be obtained from the fact that, in the construction of the Palace walls, the principle of reinforcement, now so common in reinforced concrete buildings, was first laid down. From his mines in Nevada, Ralston had thousands of pieces of short iron bars, strips and cables shipped to San Francisco, and these, under his instructions, were imbedded in the walls as they were erected. Another innovation, at that time unheard of, was the digging of two immense wells, in order that the Palace might have its own water supply, and the construction of a tremendous covered reservoir in the subcellar of the hotel as a means of fire protection to the institution. So great was this reservoir that the fire chiefs of San Francisco recognized it as one of the potential factors in the safety of the city, and only the loss of the fire chief in the early part of the great disaster prevented the full utilization of it at that time.

A Marvel in Hotel Construction

In the building of the hotel, as above stated, Ralston took advantage of every known fact of construction, and when, on October 14, 1875, the great hotel was thrown open to the world, it presented a place of public entertainment absolutely unheard of at that time.

Here was a magnificent structure, covering about two acres in the heart of the city. It was built in the form of a hollow square, with a great Sun Court in the center. This court was filled with palms and flowers and presented a veritable tropical garden to greet the eye of the visitor upon his arrival. Instead of the passenger descending from his carriage outside on the sidewalk as was customary, the carriage entered into this court, over gravelled roads, and the guests descended into the great office. The effect of this upon visitors for the first time can well be imagined, and the fame of the hotel spread far and wide. The structure was then, and remained for decades thereafter, the largest building devoted to hotel purposes in the world, exceeding, not only in ground area, but in capacity, any caravansary ever constructed. Each of its guest rooms was of the spacious dimensions common to that generation. They were furnished in regal magnificence, a furniture factory having been built by the builders for the purpose of constructing furniture especially for this hotel. This factory, the West Coast Furniture Company, continued for many years afterward as one of the principal industries of San Francisco. In addition to the guest rooms, the Palace presented the greatest number of public rooms devoted to public uses, that had ever been thought of. The

entire ground floor was practically given over to ballrooms, banquet rooms, dining-rooms, grills, and other public lounging rooms, which made it, at once, the center of the political, social and civic life of the metropolis.

Scene of Magnificent Social Functions

Here also the great social functions of those lavish days were held—brilliant balls, dinners and banquets on which thousands of dollars were spent for a single evening's entertainment. For years, after its opening, it was the home of the most prominent people of the State, and as these were all potential factors in the social life of the city, their entertainments were on a most elaborate scale. Among them may be mentioned the Floyds, the Hitchcocks, the Tevises, the Haggins, the Boyles, the Babcocks, the McAllisters, Hoopers, Donohues, Judge Wallace, Burnett, afterward Governor of the State, Broderick, Johnsons, to say nothing of those well known social favorites, the Athertons, Farroths, Selbys, Watkins, etc., who had their country places down the Peninsula and made their town home at the Palace.

Such was the old Palace from the days of its opening in 1875 until the great conflagration in 1906, when, like all other edifices that stood in the path of the destroying flames, it was completely gutted and burned out. So strongly, however, had it been built, that no shock or storm or fire could do material damage to its massive walls, and in the early days of reconstruction, which followed, they stood there stark and grim—a silent testimonial to the thoroughness with which they had been built. Small need was there, with these splendidly constructed walls and foundations standing, to do other than rebuild; but the owners, after much discussion, decided that they would reduce them to the ground and rebuild completely.

The Present Palace Greater Than Ever Before

So the old Palace was torn down, every stone and brick and piece of steel replaced with brand new material, in order to make it known for all times as a brand new, entirely reconstructed hotel. It was built, however upon the same historic site, covering exactly the same amount of space, with all those famous features for which the old Palace had been celebrated over two hemispheres carefully preserved. The same interests which had been instrumental in its building were still in control, viz.: the Sharons and Crockers, and they insisted that no historic detail be omitted, even going so far as to retain Henry Randolph, the hatman who stayed on that job for full forty years. Another old-timer was "Al" Henderson, who had been the first head porter of the old Palace and who remained in their employ until 1915. When it was reopened in December, 1909, the great public of San Francisco and California came and rejoiced that the historic hotel was once more open, rebuilt on a greater and grander scale



Palm Court, Palace Hotel, San Francisco. The Most Noted Hotel Room in America

than ever before. Here they found the same superb Sun Court, rearranged in a more effective and comfortable manner; the same wonderful grills, restaurants and clubrooms; the same magnificent ballroom with its walls of burnished gold; the same private banquet rooms, reception rooms, and public meeting rooms, as of yore. And upstairs they found the same ideas of comfort and convenience, of luxury and magnificence, which had made the old Palace the most talked-of institution in the world. Here were regal suites, presidential suites, state suites, ranging from three to twelve rooms, and containing all the requirements of a modern home, with hundreds of comfortable single rooms and smaller suites. Not a thing that the old Palace had was missing in the construction of the new house, and much that had been impossible in the days of the earlier house had been added. Thus were included all the new inventions, which have been developed in the last decade, to increase the efficiency of service and the safety and comfort of guests.

The Palace Hotel of Today

This is the Palace of today—a great structure of steel, concrete and brick, absolutely fireproof in the strictest sense of the word, and built and furnished with no idea that makes for efficiency lacking. It presents the farthest advance in the science of hotel

building and also of hotel operating, for not only had the Palace provided a structure that is without superior, but into it the management has installed a spirit of hospitality, of cordiality, and of genuine service that make's a day's stay an unforgettable experience. Over and above and throughout the house the atmosphere of service and the facilities that make it are felt. It finds expression in the flowers in the rooms, in the baskets of fruit that find their way to the guests' wishes, even before expressed; in the doing of many things which are common and expected in any good hotel, in such a manner as to make them seem far beyond the daily commonplaces of life.

The first manager of the Palace was Warren Leland, one of the famous Leland brothers, whose success as hotel men in the East had won them an international reputation. Then came Alex Sharon, then Schoenwald who afterward went to Del Monte, then Livingston and Count Schmidt who was acting manager for a brief period. Then came the late Colonel Kirkpatrick, who was succeeded by Charles, A. Cooke. With Cooke's departure came Obadiah Rich, dean of hotel men in California and beloved by all who know him. And now he has retired and Roy Carruthers, young, active, ambitious, with a record of meteoric rise to the head of one of the great hotel organizations behind him and the goal of greater success before him, is manager in his stead.

The CLIFT HOTEL

San Francisco's Likeable Hotel

SAN FRANCISCO is a city of fine hotels and, in the new Clift Hotel, this creditable reputation is well upheld. The location is admirable, on Geary street at Taylor, in the center of the downtown district; very accessible from the shops and theatres and only a few minutes from all depots and ferry. The excellent service of the municipal street railway is available at the very door.

The architecture makes the most of the fine sunny corner, every room being an outside room. The building is a handsome 12-story, fire-proof, steel class A structure, fitted with every modern convenience and up-to-date equipment for the convenience of the guests. The dining room is spacious and comfortable—not ornate—and the home-like lobby makes entertaining a pleasure.

The management is that of Mr. Obadiah Rich, known to the traveling public from ocean to ocean. Every department is under his special care. The rooms are fitted in every detail, the perfect service in the dining room, the courtesy and tone of refinement everywhere speak of his presence immediately and make this new hotel indeed the last word in hotel excellence.

The service is beyond reproach in every way. Every aim is to please and to make the guest's visit a satisfactory and pleasurable one.

The rates at the new Clift Hotel are reasonable—on both the American and Eu-

ropean plans. Every room has an adjoining bath. For one person, European plan, \$2.00, \$2.50, \$3.00, and \$4.00 per day. For two persons, \$3.50, \$4.00, \$5.00, and \$6.00 per day. American plan, if desired, \$5.00 per day and upward.

In no city in the world are there found so many wonderful scenic highways and drives; not only within the limits of the city but within a radius of the limit of time at your command. Nature has made San Francisco a beautiful city, with its hills and waters, a fit center for this charming part

of California and the management of the Clift Hotel will count one of its pleasures, an outline of trips for you to take, for an hour, a day or longer as your visit permits, so that you may add to your fund of treasured memories in equal parts your enjoyment of the beauties of this section and your visit at the Clift Hotel.

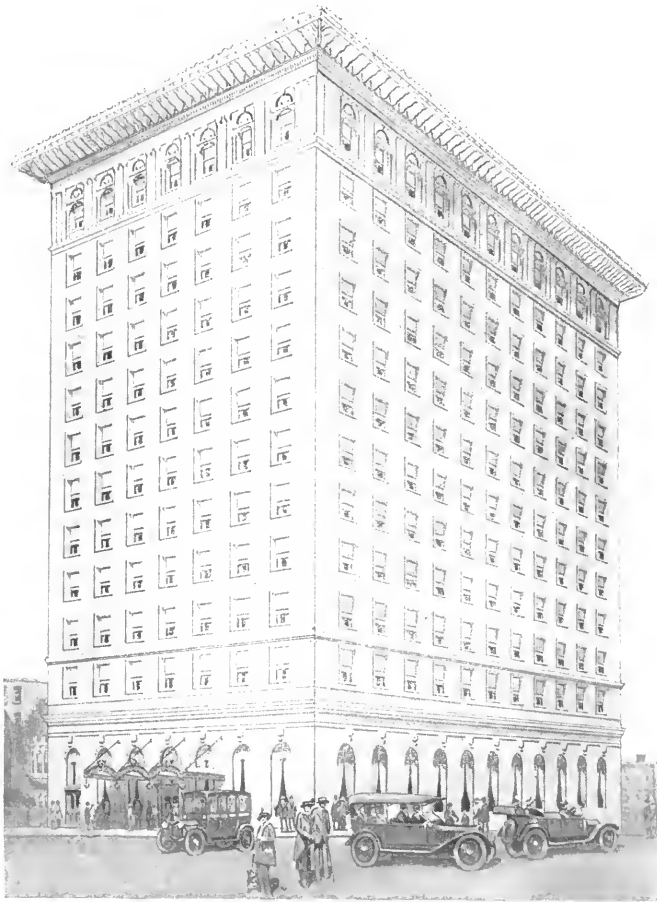
Points of interest reached from Clift Hotel:

Beautiful Golden Gate Park

Time required, from two hours to several afternoons.

This is the great park of the United States. Nothing

like it exists in any other city. Originally a barren stretch of sand dunes comprising one thousand and thirteen acres, it is now beautifully clothed in grass, trees and vines from every country in the world. In this setting are many lakes, with row boats, waterfalls, playgrounds, tennis courts, nine baseball diamonds, handball



The Clift Hotel, San Francisco

courts, a bowling green; a thirty-acre stadium with a trotting horse speedway 60 feet wide, and an infield for all sorts of sports; the most completely equipped children's playground to be found anywhere. Here you will see the finest herd of buffaloes, the almost extinct California grizzly bear, the elk, kangaroo, deer and moose. At the Aviary are gorgeous pheasants, cockatoos, Alaskan ptarmigan, California eagles, and a riot of winged life. The conservatories contain a great collection of orchids, palms, ferns, water lilies, cycada, lycopoda, etc. The Japanese Tea Garden is a corner of old Japan, a relic of the Mid-Winter Fair of 1894. You will be greatly interested in its little lakes, waterfalls and quaint bridges, and enjoy rice cakes and tea just as they are served in the Hermit Kingdom.

Stow Lake, just beyond the Japanese Garden, is a picturesque stretch of water encircling Strawberry Hill. Here there is a boat house where boats can be obtained at a nominal charge; here also you will find the beautiful Huntington Falls. This Park also has one of the largest museums in the country, containing works of art and specimens of the crafts, valued at many millions of dollars, and relics and documents that are beyond price. A single afternoon spent in this building only whets the appetite for a longer stay in the midst of this interesting collection. Further out towards the beach you will reach a chain of lakes, where the wild ducks rest before winging their way further south; the picturesque Dutch windmills; the Norwegian sloop "Gjos," in which Captain Amundsen made the Northwest Passage, and many other features too

numerous to mention. Returning from any point you will find excellent car service on either the north or south side; as the Park is three and one-half miles long and only a half mile wide, the cars on either side are always conveniently at hand.

If you are traveling by motor, the foregoing points of interest can be reached over the following routes:

Out Market to Haight; following this street, you will arrive at the main entrance of Golden Gate Park.

Chinatown

Time required, two hours.

This quaint community can be best viewed at night. It is situated between Stockton and Kearny, California and Pacific Streets. Take any car running north on Kearny Street, or transfer to same from Market, get off at California Street and walk one block west. You will find this bit of far-off China the most fascinating place in the United States, with its crowded alleys, strange language, its smell of sandalwood and incense, and its quaintly dressed children. It is the largest Oriental quarter in the country, housing about ten thousand Orientals within its ten city squares. One of the places of interest is the Chinese Telephone Station, where there are over twelve hundred telephone subscribers, and the Chinese girl operators clad in Oriental costumes respond all day with hardly a mistake to calls that are given by the name of the subscriber instead of by his number, a mental feat that would be practically impossible to most American young ladies. Before going further, let us say that no-



The Beautiful Lobby of the Clift Hotel, San Francisco

where is the white visitor more secure in property and person. Avoiding trouble is a Chinese habit. In the upper story of the building at 125 Waverly Place is one of the finest Joss Houses. A small purchase of incense, punk or sandalwood acts as an admittance fee. You will find it sumptuous with gold carvings and enameled urns; the walls are inscribed with sacred writings and decorated with strange Oriental banners.

Exposition Grounds and Palace of Fine Arts

Time required, from two to four hours. Take "D" car on Geary Street and get off at the Exposition Grounds; all that remains of interest is the Palace of Fine Arts, which is open daily. This building, fashioned after the ruins of old Rome, houses a wonderful collection of modern art. You will find it well worth your while to spend an afternoon or even a day enjoying and studying the masterpieces in this collection.

The United States Mint

Time required, one hour. Open daily, except Sundays and holidays, between 9 and 11:30 a. m. Located at Fifth and Mission Streets. Take any Market Street car to Fifth, walk one block south. This is one of the four mints in the United States. The many complicated machines for stamping, weighing and counting of the coin will prove most interesting for their almost uncanny accuracy. The great vault requires the services of four trusted men, none of whom know the entire combination; it is unlocked daily at noon to receive the bullion and is a sight well worth while.

The Latin Quarter

The Latin Quarter, containing many of San Francisco's Bohemian restaurants, is reached by any car running north on Kearny Street. It is nestled at the foot of Telegraph Hill, so called because a flag station was located on this peak to signal the early settlers of the arrival of ships.

Mission Dolores

Time required, one and one-half hours. Take Valencia Street car on Market, change to Sixteenth Street car, getting off at the Mission. This Mission was founded by Father Junipero Serra in 1776. The original name was Mission de Saint Francis d'Assisi, but the Spaniards familiarly called it after a neighboring river, Nuestra Senora de los Dolores. The church was built entirely by Indians, under the direction of the Padres. It is made of adobe and sun-dried

brick, no nails being used. The rafters are lashed together with rawhide thongs. It is one of the chain of Missions which reach from the Mexican border to Santa Rosa. They are situated one day's travel apart, and stand as a monument to the zeal of the Franciscan Fathers.

Hopkins Institute of Art

A temporary structure has been erected on the old site at Mason and California Streets, where many of the noted pictures and works of art, saved from the great fire, are on exhibition. An admission fee of twenty-five cents is charged daily excepting the first Friday of each month. Take California or Powell Street car.

Mt. Tamalpais

Mt. Tamalpais is six miles by ferry, five miles by electric train, and eight miles on the Mt. Tamalpais and Muir Woods steam railroad, the crookedest railroad in the world. There are 281 curves, during which there is an ascent of about 2,500 feet, the steepest grade being about seven per cent; the longest straight piece of track is but 413 feet.

Half way up the mountain is the famous "Double Bow Knot," where the track parallels itself five times within a distance of 300 feet, and has been pronounced one of the greatest of railroad engineering feats.

Muir Woods

Leaving the main line of the Mt. Tamalpais Railroad at the Double Bow Knot, a branch road runs into the Muir Woods. This is a stately grove of Sequoia or California Redwoods, which should by all means be seen, as it is one of the main attractions of the bay region. The trees are thousands of years old, and are the grandest forest growth of California, with the exception of the Big Trees in the Sierras. The largest living tree is 18 feet in diameter, 54 feet in circumference and 215 feet high. You will also see some of the largest hazelnut bushes in the world. The woods are a government reservation.

There is a cozy inn on a sunny knoll overlooking the forest, where afternoon tea or lunch may be had.

Other points of interest in Marin County are Bolinas Ridge and Bay, and Fort Ross, an early Russian settlement with the old church and barracks still standing, and the Russian River with its redwood district. During the summer months this delightful spot is dotted over with many homes of campers and pleasure seekers.



HOTEL SUTTER

San Francisco's First Class Hotel at a Popular Price

SITUATED at the corner of Sutter and Kearney streets stands one of San Francisco's finest hotels—the magnificent Sutter. This up-to-date hostelry is, indeed, the very last word in modern, fire-proof construction, having been finished three years later than the new Palace.

Opened originally as an exclusive high-priced hotel, it ran along these lines for four years, but not until it passed under the management of George Warren Hooper, of the famous old Occidental Hotel, did the Sutter really find its place. Mr. Hooper has strong ideas and views of his own, and from his thirty years' experience in the hotel business his clear vision plainly saw that San Francisco needed a fine hotel at popular prices.

Whatever carping critics may have

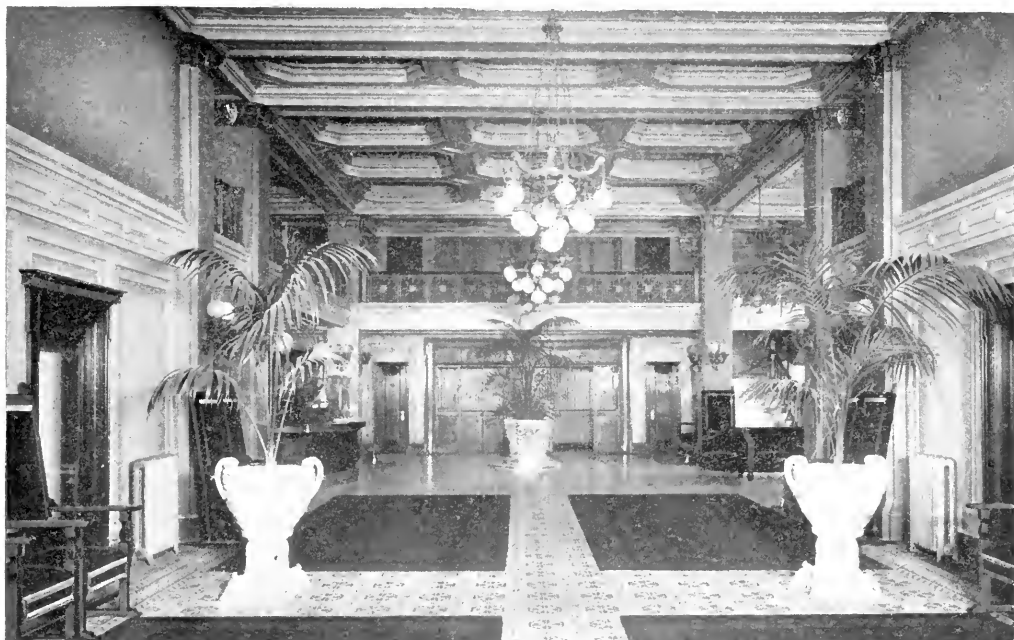
thought of his views when he took the Sutter over two years ago, they must now admit that he was absolutely right. The wonderful rise of this hotel in two short years from almost nothing, until now it commands one of the largest clienteles of any hotel in the city, is still a nine day's wonder.

The public has found out that nothing that money can do has been spared for their comfort and luxury, as the elegant furnishings throughout the house amply attest. Every room in the hotel is furnished beautifully in mahogany or Circassian walnut, and every mattress and spring is of the famous Baker make, while trunk racks and costumers are for comfort of the guests.

In spite of the fact that the Sutter is first class in every respect, its prices are popu-



The Hotel Sutter, San Francisco



The Beautiful Lobby of the Hotel Sutter

lar: A dollar a day without bath; a dollar and a half to two and a half with bath. Hence, its boast—the only first-class popular-priced hotel in the city.

The men's writing room is to be put upon the mezzanine floor, and the old writing room turned into a luxurious lounging room, with large easy chairs, upholstered in Spanish leather, for the comfort of the guests.

In the main lobby is located a cigar and news stand, as well as a public stenographer and notary. While these conveniences were installed there mainly for the guests, the public is cordially invited to patronize them.

The Sutter has one of the finest and busiest barber shops in the city, with ten chairs and three manicurists; also a very complete ladies' hair-dressing parlor of four rooms, which is accessible from the mezzanine floor, for the convenience of the hotel guests.

Connected with the hotel is one of the best and first-famed restaurants in San Francisco, a city noted the world over for its excellent cafes—installed at a great expense and conducted by "Jules." The very name brings visions of savory food and delicious dishes, which have gladdened the hearts and appetites of two generations of San Francisco's bon-vivants. The name of "Jules" also stands for generous portions, low prices, fair treatment and a cordial, home-like welcome.

Mr. George Warren Hooper, manager of the hotel, needs no introduction to the people at large. He has been before the public for half a lifetime, and his genial, kindly disposition and hospitable character, gives one a feeling of confidence at first glance. Identified with the famous old Oc-

cidental Hotel for nearly a quarter of a century, up to the day of the great fire, he brought his rich experience to the Sutter and created a wonderful success out of what had been a failure.

Few men command such respect and affection from their staff as Mr. Hooper and few managers delegate such authority, without jealousy to their department heads.

Mr. E. L. Barnes, who reflects in every way Mr. Hooper's ability, has been with Mr. Hooper since he was a boy and assists him in the buying and advertising, as well as having complete charge of the financial end of the house.

One cannot but help notice that the old, home-like atmosphere and cordiality of the Occidental Hotel hover over the Sutter—in fact, many of the patrons of the former hotel, who are now renewing their allegiance to Mr. Hooper at the Sutter, speak of this fact and say that they feel "at home," immediately, for that reason.

Hardly a day goes by but what some old-timer, or the son or daughter of some old-timer, has discovered that the old Occidental has a worthy successor in the modern Sutter.

The Sutter's patronage comes mainly from local points on the Pacific Coast—the leading merchant or professional man or the prosperous farmer of each community. This is the very cream of the hotel trade, but outside of that the hotel is enjoying an ever-increasing amount from the Army and Navy, besides a large general trade from all over the country.

For those who are looking for a first-class house, strictly conducted, run at popular prices, we can heartily recommend you to try the Sutter of San Francisco.

HOTEL OAKLAND

The Terminal Hotel *of* the Trans-Continental Highway

HOTEL OAKLAND, in the heart of the greatest touring center of the Pacific Coast, is first in favor among all automobilists. Branch offices of the Automobile Association of California and the Lincoln Highway Association in this building provide the guest with exhaustive maps and information on every tour in the state or beyond. This absolutely fireproof structure of 500 rooms cost over \$2,000,000, occupies a city block of about two acres in the heart of a community of 300,000 people, and its service and equipment are the last word of science on real comfort. Such features as the sheltered open-air corridor, or tea lounge, surrounding a charming floral court, add greatly to the enjoyment of a climate that is clement the year round.

Scenic Environment

The panorama of bay and mountains commanded by the windows of the Hotel Oakland invites the pedestrian, equestrian, motorist and sportsman to innumerable diversions. On the inland salt-water Lake Merritt, a few steps from the hotel, one may rent rowboats, sail-boats or canoes at low rates from the city of Oakland's boathouse. The hotel provides cards to the golf clubs of this section. The public courts of

Lakeside Park bordering Lake Merritt are among those available to tennis players.

One mile from the Hotel Oakland, on Oakland Harbor, are Moore & Scott, Hanlon's and the Union Iron Works, selected by the government as one of its chief agencies in the work of preparedness. When enlargements under way are completed this plant will employ over eighteen thousand men and will be able to launch four dreadnaughts simultaneously. In this harbor also may be seen the fleet of the Alaska Packers Association, which assembles here after its season in the Arctic.

Pacific "Coney Island"

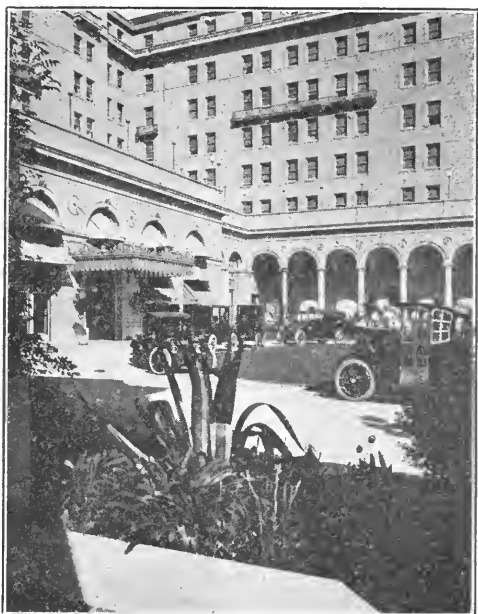
One mile and a half from Hotel Oakland are the famous bathing beaches of Alameda, where as many as thirty thousand people gather in a day to enjoy surf bathing in warm water and the varied incidental entertainments provided for spectators.

Highland Drive

begins at Hotel Oakland, follows Ionic pillars through the parklike residence districts of Oakland, Piedmont, and Berkeley, passes along the foothills, and includes in its course Claremont County Club, grounds of



The Hotel Oakland, a \$2,000,000 Home for the Traveling Public



The Court, Hotel Oakland



Reception Rooms, Hotel Oakland

the University of California, and the Greek Theatre, where concerts are given Sundays. (Round trip, thirty miles.)

Skyline Boulevard

considered by many to be the most beautiful drive in America, winds up through the mountains, disclosing an incomparable succession of vistas of all aspects of the bay region. (Round trip, sixteen miles.)

Joaquin Miller's Home

Like many other interesting places (such as Chabot Observatory), the foothill estate of the beloved poet, looking out through the Golden Gate to the sea, may be visited as an incident of trips like the foregoing.

Mission San Jose

In the course of this trip one passes along the Foothill Boulevard, through the sea of blossoms in the seemingly boundless orchard district to the old Mission San Jose de Guadeloupe, founded 1797. At this quaint place one sees in full vigor pear trees imported by the padres from Spain in 1791 and brought from Mexico to their present grove by ox team. Near by is the Indian burying ground, holding the remains of over seven thousand aborigines. Incidentally one may visit the classic Water Temple at Sunol, where may be seen the water rushing be-

neath on its way to San Francisco, and motor through

Niles Canyon and Dublin Canyon

The former is threaded by Alameda Creek on its way to the bay; and both are noted for their rugged scenery, delightful camping places, and superb roads, which have no superiors.

Mount Diablo

Surrounded by numerous traditions of the Tamal Indians, this extinct volcano is reached by a delightful drive through the Tunnel Road and a beautiful valley to the slopes, up which winds a superb scenic drive to the summit. Mt. Diablo commands a majestic sweep of territory for sixty miles in all directions.

All these different places invite to a variety of routes, and one may agreeably occupy a portion of each day for weeks in their full enjoyment.

Rates

Hotel Oakland offers an exceptionally low tariff for an exceptionally high service, and makes unusually attractive rates to permanent guests.

Hotel Oakland is under the management of W. C. Jurgens. Exceptional accommodations are provided for commercial men.



HOTEL WHITCOMB

San Francisco's New and Attractive Hotel

If takes newness, originality, novelty, to attract and hold popular fancy in this kaleidescopic age. We have the business of hotel operating especially in mind, and more especially the Whitcomb of San Francisco. There is to be found a veritable combination of public-comfort-and-pleasure-catering innovations, and therein lies the secret of the phenomenal hold the Whitcomb has taken on the City of Gayety and its stream of visitors from the four quarters of the globe.

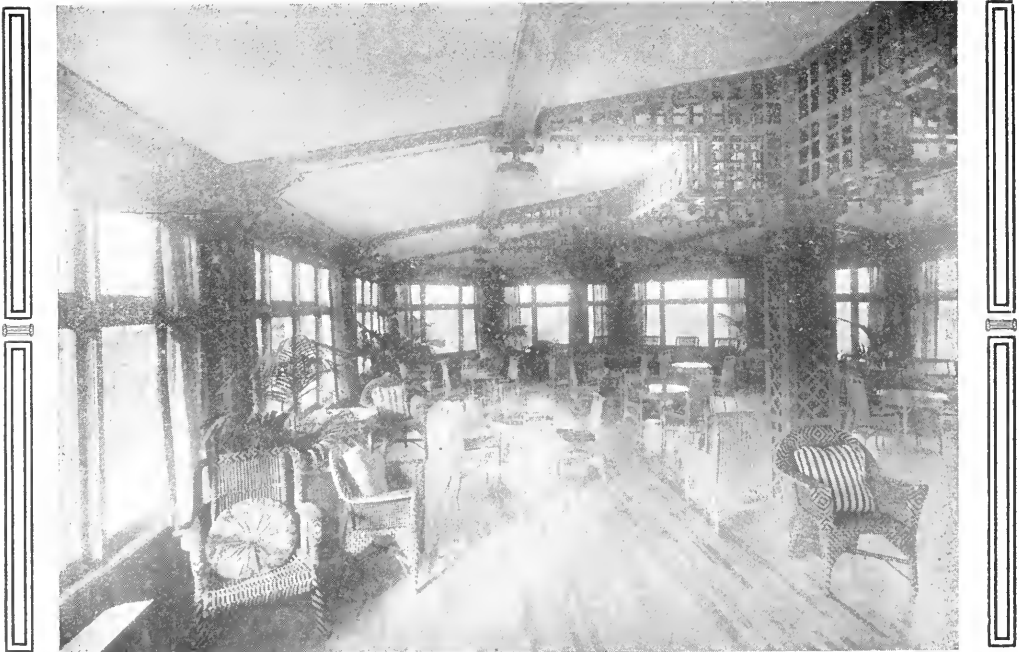
Perhaps the most talked of of all these exclusive features is the Sun Lounge. Away up on top of the seventh floor, and extending the entire width of the building, two hundred feet and more, glass enclosed and fitted luxuriously in wicker furniture of invitingly comfortable character, it forms the most unique room of the kind in the West. Every afternoon there is tea service in the Sun Room and many an informal card party follows the delightful refreshments. The view from here is magnificent. In the immediate foreground is the beautifully parked Civic Center with its stately City Hall, Library and Auditorium, and then over and beyond the clustered city itself the eye rests on mountain, ocean and bay to a distance of fifteen miles or more. Saturday night is the night of nights on the Roof—that's dance night and the motorists are very much in evidence then. Taking their spin out to the park or the beach a portion of the evening's

diversion is a stop at the Whitcomb for refreshments and a dance or two. The Sun Room is always comfortably filled Saturday nights; folks like it because it is well ventilated, has a perfect dance floor, and the music is of that irresistible kind that makes dancers enthusiastic.

Speaking of the motorists stopping reminds us of another exclusive Whitcomb feature which has solidified it in the motor-ing public's favor. The Whitcomb has a big brick garage all its own and the use of it is free to the guests and patrons of the hotel.

Then there are so many little things about a hotel that make for our comfort and convenience while we are there that are always behind the scenes, but even these at the Whitcomb must be the newest and most perfect that modern ingenuity has devised, in accord with Manager J. H. van Horne's standard growing out of a lifetime of hotel management from the Atlantic to the Pacific. For instance, sterilization plants, filtration plants, refrigeration plants, etc. The kitchen of the Whitcomb, by the way, is under the supervision of Ad Gasser.

It's only a year and a half old, is the Whitcomb, and the most unique and unhead-of feature of all about it is that it had no experimental stage; it took its place and rank and share of patronage from the very outset with the hostelries that have been identified for a generation or more with San Francisco's growth.



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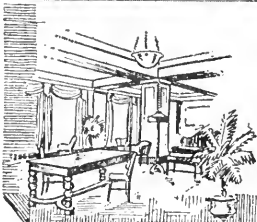
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THE WONDERFUL

IMPERIAL VALLEY

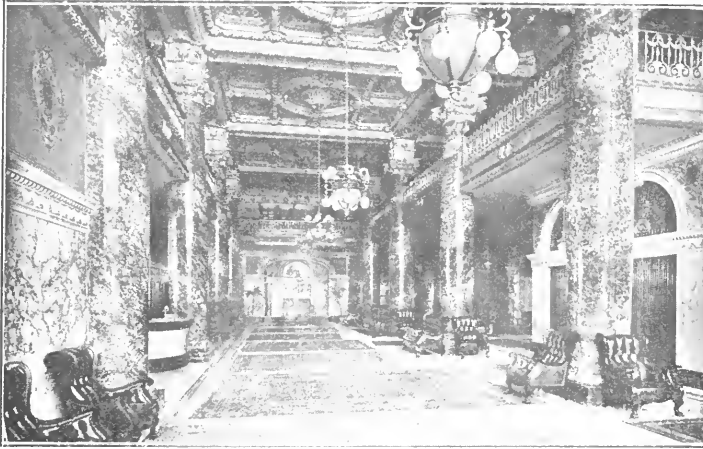
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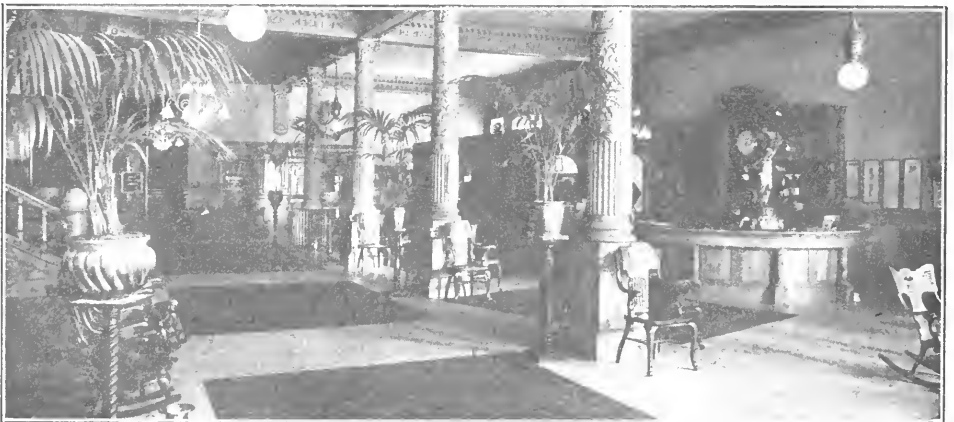
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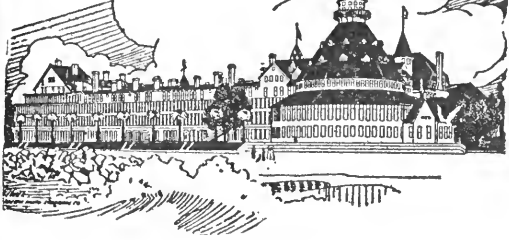
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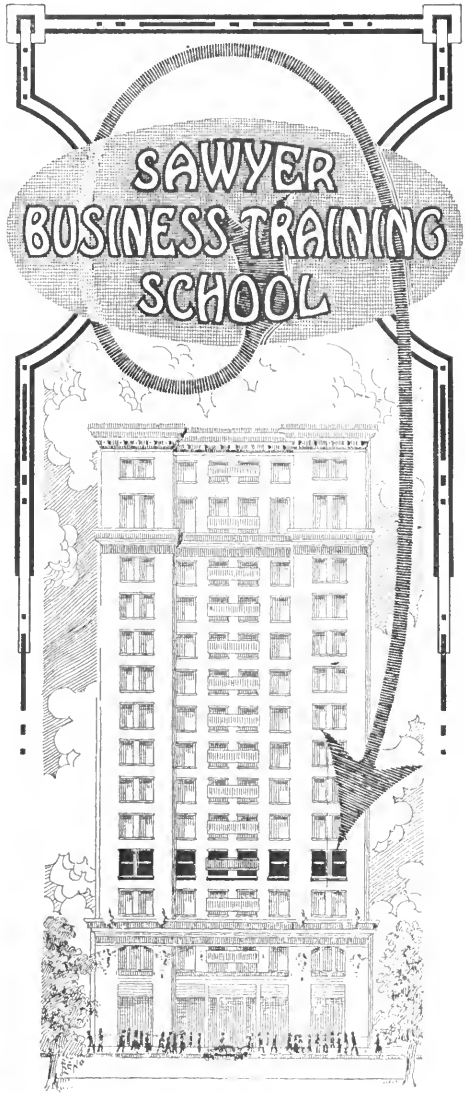
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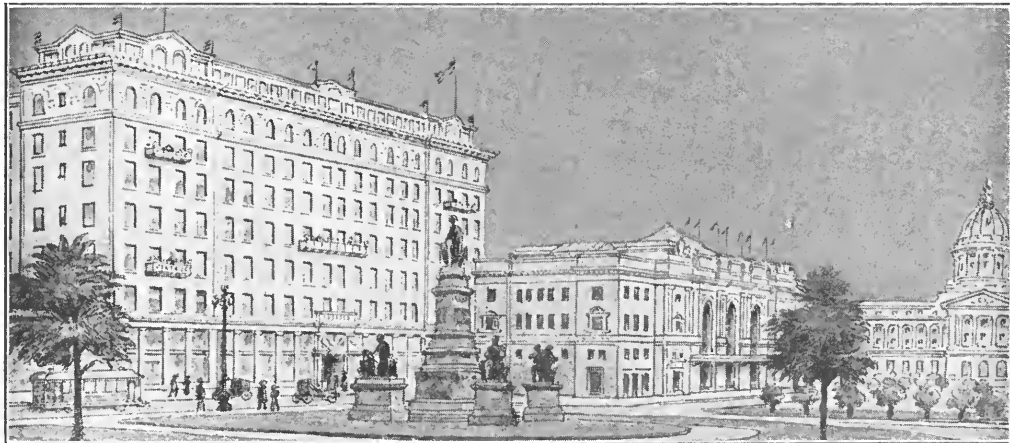
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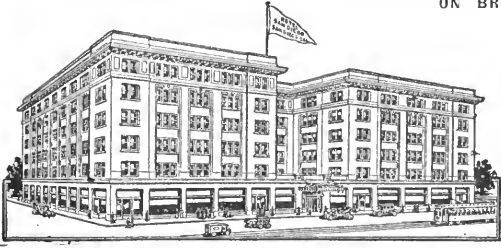
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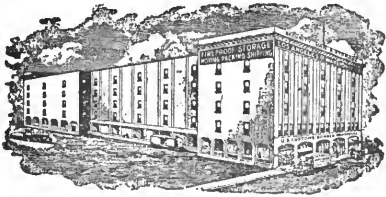
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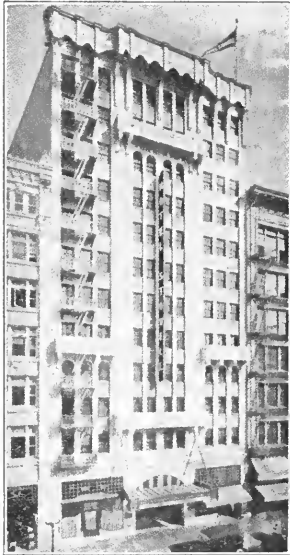
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EDITED BY DOUGLAS WHITE

THE WONDERFUL IMPERIAL VALLEY

"The Nile of America"

IMPERIAL VALLEY—what magic has the name. Twenty years ago a barren, almost unexplored desert—today, known throughout America as the most productive area of agricultural land on this continent.

Think of a land which produced in 1918, from farm products alone, over \$50,000,000, and this, on 415,000 acres of land. Think of a land with an assessed valuation of but \$35,859.028 producing in cash revenue practically one and one-half times its assessed value in one year—then you have an answer to the magic of the words "Imperial Valley," for no where else in America can this record be equalled.

What is the secret of this vast production? It is a combination of three vital elements. The first is soil. The soil of the Imperial Valley is hundreds of feet in depth and is composed of a deposit of silt—the gradual accumulation of ages, washed down by the Colorado River. No richer land exists on earth—not even in the famous delta of the Nile.

The second element of the wonderful combination is water—water in abundance from the Colorado which furnishes with each irrigation and without charge, a deposit of fertilizer in the form of silt. The farmer of Imperial Valley orders his water and fertilizer by telephone instead of waiting for an uncertain rain as in eastern states.

The third and last element of the combination which makes the Imperial Valley the richest on earth is climate. In this semi-tropical valley there are 365 days of growing weather instead of 200 as in the eastern states. In the summer the climate is such as to make the crops fairly jump, forcing them to grow and mature in an unbelievable time. This is the secret of the Valley's productivity. An acre of ground here does the work of three or four acres elsewhere.

Add to this combination splendid markets at its doors, metropolitan cities a few

[Continued on Page 30]



Preparing the Rich Land of The Imperial Valley for a \$50,000,000 Harvest.

CALEXICO

The International Gateway of the Imperial Valley

By JOHN C. STOCKBERGER

Secretary of the Calexico Chamber of Commerce

IN writing of Calexico, it is important that it be remembered that the great Imperial Valley is conceded to be among the most, if not the most, fertile and productive territory in the world. About one-half of the Valley lies in the United States and the other half in the Republic of Mexico. And while the Mexican portion of the Valley has not been so intensely cultivated as the American end, still the development below the line has been tremendous. In 1918 alone more than 110,000 acres produced one of the greatest cotton crops ever known anywhere; in addition to this, there was a great acreage of milo maize and other agricultural products.

Calexico is the border city, and the only one on the international boundary. It is the southern terminus of the Southern Pacific railroad through the Valley, and the northern terminus of the Inter-California railroad, in the Mexican side of the Valley. Thus it will be seen that Calexico is the gateway to this vast and fertile region lying to the south. In addition to this it must be remembered that the Mexican end of the Imperial Valley has no outlet and no inlet

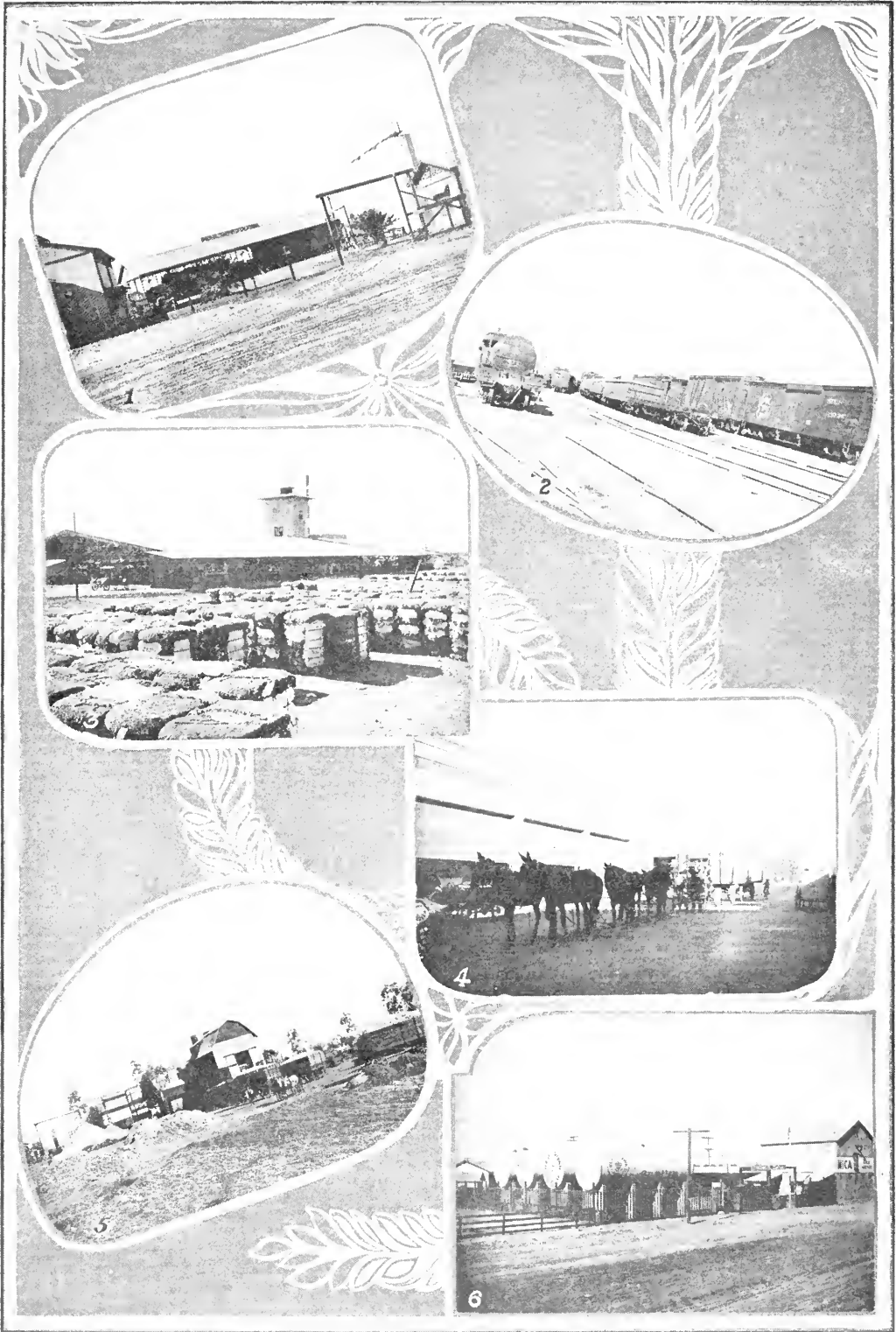
save through Calexico. Hundreds of thousands of dollars' worth of machinery, agricultural implements, supplies and foodstuffs used in farming this great section pass through Calexico and, in great measure, are sold by Calexico dealers and merchants. And in turn, the cotton, corn, and the other Mexican Valley products pass through Calexico and through the hands of Calexico men on their way to the markets of the world.

Most of the cotton produced is hauled to Calexico for ginning and compressing, while that ginned in Mexicali also comes to Calexico to be compressed. It is conservatively estimated that next year the productive area below the line will be increased by 50,000 acres. Necessarily this means more business and greater prosperity for Calexico. And yet, even with this additional acreage under cultivation, there are still hundreds of thousands of acres of the richest soil on earth awaiting development, which will surely come under cultivation, and the golden stream will be swollen many fold and will flow into Calexico.

This much for the wealth of the country



Looking Down a Business Street of Calexico.



CALEXICO, CALIFORNIA.

- (1) Plant of the Union Oil Co. (2) In the Railroad Yards. (3) The Calexico Compress.
 (4) Hauling Cotton to the Gin. (5) Cotton Gin. (6) Plant of the Standard Oil Co.



Panorama of a Portion of the Cities of Calexico and Mexicali

lying below the international boundary line. But it must be borne in mind that a large area, possibly the most fertile in the valley, lying in the United States, is tributary exclusively to Calexico. Here the rich soil is practically under a high state of cultivation, and the greatest production has been reached. The farmers in this section are prosperous and wealthy, and the business they bring to Calexico amounts to almost unbelievable figures. Cotton, milo maize, alfalfa hay, canteloupes, lettuce, pears, poultry, dairy products, swine and sheep, comprise a part of the wealth produced in a region of which Calexico is now, and always will be, the center.

From this recital of facts, dealing alone with the natural advantages of location of Calexico, it is easy to understand why it is today the biggest, busiest and most prosperous business city in the entire Imperial Valley. And it is equally easy to comprehend its claims to future greatness. From the very force of circumstances, Calexico must and will beyond the slightest shadow of a doubt become a city of vast commercial importance. It has been said by a number of men who have made careful investigation, and whose foresight and judgment can be relied upon, that Calexico is destined

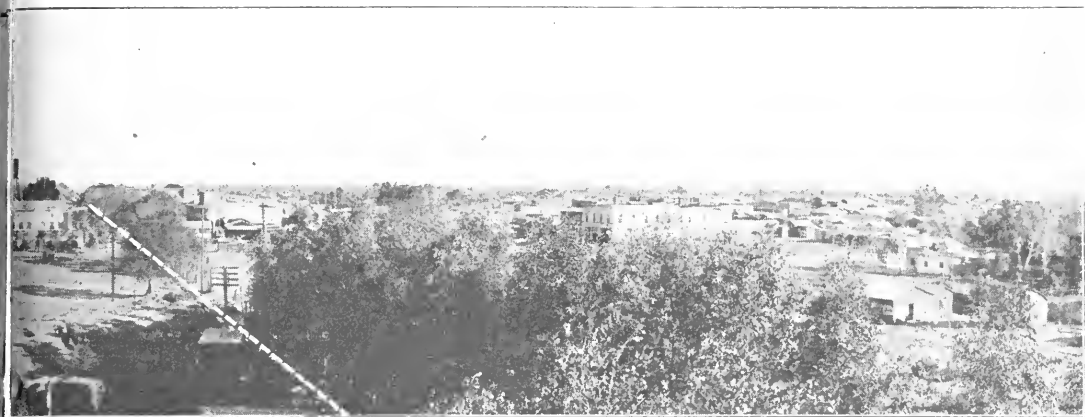
to become the El Paso of the western border. And it is no idle boast, nor is it inspired by local optimistic pride, to say that those who know Calexico; those who know the conditions; those who have seen the foundation stones; and those who have looked on the inflowing tides of wealth, are absolutely certain that Calexico will surely become the metropolis of the western border.

Should further proof be desired to show that Calexico is distancing all other cities in the commercial race in Southern California it is only necessary to consult the monthly reports of the Collector of Customs for the southern district of California. These reports show that the imports are greater at this port of entry than the combined imports of all the other cities in the district. And the port of Calexico is regarded as one of the most important in his district by the Collector of Customs.

Another evidence of the commercial supremacy of Calexico is to be found in the business of her three flourishing banks. Their resources, as shown by the statements, lead all other points in the valley. This is not a mere idle statement, but is borne out by the fact that Calexico has



Panorama of the Calexico Compress, One of the Only Two Compresses West



Dotted Line Shows the Boundry Line Between California and Mexico.

been assigned a quota equal to about one-third that of the entire valley in the several Liberty Loan campaigns.

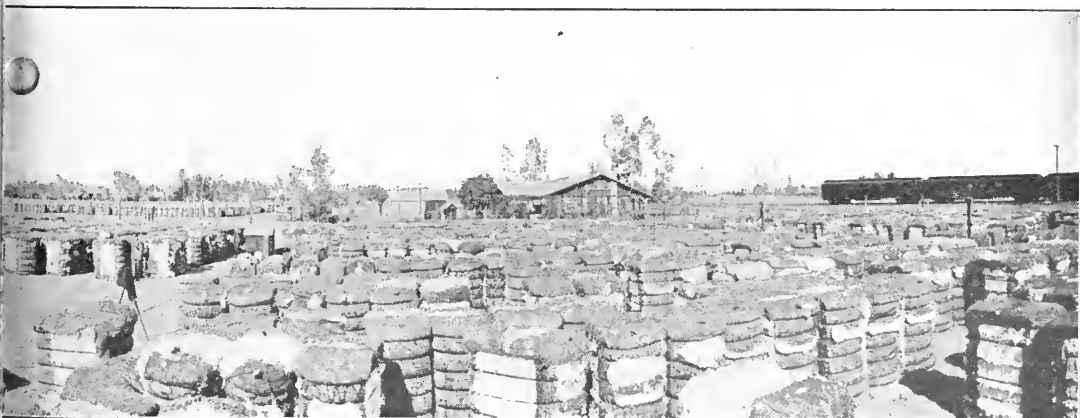
It may not be amiss to note here that while in many places the spirit of patriotism has been equal to or perhaps even greater than that of Calexico, the resources were limited and they were unable to make the showing that Calexico has made. Each Liberty Loan has been greatly oversubscribed. For the fourth loan Calexico had a quota of \$360,000, but bonds were sold to the extent of \$555,000. In the Red Cross membership drive of a year ago, Calexico led the United States with 329 per cent of its quota, and later when the Calexico chapter was assigned \$5000.00 to raise, more than \$15,000.00 were handed over, and a recent report of garments and other handwork of the Red Cross show that Calexico had furnished over 60 per cent of the valley quota. This not only shows the willingness on the part of the people of Calexico to give, but also that they, because of the general prosperity, had the ability to give. And it may not be out of place to refer to the teamwork of the people in every patriotic or public movement, showing as it does, that the people of the city are generous, broad-gaged and liberal.

This of itself makes Calexico a desirable place in which to live.

To return to further evidence of the commercial side of Calexico, it is estimated that the cotton crop alone this year is worth close to \$15,000,000.00. This estimate was made earlier in the season by experienced and expert cotton growers, and the crop which is now being harvested, fully comes up to, and even exceeds, these estimates.

The cotton produced is largely short staple, although there is a quantity of Durango cotton being grown. It is all, however, pronounced of a high grade, and is commanding the very best price on the market today. Thus far, conditions in the Imperial Valley are ideal for cotton raising. Boll-weevil, aphid, and other destructive pests are unknown, and every precaution has been and is being taken to prevent the introduction of them into this territory, the government having stationed here an expert from the Department of Agriculture, whose constant efforts are directed towards the protection of the cotton crop.

Cotton, however, is not being grown here to the exclusion of other crops, and the Calexico district is not by any means pinning its fate or its future hopes on the White King alone. As stated before, milo



exas, Showing Thousands of Bales of Cotton in the Yards.

maize in large quantities is being grown; broad acres are set to rich growing alfalfa, and dairying interests are being rapidly developed.

Being an irrigated district naturally much depends on the water supply. And while it is a matter which is much discussed and much criticised, the fact remains that sufficient quantities of water have been furnished for all purposes. And eminent engineers are constantly working to further stabilize the supply of water and to facilitate its distribution. The cost of water is low, being only 50 cents an acre foot. That the efforts of the people in charge of the water supply of Imperial Valley have been successful it may be noted in passing that during the last summer losses due to water shortage, where irrigation was properly done, were practically nothing.

It is not the purpose of this story of Calexico to paint a picture of something that does not exist. And the greatest care has been exercised that exaggeration, all too common in optimistic writers, enthusiastic over their subject, and saturated by influences of a commercial nature, the sole object in this is to make it a true story so that the reader who comes here to investigate may find things as they have been pictured, and can see for himself all the things that have been written about Calexico. As a matter of fact, the plain, unvarnished truth is good enough.

Nor is it the purpose of this article to go into a multiplicity of details for further information is always available through the progressive Chamber of Commerce of the city or from any of its business men.

Calexico is a substantial, well-located city of more than 4000 people. It has more than half a million dollars' worth of paved streets and a well constructed sewer system. It is well lighted and every material thing provided to make it an ideal place in which to live and to do business. Its streets are all wide, well-kept and lined with trees which are cared for by the city, as well as are its beautiful and extensive public parks. Its larger park has been planned as a civic center and the initial steps have been taken to carry out the scheme which will make this one of the most attractive places of its kind in all the south-land.

Calexico has no saloons and although only separated by an imaginary line from Mexico, with its Cosmopolitan population, the order here is excellent. The police are active and vigilant, yet the records of the recorder's court show but few arrests for drunkenness or other crimes.

The health of the city is exceptionally good. The death rate for the past year being less than ten to the thousand population. And there has been a happy absence of sickness, especially of typhoid fever.

The foregoing brings prominently to the front the fact that Calexico's water supply is as nearly absolutely pure, as water can be made. The writer has before him an analysis made by the state board of health of

samples of water taken by their own inspectors in the middle of December, which shows the water furnished by the city is pure. The water supply from the Colorado River is first settled then filtered, and finally chlorinated before being delivered into the main. Incidentally Calexico was the first city in the Valley to install a filtering plant and also again the first to put in a chlorination system.

The schools of Calexico consist of a magnificent High School housed in a modern building located in the community center known as Rockwood Plaza. Its equipment is modern in every particular, and its teaching force the best that can be had. The high school is accredited at all state colleges and universities. What is true of the High School is also true of the Grammar schools, as to buildings, equipment and teaching force. There are two modern buildings with large play grounds and everything possible to make them attractive to the pupils.

Calexico has a Congregational, Roman Catholic, Baptist, Methodist and a (colored) Christian church, Episcopal, Christian Science, Spanish, and African Methodist services are also regularly held.

There are also lodges of the leading orders here, with large memberships, including Masons, Odd Fellows, and Knights of Pythias. Also numerous clubs and social organizations in which are included the Woman's Improvement Club, Red Cross Chapter, United Dorcas, Parent-Teachers' Association, and Girls' War Service Club.

A new Carnegie Library building has just been completed, and it is planned to open it to the public within a few weeks. Meantime, a flourishing branch of the county library is located here.

Calexico has a large number of modern stores representing all lines of merchandising. It has good hotels and cafes. Is connected with other parts of the valley by railroad and stage line. Has cotton gins, oil mills, a big new ice plant, and numerous smaller manufacturing establishments. It has two newspapers, the Calexico Chronicle, an old established daily with an equipment unequalled in the Valley, and the Calexico Tradedealer, a new semi-weekly which is shortly to become a daily.

And last but not least—climate. While there is little variation in the climate in Imperial Valley, Calexico being located at sea level has if anything, the best of it. There is a wrong impression regarding the Imperial Valley. The winters are ideal, and the summers are not unbearably hot, as popular fancy makes them. People coming here from Chicago, New York, or other points are surprised to find the heat no greater than elsewhere.

Summed up, there are few places more attractive than Calexico. Living conditions and expenses are about the same here as elsewhere. Salaries and wages, generally higher than at other Southern California points.

EL CENTRO

The Metropolis and County Seat of the Imperial Valley

By J. E. DAVIS

of the El Centro Chamber of Commerce

EL CENTRO, the County Seat of the famous Imperial Valley, has much to be proud of. Fifteen years ago, an open barley field, it is today a thriving metropolitan city of over 6000 happy, prosperous people and the up-to-date capital of probably the richest and most productive area of farming territory in the world.

Only a few short years ago a few sturdy pioneers looked over the now famous Imperial Valley for a site for a Wonder City. The site was not to be selected by chance or accident—it was to be selected with several vital essentials in view. First, it must be the logical junction point for the meeting of two great highways—one leading from San Diego across the Valley from east to west, and the other from Los Angeles down through the Valley from North to south. Other points to be considered were that it must be in practically the center (El Centro) of the vast portion of the Valley reclaimed from the desert and under irriga-

tion, and further, it must be in the very heart of the richest portion of the Valley. With these objectives in view the present site of the City of El Centro was chosen.

How wise was the choice of these pioneers has been amply proven, for the unfenced field of fifteen years ago, is today the home of one of, if not the most prosperous, thriving and cosmopolitan cities of the entire Southwest. The grain fields of then are now a network of miles of fine streets, built up with substantial homes and business blocks with every modern municipal convenience such as electricity for power and domestic use, an abundance of gas, a splendid sewer system, a water system which is the last word in a plant of that kind, excellent telephone service both local and long distance, adequate transportation facilities and everything that goes to make for a modern, model and metropolitan business and residential city.

The dream of fifteen years ago has been



Looking Down One of El Centro's Busy Business Streets.



(1) An El Centro Business Street. (2) Masonic Temple, El Centro. (3) The Magnificent Barbara Worth Hotel. (4) A Business Street.

more than realized. The great highways are here and El Centro is the junction point. The railroads are here and El Centro is the railroad center with three railroads reaching out to all parts of the Valley and the rest of the world.

The pioneering days are over. They were strenuous days for the pioneers, but the result was worth the effort. The pioneer of a few years ago is today the occupant of a fine home, surrounded by every convenience. His children are being educated in most excellent schools and reared in a social atmosphere unexcelled anywhere. He worships in churches of architectural beauty and transacts business with people who are making money, who do business on a big scale, who are broad-minded and liberal, for, be it known, there is no locality in America where money is made so readily for the effort expended, as in the Imperial Valley.

These facts are proven conclusively by the splendid record made by El Centro during the war. El Centro gave and gave—not only of her money and time and effort, but of her manhood, for she sent a steady stream of her flower of youth to the battle lines and the list of those brave boys, who made the supreme sacrifice "over there" is interspersed with the names of Imperial Valley heroes. And those who fought the battles "over here" demonstrated not only their willingness to give, but their ability to give, for every loan, every call of whatever nature during the entire war was re-

sponded to by an oversubscription of astonishing proportions. Not only were the loans oversubscribed but the calls for the relief organizations such as the Red Cross, the Armenian relief, the Y. M. C. A., the Fatherless Children of France, and all the other calls—were not only quickly met, but so generously oversubscribed as to call forth comment from all the nation. El Centro was the first to purchase and equip in its entirety an ambulance for the French Front. This patriotism not only proves the quality of the citizenship, but the financial ability as well.

Another barometer of the prosperity of El Centro is reflected in its banks. Three strong financial institutions with aggregate resources of over \$3,000,000, look after the financial situation in an able manner. These are the First National Bank with resources of over \$1,600,000, the El Centro National Bank with resources of over \$900,000, and the Security Commercial and Savings Bank with over \$475,000. There is a deal pending whereby a branch of a San Diego bank will be established February 1st.

El Centro boasts one of the finest hotels in America in a city of its size. The Barbara Worth Hotel would be a credit to a city of a hundred thousand people, and was built with a view to the future and the rapid strides of the city and Valley were taken into account. The hotel is run on cosmopolitan lines and no known convenience has been overlooked. From the magnificent tiled lobby with its beautiful walls done in

oils by a famous artist, depicting the pioneer days of the Valley, on through the entire establishment, this excellent hostelry radiates hospitality, beauty and comfort—even luxury, not to be expected outside the large city hotels. The Barbara Worth was constructed and equipped at an expense of over \$300,000, and is the social and tourist headquarters for the entire Valley.

The stores of El Centro reflect the prosperity of the city and the Valley. The city boasts modern stores which would shame establishments in similar lines in many cities. The merchandise carried ranges over the entire lists from necessities to the expensive luxuries.

In the industrial section are to be seen the homes of many large concerns with their plants and warehouses. The great, modern plant of the Globe Oil Mills handles millions of dollars' worth of cotton and its by-products. Here the cotton is ginned and a fine grade of cottonseed oil is produced. The payroll of this concern is a big item to the merchants of the city.

The Imperial Valley Ice and Development Co. has an immense plant for the manufacture of ice, from which they supply the different towns of the Valley.

El Centro is the distributing point for the Holton Power Co., which supplies electrical energy for light and power for the whole of the county.

The great chain store system built up during the past few years by Mr. George Varney and so ably managed by M. O. King, under the name of Varney Bros., distributes all its merchandise from El Centro.

The Imperial Hardware Co., with stores all over the Valley, has its main supply depot in El Centro and all goods are distributed under the able management of Mr. George Anderson, head of the company.

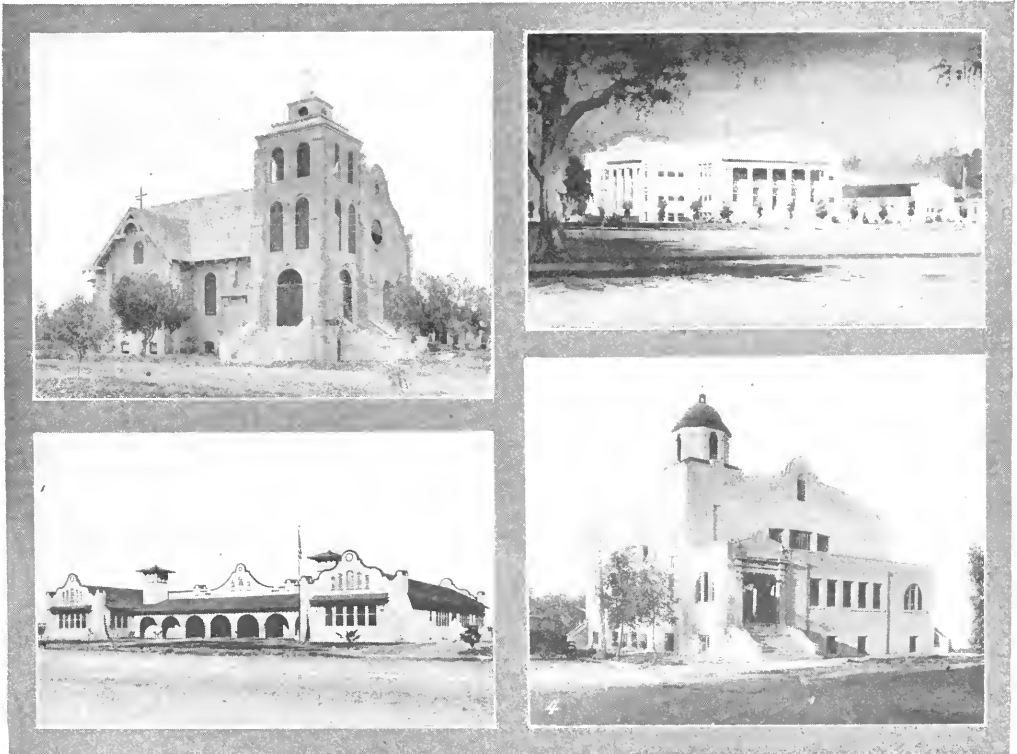
Edgar Bros., farm implement dealers, with stores in all the towns of the Valley, have their headquarters in El Centro and distribute all goods from here.

The H. P. Fites, farm implement dealers, with stores in Calexico and Brawley, carry their main stock in El Centro and distribute from here, which is also the office of Manager Thomas C. Mason.

The Delta Mercantile Co., which is the only wholesale grocery company in the Imperial Valley, is equipped with a large and modern concrete fireproof warehouse and office building, where they conduct a wholesale grocery and cold storage business running into the seven figures class. This large concern is under the able management of Mr. E. E. Clements.

The Imperial Valley Creamery Co., a branch of the California Central Creamery Co., have the most modern and up-to-date

[Continued on Page 18]



(1) One of El Centro's Churches. (2) The El Centro Union High School. (3) One of the Four Grammar Schools of El Centro.



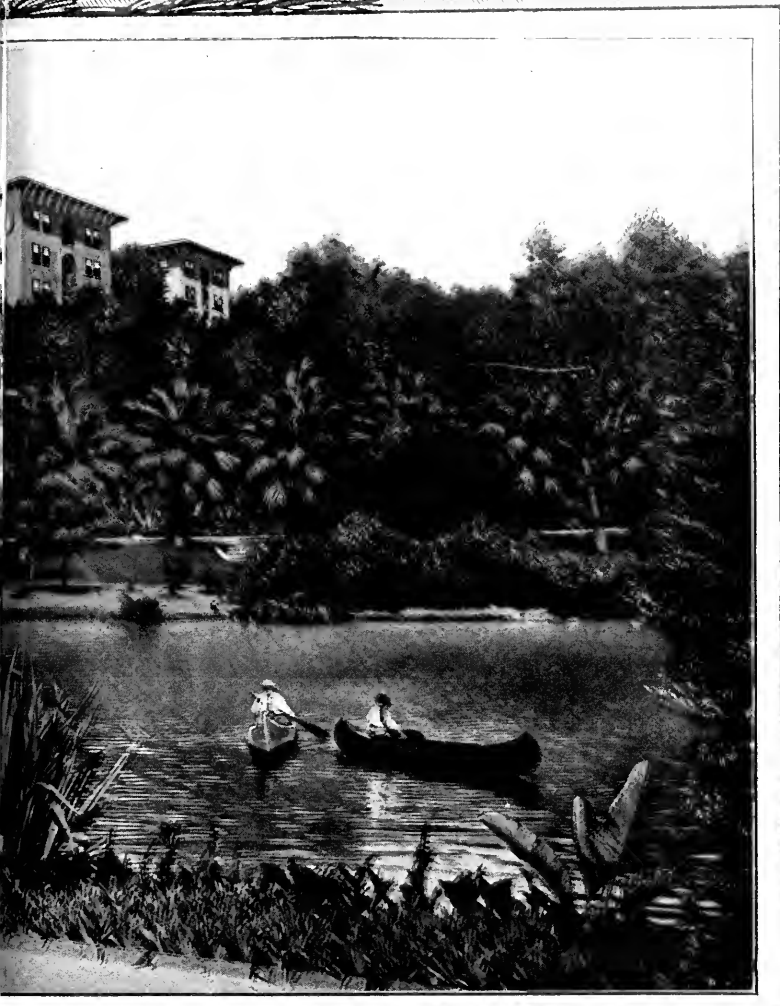
HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

A. R. JAQUITH, Vice-President



LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, club golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Leighton Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

General Manager, 2127 West Sixth Street

[Continued from Page 15]

creamery plant in the United States, where they produce millions of pounds of their famous "Golden State" butter, which is sold from coast to coast. They pay out hundreds of thousands of dollars annually to the farmers of the county for butter fats. This plant is the last word in scientific equipment and utilizes all the by-products of the whole milk. They operate a modern sugar of milk plant in connection and their large payroll for employees is a big item in the city's business affairs.

The Globe Grain & Milling Co., with branches all over the Valley, have their main headquarters here, from which they direct their branches throughout the Valley.

The Imperial Valley Baking Company is another of El Centro's large industries. The product of this concern is shipped all over the Valley as well as Lower California and is noted for its excellence.

The C. E. Coggins Machine Shops provide a large plant equipped with machinery to handle any kind of machine work and maintain a force of expert mechanics.

A City of Homes

El Centro is essentially a city of homes. The officials of the city, as well as the citizens, keep this idea always in mind and new improvements are being made constantly for the betterment and beautification

of the city and for the enjoyment, health and comfort of the people.

Several years ago thousands of shade trees were set out for the purpose of producing plenty of shade and for the beautification of the city, and now every thoroughfare is lined with these beautiful trees.

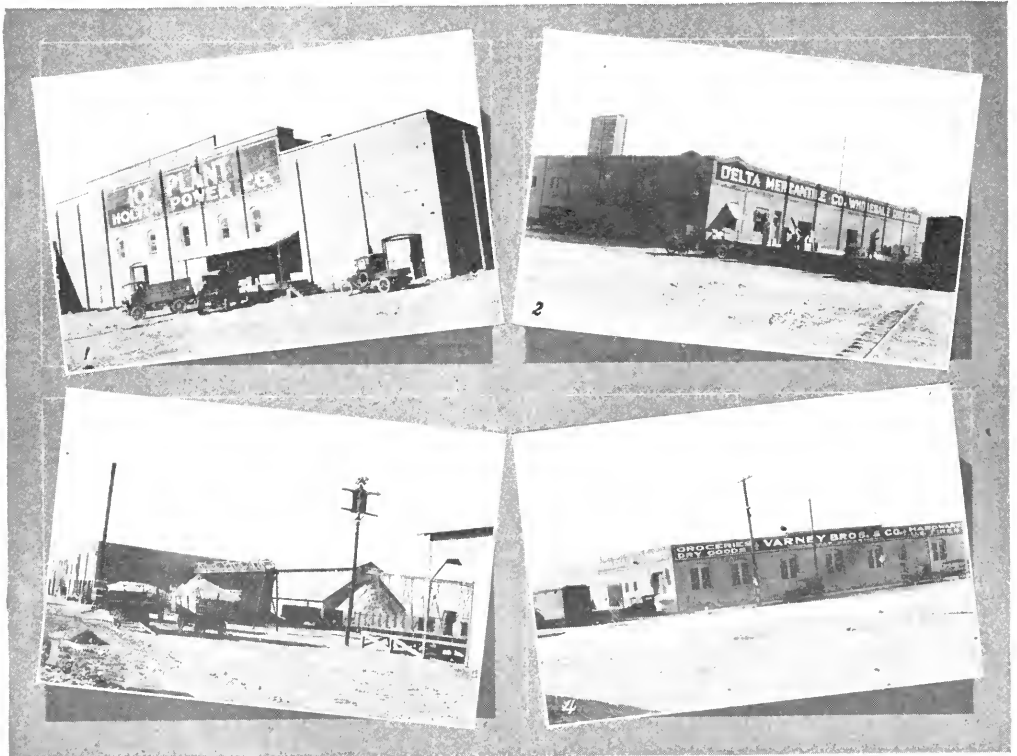
El Centro has a most-up-to-date sewerage system which carries the sewerage several miles away, where it is destroyed in septic tanks.

The city has only recently completed an effective filtration plant which produces an abundant supply of clear, sparkling water for all purposes.

The religious world is well represented in El Centro. Practically every denomination is represented here and the following denominations have modern buildings in which to worship: Christian, Baptist, Methodist, Episcopal, Presbyterian and Catholic and several others.

The schools of El Centro are in keeping with its other institutions and afford excellent educational facilities. The buildings are modern and well equipped and the corps of instructors thoroughly competent. Graduates from the El Centro Union High School are accredited at all the leading state universities.

El Centro has a beautiful public library equipped with thousands of volumes of well-selected reading matter.



(1) Holton Power Company's Ice Plant, El Centro. (2) The Delta Mercantile Co. (3) Globe Cotton Gin and Oil Mills. (4) Supply Depot of Varney Bros. Chain Store System.



(1) Public Library, El Centro. (2) Plant of the California Central Creameries. (3) An El Centro Residence Street. (4) El Centro Public Park.

El Centro will soon have a beautiful civic center as the ground has been selected and the improvement started. This group will include a new court house and other buildings. The new concrete, fireproof county jail, which will be a part of this group, has been completed—thoroughly equipped for the handling of prisoners. In fact, so comfortable and sanitary is it that some of the transient prisoners are better housed and cared for than when at large.

Two large and modern theaters provide amusement nightly, where moving pictures may be seen for a reasonable charge, with opera, drama and vaudeville at intervals.

The social life of the city is on a high plane. Excellent women's clubs do much to enhance the betterment of the city. Among these is the Woman's Ten Thousand Club which has been one of the big factors in the upbuilding of the city and numbers among its membership, most of the prominent and active women of the city.

The El Centro Country Club provides pleasures for its members and has a beautiful, well equipped club home.

The secret and fraternal organizations are all represented here and the only Elks Club in the Valley is located in El Centro.

El Centro has a beautiful city park where a tract of land has been set aside by the city officials and much beautification done and much more planned. This park will eventually be the beauty spot of the Valley.

El Centro is a good city in which to live, to rear one's family, and in which to enjoy life. Nothing is lacking to make it the ideal "home city." But, in addition to all that, it is the business city par excellence. El Centro today, offers more inducement to the investor of capital, than probably any other city of the size in the Southwest. Every merchant is making money. Every business and professional man is prospering, but there is room for more.

To the man or woman with funds to invest, there is a large field. There is not a vacant house in El Centro, with many in demand. Where could one find a better field for building. The hard work and risks are a matter of the past. Today both the city and the Valley are on a basis so solid that nothing can ever shake it and the time is ripe to get in and join with the most productive community in the Southwest.

El Centro offers much. It is the railroad center of the Valley and has a new line building from San Diego. With the completion of this new line to tidewater there will be an impetus to business and to property values which will be astonishing.

El Centro has a progressive organization of responsible business men, joined together in the El Centro Chamber of Commerce, who will foster and encourage any worthy enterprise and who stand ready to furnish to any one, accurate and reliable information on any subject pertaining to El Centro or the Imperial Valley.

H O L T V I L L E

“In the Hollow of God’s Hand”

By BENJ. R. CRANDALL, PH. D.

Principal Holtville Union High School

THE “Hollow of God’s Hand” was the significant name given the Imperial Valley by the Indians.

The bounteous agricultural productions of this marvelous Inland Empire, in response to the efforts of man, verify the Indian idea of the divine benediction.

With a soil of unlimited depth and fertility and a climate that encourages plant life to its utmost, it required but the life-giving water and the hand of man to make the desert “to blossom as the rose.” The vision of the seer, developed by the science of the engineer and executed by the energy of man and machinery, changed the waste and dangerous desert to broad and fertile acres, a land of few peers and no superiors—indeed, the Hollow of God’s Hand.

The eastern portion of this great valley with its deep silt loam soil, lying along the course of the old Alamo River and extending to the Highline, is considered by competent judges as the most desirable and fertile part of the valley. In the center of this

rich agricultural area, nestles a quiet and unassuming little city of some 2,000 population,—Holtville. Few places of equal age and population can begin to boast of an equal volume of business and none can show a finer quality of citizenship.

Churches

With such a high type of citizenship, the prospective settler need have no fear as to the standard of the two most important civic institutions,—Churches and Schools. Holtville has six churches with some eight of the leading religious denominations represented, also the Y. M. C. A.

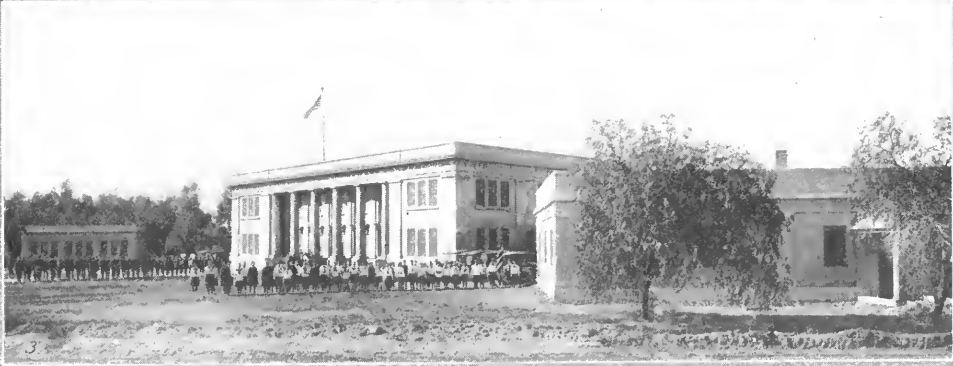
Schools

Probably the most decided proof of the fine, progressive spirit of the people of this community is indicated by the fact that nine years ago, with but twelve pupils in the high school, \$65,000 in bonds were voted for high school purposes with not a negative vote.

There are eight grammar school districts



A Business Street in Holtville, Imperial Valley.



(1) A Holtville Grammar School. (2) Holtville Natatorium, the Only Artesian Water Natatorium in Imperial Valley. (3) The Holtville Union High School.

in the Holtville Union High School District. Each of these districts has a modern, well equipped school building. A number of these have teacherages in connection. The teachers employed are of a very high class and most commendable school opportunities are offered to every child. Holtville has an especially good grammar school fully equipped with the best of heating, lighting and sanitary facilities. A public kindergarten is maintained and departmental instruction given in the advanced grades.

The Union High School has added another unit to its plant this year in the way of a fine new building designed and equipped especially for work in home economics and music. The H. U. H. S. has made an enviable record through its graduates at the State University but offers, in addition to college preparatory subjects, a wide range of vocational, commercial and cultural subjects for both boys and girls. Students from all the farm houses are brought from their door to the high school in school automobiles.

Civic Activities

Holtville has the proud distinction of having an attractive City Hall (built entirely by public subscription) located in the City Park. On the streets facing this civic center are to be found attractive and substantial business blocks. Steps have already been taken to pave the streets adjoining the park and other main thoroughfares. The large number of trees in Holtville, in the park and on the streets, add much to

the appearance and comfort of the town.

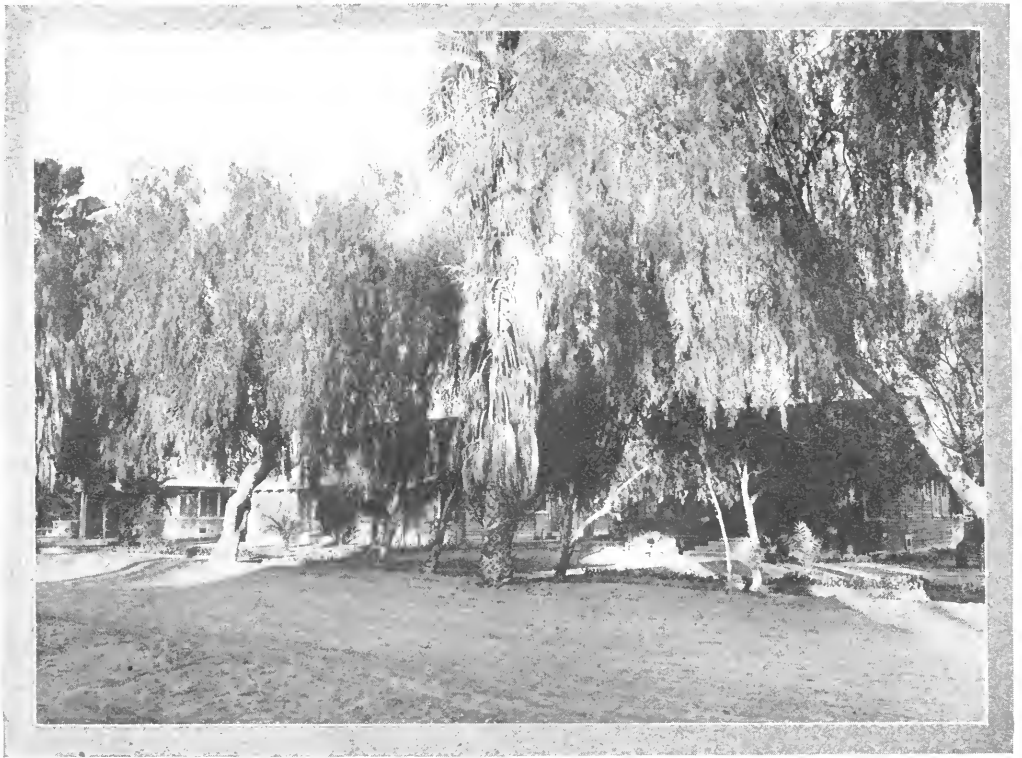
The artesian water of the valley is found only in the Holtville district. As a result the fine Natatorium of the town, supplied with pure artesian water, is the center of attraction for the valley during the summer.

A hustling Commercial Club, the Woman's Study and Civic Club, the Masons, Eastern Star and the usual list of fraternal orders give opportunity for community service and social intercourse of the most satisfactory nature. These organizations all meet at the Civic Center. The Holtville spirit of hospitality is well known and finds expression in a splendid community spirit.

Financially, Holtville business institutions rank most substantially and among the best; her banks showing large annual increase in volume of business, handled with a strong demand for loans for development purposes. All lines of business are represented by progressive firms that serve the needs of the community very acceptably and are making rapid and permanent growth. The grocery, hardware and impiement houses and department stores carry a complete line of fine quality goods. The buyers in this prosperous community demand a very good class of merchandise.

In addition to the usual business and professional firms and offices, four water companies have their offices in Holtville.

At present, Holtville is connected with the main line of the Southern Pacific by the Holtville Interurban R. R., which runs both



Holtville is Noted for the Wealth of Shade in the Streets of Its Residence Section. This furnished Both Comfort and Beauty

passenger and freight cars. A system of road-rail busses on the Interurban and a splendid system of auto stages give quick and convenient connection with all the towns in the valley.

The Interurban has recently come under control of the San Diego and Arizona R. R., which puts Holtville on the main line of this road from Yuma to San Diego and the coast.

In Holtville, vacant houses are unknown. Schools are growing, business increasing, with paving started, a through railroad an early reality and the opening by the United States Government of the vast rich Mesa to the east, through the construction of the All-American Canal, Holtville is enjoying the greatest prosperity in its history and looking forward to even greater things.

Surrounding Country

When driving out from Holtville along the well kept roads and shaded boulevards, one sees on every hand signs of progress and prosperity. Here is the explanation for the long lines of automobiles which are seen lining the business streets in town.

These prosperous farmers have the funds with which to buy the cars and the good roads and splendid climate make the driving of autos a pleasure 360 days out of the year. The annual rainfall of but $2\frac{1}{2}$ inches is the only hindrance.

There is no more desirable backing economically or commercially for a community than permanent agriculture. In this respect

Holtville is most fortunate. Add to this the fact that this district shows an unusually large proportion of college trained men among its farmers and you can appreciate what it means to live in such a community.

Dairying

Dairying is the backbone of agriculture on the Eastside. There are many splendid thoroughbred herds and the general standard of the dairies is being rapidly improved. The Holtville district has the largest cow testing association in the United States—over 4,000 cows. Los Angeles calls for all the butter and milk the valley can produce and at the highest of prices. The California Central Creameries Co. has one of the most complete plants in the United States, but the bulk of the dairy business is handled by the farmers themselves through the Milk Producers' Association. The association operates one of its largest plants at Holtville.

In northern states it requires the best of farming to provide feed for a single cow for a year on three acres. The average in the Holtville district is two cows to three acres. This is due to the fact that green feed is produced the year around. Alfalfa meadows produce seven cuttings. Haying in December and January are not uncommon sights. Silos are coming into general use. Sorghums make excellent silage and two crops may be grown in a season from one planting. The best crop officially reported by the Farm Bureau so far is 43

tons of first class silage from a single acre in one cutting.

Beef Cattle

Naturally fat stock as well as dairy cattle are attracted by such unusual feeding facilities. Thousands of steers and feeders are finished annually on the fine alfalfa and abundant corn (milo) grown in this district. Many are shipped in the fall and winter to be sent out to top the early spring market.

Swine

Where butter fat is the method of marketing the products of the dairy, the growing of pigs is a normal and profitable associated industry. The swine business in the Imperial Valley, however, has far outstripped this stage of development. It is one of the largest and most profitable of our industries. Here again the alfalfa and corn, supplemented with barley, make ideal rations. The abundance of good feed and the favorable climate enables the hog grower to turn off two crops of prime hogs each year. The year-round season also enables the producer to take advantage of market conditions.

Sheep

An industry that is only in its infancy, but which bids fair to become one of the best money makers, is sheep raising. The feeding of sheep during the winter for spring market has for some time proven very

profitable. Experiment has shown, however, that the growing of lambs is of even greater value.

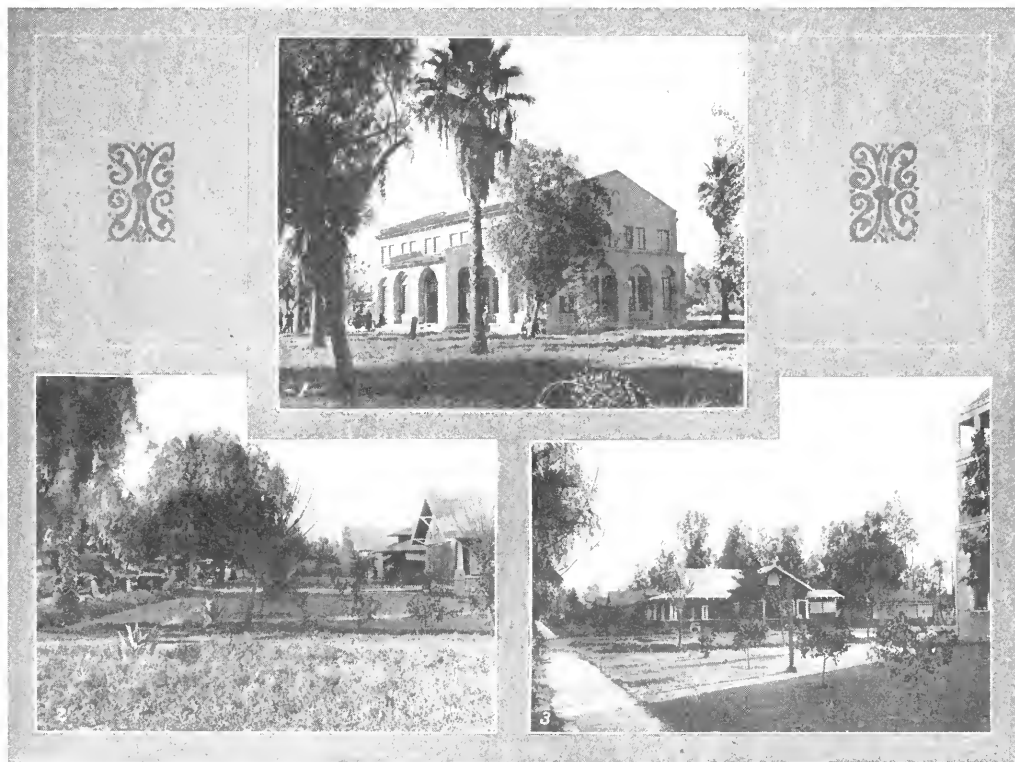
The advantageous climate enables breeders to produce three crops of lambs in two years. These lambs are turned off at an earlier age and better weight than in other climates. Another advantage, with wool at 40c per pound, is the two clips of wool every year, each clip about as heavy as the one in colder climates.

Cotton

The Holtville district has never claimed supremacy in cotton. Dairying and stock provide a more permanent form of agriculture and a more stable community. Nevertheless the fertile alfalfa fields of this district have proven the best of cotton land producing as high as two bales to the acre. In a number of instances one crop has sold for more than the price of the land on which grew. The cotton growers of the district are well cared for by the three gins in Holtville. Various varieties of cotton do very well here, among them the wonderful long staple Pima variety, which commands the highest price.

Grains and Corn

Barley has long been a staple and very profitable crop in this district. It furnishes excellent winter pasturage and produces a heavy crop of grain. This crop matures so early in the spring that other crops, es-



Holtville's Beautiful and Substantial City Hall. (2) In the Residential Section of Holtville. (3) 7th and Pine Streets, Holtville.



(1) The Home of the Holtville Bank. (2) The First National Bank, Holtville. (3) Looking Towards the Business Section of Holtville. (4) One of Holtville's Cotton Gins and Yards.

pecially corn, are grown on the same ground during the balance of the season.

Milo maize, kaffir corn and fetereta are the corn crops most profitable in the valley. They yield from one to three tons of corn per acre and the stover makes a splendid stock feed.

Poultry

While few have gone into the poultry business as a specialty, the warm, dry climate and abundance of grain make it one of the most profitable of farmers' "side lines." The Imperial Valley turkey ranks the highest among the table fowls, not only for fine quality but for large size and early maturity. Fifty tons of these famous birds were shipped from Holtville during November and December.

Fruit and Truck Gardening

No one has taken the time to find out how much may be accomplished in the way of fruit growing in this fertile section. The early settlers came with a large endowment of "grit, grace and gumption" but limited capital. As a result they turned to the agricultural pursuits that brought the quickest and surest returns. Oranges and lemons are grown. It is, however, the grape fruit of the citrus varieties that seems to be especially adapted to this soil and climate. This delicious fruit reaches its perfection both in size and flavor in this section. Practically every variety of fruit is grown, the date among them.

Climate

Yes, it gets warm in Holtville just the

same as in every other town in the valley. It isn't an extremely high temperature that hurts but the long continued heat that becomes so monotonous. It isn't the man with a job that complains of the weather but the fellow who is sitting around with nothing to do but keep cool. This same long summer has its recompense in a marvelous growth of feed, grass, fruit and grain. From September to June the tables are turned. No country in the world can show a more delightful climate during these nine months. There is nothing to prevent the Imperial Valley from becoming a most popular winter resort. It only needs adequate accommodations for tourists and legitimate advertising.

Holtville

Coming back to the metropolis of this rich "Eastside" district, we find it a most attractive residence town for both summer and winter. It has the Natatorium of the Valley supplied with pure artesian water. It has more trees, shade and shrubbery than any other town in the Valley. It is a city of schools and churches; noted for its hospitality, its high moral atmosphere and its splendid citizenship; a community founded on substantial business principles, with the brightest prospects in its history just unfolding, where capital and labor, ability and character are recognized, appreciated and encouraged. If you believe in the above attributes and business principles, come and established your home among us. You will be most welcome.

IMPERIAL

The Imperial Valley's Oldest City

PREPARED BY IMPERIAL AD CLUB

WHEN the day of action dawned upon the founders of the Imperial Valley they sought out the center of what had long been considered the most un-reclaimed waste on the American continent, and there began to build a city of their dreams and an empire out of their visions. So was the city of Imperial born. As was true of all the Valley cities and towns, Imperial was the business center of a rural circumference which developed simultaneously with it.

Practically everything that has since made this Valley famous had its beginning in Imperial. The Valley government, its school system, and its religious and social life were begun here, and it was in Imperial that the builders of this great inland empire dreamed their first dreams and saw their first wonderful visions of the Imperial Valley's future greatness.

The people who first came to Imperial were of as high type as ever went forth to conquer a new country. They were, for the most part, people of culture and re-

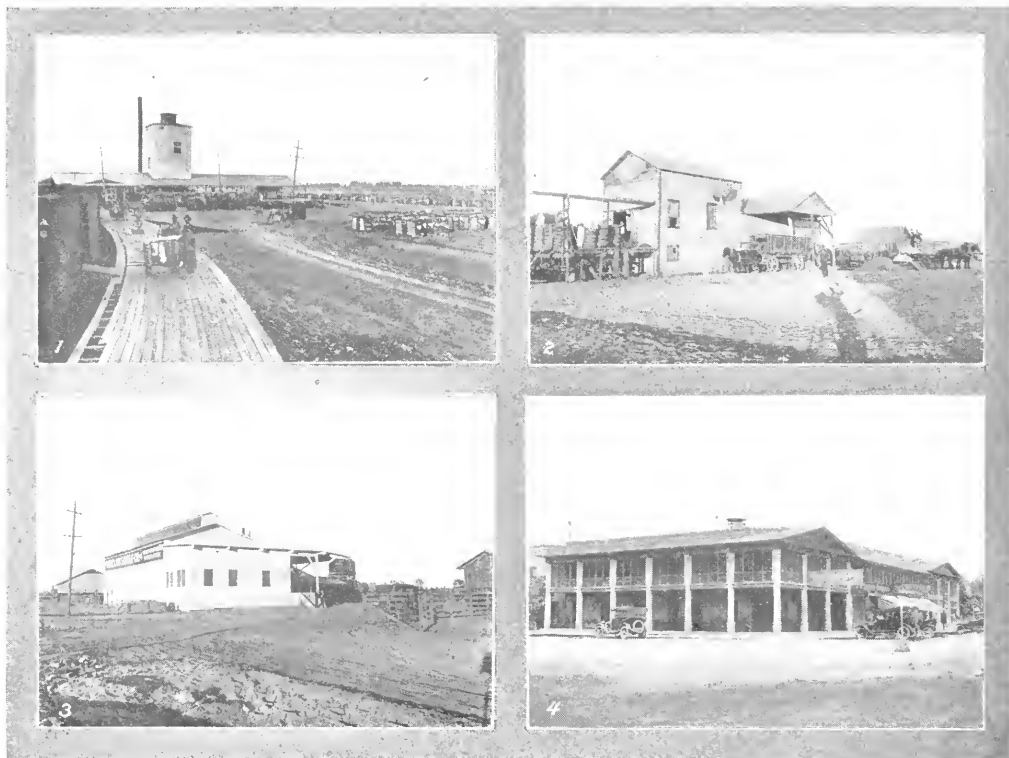
finement. That they were courageous is shown in the fact that only the courageous dared the early days in the Imperial Valley. The spirit of honesty prevailed among them. They came to make their own fortunes—not to take it from others. Locks and keys were unknown.

Imperial was started before the water from the Colorado river reached the Valley, and water for all purposes, had to be hauled for 30 miles over parched roads, which were little more than marked trails. The necessities of life were scarce and high. All this made the beginnings in the City of Imperial necessarily crude and transient. These are all changed now, however, and plans and buildings are permanent and up-to-date.

In 1902 the Southern Pacific railroad company extended a branch through the length of the Valley, and from that time real development began. Since that time, with the exception of a temporary lull, Imperial has had a steady growth and no town in Imperial Valley has built more solidly.



One of the Business Streets in Imperial City.



(1) Cotton Compress, Imperial. (2) One of Imperial's Cotton Gins. (3) Packing Plant of The Pacific Land and Cattle Co., Imperial. (4) The Imperial Hotel.

Imperial, during those few years, has evolved from a handful of people, to a modern city—from a tent store to one of the most important business centers in the Imperial Valley; from the tumble-down shack to the modern home; and is today abreast of the times in everything that makes a modern city. No city in the Imperial Valley has more to offer to investors or home-seekers than Imperial.

Facts About Imperial

Imperial has more than doubled its population since 1911.

It is the centre, and claims the trade of more than 350 square miles of the best country in the Imperial Valley, with a population of about 10,000.

The value of the property in Imperial is estimated at more than \$2,500,000.

Imperial has a pay-roll of about \$125,000.

There are in the city five churches—Methodist, Christian, Presbyterian, Catholic and Episcopal.

Imperial has a water and sewer system that is equal to any in Southern California.

According to Dunn and Bradstreet, the credit of Imperial has a high standing, and the business men have a high rating.

According to the bank statements, the monthly volume of business in Imperial is about \$750,000, at the present time.

There are able, courteous representatives of all the professions in Imperial.

Building operations are now far behind the demand in Imperial.

This is the Imperial Valley center for the stock industry, receiving and shipping practically twice as much stock as any other Valley city.

Imperial is the headquarters for the Imperial County Young Men's Christian Association, which extends in branches all over the Valley.

There is embraced in the Imperial School system a kindergarden which is well furnished and in every respect abreast of the times.

The Imperial Valley Serum Company, the only plant for manufacturing hog-cholera serum in Southern California, has its factory in Imperial. It is controlled by a former government expert of 15 years experience.

Imperial is the centre of the grape growing section of the Imperial Valley and the largest fruit packing houses are located here.

Imperial ships out more poultry, especially turkeys, than any other point in the Valley.

There is no better point from which to see the Valley than Imperial. It has two trains each way each day and automobile lines to all points in the Valley.

The State Highway, which across this Valley, is a part of the Southern Route of the Ocean-to-Ocean Highway, skirts the "Imperial territory," while that part of the State Highway which will run from Los Angeles through the Valley, passes through Imperial.

Water Company No. 1 and No. 12, with combined monthly pay-rolls of about \$20,000, are located in Imperial.

The Pacific Land and Cattle Company packing house, the only packing house in the Valley, which sends its output all over the Southwest, is located in Imperial.

The following secret fraternal orders have lodges in Imperial: Odd Fellows, Masons, Eastern Stars, Rebekahs, Eagles, Knights and Ladies of Security, Woodmen of the World and Knights of Pythias.

Imperial has two strong banks; the First National and the Farmers and Merchants. These two banks have combined resources of \$850,000, capital and surplus of \$135,000, with aggregate deposits of \$660,000. Their monthly clearings are about a quarter of a million dollars.

Imperial has a daily afternoon paper with a thoroughly modern printing plant.

Last year the express business in Imperial increased more than 50 per cent and the freight business more than 40 per cent.

Imperial has a first class library; a \$60,000 high school building and three well furnished grammar school buildings. It also has a theatre in which a grand opera could be staged.

Imperial has adequate fire protection; abundance of gas for heating and domestic purposes; an up-to-the-minute lighting system.

In one year, two miles of concrete pavement and fourteen miles of concrete sidewalks were laid in Imperial.

There never was a business failure of serious proportion in Imperial, or any unsettled business activities.

Imperial has two modern, well appointed hotels.

The "Imperial Section"

Every thing that grows elsewhere in the Valley will grow equally as well in this section; and practically all of the grape fruit and asparagus raised in the Valley, are produced here; but general stock-raising, hog-raising and dairying are its chief industries. Every cultivated acre in this territory has made good the promise of making better.

The Price of Land

The price of land in this section of the Valley varies according to kind:—(hard, medium or soft) and its distance from a shipping point. Cultivated land ranges from \$75 to \$350 per acre, according to location and state of improvement. Its value is based on its tested productiveness.

Acre Production

An acre of this land is capable of sustaining, on an average, the year through, either:

Ten hogs, ten sheep, one cow, one horse or mule; or will produce, on an average, either: 30 bushels of barley, one ton of



(1) Farmers & Merchants Bank, Imperial. (2) One of Imperial's Substantial Business Blocks. (3) Another Imperial Business Block. (4) First National Bank, Imperial.

corn (milo maize), 7 tons of alfalfa or one and a half bales of cotton.

Cost of Water

This is a vital question; for nothing can be grown in the Imperial Valley without irrigation. Water stock for land must be obtained from the Water Company in which it is located before water will be delivered to it. The price of water stock in the "Imperial Territory" varies from \$7.50 to \$25.00 per share according to the district. The "Imperial Territory" extends into three districts. Assessments on water stock for general expenses average about \$2 per share a year. The water delivered is paid for according to the amount ordered, at the rate of 50 cents per acre foot; meaning a quantity sufficient to cover the land one foot deep. For this section the average requirement is about two acre-feet per year.

The Healthiest Place

A significant fact in which the "Imperial Territory" shares equally with the rest of the Valley, is that it has the lowest death rate in America. Based on a population of 50,000, the Imperial Valley death rate is 3.5. Babies thrive wonderfully, and children may romp and play the whole year through in our great "Out-of-Doors." This climate will conquer almost any disease that is not "too far gone" when the patient arrives. Deaths, caused by heat,

alone, are so rare as to be practically unknown.

The Heat

The heat in the Imperial Valley has been thoroughly advertised, but in such a way as to be as thoroughly misunderstood. Its most disagreeable feature is its duration. It continues from the middle of June until the middle of September, with still air and cloudless sky. The average temperature in 1918, according to a government thermometer, from June 10 to August 15, our hottest season, was 102. When thinking of the Imperial Valley heat, its ideal winters should also be remembered. It should also be remembered that it is this heat that makes this Valley the agricultural wonder that it is. Those living here have learned that the best way to enjoy the heat in the Imperial Valley is to break the thermometer and forget it. The temperature of the entire Valley has permanently decreased from 10 to 15 degrees within the last five years on account of increasing cultivation.

Schools

There is no section in the United States in which the rural schools have better equipment or more thorough teachers than are maintained in this section. No expense is spared in making them proficient in equipment, and no "cheap" instructors are employed. The children of the country



Nos. 1, 2 and 3 of the Above Show Three of the Many Church Buildings of Imperial. No. 4 Shows a Typical Imperial Bungalow.



(1) The Imperial Public Library. (2) A View of Another of Imperial Business Streets. (3) An Imperial Residence Street. (4) The Beautiful Imperial Union High School.

enter the high school with the completion of the required grade just as the children of the city do, and they are just as well fitted to enter.

Churches

There are not many churches in the rural districts in this section. Nearly everybody has an automobile, and the roads are good, and for 360 days in the year the weather is fine. In consequence the various churches for the country and city alike are maintained in the city.

Enter the Heart of the Valley

It must be remembered by those passing through this section of California, that if one would see the Imperial Valley, so much talked about, he must enter the heart of it. At the present time practically nothing can be seen of the developed Valley from the main line of the Southern Pacific railroad. That is as yet only the "Desert End" of it. Get off at Niland; take the branch road and go south into the real Valley and know for yourself that "the half has never been told."

Future Visions

In view of the wonderful development of the Imperial Valley in the last decade, and of its constantly unfolding resources, it does not seem extravagant to predict that within the next ten years both the population of the "Imperial Territory," and its resources will be multiplied by four. Some of its most promising industries are as yet but unfinished experiments while they are

all still at their morning. Many of its resources have not yet been discovered. There is ample room in the "Imperial Section" for 35,000 more people than now live there.

Opportunities in Imperial

The opportunities, both for general business and investment were never better in Imperial than now. Aside from buildings for rental, there are openings with great promise in this city for a condensed milk plant; a cotton seed oil mill; an ice factory; a fruit cannery and preserving plant; a broom factory; a tile factory, and an alfalfa-meal mill. The raw material for all of these is here in abundance, and the city stands ready to make every concession to their promoters that the laws of the state will permit.

Looking Forward

Smiling out of the centre of one of the greatest Valleys on earth, with no clouds obscuring the horizon of its possibilities; standing on a foundation well laid, and on institutions well established, Imperial looks toward the future, not as one, whose day is spent, gazing into the deepening twilight; but as one who has passed the long night and watches the roseate glow of the coming morning.

Imperial has many openings for the business man, rancher or investor. The Imperial Ad Club, a live organization of business men, will supply any desired information, on request to its Secretary.

[Continued from Page 7]

hours away, which take—even beg for every pound of its products and pay big prices for them and it is not hard to understand this great tidal wave of wealth constantly flowing into the Imperial Valley.

Another great asset of the Valley is the earliness of its crops. The Imperial Valley is in the market with its products at a time when other sections are only planting. Think of marketing nearly 4,500 car loads of cantaloupes for over \$3,000,000. The earliness of the season accounts for that. So with all vegetables, spring lambs and other money producers which reach the markets at a time when the balance of the country is only getting ready to feed a hungry nation.

It was the intention of the management of this magazine to tell the wonderful story of the Imperial Valley and her prosperous cities in one issue of the magazine. But when the work of actual compilation was begun this was found impossible—the story was too big, too broad to be handled in one issue. Consequently it will be necessary to devote two issues of the Arrowhead to this wonderful country. Only a synopsis of the agricultural achievements of the Valley will be given, together with a description of some of her cities. In the February number will be a most comprehensive story of what the Valley really does in a wealth producing way. Even all the cities of the Valley are not included in this number. Other splendid cities and towns of the Valley will be fully

described in February. These include Brawley, Calipatria and Nilands—all with wonderful stories to tell.

As for the story of the entire Valley's products, one can at least visualize this wonderland, when it is known that in 1918 there was grown 100,386 acres of alfalfa which averaged four and one-half tons to the acre; 125,673 acres of Milo Maize which averaged a ton to the acre; 69,761 acres of barley which produced 1,800 pounds to the acre; 87,447 acres of cotton which produced approximately 75,000 bales of cotton and 35,000 tons of cotton seed which sold for \$66 per ton; 12,500 acres of cantaloupes which produced 4,425 car loads, netting the growers over \$3,100,000.

A few of the many other wealth producers were: Butter, 6,180,405 pounds which netted \$3,399,233; table grapes, 164 cars; wheat, 11,405 acres which averaged 33 bushels and sold for \$2.10 per bushel; beef cattle 60,000, hogs 55,147, and sheep 74,173 netted the growers and feeders approximately \$10,000,000.

Other crops included watermelons 490 cars; potatoes 347 cars; onions 365 cars; beans 287 cars; asparagus 775 cars; tomatoes 530 cars; strawberries 520 cars; sugar beets 75 cars; sudan grass 1,056 cars; Rhodes grass 300 cars; castor beans 3,600; lettuce 2,546; peas 1,091; cabbage 337; cauliflower 165.

In all over \$50,000,000 of farm products made the growers among the most prosperous in America.

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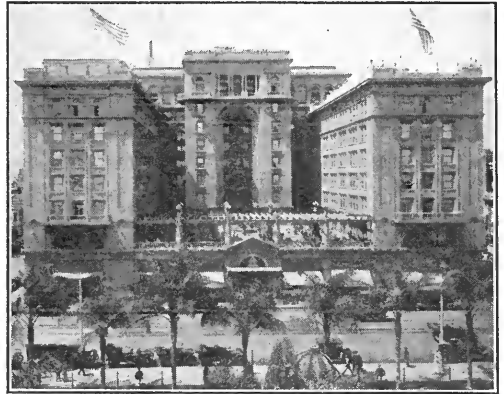
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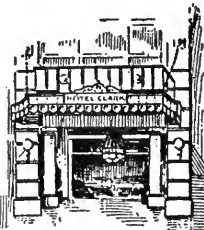
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