

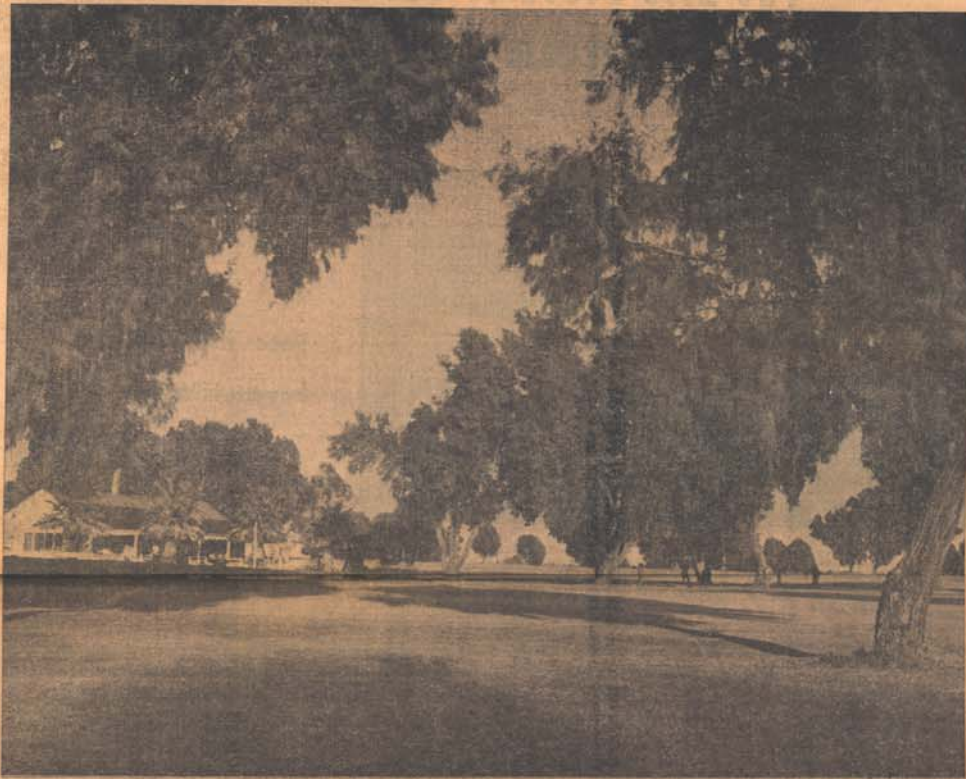
The Brawley News



Brawley, Cal., Mon., Feb. 19, 1931
SECTION TWO, 16 PAGES

The Imperial Valley

A Golden Empire in the Golden State



THE DEL RIO COUNTRY CLUB

The Land: Its Reason for Being

Here in the Imperial Valley, where the farmer orders his rainfall by telephone, water is the sin qua non of life itself. Fifty years ago this land was a barren waste. Today the valley has 519,583 acres of farmable land and 612,658 acres in the irrigated area of the Imperial Irrigation district, governmental agency that serves the empire.

Fifty years ago, the land yielded nothing but wild desert flowers, sage brush, greasewood and side-winders. In 1949 these acres yielded crops and livestock valued at \$92,229,464. Ten years before that the total value of crops and livestock produced was \$35,279,624.

There is no comparable area anywhere which has shown such a tremendous increase in productivity. And without water none of this would have been possible.

When we say that the farmer orders his rainfall by telephone we are simply stating fact. There's no magic about it at all. The Imperial Irrigation district has created the elaborate system of canals which feeds water from the Colorado river to the dry land of this vast empire.

Welcome Rotary

Brawley welcomes members of the west's Rotary clubs and their International President, Arthur Laguerre. It hopes their stay will be pleasant and productive. Being only human, it hopes they will carry away with them a deep appreciation of Southern California's golden Inland Empire — The Imperial Valley. So that they may know the Valley a little more intimately, the Brawley News presents this special edition on its history, its background and its brilliant future. Divertanse!

As the farmer needs water he simply telephones his Zanjero or water master and tells him how much water he will need when and on what canal, and the Zanjero sees that the water is delivered to him.

But it has taken years of great toil by many, many persons at the expenditure of many, many millions to bring this about. The Colorado river basin extending from Wyoming to Mexico draws its waters from the seven basin states of Wyoming, Colorado, Utah, Nevada, California, New Mexico and Arizona, and some from northern Mexico.

Last year 61 different crops were of sufficient importance to be listed in the district's spring

acreage report, ranging from citrus fruits and virtually all the common vegetables and melons (and some not so common) to the grains and forage crops, all grown to sell on the open markets of the world. And all this says nothing of the livestock raised here and fattened on the Valley's forage.

Every year finds the agriculture of the Valley becoming more diversified. Whereas not too many years ago a farmer would, for instance, put every acre of his holdings into melons, today he'll put some into melons, another portion into, let us say, flax, and still another part into tomatoes.

The experiment stations are in considerable measure responsible too for the increased number of uses to which the land is being

put year after year.

Sugar beets are a comparatively new crop, having been grown here only for about five years in any quantities, yet last year's estimate was for more than 34,000 acres. Last year alfalfa far outranked all other crops with the 164,473 acres devoted to this forage alone.

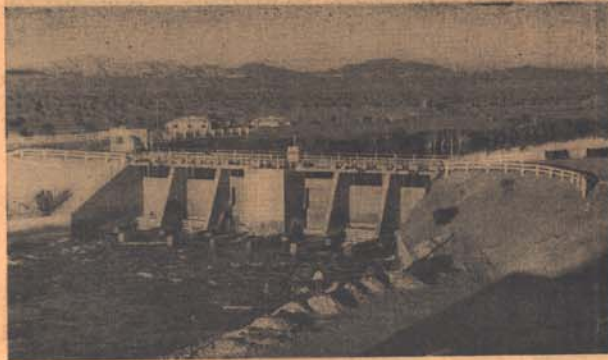
Of course a large portion of that is consumed here at home by the livestock industry. Barley ranks second in acreage, with the last figure being 61,780 acres, and flax was third with 49,251 acres. This latter figure has probably been exceeded this year.

New crops of significance include castor beans for which additional uses are being found; safflower and others, with cotton now being brought back for another run after some disastrous experiences years ago.

Water is the most precious possession of the Imperial Valley. Its wise use and its protection make the land and the Valley what they are today and what they will be tomorrow, a great factor in the production of food for the market of the world.

WATER - POWER

**The Life Blood of Our Beautiful
Winter Garden....**



**A Continuing
Progressive Program
That Is Keeping
Pace With Growing
Imperial Valley**

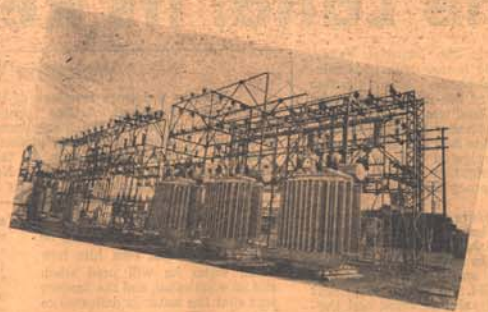
Water

Here in this Winter Garden reclaimed from the burning desert, the farmers and ranchers order their 'rain' by telephone! In 1911, a short 40 years ago, when the Imperial Irrigation District was organized, it was to bring life-giving water to the dusty, parched lands of an undeveloped Imperial Valley. Today, more than 3,000 miles of canals, drains and the great All American Canal serve the hundreds of thousands of fertile acres of Imperial Valley, one of the world's richest farming areas.

**The Imperial Irrigation District
Provides**

Electric Power

Power to provide energy for future industry and complete rural electrification is an actuality, not a dream in Imperial Valley today. The Imperial Irrigation District is carrying forward a constant long-range power program to assure industry and our people of adequate power facilities for future expansion. The power program is a going, paying program that is helping to pay off the All American Canal without additional taxes and bonds.



**Imperial Valley's People Own the
Vast Power and Water Resources**

There is no question in this area of maintaining a sufficient amount of water and electric power for unhindered growth. This fact makes investment in the Valley's future economically sound.





1906 FLOOD TAKES CABIN

50 Years of History

It has taken just a little more than 50 years of unremitting toil and sweat, hardship and misfortune, imagination and faith to make this Imperial Valley a land of plenty transformed from the barren wastes of the desert.

In December of 1906 the first shovel of dirt was turned to begin the canal system that now carries the life giving waters of the Colorado river to more than a half a million acres of richly productive land that once grew only mesquite and side winders.

The ultimate possibilities of this vast area had been envisioned half a century earlier by one far sighted man, Dr. Oliver Meredith Wozencraft, who became interested in the reclamation scheme when he first saw the Valley in 1849. Wozencraft devoted the rest of his life trying to develop his vision but it remained for a hard headed engineer, Charles Robinson Rockwood and his associates to begin the actual construction work.

The first decade was one of almost insurmountable difficulties, difficulties which would have driven less stalwart men from further struggles against the odds apparently stacked against them. The flood of 1904-06 was the worst, and broke the founding companies which had financed the commencement of operations.

So it was not until 1911 that the Imperial Irrigation District was formed and not until 1916 that the District took its present form, controlling and managing all the water from the Colorado river within its nearly 900,000 acre boundaries.

That early flood emphasized another all important fact, that the thorough taming of the Colorado would be necessary before there could be a lasting guarantee that its rampages would never again destroy virtually overnight the labors and hopes of years.

The fruition of the campaign then started and carried on cease-

lessly through the years up to the office of the President of the United States and came with the completion of the Hoover Dam and the All-American canal.

Once the water had been assured, the District undertook its second major service function, supplying the power to the farms and to the agricultural industries that were springing up to serve and supplement the agricultural economy.

The District got into the electrical power business in 1936 with a steam plant and later supplemented this small beginning by acquiring existing private generating plants and transmission lines, adding hydro-electric power developed on the All-American canal and elsewhere.

Proceeds from rapidly increasing power sales are providing the revenues by which the District is paying off its share of the cost of construction of the All-American canal.

Thus the two all important services of water and electricity are supplied under a single agency owned by the people of the District and managed for them by directors of their own elective choice.

The first 50 years finds the Imperial Valley the world's greatest irrigated area, with the highest effective buying income per family of any county in California, which in turn is the highest state in the nation.

The Weather

Maybe elsewhere nobody does anything about the weather however much they talk about it, but here in the Imperial Valley the residents are really doing something about it. For the most part in years past the weather has been regarded solely as a major factor in the development of the Valley's

lush crops, as an unmitigated blessing during eight months of the year and a scarcely mitigated nuisance during the hot months.

But recently the people here have begun to regard the sun as something more than a crop producer. They have found out that it has and will attract innumerable visitors from less clement climes once they hear about what the sun can do for them down here on the border.

And, consequently, people here are telling people there all about this sun business. The results of this telling are beginning to be felt, not greatly yet, but surely on the increase. "Selling" climate is a long and slow process. Witness the years and the millions spent by Florida and by California southern coastal cities before they really began their tourist harvests.

Of course, a community must have more than just good weather to entice visitors. These need adequate shelter for one thing, and, for a more important thing, they

want and demand "something to do" while they're soaking up climate.

The remarkably rapid growth of new and modern motels in the Imperial Valley in the past three or four years is a sure sign that local persons and not a few outsiders are foreseeing a rich tourist harvest here.

This part of the country has an advantage over many other tourist-seeking areas in that it has the international flavor of Mexico's immediate proximity as a starting point. The man-made attractions of dude ranches and such will come along, though the skeptical say that they'll need a lot more pushing than they've been given yet.

However, the start is good and sound. The programs of the tourist trade depends upon too many diverse factors to permit any prediction on timetable accuracy. But the people are really doing something about the weather, not just talking about it.



HOOVER DAM

Desert Rich Too

In order to reach the heartland of the Imperial Valley from any direction the traveler has to cross a desert. Maybe that's one reason that the year round verdure of the growing crops and the lush fields are all the more appreciated when the traveler arrives.

But in those deserts too are fascinations that must be known to be appreciated. Some of the more only by the hardy over difficult trails and paths. But many more lie nearby within reach of all.

And desert jauntings offer one of the most popular of pastimes even to the old timers who live here the year around.

The Imperial desert has been slower coming into its own as a resort center than some other similar areas, possibly because of its greater distance from population centers, more probably because of lack of appreciation by outside capital of the opportunities which exist here.

But the day of the resort is coming inevitably unless war hinders, as it might do, within the coming decade.

The desert's fascinations range from the delicate and rarely tinted flowers that peep up from the sand to the sunsets, from the wierd mishapen cactus forms to the strangely shifting sand dunes; from the below sea-level waters of the great Salton Sea to the rugged mountain fringe about the Valley.

Those desert flowers are no less than marvelous and are particularly profuse in those springs following wet winters. The 1951 display in the Imperial desert promises now to be of particular beauty that will attract thousands from afar.

The Salton Sea at the north end of the valley is a phenomenon of nature exceedingly rich in varied interest and of vast potential development value. Here some of the great speed motor boat races are now held annually on the oft-times turbulent bosom of the lake 80 miles long by ten in width.

Beginnings of future tourist centers have been made at various places on both north and south sides of the Sea but because of the impelling interest of the agriculture of the District in the Sea as its storage space for waste waters, progress along these lines has been slight and slow.

There are some curious prehistoric vestiges along the old shore lines of the lake, of Indian fish traps, shells of many kinds, petrified palm trees and other items indicating that the sea was once a well inhabited place.

Rock hounds make frequent visits out into the desert and adjacent mountain areas seeking and finding many forms of minerals and semi-precious stones to which they devote hours of patient toil in polishing and preparing for exhibition and sometimes for sale.

There are some who claim that Pegler Smith's lost gold mine is somewhere in these hills, and there are abandoned workings of old prospects in the upper reaches. Prospectors still wander looking.

Oyster beds, or big hills of compressed oyster shells and coral reefs in the desert offer puzzles to the geologically inclined. And there are many other rewarding finds to make for the adventurous.

While the District has taken its fruitful lands and has



PIONEER LAND AUCTION



MEXICALI BULL RING

International Flavor

The international flavor of the Imperial Valley adds much richness to its living and its interest. There's rarely an out-of-state visitor who comes here for more than a day or two who doesn't make at least one journey "south of the border" and thoroughly enjoys the experience.

For many of these casual visitors, the night life of gay Mexicali provides plenty of entertainment in the many beautiful cafes, where the music and the dancing and singing are strictly of the Spanish variety, and beautifully strange to unaccustomed ears.

To others the shops that line both sides of the extension of the crossing thoroughfare in Calexico present ever-fascinating and colorful varieties of souvenirs from the delicately hand wrought jewel encrusted silver ornaments, the fine carved leather work, clothing combining the craft of modern artisans with the designs of the Spanish and Indian cultures that are so gracefully blended in Mexico today.

And while with its different language, its different laws and ways Mexico is indeed a foreign country to the uninitiated, the closest of ties, social, commercial and intellectual bind the interests of the people of the Imperial and Mexicali Valleys.

Fundamentally the basic economy of both valleys is the same, agriculture and livestock. And both owe their origins to the half cen-

tury ago beginnings of the development of the Colorado river.

The closeness of these historical ties, with all the struggles of the pioneers, their visions and heartbreaks, their disasters and triumphs are best of all depicted in the moving pageant of what has become one of the outstanding historical outdoors presentations in America, the annual International Desert Cavalcade at Calexico on the border.

In the pageant, residents of both Mexicali and Imperial Valleys take the part of pioneers of both countries mark the course of the Mexican Capt. Juan Bautista De Anza, Fremont's soldiers, the trappers and miners and priests and adventurers who preceded the colonists.

Mexicali has grown immensely since the war, experiencing the greatest boom of its history, under the enlightened administration of Governor Alfonso Garcia Gonzales of Baja California, a builder of roads and dams and other job and wealth-creating public works.

But while Mexicali has been progressing commercially and industrially it is losing none of its flavor. And now, too, the visitor in these parts can go further south over new roads to some of the finest fishing grounds anywhere on the waters of the Gulf of California.

Yes, that international flavor adds much to the zest of a visit to this part of the world.



BAJA CALIFORNIA CATCH

Festivals Add Gaiety

Early springtime is fun time in the Imperial Valley. It is during February and March and sometimes early April when produce shipping is about at its peak that the Valley cuts loose for the benefit of the home folks and thousands of visitors who come in attracted by festivals and winter sunshine.

First of the festivals this year was the Carrot Carnival at Holtville. This progressive little community between Brawley and the eastern desert brags about being the Carrot Capital of the world and annually puts on a show that visitors come to see from far and near. They concluded their show yesterday.

With "Bugs Bunny" as their carrot-eating mascot, Holtville folks go to town with carrot crate coaster tournaments, queen contests, carrot recipe contests and the usual trappings of carnival shows and the Great White Way to say nothing of dances, parades and other events.

The California Midwinter fair at Imperial, this year beginning its nine-day stand Feb. 24, is the county fair magnified ten or even a hundred fold from its founding days. It gives a great authentic cross section of the Imperial Valley's wealth in agriculture, livestock, education, industry and all its other varied activities. And, as a country fair should, it has horse

aces and myriad entertainment features.

But, from the visitors' standpoint, the International Desert cavalcade outranks all the others in majesty, beauty, historic and international significance.

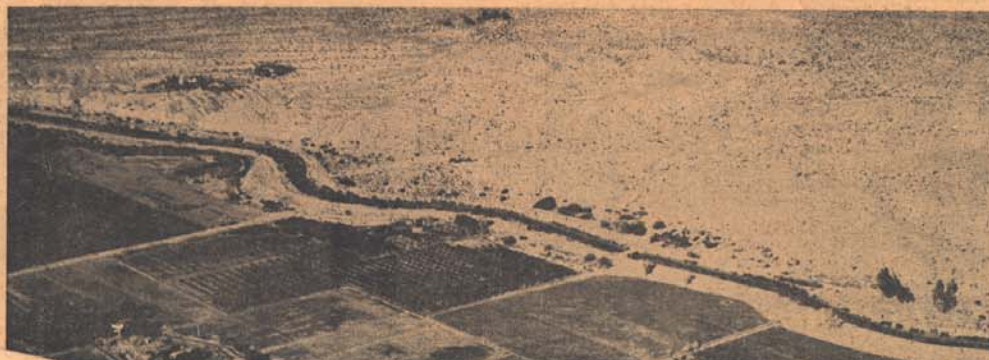
The three-day cavalcade of which the pageant is the crowning glory brings together the people, adult and children, from both sides of the border in gay and friendly festival, and thousands of visitors throng to see the international parade, probably the most varied and colorful of any held annually in the southwest.

The children's parade is always a fascinating section of this march which winds the main streets of both Mexicali and Calexico. Then the riding units from near and far, men and women in gay western and Mexican attire with gorgeously caparisoned mounts, attract awed admiration.

But the most unique feature of the parade and one that evokes probably the most interest is that of the ancient horse- and ox-drawn vehicles of the historic days. The cavalcade has the greatest single collection of these vehicles in existence.

The cavalcade this year will be held March 9, 10 and 11 with the parade the morning of the first day and the pageant the next night, Saturday.

Yes, there is fun in the Imperial Valley too.



ALL-AMERICAN TRANSFORMS DESERT



GREETINGS ROTARIANS



In the true spirit of Rotary fellowship, here is our cordial welcome to the land where sunshine is king. We are extremely proud that the Rotarians have selected Brawley as their headquarters. We know you will enjoy a memorable western get-together. If you have visited the Imperial Valley before you know first hand of our friendly spirit. If this is your first visit, we know you will want to return again to renew the friendships you have made. Remember, there is always a standing invitation for you to visit us anytime you can. Come again friends.

KING'S



HARDWARE HEADQUARTERS WELCOMES VISITING ROTARIANS

There is always a friendly hand outstretched to you in Imperial Valley and in any Imperial Hardware Store you visit. We are happy to greet the visiting Rotarians on the occasion of their most welcome visit to Brawley and Imperial Valley. Today here in Imperial Valley you will find a bountiful garden where only a short 50 years ago there was nothing but barren desert. We are proud of the job our people have done to develop this land of ours. We are proud too to be numbered among the pioneer firms who have helped to build this winter garden. We know your visit here will be a pleasant one, and we shall do everything we can to be of service to you during your stay here.

Imperial Hardware stores are located throughout Southern California and Southwestern Arizona. Perhaps there is one in your hometown. If there is, you know it for courteous, helpful service. Imperial Hardware is now in its 42nd year of friendly service to our customers.

E. TED KIPP, Manager, Brawley

IMPERIAL HARDWARE CO.
15 STORES TO SERVE YOU



Busy Industry

With two exceptions every industrial plant of any size at all in the Imperial Valley is devoted to processing and handling agricultural commodities. The two are the US Gypsum plant at Seeley which uses the rich gypsum deposits in the western foothills for the manufacture of building materials produced principally for west coast construction activities.

The other is the new Superlite corporation plant near Calipatria which manufactures an increasingly popular form of pumice block, also for building. Much of the product of this plant goes to Arizona where the home office of the company is located at Phoenix.

Otherwise industry is strictly agricultural from the huge beet sugar manufacturing plant of the Holly Sugar company three miles south of Brawley to the ranch home dehydrating plants for making of alfalfa meal for stock feeding, from the dairies to the ice plants.

Big cattle operators and some independents have built nearly a score of large dehydrating plants and a considerable part of the Valley's great alfalfa production, four or so crops a year, finds its way to eastern feedlots in this ground alfalfa meal form.

The Imperial Haygrowers last year put up a new alfalfa seed processing plant in Brawley to process another important part of the alfalfa crops. This plant, incidentally, cost in the neighborhood of \$150,000.

Northrup-King, nationally known seed outfit, put up a new mill and elevator at Imperial to serve their phase of agriculture.

The California Central Fiber company, handles flax and other straws principally for use in eastern paper manufacturing mills.

The Southwest Flaxseed association, a large progressive cooperative, handles this product and others for a considerable number of growers at their plant and offices in Imperial.

The Western Cottonseed company has recently come into the Valley along with the revival of local interest in cotton after a lapse of many years in which the crop has not been grown locally. They have announced their intention of erecting two cotton gins, one in the Northend, one in the Southend, to serve producers in those areas.

Boxmaking is another industry solely designed to serve agriculture. The packing sheds might be called industrial, but their function is principally one of servicing. The huge ice companies are industrial, located at the major shipping centers to serve the vegetable and fruit shippers.

There are others, mostly minor in nature.

Research Pays

Of course the Imperial Valley is blessed with a marvelous climate for growing things; farmers order all the rain they want by telephone; the soil is good and the industry of the farmers has no peer. All of these things contribute immeasurably to the over-all prosperity of the area.

But no one of them, nor all of them, could continue to account for the progressively enlightened type of agricultural practice used here. Research, more research, and still more research is aiding greatly to keep agricultural production here not only abreast of the worldwide competition it faces but, in the main, way ahead of it.

Nowhere are the farmers of a region more keenly aware of the importance of science to their business. They demonstrate this by the way they not only encourage but aggressively support experimentation of all kinds calculated to improve methods and crops and yields.

A major demonstration of this support of research is afforded at the southwest irrigation field station of the US department of agriculture located on a tract of several hundred acres immediately south of Brawley.

Now the department of agriculture maintains experiment stations at many different places in the country, and all perform notable service of one kind or another.

But the southwest irrigation field station was a gift to the department by the Imperial Valley Farmers association, a non-profit organization of enlightened growers and shippers interested in making the southwest the greatest agricultural region in the world. The station is now but two years old, and work is still in progress in completion of the buildings, laboratories and other facilities needed to equip it fully for the long-term tasks ahead.

For instance, this station already has the greatest collection of varieties of flax ever gathered together in one place, 600 of them. From these the station directors are working tirelessly to find those species or combinations of species which will produce the best results under the climatic, soil, water and other conditions peculiar to this area.

Research continues without let in other fields of special interest and value to the Valley such as in the development of the most palatable, most disease resistant, and most desirable marketwise types of honeydews, honeyballs and canteloupes to be found anywhere.

On the station's current agenda of experiments is also work with tobacco, medicinal and special crops, sugar plants, cotton, cereal crops, fertilizers, alfalfa, forage crops and many others.

Another station of great value



HOLLY SUGAR FACTORY

is operated by the agricultural extension division of the University of California at their Meloland station. While this station has been and now is engaged in many types of research, among its major contributions have been its work in animal husbandry and allied fields, designed to serve the great livestock industry of the Valley.

Nor should the immense contributions of individual growers be overlooked. One progressive farmer, Warren H. Brock of the Brock ranches, spent months of travel and research in the Near East arid regions gathering seeds and information about agricultural products grown there in comparable arid conditions.

The Desert Seed Company has been another pioneer of experimentation and has developed many valuable flower seeds that have gained world wide sales and recognition. Many other individuals and firms have likewise made important contributions on their own.

Family Fun

One doesn't have to be a hunter or a fisherman, a golfer or a mountain climber to find recreation in and near the Imperial Valley. There are lots of recreation opportunities afforded of a far less strenuous but equally enjoyable nature to be had in a dozen different ways in scores of different places.

The fisherman or the golfer doesn't usually take his family along with him to help enjoy his favorite pastime. It is sometimes said that he vigorously objects to family participation.

But all the family can get out and enjoy the lakes. Two splendid moves toward the formation of state aquatic parks within the

Valley have been made through the efforts of business men of both Northend and Southend in recent years.

In the Northend, Wiest lake, a sparkling body of water, has been recovered from virtually a useless slough into a delightful water recreation spot for all the family. There, already, motor boat and just plain rowboat enthusiasts get out for an hour or an afternoon on the water and join around the tables under prepared shelters for their picnics.

The area surrounding Sunbeam lake near Seeley in the Southend hasn't progressed quite as far but is none the less a potentially fine water recreation spot, that will undoubtedly give much pleasure to thousands. Other similar areas are on the planning table with the long-term aim the establishment of a chain of water recreation parks in the Valley to be included ultimately within the state park program.

The sand dunes provide fascinating playgrounds for family outings where the children can build their castles of fantasy in the clean white sand and their elder brothers and sisters can explore at will while Mom and Pop take it easy in the shade of the car.

Wild flower hunting is another picnic style of outing that brings joy to many homes. Then there are the nearby mountains and their never-ending variety of hiking and exploring jaunts for young and old.

And one of the best things about these Valley outings is that they can be taken most of the months of the year without fear of being driven away or restrained by adverse weather. Just take along your picnic basket and plenty of water and a good time is assured everybody.

(Continued on Page 8)



PACKING VALLEY MEAT



**Brawley Welcomes
ROTARY
International
President
ARTHUR LAGUEUX**

On Behalf of Our Pioneers, living and dead,
whose vision foresaw and whose determina-
tion created an empire of wealth . . .
we of Brawley extend a warm welcome to
all visiting Rotarians.



**Marvin Lewis
JEWELER**

PHONE 717-J
562 MAIN ST. — BRAWLEY

Rotary Ann Geraldine

"Marvin"
Has lived in Brawley 27 years
except for a few years he
"hired out to the Army" . . .
and expects to remain here
another 75 years.



WELCOME
International President
Arthur Lagueux
And Visiting
ROTARIANS

Harold H. and Leon R. Brandt of
Brandt Brothers, Insurance, extend
a hearty welcome to the visiting
Rotarians, and wish them a most
pleasant visit in our valley of plenty.

**BRANDT BROS.
INSURANCE**

Established 1928

563 Main Street

Phone 1355

Brawley

**WELCOME
TO
PRESIDENT
ARTHUR LAGUEUX
AND
VISITING
ROTARIANS**



Henry M. Allen



**Allen & Allen
ACCOUNTANTS**

HENRY M. ALLEN
MALCOLM E. RYAN

Over 20 Years
In
Imperial Valley

TELEPHONE 1080

111 So. 6th St. Brawley



Malcolm E. Ryan

**WELCOME
To
BRAWLEY**

Welcome to our International President,
Arthur Lagueux and Rotarians everywhere!
Our hospitality is exceeded only by the
ever present Imperial Valley Sun.



**Brawley
Plumbing &
Electric Co.**

160 SO. PLAZA

PHONE 19

Rotary Ann Fredes

"Bill" came to Brawley way back in 1936
and decided in '37 to again do a little
plumbing on his own . . . and today, Bill
allows he's done quite a bit of "Plumbin'."



WILLIAM JORDAN



Year-Round Hunting, Fishing

Imperial Valley sportsmen haven't the time to spend endless hours oiling shotguns and tinkering with fishing reels. Because of the variety of fish and game in the Valley and the easy access to hunting and fishing places outside the Valley, there is no off or repair season.

Right now the scattergun and fishing pole crowd is awaiting the final week of the month when the large-mouth black bass start hitting down on the Hardy river in Mexico.

Some of them have already begun making trips to the Colorado river area to the east, and they are just recovering from the rigors of the migratory fowl-hunting season—one of the best for geese in recent years.

You might think the 100 plus temperatures in the summer would melt or at least slow them down. Not so. When the fish start running in the surf on the coast they take off for San Diego, some hundred and a half miles away, or to San Felipe in Baja California, a 135-mile drive over a recently completed paved road.

About the time the ocean fishing tapers off in the early fall, the dove season opens. Hordes of coast hunters invade the valley, one of the few places the birds are found.

Then follows the pheasant season and possibly the quail season. The season on quail was closed this year, but indications are it will be open in 1951.

Center for duck and goose hunt-

ing is in the Northend on the shores of the Salton sea, one of the stopping off spots on the Pacific coast flyway for hundreds of thousands of migratory birds.

Ducks, in particular, are so plentiful farmers have joined with sportsmen in promoting the planting of feeding areas on marginal land near the sea to keep the birds away from the crops.

But it is the bass fishing which

fishing license costs but \$2, which covers the best fishing season, March and April.

How big are the fish? In other parts of the country a five-pound bass is rushed to the taxidermist. In the valley a five-pounder causes little conversation. It is termed "a nice fish."

Persons in the valley who don't own a shotgun or fishing pole miss some of the best diving. But most persons own one or the other and usually both.



PHEASANT RAISING

Lettuce Golf

Imperial Valley's top sports event, the 23rd annual Lettuce golf tournament, got under way yesterday and will continue until Sunday at the short, but exacting Del Rio country club course north of Brawley.

An army of produce workers and officials, men from transportation

FROM FIELD TO FAIRWAY

industries, and top amateur golfers are on hand for the world's richest amateur tournament and one of the largest.

By Wednesday evening 256 golfers will have tried out the 5890-yard Del Rio layout in qualifying rounds and will be ready for a crack at the match play and more than \$5000 in merchandise prizes.

Large as the entry is, the field would be even larger except that there aren't enough daylight hours to get more than 256 players around the course each day. And the sponsors of the tournament, the Brawley Mens Produce club, has had to set the maximum entry at 256.

Two things are unique about the tournament. The toughest players get second billings and the event is financed largely by selling cars of lettuce donated by local produce men.

In order to keep the spirit of the tournament alive, the field is divided into the lettuce flights and the guest flights.

Only men in the packing, transportation, and allied industries are eligible for lettuce flights and the 16-man lettuce championship flight, winner of which is tournament champion.

Others go in the guest flights, and in recent years the fame of the rich tournament has grown such that it has attracted topnotch amateurs from the Coast and desert regions to make the first guest flight the toughest flight and a difficult event to win.

Competitors in the Lettuce championship are far from hackers, however. Some of the best Im-



FOR FLYING SPORTSMEN

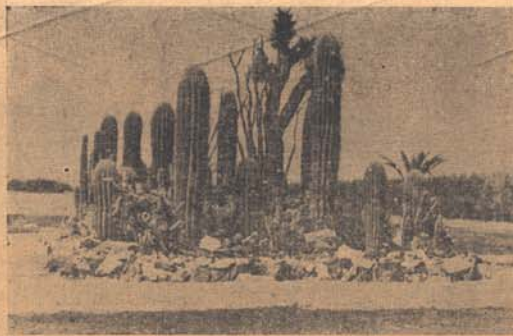
perial Valley shotmakers are eligible for the championship and have had singular lack of success in winning the event.

In order to keep competition in the Lettuce championship even the field is handicapped. And to add to the interest the 16 championship qualifiers will be sold at at Calcutta auction Wednesday night.

Prices on the players in past tournaments have often soared to four figures.

However, it isn't the rich Calcutta, the numerous railroad presidents that may be in the field, or the outstanding golf played that makes the tournament so great.

It is a golf tournament, a golf tournament where the average golfer can win something valuable. Mr. Golfer who shoots slightly over his head and wins the runner-up spot in the consolation of the 16th flight in all probability will go home with a complete set of grade A woods for his prize.



WEIRD CACTUS

Varied Transportation

No area in the country is more dependent upon transportation for

its well being than the Imperial Valley with its vast production of

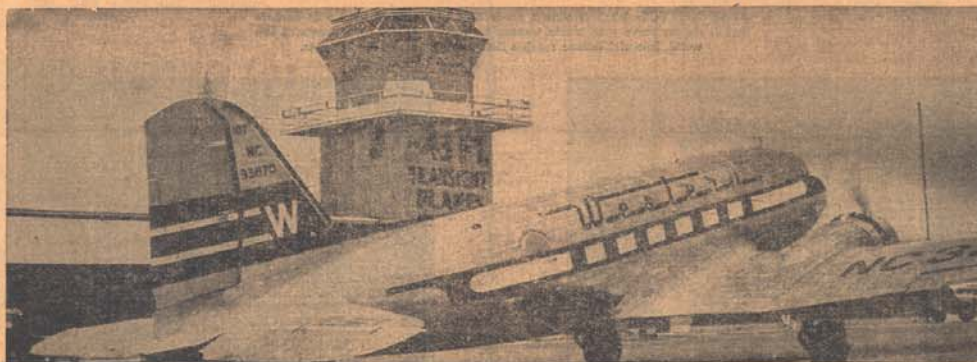
perishable crops.

Railroads, highways and airways all enter into the fulfillment of the Valley's transportation needs.

But one railroad system serves the Valley, the Southern Pacific, and in 1949 the county agricultural commissioner estimated that it took 89,073 freight cars to move outbound the Valley's agricultural and mineral production.

Add to this the thousands of cars needed to bring into the Valley all the materials and goods needed to service the farms, fertilizers, seeds, machinery and the like, to say nothing of the manufactured articles, food stuffs and other commodities required for the population of more than 65,000 and you come nearer to realizing the importance here of the railroad.

The Southern Pacific has been a vital force in the Valley since the beginnings of its development. The late E. H. Harriman, for instance, (Continued on Page 11)



QUICK TRAVEL

GREETINGS



ROTARIANS

We welcome the opportunity to be hosts to President Arthur Lagueux and visiting Rotarians. Although the Imperial Valley is known far and wide for its agriculture, it is also one of the finest winter vacation lands anywhere. We hope your visit here will be a memorable one.

- AUTO PARTS & SUPPLIES
- AUTOMOTIVE MACHINE WORK
- HAND TOOLS & EQUIPMENT
- WELDING EQUIPMENT

SHANK & KRETZ MACHINE & AUTO PARTS

141 N. 5th St.

Brawley

WELCOME TO IMPERIAL VALLEY!

It's a pleasure to welcome our fellow Rotarians to Imperial Valley. Enjoy our sunshine and famous hospitality . . . we are glad to know you.



SCHENIMAN PAPER CO.

429 Main St. — El Centro

W. A. "Bill" Scheniman

El Centro Rotary Club

WELCOME

TO VISITING

ROTARIANS



Welcome to Brawley, where the sun spends the winter, where the wheel of Rotary is always in motion.

We offer you the hospitality of an Empire of Wealth, where a few short years ago there was only desert . . . filled with fear, thirst and despair . . . out of which strong men built a paradise.



JOSEPH T. DU PREZ EXCAVATING CONTRACTOR

"SERVING THE ENTIRE VALLEY"

- General Dragline Work
- Specializing in Drainage Excavation

PHONE 534

437 S. Imperial Ave.

Brawley



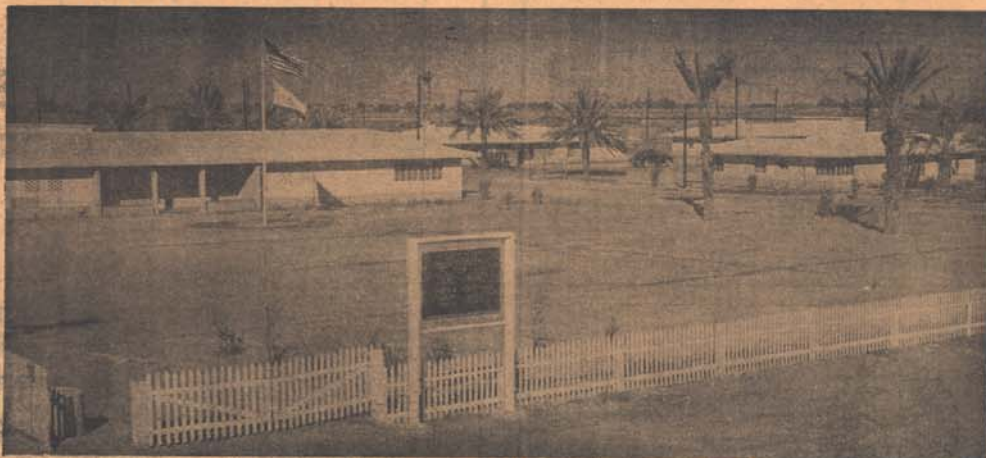
LUSH LETTUCE—Workers strip a ready field of Northerland lettuce as packers box it on the move with trucks waiting to hurry it to the salad bowls of the world. Imperial lettuce reaches first to all points of the compass.



NOTED EQUESTRIENNES—Mounted groups are features of Imperial Valley festivals and a favorite year around pastime.



HOME FRUIT—Many Valley homes have their own backyard citrus trees. This lady is gathering fruit for her own table.



EXPERIMENT STATION—University of California's Meloland station experiments have contributed greatly in many ways to the progressive improvement of Valley crops through constant scientific development of new and sturdier species of many varieties.

used every facility at the command of the railroad to help stem and repair the disastrous Colorado river breaks of 1904 to 1906.

Truck transportation has become an increasingly vital factor in the economy of the Valley with the development of highways and the increased carrying capacity of the trucks.

In the early days of both the Valley and of the automobiles, the sand dunes between here and Yuma interposed an almost insurmountable barrier to their use. But ingenuity won and a single lane plank road was laid on top of the shifting sands and the desert was conquered for the motor vehicle. But the trip from Yuma across those dunes to hard ground on their western side was a real adventure.

The trucks roll 24 hours a day now over first-class highways, the

main ones paved, the others hard-surfaced, and vehicles of every description take valley products out and return needed articles and commodities.

Highway improvements since the end of the last acknowledged war have greatly expedited the movement of cars and trucks with the result that crops move out with express speed.

Air transportation is not nearly as highly developed yet as many hope it will be and others think it should be. Daily passenger and express service between the Valley and the coast and Yuma is all that is currently available. Experiments started on the air transportation of perishables several years ago somehow faded, although that possibility has not been forgotten.

Transportation is vital here and for the most part fulfills its functions admirably.



BROAD HIGHWAY



PIONEERS MEMORIAL HOSPITAL

Valley Rallies For Defense

As the nation gets going again on a great preparedness program for a new war that's been raging for months now, the Imperial Valley is responding again with all-out cooperation as it has on two previous occasions within the generation.

While the Valley is not considered a vulnerable spot for A-bomb attack by the defense planners of the nation, the people are acutely conscious of two weak spots in the armor of its comparative isolation from major industrial and population centers.

First of these is the proximity to Mexico, a few miles south, on a route that has been used and could easily be used again for the influx of subversive agents, saboteurs and the like sent via Mexico to disrupt defense activities and create havoc in this country.

The second is the immense importance of protecting the works

along the Colorado river against sabotage. The Colorado river supplies the blood that must course through the veins of the Valley's canal system to maintain the life of its agricultural industry.

For these reasons and the others that touch everybody in the United States the Imperial Valley is thoroughly defense-minded. Imperial county was among the first in the state to set up a network of defense councils, completely coordinated for mutual protection.

Every city in the county now has a defense council that is in operative trim, and while they need perfecting, they would be ready within very little time to meet almost any emergency. The major cities have already set up skeleton air raid warning cadres of personnel, and these recently had their first workout reporting plane movements to a regional information sifting center.

(Continued on Page 12)

WELCOME
VISITING
ROTARIANS

WELCOME
To
BRAWLEY
And The



PLANTERS HOTEL

Management & Staff

On The Plaza

Phone 920

Brawley

BRAWLEY
WELCOMES
VISITING
ROTARIANS



BURRIS BROS.
PRINTING
and
STATIONERY

Telephone 610
628 Main St. Brawley

IRA "BUD" BURRIS
Has Been In Brawley For 35 Years
... "Has Decided He Will Stay."



DESERT FLOWERS

The Imperial county Civil Air Patrol is a particularly efficient unit manned by experienced fliers who have worked together for years and who hold frequent test flights. The sheriff's air posse is another defense unit in constant preparedness to meet any alert.

There is complete coordination among the law enforcement agencies of the county, and the California Defense and Security Corps already has several units well under way to be ready to supplant the National Guard when local units are called into the federal service.

There are only two active establishments in the county. One is the widely known and highly efficient Navy Air station near El Centro which was used extensively for Navy and Marine corps pilot training in World War II and is now a

center of parachute experimental work for the armed forces and of Navy pilot bombardment training.

The other is the atomic energy commission installation on the south shore of the Salton Sea. Nobody outside of its limits knows what the mission of this establishment is save that it is of the highest hush-hush nature.

The Imperial Valley is daily sending its young men into the various services. And its people are ready to serve again in whatever capacity may be required.

Its Culture

Don't let anybody get the idea that because the Imperial Valley is close to 100 per cent agricultural in its economy that it's rube's

haven or that the hay sticks out over everybody's topper. The cultural, spiritual and educational interests are nurtured as well and as intelligently as the lettuce fields.

While not boasting or emulating metropolitan centers in these matters, residents of the valley find time for the appreciation of the old truism that "man cannot live by bread alone." And its citizens have built up food for the mind and the spirit and the intellect as well as food for the table.

The school system of the county, from kindergarten to junior college rank with the best anywhere in the state, and California, it is well known, spends more per capita on school children than any other state and pays its teaching staff higher salaries than any other.

There have been vast improvements made in the school plants

of virtually every district in the county since the war and two additional districts have recently authorized bond issues to supplement state funds for new buildings.

Boys and girls attending schools here have as fine an opportunity to obtain educations as any children in the land.

In Brawley alone the elementary schools put up a million dollars worth of new buildings within the past two years for the elementary grade students and plan additions to that large modern plant. The high school district voters recently authorized a new \$400,000 bond issue for improvements.

Forty or more churches of all the major and some of the minor denominations serve the spiritual needs of communities throughout the length and breadth of the Val-

(Continued on Page 14)

Greetings

To Visiting

ROTARIANS

Welcome To

Brawley

In The Heart of Fertile
Imperial Valley



Imperial GRAIN GROWERS, Inc.

FARMERS CO-OP.

"Serving Imperial Valley Farmers since 1922"

Sales & Storage of Grain

Los Angeles Sales Office

Members of Los Angeles Grain Exchange

8th and 'E' STS. — BRAWLEY

Roy M. Bellwood
35 years in Imperial Valley

Associated With
Imperial Grain Growers Inc.
Since 1936



Desert Air Sanitarium

"A Friendly Place"



**Providing Experienced, Competent
and Friendly Care for the Following:**

- Medical
- Physical Therapy
- Chronic
- Elderly
- General and Post Polio Convalescent

As is generally known, Imperial Valley's dry warm climate is usually beneficial to those suffering from arthritis, rheumatism, sinusitis, etc. It may well be therefore, that this is the start of an important medical as well as economic development for Imperial Valley.

Phone or Write for Complete Details

Desert Air Sanitarium

610 So. Imperial Ave. — Phone 1583
Brawley, California

"Where The Sun Spends The Winter"

GLAD TO SEE YOU ROTARIANS!



Brawley and Imperial Valley Rotarians say welcome to our fellow Rotarians from all over the Southwest. It is our privilege to serve as your hosts during your visit here. We are proud of our community and the Imperial Valley. We are proud of the things our people have accomplished in a brief span of years to build one of the world's greatest agricultural areas. We want you to enjoy your stay here and to come again . . . soon.

Mickey Gillen
Brawley Rotary Club

At Your Service . . .

MICKEY GILLEN INC.

Dodge - Plymouth Service

190 No. Plaza — Brawley — Phone 950

And

SHELL SERVICE

8th Main St. — Brawley — Phone 429

WELCOME

International President
Arthur Lagueux
And Visiting
ROTARIANS



Rotary's high standard of Ethics, and unselfish Community Service is recognized everywhere.

Brawley Rotarians have . . . and will keep the Rotary Wheel in motion.



Dr. J. W. Graves
Optometrist

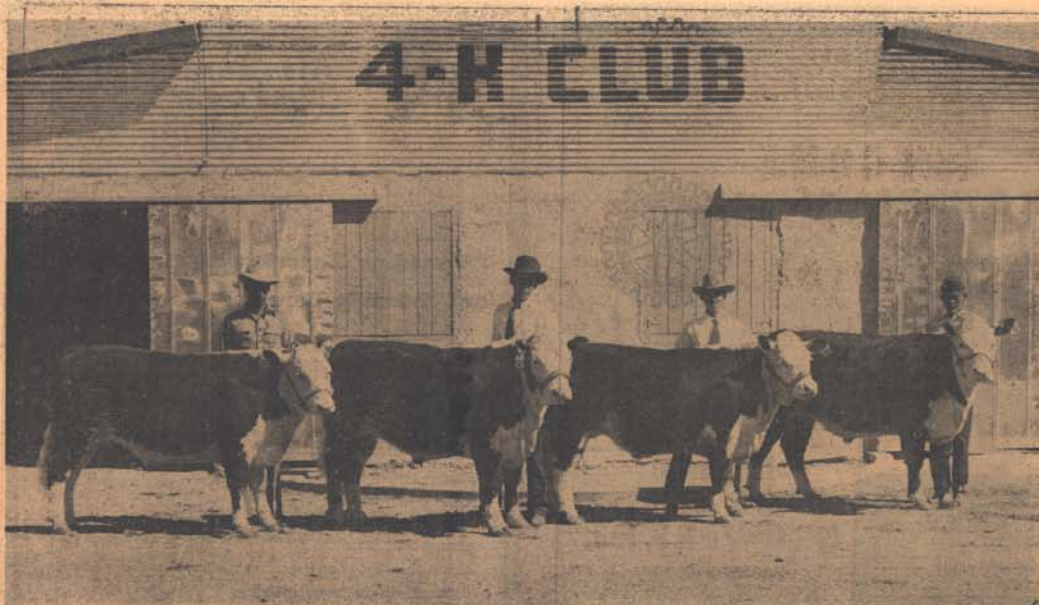
PHONE 363

540 MAIN ST.

BRAWLEY



"Wendell"
Rotary Ann Roberta



4-H CLUB PRIZE WINNERS

ley. The considerable attendance at these places of worship speaks well for the high character of this comparatively young country and for the interest of parents in providing their children with the life-rounding stimulus of adequate religious training.

Church edifices range from the stately spires that would do credit to a great city to the simple one room places set apart in outlying sections, all imbued with the same seriousness and straight forwardness of others who follow the gospel.

To bring in the pleasures of fine music and the stimulant of thought provoking speakers, citizens of the Northend and of the Southend have formed self-supporting organizations devoted to these purposes.

The result is that world renowned speakers and artists annually bring here their gifts of rare entertainment, their informed addresses on world affairs and far-away places.

Man does not need to live by bread alone in the Imperial Valley. Rich cultural nourishment abounds here also.

'Where the Sun Spends the Winter'

It used to be the people in the Imperial Valley sought escape from the rugged heat of the summers by running off to the mountains and the seashore for just as long as they possibly could during the hot weather.

But those were the days before the development of air conditioning, the greatest boon to year-round comfort of living that has ever come along in these parts. And air conditioning of homes has only come within the reach of most people since the end of World War II.

Of course, in the earliest days there wasn't even electricity to agitate a fan with and those pioneers really had it tough. The weather, it must be admitted, discouraged not a few would-be settlers into giving up almost before they got started.

But now the living is gracious the year around. Office buildings, where the white-collared used to slave over their books with kerchiefs about neck to keep the sweat from staining the pages, are

as comfortable for work today in August as they are in February.

The same holds good of stores and virtually all business places and shops, to say nothing of the homes.

In the country the well-to-do-ranchers are using a modern desert type of architecture of insulated construction which together with air conditioning of modern equipment, keeps the homes delightfully comfortable no matter what the thermometer may be saying outside.

Of course, for two-thirds of the year or more the climate here is ideal in the "Land Where The Sun Spends the Winter." But having conquered the bugaboo of summer heat now, living is truly gra-

cious the year around in the Imperial Valley.

With machine power supplanting manpower on the farms and ranches, the owners and managers of these properties are finding more time for leisure. And with the pressure for unrelenting labor eased, more and more attention is being given to the home surroundings.

Swimming pools are becoming as much of a commonplace in town places and ranch homes of the Imperial Valley as they are in Hollywood. Shaded by trees and surrounded by landscaped grounds these pools are a delight for the owners and for their friends and neighbors and make for pleasant relaxation in leisure hours.



GULF OF BAJA CALIFORNIA



DESILTING POOL, IMPERIAL DAM



GRACIOUS RANCH HOME

We
WELCOME
Visiting
ROTARIANS
To Brawley



TITSWORTH MILLS INC.



• **LOADING** • **STORAGE**
COMMERCIAL CLEANING AND
TREATING OF ALL
GRAIN AND SMALL SEEDS.

• **FEED MILL AT KALIN**
FEED YARD.

Established 1934
Telephone 1488
New Calipatria Hi-Way, Brawley

LEWIS P. TITSWORTH

"LEW"

Rotary Ann Esth  r



Welcome
International
ROTARY

President Arthur Lagueux
and
ROTARIANS

WELCOME
to
BRAWLEY

Walter G. Ulloa

Public Accountant
Phone 1426

108 S. Plaza Brawley

Rotary Ann Margaret

A resident for 29 years, and proud of the city of Brawley. . . . "Walt" has been engaged in public accounting since 1944.

Walt's Slogan:
"Live in . . . and build a
better Brawley."



The Sweetest Business In The Imperial Valley
The HOLLY SUGAR Company



Imperial Valley's
Newest Major
Industry . . .

Built in 1948, the multi-million dollar Holly Sugar Company plant represents Imperial Valley's newest major industry. Direct from nearby fields, sugar beets are shipped to our Carlton plant south of Brawley where the complete process of sugar extraction and purifying takes place. The sugar is stored in our giant silos to be later packaged and shipped to your neighborhood market.

In addition to the manufacture of sugar, a constant program of research is underway in our laboratories to develop new products and agricultural techniques.

ROTARIAN Harry Henderson,
Manager

ROTARIAN Robert Barr,
Chief Agriculturist

HOLLY SUGAR

Carlton Plant In The Imperial Valley
5 Miles South of Brawley, Calif.

BRAWLEY, Calif.

In The Heart Of One Of The
WORLD'S RICHEST
Agricultural Areas!



Welcome Rotarians To America's Famous WINTER GARDEN

It is with pleasure that the City of Brawley welcomes Rotarians from all over the west during your visit to our city. We know that you will receive a cordial welcome in the true spirit of western hospitality for which Imperial Valley is famous. While you are here we want to extend you every convenience to make your visit here a memorable one. We want you to enjoy our sunshine, our town and our interesting tourist attractions. You'll see some of the richest farming lands in the world, all reclaimed from the burning desert by our hearty people. We are a growing community with a sound agricultural economy and an increasingly important tourist trade. We are sure you will find Brawley, California, a fine place to visit again and again. For additional information contact our Chamber of Commerce.

While You Are Here Visit Our Tourist Attractions Nearby:

Salton Sea, Mullet Island, the boiling Mud Pots, Paint Pots, Holly Sugar Mill, All American Canal, Sand Dunes, Weist Lake, Petrified Forest, Painted Gorge, Old Mexico, Vegetable Packing plants and farm lands.

BRAWLEY CHAMBER OF COMMERCE

Vital Statistics BRAWLEY, CALIFORNIA In The Heart of Imperial Valley Where The Sun Spends The Winter!

1950 Census Population	11,885
Telephone Connections	1,306
Water Connections (July 1, 1950)	2,041
Building Permits	\$982,877.00
Gas Connections	2,423
Post Office Receipts	\$79,112.31
Retail Businesses	361
Wholesale	24
Auto Courts	4
Hotels	7
Trailer Parks	2
Hospitals	1
Sanitariums	1
Physicians	12
Dentists	3
Theatres	3
Produce Shippers	12
Packing House Equipment & Supplies	4
Insurance Agents	8
Mortuaries	2
Machine Shops	20
General Contractors — Licensed	7
Auto Dealers	4
Feed Mills	

FIELD CROPS: (Total acres 353,794)
Alfalfa, Barley, Oats, Wheat, Bermuda, Flax,
Sudan, Sugar Beets, Permanent Pasture, Hubam,
Clover, Berseem, Castor Beans, Horse Beans,
Safflower, Cotton.

Field Crops	1949
Fruits and Nuts	28,794,385
Vegetables	858,501
Truck Crops	22,677,791
Animal Industries	8,626,122
Misc. Items	16,375,165
Seed and Cut Flowers	3,264,394
Soil Improvement Payments	1,488,900
GRAND TOTAL (1949)	92,220,404