

Charles D. Furrill.

**CALIFORNIA
FOR
THE SETTLER
PRIMER**

**SOUTHERN PACIFIC
PRIMER SERIES
No. 3**

CHAS. S. FEE
Passenger Traffic Manager

JAS. HORSBURGH, Jr.
General Passenger Agent

SAN FRANCISCO, CALIFORNIA

Did You Ever See a Sunset?

I mean SUNSET MAGAZINE which tells every month by pictures—the best pictures ever—and stories—the most fascinating western authors can write—all about the wonderful reconstruction of San Francisco and the thousand and one topics of California and THE WEST—as strange and interesting as Arabian Nights and TRUE. Yearly subscription \$1.50, including a portfolio—Road of a Thousand Wonders—120 California and Oregon pictures in four colors. Send ten cents for sample copy to

Sunset Magazine

FLOOD BUILDING

San Francisco

California

CALIFORNIA FOR THE SETTLER

Why should you settle in California?

That is the question.

Will you kindly stop shucking corn long enough to take an interest in the answer?

You are not shucking corn? Oh, well, you are doing some other work. Perhaps you are not comfortable even then.

Stop it—stop it for one hour and *think*.

You are not *satisfied* where you are if you are east of the Rocky mountains.

That is true, is it not?

If not, it is as well for you to go on shucking corn.

California has 100,837,520 acres of land, of which only 40,970,268 have been used enough to be assessed.

The other sixty millions may include ten or fifty or one hundred acres that should be yours. The demand for land constantly and steadily increases; the supply remains unchanged.

Some of the best land in the world is in California. The land that will increase most in value in the next thirty years is included in that 60,000,000 acres. Mark that. The unimproved, untaken land of California has less

price set against it in proportion to its real value than any other earth. *Government land, land laws, irrigation, arid lands, railroad grants*; find out what these terms mean.

Now, let us consider the other 40,000,000 acres that have an assessed value. There we find more acres than in Iowa, and with a rural population of only one to one hundred acres. This is proved land, near railroads, with churches, schools, villages and towns, good roads. If you do not care to go into the backwoods and let civilization hunt you, you can find what is needed in these 40,000,000 acres.

California needs you and needs you sadly. The farmers and fruit growers we have are busy with their own ranches. They are *settled*. They don't leave; they are good Californians, but they are prosperously busy.

A large part of the 40,000,000 acres is owned in the cities by capitalists who don't know a watermelon from a gourd. They want to sell to *men who know how to farm and to raise things*.

Many a place may be taken as an example. The owner has never seen it. He is too busy with city affairs to look after it. He is willing to subdivide and sell it at \$25 to \$125 per acre, but he says: "Where are the farmers to buy it? I have no time to spare to colonize, to hunt them in the East." Now, *you* should make it unnecessary for him to hunt you in the East.

You need a little capital for a start in California. Do not be deceived by the statement that California is a "rich man's country."

The things wherein California is richest are free to all.

To become a land owner you need to come to California with a few hundred dollars.

If you are interested in my question and you have a few hundred dollars, you can do well in California. You can do better on the average than anywhere else in the world.

That last statement is strong, but you write to Passenger Traffic Manager Charles S. Fee of the Southern Pacific, Flood Building, San Francisco, and ask him (1) to put you in communication with people in different parts of California who have come here with slight means in the last few years, and (2) where to apply to get reliable information about land in different sections where you can be as successful as they.

That is fair, is it not?

After a while you may call on him in your automobile and tell him the result.

Now, what can you do with the land?

What do the present residents do with it?

I am writing in Santa Clara Valley with many ranches of twenty and thirty acres. Nearly every rancher has a telephone, a good buggy horse or two, one or more bicycles, takes one or two daily papers, buys from hucksters his bread, butter, milk, vegetables,

eggs and chickens, has a nice home with lawns, flower gardens, ornamental trees, etc.—and has time to be active socially. These fruit growers have their ups and downs but do not sell out—nor do they elsewhere in California.

Did it ever impress you that a man owning improved land in California rarely cares to sell?

These people must be doing something with their land. *What?*

To begin with an old industry and one of less imporance *relatively* year after year, they are shipping to the newly awakened empire in the East and to hungry Europe a million barrels of flour, a billion pounds of wheat, three hundred million pounds of barley (to say nothing of corn and rye and oats) each year—and in addition furnish America itself with much grain.

Yet California, producing so well all that is common to both semi-tropic and temperate latitudes, will have its future in intensive cultivation and variety of products. The grain crops, always to be important, are not the source of California's material greatness.

Fruit—In that over all the world California reigns supreme. Today, the people of France are eating California prunes, the people of Germany, California apricots, and the people of England, California *fresh* peaches, plums, pears and apples.

The State sent out 60,000 carloads of fruit, nuts and vegetables last year. Look at the savings bank accounts—there is one bank in San Francisco with \$50,000,000, in *savings* deposits and another with \$30,000,000. All over the world went this fruit—green or cured or canned. There were oranges, lemons, grape fruit (pomelos), prunes, beans, asparagus, celery, walnuts, apricots, almonds, olives, raisins, figs, mustard seed, onions, potatoes, table grapes, wine grapes, peaches, pears, cherries, apples, plums, nectarines, pomegranates, rhubarb, olives, olive oil, melons and all kinds of green vegetables and berries.

These products are staples. There is a sure and increasing demand for all of them. English walnuts are worth as much as they were ten years ago. An orange grower sitting by me tells me his orange orchard on Colton Terrace is the best investment he ever made. I happen personally to know the results of sales from 200 carloads of Santa Clara cherries this year—and the profits were quite satisfactory. You are welcome to the names of the growers. California apples are sold on the trees sometimes a year before the crop ripens, and the 2,000 carloads from the Pajaro Valley will yield in a fair year a profit of two hundred dollars per acre on the average. I can refer you to cases of potato and onion growers at Stockton, Salinas or Sacramento who have made over \$125 per acre net,

returning in some instances the cost of the land. That was an extraordinary season—yet the average is good enough. Ask the raisin growers around Fresno what profits raisins now bring in seedless form in cartons, and what the fig industry in its new commercial form promises. The price of prunes is deemed very low, yet will not stay so look into this matter of prunes—it may be your opportunity. Asparagus raised in the neighborhood of San Francisco Bay paid well, the canneries buying it eagerly. Beans in the great bean district between San Luis Obispo and Oxnard on the coast are selling at prices that bring fair returns. Ask the farmers we refer you to. So each industry may be analyzed and the source of California's wealth determined. California commands distance considered, far and away the lowest freight rates in the world. So all markets are brought to her feet.

Of course, you need common sense in California as elsewhere. You can plant prunes where you should plant oranges and vice versa—and suffer for it. The very diversity of California's soil and products makes intelligence most valuable

Maybe you are interested in cattle raising, dairying, poultry and hog raising and kindred work.

Very good!—California is the place for *you*. Stock needs but little shelter the year

round. The grazing land is yet large; scientific feeding is yet in its infancy. The dairy farms pay magnificently, and ten people should be raising poultry where there is now one.

The greatest of forage crops, alfalfa, does best in California. Four crops a year, almost two tons per acre per crop, can be raised. One acre keeps a cow in green feed the year through.

Hog and sheep raising are paying well, too. In the river lowlands the hog is coming into his own.

The best wheat and oat hay in America is raised in California; stockmen in the East send for it each year for their finest animals.

Sugar is becoming a great California product. The growing of sugar beets needs little capital. The sugar factories in some instances rent the land; in all cases they contract before the crop is planted to take the output at a fixed price. This season it is \$4.50 per ton at the nearest factory—and a Salinas Valley friend writes me that he will average on his crop twenty to twenty-five tons to the acre.

In the opinion of many, the wine industry is to attain ten times its present proportions and the hundred thousand acres of grapes grow to a million. Each year the export trade increases largely.

In California are over 16,000,000 acres of redwood, pine, spruce, fir and cedar timber. No lumberman need be out of employment.