

# ARCADE PARK

The Pasadena  
Of Northern California

THE CREAM  
OF THE  
HAGGIN GRANT

Ben Leonard Co. Agent  
617 J. St. Sacramento, Cal.

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Sutter Engrave



## What Other People Say About Arcade Park.

Sacramento, California, March 7th, 1912.

TO WHOM IT MAY CONCERN:-

We, the undersigned, residents of Sacramento City, personally acquainted with the land known as Arcade Park Tract, recommend this tract to prospective home-seekers and purchasers. We believe that every buyer who will properly plant this land to Oranges, Lemons, Almonds, Walnuts, Olives, Peaches, Grapes and vegetables or other products, and care for same will make good. Personally knowing the Arcade Park Company, and Ben Leonard Co., Selling Agents, we know them to be thoroughly reliable, and that those who may buy land from them, will receive honest and courteous treatment.

*Wm. Bedman* President Peoples Savings Bank  
*W. R. Root* County Recorder  
*W. W. Barnett*, Cashier The Capital National Bank  
OF SACRAMENTO

*Peter Shieles* Judge of the Superior Court  
*Walter L. Rennie* Secy. Hall Lumber Co. Whole-Sale <sup>man</sup>  
*Reynolds & Whitman*, Engineers & Surveyors.  
*J. N. Spaulding* Secy. Collector  
*Am. S. R. Jr.* President of the Sacramento Theatrical Co. (inc)  
*J. H. Holland* Vice Pres. Sacramento Valley Trust Co.  
*John Clauss* President Clauss & Kraus Packing Co.  
*J. R. M. Bloomer*, Horticultural Commissioner Sac. Co.  
*F. Gregory*, Deputy County Clerk. Jac. Co.





AN ORANGE ORCHARD NEAR ARCADE PARK

## Arcade Park

**WHERE IT IS.** Arcade Park is one of the most beautiful and productive sections of the famous Sacramento Valley, and comprises about 1620 acres.

It lies right at the very door of the live City of Sacramento with its 65,000 population. It takes less than an hour to bring your produce by team to the city, sell your goods, do your shopping and return the same forenoon, eat dinner at home, and then be ready and free to do your work about home and farm.

Remember, that Arcade Park is only six (6) miles from the State Capitol building, and that the most distant farm tract is less than  $\frac{3}{4}$  of a mile from Sacramento's new Del Paso Park.

Leaving Sacramento by Twelfth Street and crossing the American River, you enter a magnificent highway known as the Auburn Road. This splendid macadamized County Road runs directly to and through Arcade Park.





MAP  
216  
512  
1912

A TYPICAL CALIFORNIA HOME, NEAR ARCADE PARK

## Arcade Park

**WHAT IT IS.** The name of Arcade Park is singularly appropriate, as the rolling character of the ground and the White and Live Oak growth indicates.

The soil is a rich, sandy garden loam, easily worked, and capable of raising every description of fruits, flowers and vegetables. It is particularly adapted to oranges, citrus fruits, walnuts, almonds, etc., and when it is remembered that oranges ripen here fully six weeks earlier than they do in the South, the advantages to growers are obvious.

Chemical analysis shows that every tract is ideal for fruit growing. The soil is free from alkali, has no adobe, is rich in plant life, and wonderfully productive. With an unsurpassed quality of soil, plenty of water, and an almost perfect climate, farming must prove most profitable. Man, not nature, would be responsible for any failure to produce profitable results.



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## SOME FACTS AND FIGURES ABOUT SACRAMENTO

Population of Sacramento City (census 1910), 65,000. (Lowest mortality rate).

Manufacturing, agriculture, business, railroad and shipping center.

One hundred and forty passenger trains in and out of city each day of twenty-four hours. (Steam and electric). Three transcontinental lines (Steam). Four interurban lines (Electric). Others building.

Headquarters main construction and repair shops of Southern Pacific and Western Pacific Railways.

Six miles of water front on navigable stream (Sacramento River). Four competing river transportation systems.

Cheap power from two of the world's largest hydro-electric systems.

Competing electric light systems. Natural as well as artificial gas.

Sacramento City has not had a bank failure in past thirty years.

The agricultural region spreading out on every side is vast and fruitful, versatile in production and fertile beyond comparison.

Sacramento ships 80 per cent of California's deciduous fruits; exports the earliest oranges and pomeloes grown in California; possesses some of the largest vineyards and wineries in the State. Flowers bloom during entire year.

Magnificent streets; boulevards, parks, business blocks; schools and churches. All religious denominations represented. Finest art gallery in the West. Splendid social and fraternal clubs.

## IRRIGATION

The owners of Arcade Park have made many successful tests for water with wells of varying depth in different parts of the tract and found the supply to be inexhaustible. The cost of boring a well and installing a pumping plant sufficient to irrigate 10 acres is very small compared to the cost of other irrigation systems. The superiority of irrigation by pumping is evidenced not only by the small initial cost, but by the fact that you can have the water whenever your orchard requires it and are not dependent upon the regulations provided under the ditch system which limits you to certain days for irrigation.

The owners of Arcade Park guarantee the purchaser that an abundance of water can be obtained within a reasonable depth. An independent pumping plant means simplicity and economy in irrigation. Power for operating is obtained by electric motor or gasoline engine, the former preferred by many on account of the extreme simplicity of operating and the small cost of maintenance. In either case the cost for power would not exceed \$25 per season for five acres.

## ELECTRICITY

Arcade Park also enjoys all the benefits and conveniences of electricity—not proposed, but actually being installed.

Think what this means to you. Electric lights for your home and electric power for your pump and all your machinery, at city cost, which, by the way, is a great deal cheaper in California than in the East.



TRACT NO. 286 IN ARCADE PARK, CONTAINING 7 65-100 ACRES, AT \$250 PER ACRE





PICKING ORANGES IN MIDWINTER NEAR SACRAMENTO



TRACT NO. 146 IN ARCADE PARK, CONTAINING 3 54-100 ACRES AT \$250 PER ACRE



14W - I 1912 County vents

## ORANGES, NUTS AND FRUITS

### Oranges

Oranges have been one of the greatest sources of profitable productions in California. Over 30,000 boxes were shipped last year from Sacramento County and the oranges grown in the vicinity of Arcade Park are acknowledged to be without a peer. The fact that the northern orange ripens from four to six weeks earlier than those in the south makes it possible to cater to the Thanksgiving and Xmas trade ahead of all others and the seedless, juicy and fragrant fruit is eagerly sought for and brings high prices. Orange trees begin to bear about the fourth year after planting, increasing steadily and indefinitely up to fifty years. The average income of a young orange grove is from \$100 to \$200 per acre, then advancing to three, four and five hundred dollars per acre per year.

### Nuts

Nuts are a prolific source of revenue in the Sacramento Valley. The English walnut does exceedingly well; 15c per pound is the average price.

Luther Burbank has one tree that has produced as high as 712 pounds of nuts per year.

It is a very conservative statement to say that a full bearing walnut tree should produce, on an average, 200 pounds per year which on a planting of 27 trees to the acre (40 feet apart), would yield an annual income of \$810 per acre. Almonds pay on an average of \$100 per acre profit. They are quick growers and easily cared for.

### Small Fruits

In addition to an unlimited supply for household purposes, the small fruits such as straw-

berries, blackberries, loganberries, currants, etc., make a valuable addition to the family income. The growth of the vines in the course of a season is enormous and you can have ripe fruit upon your table long before the berries in the East have begun to bud. The land in Arcade Park is particularly adapted to every description of small fruits and with the generous use of water which can be so easily obtained will grow practically everything known to the market gardener.

### POULTRY

No section of California is better adapted for the profitable raising of poultry than Arcade Park. The rolling ground affords natural drainage, the mild Winters, practically free from frost, assure the poultry raiser eggs nearly all the year round except when the birds are moulting. A few acres stocked with chickens can easily be made a source of independent living. Typical poultry ranches similar to the photograph shown herewith of from two to ten acres will net you an income of from \$500 to \$3,000 per acre. Any man of ordinary intelligence, and who is not an invalid, can by a little energy and common sense quickly master the business and enjoy life under the most ideal conditions free from the blight and heat of Summer and the freezing cold of the Eastern Winter.

### ALFALFA

A patch of alfalfa is a valuable addition to an Arcade Park farm. It is not only an ideal feed for the family cow, but also is a valuable adjunct to the poultry farm. Six crops per year have been obtained in the Sacramento Valley with irrigation, a fact which can be easily proved by overwhelming testimony.



TRACT NO. 52 IN ARCADE PARK, CONTAINING 4 57-100 ACRES AT \$250 PER ACRE



MAP  
2912  
512 ap  
1912



A TYPICAL CALIFORNIA POULTRY FARM, NEAR ARCADE PARK



TRACT NO. 12 IN ARCADE PARK, CONTAINING 8 12-100 ACRES AT \$250 PER ACRE