

NORTHERN CALIFORNIA
CITRUS FAIR
FEB. 13-18, 1911
SACRAMENTO

**IN CONNECTION WITH CONVENTION OF
WESTERN FRUIT JOBBERS
ASSOCIATION**



PREMIUM LIST
1911

Northern California
Citrus Fair

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SACRAMENTO, CAL.

FEBRUARY 13th to 18th, Inclusive, 1911

The Growing Importance of the Citrus Industry of Northern California

By Senator Chas. B. Bills

Oranges have been grown in Northern California for a great many years; in fact almost as long as in Southern California. It was considered, however, some ten or twelve years ago that early oranges were not a good commercial venture for the reason that Floridas were preferred in the East for the Thanksgiving and Christmas trade, and California could not expect to do anything in the East until the oranges from the Key State were well out of the way. This condition, however, has been rapidly changing on account of the growing popularity of the California navels, owing to their being seedless, juicy and of excellent color. The result has been that the early Navel is now considered the desirable one for marketing. The most conclusive proof of this is shown in the large acreages that have been taken up in Tulare County by growers from Southern California. Some of the very shrewdest operators in Southern California have fastened onto desirable orange tracts in the North, and this in itself is going to be a big factor in making the orange business of Northern California a permanent success, for the reason that these very growers will be satisfied to hold back their shipments in the South until their own shipments in the North get well out of the way. During the past two seasons there has been a strong effort made to have Sacramento become the gateway for Northern California oranges the same as its deciduous fruit. It is rather admitted that the people of Northern California have known little of the commercial possibilities of their oranges for the reason that Los Angeles has marketed almost all their product. The market information, possibilities of this fruit, etc., has really been held in the South rather than actively disseminated from Sacramento. With the change of conditions there is no question but that the people of the North will rapidly wake up to a knowledge of the great possibilities of this industry north of the Tehachapi.

The North has many advantages. First, her Navels are the very earliest and are all shipped before there is any danger of frost. In fact, the best evidence of this is shown by the Australians, who annually send to this city for their supply of Navels for their requirements. Another reason is that the oranges in the North are of good large size, due unquestionably to the stronger soil. In fact, the question of small sizes is becoming so serious in Southern California that at a recent convention held at Pomona, a committee was selected and sent to Washington for the sole purpose of having the Secretary of Agriculture investigate the question of DECADENCE OF CROPS in the southern part of the State. This is not said with any idea of reflecting on the excellent citrus conditions in the South, but solely to show that in the North we have been better cared for by Nature and it is up to the men to take advantage and develop the industry to the fullest extent.

To give an idea of the extent of this industry, last year up to December 20th, there were shipped approximately 2500 cars of Navels. This does not include the shipment of Valencias and lemons, consequently it can be seen at a glance that this is really an industry to be conjured with because it means a great deal of money returned at a period of the year when the deciduous crops are all gone. This in itself constitutes quite an interesting feature. By having such a splendid array of deciduous fruit in the North together with citrus fruit, it gives an opportunity of lengthening the season by at least two months, and thus affords a better opportunity for labor to obtain longer employment. The marketing agencies of Sacramento are all keenly alive and tuned up after a vigorous season of marketing deciduous fruits and are thoroughly alive to the possibilities of all markets, so they



Oranges Flourish and Ripen Early at Sacramento

are able to give the citrus fruit first-class, vigorous attention, whereas other sections that are just recovering from the long Summer slumber have to be spanked into shape before they can get the pulse of the markets, which is essential indeed to the proper handling of business.

We are mentioning marketing here for the reason that it is naturally coupled with the citrus industry and one affects the other. This past season there was really not enough good fruit to supply the Thanksgiving market. This will unquestionably result in closer investigation into the soil and climatic conditions of different localities and the hunting of the earliest spots. It is only a question of time until Navel oranges will be planted and shipped on a far greater scale in Northern California than is the case to-day. The chief reason for this is that the market is always good up until Christmas.

The fruit industry is now looked upon as a purely commercial venture by those engaged in the growing of same. Therefore, this early shower of gold will result in large plantings on an investment basis because of the certainty of harvesting a crop at an ideal marketing period and free from frost danger, thus making the planting of orchards safe and remunerative. It can, therefore, be said that the Navel orange industry is scarcely beyond the infancy period in the North, and what the results will be ten years from to-day is quite beyond the power to estimate even by those engaged in the business.



Scene at our Newcastle Plant during the fruit season of 1910, where nearly 400 cars of fruit were pre-cooled before loading into cars for Eastern shipment.

Our Method of Pre-Cooling Has Made Good

To remedy the unsatisfactory conditions under which California fruit was being marketed was the controlling factor in perfecting our pre-cooling process. From experimental work, we found that the only practical and scientific way to preserve green fruit was to treat each box alike before loading in the car, thereby insuring the condition of every box to be the same on arrival in the Eastern market.

This was accomplished, however, only at enormous expense and untiring effort, but our reward is that we have no rivals in our business. We have the only pre-cooling process that can extract heat and moisture from all kinds of fruit in a way that is practical and rapid, and which, at the same time, preserves the full flavor of the fruit. Every detail of our method of pre-cooling fruit, from the time it leaves the fruit grower's wagon until it lands at the car door ready for shipment, is fully covered by U. S. patents.

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The loss in shipping deciduous and citrus fruits is enormous.

The fruit industry of California is now estimated to be worth about \$125,000,000 per season. About 25% of this is lost every year by improper handling and by decay while in transit to the Eastern market. Our patented pre-cooling process not only eliminated this loss on fruit handled the past two seasons, but added a value of from 5% to 15% to each car of fruit pre-cooled in competition with like fruits from the same section of the State which were treated by the old and more expensive process. That this claim is correct is conclusively proven by the receipt of grateful acknowledgments from local fruit growers and Eastern merchants, who have used our method of pre-cooling fruit before loading in the car during seasons of 1909 and 1910. Correspondence solicited.

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Sacramento and Its Northern Empire

By S. Glenn Andrus, Secretary-Manager of the Chamber of Commerce
of Sacramento.

It is not exaggeration to say that there is no city in California and no territory in the entire state, to which the finger of progress is beckoning with greater insistency, than to the city of Sacramento and the great stretch of fertile country lying to the north of it and cradled in the protecting arms of mountain ranges. In the country between Sacramento on the south and Red Bluff on the north, an industrial empire is building with such rapidity and upon such broad and bold lines as to challenge the admiration of the entire United States.

Into this new empire is marching a rapidly growing industrial army made up of the best blood of the farming East which is coming where it can find conditions 100 per cent with it instead of 50 per cent against it. The years hence are not many when there will be seen an industrial, commercial and civic transformation that will have no parallel in the history of this or of any other nation. This is no fanciful sketch of an overwrought imagination, for there is no other single, unbroken region in the world that is capable of such industrial and manufacturing development as the Sacramento Valley. It is, in fact, far richer in climate, soil, scenery and resources than almost any other equal stretch of country on the globe.

To the visitor in our progressive Capital City it may be necessary to state that the Sacramento Valley stretches southward from the saddle of two mountain ranges just north of Red Bluff to a point about 90 miles east and a little north of San Francisco. Its width varies from a few miles to 90 miles at the point where it joins the San Joaquin Valley on the south. In fact, that latter valley is but a continuation of the great Sacramento Valley.

To the two mountain ranges, the Coast Range on the west and the Sierra Nevada Range on the east, the Sacramento Valley is indebted for a great many of the advantages it has over other favored regions of the West. The Coast Range protects the country from the ocean fogs and winds, while the Sierra Range performs a like service with respect to chilling blasts from the north and the northeast. It is also due to the mountains that there is to be found one of the most peculiar climatic idiosyncracies to be found in any country. Despite the law of nature, that the temperature increases about one degree for every degree of latitude going southward, the temperature near the north end of the Sacramento Valley, nearly 700 miles north of Riverside and Redlands, is from a degree to two degrees warmer the year around than in Southern California.

Should you be an orchardist or a student of horticulture, the full import of this climatic reversal is at once patent. To the farmer who wishes to locate in California and who has not, mayhap, heard of the Sacramento Valley in connection with the fruit culture, it may be explained that this peculiarity of temperature means that he can raise earlier fruit in the north than he can in the South. This, in turn, means that he can reach the early markets and can command the very highest prices for his products. The full force of this statement should be borne home to every one of the visiting fruit raisers and fruit distributors.

I do not wish to be understood as stating that all of Northern California is either a citrus or a deciduous fruit country, but I do wish to empha-



Over Ten Carloads of Fresh Vegetables Are Shipped Each Day

size the fact that there are large territories where both are being raised and where both can be raised to the very best of advantage because of an early period of maturity. In this connection it may be said that land on which fruits can be raised to advantage can be had in Northern California at about one-third the price that fruit lands can be had in Southern California. The reason for the difference in the price of the land is not to be found in the soil conditions, for as good, as deep and as fertile tree land is to be had in Northern California as is obtainable anywhere in the entire State.

The reason is to be found in the newness of the development. The years will be few ere fruit land of the Sacramento Valley will be a scarce commodity in the market. When that time shall have arrived, the orchardist will find market conditions that cannot be duplicated anywhere on account of the earliness of his marketing season and will also find that the "unearned increment" of his holdings will have repaid him ten fold for the little amount of pioneering he was compelled to do.

And just a word about the term "pioneering." Has it ever occurred to you that modern civilization and scientific research have robbed this word of all its terrors? There is no longer such a thing as pioneering in California in the sense in which that term has been used for a half century. The pioneer of the farm to-day is a man who lives, if not within the sight of a railroad train and within the sound of its whistle, at least within easy reach of the best mediums of transportation. He is not isolated and cut off from civilization and its advantages. In Northern California, for example, which is the country in which we Sacramentans are most interested, the settler in any portion of it, is in close touch with both steam and electric transportation of the most modern and improved kind. Within a very few hours he can be in Sacramento or San Francisco, if he chooses. Fur-

thermore there is no region of the Sacramento Valley that is too remote from civilization to have its telephone service, its electric power transmission line and its bi-weekly visit of the provision wagon.

By means of his telephone, his automobile, his steam and electric transportation, the modern pioneer of the Sacramento Valley is always in touch with the market conditions and always in position to avail himself of the best prices.

It is the knowledge to-day that on the farm is to be found freedom, health and contentment with the same expenditure of brain and muscle that are used in the city with indifferent success, that is causing thousands of tired and discontented city dwellers to seek the farm. And it is to such that the Sacramento Valley beckons most strongly for in it can be found nearly a 100 per cent favorable opportunity either for the skilled agriculturalist or for the man who comes unlearned in the art of agriculture, but who is willing to expend his best effort of brain and muscle. I wish to insist upon the point that to such the Sacramento Valley appeals strongly, for in no other part of the State are agricultural possibilities so great and certainly in no other part of the State is there such a certainty of increase in the values of his holdings, be they city, town or country property.

The City of Sacramento and the Valley of Sacramento to-day are chief among the only places in California where values have not reached a point commensurate with the development shown. And this will not be the condition long, for each succeeding year finds the fruits, the vegetables and the many products of the north coming into greater repute with the consuming public. When it is generally known, for example, that the best orange land can be had in the Sacramento Valley with water right for **from \$125 to \$175 an acre**, there will be such an influx of settlers as will soon lead to a substantial increase in their value. And so it is with lands of all kinds.

Like the climate, this is an idiosyncrasy of the Sacramento Valley, but unlike the climate, it will not last forever. What, it may naturally be asked, has so long delayed the development of this wonderful territory? The answer is to be found in the great grain and cattle ranches which the old pioneers of California established in the gold rush days of the State. Many of these pioneers have held out against progress until the past two years, when they have been compelled to let go of their vast holdings to make way for the eager farmer who has been insistently knocking at the door of fertile Northern California for the past ten years. At the south end of the valley stood the great Haggin ranch like a great stone before the door of progress of the City of Sacramento. The very knowledge that Haggin would sell his holdings gave the city an impetus it had not known for many many years and the breaking up of the 44,500 acres of land at our very doors means an added population of at least 50,000 to this city.

To the north of Sacramento there was formerly a series of great ranches, such as the Cone ranch in Tehama County and the Glenn ranch in Colusa and Glenn Counties. These enormous land holdings made the Sacramento Valley the greatest grain producing region on the globe, but they were an effectual bar to agricultural and commercial progress.

Of all California the Sacramento Valley seems to have most impressed the historian, Bancroft, who clearly saw as early as 1889 the ultimate breaking up of the enormous land holdings acquired by the men who made California history in the early fifties. In his prophetic vision, Bancroft saw the waters of the Sacramento River and of the many streams that come roaring and tumbling and leaping down the mountain sides into the valley below, spreading their life-giving quality over the semi-parched lands; which had piled

up golden fortunes of grain for their owners who had come to California seeking an entirely different golden avenue to wealth.

And now this vision of the historian is being fulfilled to the utmost letter, for between Sacramento and Red Bluff there are between 400,000 and 500,000 acres of as fertile land as the sun shines upon which are being placed under irrigation and made ready for the hand of the intensive husbandman. Right here let me say that there is no region in the United States that is so blessed with life-giving streams as is the Sacramento Valley. In it are single streams whose waters are available for irrigation and which have an annual "run off" that is greater than the combined streams used for irrigation in Southern California.

If I were asked to name the second greatest, or perhaps the greatest factor contributing to the success of the Sacramento Valley, I would name the Sacramento River, which is one of the noblest of streams. It might well be called the life-giver of the Sacramento Valley. It is navigable all the way from Red Bluff to the Bay of San Francisco, between 300 and 400 miles. It is not only navigable but it is navigated and in the future the commerce of this great river is, I believe, to greatly increase. Along its banks are many thousands of acres of the most fertile bottom lands in the world, making it a veritable Nile in its agricultural possibilities. The products of these bottom lands are placed upon steamers and brought to market and to tide-water at Sacramento and at San Francisco. Were it of no other value, the good which the Sacramento River accomplishes as a barrier against excessive freight rates would be of inestimable value. So long as this navigable waterway lies alongside the farms of the Sacramento Valley, freight rates, except upon the highly perishable products, cannot rise to the prohibitive point. In addition to this fact, the valley is being rapidly provided with competition in the transportation line and there is nothing like competition to produce better service and prevent excessive rates.

The one essential fact that I should like to impress upon the readers of this article is that the Sacramento Valley presents conditions to-day to meet the full requirements of every kind and character of farming and to meet them in a way that will admit of a greater increment in values than in any other portion of the State.

There is one class of prospective farmers to whom the Valley of the Sacramento will appeal strongly and that is the class that wants out of door farm life in a splendid and productive climate but does not desire to be buried or marooned on the farm. The lines of the Southern Pacific Road thread the valley from end to end and the lines of the Western Pacific traverse the valley as far north as Oroville. In addition to this the Northern Electric line has pierced the valley as far north as Hamilton, Chico and Oroville and to the south, the Western Pacific and the Central Traction to Stockton, and will extend still further. All of these lines of transportation are easily accessible to every farming community in the valley. The farmer is, therefore, only a few hours from the biggest centers in California. Should he seek other amusement in forest or of stream, he is also within a few hours of the most interesting mountain resorts on the Pacific Coast and also within a few hours of the finest hunting and fishing grounds in the United States. Attesting this are the enormous flights of wild geese and ducks in the fall and winter and great flocks of Canadian honkers can frequently be seen feeding in the stubble by the roadside. Both the Coast Range and the Sierras as well as the Siskiyou Mountains are the paradise of the hunter, of the camper and of the fisherman.

Now just a word about Sacramento which lays first claim to this incomparable empire that is building to the north of her. Upon studying the map of California the thoughtful man must be impressed with the strategical location of Sacramento. It is, as a matter of fact, located geographically with respect to the greater portion of California just as is Chicago with respect to the greater portion of the United States. The geography of Chicago is such that the tonnage of the country on all sides of it must drain into and through it. This geographical fact has made Chicago the greatest tonnage distributing center in the United States. It seems to me, likewise, that the accident of geography is destined to make Sacramento second only to San Francisco, the greatest tonnage distributing center certainly of California if not of the Pacific Coast.

In this connection it must not be forgotten that money has been appropriated for straightening the Sacramento River and at the same time making it a deep water way for ocean going vessels. When this work shall have been accomplished and the northern empire shall have been fully builded

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upon an agricultural foundation, the great tonnage from the north will come to Sacramento for transmission to boat for its long journey westward over the bosom of the Pacific to the Orient or through the Panama Canal to the peoples of Europe, or it will begin its journey here by rail to the Eastern markets or to the Atlantic seaboard for transmission to the ships that traverse the Eastern sea.

In view of these facts I think it may be said that when the Panama Canal shall have opened for California the markets of the world, when the peoples of the far east shall pour through the canal to renew on the shores of the Pacific the old struggle for supremacy that was waged ages ago between the east and the west, when all of the tillable lands in California shall have been put under the husbandman's care, when all of the water power from the mountains surrounding the Golden State shall have been harnessed to do the bidding of man and when the final commingling of the races shall have produced on the Pacific slope a new civilization rivaling that of ancient Greece, then will Sacramento be the mistress of a northern empire which shall be sufficient unto itself and which shall submit to the supremacy of none.

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