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Fruit growing for profit in the  
Newcastle Fruit District ...



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# FRUIT GROWING FOR PROFIT

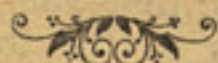
IN THE

NEWCASTLE FRUIT DISTRICT

Among the Foothills of the

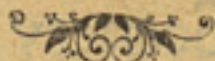
Sierra Nevadas in

PLACER COUNTY



The Banner Green Fruit

Section of California.



Issued with the endorsement of the  
NEWCASTLE DEVELOPMENT AS-  
SOCIATION, Newcastle, California.



The Home of the Orange, Fig, Olive,  
and all other semi-tropical fruits  
of North America



READER, If you are coming into California over the Southern Pacific R. R. Company's Ogden Route

## LOOK OUT

when descending the west side of  
the Sierra Nevada Mountains

## AND YOU WILL SEE

that you are rapidly approaching the great Sacramento Valley which is one of the most fertile areas on earth; that you are descending from the higher to the lower mountains, and into the foothills. Therefore, after having passed the snow shed system, watch the left side of the track for - - -

## The Grand Scenery of The American River

and soon after having passed Cisco and Blue Canon, which are noted Summer resorts, Cape Horn and other grand views will engage the attention. Then follows Colfax, Weimar, Applegate, Clipper Gap, Auburn and - - -



# NEWCASTLE

## The Great Foothill Fruit Section of California



Before reaching this point, it would be well for you to see the conductor of your train, and obtain a five days stop over ticket for Newcastle. This costs you nothing but will afford you a chance of seeing for yourself before passing

## NEWCASTLE

This town is in Placer county, California, and is situated in the rolling foothills of the Western slope of the Sierra Nevada mountains, at an altitude of 970 feet above the level of the sea. It is on the main line of the S. P. R. R., thirty-one miles Northeast of Sacramento, the capital of California, 120 miles Northeast of San Francisco, and about 500 miles North of Los Angeles, in what is known to the old Spanish explorers as the Tierra Templada, or the temperate region, by which term it was distinguished from the Tierra Caliente, and the hot lands of the level plains below the Tierra Fria, the cold lands of the higher altitudes.



## Climate.

This is very moderate, both in Summer and Winter, the average temperature being from 60 to 68 degrees—corresponding with Nice, Naples, Algiers, Smyrna and Messina. During the Summer months the clear blue sky equals in beauty that of sunny Italy. In Winter the cold is not intense, and the location above the fogs and winds from the sea makes them more pleasant than the Summer months in the Eastern States, and contains, by actual comparison, a greater number of clearer and more pleasant days. Flowers bloom during every month. Here the meadow lark, the robin, and other migratory birds take up their Winter abode. In Summer the dryness of the atmosphere assures bodily comfort, the nights are cool, and rest is easy and refreshing.

## Diversity of Production.

The State Agricultural Society, as far back as 1887, incorporated the following in its report concerning Newcastle:

"The next place claiming our attention is the Newcastle fruit district, which includes the country tributary to it. We have now reached the particular place which has done so much to advertise the resources of Northern and Central California—the locality which has secured for Placer county such valuable premiums at all the fairs where Placer county exhibits have been made, and the place



where the individual exhibits have received the greater part of all premiums awarded on citrus and deciduous fruits. In this district, which is located in the warm gold-belt, can be raised everything that can be produced in a temperate and semi-tropical region. To a stranger in California it may appear singular to state that—upon the same acre of land in this district—there can be produced, in the highest degree of development, oranges, olives, limes, lemons, figs, pomegranates, peaches, plums, prunes, grapes, apples, apricots, nectarines, persimmons, blackberries, strawberries, gooseberries, currants, water-melons, cantaloupes, cherries, almonds, quinces, walnuts, chestnuts, barley, wheat, corn, oats, rye, and all kinds of vegetables and grasses. The fact is easily susceptible of proof, and the visitor can, beyond all manner of doubt, be satisfied on this point."

The state of affairs referred to in the above report has been uninterrupted and Newcastle has continued in the course of development, progress and prosperity until today **NEWCASTLE STANDS UNMATCHED** in the particular course of development which has been chosen for it.

The above quotation is strengthened by the following clipping from Bulletin 144 published in September 1902 by the Department of Agriculture of the University of California. This State Institution and the State Agricultural Society are independent of each other, and their reports have no connection with each other.

"The Placer county peach section, which is probably the best, and certainly the largest, green-fruit



producing-section in the State is in the Sierra foothill region at an elevation of from 600 to 1,200 feet above sea level. The large proportion of the peach orchards of this section are to be found in the scope of country extending from Auburn on the Northeast to Rocklin on the Southwest—a distance of 14 miles along the Central Pacific Railway—and covering the country for from 3 to 10 miles on either side of this railway. Loomis, Penryn—and particularly Newcastle—are shipping points in this region of country."

## Soil.

The soil of the Newcastle section is of both slate and granite formation—the latter predominating—and lies in such a manner that drainage is possible, and, as a result, aeration and irrigation of the roots of trees and vines can be perfectly conducted. These are facts worthy of remembrance by the home seeker. Without irrigation and good drainage and aeration, the attainment of the highest degree of success cannot be secured in the orchard. With an abundant supply of water, the orchardist upon the Newcastle sloping lands, is entirely free from what may be termed the caprice of Nature, for the reason that where the natural rainfall is solely relied upon, the supply may in one year be over-abundant, even to the extent of destroying part of the orchard where drainage is deficient, while in another year the conditions may be reversed and part of



the orchard die for want of water. These conditions are alleviated at Newcastle by the existence of an inexhaustible supply of irrigating water, which is constantly available, coupled with the natural drainage of the soil. The highest degree of excellence of all varieties of fruits is attained by irrigation, aeration and perfect drainage. The sentiment of the producers, the wants of the shippers, and the requirements of the trade all demand it. Trees grown upon foothill lands, in connection with which there is this thorough system of irrigation, aeration and drainage, have secured for Newcastle fruits of a high reputation for size, color, flavor and shipping qualities, which, arising from these sources, have created a demand for every pound of Newcastle fruit every year, and the natural result is, that the Newcastle fruit district today, beyond all question, is the most enterprising and profitable fresh deciduous fruit section upon the Pacific coast, and this is the reason for the statement that at this place FRUIT GROWING FOR PROFIT is a firmly established interest, and that the fruit-growers—from the products of the soil and without the material support of bank accounts—have made a showing that cannot be excelled, and, probably, cannot be equaled under the same conditions anywhere in the country.



## Early Ripening Fruits.

The Newcastle growers enjoy the distinction of securing the highest prices for their fruits by being among the first in reaching Eastern markets with the early product of their orchards. Strawberries and cherries put in an appearance early in April, and, before they are marketed, peaches, apricots, plums and other fruits are crowding along rapidly. Before May is over the heavy rush is at hand, and from that time until about the 1st of November a period of surprising activity prevails. This is followed by a short lull until the middle of November, when the orange season opens, and which closes about the first of the new year.

## Fruit Growing for Profit.

Chief among its products—not even second to its gold, which in recent years has turned the eyes of the world toward California—are its justly celebrated fruits. There are thousands of fertile acres from one end of the State to the other; but there are many who have been handicapped by error in choice of location, where some of the conditions requisite for success are wanting. Among the requirements for successful orcharding are an IMMEDIATELY AVAILABLE MARKET, PROMPT and EFFICIENT TRANSPORTATION FACILITIES, and



more important than anything else, for the highest degree of success is an unfailing, ABUNDANT, and ever present supply of IRRIGATING water.

Without a good market, that will at once absorb the product of the orchard, the efforts of bringing to perfection the crops therefrom simply result in loss, and yearly successions of such results soon end in discouragement and abandonment of the undertaking. On the other hand, with the Newcastle orchardist, encouragement is everywhere. If he is a beginner, he has before him the evidence of the successes of the past, the inevitable success of the present, and on all sides the buoyancy of hope in the future. In marketing advantages there is no place upon the Pacific coast that presents such opportunities to the producer as are to be found at Newcastle. All of the largest firms engaged in the shipment of the fresh deciduous fruits of California are represented here, and the grower has the option of selling his crop at the market value at home, or of disposing of the same in the large fruit-centers of the East. The transportation facilities at Newcastle are fully up to all requirements, and any point to which California fruits penetrate may, in season, be supplied with efficiency and dispatch from Newcastle; and today the most distant



# CHOICE

## Farming and Fruit Lands

Near NEWCASTLE, CAL.

For Sale

At Reasonable Prices by  
**Francis R. Wardle & Co.**

230 Montgomery Street: San Francisco: Cal.

points of the United States and Canada are familiar with the superior flavor, great size and distinctive beauty of the fruits of this district.

### Fruit Shipments from Newcastle

There are every year more deciduous fruits raised in and shipped from the Newcastle fruit district to the East, than are raised and shipped by any other fruit district in California, large or small.

The following table for the past three years will serve to illustrate this point:

	SHIPMENTS FROM CALIFORNIA.	SHIPMENTS FROM PLACER COUNTY.	SHIPMENTS FROM NEWCASTLE
1900 .....	6037 cars.	1774 cars.	1054 cars.
1901 .....	5700 cars.	1862 cars.	1165 cars.
1902 .....	7141 cars.	—	1654 cars.

Newcastle shipped over 23 per cent of the total output from California to the East of



# Freeman Hotel

Auburn, Placer County, California

A summer and winter resort. An ideal resting place in the Placer County foothills. One of the noted health resorts of California. Good appointments and prompt and careful service. It is located in a section of rich mines and beautiful orchards. Good roads and driveways throughout the surrounding County. Arrangements can be made by parties at the hotel for drives to the Alabaster cave, the cherry orchards, etc.

green deciduous fruits in 1902. By green deciduous fruit are meant cherries, peaches, pears, grapes, plums, etc.

## Values of Land

Values differ according to location and other conditions from \$15 to \$150 per acre for unimproved and from \$50 to \$150 per acre for tracts partly improved, depending upon value of improvements, etc. Fully improved places range in value from \$100 per acre up.

## Terms of Sale

Are according to mutual agreement. Prices are based on cash valuations. In case of deferred payments ordinary rates of interest are expected. In case of total payments, or in cases of a considerable part of the purchase prices being paid in, some instances a rebate, amounting to the cost of a tourist



# Gillen Hotel

Colfax, Placer Co., Calif

Recently built and strictly new and up-to-date in all appointments. Excellent table, superior service and elegant rooms. In an all round the season resort located at an altitude of 2422 feet. Among the balmy pines and healthful atmosphere of the higher Sierra Nevada foothills in the midst of the grandest scenery along the Southern Pacific Rail road.

## D. C. Gillen, Prop

ticket—from the Missouri river to Newcastle  
—has been offered.

### Schools and Churches.

Educational facilities in Newcastle are fully in accord with the spirit of the times. It has several departments in a well graded school—one of the best in the county—while all of the surrounding school-districts are provided with commodious and comfortable school-houses, where the highest grade of educational talent is engaged. A high school at Auburn, the county seat, four miles away, with a good scholarship, is doing effective work. This school is accredited to the University of California and the Leland Stanford Jr. University, which two are among the leading educational institutions of the United States.



# South Yuba Water Co

PLACER, NEVADA

Suppliers of water for mining, irrigating, electric development and other purposes. Owners of one of the most extensive water sheds in the Sierra Nevada mountains, supplying irrigating water for the most important fruit section of the Pacific Coast. Over 400 miles of canals and lateral branches, Mountain Lakes, Storage Reservoirs, etc. Over two thousand acres in extent.

Main Office, Auburn, Placer County, California.

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## Houses of Worship

Are to be found in Newcastle and in the different towns throughout the surrounding districts, and the spirit of religious and Christian charity is steadily maintaining its ascendancy.

The foregoing lines are a plain statement of facts. No pen pictures are drawn outside of the real condition of affairs. The intending settler in California will find that he has faithfully served his interests by personally investigating.

## To the Reader.

If you are coming into California to locate you naturally desire to secure the best location, but the destination of your railroad ticket and the excitement of the approaching



end of your journey carries you with a whirl through and past this section. You should at once see the conductor of the train and secure the five days' stop over ticket, which will cause you no extra expense. This may be worth a fortune to you hereafter.

If, however, you proceed without interruption to the end of your journey and find things there uncongenial

## Remember

That in this part of California lies a practically undeveloped empire, where fertility, riches and possibilities are now upon the verge of rapid development. It is a part of the golden shores of the Pacific which, in the near future, will not be excelled by any similar area upon earth. This is not an idle boast—facts sustain the full statement.

## Therefore

Simply because you have passed through and have not had these facts impressed upon you you should not convince yourself that you should not retrace your steps this far and ponder upon these statements with which they appeal to you and yours.



## Hotels, Etc.,

Whose accommodations are ample, and in all the neighboring villages excellent provision is made for the traveler. Summit, Soda Springs, Cisco, Blue Canon, Colfax and Auburn are Summer resorts, and the two latter places are noted for this the year 'round. The hotel at Newcastle is a new and well-kept hostelry.

### Don't

Forget to secure from the conductor a five days stop-over ticket. It costs you nothing and may pay you well.

### Don't

Think that, because your ticket has carried you past Newcastle, you know all about the country. You cannot judge of the place from the car window. Its advantages are beyond any opinion formed under such circumstances. Come, look and investigate.



Reception Committee of the Newcastle  
Development Association

Geo. D. Kellogg,	Robert Hector,
H. C. Mitchell,	A. H. Schnabel,
J. F. Madden	



## A Discourse on Climate.

Question—"Is it a fact that in California degrees of latitude seem to have no bearing upon climatic temperature?"

Answer—"Yes."

Q—"Is it also true that in the Newcastle foothills, 500 miles North of Los Angeles, the same climatic conditions prevail?"

A.—Yes.

Q—"What are the evidences thereof?"

A.—"The United States Weather Beureau reports the similarity of vegetation—the orchard productions, such as oranges, lemons and walnut.

Q—"Why are these facts generally denied in the Southern part of California?"

A—"Self interest and a fear of just comparison prompts denial, and gross misrepresentation in many cases. For instance, Southern California has many times had its oranges frozen, and snow has fallen among its orange groves. Photographs of these trees have been taken, and a photograph of another free from snow has been taken—the trees set out side by side and sent as comparison pictures—one representing an orange tree in the South, free from snow, and the other representing a tree in a Northern California orchard

Q.—Is that true?"

Q.—It is, and, further, there are no better oranges produced in the tropics, on the isles of the sea, or anywhere that excel the Newcastle orange in quality.