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No. 1

Almond Nuts and the Consumer

By MACK C. COATS

CALIFORNIA SHOULD SUPPLY TO THE CONSUMER OF ALMONDS, IN THE UNITED STATES, TEN TIMES THE PRESENT PRODUCTION

Turn to the market reports in your daily paper, and under the heading of "Nuts" you will find about the following quotations on almonds: Nonpareil, 18c; I. X. L., 17c; Ne Plus Ultra, 16c; Drake Seedlings, 15c, and Languedoc, 14c. These prices are to the grower or

producer, in sacks, F. O. B. shipping point. You will also find these prices running a few cents higher than any other nuts sold in the United States.

Now, if you care to do a little quiet investigating yourself, as a consumer, go to your retail grocer and invest 25



Splendid Orchards Testify to the Success of the Almond.

cents in soft shell almonds, and then to the confectioner and take the same, each, in blanched and chocolate coated almonds; slip the entire package into your inside vest pocket, for safe-keeping, go home and weigh them on accurate scales, and then try to figure out the old thread-bare problem, "Why the High Cost of Living."

In this case—"Almonds and the Consumer"—the problem is easily solved: "Too many consumers and not enough almonds."

The people of the United States are consuming annually about eight thousand tons of almonds that are grown in foreign countries. Most of these nuts come from Spain, where they are too dear, right at home, for the ordinary person to eat; therefore are shipped to the United States, where people do not hesitate to pay for what they want. California produces annually about two thousand tons of fine almonds, about one-fourth enough to supply the demand, even at these high prices. The acreage in California, which is the only State in the Union growing almonds profitably, is slowly increasing from year to year, but it does not increase rapidly enough to decrease the importation.

From the present outlook, no one living today will ever see the price of almonds, per pound, materially decreased in the United States. It seems that the price per pound to the consumer regulates the consumption per capita, and the consumption regulates the price per pound to the grower. People are willing to pay about so much for almonds, and when the price drops a cent or two they immediately eat more of them, thus consuming the stock and holding the price firm. The price per pound to the California grower holds steady annually at about

13 to 18 cents, according to variety and quality, which gives him a very splendid profit on the investment. During the year of 1911 the people of the United States consumed about a pound of almonds to each ten persons, or about 2½ cents worth each.

This seems to leave a very safe and profitable field for the future California almond grower; to greatly increase the production without decreasing the price or overdoing the business.

With this assurance, why has not the production of almonds in California reached a greater proportion? There are several reasons why California today is not producing more almonds annually. It is not because the industry is not profitable. The farmers who have brought almond orchards into bearing under proper conditions are now reaping splendid profits, and will continue to do so. Few farmers have gone into the business, because their large farms are used for grain, hay and stock, and they have not cared to enter a field new to them.

Furthermore, the almond industry is one that requires careful attention and favorable conditions for best results, and must be handled exclusively by an almond grower, which has eliminated to a great extent the ordinary farmer. The future almond grower of California will be the stranger or outsider, who will take ten to forty acres in the right spot, with suitable conditions, and make it his home, and attend strictly to almond culture, or else employ someone who understands the business to do the work for him.

The almond industry in California is now on a very substantial basis. Experimenting is no longer necessary, as the grower can select the right district, the best soil, and the ideal conditions. Now he can plant the best

varieties and be assured that they will bear annually. When his crop is harvested the Almond Growers Association will handle the output and assure him good treatment and quick returns. The stranger or uninformed who wants to enter this profitable industry can obtain all information relating to almond growing from persons who have made it a study.

Draw a straight line from San Francisco through Stockton to the Sierra Nevada Mountains, then go north to Red Bluff and up the mountain slopes on both sides to 700 feet elevation, and the territory outlined would define in a general way the great almond belt of California. Within this belt certain areas are especially adapted to the growing of almonds, but outside of this belt it is more or less a "hit and miss" proposition. Thousands of acres

within the belt, the finest of almond land, is now cheap, and only needs the right man to grow a profitable almond orchard.

Within this belt almond growing has successfully passed through all the experimental stages, and thousands of acres of splendid full-grown orchards testify annually, with profitable crops, to the superior conditions.

It is the intention of the writer to explain in articles following, how to select land for almond planting, best varieties to plant, how to plant, cultivate and harvest, increased values per acre after planting, and annual average profits, which will assist those who desire to enter a safe and profitable industry in California, or those who desire to simply invest in land and employ people to handle it on an investment basis.



Almond Trees in Blossom on Natomas Properties.

Importance of Agricultural Service to the Farmer

BY C. E. BIGLER, AGRICULTURIST

California statistics show that from all the fruit trees planted out, only a percentage of about 50 will ever live to become bearing and productive trees. We further find that the productivity of an orchard varies in wide limits. The farmer who is not familiar with the horticultural development in our State, when confronted with these facts, may become alarmed, doubting the truth of the much advertised statement that our State is the greatest and best horticultural center of the world.

However, if we analyze these statistics we find that much of the planting is done by farmers inexperienced in the growing and caring of trees, and very often the work is done on land unsuited to the particular fruit. Then also the fast development of intensive

farming in California has left the problem of farm management and system unsolved, and in many instances the fruit grower finds himself confronted with the serious question of how to irrigate and care for his trees efficiently without over-crowding his investment in stock and implements.

The function of soil in regard to plant production is not sufficiently understood by many farmers, in fact even our greatest authorities in agricultural science are puzzled with many soil problems which have not yet been solved satisfactorily.

Since the time of Tustus V. Liebig, the world's most famous agriculturist, scientific research and experimenting have received a great impetus. We are at present in possession of such



Gravity System of Irrigation is Surest and Cheapest to Maintain.

knowledge in regard to soil chemistry and physics, which makes it possible to put agriculture on a very safe and remunerative basis. The soil is rightly termed "The most complex body ever experimented with," and it takes a great deal of work to analyze its good and bad points towards the development of the plant.

Talking to the farmer, I like to define the word "soil" as "the community of little things." Indeed, just as we live in a world of big things, our plants enjoy a community and congeniality of thousands of small lives. The plants in their little world need water, food, air and sanitation just as we do. Now the soil as nature made it is not always a good home or community for our plants, at least in most all instances it can be improved just as our big world has been and is improved for the betterment and convenience of the individual.

The farmer can not, however, actually see into this little plant world, but science has given us, by the use of chemical and physical apparatus and chemical re-agents, a most powerful eye with which we readily can see into this wonderful world in miniature. Every farmer is either an empire builder or destroyer on his own soil, according to his farm practice.

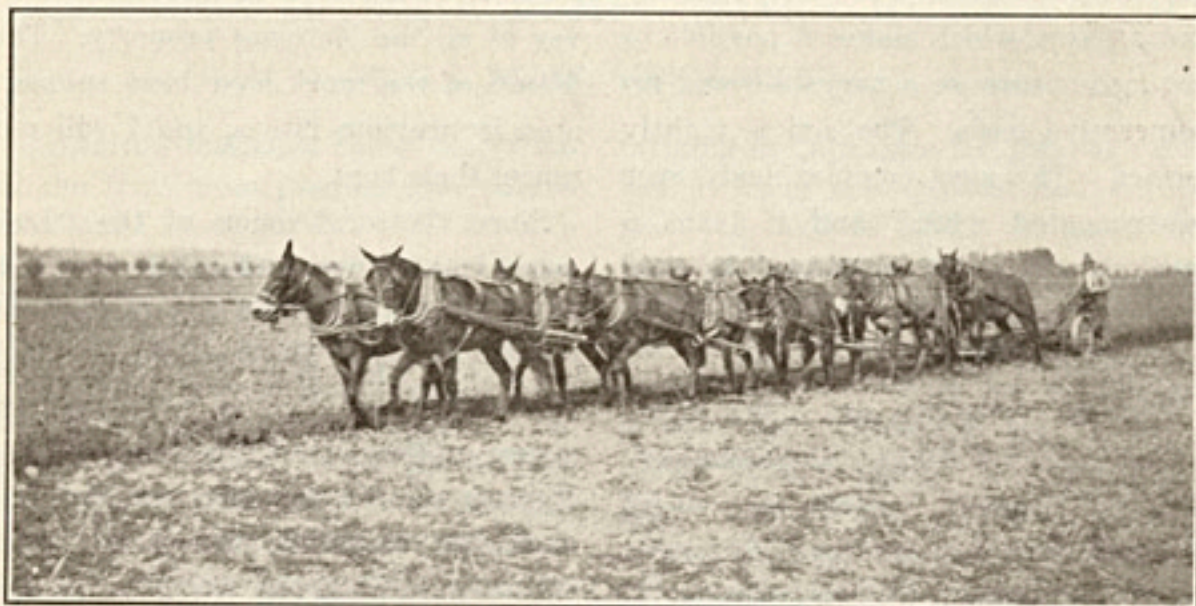
It is my greatest desire to help make every farmer locating on the Natomas property an empire builder, and he can be assured that what he does for the plant, the plant will do for him.

Thanks to the foresight of the officials of the Natomas Company, it was made

possible to make an extensive soil survey of all the Natomas property. The details of this work have been enumerated in previous issues, and I will not repeat them here.

Since the subdivision of the "Irrigated Land" was staked and mapped, we have sampled every ten-acre lot and registered each lot according to soil and topography. Each ten-acres now placed on the market has a list of fruit crops to which it is best adapted. This work was done under the special supervision of Mr. Carnes, the most prominent Horticulturist in the State. Such Natomas "Service" is of a most important nature, for it is a safeguard to the success of **every** farmer.

We will soon be in possession of a most elaborate **demonstration** farm on which every new settler will find actually demonstrated just what will make his farm a most successful enterprise. You have all heard of the great success of the Government Agricultural Experiment Stations and how much they contribute, through their teaching, to the wealth of our country, yet their area of work is limited. In our State, with boundless acres of land and so many kinds of soil and climate, we have only three stations. Although their services are highly valuable, much of their information is general, due to the great diversity in soil and climate of our State. The project of the Natomas Company to put their own station on the land where crops and systems are demonstrated in detail and in conformity with their surrounding farm land, must appeal to every thinking farmer.

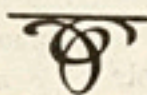


Deep Plowing is Essential Before Planting.

Let me explain in a few words just what agricultural service will mean. The soil in our irrigated section is a sandy loam. On account of its high content of colloidal ferrous and aluminum hydrates and silicates, it is extremely retentive of moisture. On such a soil it is very easy for a farmer to over-irrigate his crop. No book in the world can give him a formula of just how much water to apply; experience gathered in other sections of the State cannot be applied to best advantage without modification on our land. Here Natomas Service only can help in instructing the farmer in the use of water in order to get best results.

The better the land, the climatic con-

ditions and prices for the product, the better it pays to fertilize. It is, therefore, sure that fertilization will be quite extensively used over the Irrigated Lands. The soil is, however, very particular as to the chemical composition of fertilizers. Some soils have been ruined by an unscientific application which caused an antagonistic effect in the soil structure and chemical reactions. We have, for over a year, made tests and analyses of the Natomas soil and are now in possession of such data that will allow us to fertilize the soil for production and not for destruction. Natomas Service will give to any settler the benefit of this work.



Development of the Orange Industry in California

The orange not only leads all the fruits of California, but from the very beginning in fruit raising it has reigned as King in the international commerce. Even as a tropical fruit it was eagerly sought after in the more northerly countries because of its delightful qualities as a fruit and because it came at a time of the year when snow and cold held sway.

But today the orange of the tropics has ceased to be a factor in the world's markets. It has been outclassed both in its quality and in its shipping possibilities by the orange of the semi-tropics. The stages and transitions of the commercial development of this

fruit, like the olive, show the progress of the race. From the Far East to the Newer West, oranges have always and probably always will lead the fruit trade of the world.

A native of the Far East, this golden fruit in its development in the world was first taken to India and from there to Asia Minor. Adventures of the sea carried it into the more westerly countries of the Mediterranean, and with each western movement the commercial source of supply was shifted. Then the producers of Asia Minor were denied the markets of Northern Europe when the Moors began to cultivate oranges in Spain.



The Orange is King Among Fruits.

The introduction of the orange into Florida by the Spaniards and Portuguese prepared the way for the greater development of orange cultivation in California. Today the orange is California's greatest producer of wealth among all fruits and this State supplies not only 80% of the oranges used in the United States, but is an item in European trade.

Unlike most tropical fruits it was early learned that the orange not only grew abundantly in the semi-tropics where it needed to withstand the rigors of frosty mornings, but that it reached a higher degree of perfection under such conditions. The orange of the temperate zone has entirely banished the fruit of the tropics because of its thinner skin, its firmness, weight; because of an added zest in flavor and because of the superior shipping qualities.

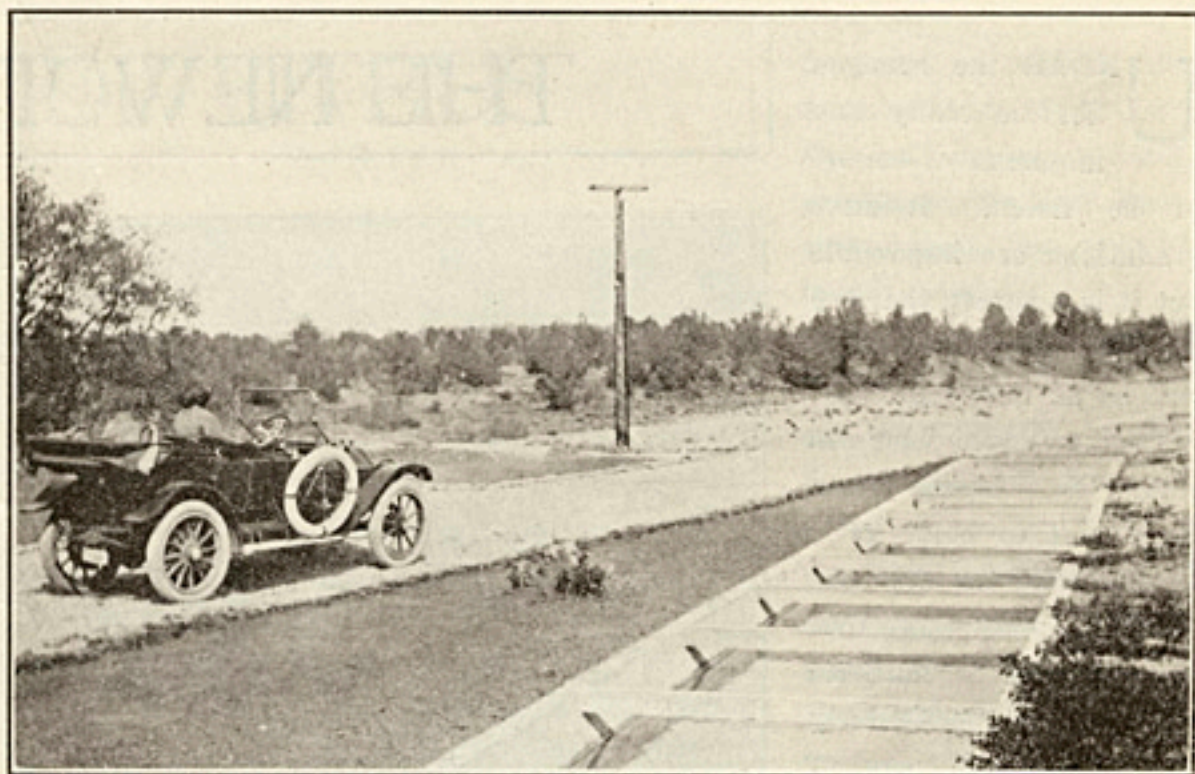
The Orange in Northern California

The successful cultivation of oranges in Southern California is now a matter of history. The citrus industry there has been developed to a high point by men of financial standing. They, for the most part, had no previous experience in horticulture and consequently were unhampered by the traditions of method and cultivation. New and original ideas were brought in which led to experiments, many of which were failures, but the successful ones paid for the failures many times over. There has grown out of this condition

a system of planting, developing, cultivation and marketing that has surpassed those found in any of the older citrus districts of the world.

A huge orange tree stands today at Bidwell's Bar, in Butte County, which was started from seed at Sacramento in 1855. This old tree, several hundred miles north of the great groves of the south, has for many years been the criterion of citrus possibilities in Northern California. Under its influence there are today several thousand acres of flourishing orange groves in the Sacramento Valley. In Sacramento County alone there are approximately 3,000 acres of oranges. The success of these Northern districts is due to climatic conditions brought about by the moderating influence of the Pacific Ocean and in the Sacramento Valley by the protection of the two great parallel ranges of mountains. It is along the lower foothill slopes and not on the floor of the valley that the proper climatic conditions are found. At the lower levels lower temperatures are found and while oranges grow in nearly every town and hamlet throughout the valley, they are only possible commercially on the slightly higher rolling lands where air drainage prevents excessive cold.

The advantages which orange growers enjoy in the northern districts are very evident. First the matter of early ripening,—six and eight weeks before other districts of the State—these oranges ripen at a time to find a very eager Thanksgiving market in the east. No competition can disturb this exclusive



A Concrete Ditch Insures a Full Supply of Water.

trade, because of the peculiar and fortunate protection of the two ranges of mountains which make the orange ripen this early. The higher snow-capped ranges are from forty to fifty miles distant from the citrus belt and are separated by several intermediate ranges of foothills.

Thus far the expansion of orange growing in Northern California has been limited to such areas as were served by water from the early mining ditches. The industry has been restricted, not because water supply was lacking but rather because the distributing systems were wanting.

With the opening of its two great systems of irrigation, Natomas Consolidated has added to the present area approximately 20,000 acres of proven

citrus and olive land. This project is the largest in Northern California and will not only afford opportunity to the many owners of small acreages within its territory, but will add to the value of California's citrus industry by several millions annually.

The development of this district and of its colonies will bring together an ideal community of horticulturists whose efforts will be directed along the proper lines by the able staff of experts employed for that purpose.

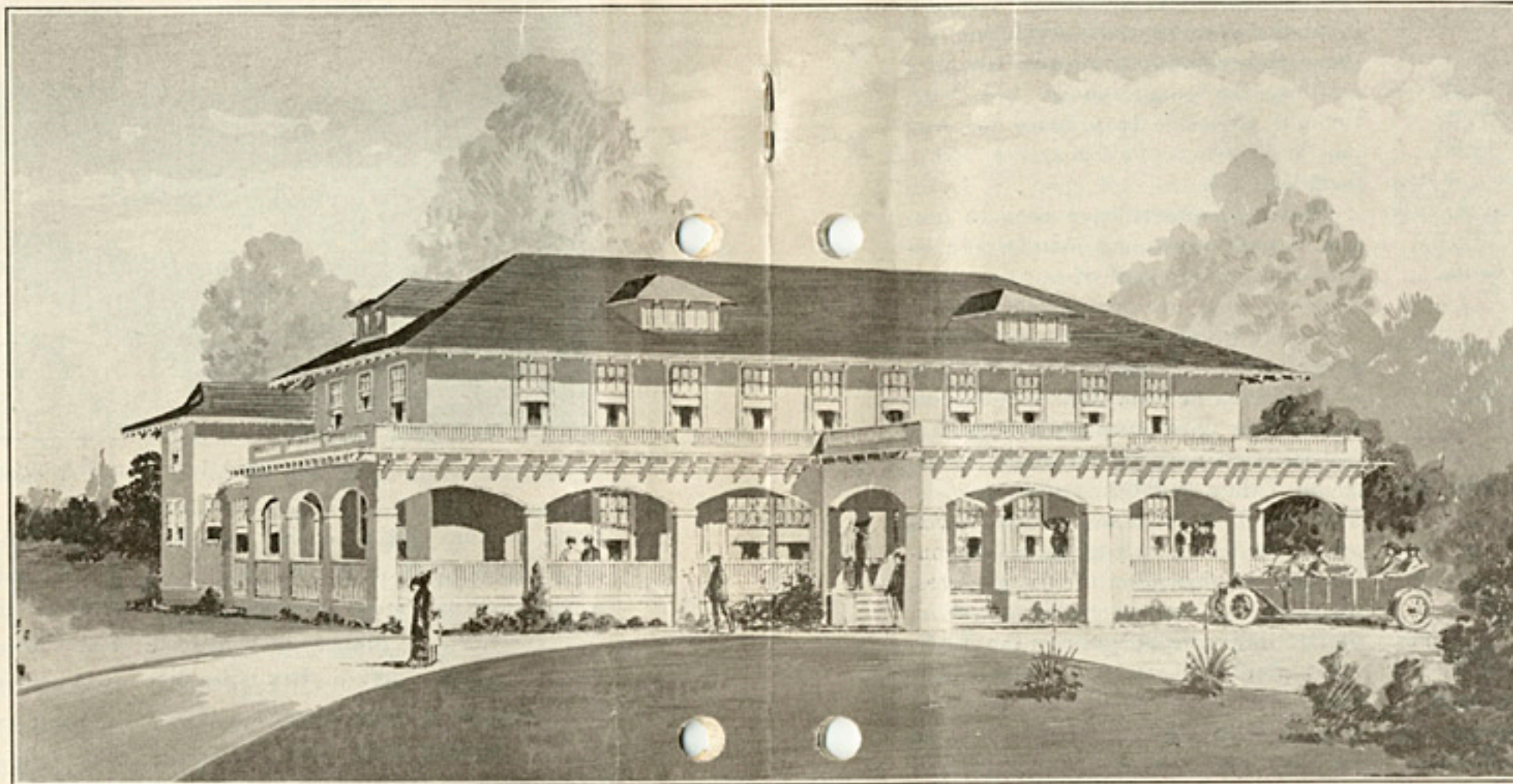
The splendid development of the older districts of California and the fine personnel of the owners of properties, make it possible to forecast the results of the next few years in the work of colonizing land and developing groves.

UNDER the head of Service many and important items are to be listed. Relative gradations are impossible but it is a surety that the item of material comforts will be an important one.

To the settler who has made the break from home ties to come to a strange land the first and most important thing that he considers is comfort; this being particularly true if he is a man of family. The company early appreciated this fact and one of the first moves made, when subdivision began, was to figure on a townsite. The old town of Jura along the Folsom Road was quickly seen to be the logical point. It is from here that the Southern Pacific Railroad has constructed a branch line into the famous Fair Oaks and Orangevale fruit districts. All the fruit products of this territory and the entire output of the Fair Oaks Rock Crushing Plant will be handled from here. This alone would justify the new town, but from the viewpoint of the settler it is also ideal. It places at the settler's door the handiest purchasing point. Stores for the buying of foodstuffs, lumber yards for building materials and store rooms for agricultural implements will follow in the course of time, so that any charges for transportation of freight will be minimized.

Every town must have a central point from which development radiates. With this in view a site has been selected for a plant to be erected by the

THE NEW TOWNSITE OF CITRUS



The Hotel at Citrus.

company to cost in the neighborhood of \$25,000. This will include a hotel, garage, stable and those outbuildings that will be found necessary.

The hotel (of which a sketch appears here) will cost about \$12,000. It will be erected on lines of broad simplicity giving the general impression of spacious comfort. A large porch extends along the front and continues a portion of the way back on both sides. The ground floor is made up mostly of a large reception hall and dining room. Here will be found space to hold lectures and at the same time afford a pleasant sitting room. The dining room will have facilities to handle not only the residents in the hotel, but also the large parties of

prospective buyers which come from outside points. The living rooms upstairs will be fitted out with those conveniences to be found only in the strictly modern hotel. Each room will be large, many of them opening out on a large up-stairs porch. There will be accommodations for twenty-five guests.

The main purpose of the hotel is to care for the first needs of the settlers as they move on to their newly acquired holdings. It will do away with those petty inconveniences that make it not only unpleasant, but difficult in getting established. There will be no sleeping on hard ground in tents or eating camp-fire food. A comfortable headquarters from which working operations may be temporarily directed gives a man a start of a good many days.

Commercial Value of the Olive

B. E. K. CARNES, HORTICULTURIST

The olive industry in the north is looked upon purely as a commercial venture by those engaged in the growing of same. The most conclusive proof of this is shown in the large acreages that have been taken up by the very shrewdest operators from Southern California, who have fastened on to desirable tracts. This in itself is going to be a big factor in making the olive business of Northern California a permanent success. The market information, possibilities of this fruit, etc., have really been held in the south rather than actively disseminated from Sacramento, which is the natural gateway for Northern California deciduous fruit.

Conditions are rapidly changing and Sacramento will shortly have her finger on the pulse of the market at all times, the same for citrus and olives as she now has for deciduous fruits. The olive growers of the north have been content with abundant annual crops, with remunerative returns and buyers ready to take the crop at maturity or to contract for the same for a number of years. Our local oil mills and pickling associations can readily dispose of ten times their present output and capacity; in fact, the entire crop of oil is usually contracted for a year in advance.

The above statement can be easily verified by addressing the manager of our local county association, from whom the above stated facts were procured during the present month.

The north has many advantages over any other district in the State for culture of the olive. Nature has been bounteous in her gifts in this respect. It is simply up to our growers to take

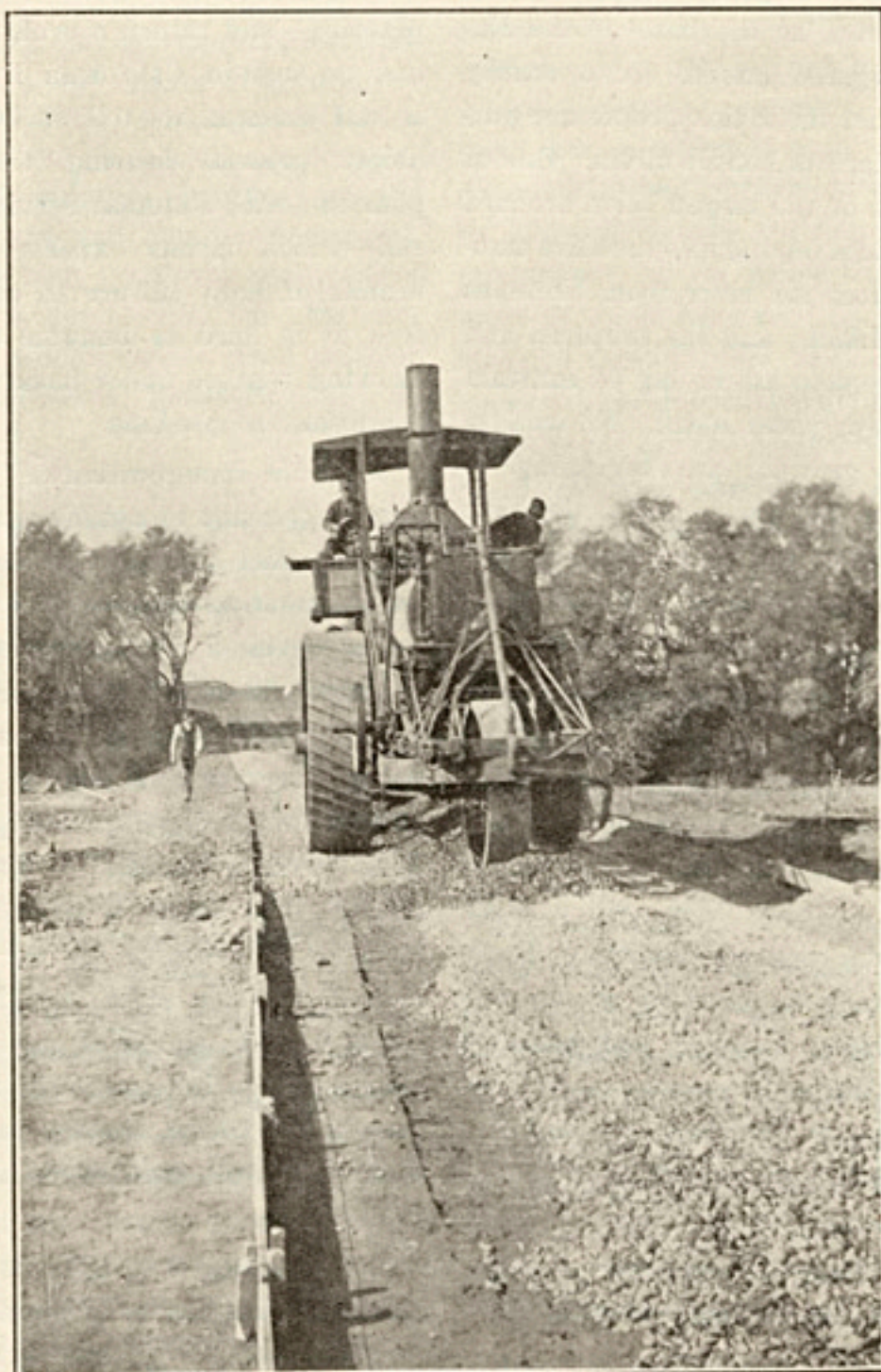
advantage and develop the industry to the fullest extent, which today is scarcely beyond the infancy period. What the results will be ten years from today is quite beyond the power to estimate, even by those engaged in the business.

The growing popularity of California ripe olives for table use and the enormous yearly increase in the consumption of olive oil for table, medicinal, and cooking purposes has so far outstripped the production, which has reached perfection along the foothills and bench lands of the Sacramento Valley, that it will require constant extending of plantings of olives to keep pace with the demand for the finished product until we will have need for every acre of olive land. Taking conditions, climatic and commercial, into consideration, considering the fact that the population of this country is increasing enormously, villages growing into towns and towns into cities, it must necessarily mean that newer markets can and will be opened to consume the fruit, especially so when the reader personally knows that fifty people consume and relish California ripe olives and use olive oil today when one person did five years ago. With the olive there is no danger of over-production, as proper market distribution will handle this essential feature. Our people are keenly alive to this very important matter.

Standardization in fruit packing is solving and will solve the market question for California growers. The limited area suitable for olive culture will always regulate olive production — as the demand increases

the price of olives will increase. The grower will receive more for his crop than he does at present. Among fruit growers it is readily con-

tion of our present crop is purchased by operators in the south. Special and expensive packages are shipped five hundred miles to our depots, a seem-



The Products of Natomas Groves will be Delivered over Oil Macadam Roads.

ceded that the price of olives to the grower is bound to increase. The solution of this may be understood when it is known that at present a large por-

tion of our present crop is purchased by operators in the south. Special and expensive packages are shipped five hundred miles to our depots, a seem-

At the present writing the Libby McNeil Company is building, not simply going to build, but actually constructing a huge cannery for food stuffs, olive pickling, etc., at the base of the Natomas Irrigated Lands. In a nearby olive district the Heinz people are putting in a plant to handle olives. One of the owners of the largest olive orchard in the world is buying into the olive association across the river from Natomas Irrigated Lands, and the southern and northern buyers are trying to contract for our crops years ahead. No wonder our olive growers are beginning to realize that the fancy prices we have been receiving and which have caused all this contentment on our part have been paying some one a fat profit.

After our great olive orchards have been nurtured into maturity, we will be able to deliver our fruit over oiled macadam roads. This feature is one of the most essential in the marketing of fruits, in that they will not be bruised from orchard to railway. Fruit must not only be carefully grown, but more carefully handled and honestly packed. California growers are all determined upon standardizing and improving their pack until it shall be universally admitted that there is none better in the world. Natomas Service guarantees you this perfection in fruit culture.

With a market at our very door, with railroad facilities running through our properties, with two of the greatest distributing agencies in our very midst, an ever increasing demand for the pro-

duct the olive tree—with irrigated lands in the very heart of the available olive growing district—with orchards that pay expenses four years from planting—and return a profit the fifth, and no one in California living that is old enough to tell us when the oldest present bearing trees were planted—with Natomas Service at your call—which means experts in every branch of fruit culture to advise you free, it is hard to imagine any fruit growing venture under more favorable conditions to produce.

What the inauguration of "Natomas Service" means to a fruit-growing district, in fact to the entire county as well, cannot be thoroughly understood or appreciated by our present day growers because it is a step in the right direction that is so far advanced over present-day methods that it is almost beyond comprehension. Being financed from private, instead of Government source—it is really a special Department of Agriculture for the Natomas Irrigated Lands alone, and is for the direct benefit and use of our individual growers—this influence will in reality benefit the entire county in solving local problems and illustrating scientific culture.

It is a principle of business with the Natomas Company to eliminate failures on their lands. No effort is spared to secure the highest horticultural results for the skilled horticulturist or for the man who comes unlearned in the art of horticulture and wants out-of-door life in a splendid and productive climate

but does not desire to be buried or marooned on a farm. Under the "Natomas Service" system he will be able to successfully compete with the skilled California horticulturists and not simply dropped on the land and turned adrift with every chance of failure.

To successfully eliminate this source of possible failure was the great problem. The solution justifies all the thought, care and expense demanded, for it has built up and inaugurated a guarantee system—which from the very nature of things cannot itself prosper without bringing prosperity to its growers.

Sacramento is Scene of Land Activities

Big Corporation Purposes Beautify Its Vast Tracts, While the Same Men Decide on Railway Depot

(S. F. Examiner, March 15, 1913.)

A proposition has been launched to make the present Folsom road into a boulevard to be known as the Sacramento-Folsom scenic boulevard. This road leads over one of the most beautiful as well as one of the most fertile parts of Sacramento county. The rolling hills rich in viticulture, horticulture and agriculture, the scenic beauty of the Sierra Nevada in the distance, and the American river, make a setting for an attractive boulevard.

The first move was to get the County Board of Supervisors to make an appropriation to cover the expense. European sycamore tulips, Norway maple, silver leaf maple, black walnut, English linden and eucalyptus are to be planted one hundred feet apart on both sides of the road. Flowering shrubs will then be placed between these trees to give the proper artistic effect.

The Natomas Projects.

The Folsom road for the greater part of its course runs along the properties of the Natomas Consolidated, a corporation which has recently subdivided and placed on the market 18,000 acres of this beautiful country. This company has co-operated with the Board in the plans, and further extended them by plans of its own for improving the appearance of its properties. Many miles of roads have recently been constructed through these lands in accordance with the general subdivision plans. These roads for the greater part are to be of the same material as the Folsom road in order that the general appearance of the country conform to the Folsom-Sacramento plan. The same trees will be planted along all the boulevards. Four thousand Norway maples have already been purchased, and it is but a question of time before the entire area will be interlaced by these beautiful evergreens.

The new townsite of Citrus which is being planned by this Company will be an added feature of interest to visitors. Its situation at the point of the junction of the Fair Oaks branch of the Southern Pacific Railroad makes it the natural distributing point for one of the richest citrus and olive sections of the State. The plans for a \$12,000 hotel have been completed; the entire plant, consisting of a garage and outbuildings, to cost in the neighborhood of \$25,000. The plans for the beautification of these roads and the systematic development of these broad acres will make this one of the ideal localities of the State for a home.