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# THE LAND OF EARLY PRODUCTS



# DELANO

City of 1880s

CALIFORNIA



## A PLACE FOR THE HOME-SEEKER

# DELANO, THE LAND OF EARLY PRODUCTS

## CLIMATE

The climate is unsurpassed during most of the year; in the months of July, August and September we have our warmest weather, at a time when it is most beneficial for the drying of our fruits and raisins; but even then the nights are usually cool and comfortable. Epidemics have never occurred here, and from the fact that no ditches nor stagnant pools of water exist, the water supplied by pumping plants being all absorbed, malaria and fevers are practically unknown.

## LOCATION

This pamphlet contains truthful information pertaining to the country surrounding the town of Delano, situated on the main line of the Southern Pacific Railroad and about midway between San Francisco and Los Angeles, being close to the county line dividing the counties of Kern and Tulare, in the famous San Joaquin Valley, State of California.

Delano is located in probably the largest body of all good land in the State of California, there being between 50,000 and 60,000 acres. This immense tract surrounds the town and extends for miles to the Sierra Nevada Mountains eastward and to the north a distance of ten miles; to the west and south the distance is not so great to soil of inferior quality.



SCHOOL HOUSE AND CHURCHES

## Social Conditions

We have three churches: Baptist, Catholic, and Methodist; a \$10,000 school house; two society halls, one owned by the Masonic order, and the other by the Odd Fellows, which are used by various other fraternal orders also, and the community is composed principally of wide-awake men and women.

## PRICE OF LAND

Good land may be purchased at reasonable figures, the prices varying principally with the distance from town; first-class land three or four miles from town may be had at \$30.00 up per acre, and nearer town at higher prices.

and it is only a matter of time until it will all be worth many times its present selling price. This has been the experience of many other localities with less favorable conditions.

## SOIL AND PRODUCTS

The character of our soil varies, and while some is rich alluvial deposit, some a sandy loam and other parts are of the famous red soil, all are extremely rich and easily worked and all contain the necessary elements for the successful growing of the finest alfalfa, all kinds of

deciduous fruits, vineyards and vegetables and is splendidly adapted to the culture of citrus fruits (oranges and lemons.)

The earlier settlers took to the lower elevations in the trough of the valley where in many instances sub-irri-

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gation has proven so effective as to cause a rise of the water tables and thus materially injure some of the most profitable rooted crops grown in the valley, hence at the present time the greatest attraction for the seekers of California homes is on the slope lands where the soil will never be subjected to such dangers of irrigation, but where from the abundant water supply from wells the soil will produce the very greatest and most satisfactory results, owing to the excellent drainage conditions such as prevail in the Delano district.

Alfalfa and dairying products which are so successfully produced on Delano soil are of vast importance to early settlers, in that quick, permanent and profitable results are realized from these, while orchards and vineyards come into bearing. One and one-half to two tons of alfalfa are cut six and seven times yearly from our alfalfa fields and sells from \$7.00 to \$10.00 per ton in the field. However, a first class, large capacity creamery is now in course of construction in Delano which will mean the highest prices right at home for dairy products and hence much higher prices for all the alfalfa that can or will be grown in the Delano

district. In this connection, it should be also noted that vegetable growing is profitable, gives quick results, many vegetable crops being successfully grown between trees in young orchards while the same are coming into bearing.



TEN ACRES OF SWEET POTATOES

## IRRIGATION

Improved pumping machinery and cheap fuel to operate the same are the chief factors in bringing this locality to the front; it having been thoroughly demonstrated that there are immense underground strata of water varying from fifteen feet to greater depths, which can be brought to the surface at a price which makes it profitable to raise all the products herein enumerated. Many of these plants are in operation, and the results are most gratifying. These plants can be installed at an

average price of about \$15.00 per acre and can be operated at an average expense of \$1.50 per acre per annum, depending upon the class of products that are to be raised.

These plants are operated by gas and steam engine, and electricity furnished by the Mount Whitney Power Company which completed its lines into our locality about the first of March, 1909, and is now supplying power for all purposes, including lighting.

## THE PUMPING PLANT SYSTEM PREFERABLE

By E. CURTIS CLARK

Our underground water supply, from which we secure our irrigation water, is without question one of the most reliable to be found in California. The subterranean streams receive their waters from a source which positively cannot fail to perpetually keep them running full.

No argument is necessary to support a statement that the Sierra Nevada mountain system is one of the greatest watersheds in the United States and the fact that the source of all our streams lies high in these mountains is sufficient proof of the constancy of our water supply.

We speak of our underground streams, but as a matter of fact, the Delano Thermal Belt is blest in that the underground water lies apparently in vast sheets or strata which, one below the other at various depths, underlie the whole territory, thus differing materially from many districts where water is found only in streams. The advantage of this vast subterranean reservoir or lake, with an inexhaustible permanent source to replenish its supply of water, lies in the fact that a water producing well may be had wherever a hole of sufficient depth is bored.



It is true that some wells in this locality furnish more water than others; this is due to various causes, such as depth of well; capacity of lifting power; and in some instances lack of proper development; but it is a demonstrated fact that there has never been a dry well bored in this favored district.

We have splendid flowing wells in every direction from our town and the majority of them furnish from forty to one hundred inches of water, and do not diminish with constant pumping, but on the contrary usually increase.

Such a bountiful water supply, with its permanency guaranteed by the majestic mountain range at its source, makes the pumping plant system of irrigation the ideal one, and it is rapidly becoming the most popular, even in localities where canal water may be had. Many people have disposed of their ditch stock and installed pumping plants.

There are many advantages assigned to the pumping system; chief among which are the following:

First: It is not necessary to expend time and money in an endeavor to keep down weeds and foul vegetation that come to your land from some negligent neighbor, which is invariably the case under the canal; for where there are dozens of people using water from the same ditch, there are certain to be some careless ones, and every one under the system is sure to get a share of the seed, roots, etc., which means continuous expense from

year to year, for many grasses and weeds when once sown are practically impossible to kill out.

Second: One is not obliged to apply water whether ready or not. With the canal each has his turn and must take the water when his turn comes or else lose it until next turn. Can you imagine any system more unsatisfactory than one where you must act, day or night, or, possibly both, or lose your crops, for the loss of water would mean no less than loss of crops?

Third: With the pumping plant one is absolutely independent, and can suit his own convenience about irrigating; it is not necessary to stop other work which may need attention, in order to use his turn. With the canal you are loser if you are obliged to suspend other necessary work in order to use your water and if you do not suspend other work to use your water, you will lose your crop, so it is a loss either way. With the pumping plant one irrigates when he feels so disposed, and when other work is not pressing.

Fourth: The pumping plant man is not obliged to stand his share of costly litigation, such as the majority of irrigation districts are subject to, through their fights for maintenance of water rights. Such litigation in most of the districts of California, and likely elsewhere as well, has cost almost, if not quite, enough to place a good pumping plant on each man's land in the district.

Fifth: The country which depends upon the pumping plant is free from any danger of overflow. This cannot be said of the canal district, which has been conclusively proven in many sections of California and other states. Many, many times after spending years in improving their lands and bringing them to the highest state of cultivation have the farmers seen the flood devastate their homes and leave them to begin anew. Isn't it worth considerable more to feel secure?

Sixth: Under the pump system, your neighbors are your friends. There is no occasion for quarrelling over water, the one problem of all that stands in the lead as probably the greatest breeder of trouble known to this beautiful Golden State. We pride ourselves as being a peace-loving nation, then let us also seek peace as individuals. Let us insist on peace in our domestic life and accept no conditions that will not permit of such.

Seventh: The pumping plant will enable one to produce a greater variety of crops, for there are many things that cannot be grown except where water may be applied frequently or when the blossoms or the plants are in proper condition. This privilege of watering at the proper time will also be found to add very materially to the profits from crops, for the yield will be increased by applying water at the proper time.



PUMPING PLANT AT DELANO



Eighth: The pumping system is the sure system, for there is always a supply of water to draw from; the farmer knows just what he may depend upon, he knows just



AN IRRIGATION SCENE

how much land to prepare; he is certain that when his crops require water he will have it for them, for it is certain that should the underground supply fail the overground streams cannot continue and the whole state will become a desert. The overground stream is only the surplus water, after the underground stream has been supplied. This is proven by the fact that there is always underground streams and the pumping plants run the year round, while the majority of overground streams of the State dry up during the late summer and fall months, and the canals of the majority of the irrigation districts of the state are without water during these months, and consequently the farmer is unable to water his crops at this season.

Ninth: The pumping plant which is dependent upon underground supply which flows the entire year enables the farmer to raise more crops during the year. For instance, with alfalfa, which requires water after each cutting, there would be an additional cutting or two in the fall which could not be had under the canal. This advantage would be noticeable, too, to the farmer who wishes to grow a crop of corn or potatoes, etc., after harvesting wheat or barley.

Tenth: Under the pumping plant land increases faster in value and the values go higher than under the canal system. The above nine reasons explain just why this is so, and the experience of Southern California and the districts of the San Joaquin Valley are living examples that prove this assertion to be a fact.

Eleventh: The pumping plant is positively the most economical system for irrigation. Economy must not be figured wholly from first cost. If that were the process by which we should calculate, then the man who pays \$4.50 for a suit of shoddy clothes which will last him two weeks is more economical than one who pays \$30.00 for a suit which will wear six or eight months. It is the result that determines the question of whether one proposition is more economical than another, and this being true, it will be found by making a fair comparison between the pumping plant and the irrigation canal, along the lines suggested herein, that the pumping plant is the cheaper and will bring greater profits.

Twelfth: With the pumping plant one is prepared to water land properly, which cannot be done where one must do it hurriedly, and thus the life of the soil is preserved. There are many sections in irrigation districts where crops of certain kinds once flourished, but now they are unsuited for such crops, owing to improper irrigation, which has resulted in water-soaking until fruits grown upon such lands are of inferior quality. It is very essential with almost every kind of vegetation, but particularly so with fruits, to have absolute control of the water while irrigating, also between irrigations, in order that your land does not become filled and drown out plants, trees, etc., if it does not actually kill them, and cause the products to be watery and unmarketable.

Mr. Reader, whoever you may be, think over these points. You may glean something from them that will at least aid you in your quandary. If so, the purpose intended will have been accomplished.



SHOWING GROWTH BETWEEN TREES

# WHY DELANO IS THE LAND OF THE EARLIEST PRODUCTS AND THE ADVANTAGES IN SO BEING

It might suffice to say that Delano IS the land of earliest products and leave the proof of this assertion to those who care to investigate, for as the old adage says "The proof of the pudding is in the eating," which simply means that no amount of explanation as to why the pudding SHOULD be good, would make it so, the eating being the only proof; so with this land of earliest products, no explanation as to WHY it is the earliest will change it in the least; it either is early or it is not and the answer to the question lies in thorough investigation and this is just what we court. However, as we are earliest with our products there must be a reason and though no one is justified in asserting that he knows the positive reason, yet there are at least reasonable theories that are worthy of consideration by the man who must know just why everything is just so.

There is little doubt but that there are at least two reasons that contribute materially towards Delano's favorable climatic temperature, which of course is the solution to the early products question.

First: Its location, elevation and general topography are such that favorable air currents keep the temperature moderate and yet these currents seldom ever develop into undesirable winds.

Second: The character of the soil is such that it retains the accumulated warmth of the summer months and gradually radiates it during the winter months, thus equalizing the temperature.

Delano is jealously watched by other localities and in many instances grossly misrepresented by residents and agents from other districts and chiefly because of her early products, but little wonder is it, when the advantages of early marketing are considered. The practical farmer is certain to be allured to the land of earliest products.

Oranges ripen early in November and are practically all shipped before December 15th.

Some varieties of grapes can be shipped in first week of July.

Raisin grapes can be gathered by July 20th.

Watermelons ripen in June.

Pumpkins ripen by June 15th.



THE HARVESTING OF WHEAT AND BARLEY

Sweet potatoes are dug in first week of August.

Alfalfa is cut six and seven times each season.

Wild grasses are earliest and buyers get first fat stock here.

Wild flowers blossom here weeks before elsewhere.

Grain harvest in the San Joaquin Valley begins at Delano.

"The early bird catches the worm."

The early products catch the high prices.

Delano has the early products, and so gets the high prices.

You'll like Delano.

## THE ADVANTAGES OF EARLY PRODUCTION ARE

First: No competition, therefore unlimited demand.

Second: Quick Sales; no loss from decay and buyers not so particular about quality.

Third: By entering the market early the season for selling is lengthened which will prove valuable with crops that yield for several months.

Fourth: The early sections will have no shortage of labor for the workers go where they can get work first.

Fifth: Land increases faster in value, and goes to higher price, for the demand for early producing land is greater, because of the greater profits received.

These are wonderful advantages that must appeal to the thoughtful, practical farmer. They are the very advantages that mean success and not failure; they mean riches for the husbandman and prosperity for the community.

## RELATIVE TO THE ORANGE INDUSTRY

Owing to soil and climatic conditions at and near Delano we see no reason why Delano should not be one of the leading citrus sections, for we have the most perfect soil for irrigation and cultivation and our warm even temperature is just what is needed to produce the best of oranges, they ripen as early if not earlier here than any other part of the state, and the flavor is equal to the best to be found anywhere.

There has been little attention paid to the orange industry at Delano until the last year when some of the most experienced orange growers of Southern California began to invade our section; they have the practical experience and knowledge of the orange and lemon indus-

try for many of them have been orange growers in Florida, and left that field to come to our Golden State where the industry is only in its infancy, for the world's people are asking for the wholesome California orange.

There are many places where oranges can be grown, but the question is: Where can they be grown the most successfully? That is what our most successful growers are looking for. First of all the proper soil that will sub-irrigate and not bake after irrigation and that can be cultivated at any season of the year, these are very important features in the growing of oranges to produce the best quality of fruit; then comes the water supply and the lay of land for irrigation; another thing is the ab-



ORANGE NURSERY AT DELANO



sence of scale and smut on the trees, which is very important in maintaining good, clean, healthy stock, and makes the cost of production very nominal with the ad-

vantage of producing a fine quality of fruit, this also decreases the expense of maintenance as well as the expense of handling, as it eliminates the expense of washing and drying the fruit and lessens the handling which is very important to the keeping quality of the fruit; the point of location for shipping is an important factor to the business.



FOUR-YEAR OLD ORANGE TREES AT DELANO

All of these important features have been looked into very carefully by the Southern California growers from a commercial standpoint, after a most careful investigation they have found that Delano has every advantage that could be expected, for the soil is what they wanted, being loose and easily irrigated and cultivated, the slope of the land being most perfect for irrigation, as it is very gentle, only enough for water to run freely and not enough to cause it to wash. Delano being on the main line of the Southern Pacific Railroad, about half way between the two great cities, Los Angeles and San Francisco, gives it every advantage of local markets as well as Eastern shipments.

## LETTERS FROM TILLERS OF THE SOIL

### DELANO BOARD OF TRADE:

Your favor of the 8th instant at hand. Would state that writing for publication is not my strong fort, but under the circumstances will do the best I can. First I will call the attention of the public to the fact of how little has been done, and yet how great are the results. To any practical fruit grower who looks over the ground at Delano and vicinity, he cannot help but notice what a healthy appearance the fruit trees have, also the vines. We will take the orange, apricot and almond trees for an example. Notice the gloss of the bark which denotes the health and strength of the tree. Instead of cover crop and the fertilization and intense fertilization that is practised in our orchards of the south, you



FOUR-MONTHS' OLD ORANGE GROVE

will find the orchards at Delano almost left to themselves, but yet nature works with them and the amount of fruit produced is something that is really astonishing. At Mr. Newell's orchard, I believe I found the best peaches that I have ever looked at, although I was raised in a Michigan peach orchard—Lovels and Alberta peaches which rank the world over as the best free stone canner. It is not alone the peach, apricot and almond, but all deciduous fruits, even the apple tree, bending heavily with its laden branches, are found thriving here. As for citrus fruits, I see no reason why the orange and the lemon should not play an important factor in Delano and its vicinity, for the orchards here now are thrifty, the trees being free from scale or smut, the fruit clean and of excellent flavor and quality and the season for ripening from four to six weeks earlier than in Southern California. But fruit growing is not the only important factor in the development of the country. To my idea the dairy business will rank first among the industries, to the settler who is starting his home, the alfalfa patch and the hog will all have their place and I predict the growing of turkeys for market will be a business profitable to the grower.

Your truly,

W. W. PERKINS.

TULARE, California, Sept. 1, 1909.

Some 20 years ago it was my good fortune to be offered the management of the well known Paige Fruit Farm at Tulare, California, which consisted of 1,500 acres of all kinds of fruit, and on which there is now grown 750 acres of the "Muscatelle" variety of grapes. This is the grape from which our famous California raisins are made, and we don't put any sugar in them as many Easterners think. They just grow that way. And the writer is still here, "Peggin' away" on the same place growing grapes and making raisins. He must

like it, or he would not keep up the lick for 20 years. Eighteen years ago it was my pleasure to view the Delano country from a car window: I liked it, and said to a traveling companion, "Here is a fine grape country, second to none, if they only had water." Necessity always proves the mother of invention and it was discovered that, by pumping, water in sufficient quantities could be had for irrigation, and now the problem is solved, Delano has thousands of acres of the richest land in the world on which grapes and all other products of the soil can be grown successfully.

Soon after the discovery of water the writer was not long in getting there, and buying some of that good land, 320 acres, and none of it is for sale, it will all be planted to grapes and oranges. 40 acres of this good land will sustain most any reasonable farmer's family if planted to grapes. I have been requested, on account of my practical knowledge of grape growing, by the Delano Board of Trade to give them the figures on grape growing, and here I take pleasure in doing so. These figures are based on 40 acres and cover all the cost to hire the work done. Should a farmer do the work himself, as is most times the case, he will simply have that much more profit in his pocket. To say nothing of a pleasant and lucrative business

in the "Golden State of California," more fittingly described in the beautiful words of Joaquin Miller, the poet of the Sierras:

"Shake hands! Kiss hands in the haste to the sea  
Where the sun comes in and mount with me  
The matchless stud of the strong new world  
As he champs and chafes with a strength untold  
Away to the West, where the waves are curl'd  
As they kiss white palms to the capes of gold."



ELEVEN-YEAR OLD ORANGE TREES

COST AND CARE OF 40 ACRES VINEYARD FOR 5 YEARS INCLUDING COST OF LAND



REMARKABLE SEVEN-MONTHS' OLD VINEYARD

40 acres land with water at \$125.00 per acre....\$5,000

FIRST YEAR:

Plowing land 12 inches deep.....	\$120.00	
Irrigating ditches .....	50.00	
Fencing .....	100.00	
Digging holes for vines .....	200.00	
Planting vines .....	100.00	
Rooted vines for planting .....	300.00	
Irrigation by pumping .....	200.00	
Cultivation three times.....	100.00	\$1,170

SECOND YEAR:

Pruning vines .....	\$ 30.00	
Hoeing vines .....	30.00	
Plowing vines .....	50.00	
Cultivating three times .....	100.00	
Irrigation by pumping .....	100.00	\$ 310

THIRD YEAR:

Pruning vines .....	\$ 40.00	
Hoeing vines .....	35.00	
Plowing vines .....	50.00	
Cultivation three times.....	100.00	
Irrigation by pumping .....	100.00	
Clearing and burning prunings....	40.00	\$ 365

FOURTH YEAR:

Total cost \$10 per acre per annum.	\$400.00	\$ 400
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FIFTH YEAR:

Total cost \$10 per acre per annum.	\$400.00	\$ 400
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Total cost for 5 years.....		\$7,645
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INCOME

3d yr., 2 tons per acre..	80 tons grapes
4th yr., 4 tons per acre.	160 tons grapes
5th yr., 6 tons per acre.	240 tons grapes

Total ..... 480 tons grapes

480 tons fresh grapes will make 120 tons raisins worth \$60 per ton or \$7,200. Very near enough in five years to pay for entire property and care and then have 40 acres fine vineyard worth at least \$300 per acre or \$12,000. The above figures are based on the muscatel variety, which is the "Raisin Grape," and always as standard as "Wheat at the Mill." Tokays and Red Emperors for table purpose are often sold in the East to net from \$75 to \$200 per acre. The "Raisin Grape" is the standard.

The above figures are based on an average price of ten years past. Only twice during my 20 years of grape growing have I known them to be lower. As a matter of fact they range in price nine years out of ten from \$60.00 to \$100 per ton, \$75 to \$80 being almost annually obtained.

This statement is based on facts from a practical knowledge of cost and returns and is very conservative.

P. J. S. MONTGOMERY.

I have been asked by the Board of Trade to write a few lines on the alfalfa question and will say the following: A man can seed his alfalfa in the fall or winter and cut four or five good crops from it the first year, yielding about one and one-fourth tons per cutting on an average and after the first year it will yield one and one-half to two tons per cutting for six or seven crops. In the country surrounding Delano it only requires from five to six pounds of seed per acre and it never has to be reseeded as long as it is taken care of. It requires about three irrigations to every two crops to get best results. A man can put in a No. 2 1-2 or No. 3 centrifugal pump on forty acres of land with a reservoir and cement pipe or hose and take care of it very easily. I have about thirty acres in alfalfa and have been selling hay for the last five years. At first I sold it for \$5 per ton in the field and now I am selling at \$7.50 per ton and can't supply one-half the call I have for it. This year I will take in about \$2,000 for the season besides what hay I use as I have about twenty head of stock. FRANK SCHLITZ.



# DAIRYING IN TULARE AND KERN COUNTIES

By C. L. MONTGOMERY

This well known and long lived industry originated in the western slopes of the Sierra Nevada mountains in the early days among the gold seekers who preferred that life to that of the pick and shovel; they found the golden hand-churned butter almost as profitable as the precious ore taken from the mines and water courses. Gradually as the mines decreased the butter and milk sold to the fastly growing mills, and later as the small towns in the valley started the dairies were found moving there.

The progress at first was very slow owing to the mixed herds which in that time were selected from the large herds of stock cattle on the cattle ranges and the feed consisted of wire and bunch grass in the winter and some Alfilarca in the early spring.

Butter fat was first marketed in the form of ranch butter put up in all kinds of packages, some wrapped in squares with cheese cloth wrappers, but much of it was packed in tubs. This butter for a time held back the butter business on account of improper making and the

age of some when marketed; however this condition did not last long, small creameries were started, the cream was better cared for, the increase in population made a greater demand for a better product.

At this time thoroughbred stock were imported from the East, and the farmers found that one of such cows would produce as much butter-fat as two of the former herd. This made it possible for them to own large ranches and increased dairies.

For a time much alfalfa was being shipped to the larger cities but the dairymen soon found that this hay would yield them more money when fed to cows, and now hardly a pound is shipped; this was the cause of many more cows being milked, the creameries increased in number and capacity, the increase in the butter traffic caused a lowering in express rates to Los Angeles, competition grew more keen, hence higher prices prevailed.

The dairymen in the southern part of the State tell us that they can not own lands there at the high prices which prevail and so the result is that we have hundreds



THOROUGHBREDS THAT PRODUCE THE BUTTER FAT

of them in our midst, who buy lands here for much less money and far superior in quality.

In the last three years the dairy industry has more



A FIELD OF EARLY TOMATOES

than doubled, the reason being on account of the monthly income, the small amount of capital required to start in business and the high rate of interest received from the business.

The smallest farmer can have a few acres in alfalfa and own a few good cows which will pay his expenses until the trees and vines come into bearing. Throughout Delano county there are many dairies, usually small, but sufficient in number, that the local people have recently incorporated a creamery with a capital of fifteen thousand dollars to handle the product. This is a splendid locality for the dairyman; land is reasonable in price, it is an ideal alfalfa growing section and there is no better food for the dairy cow than alfalfa. Wild grasses also grow here in profusion, alfalarea and clover being chief among them for richness and strength. Many cattle raisers and dairymen depend entirely upon this wild pasture, and it is due to the abundance of this wild feed that this country has, ever since early in its history, attracted the stockman.

Water may be had in abundance. Railroad facilities are first class. The climate is such that cows require very little attention, no expensive housing and feeding in winter; in fact no housing whatever is required, and no prepared or warm food necessary; and there are

no insects to torment them and seldom are they attacked by disease.

There is no class of farming considered more stable than dairying; this fact is forcibly recognized by the banking interests all over the Valley and is shown by the numerous loans made by them to start deserving men in business.

A good cow will yield from ten to twelve dollars per month, when well cared for, and the expense of caring for her will not exceed \$2.00 per month which leaves a handsome margin for profit.

The strongest argument in favor of the dairy industry is the thriftiness of our dairymen. The most forcible feature of this industry is shown by the financial condition of dairymen and also the community in which they live. Many of these men tried to make money in other classes of farming and did not thrive, but now on inquiring we find that they have large bank accounts, and that many of the cities in localities where this industry is well started as much as fifty thousand dollars is put in circulation monthly, which condition is bound to make things thrive.

## DAIRYING

What can a man do with \$2,000 in California?

Buy 20 acres of land at \$100 per acre.

Pay one-fourth down.....	\$500	
Build a cottage .....	500	
Buy 10 good cows .....	500	
Seed land to alfalfa; buy team, pigs and poultry .....	500	\$2,000

BOARD OF TRADE,

*Delano, California.*

GENTLEMEN: I am located on eighty acres one mile north of McFarland. Purchased my place October 6, 1909, during a visit to California, having come here from Kansas with no intention whatever of investing, but after looking the country over, I liked it so well, and the opportunities seemed so great, that I decided to remain here. To do this I was obliged to forfeit the return portion of two tickets to Kansas, but this I did, and have never returned, which act, in itself, will explain how thoroughly convinced I am that this is the country for the homeseeker to locate in.

I have a pumping plant which furnishes 100 inches of water. Buildings and plant were here when I bought, but the land was all in the rough except fifteen

acres which had been plowed once. I now have twenty-five acres leveled and fifteen acres of that well seeded to alfalfa; seeded same in February, 1909, have cut it three times already and it is ready to cut again, and there will be still further growth this year, making a splendid yield for the first season. Had three acres of Egyptian corn which yielded fifteen sacks to the acre. I also raised forty-five acres of grain this year which I cut for hay and which yielded well.

I have seven acres now about ready to seed to alfalfa and have only hired eight days' work done on the place to date. Myself and three small sized horses have done all the farm work.

Yours truly,

J. M. CLARK.

A few days ago I received a letter from a friend of mine after he had heard that I was up in the Delano country, and he wanted to know how I liked the country, etc. Feeling that possibly his letter and mine in answer to the same might be of interest to some of those who are seeking homes in this Valley, I herewith hand you them for publication in your Board of Trade pamphlet, should you desire to use same.

ORANGE, CALIFORNIA, August 6, 1909.

MR. JOHN EBERLIN,

*Delano, California.*

DEAR JOHN: I heard a few days ago that you were located near Delano and I want to know how you like that part of the country and whether it is any good or not. I wish you would drop me a few lines, answering the following questions, and I want you to write me the truth about it and nothing but the truth. Is the land good? How deep to water? Is it a good climate? Do you have any fogs there? Does it get awfully hot in the summer? What can you raise? How is it about raising oranges? Is the land suitable for and rich enough for the successful growing of oranges? Will alfalfa do well there?

Answer every question, my good friend. Sincerely yours, D. K.

DELANO, CALIFORNIA, Aug. 9, 1909.

MR. D. K.,

*Orange, California.*

DEAR SIR: I am in receipt of your letter of the 6th and will answer your questions to the best of my ability.

Delano is a good country and has got good, rich, level land, but if you go too far out you will find some poor land too. Water can be gotten at from 30 to 75 feet, according to the location from Delano. The climate is good with no fog excepting in the winter for perhaps a week altogether. About the heat in the summer, I can say that I have not found it any too hot and I have been working on the hottest day and I have not found it any hotter and it did not affect me any more than it did down your way.

We can raise anything here, from a potato to an orange; alfalfa does first class here. The way things look to me now, in a few years we will have a big orange country here and thickly planted out, because every tree I have seen planted out has done well, grown rapidly, and shown that this section of the San Joaquin Valley is well adapted to the growing of the Citrus fruits.

Alfalfa can be cut seven times per year if you give it sufficient amount of water and we cut on an average of two tons per acre per cutting and the same sells for from \$7 to \$8 per ton loose in the field. As far as I can determine this is a fine, rich section of the San Joaquin Valley.

I have 80 acres less than 2 miles southeast of Delano and it is a good piece of land too. Have a 30 h. p. gas engine running a No. 5 centrifugal pump. My well is 147 feet deep and water comes to within 46 feet of the surface. I am going to put in several acres of alfalfa and 15 sacks of apricot and peach pits.



A WAREHOUSE AT DELANO



I prefer the orange and alfalfa industry although you can raise almost anything here that grows from the ground.

I landed in Delano about a year ago and I have a

number of friends who will do the same and follow me up here to Delano and make this their home as I have done. Delano is my home.

Sincerely, JOHN EBERLIN.



A COUNTRY HOME AT DELANO

## INDUCEMENTS

There is no better locality in the State of California than can be found near Delano, for the man with small means as well as the one with great wealth, for we produce everything from the common farm products such as wheat, barley, potatoes, melons, etc., grapes, all kinds of deciduous fruits, etc., to the orange, lemon and grape-fruit.

What does it mean to have the eyes of the world upon this State, as is the case today? It means that each year will bring greater numbers of homeseekers. It means that in the near future every foot of fertile land in this State will be in demand at high prices. It means that the population is going to increase until our limited amount of territory must be subdivided into

small tracts in order to accommodate all. It means that commercial interests are going to expand. It means that every branch of industry is going to reach its highest stage of development in this State. Realizing, as every one must, that the world is looking this way, you should take precedent as a guide for picturing the future Golden State. The whole State is valuable; every foot of fer-

tile land in this State is a safe investment, but we believe the Delano Thermal belt offers unequalled opportunities for large and quick returns.

Homeseekers are invited to investigate the foregoing facts before locating elsewhere, and the Delano Board of Trade will at all times be ready to take intending settlers through the country and show them just what our country is.



FIRST NATIONAL BANK BUILDING AT DELANO

## HISTORY AND PROGRESS

In the distant past this section was devoted almost exclusively to grazing of sheep and cattle. Later a few farmers began to make their appearance and introduced the wheat-growing industry; the stock raiser prospered and became well-to-do; some of the grain-growers became independent, others failed. As time rolled on new ideas crept in from other communities, and some of the old inhabitants conceived plans for irrigating their lands; wells were bored and pumping plants installed; fruits and alfalfa were planted and thus the transfor-

mation began. Today many new-comers are actively engaged in improving their homes, the region is fast changing from a vast pasture to a land of sunny prosperous homes.

Within the past year or two many changes have been wrought, an unprecedented step forward has been taken; thousands of acres have changed hands, and almost every day brings new homeseekers; many have already accomplished much, others are just starting, and still others will begin improving soon.

Our town of Delano is keeping pace with this advancement, and within the past eighteen months marked improvement has been noticeable. Chief among these improvements the following may be mentioned: A national bank; the advent of the Mt. Whitney power line furnishes power for pumping purposes and other commercial uses as well as lights; cold storage plant, a garage; a newspaper; an orange nursery; two new hotels; a general merchandise store, making four in all; a forging shop; a tin and plumbing shop; two new store build-

ings; new livery barn; a creamery and a new bank building. This banking institution at the end of its first year of business shows deposits amounting to over \$170,000, a record equalled by only one other new bank in the State of California. The spirit of progress is with us, the old-timer as well as the new-comer is awakening, and our advance henceforth is certain to be even more rapid than during the past year and a half. A new Masonic Temple is in course of construction and many new dwellings are to be built.

## DELANO THE PLACE FOR THE ORANGE

There are many acres of poor land in this great State, and there are thousands of acres of the most fertile land which is rendered useless and unprofitable simply because of the lack of water. There are thousands of acres of number one land that possesses everything necessary for the cultivation of any kind of products, but this is mostly under cultivation and can be had only at advanced prices. However, there is a limited amount of first class land with every advantage in its favor, located in the Delano district, which may be had at reasonable figures, and in almost any quantity desired.

This district has these advantages over most of the famous orange producing districts. The land contains a greater amount of iron, which is known to be a great advantage, for the fruit produced upon land containing the proper amount of iron is of richer color—the deep golden color that appeals to the eye—and by possessing such color the fruit sells to the well-to-do class, where other fruit of light color, while it might have good flavor, would not be accepted. The class of people who buy, not only for the flavor, but also for appearance, is the wealthier class, and they are willing to pay a good price in order that they may have that which appeals to their fancy. To substantiate this statement the fruit dealers of the eastern markets affirm that twenty-five per cent of their customers always demand the best quality regardless of price. Now, while the oranges grown in this particular locality possess this attractive and desirable color, they are also of the most delicious flavor and cannot be surpassed for thinness of peel.

We produce a clean, bright, beautiful, rich colored, and rich flavored fruit, such as is seldom found elsewhere.

Again, the fruit of this section is unblemished; there are no black spots, there is no stain. Scale is unknown here, and there is no necessity for fumigation. Our fruit has not the mildewed appearance so common in

districts where scale abounds and fumigation is necessary.

The advantage this locality possesses over other sections may be enumerated as follows:

First—We surpass in quality of land, particularly from the standpoint of necessity for iron in the soil.

Second—In the richness of the color of the fruit, consequent from the greater percentage of iron in the soil.

Third—In producing a better flavor and thinner peel.

Fourth—In being able to place our fruit upon the market from four to six weeks earlier, thereby securing the best prices, and also avoiding the possibility of damage by frost.

Fifth—In having no scale to contend with.

Sixth—In having no cause for fumigating and thus saving expense.

Seventh—In producing a clean, smooth, unblemished fruit, such as cannot be had where scale is prevalent and fumigation necessary.

Eighth—In having a more abundant supply of and a cheaper means of securing water for irrigation purposes.

Ninth—In never being damaged by frost.

Tenth—In having the best land at prices less than one-fifth the price of inferior land in the Southern California belt.

Eleventh—In that those who invest here reap far greater returns than those who invest in the southern belt.

Twelfth—In that our territory is just now coming to the front, and therefore those who invest here now are to reap the reward that those who settled in Southern California years ago have reaped.

This is an industry that every prospective purchaser of California property should investigate. It is a pleasant



business to engage in. It is one of, if not THE, most profitable industries that may be pursued, it is safe to invest in, provided one selects a suitable locality for the culture of this fruit, and it is a clean, healthful occupation that cannot be followed just any place.

The amount of territory suitable for the culture of this fruit is very limited. There are many reasons for this; first, cold must be guarded against, as the trees are very sensitive; second, for the same reason, excessive heat must be avoided; third, quality of land must be suitable, and fourth, water in abundance must be had. Many places possess some of these requirements, but unless all are possessed the success is not complete. Some few places are adapted in most every particular, but the climatic changes during the year are not exactly what the tree requires in order that it may ripen its fruit at the most desirable season.

Some of these places, however, have gained considerable note for their production of this class of fruit, but their success has never been complete, and now that a more favored section has been discovered for this purpose, there is a probability that the lack of natural ad-

vantages in these localities will be felt more keenly than heretofore.

Even in California we have a climate that is diversified enough to divide the state into three distinct citrus belts: a northern, a southern, and a central.

Between the northern and the southern belts, lies the great San Joaquin Valley, and toward the southern end of this fertile valley is situated the Delano Thermal Belt. In this particular district the fruit is marketable at from one month to six weeks earlier than in either the northern or southern belts.

You should begin to realize the fact that the eyes of the world are looking this way. You should take precedents as a guide for predicting the future "Golden State." You should attempt to draw an estimate as to what the demand for property in this state will be in the course of a very few years. You should bear in mind that even though every foot of land in this state were productive and possessed of everything necessary to bring forth the best results and heaviest yields, even then our limited territory could not long supply the demand for our acreage will always remain the same while the demand continually increases.



SIXTH CROP OF ALFALFA AT DELANO

## CONCLUSION

Orange growers from Southern California, raisin growers from Fresno and general farmers from everywhere are investing in and improving our lands, and just what the result of all this will be is apparent to any close observer. Who is there that cannot reasonably foretell the future of such a country? We have but one means of determining what the future of any place, person or thing may be, and that is precedent, and using this means, what is certain to be the future of the Delano Thermal Belt? Look to other communities with similar advantages and see what has been accomplished; the development of those communities tells you to a certainty what may be expected here.

## EXPLANATORY NOTE

The letters contained in this pamphlet were written by men of standing in this community; men who have had practical experience and are therefore competent to advise. These letters are but a very few of the many that might be secured from the residents hereabouts, but additional letters could only emphasize the assertions made herein, and instead of using this means of emphasis, we ask the homeseeker to visit our locality and through thorough investigation secure all the information he may desire.

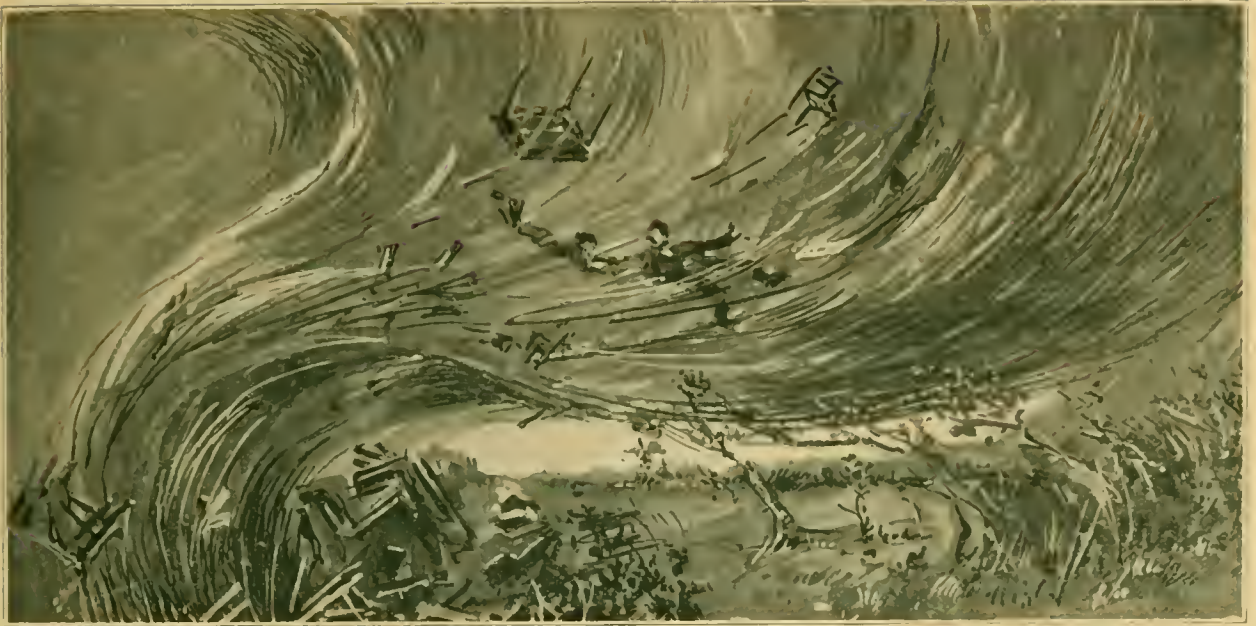
Any of the gentlemen whose names appear in this pamphlet will gladly furnish information to those writing to them.

MAKE US A VISIT

WE EXTEND THE GLAD HAND  
AND KNOW THAT

YOU'LL LIKE DELANO





NEVER KNOWN IN CALIFORNIA



ALWAYS REALIZED IN CALIFORNIA



ISSUED BY THE  
BOARD OF TRADE OF



**D**airy  
**E**ucalyptus  
**L**emons  
**A**lfa  
**N**uts  
**O**ranges'

NOVEMBER THE FIRST  
NINETEEN HUNDRED AND NINE

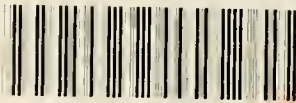








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