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Fresno Co. Calif. Chamber of Commerce

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FRESNO

COUNTY

CALIFORNIA

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F. W. Putnam

IN the way of initiatory remarks it is the desire of the compilers of this pamphlet to call attention to evidences of progress and improvement that have taken place in Fresno County during the past year. For Fresno City progress in all directions is apparent. The population has increased steadily, many business buildings and handsome residences have been erected. Many substantial municipal improvements have been made and much beneficial reconstruction of civic affairs has been accomplished.

The rural portions of the County have increased greatly in population. Several successful land enterprises have operated to bring in many settlers. These have been farmers who have at once proceeded to the improvement of the lands upon which they have settled. They have become contented and prosperous members of the community.

At the Pan American Exhibition Fresno achieved the proud distinction of first gold medal for the best general exhibit of products. Besides the award to the County there were ten gold medals, six silver medals and other awards to individual exhibitors within the general display. This pamphlet is intended to inform inquirers as to the resources and opportunities of Fresno County. The statements herein are conservative, the desire being to attract people to the County who after arriving here and investigating matters shall not be disappointed.

Map
OF
California
SHOWING LOCATION
OF
Fresno County





Fresno County Court House

FRESNO COUNTY

GEOGRAPHICAL POSITION AND AREA Fresno County is located in the center of the San Joaquin Valley. Fresno City, the County Seat, is situated near the geographical center of the State of California, and in about the same parallel of latitude as North Carolina. The boundaries of the County extend across the San Joaquin Valley from the Coast Range Mountains on the west to the summits of the Sierra Nevada on the east. The County comprises about 3,600,000 acres, of which about one-third is tillable soil adapted to agriculture and horticulture. Fresno City is about 200 miles from San Francisco and about 100 miles from the sea.

TOPOGRAPHY AND CLIMATE Fresno County presents a great variety of climatic conditions and soil. The altitudes vary from 250 to 13,000 feet. The Coast Range Mountains on the west are, comparatively speaking, low rolling hills. The country intervening between these hills and the



Picking Wine Grapes

Sierra, on the east, is valley land, comprising river bottom and upland. The Sierra Nevada Mountains, which occupy the entire eastern part of the County, are divided into three regions—the foot-hill region, the timber or forest region, and the region of snow and ice. It will be readily understood that with such a variety of topographical conditions, a corresponding variety of climatic conditions exists. The yearly seasons in the San Joaquin Valley are two. The dry season usually begins about June 1st, lasting until about the middle of October, or the 1st of November, when the rainy season begins. The average rainfall is about 10 inches. There is an average of 275 days of sunshine in the year. The rain in the winter seldom lasts more than two or three days at a time. With the exception of very rainy days, there is no time in the whole year that men and teams may not work out of doors. The mean average temperature is about 60 degrees. The average summer temperature is 80. The atmosphere during the summer months is very dry. The summer heat is not so perceptible nor nearly so depressing as in localities where there is damp atmosphere. The nights are nearly always cool and enjoyable. There are no sunstrokes, no hail storms. The wind never reaches a velocity great enough to damage property. The health reports show that Fresno City has the lowest death

rate of any city in the State. The same statistics show that the summer months are the most healthful. The mountain regions of the eastern portion of the County are always cool. These may be reached in about eight or ten hours' drive from Fresno City.

PRODUCTION There is probably no other equal area of country capable of producing a greater variety of valuable commodities than can be produced in Fresno County. Among those that are successfully produced in commercial quantities are: Cattle, horses, sheep, hogs, hides, wool and tallow, lumber, fire wood, gold, copper, petroleum, wheat, barley, oats, rye, Indian corn, Egyptian corn, broom corn, oranges, lemons, olives, figs, all kinds of deciduous fruits, table grapes, raisin grapes, dried fruits, raisins, wines and brandies, butter, cheese, poultry, eggs, all kinds of garden vegetables, sweet and Irish potatoes, tomatoes, celery, all kinds of berries, honey, etc. There are over 500,000 deciduous fruit trees in the County, and this number is being added to each season. There are about 40,000 acres of vineyard producing raisin and wine grapes.



Emperor Table Grapes

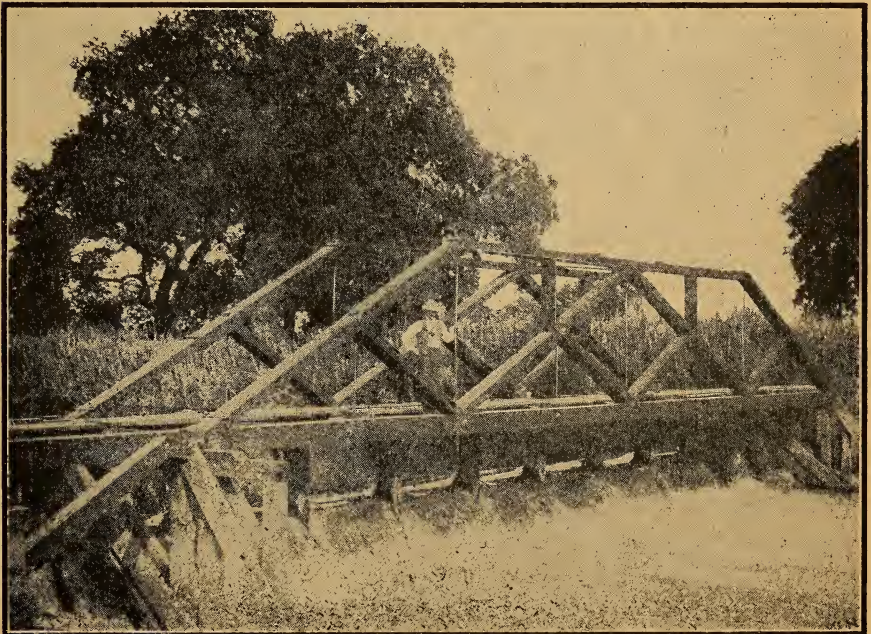


Fresno Irrigating Canal

IRRIGATION FACILITIES In California irrigation is the one great necessity if success is to follow the efforts of the farmer. Such are the results of irrigation that no well informed person thinks of purchasing a piece of land in a section of country that is not well supplied with water. In this regard Fresno County may truthfully claim to have facilities that are much better than those of any other point in the United States. The water for the Fresno system comes from the snows and glaciers of the high Sierras, from a region known as the American Alps. The mountains in this region reach great altitudes, and during the winter months snow accumulates in vast quantities upon the peaks and in the canyons. In addition to this snow there are glaciers of living ice. These form a storage supply that is practically inexhaustible. As the summer advances the snow melts and keeps the streams running during the irrigation season. The Fresno Canal and Irrigation Company operates a splendid system, with 300 miles of main canals, and 1000 miles of branch canals, and 5000 miles of distributing canals. This great system is most successfully operated, and furnishes, during the irrigating season

an abundance of water for all. The annual charge for water is 62½ cents per acre. This is the cheapest and best irrigation service in California.

LAND VALUES Lands of many qualities and kinds can be bought in Fresno County. There are large areas of land that can be bought for \$10.00 per acre, and even less. This kind of land is fit only for grazing purposes. It is not provided with a water right. Land that will raise good grain in favorable years may be had from \$15.00 and up. Land with a water right can be purchased from \$25.00 up. The above prices are for what may be termed the cheap lands of the County. The better class of lands costs more money. First-class land for alfalfa can be purchased for \$35.00 to \$50.00 per acre. First-class land for orchards or vineyards can be bought for from \$35.00 to \$75.00 per acre. First-class vineyards in full bearing have sold during the past two years for \$250.00 to \$300.00. Good bearing orchards have changed hands during the last year at from \$100.00 to \$150.00 per acre. The high-priced lands are situated in the vicinity and adjacent to the City of Fresno. First-class lands for general farming, dairying, stock and hog raising purposes, can be had for from \$40 to \$100 per acre. First-



A Fresno County Head Gate



Irrigation Reservoir in the Foothills—Citrus Region

class lands for general farming, dairing, stock and hog raising, for corn, vegetables, etc., can be had at from \$25.00 to \$50.00 per acre. There are no government lands to be had that are of much value for agriculture. Land of all kinds can be rented. Grain land is rented usually for one-fourth share of the crop. Orchards and vineyards are sometimes rented on shares, but the usual custom is to rent for a cash rent. The cash rent for orchards and vineyards varies from \$5.00 to \$35.00 per acre annually. Leases are usually made during the months of October and November. Lands for all purposes can be bought on time by paying down a portion of the purchase price.

INDUSTRIES OF THE COUNTY **PLEASANT AND PROFITABLE EMPLOYMENTS THAT MAY BE ENGAGED IN**

The industry for which Fresno is most celebrated is the growing and making of raisins. This is so, not only because the raisin industry has been a source of great profit to the county, but also from another and still more significant fact, viz., that the district in the vicinity of Fresno is the greatest raisin producing section in the world.



Picking Raisin Grapes and Spreading Them to Dry



Picking Season in a Fresno Vineyard

The making of raisins is a very simple process, and one that any intelligent man can engage in successfully with the information that is always to be had from others engaged in the business. The grapes that are ordinarily grown for raisin making are the Muscat, the Thompson Seedless and the Seedless Sultanas. The grapes when ripe are picked and laid on wooden trays placed between the vine rows. After four or five days' exposure to the sun they are turned, exposing the other side. The curing process requires about two weeks, after which they are placed in boxes and after a week or two are hauled to the packing houses. The value of the raisins produced in Fresno County reaches about \$3,000,000 annually. Of course the producing capacity of vineyards varies considerably. A vineyard will return from \$50.00 to \$125.00 per acre. It would be quite possible to cite numberless instances where vineyards have returned more than the above figures. Many vineyards have returned \$150.00 per acre. But it is better to deal with the averages than to give extreme cases of production. The cost of cultivating, pruning, irrigating, picking,



Fruit Cutting and Drying



A Fresno Lemon Orchard

curing and handling the crop is about \$25.00 to \$30.00 per acre. This shows a net return from vineyards of from \$25.00 to \$100.00 per acre. The variation in the returns as shown above is due to difference in conditions of soil, locality and care. The latter probably is one of the greatest influences.

Good vineyard soil with water can be bought for \$35.00 and upward. The cost of preparing ground for a vineyard is from \$5.00 to \$10.00 per acre. The rootings cost from \$6.00 to \$12.00 per acre. The planting costs \$10.00 to \$15.00 per acre. The vines will, with proper attention, begin to bear the third year after planting. Raisin vineyards in bearing are to be had all the way from \$100.00 per acre to \$350.00 per acre.

WINE GRAPES Wine grapes are quite as profitable in Fresno as the raisin grapes. They require less handling than the raisins, as they are picked and carted to the winery at once. A good wine vineyard will, when in full bearing, yield from six to twelve tons of grapes per acre a year, and these sell for \$12.00 to \$16.00 per ton. The cost of cultivation, picking and delivering, the crop is about \$20.00 per acre, showing net returns of from \$50.00 to \$140.00 per acre.

The cost of wine vineyards is just about the same as the figures given above for raisin vineyards. Fresno County has the reputation of being one of the best sweet wine growing sections in the United States.



Gathering Olives

DECIDUOUS ORCHARDS In Fresno all kinds of deciduous trees thrive, and the orchard business is one of the best that can be engaged in. All varieties of peaches are very successful. In fact, it would be hard to find a locality that produces finer peaches or greater quantities of them per acre than Fresno. Apricots are a very profitable fruit, but perhaps not quite so reliable as the peach. Prunes do splendidly in Fresno County. There are in the County some of the largest and finest prune orchards in the world. The Bartlett pear produced in certain parts of the County cannot be surpassed. Nectarines, plums, apples and quinces are also extensively and profitably raised in Fresno. These fruits are shipped green, they are dried, and also sold to the canneries. When they are cured the process is quite the same as raisin drying described before. The fruit is cut in halves and the pits removed, and then it is spread on trays to dry in the sun. The shipments of fruit from Fresno aggregate over \$1,000,000 annually. The business is increasing constantly. A good deciduous orchard in bearing should return from \$50.00 to \$100.00 per acre. They frequently return \$125.00.



Picking Oranges

Several orchardists have recently contracted their pears and peaches to the canneries for five years at \$20.00 per ton. These orchards yield from four to five tons to the acre.

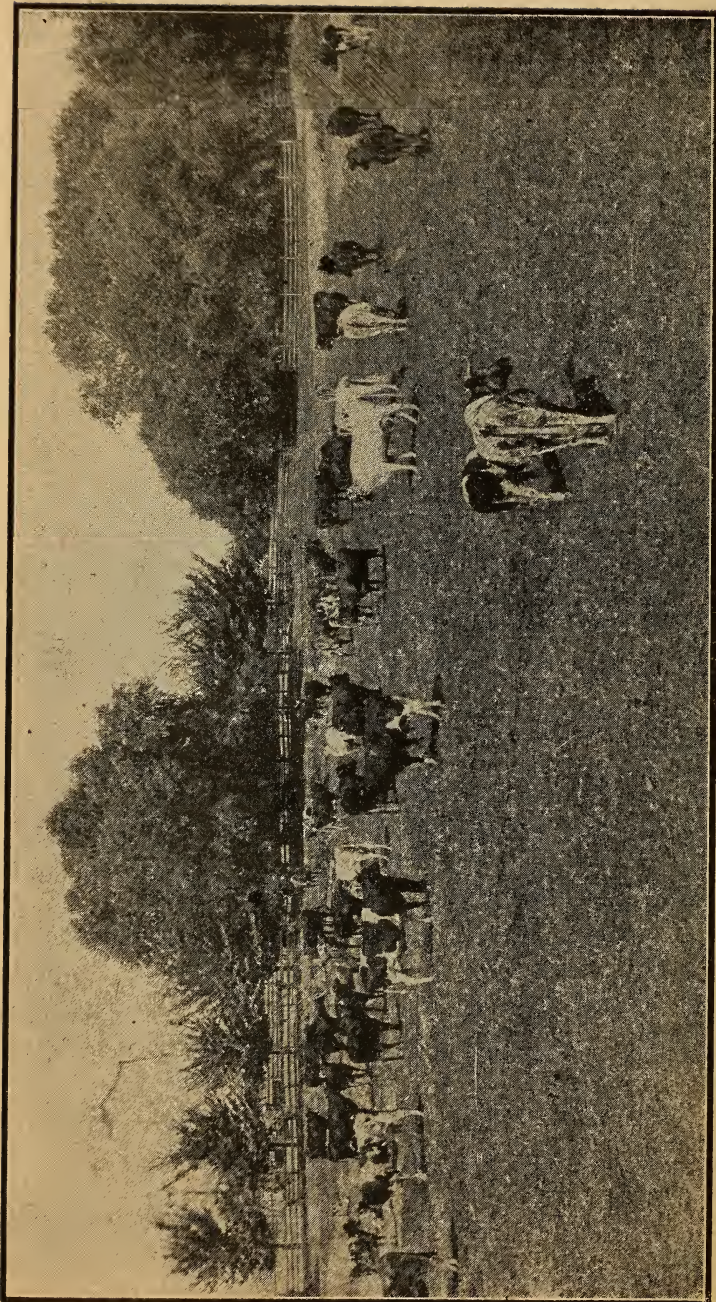
The expense of operating an orchard is from \$20.00 to \$25.00 per year per acre, showing a profit of \$25.00 to \$100.00 per acre.

Olives are not so extensively grown in Fresno as some of the other varieties of fruit. Those that are grown are very successful, and the quality is exceptionally good. The local demand for pickled ripe olives is greater than the supply. Some of the finest olive oil manufactured in California is made in Fresno. The present amount of acreage in olives is comparatively small. There is room for many more in this delightful and profitable industry. The olive tree is very sturdy, and will do well upon soil that is not absolutely first-class. Good land for olives can be bought in Fresno for \$25.00 to \$35.00 and up.

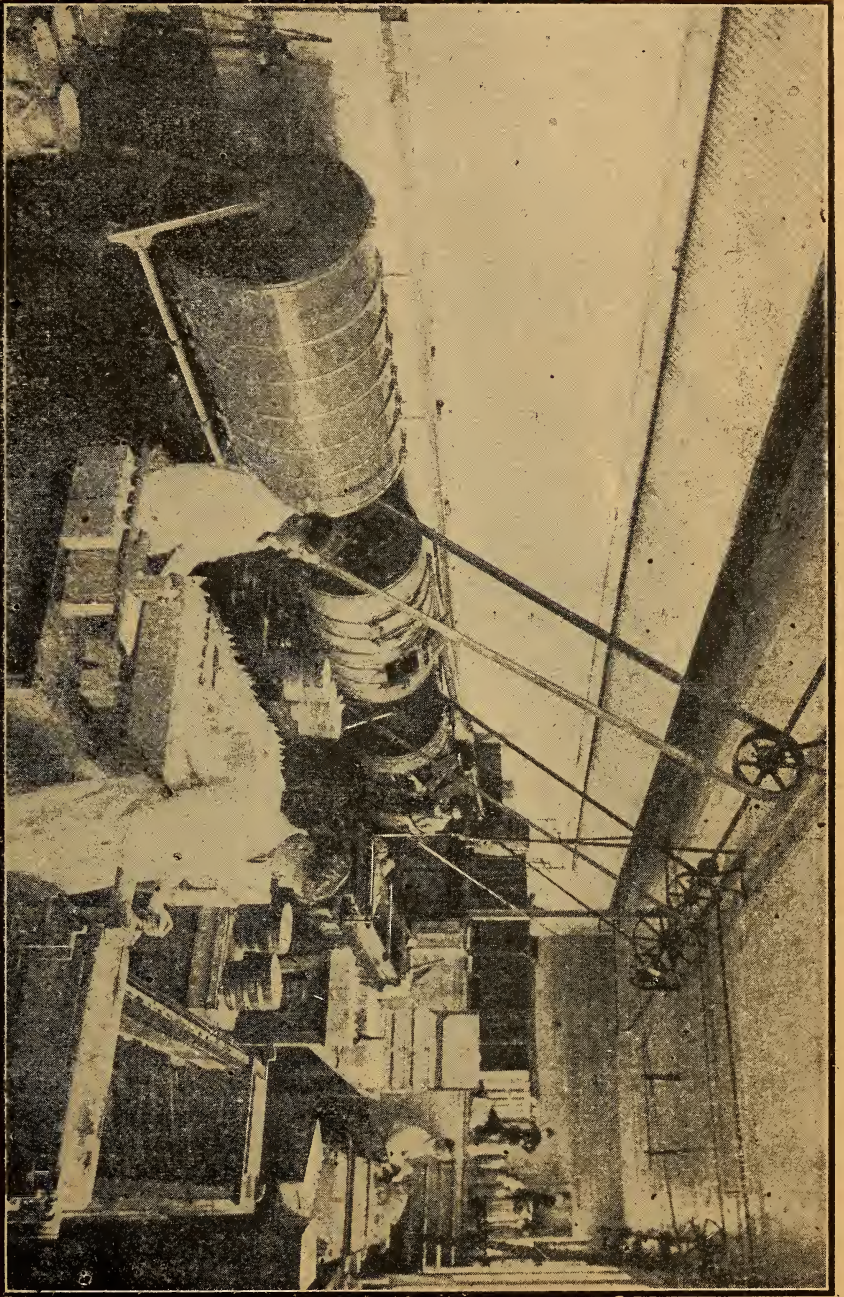
The fig in Fresno County deserves particular mention, as there is no other locality in California where the fig will do

so well, or where so much has been done in cultivating and improving the fruit. As the result of the efforts of Mr. George C. Roeding, a prominent horticulturist and nurseryman of the County, Fresno now produces the real Smyrna fig, an achievement that has not been accomplished anywhere else in America. Thousands of dollars worth of figs have been packed and shipped every year from Fresno, but it is hard to guess to what magnitude the industry will grow. The success of the Smyrna fig enables Fresno to produce an article that is equal in every way to the Smyrna fig. The fig tree in Fresno is a healthy, hardy tree. It is the custom among many vineyardists to plant borders of fig trees around their vineyards. These not only add much to the beauty of the properties, but are a source of much profit, as the fruit is often sold on the trees to people who cure and pack it. Good lands for fig orchards can be bought in Fresno for \$40.00 to \$60.00 per acre.

ORANGES In Fresno County oranges are grown successfully wherever there is water, but the most
AND successful orange lands are located in the
LEMONS eastern part of the County, at the base of the foot-hills. The soil and climatic conditions in this section are admittedly among the best to be found in any part of the State. The citrus fruits of this district have repeatedly taken prizes at District citrus fairs, State fairs and International expositions. The advantages that Fresno claims for the district are freedom from frost, and certain conditions of soil, that produce a superior fruit, but the chief advantage is the fact that Fresno County oranges ripen and are ready for market three to six weeks earlier than those of most other parts of the State, thus reaping the benefit of the early high prices in the Eastern markets. First-class orange lands, with water, can be purchased in Fresno County for \$50.00 to \$100.00 per acre. The cost of planting an orchard is about as follows per acre: For trees, \$75.00; preparing land and transplanting trees and care the first year, \$35.00; care the second and third years, \$30.00. Orange trees will begin to bear the fourth year after planting. At five or six years of age the trees should bear well and yield a handsome income. There are planted orange groves in bearing in Fresno County that are for sale. Twenty-five thousand dollars was recently offered for a grove of twenty-three acres of nine-year-old trees, but the offer was refused. The future of orange culture in Fresno is particularly bright. The industry holds extraordinary inducements to those who want to engage in fruit growing.



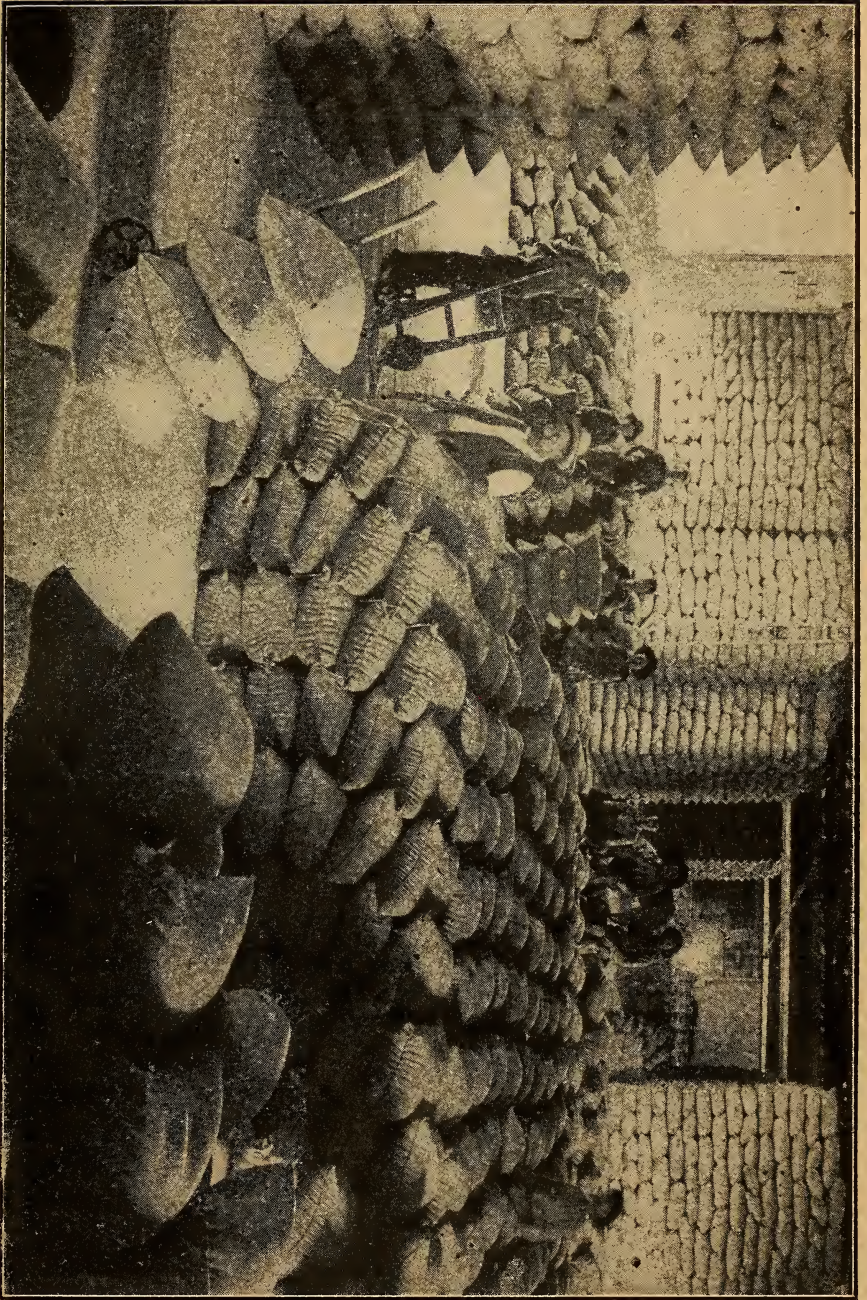
Dairy Cows



• Interior of a Fresno Creamery



Seventy Bushels of Indian Corn to the Acre in Fresno County



A Fresno County Grain Warehouse



Alfalfa in Fresno County

ALFALFA AND DAIRYING

Alfalfa is the most valuable forage plant that we have. In the irrigated lands of Fresno County, alfalfa seems to find a natural home. It grows luxuriantly, and to those who are unacquainted with the value of alfalfa in connection with dairying, it is a revelation. The crops when cut for hay are moved three to five times a year. The yield from a good stand of alfalfa is from one to two tons of hay to each cutting. This means from five to ten tons of hay to the acre every year. This hay is shipped in large quantities to Southern California and Arizona. It is true in Fresno, as elsewhere; that the most profitable way to handle alfalfa is to feed it where it is grown. One acre of alfalfa will keep a cow the year through. We respectfully ask those who have been used to devoting all of four or five acres to keeping one cow to think this over.

The dairying business in Fresno is one of the most attractive propositions that can be offered. It is the surest and quickest means of earning money from a piece of land. To a man of moderate means it is the stepping stone to the fruit and vine business, as it provides an opportunity to earn money during the time required for trees and vines to come into

bearing. For this reason we desire to draw the attention of readers to the fact that Fresno is one of the best dairying sections in the world. Alfalfa can be planted as late as March, and by the first of July the first cutting will yield from a ton and a half to two tons of feed to the acre. This is the finest feed for dairy cows that can be had anywhere. Fresno has some very extensive creameries, and these have established skimming stations all over the County, where the farmers sell their cream. To any thinking man who knows about dairying, these conditions suggest the way to a profitable business. Following we give the opinion of experts and the statements of some of our practical dairymen. The late Mr. McNulty, manager of the San Joaquin Creamery, says in an article on dairying:



Hauling Grain

“The question is often asked, Does dairying pay? It is our opinion that there is no other place on the map of the world where one’s finger can be placed where feed can be grown so abundantly and cheaply as in the San Joaquin Valley. Alfalfa is pre-eminently a cow feed, and the butter produced from the milk of alfalfa-fed cows, if skillfully and scientifically handled, produces a texture and a flavor that cannot be surpassed. In proof of this we can point with pride to the fact that the first premiums of the State Fair at Sacramento have repeatedly come to Fresno. It is predicted that within the next five years every acre of alfalfa in the San Joaquin Valley will be covered with dairy cows, and that experienced dairymen from all over the country will come here to settle. Cows can here be run on green pasture the year around. We can here pro-

duce a pound of butter for less than half what it can be produced in Illinois, Iowa or Wisconsin. California imports annually from the East about 1,500,000 pounds of butter." That is something else to think over.

Mr. Murphy, manager of the Danish Creamery, states that their patrons are milking about three hundred cows. The



Mammoth Blackberries

average amount of money paid for butter fat is \$55.00 to \$60.00 per cow annually. This is exclusive of the value of the calf and the skim milk.

The following is a letter from a Fresno County dairyman: "I milked last year an average of forty-three cows per month; sold during that time butter fat to the amount of \$55.93 per each cow; also raised and sold calves and hogs to the amount of \$19.71 per each cow, making the total earnings of each cow for the year, \$76.65."

Numerous statements show that the above returns are about the average in Fresno. There are numbers of statements that run very much higher than these, but it is sufficient to be able to say that in Fresno County the average return from one cow is \$55.00 to \$60.00 for butter fat, and \$18.00 to \$20.00 for calf and skim milk, or \$75.00 to \$80.00 total annual gross yield from ONE COW AND ONE ACRE OF LAND.

These are not fancy figures. They are being realized in Fresno County right along. The feed upon which this is being done is almost entirely and universally alfalfa. First-class alfalfa lands can be purchased in Fresno County for from \$25.00 to \$50.00 per acre, including water right.



Some Watermelons



Fanoramic View



A F



Fresno City



Winery

**CORN AND
OTHER
CEREALS**

Fresno County plants annually about 300,000 acres of wheat and barley. The value of hay and grain exports is about \$1,000,000, in addition to which are large quantities retained for home consumption. Fresno County has lands that produce seventy bushels of Indian corn to the acre. Large quantities of Egyptian corn is also produced. Broom corn is also produced in large quantities on the bottom lands.



Stock Cattle on Fresno Pastures

**POULTRY
AND EGGS,
ETC.**

These are sources of much profit to the small farmer. There is always a good local market for eggs and chickens. Eggs do not bring less than ten cents per dozen, and from that up to thirty-five cents. Chickens bring on an average \$4.00 per dozen the year around.

Honey is another source of profit to the small farmer. We have authentic record of farmers on twenty to forty acres who have made from \$1000 to \$2500 in a year on honey alone. Alfalfa honey is very fine and ranks with the clover honey of the East.

Vegetables and small fruits are another means by which the farmer may add to his income in Fresno County. Truck gardening is very profitable. The City of Fresno, with a population of 17,000 people, consumes a great many more vegetables than are produced in the County. Fresno County has as rich garden lands as can be found in the State. All kinds of vegetables are raised successfully. Potatoes, tomatoes, sweet potatoes, celery—all can be produced in perfection, and there is a sure home market for all that any one wants to raise. Berries are also very profitable. The home demand does begin to be supplied. These small products all bring high prices in our home markets. Fresno is noted as a producer of a very fine quality of watermelons. Not only is there a large demand for them, but, on account of their superior flavor, they are in

great demand in markets as far east as the Rockies. Hundreds of cars are shipped to Portland and to Montana and the Dakotas. This one product reaches a value of \$100,000 a year.



Sheep in Fresno Pastures

**CATTLE,
HOGS AND
SHEEP**

These are all produced in large numbers for both home use and for shipment. In fact, so favorable are the conditions for this business in Fresno that thousands of cattle are brought from other less favored sections to the pastures of Fresno County, where they are fattened for the markets of San Francisco and elsewhere. Hogs are a source of great profit, both to the large stock grower and the small farmer, particularly to the dairymen.

**IN THE
MOUNTAIN
REGIONS**

The mountains in the eastern part of the County are vast storehouses of wealth. Almost every known mineral is to be found, and while we have some few mines that are worked for gold and copper, this great region of mineral wealth is practically not exploited at all. There are deposits of gold, silver, copper, coal and iron, limestone, granite and marble—all waiting for development. In this region are found the great forests from

which over \$1,000,000 worth of lumber is made annually. This lumber includes yellow and sugar pine, cedar, fir, and redwood. Some of the trees from which this is cut are the largest in the world, being the Sequoia Gigantea, measuring over one hundred feet in circumference. There are two large lumber plants which bring the lumber from the mountains in flumes that are sixty miles or more in length, to the towns of Sanger and Clovis, where it is manufactured into building material of all kinds, and into boxes for the shipment of our fruits. The Sequoia, or redwood lumber, and sugar pine, are shipped all over the United States.

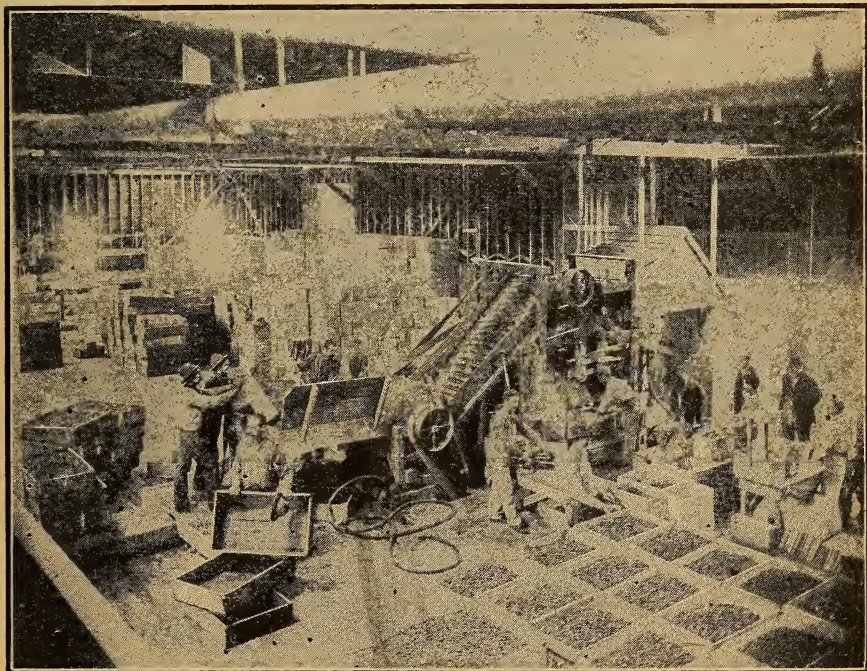


Fresno County Oil Fields

OIL Fresno County is a large producer of crude oil. The wells are located in the southwestern part of the County, in the vicinity of Coalinga. The district comprises some wells that are among the best in the State, and yield several hundred barrels per day. This supply of fuel oil so near to Fresno is a very great advantage. It means that we have close at hand cheap fuel for all purposes. With this fuel there is no reason why Fresno should not become a manufacturing center. The Fresno County oil is the best in quality that is found in California. It carries a large percentage of the distillates, kerosene, gasoline, benzine, etc. It is the best oil for manufacturing gas to be found in the State. The value of this oil as a fuel will be understood when it is stated that from three to three and one-half barrels is equal to a ton of first class coal.

ELECTRIC POWER

The San Joaquin Electric Company has a power station on the San Joaquin River, about thirty-five miles from Fresno City. This power is delivered to Fresno and also to towns in adjoining Counties. The entire length of transmission is about sixty-five miles. This company furnishes Fresno with lights, and the power is used in several of the manufacturing establishments of the city. The power costs in Fresno about \$45.00 per horse power a year.



Interior of Packing House

MANUFACTURING AND COMMERCIAL ENTERPRISES

Among the manufacturing and commercial enterprises in Fresno, the packing houses, where the raisins and dried fruits are packed and prepared for shipment, are the most extensive. It is hard for one who has never seen the packing houses of Fresno to realize the magnitude of this enormous business. There are in Fresno County fifty or more great packing houses where fruit and raisins are handled in quantities that are a surprise to any stranger looking at the operations carried on



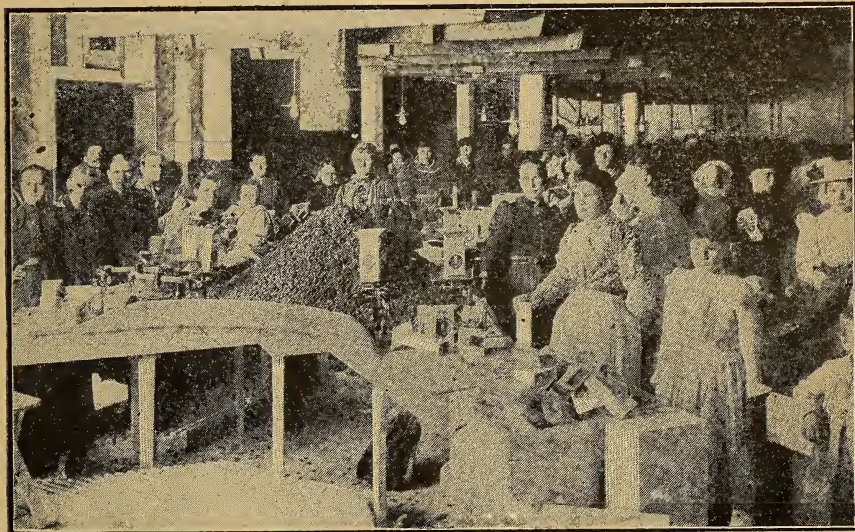
Some of Fresno's Large Packing Plants

here during fruit-packing season. Fruit and raisins are handled by the hundreds of tons. The larger packing houses occupy from sixty to one hundred thousand square feet of floor space. They employ from two hundred to four hundred hands during the packing season, and the packed goods are shipped away in trainloads. Recent inventions have been made for extracting the seeds from raisins. This industry is carried on by the packing houses, and has grown to very large proportions.

A large factory has recently been erected in Fresno which is entirely devoted to manufacturing by-products from the refuse and waste of the packing houses and wineries. Even the raisin seeds are utilized. The wineries of Fresno are among the finest and largest in the country. There are thirteen large wineries in the County, producing annually over \$1,000,000 worth of wine and \$250,000 worth of brandy. A new brewery, with a fine large brick building, is one of the new manufacturing enterprises in Fresno. In addition to these are an ice factory, creameries, agricultural implement factories, flouring mill, box factories, canneries, etc.

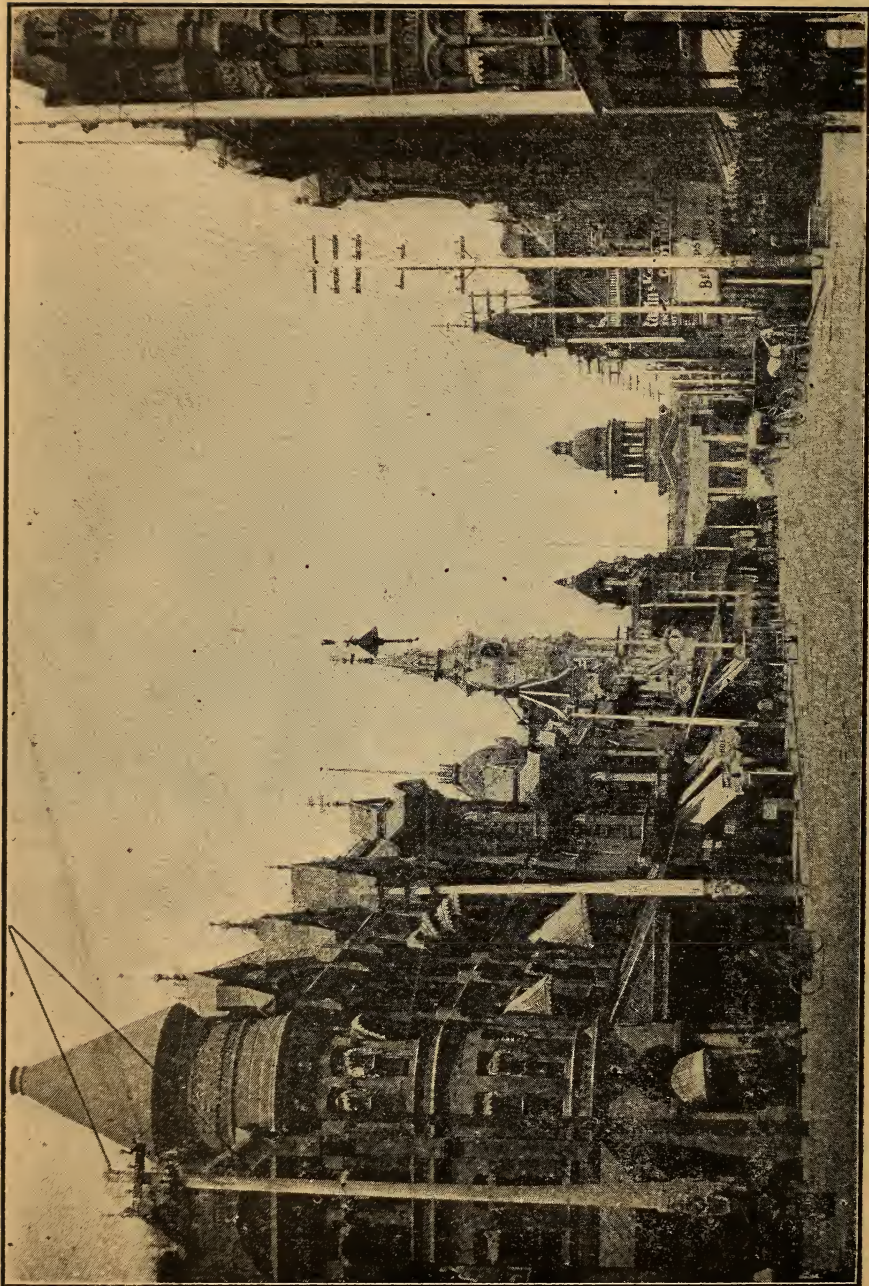
LABOR It will be readily understood that, with such large enterprises as have been mentioned above, there is always a demand in Fresno for good labor. Particularly is this true of the season when fruit is harvested and cured and packed. During this season thousands of hands are needed to gather the fruit and grapes and attend to the drying and hauling to the wineries and packing houses. The light work,

such as cutting the fruit for drying and packing it in boxes and fancy packages for shipment, is largely done by women and girls. Young men and boys can always find employment in the orchards and vineyards during this season. During the past two years mechanical labor of all kinds has been in great demand in Fresno. The building trades have been particularly busy. In fact, there is no reason for any man being out of work in Fresno.

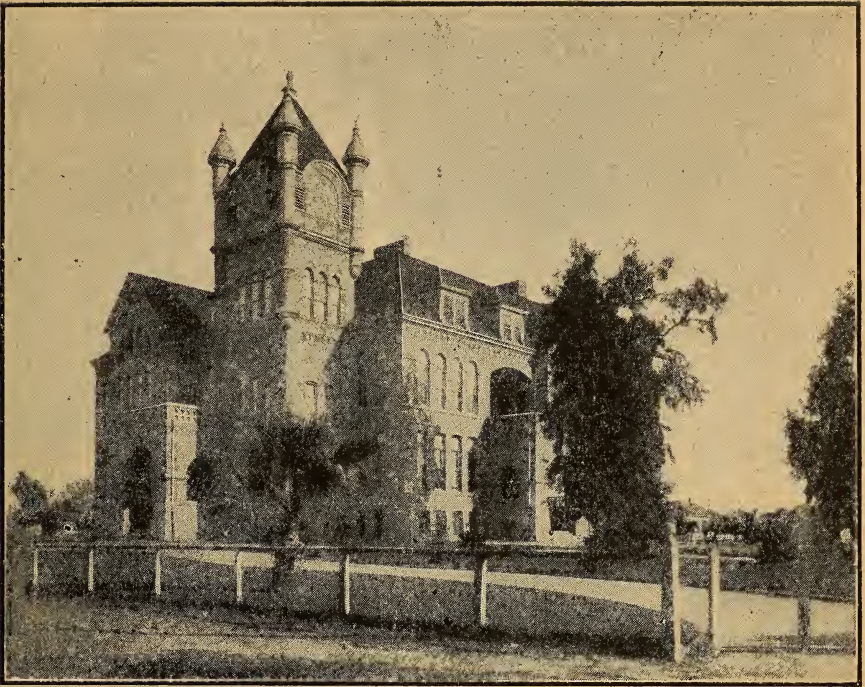


Packing Seeded Raisins

EDUCATIONAL The public school system of Fresno County is unexcelled anywhere. The buildings are all modern and well equipped. The City of Fresno has handsome school buildings. The High School is one of the most imposing structures of its kind in California. There are seven high schools in the County, two of which stand upon the accredited list of the State University, and pupils are graduated and prepared for collegiate course. Fresno County has 127 school districts, and 231 teachers employed. There are also good business colleges and a conservatory of music at the City of Fresno.



Street Scene, Fresno City



Fresno City High School

CITY OF FRESNO One who is traveling about often hears the expression, "Fresno is the best town in the State." It certainly does possess many advantages over other places, even over other cities of much greater population. The City of Fresno ranks No. 3 in shipping importance in California. It is the metropolis and business center of the San Joaquin Valley, and the natural gravitating point for the production and commercial energy of a great and enormously productive section of country. Regarding the financial condition of Fresno County, it is only necessary to say that there are in the City of Fresno five banks, representing a capital and surplus of over \$1,000,000, and having deposits amounting to \$3,650,000.

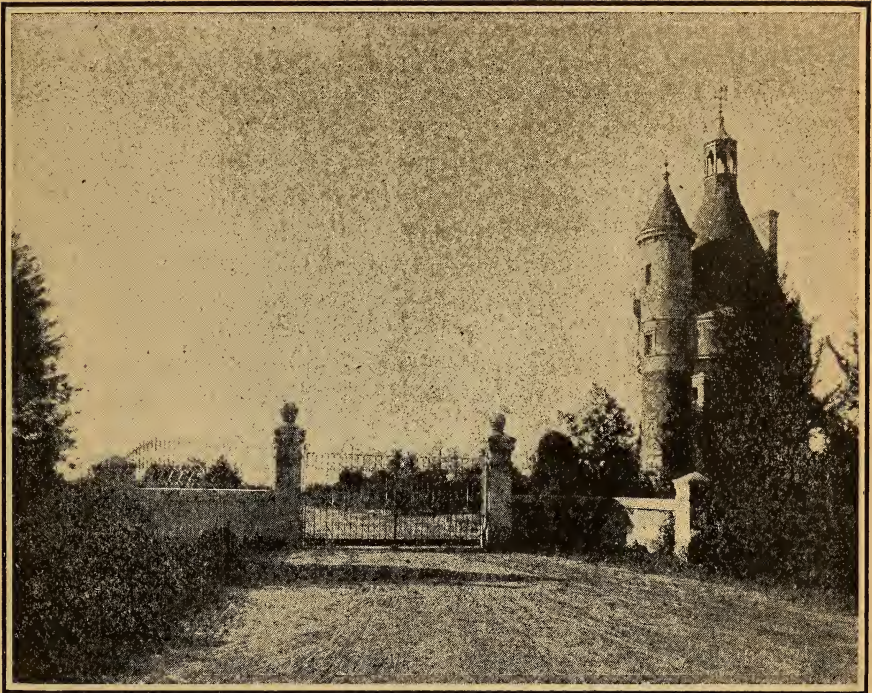
The City of Fresno is quite a railroad center. There are eight lines radiating from it. Fresno City and most of the principal towns of the County are upon the lines of the two transcontinental railroads, the Southern Pacific and the Santa Fe. These furnish the best of facilities for transportation and for shipping.

In addition to the advantages named, the city has a fine



A Country School House, Fresno County

opera house, good churches, a County Courthouse costing over \$200,000. The contract is let for the new \$30,000 Library, the gift of Mr. Andrew Carnegie. Congress has during the last session passed a bill appropriating \$100,000 for a public building. The past two years have been marked by great activity in building. A large number of new business buildings have been erected, and the number of fine residences built has been remarkable. A great deal of substantial street improving has been done; new pavements and cement sidewalks have been laid in many directions. One of the greatest marks of progress during the past year is the building of a system of electric street cars. This system is now in course of construction, and will be in operation soon. It will serve not only the City of Fresno, but will extend out into the more populous suburban localities. The desirability of Fresno and vicinity as a place of residence will be greatly increased as soon as this road is completed. The city has good sewerage system, well paved streets, good fire department, gas, electricity, and good water, and good postal service. A number of rural delivery routes have been established recently. In fact, there are all the advantages of a first-class modern city. Fresno promises much for the future. Her trade is on the increase constantly. She occupies the center of a locality that produces enormous quantities of readily saleable commodities. All of the conditions for manufacturing are close at hand—cheap fuel, cheap power, and unlimited possibilities for the production of raw material of almost every kind. The great need of the city and County, is population. People who are willing to work, who will take advantage of the natural conditions that are waiting to be utilized to the benefit of mankind



Lodge and Driveway—Private Park—Fresno County

SANGER Sanger is located fourteen miles east of the County seat, on a line of the Southern Pacific Railroad. It is a thriving town of 1500 inhabitants, with excellent educational, religious and business advantages, is in close proximity to the Kings River Orange district, lying adjacent to the river bottom lands, comprising several thousand acres of rich aluvial soil capable of producing great quantities of all kinds of fruits, vegetables and alfalfa, and the country generally, situated as it is, makes it well worth the attention of the home-seeker. Sanger is specially favored from an educational standpoint, having a high school with three instructors and a daily average of 50 students. The grammar school has six competent teachers, and the last school census showed 38 school children in the district. Besides having six religious denominations there are eleven fraternal organizations. In addition to being located on a line of the Southern Pacific Railroad, and four miles from the Santa Fe, Sanger has a good stage line running to the following summer resorts: Millwood (45 miles), Converse

Basin (55 miles) General Grant National Park (47 miles), Kings River Canyon (75 miles), and is reached by trail. The products compare favorably with other portions of the County, all of which have been mentioned in this pamphlet. The Sanger Lumber Company, which has its extensive mills, together with its yards, covering 65 acres, give employment to a large number of men. The business portion of Sanger is well provided for on the way, merchandise stores, hotels, restaurant, newspaper, etc. The town is lighted by electricity. A modern creamery with cold storage attached, has recently been constructed. The last named improvement will prove a great convenience to the dairymen. The Sanger district is irrigated from three irrigation systems, viz: Fresno Canal and Irrigation Company, Fowler switch, and the Centerville and Kings River Canal Company.



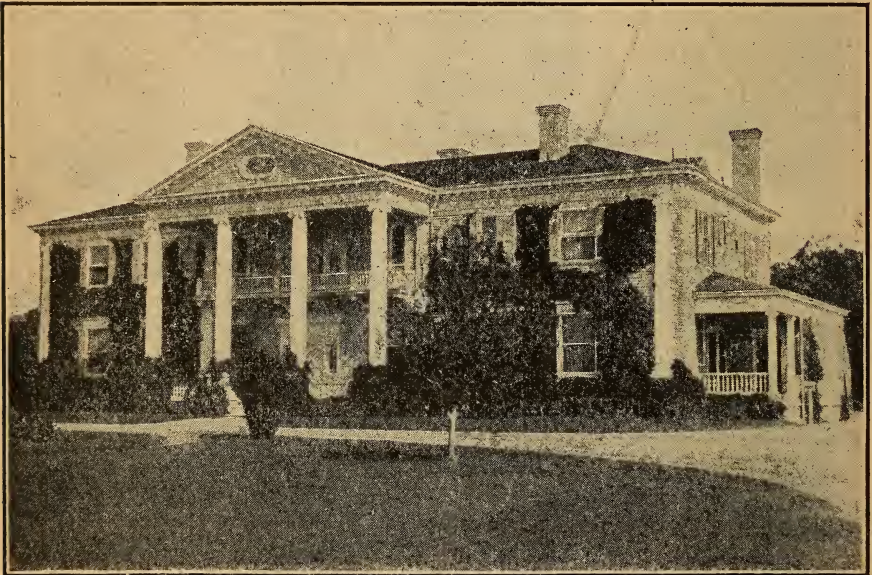
A Combined Harvester at Work.



Public School in Reedley, Fresno County

REEDLEY Reedley is situated in the southeastern portion of Fresno County, and 25 miles from the County seat. It stands on the banks of the beautiful Kings River, which runs through one of the most productive parts of the State, made so by the bountiful supply of water taken from its stream for irrigation purposes. Through this source there is one of the cheapest irrigation systems in the State, on the co-operative plan, covering 128,000 acres. Reedley has three churches and seven fraternal organizations. Besides having large merchandise stores, hotels, extensive warehouses, newspaper, packing house and large wineries, almost every other line of business is represented. Our school facilities are of the best. We have a brick structure, erected at a cost of \$17,000, all of which has been paid. Our grammar and high schools occupy rooms in this building. There are nine other schools within seven miles of Reedley, showing that our sec-

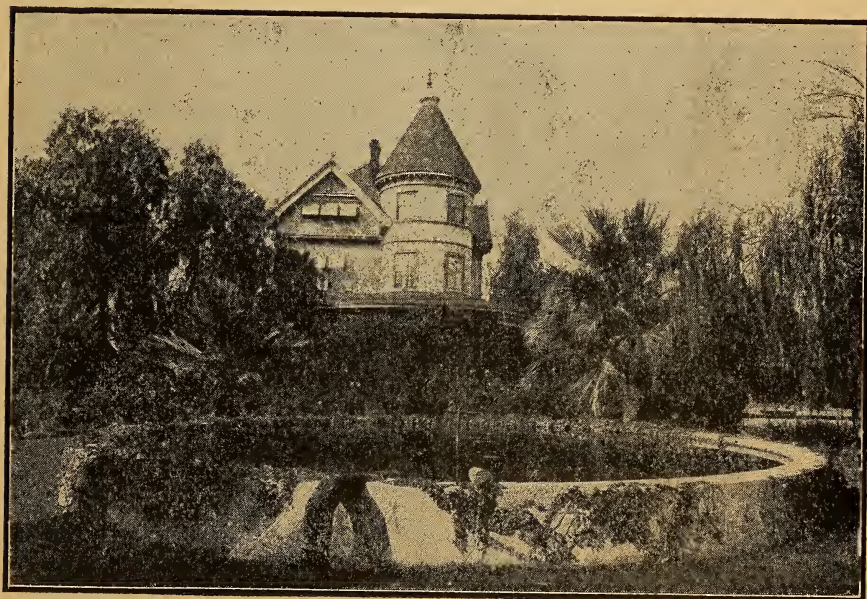
tion is up to date in educational advantages. Our shipping facilities are first-class, being on the lines of the Santa Fe and Southern Pacific Railroads. Our products are similar to those raised in every other portion of the County, and a large average of vines, alfalfa, deciduous and citrus fruits are being planted annually. The grandest mountain range in the world lies east of Reedley, where can be found the Gen. Grant Park, the big trees and Kings River Canyon, referred to in another portion of this pamphlet. Reedley has a Board of Trade that looks after the general interests of the community.



A Residence on a Fresno County Vineyard

SELMA The fertility of the soil and the introduction of an abundance of water for irrigation early attracted a large number of settlers to a district on the Southern Pacific Railroad, fifteen miles southeast of Fresno. Here the town of Selma was laid out in 1880, and it is now the section of about \$1500 Selma has been and is a district of rich reward for the settler of moderate means. Thousands of acres of fruit trees and vines in full bearing are to be found here. Second only to fruit raising is the growth of alfalfa, and the increased product of the Selma dairies is making well-to-do men of farmers who were a few years since having a hard struggle. The wide-awake and enterprising citizens of Selma have the usual business, mercantile and banking advantages of much larger places. The town maintains a good fire depart-

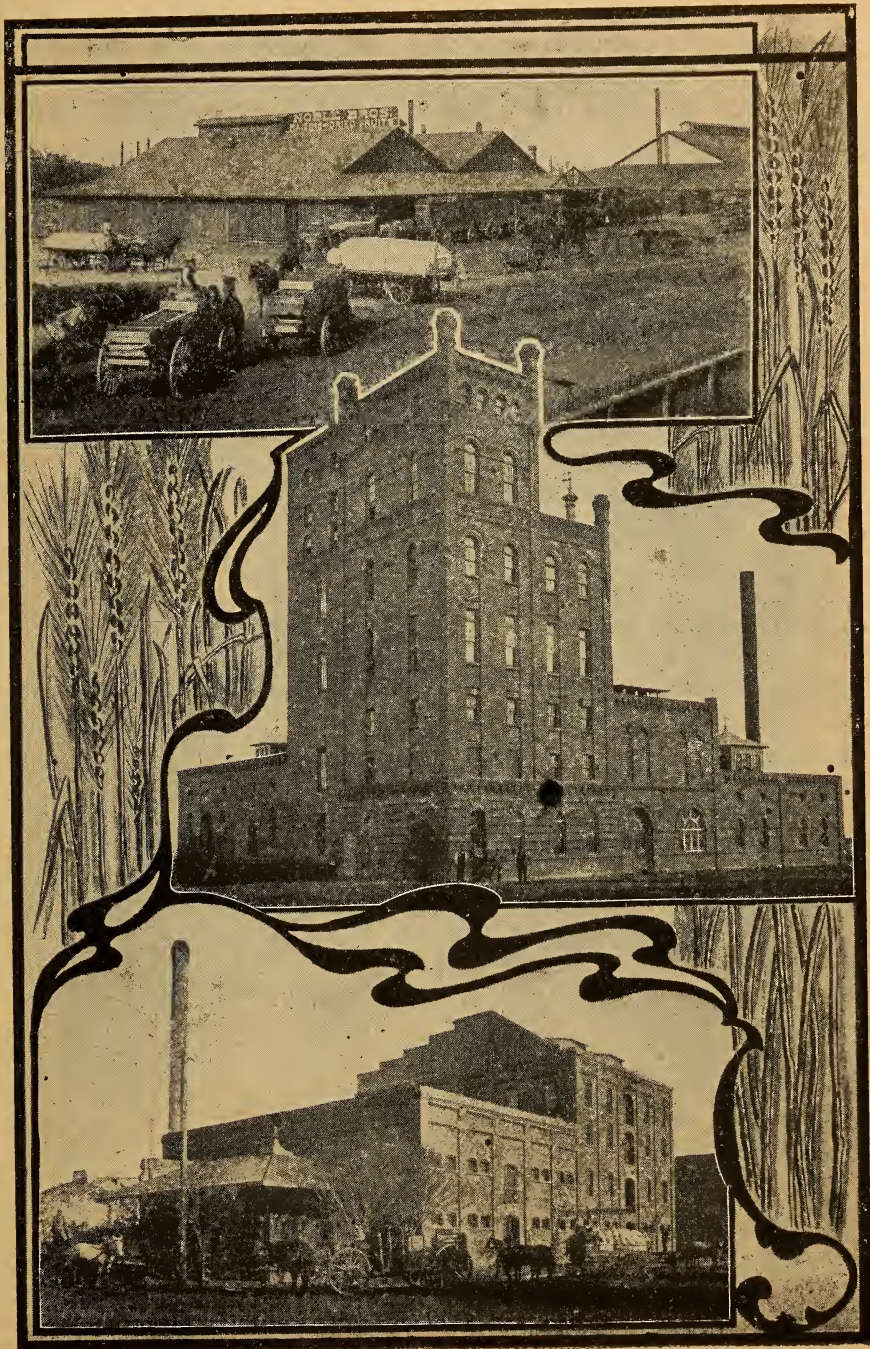
ment. A light and power company, a creamery, and two weekly newspapers, are among the semi-public enterprises. Eight churches are well supported. A number of fruit and raisin packing houses furnish employment to several hundred men, women and children during the fruit season. Wages are as good as those obtained elsewhere in the County, and good workmen are never out of employment. The surrounding country is laid out with broad highways, well shaded, and the excellent drives are a source of much comfort. Selma is proud of her excellent public schools, which maintain the high Californian standard. The grammar school has 500 pupils and ten teachers. The high school employs four instructors, is accredited by the University of California, and is rated among the foremost institutions of its rank by the State examiners. Here can be found lands that compare equally in value and quality with other portion of the County, and it behooves every visitor who is in search of a home to make careful investigation.



A Country Home in Fresno County.

CLOVIS

North and east of Fresno City, about 11 miles, lies a fruit-raising and grain district, where is one of the most promising in the County and State. Its central point, the town of Clovis, gives it its name. The town lies on a line of the Southern Pacific Railroad, which taps the foot-hills along the San Joaquin River, at Pollasky. Clovis has been known for years as the terminal of the Fresno Flume and Irrigation Company's 45-mile flume, which at reasonable cost brings down great quantities of lumber annually from the extensive forests, situated in the eastern portion of the County. to their large mills, where it is prepared for the market. As a grain center, this town has been equally well known. The largest wheat farmer in the State gave his name to the place. Now, however, the recent discovery that the land is much more valuable for fruit raising, is changing the character of the district. Cultivation of deciduous fruits, raisin and wine grapes and alfalfa, has shown that the land is particularly adapted to small farming, and that grain growing is a thing of the past. Many large ranches have already been sub-divided and planted by Eastern people, who have built up comfortable homes. The mining of copper is the third mainstay of the Clovis district. Deposits, such as the Copper King and Heiskell, were discovered some years ago east of the town, and now Clovis is the shipping point for large quantities of the valuable ore. Clovis, like all wide-awake towns, has its stores, churches, fraternal organizations, Board of Trade, newspaper, and so on. The district is irrigated by the water of the Fresno Canal and Irrigation system, one of the cheapest and best in the State.





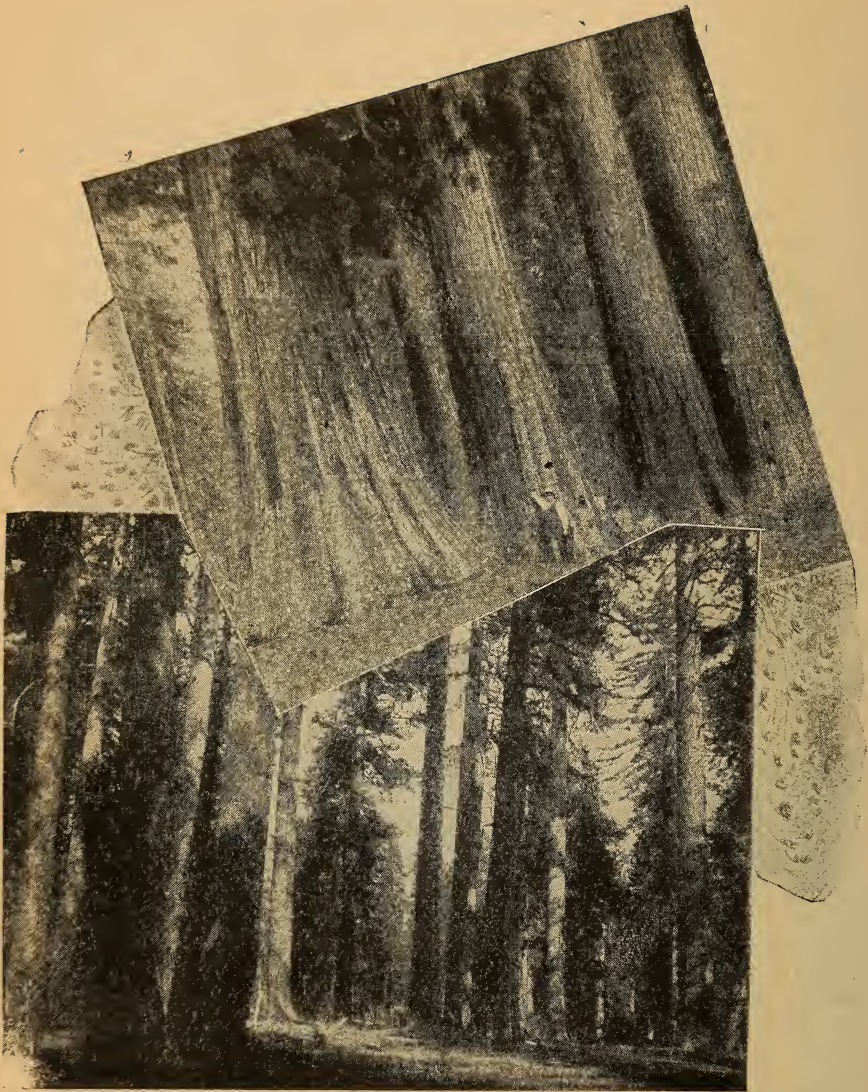
Lumbering Interests Fresno County

FOWLER That portion of Fresno County known as the Fowler district, lies about 10 miles southeast of the County seat, in the heart of which is located the thriving town of Fowler, drawing its support from an extremely fertile and prosperous section. A large acreage is planted to deciduous trees, alfalfa and the raisin grape. To such an extent is the latter produced at the present time, Fowler is credited as being next to the largest shipping point of raisins in the United States. In Fowler there are the usual lines of business, which go to make up a live, wide-awake town. Here can be found a handsome Union High School, with a competent corps

of instructors. In the grammar school there are 200 pupils. Fowler has five churches, each having its resident pastor. Though not incorporated, the town has the advantage of an energetic improvement club, which keeps the avenues and drives in fine condition, and maintains a free library and reading room, and the citizens of the Fowler district have recently organized a Board of Trade. The Fowler district has, like other localities in the County, excellent irrigation facilities, drawing its water supply from three systems. The lands are particularly adapted to raising all kinds of deciduous fruits, grapes, berries and alfalfa, the last named being so easily and successfully raised offers inducements to people to branch out in the dairy business. The large tracts of land used for growing cereals are being sub-divided and placed upon the market for sale to small growers at a very reasonable figure. Among other commodities grown, the olive is by no means an experiment. Fowler has the largest olive oil works in the County with a capacity of 15,000 gallons per season. With our large packing houses located in Fowler, gives a market right at the door of the grower. Many varieties of crops, which can be produced with good profit here, are today overlooked simply from neglect of attention. Fowler is the highest poin on the main line of the Southern Pacific Railroad, in the San Joaquin Valley, between Bakersfield and Stockton, and in consequence makes this a healthy locality.



Driveway in Fresno County Vineyard



Mountain Forests, Fresno County

LATON

The town of Laton is located on the southern part of Fresno County. It is in the center of the Laguna de Tache grant, a large rancho situated along the north bank of Kings River, for a distance of nearly 40 miles. Laton, the youngest town in the County, has sprung up as an evidence of what has been done in the adjoining country. It is the result of the breaking up and selling of

a large tract of land. Laton has good general merchandise stores, school and church, public library and reading room, town water works and gas plant. The surrounding country has been rapidly settled up with farmers who have come from all directions. The farms are abundantly watered from Kings River, and the locality has become known as wonderfully good for Indian corn, alfalfa, potatoes and all kinds of vegetables, fruit trees and vines. Dairying, stock raising and hog raising are extensively and profitably practiced. The section is char-



Kings River Canyon, Fresno County.

acterized by the name Kings River bottom, and has a soil of great fertility. The two great lines of railroad serve this locality, the Santa Fe with a station at Laton and the Southern Pacific at Lillis, about a mile and a half west. Laton has an active Board of Trade and a live weekly paper. Other important points in the County are Malaga, Coalinga, Jamison, Polasky, Academy, Toll House, Pine Ridge, Parlier, Kearney, Park Del Rey, Malta Mora, Tarpey, Kingsburg, Easton, Olean-der and Lone Star.



RECREATION Fresno County offers much in the way of sport and recreation that is attractive. During the shooting season there are quail, doves, ducks and geese in abundance among the Sierra Nevada. The mountains east of Fresno, and within easy reach, are many of the most attractive nature wonders and resorts in the world. The Yosemite valley is but three days drive, and only two days by rail and stage from Fresno. The famous Kings River Canyon is easily accessible by stage and trail. At shorter distances in the lower spurs of the Sierras are numerous beautiful resorts that offer good hunting and trout fishing, and that are much frequented by Fresno people.



Reasons Why Fresno County Is a Good Place in which to Locate

It is a healthful place.

It offers a greater variety of occupations than most other places.

Its agricultural and horticultural possibilities are unlimited.

It has more advantages and fewer disadvantages than most other places.

Good soil.

Good climate.

Plenty of water.

A man with a small capital can locate in Fresno County on twenty or forty acres of land, go to raising alfalfa and dairy cows, and he can begin to earn money quicker than in almost any other place. With ordinary industry and intelligence he can, within a few years, own a fine orchard or vineyard, a property worth from \$150.00 to \$350.00 per acre. This has been done by others; it is being done by others: it can be done by you, if you are willing to try.

This Pamphlet

is issued by the CHAMBER OF COMMERCE of Fresno County, California. Persons desiring further information will be furnished with same on application.





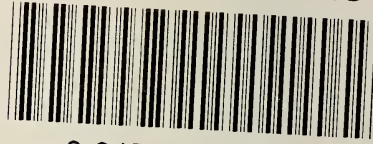
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