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Resources of
Placer *o o*
County *o o*
California

OF TRADE, SAN FRANCISCO, for FREE
Literature and information on California.



The Land of
Sunshine
Fruits and
Flowers *o o*





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RESOURCES

PLACER COUNTY

CALIFORNIA

ISSUED UPON THE AUTHORITY OF THE PLACER COUNTY
IMPROVEMENT AND DEVELOPMENT ASSOCIATION AND
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SECRETARY PLACER COUNTY IMPROVEMENT
AND DEVELOPMENT ASSOCIATION
AUBURN, CAL.

PRESS OF THE PLACER HERALD
AUBURN, CALIFORNIA

PLACER COUNTY, CALIFORNIA

LOCATION, CLIMATE, AND PRODUCTS

Latitude: 38° 50' N. to 39° 20' N. About the same as the State of Maryland and Southern Italy.

Localities.	Miles from San Francisco.	Elevation.	Average Rainfall.	Average Temperature.	Principal Products.
Roseville.....	108	163	25 inches.	60° to 68° Corresponding with Los Angeles, Oroville, Nice, Naples, Algiers, Gibraltar, Smyrna, Messina.	Semi-Tropic and other Fruits, Grain, Granite, Gold.
Lincoln.....	120	110			
Rocklin.....	112	219			
Loomis.....	115	400			
Penryn.....	118	626			
Newcastle.....	121	970			
Auburn.....	126	1360	35 inches	52° to 60° Corresponding with San Francisco, Venice, Mentone, Rome.	Fruits, Gold.
Clipper Gap ...	133	1759			
Applegate , , ,	141	2285			
Colfax.....	141	2422			
Cape Horn Mills	149	2676	45 inches	41° to 52° Corresponding with Yo Semite, Tahachapi, Dover, Copenhagen, Edinburgh, Hamburg, Munich, Geneva, Dantzig, Frankfort.	Gold, Cattle, Timber.
Gold Run.....	155	3222			
Dutch Flat.	157	3595			
Alta.....	159	3607			
Towles.....	160	3704			
Blue Canyon ...	168	4695			
Emigrant Gap..	174	5221			
Cisco.....	182	5934		30° to 44° Mountains.	Timber, Cattle.
Summit.....	195	7017			
Truckee.....	210	5819			
Tahoe City.....	229	6216			



ORCHARD SCENES IN PLACER COUNTY.



PLACER COUNTY ORANGES.

PLACER COUNTY

This pamphlet seeks to draw your attention to certain facts. It belittles no other section, but invites you to come to Placer County, and then judge for yourself.

Nothing is misstated; naught set down in exaggeration. No claim is here made that cannot be verified.

We have climate, soil, water, railroads, ready markets, and limitless power.

We need capable, energetic homeseekers, who mean business. Also capital to develop our endless resources.

Placer County is in North Central California. The Southern Pacific Railroad enters the State at the eastern boundary of the county, and traverses its entire length—a distance of about one hundred miles. Hence its name, "The Gateway County." The Oregon Division of the Southern Pacific Railroad runs north and south through the western portion of the county.

The 39th parallel of latitude north, runs through the county. Its latitude, therefore, corresponds closely with the State of Maryland and with Southern Italy.

Placer County contains 1386 square miles, and is somewhat larger than the State of Rhode Island.

Sacramento City, the Capital of the State, can be reached in a few hours, and the traveler return to his home the same day.

Three regular overland trains carry you to San Francisco (the metropolis of the West)

every day; and three overland trains pass your door daily for the East. There are also local and special trains. There is also a Portland train running north and south, each way, daily, also a local, each way, Sacramento to Colfax—making ten passenger-trains daily in and out of the county, besides about one freight-train each hour during the busy season. Surely Placer County's railroad facilities are the best.

The west line of the county, in the basin of the Sacramento, is at an elevation of less than one hundred feet above sea-level. Its east line lies among the summits of the Sierra Nevada Mountains, at a height of more than eight thousand feet.

The lands of the valley merge into rolling foothills, which gradually increase in altitude, until



HAYING AT ROSEVILLE.

is reached the heavy-timbered mountain meadows and snow-clad peaks of the Sierras. The scenery is grand. Here majestic snow-crowned peaks rise from the deep gorges and canyons. At their bases, and held in depressions of their summits, may be found beautiful lakes that rival those of far famed Scotland. On the summit borderland, between the State of Nevada and the boundaries of Placer, at an altitude of 6,280 feet, lies Lake Tahoe, covering an area of two hundred and twenty square miles, and having a known depth of two thousand feet. It is the largest body of fresh water in the world, at that altitude.



\$200,000 COURTHOUSE AT AUBURN—MADE OF PLACER COUNTY GRANITE AND TERRA COTTA.

We have but two seasons—the wet and the dry. In the foothills flowers bloom continually during every month of the year. In summer, when the rains have ceased, the blue sky, practically free from clouds during the entire season, surpasses in beauty that of fair Italy. The nights are cool and owing to the dryness of the atmosphere, the heat is not oppressive.

The foothills of Placer are famous as a healthful region. Physicians, the world over, recommend this section for bronchial, asthmatic or catarrhal affections.

Auburn, the county seat, is in the center of this favored spot.

We have the best schools and in every district the school is easily accessible to all. In Auburn

there is a High School, which is accredited to the State and Stanford universities. There are many fraternal societies and social organizations, with churches of the principal denominations, and all in all, Placer County presents an ideal community in which to rear a family.

**Churches
and Schools**

Thousands of dollars are annually spent on roads, and some of the driveways are picturesque in the extreme, either through the orchard and vineyard of the valley, or through the rugged mountain to some spot where the sportsman may divide his time in hooking the "speckled beauty" or in hunting quail, grouse, deer, and other large game.

Roads and Driveways

To the invalid, searching for warm skies and a life-giving air; to the business man, weary of the turmoil of the city; to his wife, worn by the ceaseless demands of society; to the family man, desirous of seeing his children develop strong and hearty; to the man of wealth, looking for profitable investments; to the man of moderate means, hunting for the most favorable place to locate; to the young man, anxious to get a start in life; to the old couple, seeking a comfortable home in which to pass their declining years, the hills and vales of Placer County offer endless attractions. It is a land of homes.

A Land of Homes

The glory and the wonder of the California of to-day is her fruit, which, because of its surpassing excellence, finds its way in some form or other into every corner of the earth. For beauty, for flavor, for keeping-quality of her fruit, Placer County, of the fifty-three counties of the State, acknowledges precedence to none. Taking into consideration early maturity of fruit and market facilities, it has advantages over any county in the State, and is by adoption, if not by nature, the home of every semi-tropic and temperate zone fruit that grows.

Horticulture

Placer County produces in large quantities for the Eastern and Territorial markets: Oranges,



CHURCHES AND RESIDENCES IN PLACER COUNTY—LINCOLN PUBLIC SCHOOL.

Lemons, Olives, Figs, Pomegranates, Japanese Persimmons, Almonds, English Walnuts, Italian Chestnuts, Peanuts, Grapes, Peaches, Pears, Apples, Quinces, Apricots, Nectarines, Cherries, Currants, Plums, Prunes, berries and small fruits of every description, and it has well gained for itself a reputation that gives it an advantage in the markets over the fruits from any other section. Why? Because nature has been peculiarly kind to this certain portion of the earth's surface in arranging soil and climate in a combination that produces the best fruits in the world.

In 1900 Placer County shipped **one-fourth** of all the deciduous fruits sent out of California.

The natural home of the peach seems to be in the Sierra foothills, where drainage is perfect and irrigation is practiced, and these are the two conditions that make the crop a certainty every year. Trees come into profitable bearing at three years of age, and soon after into full bearing, which can be continued for an indefinite period, as there are examples of trees in this county that have constantly borne fruit for more than twenty years.

Other deciduous fruits grow in this county equally well as peaches, and sell at the same relative profit, because of their early ripening and the freshness with which they reach the Eastern markets. It is desirable that all these fruits be grown here in quantity corresponding to the demand of consumers, who usually want an assortment of every variety of fruit in their season when they order in car lots, as they generally do because of cheaper freight rates. The first cherries sent from California to the East are usually from Placer County, selling at high prices,

**Peaches
and other
Deciduous
Fruits**

and the entire crop of early cherries is disposed of before they ripen in many other sections of the State.

The largest cherry-trees in the world are to be found on the ranch of Robert Hector, near New-



BLOCK OF FRUIT-SHIPPING HOUSES AT NEWCASTLE.

castle. From one of Mr. Hector's trees he has picked as high as 3,000 pounds of fruit in one season.

One of the most important branches of the fruit industry in Placer County is the growing of strawberries, blackberries, and raspberries, which here ripen earlier than in any other part of California, and if early varieties are exclusively planted, they can nearly all be marketed, without competition, at great profit.

Between the trees of a newly planted orchard can be set three or four rows of strawberries. They come into profitable bearing in the second year, and three yearly crops can be gathered, by

which time the trees will give a profit from their fruiting. Grapes are successfully grown, both for wine and raisins, as well as for the table.

Olive culture is another industry particularly adapted to this section. The finest olive orchards in the world are situated where the soil, climate, and configuration of the country are almost exactly like that of Placer County. The trees grow here with wonderful vigor, fruit at an early age, and there are no insect pests of any kind affecting them. The olive commences bearing at seven years, the yield increases with each year, and trees are known to have lived in France and Italy for 200 years. At Aeolia Heights, Auburn, Placer County, California, sixty acres of trees ranging from 6 to 15 years old, last season produced about 600 gallons of the best quality of pure virgin olive oil.

Oranges ripen in Placer County from a month to six weeks earlier than they do in the most favored portions of Southern California.

By planting early varieties of oranges in Placer County the grower succeeds in marketing them before the holidays, and secures ready sales at high prices because of lack of competition.

The oranges of Placer County are all bright and free from scale or smut, which affects the fruit of some other portions of the State, especially where the trees are exposed to ocean fogs.

“A tree covered with black scale and smut may be moved from these regions to Placer County and will, owing to the clear, dry atmosphere, become entirely clean before the end of the second season after transplanting.”

An orange grove in Placer County, if well cared for, will net the owner \$250.00 per acre.



BARTLETT PEAR ORCHARD AT COLFAX.

All the fruit lands of Placer County are within ten miles of the railroad, proximity to which will in a measure fix values.

At points distant from six to ten miles from depots, land can be bought at prices varying from \$15.00 to \$50.00 per acre, and good land too; distant from three to six miles, for from \$25.00 to \$100.00 per acre; while nearer the railroads it is held at from \$50.00 to \$200.00 per acre. Improved places can be bought and an income can at once be derived from these places that will pay fair rates of interest on investments.

Placer County is pre-eminently rich in minerals. In its boundaries may be found the pure sparkling water of the medicinal springs, the iron and copper ore, the monumental marble, the granite of the quarries, the deep quartz veins with the bonanza of golden metal, or its rich placers, in the gently sloping ravines, the rugged canyons, or in the beds and banks of its rivers.

Gold was first found by Claude Chana, in

**Cost of
Land**

**Placer
County's
Mining
Story**

Auburn Ravine, May 16, 1848, just three months after its discovery at Sutter's Fort by James Marshall, and almost within sight of where the first nugget was unearthed. Samuel Seabough, in his sketches of the beginning of placer mining in California, says: "In the dry diggings near Auburn, during the month of August, 1848, one man got \$16,000 in five cart-loads of dirt. In the same diggings, a good many were collecting from eight hundred to fifteen hundred dollars a day." The region soon acquired the name of "Woods' Dry Diggings," and in the summer of 1849, when the settlement became more concentrated, it was given the name it now bears—Auburn.

Since the injunction proceedings of 1880, whereby certain restrictions were placed upon the hydraulic method, attention has been paid to the deep auriferous gravels of ancient channels, lying high above the present river beds. They are mined through the medium of tunnels, and have proven wonderfully rich and profitable. "The Hidden Treasure" at Sunny South, is the largest drift or gravel mine in the world, removing five hundred cars of gravel per day.

Quartz mining is as yet in its infancy, but the possibilities in this direction are unlimited. There are at the present time some thirty mills, with a capacity of three hundred stamps.

River and hydraulic mining are operated upon an extensive scale in some parts of the county. "Mammoth Bar," a river mine in full operation, near Auburn, is the richest of its kind in the world.

Hundreds of men find it still profitable to work the ravines by the old placer process. The gold mines of Placer County have contributed over



CONROY AND FREEMAN HOTELS AT AUBURN — HIGH SCHOOL — MOUNTAIN LAKE — QUARTZ MILL.

seventy-five millions to the world's wealth. In 1900 the output was \$1,600,000.

The granite quarries in Placer County are not only the most important in the State of California, but rank with the best in the United States. In every case they are contiguous to the railroad, thus affording easy transportation. The street-curbing and granite fronts of San Francisco, are nearly all from Placer quarries, while the capitol building in



GRANITE QUARRY AT ROCKLIN.

Sacramento, the famous Crocker monument, and many county courthouses, are examples of the value and beauty of the foothill granite. The largest quarries are to be found at Rocklin, Penryn, and Loomis.

Lumbering is carried on upon an extensive scale. The annual output is sixteen millions of feet. There are some spruce, fir, and cedar, but principally yellow and sugar pine, the latter being the most valuable

lumber produced in California. The largest shipping camp is at Towle.

Potter's clay has become a very important industry. From it is manufactured sewer-pipe, tiling, pressed brick, and architectural terra cotta. A late departure is a perfected system of "glazing" for interior decoration. Among the notable specimens of this work is the interior finish of the Mills Building, the finest in San Francisco. The Lincoln Pottery

**Potter's
Clay**



SCENE IN PLACER'S LUMBER REGION.

is now furnishing terra cotta for a hotel in Los Angeles, said to be the finest in Southern California. The largest deposit of this potter's clay is to be found at Lincoln.

Some one hundred thousand acres are annually devoted to wheat, barley, oats and hay. In many localities the land will produce thirty bushels of wheat to the acre. The grain lands are located principally in and about the towns of Roseville, Lincoln, and Sheridan.

Grains



POTTERY AT LINCOLN.

Horses, sheep, cattle, and hogs are raised in great numbers, the merging of the mountain and valley sections, furnishing both summer and winter ranges. Much attention is given to stock of high pedigree, and between Roseville and Sacramento is located the Rancho del Paso, one of the largest and most noted horse farms of the West.

Oil wells are now being bored in Western Placer, with every indication of success. The soil shows shale, salt marshes, coal, natural gas, and manifestations usually present in oil districts.

The South Yuba Company's irrigating canal, which finds its head in the limitless watersheds of the Sierras, and runs through the entire fruit belt, opens up great possibilities in the line of manufacture. Nowhere can power be obtained more cheaply. Already this water system is furnishing power wherewith every town along its course is lighted with electricity, including the city of Sacramento, capital of the State.

Canneries We have, together with box factories, dryers, olive oil works, fig marmalade factories, etc. etc. We need many more.



COUNTRY HOME AT PENRYN.

THE VARIOUS PLACER COUNTY DISTRICTS AND THEIR LEADING PURSUITS

Beginning at the western border of the county, twelve miles from Sacramento, the capital of the State, we come to Roseville, at an altitude of 60 feet. It is located at the junction of the main line of the Southern Pacific Railroad and the Oregon Branch. Twelve miles north on the Oregon is the town of Lincoln and four miles north is Sheridan. These towns are all in the midst of the vast grain and stock fields of the county. Sheep, cattle, horses, and hogs are raised by the thousand. Between Roseville and Sacramento is located the Rancho del Paso, one of the largest and most noted thoroughbred horse farms of the West. There are also

many orchards and vineyards in this section. Some of the largest watermelon patches in California are to be found in the vicinity of Roseville. Lincoln shows up rich deposits of coal, sand for glass making, granite and potter's clay, and as before mentioned supports the largest pottery plant in the country. Copper is found at Sheridan, and indications of oil are present throughout this entire section.

On the main line of the Southern Pacific Railroad come in order Rocklin, Loomis and Penryn, respectively, three, six and nine miles east of Roseville. These are all places of note in the matter of granite quarrying.

The first full carload of raisins ever shipped from California to the East, came from Rocklin, and were grown in the vineyard of J. Parker Whitney. Oranges of superior excellence are raised at Rocklin, and the production of other fruits is of large extent.

Loomis is becoming noted for the early ripening of its oranges, berries, peaches and other fruits. Each succeeding year notes an increase in the amount of fruit shipped East, and it is to-day the second largest shipping point in the county. Its location upon the railroad and the large fruit shipping houses thereon afford easy and ample markets. Orange land is offered for sale near Loomis upon terms that are very attractive. The object is more for the purpose of inducing neighborhood improvements than for the purpose of making sales of land, as the owner is a gentleman of large means and is himself now planting orange trees extensively. Loomis, Penryn, Newcastle, and Auburn, the last two being respectively three and eight miles east of Penryn, are in what has for years been the greatest green deciduous fruit shipping section of California.

Penryn is in the lower foothills. Its slightly knolls, its orange groves, its evidences of culture and refinement, at once impress the stranger with the idea that it is a land of homes—a place where people come with a settled conviction that here is a nook to which the Creator has been kind, and where nature beckons on to peace and quietness. The entire line of semi-

tropic and deciduous fruits thrive here in endless profusion. One party has planted during the past season (1901) over 11,000 orange trees.

Newcastle is in the center of the Placer County fruit belt. It was here that fruit growing and shipping first sprang into importance in this part of California. From the shipment of a few berries in the 70's, the business has grown to mammoth proportions. Millions of dollars have returned to the producers and an era of prosperity has prevailed. More green deciduous fruits are raised at, and shipped from Newcastle than from any other point in California. The limit as to variety (as at Loomis and Penryn) has never been reached. Oranges, olives, figs, grapes, peaches and in fact all the fruits, flowers, vegetables, grains and grasses of the temperate and semi-tropic regions thrive to perfection. There were shipped during 1900 from California 6037 carloads of green deciduous fruits, of which Placer County shipped 1774 cars, to which Newcastle contributed 1054 cars. Like the preceding towns, Newcastle is lighted by electricity, water power being provided by the South Yuba Ditch Co.

Auburn is frequently called the "Queen of the Foothills." Here is located the county seat, high school, and the city is the proud possessor of a \$200,000 court house, which was built almost entirely of Placer County granite, brick and terra cotta. The city has an electric plant and water works. Its banking facilities are ample, the Placer County Bank having correspondents all over the world. Besides being a storehouse for the mines and orchards, Auburn is pre-eminently a health resort, and to that end maintains six first class hotels. In the summer time, if one is desirous of visiting any of the many resorts located at Applegate, Towle, Cisco, Gold Run, Blue Canyon, Soda Springs or Lake Tahoe, all are on the main line of the railroad, and within easy access from Auburn or any other point.

Clipper Gap, Applegate and New England Mills produce all the deciduous fruits, while the sections of Gold Run, Dutch Flat and Towle have established a reputation for their apples. Good apples are also grown on the two great mining divides—Forest Hill and Iowa Hill.

Nothing could be more picturesque than the approach to Colfax from the east. When the conductor calls "Cape Horn" then if our tourist friend will "rubber," and do it quickly, for 'tis only for a moment, he will be treated to one of the most gorgeous scenic views of California obtainable from a car window. To the east he will see the washed out banks of Iowa Hill, the famous mining town, where millions of dollars have been dug out of the ground. Directly south over the cliff of fifteen hundred feet (for you are practically suspended between heaven and earth) you find Burnt Flat below you and Rice's bridge spanning the American river, that zig-zags its way towards the horizon, like a silver thread glittering in the sun, till it is lost to view behind a jutting hill. Now to the west we turn our gaze, across intervening orchards and vineyards and catch our first glimpse of Colfax, cosily nestled against the bosom of Mt. Schuyler. The village is 2,426 feet above sea level, and its climate is unsurpassed for the invalid. The Bartlett pear and Tokay grape are grown without irrigation (as the average rainfall is 48 inches) and they rank second to none in flavor, coloring and shipping qualities and so far have brought the highest prices in Chicago and New York markets. Although fruit growing is practically in its infancy, 63 carloads have been shipped from here in a season.

Colfax is a distributing point for Iowa Hill and Forest Hill and other mining towns, and at this point a Narrow Gauge Railroad from Grass Valley and Nevada City connects with the Southern Pacific.

TESTIMONIALS

The following abbreviated communications are self-explanatory. They may be verified by addressing the writers at Newcastle, Placer County, California.

Ill health caused my physician to urge me to leave New York in 1884. Regained it here. Have orchard of oranges and other trees. Have been well pleased with new home, and my early ripening oranges are a source of satisfaction and profit.—**Wm. B. Gester.**

Have successfully engaged in fruit and berry culture. The early ripening fruits and Newcastle market have secured success.—**G. F. Kuykendall.**

Have cherry trees over sixty feet high. Have picked in one year from a single tree 3000 lbs. My oranges ripen and are marketed before the holidays.—**Robt. Hector.**

In 1894 I exchanged my Iowa property for unimproved Newcastle fruit land. My place is all cleared and planted. I think I have found the best part of California.—**J. C. Hamaker.**

I was a miner up to 1882. Began at Newcastle on wild land without capital. Products of my land supported me. My property is all improved and in bearing. Have fences, driveways, residence, other buildings, etc. My property is not for sale.—**C. Carlson.**

Began by securing 80 acres. Did well. Sold out for \$9500.00. Wanted to do better. Tried elsewhere and got broke. Returned to Newcastle; bought 20 acres wild land at \$100.00 per acre on credit. My place is all in bearing. Have refused \$5750.00 for it.—**A. S. Frates.**

Started with a few hundred dollars on 20 acres, which I planted with berries and fruits. Later bought 45 acres more. My place is all in bearing. My progress has been made from the products of my land. Have rented more land and am now planting 20,000 each Raspberry and Blackberry plants and 2500 fruit trees. Early ripening fruits and Newcastle market have enabled me to do this.—**J. F. Dudley.**

The early fruits and special marketing facilities of Newcastle place success at the hands of the careful and industrious orchardist. The geographical location is also a very important feature in favor of the Newcastle shipper whereby twelve to twenty-four hours are saved.—**Earl Fruit Co.** (By Ed Katzenstein, Agent.)

Geographical location, soil formation, superior irrigating facilities, the better transportation, and free from frosts makes Newcastle a most profitable section for growing and marketing green fruits.—**Producers' Fruit Co.** (Per B. W. Shepherd, Agent.)

Early berries, peaches, other fruits and vegetables afford the Newcastle orchardist advantages of much importance. The oranges of the district ripen as early as November and the bulk of the crop is moved before the holiday season is over. Geographical location gives Newcastle a decided advantage.—**Schnabel Bros. Co.** (Per A. H. Schnabel, Manager.)

Early ripening, great variety, causes great demand for fancy Newcastle foothill fruits. Geographical location effects a saving of twelve to twenty-four hours in getting carloads to market.—**Porter Bros. Company.** (By Geo. W. Bisbee.)

Began fruit culture in 1878, when I shipped a few cases. Since that time the house of which I am the head has shipped thousands of carloads of fruits. The early ripening berries and fruits have always brought good returns. Newcastle is one of the earliest sections in the State in the ripening of fruits.—**W. J. Wilson, Sr.** (Of W. J. Wilson & Son.)

Came here in 1888. Bought 56 acres of land; 5 acres improved. Paid \$3700.00; \$800.00 in cash, balance mortgage. Sold off at different times all but 26 acres, all unimproved. 16 in bearing now. In four years paid off all indebtedness. Rent now and netted \$550.00 last year. Make nearly all support of self and wife off of chickens. Came from Nebraska. Enjoy better health than before coming here.—**N. G. Perry, Loomis, California.**



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