

SOUTHERN CALIFORNIA



JOHN GOODMAN
SAN DIEGO CAL



Southern California

Few outsiders realize the immense size of the State of California. It is an empire in itself. It is only half a century since Webster referred to it, in Congress, as a worthless waste. What change has taken place since then? The eight southern counties have come to be known distinctively as "Southern California." They have progressed because of the charms of the climate, and the enterprise of citizens who have made homes here.

ERA OF PROGRESS

There is no section of the United States that has made such wonderful progress as Southern California during the past twenty years. The new era dates from the arrival of the Santa Fe in Los Angeles, in November, 1885. This was followed by a big real estate boom. That was merely an incident. Since then there has been a steady and healthy progress in all lines of activity.

THOSE WHO COME

All travelers who return to Los Angeles from a trip through the East agree that a large proportion of the people who live east of the mountains are talking and planning of a trip to Southern California, most of them with the object of making permanent homes here. It is to this latter class, those who are in search of homes with a living attached, that this pamphlet is particularly addressed. It is issued by the Atchison, Topeka & Santa Fe Railway Company, whose great system of railways begins at Chicago on the east, and after passing through Missouri, Kansas, Nebraska, Colorado, New Mexico and Arizona, finally terminates in California, where it spreads out with a total mileage in the State of over 1,200 miles, running from San Diego, on the extreme south, to San Francisco on the north. It ramifies the region named in every direction, and possessing a direct line from Chicago through to Southern California, it is much used by travelers from the East and Middle West, who desire to visit or settle in this favored section of country.

THE EIGHT COUNTIES

Southern California consists of the eight counties at the lower end of the State. Beginning with the most

northern, they run along the coast as follows: Santa Barbara, Ventura, Los Angeles, Orange and San Diego. These are flanked on the east by the three large inland counties of San Bernardino, Riverside and Imperial, which extend to the boundaries of the State on the Arizona side. The total area is 44,901 square miles, which is a little less than one-third of the whole State, and equal to the area of Ohio. Of this territory more than half is, at the present time, either desert or extremely difficult of cultivation, and about half of the remainder is taken up by mountains. Therefore, the agricultural and industrial development with which this article has to deal is limited to about one-fourth of the total area.



Picking Olives

VARIETY OF SOIL

Farmers who come to California from the Middle West have much to learn. There one may find similar soil for hundreds of miles, while here it is quite common to find half a dozen varieties of soil on half a section. Therefore, it is of the highest importance that newcomers should inform themselves carefully and thoroughly about local conditions before buying a piece of land and settling down. A good plan is to rent a place for a year before purchasing. The time so expended is not by any means lost. On the contrary, it is likely to prove one of the best investments the new arrival can make. This suggestion may not meet

Sp. Coll.
Examination

with the approval of the enterprising real estate agent, but it is good advice all the same, and may save much money and many heart aches.

THE AIR WE BREATHE

After all is said, the main attraction in Southern California lies in its peerless climate—a climate that leaves one alone all the year 'round, to carry on one's usual vocation in comfort, so that you hear nobody remark in Southern California, "What a fine day," for the fine day is the almost invariable rule.

It is sometimes sneered that we charge for our climate in connection with the land. It is the climate that makes it possible for us to raise crops worth several hundred dollars an acre, and it is the climate that enables us to live out a long life of happiness and usefulness in Southern California. Is not such a climate worth paying for? We, of this section, think it is and shall continue to charge a reasonable price for it.

One of the leading characteristics of the Southern California climate is its dryness, which accounts for the fact that a temperature of 100 degrees is more comfortable here than one of 80 degrees in the moist atmosphere of the Atlantic Coast. At the same time, while the air of California contains little moisture in solution, on the other hand it contains a great quantity of free moisture, which precipitates during the night in dews that are almost like rains. The rainy season of Southern California does not mean, as some suppose, an almost constant succession of rainfall. The average for the year in Los Angeles is only 16 inches, and there are weeks of bright, cloudless weather, interspersed with occasional rains, lasting one or two days.

A mistake made by Eastern people who come to California during the winter is in thinking that, because the winters are so mild, the summers must be very hot. On the contrary, our summers are comfortable and comparatively cool and old residents prefer the summer season. Sunstroke is unknown, and a pair of blankets are almost always welcome at night.

Owing to the topography, there is a great difference in the climate of various sections of Southern California, between the sea coast and the mountains, so that any one may find something to suit him.

PRODUCTS OF THE SOIL

There is a vast range of agricultural products in Southern California. Indeed, the list of products that are raised, or may be raised here, embraces almost everything of consequence that can be produced in the

United States, from the corn, wheat, barley, oats, apples and potatoes of northern climes, to the oranges, lemons, guavas and bananas of the tropics. This is owing to the great variety of climate and soil. Excellent apples are grown in the mountain valleys, at an altitude of several thousand feet above the sea, while down on the Colorado Desert, a portion of which is below the sea level, dates are now being grown on a commercial scale.

IRRIGATION

To understand farming in Southern California one must first understand irrigation, for the large part of



An Irrigation Ditch

the agriculture and nearly all of the horticulture of the region is dependent upon this practice. The cereals, barley and wheat, and, for the most part, corn and beans, are grown without irrigation. Planting begins with the first rains, and the full growth is attained during the period in which showers occur frequently. The crop is harvested in the dry season, and the Eastern farmer may well envy his Southern California rival the immunity that he enjoys from rains while gathering his crop. In years of limited rainfall, beans and corn are irrigated, and, in rare instances, water is turned on small patches of barley and wheat. The latter are, for the most part, grown on the large ranches, measured by the thousand acres and there no irrigation is used, but if the year is exceptionally dry, which occurs on the average once in ten years, the land

is allowed to lie fallow. Olives and English walnuts are irrigated when they are young, but it is not a necessity—although sometimes advisable—when the trees have attained their maturity. Deciduous fruits, such as the peach, prune and apricot, are irrigated in some localities, and not in others, depending upon the soil and the natural dampness or dryness of the land. The citrus fruits—orange, lemon and grape-fruit—are always irrigated; the same is true of alfalfa, which is a form of clover, and is the principal forage plant of the region.

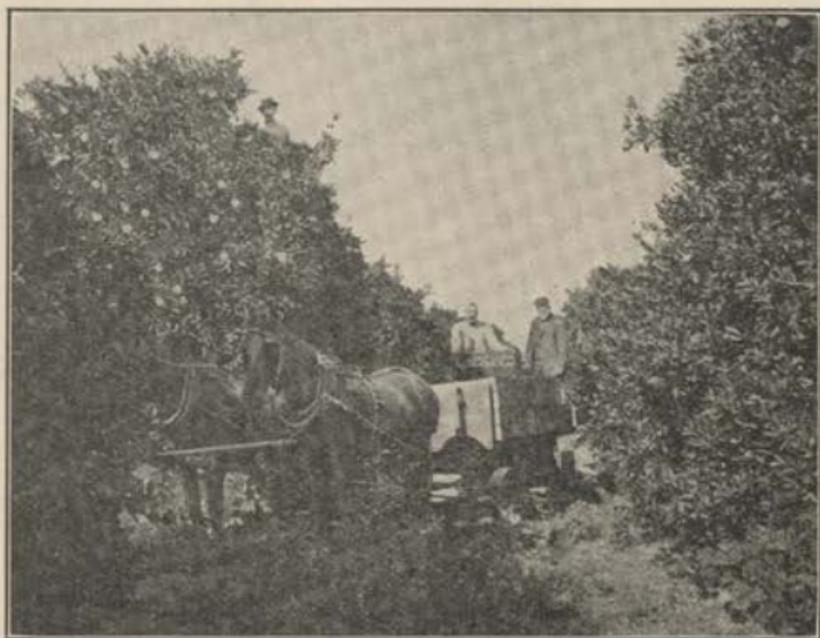
On first thought the Eastern farmer is inclined to regard irrigation as a drawback, involving, as it does, the outlay of some money and considerable labor. When, however, he becomes thoroughly familiar with its practice, and observes the results that are obtained through it, his point of view undergoes a radical change, and he blesses the institution that transforms farming from a thing of chance into an exact science. Irrigated agriculture is intensified agriculture; by this method, and only by this method, can the land be made to yield in its fullest measure. The irrigated counties of the old world have always contained the largest population to the square mile that is to be found in any agricultural territory. The average Southern California irrigated ranch of fifteen acres will produce a larger net and a much larger gross return than the average Eastern un-irrigated farm of 100 acres. There is a direct social advantage in this, for it brings the country people nearer together.

The water for irrigation is obtained either from wells which are bored to a depth varying from a few feet to six or seven hundred feet, and which, if the flow does not come to the surface, are operated either by aermotors or by oil or gasoline engines; or it is taken from the natural streams, the rivers and creeks that flow through the region; or it is stored up in reservoirs, constructed high up in the mountains, and is brought down in ditches or "zanjas."

PLAIN FARMING

The agricultural beginning of this region was the raising of stock for hides and tallow, and prior to 1880 the southern end of the State was generally called the "cow counties." Horticulture began in the early seventies, but it was not until about 1885, the time of the great "boom" in real estate, that the semi-tropic products began to "take" on commercial proportions. The growing of cereals, which had succeeded the era of stock-raising, has been greatly diminished during the last fifteen years, by the taking up of nearly all the best lands to be used for horticulture; but on normal years, i. e., when the rainfall approaches the sixteen-inch average, about half a million bushels of wheat and

barley are harvested in this region. The former is worked into flour in the local mills, and the latter is either exported or used for stock in the place of oats. Much of the barley is cut when dry and used for hay. Straw in the East is devoid of nutriment, but California horses grow fat on barley cut with the heads on. Corn is raised in quantities, particularly on the moist lands of Los Angeles and Orange counties, and is fed to hogs that are grown for the local market. It must be re-



Gathering Oranges

membered that Southern California contains over 750,000 people, and a considerable amount of farm produce is needed for their supply.

Cattle are kept for dairy purposes and for meat, although most of the latter commodity is shipped from Arizona and the East. The even temperature and the absence of blizzards make this the ideal country for the raising of stock, and many of the famous race-horses of the country are wintered in this climate. The principal forage plant is alfalfa, which grows continuously without being re-seeded, and yields five or six crops a year. It will support a cow to the acre.

HOW ABOUT A MARKET

Of one thing the farmer in Southern California need not complain, nowadays—lack of a market. Such staple crops as citrus fruits, celery, and other winter vegetables are chiefly marketed through co-operative associations, by the trainload. General farm products, such as deciduous fruits, dairy products, vegetables, etc., are in great demand, owing to the increasing population.

The demand for such products is far ahead of the supply, and prices have consequently been pushed to a high price. For the general farmer, who understands his business, and makes a point of raising most of the food he and his family consume, Southern California is, indeed, a paradise. Old-time Californians have inherited too much of the speculative spirit of early days, when people were expected to make a competence in a few years, by planting an immense tract in grain, or some other staple product.

In short, there is a great and crying demand for men who will raise something to eat from the soil.

THE SUGAR BEET

Among the comparatively new industries of the country is that of the sugar beet. There are six factories in Southern California—one at Chino in San Bernardino County, one at Oxnard in Ventura County, and one each at Anaheim, Santa Ana, Huntington Beach and Alamitos in Orange County. Over six million dollars' worth of sugar is manufactured even in dry years, and a large part of this money is paid to the growers of the beets. This is a form of industry, which, like many others in California, is a combination of manufacturing and agriculture, and is only at its beginning. The climate is admirably adapted to the growing of beets, and in time numbers of factories will be erected in this region.

CITRUS FRUITS

The leading horticultural product of Southern California, and the product by which this section is chiefly known to the world at large, is the orange. Citrus fruit culture in Southern California has had a wonderful growth. Although the industry is scarcely twenty years old, the shipments of citrus fruits from Southern California last year amounted to 47,500 carloads, valued at over \$30,000,000.

The culture of the orange and lemon involve capital, labor, skill and patience. Orange culture should not be attempted by a poor man. On the other hand, it offers a most attractive investment to people who are financially able to wait for results.

Oranges are planted over a considerable area of land in Southern California, but the locations specially adapted to citrus culture are quite limited. The price of such land is consequently high. Good orange land, with an ample water supply, cannot be purchased in Southern California for less than \$250 to \$500 an acre. The returns vary from year to year, according to the market. During the past two years the profits from orange and lemon groves have been very high. This has created a boom in the planting of citrus fruit groves. The wise man will, however, estimate over a period of years,

including years that are good, bad and indifferent. Spend at least a year in studying the subject before attempting to plant a grove of citrus trees.

THE ENGLISH WALNUT

The so-called English walnut is another tree that will grow anywhere in Southern California, after a fashion, but thrives and is profitable only on a limited area. In a suitable locality, walnut culture is highly profitable, and the tree requires comparatively little care. They do not come into profitable bearing until about eight years after planting the young nursery trees. The nuts are chiefly marketed through co-



A Heavy Crop

operative associations. The value of the crop last year amounted to \$3,000,000.

THE OLIVE

The olive is one of the oldest crops raised in California. There are olive trees still bearing, near San Diego, that were planted by the Mission fathers more than 125 years ago. There was much of failure in olive culture in the early days, owing to the wrong impression that the olive trees rather thrives on neglect, and enjoys poor soil. This is a mistake. The olive needs careful attention, like any other tree, and good soil, although it need not be so rich as that required by some other trees. The ripe California olive is as different from the green olive, imported from Spain, as a ripe plum is different from a green plum. The ripe olive has a high food value, and has grown rapidly in popularity of late years throughout the country, so that today the demand for first-class ripe California olives is ahead of the supply. The same is true of pure California olive oil.

DECIDUOUS FRUITS AND GRAPES

Southern California does not compare with the northern part of the State in the raising of deciduous fruits the local consumption being ahead of the supply. This offers a good opportunity for the planting of orchards of apples, pears, peaches, plums, apricots and other fruits, all of which thrive in Southern California when planted in favorable locations.

In former years, one of the leading horticultural industries in this section was the raising of wine grapes. The largest vineyard in the world, covering about 3,500 acres, is now in San Bernardino County. Table grapes are grown here and are profitable.

MISCELLANEOUS PRODUCTS

Among the most important of the miscellaneous agricultural products of Southern California is the bean, raised chiefly in Santa Barbara, Ventura, Los Angeles, Orange and San Diego Counties. The value of the lima bean crop of Southern California last year was \$4,250,000.

Southern California is noted for its honey, especially white sage honey, made by the bees from the blossom of the white sage that grows luxuriantly in the foothills. In years of good rainfall there is a large export of honey—\$250,000.00

Following are the approximate values of the crops named for last season: Celery, \$750,000; potatoes, \$850,000; other vegetables exported, \$475,000; hay, \$7,000,000; butter, \$4,000,000; cheese, \$175,000; poultry, \$5,000,000; eggs, \$1,400,000; wool, \$500,000.

PETROLEUM

The value of the petroleum production in Southern California amounts now to \$38,000,000 annually. Here is an industry of almost unlimited possibility, that is only at its beginning. Oil has been produced in limited quantities in Southern California for a quarter of a century, but the development did not begin in earnest until about six years ago. Now there are thousands of wells in operation, scattered through all the southern counties, but centering chiefly in Los Angeles, Ventura and Orange. The product is a heavy oil, with an asphaltum base, and is chiefly valuable for fuel in its crude or natural state. It sells at from 50 cents to 90 cents a barrel, and is used by nearly all the factories and railway locomotives. The price of coal in Southern California is so high as to prove a serious handicap to manufacturing enterprises. Oil at 50 cents a barrel is about equivalent to coal at \$2.50 a ton, and fuel on

these terms has given an immediate impetus to the manufacturing interests of the region. The oil fields provide employment for numbers of men, and the various lines of industry that are related to this development, such as machine shops, oil refining, oil



A Bunch of Beauties

supplies, and the dealing in oil properties and securities, have been greatly stimulated. Many large fortunes have been made in this business, and the outlook for the future is most attractive.

With cheap fuel, in the shape of petroleum, and still cheaper power, in electricity derived from mountain streams, Los Angeles is now entering upon a new era that promises to make it a manufacturing city. Other advantages which it enjoys are the mild climate, rendering unnecessary expensive buildings, and permitting work to be carried on all the year round.

LOS ANGELES COUNTY

The most populous county of Southern California is Los Angeles, which lies in the center of the region, touching the seaboard with about eighty miles of coast. It is about forty miles wide by seventy-five miles long, and contains an area about as large as the State of Connecticut. Its population increased from 20,000 in 1880, to 101,454 in 1890, 170,298 in 1900, and 780,000 today. The assessed valuation of the county is 804,111,796.

Los Angeles is the principal city, and is the metropolis of all Southern California. It is the second city on the Pacific Coast, with a population of 465,000, having grown in twenty-five years from 11,000—one of the most remarkable cases of rapid growth to be found in the history of American cities. It is the principal wholesale center for the district south of Bakersfield to the Mexican line, and eastward into Arizona and New Mexico. There are many manufacturing enterprises of importance in Los Angeles, and a greater variety of hotels than in any American city except New York. It has many miles of beautiful homes, where people of comfortable incomes who have removed to Southern California to avoid the severe Eastern winters, reside.

THE VICINITY OF LOS ANGELES

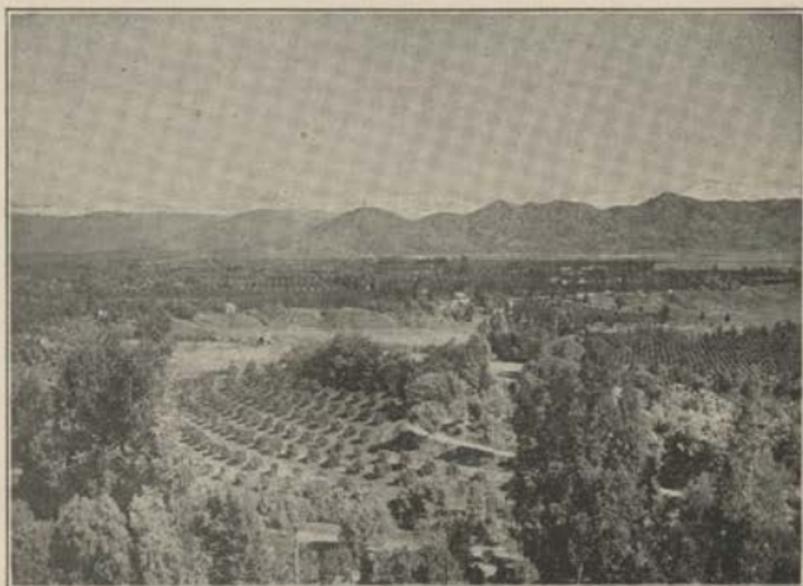
North of Los Angeles and a few miles away, lies the famous little city of Pasadena, at the foot of the mountains. It has more beautiful residences than any other place of similar size on the continent. Pomona is the chief town of the prosperous agricultural district that lies to the east of Los Angeles city in the San Gabriel Valley. San Pedro (now a part of Los Angeles), which is twenty-two miles south of the center of the city, on the sea coast, is the location selected by the national government for the building of the harbor, through which the maritime commerce of this vicinity will be transacted. A huge break-water has been completed, at a cost of about \$3,000,000, and when this is finished, and some improvements made on the interior harbor, on which the government has already spent \$1,000,000, Los Angeles will possess one of the best harbors to be found anywhere on the western coast of America. Santa Monica, Long Beach and Redondo are seaside resorts in this county, and twenty miles out in the ocean is the celebrated island of Santa Catalina.

WHENCE THEY COME

The people of Los Angeles County are largely from the Eastern States. Out of 33,000 voters, for example, 4,000 came from Illinois, 5,000 from New York, 4,500 from Ohio, 3,000 from Pennsylvania, 2,000 from Iowa,

and 2,000 from Missouri. The voters born in California number 5,000, and those from Germany 2,000. The percentage of foreigners is small. The idea that many people in the East have about California that it contains a large Spanish population is erroneous. Indians are so rare as to be curiosities. There are not a great number of Chinamen, although Los Angeles city has a Chinatown, consisting of several blocks, and the garden truck business in the immediate vicinity of that city is largely done by Chinamen.

The Chamber of Commerce of Los Angeles is an active factor in the growth and development of this region, and a letter of inquiry addressed to its secretary containing postage, will bring the writer interesting and valuable printed matter.



Orange Groves and Snowy Mountains

SAN DIEGO COUNTY

San Diego County extends nearly across the State, with a little more of ocean frontage than Los Angeles County. The mountains run parallel with the coast, and extend far back inland, with many broad fertile acres of mesa or table-land. One who simply traverses the county by rail, on the coast line of the Santa Fe, is likely to think the area of arable land is limited, but if he will make his way toward the interior by the various branch lines, or by the wagon roads, he will learn that San Diego possesses a large amount of back country that is suitable for all lines of agriculture. Its products

are lemons, oranges, nuts, raisins, deciduous fruits, hay, grain and stock.

The city of San Diego has had a phenomenal growth during the past five years, and it is today one of the most rapidly growing cities on the Pacific Coast. It now has a population of 85,000.

San Diego rightfully boasts that it has the most equable climate in the world, and this in itself is sufficient to attract the homeseeker and the tourist. Seaside and mountain resorts abound, and the pure health-giving air of the ocean and mountain impart new life and invigorate where other remedies fail. Here is the famous Hotel Del Coronado, which is visited by thousands of people every winter, and the \$1,500,000 U. S. Grant Hotel, which was opened to the public in October, 1910.

San Diego is fortunate in having the best, the cheapest and most abundant supply of water of any city on the coast. The reservoirs have a capacity to supply a 500,000 population and in quality it is unsurpassed.

Good roads, for which \$1,250,000 in bonds have been voted and sold, are being constructed, and will afford the farmer and orchardist an expeditious means of reaching market, and will prove popular with the tourist who will want to visit the attractive back country.

The prime factor in the growth of this southern city is the magnificent harbor, having twelve miles of channel with a minimum depth of forty feet, and which is now in the hands of a competent engineer who is preparing plans to facilitate the handling of freight and passenger business which will come when the Panama Canal is completed. Five million dollars will be spent in the improvement of the harbor. On the great water front of San Diego Bay there is ample room for hundreds of factories. Legitimate industries are needed and they cannot fail to prove good investments.

San Diego County contains a large area of undeveloped land of excellent quality and low price. There is no section of Southern California where the man who lacks capital, and is compelled to begin at the bottom of the ladder, will find better opportunities than in this county.

The Chamber of Commerce of San Diego is active in promoting the advantages of this section, and a letter addressed to that institution will bring more detailed information.

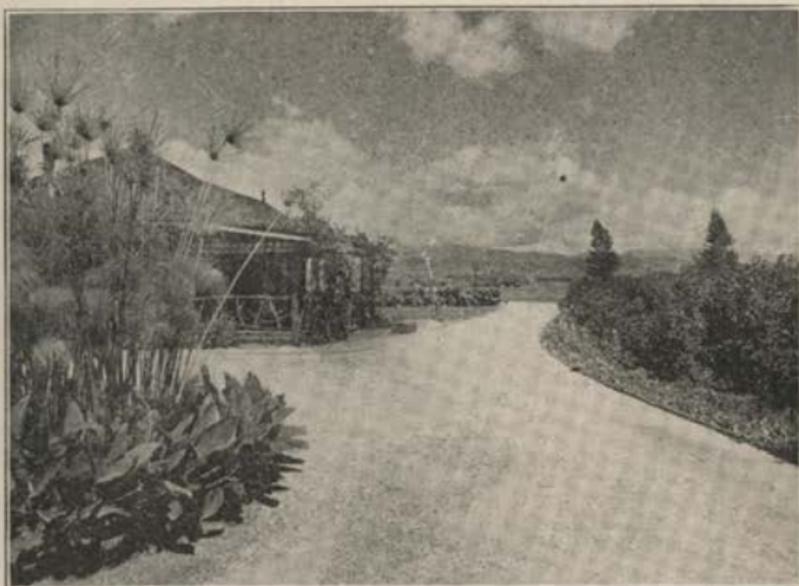
RIVERSIDE COUNTY

To the north of San Diego lies the county of Riverside, which contains on its western side the oldest and most famous orange district to be found in the State—the Riverside district, from which the county takes its

name. The colony was founded in 1870, and the land, which was then a barren mesa, was purchased for \$3.50 an acre. Water was put on the lands, and they were planted to oranges. Here the famous Washington navel orange had its beginning, an importation from Brazil. The city of Riverside, which is the center of the district, now has a population of over 15,212 people. It ships between 5,000 and 6,000 carloads of oranges annually, which net the growers about \$2,000,000, and from 500 to 600 carloads of lemons. It is a beautiful and prosperous city, with miles of handsome residences and highly improved grounds. The county contains, besides the citrus district, a considerable area of excellent farming land.

SAN BERNARDINO COUNTY

San Bernardino is the largest county in Southern California, and although it contains a great expanse of



Typical Southern California Bungalow Home

desert territory, its southwestern portion is highly cultivated and settled with a prosperous and active class of people. It is bountifully supplied with water from the mountains, and from the great artesian belt that underlies this section of Southern California. It produces some of the finest oranges and lemons grown in the State, as well as deciduous fruits, sugar beets, alfalfa and dairy products. Its chief city is San Bernardino, with a population of 17,000, which is the county seat and a manufacturing and commercial center. Redlands, ten miles from the county seat, is one of the wonder sights of California, a district of elegant homes and splendid orange orchards—all the work of the past twenty-five years. San Bernardino County is rich in

valuable minerals, and its mountains, the highest in Southern California, are full of scenic wonders.

ORANGE COUNTY

Orange County is the smallest of the seven, but contains neither desert nor mountain land. It produces grain, stock, oranges, lemons, walnuts, sugar beets celery, and all forms of vegetables, and, in short, about everything that is grown in Southern California. It contains a larger percentage of agricultural land devoted to general farming than any of the other counties, and enjoys, perhaps, for that reason, an even, continuous prosperity. Its principal cities are Santa Ana, Orange, Anaheim and Fullerton.

VENTURA AND SANTA BARBARA

Ventura and Santa Barbara Counties are on the coast to the north of Los Angeles. Here the rainfall is greater than in the region farther south, and hence irrigation is less practiced. Deciduous fruits, the apricot, peach and prune are grown to advantage, and the citrus fruits are successful in the more sheltered valleys. Grain and alfalfa are grown, and stock is raised. The great bean ranches are a steady source of profit to these counties. There are large groves of walnuts, and the sugar beets cover thousands of acres. The largest sugar factory in the State is located at Oxnard in Ventura County. The northern part of Santa Barbara County is famous for its dairy products. Both of these counties produce oil in considerable quantities and the development in this line is proceeding rapidly. There is a great deal of low-priced land in Ventura County, as well as in Santa Barbara, and excellent opportunity for the practice of general farming.

The principal cities of this region are Ventura, which is a shipping point of some magnitude, and Santa Barbara, which is one of the oldest and most famous cities of California. The latter place is a great favorite with winter visitors, for its beauty and for its historic interest.

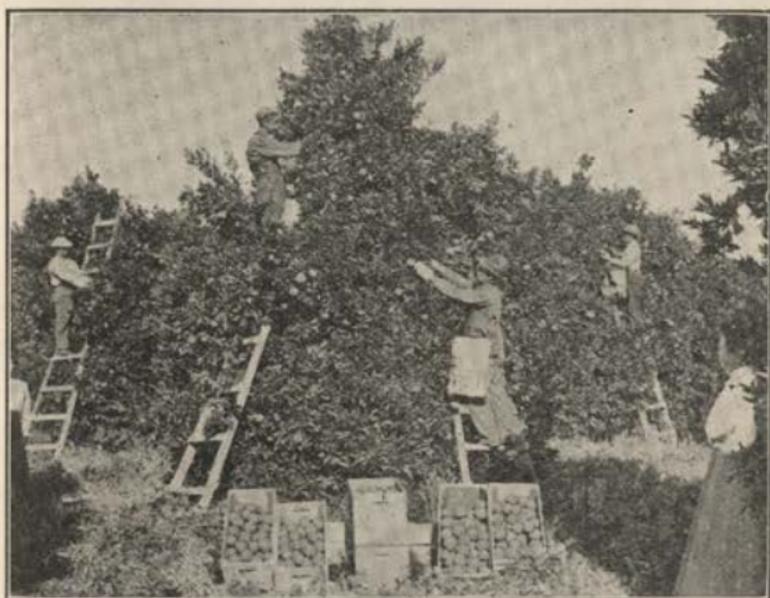
IN CONCLUSION

It is a great mistake to suppose that Southern California is a "wild and woolly" section. On the contrary, in culture and modern improvements, this section ranks as high as any other part of the United States, and is ahead of many of them.

This article may well close with the following advice to newcomers:

The man who proposes to locate in Southern California, and avails himself of the opportunities that it affords for earning a livelihood in the comfortable surroundings of a warm climate, should begin by paying

a visit to the country and looking the ground over, if that is practicable, but in any event he should not buy land without seeing it, nor without making a study of the conditions by which it is surrounded. In the process of rapid development and settling up through which this region has passed, and is still passing, it was inevitable that mistakes should be made, and certain forms of fraud and misrepresentation should be practiced. If every settler would observe the same caution in the purchase of land in Southern California that he would employ in a similar transaction elsewhere, all difficulty would be readily avoided. There is plenty of good land yet to be had in Southern California, and there is no reason why anyone that desires to secure a home should proceed with reckless haste. Because this region hap-



Mortgage Lifter—\$2,000,000 annually, net, to orange growers

pens to possess a mild climate, it is not to be supposed that the ordinary laws of business and of common sense are all suspended here. The man who has nothing to invest will do well to take the first work he can find to do; but the man who expects to buy land should look the ground over thoroughly, and talk with many people. While he need not accept without some discount the enthusiastic claims of those who have land to sell, he should not, on the other hand, allow himself to be depressed by the complaints of the chronic grumbler. In this, as in all things, there is a reasonable mean. It is not a land "flowing with milk and honey;" neither is it "a rich man's country." It is very like the rest of the world, a place with good points and drawbacks, with failures and successes, but where, in the long run, industry, good judgment, and patience make a sure winning.

SOUTHERN CALIFORNIA



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