

RIVERSIDE CALIFORNIA

The Home
of the
Orange





Mission Bells

*"They are a voice of the Past,
Of an age that is fading fast,
Of a power austere and grand;
When the flag of Spain unfurled
Its folds o'er this western world,
And the Priest was lord of the land."*

—H. W. LONGFELLOW

IT IS not a far cry from Mission Bells, which ring out the picturesque and historical attractions of Southern California, to a deduction from Bradstreet regarding one of the most beautiful of its cities.

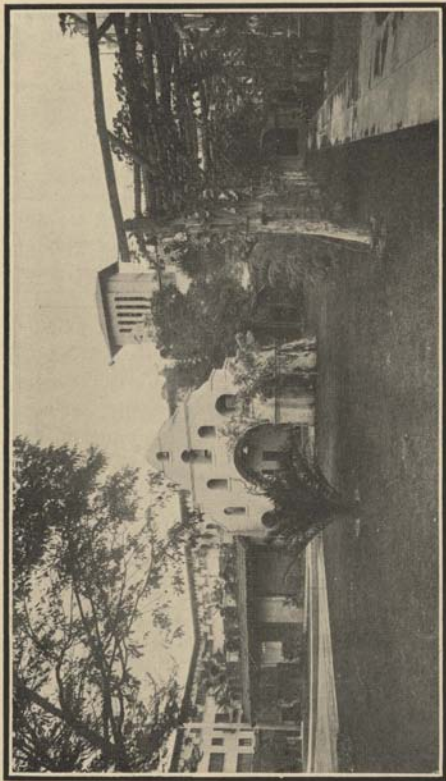
Riverside, according to this authority, is the richest city per capita in the entire United States.

The quaint beauty of the city and its natural surroundings have drawn to it residents and investors. Their expenditures have redounded in profit to themselves and added to Riverside's sum of loveliness and wealth.

There's room for more. Riverside County is as large as Massachusetts and has only 20,000 inhabitants. There is an acre of oranges to each inhabitant, and there is a vast amount of rich land adjacent to and tributary to the City of Riverside which is now idle and waiting for men and money to develop it. Riverside possesses the largest solid area both of orange and of lemon groves to be found anywhere in the world.

The Mission Fathers were not ordinary priests. They were men of vast ambitions and stupendous purpose who appreciated the possibilities of Southern California even before the orange was introduced. They attempted to found an empire for the Church in this land of plenty.

Open to the sky,
Their ruined missions lie,
No longer tenanted.



CALIFORNIA'S MISSION HOTEL, RIVERSIDE

These great men withdrew their enterprise with the flag of Spain. They have been succeeded by communities that are armed with intelligence, patience and perseverance. The Americans have built an industrial empire—for all mankind.

The man who is fortunate enough to be able to choose his home from all the places of the earth will be interested in Riverside. More of the earth and the fullness thereof is available at Riverside than elsewhere on the globe. The pleasures and profits of orange growing will attract the man who has means to invest, and who finds he may follow his desires in this city. Orange growing requires an investment first, then the exercise of intelligent care, and it permits a portion of leisure to the rancher engaged in it.

Riverside is about 1000 feet above sea level. Snow capped mountains, ocean waves and a chain of the most beautiful resorts in the world are easily accessible from the city when the rancher cares to wander from the orange groves which are the ornament and financial glory of Riverside.

This is the home of the perfect orange of California. The oranges have size, weight and flavor. There is an unfailling demand for oranges, and Riverside oranges command the best prices because they are of the best culture, the product of rich soil, and developed under an adequate water supply.



MID-WINTER ORANGE HARVEST, RIVERSIDE

THE water from matchless irrigating systems circulates through seven hundred miles of ditches, pipes and flumes, carrying a certainty of success in agricultural pursuits which is unknown except where the rain is brought to the land in the ditch. A mountain water supply, combined with over one hundred artesian wells, affords abundance of water for domestic uses and irrigation.

The churches, libraries and schools of Riverside are famous all over the state. The beautiful Glenwood, California's Mission Hotel where the Mission Bells are heard at twilight, is one of the best appointed and most artistically planned of all the hostelries in the west.

Riverside has a unique tourist attraction in the great government Indian school, Sherman Institute, where 500 or 600 Indian children are being educated.

Great facilities for social life are afforded by fifteen miles of electric street railroads. Twenty miles of asphaltum and macadamized streets and nearly one hundred miles of shaded and dustless oiled roads are embraced in the city's limits.

Out-door sports are enjoyed the year 'round. Good health universally prevails.



RIVERSIDE PUBLIC LIBRARY

RIVERSIDE is the city of Southern California which tourists should visit in order to appreciate the picturesque possibilities of local color and American enterprise. It is a place to dream, a place to think, a place to see the practical possibilities of orange growing, and how 6000 cars of oranges are grown, packed and shipped each year. Riverside, with its community investment of \$30,000,000, is the place to speculate upon the future of the limitless west.

During the past season Riverside County has shipped 6180 cars of oranges, which have sold for \$2,900,950 f.o.b., and 970 cars of lemons which have sold for \$555,145 f.o.b.

Natural attractions Riverside has in abundance. Mountains, ocean, and all the wonders of the glorious West are accessible in a day's visit from this point. Among the people there is a hospitable spirit which is evident from the moment the passenger alights from one of the three great trunk lines which lead to Riverside.

See that your western ticket reads "via Riverside" with stop-over privileges, or make Riverside your destination and visit other places of interest from this headquarters.



SHERMAN INSTITUTE--U. S. INDIAN SCHOOL

FACTS AND FIGURES

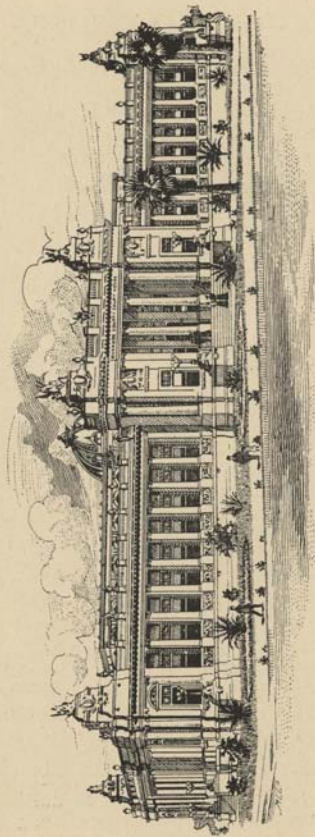
COST OF FOUR-YEAR-OLD ORANGE GROVE

Cost of land, including water rights, an average of per acre	\$250
Cost of trees per acre	75
Grading, fluming, smoothing, digging holes for trees and setting them out per acre	25
Care of orchard, per acre per year	20
Cost of water, per acre per year . \$2 to	10
Cost of fertilizer, per acre per year \$8 to	10

A 4-year-old grove at Riverside consisting of ten acres has produced a net income of \$2000. The financial statement was as follows:

Care of ten acres for one year	\$200
Fertilizer, 4000 feet @ 4c	160
Water, \$5.50 per acre	55
Taxes	50
Pruning and sundry expenses	35
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Total	\$500
By fruit sold	\$2500
Less expense	500
	<hr/>
Net income	\$2000

We do not claim that all groves can make such a showing. Care and attention tell in orange culture as in other lines of business. These records have been made, are being made, and can still be made by the energetic, wise and thrifty grower. These qualities are essential to success here as elsewhere, and that they will bring their reward is abundantly proved by the transformation which has been wrought in this valley in so short a time.



RIVERSIDE COUNTY COURT HOUSE

THE orange crop is not the only revenue producer. Alfalfa growing is one of the most profitable industries in Riverside County.

Six to ten tons per acre per year is not uncommon in the alfalfa fields of Riverside.

As a fodder alfalfa is superior to the best red clover. The product is always good and owing to lack of summer rains, it can be handled at much less expense than in the eastern or middle states.

Last season on one 20-acre alfalfa farm 198 tons were harvested. There were six cuttings of hay, and the average selling price was \$7.50 per ton, making a total of \$1485 for the season—an income of over \$70 per acre.

Riverside County is the Mecca of the poultryman. Here all natural conditions favor the profitable raising of fowl. Mildness of climate insures against the large percentage of losses usually suffered by the incubator-hatched fowl. Eggs range from 20c to 35c per dozen.

The average net price paid to Riverside dairymen for butter for a year has been 24¾ cents per pound, and the dairy industry is one that will return rich profits for those engaged in it here.



RUMSEY PALM, VICTORIA AVENUE

S MALL fruits and berries thrive in Riverside County, and there is unsurpassed opportunity in Riverside to make a generous income in that branch of horticulture.

MELONS

The Coachella Valley, situated in the desert section of Riverside County, is fast coming into prominence as the greatest melon district in the country.

Last year over 150 cars of melons were sold for \$157,000. This year about 400 cars of cantaloupes, estimated to bring \$350,000, besides \$15,000 for watermelons, will be the output.

The first shipment of cantaloupes this year was made on May 18th, and the first carload was shipped on June 14th.

The greater part of the crop is shipped to New York and other eastern points in refrigerated cars, and as the Coachella Valley crop ripens some six weeks earlier than the Rocky Ford melons do, the rapid growth of this profitable industry would seem to be assured beyond question.

The enterprising communities of Corona, Hemet, San Jacinto, Perris, Elsinore, Banning, Beaumont, Coachella, and others in Riverside County offer large opportunities for investment and many attractions to the homeseeker.



A RIVERSIDE WINTER WALK

HAY AND GRAIN

The hay and grain crop of Riverside County for the present year will be worth fully a million dollars, and the average acreage harvested in either hay or grain will run close to 100,000 acres.

That means fully 2000 cars of grain alone, and gives an instructive idea of the producing capacity of the back country.

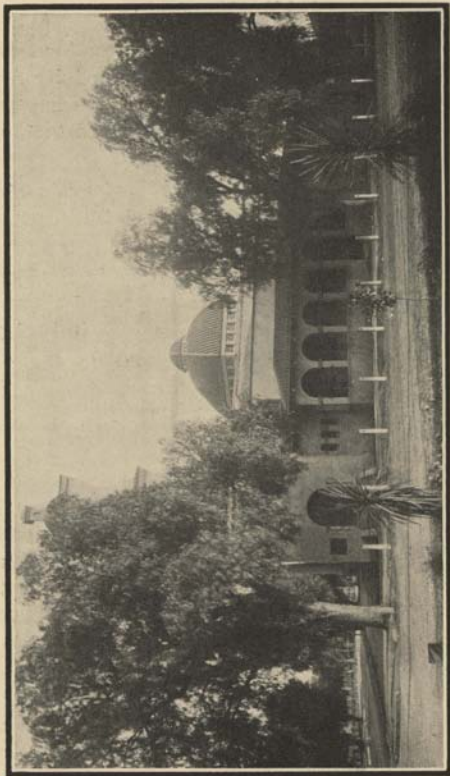
The bulk of the wheat is grown in the Perris, Hemet and San Jacinto valleys; and these are also the largest producing sections in barley.

Wheat will average 19 sacks to the acre, barley 15 sacks to the acre, hay from one to one and a-half tons to the acre.

MINERALS

While Riverside has heretofore been distinctly a horticultural and agricultural, rather than a mineral county, recent discoveries and mining developments lead to the belief that in the near future this county will take front rank also among the mineral producing counties of the State.

In West Riverside there is a magnificent deposit of granite equal in quality to almost any found in the country. Much of this fine granite has been used in the construction of many of the handsome new blocks recently erected in



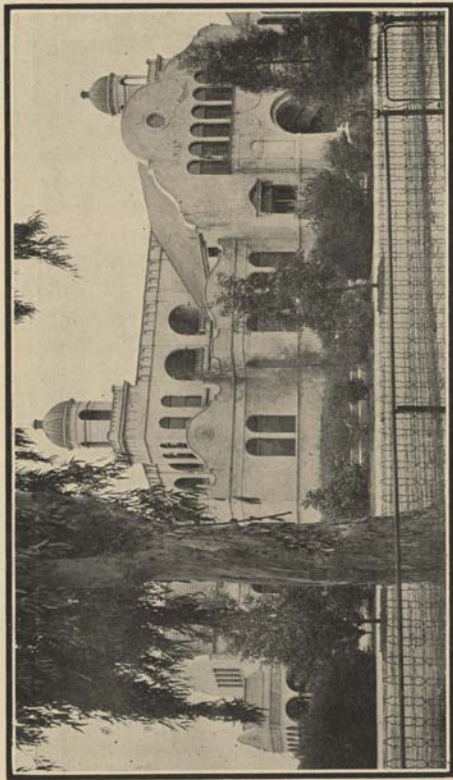
A MISSION CHURCH

Los Angeles (notably the Farmers and Merchants Bank, the H. W. Hellman building, and the new California Club). Close by are situated the holdings of the Sky Blue Marble and Onyx Company. Large quantities of granite from the Prenda quarries in Riverside, are to be used in the superstructure of the great breakwater at San Pedro harbor.

Near Corona are the celebrated Temescal Tin Mines. At this rapidly-growing town are also some very valuable beds of clay admirably suited for the manufacture of all kinds of pressed brick, etc. One firm, the Pacific Clay Manufacturing Company, is engaged in the manufacture of sewer pipe, while the Corona Pressed Brick and Terra Cotta Company, with a capacity of 100 tons a day, is turning out large quantities of all shades of pressed brick as well as fire brick, sewer pipe, conduits and fire proofing blocks. Many carloads a day of these handsome bricks are being shipped to Los Angeles, San Diego and other points.

Between Riverside and Corona is a granite quarry from which the Fairchild, Gilmore Construction Company of Los Angeles get their granite blocks for street work.

At Salton, in Riverside County, is to be found one of the largest salt deposits in the world.



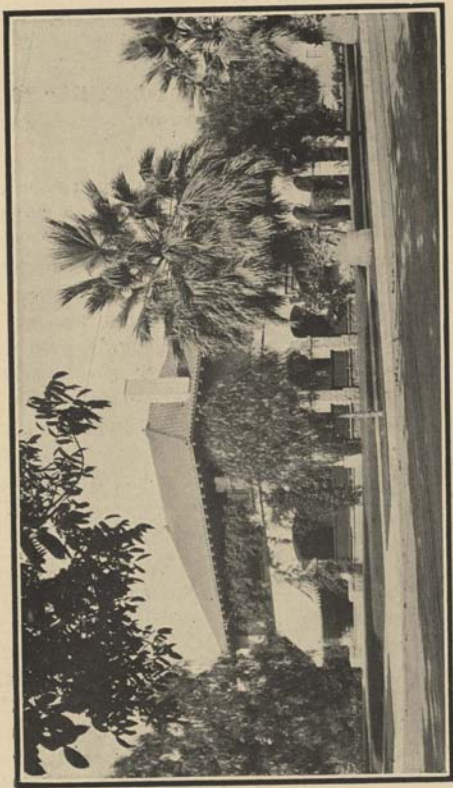
RIVERSIDE HIGH SCHOOL

HOW TO GET TO RIVERSIDE

Riverside may be reached by either of the three great trunk lines running to the Pacific Coast.

The SALT LAKE ROUTE, America's new scenic line, which has recently been opened, and which has made Riverside one of its chief tourist attractions, is a splendidly equipped road. Leaving Salt Lake City, with its wonderful Mormon Temple, the traveler passes within plain sight of the "Pictured Rocks," whose writings date from 1540, and later of Arrowhead Mountain (near San Bernardino) Nature's wonderful landmark, which has been adopted by this road as its distinctive sign. Then come the miles of orange and lemon groves, palms and eucalyptus surrounding Riverside, "The City Beautiful."

SOUTHERN PACIFIC. En route to Riverside by the way of Portland, Oregon, stop over privileges are allowed at San Francisco. South from San Francisco the coast line hugs the shore of the Pacific, giving a magnificent ocean view for 100 miles, while the valley line enables the passenger to see the Yosemite. A feature of the Southern Pacific system is the daily train service on the "Inside Track," a circle of cities



A TYPICAL MISSION RESIDENCE

centered in orange and lemon groves—the most exquisite semi-tropic scenery in the world.

All overland trains are vestibuled, with dining and observation cars attached.

Riverside is also reached by way of New Orleans and El Paso, the celebrated "Sunset Limited" being a feature of this route.

SANTA FE ROUTE. Travelers from the Snowland to the Sunland can come to Riverside by the splendid "California Limited." The Grand Canyon of the Colorado, one of the seven wonders of the world, may be visited en route from Chicago to Riverside enabling the sight-seer to behold Nature in all her grandeur unadorned, then see her clothed in many a colored robe of flowers and trees and vines.

Quick time, low elevations and splendid service mark this route.

Everywhere in Riverside is prosperity.

Everywhere in Riverside is opportunity.

Success and enjoyment await the man who can invest in Riverside County.

The man must be enterprising, progressive; he must have a little capital and must appreciate and utilize Nature's unbounded gifts.

Are you the man?

For further information address

Chamber of Commerce, Riverside, Cal.



A BIT OF RIVERSIDE'S IRRIGATION SYSTEM

