

WEALTH IN TEHAMA COUNTY

California Land that Offers Most Wonderful Field for Settlers.

WHY BEE SELECTS PRIZE THERE

Second Gift Bought of Trowbridge-Bolster Company Because Land Seemed Best for Independent Future to Winner.

Back east there are thousands of anxious eyes looking toward the Pacific coast and wondering what lies there in that vast expansive country, yet in its youth; but rapidly growing so that it is soon to become one of the greatest sections of this hemisphere, where not only will there be lots of talk of the progress and lots of results, but where other people from other sections of the world will come to gather lessons in the cultivation of soil and in the various ways to make money. Back east those eyes look westward, they glance past the Missouri river, surging along south to empty its waters into the Father of Waters and then stream on to the gulf, past this river and past the states that are near this stream look the eyes of the east and they come to rest upon that wonderful and magnificent state of California, where nature has smiled its best and has placed the most bewitching of its graces. There in that great state of California where man has everything that nature can give and where there is wealth for those who have the energy and the wisdom of modern beings—yes, there is that great state of California with its many blessings and its golden opportunities for the men of the east and the men of the middle west who are seeking to become independent and to acquire a wealth that will assure them an established income.

Grand old California, how can man ever expect to find a greater garden on this side of the world? How can any man who wishes to progress want for a greater and more fertile field in which to expand—in which to have the desires of his mind and body satisfied? California is becoming the mecca of fortune hunters, and this day finds it offering better and broader opportunities than it has ever offered before. That the trend of the men who go west now should be to reach California and buy land there is only natural. The state that offers the grandest opportunity for a great future most naturally should be the commonwealth to which all travelers in quest of fortune should go.

It was the wonderful opportunities offered by California which induced the Omaha Bee to purchase ten acres of Tehama county, California land, to be given away as second prize in the second Booklovers' contest of this paper which is about to close. This land, it seemed to the Bee, was the most profitable that any man or woman could own, so this paper paid \$1,500 to the Lutheran Colonization company—the Trowbridge-Bolster company of Omaha—for the ten acres that are being offered as second prize in this contest. The Trowbridge-Bolster company has the general agency for this Tehama county land. This firm is located in the City National Bank building of this city. The sales made by this company of Tehama county land during the last few months have been enormous. The land is classed as some of the best in the county.

Where Tehama County Is.

Tehama county lies squarely across the head of the Sacramento valley, one of the garden spots of the world. Its surface is diversified and includes the crest of both mountain ranges, with attractive foot hills and much of the broad and level plain of the Sacramento valley, divided by the Sacramento river. There are fertile plains and rolling foot hills and rich bottoms until the very mouth of the canon from which the Sacramento river emerges is reached.

The land of the Lutheran Colonization company is located about five miles southeast of Red Bluff, the county seat of Tehama county. The Sacramento river runs within one and one-half miles of this tract, and, nearing completion within one mile, is the Northern Electric railroad.

The soil is deep and rich, adapted to almost everything that grows. Fruits of all kinds. Oranges, lemons, peaches, plums, pears, olives, figs, almonds, cherries, strawberries, raspberries, etc., all do well and pay well. Vegetables of all kinds, potatoes, melons, cabbage, asparagus, onions, celery, lettuce, cucumbers, etc., are all raised in abundance in these parts, and may be grown successfully on the colony land. All the year round direct from the garden to the table may be had cabbage, onions, lettuce, peas, grapefruit, oranges, lemons, figs and strawberries, and deciduous fruits develop perfectly.

Poultry and eggs pay good returns. Perhaps no enterprise brings greater returns from the amount of capital invested than the poultry and egg business. On a few acres this business may be carried on successfully and be made to pay from the beginning. Turkeys and chickens always bring good prices in California and the climate makes the work of raising and caring for them much easier than in the middle west, where the winters are so severe and the weather is so changeable.

The enterprising man wants to live in a country with a good background of resources. Money is made by converting natural wealth into industrial possessions and this can be best done where there is a large reserve. The early comers made much of the Spanish grants, or took advantage of the cheapness of the lands to buy great tracts. Some of these remain to show what the magnificence of farm life was in the days of the pioneers. Others are being subdivided and the small farm with its more careful culture is getting into the heart of the great estates. What can be done by the newcomer on a few acres is shown by what is being done by many years after year. The pear orchard of 100 acres on the Cone ranch, on the east side of the river, edging our property, in 1900 returned \$25,000, and in a later year \$22,000. It has repeatedly netted \$200 per acre. The Stanford ranch has 2,000 acres in vines, and in 1902 produced from that acreage \$27,215 gross. The management finds it profitable to grow alfalfa on 2,000 acres and to keep 300 Holstein cows. The average in fruit trees is 400, and an average of 200 men are at work during the year. This great ranch of 60,000 acres has been operated since 1880 for the benefit of the Leland Stanford University at Palo Alto.

The county seat of Tehama county is at the head of navigation on the Sacramento and is finely situated on a bluff overlooking the river. It has a population of about 5,000 and many good buildings. A new library building of stone, the gift of Mrs. Kraft, one of the citizens; an opera house, one of the finest in northern California, and the new Methodist church are indications of present activity.

TEHAMA CO. CALIF.

CALIFORNIA

THE LAND OF POSSIBILITIES

NO BURNING HEAT
NO BITING COLD

The Land of Sunshine and Health

The homes of the residents show every indication of comfort coupled with many evidences of wealth.

Copy of a letter received from Mr. James Feeley, of the James Feeley Co., wholesalers, of Red Bluff, California.

Mr. John E. Hummon,
Omaha, Neb.

Dear Sir: I have been asked to pass my judgment upon the fertility of the Crowder ranch, a part of the well known Cone ranch, in Antelope Valley.

I understand that water from Antelope creek is tributary to these lands, and in my opinion there is nothing that can be planted, belonging to the citrus or deciduous classes but what will thrive abundantly on these lands. The place is especially adapted to alfalfa growing, and with water five or six crops should be cut each year. We have never had a failure of crops in Tehama county, due to the fact of a generous rainfall, and an abundance of water, where used, in the running streams. Antelope creek, on the north and west sides of the Crowder place, runs the year round with an abundance of water.

I have been dealing in a large way in green and dried fruits in Tehama county for many years, and some of the choicest fruits come from the Cone ranch, a short distance from the Crowder place. I think the latter, with the water added, is a valuable body of land. Respectfully yours,
(Signed) JAMES FEELEY.

Copy of a letter from Mr. A. L. Conard, prominent business man of Red Bluff, California.

Mr. John E. Hummon,
City National Bank Bldg.,
Omaha, Neb.

Dear Sir: I have been a resident of Tehama county for over thirty years; for a great many years I was engaged in farming in different parts of the country. The products are all citrus and deciduous fruits, grain, stock, wool and lumber; crops never fail in this zone; from three to five crops of alfalfa can be cut in one year, and instances are known where eight crops have been cut.

I am familiar with the Crowder place, a part of the Cone ranch, and with its water privileges believe it to be a valuable body of land. I am satisfied that anything planted in its soil, that can be grown elsewhere in California, will do well there.

I have been president of the Red Bluff Chamber of Commerce for four years up to last February. I believe I know something about this country. I have great faith in it, and am glad to say a good word for a good piece of land. Yours truly,
(Signed) A. L. CONARD.

Our Lutheran Colony Has Proven a Wonderful and Most Gratifying Success

A very large percentage of those who have purchased land in this colony have removed their families and personal effects to California, and propose to make it their permanent home.

Do not be misled and induced to locate on cheap land, where the soil is poor, and there is but little rainfall. You can do far better on one acre of good land than on twenty acres of poor, cheap land.

Go to a climate where you have the best of soil and can have vegetables for your table from your own garden every month in the year.

The soil is deep and exceedingly fertile, and is well adapted to the growth of almost every known crop. Alfalfa, small grain, fruits and vegetables grow prolifically under the right conditions and care, and are readily sold in the nearby markets at most remunerative prices. Poultry and dairying are also very profitable industries.

One thousand dollars is all the cash that is needed to get a start in this most successful Lutheran Colony. This will make the first payment on 10 acres of land, and keep you going until you get some returns from your farming operations. Besides, there is plenty of employment for all in the immediate vicinity in preparing the soil, planting trees, and in gathering the greatly diversified crops. The records show net incomes of \$150 to \$800 per acre. You can do far better here on 20 acres than you can on 80 acres in almost any other section of the country.

OUR NEXT EXCURSION

Leaves November 15th,
Returning November 25th.

Expense for the round trip, including fare and sleeping accommodations and meals, \$109.00.

The entire journey will be made in our private car.

Let us talk over with you the advantage of buying land in the Lutheran Colony.

Copy of a letter received from Mr. G. W. King, of the Cora & King Co., of Red Bluff, California.

Mr. E. E. Trowbridge,
Omaha, Neb.

Dear Sir: Mr. Lennon, who introduced me to you today, informs me that you contemplate becoming interested in the Crowder ranch, a part of the famous Cone ranch.

I do not know what price is being asked for this property, but myself and others have 500 acres adjoining the Crowder place, for which we paid over \$50,000 several years ago. Recently lands in this vicinity have rapidly advanced and it would take double our purchase price to secure this land from us today.

The Crowder ranch will grow oranges, lemons, all deciduous fruits, berries, vegetables, nuts and anything that can be grown in California.

The finest Bartlett pear orchard in the world grows within a mile of the Crowder ranch, and alfalfa figures largely in the products of the soil. I doubt if there is any land in California that will compare with the Crowder lands at the price for which I was told they could be purchased a few months ago. We feel that we have a good country here, to which nature was most kind and liberal, and this locality is just now commencing to be developed. Yours very truly,
G. W. KING.

Copy of a letter received from Mr. H. P. Stice, vice president of the Pioneer Fruit Co., of Red Bluff, California.

Mr. John E. Hummon,
Omaha, Neb.

Dear Sir: As per your request for information regarding the products that are grown in this section, will state that I have been engaged in the shipping of green and dried fruit for the past thirty years. I have been located at Red Bluff for about fifteen years and during that time have been continuously in that business, having shipped from all sections of the country. I will state that we have one of the best fruit and vegetable districts in California. The soil in the valley will grow anything that can be grown in the state. I consider that the soil in this county and in the vicinity of Red Bluff is particularly adapted to the growing of pears, peaches, plums, almonds, cherries and grapes. All kinds of berries flourish in this country. The soil is also well adapted to alfalfa and citrus fruits can be grown successfully. All of the above products can be grown without irrigation, but where water can be procured a larger yield can be obtained by using water at the proper time. I would also say that all kinds of vegetables grow successfully here. Our fruit comes on here early and always commands a good price. We are well located for eastern shipments and a large part of our shipping fruit finds its way to the eastern cities and to Europe. The keeping qualities of the fruit grown in this district are very good. Our pears are much sought for and command the highest price in the eastern markets. The one thing necessary to make successful farming is to thoroughly cultivate and prune and spray. If this is followed up success will be attained in any part of the county where it is undertaken. Yours very truly,
H. P. STICE.

Trowbridge-Bolster Co.

City National Bank Bldg., Omaha