

FAIR PAJARO VALLEY

One of the Most Fertile Sections in the World.

THREE CROPS A YEAR.

The Climate is Equable and the Water Supply Inexhaustible.

WATSONVILLE ITS CENTER.

Strawberries Shipped Nine Months of the Year—The Home of the Apple.

WATSONVILLE, CAL., May 27.—Down through the beautiful valley of fruit—Santa Clara—turning at Gilroy into a picturesque pass, along a winding river, the small valley of Pajaro, which is one of the wonders of the world, because of its extreme and unequalled fertility. Without fear of successful contradiction, it can be affirmed that the yield per acre is greater in Pajaro Valley than in any other locality of this State or land.

Pajaro stretches out on either side of the Pajaro River, which separates Monterey from Santa Cruz County. This 50,000 acres of foothill and valley land of unexcelled fertility, which lies partly in Monterey and

does not thrive in the extremely cool nights which are the rule here, because of the nearness of the ocean.

The best Eastern markets admit that apples of the finest and best keeping quality in the world are shipped from this little valley adjacent to the bay of Monterey. The choice yellow bellfleurs, Newton pippins, white and red pearmains, Romanites and Smith's cider, which go perfectly packed in 50-pound boxes to the Eastern markets, have redeemed California's reputation in the East. "California cannot produce as good apples as the East," will never be heard after the 87,000 apple trees which have been planted in the valleys and canyons tributary to Watsonville have come into bearing. The wonderful quality of the apple product and the large profit per acre yield has brought about extensive planting of apple trees which, when in full bearing will produce 2,000,000 boxes annually, or 4000 carloads.

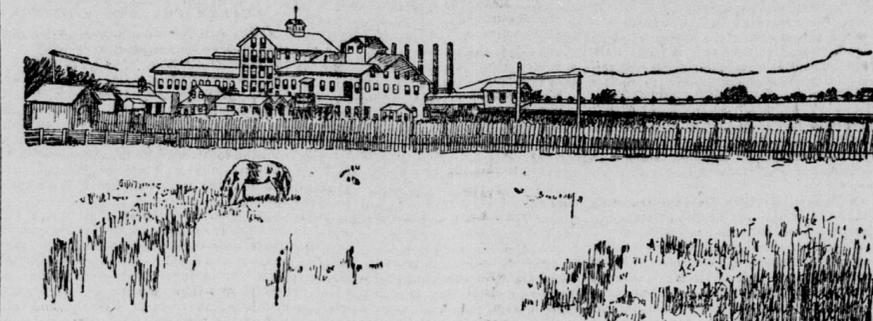
Eastern commission-houses send representatives to this valley during the season to buy the fruit on the trees and ship on their own account. Several large firms are located here and have developed extensive markets in the East and in Europe, and are engaged in shipping. They buy the orchards when in the blossom stage, contracting to take all apples, large or small, grown in the orchard, to prop trees if necessary and to pick them, the owner having absolutely nothing to do but keep the trees healthy and cultivate the soil.

Scuirch Bros., M. Rabasa, M. N. Letturich & Co., N. Baza, A. N. Condit & Co., Prettymann & Wolf, M. L. Woody and the Gravosa Fruit Company are among the heavy shippers from this point.

In the Corralitos district, about six miles back in the valley, the fruit-growers have a large co-operative fruit-packing warehouse, where their fruit is pooled, so to speak, and carefully and uniformly selected and packed.

Such organized effort secures and commands better markets, and the selecting of fruit will bring up the reputation of the

for berries at an average cost of \$25 per acre. After preparation the expense of plants is considerable, at it requires 18,000 at a cost of \$250 per thousand. Mr. Brewington also planted Newton pippin and bellefleur apple trees on the same tract. The returns from the berries in the years paid for the land, as well as all expenses for both the ranch and family. After the trees came into bearing berry culture was discontinued and the strength of the soil given up entirely to the trees. The net proceeds from the trees has so increased



WESTERN BEET-SUGAR FACTORY OF CLAUS SPRECKELS, WATSONVILLE, CAL.

that the 25-acre tract, bought for \$2500, is now worth \$1000 per acre.

Mr. Brewington is such an enthusiast over Pajaro Valley, which has given him such a lovely home, that he will submit his books to the inspection of any one really interested in cultivating the soil and making a home in the valley. There is still land here and there in the valley and foothills ranging in price from \$70 to \$300 per acre.

The CALL correspondent was shown a quarter acre planted in blackberries just off the garden reservation of an 18-acre ranch near Watsonville, on the Aptos road, which had realized \$175 last year. Many of the small holdings which are being developed by the comparatively poor men who have bought them and are paying for them by yearly installments have good crops of blackberries, sugar beets or beans growing between the trees, the profit of which will pay for the land and a little more. An acre or two set apart for garden and chicken-raising and another half acre or a pigery will provide for the family. Cows can be had from \$20 to \$35, and horses, since the bicycle craze is so rampant, can be bought from \$45 to \$75.

These small ranches in Pajaro Valley are self-sustaining from the first—that is, for an industrious family who will all put a shoulder to the wheel and work while the home is being paid for. Work is not so irksome in this pleasant, invigorating climate, where the plain little board houses can be covered in such a very short time with vines and rarest roses, which in this land of flowers can be had from the older residents for the asking. Ornamental trees and shrubbery are very cheap at the nurseries found in every locality. Mr. Waters, the nurseryman of Watsonville, has an exceptionally large variety of horticultural, viticultural and ornamental stock.

Shrubs and ornamental trees attain a wonderful growth in the rich soil and humid atmosphere of this valley, where the winter temperature is never below 45 deg., and summer never above 80 deg.

Beans and cabbage are very successfully grown here; of cabbage, 4000 heads per

of the State annually for poultry. Why should this be when there is land and to spare immediately tributary to San Francisco, while young men walk the streets idle, and the highways are dotted with idle men with their blankets strapped across their backs?

It is also asserted with authority that California does not produce more than one-half the pork consumed within its borders. Why is it that the young men, middle-aged men and even old men who are barely existing in the populous centers of the

years of '94 and '95 were fruitful years indeed, Mr. Spreckels having contracted for 11,000 acres of beets, which yielded 143,532 tons of sugar. Mr. Spreckels sends experienced men out through Pajaro and the neighboring valleys of San Juan and Salinas to contract with the farmer to pay so much for the beet product of his land for that season, the sugar company furnishing the seed and paying a uniform price, \$4 per ton, for beets showing 14 per cent sugar and 50 cents additional per ton for beets grown on rich soil showing higher

the largest general merchandise firm in the country.

The People's Furniture-store is a modern establishment, with a carefully selected stock.

Madden & Sheely carry a good stock of fancy and staple dry goods, A. L. Bixby, W. A. Spreckels, P. J. Friermuth, Martin the Jeweler, Burbeck & Co., books and stationery, Baxter, the hardware man, and many other equally enterprising and "up-to-date" business men, keep things humming in Watsonville.

The hotels are specially good and well patronized; the Manson and Lewis lead. Among those who are ever ready for any movement along the line of progress are Charles Polk, J. S. Menasco, Dr. Waters, J. J. Morey, George W. Hurst, A. W. Cox, E. P. Quinn, Robert Eaton, John T. Porter, James Waters, J. A. Linscott, F. A. Kilburn and Dr. Bixby.

The Pajaronian, under the business management of G. G. Radcliff and edited by W. R. Radcliff, is one of the most progressive and practical papers in the State. The Rustler, edited by Joe Hetherington, is appropriately named. It came into the field last, but the Rustler has come down the quarterstretch and is under the wire on good time. The little daily Transcript, run by the brothers Peckham, works hard and faithfully for the community and will, no doubt, win reward.

The leading fraternal societies are very strong here. The Odd Fellows have a fine building of their own.

All the different religious denominations are represented and have good men in their pulpits and good church property. The ladies of the W. C. T. U. are trying very hard to build up a good public library and reading-room. They have been given the use of the Odd Fellows' well-selected library and by little they will see the fruition of their very laudable hopes.

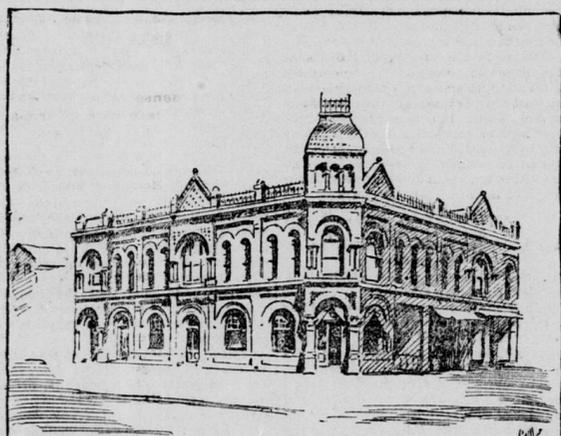
There is a strong bicycle club here of 100 members. They have a private athletic, reading and club room for their social use. A. W. Cox is president; J. Lee Burbeck, L. D. McLean, A. M. Cupid, E. L. Clark, C. D. Streser and Ed Henry, directors.

One of the leading small enterprises is the cider and soda works of S. Martinielli located here. The pure apple juice void of injurious chemicals is put on the market by Mr. Martinielli, who is gaining a wide reputation.

Many modern houses are seen in this busy town. The new high school building, which has been erected at a cost of about \$30,000, is one of the handsomest in the State. And the schools here are well conducted under L. W. Cushman, the principal, who is a graduate of Harvard.

Olin N. Marsh, a graduate of Stanford, is making a success of the history and language department. Miss Rose Ryan, a Berkeley graduate, who is at the head of the mathematics, is a valued teacher. G. E. Morrill has charge of the excellent commercial department, which is so large as to require a separate building at present. He uses the Ellis patent cabinets, and the work is all thoroughly practical. The corps of grammar teachers are practical and progressive.

On this round globe can we find a rarer spot than this valley of Pajaro?



PECK BLOCK, WATSONVILLE.

of which Claus Spreckels is the founder and chief stockholder. This large milling plant was built at Watsonville in 1888. It has been enlarged since, and to-day it is the best and most modern-equipped beet-sugar factory in the country. One thousand tons is a small day's run in this plant. Mr. Spreckels, the experienced and successful sugar-grower and manufacturer, recognized the value of such a location, in

he is going to receive for the product of his land before the crop is planted.

The company this year has contracted for but 7000 acres of beets as against 11,000 acres last year. The cut is because of the sugar bounty being removed by the Wilson bill. The woodchoppers of the mountains will feel the effects as well, for the sugar factory will not consume the usual 20,000 cords of wood for fuel. The lime-rock quarry men around Santa Cruz will feel the cut also, as the company will not require the 5000 tons of lime rock usually consumed in the process of sugar-making.

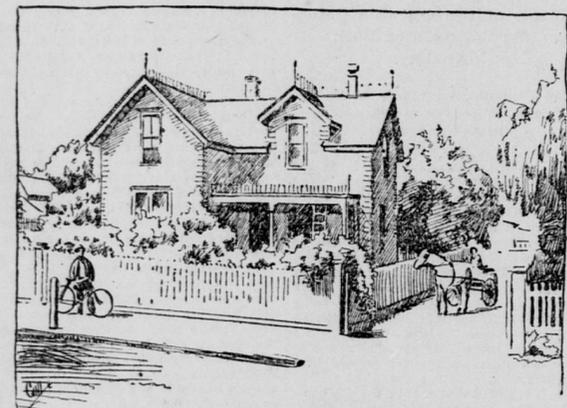
During the sugar-making season 300 men are employed. The sums of money turned into the avenues of trade in Watsonville and vicinity by the establishing of this gigantic enterprise are enormous.

The same company constructed a narrow-gauge road from Watsonville to Moss Landing, six miles away, where the coast line of steamers touch, hence to Salinas, a distance of 23 miles. This road is paying dividends. W. C. Waters is the capable manager of the combined enterprises. This competing road has brought about low freight rates. The Southern Pacific Company has reduced rates to terminal and Eastern points about one-half.

The refuse from the beet-sugar factory is being utilized for the fattening of cattle, who like the sweet, nutritious food. A company of which Mr. Spreckels is the head has the Cooper ranch, known as Moro Gojo, leased, where thousands of cattle are prepared for market by feeding in the immense silo there constructed. The summer home and magnificent deer park of Mr. Spreckels is near by, at Aptos-by-the-sea.

At Corralitos, a village of the valley six miles from Watsonville, is found quite a large daper-mill, owned by Peter C. and James Brown. They manufacture straw wrapping, straw board and binders board, all of which is sun-dried. The daily output of the Corralitos Paper-mill, which employs fifteen men, is about five and a half tons.

With such rich tributary land in small holdings and the large enterprises mentioned, how could Watsonville, 101 miles from San Francisco, with competitive transportation, avoid being the most thriving town of 8000 inhabitants in the



HOME OF G. H. BREWINGTON IN THE SUBURBS OF WATSONVILLE.

partly in Santa Cruz, extends from Monterey Bay and Aptos foothills to the Santa Cruz range with its redwood canyons on the east. Dark Loma Prieta stands, as if keeping guard, at the north, and the Gabilan range sweeps around to the southward. Near the foothills to the south there is a chain of lovely lakes, which are used by the pleasure-loving for boating and fishing, and by the practical for irrigating the large strawberry fields found in the vicinity, which require an excess of moisture. The old Spanish grants have been subdivided into small holdings, which are under a most complete and thorough state of cultivation.

Twenty acres in Pajaro Valley, well planted and carefully tilled, is enough to make a happy home and independent living for a family.

Eastern and Middle States people, who have associated large fenceless tracts of land and the gang-plov with California ranch life, should visit the many valleys and their branches which are tucked away in this great State by the Western Sea and view the result of fertile soil and blessed climate. Nine months in the year strawberries are shipped from this point. Many of the best strawberry-fields, notably those of George H. Brewington and the Lake farm of Ira L. Thurbér and Daniel Buckley, produce three tons per acre during the season. In the heart of the valley, immediately adjacent to Watsonville, rows of berries have been planted between young fruit trees, which have been known to yield from two to two and a half tons per acre. Two and three crops of anything that will mature in the line of vegetation can be grown here during the year—here, where the water supply is inexhaustible and the climate very equable.

The soil is rich alluvial and very porous, retaining the moisture under heavy winter rain fall, and absorbing from the little branches and the larger streams, the Corralitos and Pajaro rivers, which flow through the valley to the sea.

Watsonville, the geographical and commercial center of the valley, a thriving town of about 3000 inhabitants, is located at the junction of the Pajaro and Corralitos rivers, about five miles from a good sea beach—Camp Goodall—where surf-bathing and clam bakes are a pleasant possibility. As it is not all of life to win dollars from the cultivation of the soil, this healthy resort is appreciated.

Where mother earth is so bountiful it is conversant with the daily shipments from Watsonville and Pajaro station, just across the river. At the present time three carloads per day of strawberries alone are being shipped.

The profits derived from the culture of small fruits when prices are even fair are very large. George H. Brewington, the pioneer strawberry-grower of the valley, says the average yield of strawberries is

acre. Vegetables of all kinds come to wonderful perfection, yielding a continuous crop when properly changed and planted. Hops are really a specialty and are quite extensively cultivated in this vicinity, notably by the Rodgers family, who have fine ranches and beautiful homes in the suburbs of Watsonville. The price of hops fluctuates, being so dependent on failure of crops in other parts of this country and in England that only those with money can afford to take the chances. The gain at times is phenomenal.

Prunes and cherries grown on the rolling land are very fine, turning out wonderfully in the drying. Fruit grown on the foothills does not lose weight, shrivel and shrink like that of the lowland.

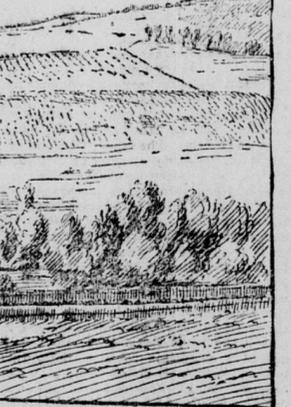
Clearing is going on far up on the very mountain sides. Plowed tracts planted in prunes, olives and grapes are seen quite on the perpendicular, where, of course, land is cheap. The possibilities of viticulture have hardly begun to be appreciated, but foreigners are coming in who will show that the very mountains are susceptible of grape culture, and everybody knows that olives will grow on very high and even stony ground.

J. Rossi has the most extensive vineyard in the Pajaro country. The best of dry wine grapes are producing in fine quality and large quantities where a few years ago was live oak and chaparral thicket.

The fine cherry orchard of W. H. Bowman in this same Corralitos district has some of the largest trees in the State. Mr. Bowman has a large acreage in other varieties of fruit, and extensive drying conveniences.

Poultry-raising is a very profitable industry in this valley. The Hotel del Monte, Monterey, Pacific Grove, Aptos, Capitola and Santa Cruz—all popular resorts open all the year—are within a forty-mile radius on the bay of Monterey, and cause the demand for chickens and eggs to far exceed the supply.

Then over \$1,000,000, it is said, goes out



VINEYARD OF J. ROSSI, IN THE FOOTHILLS OFF PAJARO VALLEY.

the midst of rich alluvial soil, which produces large crops of beets containing a high percentage of sugar.

The large five-story factory building, with its three great receiving bins, each 1000 feet long, capable of holding 6000 tons of beets; the immense cistern, which holds the flow of two artesian wells, from which is drawn the daily water supply of 2,000-



NEW HIGH SCHOOL BUILDING, WATSONVILLE.

000 gallons; the large boiler-house and storage-rooms, offices and spur railroad tracks are on a large tract of land near the Watsonville depot.

At this season the factory is closed down. About forty men are at work cleaning the machinery and getting everything in shape for the annual run. The

State? It has good business blocks; two strong banks, one building and loan, with modern safety deposit arrangement attached.

The Charles Ford Mercantile Company, which was organized by the late Mr. Ford rather on the co-operative plan, by admitting trusted employees to partnership, is

NEW IDEA AT WRIGHTS:

A Summer School to Teach Agriculture and Economics. Some Eminent Lecturers.

A Camp Located in One of the Most Picturesque Regions of the Scenic West.

WRIGHTS, CAL., June 2.—The Farmers' Encampment projected by Highland Grange, No. 303, Patrons of Husbandry, and enthusiastically endorsed and supported by the entire community at Wrights Station, will according to every opinion, be a great success from its very inauguration. The scheme has met with the favor of leading agriculturists and business men throughout the State.

For a summer camp the ground selected and now being cleared for the purpose is an ideal location. It is on the El Toyon ranch, some four miles southeast of Wrights Station, and is reached by a well-made and well-kept road that pursues its winding course up the mountains, through a most picturesque country, and affords the traveler a veritable panorama of delightful views.

At Wrights one finds a community of comfortable homes. There are no unsightly cabins, but everywhere is the appearance of thrift. The houses are built with an eye to architectural beauty, and evidences of taste and culture are to be found outside as well as inside of these modern rural residences.

The traveler through this settlement finds himself continually giving expression to sentiments of pleasant surprise as new scenes unfold themselves to view in rapid succession, until, reaching the summit on the El Toyon ranch, he beholds a prospect transcendent in its magnificence. The altitude here is 2100 feet. To the southwest the waves of the mighty sea are driving against the rocky shore their chariots of foam. The headland seen in the distance is Lighthouse Point at Santa Cruz, extending out like an arm protecting the bay from the charge of the wave battalions of the Pacific; and there, nine miles away, rise the white homes of the city of the Holy Cross. The shoreline of the bay spreads out like a painted map, save for the hoary-haired breakers that keep plunging incessantly in their vain war against the land.

To the left of Santa Cruz, and a little removed from the shore, is seen the village of Soquel, and further on, Capitola, "leaning her back up against the hills, with the tip of her toes in wave." Even Monterey Point is plainly discernible, and one is almost enraptured with the glorious picture of sea and bay and cities and mountains, half framed by the sky above and half by the green wilderness of redwoods and oaks, firs, madrones and laurels, at the gazer's feet.

Turning to the northeast, one beholds the great Loma Prieta, 4000 feet high, only three miles away. From that mountain peak one may see the bay of San Francisco and the valleys to the north of it.

The camp ground is in a grove on a gentle hill slope, facing the west, only a few hundred yards from the summit.

It were difficult to enumerate all the advantages possessed by the rancho El Toyon for such an encampment. Nature has been lavish with her gifts here, and art is now devoting her efforts toward making the paradise complete. The brush is being cleared from the camp ground, and roads are being built and bridges constructed for the anticipated host of campers. By the first of August scores and, perhaps, hundreds of tents will be pitched in that rest-inviting shade. Plenty of pure water from mountain springs is not the least among the blessings of this mountain spot, and hard by are several natural sulphur wells which are freely patronized for their health-aiding properties. Mountain

streams full of trout are within call distance of the camp.

Considering all these things, it is not a matter of wonderment that Highland Grange should undertake the splendid chance above set forth or that the leading educators of California should and their hearty co-operation to the end that a summer school of agriculture and economics may be permanently established here.

On Saturday afternoon some 200 of the families of Wrights Station were represented at the picnic on El Toyon. When the festivities were concluded the assemblage resolved itself into a meeting for the purpose of considering the subject of the encampment. Edward F. Adams, one of the energetic, public-spirited men of Wrights Station, presided and outlined the plan of the farmers' summer school, as set on foot by Highland Grange and now under the direction of the State Grange. It was at this meeting decided, after much favorable discussion, that the whole community should unite in hearty labor to assure the success of the big enterprise.

The following resolutions, offered by Colonel W. H. Aiken, were unanimously adopted:

Resolved: That the people of this vicinity, recognizing the public spirit which has prompted Highland Grange to promote an enterprise calculated to improve the material welfare not only of this community but of the entire State of California, do hereby pledge themselves to sustain and support the grange by all means within our power in opening and maintaining here a permanent camp of instruction, under the control of the State Grange of California, at which there shall yearly be systematic study and discussion of all problems, whether agricultural or economic, especially affecting the conditions of rural life.

We will aid from year to year, according to our means, in building the roads, clearing the grounds, erecting the buildings, erecting the library and in all other ways in making the camp and vicinity agreeable to our guests and a spot where all interested in the vital problems of the day may pursue their study and the most competent leadership, while enjoying a season of quiet rest, recreation in our health-giving climate and under the inspiration of the pure air and the magnificent outlook which these mountains afford.

We adopt the camp as a community enterprise under the local leadership of Highland Grange, and whether grange members or not will serve upon committees and in all similar ways will aid to forward the work.

While thus pledging ourselves to our utmost effort we ask the aid of all other granges and of all persons interested in the moral and material welfare of our rural population in securing to the institution a stronger endowment than the unaided effort one small community can give it.

It was announced that A. P. Roache, master of the State Grange, had appointed the following named gentlemen to serve on the committee which shall have charge of the educational feature of the camp: Principal C. W. Childs of the State Normal School, San Jose (chairman); Rev. S. Goodenough, lecturer of the State Grange, and Edward F. Albans of Highland Grange.

The department of economics at the encampment will be under the immediate direction of Professor E. A. Ross, acting head of that department at the Leland Stanford Junior University. The topics to be treated in the course of lectures by Professor Ross and others in the line of economics will be partly as follows: "The Farmer as Buyer," a proposition involving the trust problem; "The Farmer as Seller," treating of the option idea and speculation among farmers; "The Farmer as Debtor," bringing in the money problem; as "Taxpayer," covering the subject of tariffs and taxes, and as "Transporter," treating of public highways and roads, railroad and steamship transportation.

The agricultural lectures of the encampment will be delivered by Professor E. W. Hilgard, E. J. Wickson, C. W. Woodworth and Charles H. Shinn, all of the agricultural department of the State University.

In addition to the summer school features there will be daily informal discussions on such subjects as may present themselves outside of the prepared course, and musical and literary entertainment.

Within the next few days a ladies' auxiliary committee will be organized at Wrights, the object of which will be to provide for the comfort and entertainment of those who attend the encampment. Chairman Adams will appoint a citizens' committee on encampment to-day.

Highland Grange has already begun the collection of a library of works on agricultural and economic subjects, and such a library will constitute no unimportant feature of the camp.

The hotel and boarding-house people in the vicinity of Wrights are being so organized as to conveniently take charge of all who may desire accommodations.

A general committee of publicity and promotion will be organized by the State Grange from the grangers of Central California.

The Farmers' School will formally open July 29, but the grounds will be in readiness for campers in about a fortnight.

Hood's at the Head

It is because Hood's Sarsaparilla is the greatest blood purifier that it is able to cure disease that other remedies cannot touch. The following is the experience of many:

"For a long time I was in poor health. My bones ached, my liver and stomach bothered me and my appetite was poor. In fact, I had no life or ambition. I was advised to take Hood's Sarsaparilla. I used two bottles and improved so much that I bought six more. Hood's Sarsaparilla proved a great investment. It has made a different person of me. It was the only medicine during my three years of doctoring that had any effect. It is at the head of all blood remedies, and I would not be without it at any cost." JOHN LORREN, 885 Thirty-fourth st., Chicago, Ill.

Hood's Sarsaparilla is the Only True Blood Purifier

Hence it gives perfect health, steady nerves and a good appetite.

Hood's Pills (the after-dinner pill and family cathartic) 25c.

Dr. Gibbon's Dispensary, 608 KEARNY ST. Established in 1834 for the treatment of all the Diseases, Lost Manhood, Debility or disease arising on the body and mind. Skin Diseases. The doctor examines when others fail. Try him. Charges low. Address, Dr. F. GIBBON, Box 1937, San Francisco.

RARE CHANCE!

TO LET—A LARGE STORE ON THE WATER front of Sausalito, opposite the Ferry Landing, suitable for a cash grocery store. Apply on the premises, to J. E. SLINKKEY, Sausalito, or at room 9, 235 Kearny St., 1 to 2 P. M.