

# FAIROAKS THE BEAUTIFUL

THE HEART OF CALIFORNIA



**B**EAUTIFUL FAIROAKS is most appropriately named. It is indeed one of the fairest spots on earth. Situated about 15 miles northeast of the city of Sacramento, in a superb natural park amidst the first foothills of the Sierra Nevada Mountains, on the eastern rim of the great Sacramento Valley, and swept every evening and throughout the Spring and Summer nights by the cool breezes which blow from the Pacific Ocean, up through the Golden Gate a hundred miles away, and at just the right altitude to moderate the extremes of both heat and cold, its climate is ideal. Its average altitude is about 200 feet above sea-level, it is free from Coast fogs, and its pure and invigorating air makes its very breathing a continual delight. Lung diseases are practically unknown here. In fact, the climate of Fair Oaks is as healthful and as delightful as can be found anywhere in the world.

The clear, racing waters of the American River, fed by the eternal snows of the Silver Sierras, flow past the stately, oak-crowned bluffs of Beautiful Fair Oaks, to join the Sacramento River at the Capital City.

## An Entrancing Panorama

The view from nearly every portion of Fair Oaks is indescribably beautiful. For hundreds of miles easterly, towering above the foothills—which themselves would be deemed real mountains otherwise—one sees the magnificent panorama of glistening, snow-capped Sierras, seeming to carry the very universe on their lofty and hoary heads. To the southwest looms darkly the mighty form of Mount Diablo, standing like a giant sentinel above the San Joaquin Valley; while every evening the sun sets in splendor behind the beautiful Coast Range, plainly visible some ninety miles to the Westward. Occasionally Mount Shasta, at the extreme head of the Sacramento Valley, and even the Tehschapi Range, although three hundred miles to the South, may be discerned.

The nearer view is also entrancing at all times. The hundred hills on which Beautiful Fair Oaks sits, robed in all-the-year-round verdure, are crowned with giant oaks and eucalyptus, with orchards of orange, lemon, grape fruit (pomelo as it is called here), olive, fig, almond, peach, pear, cherry, apricot, plum, prune, apple, quince—in fact, practically every variety of temperate and semi-tropical fruits and nuts. Grapes also grow to perfection. Smudge pots are unnecessary and unknown here, although

generally used in Southern California. Palms, roses, and all kinds of flowers, shrubs and vines embower the grounds about stately and humble homes alike; while vegetable gardens produce an abundance of everything needed or desired for the table. Alfalfa grows rank in the swales between the hills, providing feed for live stock and poultry.

## Money in Poultry

Poultry raising, in fact, is becoming more and more popular and is highly profitable where intelligently handled, as ready markets are found in Sacramento, San Francisco and the other large cities around the Bay. Indeed, there is no good reason why Fair Oaks should not become famous for its poultry, where every condition favors this industry.

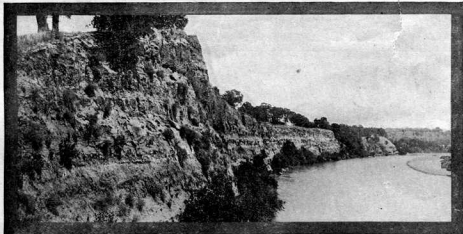
## Fairoaks' Water Supply

Every ranch in Fair Oaks is piped for both irrigation and domestic supply, under high pressure; water being diverted, high up among the mountains, from the head reaches of the American River, and distributed to the high points, to serve as needed in the orchards. Fair Oaks owns its own water distributing system, and steps are being taken to purchase and control the North Fork Ditch from which the water supply for this entire district is taken.

San Juan Union High School Where Fair Oaks Young People Prepare for the University



California's Schools Lead the Country for Beauty as Well as for Practical Educational Efficiency



American River Bluffs at Beautiful Fair Oaks

In brief, after searching the country over, the home seeker who at last finds Fair Oaks, realizes at once that his quest is ended; for here he finds all his brightest hopes and ideals most unexpectedly and happily fulfilled.

#### A Nature Lover's Paradise

For those who like to tour, to camp, to hunt or to fish, there are numbers of splendid automobile roads—most of them paved, which lead in all directions to hundreds of delightful resorts where the finest kind of sport may be found. Both big and small game abound, while all about lie scenes to delight the most exacting artist of camera or brush. As for fishing, the mountain streams are alive with trout, and even the American River, at certain seasons, teems with salmon, bass, shad and other fish more or less gamey. A 19-lb. black bass was recently caught here, and a 46-lb. salmon was landed just a few days before this was written. Then, it is but a few hours' drive to the Bays and the Pacific Ocean, where bathing, sailing and deep sea fishing may be enjoyed by anyone so inclined.

#### Social Life in Fair Oaks

Fair Oaks is a uniquely American community; no other in California compares with it. It is not a town, but a colony of orchardists. It is peopled very largely by citizens from Illinois, Iowa, Minnesota and surrounding states—people of real worth and refinement, who have settled here to escape the unnecessary rigors of the Northern and Central States—unnecessary, because California offers a happy escape from them—and have brought with them and developed a wholesome, true American spirit.

A fine grammar school and a new union high school, fully accredited to the great universities; a good Public Library; a thriving Protestant Federated Church, with a minister of the first rank; a newly organized Catholic Church; the Woman's Thursday Club of 175 members, which ranks high among the best clubs of the State, owning its own building, which is the social center of the community; besides a Farm Bureau Center and a Modern Woodmen Camp—all combine to supply the needs of the community in their respective lines. Running water, electric lights and telephones add city comforts to the delights of rural life. The free services of the Sacramento County Farm Adviser are also at your call.

#### Various Business Activities

Several modern packing houses handle the citrus and deciduous fruits, olives and al-

monds, which are the chief products of the colony. A number of mercantile houses and two public garages supply the daily household and ranch needs of the public, with the City of Sacramento only 45 minutes distant by automobile, for the larger or more discriminating needs of the ranchers. A well managed Bank and a Post Office, with both local and rural delivery, and a public telephone station and an electric light and power company, also a local newspaper, play their part in making the circle complete.

#### Travel and Shipping Facilities

Fair Oaks is connected by three paved highways with Sacramento, a growing city of 70,000 population, the Capital of the State, the seat of the California State Fair, and the most important fruit and produce shipping center of the West. These highways make Fair Oaks virtually a suburb of Sacramento. A Motor Stage makes regular trips to and from the city, and most of the local freight is transported by motor truck. From Sacramento, both the Southern Pacific and Western Pacific systems connect with San Francisco and the East, and a vast amount of freight between Sacramento and the Bay is transported by steamers on the river.

The Southern Pacific has a station at Fair Oaks, and the Western Pacific is also planning to build an electric feeder into Fair Oaks in the near future, as an extension of its Northern Electric system recently acquired, to tap the rich and growing volume of fruits and other products of this part of the Valley.

#### Important Points

While all settlers are equally welcome to Fair Oaks, whether rich or poor—for the community is wholesomely democratic—we are constrained to offer a word of caution, to offset some of the claims put forth by too many unscrupulous salesmen of California lands. These have been the curse of California, for often they have made exaggerated and absurd statements, leading the uninformed to believe that all that is necessary to succeed is to purchase a small tract of land, regardless of location or quality of soil, and that without expenditure of money or effort of brawn or brain, the possession of the land would make them rich.

Such a condition—it seems needless to say it—never existed, in California or anywhere else. It is true that a family can exist, with perhaps less effort, and certainly with less discomfort, in California than in most sections



"Miramont"—A Beautiful Colonial Fair Oaks Home (No. 53)



Cozy Nook on a Small Ranch

of the country; but it is equally true, that in order to succeed it is necessary to have some money, and to use at least ordinary diligence and "horse" sense. It is also true, that nowhere else will Nature respond so quickly and so bountifully, if

you will work hand in hand with her; no other place where a reasonable amount of capital, plus labor, plus brains, will yield as prompt and gratifying returns.

Then, with the remarkable salubrity of our climate—and bear in mind the indisputable fact that although we are 500 miles north of Los Angeles, our oranges mature six weeks earlier—for the Japan Current, and not latitude, together with elevation above sea level, govern climatic conditions here on the Pacific Coast—the inspiration of our beautiful scenery, and the soul-cheering rays of the glorious California sun, life indeed becomes decidedly worth living, old age is pushed farther and farther away, and a home in California unfolds and multiplies delights that cause you to lose all desire to return to the rigors and discomforts of the unfriendly climate from whence you came, and to seek earnestly to bring your friends to this Golden Coast to enjoy its benefits with you.

While it is always advisable, if possible, to reside on and at least oversee the cultivation of your own ranch, should it be impossible to occupy it immediately, it can be leased, or the necessary labor hired to keep it in a going condition until you are ready to come.

### Suggestions to Purchasers

If you are desirous of making your investment count for the most possible, and are not in financial shape to buy and pay for an improved ranch, I offer the following suggestions:

Purchase five, ten or twenty acres of the best vacant land you can get—avoiding hardpan which lies close to the surface, or which is too thick to blast—put up a cottage or "shack," and plant your land to Thompson's seedless or Tokay grapes. Be sure to start a liberal "family" orchard, which should include orange, pomelo, lemon, fig, apple, peach, pear, plum, prune, apricot, persimmon, olive, almond, English walnut, and any other varieties your fancy may dictate; they will all thrive in Fair Oaks. And of course you will plant berries—they grow here like weeds "back east."

If you understand and like chickens you will find they will bring you quicker returns than anything else. If you do not understand the poultry game, begin with a small family flock; study your chickens carefully, visit and talk with successful poultrymen—there are many of them in Fair Oaks—read the free literature the State University will furnish you, and consult freely with the County Farm Adviser. Then grow into the business easily and naturally, with a guarantee of success.

Good vacant tracts, both cleared, ready to plant, or wholly or partly covered with oak timber, can be purchased in Fair Oaks and vicinity at from \$135 to \$300 per acre, according to soil, location, and terms of sale. Usually the wooded tracts contain sufficient timber to more than pay for clearing.

With your home garden, chickens and berry patch, if there is strength and a will to do, a comparatively small investment will take care of a growing family while waiting for the vines and trees to mature. Usually it is easy to get work at fair wages throughout a good part of the year, while getting started.

### Hints on Planting

A few practical hints may be of service, if you contemplate planting such a vineyard as suggested.

Practically all varieties of grapes thrive in Fair Oaks, and it will be well to plant a few of several kinds, such as Muscat, Malaga, Emperor, Cornichon, Concord, etc. But for standard market varieties it is advisable to plant Thompson's Seedless and Tokay. Both are in strong and growing demand as table grapes, while the Thompson's Seedless has become the most popular raisin grape in the country. They are easily dried in the sun, and are then packed and ready for market, with a season lasting the year round. The Muscat is also extensively used for raisins, but more generally in the hotter Fresno district of the San Joaquin Valley.

The best practice here is to plant the rooted slips during the late winter or early spring, in rows of 10x10 feet, or about 450 to the acre. The cost is comparatively small; about five cents each, and the cost of digging, planting and staking about five cents more per vine. Of course this can be reduced materially if you do part of the work your self. The grapes, with proper care, should begin profitable bearing by the third year.

Where all labor is hired, the cost of plowing, cultivating, irrigating and pruning will average about \$25 per acre per year.

Interplanting is frequently practiced with grapes; the larger types of fruit or nut trees being planted at intervals of 30 to 50 feet (as in the case of walnuts), permitting the more quickly maturing grapes to come into bearing and for several years to produce profitable crops before the larger and more slowly maturing trees demand the ground to themselves.

### Don't Be Sidetracked

When you come to California, plan your route via either the Western Pacific or the Southern Pacific, to Sacramento, the Capital City. Then take the Fair Oaks Stage from the Clayton Hotel, corner 7th and L streets, direct to Fair Oaks, and come to my office in the Fair Oaks Bank Building. If possible, notify me by letter or telephone just when you will be here, so I can plan to meet you without unnecessary delay.

Do not allow yourself to be sidetracked and taken to any other point until you have seen Fair Oaks. No other community so completely meets the requirements of a desirable home; no other place combines all its advantages of soil, climate, scenery, wonderful variety of fruits, etc., together with the thoroughly American personnel of the citizens. Whatever may be your private opinion concerning our Asiatic brethren in the abstract, should you happen to locate where there are any number of them living, where you are obliged to have them for neighbors, there will soon come a time when you will be sorry for yourself, and wish you had located in Fair Oaks, where we are all frankly and happily Americans.

To Business and Professional men, Fair Oaks offers exceptional opportunities to give their families the healthful privileges and charm of country life, in combination with all the educational and social advantages of the city. Quite a number engaged in Sacramento go back and forth by auto.

Study the following page and write me. Do not overlook the undoubted fact that right now is the time to purchase Fair Oaks property; for within the next few years you will not be able to duplicate present prices. In fact, I expect to see them doubled before 1927.



Italian Cypress  
"Gartnewin-  
on-the-  
Hill!"



Private Drive "Rosewood" Ranch  
(No. 16, p. 4)

# WHICH RANCH WILL YOU CHOOSE?

APPEND brief descriptions of a few ranches and vacant tracts which are for sale. Consider them carefully and write me for any further specific information desired; your letters will receive prompt, courteous and accurate replies. When writing, kindly refer by number to any of those ranches which appear most nearly to meet your requirements. Further, I will appreciate it if you will kindly give me the names and addresses of any of your friends who also may be thinking of making California their home, and I will gladly do all in my power to assist them in getting located happily.

## Number

1-10 a., nr. Fairroaks Fruit Co. and paved hwy.; 5 a. unplanted, but with good oak timber; balance in oranges and family orchard; 6 r. mod. house, 2 sl. porches; barn, chicken house, fruit, chix, implements and some furniture—out to \$3,000, for quick sale.

4-10 a.—5 a. oranges, almonds and family orchard, fine condition, fine bearing; 5 variety fruits, mostly in bearing. Well built, attractive 7 r. modern home, garage, barn, packing houses, etc.; tractor and machinery—\$12,000. Might subdivide.

6-2 a. almonds, oranges and variety other fruits, 5 r. house; fine view; desirable for home, with small income—\$3,800.

8-14 a. on paved hwy., mostly in oranges, olives and almonds, family orchard; new, strictly modern bungalow, in white and ivory; garage; room for 3000 chix; beautiful view—\$12,000. Might subdivide.

12-16—orange and olives, beautiful 3000 sq. site—\$20,000.

13-20 a. young almonds; no buildings; good coming proposition—\$7,500.

14-3 a. lemons and olives, fronting paved hwy., close in; good bird, site; could move house from adjoining ranch—\$3,500.

16-Exceptionally well planted 5 a., chiefly almonds, but family orchard of great variety fruits, ornamentals trees, shrubs, vines and flowers; 5 r. house, 2 sleeping porches, wonderful possibilities for home, with small income—\$6,500.

17-12.25 a. on paved hwy.; olives and family orchard; 4 r. house, bath, toilet, electric lights; barn and other outbuildings—\$15,000.

18-15 a.—5 a. prunes, 4 a. oranges, 5 a. pickle olives, row grapefruit all around, equalling another acre; highly cultivated—\$12,000.

20-10 a., cornering on hwy., 4 r. cottage; 5 a. Imperial prunes, 3 a. almonds, 2 a. lemons—\$10,000.

21-14 a. nr. paved hwy.—mostly almonds and oranges, some olives, good family orchard; modern truck bungalow, 6 r. barn, chicken shed, ranch buildings, team horses, implements, all for \$11,900.

22-10 a.—half vacant, balance olives, almonds, family orchard; small house; barn, tank house, chicken house, horse, etc.—\$7,000. Would subdivide.

23-10 a., (two complete ranches) on paved hwy.; 5 a. olives and family orchard, new 6 r. house with bath, toilet and built-in features, chicken house, garage, etc.; 5 a. almonds and family orchard, old 4 r. house with water and toilet—price complete, \$12,000.

24-13.75 a.—3 a. oranges and olives, family orchard, all exceptionally well piped, with reserve water system; four chicken houses and yards, standpipe in each—capacity 500 to 1000 gallons in each; each; new, modern 8 r. house; packing houses, garage, etc.; bal. ranch unplanted, but fine location, overlooking American River—\$13,500.

27-10 a., practically all in good bearing; 3 a. grapes, bal. variety fruits, small 2 r. house, barn, chicken house; fronts on paved hwy., good location—\$9,000. A snap.

28-Attractive country home, on high bluff overlooking American River; 13 a. ground, great oaks, luxuriantly planted, garden; beautiful 8 r. strictly modern 5 frame house, large rooms, fire place and furnace; place too large for owner—\$35,500.

30 a. on paved hwy., close in; big house, 8 r. and basement, modern, an outside house, also 3-story barn and garage;

## Number

fine shade trees, some fruit. Price \$37,000.

33-10 a., about 7 a. almonds and apples, balance pasture, barn, etc., no house; close in—\$4,000.

34-3 a., with modern 6 r. house, barn and



Oak Tree and Ivy

sheds, olives, pears, home orchard; close in—\$6,000.

35-10 a., corners on paved hwy.; 6 a. almonds, 1 a. oranges, 1 a. olives, 2 a. plums and apples (no buildings)—\$6,000.

37-"ROWAN BRAE," 2 1/2 a., Illinois ave., n. of Sunset ave., two sections. (a) 2 1/2 a.—3 a. olives, choice varieties, 3 a. lemons, mostly seedlings (2 years ago took off over \$1,000 lemons), 5 a. grapefruit (has taken first prize wherever shown), 10 1/2 a. navel oranges; old ranch buildings; beautiful building site, planted to rare ornamental trees and shrubbery, wonderful mountain view. (b) 20 a., modern 8 r. residence and complete ranch buildings; 3 a. Bartlett pears, 1 a. Winter Nells, 3/4 a. Rooney; 9 a. oranges, 5 a. olives; eucalyptus grove, etc. Owner has taken \$5,000 to \$8,000 from (a) and \$3,500 to \$5,000 from (b) in one year. This ranch is one of the finest in all California. Owner wishes to enter business in city; specially priced for early sale, as follows: (a) \$27,000; (b) \$22,500; together, \$47,500. Less than

## Number

half what the ranch could possibly be duplicated for down south.

38-10 a. on paved hwy., close in, fine view. Good house, 7 r. downstairs, room for 3 more rooms up; second house, used for packing; 1000 sars, chicken houses; electric hoist, 500 chick capacity, chick house, cap. 1000 chix; horse, plow, implements, chickens, furniture, go with ranch. 5 a. olives, 5 a. oranges and family orchard; room for 2000 chix on ranch. Price \$32,000.

39-12 a., partly cleared, balance in oak timber (park); fine location, beautiful surroundings; large house, 11 rooms, modern; large barn with garage; excellent garden, 70 orange trees, all varieties; good family orchard—beautiful country home—\$16,000.

40-16.50 a. fronting paved hwy.; partly cleared and planted; small shanty, new chicken house, electric lights in house and chicken shed; would sell whole 2000 per acre, or subdivide, selling south of half fronting river, at \$250 per a.; terms.

41-10 a. in Carmichael, bearing peach orchard, 7 yrs., young olives and almonds, family orchard; small house; new brooder-house, new chicken house; dbl. garage, concrete floor; 2500 chix—\$2,000. Might also sell adjacent 10 a. young olives.

42-5 a., Carmichael, nice orange grove in bearing; small house and outbuildings; good soil—\$6,500.

43-10 a. in Carmichael; half in 4 yr. prunes, half olives; no buildings; good soil—\$4,500.

44-20 a., Carmichael; in 5 yr. oranges and olives—a fine buy at price—\$5,500. (\$1,500 cash will handle.)

45-20 a. on Kenneth ave.—7 a. oranges, 11 a. almonds, 1 a. eucalyptus, 1 a. vacant—all piped; no buildings—\$9,000.

46-10 a. Sunset ave.—3 a. oranges, 3 a. almonds, 1 a. vacant; balance family orchard; no buildings—\$3,000.

47-6 a. plus; 3 a. almonds, 3/4 a. oranges, balance mixed fruits; 7 r. house, barn, garage—\$6,000.

50-10 a. (less road—net about 9.27 a.), Sunset ave.; 4 1/2 a. oranges and grapefruit, 1/2 a. deciduous fruits, bal. olives and some almonds; well built modern residence, 7 r., 2 sleeping porches and screened front porch; good 2-story barn (buildings worth \$7,000); \$10,000.

51-Fine warehouse or factory site, fronting 80 ft. on 11 st., 160 ft. on 13 st., Sacramento, with spur track worth \$3,000 on property; directly opposite Western Packing Co. (assesses \$8,000); price \$16,000.

52-15.44 a. good grape, peach, fig or alfalfa land nr. Wilton Sta. on Cent. Cal. Tr. line, 19 mi. from Sacramento; fine well lit ft. deep, 10 in. steel casing down 63 ft., inexhaustible water supply at 20 ft.; \$150 per a. terms desired.

53-Beautiful Colonial res., 27 a. oranges, olives and mixed fruits, 10 vely grounds, superb view—wonderful place for country home, with income—\$30,000. (See p. 2.)

54-New 5 r. bungalow, close hwy.; garage; 1.16 a. 5 a. oranges, etc.—\$5,500.

57-10 a., olives, cherries, family orchard; beautiful 7 r. home, hardwood floors, fireplace, garage. Sacrifice for \$10,000 for quick sale.

58-10 a., nearly new 4 r. house, modern; glassed an. screened sl. porch; garage, chicken house; family orchard, berries; 1000 sars, bal. \$5,000, half cash, bal. 2 yrs. 6%.

61-10 a., paved hwy.; 4 r. house, big porch; about 275 trees; \$8,000; terms.



"Rowan Brae"—See Description Above

WM. A. NEWLY JONES :: Fairroaks Bank Building :: FAIROAKS, CALIFORNIA