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SAN FRANCISCO TO EUREKA

Through Marin, Sonoma
Lake, Mendocino and
Humboldt Counties

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The LAND of OPPORTUNITY



o the seeker after new fields of enterprise, the northwestern section of California is a land of opportunity. In possibilities for agricultural development, especially, it affords unusual advantages.

Eloquent testimony as to the richness of this region is held in the fact that Luther Burbank, "the world's greatest grower", chose it out for his plant experimentation and creation. His selection rested upon Sonoma County, in the midst of this area, as the best place in the world for his horticultural work—presenting ideal growing conditions.

Burbank's gardens are symbolic of the beauty and fertility of all Northwestern California. Throughout this favored region stretch acres of rich farm lands and orchards; vineyards clothe its hillsides; and rose-farms and nurseries add fragrance to the air and color to the landscapes. The far-reaching forests of giant Redwoods attest the perfection of soil and climate, for these are the greatest of all growing things in the world's vegetable kingdom.

STUDY THE MAP

To view for himself the prosperity and potential richness

of this part of California, the prospective settler is invited to travel over the line of the Northwestern Pacific Railroad, which makes the region accessible. The map within this booklet indicates the route followed by the railroad, and the character of the country traversed. It shows the districts where general farming and fruit-growing prevail, as well as those specializing in dairying and poultry-raising. Timber areas likewise are indicated. The statistical abstract accompanying the map summarizes the present development and resources of the various counties.

The present review is concerned not only with what has been done, but also with what can be done in agricultural development in Northwestern California. Possibilities for the future are of particular interest to those who may plan to settle here.

SOIL AND CLIMATE

The soil of the agricultural section of Northwestern California is fertile, producing well when under cultivation. The typical soil is deep, friable, sandy loam, composed of a



A Clearing on the Edge of the Redwoods



rich vegetable mould, or of a sedimentary alluvial deposit. In Lake County, and surrounding territory, there is an admixture of volcanic ash. Variations toward the loam or sand furnish a diversity of soils that will support crops of equal diversity.

The natural fertility and unusual moisture-holding properties of these lands surround the farmer with most favorable soil conditions.

Northwestern California enjoys an equable climate. The farmer can work his land, gather green vegetables from his garden, and graze his cattle virtually every day in the year. Proximity to the coast, with the prevailing winds blowing in-shore laden with moisture, gives assurance of favorable growing conditions for the many products which thrive here so well.

Even where rainfall is lowest, the necessity for irrigation is not pronounced. In the canyons and watersheds of

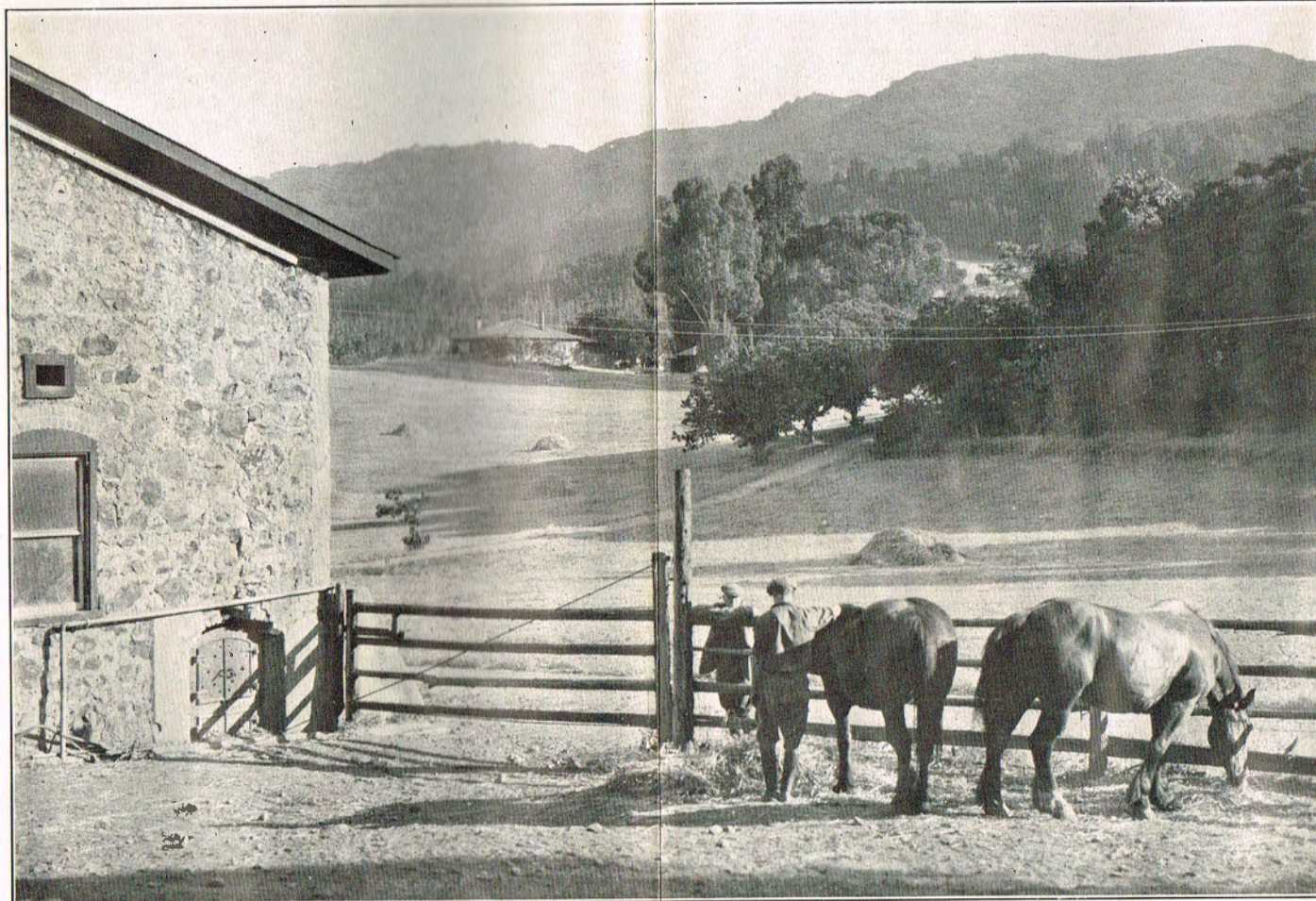
the Pacific slope, Nature has made generous provision for the future, should irrigation be required for the full development of the region.

There is ample precipitation throughout this territory. Rainfall is heaviest toward the north, on the coast around Eureka averaging 42 inches a year.

Eureka, which is the westernmost city in the United States, has the most equable climate. The highest temperature ever recorded at Eureka was 85 degrees, but the average is 30 degrees lower. In the valleys away from the coast the temperatures are considerably higher, but even in the summer the thermometer seldom registers there more than 100 degrees Fahrenheit.

TRANSPORTATION AND MARKETS

Through this land of rich resources, as may be so well seen upon the map, the Northwestern Pacific Railroad makes its way, providing the region with modern transportation.



On Jack London's Ranch in the Beautiful Sonoma Valley



Prune Orchards in Bloom at Healdsburg

Lumber, farm products, livestock, grain, fruit, vegetables from the truck gardens, dairy and poultry products—all move to markets over the railroad. Good roads, many of them paved, lead to shipping points on the Northwestern Pacific.

The great center of population about the Bay of San Francisco is a market of primary magnitude which is readily accessible from every part of Northwestern California. It affords a dependable outlet for farm products of all kinds throughout the year. There are also cities within the territory—such as Eureka, Arcata, Willits, Ukiah, Healdsburg, Santa Rosa, Petaluma, San Rafael and quite a number of other prosperous centers—which consume large quantities of the products grown roundabout. In the summer, the thousands of vacation visitors that throng Northwestern California—especially the Russian River region—represent a very lucrative volume of demand for fresh fruits and vegetables, poultry and dairy products.

Highly developed transcontinental railroad systems also open up to the settler an expanding opportunity in the Eastern markets. A superior soil of great fertility, an ideal climate and modern marketing facilities, place Northwestern California in an enviable position, so that its producers can compete successfully in markets beyond the Rocky Mountains. In addition to all this profitable domestic trade, proximity to the port of San Francisco brings the demand of the world's markets right to the door of the "rancher".

A cardinal principle of California agriculture is the formation of co-operative marketing associations to facilitate distribution of agricultural products. Many successful organizations of this type exist in Northwestern California.

COST OF LAND

In general, it may be said that cultivable land is lower in price in many parts of Northwestern California than else-



where in the State—and therefore it offers unusual opportunities for settlers. There is much virgin soil yet to be broken by the plow; and the "cut-over" Redwood lands, which can be purchased at very low prices, afford chances for good profits through intelligent effort.

The remarks of "Californians, Inc.", in reference to ordinary acre prices, are applicable in this territory:

"The farmer who buys a good producing fruit or poultry ranch may expect to pay \$1,000 per acre and make money on that valuation if he works it properly. Grain land for dry farming may run from \$50 to \$200 per acre. Range cattle land may be obtained as low as \$5 per acre, and is sometimes worth less than that on account of steepness or dryness. A ranch suitable for dairying and alfalfa will cost \$250 to \$300 per acre leveled, and should include probably at least 40 acres for a family."

The price of "cut-over" Redwood lands adapted to agriculture is low, but the cost of clearing the land from stumps and brush is often high—\$150 and more per acre. The College of Agriculture of the University of California has issued a special booklet upon this important topic, "Agriculture in Cut-Over Redwood Lands."

PLEASANT SOCIAL ENVIRONMENT

Those who come to Northwestern California move in an environment delightful and invigorating. This is a region affording to its people the manifold advantages of civilized life—yet respite from cares of the workaday world is always assured by the refreshing presence of Redwoods and seacoast and mountains.

There are in this area splendid types of the intensively cultivated "small-holding" farming communities. Few single large acreages are being farmed.

In the farming districts you find homes, neat and attractive, with such conveniences as electric light and power, telephone and frequent rural mail service—and, of course, radio. Churches and organizations add to the stability of the social environment. An efficient public school system insures the best of training for the children; and readily accessible are the Universities and Colleges for which California is noted.

STUDYING STAPLE CROPS

The homeseeker who is considering the opportunities of Northwestern California may have in mind a preference for some particular product or crop. He may prefer to turn his attention to the production of hay and forage; or to growing apples, berries and walnuts; or to dairying or poultry raising. In order to give prospective settlers an insight into such specialized fields, it is well here to review some of the staple products.



HAY AND FORAGE

One of the best Western forage crops is alfalfa. On the rich levels of the valleys, alfalfa produces particularly abundant crops. The yield of green feed and alfalfa hay is heavy, often affording from four to six cuttings each season. The possibilities of this crop are particularly important in connection with the increasing output of the dairy industry.

Wheat and oats are grown for hay in the Northwestern counties, but only to a limited extent.

POTATOES AND ROOT CROPS

Soil and climatic conditions are favorable to the production of potatoes, beets, carrots and turnips, celery, rutabagas and parsnips, in the fertile valleys and uplands of Northwestern California. The potatoes grown in this section are of excellent quality, bring large yields per acre and are long keepers. Coast valleys are notable for their production of potatoes. Garlic is a vegetable grown on a big scale near Ukiah.

String beans are an important field crop, especially in Lake County. Most of the production is used for canning.

Literally thousands of acres, ideal for all these crops, await development. With large markets nearby, the opportunities for truck gardening are especially attractive.



The Fertile Acres of Northwestern California Yield Large Crops

APPLES

Prominent among deciduous fruits in Northwestern California is the apple. The best apples are produced in the valleys and on the hill lands away from the coast, but there are few locations where, with proper care and attention, apples may not be raised. The delicious quality of the Gravenstein apple, produced in the Gold Ridge Fruit Belt around Sebastopol, Sonoma County, is widely known.

Luther Burbank says of this apple: "The Gravenstein apple has, above all others, proved to be the money winner in Sonoma County. It is a healthy, vigorous tree. It always bears a good crop, never overbearing as many varieties do, is of the best quality of all known apples—taking into account all uses to which the apple is put. It is the best drying apple for quality and appearance when dried. It is handsome in appearance, good size, superior quality for dessert or cooking, and especially for market.

"It can not be raised successfully in the hot valleys or Southern California. Sonoma County seems to be its home."

While the Gravenstein, meeting the early demand, is the leading variety, other apples successfully grown are the Alexander, Spitzenburg, Baldwin, Bellefleur, Delicious, Hoover, Jonathan, Newton Pippin, Rhode Island Greening and Roman Beauty.

Apples of the brilliantly colored varieties thrive in the Redwood zone on the "cut-over" lands. Many new orchards are being set out in this area, and in Lake County.

PEARS

Success has been general with pears in the Northwestern Pacific territory. A mature orchard under good conditions should yield from 7 to 12 tons per acre. There is a wide range of territory where this fruit can be successfully cultivated.

Lake County is noted as the greatest producer of the fanciest dried pears in America. The Bartlett pear is the favorite variety. The district around Ukiah is also setting out increased acreage in pears. Many flourishing pear orchards are found on the "cut-over" lands once covered with Redwoods.

PRUNES AND PLUMS

Profits from a bearing prune orchard are high, and the crop is easily handled. One big advantage which the prune orchard has, which scarcely any other fruit offers, is that the windfalls are as good as the fruit picked from the trees. Well drained sediment or gravel loam constitutes the ideal soil, but prunes will do well in a heavier soil if it is well drained.

Sonoma County is the second county in California in prune production, the region around Healdsburg specializing particularly in this fruit. In this county, favorable areas for prune growing are the Santa Rosa and the Russian River valleys, Alexander Valley and the Dry Creek district. The prunes of Sonoma County are noted for their size and their high sugar content.



Expansive Grazing Areas Afford Splendid Opportunities for Stock-raising

Plums form a profitable crop, but as yet comparatively little acreage has been given over to plum growing. Nevertheless, practically all varieties of plums may be grown successfully. In fact the conditions suitable to plum growing are so exceptional, especially in Sonoma County, that Luther Burbank has under process of perfection sixteen varieties in his experimental gardens at Sebastopol. The climate, the soil and the markets are all favorable, and the homeseeker will do well to inquire into the unusual opportunities offered in the production of this fruit.

PEACHES AND OTHER FRUITS

Well-drained sandy loam forms the best soil for peach culture, and altitude seems to be a secondary factor in successful growing. In many of the interior valleys the peach and apricot can be grown to perfection. The southern part of this territory is especially well adapted to peach production as a specialty.

There are many sections also where cherries are produced. The rich plateaus and bench lands are noted for their splendid cherries; and the valleys often are likewise adapted to this fruit. Hundreds of acres of rolling well-drained land offer excellent sites for cherry orchards, and the net profits from cherries are on the average very high.

Some parts of the northwestern counties are in the famous California "thermal belt" and are adapted to the produc-





Cloverdale every spring.

tion of citrus fruits. In the rich moist bottom lands of a few sheltered interior valleys, the citrus fruit industry has possibilities. Cloverdale is the center of an area where both oranges and lemons can be grown; and a "Citrus Fair" is held at

GRAPES AND BERRIES

The premier grape districts of the United States are the Russian River Valley and Sonoma Valley. It is on the gently sloping hills at an altitude of from 50 to 500 feet that the vines thrive best, and there are thousands of acres of such land still available, waiting for development. Notwithstanding prohibition, the demand for grapes has increased.

Berries constitute the easiest crop from which the grower of small means can get quick returns. Berries have become so important in Sonoma County that this county now contains one of the largest berry districts in the United States. Young orchards are a big factor in berry production, for in general, the berries are grown between rows of young trees. After a patch is set out and staked, one man can easily care for 25 acres; the expenses are slight, and the cultivation of the berries helps the trees. Many opportunities await the homeseeker in the production of berries.

OLIVES

The olive is a hardy long-lived tree producing from 2 to 6 tons of olives per acre—which usually go to market at a good price. The olive industry, while not developed to any great extent as yet in this territory, is coming into its own by reason of a congenial climate and excellent growing conditions. In Lake County a number of new olive groves have been set out.

NUTS

While almonds and walnuts are already grown to an extent that makes this territory one of the chief nut-producing districts of the country, the possibilities of the walnut have been scarcely realized as yet. Lake County growers are setting out thousands of new walnut trees.

HOPS

This last year 4,000 acres of hops were under cultivation in Sonoma County alone, in addition to production in other sections of this territory. The quality of California hops is equal to that of the New York and the best European varieties. Sonoma County hops have a fame peculiarly their own as heavy producers, averaging 1,600 pounds to the acre as compared to 905 pounds in English fields, 510 in Germany and 885 pounds elsewhere in the United States. Sonoma and Mendocino Counties are especially adapted in soil and growing conditions for the production of this crop.

SEEDS AND NURSERY STOCK

California is the great seed-producing State, and its

northwestern counties have many seed-farms, producing both vegetable and flower seeds. Fruit trees—grafted, budded, or seedlings—are grown for sale; and excellent rose stock is produced all through the territory.

As an example of what can be done in growing the rarer plants for world markets, the largest collection of Rhododendrons and Azaleas to be found in America is thriving near Eureka, grown on a commercial scale.

There also, acres of Tuberous Begonias, started from seed under glass, are transplanted into the fields and grow to maturity in the open. The Gloxinia so rare is produced from seed in commercial quantities. Holland bulbs find a home in Humboldt soil and produce in superior quality.

The gardens of Luther Burbank at Santa Rosa and Sebastopol are world-famous. Carl Purdy of Ukiah is an eminent producer of garden stock, featuring native shrubs and lilies; and at Kentfield are the nurseries of Richard



Apples Grown at Fort Seward, Eel River Valley



Fertile Hill-and-Valley Country

Diener, widely known. The success of these specialists is typical of what can be done in the fertile soils, from Marin to Humboldt.

DAIRYING—A LEADING INDUSTRY

Dairying is the second industry in importance in California, and also in the northwestern section of the State, where it has long held a prominent place. The first creamery in California was built near Ferndale, Humboldt County, in 1888.

Among the most attractive features of Northwestern California's dairy industry are the many successful small dairies one sees in a journey through the country. Herds of a dozen, twenty or twenty-five milking cows are not infrequent. This situation is made possible by the excellent feed afforded the year around upon the rich bottom lands of the valleys, and also by the fact that it is not necessary to grow and store large stocks of hay for winter feed, as is the case in colder dairy sections. The results attained in some of these smaller dairies, whose owners are skilful dairymen and who give their stock unusual care and attention, are remarkable. Maintaining each dairy cow on an average of one acre of pasture land the year around is the record of some; and a gross income of over \$150 per head is declared not unusual.

It is indeed possible for men of moderate means to successfully engage in the dairy business in Northwestern California. Many have done so in years past, renting small areas of good lands and buying a part of their herds on credit. Not a few of these men have been able in time to

purchase the lands which they rented, and are now out of debt with snug sums laid aside.

Unusually good marketing conditions enable the dairyman to dispose of his products quickly, with a minimum of delay.

A glance at the map will show the principal dairying districts. Humboldt County is one of the chief areas, the lower Eel River Valley and the coastal plains adjacent being particularly valuable for grazing dairy herds. Round Valley, in Mendocino County, offers a big future for the dairying industry; and on the grasslands bordering the Mendocino and Sonoma coast are many fine dairy farms. The rolling hills of Marin County are covered with dairy herds, and there is yet opportunity for further development here, for the proximity of the San Francisco market gives assurance of constant and ready sales of dairy products.

The creameries or "centrals" in the northern dairying sections are large producers of butter, American cheese, Swiss cheese, powdered milk, sugar of milk, casein, condensed milk and various by-products. At Eureka are immense cellars for the curing of American and Swiss cheese produced in surrounding territory.

THE VAST POULTRY INDUSTRY

A tribute is paid by "Californians, Inc." to the Petaluma region as the greatest commercial poultry district in the world:

"Petaluma, Sonoma County, has led the world in long-distance shipment of fresh eggs, having shipped carloads to New York and other big Eastern cities for several years, and having shipped many thousand dozens to London, England, last summer. Here are big plants specializing on the hatching of eggs to sell as day-old chicks. Other establishments specialize on raising these chicks to the laying age. Others specialize on eggs for the hatcheries, and are 'accredited' only when they have high-producing flocks, handled by specified methods. Other establishments specialize on the fattening of young roosters for market. Two acres and a flock make a good living for many a happy family."

All through the valleys and foothills there are opportunities for the poultry-raiser. A saying is current in the Petaluma district that "If a man can't make more than a dollar a hen a year, he ought to quit", and the average chicken ranch supports 500 laying hens to the acre. Transportation facilities make it possible to secure poultry food at a minimum cost. The market is right at hand, and the sale of poultry products is usually brisk. As a side line, or as the main business, the settler is likely to find the raising of poultry a most profitable pursuit, if he devotes to it conscientious attention and good judgment.

The leading poultry districts are the Petaluma region, Sonoma Valley, the Santa Rosa area and sheltered valleys



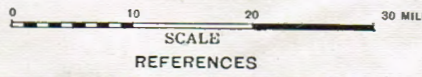


Statistics of Resources and Production, for the Counties served by the Northwestern Pacific R. R. Co. 1920 Census.

POPULATION		SHEEP AND GOATS	
Humboldt	37,413	Sheep	Goats
Lake	5,402	Humboldt	\$6,153 6,479
Marin	27,348	Lake	14,880 2,271
Mendocino	24,116	Marin	10,207 665
Sonoma	52,090	Mendocino	99,918 4,708
	146,363	Sonoma	62,846 3,409
ASSESSED VALUATION		244,004 17,627	
Humboldt	\$ 41,984,519	POULTRY—ALL KINDS	
Lake	6,909,638	Humboldt	71,802
Marin	25,551,413	Lake	33,250
Mendocino	23,494,976	Marin	199,137
Sonoma	52,548,305	Mendocino	89,140
	\$156,488,911	Sonoma	3,911,998
VALUE OF ALL FARM PROPERTY		3,405,327	
Humboldt	\$ 40,672,483	VALUE OF ALL CROPS	
Lake	12,764,520	Humboldt	\$ 4,082,555
Marin	19,954,684	Lake	1,619,428
Mendocino	30,287,265	Marin	1,452,334
Sonoma	112,294,273	Mendocino	4,124,824
	\$215,953,225	Sonoma	17,477,570
LAND IN FARMS		28,756,511	
Humboldt	Acres 717,174	VEGETABLES	
Lake	241,899	Humboldt	Value \$ 517,606
Marin	290,148	Lake	181,001
Mendocino	923,087	Marin	460,940
Sonoma	748,147	Mendocino	281,873
	2,920,455	Sonoma	2,294,990
IMPROVED LAND IN FARMS		\$3,609,187	
Humboldt	Acres 98,061	FRUITS AND NUTS	
Lake	48,355	Humboldt	Value \$ 306,628
Marin	87,846	Lake	662,977
Mendocino	101,220	Marin	76,344
Sonoma	251,730	Mendocino	1,369,706
	584,215	Sonoma	10,029,335
GRAPEVINES IN BEARING		\$12,444,990	
Humboldt	4,527	POULTRY PRODUCTS	
Lake	243,278	Humboldt	Value \$ 227,357
Marin	79,726	Lake	56,178
Mendocino	1,339,977	Marin	604,841
Sonoma	11,414,171	Mendocino	237,195
	13,681,679	Sonoma	12,380,034
HAY AND FORAGE		\$13,514,646	
Humboldt	Acres 36,059	DAIRY PRODUCTS	
Lake	12,477	Humboldt	Value \$ 4,381,129
Marin	19,216	Lake	181,001
Mendocino	31,707	Marin	2,665,016
Sonoma	57,162	Mendocino	597,718
	156,721	Sonoma	2,145,704
ORCHARD FRUITS		\$9,960,568	
Humboldt	Trees in Bearing 78,982	WOOL AND MOHAIR	
Lake	169,652	Humboldt	Value \$ 200,713
Marin	33,361	Lake	30,378
Mendocino	227,853	Marin	16,083
Sonoma	1,735,093	Mendocino	332,151
	2,231,703	Sonoma	295,266
NUTS		\$874,591	
Humboldt	Number of Bearing Trees 55,525	MINERAL PRODUCTION	
Lake	2,269	Humboldt	Value \$ 159,796
Marin	193	Lake	63,553
Mendocino	2,281	Marin	335,745
Sonoma	1,227	Mendocino	26,110
	55,525	Sonoma	287,245
CATTLE—BEEF AND DAIRY		\$873,449	
Humboldt	64,313	MANUFACTURED PRODUCTS	
Lake	10,566	Humboldt	Value \$ 23,450,114
Marin	36,047	Lake	149,630
Mendocino	22,870	Marin	4,300,789
Sonoma	16,107	Mendocino	9,865,572
	189,903	Sonoma	21,881,937
SWINE		\$57,151,042	
Humboldt	13,524	LUMBER CUT IN 1920	
Lake	8,198	Humboldt County	\$ 15,189,000
Marin	23,750	Mendocino County	9,683,000
Mendocino	24,061	Sonoma County	372,000
Sonoma	22,040	Lake County	70,000
	91,603		\$25,244,000



NORTHWESTERN PACIFIC RAILROAD



- REFERENCES
- NORTHWESTERN PACIFIC R. R.
 - " " (PROPOSED)
 - WAGON AND STAGE ROADS
- CHIEF RESOURCES
- Redwood Timber - Lumbering
 - Dairying
 - Fruit, Wine Grapes and Berries
 - General Farming - Hay, Grain, Veg. etc.
 - Poultry





in upper Marin County—but there are numerous other sections where “poultry ranches” flourish in Northwestern California.

For those interested in this industry a valuable booklet for free distribution has been issued by “Californians, Inc.,” San Francisco. It is entitled “Poultry Raising in California.”

STOCK-RAISING

Few countries are better adapted to the production of livestock than Northwestern California. The valley lands produce great quantities of hay and the increasing alfalfa acreage is particularly favorable to the feeding of vast herds. The stubble fields of the valleys, and the rich grasslands of the foothill sections furnish all-year pasturage; and in the spring and summer thousands of animals are herded on the ranges within the National Forests. There is virtually no free range remaining.

Northwestern California holds a strong attraction for those with interest in the cattle, sheep and hog business. Cattle grow to maturity on the hill slopes, on the bench lands and on upland ranges, where the grasses flourish in great luxuriance. The mountain slopes and prairies just back of the timber belt are also covered with nutritious grasses. Except in the highest ranges, there is no snow, and the cattle sustain themselves throughout the year.

Sheep raising is a profitable industry. The ranges

are often held in large tracts, and the bands are numbered by the thousands. The sheep have no difficulty in grazing the year around.

Eureka is the center of woolen manufacturing in California and the Eureka Woolen Mills of that city are the largest woolen manufacturing plant in the State, and among the best equipped for fine goods on the Pacific Coast. These mills purchase much Humboldt County wool. Half of the wool raised is fine merino, used principally in the manufacture of suitings, while other grades of fine wool make the flannels and blankets for which California is famous.

Hog raising is another extensive business in Northwestern California. Hogs are often permitted to do their own harvesting. The development of the dairying industry, however, has somewhat altered the old conditions. Large numbers of hogs are now fattened from the waste milk and by-products from butter and cheese-making.

California has long been famed for its horses, from thoroughbreds and draft horses to the pinto pony of the cattle range. Their quality and staying powers are proven by the decided preference given purchase of California-bred horses and mules by the army, during the World War. Gaited saddlers, trotting and running stock are still raised in many sections. Sonoma County is one of the leading districts of the State in the development of blooded stock.

In spite of the rapid introduction of farm engineering appliances, the mule still has utility and thrives in an ideal environment in Northwestern California.

Besides their resources of timber, the National Forests in the northern part of this territory contain broad areas of pasture land, on which cattle, sheep and goats, horses and mules are grazed. Local settlers and stockmen have the first right to the use of the range, just as in the case of the other resources, and every man who grazes stock in the National Forests under permit is allotted a certain area for grazing purposes during the season.

LUMBER RESOURCES

Northwestern California is the richest part of America in timber resources. Because of the luxuriance of forest growth, and because of the very favorable climatic conditions for perpetuation of these forests, lumbering will continue to be a leading industry.

Above all, Northwestern California is “the Redwood Domain”. Stretching the length of the territory near the coast is the vast Redwood belt, ranging in width up to 20 miles. There are, in all, 1,000,000 acres of Redwood lands in the northwestern counties.

The Redwood is a magnificent wood. Its resistance to fire and decay, its lightness and durability, make it increasingly popular for a wide variety of uses. Not only is Redwood utilized for building-lumber, but now it is also being turned out at the mills in many shapes for specialized purposes, bringing higher prices.

The Redwood belt produces also a large output of tanbark, coming from the tanbark oak. Pine, Douglas fir, cedar and spruce are other important commercial woods of Northwestern California.

LAND OF OPPORTUNITY

The brief survey which has been here given of the advantages and resources of Northwestern California can merely hint at the real richness of that territory. It must be seen to be appreciated. And not only has it agricultural and timber wealth—it possesses also mineral wealth which yet awaits full development. Manufacturing, already of considerable importance in a number of population centers, is showing steady progress. Hydro-electric energy supplies cheap and abundant power for factories.

There are many opportunities for engaging in industry, as well as in the professions and trade, in the pleasant cities of Northwestern California, and of these the various Chambers of Commerce will be glad to tell you when you write them.

To the practical, the forceful, the resourceful, the persistent; the homeseeker who also is a homemaker, a “settler” in the active rather than the passive sense, Northwestern California offers opportunities of realization, of achievement that stir to enthusiasm; opportunities that are not problematic, but that have been tested by experience and demonstrated by results.

INFORMATION FURNISHED ON REQUEST

If you would like to know more of these lands, a postal card to the nearest of any of the following real estate dealers will bring you full information:

MILL VALLEY

W. N. Falley
C. N. Leete
Kent & Minto
E. L. Egger
Lapachet & Co.

SAN RAFAEL

D. N. Schneider
Bowman & McKie
P. E. Colletti
P. Bacigalupi
W. S. Nock

U. S. Turley
L. A. Lancel
R. A. Carey & Co.
Bishop & Carlson
Russell Gettemy
Kent & Minto

SONOMA

O. R. Wagner
Thomas Baine
W. W. Carter
F. W. Dobbie
Henry Watters

GLEN ELLEN

S. Prout

COTATI

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SANTA ROSA

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Viola Boyd
J. M. Robinson
Ed. H. Lariviere

TOMALES

Jergen Jensen

CAZADERO

C. M. Christoffer
W. B. Quigley

HEALDSBURG

A. T. Stanley
Pryor & Weston
J. M. Alexander
Miller, Gobbi & Sacrey
Bledsoe & Son
J. F. Reid
Frank Scott
Comstock & Whitson

CLOVERDALE

Humbert & Dunn
F. H. Gibson
C. B. Shaw

LAKEPORT

Howard Securities Co.
Mrs. Ida Dutcher
Wall Realty Co.
Lake County Investment Co.
Deitrich & Co.
Clear Lake Realty Co.

KELSEYVILLE

Nobles & Laughlin
Sanders & Beach

NOVATO

A. H. Anderson
R. H. Trumbull
A. D. White
Wm. Koch

PETALUMA

C. R. Winfield
W. D. Houx
D. W. Batchelor
C. Genezai
A. C. Ellis

Chas. Feliz
A. W. Baker
Mrs. Emma McMullin
A. J. Ronsheimer
W. N. Woodson
Robt. Douglas
Phil Varner

PENNGROVE

A. J. Ronsheimer

UKIAH

Smith & Donohoe
F. C. Albertson
J. A. Waldteufel
Johnson & Gibson
F. R. Wright
Clarg & Moffitt
C. A. Bernard
G. A. Johnson

WILLITS

Etta M. Whitney
H. M. Burke
W. F. Whitney

COVELO

J. G. Thomas

ALDERPOINT

J. J. Murphy

ZENIA

S. E. Ledgerwood

FT. SEWARD

Humboldt County Land & Development Co., 1444 San Pablo Ave., Oakland, Calif.

FORTUNA

Geo. R. Lane
Geo. S. Graves
Frank Page
L. F. & E. P. Crow

FERNDALE

H. C. Blum
A. W. Blackburn

EUREKA

A. J. Johnson
G. R. Georgeson
E. D. Hinch
W. S. Cooper
I. M. Long
Geo. W. Cousins
C. H. Stewart & Co.
Ricks Estate
P. W. Mathews
C. W. Taylor
Thomas H. Perry

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Nobles & Laughlin
Sanders & Beach

NOVATO

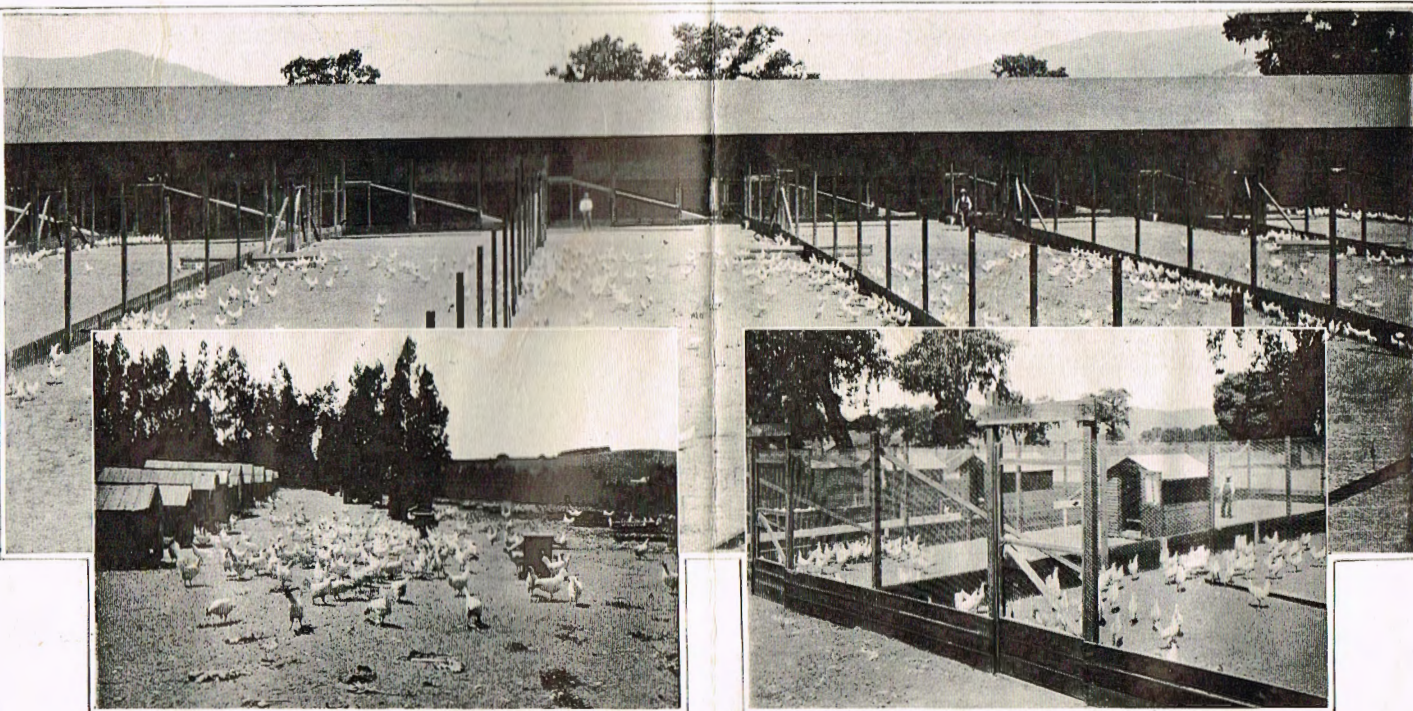
A. H. Anderson
R. H. Trumbull
A. D. White
Wm. Koch

PETALUMA

C. R. Winfield
W. D. Houx
D. W. Batchelor
C. Genezai
A. C. Ellis

ARCATA

J. A. Wagner
W. A. Beer
A. Mathews



Sonoma County Is the World's Poultry Center

BETWEEN SAN FRANCISCO AND EUREKA (VIA SAUSALITO)

FROM SAN FRANCISCO (READ DOWN)

TOWARDS SAN FRANCISCO (READ UP)

Table with columns for stations, elevations, and departure/arrival times for the San Francisco to Eureka route.

Table with columns for stations, elevations, and departure/arrival times for the Eureka to San Francisco route.

† Lunch Counter. ‡ Trains stop only on signal or to discharge passengers. § Sunday Only. * No. 3 and 4 carry sleeping cars and coaches between Sausalito and Eureka and between Sausalito and Fort Bragg. e Stops only to discharge passengers boarding train at Santa Rosa and south. b Stops only to discharge passengers boarding train beyond Healdsburg.

GUERNEVILLE BRANCH

FROM SAN FRANCISCO (READ DOWN)

TOWARDS SAN FRANCISCO (READ UP)

Table with columns for stations, elevations, and departure/arrival times for the Guerneville Branch route.

† Trains stop only on signal or to discharge passengers. X Change cars at Santa Rosa.

SONOMA VALLEY BRANCH

FROM SAN FRANCISCO (READ DOWN)

TOWARD SAN FRANCISCO (READ UP)

Table with columns for stations, elevations, and departure/arrival times for the Sonoma Valley Branch route.

† Train stops only on signal or to discharge passengers. ‡ Daily except Sunday. X Change cars at Ignacio. § Sunday only.

AUTO BOAT SCHEDULE

FROM SAN FRANCISCO (Ferry Bldg.) Daily

FROM SAUSALITO Daily

Table with columns for departure/arrival times for the Auto Boat Schedule.

Light face figures denote AM. Dark face PM. *Saturday only.

BETWEEN SAN FRANCISCO AND TIBURON

Boats from Sausalito to Tiburon connect with the boat leaving San Francisco 8.45AM and 1.45PM daily. Daily boats leave Tiburon for Sausalito 9.35AM and Tiburon for San Francisco 2.35PM.

INTERURBAN

To Sausalito, Mill Valley, San Rafael, Fairfax Manor, every 30 min., 6.45AM until 8.45AM, then hourly until 2.45PM, then 3.15PM, and every 30 min. until 7.45PM, then 8.45PM, 10.15PM, 11.45PM (1.00AM Sat. and Sun. night only—not to Manor Sun. night). For complete service between San Francisco, Sausalito, Mill Valley, Corte Madera, Larkspur, Kentfield, Ross, San Anselmo, San Rafael, Fairfax and Manor

See Suburban Pocket Card

Tiburon and Belvedere—Daily every hour from 6.45AM until 1.45PM, then 4.15, 5.15, 6.15, 7.45, 8.45, 10.15PM (11.45PM Saturday only).

SAN FRANCISCO AND SAN QUENTIN

Via Green Brae and Stage

Leave San Francisco, Week Days, 6.45, 7.15, 10.45 AM, (12.45 and 1.45 Sat. only), 5.15 PM.

Sundays, 8.45, 10.45 AM, 1.45, 4.15 PM.

Leave Green Brae, Week Days, 7.12, 8.42 AM, 12.42, ①2.29, 5.42 PM.

Sundays, 8.42, 10.42 AM, 1.42, ①2.29, 4.12, 5.42 PM.

① Steam train.



SAN FRANCISCO, WOODACRE, LAGUNITAS, SAN GERONIMO AND POINT REYES

Table with columns for 'FROM SAN FRANCISCO (READ DOWN)' and 'TOWARD SAN FRANCISCO (READ UP)'. Includes station names like San Francisco, Sausalito, San Anselmo, Woodacre Lodge, Woodacre, San Geronimo, Forest Knolls, Lagunitas, Camp Taylor, Toloma, and Point Reyes. Includes departure and arrival times.

f Trains stop only on signal or to discharge passengers. a Mixed train from Manor to Pt. Reyes, time of arrival uncertain. X Use electric train to Manor and transfer to steam train.

EUREKA AND TRINIDAD

Table with columns for 'FROM EUREKA (READ DOWN)' and 'TOWARD EUREKA (READ UP)'. Includes station names like Eureka, Bayside, Arcata, Normal Jet, Essex, Thompsons, Fieldbrook, Little River Jet, Crannell, Luffenholtz, 25 Junction, and Trinidad. Includes departure and arrival times.

f Trains stop only on signal or to discharge passengers. * Does not run between Arcata and Normal Jet, on Saturdays and Sundays.

PETALUMA AND SANTA ROSA R. R. VIA PETALUMA

Table showing departure and arrival times for Petaluma and Santa Rosa R.R. via Petaluma. Columns include Leave San Francisco, Arrive Petaluma, Leave Petaluma, Arrive Santa Rosa, Leave Santa Rosa, and Arrive San Francisco.

VIA SANTA ROSA

Table showing departure and arrival times for Petaluma and Santa Rosa R.R. via Santa Rosa. Columns include Leave San Francisco, Arrive Santa Rosa, Leave Santa Rosa, Arrive Sebastopol, Leave Sebastopol, Arrive Santa Rosa, Leave Santa Rosa, and Arrive San Francisco.

BETWEEN ARCATA AND KORBEL VIA ARCATA AND MAD RIVER R. R.

Table showing departure and arrival times for Arcata and Korbel via Arcata and Mad River R.R. Columns include Stations (Arcata, Glendale, Blue Lake, Korbel), Daily Ex. Sun., and Sun. Only.

BETWEEN WILLITS AND FORT BRAGG VIA CALIFORNIA WESTERN R. R. AND NAV. CO.

Table showing departure and arrival times for Willits and Fort Bragg via California Western R.R. and Nav. Co. Columns include Stations (Willits, Fort Bragg), Daily Ex. Sun., and Sun. Only.

Table showing departure and arrival times for Arcata and Korbel via California Western R.R. and Nav. Co. Columns include Stations (Arcata, Glendale, Blue Lake, Korbel), Daily Ex. Sun., and Sun. Only.

Table showing departure and arrival times for Willits and Fort Bragg via California Western R.R. and Nav. Co. Columns include Stations (Willits, Fort Bragg), Daily Ex. Sun., and Sun. Only.

* Carries Sleeper and Coaches between Sausalito and Fort Bragg.

CAMP MEEKER, MONTE RIO AND CAZADERO

Table with columns for 'FROM SAN FRANCISCO (READ DOWN)' and 'TOWARD SAN FRANCISCO (READ UP)'. Includes station names like San Francisco, Sausalito, Point Reyes, Millerton, Marshall, Hamlet, Camp Pistolet, Tomales, Pallon, Valley Ford, Bodega Road, Freestone, Occidental, Camp Meeker, Tyrone, Monte Rio, Fern Cove, Villa Grande, Sheridan, Duncan Mills, Watsons, Cazadero Redwoods, Miller's Retreat, and Cazadero. Includes departure and arrival times.

f Trains stop only on signal or to discharge passengers

GENERAL INFORMATION

NOT RESPONSIBLE. This company is not responsible for errors in time tables, inconvenience or damage resulting from delayed trains or failure to make connections; schedules herein are subject to change without notice. BUY TICKETS before boarding trains to avoid payment of extra charge. CHILDREN under 5 years of age free, when accompanied by parent or guardian; 5 years of age and under 12, one-half fare; 12 years of age or over, full fare. ADJUSTMENTS OF FARES. In cases of dispute with Conductors or Agents, pay the fare required, take receipt and communicate with J. J. Geary, General Passenger Agent, 64 Pine Street, San Francisco. TICKETS MUST BE USED WITHIN LIMIT. Local one way tickets will be honored only for continuous passage to destination, commencing within one day from date of sale. Passengers holding Interline Tickets must reach destination not later than midnight of date punched in margin or indicated on stopover paper. REDEMPTION OF TICKETS. Tickets unused or partly used will be redeemed under tariff regulations at proper value. BAGGAGE MAXIMUMS. No single piece of baggage exceeding 250 pounds in weight, or 72 inches in greatest dimension, or single shipment exceeding \$2,500.00 in value will be checked. Free allowance subject to tariff stipulations as to contents, weight, value and size. LIABILITY LIMITED. Excess value to be declared and paid for at time of checking. BICYCLES (not Motorcycles), BABY CARRIAGES, DOGS AND GUNS are transported in baggage cars subject to tariff regulations. CHECKING TO AND FROM RESIDENCES. Agents for Red Line Transfer Co. collect baggage and checks on trains of Northwestern Pacific, and deliver baggage to residence. They are authorized to check baggage direct from residence. LOST ARTICLES—Inquire at Lost and Found Bureau, Sausalito. THIS RAILROAD WILL NOT BE RESPONSIBLE for unchecked articles left in stations or cars. HAND BAGGAGE IN PULLMANS is restricted to what can be conveniently placed in berth or seat occupied by passenger.

TRAFFIC REPRESENTATIVES

San Francisco, Cal.—J. J. Geary, G. F. & P. A., 64 Pine St. " " " C. A. Hewitt, Ferry Ticket Agent. " " " G. H. Van DeVenter, City Ticket Agent, 712 Market St. Eureka, Cal.—W. J. Cummings, A. G. F. & P. A.

STAGE CONNECTIONS



- SAUSALITO for Stinson Beach (Willow Camp) and Bolinas. GREEN BRAE for San Quentin. SAN RAFAEL for San Quentin. SAN GERONIMO for Nicasio. POINT REYES for Camp Paradise Grove, Inverness and Olema. TOMALES for Dillon Beach. VALLEY FORD for Bloomfield and Roblar. BODEGA ROAD for Bodega. CAZADERO for Stewart's Point, Gualala, Point Arena, Elk, Albion, Mendocino, Casper and Ft. Bragg. PETALUMA for Bloomfield. SANTA ROSA for Burke's, Petrified Forest and Calistoga. GEYSERVILLE for Skaggs Springs. CLOVERDALE for Yorkville, Boonville, Philo, Wendling, Elk and Geysers. HOPLAND for Kelseyville, Lakeport, Upper Lake, Bartlett Springs, Duncan Springs, Adams Springs and Seigler Springs.

- UKIAH for Saratoga Springs, Blue Lakes, Laurel Dell, Witter Springs, Upper Lake, Potter Valley and Orrs Springs. WILLITS for Hearst, Garberville, Laytonville and Cummings. FORT BRAGG for Casper, Mendocino City, Albion, Point Arena and Westport. LONGVALE for Laytonville, Cummings and Brandscomb. DOS RIOS for Round Valley and Covelo. ALDERPOINT for Harris and Haglin. FORT SEWARD for Blocksburg and Zenia. SOUTH FORK for Garberville, Phillipville and Petrolia. FORTUNA for Hydesville, Carlotta, Bridgeville and Red Bluff. FERNBRIDGE for Ferndale. EUREKA for Dinsmore, Peanut, Red Bluff, Orleans, Orick, Crescent City and Grants Pass.

RAIL CONNECTIONS

- MILL VALLEY for Mount Tamilpais and Muir Woods. WILLITS for Northspur (Noyo Tavern), Alpine and Fort Bragg. ARCATA for Glendale, Blue Lake and Korbel. *During Summer. During Winter by appointment.