

# WILL DEVELOP LANDS NORTH

## STRONG LOCAL COMPANY WILL EXPLOIT 30,000 ACRES,

Practical Developments Will be Inaugurated and a Town at Corcoran Will Become the Shipping Center for the Company's Holdings—Well-known Business Men Interested

Having the object in view of purchasing, subdividing and improving large tracts of land, the Security Land and Loan Company was organized last week in Los Angeles, with an authorized capital of \$1,000,000, of which \$250,000 has been fully paid, to care for the property that has been purchased.

As a nucleus, the company has purchased about 30,000 acres, including the townsites of Corcoran and Waukena, in Kings and Tulare counties, California, on the main line of the Santa Fé Railroad. A branch railroad connects Corcoran on the Santa Fé with Tulare on the Southern Pacific. The lands around Fresno, Hanford, Visalia, Tulare and Corcoran are conceded to be among the best and the richest in the State, as that section originally was within the boundaries of Tulare Lake, that formerly covered the entire valley, and in receding left thousands of acres, which for ages received the annual deposits of decaying vegetation, creating storehouses of great treasure, that will be utilized by the present generation.

Practical developments will be undertaken by the company, and in this category will be placed artesian wells, and the canals from Kings River, that supply an abundance of water, and seemingly settles this important question in development. The lands are adapted to the production of alfalfa, grain, fruits of all kinds, dairy products, hogs, stock, etc., and there is no more prosperous or thriving farm section in the State. From Hanford, which is only eighteen miles from Corcoran, there are over sixty different products shipped, in car lots, in every season.

One of the objects of the company is to develop properly their vast holdings, and by improvements to eliminate every feature of a "boom" nature. The salient feature, however, is the determination to sell a portion of their lands at a close figure to a limited number who will make immediate improvements, and to establish at Corcoran a model temperance farmers' town, and as there are thousands of acres of rich land being settled upon, that are tributary to the town, Corcoran should make rapid strides in its growth. The aim, also, of those interested is to establish a trade center tributary to Los Angeles; in fact, an offspring of this city in a business sense.

The prime mover and the head of the enterprise is H. J. Whitley, well known in connection with his developments at Hollywood and elsewhere. As a successful operator, Mr. Whitley is also the principal owner in the company. Associated with him are influential business men, who have heretofore been interested with him, and also prominent bankers and business men of Hanford. The directors of the company are W. C. Patterson, Robert Hale, Gen. H. G. Otis, of Los Angeles; L. S. Chittenden and A. F. Flory of Hanford; H. J. Whitley, George Hanna, P. B. Chase, A. J. Pickrell, J. Jensen, Arthur Letts, J. B. Brokaw and Alan Gardner, of Hollywood; O. J. Wjgdal of Pasadena, and M. R. King of Ocean Park.

In speaking of this enterprise, Mr. Whitley says:

"With abundant capital at our disposal, and experienced men skilled in development in the lead, and with land having almost every natural advantage, purchased at a low price, and in many cases from the original stock ranches, the management thinks it should be able fully to carry out the main object of the corporation, which is to sell good lands, properly improved, at prices that will enable the farmer to secure a home and to make money, and at the same time return good profits to the stockholders."