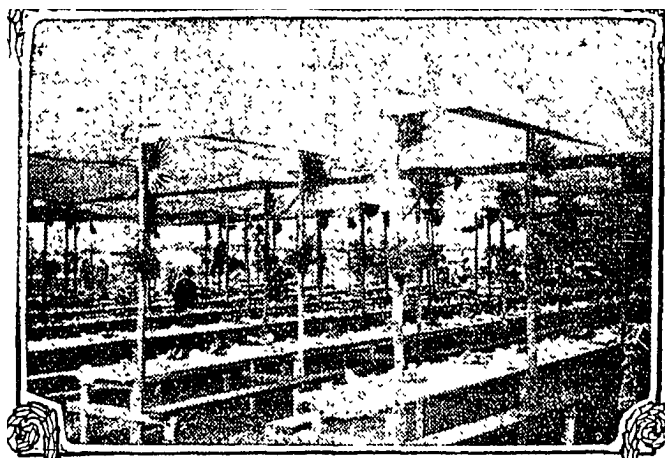


MEN OF ACHIEVEMENT.

INDUSTRIES FOUNDED BY SOUTHERN CAPITAL.

Corner-stone of Great Sugar Factory Laid at New Town of Corcoran.

Business Captains Go from Los Angeles on Special Excursion Train and See Marvels of Progress in Central California—Hospitalities at Visalia—Corcoran Makes Holiday for the Visitors—Wealth in the Beet.



Tables spread for the barbecue.

TWO hundred of the business leaders of Los Angeles and its vicinity joined in a railway excursion into the San Joaquin Valley last week, to take part in laying the foundations for a center of commerce and industry in Central California.

They traveled as guests of the Security Land and Loan Company and the Pacific Sugar Corporation, and the occasion was the setting of the corner-stone of the \$1,000,000 sugar-refining plant at Corcoran.

Kings, Tulare and Kern counties made a holiday excursion to Corcoran to greet the Southern California capitalists whose wealth has opened the gates of progress to the three lower counties of the San Joaquin.

In that great valley of California thousands of acres of land have lain sleeping since the beginning of things that are. Other thousands of acres in the southern counties slumbered with them until touched by the golden wand of the southern alchemists, then they suddenly awakened and smiled forth a wonderful harvest. Villages sprang up on the bare face of the plains, and the hum of industry started century-old echoes in the virgin valleys and marvelous cañons of the Kings River country.

In the space of eighteen months this metamorphosis has taken place; the valley people who have witnessed the remarkable bloom of the industrial century plant came to greet in wide-eyed wonder the leaders who have made such development possible.

THE WONDER OF IT.

With equal wonder the visitors from Southern California viewed the great vineyards, the beet fields, and the dairy herds, and listened to narratives of the rich harvests. To them it was an unceasing wonder that so fertile a valley should have been permitted to slumber so long. The explanation came with the information that the settlers had always looked to Northern California to develop the territory, and that the northern capitalists had failed to invest a sum sufficient to start the wheels of industry.

The industrial invasion from the south marks an epoch in the history of the San Joaquin, and in that of Southern California as well, for in developing the three lower counties Los Angeles is providing a market for her manufactured products and opening a new channel to bring the commerce of Central California through the southern gateway.

In a special train, composed entirely of Pullman sleepers, the Los Angeles excursionists left La Grande Station at 7:30 o'clock last Sunday night. H. J. Whitley, president of the Security Land and Loan Company, and Nathan Cole, Jr., vice-president and general manager of the Pacific Sugar Corporation, were the hosts.

Warned that they would be called for breakfast at Visalia by sunrise, the travelers retired early. Right of way was given the special train, and it made a swift but uneventful journey, going by way of San Bernardino and Mojave, and reaching Bakersfield almost an hour before it was expected.

AT BAKERSFIELD.

A number of members of the Bakersfield Board of Trade entered the cars, rousing the travelers from their morning slumbers to point out to them as the train hurried on the scenic beauty and the natural resources of Kern

county. It soon developed that about half the Bakersfield party slept too late and missed the special train. Some of these went to Corcoran later in the day on a Santa Fé regular train.

The interest of the Bakersfield Board of Trade soon became apparent. Kern county feels the necessity of offering inducements to the captains of Southern California to develop its latent resources. Its men of affairs are planning to interest Los Angeles capitalists in the fertile valleys along the Kern River. They realize that the path of prosperity leads away to the South and they want to join the procession. Before the day was over it developed that Bakersfield expects to offer concessions to the Pacific Beet Sugar Corporation in return for a beet sugar plant to be located about ten miles from the city.

By the time the sun had cleared the topmost peaks of the Sierras, the engines drawing the special train stood wheezing and panting alongside the Visalia refinery of the Pacific Sugar Corporation. The Visalia Board of Trade had prepared for its guests a delightful country breakfast under the oaks near the plant.

The choicest products of Tulare's vineyards and its orchards were heaped high on wooden tables under the welcome shade. Visalia is built on the site of what was once a forest of magnificent oak trees. Enough of these have escaped the ax of the pioneer to provide sylvan arcades on its outskirts. It was in one of these that the travelers enjoyed their morning meal.

WELCOMED AT VISALIA.

Long teams of corn-fed country horses drew to the factory four-ton loads of cream colored sugar beets gathered for the sacrifice. While the visitors watched these teams approaching the east side of the factory and other teams bearing away loads of sacked sugar from the western exit, Mayor Orr of Visalia bade his guests welcome in the name of Tulare county.

He said that Visalia sees in Los Angeles the new Chicago of the Pacific Slope; he realizes that the boundaries of the Tehachapi are too narrow to confine the industrial progress and enterprise that has carried the name of Los Angeles even to the waste places of the earth. He said that Tulare county is proud to join with Los Angeles in developing the central and southern parts of the State.

When the last of the country hams had disappeared and the visitors had quaffed their fill from the great bowls of country cream, the travelers turned, under the guidance of Manager W. J. Wayte, superintendent of the Pacific Sugar Corporation, to inspect the Visalia sugar beet factory.

With increasing interest they followed the sugar beet from the time it was dumped into a sluiceway of running water along with thousands of its fellows, through the washing and shredding machines, through the great centrifugal separators until it glided along a miniature railway into the warehouse a part of a hundred-pound sack of refined granulated sugar.

Superintendent Wayte presented for inspection laboratory records to show that the average sugar content of the beets harvested in the Corcoran district this year is more than 21 per cent. sugar. The lowest single field assayed more than 18.4 per cent.

When Superintendent Wayte explained that the average sugar content of the Oxnard beets is 17.24 per cent.

and the highest 18.4 per cent, the visitors began to understand why the opening of a sugar factory in Tulare county marked an industrial epoch. Prior to the planting of the Corcoran district the percentage of sugar in the Oxnard beets was the highest in the county.

IN CORCORAN DISTRICT.

In the Corcoran district this year the average yield was fourteen tons to the acre. Some fields harvested as high as twenty-eight tons to the acre, but these were the exceptions. The beets are contracted for by the sugar corporation at \$5 a ton. The cost of production to the farmer is about \$2.50 a ton.

In the Visalia district 6000 acres will be devoted to beets at the next planting. Corcoran will seed 5000 acres of beets and another 2000 acres will be seeded in territory tributary to Corcoran. The Visalia plant is refining sugar at the rate of 800 sacks a day. This sells at the factory for more than \$4000. The Visalia factory has a capacity of 400 tons of beets daily; the new factory at Corcoran will have a capacity of 700 tons a day.

Delegations from boards of trade of all the valley cities south of Fresno were gathered at Corcoran to greet the arrival of the special train, which now carried more than 300 visitors. This new city of the future was ready for its guests. Settlers had come overland more than twenty miles to witness the laying of the corner-stone of the great sugar factory.

Here the visiting business men received an insight into the possibilities of the marvelous soil of Kings county.

Eighteen months ago Corcoran was a railway siding on the Santa Fé, surrounded by tule and grass lands. Now it is a thriving new town containing three brick business blocks, a modern hotel building, a \$25,000 railway station in the course of construction and a number of comfortable homes. Half a dozen mercantile and industrial companies are in business there, and for miles around the virgin plains have been converted into some of the most valuable beet, raisin and grape lands in the State.

Land which the Security Land and Loan Company sold a year and a half ago for \$40 an acre cannot now be bought for \$250 an acre.

THE EXERCISES.

On the outskirts of the townsite of Corcoran the new \$1,000,000 sugar factory is building. In a canvas pavilion covering an acre of ground Corcoran extended to its visitors a hospitable welcome.

H. J. Whitley and his associates of the Security Land and Loan Company were greeted as the pioneers of a new empire in the San Joaquin Valley. Raisin growers, orchardists and dairy farmers vied with the beet sugar men in doing them honor. The occasion was one without parallel in the history of Central California.

To the residents of the valley the laying the corner-stone of the new factory was almost sacred. The exercises opened with prayer and concluded with singing "Praise God From Whom All Blessings Flow."

Standing on a rustic platform festooned with American flags, Dr. Alan Gardner, president of the State Bank at Corcoran, bade the visitors welcome.

DR. GARDNER'S SPEECH.

"I am glad to see the ladies with us," said Dr. Gardner, "what they say goes. That's the way it is in our family, and I guess it is in yours.

"Friends, speaking for the company and myself, I feel highly complimented to be called upon to address this audience of progressive, up-to-date business men. I recognize that this gathering is made up of leaders—master men—men who do things—men who develop countries and build empires. They are the ones who take hold on our universal life and lift it higher up.

"Now, ladies and gentlemen, we want to give you a little history and tell you how we stand, especially on this beet-sugar factory question, the laying of which corner-stone is our main purpose today. The first question that any practical business man will ask is: 'Will they make good?'

"I will answer: 'You saw this morning something doing at Visalia; you saw the sugar being produced. It is being shipped to Los Angeles, a carload a day, worth over 5 cents a pound. You saw the successful operation of a sugar factory. Well, that factory was built on confidence and courage and much money.

"Mr. Nathan Cole was so well thought of by his friends in Los Angeles; they had so much confidence in him, that they put up their money and let him carry out his idea, and when the agricultural authorities at Berkeley said the sugar beet could not be successfully grown in the San Joaquin Valley, these true friends still put up their money. They assessed themselves, and kept on. Mr. Cole has justified their confidence. When any body of men will stand together with such faith and courage they must win.

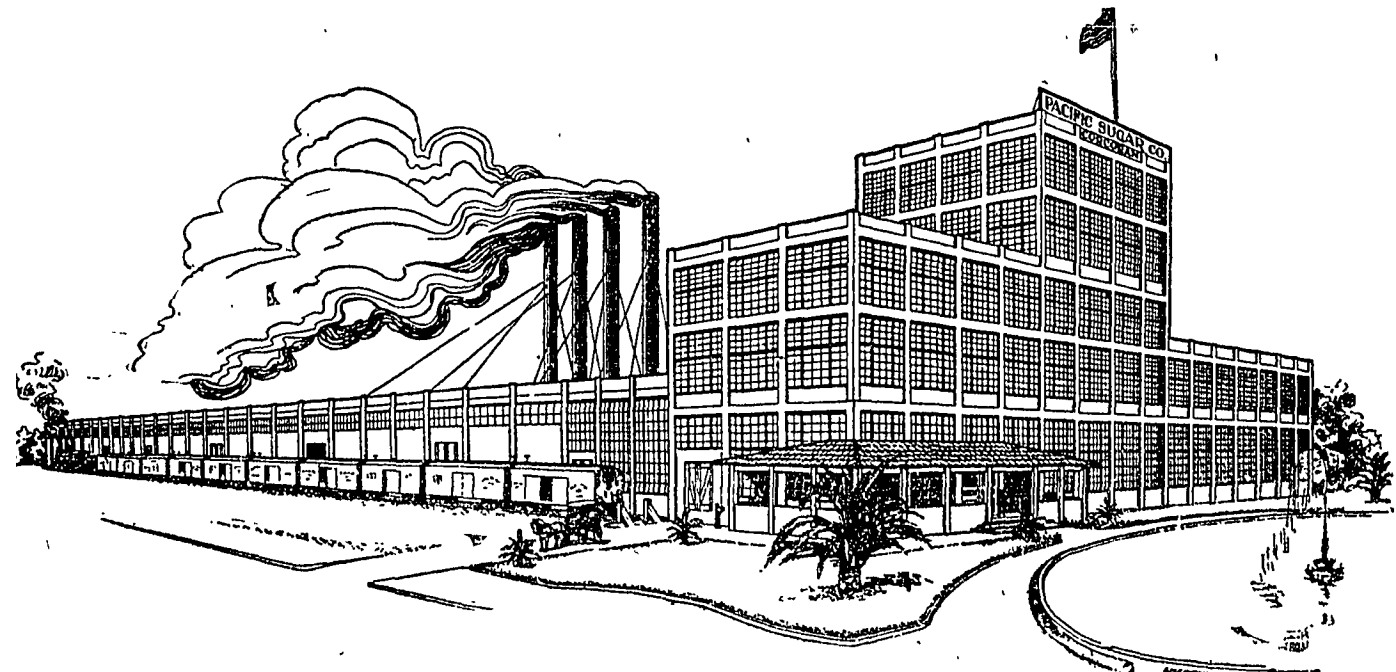
"Today they are reaping the first fruits of victory, and the result is going to Los Angeles as a large factor in its upbuilding. Just as the results of this development at Corcoran will carry money to Los Angeles.

"Now, it was what these men had done with money, great courage and energy that influenced the Security Land and Loan Company to make a deal with them to build at Corcoran. That was the condition of the beet-sugar factory people.

"How was it with the Security Land and Loan Company?"

"They were strong. They had sold

(Continued on Second Page.)



Architect's drawing of beet sugar factory now being built at Corcoran, by the Pacific Sugar Corporation 601 Citizens National Bank Bldg., Los Angeles. To be modern, up-to-date, fully equipped, reinforced concrete and steel frame, fireproof.

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INDUSTRIES FOUNDED.

(Continued From First Page.)

a great part of their lands and could pay each stockholder in full and a handsome profit. They had developed Corcoran and its lands as dairy and grape-growing propositions, and for many other products. They were on velvet. That means a great deal, for you all know that velvet is the heaven of all industrial enterprises. They had spent money as no company had ever done before for the interest of the community, and the people who bought from them.

"So he started in again. One of the conditions of agreement between the Pacific Sugar Corporation and the Security Land and Loan Company was that we take \$100,000 of their bonds. Our president has since sold a large block of them. That being the case, it was up to us to make those bonds just as good as gold, and we have tried to do so. Our bonus to the Pacific Sugar Company is a large one.

"So you see, ladies and gentlemen, that this is not a castle in the air, but a reality. You can see that such a combination of brains, money and courage must succeed.

"Yet, after all, my friends, our work here at Corcoran is only a starter for what will be done in this great fertile valley. We are only showing the way. All of us today are empire builders and we are building in the valley of the sunny San Joaquin an empire as rich and fruitful as any on earth. It will not be many years until you see all these fertile lands thickly settled and towns grow to cities. It is the law of progress. Close our heels a new perfection treads, born of us and fated to excel.

"And a word for the leader of this enterprise. Only now and again a leader is born. Most of us must be content to be as though we had not been. The leader must be careful. Where he leads thousands follow him, to gain or loss.

"Here he has chosen the land well and given many the chance they need to become independent and happy. His work will live after him. He is sowing the seed of development that will grow into cities on whose streets he will never walk. He is planting orchards and vineyards of whose fruit he will never eat.

"My friends, I thank you for aiding us, and this whole valley by your presence here today. I wish now to introduce to you the man who has made these things possible, my friend, H. J. Whitley."

PRESIDENT WHITLEY.

There was a crowding forward of the throng as President Whitley ascended the platform. His name, linked with that of the Security Land and Loan Company, is winner in the San Joaquin Valley. Where they have touched the fallow soil it has smiled forth a harvest. In their footsteps have sprung up the villages of the plain.

A breath of applause swept through the arcade, followed by a hush, showing the eagerness of the farmers that not a word might be lost.

Mr. Whitley spoke as follows:

"After listening to the speech of our gifted master of ceremonies, one would think me a Moses and a leader of the people. On the contrary, the great strength of our company is that we have many men of influence and ability who are leaders and a power within themselves. At the same time, my experience has been that the people generally see and decide on their own judgment.

"On behalf of the Pacific Sugar Corporation and the Security Land and Loan Company, it affords me great pleasure to welcome you here today.

"It is a source of great gratification to us to see so many of our prominent people and the various Boards of Trade from all parts of the valley. It shows that they are with us in this enterprise. This is a development of mutual interest to the entire San Joaquin Valley. Without cooperation it is impossible to do things.

"It is now a little over two years since I first came to this section of the valley. At that time it was an endless prairie, with only a few scattered stock ranches to relieve the dreary monotony, and my object then was to buy and establish a large stock ranch.

"After carefully investigating the lands and their possibilities, and seeing what had been done around the neighboring towns, I made up my mind that with the vast acreage, the fertility of the soil and abundance of water, we could at all events do as well as our neighbors, and after carefully looking over their rich and productive lands, their fine orchards and vineyards, and their luxuriant alfalfa fields, I found they were second to none.

"We then concluded that in order to properly develop this territory we must control a large acreage of land, and we decided to purchase a strip of territory extending for nearly twenty-five miles along the line of the Santa Fe, and including the territory around Corcoran, Waukena and Angiola.

"To properly improve and settle up a new territory takes a large amount of capital, energy and experience. As most of the surrounding towns were selling more or less of their holdings, it was necessary that this capital should come from Los Angeles and outside places. We believed at the same time that if we could develop this section of the country, we would, at all events, gain for Los Angeles a return a fair share of the trade which had formerly gone to other cities.

"There has been over a million and a half invested in the purchase and development of these lands. Thousands of dollars have been paid out to the surrounding towns. This development should open up a new era. Hundreds of our friends have been attracted by the efforts of the Security Land and Loan Company and are investing in various places throughout the San Joaquin Valley.

"During the past two years we have gone through earthquakes and other calamities, and here I wish to pay a tribute to those who have so faithfully stood by us.

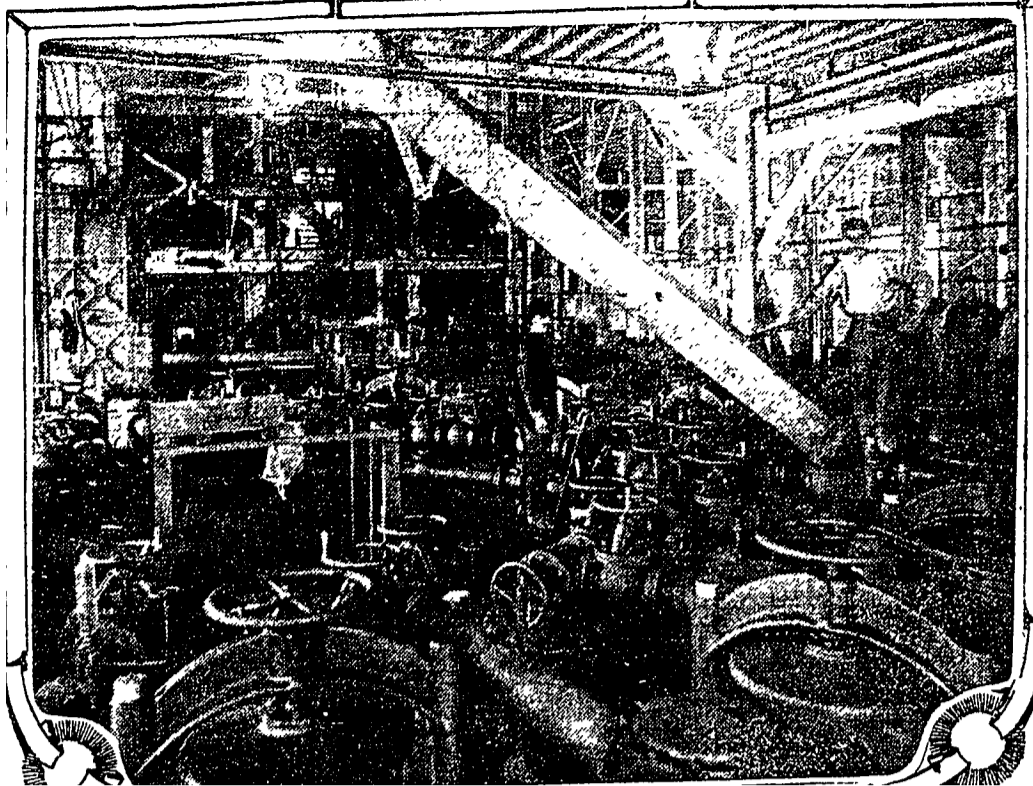
"Any achievement of this nature necessitates untiring energy on the part of a few, and in order to accomplish things they must have unbounded courage.

"After unceasing exertion we have at last succeeded in putting our company 'on velvet,' and are now paying dividends, and this, too, before we secured the establishment of the sugar factory here.

"Nearly two years ago, we had in mind that we had lands adapted to sugar beet growing, and after testing them we concluded to use our best efforts to locate a No. 1 plant here. We considered several outside companies, who were willing to put in a beet sugar factory, but after careful investigation we concluded that our home people, headed by Nathan Cole, Jr., and his able associates, could build and operate another first-class factory.

"I visited the plant of which ours is to be a duplicate (only larger and more up-to-date), located at Lamar, Colo., built by Mr. Waite, consulting engineer, and who is also largely interested in the Corcoran factory.

"First I visited Garden City, Kan., where they are operating a beet sugar plant. I learned from conservative business men that the plant had cost about a million dollars, and that it had added millions to land values around Garden City, and that many men had been made independent by the beet sugar industry there. I never met a body of men more enthusiastic or more loyal to their town.



Visalia sugar factory corner, showing diffusion battery.

other signs of a similar spirit, and in talking with the leading citizens they would make one forget all about Garden City and have all believe that the factory Waite built at Lamar was much more up-to-date and perfect than the one at Garden City. It is certainly a great factory, and stands today a monument to his skill and ability.

"Here I want to pay a tribute to Mr. Cole and his associates. Under existing conditions, we think they have done wonderful work and are succeeding beyond all expectations, which we have seen today in visiting the factory at Visalia. They have added to their original forces, and have with them now some of the best business men of Los Angeles, including Worthy Mayor Harper.

"In an interview with a prominent railroad official the other day, he mentioned his extensive dealings with Mr. Cole and paid him a very high compliment, saying that he was a gentleman who always made good—in fact, a man who is better than his word. It is impossible for such a man to fail. It takes just such a man—a man of his word, and a man of courage, to build up such a great enterprise as this sugar factory.

"In conclusion, I wish to say that a country may have all the necessary natural advantages to build up a great enterprise, but unless such enterprise is properly placed before the public it will fall by the wayside. The press has always been one of the greatest factors in the building up of new enterprises. Through its untiring efforts in the interest of the community it brings about results which could be achieved in no other way. The newspapers of Los Angeles and the San Joaquin Valley have been of untold benefit in building up the interests of the country, and we therefore feel greatly indebted to them, and in behalf of our company, I wish to tender them our thanks for their valuable assistance in helping to make possible the successful establishing of the beet sugar industry—an industry which means much to the future development of the San Joaquin Valley.

NATHAN COLE.

Nathan Cole, Jr., vice-president and manager of the Pacific Sugar Corporation, spoke as follows on the development of the beet sugar industry in the San Joaquin Valley.

"Three years ago next Christmas, W. C. Petchner and I visited Visalia for the first time to offer to the citizens of that enterprising town a proposition for the building of a beet sugar factory. A conference was held with leading members of the Board of Trade and conditions were soon arranged whereby active work was begun on the factory. The spontaneous action of the people of Visalia, together with their generosity and good will to strangers, who were about to come into their midst, will always be gratefully and pleasantly remembered by me. It took a good deal of courage and some self-sacrifice on the part of the people of Visalia to meet our conditions, but they did not falter and the result is the factory you saw in operation today, which I am sure is mutually beneficial to the sugar company and the city of Visalia.

"Four years ago a bulletin was issued by Prof. Shaw of the State University, in which the opinion was expressed that sugar beets could not be grown profitably in the San Joaquin Valley. This was after experiments had been made on dry, sandy lands and dry adobe mesa lands. Only desultory experiments had been made in beet culture in the moist lands of the Wawash Delta, and the rich sub-irrigated lands of Tulare and Kings counties. Since the establishment of our enterprise at Visalia, we have demonstrated by actual field work, that the sugar beet grows as well, if not better, over a wide area of Tulare and Kings counties, than in any other section of the world. Of course there have been failures to raise successful crops; this is but the universal experience in raising all crops, due to indifference of the farmer or absolute neglect. Where proper effort has been made, the soil plowed deeply and thoroughly prepared, the seed planted early, the plants thinned early and thence cultivated constantly until the fruition of the crop, sugar beet culture in Tulare and Kings counties has proven an unqualified success, where the rewards of industry have been as great as in any other line of agriculture. It is true some of the beet fields have produced only two or three tons to the acre, but in every case of failure there is an excellent reason, not due to the soil and climate, but due to either inexperience on the part of the farmer or planting the seed out of season. Where correct farming methods have been followed, the results have been almost incredible in many instances and crops exceeding twenty tons to the acre, with a sugar content of from 18 to 23 per cent., and a purity of from 83 to 88 per cent. have been achieved. Although our brief campaign of 1906 was handicapped by the inexperience of the local farmer, we achieved such results as to encourage us in the belief that Tulare and Kings counties would soon develop into the greatest beet country in the world. In all cases the sugar content ran very high. In one case the tonnage exceeding thirty tons to the acre, this by a factory employe who has never raised a beet in his life; another factory employe, who planted two acres to beets we paid \$175 for the crop, upon which he had spent \$9 in money exclusive of his own labor. In the case of a local farmer near the factory we paid \$5 net per acre for the product of thirty-five acres of beets, which he claimed was the most profitable annual crop he had ever raised in Tulare county.

"The sugar made at the Visalia

plant is now successfully standing the test of the market, where it is commanding the top price and being rapidly absorbed by the trade.

"In closing, permit me to say that no industry in this vast and fertile area gives greater promise of success than the culture of the beet or the making of sugar therefrom."

MAYOR HARPER.

Mayor Harper facetiously declared himself Mayor of Corcoran, and then in turn welcomed the visitors of Los Angeles, and responded to that welcome, in separate addresses. He said, in part:

"It is needless for me to express my great personal pleasure in being present and taking part in this auspicious and notable event. I am glad to be here, and glad to see so many here, testifying the deep interest you are taking in the development of this promising section and in joining hands with our city of Los Angeles.

"Now, firstly, as there seem to be no other Mayors around, and nobody here to resist or dispute the matter, I want to declare myself the Mayor of the city of Corcoran.

"And I, Mayor Harper of Corcoran, now extend to you, Mayor Harper of Los Angeles, and your fellow-visitors, a most hearty welcome to the future metropolis of the lower San Joaquin Valley. Mayor Harper of Los Angeles, we hope you will enjoy to the fullest our barbecue of native beef, our succulent grapes and peaches, our pure and invigorating air and splendid, inspiring scenery.

"We hope, Mayor Harper of Los Angeles, that you and your good and wonderful people will come up here often and linger long.

"We need, and we want, above all other things, just such people as you, who have made the city of Los Angeles the wonder-city.

"In urging your people to come to Corcoran, Mayor Harper of Los Angeles, we promise to offer you every inducement in our gift.

"If H. E. Huntington, or E. H. Harman, E. P. Clark or Gen. M. H. Sherman will come to Corcoran and put in their money, their brains and their energies, we promise you, Mayor Harper of Los Angeles, that they may have for the asking a third-rail franchise, a fifty-year one, to run cars over our busy streets, or the privilege of laying conduits underneath for electric wires, gas or water mains.

"Come to Corcoran, gentlemen, when the other cities refuse to do the square thing, and be sure that you will get fully or more than a square deal here.

"Therefore, I, Mayor Harper of Corcoran, tender the key of our city to you, Mayor Harper of Los Angeles."

Laughter and applause followed as Mayor Harper passed a key from his left to his right hand, took a couple of turns about the rostrum, and continued:

"Mr. Mayor of Corcoran, as Mayor of Los Angeles and on behalf of our people present and absent, I wish to accept your cordial and generous hospitality with grateful thanks.

"I shall convey your inducements to all Los Angeles to the best of my ability. We are happy today in your beautiful, fertile and promising city, for we look forward to the most pleasant and beneficial relations. You have a great future, for you are blessed with an abundance of nature's richest gifts, and you are entering upon the task of claiming your own in the right spirit.

"I proudly recommend that you follow closely in the footsteps of the leaders of our city of Los Angeles, for the results there have astonished the world.

"Stand together for progress of all classes of citizenship and the general public good, invest liberally of toil, capital and brains, and the battle is yours, Mayor Harper of Corcoran, I thank you."

W. J. WAYTE'S REMARKS.

W. J. Wayte, superintendent of the Pacific Sugar Company, spoke of the building of the sugar factory at Corcoran. His figure is a familiar one in Tulare and Kings counties, where it is known as a builder of rare constructive ability.

"I have been in the sugar business for a great many years," said Mr. Wayte. "In my father's machine shop, where I served my apprenticeship to engineering, as far back as 1875, we did repair work for a sugar refinery; but it was not until 1881 that I went regularly into it at the old Franklin refinery in Philadelphia.

"I resigned from the general superintendence of all the factories of the American Beet Sugar Company, shortly after the earthquake, and started in contracting in San Francisco; but on an invitation from Mr. Cole last December I visited this country and what I saw in the shape of lands, the records I saw as to tonnage raised, sugar content, purities, etc., the prices that land could be purchased at—the whole outlook was so phenomenal I simply dropped everything else and put my all—money, energy, experience, everything I possessed, into this business.

"I have visited and am familiar with the records—the private records of every factory in the United States. I have laid before me a great many of the records of European factories, and while I find some that equal the tonnage grown per acre—nowhere have I found beets that equal these in sugar and purity.

"Corcoran got started late, the land was not got into shape, was not planted in time, was not properly taken care of, but when I tell you the following figures further comment from me is not necessary:

sliced at Chino in the last six years was 15 per cent., of which the highest was 16.37.

"The average sugar of the beets sliced at Oxnard in the last six years was 17.24, of which the highest was 18.4, and let me say this—sugar content is, or was, the highest average in the world.

"The average sugar content of all the beets harvested in the Corcoran district this year was 21.08 sugar and the lowest single field harvested was 18.4, which is equal to the highest average year at Oxnard which is, or was, the best on earth. These are no fancy figures. I have the absolute records to show for it. It is beyond doubt or contradiction.

"Today you have been over some of the lands in this section and what have you seen? Never was a fairer, more productive country shown to man. Not even when the children of Israel sent their spies into the promised land and they found a land flowing with milk and honey, was a fairer prospect opened up.

"Men of the Southland! I have lived in the north of this State sufficiently long to become acquainted with the ways of the people. I love the people of the north, for a thousand things, but there is too much jealousy among them ever to develop the opportunities that lay at their door. This San Joaquin Valley has been the scoff and the sneer of the north for years. They look upon it yet as an arid desert. They have looked upon the Southland as a large infirmary and year by year they have expected the growth of Los Angeles to burst as a bubble pricked with a pin. Finally as the bubble continued growing and became more and more solid they began to open their eyes, then to establish branch houses; then to district California and say south of the Tehachapi, Los Angeles, north of that, San Francisco.

"But the same indomitable energy that made the Southland an orchard, an orange grove, a garden, could not be held by the Tehachapi and so overflowing its metes and bounds poured into and is now spreading itself out and taking possession and reclaiming from waste, the fairest land ever given to man. Very early in the game it was recognized that no single business could possibly help the development of this country as much as beet sugar, and so—with characteristic judgment—the beet sugar character was decided upon. The factory was built at Visalia and the results achieved there are the wonder of every sugar man who sees them.

"You are assisting today at the commencement of a sugar house which will be an advance on any sugar house in the United States or in the world. Nowhere on earth has there been designed a more modern and up to date plant, and at the same time, while there are several features in this house that are not yet incorporated in any house built, not a single one of them is a departure from sound conservative sugar engineering practice.

"I have been told that when a man has once gone to sea as a sailor the salt water microbe gets into his blood and forever after he loves the sea and its hardships. It is the same way in the sugar business. Once a man gets the sugar microbe, he never lets up until he dies, and after? Well as far as I personally am concerned, if they don't make sugar in our future state and if I don't get a job of it, I have certainly wasted a lot of time here on earth. I am not going to enter into the question of dollars and cents to be made in this business. On this side there is no question. Not a sugar factory has been built in the land but has made money if it got the beets to slice. And here is no question of getting the beets. It would be an insult to your business acumen for me to attempt the demonstration of a fact that is patent to you all. There is an empire here waiting for you to stretch out your hands and take possession of it, just waiting. The material benefits that will accrue are incalculable.

"There is a fascination about this business that to a man of any energy is simply irresistible. From the time planting begins to the time the money from the sale of the product comes in, there is never a dull moment, and when the dividends are declared and they go into the pockets of Los Angeles shareholders, the absence of dullness still continues, for I rejoice in the fact that Los Angeles people subscribe emphatically to the old proverb—'never reckon your profits until they are spent.' It makes no difference whether that spending is done in the way of pleasure, or in the way of new investments and further development, the principle is still the same.

"But where is the pleasure equal to the development of a new country? Where is the joy that equals the knowledge of a labor well performed? All you gentlemen are workers. Every one of you knows the satisfaction that comes to a man when he looks on his labors completed and can echo the Master Workman when he looked at his work and found it was good.

"Gentlemen: The God of things as they are has shown you the work that lies before you. He has given you the opportunity today to see wherein you can gain the Psalmist's blessing on those who make two blades of grass to grow where one now is. And when in the years to come, and you and I are in the sea and yellow leaf, what joy can equal the thought, 'I came here when this flourishing city, this thriving community, was nothing but a desert. I have done my part towards this progress I have advanced the material welfare of my State, I have assisted in the prosperity of thousands

of families, and now as I look on this work I see it is good."

SPEECH OF MR. PETCHNER.

W. C. Petchner, secretary of the Pacific Sugar Corporation, spoke as follows to the toast, "Benefits to Be Derived from the Beet Sugar Industry."

"In the lower San Joaquin Valley the farmer raises alfalfa and fruit most largely, and other crops incidentally. Counting the cost of labor, he will not average above \$25 per acre for his alfalfa, at best; and the right kinds of fruit may bring him from \$50 to \$75 per acre, after waiting from six to ten years for his trees to get into their heaviest bearing period.

"But oftimes the market is very unsatisfactory, and sometimes he has no market for what he produces; in other years his fruit trees will not bear a paying crop. His land is worth from \$25 to \$100 per acre for alfalfa and fruit growing.

"But in raising sugar beets the farmer is guaranteed in writing at least \$5 per ton before he sows his seed. With a little experience and the getting of the soil into condition, he comes to know that, in Corcoran, for instance, he can raise, say, fifteen tons per acre. He is absolutely certain that he can take these beets to the factory and turn them into cash—\$75 per acre—without hunting for a market. No wonder, then, that lands at Oxnard have gone up from \$100 an acre to \$500 per acre, for on a valuation of \$500 per acre the farmer can at least make 10 per cent., or more money than the money lender does; and riot and revolution cannot destroy his principal—the land.

"Corcoran is most fortunately situated in the midst of fertile farming lands; the factory is in the town, and all the factory employes may live within its limits. Each year the sugar industry will bring here factory employes, field laborers, teamsters, and others directly and indirectly connected with the industry to the number of about 1000, to whom and to the farmers who supply the beets, it will pay about \$500,000 each year. Much of this will be spent at Corcoran, or will be banked here; and to this point must come the surrounding farmers, who live well and spend liberally when they have the money and know where they can get more.

"These conditions will attract other industries, and, finally, we will find here at Corcoran in this same San Joaquin Valley, a second, but a greater Oxnard, because Oxnard was built in the shadow of Ventura and Hueneme, while Corcoran stands solitary and alone, miles away from any rivaling neighbor.

"The United States yearly imports from abroad upward of \$125,000,000 of raw sugar. In 1905, for instance, to pay for this immense importation, it took all the wheat we exported, together with all the wheat flour, all the corn, and all the cornmeal; all the oats and oatmeal, all the rye and rye flour or meal, and all other breadstuffs, excepting barley.

"It will take the product of 500 new factories to supply to the people of this country the sugar we annually import; and also we must erect twenty-five new factories each year to keep up with the annual increase of consumption in the United States.

"We have in the United States now seventy-one beet-sugar factories, and are building them at the rate of two or three each year. If we were suddenly to erect 500 new factories, we should retain in the United States \$125,000,000 annually, so that each factory built goes so far toward keeping American money at home, besides furnishing to that extent a market for American machinery, as well as employment for American farmers, machinists and others whose services are usually required in the operation of those plants.

"It is not likely anybody now alive, nor even anybody born this day, will live long enough to see the native production catch up with home consumption, for at the present rate of catching up it will take us 100 years to wipe out the foreign importation alone, to say nothing of the increased consumption within those 100 years.

"In view of all these circumstances, the person who has money invested in the sugar business need have no immediate apprehension as to his profits. I have extracted from the able speech at Hollywood of Gen. H. G. Oats, published in the Los Angeles Times of August 25 last, the following official and statistical information, relating to Denmark:

"The test of saccharine water in the beets of Denmark showed an average of 13 to 13 1/2 per cent.; and last year the sugar factories of that country paid a dividend of 20 per cent. to their stockholders, besides adding 15 per cent. to their reserve fund. The climatic conditions in Denmark are unfavorable for beet raising, yet the net income from beets averages from \$30 to \$100 per acre there, besides the pulp, which would be worth to the farmer from 1 to 2 cents per pound.

"The beets in Corcoran will yield nearly one-third more of sugar matter than the Danish beets, and the climatic conditions at Corcoran are very favorable; hence if the Danish factories can earn 35 per cent. of their capital stock, what should be the earning ability of a beet-sugar factory at Corcoran or anywhere in Tulare or Kings counties?

"Therefore, it will be seen that sugar making is not only very profitable to the community, to the investor and to the country at large, but there is about it an element of sentimental and patriotic interest, for whoever or whatever tends to lead men into the country, away from the generally undesirable conditions of city life, may well be reckoned as deserving of the greatest encouragement."

As Secretary Petchner concluded, a white-aproned, bare-armed paisano bowed his way through the throng to whisper in the ear of the master of ceremonies that the barbecued meat was ready to serve. Two score apple-cheeked country girls led the way to the pavilion where great rows of wooden tables were filled with provision for 1000 guests.

THE BARBECUE.

For an hour there was a merry clatter of silver on porcelain and the air was filled with the music of 1000 voices. The feast displayed the hospitality of Kings county. Three whole beaves had been roasted on red-hot stones in the barbecue pit. These were served with an accompaniment of vegetables and fruit, and the whole was washed down with quarts of rich milk and cream.

The hospitality of the valley folk met with a grateful response from the hungry hundreds who had traveled 250 miles to help lay the corner-stone of the great sugar factory that is to be. Not one discordant note had marred the day's harmony and all were happy and hungry. But try as they might they could not stem the rising tide of provisions that fairly inundated them; they ate. When the last mouth was filled provisions remained for thousands more.

MR. CHADDOCK'S TALK.

After luncheon E. G. Chaddock of Fresno, Corcoran and Los Angeles, spoke of the possibilities for the culture of the grape in the lower San Joaquin. Mr. Chaddock is president of the Chaddock Raisin Growing and Packing Company of Fresno, the second largest shippers of raisins in California.

Mr. Chaddock won a round of applause when he said that he and his son have secured within the boundaries of Corcoran a site for a raisin packing and sealing plant.

"I have invested a great deal of money in grape land in the Corcoran

(Continued on Third Page.)

INDUSTRIES FOUNDED.

(Continued from Second Page.)

district," said Mr. Chaddock, "and I expect to invest a great deal more."

"What first won me to Corcoran was the cooperation of all the people of the district. We have good raisin land about Fresno but there are more jealously, more hanging back and watching how the other fellow is going to move."

"In vineyards alone there is going to be a great empire in the lower part of this valley. I have a vineyard of 100 acres near here. The yield is so satisfactory that I have made arrangements to set out several hundred acres more of vines. I sometimes wonder if you people understand the wealth of the soil that is lying all about you."

"Last week I was talking with a banker about the prospects of Kings county. He was anxious to know whether the investments are stable. I told him that if every acre of fruit and beet land under cultivation in the county were to be sold at \$100 an acre and the money deposited in the banks, the amount would not be so great as the money that will be taken from these acres this year in crops."

"I am not going to give you the figures for this year's Corcoran raisin crop—lest my friends, the beet growers, should think that I am trying to knock their industry. But I will say to you that the soil of Kings county will produce vineyards at least the equal of any in this State. This is going to be a great raisin growing district and Corcoran as its market place will be a metropolis of the lower valley."

"These captains of industry in your midst today have opened the gates to an empire; they have builded better than they knew."

INDUSTRIAL FREEDOM.

Responding to the toast, "Industrial Freedom," Gen. H. G. Otis warned the settlers against the folly and injustice of conceiving a prejudice against combinations of capital simply because they may be operating on a large scale. He said that there are captains of industry in small enterprises as well as in great, and that the crucial test must always be as to whether their operations are within the law.

Gen. Otis declared industrial freedom to be the keynote of all substantial progress. He assured the farmers and fruit growers that by working in harmony with the captains of industry who are investing their millions in Kings county they will take part in developing to the fullest extent one of the most fertile districts in all California.

Then encourage all legitimate enterprises and do not look askance at the captain of industry, nor throw stones at him unless he has first been fairly convicted of violating some law.

MR. MERRITT.

H. C. Merritt made a brief but strong and effective speech for industrial freedom and fair play.

RISHEL'S REMARKS.

P. S. Rishel spoke on "The Industrial Invasion." "Brains, capital, courage and large experience can alone develop the resources of this country to the limit," said Mr. Rishel, "and he who shares in this work, its prosperity and increased values, will be able to sit down with King Cole and eat sugar at his table round."

"This is God's country, and we are the people ordained by the law of evolution to bind the laurel of success on the peaceful brow of industry and toil. In the course of time we will have here, as now in Europe, two great classes, the land owner and the landless, and then God pity the landless, for their inheritance shall be grinding toil and penury."

"Get back to the land, for it and its fruits are the base of virtue, wealth and happiness. The people who live in the sunshine of the fields and labor with their hands are the salt of the earth and the anchor chains of society and government."

M. R. KING.

M. R. King spoke briefly on, "What the building of the factory means to Corcoran and the surrounding lands."

"The laying of this corner-stone means more to Kings and Tulare counties than any other event in their history," said Mr. King. "Its building begins a new era which will quicken and make glad the whole valley, in which there can be no jealousy, because the diversity of her products is so great that here is room for all, and for the further reason that the greater prosperity of one section means the greater prosperity for the other."

"It means the building of the prosperous and hustling city of Corcoran, which, in generous rivalry, will keep company with the already prosperous cities about it."

"It means the transformation of a large acreage heretofore indifferently farmed or not farmed at all, into small ranches hereafter to be intensely farmed and thereby made as desirable and valuable as any within the State. I am modest when I place their market value at from \$200 to \$1000 per acre, owing to their location."

"It means not only beet culture and the manufacture of sugar, but intensive and diversified farming and manufacturing of various kinds."

W. C. PATTERSON.

W. C. Patterson, vice-president of the First National Bank of Los Angeles, spoke of local boards of trade and their benefit to a community. Mr. Patterson said that fifty bankers are working under the name of the Security Land and Loan Company for the development of Corcoran and Kings county, that it is the union of muscle and money that must secure the greatest development of the resources of the Corcoran district.

Mr. Patterson warned the farmers and raisin growers to avoid strife, to make sacrifices in order to work in harmony with their neighbors and with the capitalists who are assisting in the development of the valley's industries. He said that capital is timid, that it keeps out of communities where the people are at war among themselves and with their neighbors. It is in the community where the people are all working together for industrial development that capital seeks an investment.

"I invested my money here on faith, photographs and H. G. Whitley," said Mr. Patterson. "This is the first time that I have seen Corcoran; its development has been a splendid revelation to me; it is better than Whitley and his associates represented. In the commercial world we bankers meet two classes, the ones that say things and those that do things. It is the men who do things that are banded together for the purpose of developing this valley. 'By their fruits ye shall know them.' The fruits of their industry are scattered broadcast over thousands of acres in your district. You are fortunate in having chosen for your abode a land so fertile and well watered, where industrial development is yet in its infancy, and you are doubly fortunate in being associated with these men who do things, who have the brains, the grit, and the capital to handle great enterprises."

AFTERMATH.

Members of the Corcoran Dairymen's Association provided carriages, in which the visitors were conveyed over the valley for several miles about Corcoran that they might have an opportunity to gain first knowledge of the development of the farming and dairy industry in Kings county.

Herd of sleek, well-fed cows grazed in pastures about neat, country homes; plainly, the "people who do things" are not confined to the capitalists who

came in Pullman cars from the south in the farming community for miles about Corcoran thrift and prosperity are everywhere assertive.

The excursionists spent the greater portion of the afternoon sightseeing in and about Corcoran, and a number of them remained over until Tuesday, spending the night at the Corcoran Hotel. The special train carried the others back to Bakersfield in time to take supper at a leading hotel there as the guests of the Bakersfield Board of Trade.

During this supper the Bakersfield capitalists spoke of their desire to secure a sugar refining plant for that city. They said they would have secured it long ago, but for the fact that they looked to the North rather than to the South for the capital and the brains to build and operate the plant. "We have discovered our error," said Maj. Rice, of the Bakersfield Board of Trade, "and we are now ready to make whatever amends are possible. You have gone out beyond your boundaries and success has attended your footsteps. We are beginning to understand that it is a great deal more than hot air that has made Los Angeles great. You are showing the way to the rest of the State, and to the whole Pacific slope. We trust that closer trade relations in the future will make us much better acquainted with each other."

"When we first heard your capitalists were going to Kings and Tulare counties we thought it was mostly boom; when we heard you were going all the way to Mount Whitney for your water supply we thought it was bluff. Now we know better; your capitalists have found the path of progress and you are marching right in the middle of the road."

J. W. Lankershim and H. J. Whitley responded to the greetings of the Bakersfield business men. Mr. Lankershim said that Los Angeles capital follows readily and easily in the footsteps of H. J. Whitley for the reason that Mr. Whitley has financed a number of industrial enterprises in Southern California and all of them have been successful.

Mr. Lankershim told of the development that has made Hollywood one of the beauty spots of the southland and said that much of this is due to Mr. Whitley and his associates.

President Whitley of the Security Land and Loan Company said there is room enough in the great San Joaquin Valley for all the towns now established and for 100 more. "No one section has a monopoly on prosperity. If there were only one fertile spot in the southern part of the valley it wouldn't amount to much; that spot wouldn't be worth developing. The time that one section spends in knocking another is worse than lost; you need all your energy to develop your own community. No section ever yet made itself great by belittling a neighboring community."

At 9 o'clock the southern "Invaders" returned to their cars. A strenuous day had passed without an accident, without a discord. At sunrise Tuesday morning they arrived in the La Grande Station, Los Angeles, having traveled 740 miles and attended receptions in three cities, all within thirty-six hours.

GROWTH OF BEET-SUGAR INDUSTRY.

(From the Speech of Gen. H. G. Otis at Hollywood, Aug. 24.)

Statistics of California's beet-sugar production each year since the first success was achieved are not available, but the 1905 year book of the Department of Agriculture gives the following yearly productions for the entire country and California's share therein up to that year, inclusive:

Seasons—	United States, California
1891-2	163,126 62,724
1892-3	197,483 71,120
1893-4	238,135 60,608
1894-5	209,722 41,640
1895-6	283,717 64,621

Those figures show that, except in 1904-5, California's beet-sugar production more than held its own, even after the withdrawal of the Congressional bounty formerly paid on its production. In the same report the Secretary of Agriculture said: "The sugar-beet lands of Ventura county have more than doubled in five years."

GROWTH OF INDUSTRY IN ENTIRE COUNTRY.

It was not until 1880 that the census bureau first reported the industry separately. Since then the growth has been as follows:

	1880.	1905.
Establishments	4	51
Capital invested	\$365,000	\$56,923,459
Wage-earners, average	350	3,863
Their yearly wages	\$62,271	\$2,486,702
Materials used, yearly	\$186,128	\$14,468,876
Value of yearly product	\$232,572	\$24,393,794

The industry showed marked growth between 1898 and 1905. For instance:

	1900.	1905.
Capital	\$20,141,719	\$56,923,459
Wage-earners	1,870	3,863
Yearly wages	\$1,092,207	\$2,486,702
Materials used, yearly	\$4,803,796	\$14,468,876
Value of yearly product	\$7,523,857	\$24,393,794

CALIFORNIA'S SHARE IN 1905.

In all of this great development of a profitable and necessary industry, California has had a large participation.

Her 1905 beet-sugar status was by (Census Bulletin 61:)

Establishments in operation	5
Capital invested	\$10,672,788
Wage-earners, average	614
Their yearly wages	\$429,420
Materials used, yearly	\$1,462,529
Value of yearly product	\$4,415,312

In production of 1905 California exceeded Wisconsin and all the other States in the Union, except Colorado and Michigan.

California's 1905 product consisted of:

	Quantity, lbs.	Value
Granulated sugar	22,358,500	\$4,267,606
Raw sugar	1,459,400	51,916
Total sugar, lbs.	\$3,817,900	\$4,319,522
Molasses, gallons	2,759,500	62,491
Beet pulp	33,338	33,338
All other products	10,801	
Total products	\$4,415,312	

Materials used in 1905:

	Quantity.	Value.
Sugar beets, tons	405,865	\$1,918,240
Limestone, tons	33,235	83,715
Coke, tons	3,649	41,557
Sulphur, tons	301	8,221
Fuel cost	160,582	
All other, including freights	230,514	
Total materials used in 1905	\$2,462,823	

California's beet acreage, etc., in 1905:

	Acres.	Tons.	Cost.
Grown directly by factory	5,419	57,744	\$23,569
Grown by tenants of factory	8,787	106,823	476,295
Grown by outside contract	19,207	241,238	1,152,276
Totals	33,413	405,865	\$1,918,240
Average quality of beets:			
Per cent. of sucrose			15.1
Per cent. purity			30.6

The per cent. of sucrose was a trifle greater than the average for the entire United States.

There are now eight beet-sugar factories in operation in this State, as follows: At Alamitos, Chino, Oxnard, Santa Maria, Spreckels, Alvarado, Hamilton and Visalia, with one factory in course of construction at Corcoran. This particular enterprise is the one that is engaging the immediate attention of the gentlemen whom we have the honor of entertaining here tonight. This factory is to be the particular apple of our combined and concentrated eye, even though a beet-sugar mill is not a cider-press, by a long shot.

The combined capacity of these eight factories is figured at about 10,000 tons of beets, or 1000 tons of granulated sugar, per day. The average season's run is 100 days, so these eight factories could slice 1,000,000 tons of beets each year, or the product of 100,000 acres of land.

Last year the product of beet sugar in California was over 80,000 tons; this year it is anticipated that the product

will not be quite so large. The average cost of a sugar factory in this State is about \$1,500,000, or an average of \$1500 for each ton of beet capacity. California has a soil and climate and acreage to easily sustain 100 sugar factories, each factory using from 50,000 to 100,000 tons of beets, and each producing from 5000 to 10,000 tons of granulated sugar per annum. Making the lowest figure, California, with 100 sugar factories, should make 500,000 tons of sugar per annum, worth \$100 per ton. These 100 sugar factories should consume 5,000,000 tons of beets, for which the farmer should receive, at \$5 per ton, \$25,000,000. The pay rolls for these 100 factories, at an average of \$500 per day, would be \$50,000 per day for 100 days. Each sugar factory should use 100 carloads of oil per season, on the average, 15 carloads of coke, 5000 tons of lime rock, 100,000 sugar bags, besides thousands of dollars' worth of miscellaneous supplies.

Even as an infant industry, California is now producing on the average nearly \$10,000,000 worth of sugar per annum. Increase the number of factories tenfold on the average, and the production of beet sugar in this State becomes prodigious. There are seventy-one beet-sugar factories in the United States, producing nearly 400,000 tons of beet-sugar per annum. The consumption of sugar in the United States amounts to \$140,000,000 per annum. Eighty per cent. of this vast total is imported from Europe and the tropics. The government receives \$16,000,000 per annum in duties on sugar importations, which is said to be the greatest income from a single source on the dutiable list. The increased consumption in sugar equals 125,000 tons per annum. It will take 500 new beet-sugar factories to produce the sugar now consumed in the United States. On the average, we are building beet-sugar factories in the United States just about fast enough to keep up with the increased consumption of sugar each year.

The per capita consumption of sugar in the United States is about seventy pounds. Beet sugar comprises 65 per cent. of the total world production of sugar; the other 35 per cent. is cane sugar. Statistics show that beet sugar is gaining on cane sugar each year in production.

California leads all other States in the high percentage of sugar reached in her beets, high purity in the beet, high yield of sugar per ton, and also in what is called in sugar-beet circles her "long campaign," meaning the period during which active operations in the field may be successfully carried on.