



John Brown Colony

INCORPORATED
MADERA - CALIFORNIA

A. F. JOHNS	-	-	-	-	-	President and Manager
D. M. TOMBLIN	-	-	-	-	-	Vice-President
J. E. NEWMAN	-	-	-	-	-	Secretary
BANK OF MADERA	-	-	-	-	-	Treasurer
PAUL B. HAY	-	-	-	-	-	Assistant Manager

HOME OFFICE:
MADERA, FRESNO COUNTY, CAL.

A BUSINESS PROPOSITION

A Money Making Plan Based Upon Sound Principles

HISTORY OF A GREAT UNDERTAKING

Four years ago the idea of the John Brown Colony was first suggested. So radically different is it from the usual plan of colonization that it was nearly a year before much progress was made in forming the colony. So many swindling schemes have been sprung upon the public in real estate transactions, that people were slow to take advantage of this offer until they were thoroughly convinced that it would be honestly conducted. With the establishment of this fact the lands were rapidly taken, until now the original tract is all subscribed for and in process of cultivation.

PROFIT OF FRUIT-GROWING IN CALIFORNIA

The large profits realized by California fruit growers make a ten or twenty acre lot equal in value to a farm of a quarter section in the grain-growing States. The average yield is from \$100 to \$300 per acre yearly, while exceptional cultivation and some varieties of fruits bring the astonishing yields of \$500 to \$1,000 per acre. The fruit industry, too, has been found to be one of the safest and surest in the United States. It is a common thing in the older colonies to find colonists living in luxury upon a twenty-acre tract, while those owning larger acreages are rapidly accumulating wealth.

THE FIRST TRACT DISPOSED OF

As the above facts came to be generally understood, there was no delay on the part of the people in taking these lands, so that in a very short time the entire tract of 3,000 acres was taken in lots of five acres and upwards. One thousand acres was planted to raisin grapes in the winter of 1890 and this winter ('90 and '91) the remaining 2,000 acres will be planted to grapes, figs and other fruits.

LAND VALUES

The fact of such large profits from California lands, makes their cultivation mean far more in this country than in those of the grain-growing States. Land that will yield a yearly income of \$100 per acre is worth at least \$500 per acre. Estimating upon the basis of a ten per cent profit upon the capital invested, it is worth \$1,000, but to say \$500 is making it strong enough. Now grain growing land throughout the West is not worth more than \$40 to \$60 per acre and one cannot take up new land worth \$15 to \$25 and make it worth in three or four years even \$40, unless it be in exceptional instances; whereas in California, land that is worth \$100 per acre raw, is certainly worth \$500 within three years' time if properly set to fruits and well tended, and double that time will make it worth \$1,000. This is one of the secrets of rapid money making in California. The practical question, however, which presents itself to one unable to move to this country, either from lack of means or from business, such that it is impossible to leave it for a time is

HOW CAN I PROCURE SUCH A PLACE AND HAVE IT MADE TO PRODUCE WITHOUT MY PERSONAL ATTENTION

We have solved this question in the plan of our colonies. We take a large tract, divide it into small lots, taking five acres as our unit, and dispose of the whole tract in five acre lots, or of any number of them in one body, asking only that the means necessary to plant out the land and cultivate it for three years be paid as needed to perform the work. We do all the work and care for the crops until they have yielded enough to pay for the land when it is then deeded to the purchaser, costing him in actual cash outlay the price named for cultivation. He has not

needed to undergo the expense of removal, erection of buildings, cash payment upon land nor the many expenses incidental to individual operation. On the other hand, if he be a poor man, he is left at his regular employment, thus assuring him his support and enough means to keep up the expense of cultivation, and when he is ready to remove to his land, it is yielding him a nice income instead of demanding large outlays. Or, if one simply takes land in this colony as an investment not intending to make it his home, he will procure a property which will yield him each year as much as it has cost him in cash outlay. Thus it will be seen that while it brings within reach of the colonist all the advantages of the ordinary colony, it lessens the expense of acquiring such a property to half or one-third the actual cash outlay usually required. The idea is that of co-operation in all the expense until the property is brought up to a producing condition and the land is paid for when it becomes the individual property of the subscriber. It is evident that to purchase a large tract of land it may be had on better terms than a small one; also that by doing the work on a large scale, under one management, not only may the cost be brought down much lower than if it were all done under individual ownership and management, but that more uniform results may be secured, besides every one knows that the greatest bar to individual enterprise of this sort is the comparatively large outlay necessary to begin. The great number of people who live upon a salary and never can save enough to undertake the work of procuring such a home is very large, and without such a plan as this they can never hope to become independent land owners.

A FEW QUESTIONS ANSWERED

1. Our tract is from two to five miles from R. R. station.
2. It is two to five miles from Madera and twenty from Fresno.
3. Water rights are a part and parcel of the land and cannot be separated from it.
4. Water for domestic use is found at from 60 to 75 feet (surface water at 10 feet), of the purest and best quality.
5. The elevation above sea level is 300 feet.
6. It is forty miles to the mountains and only 100 miles to the famous Yosemite Valley, renowned all over the world for its remarkable scenery.
7. Plenty of deer are found in the mountains and foothills, and small game such as quail, ducks, geese, rabbits, etc., abound in the valley. If you are of the dangerous, yellow-backed sort, you can receive satisfaction by clambering up high into the mountains and encountering bruin.
8. The rainy season begins in October and ends in April. It does not rain all the time but as much as it does in the East during the summer.
9. The climate is fine for consumptives if they come in time for it to help them. Rheumatism, Catarrh and kindred troubles are usually helped.
10. Fog is almost unknown here in the summer and it only occurs in winter during damp weather during which times it will be foggy in any land.
11. The sea breeze reaches us in the afternoon, blowing from the northwest.
12. The soil of the land we offer is alluvial, deep and strong.
13. Good oak wood is sold at six dollars a cord.
14. Groceries and provisions are a little higher than in the East in some items. Flour and meat are about the same price.
15. Lumber is worth from \$15 for refuse to \$35 per M. for best.
16. Wages for farm laborers are \$30 per month and board, the man furnishing his own blankets.
17. There is less danger from earthquakes than there is in the East, and none at all from lightning, which is seldom seen.
18. Strawberries can be had ten months out of twelve.
19. Good teachers can always find a position. Teachers' wages range from \$60 to \$125 per month.
20. All attainable Government land is of rugged nature, not capable of irrigation, far distant from business centers, and it would require more capital to settle on it than is required for settlement in close neighborhoods.
21. Our land is entirely level, has no brush, trees nor stones upon it and is free from alkali.
22. While at Washington and Philadelphia people fall dead in the streets with the thermometer at 90 degrees in the San Joaquin valley the hay harvest is gathered in absolute safety with the thermometer at 110 degrees. The exceedingly dry atmosphere promotes rapid evaporation which works this apparent wonder.

If you desire land in this colony, send the money to Bank of Madera, Treasurer, \$300 per five acre lot if you wish it planted this winter, otherwise \$150 which will secure you the lot and put it in preparation for planting to the best of advantage next year. Send money by bank draft. DO NOT SEND PERSONAL CHECKS as it costs exchange to collect them.

List of colonists and references to our reliability furnished upon request. Address

The John Brown Colony, Madera, California

