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The Newhall Ranch;: The story of the Newhall Land Farming Company

Ruth Waldo Newhall

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0 of 0 people found the following review helpful. Great Book !By Rollin RessegieuI worked for people connected with the Newhall Family !Thanks,Rollin Ressegieu

The Story of the Newhall Land and Farming Company From an auction block in the brawling San Francisco of the fifties, Henry Mayo Newhall launched his million-dollar empire. Fruitless weeks in the gold fields had driven the young adventurer to gamble his last stake-a trunk of clothes-for the fortune he had promised his bride back in Tennessee.The auction business was the foundation of trade in this boom city, and young Newhall's engaging manner and extraordinary vitality soon established him in that society of men who seize the opportunity to dominate the forces of their times. In a few years he had established his own auction house and was speculating in California's pioneer railroads. In the 1870's the black cattle ranchos attracted him to southern California. With Yankee shrewdness, he purchased, often against the advice of business associates, over 143,000 acres of ranch land, including the Rancho San Francisco (now the Newhall Ranch) near Los Angeles. By the time of his death in 1882 his stake in the future of California had pyramided to three million dollars.The Newhall Land and Farming Company was formed by his five

sons to develop this vast acreage and to perpetuate their father's Yankee enterprise in the California's wild range land. Through events that are now California history-the St. Francis Dam disaster, the squatter menace, the droughts, the Great Depression-the Company transformed the ranches into today's empire of oil derricks, citrus groves, and rich pasture-a proper tribute to the foresight of one man by his more than eighty descendants. The author, wife of a descendant of Henry Mayo Newhall, has a background in journalism, having been an instructor at the University of California and Mills College, a reporter and editorial writer for the San Francisco Chronicle, and writer of a weekly TV commentary program.