

Colonization of Rosedale

In September 1890, the Kern County Land Company was incorporated, S. W. Fergusson was made manager, and the colonization of the Rosedale lands was begun. Extensive advertising of the Rosedale lands, the arrival of colonists and the expectation of the people of Bakersfield gave the town its next boom. Building, mostly of a light character, went forward with feverish activity.

On February 10, 1893. Kern river broke its levees and the water flowed over the northern part of the town and stood a foot deep at Nineteenth and I street, but in a few days, it disappeared with little damage. The abundance of water which the flood indicated helped the Rosedale colonists—nearly all unaccustomed to irrigation — to never-irrigate their lands. Succeeding dry years and a shortage in the river remedied the error, so far as the lands were concerned, but the colonist's meantime became doubly' discouraged by the failure of their crops and the general hard times of 1893 and 1894.

When the Kern County Land Company fully decided that the Rosedale colonization venture was a failure it withdrew its agents, stopped selling land, and H. A. Jastro succeeded to the management of the concern and its great properties in the county.