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PALMBORG COLONIZATION COMPANY, LOS ANGELES



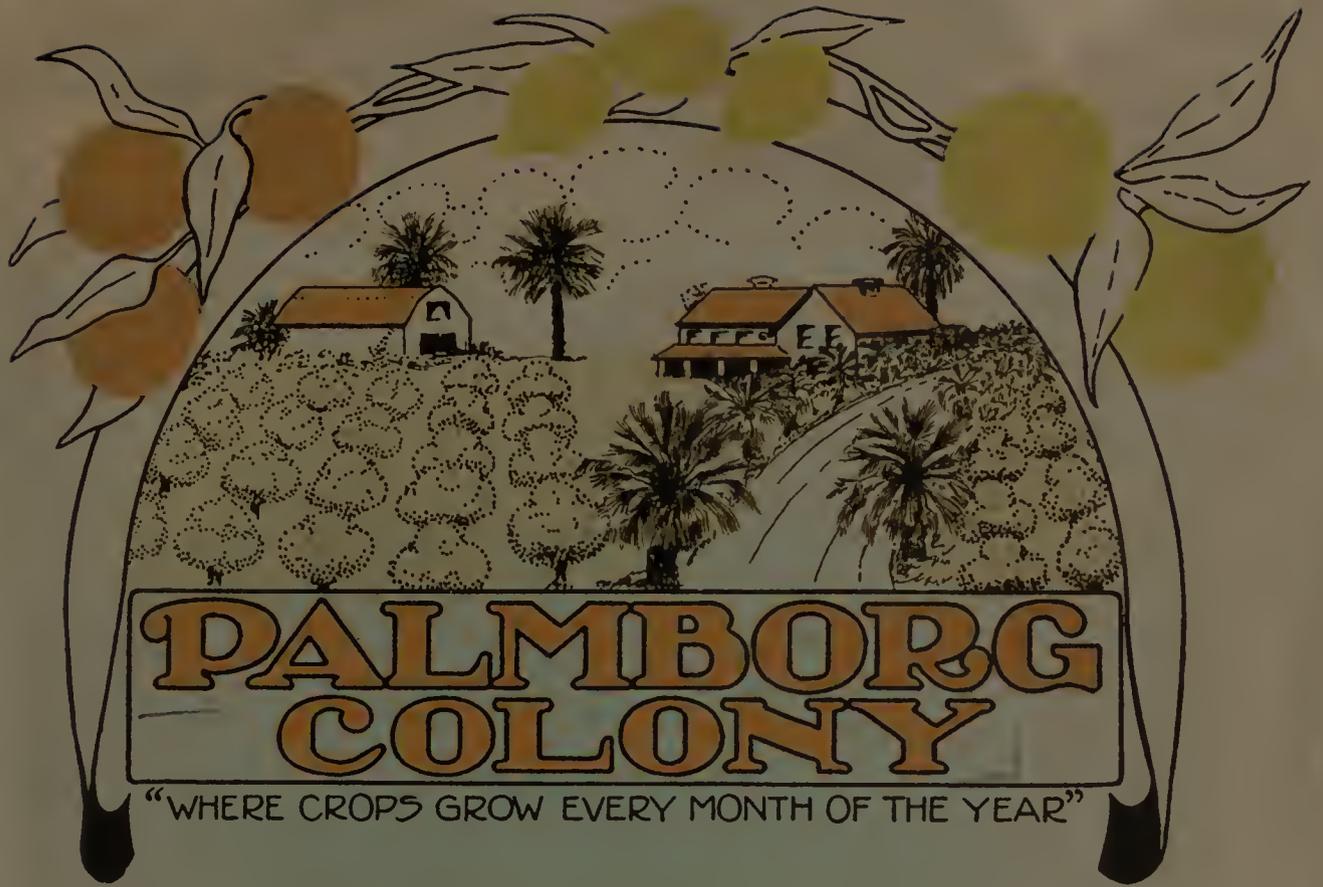
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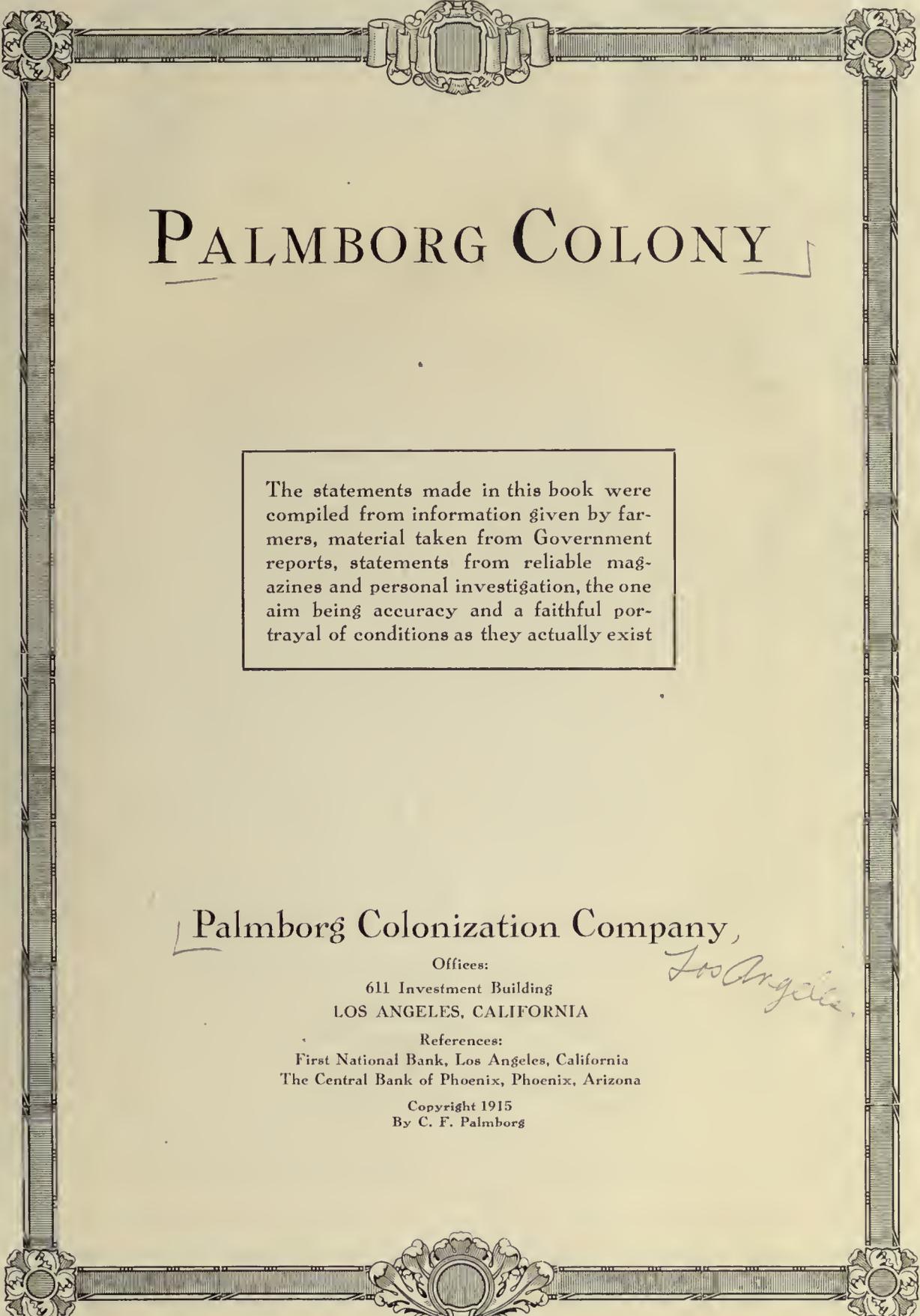
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Palmborg Colonization Company

611 INVESTMENT BUILDING

LOS ANGELES, CALIFORNIA



PALMBORG COLONY

The statements made in this book were compiled from information given by farmers, material taken from Government reports, statements from reliable magazines and personal investigation, the one aim being accuracy and a faithful portrayal of conditions as they actually exist

Palmberg Colonization Company,

Offices:

611 Investment Building
LOS ANGELES, CALIFORNIA

Los Angeles

References:

First National Bank, Los Angeles, California
The Central Bank of Phoenix, Phoenix, Arizona

Copyright 1915
By C. F. Palmberg

Palmborg Colonization Company

C. F. Palmborg, General Manager

611 Investment Building

Los Angeles, California

Marinette, Ariz., Jan. 22, 1915.

Dear Reader:

For the past six years I have been thoroughly investigating land conditions in the states of Washington, Oregon and California, in view of finding a large tract for an ideal colony. From former experience in colonizing in Oregon and Washington, I have learned the essentials necessary for an ideal home and money making farm. Before taking up a project, I determined to find a locality meeting the many necessary requirements for success. As I had the entire United States from which to choose, I determined to search until I had found the best, and in order to really know conditions, I realized that personal investigations were necessary. So, during these years, I drove near and far in my machine investigating all new projects and large tracts of land which came to my notice. After a careful study of climate, soil, water and markets, I fully realized that the greatest success could come only from land located in a warm climate, so that paying crops could be grown during the winter months. In order to find such land, I turned to the state of California, as it had always appealed to me as a state of opportunity. I had been there several times and had been favorably impressed. So I started on a tour of investigation.

Leaving San Francisco in my machine July 10th, 1914, I drove through the following towns: San Mateo, Palo Alto, Mayfield, Santa Clara, San Jose, Centerville, Hayward, Elmhurst, Fruitvale, Oakland, Berkeley, Martinez, Benicia, Vallejo, Napa, Sonoma, Glen Ellen, Santa Rosa, Suisun, Vacaville, Riovista. From Riovista I drove through the delta lands to Sacramento. From Sacramento I turned north for Redding, passing through Folsom City, Roseville, Lincoln, Wheatland, Ostrom, Arboga, Pleasantgrove, Chandler, Yuba City, Marysville, Honcut, Gridley, Oroville, Chico, Los Molinos, Tehama, Red Bluff and Redding. At Redding I turned south coming back on the western side of the river, going through Richfield, Corning, Orland, Germantown, Willow, Delevan, Williams, Arbuckle, Woodland, Davis and from there through the tulle swamps into Sacramento. Then continuing south through Galt, Lodi, Stockton, Lathrop, Tracy, Modesto, Turlock, Patterson, Merced, Le Grand, Chowchilla, Madera, Fresno, Sanger, Reedley, Sutlana, Selma, Kingsburg, Hanford, Visalia, Tulare, Lindsay, Portersville, Richgrove, Bakersfield, Lancaster, Los Angeles, Pasadena, Santa Monica, San Pedro, Santa Ana, San Bernardino, Pomona, Colton, Redlands,

Riverside and into the Imperial Valley and across to San Diego. I spent months of careful investigation studying soil, climate, water, location and markets of all the country through which I passed.

I had about decided that my search for ideal land, for a man with an average pocketbook, was hopeless when my attention was called to Marinette in Salt River Valley, near Phoenix, Arizona. I was told that Salt River Valley was practically unknown to the general public until the completion of the Roosevelt dam, which had changed it into a veritable paradise. As yet there had been little advertising and the prices were reasonable.

I decided to investigate and as August, one of the hottest months, is judged the most unfavorable time of the year (if there is an unfavorable time) I went over.

I was astonished to find such excellent soil, water and climatic conditions, and I investigated thoroughly. The farmers named a long list of products grown during the winter months, but as I wanted to *see* them growing, I decided to wait until that time and return again. I did so in January, 1915, and after a thorough study was convinced that this locality is as near ideal for the farmer who wants to make quick, big money as any that can be had. These are a few of the good things that I found: Rich, deep soil, assurance of plenty of water, an ideal climate, railroad running through the project, a townsite, and postoffice already established and only 17 miles from Phoenix, the capital of the state.

I found that oranges, grapefruit, lemons and nearly all truck garden vegetables grow luxuriantly during the winter months. I learned that the farmers are deriving big incomes from cows, pigs, sheep and poultry. It would take many pages to name the possibilities of this valley, as they seem to be unlimited. To give you an idea of some of the profitable crops grown each month of the year I have taken quotations from a bulletin issued by the United States Department of Agriculture which you will find on page 18.

Of course after finding that these unusual conditions existed, I immediately took options on as much land as possible. I was exceptionally fortunate in securing this particular tract, as there is a two-year-old demonstration farm on the land where the newcomer can see the growing crops, see how they are cultivated and the results. This was started before the land was offered for sale, so that the crops themselves would show just what

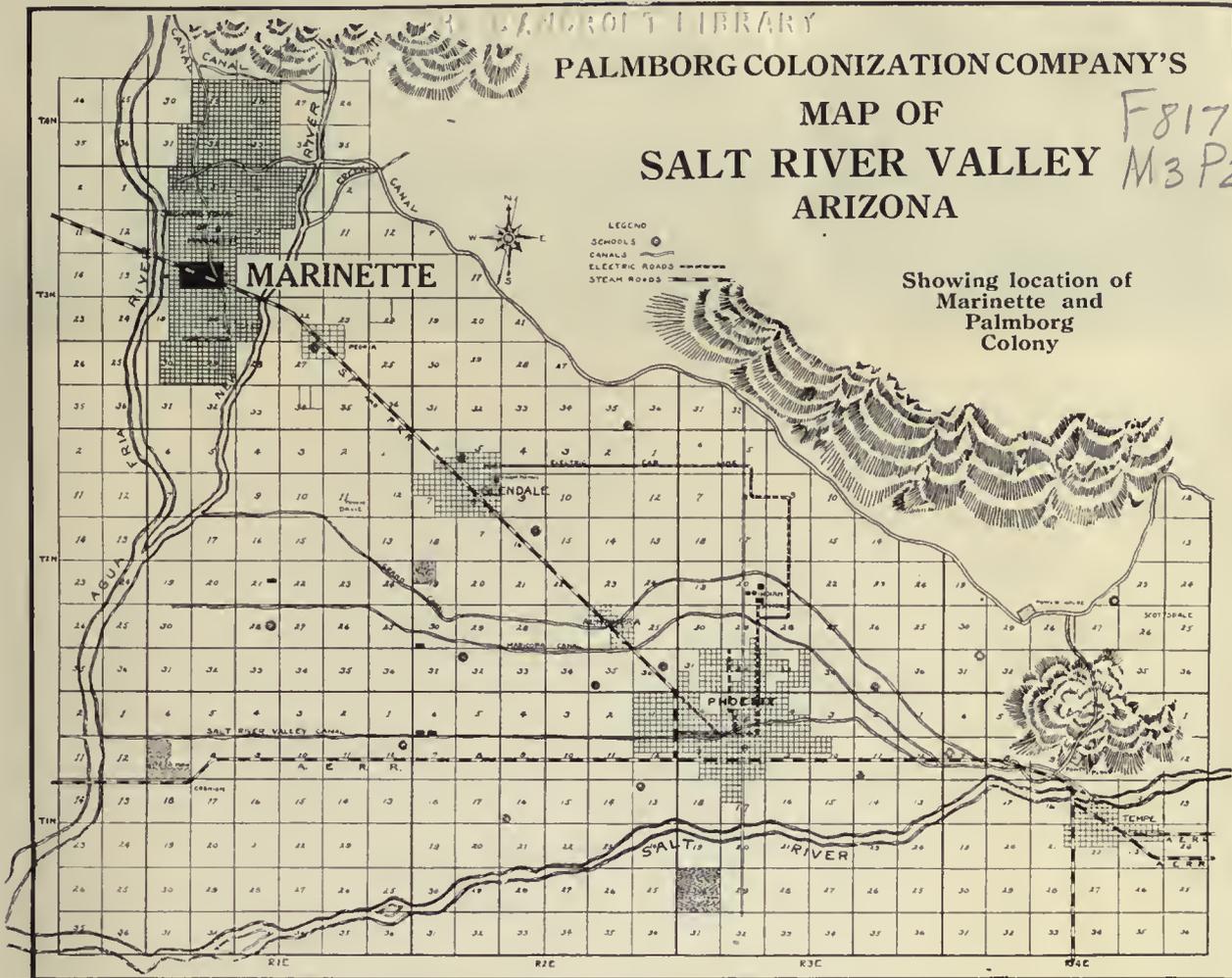
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PALMBORG COLONIZATION COMPANY'S

MAP OF
SALT RIVER VALLEY
ARIZONA

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Showing location of
Marinette and
Palmborg
Colony

can be successfully grown. We also have a large nursery, well stocked, ready to supply the farmer with trees, plants, etc., at a low cost.

There is a fine three-year-old olive grove of 160 acres, about 300 acres in sugar cane, 200 acres in long staple cotton, 60 acres in alfalfa, 10 acres in apricots and peaches and an acre in Burbank's spineless cactus.

The water is here—a double supply from canals and big wells run by electric power furnished by the Roosevelt dam. The investor does not need to take promises of what will be—every necessity is here for him to see and examine.

The pictures and the little reading matter we had room for in this hook, tell of some of the good features of our wonderful country. However it is impossible for any person to realize the unlimited possibilities for money making and ideal home life without seeing the land and conditions as they exist. Therefore we earnestly invite you to visit us.

If you are interested in our project and will write us outlining your plans of a farm—stating whether you wish to devote your land to fruit, alfalfa, dairying or general farming, we will gladly suggest certain tracts to you. We will be glad to send you dates of our

excursions and outline the shortest and best railroad route to Palmborg Colony.

Always at your service.

PALMBORG COLONIZATION CO.,

C. J. Palmborg

General Manager.

PALMBORG COLONY THE IDEAL COMMUNITY IN AN IDEAL SETTING.

The very best piece of land in the Salt River Valley has been chosen for the site of the Palmborg Colony.

It is in Maricopa County, lying high, on a plateau with a river channel on each side giving excellent drainage, with a slope of about 20 feet to the mile toward the south, is crossed by the Santa Fe railroad, between Phoenix and the east, and also between Phoenix and Los Angeles.

In the center, surrounding the railway station, 300 acres has been laid out in a model town, which has been named Marinette. Even from infancy it is being built of solid materials. Concrete, brick and stone must be used for business blocks. Residences must be of artistic design, no matter how cheaply built. It is



Section of Valley Near Palmborg Colony

in line of the extension of the *interurban electric line* already in operation from Phoenix to Glendale, seven miles away.

The Salt River Valley is becoming the *favorite winter resort of wealthy people*. This brings the valley to the favorable attention of *investors*. We predict that Marinette will be to the Salt River Valley what Monrovia and Pasadena and Redlands are to Southern California—a place where orange groves surround the *magnificent winter homes of wealthy people*. We predict that Marinette will be the best town outside of Phoenix in the Salt River Valley. Marinette lots will be *very valuable* and *wise investors* are already making selections, and arranging to put up *good improvements*.

Phoenix, the capitol of Arizona, is in the same county, only 17 miles away. It is a large city, with beautiful hotels, business blocks and handsome residences—a winter resort where every year the climate brings hundreds more of wealthy health and pleasure seekers.

The townsite of Marinette, the Orchard Town of Marinette and Palmborg Colony are owned by allied interests. Palmborg Colony has been platted and subdivided into tracts of approximately ten acres, being full ten acres less twenty feet for roadways (see map, page 23) and hereinafter referred to as “ten acre tracts.”

A perfect double irrigation system has been constructed for Palmborg Colony, and will be extended

to every ten-acre tract. An abundance of water available every day in the year, delivered to each tract in underground concrete mains, reinforces a canal drawing water from the Agua Fria river.

PHOENIX, ARIZONA.

Travelers from all parts, engineers from South Africa and Australia, ostrich experts from Belgium, mining men from London and New York, capitalists from the cities of Europe, gather here and compare notes. It is the capital city of the new state of Arizona and here are also to be found the sheep men, the lumber men, the cattle growers, the farmers, the orchardists, the prospectors, the miners and officials and politicians from every point in Arizona. In addition to the permanent population Phoenix entertains each winter guests to the number of at least five thousand.

PUBLIC BUILDINGS.

The State Capitol is situated in its own park, facing one of the principal streets. The park is one of rare beauty and counted the most attractive public square in the Southwestern States.

The Federal Building cost \$172,000. This building houses many branches of Federal Government beside the postoffice. No city has a finer Y. M. C. A. building. The structure cost \$125,000 and is complete in every detail with gymnasium, plunge, dormitories, roof garden, etc.

EDUCATIONAL.

Educational facilities are of the best. Modern, well equipped schools are established all over the city in beautiful buildings. The Union High school group cost over \$250,000 and a new grammar school is now being built to cost \$150,000. Nothing is too good for the school system. A state normal school is located at Tempe, about eight miles from Phoenix, and there are in addition, several good business colleges and private educational institutions well located in and adjacent to the city. The Arizona School of Music, housed in a very attractive building, is the finest conservatory of music in the Southwest. Churches are well established and most every denomination is represented.



Part of Business Section of Phoenix



A Road Leading to Phoenix

MODERN CONVENIENCES.

Live comfortably—with no more cost. Life comforts are at the door of the man who settles upon this land; railroad, good roads, telegraph, telephone, electric light, running water and many other conveniences of a large city. Salt River Valley homes are embowered in roses which bloom every month in the year. They are shaded by palms, surrounded by flowers that grow like weeds, but are hot-house pets in the North. Electric power is abundant and cheap. Farm houses can not only be lighted by electricity, but the current is cheap enough to use for cooking and heating.

HUNTING AND FISHING.

In the valley around Phoenix are to be found great flocks of quail, white wings, doves and ducks, affording good hunting during the seasons. To those seeking larger game and fish, the Mogollon Mountains offer many attractions. The mountain region abounds in all kinds of game, such as deer, bear, wild turkeys, mountain lions, lobos, coyotes, lynx, wild cats, grouse and pigeons, affording variety of sport that few places in the world can equal. The Mogollon Mountain region is an immense, pine-covered plateau, from thirty to fifty miles in length. The trout fishing at Oak Creek, White River and other places in this region ranks with that of any place in the West. The scenery cannot be excelled anywhere; heavily timbered mountains alternating with canyons from a few hundred feet deep to the Grand Canyon, the wonder of the world, over a mile deep, and thirteen miles across. One can spend years in Arizona and then not see half the natural wonders of the land.

RESORTS.

Few places in the world can compare favorably with Arizona in the variety of resorts, all easily accessible to the resident of the valley and the tourist, at all times of the year.

BUT THE CLIMATE!

Since life for most of us is a struggle, if we are to farm at all let us farm where the climate will help and not hinder—where it will constantly aid in solving the problems of production. If one is to live by the

soil, he wants the best, and wants it in the best climate, comfort is of consequence, but the farmer who goes to Canada for cheap land does not reckon with the climate, he wants land and a good deal of it. The farmer who comes into the Southwest is wiser if he reckons climate at its cash value. He knows that it is not first a question of comfort, but of profit—of production, and though the summer be hot, there is a good deal of satisfaction in a bumper crop every year. Here one does not say, "This is good growing weather." The man who grows things wants warmth, sunshine, equable temperature and the right temperature for a long period. He can only farm in a disappointing way against climate. It is a mistake to have to "buck" against the weather.

Climate has its relation to the grower as well as to the crop and if southern Arizona is hot at times, it is a land of health. It invites to life in the open, and that means vigor. The man who lives in the outdoors and is sensible in his habits and his diet, has little need of the doctors. These dry lands are the lands of health. Here are no malarias, no germ diseases, no anemic troubles, no "muggy" and depressing days. There is no "scale" in the orchard, no fungus growth. Tree and plant are healthy, develop rapidly and are vigorous and fruitful. This more than balances conditions and one hears no complaints about hot summers where alfalfa matures a crop every forty days, and oranges store up sweetness and



State Capitol at Phoenix, Arizona



One of the Cleared Tracts in Palmborg Colony. Notice How Even and Level the Land Lies. The Entire Tract Has the Same Slope—About Twenty Feet to the Mile. The Soil Is From Ten to Fifty Feet Deep.

fineness in the sunshine, so that they command a premium in all markets. Salt River Valley winters are full of sunshine and the temperature rarely falls below 36 degrees, ranging between that and 75 degrees. The fields are green and alive with stock which has come in from northern ranges and is fattening on alfalfa pasture. The percentage of sunny days is large, the winter sometimes showing less than a week of days when the sun does not shine brilliantly during some portion of the day. The actual number of rainy days is small. The nights are cool.

(The above article on the climate was copied from a booklet issued by the Southern Pacific Railway Company, San Francisco, California.)

The altitude of Marinette is 1150 feet above sea level. For 1914 the average temperature of Marinette for the spring season was 67.6 degrees; summer, 87.2 degrees; autumn, 70.9 degrees; winter, 50.5 degrees; and the average for the entire year was 69.1 degrees. The average rainfall for the year was 8.48 inches.

SOIL.

Soil is the farmer's first concern. He needs good soil and deep soil.

The richness of this soil is likened unto the valley of the Nile. It is a wonderfully fertile, soft, mellow, loam and silt from 10 to 50 feet deep, free from alkali, and resting on gravel.

The land, once cleared of desert growth (at a cost of about \$1.50 an acre) is ready for farming.

DOUBLE WATER SUPPLY.

The water supply to be valuable must be permanent, so that the farmer may know that he will have water any day that he needs it.

Palmborg Colony water rights are reliable, good in quality and low in cost.

The Marinette Canal supplies part of the water for Palmborg Colony. It comes from the Agua Fria River, which rises as far north as Prescott, Arizona, draining a territory of about 1152 square miles over which there is an annual rainfall of 15 inches. Its headgate is solidly placed in a rock defile about 12 miles north of Marinette. The intake of the canal is by a tunnel through the solid rock.

The water of the Agua Fria river is generally very rich in silt. The watershed of the river has been grazed by sheep and cattle for many years, and the heavy rains wash into the river the manure, the decayed vegetation and the more soluble particles of soil making a mixture which is like an application of fertilizer.

The Marinette Canal is substantially built, has a large cross-section and a rapid fall. The experience since the canal was built, taken with the known weather records for many years before, warrants the statement that from one-third to one-half of all necessary irrigation at Palmborg Colony can be done from the Marinette Canal.

In addition to the above valuable water rights the



Headgates of Canal



Mouth of Tunnel Below Headgates of Canal

Tropical sunshine, temperate thermometer, perpetual sunshine, and water when you need it—
produces any crop.

Four months of Summer;
Eight months of June;
Three crops a year on the same soil
—makes the
BIG RETURNS



Canal

The Salt River Valley is so wonderful in the variety of its crops—it would take many pages to tell the whole story.



Hydrant With Cap On



Hydrant With Cap Removed



One of the Pumping Plants Showing Canal and Hydrants

company is installing large auxiliary pumping plants to supply water for each 200 acres when the river is not flowing. There are now several of these large wells ready. Each of these two hundred acres will consist of twenty ten-acre tracts, in a compact form, as nearly square as possible. Underground cement concrete mains will carry the water from the wells to each tract for a small annual maintenance charge per acre. These pipes are of large size to carry a big flow of water. The water is therefore delivered quickly, safely and without loss and the tract furthest from the well gets as good service as the tract which is nearest. Each pumping plant will have a minimum capacity of 450 gallons per minute, and to each purchaser will be given a certificate of ownership in said pumping plant corresponding with their acreage, each acre owning 1-200th part of said pumping plant.

A substantial power line has been built from the Roosevelt Dam to Glendale, seven miles from Marinette and from there another power line brings the current to the transformer station at Marinette and it is distributed to the wells and pumping plants. Electric power is abundant and cheap.

EARLY NAVEL ORANGES—RIPE FOR THE HOLIDAYS—PAY STEADY PROFITS.

Part of the fascination of the South is orange growing. Besides bringing in big returns it is a clean, compact and beautiful kind of farm life. It interests the city and business man as well as the farmer. A man who can own 10 acres of orange trees should soon have a good income for the rest of his life.

From Thanksgiving to New Years navel oranges



This Is One of the Cement Pipe Plants, Making the Concrete Conduits on the Ground, for Carrying the Irrigating Water to All Parts of the Palmborg Colony



Arizona Oranges Ripen Early in November

are at the highest prices of the year. The holiday seasons make a special demand, which the orange groves of other sections cannot supply. Just at this time, Palmborg Colony navels will come on the market.

The Salt River Valley has the earliest, sweetest, meatiest, most delicious navel oranges that reach the markets. They begin to ripen in October. Three-fourths of the crop can be picked before Christmas.

Successful growers plant 90 trees to the acre.

The following is quoted from a pamphlet issued by the Phoenix and Maricopa County Board of Trade:

In the fourth year the trees should bear from one-quarter to one-third of a box of fine oranges each, or 22 to 27 boxes to the acre. The oranges should be worth about \$3.00 to \$6.50 a box. After the fourth year the yield of fruit will increase yearly. Some authorities state that the trees are in full bearing about the tenth year, while others report an increased yield, if properly handled, up to twenty years.

A table has been prepared which shows approximately the yield for a period of years:

- Fourth year, $\frac{1}{4}$ box per tree.
- Fifth year, $\frac{1}{2}$ box per tree.
- Sixth year, $1\frac{1}{4}$ boxes per tree.
- Seventh year, 2 boxes per tree.
- Eighth year, 3 boxes per tree.
- Ninth year, 4 boxes per tree.
- Tenth year, 5 boxes per tree.

Below are extracts taken from the "Reclamation Record," a monthly pamphlet, which is published by the United States Reclamation Service at Washington, D. C. The January, 1914, issue states in December, 1913: "Arizona oranges were topping the New York market, retailing at \$1.00 per dozen."

"Last year Arizona oranges received as high as \$8.00 per box. The present price on the Chicago market is \$5.00, but this is considerably higher than quotations for California and Florida fruit."

These oranges are eagerly sought by eastern buyers. New York, Chicago and Philadelphia each year compete for the crop. (The following taken from United States Department of Agriculture Bulletin No. 235:) "The earliness of Arizona oranges, the first of which are several weeks in advance of the southern California crop, is a commercial advantage, the highest market prices being obtained during November and December for the first shipments."

Southern California groves are selling at \$1500 to \$3000 per acre. Palmborg Colony groves should sell as well or better. At present prices Palmborg Colony groves of early navel oranges should net \$400 to \$700 per acre.

EAT GRAPEFRUIT AND BE HEALTHY—
RAISE GRAPEFRUIT AND BE
WEALTHY.

The grapefruit has become one of the most popular fruits in the United States. Prescribed by physicians, chosen by thousands as the most refreshing stimulant before breakfast, the demand is steadily growing ahead of the supply.

Salt River Valley grapefruit, like the navel oranges, are early, sweet, rich-flavored and juicy. They grow in enormous clusters on the trees. The trees begin to bear early. One grove of three-year-old trees near by produced more than \$100 to the acre.

The demand for good grapefruit is steady. The Pacific Coast region should make a good market for all the grapefruit Palmborg Colony could produce, because the grapefruit is so much earlier and better in quality.

Grapefruit will also find a good and steady market in the East and Middle West. Grapefruit should pay \$100 an acre when three-year-old and \$750 when seven-year-old. Ten-year-old trees should pay \$1000 an acre.

The Salt River Valley is so wonderful in the variety of its crops, it takes many pages to tell the whole story.



Grapefruit, a Source of Profit



Oranges Checked for Irrigation

Oranges, early, sweet, high priced — Grapefruit, sweet enough without sugar — Olives, abundant yield, high quality.



Abundant Water, Abundant Sunshine, Make Trees Grow.

Chickens, bees, small fruits, gardening — all help make a good living from the start.



Fig Trees, Ten Years Old. They Grow Very Well in the Salt River Valley, and Every Home Should Have One or More Trees.

A climate that is good for any crops to grow in is a mighty good climate for men and women, boys and girls to live in.



Grapefruit Tree, Near Palmborg Colony, Eight Years Old. Bore \$8 Worth. Eighty Trees on the Acre. Count the Profits



160-Acre Olive Orchard Adjoining Palmborg Colony
Spring 1913



Same Orchard Taken Fall 1914. Notice Remarkable
Growth.

THERE ARE ALSO FORTUNES IN RIPE OLIVES.

Comparatively few people realize the tremendous money-making possibilities of the olive industry. A. B. Stewart, secretary of the Curtis Olive Co., a prominent olive expert, says: "If New York City consumed as many olives as Los Angeles in proportion to population, we would have to produce three times as many as we do at the present time to merely supply that city alone." The only districts in the world where ripe olives can be cured successfully on a large commercial scale are Arizona and California. Certain limited areas of these two states have an absolute monopoly of the business for all time. The warm, dry climate of the Salt River Valley is considered the best in the world for the successful culture of the ripe olive. In this wonderful valley are grown the largest and best flavored ripe olives ever marketed. The opportunity for large financial returns in growing and curing ripe olives in this most favored of all olive-growing districts has been keenly appreciated, and taken advantage of in a broad, practical way by Marinette Olive Company, which owns 160 acres of the finest olive and deciduous fruit land in the entire Salt River

Valley. The company also owns about two acres in Marinette, which will be used for factory sites.

Olive trees bear from the fifth year, and the life of the trees is being counted by centuries. The profits arising from olives are large.

LEMONS PAY WELL.

Lemons pay well in the Salt River Valley. There are good trees twenty years old that produce large crops and of extraordinarily high quality.

The cash returns are fully as great as those received from the growing of either oranges or grapefruit. The fruit ripens practically at all times of the year.

Palmborg Colony offers the man of small means a chance to get a foothold. A ten-acre citrus fruit orchard means a good income with a minimum amount of work.

NECTARINES.

This fruit, which is like a peach, with the skin of a plum and a flavor distinctively all its own, is grown here at a great profit.



Olive Nursery at Phoenix



Six Months Later. Notice Remarkable Growth



Big Money in Dates

APRICOTS YIELD EARLY AND PAY STEADY PROFITS.

The apricot is the earliest and sweetest of the stone fruits. The demand for apricots fresh, canned, or dried has for years been far beyond the supply.

Arizona peaches and apricots are very rich, mellow and highly flavored. They mature in this valley about the 15th of May, *three weeks earlier* than the California product. That is why big profits are secured by sending them to the eastern markets three weeks ahead of all other fruit sections.

The apricot blossoms very early. The very first touch of warm weather starts the blooms. Few people in the Salt River Valley know anything about the drying or canning of the fruit because every apricot raised so far has been sold fresh. Market reports indicate that all the apricots that may be raised there will meet the same market conditions and prices.

At present prices, a three-year-old apricot orchard at Palmborg Colony should pay at the rate of \$100 an acre. A five-year-old apricot orchard should pay at the rate of \$200 to \$400 an acre.

PEACHES AND GRAPES.

Many people maintain that peaches and grapes will equal apricots as profit payers in the Salt River Valley.

Peaches have a long crop season. Some peaches are ripe early in May. Others are ripe in November and December. The quality of the peach is good, rich, sweet, well colored, high-flavored and juicy. Part

of the crop can certainly be disposed of fresh at high prices. Peaches can also be profitably produced for canning.

No place in the known world produces grapes of better quality or sweeter flavor than those grown in the Salt River Valley. Wine, raisin and table grapes, all are grown, but for shipment the favorite is the Thompson seedless.

There are several profitable vineyards in the Salt River Valley. Grapes are very early and very sweet. Enormous crops are produced. The vines and roots are free from disease.

Seedless raisin grapes do well along with the table grades. Grapes will be bearing heavily in two years from planting, and they have been suggested as being a good crop to consider raising between the rows of young trees while they are growing big enough to bear.

PEARS.

Immense crops of pears are produced here, going as high as 400 pounds to the tree.

The average price has been from four to five cents per pound, and should net from \$100 to \$500 per acre.

FIGS.

In Salt River Valley two and three crops of figs are produced each year. The United States today consumes more Smyrna figs than any other country in the world. The tree begins to bear in four years and should pay from \$200 to \$300 per acre when in full maturity.



Palm Drive, Phoenix



Edible Dates Near Palmborg Colony

DATES.

The growing of edible dates in the Salt River Valley has passed the experimental stage. Any owner of land in the valley can have a row of these stately and beautiful trees and can gather from each of them a crop of fruit which is not only luscious eaten fresh, but which can be dried and sold at fancy prices.

Properly ripened, Salt River Valley dates have been shown to be far better than the best of the dates imported from Arabia or the shores of the Sahara.

Today the largest bearing date orchard in the United States is in the Salt River Valley. The trees bear at five years old, and at ten should do better than two hundred and fifty pounds. Five hundred pounds have been taken from one palm, and no doubt some of you have paid one dollar per pound for Salt River Valley dates. The trees blossom in May, and the fruit matures from October to November.

BEAUTIFUL STREETS.

We have thousands of olive and palm trees in the nursery and plan to horder Marinette and Palmborg Colony streets with them, without cost to the settlers.

BLACKBERRIES, DEWBERRIES, LOGAN-BERRIES, RASPBERRIES all produce abundantly and of high quality. A canning factory at Marinette should make large profits, for its owners as well as for the fruit raisers.

STRAWBERRIES.

Strawberries produce almost continuously throughout the year, yet the spring crop is counted as the real moneymaker. The average returns per acre are large.

A climate that is good for any crops to grow is a mighty good climate for men and women, boys and girls to live in.

Tropical sunshine, temperate thermometer, perpetual sunshine, and water when you need it—produces ANY crop.

Chickens, bees, small fruits, gardening, all help make a good living from the very start.

Corn, alfalfa, milo, maize—a combination for heef or hutter, pork or mutton, poultry or eggs.



Large Tract of Sugar Cane at Palmborg Colony

CANTALOUPE.

Cantaloupes between the rows of trees are one of the good ways to make a living at Palmborg Colony while the oranges and grapefruits, olives and apricots are getting large enough to pay dividends.

Profits as high as \$400 an acre have been made by cantaloupe raisers in the Salt River Valley.

The cantaloupes raised here are very early, very sweet and high-flavored and firm.

Salt River Valley cantaloupes have a world-wide reputation.



Store at Marinette

SUGAR CANE.

An average of thirty tons to the acre can be expected every year from sugar cane. Mr. Andrews at Marinette, however, grew fifty tons per acre last year and with good farming this should be possible to others. The Sugar Company at Glendale pay \$3.00 per ton delivered on the cars at Marinette, the Company paying the freight.

The following extract was taken from the "Reclamation Record" for December, 1914:

"Sugar cane thicker than a man's ankle and running five pounds to the foot in weight is the record for Salt River Valley this year. The Louisiana cane goes about a pound and one-half per foot of stalk."

SUGAR BEETS.

There is a one thousand ton per day sugar factory at Glendale, Arizona, which is expected to be operating in 1916 and sugar beets delivered on board the cars at Marinette, should bring at least \$5.00 a ton. A good farmer can expect to raise approximately fifteen tons per acre.

COTTON.

The Egyptian long staple cotton grows here to perfection. The crop sells usually at double the price of southern cotton. The following paragraph was taken from the March issue, 1915, of the "Reclamation Record":



Large Tract of Egyptian Long Staple Cotton at Palmborg Colony

"It has been discovered that with mild winters the long fiber Egyptian cotton does not require replanting in the Salt River Valley. Cotton is a perennial, but winter kills it usually. Without replanting, Mr. Mixon, a rancher near Phoenix, harvested 26 bales from 20 acres in 1914, which produced 15 bales last season. Messrs. Price and Brown grew 14 bales from nine acres with replanting. The stump crop produces earlier than from newly sown plants."

WHEAT, OATS AND BARLEY are raised in large quantities, generally being planted in the fall and harvested in the spring in time to raise a summer crop of milo maize or Egyptian wheat on the same ground. The yield will run from 1500 to as high as 4000 and 5000 pounds, according to care and crop. The surrounding mining districts and local markets use more than is raised.

MILO MAIZE has been raised a great deal during the past few years and is now an important grain and forage crop. It is either headed and threshed and the stalks pastured or the entire crop pastured just as it matures. The heads will average from one to two tons per acre, and always brings a good price on the market.

CORN.

In the Salt River Valley corn and alfalfa grow side by side, producing abundant annual crops of the highest quality. Crops of sixty or seventy bushels of corn to the acre are not unusual in the Salt River Valley.

ALFALFA AND DAIRYING.

Perhaps in no other spot in the United States does alfalfa show greater growth than in the Salt River Valley—especially on the Palmborg Colony land. This was conclusively proven at our demonstration farm last year, when 14 tons was cut to an acre. For yields per acre see quotations on page 19, taken from Bulletin No. 235, issued by the United States Department of Agriculture. The farmers say that one acre will support two cows. Butter production is a very important item in Salt River Valley. There are numerous creameries in the valley. Prices for butterfat are high and the calves are an extra revenue to swell bank



Residence Street, Phoenix



Cutting Alfalfa, December 18th, Salt River Valley

deposits. A good cow nets a profit of \$70 to \$75 for milk alone yearly.

PIGS IN ALFALFA ARE SURE TO MAKE HOGS OF THEMSELVES.

Hogs are in demand, they are a money crop, and can be turned into money at any season of the year. A hog of good breed, at eight months, should weigh 225 pounds. Pork at 8 cents will figure \$18 for the hog. Twenty hogs, or the amount an acre of land will carry, would bring \$360. The total expense in connection with the raising of a hog will amount to about \$3. Deduct therefrom \$60 for the expense on 20 hogs and you have the sum of \$300 per acre from your hogs. Ten acres stocked to hogs is certainly a big proposition.

PALMBORG COLONY POULTRYMAN'S PARADISE.

Phoenix and Prescott are shipping in from outside of the state many thousands of cases of eggs each year. All this should be supplied from the Salt River Valley. The mining camps in the southern part of the state, and the mining and lumber camps in the northern part of the state consume many eggs from outside the state.

Feed is cheap in the Salt River Valley compared with the rest of the Pacific Coast. Abundant crops of wheat, barley and oats are produced in the "winter"; equally abundant crops of corn and kafir corn are produced on the same land in the "summer."

Chickens require no shelter. On some of the largest and most successful poultry farms in the Salt River

Valley the only equipment is open-air roosts, a few sheds, and laying boxes.

Chickens raised in this manner are very healthy, strong, vigorous and lay steadily. In the damp, foggy climate of the Pacific Coast hens do not do well. Eggs and chickens are always high priced in Los Angeles and San Francisco. The mining camps of Arizona take all the present supply and could take twice as many at present prices. A man with ten acres at Palmborg Colony could keep 500 hens, give them only a small part of his time, buy all his feed, and should net about \$600 a year.

TURKEYS.

Live turkeys bring from 20 to 30 cents per pound, and a fine gobbler will cost anywhere from \$2.50 to \$4.00, and the amount realized from a large herd soon mounts into hundreds of dollars.

OSTRICH FARMING.

This valley is the home of the ostrich. More than 80 per cent of the entire number of ostriches in the United States are on farms around Phoenix, one ranch alone having about 3500 birds. They are money-makers, and grown birds net a profit of about \$25 a year from feathers. They are allowed to run in the alfalfa fields, requiring little or no protection.

Four months of summer; eight months of June; three crops a year on the same soil—MAKES THE BIG RETURNS.

Sugar beets, alfalfa, milk and butter all put money in the farmers' pockets.



This Will Give an Idea of the Wonderful Growth of Alfalfa in Salt River Valley



The Home of Fine Stock, Salt River Valley, Arizona. Southwestern Sugar & Land Co.'s Sugar Factory in Background



Turkeys for Profit



Arizona Mining Camps Furnish an Unlimited Market for Eggs and Poultry



Ten Acres Stocked with Hogs Is a Big Proposition



This Is a "Midwinter" Scene in the Salt River Valley. Every Month Has Its Crop, and Cabbage Is Ready in January

COOPERATION

The Chamber of Commerce of Phoenix has formed a market bureau composed of representatives of all the commercial and farm organizations of the Salt River Valley. The chief purpose is to see that the farmer gets a market for his crops and also to keep him informed as to the products most in demand.

BEE KEEPING.

Bees work almost the year around. The honey, mainly drawn from orange groves and alfalfa blooms, is of fine quality and is principally sold for confectioners' and bakers' uses. About 20,000 hives are maintained in the valley. An average of seventy-five pounds of extracted honey to the colony is often exceeded, 200 pounds being no unusual amount in good seasons.

TRUCK FARMING IN THE SALT RIVER VALLEY GARDENER'S PARADISE.

At Palmborg Colony the farmer does not have to wait six months or a year for cash returns but *almost every day* he markets some product.

Truck farming is certainly the one ideal vocation for the man of limited means, for of all the branches of farming it requires the least possible outlay of cash and ordinarily *only a few weeks* elapse before he be-

gins to receive cash returns. He has the additional advantage over the farmer who devotes larger acreage to alfalfa or grain in that he is not compelled to have a reserve of cash and credit necessary to carry on larger operations. The following extract was taken from the "Reclamation Record":

"The truck producing industry in the valley is increasing in volume and importance. Owing to EXCELLENT QUALITY OF PRODUCT, the markets of the East are eager to receive the truck and the prices are profitable. Salt River Valley is surely the ideal spot for the small farmer."

A *partial* list of fruits, vegetables and forages which mature in different months in Southern Arizona.

These quotations on fruits, vegetables and forages grown in southern Arizona, also the quotations of yields per acre have been copied from the United States Department of Agriculture, Bulletin No. 235, and they show, in tabulated form, the products appearing monthly, in the Salt River Valley market.

Fruits, Vegetables and Forages Grown in Southern Arizona.

Months in which they mature.	Fruits.	Vegetables.	Grains and Forages.
January	Oranges and pomelos.....	Lettuce, spinach, radishes, cauliflower	Alfalfa and barley pasturc.
February	Oranges	Lettuce, beets, turnips, cabbage	" " " "
March	Strawberries	Asparagus, carrots, green onions	Alfalfa and green barley.
April	Strawberries and mulberries	Peas, cabbage, lettuce, onions	" " " "
May	Strawberries, blackberries, plums, apricots, peaches.	Green corn, new potatoes, squashes, string beans..	Wheat, barley, oats, alfalfa.
June	Strawberries, blackberries, figs, plums, apricots, tomatoes, melons, peaches.	Squashes, cucumbers, onions	Alfalfa, corn.
July	Apples, pears, grapes, figs, peaches	Sugar beets, cucumbers...	Alfalfa, cowpeas.
August	Grapes, figs, pears, almonds, peaches.....	Chillies, eggplant, beans..	Alfalfa, Egyptian corn, sorghum, cowpeas.
September	Dates, quinces, grapes, pears, apples.....	Chillies, eggplant, potatoes, beans	Alfalfa, Egyptian corn, cowpeas, sorghum.
October	Dates, melons, pears, grapes, pomegranates, peaches	Cucumbers, squashes, string beans	Alfalfa, sorghum, millet, Indian corn, cowpcas.
November	Dates, olives, grapes, oranges, pears, strawberries	Celery, lettuce, beans, squashes, potatoes.....	Indian corn, sorghum, alfalfa.
December	Dates, olives, oranges, pears	Celery, radishes, beets, lettuce	Alfalfa pasture.



Here is a Little Garden and House Spot Surrounded by Olive Trees

WE KNOW HOW

The men in charge of the destinies of Palmborg Colony are master craftsmen when it comes to the making of prosperous communities. We know how to take good soil, good water rights and good climate, get good people there, get the people united and busy. We are doing this at Palmborg Colony.

Under irrigation the yields of the crops best adapted to the region are high, especially where the soil has been improved by alfalfa and by beneficial river sediments. Some verified records made under fair conditions, collected from time to time in various localities, are as follows:

Yields per acre of various crops in Southern Arizona.

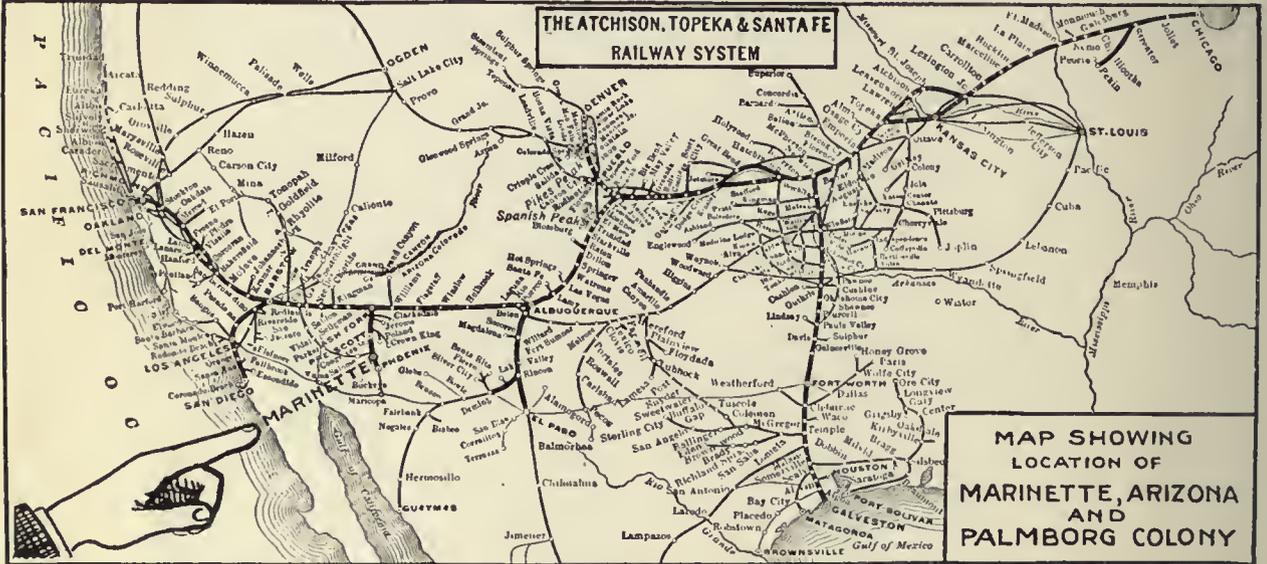
Crops.	Yield.	Crops.	Yield.
Alfalfa hay, 4 to 8 cuttings	6 to 12 tons.	Cabbage	14,000 pounds.
Alfalfa, seed crop, 1 cutting	65 to 650 pounds.	Onions	5,000 to 20,000 pounds.
Barley	1,800 to 2,500 pounds.	Tomatoes	10,000 to 27,000 pounds.
Wheat	1,500 to 2,400 pounds.	Cantaloupes	100 to 345 standard crates.
Barley hay	4 tons.	Strawberries	3,500 to 14,000 ¼-lb. boxes.
Wheat hay	3½ tons.	Egyptian cotton lint	400 to 1,000 pounds.
Sugar beets	9 to 19 tons.	Corn	2,000 to 2,800 pounds.
Potatoes	3,000 to 15,000 pounds.	Seedless raisins	6,000 to 8,000 pounds.
Watermelons	13 tons.	Oranges (young trees)	½ to 5 boxes per tree.
		Dates	50 to 250 pounds per tree.

These farm products were mentioned by the foreman of the United States Experimental Station, located near the Palmborg Colony, as being especially adapted to that locality:

- | | | | |
|--------------|------------------|----------------|--------------|
| Oranges | Pecans | Kale | Beans |
| Grapefruit | Egyptian Cotton | Okra | Grapes |
| Lemons | Sugar Cane | Citrons | Alfalfa Seed |
| Dates | Tobacco | Sugar Beets | Alfalfa Hay |
| Figs | Muskmelons | Sorghum Cane | Wheat Hay |
| Olives | Cantaloupes | Potatoes | Milo Maize |
| Apricots | Seedless Raisins | Sweet Potatoes | Millet |
| Peaches | Cabbage | Yams | Clover |
| Plums | Strawberries | Onions | Wheat |
| Prunes | Egg Plant | Tomatoes | Barley |
| Pears | Horse Radish | Watermelons | Oats |
| Almonds | Lettuce | Carrots | Rye |
| Tangerines | Spinach | Squash | Corn |
| Nectarines | Peanuts | Table Beets | Sweet Corn |
| Loquots | Celery | Pumpkins | Pop Corn |
| Pomegranates | Artichokes | Turnips | Broom Corn |
| Quinces | Cauliflower | Chili Peppers | Kafir Corn |
| Cherries | Rhubarb | Blackberries | Cucumbers |
| Apples | Asparagus | Raspberries | Rutabagas |
| Crabapples | Green Peas | Dewberries | Parsnips |
| Mulberries | Cow Peas | Loganberries | Peppers |



Nursery at Palmborg Colony, Where Settlers Can Get Nursery Stock at Reduced Prices



State Fair Grounds at Phoenix, Arizona

Sugar beets, alfalfa, milk and butter all put money in the farmer's pockets.



Roosevelt Dam, Solid Granite, Built on Granite, Locked Into Granite. Furnishes Electrical Power for Palmborg Colony

Corn, alfalfa, milo, maize—A combination for beef or butter, pork or mutton, poultry or eggs.

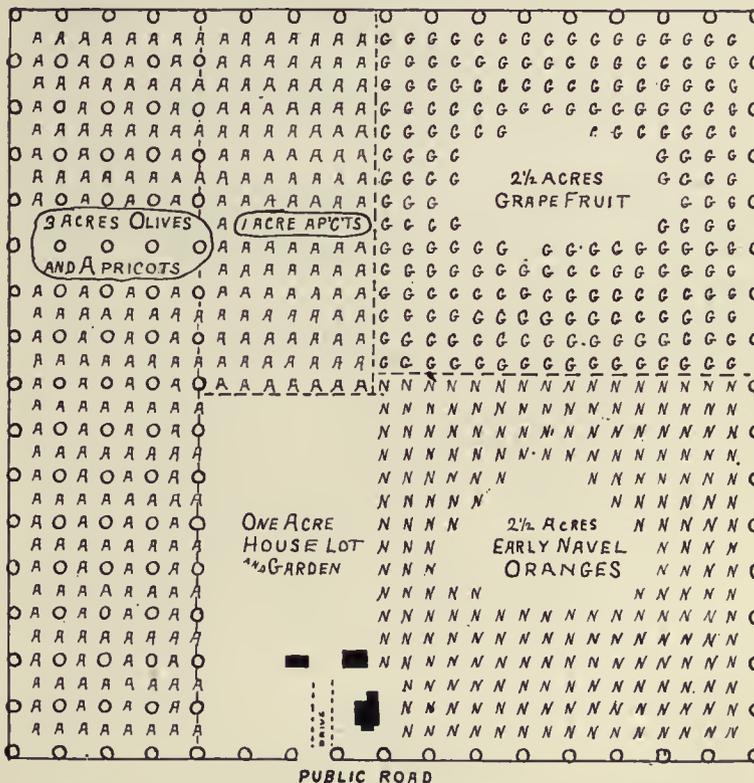
IDEAL CONDITIONS FOR A NON-RESIDENT.

Through our improvement department and the employment of the settlers, lands will be planted and cared for on a basis which makes a tract at Palmborg Colony one of the safest and surest investments for a non-resident.

TRANSPORTATION.

Quick transportation is essential. The farmer must place his crops on the market in the least possible time and as economically as possible. Conditions at Palmborg Colony are ideal for quick and economical transportation.

ONE PLAN OF A MODEL COMBINATION FRUIT FARM



This Is a Diagram Showing ONE PLAN for Planting an Orchard at Palmborg Colony. There Are Many Other Combinations.

- O Is for Olives, with a grove at one side and trees all the way around.
- A Is for Apricots, planted in part as "fillers" between Olives, with an acre for permanent orchard.
- G Is for Grapefruit. N Is for Early Navel Oranges.

MARKETS.

With the railroad at the door, Palmborg Colony has the entire United States for its market. From Thanksgiving to New Years, New York, Chicago and Philadelphia compete for the Salt River Valley fruit. Phoenix, with its population of about 25,000 and its thousands of tourists and its many fruit exchanges, is waiting for your products—as are the many large mining cities, towns and camps—that are found throughout the state. The state of Arizona annually imports thousands of dollars worth of vegetables, potatoes, onions, eggs, butter, meat and lard; in fact, the food consumption exceeds the state's production many times.

NOW IS A GOOD TIME TO BUY LOTS.

Marinette will be a busy town with olive pickling and oil plants, packing plants, canning factories and other industries. It should be the best town outside Phoenix in the Salt River Valley. Ten thousand acres of highly productive land directly tributary should pour through it from one to three million dollars worth annually of oranges, olives, grapefruit, apricots and other fruits.

This is *your* opportunity for a good investment from a home and business standpoint. For further information write us.

Prices and Terms

\$140 an acre—\$1400 for 10 acres. The terms are one-fifth down or \$280—balance in four annual payments with 6 per cent interest. (This price is subject to raise at any time.)

Two hundred and eighty dollars will put you in possession of 10 acres—put the land to work and if properly cared for should more than take care of the other payments.

A certificate of ownership in the pumping plant and canal system is included in this price, according to the number of acres taken.

Remember that land in Palmborg Colony works *twelve months a year*, while in the eastern states you have only six months.

Does This Interest You?

Does this valley where crops grow 12 months in the year appeal to you? Haven't you longed for just such a country to live in? This is the garden spot of the world. Ten acres will mean independence—your land should never lie idle. One money bearing crop comes after the other. Come where the climate will help you to be healthy and wealthy.

We predict that Palmborg Colony will be in less than ten years one of the most beautiful, prosperous, and celebrated compact communities of orchards in the United States. It has the climate, the soil, the water and the men behind it.

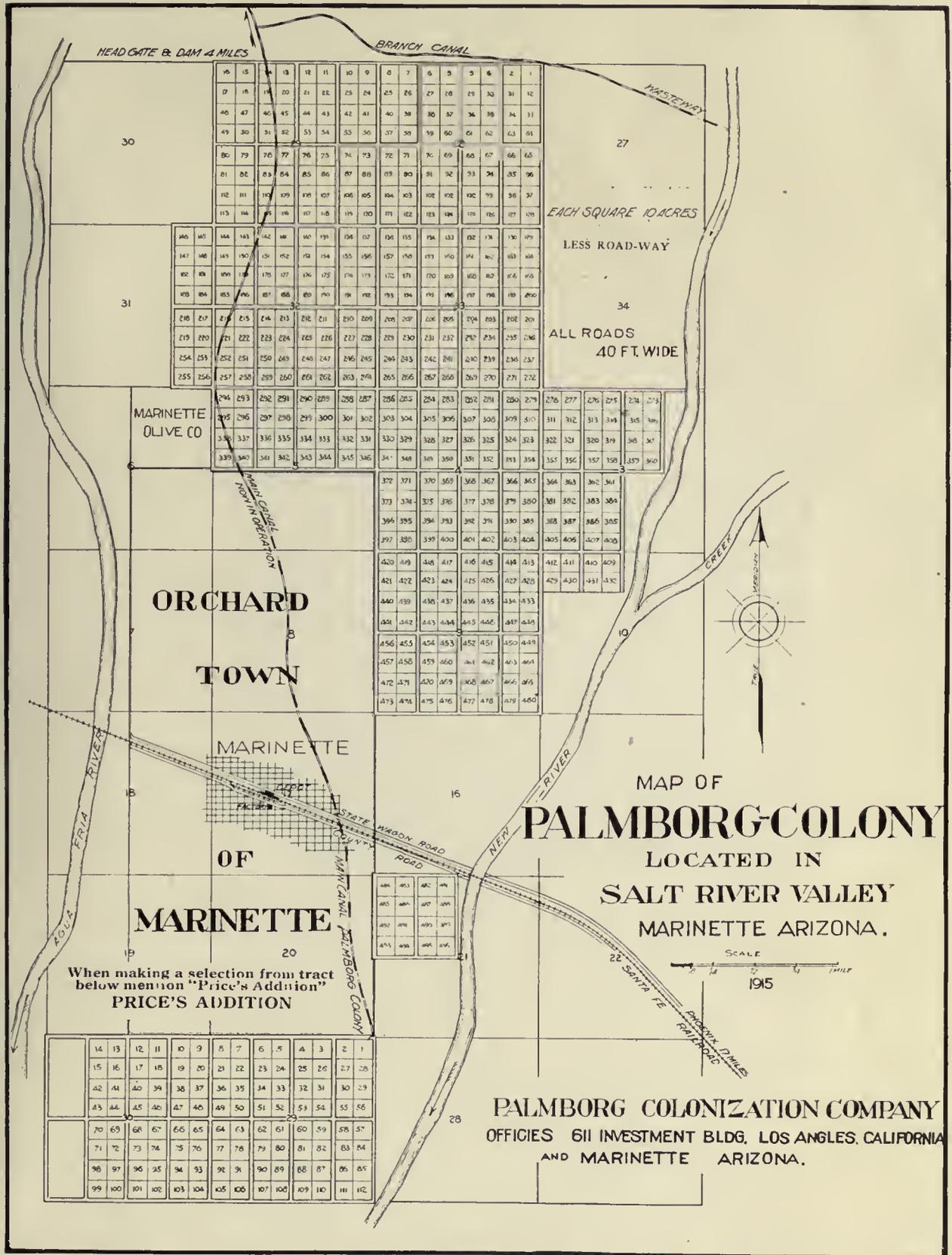
Our company is equipped to further your interest. Our service bureau is at your command. Your interests are ours. Call on us at any time for information and when in Marinette or Los Angeles make our office your headquarters. We are always at your service.

Palmborg Colonization Company

C. F. PALMBORG, General Manager

611 INVESTMENT BUILDING

LOS ANGELES, CALIFORNIA



This land is uniform, one tract being as desirable as another. It is being opened in units of 200 acres, divided into twenty ten-acre tracts. Price's Addition has the first units offered for sale. Selections can be made by mail, if impossible to visit the property.

Opinion of Ex-President of Salt River Valley

Ex-President Roosevelt says that civilization rests at the bottom on the wholesomeness, the attractiveness and completeness, as well as the prosperity of life in the country, and that Salt River Valley is the making of a substantial community as attractive, as varied in its farm industries, and as prosperous as can be found in

any state in the Union. The community is there, growth is well begun, there is a market for all products, great natural resources are being developed, and there will be great advances in property values. It is up to you to say whether you will share in these conditions and profit by the growth that is coming.

The People Behind Marinette and Palmborg Colony a Guarantee of Success

Marinette and Palmborg Colony are owned and operated by The Southwestern Sugar and Land Company, which owns several thousand acres of land in the Salt River Valley of Arizona and the Grand Valley of Colorado, and is engaged in the manufacture of sugar, owning two large manufacturing plants, one at Grand Junction, Colorado, and one at Glendale, Arizona, which is about seven miles from Marinette.

The company is now engaged in developing a large sugar plantation at Marinette and expect to have about three thousand acres in sugar cane there within the next two years. At Grand Junction, Colorado, it manufactures sugar from beets and this year has contracts for more than seven thousand acres.

Mr. Charles A. Worthington, president of the company, was, until the time he became associated with this company nearly two years ago, a member of a large banking firm in New York City.

Mr. R. P. Davie, the Vice-President, has been engaged in the land business for many years and has developed several large projects in Kansas, Colorado, Wyoming, New Mexico, Florida, California, and Arizona, and has always been successful in his colonization projects.

The Southwestern Sugar and Land Company has a total capitalization of \$6,000,000, and has two large sugar plants in operation every year, making thousands of bags of sugar annually.

Extracts from "A Visit to the Salt River Valley, Arizona" (taken from the September, 1914, issue of the "Reclamation Record," by C. J. Blanchard, statistician):

"One must be gifted indeed with far-seeing vision to predict the great future of this valley when it comes to its own. There are numerous and material evidences on every hand that its onward march is going to carry

it to the forefront of *all* the *agricultural* districts of the *world*. The possibilities are almost unlimited here and while the results attained are most gratifying they are puny compared with what will ultimately accrue when farming has been placed upon the practical and scientific basis toward which we are now tending.

"Salt River Valley is rapidly becoming a region of ideal country homes."

Syracuse, N. Y.
Stockton, Calif.

