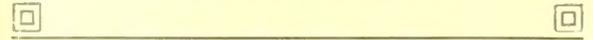


THE
SALT RIVER
VALLEY



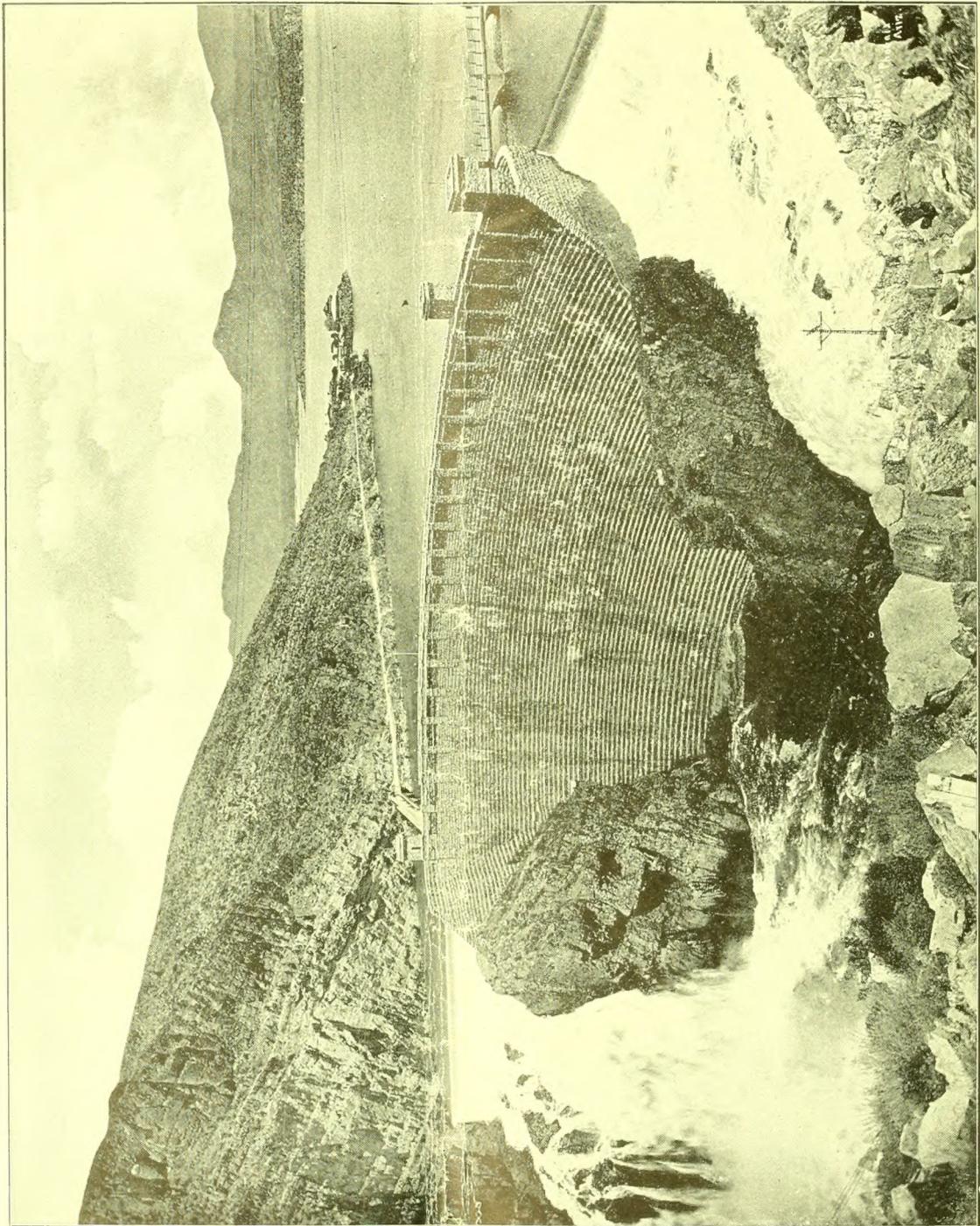
ARIZONA

THE
SALT RIVER
VALLEY



ARIZONA





The ROOSEVELT DAM

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AN INVITATION TO THE FARMER, THE HOMESEAKER AND THE INVESTOR FROM THE SALT RIVER VALLEY, ARIZONA

Dear Reader:

We have a place for you, here in the Salt River Valley. The sort of place that means HOME. The rose, the vine, the fig tree, they are all for you if you will take hold now.

Get a grip on yourself and come with us. Win wealth with water. Irrigation is the Farmer's Key to Prosperity. Accept health, radiate happiness and build a home here. The sun is shining and smiling green fields wait to greet you.

Get that place you have promised yourself for so long. There is no better spot in which to be ALIVE. We are going ahead, making steady and certain progress, and so can you. You owe it to yourself and to your folks.

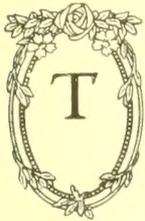
We wish you could see us here; nothing further would be needed. Do come and look us over. You will be pleased. You cannot afford to pass us by. You must see what we have to offer, and better come right away. A welcome waits.

Yours very truly,

1917

COMMISSIONER OF IMMIGRATION.

The Salt River Valley and Maricopa County, Arizona



THE Salt River Valley is located in Maricopa County in the South-central part of Arizona. The valley is about forty miles in length East and West, and from fifteen to thirty miles in width.

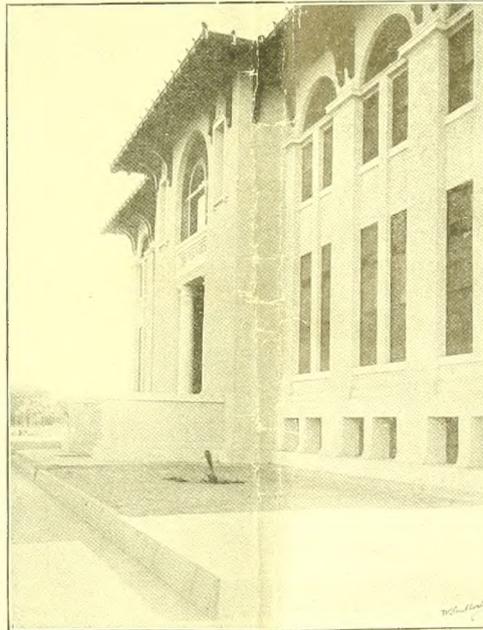
There are 219,000 acres of land included in the Irrigation Project. The land lies on each side of the Salt River, which flows throughout the length of the Valley.

There are no Government lands open for entry under the Salt River Project or Roosevelt Reservoir. All of the lands are

now in the hands of private parties, but homes and farms can be easily obtained throughout the Salt River Valley by purchase or lease, and on reasonable terms. Land prices are beginning to advance. There is no "boom," and will be none, but the profits which our farmers are making justify higher prices, and so higher prices will come as a matter of course.

THE DAM

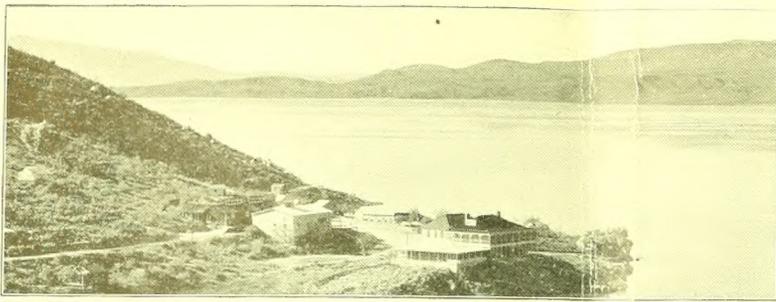
The Roosevelt Dam, the main work of the Salt River Project, is built in a narrow canyon in the shadow of "Four Peaks," a mountain seventy-five miles away from Phoenix. The dam itself is built of sandstone and cement. It rises 284 feet above its foundation, which is sunk thirty feet into solid rock. At the base it is 168 feet through. It tapers to a thickness of twenty feet at the top, where, with two spillways, each 200 feet long, it has a total length of 1,080 feet.



WATER USERS BUILDING

WATER SUPPLY

The great artificial lake created by this dam will hold enough water to cover 1,327,000 acres one foot deep, and assures a permanent supply to the 219,000 acres included in the project. The lake is twenty-five square miles in area, and the drainage basin for the lake extends over 6,260 square miles. The altitude of the watershed varies from 1,950 to 11,500 feet above sea



ROOSEVELT LAKE FROM THE DAM

level. This insures a plentiful supply of rainfall and snow to keep the lake full at all times. The land to be irrigated has an elevation of from 1,000 to 1,300 feet, ideal for health and for growing crops.

The big dam at Roosevelt checks and stores the waters of the Salt River and Tonto Creek, and in proper quantities allows it to return through the sluice gates to the bed of the river, where it flows on, taking up in its course the waters of the Verde River, and then heading for the diversion dam at Granite Reef. Here the flow of the three united streams is turned into great canals on the north and south banks of the river. The Granite Reef Dam is one of the largest weir dams in existence. It is thirty-eight feet from base to crest, and 1,100 feet long.

POWER

The power possibilities of the project are great. A total of 27,000 horsepower will be generated by the system when complete. The power from the project is used for lighting and traction purposes in and around Phoenix, and in the Valley, and will be for sale to mines and factories in the vicinity. A contract for the sale of 10,000 H. P. to large mining concerns has just been made. The mines pay \$400,000 a year for the 10,000 H. P. When all the works are complete it is expected the power will pay a dividend to the farmers, as well as sustaining the maintenance charges. Power is generated by the water both on leaving the Roosevelt Dam and in its course down the river and in the Valley canals.

SOIL

The land under irrigation comprises 180,000 acres watered by gravity flow, and 29,000 acres by pumping. The

soil is equal to any found in the famous garden spots of the world, including the Valley of the Nile, the "Polders" of Holland, or the "Black Lands" of Russia. It is of four types—gravelly loam, sandy loam, Maricopa loam, and Glendale loess. The gravelly loam is the best orange land and is closer to the hills. The sandy loam has a little gravel, less than 10 per cent, and is a rich and easily worked soil. The Maricopa loam is a heavier quality of the same soil. The Glendale loess is similar to the Mississippi Valley type of soil; 40 per cent is silt and 25 per cent very fine sand. It is highly decomposed material,

and analysis shows much lime, potash and phosphoric acid. The latter, a most valuable constituent, exists here in the surprising proportion of twenty-two one-hundredths per cent. The depth of the soil throughout the Valley is generally very marked. Near Glendale the silt or loess type of soil is often 100 feet deep. Near Phoenix, borings show deposits 500 feet deep without rock. Further east 1300-foot borings end in clay.

The land lies almost perfectly level. The slope is just right for easy irrigation; it averages seven feet to the mile. There are no rocks.

MARKETS

Throughout Arizona are mining camps and many smelter and other cities which do not produce any of the necessary foodstuffs. The fruit, hay, beef, dairy and other products of the Salt River Valley find a ready market in all of these important places. Special crops, as oranges, lettuce, cantaloupes and cotton, are shipped to outside markets where profit is large. The increasing facilities for handling by rail, and the growing demands of the other cities of Arizona insure a market for all time for Salt River Valley products.



INDIANS FROM THE RESERVATION



INGLESIDE CLUB HOUSE

COST OF WATER

Maintenance Charges—The cost of water for irrigation purposes, including the upkeep and improvements on canals is for the present season \$1.00 for first acre foot and 60 cents for each of next two acre feet. Each acre foot additional is 75 cents. Three acre feet is about the average amount required for most crops. The present rates are about double the rates which have been in force for the past few years, owing to unusual expenditures which have been made on some of the canals. It is expected the old rates, which are about one-half of the above, will be in force again after this season.

CONSTRUCTION CHARGES

The charges for building the irrigation works have been fixed by the U. S. Reclamation Service at \$56 per acre, spread over a period of twenty years. Payments will be made as follows: Two per cent of the \$56 each year for four years, 4% each year for two years and 6% each year for fourteen years. The revenue from the power will pay about \$1.00 per acre each year. The cost then on a twenty-acre ranch would be for water three acre feet, \$44.00, payable \$1.00 per acre October 1st and the balance as used. For the first four years the revenue from the power will nearly if not quite pay, the payments on the construction charges. The fifth and sixth years the cost will be from \$1.00 to \$1.25, or \$20 to \$25 on a twenty-acre tract, above the revenue from the power; for the last fourteen years the cost would be about \$2.25 per acre. After that the land owner will draw dividends from the revenue from the power.

In Southern Arizona land without water is of little practical value.

CLIMATE

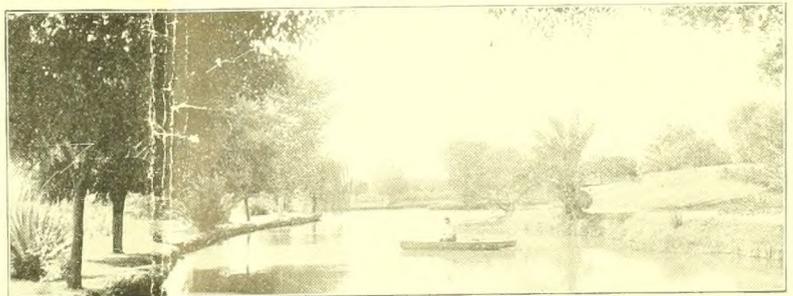
The altitude of the Valley averages about 1,100 feet above sea level. The average temperature for the spring season is 67.3 degrees; summer, 87.9 degrees; autumn, 70.1 degrees; winter, 52.1 degrees; and the average for the entire year is 69.4 degrees. Clear, sunshiny days are usual. During a period of forty years the average number of clear days each year has reached 232, with partly cloudy days 96, cloudy days 37, and the same number of rainy days, and there were only two foggy days each year. During the same period of years the average annual rainfall was 8.08 inches.

SUN IN WINTER

During eight or nine months in the year the Salt River Valley is the haven for the tourists, who seek the mild and healthful semi-tropical climate. The residents of the Salt River Valley enjoy, without cost or pains, Fall, Winter and Spring, a wonderful climate that other people travel thousands of miles and spend hundreds of dollars to enjoy annually.

SUMMER

The summers are warm and dry. The wonderful dryness of the atmosphere makes it not only possible but comfortable to bear a high temperature which in other places would not be endurable. The sensible temperature in the Salt River Valley is much lower than that registered by the thermometer. Sensible temperature is the heat of the surface of the body. For instance, with the thermometer registering 100 degrees



SCENE IN ONE OF PHOENIX' PARKS

at Phoenix the body actually feels a temperature of only 78 degrees. This is on account of the extreme dryness of the atmosphere. Now, with a thermometer reading 95 degrees in Chicago the body would feel a temperature of 88 degrees, or you would be 10 degrees hotter in Chicago with a temperature of 95 degrees than you would be in Phoenix with a temperature of 100 degrees.

SUMMER RESORTS

During the summer season the people of this Valley, if they so desire, can in a few hours' time, go to the

cool, pine-clad mountain resorts at Prescott, Iron Springs, Flagstaff, Williams, Oak Creek, White River, Pine Air, or other numerous points, where the finest camping, hunting and fishing in the West abound. Many people maintain their own cottages at these places, while others go for a few weeks each season and

camp out in the forests, either sleeping out of doors or in tents. Although unknown to many people, the largest unbroken pine forest in the United States is in Arizona.

Arizona offers the finest winter climate on the continent. And the cream of the best weather is in the Salt River Valley, surrounding Phoenix.

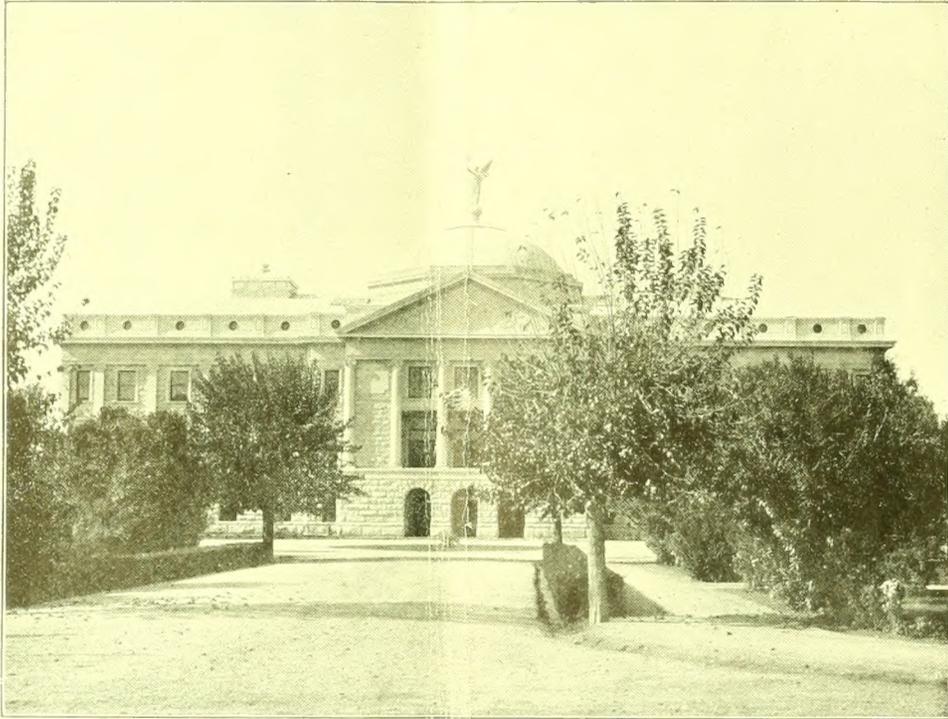
Here is a place that children love. They are out in the open the year 'round. Children love the sunshine, and this is for them a garden of delight. The climate

is splendid for health. There is no fog. The winters are like an Eastern spring.

SCHOOL AND SOCIAL FEATURES

Throughout the entire area of Maricopa County there are splendid schools. Educators from all over the United States say that our school systems are perfect. There are Neighborhood Houses, Women's Clubs, City Rest Rooms for Country Women, Churches and Meeting Places, all provided for the benefit, comfort and development of the rural communities. Farmers' Organizations have been estab-

lished. The rural mail service covers the entire Valley. Telephones connect with neighbors, and electric car lines and stage lines connect all the towns of the Valley. Good roads cross the Valley, and railroad transportation is ample. The community is one full of advanced ideas and is quick to take advantage of new methods.



STATE CAPITAL, PHOENIX

THE WOMAN ON THE FARM

The woman on the farm here has bright, sunny days most of the year. It is great weather for children; out of doors all the time, bare-legged and smiling back at the sunlight. The farm-crafts for women—chickens, turkeys and small fruits—are all profitable. Rural free delivery everywhere and the parcel post, smooth almost level roads, and low-cost automobiles have helped to make the life of the woman on the farm a pleasant one. Clubs, meeting houses, sessions of reading and literary circles are well established.

HOW MUCH TO START

This question, like the question of how much land, depends upon the individual and his ability and earnestness more than upon the money invested and the number of acres. It is essential, however, nowadays to have something to start with, although we know of some who today are very well fixed and who started with nothing.

In tracts of twenty to thirty acres you can buy improved land at from \$125 to \$200 per acre. Improved land is land that is being farmed, but at this price the land would probably have no buildings, and price would depend much upon surroundings and distance from town. A ranch of the same size with buildings would cost from \$200 to \$400 an acre, the price varying according to the class of improvements, shade, distance from town and other surrounding conditions.

Larger tracts, say from forty to one hundred and sixty acres, can be had from \$100 to \$150 an acre. This is improved land. Many of these tracts would have some buildings and in addition be fenced and in cultivation.

A man, then, to start on twenty acres should have about \$2,000 to \$2,500, divided somewhat on the following plan:

One-half payment on 20 acres at \$175 an acre	\$1,750.00
Chickens	100.00
Team	200.00
Cow	100.00
Tools	100.00
Total	\$2,250.00

CITIES AND TOWNS

As well as being the agricultural center, the Valley, through the medium of the cities and towns therein, is also the political, social and business center of the State. Phoenix, the capital city of the State and the county seat of Maricopa County, is located in the approximate center of the great Valley. Other towns in the Valley are Mesa, Glendale, Tempe, Chandler, Buckeye, Higley and Gilbert. These places all have commercial bodies working for the communities in which they are established. There are still other settlements which are progressing rapidly, and are entitled to the attention of the new comer.

COST OF LIVING

The cost of living is about equal to the general cost prevailing in most Southwestern communities. A choice bungalow can be built at from \$2,000 to \$5,000, according to finish and material. Rents are from \$25.00 up for unfurnished house of five rooms. Rooms vary from \$12.00 a month to \$30.00 a month, according to the location and other advantages. Board generally averages a dollar a day. In a few instances it may be obtained for a little less, but this price will be about the average. You can buy clothing just as cheaply here as in any large city. The shops are up-to-date and the prices right. Wood and coal are used for household purposes, and cost about the same. It is only necessary to burn fuel for heating for a few months in the year, so the cost of fuel is not important.

Most ranchers have trees growing along their ditches, and in this way they secure a wood supply at practically no cost. Electricity, while not generally distributed over the Valley at present, is supplied to certain sections, and soon power wires should be within easy reach to all the ranchers in the Valley.

HEALTH

While presenting every attraction to the health-seeker, the Valley and its cities and towns do not offer an asylum for indigent people who wish to regain health. Living is moderate, comparing favorably with most western communities.

Persons coming for health should arrive with sufficient money to pay all living expenses for at least a year. Opportunities for people who are seeking light employment are few. There are many who, with some means at hand, come to these communities, and these persons are willing to work for a small compensation.

EMPLOYMENT

In all of these places there is an ample supply of help in occupations where light labor is performed. There is no demand for those who are looking for "soft jobs." All cities and towns are complete with up-to-date stores and all the other details which go to make modern communities.

IRRIGATED AGRICULTURE



AGRICULTURE is the most healthful, most useful and most noble employment of man."—Washington.

Agriculture is carried on under ideal conditions in the Salt River Valley.

We will quote at first from the Bulletin of the Department of Agriculture, which reads as follows:

"Land surfaces in the Salt River Valley are very smooth, requiring little leveling, and slope from less than 10 to as much as 20 feet to the mile. Such slopes afford excellent gradients for ditches and facilitate irrigation. The average cost of bringing land under irrigation in Salt River Valley is therefore minimum."

Some of the important crops grown in the Salt River Valley:

ALFALFA

Alfalfa is by far the most important crop. It yields five to six cuttings of hay, or, if desired, produces profitable crops of seed; affords two or three months' pasturage, convertible into mutton, beef and dairy products; endures well both extremes of temperatures, and, with all this, enriches the soil for other crops, and therefore is perfectly adapted to the conditions and needs of the region. During the past season alfalfa has sold for \$15 per ton and costs to produce from \$2.00 to \$3.00 per ton. A larger profit is realized by those farmers who are feeding their alfalfa to livestock,

such as dairy cows and hogs. The price for hay in the stack is not less than \$10.00—if it can be bought for that price.

COTTON

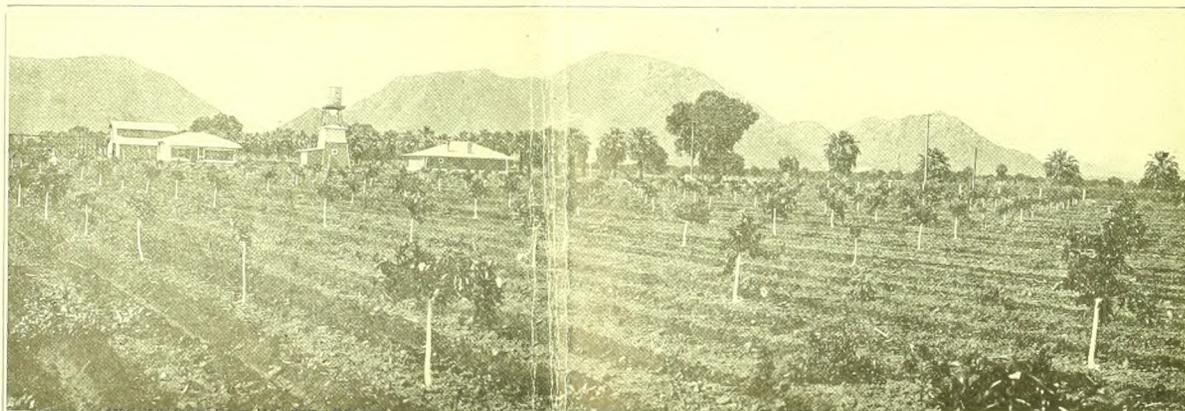
In the 1916 season about 7,000 acres were planted to Egyptian Long Staple Cotton. This high priced variety yields, under proper cultivation, a bale to the acre, which has brought this season from 30 to 50 cents to the pound. Buyers guarantee the 1917 crop to bring at least 30 cents. The acreage for the season of 1917 is more than 25,000 acres.

GRAINS

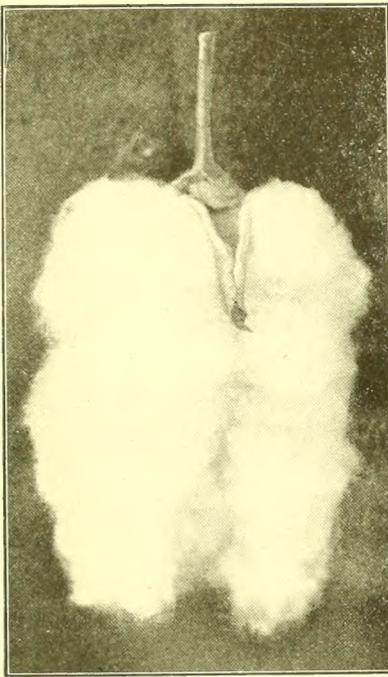
Grains are grown with success, and profits are not small. Grains are usually planted on new land. The variety is mostly barley, oats, or wheat which is used locally. Grain is often followed the same season with milo maize or corn. The returns from two-crops-a-year farming run into handsome figures.

CANTALOUPE

Cantaloupes and melons are grown and shipped in large quantities. Prices are good, reaching \$5.00 to \$7.00 a crate. The Salt River Valley cantaloupe is well known for its excellent quality. It is the equal of the famous Rocky Ford. The returns during the 1916 season averaged \$150.00 an acre. The land in many parts of the Valley seems particularly adapted to cantaloupe and melon crops.



A YOUNG CITRUS GROVE



BOLL OF LONG STAPLE EGYPTIAN COTTON

OTHER CROPS

Beans, peas and other vegetables grow in endless variety. Perhaps a further reference to the U. S. Department of Agriculture Bulletin 235 will fit in here.

In this bulletin there is shown, in tabulated form, the products appearing monthly, in the Salt River Valley market. They are:

January—Oranges, grapefruit, lettuce, spinach, rad-

ishes, cauliflower.

February—Oranges, lettuce, beets, turnips, cabbage.

March—Strawberries, asparagus, carrots, green onions.

April—Strawberries and mulberries, peas, cabbage, lettuce, onions.

May—Strawberries, blackberries, plums, apricots, peaches, green corn, squashes, new potatoes, string beans.

June—Strawberries, blackberries, figs, plums, apricots, tomatoes, melons, peaches, squashes, cucumbers, onions.

July—Apples, pears, grapes, figs, peaches, sugar beets, cucumbers.

August—Grapes, figs, pears, almonds, peaches, chilies, egg plant, beans.

September—Dates, melons, pears, grapes, pomegranates, peaches, chilies, egg plant, potatoes, beans.

October—Dates, quinces, grapes, pears, apples, cucumbers, squashes, string beans.

November—Dates, olives, grapes, oranges, pears, strawberries, celery, lettuce, beans, squashes, potatoes.

December—Dates, olives, oranges, pears, celery, radishes, beets, lettuce.

YIELD PER ACRE

The Bulletin, continuing, says that "under irrigation, the yields of the crops best adapted to the region (and this means all of them) 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 of Southern Arizona are as follows:

Alfalfa hay, 4 to 8 cuts, 6 to 12 tons.

Alfalfa seed crop, 1 cut, 65 to 650 pounds.

Barley, 1,800 to 2,500 pounds.

Wheat, 1,500 to 2,400 pounds.

Barley hay, 4 tons.

Wheat hay, 3½ tons.

Sugar beets, 9 to 19 tons.

Potatoes, 3,000 to 15,000 pounds.

Watermelons, 13 tons.

Dates, 50 to 250 pounds per tree.

Cabbage, 14,000 pounds.

Onions, 5,000 to 20,000 pounds.

Tomatoes, 10,000 to 27,000 pounds.

Cantaloupes, 100 to 340 standard crates.

Strawberries, 3,500 to 14,000 34-pound boxes.

Egyptian cotton lint, 400 to 1,000 pounds.

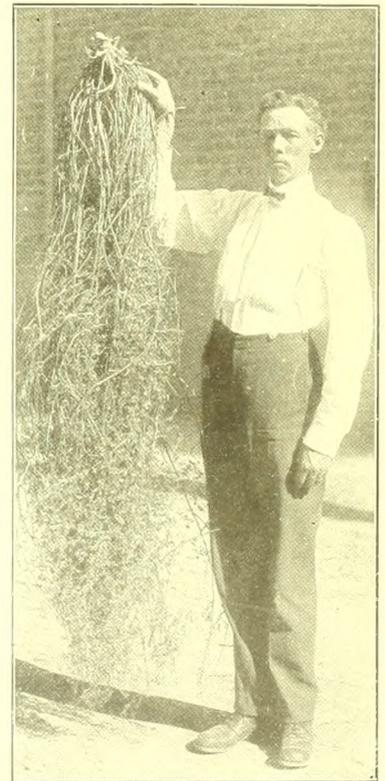
Indian corn, 2,000 to 2,800 pounds.

Seedless raisins, 6,000 to 8,000 pounds.

Oranges (young trees), one-half to 5 boxes per tree.

STOCK GROWING

Cattle come from the ranges over all Arizona and from other states into this Valley to be fitted for market.



ALFALFA AS IT GROWS IN THE SALT RIVER VALLEY



A THREE-YEAR-OLD PEACH ORCHARD

as many as 50,000 head being "turned off" in prime condition in a single year. They are put on the alfalfa fields, or run to alfalfa hay in the stacks, and are sometimes kept on hay while land is being irrigated. These range cattle are fattened at all seasons, grazing chiefly on alfalfa, but during the winter months the grain fields are fed off to prevent a too rank growth. Many farmers own ranges in the mountains, but the general practice is to buy stock cattle for feeding. Two steers can here be fattened on one acre, but three steers on two acres is conservative. This putting meat on a frame is good business where the bulk of the food consumed is devoted to growth.

MODERN METHODS

Modern methods of fattening are quickly being adopted by the up-to-date farmers. Here is alfalfa, the ideal feed, right at hand, and along with it is molasses from the beet sugar factory; cotton seed meal from the gin, and beet pulp, if you want it. There are also milo maize, kaffir corn, feterita, and an endless variety of crops which are especially destined to suit the needs of the stock grower and farmer who wants to fatten cattle. The rule in the Salt River Valley will soon be, a few head of stock on every farm.

There is money in cattle today; there will be more tomorrow. Some elements besides the beef trust enter into the cost of living. Great cattle ranges are failing, are being exhausted by overstocking, are being circumscribed by the demands of agriculture. In the Southwest, in Colorado, Wyoming, Idaho, Montana, the Dakotas, Texas, everywhere, the business of the great grass feeding outfitters is being encroached upon by farmers, by failure of pastures, by dairy

farming, by the increased value of pasture lands.

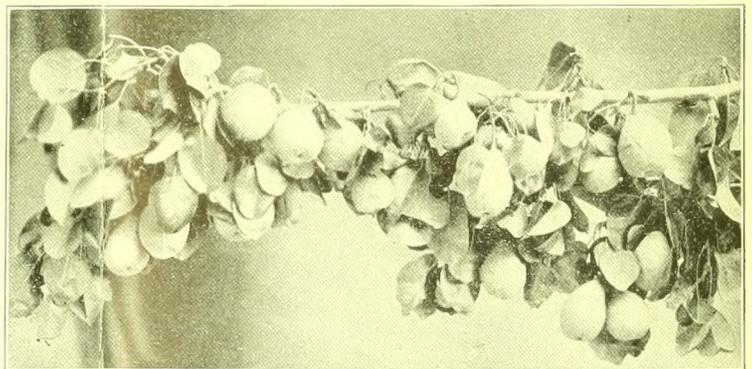
This condition of the livestock industry adds to the present and prospective value of these irrigated lands where such royal crops of meat making material can be grown. It makes the alfalfa fields a bonanza. *It puts on a substantial basis that farm which adds stock raising to alfalfa growing.* There is no middle man between such a farmer and his market, and there is no worry about overproduction. The climate that jumps the growth of grass in the field, quickens the growth and maturity of the "beef critter." A feeder recently sent out eighty-one steers under two years old that averaged 1,137 pounds; they were in prime condition, and knew no ration but alfalfa. Here alfalfa is king.

THE DAIRY

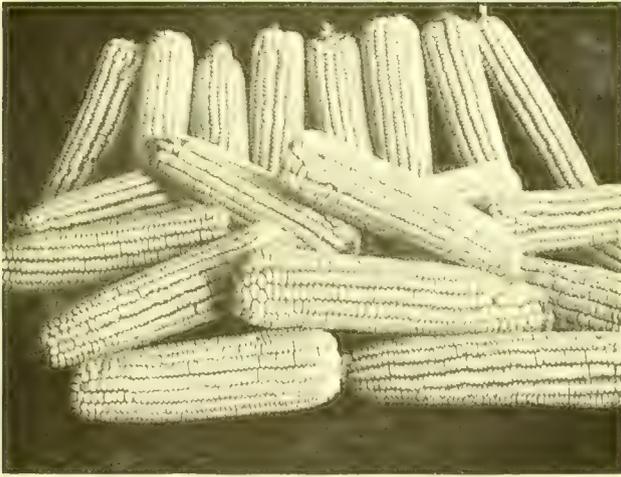
A great feature here is the vigor and healthfulness of the dairy herds. Arizona has wise livestock laws, and no diseased stock enters the State. No barns are required; no storage of winter feed is necessary; no cold to reduce animal heat, and green grass all the year—these factors mean money in the purse, and account for the big profits made in dairying.

M. M. Kibler of Mesa, Arizona, says:

"I began in the dairy business about five years ago, buying a small herd of cows on time and they have paid me well. For two full years my check from the condensery averaged \$8.25 per month for every cow that I had in my herd. The original herd long ago paid for themselves and today I have on my farm, which consists of forty acres of good alfalfa land, a total of fifty-eight head of stock, counting my work horses and young cattle and my herd of eighteen milk



PEARS AS THEY GROW IN THE SALT RIVER VALLEY



MEXICAN JUNE CORN

cows. There is an abundance of feed for all of them and I am putting up plenty of hay for winter.

"In my judgment it is much easier to make a success on a small place, such as mine, than on a large farm. My farm would easily produce feed for at least twenty-five cows and allow me to keep all the heifer calves until maturity and the steers until they are yearlings.

"I am now testing the individual cows in my herd with the Babcock tester and believe that after getting rid of the poorer cows, I will get much better results in the future than I have previously done. You can't say too much for the dairy business in this Valley."

John Brown, who conducts a ranch near Mesa, Arizona, tells of his experience in the letter quoted below:

"After trying a number of different lines of farming, I have come to the conclusion that nothing pays quite so well in this Valley as the dairy business. I now have sixty-eight cows milking and am selling my milk to a condensery. My cows are paying me from \$8 to \$9 per month. It is my intention to increase my herd as rapidly as possible to at least 100 head.

"A few years ago, I had an opportunity to demonstrate just what can be done with dairy cows on a small ranch. I had forty acres of alfalfa and put on it a herd of forty cows, which I bought on time. For two years this herd was maintained entirely on this 40-acre tract. During this time, from the proceeds of the milk, the operating expenses of the ranch were paid as well as the entire purchase price of the cows with interest. It is only fair to state that the stand of

alfalfa had been considerably injured by keeping the stock constantly on the fields but I am fully convinced that it is entirely practicable to keep at least one cow per acre of land if a good portion of the feed is cut and hauled to the cows instead of pasturing them altogether."

There are many dairy herds in the Salt River Valley, including purebred Jerseys, Holsteins, Ayrshires, Dutch Belted and Durhams. These famous herds have won prizes all over the country, and are rated among the premier herds in the United States. The improved one of the dairy cattle is noted every year. The farmers are not now keeping the "boarder" cows so general a few years ago.

The greater portion of the products of these herds is sold directly to the creameries. The dairyman separates the cream and the creamery wagons call for it. The milk is kept at home for the calves and pigs. Auto trucks call all over the district.

It is only necessary for the farmer to have a clean milking place, and most of the farmers milk in open corrals. Dairy cattle break all records here; the breeds are superior; they can be properly nourished and otherwise given good care. This and the mild climate give the dairy cow a proper chance to earn a living for the family and something to spare for the bank account. The number of dairy cattle increased 40% during 1916. By far the highest percentage of increase of any State in the Union. This fact alone speaks volumes, for if dairying were not profitable, others would not go into the business.



CANTALOUPE, AN IMPORTANT CROP



PIGS AND ALFAFA ARE PROFITABLE

HOGS

Hogs are raised with less trouble and danger from disease than elsewhere. Here again the natural conditions are found to be the farmers' best friends. The dry air, warm, sunny days are the best of disease destroyers. Thousands of hogs are in the valley. On one farm alone there are over seven thousand hogs, of which over three thousand are brood sows.

SHEEP

It has remained for the Salt River Valley to develop the perfect utility sheep. Here the animal is a worker as well as a food and clothing provider. Sheep are found very valuable in keeping ditch banks clean. They fatten quickly, and a market is at hand for wool and mutton. In addition half a million sheep or more are brought into the Valley from the desert range for fattening and for lambing. Some farmers find good profit in fattening sheep on alfalfa or on mixed rations.

POULTRY

It is just as easy to raise turkeys as to raise chickens, and both are easy tasks, and profitable. We need more poultry farms. Money is to be made in eggs. The turkeys forage in the fields. They are great rustlers, keeping fat on the insects. Good prices are obtained for all poultry products. Big shipments of turkeys are made out of the Valley, and several large turkey and chicken ranches are now being established by outside parties, who appreciate the choice quality of the birds grown here. The ideal poultry feeds grow plentifully and can be bought at reasonable prices. The feeds are in endless variety. Poultry associations are

organized for co-operation and advice. Individual farmers are owners of many choice birds, and plan successful shows each year.

GARDEN TRUCK

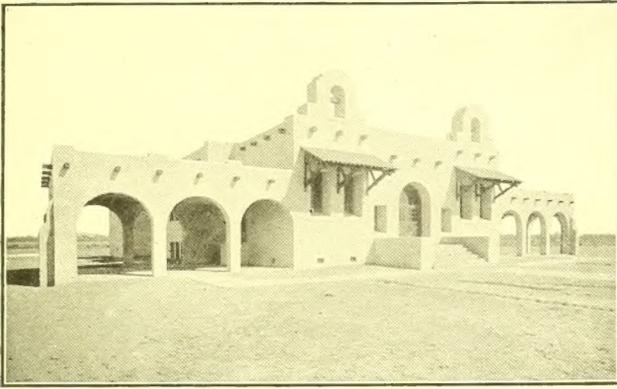
Garden truck and vegetables grow to perfection. Especially famous is the lettuce which is raised here. It is shipped to important markets and commands good prices. Green peas, cabbage, cauliflower, in fact, all of the vegetables mentioned in the Department of Agriculture list are being grown with profit.

FRUITS

In the long list of crops maturing by months are to be noted many fruits. While apples are usually associated with colder climates, many fine quality apples are grown. It is, however, to the peaches, apricots, pears and other deciduous fruits that we shall now refer.



A BEARING DATE-PALM



ALHAMBRA DISTRICT SCHOOL

PEACHES

The favorite varieties are Elberta, Salway, Crawfords (early and late), Heaths', Phillips', Tuscan Clings, and others. Trees begin to bear the second year, and thereafter yield good crops regularly. Late frosts, dangerous to blossoming periods, are practically unknown. Peaches begin to ripen at the end of May and if the range of variety is large enough picking can be continuous until December.

APRICOTS are very early ripening, and can be marketed before the crop from any other section. Good prices are obtained, and there is a big demand for all the crop. Newcastle, Blenheim and Royal are the principal varieties.

PEARS are a favorite fruit in this favored section. They are uniformly profitable to the growers. Many splendid specimens have been produced. Pears tipping the scales at forty-seven ounces each were exhibited at the Arizona State Fair in November, 1915.

PLUMS. A large variety are grown with success. The plum was one of the first fruits to be successfully produced in this part of Arizona. The chief varieties are Burbank, Kelsey, Satsuma and Wickson. These, and many others, all do well and find a ready market. The yields are good and trees thrifty.

FIGS, on account of the tender nature of the fruit, are not shipped to distant points. The trees bear splendidly and the fruit is perfect. A ready local market handles the crop at profitable prices.

SMALL FRUITS do well. Money is made in blackberries and in strawberries, which grow to perfection. Grapes, in great variety, are planted extensively. They are shipped in quantity, and there is also a large local demand.

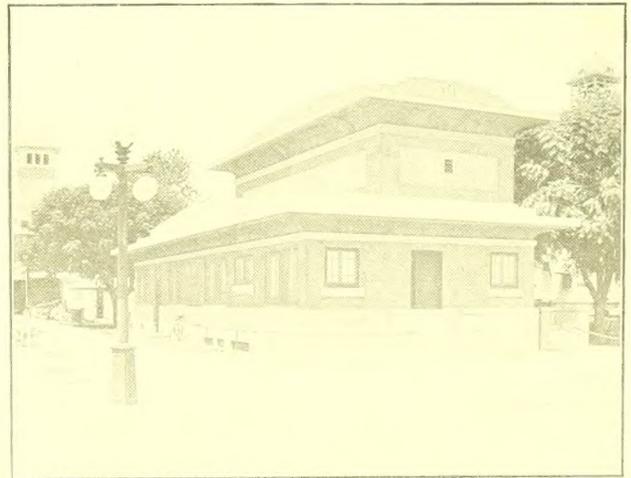
DATES. The date industry is growing. The largest date orchard in the United States is at Tempe, Salt River Valley. The groves of these beautiful trees will soon form another distinctive feature of the Arizona landscape, and the marketing of the delicious ripe fruit add more fame to the Valley.

OLIVES. The olive tree is perfectly at home here in the Salt River Valley. The climate seems to be suited exactly to the trees, and they thrive splendidly. The age at which the trees bear varies according to the variety, usually, however, about the fifth year. At ten years each tree should yield about 100 pounds or more. The olives are sold locally, and bring prices varying from \$35.00 per ton for oil up to \$100.00 or more for different varieties of pickling olives.

The life of the olive tree is proverbial. It is the "old man" of the orchard. The varieties most favored locally are the Manzanillo and Mission. These are good for both oil and pickling. Net profits of \$200.00 to \$300.00 an acre from well established groves are not uncommon.

ORANGES. Arizona oranges have no superior. They ripen very early. They are thin-skinned, very rich in juice, have a choice flavor and are delightfully sweet.

The product is a leader in the orange markets, and commands fancy prices, usually \$2.00 or more a box higher than any other orange. The grapefruit and the lemon are also of a choice quality. It is the quality product that is in demand today. The "best" is what the markets call for, the top prices go to the finest quality.



WOMAN'S REST COTTAGE, PHOENIX

Here is where quality is first consideration. Here is where a small place, with choice product, means a living worth while to the Farmer and Fruitgrower.

THE HOME

Here the roses are delightful in winter. Very quickly the settler can surround his home place with delightful shade trees and flowers a-plenty. The home can be a true one in every sense. Every variety of plant life flourishes quickly. New buildings can soon be covered with creepers, and sheltered. The home orchard can contain every fruit known to the table, and flowers can be added every month in the year. This is the land of the small farm with every acre under intensive cultivation. Today land prices are reasonable and terms of payment can be made very convenient. Come out and look over the Valley before all the best bargains are gone. The best is none too good for you.

GET YOUR SHARE

In all, the Government has expended over \$10,000,000.00 on this great project. *It is for the people.* The water goes with the land purchased. The water cost is the cheapest we know of and in a few years, it is believed, will be delivered practically without cost. The

area of land is limited. The opportunity is now. *Think it over.* You want to be a stockholder in this big \$10,000,000.00 project. You can be by owning land in the Salt River Valley. In a little while title to an acre of land here will be a *gold bond* that will pay a big dividend. *Your project will be selling \$1,000,000.00 worth of electricity a year. Your project will be selling water to lands outside the project area, and your land will be yielding immense returns from crops of every variety.*

Irrigation is the key to successful agriculture in Arizona. Here you have the ideal combination, water and land, both perfect, with a climate that makes for health.

We cannot cover every crop and every condition in a folder. Many subjects are crowded out. But come and see. You will then be convinced and delighted.

Let us hear from you.

COMMISSIONER OF IMMIGRATION,

Care of CHAMBER OF COMERCE,

PHOENIX ARIZONA.

THE BUCKEYE VALLEY



SOME distance West of Phoenix and practically a continuation of the Salt River Valley is the Buckeye Valley. The Buckeye Valley is about ten miles wide and twenty miles long. The general conditions of soil and products are practically the same as those prevailing in the larger and better-known valley to the East.

The irrigation system in the Buckeye Valley is under private control and consists of diversion dams which elevate the waters of the Gila River and enable same to be distributed over the valley lands.

The section is noted for its fat cattle, hay, grain and alfalfa seed. The farmers are generally very prosperous, for in addition to two crops of hay from their alfalfa fields, they harvest from three hundred and

fifty to five hundred pounds of alfalfa seed per acre. As alfalfa seed cannot be successfully raised everywhere and the demand is increasing each year, this section has a great advantage.

The farmers own the canals, and although they have no reservoir to draw from there is an abundant supply of water at all seasons. The great amount of irrigation throughout the Salt River Valley, which lies above the Buckeye Valley, seems to increase the water supply so that the farmers in the Buckeye Valley can depend upon a constant flow for irrigation.

There are several small towns in the Buckeye Valley region. About 50,000 acres of land in all is under cultivation from the various canal systems. The region is connected with the Salt River Valley and Phoenix by rail. Land prices approximate the same as in the Salt River Valley.

Maricopa County, Arizona—To the Front



TEN and a half million dollars is the estimated value of the crops of Maricopa County, Arizona, for the past year, according to the most accurate figures available to the Farm Bureau of Maricopa County. From figures given by the United States Department of Agriculture the total crop value of the State was estimated at \$18,626,000, thus indicating that the value of the crops in Maricopa County represented 57 per cent of the crops of the entire State.

The principal crops entering into this grand total were 100,000 acres of alfalfa which produced hay valued at \$5,000,000. Grain sorghums on 35,700 acres, produced more than \$1,250,000. Thirty-one thousand acres of barley, wheat, and oats, together with the cotton on less than 10,000 acres, produced \$2,000,000 more. Cantaloupes and watermelons brought the farmers more than a quarter million dollars; and fruit, garden, and truck crops, produced a half million dollars more.

The figures given above do not by any means indicate the actual cash received by the farmers for their products, as they have learned that in the long run it

pays to feed their hay and grain to dairy cows, beef cattle, hogs, and poultry.

The dairy products bring to the county more than \$2,000,000 annually. The increase in value of the dairy cattle in 1916, on the Salt River Project alone, was \$1,328,595 more than the valuation in 1915. A part of this was, it is true, for cattle which were shipped into the county from other states.

Probably 30,000 beef cattle are fed annually in the county, at a good profit. No accurate figures are available showing the number of hogs produced, but it is not at all improbable that the industry may bring close to \$1,000,000 to the farmers of the county.

Poultry, usually considered a small business, nets the farmers and poultry breeders more than \$300,000 each year.

The prosperity of Arizona is not by any means confined to Maricopa County, on the contrary it is due in no small degree to the general prosperity.

Eight hundred thousand range cattle and almost 2,000,000 sheep graze our national forests and the ranges of the State, and with yearling steers bringing \$33 per head and wool worth thirty-five cents per pound, and spring lambs \$12 per hundred-weight, the revenue from these sources adds to the general prosperity, puts money into circulation and benefits all.

ISSUED BY

COMMISSIONER OF IMMIGRATION

UNDER AUTHORITY

THE BOARD OF SUPERVISORS OF MARICOPA COUNTY, ARIZONA

1917

FOR FURTHER INFORMATION REGARDING THE SALT RIVER VALLEY AND MARICOPA COUNTY WRITE TO

CHAMBER OF COMMERCE.....	Phoenix	BOARD OF TRADE.....	Tempe
COMMERCIAL CLUB.....	Mesa	BOARD OF TRADE.....	Higley
BUSINESS MEN'S ASSOCIATION.....	Glendale	COMMERCIAL CLUB.....	Gilbert
CHAMBER OF COMMERCE.....	Chandler	BOARD OF TRADE.....	Buckeye

OR

THE COMMISSIONER OF IMMIGRATION

Care THE CHAMBER OF COMMERCE,

PHOENIX, ARIZONA



Lands in the Salt River Valley are under
the World's Most Complete
Irrigation System

