

**Chandler  
Heights  
CITRUS TRACT  
CHANDLER, ARIZONA**

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# WHY THE WORLD IS CITRUS MINDED

**R**OMANCE and tradition are still entwined in the growing of oranges and grapefruit. From time immemorial it has been the desire of every bride to wear a wreath of orange blossoms at her wedding. In the days of the early Padre Fathers, the orange tree was first introduced for its fragrance and ornamental decorations. At many of the old Spanish Missions there are standing today several of these trees, still breathing fragrance in their blossoming time and lending beauty to the landscape.

Today oranges and grapefruit are a regular recognized necessity upon the dining tables of America. Physicians recommend them for their health-giving qualities and high vitamin content. Leading dentists claim that many of our old convictions about teeth and their care are being thrust aside these days by the scientific discoveries of a dentist in Boston, Dr. Percy R. Howe. In the October 1930 issue of the American Magazine appears an article on the work of Dr. Howe, head of the Forsythe Dental Infirmary of Boston, and lecturer at the Harvard Medical and Dental School. It says in part:

"Drink a pint of orange juice a day and you'll forget what a dentist chair looks like. Not only that, you'll seldom have to go to a doctor."

This advice of our doctors today is one of the many factors that has caused the consumption of citrus fruits to increase with enormous strides. **NO OTHER INDUSTRY RECEIVES THIS FREE PUBLICITY.** The quality of oranges and grapefruit has been developed to such a state of perfection that they are a delight to the palate without the use of sugar. Arizona grapefruit is entirely free of the bitter taste so pronounced in earlier days in other districts. These factors were partly responsible for the consumption last year of over 6,300 carloads of citrus fruits in the making of citrus drinks alone, which at an average low price of ten cents a drink, represents a volume of over \$60,000,000.00 in the citrus juice business.

The history of Oranges shows that during the past twenty years, the use has increased over 400 per cent with a steady rise in price. The history of Grapefruit should surpass this record, for at the present time only a relatively small per cent of the people have ever tasted it. Is it any wonder that the bank accounts of the citrus growers are increasing each year when people are thinking citrus, talking citrus, and consuming more and more citrus fruits each year? » « » « » «

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# AREA LIMITED

**I**N ALL the world there are but few places where citrus fruits can be produced commercially. Certain requirements are necessary for its growth and fruition and it may well be termed the Aristocrat of all fruits. Chief among the things necessary for the successful growth of citrus fruits is a certain type of soil characterized by texture and certain mineral elements, and a climate of almost continuous sunshine.

This subject of sunshine is deserving of special consideration. Citrus is essentially a sunshine product, and has been well named "STORED UP SUNSHINE." California and Florida have long been favorably known as producers of oranges and grapefruit because they have a few spots with mild temperatures and many days of sunshine. Today Arizona, with her greater quantities of sunshine than either of these states, or Texas, is commanding the lead with her golden oranges, bright yellow grapefruit, and more luscious quality. Not only does she lead in finer quality fruits, but also in greater profits to the grower.

Even in Arizona some spots are more highly favored than others for the production of both quantity and quality in citrus. Among these most favored spots is **CHANDLER HEIGHTS**.

Trees bear early here. Just arriving at three years of age.



PROPERTY	NUMBER
OF	59829
TREES	RECEIVED MAY 17 '51

Economic security awaits the owner at Chandler Heights.



## CHANDLER HEIGHTS

**I**T IS conceded by the best citrus authorities that nowhere else in Arizona are the essential conditions for citrus growing more fully met than at Chandler Heights, the highly recognized citrus belt of Maricopa County. The semitropical climate, with almost continuous sunshine for a year-round growing season and the excellent water from this district, combined with the silt and decomposed granite soil, makes it ideal in providing every need for successful citrus culture. This development consists of more than 5,000 acres in a magnificent scenic setting at the foot of the sheltering Santan Mountains, where the natural topography of the property is perfect for easy and economic irrigation.

Lying along the Hunt Highway from Phoenix and Chandler to Tucson, by the way of Florence, at an elevation of 1,450 feet above sea level, Chandler Heights commands a picturesque view of the beautiful valley made famous by the Roosevelt Dam.

# SUMMER SPENDS ITS WINTER AT CHANDLER HEIGHTS

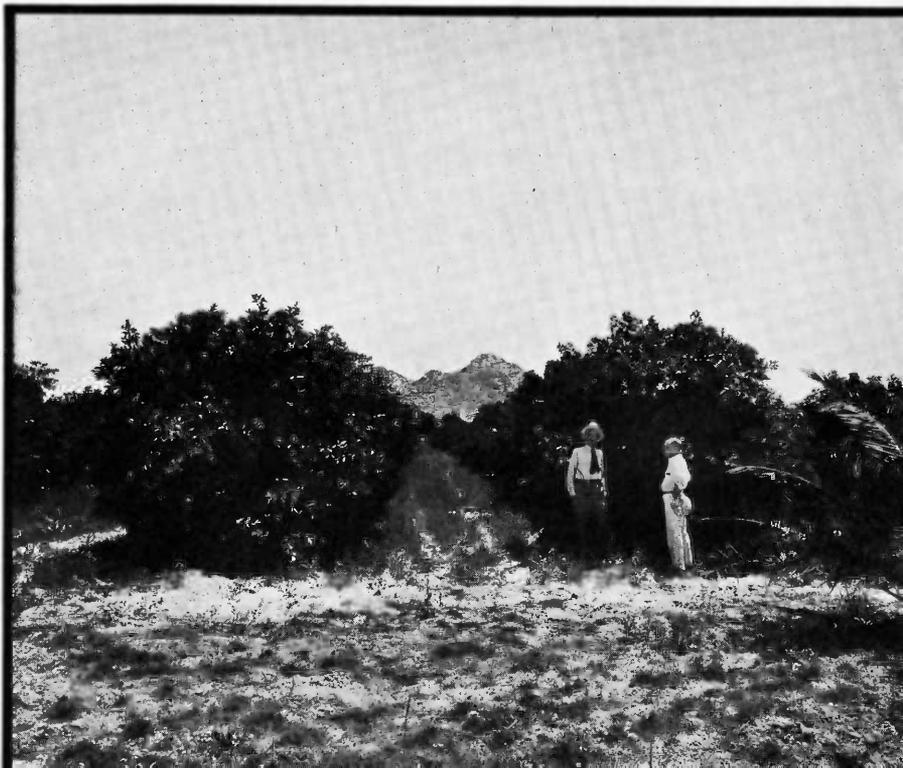
**CLIMATE:** The climate of this section of Arizona is ideal for citrus. Here the sun shines almost continuously the year 'round. Blizzards, hurricanes and snow storms are unknown. The days are brilliant and balmy, and those seeking recreation find no interruption in daily golf, motor trips, picnics and all outdoor pleasures. (A six hour drive by auto from Chandler Heights brings one into the famous Tonto Basin country, noted for its excellent trout fishing and the home of wild game, including wild turkey, deer and elk.)

With such a remarkably healthy and pleasant climate, it is only natural that each year more and more people are coming here to make their home.

**TEMPERATURE:** Thermal conditions at Chandler Heights rank high. Records kept for several years show that on these sunny slopes the temperature is warmer than on the lower Valley levels. The reason for this is Air Drainage.

During the unusual cold winter of 1929-1930, when other districts were suffering from the cold weather, young groves at Chandler Heights and even the tender nursery stock were not affected.

**AIR DRAINAGE:** Air drainage is an important factor in the selection of a citrus location. In simple, it is the operation of one of the ordinary and most easily understood laws of nature, by virtue of which warm air rises and cold air descends. The ground slope at Chandler Heights approximates 40 to 50 feet to the mile and provides both the water drainage and air drainage so vital to successful citrus growing.



An older grove in the Salt River Valley.

# OUR FRUIT KISSED BY WINTER'S SUNSHINE

**E**ARLY CROPS: This constant sunshine, combined with the long growing season, absence of fog, dry air and pure atmosphere, bring our fruits on the market at a time when prices are at the best.

**SUGAR CONTENT:** The same features that favor this section with early crops are also the ones that give our citrus fruits their high sugar content and unexcelled quality. This sweet delicious flavor has made Arizona citrus fruits world famous and insures them a ready market at fancy prices. These factors, combined with lower production costs, are the reasons why Arizona Citrus Growers enjoy larger profits per acre than growers of other localities.

**GRAPEFRUIT:** No section of the globe produces a more beautiful grapefruit than this district, in fact, many claim them to excell all others. They come on the market between crops of other districts — another reason why they command top prices.

Trees come into bearing early in this section. A substantial return can be expected after the tree is three years old. Some well fertilized and cared for groves have produced during their third year from \$150.00 to \$250.00 per acre. After this period the tree's production steadily increases until it attains its full maturity.



Two types of beauties at Chandler Heights.

He is proud of this three year old Grapefruit tree at Chandler Heights.



## ORANGES

**A**RIZONA oranges are of exceptional quality—as fine as those grown anywhere in the world. In flavor and texture, they are unexcelled, being deliciously sweet and juicy. Rinds are smooth and thin — their rich coloring being almost as deep as that of the tangerine.

**NAVELS:** All navel oranges in this section can be harvested before Christmas — just ahead of the California crop and at the peak of the Nation's demand for the golden fruit. The Arizona Navel has brought from a dollar to a dollar and a half more per box than those of other states.

**VALENCIAS:** In competition with all other Valencia oranges, the Arizona Valencia took the sweepstakes at the National Orange Show, held at San Bernardino, California, in February 1929 and '30.

Valencias are good bearers in this district, and should form a portion of the orchard planting. Like all citrus fruits of this section, they are a delight to the eye and the palate, and command a ready and high-priced market.



Great volumes of water rush forth from the wells at Chandler Heights Citrus Tract. This is Well Number One.

## LESS COST -

**FREEDOM** from PESTS: Scale, the dreaded pest of other citrus growing districts, is unknown in Arizona's dry, sunny climate. Therefore, fumigation, with its heavy costs is entirely eliminated.

**NATURE'S FERTILIZER:** This Valley is well known as a stock fattening and dairying district. This means a large supply of cheap natural fertilizer.

It is a prolific producer of hay and alfalfa. Alfalfa hay and straw, containing large quantities of nitrogen, produced at the grove owner's back door, provide the best of food for the tree and fruit, and give the grove owner here an unequalled advantage.

**WATER:** Water is truly king in the growing of citrus. It must be available when needed. Dry weather or drought in the Valley cannot affect Chandler Heights, for we are not dependent on rains to moisten the ground, or to fill mountain lakes and streams. Our water is supplied from wells which tap great supplies of underground percolating waters. The water is of the finest quality, and flows from the pumps at a warm temperature — another reason why our trees grow so rapidly.

The lands at Chandler Heights are included in what is known as Chandler Heights Citrus Irrigation District, formed under the Laws of the State of Arizona, to avoid any possibility of private manipulation, and to assure every grove owner in the District a voice, not only in the management of the irrigation system upon acquisition by the District, but in the election of a board of directors, who will control its operation. The mutuality and cooperation thus provided is a wise one. It places the important feature of irrigation in the hands of the grove owners themselves under the rules and regulations laid down by the State, and insures them the obtaining of water at cost.

**NOTE:** Technical data is available for all those desiring the same, regarding water analyses, etc.

Golden Fruit ready for all parts of the world.

## MORE PROFIT

**SOIL:** The soil of Chandler Heights is composed of rich sandy loam, silt and decomposed granite. It is comparable to the very best type of garden soil and is recognized by citrus experts as the ideal soil for the successful growing of citrus. It is extra deep, unusually retentive of moisture and easily worked — these essentials (combined with perfect soil drainage) insure proper root growth.

Tests made in the month of October, 1930 on trees planted in the spring of that year show that the average root growth was from two and a half to three feet. This is a remarkable growth for trees that are but six months old and is proof of the adaptability of our soil for citrus culture.

**MARKETING:** Marketing conditions in this district are excellent. Our Citrus Growers Association is affiliated with the California Fruit Growers Exchange — a non-profit organization and one well known throughout the world as the best organized industry in the United States. Its object is to develop the national and international market for California and Arizona citrus fruits, and to date it has spent over \$13,000,000.00 in developing the "Sunkist" brands. This money has been judiciously expended through the columns of the press and our foremost magazines, until today the American public, and in fact many people of other countries, call for and will accept only the "Sunkist" brands.

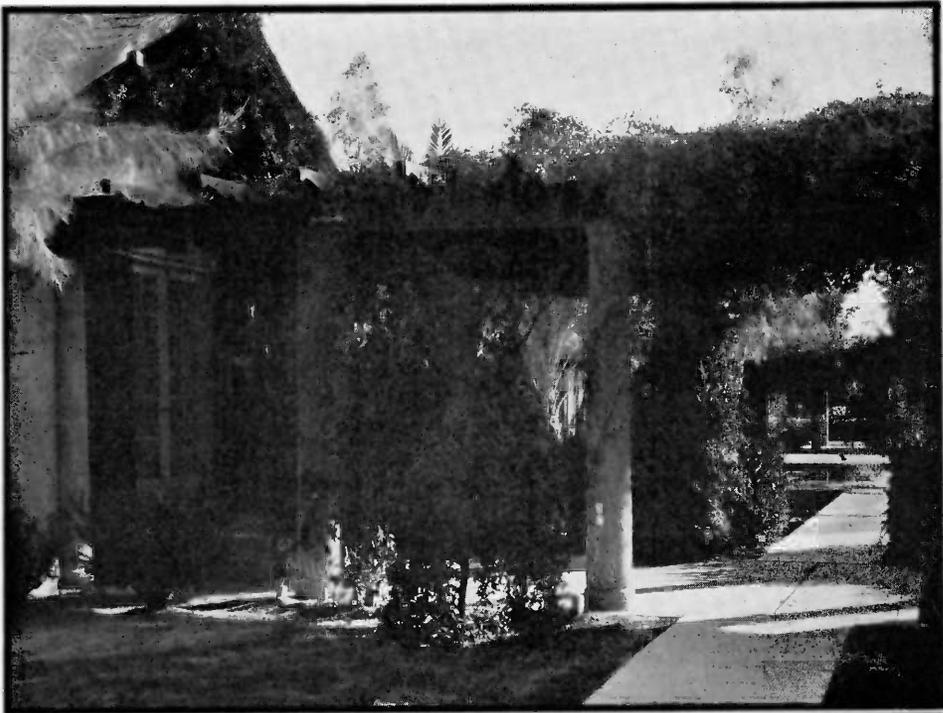
Citrus growers of California and Arizona are the only ones who can avail themselves the privilege of using the label "Sunkist".

The Association will pick, pack, ship and sell your fruit, and hand you your check. Thus fruit is handled from tree to the retailer without supervision or effort on your part, if you so desire.





Examination and ap  
A little corner of Ch  
Dreams come true in  
Arizona.



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ARIZONA  
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Seventy-five thousand young trees at Chandler Heights Nursery, each receives individual attention.

## OUR SERVICE

**PLANTING and CARE:** The Chandler Heights Citrus, Inc. has arranged a unique and economical plan for the planting and care of citrus groves at Chandler Heights. Under this plan an owner may, if he wishes, retain his present location and business until his grove is brought up to the production period, or until such time as he may choose to locate here.

This service is handled under a planting and care agreement whereby the grove owner pays on a basis of the labor and material that actually goes into his grove. Under this agreement the grove owner is obtaining the utmost value for his dollar. This policy produces high type orchards at Chandler Heights and at low cost. No plan could be more fundamentally sound and square for all parties concerned.

Your grove is at all times under the supervision of men whose knowledge of the citrus business has been obtained through years of actual experience. These men are always available to grove owners for consultation and assistance. Any time you wish to take over the care of your grove, or should you wish to plant and care for your grove from the start, our men will gladly instruct you in the modern methods of citrus culture.

Citrus growing is not a complicated enterprise, but like any industry, there are a few fundamental principles to follow in order to obtain best results. These principles are easy to learn and in a short time you should be able to successfully handle your grove in a way that it will return the greatest profits.

**NURSERY:** To enable owners of property at Chandler Heights to start their groves on a sound economic and successful basis, we own and operate one of the largest and best nurseries in Arizona. Every bud used is from certified trees with records of superior production.

This year, trees from these nurseries were supplied to grove owners at an estimated saving of from fifty to seventy cents per tree.

# CHANDLER HEIGHTS AS A HOME PLACE

**I**N THE laying out of Chandler Heights, ample consideration has been given to the community aspects of such a development.

At the high point of the gentle east-west rise, along the main Hunt Highway, is situated the Community Center — laid out along the same advanced city-planning lines that characterize the model city of Chandler itself, with provision for a park with green lawns, shade trees and flowers. With the remarkable soil of the Tract, and the ample water supply, in a very few years this park and the shade trees along the Community Center's streets will be an Eden of verdure.

The accessibility of the Tract to Chandler and Phoenix, over excellent automobile highways, is one of the most desirable features. The entire seven miles of the length of the tract is traversed by the Hunt Highway. From the Tract to the heart of Chandler is but a twenty-minute drive. This proximity to the business district of Chandler, with its excellent shops, department and hardware stores, as well as the handsome, well-appointed high school and grammar school system of Chandler, gives the resident citrus grower with a family, distinct immediate advantages, pending growth of Chandler Heights Community Center.

The Tract is less than an hour's drive from Phoenix, Arizona's metropolitan State Capital. In the other direction, only 85 miles, lies Tucson, site of the University of Arizona and the historic Mission San Xavier. For families with young people of college age, this makes it convenient for students to spend week-ends at their orange-ranch homes.

The population of urban Chandler is approximately 1,800, and the tributary or trading population is about 5,000. The population of Greater Phoenix is 90,000, and that of Tucson nearing 50,000.



●  
A home just completed at Chandler Heights. Many will follow like this.

# DEVELOPMENT COMPANY

**S**INCE Chandler Heights was first offered to the public, hundreds of acres have been purchased and planted to oranges and grapefruit. A large percentage of these owners are Arizonans who know that citrus is a safe investment and profit-making enterprise. On the other hand, many are located throughout the United States and bought after careful study and personal investigation of not only the citrus industry and Chandler Heights, but also the financial standing of our Company.

We shall be pleased, upon request, to submit the names of owners of property at Chandler Heights who may be living in your vicinity, in order that you may investigate us through personal acquaintance.

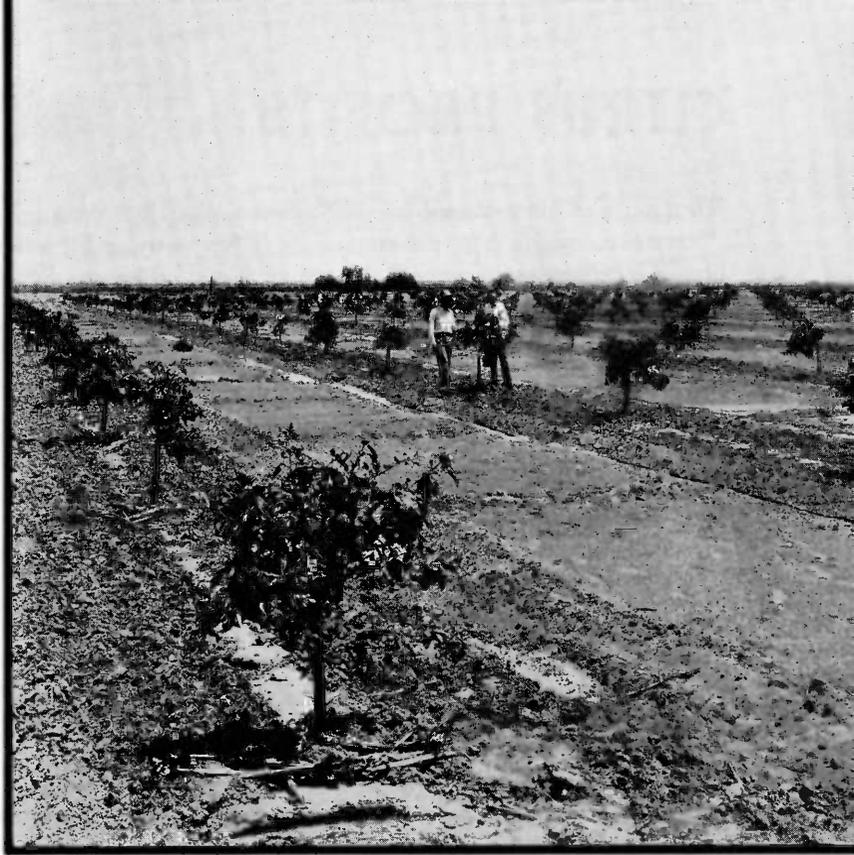
Remember — no development is stronger than the company back of it, and we invite you to investigate any of the vast enterprises of Dr. Chandler and his associates.

In addition to Chandler Heights Citrus, Inc., Dr. Chandler is President of, and operates the following enterprises: Chandler Improvement Company, San Marcos Hotel Company, Chandler Land & Securities Company, Consolidated Canal Company.



Three year old orange trees bordering one of the canals at Chandler Heights Citrus Tract.

A Grapefruit Grove at Chandler Heights Citrus Tract arriving at one year of age.



## GROVE OWNERS

**T**HE type of people who have become grove owners at Chandler Heights Citrus Tract is very gratifying. Among them are numbered bankers, farmers, doctors, lawyers, educators, business men and engineers. The ideal of this Company has not been to sell by means of a high pressure campaign, but to seek to obtain a personal examination of Chandler Heights Citrus Tract, and a thoro investigation by the prospective purchaser to enable him to arrive at his own judgment in the matter of a purchase. Many of our purchasers have, themselves, made a most careful analysis and have employed experts to assist them in arriving at a decision. These grove owners are the kind of people who are successful in life, who build a community, and who champion high ideals. They are the class of people with whom it is a pleasure to associate. The community atmosphere reflected by this type of people is one in which you would be pleased to rear your children.

It is true that the character of a city or a community is a composite of that of the people who reside therein. The public and private buildings, schools, amusements and social life at Chandler Heights Citrus Tract will reflect directly the splendid body of men and women who are grove owners.

# CITRUS PROFITS

**T**HERE is an old and well-founded adage in the citrus growing industry which runs like this: "Take care of an orange or grapefruit grove for a few years, and it will take care of you for the rest of your life." Once you get it properly started, it should assure you future income, pleasure and profit.

Statistics show no other major farm industry making the high net return per acre on the investment as an orange and grapefruit grove. A careful survey shows that but very few business enterprises are as safe and sound as the growing of oranges and grapefruit.

Two statements from among many of Arizona's citrus growers:

Phoenix, Arizona,  
October 1, 1930.

Chandler Heights Citrus, Inc.,  
Chandler, Arizona.  
Gentlemen:

Last year I sold my crop from my ten-acre grove for \$6,094. This grove is planted to two-thirds Marsh grapefruit which is six years old and the balance to oranges five years old. On one acre of eight-year-old grapefruit, I picked 800 field boxes from 98 trees. In April 1930, I purchased a ten-acre two-year-old grove which adjoins my property, for which I paid \$2,150 an acre. Neither of my groves are for sale.

Yours truly,

(Signed) MRS. C. V. PARKER  
Corner 12th Street & Glendale Ave.,  
Phoenix, Arizona.

Phoenix, Arizona,  
October 1, 1930.

Chandler Heights Citrus, Inc.,  
Chandler, Arizona.  
Gentlemen:

I came to the Salt River from Pine River, Minnesota, three years ago and purchased a five-acre citrus grove on North 7th Avenue. This grove consists of one quarter grapefruit and three quarters oranges. I have picked two crops which have averaged a return of \$1100 per acre and believe it will average a return of \$1000 per acre over a 10-year period.

(Signed) JAY P. BREWER  
North 7th Avenue,  
Phoenix, Arizona.

# A WORD FROM OTHERS CONCERNING CHANDLER HEIGHTS CITRUS

Phoenix, Arizona,  
October 1, 1930.

Chandler Heights Citrus, Inc.,  
Chandler, Arizona.  
Gentlemen:

Twenty years' experience in growing nursery stock in the Salt River Valley has made me familiar with soil and climatic conditions and I have no hesitancy in recommending your location to anyone. Your citrus tract at the foot of Santan Mountain, I consider one of the most favorable spots in the Valley for growing citrus, and this is evidenced by the fine condition of your nursery and the remarkable growth made in your two-year-old grove. Chandler Heights I believe to be the warmest district under irrigation in this Valley and the best proof of this is the great number of Ironwood trees growing there.

(Signed) A. F. KAHLE & SON  
Arcadia Nursery,  
Phoenix, Arizona.

Phoenix, Arizona,  
August 13, 1931.

Chandler Heights Citrus, Inc.,  
Chandler, Arizona.  
Gentlemen:

During the fall of 1930 we purchased a tract of land at the Chandler Heights Citrus Tract. This tract was planted by the Company for us during the Spring of this year. We have just had the privilege of visiting our grove for the first time and making a general survey of citrus in this Valley.

We are highly pleased with our investment and the methods which have been employed by the Company in the planting, care and maintenance of our grove. We believe that the records of citrus during this period of depression are better than any other agricultural product and we are very gratified that we have our grove planted and coming forward to production.

Yours very truly,  
(Signed) J. B. WHITE and JOE WEBER

# RECAPITULATION OF WHAT CHANDLER HEIGHTS OFFERS

**W**E BELIEVE Chandler Heights offers the new-comer:

An opportunity for profitable investment in an industry that has made hundreds of thousands of families financially independent, under such prices and terms that the family of moderate means, as well as the man of wealth can take advantage of it.

An orange and grapefruit growing area unsurpassed in the west.

An opportunity to own an orange and grapefruit grove in a location that has been satisfactorily proven to be second to none.

Pure, plentiful water supply, prime soil, and the best of marketing facilities.

Freedom from the scale and pests that beset citrus growers in other states of the Union.

Convenient proximity to the shops and schools of the model city of Chandler, and to the metropolitan city of Phoenix, and the University city of Tucson.

Three hundred days of vitalizing sunshine, by U. S. Weather Bureau records, per year.

A home in the incomparable climate of Southern Arizona, with freedom from snow, slush, blizzards, hurricanes, tornadoes, flood, earthquakes and droughts — a home in a setting of orange groves, looking out upon scenic grandeurs that lure world-famous artists to paint them. A view of the entire Salt River Valley and its surrounding mountains.

The abounding health that Southern Arizona's climate brings, and an all-the-year-'round out-of-door life — the sort of life that adds years to the ordinary human span of existence. A paradise for growing children. » « » «

CHANDLER HEIGHTS  
CITRUS, INC.



City Hall at Chandler.  
Healthy youngsters at Chandler  
Heights Citrus Tracts soon to be  
like those below.  
Typical home in the valley where  
you live longer and happier.

