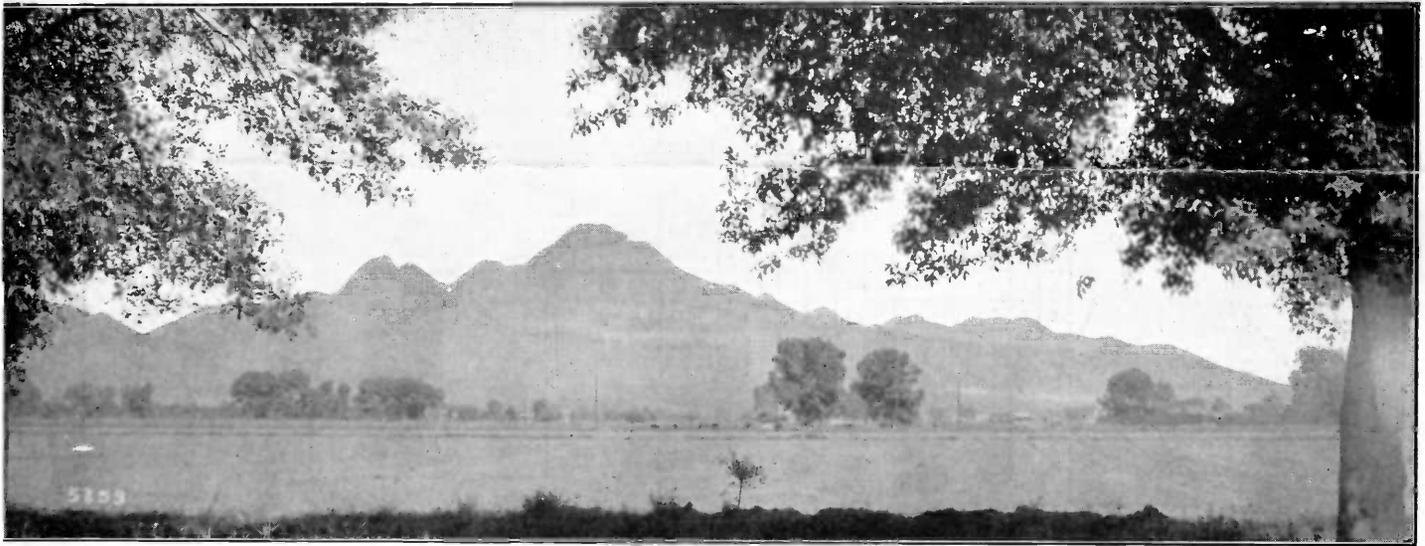


ARIZONA



Casa Grande Valley

ON THE MAIN LINE OF
The Southern Pacific



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CENTRAL ARIZONA LAND COMPANY

NATL BANK OF ARIZONA BLDG.
PHOENIX, ARIZONA

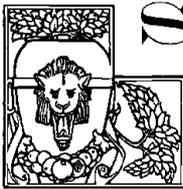
DEPARTMENT OF
LIBRARY AND ARCHIVES
ARIZONA

THE CASA GRANDE VALLEY

PINAL COUNTY, ARIZONA

Farming lands in favored sections, with self-contained water resources, climate and soil guaranteeing the highest production of most profitable crops, at a moderate expenditure of money and effort, are growing more scarce every day.

The farmer of experience, who has coaxed a meager living from the overworked soils of the East, has long cherished the ambition to possess a farm which will furnish adequate profit amid home surroundings. This booklet describes a splendid opportunity for those in moderate circumstances to become owners of such a property.



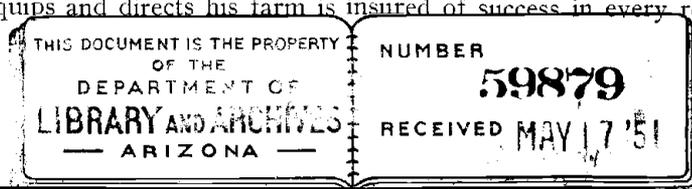
SINCE the opening of the Roosevelt Project, in the Salt River Valley of Arizona, in 1911, it has been demonstrated to the world, that in Central Arizona, soil, water and climate conspire to create what is rapidly becoming the garden spot of the world, a country richer in opportunity and profit for the farmer than the delta lands of the Nile.

The lands of which this publication treats, are situated in the South Central part of Arizona, 65 miles Southeast of Phoenix and in exactly the same climatic zone as those of the Salt River Valley. The soil is sandy loam, rich, and fertile, and absolutely free from Alikali and hard-pan.

The surface of the Casa Grande Valley land was formed by erosion from neighboring mountains and from silt deposited by the Gila and Santa Cruz rivers. An inexhaustible lake of water underlies these lands. Within the past three years, 150 pumping plants have been put down in the Casa Grande Valley, in capacity ranging from 500 to 2500 gallons a minute. In the tracts now under offer, water for pumping in unlimited quantity is available at all seasons of the year at a depth of not more than seventy-eight feet, including "drawdown."

Casa Grande Valley lands slope toward the Northwest, with a grade of from four to ten feet per mile, pronounced by irrigation experts an ideal condition for irrigation.

FARMING UNDER PUMP IRRIGATION is no longer an experiment. It is fully demonstrated to be not only successful but exceedingly profitable by the GOODYEAR TIRE AND RUBBER COMPANY, and many others, who are farming several thousand acres; they are pumping water as deep as 115 feet; and by the UNIVERSITY at Tucson, who have operated at various depths, and by the Government in the Indian Reservation at Sacaton (the place where Pima Cotton was first grown), and by individuals too numerous to mention, who now are improving and making comfortable homes on land where the water lift, in many cases, is in excess of that in the Casa Grande Section; thus the man who properly equips and directs his farm is insured of success in every respect.



CENTRAL ARIZONA LAND COMPANY



TOLTEC, a station on the Southern Pacific 10 miles East of Casa Grande and 50 miles West of Tucson, the metropolis of Southern Arizona, is quickly assuming place as the strategic commercial and freighting center of the Casa Grande Valley. Centering the Townsite, is the Toltec Inn, an adobe-concrete hotel of 20 guest rooms, bath or shower in each, in California Mission style, surrounded by cool arcades, lawns, and tropical gardens, now in process of laying out. A creditable administration building is erected near the site of the new depot, which is planned to harmonize with the bank, hotel, garage and other principal structures now being carried out on the Townsite.

Several thousand acres of fertile land, surrounding Toltec, all within five miles of the railroad station and connected therewith by splendid level roads, are being sub-

Fenced all around—cedar posts, one rod apart; 36-inch rabbit-proof wire fencing, with one strand of barbed wire at bottom and two at top, and necessary gates.

Chicken house, to care for 250 chickens.

Barn, for eight head of stock.

Domestic water tank.

Family orchard of best adapted deciduous and citrus fruit trees.

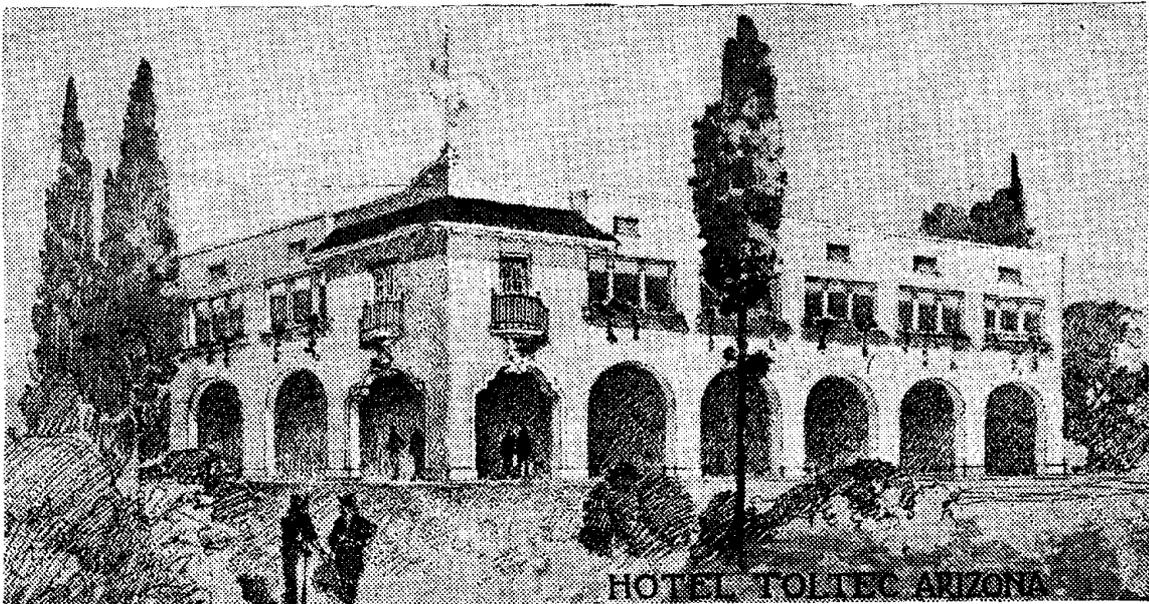
Corrals for livestock.

Shade trees on two roadsides, planted and growing.

House and all outhouses painted.

Besides the above described installation, the Company will test the land for irrigation, re-level if necessary, and deliver to buyer in perfect condition for immediate cropping.

Purchasers of land, in blocks less than 160 acres, will receive all the improvements and advantages named in the



divided into parcels of 10, 20, 40, 80 and 160 acres. These subdivisions, ready for occupancy and planting of crop, are offered for sale as follows:

The Central Arizona Land Company has conceived the plan of providing buyers of 160 acre tracts of this land with everything, ready for farming, except necessary tools and household necessities. The Company will deliver to such purchasers the following plant:

160 acres of land, all cleared and leveled.

Well and pumping plant, complete, with guaranteed capacity of irrigation water.

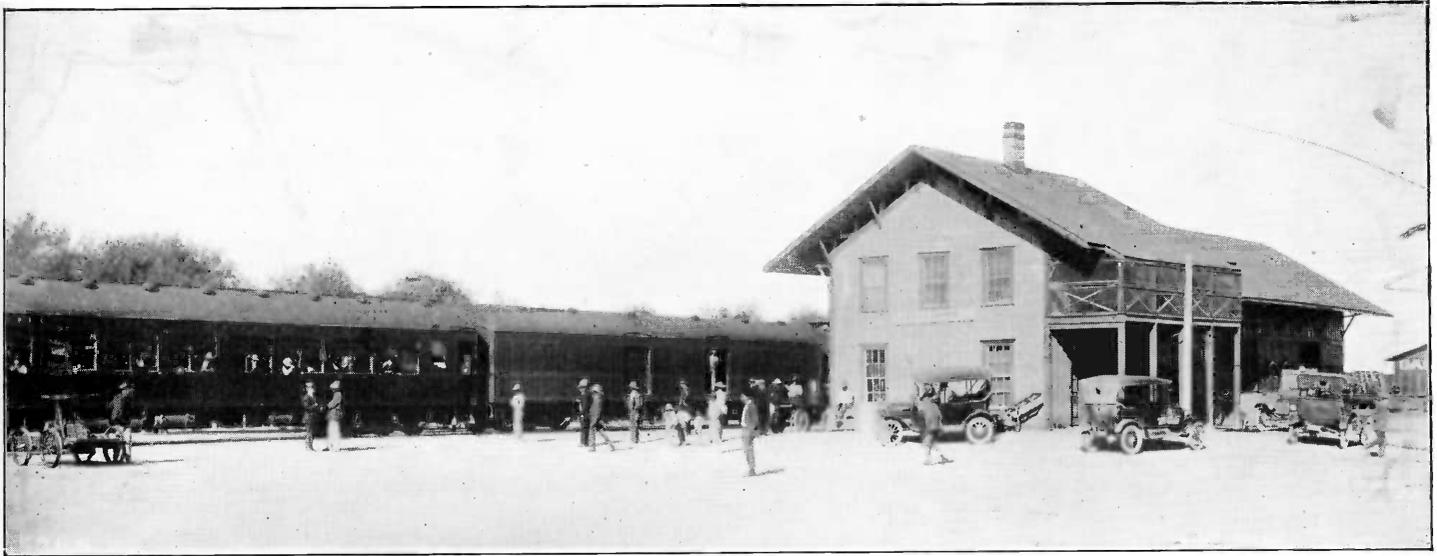
A new up-to-date three-room frame farmhouse, with two screen porches.

list above, except farmhouse and outbuildings, corrals and orchard.

Conservatively, buyers of these improved lands can easily clear from \$50 to \$75 an acre yearly, besides raising a varied extent of produce for the household as to enable them and their families to live like the kings of old.

Title to these lands will be delivered and guaranteed by a Title and Trust Company, an old reliable institution. Terms for payment will be arranged to suit any reasonable requirement of the purchaser.

The unusually favorable location of Toltec, as to market and metropolitan shopping centers and places of resort must be pointed out. Toltec is 445 miles from Los Angeles and 70 miles from the State Capitol, Phoenix.



A VIEW OF THE SOUTHERN PACIFIC STATION AT CASA GRANDE, WHERE FROM 40 TO 50 TRANSCONTINENTAL TRAINS PASS DAILY.

In twelve hours one reaches the sea. From three to seven hours in palatial trains carries one into the heart of the pines of Northern Arizona, rich in fishing and hunting without equal.

To sum up: Here, at a most reasonable price, in the most health-giving air and climatic environments on earth, is situated land water, soil and market, access to mountain and seashore in the warm season, schools of the best and a neighboring citizenship full of the finest comradely spirit of co-operation.

Such a combination of attractive and profitable advantages is not to be found elsewhere, and the reader of these lines will, upon inquiry, find each claim most conservative.

Finally, remember, the fellow who invented the slogan, "There will be only one crop of land," not only spoke the naked truth, but unconsciously defined these very lands in Casa Grande Valley, Arizona. He might have gone a little farther and said, "There is only one land crop in Arizona; and, of what is left, that which lies in the Casa Grande Valley is the cream."

BELOW IS A VIEW SHOWING ONE SIDE OF THE MAIN STREET OF CASA GRANDE. CASA GRANDE HAS A POPULATION NOW OF ABOUT 1200 PEOPLE, AND PROMISES A RAPID GROWTH WITHIN THE NEXT YEAR. CASA GRANDE AND TOLTEC ARE THE TWO PRINCIPAL PLACES FOR THE FARMERS OF THIS SECTION TO SECURE THEIR SUPPLIES. MACHINERY AND EQUIPMENT OF ALL KINDS ARE CARRIED, TOGETHER WITH FULL LINES OF EXTRAS AND REPAIRS.



CLIMATE

The altitude of the Valley averages about 1300 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. Clear, sunny 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 Casa Grande Valley is the haven for the tourists, who seek the mild and healthful semi-tropical climate. The residents of the Casa Grande 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 Casa Grande 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 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.

SOIL

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.

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

Ideal conditions confront the farmer here. Never will there be the danger of "water-logged" lands, so prevalent in the areas under the projects of the United States Reclamation Service and everywhere else, where irrigation from a dam, without limitation of water, is the rule. Moreover, the water is pure, free from contamination by seed of weeds and other foreign matter, the bane of all who farm from ditches supplying many ranchers.

The cost of water service on the Casa Grande Valley land has been figured out carefully. "Santa Fe tops," a low grade of distillate, furnishes the fuel. This is obtainable at 8c a gallon. The cost of water will never be over \$1 a foot of irrigation, but this basis is adopted for the present discussion. A table of feet necessary to bring the maximum crop to maturity follows. The rainfall of this part of the Valley, averaged over a period of thirty years, is 9 inches.



THE ABOVE PICTURE SHOWS A NEWLY INSTALLED PUMPING PLANT BEING TESTED OUT BEFORE THE PUMP HOUSE IS BUILT OVER IT.

COTTON

Producing a variety of cotton with a fibre length of 1 11-16 inches, which yields, under favorable conditions, a bale and one-half to the acre, and worth this season 60 to 70 cents to the pound in the eastern market, or \$450 to \$525 for the product of an acre, has not come by chance.

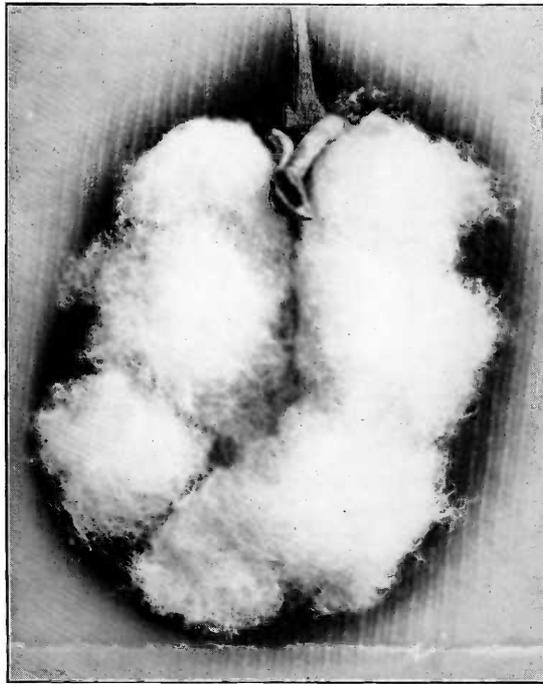
The Indians of Arizona have long been growing an inferior type of cotton in a primitive way. Some of the early settlers planted short staple cotton, and it is said that about thirty years ago some cotton was raised near Tempe which was sent to New Orleans to be ginned. It was then placed on exhibition and was awarded a prize. No particular attempt was made, however, to increase the acreage or to build cotton gins.

The soil of the Casa Grande Valley is quite as fertile as that of the Nile in Egypt. The climate is equally favorable and the irrigating system is far better, insuring an abundance of water at all times.

Arizona cotton fields are practically free from pests. Egypt, unfortunately, is seriously troubled with the pink boll weevil, and the damage each year is enormous, sometimes amounting to half the crop. Again, in Egypt the special area that is suited for growing this cotton is small, and land there sells for \$1,000 an acre. What chance has the grower in Egypt when a better cotton can be grown in Arizona on land at \$200 an acre and the Arizona soil produces twice as many pounds to the acre? The Department of Agriculture states its preference for Arizona as the locality best suited, both as to soil and climate, for the future source of the long staple cotton supply of the United States.

Long staple cotton has been used for thread for a considerable time. Recently it has been found that long staple cotton makes a superior fabric for automobile tires.

The demand for this cotton insures a market for all the cotton which can be produced for all time to come.



A FULL BLOWN COTTON BOLL
ARIZONA LONG STAPLE COTTON

COSTS AND PROFITS

THE COST OF GROWING AN ACRE OF COTTON MAY BE FIGURED ABOUT AS FOLLOWS:

WATER	\$ 1.25
THOROUGH PREPARATION OF THE LAND, PER ACRE	5.00

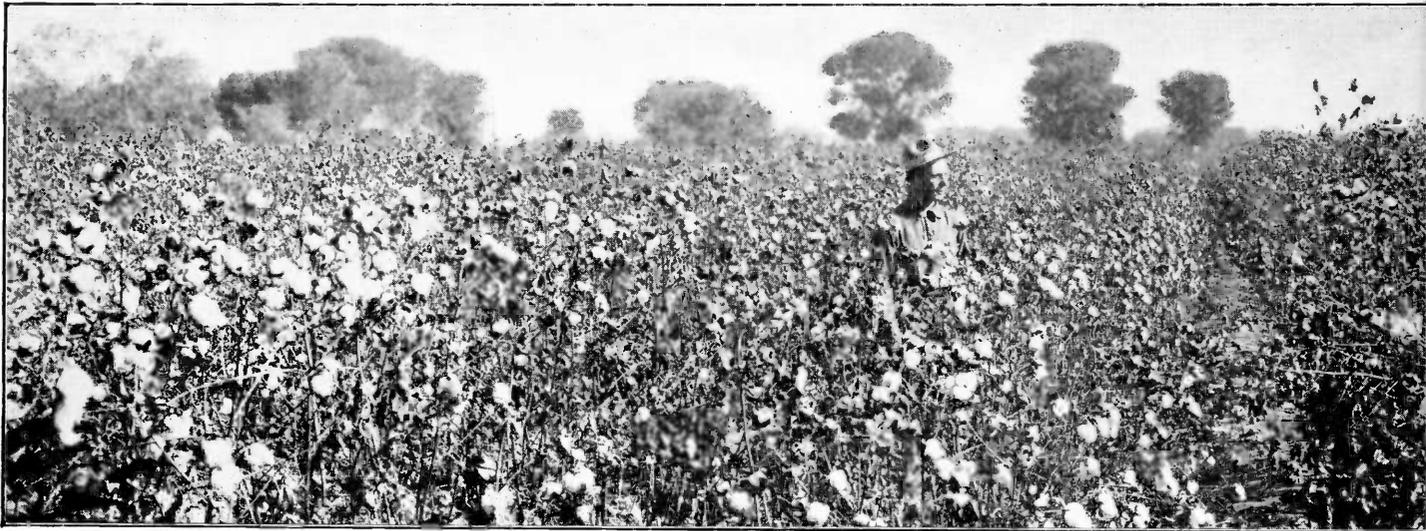
PLANTING, INCLUDING SEED	2.50
HAND HOEING AND WEEDING	\$ 6.00
MAN AND TEAM FOR NINE MONTHS.....	30.00
PICKING 1800 LBS. OF SEED COTTON	54.00
GINNING	12.00
COST OF PRODUCING AND MARKETING ONE ACRE OF COTTON	\$127.75 TO \$130.00
RETURNS FROM ONE ACRE CARED FOR ACCORDING TO ABOVE SCHEDULE OF EXPENSES: ONE BALE (500 LBS.) OF LINT COTTON AT 60c	300.00
1200 POUNDS OF SEED AT \$2.25.....	27.00
PROFIT, PER ACRE	\$189.50

WHAT A WEALTHY CORPORATION IS DOING

If one has any doubts as to the future of the cotton industry here, they should take heart from the extensive plans of the Southwest Cotton Company, which is the local name of the Goodyear Rubber Company of Akron, Ohio, one of the largest tire manufacturers in America. This company has obtained by lease, or purchase, some 30,000 acres of Arizona land, irrigated by pumping plants. About 6,000 acres were planted in cotton last season, and the major part of the balance is planted to cotton this season. This company has developed thousands of acres of raw land and is building two towns in the center of the two districts where they are operating. They are building everything for permanency, because they see a wonderful future in the cotton industry in Arizona.

THE MARKET

There is indeed a market for all the cotton that Arizona can grow. It is pointed out by those in authority that a reasonable acreage is necessary to keep the market assured for the Arizona product. The spinners like to know to a certainty that the necessary quantities can be obtained. The special cotton requires special machinery,



A FIELD OF LONG STAPLE EGYPTIAN COTTON READY FOR THE PICKERS

and goes into special fabrics, and so a considerable acreage must be grown each year to keep mills supplied and the choice product on the market. The high prices received this year are an indication of the demand and the market possibilities, but if only half the present price was received, the crop is assured a great future.

COTTON IN A CROP ROTATION

One more important advantage must be kept in mind. The true farmer knows the value of crop rotation. First, as a method of increasing the yield; second, as a means of improving the quality of the crop, and third, as a method of enriching the soil. Cotton with alfalfa makes an ideal rotation system, and alfalfa also grows here to perfection.

Alfalfa grows the year 'round; six cuttings of alfalfa are common, and eight to ten tons to the acre can be easily

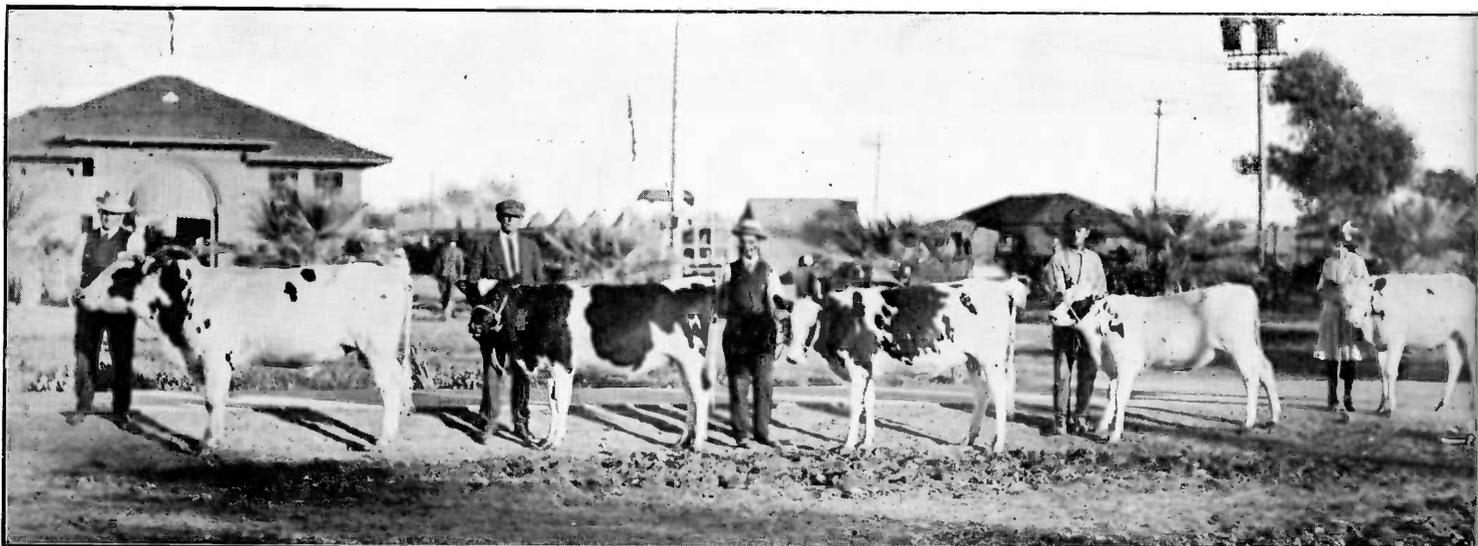
grown with good farm methods. Keep in mind the value of rotation when considering any crop, or any locality.

WHY WE SHOULD GROW IT

The Arizona Egyptian cotton industry is fully established. Its superior qualities have made a reputation among the New England mills, and the manufacturers of automobile tire fabrics, which has created a big demand, and the manufacturers are going to expect large quantities of cotton from our section in the future. We are getting inquiries daily from all parts of the country as to how much cotton we will have next year.

This is the only place in the United States where this kind of cotton can be grown successfully, and it is up to the wide-awake farmers to plant a portion of their land in order to fill the demand, which is getting greater every year.

ARIZONA PRIZE DAIRY CATTLE AT THE STATE FAIR, PHOENIX, ARIZONA



DAIRYING

From 44,000 dairy cows in Arizona at the end of 1913, the number had increased to 81,000 at the close of 1916, an increase of nearly 100 per cent in three years. The valuation of dairy cattle had considerably more than doubled in the time. No other State in the Union has made gains which anywhere near equalled the percentage of increase made by Arizona.

The explanation is simple. Dairying is most profitable where the winters are mild and where protein, the most expensive element in the ration of the dairy cow, can be produced cheapest. In Wisconsin, where Governor Hoard, Dean Henry and others have been preaching the

states than Arizona, it is true, raise alfalfa; other states have mild winters, and lots of sunshine, but in Central Arizona, where three-fourths of the dairy cattle of the State are found, the mild, sunny climate attracts those who are seeking a change from the ice and snow of the north to pastures that are green all the year.

No liming of the soil is necessary, no necessity for inoculating the seed, for the bacteria which favor the growth of alfalfa are found in our desert soils. Soil, sunshine and water are here, the three essentials to success with alfalfa. The soil and the sunshine were the gracious gifts of Providence.



AN UP-TO-DATE ARIZONA DAIRY AND STOCK RANCH.

gospel of alfalfa until farmers vie with one another as to who shall have the largest acreage, they have cut down the cost of keeping a cow and increased milk production, and as a result the number of cows increased, instead of decreasing as in her sister states. In Kansas, Mohler and Coburn, and Mohler the younger, have proved the wonderful value of alfalfa and the increased herds of dairy cows are prosperous witnesses of the value of their teachings. Throughout all the Southern States, where cow peas, soy beans, velvet beans and other legumes are cheaply grown, and where mild winters make expensive stables unnecessary, there has been a great increase in the number of dairy cows, but the greatest increases have been in the Southwest, where alfalfa, the greatest of all protein producing plants, is at its best, and where mild winters and sunny skies make ideal conditions for the dairyman. Other

COST OF EQUIPMENT

Another factor which is attractive to dairymen is the low cost of equipment. Many, probably the majority of dairymen, have no stables, milking in the corrals the year 'round. Those who have stables use them only for stabling the cows during milking or feeding. Alfalfa is the principal feed, both as pasture and for hay. A practice of many dairymen is to disk the alfalfa fields in October and sow barley at the rate of about 100 pounds to the acre. This serves a two-fold purpose: First, it helps the alfalfa by a thorough cultivation, and in this way does much to destroy any weeds or grass which might have obtained a start; and second, it produces a superior quality and an increased quantity of winter and spring pasture. If the cattle are removed about February 20, the grain and alfalfa



A HERD OF CATTLE TWO MILES FROM THE TOWN OF CASA GRANDE.

will be ready for hay in April, and this mixed grain and alfalfa hay makes an ideal dry roughage for dairy cattle.

Below are given letters written by men who have succeeded. They do not read as though they were taken from a book of fairy tales. They were not. They are simple statements of facts that show what others have done and what can be done.

S. A. Winsor, Tempe, Arizona, makes the following statement:

"About five years ago, I started in the dairy business with a herd of 13 cows; these I purchased on time, as I had used all the cash I had to make a payment on a 40-acre ranch that I had selected as a home.

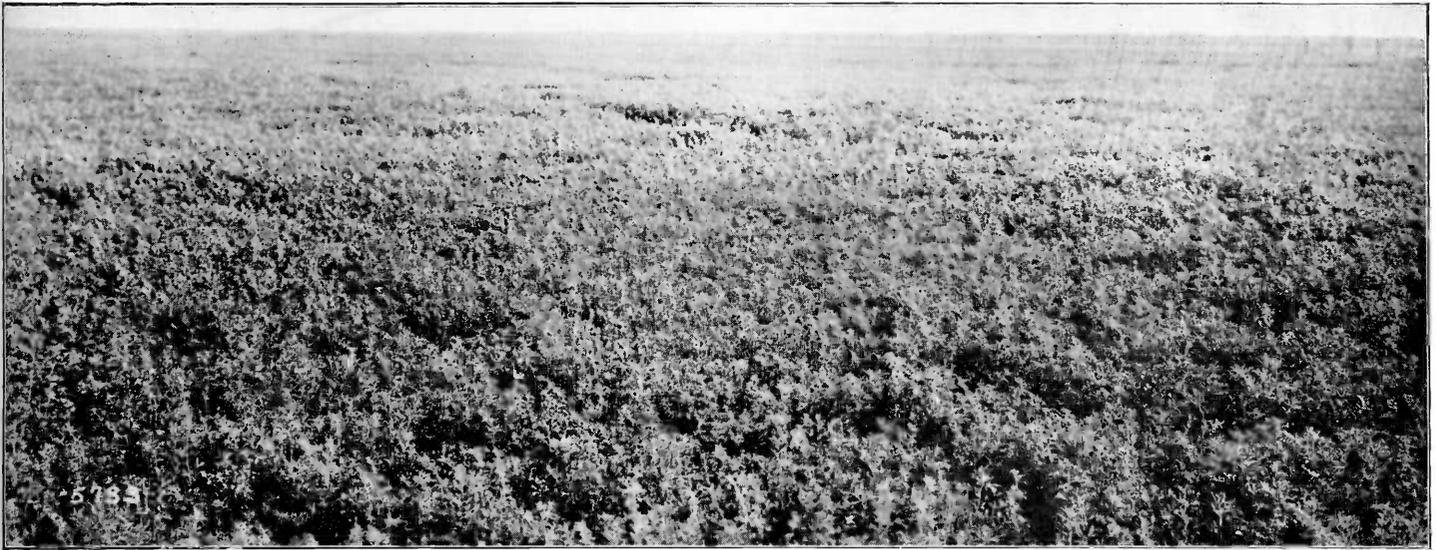
"I now have on my ranch, cattle that are worth at least \$2,500, which are all paid for. In addition to this accumulation of cattle, I have paid \$1,000 towards the purchase of my land, besides having kept up all the interest payments in the meantime and have made improvements on the ranch worth \$1,000.

"I have received for steer calves sold, about \$800 and have sold \$1,500 worth of cows. The dairy business here is safe and sure, and I believe that any man, who would get a small ranch with a few good cows and attend strictly to business can surely make good."

A good cow will pay from \$8 to \$10 per month.

A WELL KEPT STOCK FARM NEAR PHOENIX.





ALFALFA, READY FOR CUTTING, NEAR TOLTEC, CASA GRANDE VALLEY, ARIZONA

ALFALFA

Alfalfa is an 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 temperature, 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 \$35 per ton and costs to produce from \$3 to \$8 per ton. A larger profit is realized by those farmers who are feeding their alfalfa to livestock.

IRRIGATING THE NEW LAND, OVERFIELD RANCH, SIX MILES EAST OF CASA GRANDE.





A DRIVEWAY THROUGH A FRUIT SECTION OF ARIZONA

FRUITS

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 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, Kelsay, 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.

DATES. The date industry is growing. The largest date orchard in the United States is at Tempe, Arizona. 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. 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 for 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.



A VINEYARD ON A WELL IMPROVED FARM BETWEEN CASA GRANDE AND TOLTEC, ARIZONA

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.

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 10 to 40 acres, you can buy improved land at from \$175 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.

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, 3 1-2 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 3-4-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.*

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 Arizona cantaloupe is well known for its excellent quality. It is the equal of the famous Rocky Ford. The returns during the 1917 season averaged \$150.00 an acre net. The land in many parts of the Valley seems particularly adapted to cantaloupe and melon crops.

STOCK GROWING

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

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, sunshiny 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.

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.

TRUCK GARDEN ON THE WILL DAVIS RANCH, SIX MILES EAST OF CASA GRANDE, FOUR MILES NORTH OF TOLTEC, CASA GRANDE VALLEY, ARIZONA.



Phoenix, Arizona, June 25, 1918.

TO THE PROSPECTIVE PURCHASER:

THE CENTRAL ARIZONA LAND COMPANY, publisher of this booklet, was organized in 1917 for the purpose of developing and marketing land in the Casa Grande Valley and elsewhere over the State of Arizona, and is composed of men of experience in the land and farming business, who have made the conditions of this State their careful study for several years past, particularly for the benefit of their clients. Each member of the firm invites your personal investigation as to the methods employed by this Company in doing business.

This booklet was compiled from data secured by careful study of conditions in every respect, together with data secured from publications of the Arizona University, and from publications issued by the Commissioner of Immigration, and we have prepared the cuts in this booklet from actual photographs taken throughout different parts of the country in which we are handling property. Our knowledge

of the country and conditions will enable us to serve you better and at less expense in the selecting of land for home or investment.

You will be at a disadvantage in trying to secure property without the assistance of some dependable person or firm, and we urgently solicit your business and investigation.

In this booklet you will find a sheet which you will please use in addressing inquiries to us, upon receipt of which we will gladly furnish you more detailed information with regard to any property in which you are interested, or think you might become interested.

Improved property is sold by us with contracts fully setting forth the specifications of such improvements, and we do not place a purchaser under obligations until such property is delivered in strict accordance with such specifications.

THREE CLASSES OF LAND HANDLED BY THIS COMPANY

FIRST: Land under cultivation and irrigation, in condition for immediate production; terms of which can be made very easy for responsible and energetic people.

SECOND: Unimproved patented land where conditions are proven, and warrant the purchaser in developing the same, for the same class of agriculture as is described and illustrated in this booklet. Terms can also be had on this class of property.

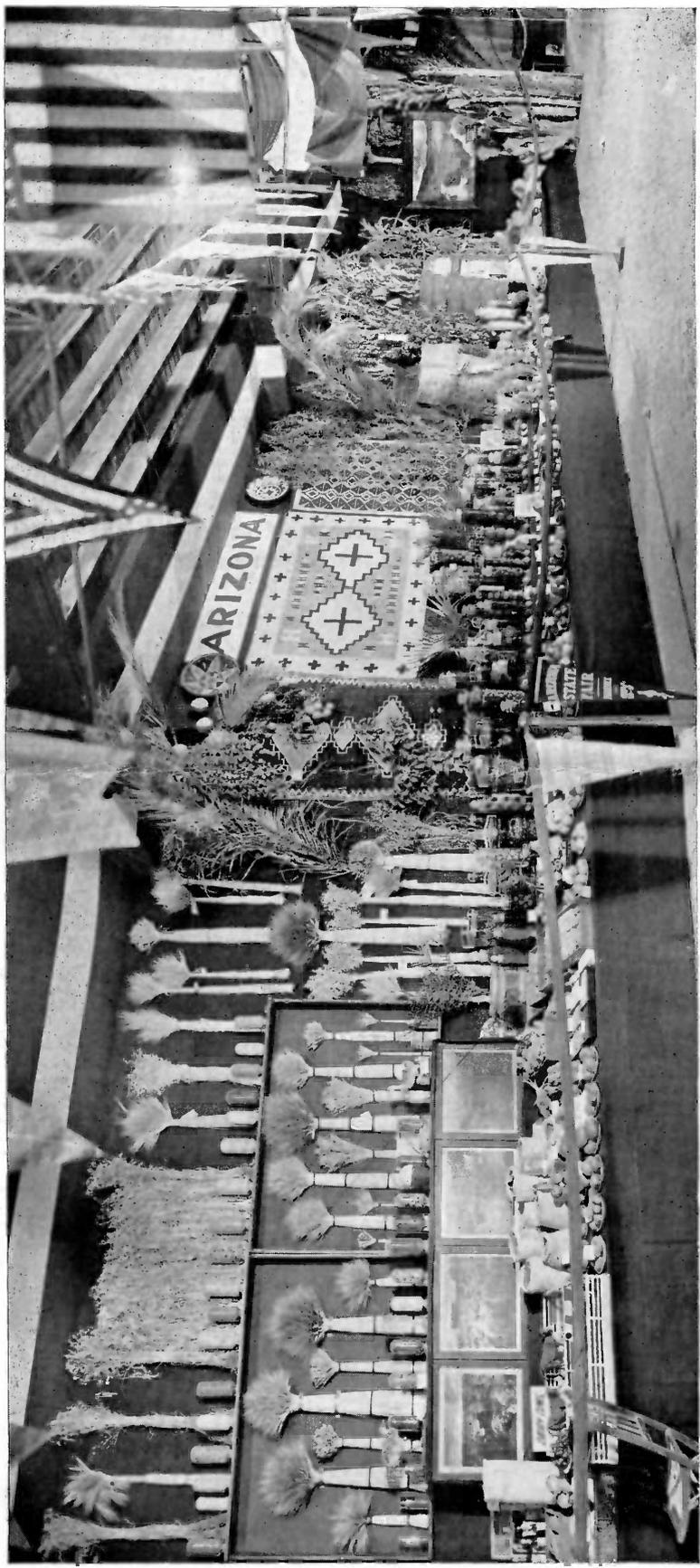
THIRD: State land and other unpatented land. The terms and conditions of the purchase of this class of

land will depend largely upon the location and conditions under which the same is purchased.

THERE IS NO GOVERNMENT LAND OPEN FOR ENTRY WHICH WE CAN RECOMMEND.

WE WILL CAREFULLY AND CHEERFULLY ANSWER ANY INQUIRY YOU MAY WISH TO MAKE, AND ARE WELL EQUIPPED TO ASSIST YOU IN A PERSONAL INVESTIGATION OF OUR PROPERTY.





ARIZONA EXHIBIT AT THE INTERNATIONAL SOIL PRODUCTS EXHIBITION
THIS EXHIBIT WON THIRD PLACE IN COMPETITION WITH THE WORLD AT PEORIA, ILL., 1917.

CENTRAL ARIZONA LAND COMPANY

National Bank of Arizona Bldg.

Phoenix, Arizona

BRANCH OFFICES

- TOLTEC, ARIZONA
- CASA GRANDE, ARIZONA

Represented
By

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