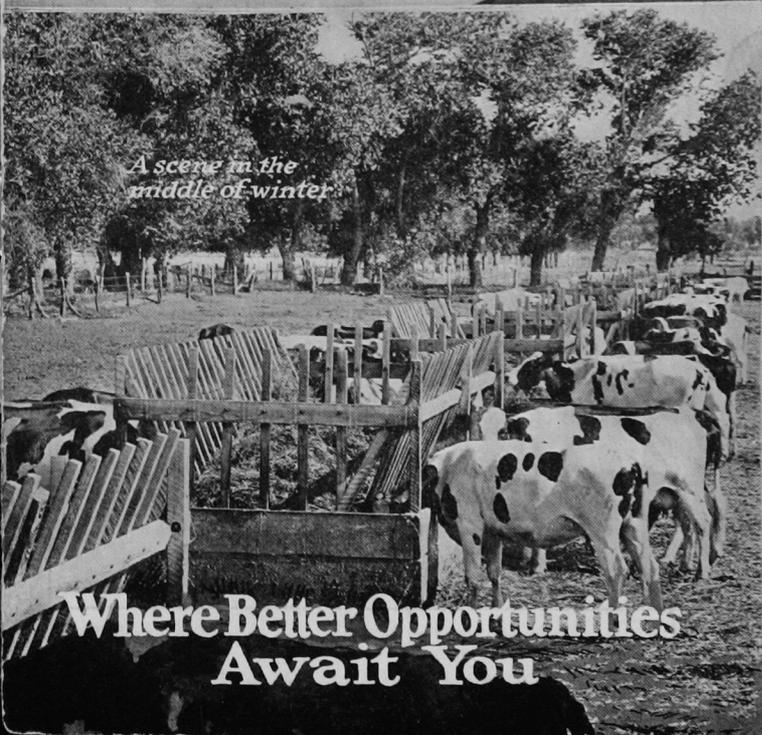
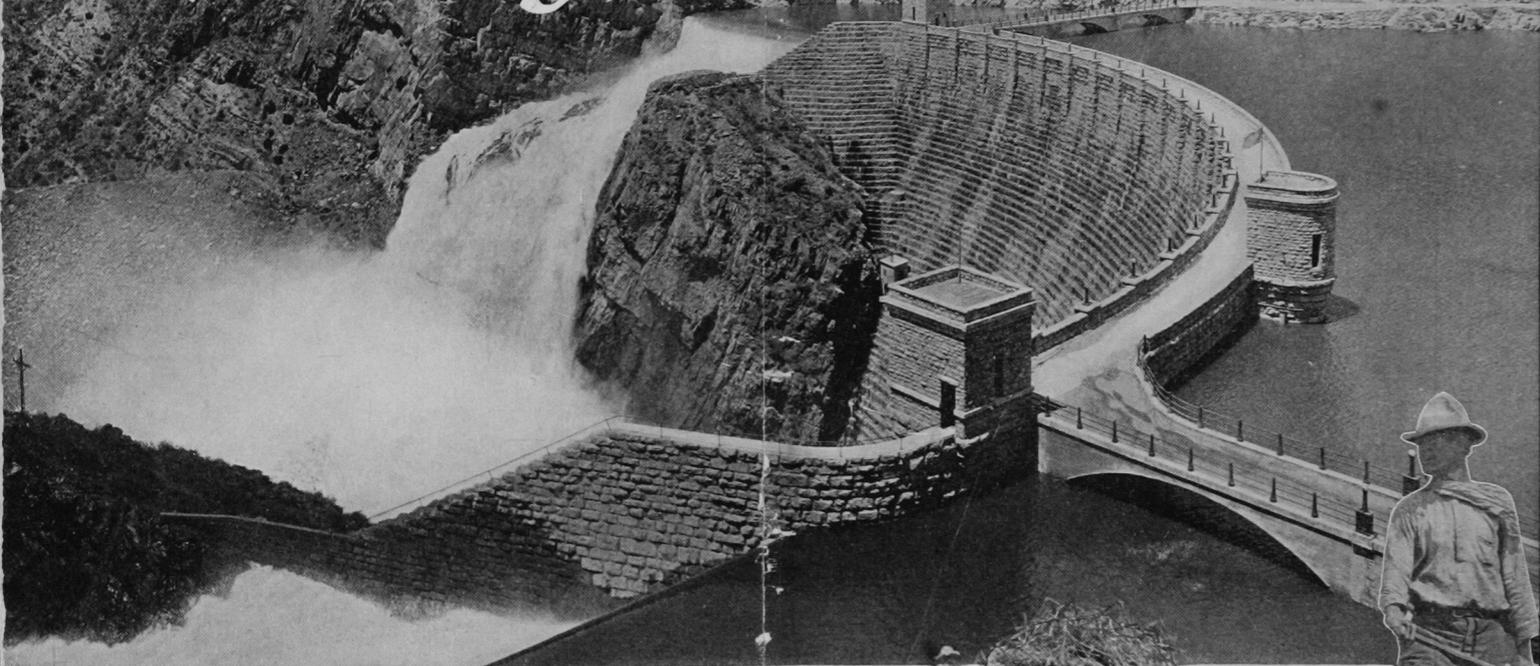


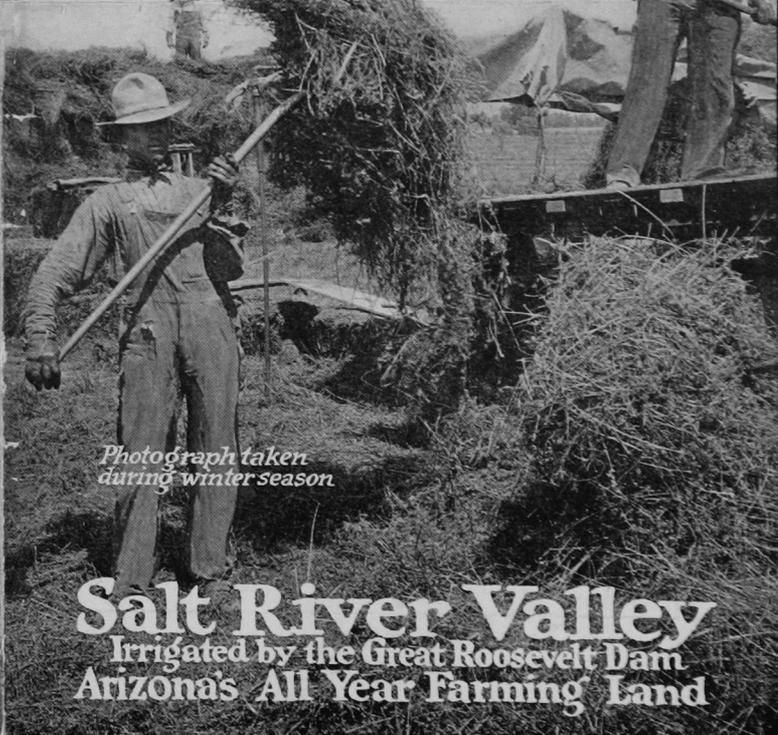
Salt River Valley

Southwestern Arizona



A scene in the middle of winter

Where Better Opportunities Await You



Photograph taken during winter season

Salt River Valley
Irrigated by the Great Roosevelt Dam
Arizona's All Year Farming Land



THE ROOSEVELT DAM

Which Makes Success Certain in the Great Always-Green Farming Valley of the Salt River. Here is Stored the Water Supply for 205,000 Acres of the Finest Farm Land in the United States. This Dam Puts the Seal of Prosperity on Agriculture in Arizona's Wonder Valley. The Nile of America—The Salt River Valley.

This Dam is 284 feet from its foundation to its top. It is built into the bedrock to a depth of thirty feet. It also extends into the canyon walls thirty feet. The thickness at the bottom is 168 feet, and it is twenty feet wide on top. The length of the Dam at the top is 1125 feet. This Dam forms a lake 28 miles long and a mile to a mile and one-half wide. The capacity of this reservoir is 1,367,305 acre feet.

HOW TO REACH ARIZONA

WHEN ARE YOU COMING?

TO reach the State the traveler has the choice of two main transcontinental railway lines. The Southern Pacific, "Sunset Route," which crosses the State through the South, and the Santa Fe, which crosses the State in the north. The traveler bound for Phoenix via the Southern Pacific, leaves the main line at Maricopa and after a forty-five minutes' ride reaches Phoenix. Travelers via the Santa Fe leave the main line at Ashfork and a day's ride through the mountains brings them to the heart of the agricultural wonderland of the Southwest, Phoenix.

Time From—

Place	No. of Hours	Place	No. of Hours	Place	No. of Hours
San Francisco.....	26	New York.....	93	Kansas City....	43
Los Angeles....	14	Salt Lake.....	36	Dallas.....	32
El Paso.....	13	Portland.....	60	St. Paul.....	59
Denver.....	45	Butte.....	53	Des Moines.....	57
New Orleans....	49	Cheyenne.....	50	Milwaukee.....	72
Chicago.....	69	Omaha.....	56	Memphis.....	46
Washington.....	88				

—To Phoenix

FOR THE MOTORIST — All of the important auto roads across the southwestern part of the United States cross Arizona. The National Old Trails, Indian Trail, National Park to Park Highway cross the northern section of the State and connect with Phoenix at several points. The Bankhead, Borderland, Old Spanish Trail, Sunshine, Trail to Sunset, Southern National, Atlantic-Pacific, Lee, Dixie Overland and Jefferson Davis Memorial are other lines of highways that cross Arizona on the south and go through Phoenix and the Salt River Valley.

Entering the Salt River Valley, the autoist has 400 miles of paved roads to use in seeing the wonders of this Valley of "All Year Farming Land."

Ex-Governor Lowden of Illinois says:

"There is no place in America or anywhere else in the world that I know of where milk can be produced cheaper or where the advantages for dairy men are any better than they are right here in the Salt River Valley."

The following special folders are available with detailed information

1—PLANTING; 2—ALFALFA; 3—CITRUS; 4—CLIMATE AND HEALTH.

Send to the SALT RIVER VALLEY-ARIZONA CLUB, Phoenix, Arizona, requesting the special folders in which you are interested.



The Salt River Valley



PICTURE in your mind a single county, a county larger than the State of Massachusetts or the State of New Hampshire or Vermont or New Jersey, and this will give you an idea of the size of Maricopa County, Arizona.

Then in the heart of this county picture a broad valley, level as a floor, always green, surrounded by picturesque purple hills—this is the Salt River Valley, famous throughout the world for its wonderful irrigation system built by the United States Reclamation Service.

It is the heart of that famous section of the United States generally known as the "Great Southwest." Here in this Valley is one of the world's largest bodies of land under cultivation.

The Salt River Valley with its 300,000 acres, green the year 'round, has grown gradually into the garden spot it is today. In 1867 the first irrigation canal was built, and the story of the Valley from that date until 1911 when the Roosevelt Dam was dedicated and the actual operation of the Salt River Valley Project was begun, is a story of many trials and uncertain times. Now all is changed. The storage of the waters of the Salt River and other streams has made this Valley one of the wonderlands of the West, enviable for its successes and its future, for here a crop is always certain, a harvest is always sure. Prices for commodities may vary but a crop failure is impossible.

The population of Maricopa County, as ascertained by the 1920 Census was 89,317. Today more than 100,000 are in the County. The populated area of the County is practically all within the irrigated sections of the Salt River Valley.

The Salt River Valley is the world's premier irrigation project because of its complete success. Its biggest work is the Roosevelt Dam. The Dam is built in a narrow canyon about eighty miles east of Phoenix, which is the "hub" city of the Salt River Valley. This city is also the County Seat of Maricopa County and is the Capital of the State of Arizona.

THE Roosevelt Dam rises to a height of 284 feet from its foundation in the bed of the Salt River, where it is built into the bedrock to a depth of thirty feet. It is also locked into the canyon walls on each side for thirty feet. The dam holds back in a great natural basin the waters of the Salt River Valley and Tonto Creek. The lake is about 28 miles long and a mile to a mile and a half wide. The lake holds 1,367,305 acre feet of water, or enough to cover the same number of acres with water to the depth of one foot. When the water flows over the spillways as it does in flood seasons, it creates two wonderful waterfalls, each 250 feet high and having a combined width of 425 feet.

When needed in the Valley below, water is released in proper quantities through giant needle valves, falling to the bed of the river in which it flows, taking up in its course the waters of the Verde River and then heading for the diversion dam at Granite Reef. Here the waters of the three united streams are turned into great canals on the north and south banks of the Salt River. The Granite Reef Dam is one of the largest weir dams in existence. It is 38 feet from base to crest and is 1100 feet long.

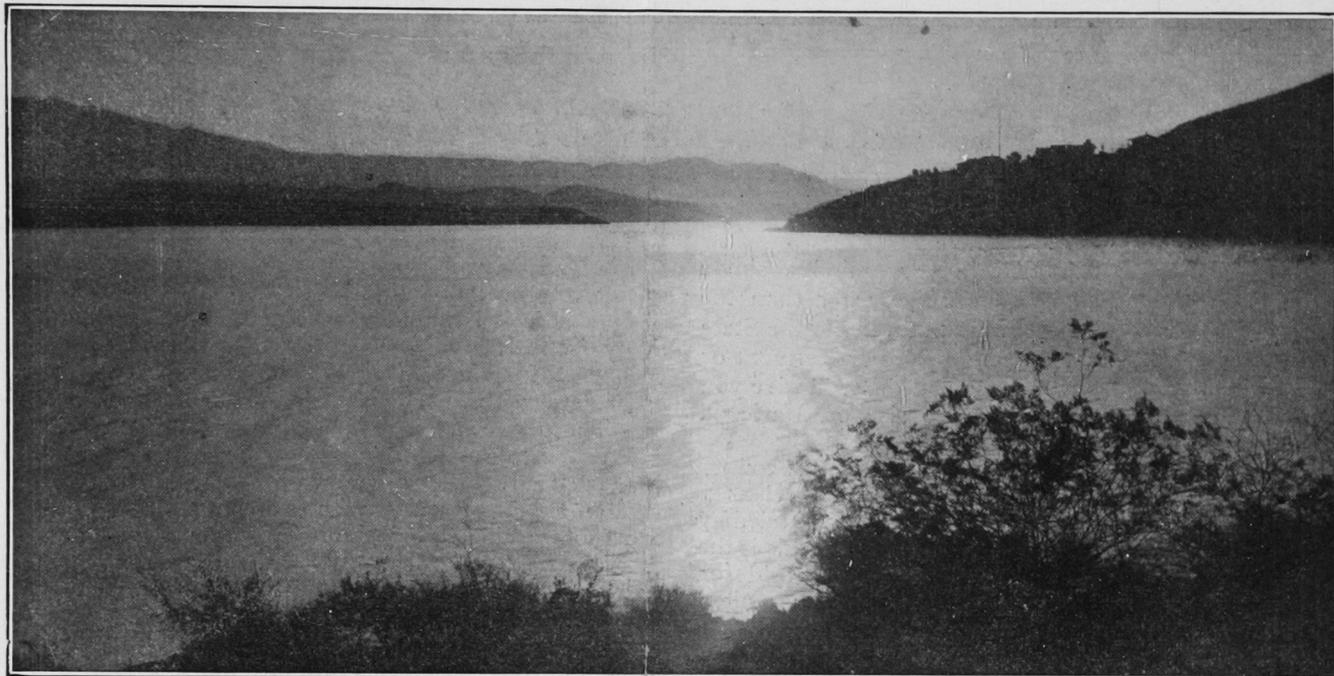
Overlooking the dam and the lake are the remains of cliff and cave dwellings, ages ago inhabited by an unknown race, the first residents of the Southwest.

SOIL AND SOIL TYPES

THE SOIL in the Salt River Valley 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 citrus 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 and



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ROOSEVELT LAKE—WHERE THE VALLEY FARMER STORES HIS WATER.

potash. Phosphoric acid is also present in quantity in this soil. 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 which averages seven feet to the mile is just right for easy irrigation. There are no rocks.

MARKETS

THROUGHOUT Arizona are large mining camps, with many smelters, and other cities which do not produce any of the necessary foodstuffs. The products of the Salt River Valley find a ready market in these important places. Special crops are shipped to markets outside the State. Facilities for handling by rail and truck, and the growing demands of our own State insure permanent markets for all products. There are five co-operative marketing associations in the Salt River Valley: Cotton Growers, Grain Growers, Hay Growers, Dairymen and Citrus Growers. Still more co-operative organizations are being formed by Grape Growers, Poultrymen and others.

IRRIGATION PROJECT COSTS

THE Roosevelt Dam, the Granite Reef Dam, and the canal system were all built by the United States Reclamation Service. The cost, divided over the project, amounted to about \$50.00 per acre, which is to be paid to the Government over a period of twenty years without interest. Fortunately for the farmers on this project, there are many power features in addition to the irrigation works, and this power now produces sufficient revenue to take care of the operation and distribution of water.

Recently the farmers have voted to add to the capacity of the Roosevelt Reservoir to increase the output of the present power plant and to build another storage and power dam on the Salt River. The cost of this work will be met in such a way that the power developed will pay the bonds and interest. The income from power alone will reach half a million dollars annually. It is expected that this power will also go toward paying the annual installments due to the Government and may reach a figure which will insure the farmer getting his water at practically no cost whatever. The average amount of water used for all crops is approximately three feet per acre annually.





SMALL GRAINS GROW BIG IN SIZE AND PROFITS.

At present, there are 205,000 acres under cultivation within the Salt River Project. Under other projects, which include all methods of irrigation, there are about 100,000 acres more. It is estimated that ultimately 700,000 acres will be under irrigation within Maricopa County.

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. The average for the entire year is 69.4 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 each year the Salt River Valley is a haven for tourists, who seek the mild and healthful semi-tropical climate.

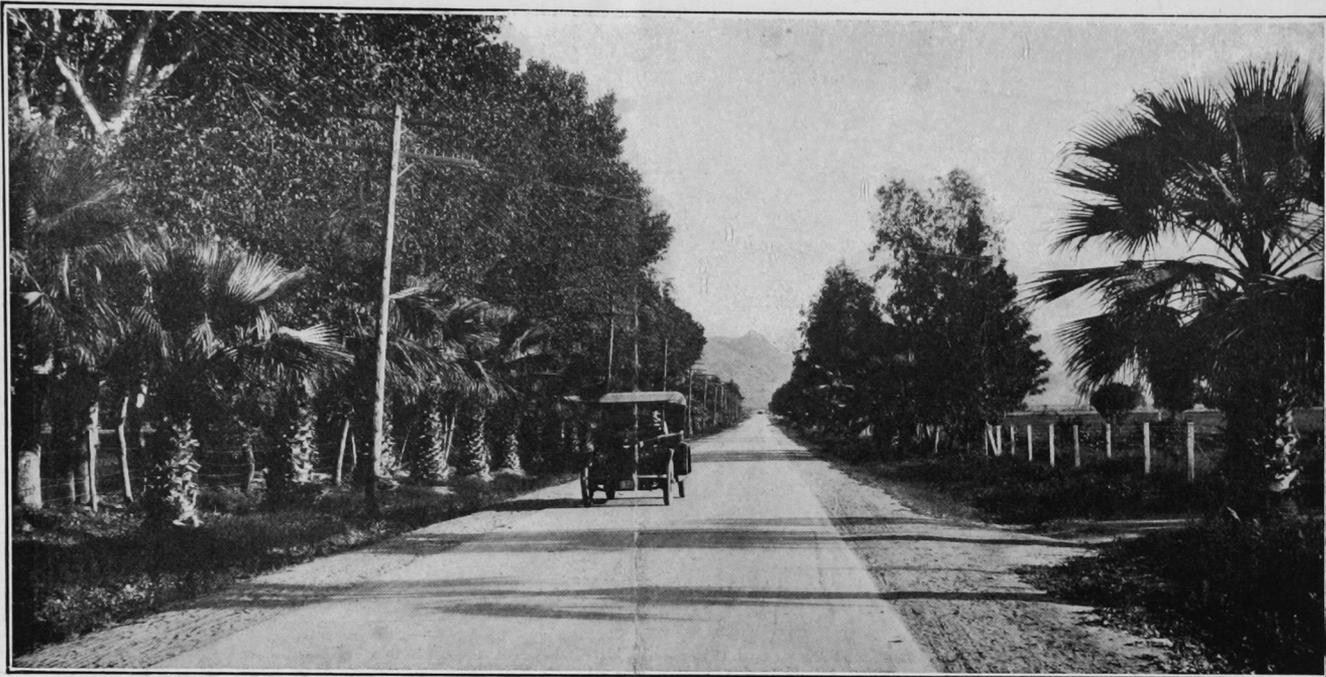
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The residents of the Salt River Valley enjoy each Fall, Winter and Spring, a wonderful climate that other people travel thousands of miles and spend hundreds of dollars to enjoy. Taking an average of 26 years, we find that for the months of November to March both inclusive there are 127 days classed as sunny days and that of the remaining 24 there were some hours of sunshine on practically every day. It is a fact that there is rarely a single day a month when the sun fails to put in an appearance. Arizona offers the finest winter climate on the continent. And the cream of the best weather is in the Salt River Valley.

SUMMER

THE summers are warm and dry. The extreme 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 at Phoenix the body actually feels a





PAVED ROADS FOR RECREATION AND WORK.

temperature of only 78 degrees. This is on account of the extreme dryness of the atmosphere. 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 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, Payson, Globe or other numerous points where there is good camping, hunting and fishing. Arizona is building a splendid system of roads throughout the state, making all these resort places, readily accessible to the people residing in the Salt River Valley. Many people maintain cottages at these places, others go for a few weeks each season and camp out in the forests. Although unknown to many people, the largest unbroken pine forest in the United States is in Arizona.

PAVED ROADS

MARICOPA County, Arizona, has become famous as the best paved county in the United States.

In this county there are nearly 400 miles of permanent paved highways. Most farms are on or not more than a half mile from a paved road. Very few farms are located more than a mile from the pavement. This means that a farmer practically lives in town. His wife and daughter can, in a few minutes, reach the markets and the shops to do their trading. The family can run into town in the evening, get books at the Library, attend a picture show, meet with friends and acquaintances, all within the space of a very few minutes. Ten miles from town means only a few more minutes from the business center of the County and State. Then the saving in cost of hauling farm products, the saving of time and labor all mean more and better farms and homes.

All the important National Automobile Highways crossing the Southwestern part of the United States go through Arizona. The Bankhead, Borderland, Southern National, the Ocean to Ocean, the Atlantic-Pacific, Old Spanish Trails and other lines of highway go through





COUNTRY SCHOOLS LIKE THESE — THIRD IN RANK IN THE UNITED STATES.

Phoenix and the Salt River Valley. The only all-the-year-around transcontinental road across the United States is through Southern Arizona crossing the length of the Salt River Valley on a highway paved for seventy-five miles in one continuous stretch.

SCHOOLS

THROUGHOUT Maricopa County there are splendid schools. Educators from all over the United States say that our school systems are perfect. The State of Arizona ranks third in the United States in the excellency of its schools, and the schools of Maricopa County lead the State. In Maricopa County are Grammar and High Schools, and also a Junior College and one of the two State Normal Schools is located in the Salt River Valley.

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.

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Neighborhood houses, women's clubs, churches and meeting places are in all of the rural communities; rural free delivery and parcel post extend everywhere. The construction of hundreds of miles of permanent paved highways and low cost automobiles, have given everybody a choice of friends and acquaintances, unlimited by distance. Telephones connect with neighbors, electric carlines or stages connect all the towns in the valley. Farmers' associations are well organized with a Farm Bureau in practically every school district.

A LAND OF SMALL FARMS

THE Salt River Valley is a country where the small farm pays relatively better than the big ranch. Intensive farming methods are followed, the land responding so splendidly to the right kind of care and cultivation. The first settlers were used to large farms, and acquired considerable land. In recent years the tendency has been to subdivide these larger farms. The man with 160 acres sells half and gets along as well. The man with 80 divides his holdings, and there are many that are making the land produce its maximum, who are doing splendidly with five, ten or fifteen acres. Nowhere else can a man get a





YOUNG VINEYARD — THE BEGINNING OF A BIG INDUSTRY.

start with such hope of success. The weather is a stimulant to effort and the elements are kindly. The beauty of the surroundings have their influence and add encouragement.

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 to have something to start with, although we know of some exceptional people who today are well fixed and who started with practically nothing.

In tracts of twenty to thirty acres you can buy improved land for \$250.00 and upward an acre. Improved land is land that is already being farmed. Price depends much upon surroundings and distance from town. A ranch of twenty or thirty acres with proper buildings would cost from \$250.00 to \$500.00 an acre, varying according to class of improvements, distance from town, and other conditions.

For a twenty-acre farm at \$250.00 an acre one should have: First pay-

ment on 20 acres at \$250.00, \$2500.00; working capital, say about \$1000.00; a team will cost \$200.00; sufficient tools can be bought for \$100.00; and a cow for \$100.00, with some chickens for about \$100.00 or altogether, about \$4,000.00.

HOME GARDENS

IN the Salt River Valley, something can be kept growing in the garden all the time. Something may be planted each month. In the orchard some fruit is ripening each month of the year. One may, if he plants right, supply his table for the greater part of the year with fruit and vegetables fresh from his own garden and orchard. We have a Special folder on Planting which will be mailed on request.

COST OF LIVING

THE cost of living in this community is about equal to the general cost prevailing throughout the Southwest. You can buy clothing just as cheaply here as in any large city. In the cities and towns of the Valley, shops are up-to-date and the prices right. Wood and coal are used for household pur-





COUNTRY HOMES OF COMFORT AND CHARM.

poses, and cost about the same. It is only necessary to burn fuel for heating for a few weeks in the year, so the cost of fuel is not important. Most ranchers have trees growing along their irrigation ditches, and in this way they secure a fuel supply practically at cost. Electricity, while not distributed over the entire Valley at present, is supplied to some sections, and soon power wires should be within easy reach of all the ranches of the Valley. Many farmers have their own lighting plants.

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.

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 for health reasons, and these persons are willing to work for small compensation. 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". On the subject of Climate and Health we will send a special folder to all who are especially interested in this subject.

THE HOME

HERE the roses are delightful in winter. Very quickly the settler can surround his home place with beautiful shade trees and flowers a-plenty. The home can be a true "home" in every sense. Every variety of plant life flourishes quickly. New buildings can soon be covered with creepers, and sheltered.

In the home orchard every fruit known to the table can be grown and flowers can be added for every month in the year. This is the land of the small farm with every acre under intensive cultivation.

DOMESTIC WATER

WATER for domestic purposes and for stock is obtained from wells which vary in depth from thirty to one hundred and fifty feet. Most well water is of good quality. Many farmers have their homes equipped with modern pressure power water systems.

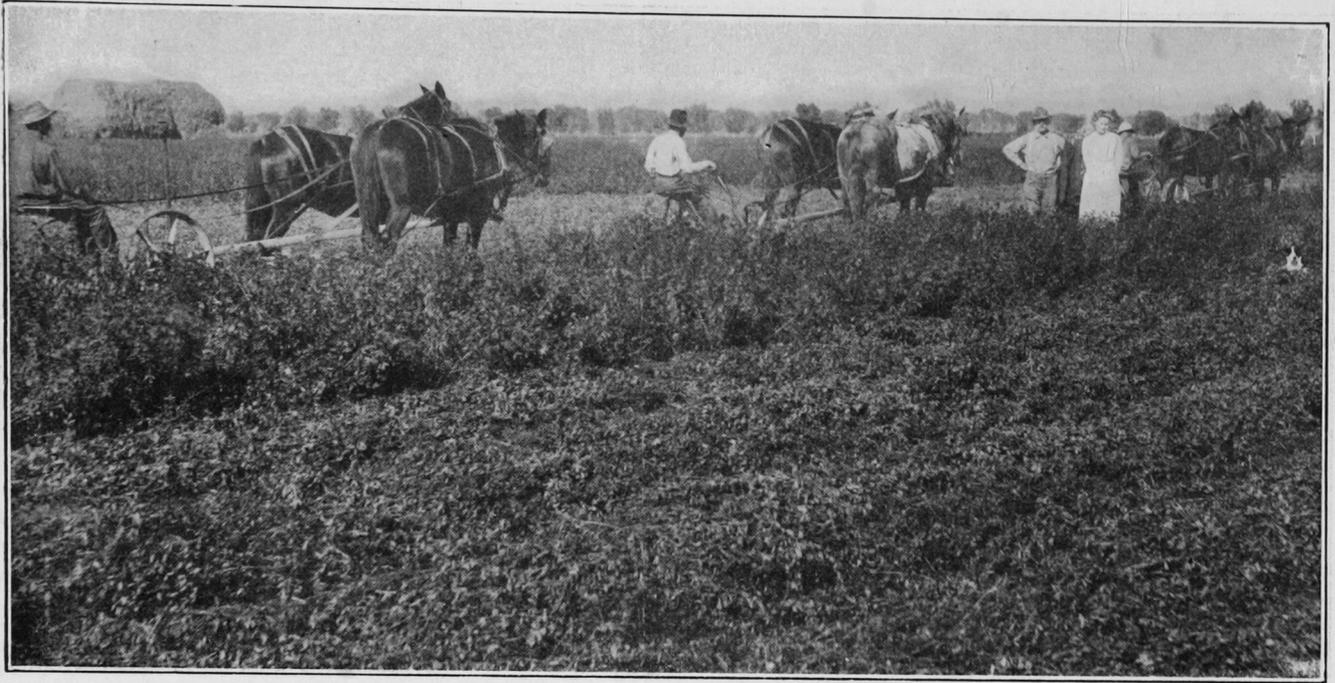


Fox Raising to Get Fur Shows Increase Here

The raising of black foxes for the fur market is becoming quite an industry in the Angeles National Reserve. Yesterday Supervisor Charlton received two applications for permits, for land located in the Big Bear country for the propagation of these fur-bearing animals. One was from the Rickman (Cal.) Silver Black Fox Company, the other from A. B. Sommerville. About twenty acres each are required for the operations of a black fox farm.

Some months ago a fox farm was established at El Cajon, and it has been very successful.

The Southern California climate is said to be especially fitted for the raising of the animals, and there is a constant demand for the skins at a high price.



CUTTING ALFALFA AT CHRISTMAS.

The Crops We Grow

THE crops we grow are many—so many that all cannot be referred to in detail in a short outline. We have the conditions which make large crops possible—soil, water and climate, these three spell “success” if proper effort is used. We also have a great variety of crops that can be grown with profit.

ALFALFA: Under the sunny skies of Arizona, in the rich soil of this Valley, with ample water for irrigation, alfalfa finds a natural home. Maximum crops are assured, and there is a market for this crop either as hay or for feeding to dairy cattle or to range steers.

Liming the soil of this Valley is unnecessary; there is no necessity to inoculate the alfalfa seed, for the bacteria which favor the growth of alfalfa are found in our desert soils, and with sunshine and water, the three chief essentials to success, are all here.

Alfalfa yields five to six cuttings of hay, or, if preferred, produces seed crops. Besides yielding the hay crop, it

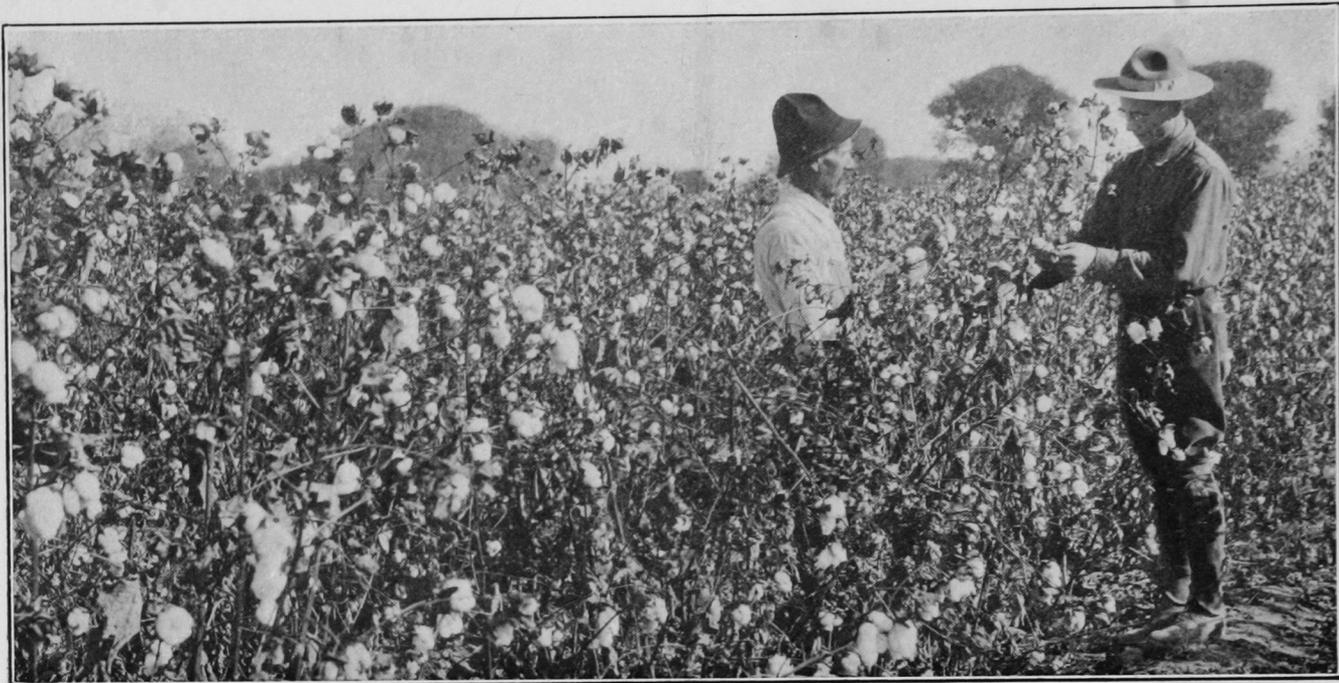
may be pastured two to three months in a season. Alfalfa enriches the soil for other crops, and is perfectly adapted to this region.

The Chilian variety of alfalfa has been grown until the past few years. Recently it has been found that the Hairy Peruvian yields more and is claimed to have a higher protein content. The finest quality seed is available in the valley.

This is the crop usually planted on “new” land. To prepare the land and seed it to alfalfa will cost about \$20.00 to \$25.00 an acre, varying somewhat according to soil conditions, whether teams or tractors are used, as well as the ability of the men employed. One has a right to expect, if he has kept his fields in good condition, a yield of eight to ten tons an acre each season.



COTTON: Long Staple Cotton has proved a most successful crop in the Salt River Valley, where it was developed from seed originally obtained in Egypt, and brought to perfection under the name



LONG STAPLE COTTON, BETTER THAN EGYPT'S BEST.

of "Pima." This high quality cotton, the finest grown anywhere in the world, is coming more in demand by Eastern mills each year, and the farmer raising this crop is assured a profit. Several varieties of short staple cotton are being grown also, and have proved very profitable.

GRAINS: Barley, oats and wheat are grown with success and are profitable. These grains are often followed the same season with a crop of milo maize or corn. The returns from two-crops-a-year farming, of course, run into substantial figures.

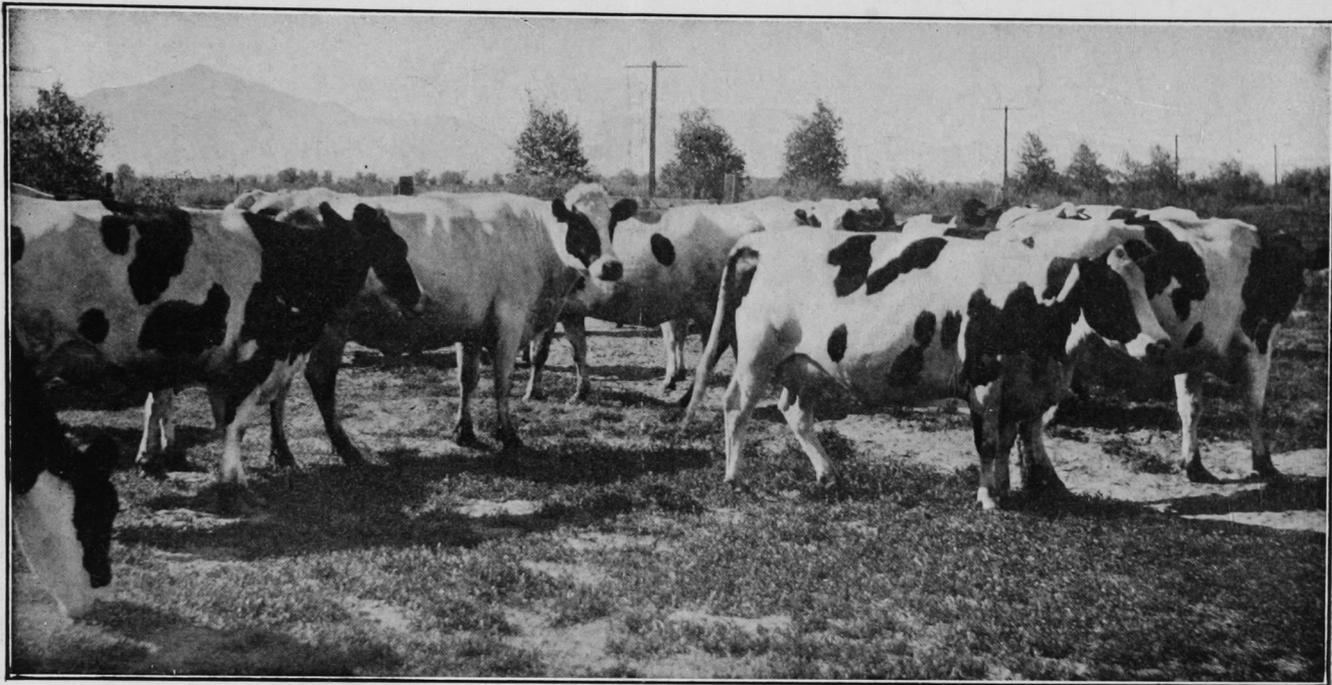
CANTALOUPE: Cantaloupes and melons are grown and shipped in large quantities. Prices are good and have reached \$5.00 to \$7.00 a crate. The Salt River Valley cantaloupes are well known for their quality, which is unexcelled. They are the best shipping melons known, ripen early, and reach eastern markets in good condition and bring the best prices. Taken over a period of years, average returns from cantaloupes prove this one of our most profitable crops. The land in many parts of the Valley is particularly adapted to cantaloupe and melon crops. Salt River Valley cantaloupes are shipped to more than 250 cities in the United States.

TRUCK GROWING: Truck growing is increasingly important. All varieties of vegetables are grown. Most of the common garden crops are planted in the Fall and Winter and mature through the Winter and early Spring. Lettuce is grown on a large scale and is shipped to important markets in carload lots from November to April. It is of fine quality and growers receive good prices. One grower of lettuce produced 22 carloads from 20 acres, which netted him, after deducting freight and commission, \$500.00 an acre. Yields netting \$400.00 to \$500.00 an acre after deducting freight and commission, are reported.

Asparagus, spinach and other high-priced truck crops are grown successfully and are now being planted on a commercial scale.



STOCK GROWING: Arizona has enormous areas of "range" country carrying hundreds of thousands of cattle of excellent quality. No longer does the "longhorn" cover the range. He has been displaced by the "whiteface" and other breeds which are more profitable. Cattle come from these ranges all over Arizona and from other States into the Salt River Valley to be fitted or "finished" for market, as many as 50,000 head being "turned off" in prime condition



DAIRY COWS DON'T DREAD OUR WINTER DAYS.

in a single year, and as many as 75,000 head being on pastures or being "lot" fed at one time in the Valley. These cattle are put on the alfalfa fields, or allowed to run to alfalfa hay in the stacks. They 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 "feeders" or stock cattle for feeding. Two steers can be fattened on one acre, but three steers on two acres is conservative. Cattle feeding is good business because here the bulk of feed consumed is devoted to the growth of the animal.

Modern methods of fattening are being used by the up-to-date farmers. Alfalfa, the ideal feed, is right at hand and along with it cotton seed meal from the gins. There are also milo maize, kaffir corn, feterita, and an endless variety of crops which are especially suited to 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.

THE DAIRY: The mild winter, dry air, and sunny climate of the Salt River Valley, are attractive to those

dairymen who are seeking a change from the ice and snow of the north, to pastures which are green all the year.

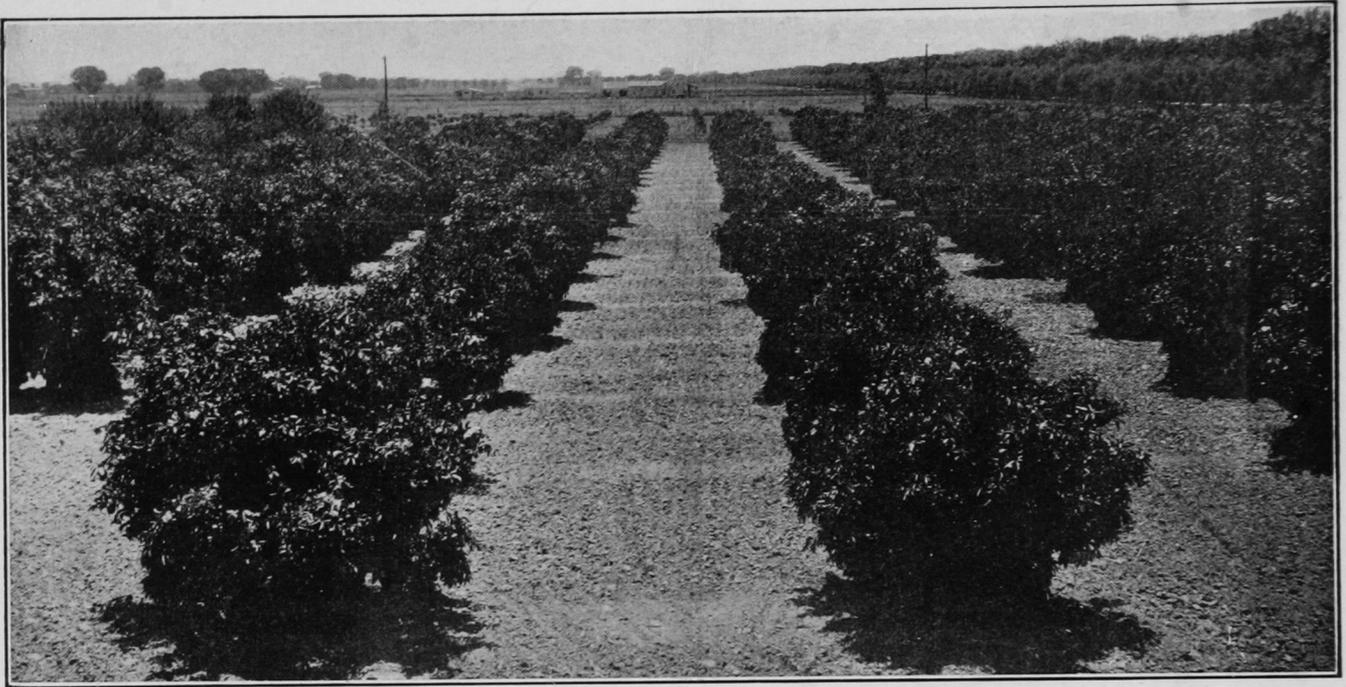
The most expensive element in the ration of the dairy cow is protein. Dairying is most profitable where protein can be produced cheapest. Protein is found in alfalfa. Alfalfa is the principal feed, both as pasture and hay. A practice of many dairymen is to disc the alfalfa fields in October and sow barley at the rate of about 100 pounds to the acre. This serves a two-fold purpose; it helps the alfalfa by a thorough cultivation, and it produces a superior quality and an increased quantity of winter and spring pasture. About February 20 the cows are taken off these fields and the grain and alfalfa will then be ready for hay in April.

This mixed grain and alfalfa makes an ideal dry roughage for dairy cattle.

Another factor which is attractive to dairymen is the small cost of equipment. Barns are not necessary. Many dairymen have no stables but do the milking in the open fields or in corrals the year 'round. Those who have sheds use them chiefly for stabling the cows during milking or feeding.

Many fine dairy animals are in the Valley, located on several pure-bred stock farms which are well known throughout





EARLIEST ORANGES MEAN OPPORTUNITY FOR DIVIDENDS.

the country. The principal breed in the Valley is the Holstein Friesian.

DAIRY PRODUCTS: There are three creameries and a number of sub-stations. In addition there are three condensed milk factories. A considerable number of dairymen manufacture butter, which is in great demand. The creameries pay on the basis of the amount of butter-fat in the milk or cream. The creameries use large auto trucks for collecting and hauling milk and cream from the farms to the factory. The dairymen have a strong marketing organization which has resulted in better prices for dairy products.

A SILO ON EVERY FARM: Silos are coming into general use, and an increasing number are being erected each season. Both cement and wood are used for building material and both are satisfactory and economical.

SHEEP: It has remained for the Salt River Valley to develop the perfect utility sheep. Here the sheep is a worker as well as a food and clothing provider. Sheep are very valuable in keeping ditch banks clean of weeds and other growths. They fatten quickly and a market is at

hand for wool and mutton. In addition each year half a million sheep or more are brought into the Valley from the desert ranges for fattening and for lambing. Farmers find good profit in fattening sheep on alfalfa or on mixed rations.

HOGS: Hogs are raised here in the Valley with less trouble and danger from disease than elsewhere. Here again the natural conditions are found to be the farmer's best friends. The dry air and warm sunny days are the best of disease destroyers. Thousands of hogs are in the Valley.

FRUITS: The Valley is indeed fortunate in its fruits. Both citrus and deciduous fruits are adapted to conditions of soil and climate. Arizona oranges ripen early and reach eastern markets in time for the holiday seasons. The quality is unexcelled and the Salt River Valley orange is famed for its sweetness. Grapefruit or Pomelo is very successful and the flavor of the Salt River Valley product is appreciated by those who enjoy good grapefruit. The yield is heavy and car lot shipments are increasing every year, an indication of the success which is coming to this particular industry.





POULTRY WILL PAY BIG PROFITS. THERE'S ROOM FOR PLENTY MORE.

Of the deciduous fruits, apricots, plums, figs and peaches do splendidly. Apricots and plums ripen quite early and are excellent for shipping. They are gathered and shipped at a time when there is no similar fruit available, and in this way reach eastern markets when prices are very attractive.

Grapes are grown with great success, and they, too, are especially favorable for shipping. Grapes ripen about ten days in advance of the early grapes of the Fresno District. They yield well and good prices are received. The acreage of grapes is being added to very rapidly.

POULTRY: Soon the Valley will be famous for its poultry. Already there are many large commercial poultry farms and every farm has some chickens. The demand for poultry and eggs within the State is much greater than the Valley is able to supply.

Poultry keepers here have many advantages. The growing season is continuous and provides a continuous supply of green feed, and the mild climate obviates the necessity of expensive poultry house equipment.

Turkeys are very profitable and are raised for shipment in large numbers out

of the State. Many breeders of fine poultry have well equipped places and several poultry shows are held each year in the county.

EXPERIMENT FARMS

THE United States Government has established a Poultry Experiment Station at Glendale, which is on a paved highway about nine miles from Phoenix.

At this Station accurate records are kept of egg production and various methods of raising and feeding are being carried out in order to determine the most practical and most economical rations for egg production under Arizona conditions.

Experiments in the raising of turkeys are also being carried on at this farm. This farm is open to visitors on all week days.

The University of Arizona, in cooperation with Department of Agriculture, maintains a large Experimental Farm, also on a paved highway near Mesa, and fifteen miles from Phoenix. This farm is one mile long and one-fourth mile wide and the principal crops raised in the Salt River Valley are being grown on this farm for the information of the





PAVED HIGHWAYS MAKE MOST RANCHES ONLY MINUTES FROM THE VALLEY'S MAIN STREET — CENTRAL AVENUE, PHOENIX.

farmers and newcomers in the Salt River Valley. Here one can see crops suited to the local conditions being grown under approved farm methods.

In connection with the farm there is a large orchard containing practically every variety of deciduous fruit grown in the Salt River Valley. The farmer who wishes to plant fruit trees may obtain accurate data at the Station which will enable him to plant just the varieties which will best serve his purpose. One hundred varieties of grapes are being grown in an experimental way for the same purpose.

The Experimental Station is open to all visitors on week days.

SUMMARY

IN this folder we cannot refer in detail to every crop and every condition.

Come and see, you will then be convinced and delighted. 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 YOUR SHARE: In all, the Government has expended over \$12,500,000.00 on the Salt River Valley Irrigation Project. It is for the people, for

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all time. The Water goes with the land purchased. And soon the power developed by the system will be paying for all construction, cost of operation and maintenance and still have a margin.

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 growth and health.

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.

You must see what we have to offer. You cannot afford to pass this opportunity by. Come and look us over and we know you will be pleased. Come right away.

Yours sincerely,

SALT RIVER VALLEY - ARIZONA CLUB

(FRANK O. SMITH)

President.



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FACTS ABOUT THE SALT RIVER VALLEY



THE Salt River Valley is 50 miles long and 16 miles wide at its widest point and contains about 300,000 acres of rich agricultural land.

The average earning power of an acre of land in the Salt River Valley Project for 1923 was \$105.57.

The average cost of irrigation water for the years of 1922 and 1923 was \$2.25 per acre, the cheapest water served by any irrigation project in the world.

Phoenix, the capital city of the state, the county seat of Maricopa county and the largest city between El Paso and Los Angeles, is surrounded, within a radius of 25 miles, by thriving, up-to-date cities and villages, including Chandler, Mesa, Tempe, Gilbert, Peoria, Scottsdale, Glendale, Laveen, Marinette and Buckeye. They are reached by the finest system of cement-paved highways in the United States.

The gross value of crops for the year 1923 was \$18,500,000, exclusive of sheep, cattle, poultry and dairy products, which amounted to another \$5,000,000.

Come to the land of opportunity where:

- Summer winters.
- Crop failures are unknown.
- The sun shines 320 days each year.
- Oranges and grapefruit ripen in October.
- Lettuce and peas are harvested in December.
- Two, three, four, five and six crops a year are harvested.

ISSUED BY
 SALT RIVER VALLEY - ARIZONA CLUB
 CHAMBER OF COMMERCE BUILDING, PHOENIX, ARIZONA

Photos on pages 2, 5, 7, 8, 13, 15, are by Kay Zee, and on pages 4, 6, 9, 10, 11, 12, 14, by McCulloch Bros. On cover by Chamber of Commerce and Kay Zee.