

ARIZONA HISTORICAL FOUNDATION

"The Home of the Lemon, Orange, Fig and Grape"



PROSPECTUS

OF THE

Cocopah Fruit Company



INCORPORATED

UNDER THE LAWS OF ARIZONA

For Planting and Maintaining Orchards

— AT —

YUMA, ARIZONA.

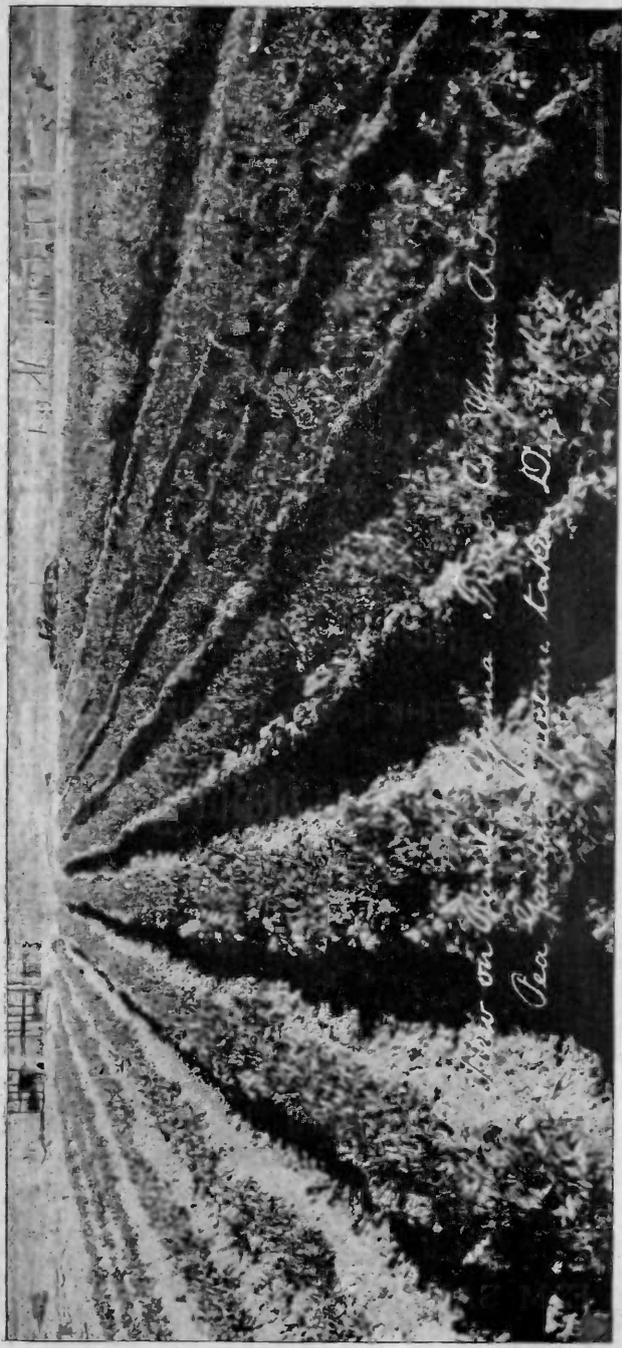


Capital \$100,000. 100,000 Shares, \$1.00 each.



E. M. SANFORD, PRESIDENT.

ARIZONA COLLECTION
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View on the *Sierra Nevada* from *Sierra Nevada* taken *1908*

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FOR

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AT

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[1893]

“THE HOME OF THE LEMON, ORANGE, FIG AND GRAPE.”

E. M. SANFORD, PRESIDENT

COCOPAH FRUIT COMPANY.

WHAT IT IS FOR.

The Cocopah Fruit Company is created to meet a wish you have long been expressing, viz.: to give you an opportunity to become interested according to your means in the planting and maintaining of a large orchard and vineyard in Yuma, Arizona, upon the most fertile of soil known, and where the surroundings are such that more clear money can be made from fruit-raising than in any other part of the United States.

Somewhere (no matter where) you have heard Gen. Sheridan's "Blanket" story, or its modernized companion, the "Cremation" story, from which you have formed an ill-advised and prejudiced opinion that Yuma is too hot a place for you to live and personally supervise the planting and caring for an orchard, but somehow you have formed a correct impression that there is there a combination of rich soil, an unfailing abundant supply of fertile irrigating water, and a superior climate, that produces unprecedented early fruits of excellent flavor, and exceedingly remunerative to an investment such as you would like to make. Is this not so?

There is money in it for you. It is a *safe*, sure, money-getting investment.

THE ORGANIZATION.

The Cocopah Fruit Company is named after a tribe of industrious hard-working Indians in the vicinity. It is incorporated under the laws of Arizona. It is capitalized upon a close estimate, made by competent and experienced persons, of the actual cost of procuring a fruit farm of 320 acres of land on that wealth of fertilizing material—the alluvial deposit in the valley of the Colorado River—and maintaining the same for four years or until the trees and vines mature to a productive return beyond actual running expenses.

The stock is absolutely non-assessable.

A very important feature is the fact that the property of shareholders *is not liable for the debts of the corporation.*

The officers and sole directors are: E. M. Sanford, President

and General Manager; F. S. Ingalls, Vice-President; F. L. Sanford, Secretary and Treasurer.

There are no official salaries (unless it be to the secretary), consequently every dollar invested goes to benefit the orchard.

The inducements are: quick planting and quickest returns from the smallest possible outlay.

No stock can or will be sold at a sum less than par value, and no commissions will be paid or discounts or rebates made, because it is capitalized on the ground floor and the estimates will not permit it.

The stock is being rapidly subscribed. Even now the subscriptions amount to more than sufficient to purchase the land, clear one-half of it and seed the alfalfa.

The capital is fixed at \$100,000, divided into 100,000 shares of \$1.00 each.

During the coming planting season, which is January, February and March next, it is intended to plant the following:

NAME.	ACRES.	NAME.	ACRES.
Apricots.....	100	Grapes.....	55
Lemons.....	40	Alfalfa.....	40
Oranges.....	20	Almonds.....	20
Figs.....	10	Pears.....	10
Plums.....	10	Dates.....	5
Grapefruit.....	5	Guavas.....	3
Miscellaneous fruits and vegetables.....			12

Eight thousand evergreen shade trees bordering each ten acres as wind-breaks.

BASIS OF CAPITALIZATION.

Purchase price of land and perpetual water-rights at \$150 per acre.....\$ 48,000

FIRST YEAR'S ESTIMATE, OR 1894.

Purchase of teams, harness, wagons, plows, scrapers, cultivators, drags, levelers, repair tools, extra parts, implements, flumes, bridges over ditches, head and outflow gates, etc....	\$ 9,590
Cook-house, repair-shop, lodging-house, stable, sheds, corral, etc.	4,000
Fencing.....	1,480
Clearing, plowing, leveling, bordering, ditching, cultivating, irrigating.....	5,280
Irrigating water at \$5.00 per acre.....	1,600
Trees, vines, shade trees and planting.....	16,800
Ranch provisions, grain, hay, until produced.....	1,280
Taxes, printing, stationery, surveying, freight and incidental expenses.....	2,730
Total.....	\$42,730

Cocopah Fruit Company.

The first year's productions will credit the account with—

120 tons alfalfa at \$10.00 per ton	\$ 1,200
Vegetables	400
	<u>\$ 1,600</u>

This will amount to a ten per cent investment on \$16,000, and leave for a credit to 1895 \$10,870.

SECOND YEAR'S ESTIMATE, OR 1895.

Pruning	\$ 960
Replanting 5 per cent dead trees.....	740
Irrigating water	1,600
Cultivating, plowing, dragging, irrigating, and added implements	3,600
Provisions, taxes and incidentals	2,400
	<u>\$ 9,300</u>

Credit for 1895—

200 tons alfalfa	\$ 2,000
Vegetables, watermelons and grapes.....	1,000
	<u>\$ 3,000</u>

which is a return of 10 per cent on a \$30,000 investment, and leaves a credit for 1896 of \$4,570.

THIRD YEAR'S ESTIMATE, OR 1896.

Pruning and replanting	\$ 1,200
Irrigating water	1,600
Plowing, cultivating, irrigating, provisions, taxes, added im-	
provements, trays, sweat-boxes and crates	5,200
	<u>\$ 8,000</u>

Credit for 1896—

200 tons alfalfa	\$ 2,000
Vegetables and melons.....	1,000
55 acres grapes, or 110 tons, or 220,000 pounds at 3 cts.	6,600
	<u>\$ 9,600</u>

or 10 per cent on \$96,000, or a return of \$30.00 per acre, or about 10 cents per share, and leaving \$6,170 to carry on the season of 1897.

FOURTH YEAR'S ESTIMATE, OR 1897.

The expenses of this year are increased by reason of many of the fruits beginning to mature, and without itemizing are.... \$ 10,000

This year dividends are expected. We are credited with—

Alfalfa, melons and vegetables.....	\$ 3,000
Grapes, 5 tons to the acre, or 550,000 pounds at 3 cts....	16,500
220 acres fruits at \$60.00 per acre	13,200
	<u>\$ 32,700</u>

or a return of 10 per cent on \$327,000, or a credit balance of \$28,870, or a profit of \$90.21 per acre, or 28 cents per share.

FIFTH YEAR'S ESTIMATE, OR 1898.

Expenses.....	\$ 15,000
Credits—	
Grapes	\$ 25,000
220 acres of fruits, at \$100 per acre.....	22,000
Alfalfa, etc.....	3,000
	<u>\$ 47,000</u>

which is 10 per cent on \$470,000, or a profit of \$32,000, or \$100 per acre, or 32 cents per share.

SIXTH AND SUBSEQUENT YEARS.

Expenses	\$ 20,000
Credit—	
320 acres of fruits will average a return of \$250 per acre making	\$ 80,000
or 10 per cent on \$800,000, or a profit of at least 60 cents per share.	

SOIL AND WATER.

The soil is a *detritus* or alluvial deposit, fifteen feet deep without hard-pan, having a current of water underneath that answers to a complete drainage system which carries off surplus irrigation water and prevents souring of the land.—There is not a stone in the valley large enough for a sling shot.—The surface is smooth.—There is a slope of one foot to the mile toward the south and west, affording a cheap and perfect irrigation system.—The vegetation is luxuriant.—Last year an orchard of one-year-old budded peach trees, cut to eighteen inches, grew nine feet high by October 7th.—The largest mesquite trees on the continent grow in the valley.—

Analysis shows that the soil is richer than the Nile.

Many of the irrigation projects of the Pacific Coast have their source of water supply in the channels of streams that are dryest during the irrigation season, while the Colorado River (from which the company's lands are irrigated) is the highest about St. John's day.—There is water enough for 20,000,000 acres during the summer and "oodles" of it during the remainder of the year.—One irrigating inch under five-inch pressure will irrigate five acres per annum, or cover it thirty-nine inches deep—Two irrigation inches for twenty-four hours will cover one acre one inch deep.—The water flows upon the land at an equal temperature with the soil.—*The water is a complete and sufficient fertilizer in itself.*—It is distributed in the water because it is there held in solution.

—In Riverside, California, fruit-growers pay from \$15.00 to \$75.00 per acre, per annum, for fertilizers.—Think of the saving.—The actual cash value of the phosphoric acid, available potash and nitrogen alone, carried upon the land during an irrigation season, is more than \$10.00 per acre, and is far more than sufficient to supply the loss taken up in plant life.—Listen—In a ton of barnyard manure these ingredients are worth \$2.49; in a ton of Colorado River sediment contained in about two acre inches of irrigating water, they have a cash value of *sixty cents*, or over \$10.00 per acre, per annum.

“Nature presses the button,”
(Irrigation and cultivation do the rest.)

DESTRUCTIVE INSECTS.

California spends thousands of dollars annually, passes State, County and District laws, and organizations are formed to prohibit the introduction and prevent the spread of scale and other pests injurious to trees and fruit. Enormous sums are there expended to exterminate the pests.

At Yuma the scale can not and does not exist. There is something in the dry, hot climate that destroys them. Experts have tested it by special importations. They did not live. They can not be found on tree, vine, or shrub. All fruits are perfectly clean and free from the pests.

What a paradise is this for fruit-growers!

NO COMPETITION.

Can you realize the enormous profits (dividends to be paid to shareholders) by reason of the Cocopah Fruit Company being in a position to put fruit on the market *weeks and months* before any other locality?

Select an item, compare it, figure the result and then attempt to comprehend the aggregation of profits from all sources.

We can sell melons by the carload the first week in June, while California and the Southern States market them in July; figs mature by April 20th and California matures them in July; the Muscat, Seedless Sultana, Malaga or Flaming Tokay grapes ripen by June 10th, while in the great Fresno grape country they ripen about August 15th.—Figure on that item of two months without competition in the Chicago, New York and

Eastern markets and what ought the profits to be? Apricots are marketable by April 20th; peaches by June 15th, with peas, cabbage and cauliflower every day in the year, and strawberries and asparagus from Christmas on.

Now a Yuma orange has no superior. It is smooth, thin-skinned, tender flesh, and full of delicious juice. The navel ripens in November, weeks ahead of Riverside or Los Angeles.

The Yuma lemon is likewise smooth, clean, polished, thin-skinned with a superabundance of delicate tart juice, and markets in November. The oil of the rind contains two per cent greater specific gravity than any other lemon of commerce.

The lime has a pleasant sharp acid, devoid of the bitter taste so commonly met with, and ripens in October.

The Yuma fruits will have a distinctively marketable value, the choicest reputation, and, coupled with the fancy prices of early shipments, the profits will be certain and sure.

WHAT AND WHERE IS YUMA?

Yuma lies in the extreme southwestern corner of Arizona, on the east bank of the Colorado River and near the head of the Gulf of California. It is a division station on the Southern Pacific Railroad, and the terminus of a line of river steamers, thus affording quick transportation by the way of Southern Pacific or Santa Fe railroads to the Eastern markets, and about twenty-four hours nearer those markets than the fruit regions further west.

It has become notorious as a place hotter than any other; some people are inclined to dispute this. Many other places in Arizona are hotter than Yuma during the months of June, July and August. The signal service of the past twenty years prove it. That the thermometer does run up pretty well is not denied, but therein lies the secret of the success of early fruit-raising. It is the early and continuous warm weather that produces the money-getting results. It is good for people who live there, and dig and delve and work. Those who are there enjoy it. There are none of those moist, suffocating, sunstroke hot days and nights met with in the East, for, owing to the light dry atmosphere, absence of fog, low altitude, breezes from the Gulf, and the vast difference between the actual and sensible temperature, you can fill your lungs full of ozone without fear of strangulation, sunstroke or sleepless

nights. Mark you, Yuma is the greatest fruit country of the world. Why not! when we furnish California with her own productions out of season there?

INVESTMENT RETURNS.

This is not mining stock where there are uncertain futures and constant digging out and depreciation of assets. It is property that is certain of appreciation, and accumulating value with every year and every dollar expended.

Next July the property of this company will be worth \$650.00 per acre. Experts of the Mead Bond and Trust Co., and another company, were sent in June, 1892, to appraise the lands of the Yuma Fruit Co., for the purpose of placing a loan thereon, and they appraised it at \$500.00 per acre. The lands adjoin and are the same in every respect. Think of it. The first furrow was turned by that company in the valley, October 28th, 1891, the first planting was done in 1892, and in four months a money-lending company is willing to loan money on the land upon their own valuation of \$500.00 per acre.

In July next our stock will have an actual real estate asset or cash value of \$2.00 per share.

In four years this land will be worth at least \$1000.00 per acre which will make one share have an actual asset value of \$3.20, or more than three times the par value.

As a ten per cent investment the stock has great merits.

In the third year there is a product of \$9600.00 or 10 per cent on \$96,000.00 or \$30.00 per acre or 10 cents per share.

In the fourth year there is a *profit* of \$28,870.00, or 10 per cent net on an investment of \$288,700.00, or \$90.21 per acre, or 28 cents per share. The latter would be 10 per cent on an investment of \$2.80, which sum added to the property or asset value of \$3.20 per share would make each share worth \$6.00

In the fifth year there is a *profit* of \$32,000.00 or 10 per cent net on an investment of \$320,000.00, or \$100.00 per acre, or 32 cents per share. The latter is a 10 per cent investment on \$3.20, which added to the property value of \$3.20 per share, would make each share worth \$6.40.

In the sixth and subsequent years there is an annual *profit* of \$60,000.00, or 10 per cent net on an investment of \$600,000.00, or \$187.50 per acre or 60 cents per share. This would be 10 per cent net on an investment of \$6.00, and added to the

real estate value would make each share worth \$9.20 or nine times its par value.

These figures are very conservative.

There is no building, insurance, loan or investment company that can honestly present so meritorious a proposition for large and permanent returns.

You can invest \$1.00 or \$10,000.00 and there are no after payments or worry about meeting another installment.

SOME COMPARISONS.

In California the profits from grape vineyards are from \$80.00 to \$400.00 per acre, depending on the care and market facilities.

Twenty apricot ranches in Southern California, holding from one to sixty-six acres, show an average sale in 1892 of \$228.75 per acre.

The average sale of oranges at Riverside, California, in that year was more than \$375.00 per acre.

Prunes netted more than \$220.00 per acre.

Southern California lemons sold for more than \$320.00 per acre.

Almonds at Pasadena gave a profit of more than \$200.00 per acre.

Peaches averaged \$150.00 per acre.

These fruits matured during the glut of the market.

Yuma never planted fruits for the market until 1892, because, until then it had no irrigating water under control, but ever since 1863 all the different fruits have been raised in the residence lots about the city, so that it is known when fruits will mature and which will thrive there best.

Mrs. Taggart has one fig tree in her yard from which she realizes from \$65.00 to \$90.00 from the first crop alone. The first crop of Yuma figs brings from 75 cents to \$1.00 per pound in the San Francisco market. There are three crops annually. The second crop is generally gone before the first crop from elsewhere is in the market.

John Gondolfo, from six six-year-old trees, sold limes at 1½ cents each to an amount answering to \$2240.00 per acre.

From seventy grape vines planted in 1891 over \$200.00 was realized by the owner from the crop of 1892. Grapes are presumed not to bear until the second year after planting. There are about 700 vines to the acre.

Last year the Yuma Fruit Company realized over \$2000.00 from eight acres of melons, and fed to the hogs nearly as many as sold.

In February, 1892, 1893, that company sold green peas at \$3.00 per crate of twenty pounds, in Chicago, Ill.

This year that company has 100 acres of melons planted, generally between fruit trees. Shipments commenced before June 15th. Acres of grapes planted by that company last year are loaded with grapes this year. They are sold at from 8 to 10 cents per pound F. O. B. at Yuma.

There is not so much profit in fruit and vegetables when they are raised at the same time as those of the general public. Our independence lies in the fact that we can raise them when the general public are clamoring for them, willing to pay our prices and not dictate them, because no other place can raise them.

Can you afford to let this stock go by and not invest?

We recommend it to our friends.

WHAT IS SAID OF THE COUNTRY.

SENATOR H. M. TELLER of Colorado.—On my trip in April, 1893, to Yuma I became thoroughly convinced that for superior climate, rich soil and abundance of water, the Colorado River Valley ranks first.

GEN. J. A. WILLIAMSON, Land Com. A. & P. R. R.—The value of the Colorado River Valley for fruit-raising cannot be over-estimated.

JESSE SELIGMAN, New York.—I am surprised. I did not know such a rich, fertile valley existed.

C. P. HUNTINGTON, Prest. S. P. R. R.—If I were younger I would give it my personal attention.

A. N. TOWNE, Gen. Manager S. P. Co.—My visit has been a surprise to me. It is the coming fruit country of the continent.

MR. J. DEBARTH SHORB, the leading horticulturist of Southern California.—“The horticultural possibilities of your section are beyond any man’s comprehension. I believe you are more horticulturally blessed than any other portion of the world’s surface.”

From P. O'BRIAN'S Report to Rollins Investment Co.—I consider this land more valuable than if it were at Riverside, because, first, the season is six to eight weeks earlier; second, there is less frost; third, the water supply is in greater quantities full of vegetable and mineral fertilizers; fourth, the soil is richer and better. The lands under cultivation are worth \$600.00 per acre.

From PROF. E. W. HILGARD, the authority in the United States on soils, cited in "California Fruits," page 50.—"It is therefore likely that whenever the water of the Colorado River shall be made available for irrigation, these bottom lands will yield rich returns for cultivation."

From PROF. CHAS. B. COLLINGWOOD, M. S., Territorial University, Tucson, Arizona.—"With nitrogen at 17½ cents, phosphoric acid at 6 cents, and potash at 4 cents per pound, barnyard manure is usually worth \$2.49, while a ton of Colorado River sediment will during seven months average a value of 60 cents in these ingredients."

From official report of GEN. A. W. GREELY and LIEUT. W. A. GLASSFORD in "Climate of Arizona."—"The alluvial bottom lands and water of the Colorado River are so rich as to need no re-enforcement by artificial fertilizers."

From "Arizona Magazine," Yuma.—"The soil and land is so rich as to be beyond estimate except by an expert."

JOAQUIN MILLER, "the poet of the Sierras" in the New York Independent, on August 25th, 1888, says:—"Every one of the six hundred varieties of figs, indeed all fruits, all flowers of the semi-tropical lands can be made to flourish on the banks of this North American Nile. * * * If I had a friend who had \$500 or \$10,000 or \$100,000 that he wanted to do great good with I would say: 'buy up some of the Colorado desert.'"

The San Francisco Chronicle on June 2nd, 1889, editorially says:—It is the early orchardist that catches the cream of the profits in the fruit-growing business. * * * Some day California will have a formidable rival in the production of early fruit in Arizona. Already in many of the places in the Territory they raise grapes which mature a full month earlier than California grapes.

SIMPSON, MONTGOMERY & Co., the leading Commission mer-

chants of Los Angeles, say:—We received the first carload of melons of the season of 1893 from Yuma.

A Diary from the Yuma "Sentinal" 1888—June 2nd. The Indians are bringing in green corn and squash, musk melons were shipped this week.

June 9th. Our grapes and pomegranates are ripe and olive trees full of splendid fruit.

Aug. 4th. Phoenix shipped her first carload of muscat grapes July 25th, nearly four weeks after they were ripe here.

Nov. 7th. Our splendid oranges and lemons are the first to ripen on the coast.

Dec. 15th. Olives are ripening. Figs, ripe and delicious, are abundant. Watermelons and canteloupes are still plentiful.

Feb 16th, 1889. The apricot, orange, lime and lemon trees are in blossom. The fig trees and grape vines are in leaf.

April 14th. Ripe figs, mulberries and apricots were picked.

May 27th. Grapes are ripe.

Nov. 9th. Oranges and lemons are ripe.

WHAT IS SAID OF THE COMPANY.

"It will be a success."—GEN. J. A. WILLIAMSON.

"It has a good management."—MAJ. J. W. DONNELLY, Chicago, Ill.

"It is all right."—GEO. W. RAE, House of Representatives Carpenter, Washington, D. C.

"It is certain of large returns."—"Arizona Sentinel," Yuma, Arizona.

"The profits of the company are certain."—"Arizona Magazine," Yuma, Arizona.

MEMORANDA.

Stock in this company is better than individual ownership of small tracts.

If you should hold a small tract you would be obliged to have certain implements and improvements which would require more capital in proportion.

A reasonably large tract of land can be operated more economically and with more profit than a smaller tract.

The person who desires a small ranch can buy this stock

and have no worry as to honesty or competency of employees, agents or management.

The best practical horticulturist has been engaged to care for the orchard.

You get the services of the most skillful and competent workmen.

You get the most economical and inexpensive management.

You can attend to your vocation and the stock goes right along increasing in value.

You can purchase the stock in small lots as your means permit.

You cannot find an investment more beneficial to yourself.

If you want references you can have them.

Your remittances must be by bank draft, money order or express.

Your subscription will not be accepted unless accompanied by the money.

Address,

COCOPAH FRUIT COMPANY,

Yuma, Arizona.

SUBSCRIPTION.

[No commissions or rebates or discounts will be made.]

.....1893.

To THE COÖPERAH FRUIT COMPANY,

YUMA, ARIZONA:

I hereby subscribe to.....Shares of
stock in your Company and inclose.....
dollars to pay same.

Name.....

Street.....

City.....

County.....

State

