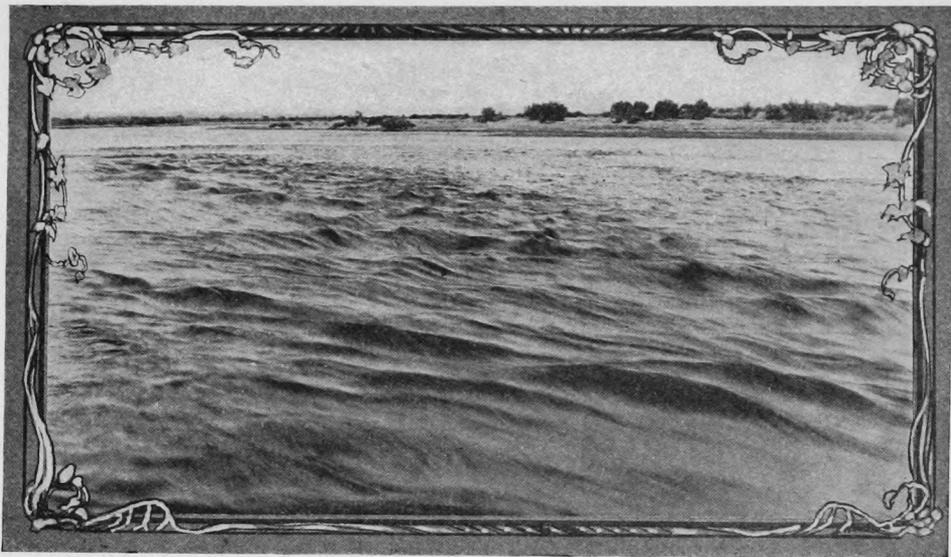


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**THE
FLORENCE VALLEY
OF THE GILA**



**THE LAND OF
TOMORROW**



GILA RIVER AT FLOOD PERIOD

FOREWORD

ARIZONA is a constant challenge to the imagination and to the creative impulse of man. A country of countless scenic marvels, one thinks of it with a kind of awe, as of a thing seen yet too extraordinary to be wholly believed in. Hence the difficulty of conveying by means of the written word any sense of these wonders. If Arizona seems legendary to her own sons, what must she seem to the distant stranger?

From the standpoint of material productivity, Arizona is equally amazing. The country is teeming with life. Sun and soil cry a perpetual invitation to man to join with them in creative partnership. And as yet this invitation has been very inadequately responded to. The potentiality of luxuriant nature still dwarfs the puny enterprise of man. But man is advancing. Slowly but surely he is conquering.

This booklet has to do with another step in man's progress—the harnessing of a great stream that its water might be made to turn barren fields into productivity. It is the true story of the San Carlos project—brain son of the Pima—Uncle Sam's newest reclamation works.

If man does well his part where nature has been infinitely prodigal, a new and great agricultural empire is risen on the wings of TOMORROW.

FLORENCE CHAMBER OF COMMERCE

A LAND WHERE DREAMS COME TRUE

WHEN President Coolidge signed the San Carlos reclamation bill on June 7, 1924, the dream which Indians of the Pima tribe and white settlers of the Florence valley on the Gila had cherished for more than two score years became a living reality. But more than that, it created a Land of Tomorrow, possessing potential possibilities as golden as the glorious sunsets of the West—possibilities beyond the realm of imagination to the legions who have not actually witnessed the transformation worked to desert lands with the coming of water.

Construction of the San Carlos storage dam, provided in the bill, will bring water, through a gravity system, to between 80,000 and 90,000 acres of lands rich in fertility—an agriculture empire within itself. And the land included within the boundaries of that empire is your Land of Tomorrow.

There is an old saying that "opportunity beckons but once in a generation." Here, then, is your opportunity, the opening for which you have been looking to "get your start."

Begin life anew in a land that offers more—where perpetual sunshine and an assured water supply mean bumper crops always; where crop failures are unknown.

A generation or so ago, men of sturdy races faced the dangers of this new frontier to locate these lands. Trail blazers they were, enduring the hardships and privations of a new country to open this great Southwest to you.

Their work now has been finished. When the San Carlos bill became law, the last straw had been turned in the pioneering. The way was paved for the bigger and better things of Tomorrow.

Today these are barren lands, great broad stretches of them reaching out in every direction; Tomorrow they will blossom with life-giving crops.

The opportunity of the pioneer is yours today but without his hardships or privations. You may settle upon these lands and live in comfort with modern conveniences at every hand to await the day when water from the Gila river shall be turned upon your acres. Here is the "last frontier" of the fast-fading West.

Building of the great San Carlos dam will convert the lands lying under the project from desert wastes to well-cultivated, fruitful acres. Much of the work already has been finished. A diversion dam was constructed some years ago, while many of the main ditches and laterals have been completed long since.

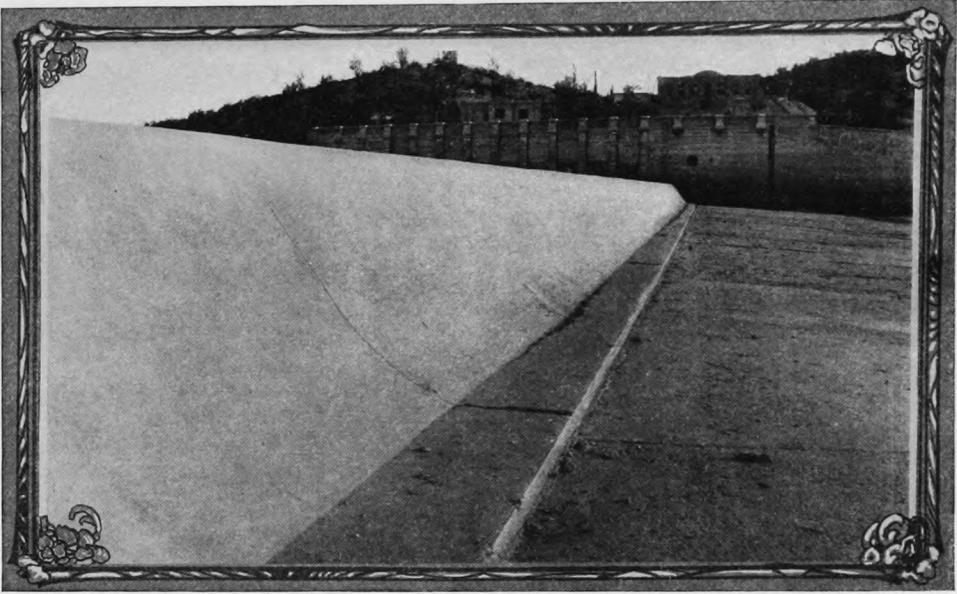
Will Store Flood Waters of Gila River

Briefly, the San Carlos project includes the impounding of the rich flood waters of the Gila river behind a great storage dam to be constructed in a box canyon about six miles below San Carlos village. The dam, according to estimates of government surveyors, will impound water enough to make a lake 31 miles square, containing a volume sufficient to cover 1,335,936 acres of land 12 inches deep—a storage capacity equally as great as that of Roosevelt dam, the source of the water supply for the nearby Salt River Valley.

This water, 1,335,936 acre feet, will be enough to provide ample irrigation the year round for more than 150,000 acres of fertile lands in Pinal county, in which the San Carlos project is located. The San Carlos bill authorizes the appropriation by Congress of \$5,500,000 for the construction of the project, estimated by the United States army board of engineers to have a life of 223 years, even if nothing were done to remove the silt deposits.

Irrigation experience, gained through years of investigation and comparison in the adjacent Salt River Valley project, shows that the irrigation of 150,000 acres under the San Carlos dam, a project entirely commensurate with the possibilities, would, within a very few years, raise the water level under adjoining lands not in the project to such an extent as to make pumping easily feasible upon from 5,000 to 10,000 additional acres.

Natural drainage conditions under the San Carlos project are decidedly better than those prevailing in the Salt River Valley and will tend to increase the amount of potential irrigable acreage in a greater and faster ratio



U. S. DIVERSION DAM NEAR FLORENCE

than under any reclamation project in the Southwest. The comparisons are made to the Salt River Valley project because the latter is considered by the government reclamation service to be the model irrigation district, operating costs being less and returns greater than in any other project in the world.

A number of wells already have been installed and are irrigating at a reasonable cost many acres of land which would otherwise remain a heritage of the desert. Engineers have demonstrated conclusively that, with a maximum lift of 70 feet and an average lift of 25 feet, an inexhaustible supply of water may be obtained by pumping for thousands of acres which otherwise would not be reached by the project.

Under the San Carlos project, too, a certain length of time has been set aside for the completion of power development on the Gila in connection with the irrigation project assured by the construction of the dam. This fact will go far towards stabilizing water conditions for the landholders under the reclamation project.

The lands in the San Carlos project are but a few miles from the fertile acres lying under the Roosevelt dam. With less construction expense and with lands similar in character, the San Carlos project, within three years after the actual storage of water

begins, will reach a point where the annual crop production will be greater than three times the total cost of the project.

Think of the immense possibilities for profit in agricultural and allied pursuits under such a project! This condition, guaranteeing repayment of the cost of the entire construction within approximately 40 years, has never been equalled in the history of reclamation—and probably never will be again.

The lands to be taken into the project, under plans which have been fully discussed and approved, stretch from eight miles east of Florence, county seat and principal city within the project, to about six miles west of Casa Grande and include lands lying between those two points.

Indians and Whites Will Share Equally

Of the first 80,000 acres of land which will be open to irrigation under the reclamation bill, 40,000 acres are Pima Indian lands, while the white lands to receive water from the dam represent a like total, 40,000 acres. About two-thirds of this acreage lies in the Florence district.



COTTON FIELD TWO MILES FROM FLORENCE

The government has wisely made provisions in the bill limiting the acreage which may be secured by any individual to 160 acres. From the first, it has been the dream of the settlers of the valley to convert the lands in the district from a barren waste to a prosperous farming community and the San Carlos bill assures that instead of the land being at once monopolized by large interests and held for speculation, it will be apportioned out to thousands of serious-minded, earnest homeseekers and agriculturists.

Under the terms of the bill, private ownership under the project shall not include more than 160 acres of land and all lands in private ownership at present in excess of that acreage shall be turned back to the government to be opened by it as homestead lands to ex-service men. Private owners will be given credit for the lands turned back.

The bill also was amended by the house to provide that when lands now owned in the project under private ownership are sold, that 50 per cent of the profits made from the sale of the lands shall be turned back to the government, to apply on the cost of the construction of the dam. The government, under the amendment, shall at once appraise all lands under the project and this appraisal shall be used as the basis for computing the profits on the future sale of lands.

The land that is to be watered under the great reclamation project is wonderfully fertile and productive. Take for instance alfalfa, on which from six to eight cuttings per year are secured, with a yield running as high as 12 tons to the acre. Think what this means to the dairyman or the stockman, in a country where stock may be pastured 12 months in the year. The soil of this valley is almost identical with that of the Salt River valley, being, chiefly, sandy loam, gravelly loam and black silt or loose types.

The topography of the project lands is ideal for every form of the agricultural industry. The higher lands near the protecting mountains are ideal for citrus and deciduous fruits. Centrally located lands produce big grain, hay, cotton and general farming crops, while the bottom lands, along the river, produce monster crops of truck garden stuffs, berries, asparagus, cantaloupes, lettuce and the like.

The variety of fruits grown successfully and profitably is endless. Peaches mature from May to November; pears attain enormous size and finest quality, while oranges, lemons and grapefruit grown in Arizona under irrigation are the choicest in the nation and bring premium prices on eastern markets.

Need of commercial fertilizer for these



HEGIRA AND CORN FIELD IN FLORENCE VALLEY

acres are unknown on the rich lands under the project for floods on the Gila river carry down silt in solution, equivalent to \$4.87 per acre in fertilizer each year.

The opportunity for profitable and judicious investment on the lands now available under the project is practically unlimited.

Since the aim of those who have fought for the consummation of their 40-year dream has been to convert the desert into a thriving community of contented and prosperous farmers and home-owners, the entire citizenry of the Florence valley district welcomes the earnest investigation of the serious-minded.

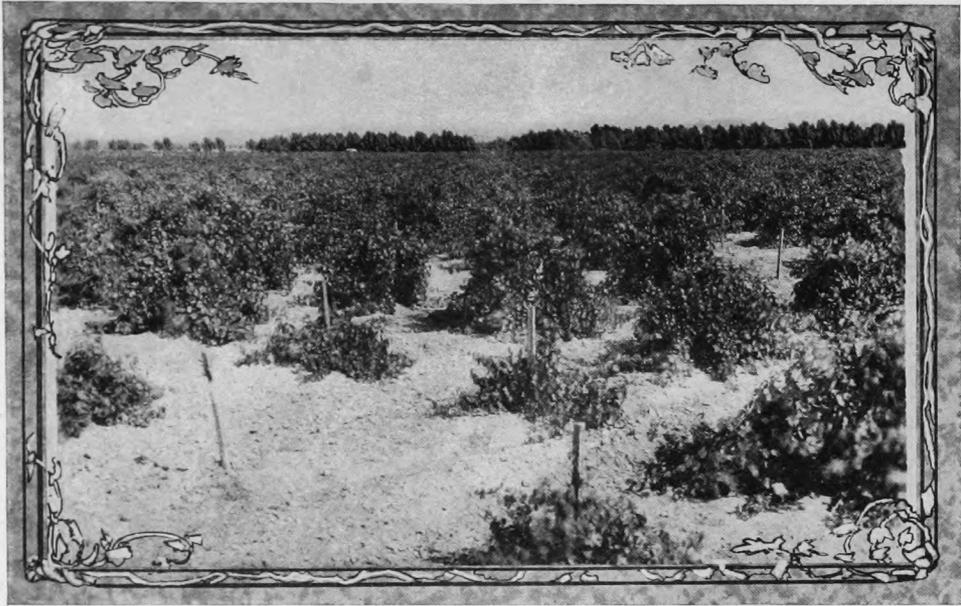
FLORENCE IS HUB OF GREAT PROJECT

IN the very heart of this great domain is Florence, county seat of Pinal county and largest city within the boundaries of the project. Florence is a thriving city of 1,500 people, men and women who have given up many valuable years to the fight for the San Carlos dam.

Florence, with other communities of the district, is on the threshold of a new era—a development that surely will come with the construction of the great San Carlos reservoir. It is ideally located with reference to the project, approximately 75 per cent of the lands of the district being within a radius of 15 miles of the city.

Good highways lead in all directions from the city, to the north and south, east and west. Some of them are paved, others being dirt highways of decomposed granite. Altogether, there are 300 miles of such roads in Pinal county—and practically all of them radiate from Florence. These good roads provide an easy way for the farmer to get his products to markets, either domestic or foreign.

Florence is served by the Arizona Eastern railroad, a branch line running from Phoenix to Florence and thence to the rich mining districts of Ray, Hayden, Superior, Winkelman and Christmas. In addition, a new main



14-MONTHS-OLD THOMPSON SEEDLESS VINEYARD

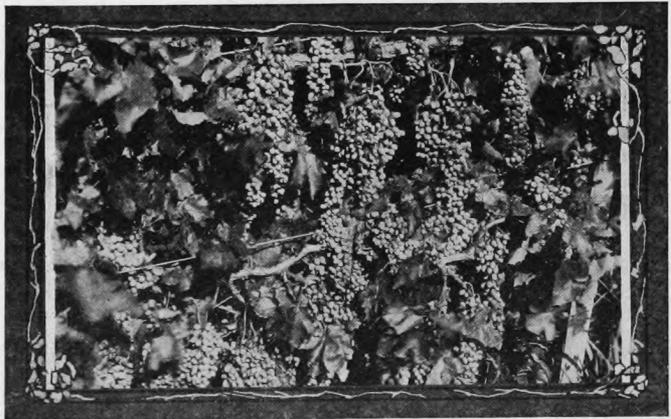
line railroad—a transcontinental trunk line—is now building through the very heart of the agricultural district in the San Carlos project. Within a short period trains will be operating over this line between eastern and western seaboard points.

Pinal county has immense ore deposits, chiefly copper, lead, gold and silver. The county is one of the richest in the state, and in consequence has one of the lowest tax rates. Especially in later years has its development been rapid. In 1911, it had an assessed valuation of \$3,827,572. In 1915, the value of its properties had increased to \$25,231,432.99, and in 1924, the assessed valuations were fixed at \$45,775,176.20.

The completion of the San Carlos project will add millions of dollars of new wealth to the taxable property of the county and will make it one of the richest, if not the richest, in all Arizona.

Climate

Florence and its surrounding environs is possessed of ideal climatic conditions, especially for the production of crops. It is in a belt almost wholly free from frost, assuring production 12 months in the year. Almost every winter day is a coatless day in this



SHOWING PRODUCTION IN ABOVE VINEYARD



ONE OF THE BIG WELLS

community. The atmosphere, cleansed of all impurities by the desert, is remarkably clear, as is attested to by a range of visibility that frequently extends 100 to 150 miles.

The curative powers of Arizona's sunshine and pure air are known from coast to coast. This section, government statistics will show, is one of the most healthful in the nation.

While the days are warm, the nights invariably are cool. Rainfall averages less than eight inches a year. Snow is rarely known in the section, though surrounding mountain peaks frequently are dotted with patches of white. The sun shines an average of more than 335 days each year here.

Schools

Florence has kept pace with other sections of Arizona in providing unexcelled educational facilities for its future citizens. The Florence Union High School is recognized as one of the finest structures of its kind in Arizona. Constructed at a cost of more than \$100,000, it embodies all of the features ordinarily found only in the larger schools of metropolitan communities. Florence prides itself on its high school and no expense is spared to maintain a high academic standard—a standard that entitles it to front rank in a state where schools rank second best among those of the nation.

An industrial arts department of the school, for example, includes a machine shop, equipped with modern devices, and a machine working department. There is a domestic science department where girls are taught the various arts of home-making; a manual training department, fully equipped; a splendidly equipped music department; a gymnasium,

which provides for the physical development and well-being of pupils, and an outdoor swimming pool.

A central grammar school provides every facility for grade pupils. A fully equipped playground adjoins the structure. The well-being of the pupils, physically and mentally, is amply provided for by a corps of competent instructors. The grammar school is maintained jointly by the city and state, through direct taxation.

Churches of numerous denominations are available in Florence and the surrounding territory, but those having largest representation in the community are Presbyterian, Methodist, Christian, Catholic and Christian Science.

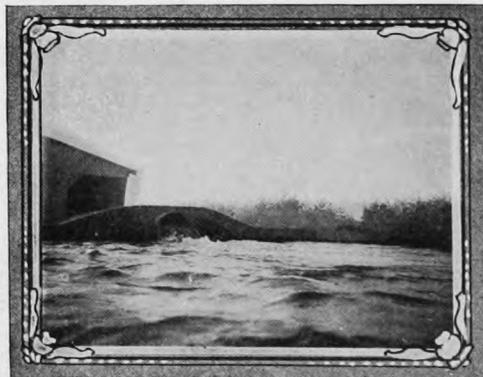
The water supply for domestic purposes is pumped from deep wells. It is a good tasting water with some mineral properties and free of alkaline salts and contamination of any nature.

Florence has a motorized fire department, sufficiently large to meet all requirements of the city.

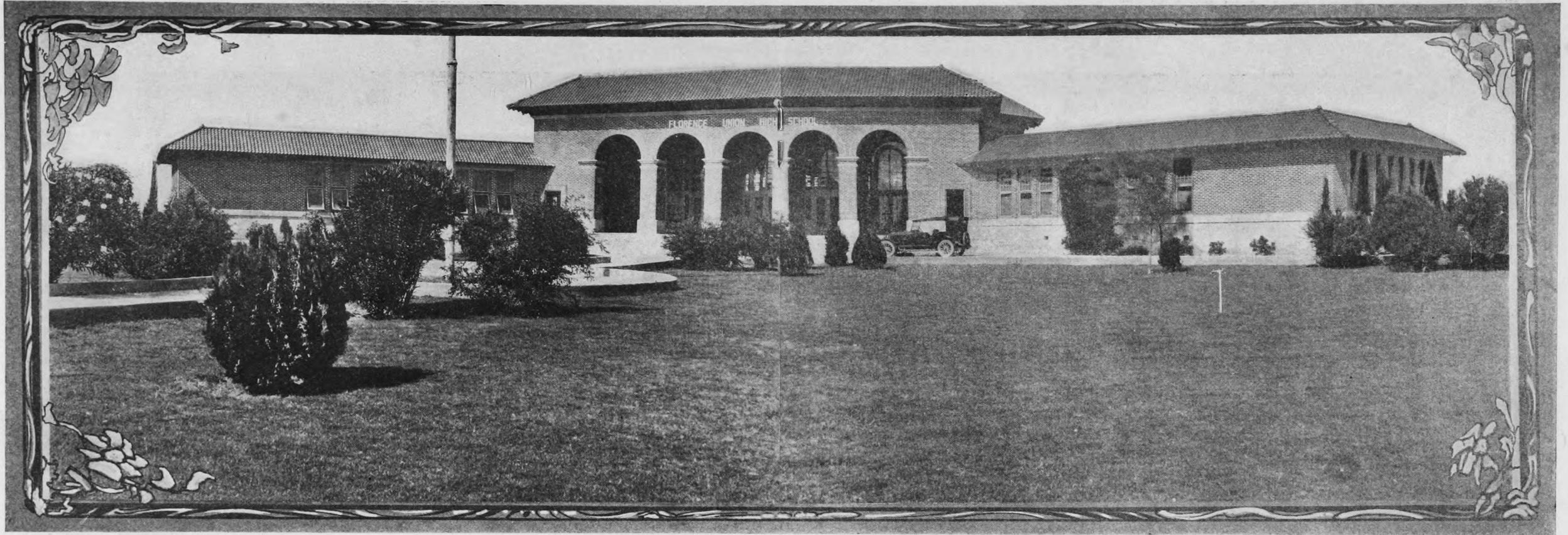
Many Acres Producing

It should not be surmised that Florence is an oasis in the desert—a little city set apart on the barren lands of the great Southwest, for thousands upon thousands of acres surrounding the city now are in cultivation and have been so cultivated for many years past.

These acres, irrigated from the normal flow of the Gila river or by pumping projects, are producing crops equally as great—and in some instances greater—than the lands of the neighboring Salt River Valley—America's premier reclamation project.

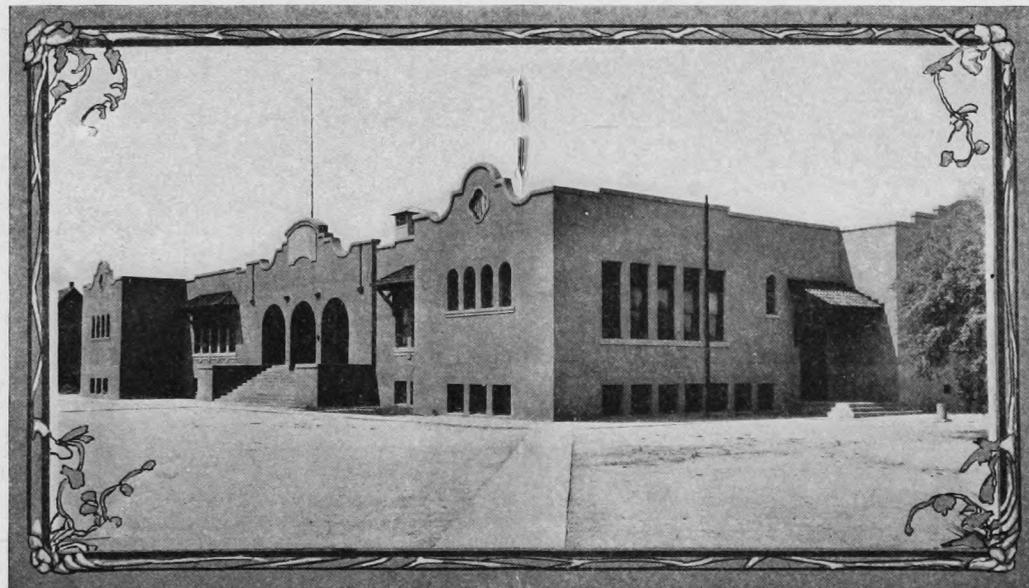


PUMPING 3250 GALLONS PER MINUTE



FLORENCE UNION HIGH SCHOOL—AS FINE AS THE WEST OFFERS

(Below—Florence Grammar School)



Alfalfa, cotton, grapes, lettuce, cantaloupes, grains and truck garden stuffs all do well on these lands. Six to eight cuttings of alfalfa per year are not unusual; cotton lands produce as much as one and one-half bales to the acre and other crops do just as well.

It is the lands not now under cultivation that offer the greatest opportunity to newcomers. There are 40,000 acres of white lands within the San Carlos project that will be supplied with irrigation water upon completion of the great storage reservoir—and a big majority of these lands are within a radius of 15 miles of Florence.

Practically all of these lands are now held in private ownership but they may be had at ridiculously low prices. Some of them are on the market for as little as \$40 an acre.

The true significance of these prices may not be at once grasped by those uninitiated to conditions in arid sections. Conditions in the Salt River Valley before and after the construction of the Roosevelt dam may be

cited as an example of what may be expected in this community, for the cases are parallel in almost every essential detail.

Prior to the building of the Roosevelt reservoir, lands under that project were sold at prices ranging from \$60 to \$150 an acre. Today, these same lands are valued at from \$200.00 to \$1,500.00 an acre. It is only reasonable to suppose that the same ratio of increase in land values will maintain in this community. It is evident, therefore, that the time to buy is NOW. Land values never will be so low again.

Hydro-Electric Energy In Abundance

Even now, the lands within and adjoining the San Carlos project are being electrified. Bonds were voted more than a year ago for paying construction costs on a hydro-electric line from the Salt River Valley project to Florence and the contiguous territory



FLORENCE STREET SCENE

over which will be brought sufficient power for all industrial and domestic purposes.

A contract has been entered into with the neighboring project for a given amount of power annually at a low switchboard rate. This power may be utilized for the development of pumping projects on lands not in-

cluded within the boundaries of the San Carlos project and, needless to say, operation costs will be more than cut in half by the use of electric energy for that purpose.

This power system now is complete, so far as its construction into Florence valley is concerned.

PINAL COUNTY IS STOREHOUSE OF RICHES

THE principal industries of Pinal county, in the order of their importance, are mining, agricultural and stock raising.

Millions of dollars in mineral wealth are taken each year from the great ore bodies of this community. The Ray Consolidated Copper company at Ray is one of the largest producers of low grade copper ore in the

world. Then there is the Magma Copper company at Superior, one of the richest producers of high grade ore. The mining and associated industries furnish employment to thousands each year and the annual payrolls total millions.

Thousands upon thousands of cattle are grazed upon the lands of the county. Sheep raising likewise is an important industry, en-



gaging hundreds and producing hundreds of thousands of dollars worth of wealth in wool clip and market stock.

There are approximately 300,000 acres of

agricultural land within the county which will produce millions of dollars worth of crops each year with the completion of the San Carlos storage reservoir.

POULTRYMAN THRIVES IN LAND OF PROMISE

UNUSUAL inducements to the poultryman are offered in the Florence valley, as is evidenced from the experience of valley residents now engaged in this form of agriculture. Climatic conditions of the section are peculiarly adapted to successful poultry production. The mild winters make green feed possible throughout the year, minimizing feeding costs and increasing production at the periods when market conditions are the best.

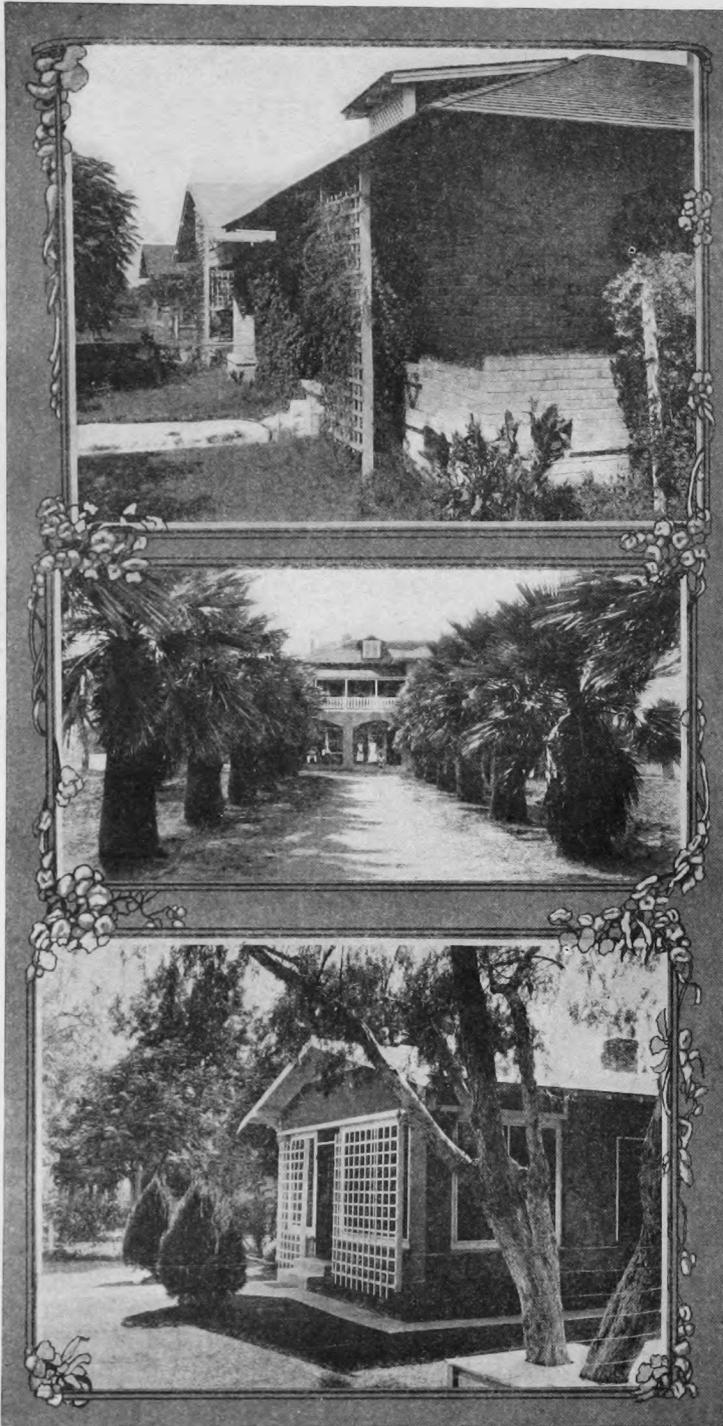
This condition holds either for the commercial poultryman or for the man who specializes in fancy birds. In the latter class, A. C. Wrenn of Florence is one of the most successful poultrymen of the valley.

Mr. Wrenn has gone into the poultry business with the sole idea of building up a flock of high pedigreed birds with big egg-producing hens.

The foundation of his flock is the Tancred strain of White Leghorns from the Tancred poultry farm at Kent, Washington. In fact, his is the only pure Tancred strain in the entire state of Arizona. It is strictly a high pedigreed strain, all dams being 309-egg hens or better and all sire's dams being 314-egg hens. This makes the flock one of unusual value.

Mr. Wrenn is not a newcomer in the poultry field by any means. For 30 years or more he has been a chicken fancier, during part of

THE FLORENCE VALLEY OF THE GILA



which time he exhibited at many of the principal shows on the Pacific Coast. Incidentally, he captured many prizes with his flocks. That is stated simply for the reason of showing that Mr. Wrenn should know a good bird when he sees one.

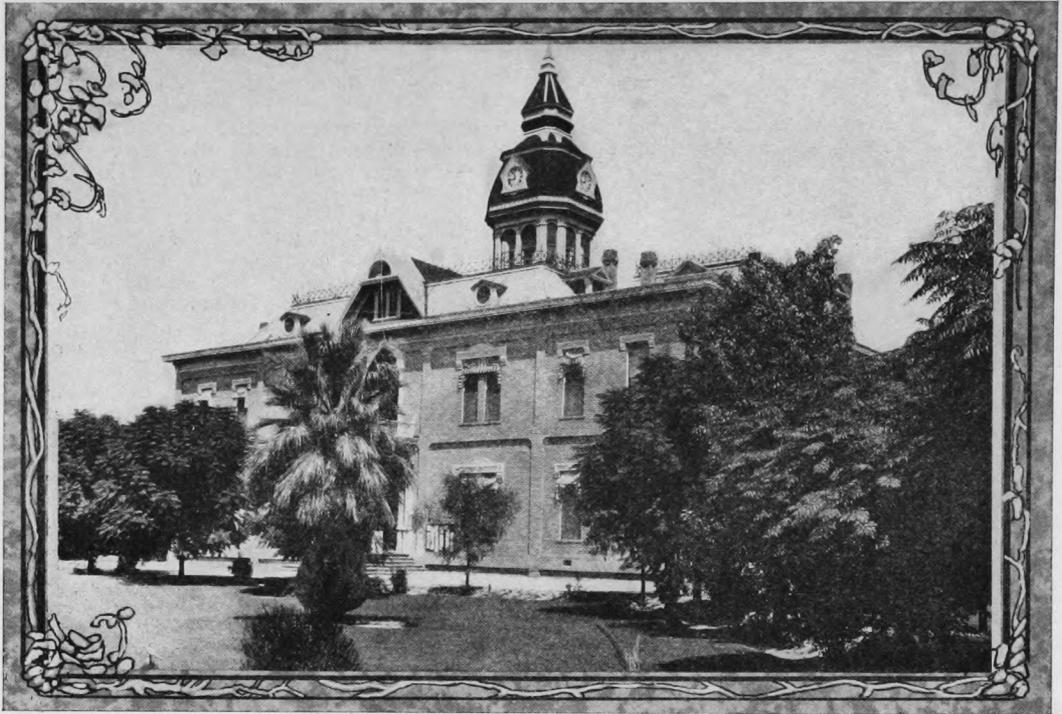
In the spring of 1923, he hatched out two very fine hens of the Tancred strain from a setting he had obtained from the Tancred farm. Two hens were raised to maturity and one of these, Lady Sixteen, made a record of 311 eggs in her pullet year. Her year's record, in fact, was completed in late September of 1924.

Mr. Wrenn's flock is a trap-nested one throughout. A careful record of every bird is maintained throughout the year. His is the only high class, pedigreed, trap-nested flock in the valley. The flock now consists of about 60 laying hens, half of which are the daughters of Lady Sixteen.

There are several commercial egg plants in the valley that are bringing their owners handsome returns, but they do not confine their activities to the development of pedigreed stock as is the case with Mr. Wrenn.



TYPICAL HOMES AT FLORENCE —
NOTE THE FOLIAGE



PINAL COUNTY COURT HOUSE—FLORENCE

GAINS HEALTH, WEALTH AND HAPPINESS HERE

SIX years ago, Frank C. Elwell, a Boston stock broker, came to Florence on a mission of health. The long hours of confinement indoors had broken down the powerful physique that once had made him a man among men in Boston's great financial district.

In the brief span of six years since his coming, Mr. Elwell not only has regained all of his physical prowess but today stands a bulwark in the agricultural field of the Florence community. His acres blossom with crops that net him handsome returns each year. He has been transformed from an "elite Bostonian" tenderfoot to a dyed-in-the-wool western farmer, a plainsman, if you please.

Soon after his coming to this community, Mr. Elwell located on 320 acres of desert

lands a few miles from Florence. His returning health in a few months filled him with new vigor, a new desire to do things, and in 1919 he filed on this acreage through the United States land office.

Almost immediately, he started development of this land. Slowly but surely he has conquered the barren wastes until now his lands are as fair as the best in the oldest farming communities.

Ten acres of the tract are set out to grapes—five in the Thompson Seedless variety and five in Malagas. He harvested his first crops from these vines in 1924—then in their second year—receiving a little more than \$1200 from the output. The production in 1925, he anticipates, will be double the 1924 production, giving him an average income of about \$250 per acre.



FRANK C. ELWELL, FARMER

Eighty acres of the tract are in cotton, the Acala upland short staple upland variety being planted in 1924. This acreage pro-

duced about 70 bales of cotton. In 1923, Farmer Elwell received 27½ bales from 26½ acres—a fraction better than a bale to the acre.

Another 60-acre field is given over to alfalfa, from which he harvests from six to eight crops per season. The yield runs from eight to twelve tons to the acre. With a market value of \$15.00 per ton, that means that his income from alfalfa runs anywhere from \$120 to \$180 per acre.

In addition, the Elwell farm produced 20 acres of sudan grass and 30 acres of barley in 1924. Altogether, 200 of the 320 acres were in cultivation. The remaining 120 acres were used as pasture.

In true western style, Mr. Elwell has taken up stock raising, not only because he likes the great out-of-doors in the west, but because it is profitable.

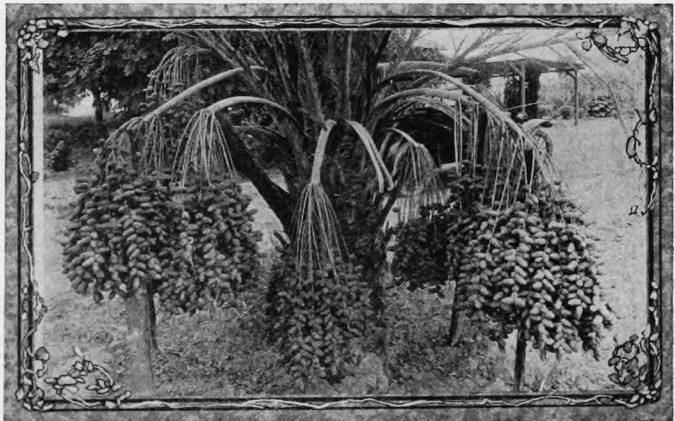
Sheep are his fancy and his flocks average about 850 head. He has found, he says, that he can double his money in a six months' turn-over by lambing early.

The Elwell acres are fed partially from his own pumping plant and partially from the normal flow of the river. That is to say, part of his acreage is entitled to water under the Florence diversion dam and the acres not included in that classification are fed water from his own pumps. The entire acreage, however, is in the San Carlos project and will receive gravity water with the completion of that monster reservoir.

CONVINCING PROOF OF LAND'S EARNING POWER

PROBABLY the best evidence of what may be accomplished with lands that will be included within the San Carlos project is had in the experience of the Florence Farms Company, Inc., a group of individual land owners having acreage close to the city of Florence. These men marshalled their forces into one organization and in the 1924 season cultivated approximately 1,300 acres under a pumping system.

Included within the lands of the Florence Farms Company are some of the oldest farms of the Florence valley of the Gila. Altogether, five



DATE PALMS EARN BIG PROFITS

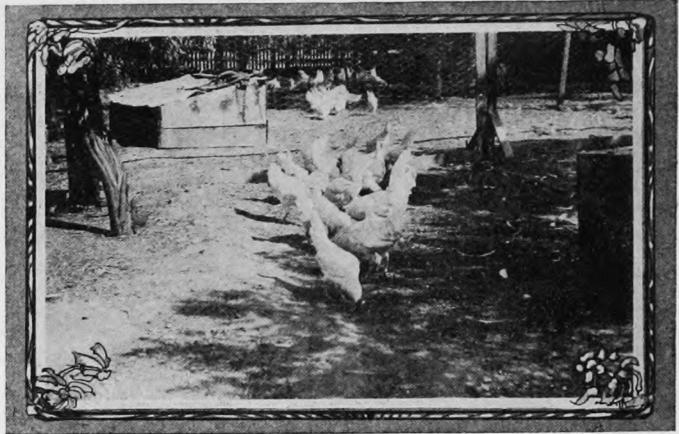
pumps are operated to furnish the water necessary for irrigation.

The entire tract was planted to cotton in the spring of 1924, the Acala variety of uplands being sown. This land averaged about three-quarters of a bale to the acre at the harvest which started early in September. The yield was unusual for such a large tract, averaging probably 15 per cent more than in the neighboring Salt River Valley.

The cost of production was about \$30 to the acre, including pumping, but exclusive of harvesting or ginning costs. However, the Arizona cotton growers never figure ginning costs, for that expense is covered by cotton seed, the sale of which pays all ginning expense.

Cotton production in the Florence community has many advantages over other sections. In the first place, there is no great weed menace to harass the grower and add expense to his production costs; again, the cotton fields are free of disease. There is ample natural fertility in the lands about Florence to insure bumper cotton crops for many years to come and a great deal of the old farming land in the community is covered with river silt.

The Florence Farms Company sold 400 bales of its 1924 crop at a price of 26.10 cents per pound. That means that the company received a little in excess of \$130 per bale for the first 400 bales. In other words, the average acreage income, based on a pro-



SOME OF THE PURE BRED POULTRY FLORENCE

duction of three-quarters of a bale to the acre, is \$97.50.

From this income must be deducted the production costs, which the company's books show to be a little more than \$45 per acre. Say the cost of producing one acre of cotton was \$46—and the actual figures are slightly under that mark—the company earned an average net profit of a little more than \$51 to the acre, or a little more than \$66,000 on the 1,300 acres.

There are approximately 50,000 acres in the Florence community that can profitably be cultivated by pumping project, according to Guy Attaway, president of the Florence Farms company. Many of these acres, he explained, in fact a big majority of them, will receive gravity water under the San Carlos dam.

The lands of which he speaks have a lift of not more than 40 feet, which is an average lift of about 25 feet. Now, the Florence Farms Company operates its pumps with oil, but a hydro-electric system soon will be completed and the operation costs will be materially reduced, Mr. Attaway explained.



CACTUS SHOP NOVELTIES



GRAVITY WATER LANDS EARN BIG PROFITS

FIFTEEN hundred acres of gravity water lands in the Florence Valley of the Gila river earned about \$65,000 for M. T. Clemans in the 1924 year. This income was derived from grains and pasturage.

The average income from the tract was a little more than \$40 to the acre, but a portion of the lands, on which more intensive farming was conducted, showed an average income in excess of \$50 per acre.

One thousand acres of wheat land produced 15,600 sacks of wheat, the average weight of which was 130 pounds to the sack. This grain was marketed at an average price of \$2.10 per hundredweight, making the total income from these 1,000 acres about \$43,000. Before the grain crop had been harvested, the

land was used for winter pasturage, an income of approximately \$5.00 per acre being derived from this source.

The average production was just a fraction under 34 bushels to the acre—a truly remarkable grain yield, considering the fact that these are old lands and have been under cultivation for upwards of 30 years.

The Clemans acreage includes some of the oldest farm lands in the valley. They have a gravity water supply under the normal flow of the Gila river and each year receive sufficient water for all irrigation purposes under the Florence diversion dam. Only the older lands of the community are so supplied. These lands, of course, are included within the San Carlos project.

CONCLUSION

May we hope that there flickers within you the burning desire to succeed and that the story of this new land has made you see the light. For here dwells man's golden opportunity, where life offers more in the living and where labor's reward is greater.

It is our sincere desire to serve you, that we may build and become great. If our ef-

fort here has not portrayed our community fully, we shall be pleased to advise you further. Only a word is necessary. We are your servants and we want you to feel free to call upon us for whatever information you may desire.

Address

FLORENCE CHAMBER OF COMMERCE,
FLORENCE, ARIZONA.