

Howdy, Neighbor . . .

The Mesa Chamber of Commerce welcomes all of you to the Sixth Annual Arizona State Citrus Show. We know that the Citrus Growers of the State and members of the Citrus communities are proud of this, the sixth presentation of their own Exposition. With the splendid cooperation of the industry and those vitally interested in its welfare, we have assured a better, bigger, more representative Exposition than any we have previously presented.

Make yourselves at home, enjoy yourselves and be assured that any questions you may have concerning the Citrus Industry or any of the exhibits will be welcomed and answered by any of the officials of the Exposition.

Seven years ago the Citrus Show was inaugurated with the thought that it might perhaps become an annual event that would serve to acquaint visitors to our State with one of its major industries. It was started with a small group of exhibits and presented in a very small way. Each succeeding year has seen a steady and gratifying increase in support, interest and attendance. Thus, through the cooperation of our friends, we have reached the stage where it is now admirably fulfilling its purpose and we take a great deal of pride in presenting the sixth show as a well-supported Exposition of the Citrus Industry.

Again we say, make yourselves at home, spend all the time you can with us, and ask any questions that you might have. We are here to serve you.

OFFICIALS AND COMMITTEES

- Executive Committee**—P. A. Isley, C. L. L. Drew, E. R. North, L. B. Werner, C. A. Mitten, Wm. Menhennet
- Construction Committee**—C. L. L. Drew, J. W. Mougeot, William Anders, J. E. Nesbitt, A. Gonzales, L. Grove, Fred Ash, P. W. Guerrero.
- Decorating Committee**—George Brown, Harold Deshler, J. H. Kelley, P. W. Guerrero, James Lindsey.
- Illuminations Committee**—J. Edwin Miller, L. B. Werner, P. D. Sutton, W. F. Bowers E. R. North.
- Parade Committee**—L. B. Werner, James Rutledge, Ray Killian, Rose Avey, Otto Shill. Joe Maier, J. S. Jarvis, Jas. Lindsey, Bert Brown, John Hale, Miss Marjorie Entz.
- Publicity Committee**—Lewis Allison, H. B. Griffen, Leland Glazier, C. A. Mitten.
- Auction Committee**—C. A. Mitten, E. R. North, Wm. Passey, Darrell Parker.
- Boys' Judging Committee**—Hiram Shouse, Joe Moody.
- Girls' Judging Committee**—Grace Ryan, Ruth Oelke.
- Future Farmers Fair Committee**—Joseph Reed, Frank Gurley.
- Groeters Committee**—John Hale, Harry Brunet, Reed McKay, M. L. Gibbons, Bryan Armistead, W. M. Trimble, Oakley Jordan, Walter Strong, C. A. Rabenstein, Henry Heard, R. Hess, George Meyers, L. C. Smith, L. W. Otto, Arthur Burgher, C. H. Coulson, Ray Killian.
- Entertainment Committee**—R. Shepherd, John Hale, Leland Glazier, Wayne Stapley.
- Citrus Queen Contest Committee**—H. L. Taylor, W. C. Denson, Mrs. F. B. Briggs, Wesley Johnson, Mrs. James Rutledge.

EXHIBITS

- Superintendent of Exhibits**—J. E. McClain.
- Ass't Superintendent of Exhibits**—Dean Thayer.
- Entry Clerks**—V. W. Leyda, Charles Beville, William Price, Leland Glazier.
- Award Committee**—J. H. O'Dell, Dr. Wm. Martin, Robert Hilgeman, M. F. Wharton, R. Hess, C. H. Coulson, F. Draper, L. W. Otto, Ruth Oelke, Francis L. Brown, Mrs. Meyers.

EXHIBIT PROMOTION

- Citrus Fruits**—W. P. McDavid, L. C. Smith, C. H. Coulson, R. Hess, Charles Meyers, Howard Jones, C. Rabenstein, Arthur Burgher, Ray Killian, Dr. Chandler.
- Citrus Trees**—Reed McKay, A. A. Silva, H. C. Sellenz, H. H. Waaser.
- Dates**—Roy Franklin, Robert Hilgeman, Justin Smith, W. Pickrell.
- Preserved Fruits**—Mrs. W. C. Denson, Grace Ryan, Mrs. Booth, Mrs. Meyers.
- Pecans**—F. D. Rowell, C. Shouse, A. Schuele.

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Phoenix. Arizona

General Information

Hours of Exhibition—The Arizona State Citrus Show will open at 2:30 p. m. of the first day and remain open each day thereafter from 10:30 a. m. to 10:30 p. m.

Admission—General admission will be 15 cents for adults and 10 cents for children 12 years or younger.

Entrance Fees—There will be no charges or Entrance Fees for competitive or display exhibits.

Departments—There will be six departments, viz:

- No. 1—Citrus Fruit—commercial varieties.
- No. 2—Citrus Fruit—special varieties.
- No. 3—Citrus Trees.
- No. 4—Dates
- No. 5—Preserved and Candied Citrus Fruits.
- No. 6—Pecans.

Awards—Judges will be on hand at 10:30 a. m. on Monday, February 28th, to make awards.

Navel Oranges—Entered are for exhibit only and are not in competition. No awards will be made on navels.

Lemons—All commercial varieties of lemons entered are for exhibit only and are not in competition, no awards will be made on such lemons.

Dates—All dates entered are for exhibit only and are not in competition. No awards will be made on dates.

SPECIAL EVENTS ON THE PROGRAM

SUNDAY, FEBRUARY 27

2:30—Band Concert at Exhibition Hall

Opening of the Exposition. Address by Governor Stanford, other State and County officials, and representatives from various sections of the State.

Coronation of the 1938 Citrus Queen

MONDAY, FEBRUARY 28

10:30—Judging of Competitive Exhibits

7:00—Junior Boys' Judging Contest

TUESDAY, MARCH 1

7:00—Senior Boys' Judging Contest

7:00—Lions Club host to visiting Lions

WEDNESDAY, MARCH 2

12:10—Rotary Club host to visiting Rotarians

2:00—Miniature Parade on the Streets

2:30—Judging Miniature Floats at Exhibition Hall

7:30—Girls' Judging Contest

Each day between 10:30 and 12:00 School Classes in charge of their teachers will be admitted to the Exposition free. Any school wishing to avail themselves of this privilege should phone the Mesa Chamber of Commerce.

THE SHOW IS OPEN TO THE GENERAL PUBLIC AT ALL TIMES BETWEEN THE HOURS OF 10:30 A. M. AND 10:30 P. M. EACH DAY

I. ROSENZWEIG & SONS OF PHOENIX, MESA AND TUCSON
are donors of the

Gold Loving Cup Presented to the Citrus Queen

ARIZONA FERTILIZERS OF 447 E. JACKSON ST., PHOENIX
are donors of the

"Natures Gift" Fertilizer Prizes to Growers and Nurserymen

1938 Citrus Queen

Each year some young lady is selected by popular choice as Queen of the Citrus Fiesta. The Coronation Ceremony which is held at the opening of the Exposition is colorful and beautiful and always attracts wide attention. On this occasion the Queen and her Court are enthroned to reign over the festivities. This will take place on Sunday afternoon, February 27th at 2:30 o'clock.

The I. Rosenzweig Co. of Phoenix, Mesa and Tucson are donors of a beautiful gold loving cup which will be presented the Queen upon her Coronation.

Miniature Parade

One of the unique features of the Arizona Annual Citrus Show is the miniature parade. All floats are miniature in size being built on express wagons, doll carriages, tricycles, toy autos, etc. They are drawn or propelled by children, ponies, goats, dogs, geese, motors, etc.

Any school, church, club, business or professional organization or any individual in Arizona is eligible to compete with one or more entries and are invited to do so.

Three cash prizes of \$15.00, \$10.00 and \$5.00 are awarded each year for the three best entries based on general beauty, originality and the carrying out of the citrus theme.

1. Must be miniature in size.
2. Must carry out citrus theme.

The parade will be on Wednesday, March 2nd at 2:30 P. M.

All entries competing for prizes must comply with the above rules.

Boy Scouts

Various troops of the Boy Scouts of America are to be assigned for duty in assisting visitors at the Exposition. They are at your service. We appreciate the fine service and co-operation of this organization.

Arizona Farmers Exchange

New Location Corner South
Macdonald and 4th Ave.—Mesa

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Rules of Entry

On Entering Fruit The Exhibitor Agrees To
Each and All of These Rules:

1. **Interpretation of rules**—The Arizona State Citrus show reserves to its executive committee the final and absolute right to interpret these rules and regulations and to arbitrarily settle and determine all matters, questions, and differences in regard thereto, and also reserves the right to amend or add to these rules.

2. **Confliction of rules**—In event of conflict of general or special rules, the latter will govern.

3. **Entry Blanks**—Every exhibit must be offered through the signing of an entry blank; thereupon the exhibitor agrees to general and special rules adopted by the Arizona State Citrus Show, and also gives his pledge of honor that the Fruit exhibited in quality classes is owned and was grown by him.

4. **Open Competition**—Competition is open to every community in Arizona. Agricultural experimental stations may enter, but not in competition for prizes.

Protests—All protests must be made in writing, accompanied by affidavit setting forth the grounds for protest.

6. **Judges ruling final**—Protests against exhibits must be filed with the chairman of awards in writing before 6 p. m. Tuesday, March 1st.

7. **Authority**—If there be any question as to the regularity of any entry, or the rights of the exhibits to compete in any class, the Chairman of Awards will have full authority to settle the matter.

8. **Size of Boxes**—In all contests, the standard pack box of the variety exhibited shall be used.

9. **Signs and Placards**—Any signs or placards desired must meet with the approval of the management.

10. **Care to be exercised**—Each judge is expected to exercise great care in observing and returning the entry cards, as upon the entry of awards under their signature, and upon no other authority, can warrants be drawn for premiums.

11. **Forms for Entries**—Entries must be made on printed forms, which may be obtained free by addressing the management or calling at the office of the Mesa Chamber of Commerce.

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Sandwich Shop

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Mesa

rules of entry--continued

12. **Entry Tags**—Showing class and lot for which entries are made will be furnished to exhibitors at the time fruit is brought to the exhibit. Apply to entry clerk.

13. **Entries close**—All entries must be filed in person or by letter with the Superintendent of Exhibits or his assistants. Date for closing entries will be 10 o'clock a. m. Saturday, February 26th.

14. **Exhibits must be in early**—All exhibits must be in place by 12 o'clock noon, Saturday, February 26th.

15. **Exhibits, How to Ship**—Exhibits for the Arizona Citrus Show may be consigned to the Show, but in no case will transportation charges be paid by the officials, and in no case will such exhibits be placed on exhibition, except by direct order of and at the risk of the owner or his authorized agent. Exhibits so shipped should be plainly billed to the Arizona State Citrus Show, Mesa, Arizona, and a letter of notification sent at time of shipment.

16. **Full Address Required**—All shipments must have full address of Exhibitor on package or box, also kind of Fruit contained therein.

17. **Placing Exhibits**—Exhibitors must see to the delivery of their exhibits to the Superintendent of the proper department and to the placing of them in position under his direction.

18. **At Owners' Risk**—The management will use all diligence to insure safety of exhibits after their arrival and arrangement, but in no case will be responsible for any loss or damage that may occur thereto.

19. **May Reject Exhibits**—The management reserves the right to reject any entries or exhibits offered, particularly such as require an unreasonable amount of space, also to reduce the space allotted if found necessary.

20. **Transferring Exhibits**—Exhibits which have been erroneously entered may, at the discretion of the management and Exhibits Committee, be transferred to their proper divisions previous to the judging. If such classes shall have been judged, they shall not be rejudged.

21. **Exhibits May Not be Removed**—No exhibit shall be removed before the close of the exhibition, without the written permission of the Superintendent of Exhibits.

22. **Restrictions**—No exhibit shall be allowed to compete for more than one premium, except as specially provided for and announced in the Premium List.

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PREMIUM LIST

DEPARTMENT 1—CITRUS FRUITS

PACKING HOUSE COMPETITION

The Exhibitor scoring the largest number of points on entries in this department will be awarded a

Gold Trophy Cup

The award to be made on the following basis: For each first 15 points, for each second 10 points, for each third 5 points.

Class "A"—Valencia Oranges

Lot 1—Best packed box, accompanied by 2 boxes orchard run fruit:

- 1st place—\$6.00 and Ribbon.
- 2nd place—\$4.00 and Ribbon.
- 3rd place—\$2.00 and Ribbon.

Class "B"—Sweet Seedling Oranges

(This class will include all the varieties of seed fruit, such as Jaffa, Diller, Parson Brown, Butler.)

Lot 1—Best packed box, accompanied by 2 boxes orchard run fruit:

- 1st place—\$6.00 and Ribbon.
- 2nd place—\$4.00 and Ribbon.
- 3rd place—\$2.00 and Ribbon.

Navel Oranges are entered for display only. No awards will be made.

Class "C"—Marsh Seedless Grapefruit

Lot 1—Best packed box, accompanied by 2 boxes orchard run fruit:

- 1st place—\$6.00 and Ribbon.
- 2nd place—\$4.00 and Ribbon.
- 3rd place—\$2.00 and Ribbon.

Class "D"—Clayson Grapefruit

Lot 1—Best packed box, accompanied by 2 boxes orchard run fruit;

- 1st place—\$6.00 and Ribbon.
- 2nd place—\$4.00 and Ribbon.
- 3rd place—\$2.00 and Ribbon.

GROWER COMPETITION

The Exhibitor scoring the largest number of points on entries in this department will be awarded a

Gold Trophy Cup

200 lbs. "Natures Gift" Citrus Fertilizer

The award to be made on the following basis: For each first 15 points, for each second 10 points, for each third 5 points.

Class "A"—Valencia Oranges

Lot 2—Best plate or tray of 12 Valencia Oranges:

1st place, Ribbon; 2nd, Ribbon; 3rd, Ribbon.

Lot 3—Best plate or tray of 5 Valencia Oranges:

1st place, Ribbon; 2nd, Ribbon; 3rd, Ribbon.

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premium list--continued

Class "B"—Sweet Seedling Oranges

(This class will include all the varieties of seed fruit, such as Jaffa, Diller, Parson Brown, Butler.)

Lot 2—Best plate or tray of 12 Sweet Seedling Oranges: 1st place—Ribbon. 2nd place—Ribbon. 3rd place—Ribbon.	Lot 3—Best plate or tray of 5 Marsh Seedless Grapefruit: 1st place—Ribbon 2nd place—Ribbon 3rd place—Ribbon.
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(Best size for exhibit—176 to 200)

Navel Oranges are entered for display only. No awards will be made.

Class "C"—Marsh Seedless Grapefruit

Lot 2—Best plate or tray of 12 Marsh Seedless Grapefruit: 1st place—Ribbon 2nd place—Ribbon 3rd place—Ribbon.	Lot 3—Best plate or tray of 5 Marsh Seedless Grapefruit: 1st place—Ribbon. 2nd place—Ribbon 3rd place—Ribbon.
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(Best size for exhibit—80)

Class "D"—Clayson Grapefruit

Lot 2—Best plate or tray of 12 Clayson Grapefruit: 1st place—Ribbon. 2nd place—Ribbon. 3rd place—Ribbon.	Lot 3—Best plate or tray of 5 Clayson Grapefruit: 1st place—Ribbon. 2nd place—Ribbon. 3rd place—Ribbon.
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(Best size for exhibit—80)

Lemons of commercial varieties are entered for display only. No awards will be made.

Rules for Judging Oranges and Grapefruit

Samples—Samples of four Oranges and Grapefruit will be taken from the two top layers of the box exhibits, two from plates of twelve and one from plates of five, constituting representative samples for scoring. Evidence of decay bar samples from scoring. No printing or other distinguishing marks shall be stamped on Fruit entered for competition.

Shape—Typical or ideal shape for variety is standard. The uniformity or symmetry of individual Fruit in the sample is important.

Stem—Location, even with the surface of rind; size, characteristic of the variety. For each missing stem deduct one point.

Preferred size—Grapefruit, 80; Oranges, navels, 150; Valencias and Sweet Seedlings, 176.

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rules for judging oranges and grapefruit--continued

Rind—Color, characteristic of approved type of Orange or Grapefruit; texture smooth and fine, satin-like bloom; thickness, reasonably thin; smoothness, without ridges or depressions or other irregularities and freedom from blemishes.

Juice—Amount, largest possible amount is desirable; flavor, characteristic of variety.

Rag—Amount, smallest amount is desirable; character, delicate and edible.

Weight—Highest possible is desirable.

Note—the same general rules will apply to Specialty Varieties of Citrus Fruit.

ORANGE AND GRAPEFRUIT SCORE-CARD

Stem —		Shape	6
Presence	5	Seeds	6
Juice —		Size of Seeds	3
Amount	12	Rag —	
Flavor	12	Amount	5
Rind —		Character	2
Color	10	Weight	7
Texture	10	Size	5
Thickness	10		
Blemishes	7	TOTAL	100

DEPARTMENT 2—CITRUS FRUITS

CLUSTERS OF CITRUS FRUIT

A Cluster shall consist of a bunch wherein all the fruit is touching. It will be judged as to the number of fruit and as to the general appearance of the fruit and the cluster as a whole. All fruit will be left attached. Quality as to juice, acid or flavor will not be considered in judging.

Class "E"

Lot 1—Best Cluster of Oranges:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 2—Best Cluster of Grapefruit:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 3—Best Cluster of any other variety:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

LIMB OF CITRUS FRUIT

A Limb shall consist of a number of fruit attached to a branch not exceeding 24 inches in length. It will be judged as to the number of

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To The Citrus Grower!
 Hafford and Delaney appreciate what you are doing for Arizona.
 May your show be a huge success.
HAFFORD AND DELANEY
 Phone 54 Registered Pharmacists Mesa, Arizona

premium list--continued

fruit and as to the general appearance of the fruit and the limb as a whole. All fruit will be left attached. Quality as to juice, acid or flavor will not be considered in judging.

Class "F"

Lot 1—Best Limb of Oranges:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 2—Best Limb of Grapefruit:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 3—Best Limb of any other variety:

- 1st place—Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

SPECIAL VARIETIES

The Exhibitor scoring the largest number of points on entries in this department will be awarded a

Gold Trophy Cup

200 lbs. "Natures Gift" Citrus Fertilizer

the award to be made on the following basis: For each first 15 points; for each second 10 points; for each third 5 points.

Class "G"

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

On each of the following lots:

- Lot 1—Fancy Tangerines.
- Lot 2—Algerian Tangerines.
- Lot 3—Tangelos.
- Lot 4—Pink Grapefruit (Seedless).
- Lot 5—Pink Grapefruit (Seeded).
- Lot 6—King Mandarins.
- Lot 7—Willow-Leaf Mandarins.
- Lot 8—Satsuma Oranges.
- Lot 9—Blood Oranges.

- Lot 10—Kumquats.
- Lot 11—Limequat.
- Lot 12—Mexican Limes.
- Lot 13—Persian Limes
- Lot 14—Red Limes.
- Lot 15—Sweet Limes.
- Lot 16—Ponderosa Lemons.
- Lot 17—Varigated Lemons.
- Lot 18—Chinese or Meyers Lemons.
- Lot 19—Citron.
- Lot 20—Any other variety.

Each entry to consist of plate or tray of 12 fruit. Plates will be available at Entry Desk.

Compliments of
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 Osteopathic Physician and Surgeon

Compliments of
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COMPLIMENTS
E. D. RING

DEPARTMENT 3—CITRUS TREES

The Exhibitor scoring the largest number of points on entries in this department will be awarded a

Gold Trophy Cup

200 lbs. "Natures Gift" Citrus Fertilizer

The award to be made on the following basis: For each first 15 points; for each second 10 points; for each third 5 points.

Class "H"

1st place—\$3.00 and Ribbon.

2nd place—\$2.00 and Ribbon.

3rd place—\$1.00 and Ribbon.

On each of the following lots:

Lot 1—Navel, one-year-old bud.

Lot 2—Valencia, one-year-old bud.

Lot 3—Seedling Orange, one-year-old bud.

Lot 4—Marsh Seedless Grapefruit, one-year-old bud.

Lot 5—Lemon, one-year-old bud.

Each entry to consist of three Trees which are to be judged collectively.

Class "I"

1st place—\$3.00 and Ribbon.

2nd place—\$2.00 and Ribbon.

3rd place—\$1.00 and Ribbon.

For each of the following lots:

Lot 1—Navel, two-year-old bud.

Lot 2—Valencia, two-year-old bud.

Lot 3—Seedling Orange, two-year-old bud.

Lot 4—Marsh Seedless Grapefruit, two-year-old bud.

Lot 5—Lemon, two-year-old bud.

Each entry to consist of three Trees which are to be judged collectively.

Rules for Judging Trees

All Trees will be judged according to the following qualifications:

1st—Vigor.

2nd—Head.

3rd—Trunk.

4th—Bud Union.

5th—Ball.

Each entry will consist of three Trees of a variety and will be judged collectively.

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DEPARTMENT 4—CANDIED AND PRESERVED FRUITS

Award for best and most complete assortment of items prepared and exhibited by one individual

Gold Trophy Cup

to be judged as follows: 15 points for each first premium awarded exhibitor; 10 points for each second premium, and 5 points for each third. Exhibitor having largest total score to receive this award.

Class "J"—Candied Fruits

- | | |
|---|--|
| Lot 1—Best plate of Candied Orange Peel:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 3—Best plate of Candied Lemon Peel:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |
| Lot 2—Best plate of Candied Grapefruit Peel:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 4—Best plate of Candied Kumquates:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |

Class "K"—Marmalades

- | | |
|---|--|
| Lot 1—Best jar Orange Marmalade:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 4—Best jar Kumquat Marmalade:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |
| Lot 2—Best jar Grapefruit Marmalade:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 5—Best jar Tangerine Marmalade:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |
| Lot 3—Best jar Lemon Marmalade:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | |

Class "L"—Jellies

- | | |
|---|---|
| Lot 1—Best glass Orange Jelly:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 3—Best Glass Blood Orange Jelly:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |
| Lot 2—Best glass Lemon Jelly:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | |

Class "M"—Pickles

- | | |
|---|---|
| Lot 1—Best jar Orange Sweet Pickles:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. | Lot 2—Best jar Lime Pickles:
1st place—\$1.00 and Ribbon.
2nd place—Ribbon. |
|---|---|

CLASS MISCELLANEOUS

Any entry not coming under either of above listed classes will be judged according to merit and will be awarded premiums at the discretion of the Awards Committee.

Compliments
of
Dr. L. C. Alston

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"GOOD LUCK"
JIM BRUSH
County Assessor

candied and preserved fruits--continued

Junior Competition

(Open Only to Girls Between the Ages of 10 and 20 Years)

The Exhibitor scoring the largest number of points on entries in this department will be awarded a

Gold Trophy Cup

which Trophy will remain in winner's possession until the 1939 Arizona State Citrus Show.

The award will be made on the following basis: For each first place, 15 points; for each second place, 10 points; for each third place, 5 points.

Class "F"—Candied Fruits

Lot 1—Best plate Candied Orange Peel:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 2—Best plate Candied Grapefruit Peel:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 3—Best plate Candied Lemon Peel:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Class "O"—Marmalades and Conerves

Lot 1—Best jar Orange Marmalade:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 2—Best jar Grapefruit Marmalade:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 3—Best jar mixed Citrus Fruit Marmalade:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 4—Best jar Citrus Conserve:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Class "P"—Jellies

Lot 1—Best glass Orange Jelly:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 2—Best glass Lemon Jelly:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

Lot 3—Best glass Jelly made from combined Citrus Juices:

- 1st place—\$1.00 and Ribbon.
- 2nd place—Ribbon.
- 3rd place—Ribbon.

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FAIRWAY MARKET

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ARIZONA STATE CITRUS SHOW FOURTH ANNUAL FRUIT JUDGING CONTEST

Contests will be held at the exhibition hall at the following times:

No. 1—Senior Division—Future Farmer teams or 4-H Clubs of High School age under the supervision of an Agriculture Teacher or Club Leader. This contest will be held Tuesday, March 1, at 7:00 p. m.

No. 2—Junior Division—4-H Club teams of grammar school age under supervision of Club Leader. This contest will be held Monday, February 28, at 7:00 p. m.

H. J. Shouse, Route No. 2, Mesa, Arizona, will act as general manager of the contests and will be in direct charge of all details.

RULES

1—A team will consist of three members and an alternate. The alternate will not judge in the contest. Entry blanks must be on file with the general manager on or before February 26th. Changes in team members may be made up to 6:00 p. m. of day of contest.

2—Classes to be judged by both divisions will be Marsh Seedless Grapefruit, Washington Navel Oranges, Sweet Seedling Oranges and Valencia Lemons.

3—A Class in the Senior Division will consist of four plates of five fruit each and one cut fruit to be judged by the score card sent in first letter. Consider juice abundance and flavor equal in all plates on all varieties. Do not consider bitterness in rind of lemons. The cut fruit will be judged for internal characteristics only.

4—A class in the Junior Division will consist of four plates of five fruit each to be judged by the U. S. Department of Agriculture Contest rating standard used last year. (Mr. Draper has copies of these.)

5—Twenty minutes will be allowed for the placing of each class and the writing of reasons to consist of not more than seventy-five words for each class. Cards 4 x 8 inches will be furnished for writing reasons on. Placings and reasons will each be scored on the basis of 100 points.

6—Communication among team members during contests will automatically disqualify the entire team. This rule will be rigidly enforced. Awards—Gold, silver and bronze medals will be awarded each member of the three high teams in each division. Medals will also be awarded the three highest individual judges in each division. The highest individual judge in the Senior Division will be awarded the H. J. Shouse Trophy, to be retained until the 1939 Arizona State Citrus Show.

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W. M. Fewell
Phoenix

We appreciate the importance of CITRUS IN OUR DISTRICT

It is destined to be one of our greatest industries

FOXWORTH-GALBRAITH LUMBER CO.

Mesa

**ARIZONA STATE CITRUS SHOW THIRD
ANNUAL GIRLS' JUDGING CONTEST**

Contest will be held at the exhibition hall on Wednesday evening, March 2, at 7:30 p. m.

Grace Ryan, P. O. Box 785, Phoenix, Arizona, will act as general manager of the contests and will be in direct charge of all details.

RULES

1—The Judging Contest is open to all girls between the ages of 10 and 20. Contestants will be grouped as follows: Those in grammar school will be placed in one class and those above grammar school in another.

2—A team shall consist of three girls and an alternate from any district. The alternate will not judge in the contest.

3—Individuals may judge in any class.

4—Contestants shall judge the following products:

a. Candied Orange Peel, Candied Lemon Peel, Candied Grapefruit Peel.

b. Orange Marmalade, Grapefruit Marmalade, Lemon Marmalade.

c. Orange Jelly, Lemon Jelly, Blood Orange Jelly.

5—Contestants shall register with Grace Ryan, P. O. Box 785, Phoenix (Telephone Phoenix 4-2133) or with Ruth Oelke, State Vocational Department, Capitol Building, Phoenix (Telephone Phoenix 4-3165). Registration must be made not later than Saturday, February 26 noon, and must indicate entrant's grammar school or above grammar school classification.

6—Previous experience in judging canned products is not required.

7—Communication between team members during contests will automatically disqualify the entire team. This rule will be rigidly enforced.

8—Notes may be taken while judging the various classes to aid the contestant in remembering her reasons for placing.

9—Contests will be graded as follows: Placing—100 points; reasons—100 points.

10—Contestants may be asked for written or oral reasons at the pleasure of the judges.

Awards—The Mesa Chamber of Commerce Trophy Cup will be awarded to the highest ranking team in the Girls' Judging Contests, with Second Premium Ribbon and Third Premium Ribbon to other teams placing. First Premium Ribbons, Second Premium Ribbons and Third Premium Ribbons will be awarded to the individual judges in each division.

**At Our Fountain
Orange Drinks Predominate**

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EVERYBODY'S DRUG CO.

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Mesa, Arizona

SAM COHEN & BRO.

NOVELTIES and LIQUORS

130 W. Main

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Rules for Judging Candied and Preserved Citrus

1. All entries eligible for premium must have been prepared by the Exhibitor in whose name they are entered and to whom the premium is to be paid.

2. All items must have been prepared by the Exhibitor during the year 1937 or 1938.

3. All Fruits and Pickles must be put up in pint jars, with the exception of Jellies which must be put in glasses. Each must be properly labeled upon which the Candied Fruits and Peel is to be placed.

4. Only one entry of any variety in a lot can be made by any one labeled when presented for entry placement. Plates will be available Exhibitor, but entries may be made in each or as many lots as desired.

5. All entries in the department must be tested to the satisfaction of the Judges.

6. In any lot where there is no competition, judges shall make award according to merit.

Awards to Commercial Displays

Institutional Booth Displays will be judged as to originality, beauty and effectiveness.

Class "R"

Booths made up entirely of Citrus Fruits, Citrus Trees or Citrus Products:

1st place—\$5.00 and Ribbon.

2nd place—Ribbon.

Class "S"

Booths using display material other than citrus:

1st place—\$5.00 and Ribbon.

2nd place—Ribbon.

Award to Window Display

An award will be made to the best window display. Such displays will be judged as to originality, beauty and effectiveness in advertising the Arizona State Citrus Show.

Class "T"

1st place—\$5.00 and Ribbon.

2nd place—Ribbon.

Mesa Ranch School

L. F. Brady

J. B. Field

Floyd Medlock

Yeple Park Lots

Compliments

THAD MOORE

Tax Commission

Citrus Growing

in Arizona dates back to the first grove of oranges, tangerines and lemons planted by W. J. Murphy of the old Arizona Improvement Company in 1889. It consisted of twenty acres and was located at what is now Ingleside. Even under the lack of scientific knowledge of planting, care and cultivation which prevailed a certain degree of success was reached. The steady growth of the industry in Arizona since that time is indeed remarkable and is due, to a great extent, to the vast amount of scientific research and consistent application of the knowledge thus made available to the growers. Through bud propagation the quality of all the various varieties of the fruit grown here has been raised to a very high degree of perfection.

Grapefruit trees require from seven to eight years to arrive at a commercially productive stage. They usually begin bearing in their fourth year and at the age of twenty years the average tree will yield from twelve to twenty boxes of fruit. The average navel orange tree yields from four to nine boxes of fruit and the Valencia and Sweet Seedling varieties from four to twelve according to age. All this fruit is washed, culled and packed before it is ready for shipment to distribution centers. Only the finest quality of fruit is shipped to the consumer markets.

Our grapefruit is not equalled anywhere in the World for its sweetness and flavor. The most common type grown here is the Marsh Seedless. Our oranges, particularly the Washington Navels, the Valencias and the Sweet Seedling type, are not excelled anywhere and are receiving growing favor in the foreign as well as the domestic markets of the World. The same is true of our Eureka Lemons.

Acreage planted to citrus in Arizona at the present time amounts to approximately 23,000 acres. It is estimated that about 5,000 carloads of grapefruit and 750 carloads of oranges will be shipped this year, an increase of about 40% in grapefruit and almost 50% in oranges over shipments in any previous year. Greatly improved production methods and more efficient shipping and distribution channels have contributed very materially towards making this remarkable gain possible. Cooperative marketing through a central selling agency has proven of particular advantage to the grower and has been the means of obtaining better returns than would be otherwise possible.

Due to favorable climatic conditions and to low cost of irrigation and fertilization and because natural conditions practically eliminate the necessity of measures to control pests of any kind, our valley is an outstanding citrus district with production costs among the very lowest known anywhere.

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PHOENIX CITRUS PACKING COMPANY, INC.

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E. J. RHAOES, Mgr.

Irrigated Cotton

is as prehistoric as our oldest civilized southwestern life. In the days of the cliff-dweller the need for the fibre was as insistent as it is today. Ruins of cliff-dwellings every day yield artistic fabrics woven from the poorest staple cotton known to man.

Cotton culture on a commercial scale has grown naturally and in an orderly way. We can all remember as small boys hearing frequent comments that cotton would grow in Arizona—but no one seemed to care to take the risk in those years. Meantime, however, the scientific stations were making definite headway. Egyptian or Sea Island cotton—a brown or creamy colored variety—had been grown to some extent but would promise very little—the plants growing only two feet high in a hot dry climate and making small bolls late in August. But the strange ways of nature were at work—one summer two Egyptian plants grew to normal height and bloomed and fruited as they were accustomed to do in their homeland. These plants proved to be genuine sports and were therefore fixed as to type and habits. This hardy new cotton was named "Yuma" and was soon hailed as the world's finest and strongest cotton. Then a few years of experiment brought a new sport plant that was acclaimed as even more superior. This was christened "Pima." More recently Pima has been crossed with its ancestor Egyptian Sakelardis producing a new Pima variety called S X P. Still more recently this scientifically fixed SXP has been back-crossed on Pima and again a still newer and better Pima is in the making. Also Hopi wild cotton has been crossed with Alca in order to secure finer and silkier type in that field. The Federal Government and our own University at Tucson

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irrigated cotton--continued

are continually conducting such experiments in the hope of developing new varieties comparable to Pima and Acala. All new varieties are developed with the thought first in mind of maintenance of quality, but of equal importance are larger yields, better lint percentage and such other qualities as mean more dollars to the grower.

Just before 1920 the New York futures market, on which all our prices are based, went on a boom and the same again in 1923. Pima remained stationery while the rush was permanently toward the short staple variety. The writer alone sold 1200 tons of pedigreed Acala seed in Arizona at that time.

Twelve years ago the present western head of the largest cotton firm in the world said that within a few years the Southwest would be growing a million bales of cotton a year. His words were prophetic—we have exceeded it this year. California alone will have 700,000 bales and Arizona will approach the 300,000 mark. Latest estimates place our cotton acreage this year at 186,000 acres.

Deeper plowing, crop rotation and excellent facilities for financing and marketing all by-products have made it possible for Arizona to successfully grow cotton even at low prices.

No writing about cotton, no matter how brief, could be complete without some reference to the contributions to its scientific plant knowledge by Southwestern scientists, outstanding among whom are C. J. King of Sacaton, Dr. Critter of our University, Gregory McKeever now of Corcoran, California and Dr. O. F. Cook now of Washington. —By Earl Peterson of the firm of Martin & Peterson

Compliments of

J. G. BOSWELL CO.

Mesa, Arizona

Greetings From

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M. C. CASH, Lessee

LAVEEN, ARIZONA

PHONE 93378

Success to the Show

ED OGLESBY

County Treasurer

The Culture of Dates

in the Southwest is first recorded about the year 1700, after the founding of the Mission of San Xavier on the Peninsula of lower California, and subsequently at the nearby Mission of San Ignacio established in 1725. According to Aurelio Vivanco, historian of the Missions of Baja, California: "The fruit grown at San Ignacio is very abundant and varied date trees occupying first place, as there are over 100,000 enormous palms, which were planted by the Jesuit Missionaries, who imported the palms and seeds from Arabia. These date palms continue to bear to this day, and in some places constitute forests which are almost impenetrable.

The first importations of selected offshoots was made into the United States in 1887, 1900 and 1901 through the United States Department of Agriculture by Dr. Walter T. Swingle, Silas Mason, Bruce Drummond and others at that time connected with the Department. The first Arizona planting was made beyond Six Points, on West Grand Avenue, Phoenix, and later in 1900 at the University Experimental Date Garden four miles south of Tempe, where today there are approximately fifteen acres of old date-bearing palms. In the early days there were many varieties of dates planted, but only a comparatively few proved to be suitable to the Southwest. The first commercial plantings of any consequence were made in 1920 by the Phoenix Date Company, and by the Arizona Orchard Company.

At this time we have about twenty varieties of dates, most all of which were propagated from the original imported palms (or offshoots) from the old date-growing world. Some of the varieties planted commercially are the Khadrawi, Hayany, Sphinx, Maktum, Iteema, Kustawi, Khalasa, Sayer, Zahedi, Deglet Noor, Braim, Halawi, and others of fine quality. At the present time there are approximately 700 acres of dates planted commercially in the Salt River Valley. About one third of this acreage is in production, with a yield of approximately 300,000 pounds of fine fresh dates annually.

The future of the date industry in Arizona is very bright due to the limited area in the whole world in which dates can be grown, and because of our fine quality and yield. When consideration is given to the extremely large amount of dates imported each year into this country from the old date-growing world—some 60,000,000 pounds annually—then one can readily see that it will take many years to even begin to supply the market with dates grown in our Southwest—the only date growing section in the entire United States.

The Pioneer Grower of Fresh Dates

The only Grower of Sphinx Dates

THE PHOENIX DATE COMPANY

Phoenix, Arizona

Compliments

JAMES H. KERBY

Secretary of State

Arizona's Lettuce

Among the important vegetable crops in the state of Arizona the lettuce industry ranks first with an annual value of \$5,000,000. This industry had its start in 1914 when the first car of lettuce was shipped from the Salt River Valley to Kansas City, Missouri. Its growth since that time has been spectacular and during the period between 1920 and 1929 when production was usually below consumer demand, prices were very high and small fortunes were made by a few of the growers. Since 1930 about 30,000 acres of land in the irrigated portion of the state have been devoted to this crop each year and shipments to the consuming markets of the United States and Canada have averaged 12,000 cars annually. The crop is harvested during the months from December to April when home-grown vegetables in the East are entirely off of the market. The lettuce industry provides employment for 2,000 workers during the growing and harvesting season and also provides an important share of the agricultural payroll of the state.

Compliments

of

**LETTUCE GROWERS ASSOCIATION
OF PHOENIX**

Success

CHARLES FRIEDMAN

Cantaloupes

have been grown commercially in the Salt River valley for the past twenty-five years. The varieties most commonly produced are the Profects and the Hales Best, and in quality they rank among the very best offered on the eastern markets.

The acreage planted varies widely each year according to prevailing market conditions. In 1937 approximately 5,400 acres were grown in the valley and produced an average of approximately 110 crates per acre which were shipped to every part of the United States. While some growers work independently much of the acreage is controlled by large commercial growers who have their own organizations to handle both the cultivation and marketing of the crop. 2,867 carloads of cantaloupes and 421 carloads of high quality honeydew melons were shipped out of the state in 1937. Some small acreage each year is grown under hot caps and this is ready for market at an early date.

Shipping methods have changed in the past few years and this has enabled us to provide the consumer with a much more palatable melon than was possible previously. Now allowed to ripen in the field the melons are pre-cooled before being placed in the refrigerator cars which are kept at a low temperature while in transit, and thus the fruit is delivered to the eastern markets in the prime of condition. This had led to an increasing demand for our melons and in consequence the acreage will undoubtedly be increased to keep pace.

The cantaloupe industry fits very nicely into our commercial planting program and furnishes employment for our agricultural workers during what otherwise might be slack months.

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The Pecan

Pecan nuts are produced and consumed in greater quantities in the U. S. than any other nut native to North America. The pecan is indigenous to many of the Southern states where the trees grow wild in forests along streams and river bottoms.

About thirty years ago the first trees were brought to Arizona and the Southwest. The trees introduced into Arizona proved to be well adapted to their new environment. They grew well, came into production early, and produced large crops of high quality nuts. Their performance indicated that production of pecans might be commercially successful. There are now many acres of pecans in the state, a large per cent of which are bearing.

In Arizona, pecans can be grown on reasonably uniform fertile, deep and loamy soil. Irrigation provides almost complete control of soil moisture. These conditions together with the intense sunlight, high temperature, long growing season and other factors provide an environment to which the pecan responds favorably.

Arizona growers obtain higher yields than those of the South, and their costs of production are materially less because of their freedom from spraying costs, lower fertilizer costs and because they have no losses from insects and disease.

Pecans seem in many ways to fit well into Arizona's agricultural program. They are not sensitive to extremes of temperature and they particularly thrive where the temperature reaches 110 to 120 F. Because of these qualities they offer a high-priced commodity crop which is grown on many lands which had previously been devoted to less profitable field crops.

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Mesa, Arizona

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Tony's Car Market

Used Car Market
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Towing

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TIBSHRAENY CORPORATION

Manufacturers of Lingerie

160 W. Main St.

Mesa

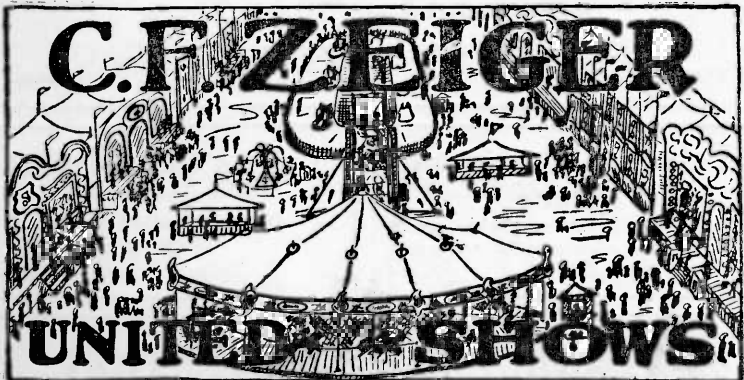
Cooperating With The Exposition

The following firms have booth exhibits:

Lo Wright & Sons, Mesa	Drew & Randall Motor Co., Mesa
Bashas' Market, Mesa	Tri-City Motor Co., Mesa
Paul L. Sale & Co., Mesa	Mesa Motor Co., Mesa
Sutton Electric Co., Mesa	Valley Chevrolet Co., Mesa
Bowers Electric Co., Mesa	Maricopa Fuel & Feed Co., Mesa
North Brothers Hardware Co., Mesa	Libbey Packing Co., Phoenix
O. S. Stapley Co., Mesa	Neil B. McGinnis Co., Phoenix
J. C. Penney Co., Mesa	Guerin Implement Co., Phoenix
Diamond Ice, Mesa	Crawford Tractor Co., Phoenix
Mesa Citrus Growers Ass'n., Mesa	Arizona Tractor & Equipment Co., Phoenix
McKellips Citrus Packing Co., Mesa	La Mesa Citrus & Date Gardens Mesa
California Fruit Exchange	Phoenix Date Co., Phoenix
	Lisonbee Insurance Agency, Mesa

The following firms are represented in the 1938 Year Book:

Arizona Sweet Packing Corp., Peoria; Laveen Gin, Laveen; Arrow Van & Storage, Floyd Medlock, Jim Bush, Palmer Manufacturing Co., Heinz, Bowen & Harrington, Ed Ring, Capitol Fuel & Feed, Phoenix Citrus Packing, Quick Seed & Feed, Kunz Bros. & Messinger, Wallace & Fewell, L. J. Morris, Mission Dairy, Tovrea Packing Co., Lily Ice Cream Co., Arizona Citrus Exchange, Crane Co., Ed Oglesby, Arnold Pickle & Olive Co., Sun Mercantile, Thad Moore, James H. Kerby, Phoenix Date Co., Col. Boswell, Allen Bakery, Arizona Lettuce Growers, Chas. Friedman, Arizona Grocery, Arizona Box, Phoenix Laundry, W. W. Mitchell, all of Phoenix; Yasuda Grocery, Rosensweig Jewelry, Dr. Leland Heywood, Mesa Motors, Bentley Texaco Service Station, W. F. Gollaher, Dr. H. Y. Nielson, F. E. Bendick, Dr. P. J. Scherr, Phelps Model Market, Apache Drug Co., Dr. T. G. Fullen, Dr. W. S. Sharp, Farmers Exchange, Mesa Cleaners, Dr. L. C. Alston, Dr. P. F. Hartman, Peterson Bros. Service Station, Gate City Ice Co., C. C. Jarrett, W. H. Passey, Budget Shop, Fairway Market, Hafford & Delaney, B. F. Easley, Toggery Beauty Shop, Shell Selling Agency, Diamond Ice, Mesa Ranch School, Sam Cohen & Bro., Foxworth-Galbraith Lumber Co., Everybody's Drug Co., Don Babbitt, Johnson-Pearce Com'l Co., Farmers Mutual Gin, Valley National Bank, F. P. Drew & Sons Lumber Co., Waldorf Cafe & Buffet, Mesa Journal-Tribune, Saba Department Store, Tibshraeny Corp., Tony's Car Market, La Mesa Citrus and Date Gardens,



Showing All Week In Connection With
ARIZONA STATE CITRUS SHOW