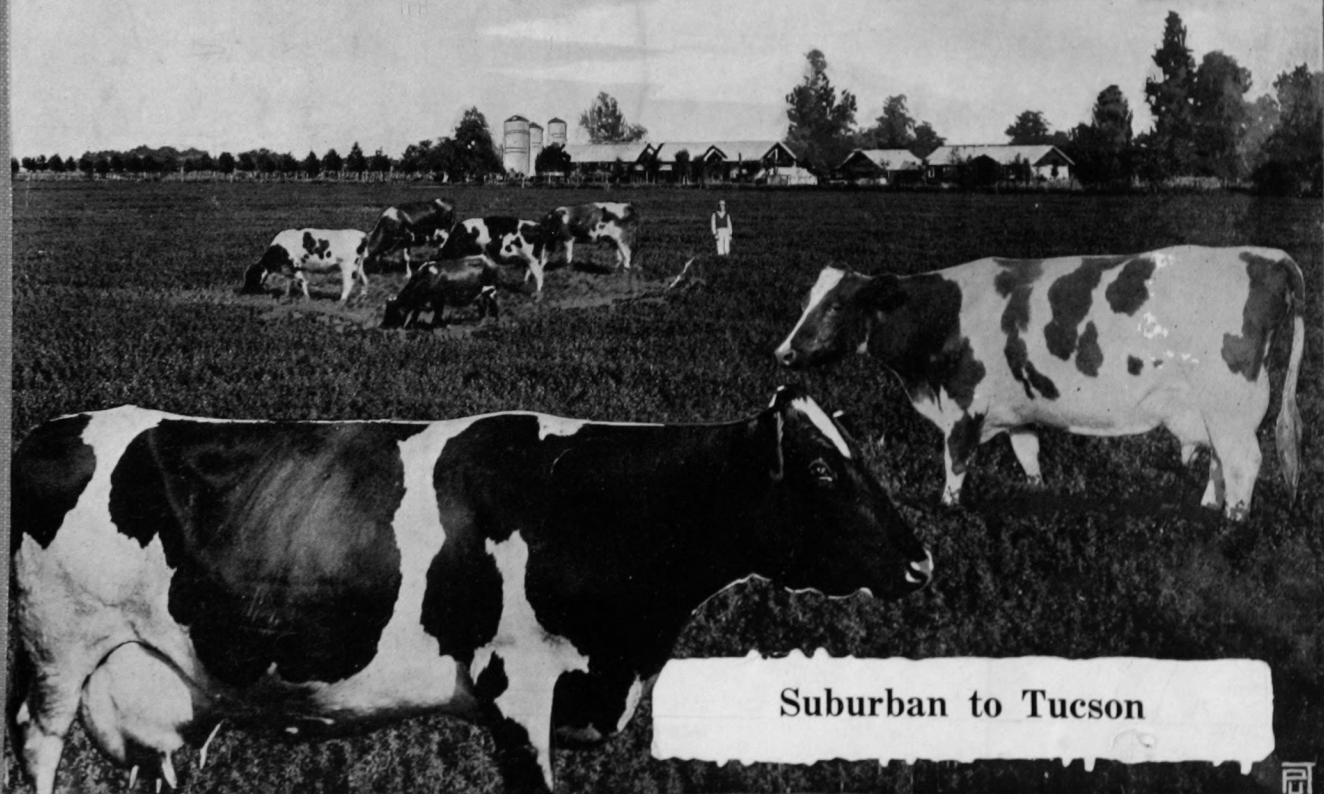


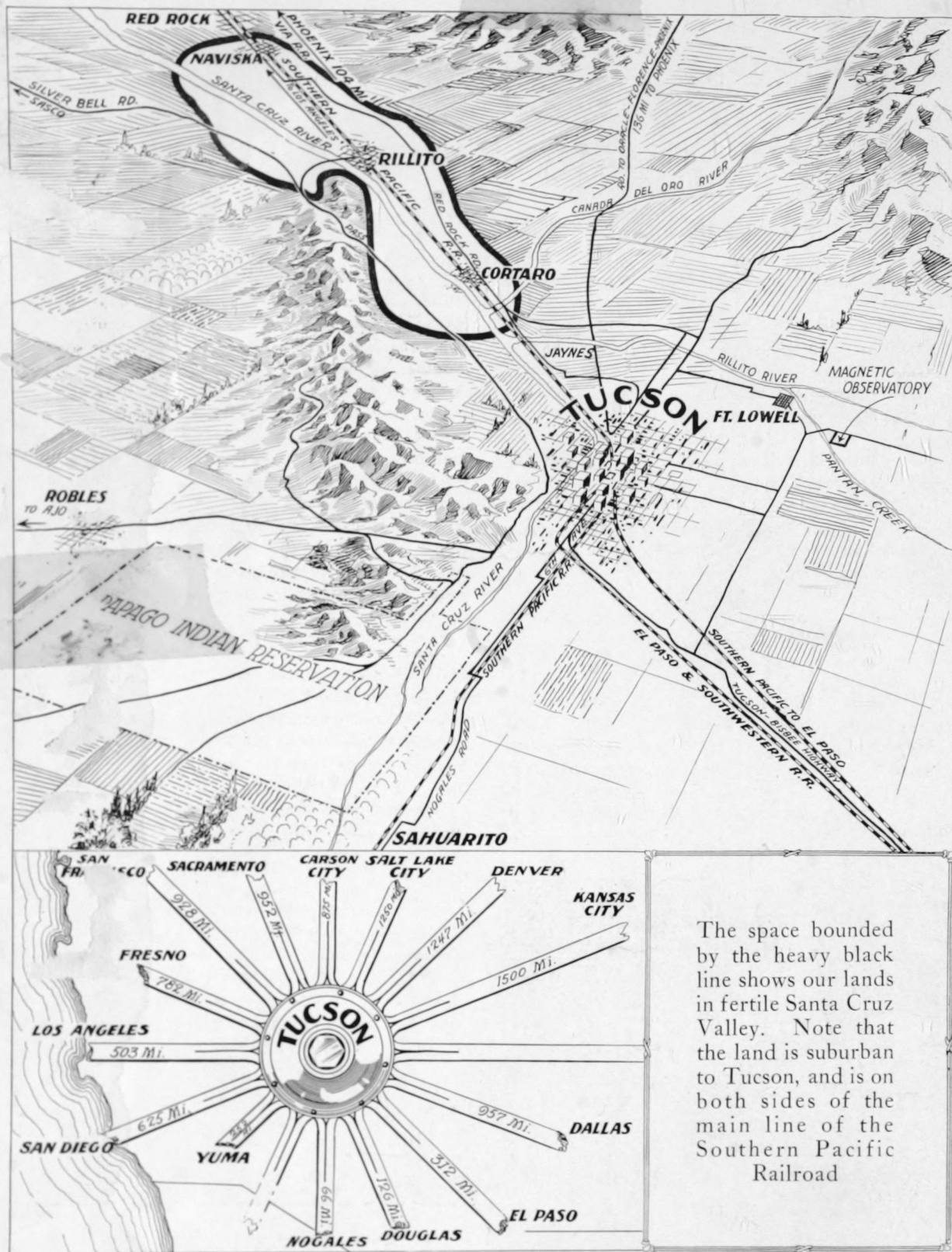
# Santa Cruz Valley Farms



Suburban to Tucson



"This is the greatest country on earth."—J. H. Shumaker



"Came here broke—now on Easy Street."—W. A. Knapp

# "My Personal Impressions of Santa Cruz Valley Farms"

By CHAS. R. STUART

I have been asked to write a brief introduction to this booklet, based on a personal inspection of the Santa Cruz Valley Farms. Having investigated many of the best known irrigation projects in the West, I can truthfully say that this land offering possesses exceptional advantages. The condition that impressed me most was that of the marketing situation. Despite the fact that the Santa Cruz Valley is blessed with an unusually productive soil and an abundance of water, the great bulk of all produce is shipped in from California, the Salt River Valley of Arizona, Mexico and eastern points. Naturally, the high freight rates add heavily to the local prices, and the Santa Cruz Valley farmer obtains the high outside figures plus the freight costs. He has no outside competition, as the home grown products are preferred by the local markets, because of their freshness and superior quality.

The local farmer obtains "mining camp prices" for his fruit, vegetables, hay, grain, poultry, eggs, milk, butter, beef and pork. In addition to being suburban to one of the most progressive and prosperous tourist cities in the West—Tucson—he is surrounded by some of the richest mining camps in the United States.



I talked to dozens of enthusiastic Santa Cruz Valley ranchers. One man related how he doubled his money in ninety days by fattening on his alfalfa fields the range cattle which abound in this section. Another received 15 cents per pound for his fruit. An easterner, broken down in health, secured some leased land, and with the aid of a local bank purchased some hog and cleaned up \$4000 in twelve months. Fifteen hundred tons of milo silage was produced from ninety-five acres by L. H. Manning, and was sold in silos for \$12.50 a ton, or \$187.50 an acre. This land, during the same year, produced barley hay which sold for about \$62.50 an acre. F. M. Stock started with practically nothing, and on leased land brought his inventory up to \$10,000 in six years.

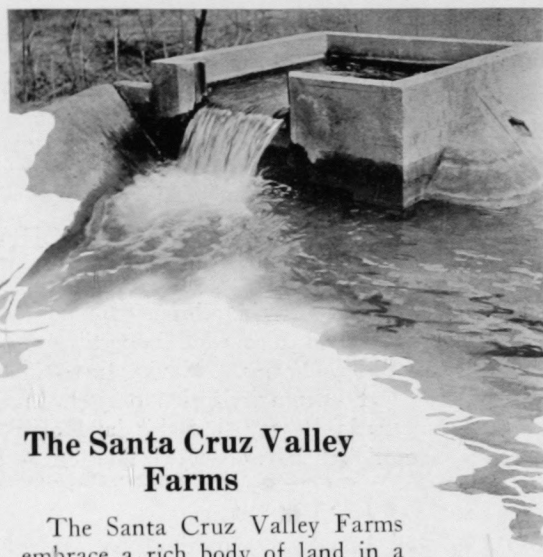
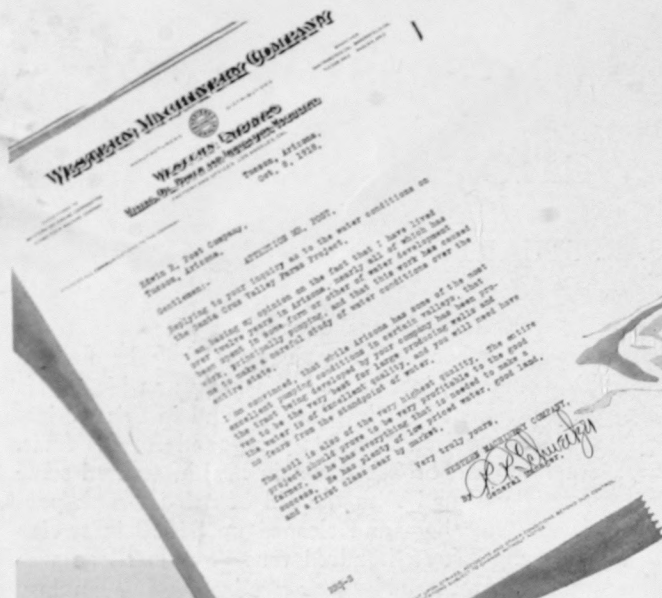
A dairyman told how some of his cows brought him \$500 each per year from the sale of whole milk. H. E. Farr raised 600 fifty-pound crates of Australian brown onions per acre, for which he received as high as \$2.20 per crate. He also produced 150 sacks of potatoes per acre, receiving \$2.50 to \$3 per sack. F. C. Wright received \$2500 from the sale of onions produced on three acres. Dozens of other equally as good records were reported, and many of them are recorded in signed letters which appear in this booklet.

I have seen no other section where greater opportunities for quick money-making are presented. The climate is excellent, the soil is deep and the growing season is continuous (twelve months in the year) and an abundant supply of water can be developed. The price of choice land with good water rights is unusually moderate when the growing advantages are considered. Farm land is worth exactly what it will pay a good rate of interest upon—and one of the most successful farmers in the valley told me that his land paid a good rate of interest on a valuation of \$500 per acre.

**No Crop Failures, Drouths, Floods or Cyclones**



# A Dependable Water Supply Twelve Months of the Year



## The Santa Cruz Valley Farms

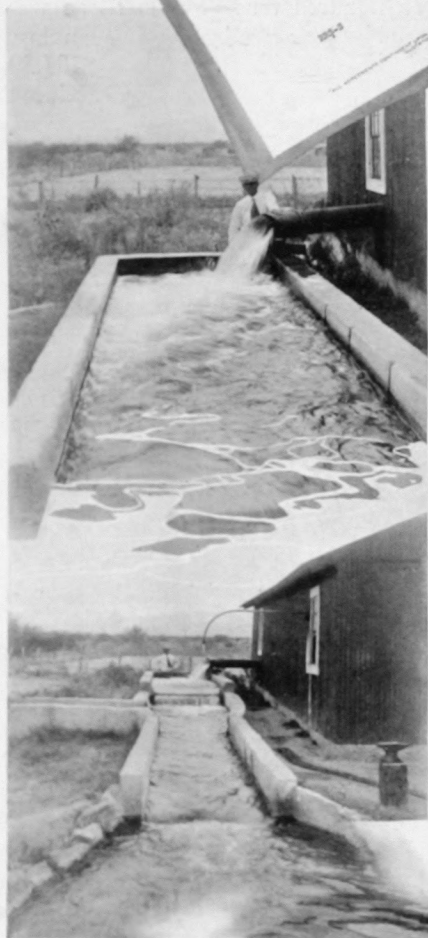
The Santa Cruz Valley Farms embrace a rich body of land in a thoroughly proven valley which is directly suburban to Tucson, one of the most progressive tourist cities of the Nation, and also a noted health resort. The valley is situated in Pima County in the south-eastern part of Arizona. The land extends along both sides of the Santa Cruz River. The soil is equal in fertility to that of the richest river bottom lands in the West. The growing season continues throughout the year. Two crops may be produced every twelve months.

## Wide Variety of Crops

The following crops are successfully produced in the valley: Alfalfa, barley, broom corn, cane, clover, corn, long staple cotton, cow peas, Egyptian wheat, flax, feterita, hay, hops, kaffir corn, kale, millet, maize, oats, rye, sorghum, Sudan grass, soy beans, sugar beets, timothy, wheat, apricots, almonds, blackberries, dewberries, English walnuts, figs, grapes, olives, peaches, pears, peanuts, plums, quinces, raspberries, strawberries, artichokes, asparagus, beans, beets, Brussels sprouts, cabbage, cantaloupes, casaba melons, carrots, cauliflower, celery, egg plant, garlic, lettuce, muskmelons, mustard, okra, onions, parsnips, parsley, peas, peppers, potatoes, pumpkins, radishes, rhubarb, spinach, sweet corn, squash, sweet potatoes, tomatoes, turnips, watermelons.

## Profitable Stock Raising

With an ideal climate and green feed the year round, stock raising is highly profitable. No better location for cattle, hogs, poultry, rabbits, and the dairying business can be found in the west. Indian corn and all the sorghums yield large tonnage here. When cut up and put in silos, these have proved highly profitable as a food for fattening cattle.



**No Foul Grass Seed Carried by Our Water System**



**"Farmers can't supply big local demand."—A. V. Sinclair**

*The Wonderful Corn That Grows in This Valley*

*This is an A-Number-One Corn Country*



### **High Priced Markets**

The leading retailer, wholesaler and importer of Tucson is authority for the statement that 75 per cent of the products consumed in this large and rapidly growing city are shipped in from outside points. The local grower receives a bonus for his produce equal to the freight rates on all similar goods shipped into the valley. Therefore, the outside grower cannot compete with the local farmer. In addition to Tucson, the many mining districts in the neighboring mountain ranges are hungry markets and always willing to pay fancy prices for farm products, particularly home-grown produce.

### **Main Line Transportation**

Our lands extend for several miles along the main line of the Southern Pacific Railroad, and there are convenient sidings and loading stations. Tucson is also the terminal of the El Paso & Southwestern Railroad. The Southern Pacific also has a line running from Tucson south for a thousand miles into the mining and lumber districts of Old Mexico. Tucson is practically two days' ride from Chicago, a day and a half from Kansas City, thirteen hours from Los Angeles, and eleven hours from El Paso, Texas.

### **Character of the Soil**

The land is a deep, sandy, silt loam which has been fertilized for centuries by leaf mold from heavy vegetation and from rich silt deposits. The soil is exceptionally deep, is easy to work, and it can be plowed wet or dry. The drainage is perfect. The land slopes gradually and evenly from the foothills

to the river. It lies just right for irrigation purposes and very little leveling is required. The land that is not already cleared is covered with mesquite and small brush. The mesquite wood should nearly cover the expense of clearing. To be more explicit, some of our lands are cleared, some are partially covered with mesquite and small brush, and some of the lands are cultivated. Good graded roads are being established throughout the project.

### **Perpetual Water**

A contract for a perpetual right to water accompanies every acre sold. An abundant supply is being provided for from large pumping plants distributed throughout the project as the land is developed.

The water is pumped into a canal distribution system which is now considered by eminent engineers to be the most practical system of irrigation. Our improved pumping system, which is being provided, insures a uniform supply and sufficient volume for those whose acreage requires a large head of water. Experience of the past ten years has proved that this system has a decided advantage over individual pumping plants. Gravity systems are sources of expense, bother and endless upkeep. Silt deposits carried by the water make necessary incessant ditch cleaning, and the weeds, seeds and foul grasses carried through the gravity canals are a constant source of worry, trouble and expense to the farmer. Our system eliminates all these bad features.

**"We plow our land dry or wet."—H. E. Farr**

## "Will be settled by best farmers in West."—Albert Steinfeld

*A Street Scene in City of Tucson, to which Our Property is Suburban*



### Ample Water When You Need It

It has been estimated that our system will supply not less than four acre-feet per acre per year. The average rancher will not require this volume of water, and therefore it will be possible at all times to deliver large volumes of water to those who require it. Our system will be built with the best standard equipment, and the workmanship will be first-class in every detail. Our plants will be operated with oil engines—the cheapest power available. Inasmuch as we will have a large number of pumping plants, there can never be a shortage of water due to a breakdown, as would be the case with an individual plant. The water company will deliver water to every unit of land. The water user will be relieved of all maintenance and upkeep of ditches, as well as pumping plants.

He will obtain water as his needs require it. Water cost will not exceed \$2.25 per acre-foot delivered at the land.

### Big Money In Cattle Fattening

The ranges surrounding Santa Cruz Valley Farms are dotted with thousands of cattle. It is necessary to ship practically all the stock away for fattening purposes. The local alfalfa grower can either buy the range cattle, fatten them on his pastures and double his money in about ninety days, or he can lease his pasturage to the stockmen at high rentals. Because of the big yields of Indian corn, milo maize, kaffir corn and all the sorghums, in this valley, the silage system for feeding is highly profitable. Huge concrete silos are to be found on a large number of the ranches in the valley.

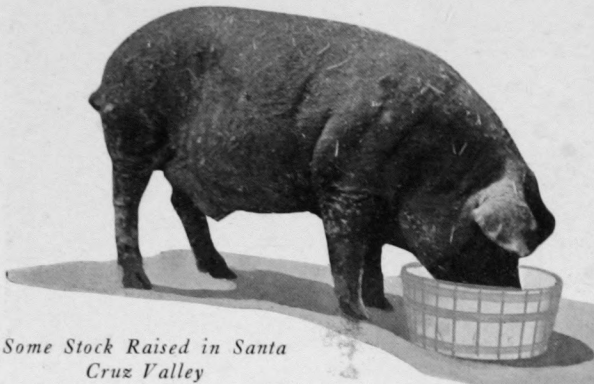
### Big Opportunities for Dairymen

The dairying situation in the valley should open the eyes of practical dairymen. Scarcely a pound of butter is marketed in the valley. The demand for milk and cream is so great that the

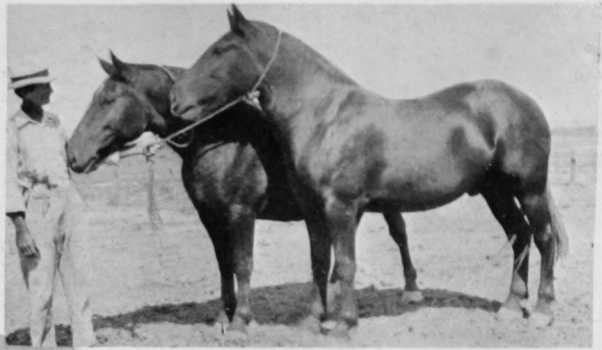


**Where Fresh Vegetables Command Highest Prices**

# No Better Stock Country in America



*Some Stock Raised in Santa Cruz Valley*



local dairymen are naturally not interested in butter production. Milk retails for 60c to 70c a gallon at Tucson. A great deal of milk for local consumption is also shipped in from Salt River Valley and other distant points.

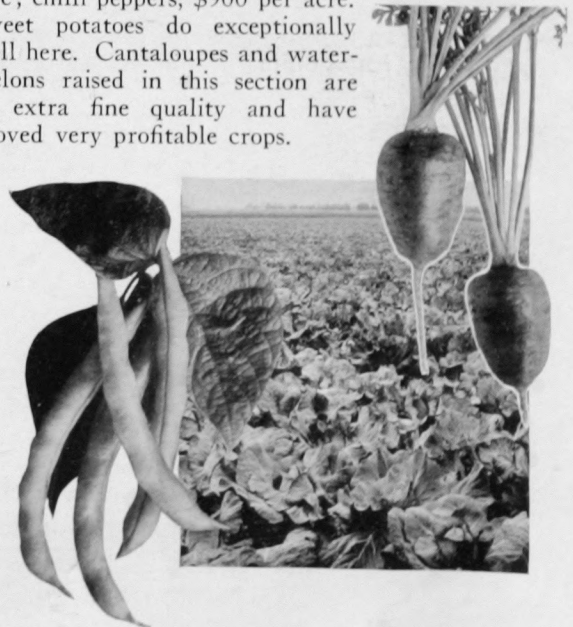
## Quick Profit In Raising Hogs

Carloads of hogs and dressed pork are shipped to Tucson and the mining districts from California and other points. A better hog raising country cannot be found anywhere. The dry, healthful climate and the abundance of green feed throughout the year make hog raising a safe, profitable business here. Brood sows will farrow any month, and five litters in two years are not uncommon. Very few pigs are lost. As many as thirteen to fifteen full-grown hogs have been pastured on an acre of alfalfa. By actual demonstration in Government experiments, one ton of alfalfa produced 776 pounds of pork. Santa Cruz Valley hogs can be finished on corn, kaffir corn, maize, barley, Spanish peanuts or sugar beets, all of which produce large yields on this land. It has been proved that pork can be produced here for not to exceed two and one-half cents per pound. And bear in mind that our local selling price is always higher than outside prices.

## Truck Gardening

Practically all vegetables are shipped in to the local markets from California, with a heavy freight charge added. Naturally, fresh vegetables bring fancy prices. Fine garden produce can be grown on our lands every month in the year. During December, January, February and March, our lands will mature lettuce, spinach, table beets, turnips, radishes, celery, cauliflower, onions, cabbage, carrots, parsnips, and numerous other vegetables. During the balance of the year, in addition to the above,

you can grow asparagus, green peas, tomatoes, strawberries, string beans, cantaloupes, watermelons, casaba melons, potatoes, etc. Gardeners often receive \$400 to \$600 per acre for their onions; celery, \$600 per acre and up; asparagus, \$400 to \$600 per acre; chilli peppers, \$900 per acre. Sweet potatoes do exceptionally well here. Cantaloupes and watermelons raised in this section are of extra fine quality and have proved very profitable crops.



## Many Vegetables Raised the Year Round



# Big Money in Fattening Range Cattle



*Harvesting  
Sorghum in  
Santa Cruz Valley*



Oats are sown in October or November, furnishing green pasture until the middle of February. It matures in May, and yields of 90 bushels per acre have been reported. Oat hay yields from two and one-half to three tons per acre. Wheat, barley and oat crops are followed by corn, milo, sorghums, beans, etc. The same land produces two crops the same year.

## Wheat, Barley, Oats

Wheat is sown in September, October and November as a first crop and can be pastured until the middle of February. Yields of 25 to 45 bushels, and even as high as 65 bushels per acre, have been reported. Barley as a first crop is sown the same months as wheat. It matures at the same time and yields 30 to 50 bushels per acre. Excellent green feed for dairy or work stock is afforded during the winter months by grazing until February. This prevents the growth from becoming too rank and results in a heavier production of grain or hay crop in May or June. If cut for hay instead of grain, the yield is from two to three tons per acre. The price of barley hay is ordinarily from ten to twenty-five per cent higher than alfalfa. For the past twenty years barley hay in this valley has been selling for \$15 to \$25, and is now \$23 to \$25 per ton.

## Good Money In Beans

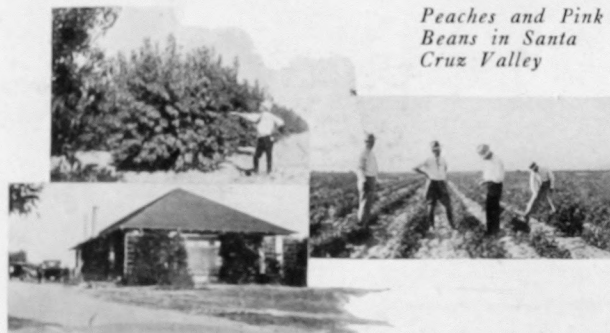
The Mexican frijole, or pink bean, is planted as a second crop as soon as the small grain harvest is over in May or June. It matures in October, yielding from 1000 to 2500 pounds to the acre and brings a good price. This season's price is nine cents a pound.

## Alfalfa Is King Here

It is the leading crop in Santa Cruz Valley. The annual yield is six to ten tons per acre. Fourteen tons per acre have been produced, as a test, by the Agricultural College at Tucson. The selling price of alfalfa during the past year and a half has reached \$41 a ton, and the average for several years has been \$15 to \$20 a ton.

## Corn Is a Wonder Crop

Corn grows rapidly and abundantly in Santa Cruz Valley. The average yield is 40 to 65 bushels to the acre. Yields of 75 to 90 bushels are reported. The prevailing custom is to plant corn as a second crop following wheat, barley or oats. Corn makes excellent silage, yielding an average of 15 to 20 tons per acre. Two crops can be successfully grown in a year.



*Peaches and Pink  
Beans in Santa  
Cruz Valley*

**Where Fruit Brings up to 15c a Pound**

## Ideal Dairying Conditions from January to January



### Sugar Cane and Sorghums

These crops grow to splendid advantage in Santa Cruz Valley. They may be raised as a second crop, following small grains, being planted about the first of July and harvested in October. These crops grow with little cultivation and require only one or two irrigations. They produce heavy yields and are used as ensilage for livestock.

*Scenes on  
Money Making  
Dairy Farms*

### A Practical Cotton Country

Cotton growing in the valley has been confined entirely to the Egyptian long staple. While up to the present time cotton has not been extensively grown in this section, it has been demonstrated that the long staple variety, which is grown here, is much superior to the common short staple variety grown throughout the South. Due to exceptional climatic conditions, Arizona cotton fields are practically free from pests.

If anyone has any doubts about the future of the cotton industry in Arizona, he should take heart from the extensive plants of the Southwest Cotton Company, which is the local name of the Goodyear Rubber Company of Akron, Ohio, one of the largest tire manufacturers in America. This company has obtained by lease and purchase several thousand acres of Arizona land, a large portion of which was planted to cotton this season, and the major part of the balance will be planted to cotton next season. This company has developed thousands of acres of raw land and is building two towns in the district where they are operating. They are building everything for permanency, because they see a wonderful future in the cotton industry in Arizona.

The Arizona Egyptian cotton industry is fully established. Its superior qualities have made a reputation among the New England mills and the manufacturers of automobile tire fabrics. Arizona is one of the few places in the world where the Egyptian long staple variety can be grown successfully. Preparations for a large planting of cotton for next year are now being made in Santa Cruz Valley.

*Clipped  
from  
Arizona  
Republican  
of  
Oct. 28  
1918*

## COTTON SUCCESS IN SANTA CRUZ VALLEY

Pima long staple cotton can be grown in the Santa Cruz valley with practically the same success as in the Salt River valley, whose cotton crop now runs way up into the millions annually.

This fact has now been positively demonstrated by the Tucson Farms company this year. This company planted 100 acres in tracts all the way from Sahuarita to Jaynes and the crop has been successful in all parts of the valley.

From L. A. Times  
Sept. 4, 1918:

Condition of the  
cotton crop by  
States:

Virginia	- - - 84
North Carolina	77
South Carolina	67
Georgia	- - - 66
Florida	- - - 60
Alabama	- - - 66
Mississippi	- 67
Louisiana	- - 53
Texas	- - - 43
Arkansas	- - 52
Tennessee	- - 78
Missouri	- - 60
Oklahoma	- - 33
California	- - 92
Arizona	- - 96



## Where Poultry Commands Top-notch Prices



## Deep, Rich, Easy-to-Work Soil



*Sorghum and Corn Pictures that Speak for Themselves. Picture Shows Great Depth of Soil—Portion of River Bank.*

### Sudan Grass

One of our most remarkable and dependable forage crops, cutting as high as four crops per year, and usually maturing in ninety days. A second crop is ready for harvesting thirty days after the first cutting, and yields two to four tons of hay per acre per cutting. Stock of all kinds eat it readily. It makes a fine grade of ensilage. The plant is easily grown and the heavy yield and high feeding value make it a very profitable crop.

### Kaffir, Milo Maize and Feterita

These crops are especially adapted to this valley and have proven practically as good for feeding as corn. The yield is 70 to 90 bushels of grain to the acre, and the selling price is about the same as corn.

Kaffir corn, maize and feterita are used principally as silage crops, and yield from 15 to 25 tons per acre.

### A Wonderful Climate

Tucson's famous climate—healthful, dry and without the extremes produced by humidity—closely approaches the ideal. The elevation is 2390 feet. Thousands of people have journeyed from all parts of the world to regain their health at Tucson. To feel as uncomfortable as you would in the eastern or middle states during the summer months when the temperature registers 95 degrees, it would be necessary for the thermometer here at Tucson to register 125 degrees. Such a temperature, of course, has never been recorded here. Sunstroke is unknown, yet this is a land of almost perpetual sunshine. The dry air is extremely invigorating. The nights are always cool and sleep is beneficial.

## Where Corn, Milo Maize and Sorghums Thrive to Perfection



September 23, 1918.

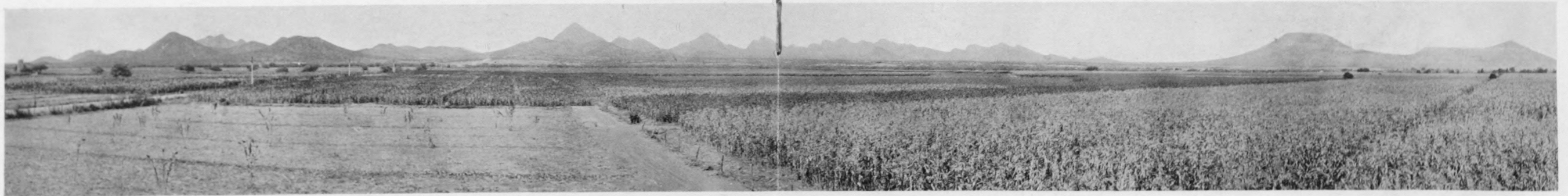
EDWIN R. POST CO.  
Gentlemen:

With deep, rich soil, an abundant supply of water, and a twelve months' growing season, any willing-to-work farmer can succeed in the Santa Cruz Valley. I have demonstrated this fact on my 200-acre ranch. I have produced 31 tons of silage to the acre. Corn gives 18 to 20 tons of silage and sorghum from 20 to 25 tons. Alfalfa yields up to six tons per acre from six and seven cuttings. I know of no better alfalfa country anywhere. Barley hay will average  $2\frac{1}{2}$  tons per acre. Corn (shelled) will average 45 bushels per acre. Before locating here I studied conditions up and down the coast, but found nothing that suited me as well as this section from an all-round farming standpoint. We pump our own water at a cost of \$7 to \$9 per annum. There is an abundant supply. Opportunities for feeding range cattle here are unsur-

passed. Two years ago I rented my barley and alfalfa pasture for three months (November 15th to February 15th) for \$1650 cash. Under present conditions I would have received considerably more. I cut the barley for hay early in May, getting two to two and a half tons per acre, and cut the alfalfa six times, beginning about April 15th. We are close to a good, live, up-to-date town—Tucson. We have excellent social and educational advantages, main line transportation facilities, and a perfect climate. Sunstroke and malaria are unknown. A farmer can make good interest here on a land valuation of \$500 per acre. I use about four acre-feet of water between March 1st and November 1st.

Very truly yours,

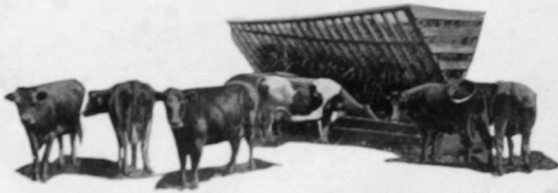
*H. C. Kinnison*



**Panoramic View of the Kinnison 200-acre Ranch Which Netted Owner \$100 an Acre This Year**



# Barley and Alfalfa are Banner Crops in Santa Cruz Valley



*Prolific Yields of Barley and Alfalfa*

EDWIN R. POST CO.

Gentlemen:

Regarding the farming situation in Santa Cruz Valley from the viewpoint of a wholesaler, retailer and importer, I can only say that there are wonderful opportunities here for practical farmers. We are blessed with deep, fertile soil, an abundance of water and an incomparable climate. Almost 80 per cent of all farm products

are shipped into the valley. The local grower obtains the prevailing California prices plus the freight rates. He has no outside competition. He obtains as high prices for his produce as prevail in any section of the United States. We need dairy-men. There is hardly a pound of butter produced in the valley—and yet, we have every condition that appeals to the modern dairyman. Our alfalfa yields are heavy. Dairy cows thrive in this splendid climate. Milk and cream command top-notch prices. The fruit and vegetable grower has an eager market. Tucson and our mining districts pay a premium for our superior-flavored products, which are said to surpass those raised in California. The local alfalfa grower today obtains \$5.50 more per ton for his hay in this valley than the Salt River Valley farmer. In other words, the freight charges from outside points are always added to the local growers' profit. With top-notch prices, eager markets, never-failing soil, water and climate, it is a won-



September 23, 1918.

der that every available acre is not under cultivation. When our opportunities are advertised and discovered, this entire valley will be settled by hundreds of the best farmers in the west.

*Alfred Stern*

## Prices and Terms

Our lands (uncleared) are sold at \$150 per acre, *including right to perpetual water*. The terms are \$50 per acre (*cash or approved securities*), and the balance in five equal annual payments of \$20 per acre, beginning two years from date of sale, with interest at six per cent, payable annually.

EDWIN R. POST COMPANY  
TUCSON, ARIZONA

We have conscientiously endeavored to procure facts and dependable information in respect to the value of our lands, and as to the conditions, soil and productiveness thereof; and while we believe our statements and representations, set out in our booklet, to be conservative and proper, we do not ask any person to buy our lands upon any representation we may have made or that we may make. All we ask is for you to come and see for yourself, for we are convinced that any experienced farmer who comes and sees for himself will buy on his own judgment and investigation.

**Men of Wealth Give Earnest Testimonials**

## Soil and Climate Ideal for Long Staple Cotton



*A Field of Egyptian Long Staple Cotton in Santa Cruz Valley*

EDWIN R. POST CO.

*Gentlemen:*

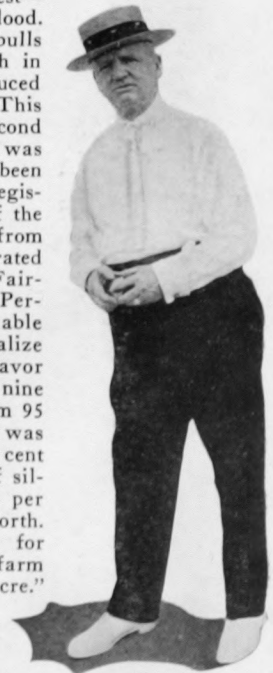
I have 105 acres in my Santa Cruz Valley ranch. We grow alfalfa, corn, cotton, sorghum, etc. We have 40 acres in truck garden now rented to Chinamen. The long staple cotton raised on our place has run about a bale to the acre, the bales weighing about 500 pounds each. We planted about the 25th of March; next year we will plant about the 1st of March. An average crop should produce at least a bale per acre. We have picked from a quarter to a half bale up to the 9th of October. The price on the first picking this year was 72 cents a pound. The later pickings are of better grade and bring higher prices. There is no doubt about this being a good long staple cotton country, and it is by far the best paying crop we have here. The length of our growing season is about the same as the Salt River Valley as shown by government temperature reports over a 20-year period, and I think this valley is practically as good for long staple cotton as the Salt River Valley. I was with the Indian service for 11 years and was the first man to plant cotton in this district. I intend to put every acre of this ranch in cotton next year. Cotton takes an average of two acre-feet of water per season. We have a dandy well and an abundance of water. Our pump produces 1500 gallons a minute. We have never had a water shortage.

Very truly yours,

*H. W. Insfield*

General L. H. Manning, who owns a farm in Santa Cruz Valley, which is conceded to be one of the most successful and best equipped farms in the State of Arizona, in a recent interview made the following statements:

"The Scotch Farms has 500 acres in cultivation. The cultivated area is irrigated from six wells. The average lift is 25 feet, and the wells yield from 400 to 1500 gallons a minute. We have nine silos with a capacity of 166 2/3 tons each. We have one of the finest herds of registered Hereford cattle in the Southwest—Beau Donald and Fairfax blood. More than \$8000 worth of bulls have been sold from the ranch in three years. Our ranch produced \$12,000 worth of barley hay. This land was then planted in a second crop of corn and maize which was put in silos. Our herd has been built up from 100 head of registered Hereford cows. Some of the animals were imported direct from England. There is one celebrated bull on the ranch—Perfection Fairfax the Third—a grandson of Perfection Fairfax, the most valuable bull in America. We specialize in cattle feeding, and strongly favor the silage system. We filled nine silos, containing 1500 tons, from 95 acres of ground. The silage was milo maize and ran 12 1/2 per cent grain. We figure the value of silage on the basis of about 50 per cent what alfalfa hay is worth. We sold our silage recently for \$12.50 a ton. I consider my farm and equipment worth \$500 an acre."



**These Men Have Made Fortunes in This Valley**



## The Plain Facts from the Men on the Ground

EDWIN R. POST CO.  
Gentlemen:

Farmers who buy up the range cattle which abound on the nearby ranges actually double their money in three months' time in this valley. I have been in the cattle business a long time and I know the conditions that exist here. A farmer can take his choice—he can either lease his pasturage, or buy and fatten his own cattle.

Yours truly,

*John Nelson*

EDWIN R. POST CO.  
Gentlemen:

Last year I received \$2500 for onions raised on my three acres of land. They were the white Bermuda and Australian brown varieties. Peaches do exceptionally well here. I am well pleased with the country. I have been here fifteen years, coming here from Minnesota,

Very truly yours,  
F. C. WRIGHT.

EDWIN R. POST CO.  
Gentlemen:

This land beats anything I have seen in northern California. Our soil is just as rich as the very finest soil to be found along the Sacramento river. I feel sure that as the valley becomes more settled up all this land will be worth \$400 an acre. You could not hire me to go back to California. I am here to stay and make money.

Yours truly,

*E. A. Maller*

EDWIN R. POST CO.  
Gentlemen:

I have 32 acres in alfalfa and will have 235 tons of alfalfa hay to sell this season which should bring me in the neighborhood of \$30 per ton. We have had no sickness in this healthful climate. You can put me down as a booster for this rich valley. I think the dairying conditions here are simply great. There is no malaria here.

Yours very truly,

*Edwin Porter*

Statement of Chas. E. Walker, Vice-President of Consolidated National Bank of Tucson, Arizona:

"Even a conservative banker can enthuse over the farming possibilities of Santa Cruz Valley. With an abundant supply of water provided, the farmer has every other condition that makes for continued success—rich river bottom soil, a perfect climate, a long growing season, and the highest prices for his products."

*C. E. Walker*

EDWIN R. POST CO.  
Gentlemen:

I know of no good improved land in this district that can be secured for less than \$300 an acre. Results have proved that this is a practical long staple cotton country. When I bought my land it was thickly covered with mesquite. It cost about \$15 an acre to clear and the wood brought about \$30 an acre. The wood on most of this land will pay for the clearing.

Very truly yours,

*J. F. Nichols*

EDWIN R. POST CO.  
Gentlemen:

I have 12 acres of alfalfa that ran from 9 to 10 tons to the acre this season. It was seeded last October. I like all conditions here far better than California—climate, soil, marketing conditions, etc. Nearly everything is shipped into the country and we farmers can't even begin to supply the big local demand.

Yours truly,

*A. V. Sinclair*

EDWIN R. POST CO.  
Gentlemen:

I am leasing land here on the 60-40 per cent basis. I started with practically nothing, and my stock and crops today will inventory about \$10,000. This is not bad for six years' work on leased land. I have no fault to find with this valley. We can sell everything we grow at high prices.

Yours truly,

*J. C. Stock*

EDWIN R. POST CO.  
Gentlemen:

I came to Santa Cruz Valley for my health with practically no money. I leased a piece of land and a Tucson bank loaned me \$300 with which to buy hogs. In spite of the fact that I have had to buy all my feed, I am \$4000 ahead in 12 months' time. I now have 215 head of hogs on my place. My health has been restored and I am on the way to financial success.

Yours truly,

*J. A. Burdon*

EDWIN R. POST CO.  
Gentlemen:

I have my own pumping plant and prefer it to a gravity irrigation system. I have all the water I want and just when I want it. No bothersome foul grasses to contend with. This is a double crop country. I value my land at \$250 an acre and I don't want to sell. I have 45 acres and I wish I had more.

Yours truly,

*J. J. Lynn*

EDWIN R. POST CO.  
Gentlemen:

Our soil is the kind that doesn't wear out, and you can keep it producing good crops from January to January. If a man has a good supply of water here he is fixed for life. I came here sick and this wonderful climate gave me back my health. Thousands have regained their health here.

Very truly yours,

*J. O. Benedict*

EDWIN R. POST CO.  
Gentlemen:

My hay crop this year will run about 350 tons, for which I expect to get about \$10,500. Last year my hay averaged me \$27 per ton. I sold 75 tons of it at \$35 per ton. My opinion is that one acre of land here is worth three acres in the middle west. This is because of our long growing season.

Yours truly,

*Matt Wachter*

Not What We Say—But What THEY Say About Conditions



# "A country of no failures or drawbacks."—F. O. Benedict



September 26, 1918.

EDWIN R. POST CO.

Gentlemen:

On our 12½-acre Santa Cruz Valley ranch we have demonstrated that fruit can be grown successfully and with exceptional profit here. In our orchard we have apricots, peaches, pears and quinces—6½ acres of fruit in all. I have never tasted better fruit than we have grown. It is much better flavored and juicier than the California fruit. We sold our fruit this year at 8 to 15 cents a pound. We have had excellent success with all kinds of vegetables—melons, tomatoes, chilli peppers, corn, cucumbers, etc. We get two crops a year of everything except fruit. This is certainly a "two-crop" country. Onions do exceptionally well. We have sold several hundred dollars worth of white Bermudas, which were planted between the trees of our orchard. We have also sold several hundred dollars worth of roses, sweet peas and violets during the season. We have had excellent success with grapes. We consider this a very delightful country from a climatic standpoint.

Yours truly,

*Mrs M. J. Gottlieb*

## PLENTY OF GOOD HELP

No fear of labor problems here. Yaqui Indians are available in large numbers for farm labor. They are honest, trustworthy and dependable, and will stay on the job.

September 23, 1918.

I came to Santa Cruz Valley nine years ago from Mexico, practically without money. I now have 65 acres of as fine land as lies out of doors. I have had fine success with potatoes and onions. We have produced as high as 150 sacks of potatoes to the acre, for which we received from \$2.50 to \$3 per sack. The varieties we plant are White Rose, Early Ohio and New York Rural. Potatoes here mature before the California and Colorado crops. We follow potatoes here with corn, milo or beans. Our success with onions shows what this land will do. With White Bermuda and Australian Browns, we have raised as high as 600 crates to the acre, the crates weighing 50 pounds. For these we received \$1 to \$2.20 per crate. We have been raising onions for the past five years and never had a failure. We raise excellent Mexican June corn which runs from 40 to 50 bushels to the acre. There is no better dairying section than right here. Dairymen are now getting 70 cents a gallon for their milk retail, and 40 cents wholesale. My brother raised 44 bushels of early bar wheat to the acre last year. We get 50 bushels of barley to the acre. Oats do well here. Oat hay runs from 4 to 4½ tons to the acre. Alfalfa runs 6 tons to the acre. Melons and cantaloupes are profitable crops here. My brother took \$97 worth of watermelons from one-fifth of an acre this season. We have peaches from June to October 15th. Good land, with water, in this section costs \$225 per acre. We plow our land dry or wet.

Very truly yours,

*H. C. Farr*

September 26, 1918.

EDWIN R. POST CO.

Gentlemen:

I came to the Santa Cruz Valley from Northern California, where I was located in the Sacramento Valley. I bought 86 acres here three years ago, and I want to say right here that conditions here are away ahead of anything I have seen in California. This is the place to make money. I came here broke and now I am on "Easy Street." I have already made a good start with the dairying business. If you can beat this for a dairying section, I would like to see the place. We have green feed the year round. Alfalfa yields from 6 to 10 tons per acre per year, and we have up as high as eight cuttings. I will sell 125 tons of alfalfa hay this year and I expect to easily get at least \$30 per ton. I believe I will net \$6500 above all my living expenses this year. I have several cows that will bring me \$500 each this year from the sale of whole milk. There are the finest kind of markets here for anything a man can raise. The market price for everything is way "out of sight." My advice to California ranchers is to come here for real money-making opportunities. This is a very healthful country. I am confident this land will eventually be worth \$400 an acre. The land that you are offering for sale is as good as can be found anywhere in the valley. I paid \$250 an acre for my 86 acres.

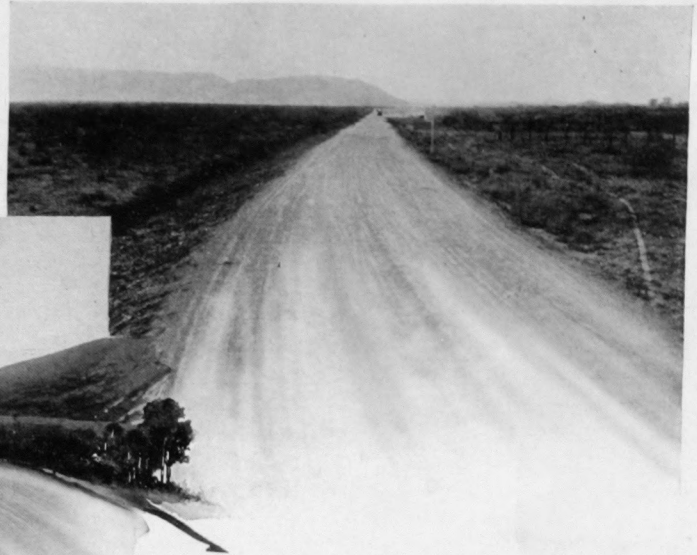
Yours truly,

*W. A. Knapp*

"Our growing season is continuous."—H. C. Kinnison

# Entire Valley a Noted Health Resort

*Santa Cruz Valley is Noted for its Fine, Hard,  
Well-Kept Roads. Motoring is a Pleasure  
Every Day in the Year*



## A LAND OF RARE BLOSSOMS

Flowering plants, shrubs and vines grow in great profusion here.

EDWIN R. POST CO.  
Gentlemen:

September 24, 1918.

I am leasing 240 acres of land in Santa Cruz Valley, with 125 acres in alfalfa. My specialty is hog raising, and I have found it very profitable and practicable in this valley. Have four hundred head of hogs. They are Duroc Red Jersey and Poland China mixed. Pigs born last March recently brought me \$20 apiece without any grain feeding. I just turned the hogs loose in the fields after cutting the alfalfa. They cleaned up the wastage along the ditches and fences. I have a series of fenced fields and we keep the cattle and hogs in each field only long enough to clean up the waste, and therefore they do not interfere with the new growth of alfalfa. Every hog I have raised so



far has been clear profit. Pigs from 8 to 9 months old weigh 135 pounds without having been fed any grain, just waste pasturage. As a hog country this place can't be beat.

I have bought range cattle at \$31 to \$35 a head and have doubled my money in three months. A farmer can buy range cattle now at \$30 a head that will bring \$100 apiece in January, by feeding green barley pasturage during the winter. It is also possible to keep green pasturage of alfalfa all winter by irrigating. Since I came on this place in March, the land has paid me a salary of \$375.80 per month, and I now have more hogs than I had at the start. I also have 200 tons of alfalfa hay to sell. I also have my profits on cattle to add to this. Taking it all in all, I am pretty well satisfied with farming conditions here. We have fine climatic conditions here. My family thinks it is the greatest country on earth. I particularly like the river bottom lands you are selling.

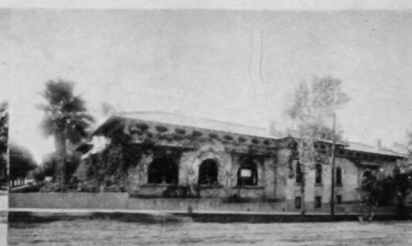
Very truly yours,

*J. A. Shumaker*

**"Our climate is all one can ask for."—C. A. Moller**

## Scenes in the Beautiful City of Tucson

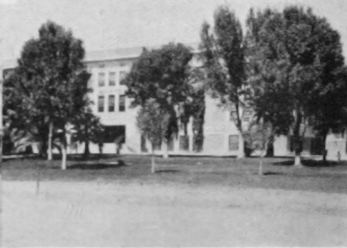
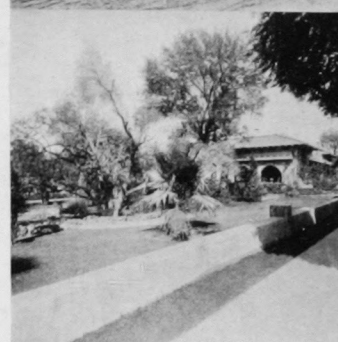
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### Tucson—a Modern Western City

Tucson is a charming city of beautiful homes. It has large, modern hotels, electric street-car system, gas, electric lights, etc. It is the most important jobbing center between Los Angeles and El Paso; the gateway to Mexico for all western coast commerce; located in one of the richest copper mining districts of the world; it is the seat of the University of Arizona, the State Agricultural College, the United States Government Experiment Station; it has several large public school buildings and private schools; here is located the Carnegie Botanical Laboratory, a \$100,000 Y. M. C. A., Masonic temple, twelve churches, four club houses, a country club and golf grounds, large public library, two modern sanitariums, two ice plants, a large flour mill, planing mills, foundry and machine shops, Southern Pacific Railroad shops, five banks, two daily papers, large business blocks, the largest combined wholesale and retail department store in the State, six large jobbing houses, six public parks, beautiful homes, handsomely paved streets, and an intelligent and progressive citizenship of about 25,000.

It is possible for the children of the Santa Cruz Valley farmer to start in the country school, pass through the grades in high school, and on through the State University or Agricultural Col-



**Your Children Can Go to High School and University  
at Tucson**