

Why an

ARIZONA BEEFSTEAK



A
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INTERESTS
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"ARIZONA
BEEF
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Tucson Chamber of Commerce
COOPERATING WITH
Arizona Trade Developers, Inc.
AND
Pima County Immigration
Commission

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Tucson, Arizona
November, 1932

A Brief History of the Cattle Industry in Arizona and Pima County

Cattle, the open range, the vaquero, romance—Arizona!!!

Have we not all dreamed of the life of a cowboy on the open range? The romantic life of a wanderer calling us on, to the desert, the mountains, the bright still nights with only the herds and the skulking coyote for company! The freedom and the joy of a rancher's days!

Perhaps this romantic picture is not wholly true, but, nevertheless, to most of us, it still is—Arizona.

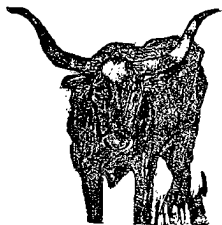
And the cattle industry has long been the lifeblood of the State; especially here in the Southern portion, where there is mile after mile of open range land, stretching into the foothills and the mountains and supplying the most perfect grazing land known to man.

It was almost two and a half centuries ago that Arizona's Cattle Industry was first born. Almost a hundred years before the Revolution; long before an independent America was even dreamed of. Unbelievable? Perhaps, but still true.

In the year 1687 Father Kino, that beloved priest who first brought tangible Christianity to the desert country, had great herds of Spanish cattle on his racherias in what is now northern Sonora; and shortly before 1700 it is recorded that he and his Indian followers drove a herd of 700 of these cattle to the then recently founded San Xavier del Bac Mission, for the use of the colony of Christians in that district. These cattle multiplied and formed the nucleus of the hundreds and thousands of long-horned cattle that later roamed the ranges of Southern Arizona, under the care of both the Indians and the Spanish priests.

However, it was not until a century or so later that cattle as an industry became known to the country. A hundred and fifty years ago the Sopori Ranch was founded about fifty miles southeast of the present site of the city of Tucson; a ranch which is still in existence, and one which has been intimately bound up in the history of the Southwest. The ranch was originally a Spanish land grant and was operated under the rule of the Spanish and later of the Mexicans until at the time of the Gadsden Purchase it was bought by J. W. Douglass. It was here that the Penningtons, that famous family of fighting pioneers, spent the year of 1867-68 and bravely fought the Apaches from the fortified ranch house.

The Sopori Ranch is now owned and operated by Mr. Arthur Lee, grandson of Robert E. Lee, the famous Confederate General.



About the same time, a few miles west of the Sopori Ranch, on what is now known as Arivaca Creek, the Arivaca Ranch had its birth. It too has had a colorful history and is also still producing luscious Arizona Beef.

The first real American to enter the cattle business in Arizona was William Oury, who, starting his enterprises in 1858, in 1862 brought the first blooded stock into the State from Kentucky, and started the improving of the strain on a small ranch just two miles south of Tucson.

Later Henry Hooker further improved the class of beef cattle of the district, importing Short Horns, Durhams and finally Herefords, the cattle which are today still recognized as the perfect Beef type.

This constant improving of the type of beef run on the Arizona ranges has continued right up to the present day, until now, through the efforts of such men as Manning, Peters, the Ronstadts and the Kinneys, Arizona Beef takes a back seat with none, and Pima County Hereford Bulls are known the country over.



All through the history of Arizona the one steady note has been the raising of cattle. From the days of the Spanish pioneer through the Mexican rule, surviving the bloody Indian wars, through the ups and downs of the mining industry, always the cattle ranches have held their own and provided the balance and staying power needed to weld together a people and a country. Its growth has never been phenomenal or abnormal. From Father Kino's original seven hundred head of rangy longhorns to the white man's red-coated whitefaces, the development has been gradual and healthy. Through a decade of Territorial days when Arizona was just becoming a law-abiding land the growth was from 145,000 in 1883 to 800,000, nearly a million, in 1893, just ten years later, in the State as a whole, while today the cattlemen in Pima County alone owned over 80,000 head at the close of 1931.

\$4,500,000 Brought Into Pima by Cattle In Last Decade

Just as Arizona cities have attracted people to make homes therein, so have Arizona's cattle lands attracted influential people to the great open spaces of this State. In recent years many Eastern people of means, who have sojourned in Arizona, learned the fascination of the cattle business, have returned to Arizona and bought cattle ranches, making vast improvements, restocking their ranches with high grade cattle and finally becoming permanent residents.

A FEW OF THE NEWCOMERS

Tom Peters
J. C. Kinney
Tom Griffin
Arthur Lee
Hubert d'Autremont
Boice Bros.
Leslie McBride
Rukin Jelks
Melvin Haskell
Wm. Huggett
Fred Gill & Son
Wm. Brown
Chas. Beach
Harry Berger
Alex Berger
W. S. Lackner

And many newcomers having small ranches and interests in larger ranches too numerous to mention.

The Cattle Industry Pays A Quarter Million in Pima County and Federal Taxes

In truth Arizona's oldest industry—the cattle business has become a considerable source of income to the various counties of the State. With the improvement of range conditions and the bettering of range stock, this source of tax income will increase rapidly in the next few years.

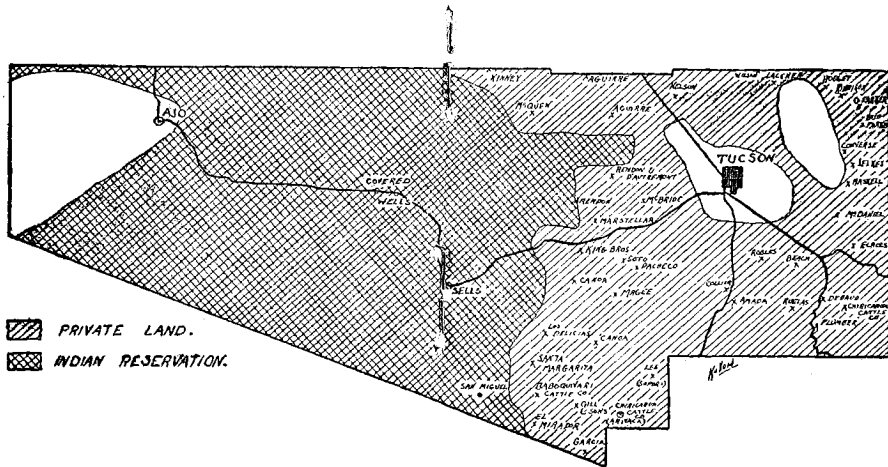
AND SOME OF THE OLDTIMERS

L. H. Manning
Antonio Amado
Bernabe Robles
Teofilo Otero
J. M. Ronstadt
Fred Ronstadt
H. C. Kinnison
John Bogan
Gene Shepherd
Jack Jamison
Manuel King
C. C. Parker
W. D. Parker
Cy Marstellar
G. E. Angulo
L. Carrillo
F. Ruelas

H. B. Aguirre
Sam McEuen
Walter Bailey
Charles Bayless
Ed Echols
Peter McDaniel
John Nelson
Frank Rendon
Rafael Peyron
Soto Bros.
Vail Cattle Co.
Ben McKinney

And in addition—
hundreds of small
ranchers in all parts
of Arizona.

Map Showing Area Given Over to the Cattle Industry In Pima County



A fact surprising to many is that 90% of the land in Pima County is given over to stock raising. This includes over 500,000 acres of patented land on which the county collects taxes.

The surprising total of 78,000 head of cattle, on the average graze on the lands of Pima county. So, the oldest business of the county still remains one of the best.

Tremendous Pay Roll and Operating Expenses

“The first American to engage in the stock industry in Arizona seems to have been William Oury of Tucson. In 1858, he bought one hundred heifers and four bulls from an Illinois drover bound for California. He added four hundred head of fine cattle, purchased in Kentucky, to his herd in 1862. Driving them to Leavenworth, Kansas, he was there so fortunate as to connect himself with an emigrant train setting out for the Southwest. These Kentucky cattle were the first blooded stock brought to Arizona.”

—Frank C. Lockwood, **Pioneer Days in Arizona.**

There were approximately \$400,000.00 expended by the cattlemen of Pima county in the raising and caring for their cattle alone, during 1931. This is exclusive of taxes, improvements to their properties, etc.

The sale of cattle from Pima county during 1931 brought into the County approximately \$465,000.00—practically all of which was spent right here in the County.

Approximately 550 carloads of cattle were shipped out of Pima county during 1931.

Food Value of Arizona Beef

Chamber of Commerce, November 19th, 1932
Tucson, Arizona.

Dear Sirs:

I have been requested by Mr. Carlos Ronstadt to write a few lines on Beef as an essential in daily diet for promotion of health and better teeth.

Beef is the great body builder of boys and girls; there is no form of meat that, if properly cooked, gives so great an amount of nutrition to the human system. Children thrive on Beef Tea or Beef Broth, and steaks and Beef cooked rather rare. If your child has a healthy active body by eating this food which is highly nutritious, then he is energetic. With his own accord he takes lots of exercise and his appetite for milk and vegetables, etc., that contains the lime salts, is greatly increased. From these salts in the body better teeth in the children are the results.

So, put good, red blood in your boy or girl, and also yourself and rest of the family, especially those who are delicate and wish to become robust and bubbling over with energy and pep. Prepare your Beef for them carefully with the one thought, that if thoroughly prepared, with the idea of getting out the greatest amount of nutrition, there is no food so strengthening and tissue building as good Beef. And remember good nutrition means good teeth, and good teeth means better health. Also, certain forms of Beef, such as dried Beef, Jerky and steaks, require strenuous mastication, which does a world of good to exercise the teeth and gums, which is greatly missing, but necessary, on account of us eating so many forms of soft diets. Therefore select good Beef for your daily diet for your children and family.

Very truly yours,

wsl:ll

W. S. LACKNER, D.D.S.

Menus Built Around Arizona Beef

By JEAN D. ROBERTS

Home Economist

Tucson Gas, Electric Light & Power Co.

Seven Plate Menus

MENU NO. 1

Cold Sliced Beef Horseradish Sauce
Lyonnaise Potatoes
Stuffed Tomato Salad
(Biscuit) Peach Shortcake Whipped Cream
Tea

MENU NO. 2

Hamburg Grill Supreme*
Orange Coconut Salad
Standard White Cake
Coffee

MENU NO. 3

Beef Creole Casserole*
Mixed Fruit Salad
Oatmeal Macaroons
Pekoe Punch

MENU NO. 4

Tomato Puree Cocktail
Prime Rib Roast
with border of Riced Potatoes
Currant Jelly
Boiled Cauliflower with White Sauce
Green Pea and Celery Salad with
French Dressing
Cabinet Pudding
Maple Cream Sauce Coffee

*See Recipes on Pages 13 and 14.

Menus

MENU NO. 5

Beef Loaf with Tomato Sauce*
Browned Sweet Potatoes
Carrots and Peas with Parsley
Shredded Lettuce
Vinaigrette Dressing
Jellied Apples with Whipped Cream
Coffee

MENU NO. 6

Breaded Veal Chops
Brown Gravy
"Blushing Apples"
(Baked apples colored with red cinnamon
candy)
French Fried Onions Baked Potatoes
New Cabbage
Pineapple Ice Coffee

MENU NO. 7

Chilled Fruit Juice Spinach with Egg
Broiled T-Bone Steaks
Buttered Lima Beans (Fresh or Dried)
Boiled Rice with Cheese Sauce
Stuffed Tomato Salad
Marshmallow Chocolate Cake
Spicy Apple Sauce Coffee

Recipes

Hamburg Grill Supreme

1 small Hamburg steak; 1 sausage; 2 slices broiled or French fried sweet or white potato; 1 slice fried apple or 2 mushrooms; a green vegetable—string beans, broccoli, spinach or cauliflower.

This is usually served as a "blue plate" combination. Unless carefully broiled, Hamburg steak is likely to be very dry; basting with sausage fat will prevent this.

Recipes

Beef Creole Casserole

2 pounds round of beef; 2 onions; 1 large carrot; 1 slice diced salt pork; 1½ cups peas; ¾ cup bread crumbs; 1 teaspoon salt; ⅛ teaspoon ground cloves; ¼ teaspoon pepper; 2 cups canned tomatoes; 1 cup water.

Trim most of fat from meat and cut meat into cubes. Chop onion and carrot and blend with salt pork, peas, bread crumbs and seasonings. Put layer of bread dressing mixture into casserole. Then layer of meat, continuing until all are used. Mix tomatoes with water, pour this over all, cover closely and bake very slowly for three hours. Serves four.

Beef Loaf

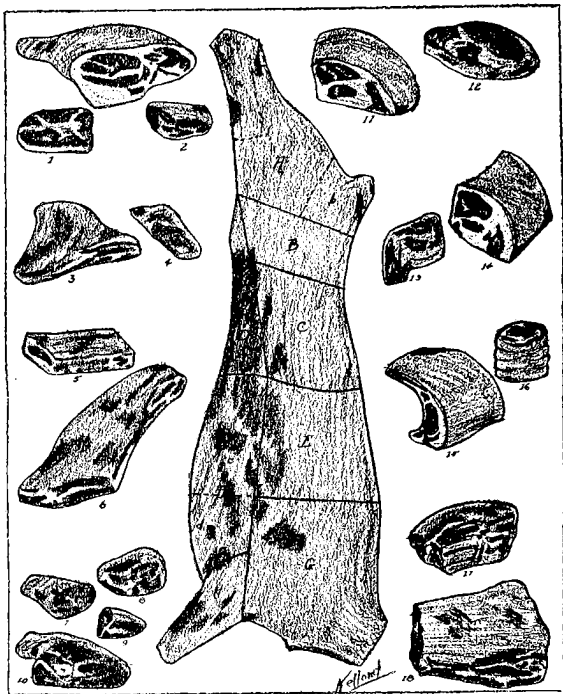
1 pound lean beef; 2 slices bacon; 1 onion; 2-3 cups stale bread crumbs; ½ teaspoon plain salt; 1 teaspoon celery salt; 1-3 teaspoon pepper; 1 beaten egg.

Pass beef, bacon and onion twice through food chopper. Add bread crumbs, salt, celery salt, tomatoes, pepper and beaten egg. Mix and blend all thoroughly, turn into well greased pan generously sprinkled with crumbs, cover with greased paper and bake in moderate oven about one and a half hours. Serve hot with tomato sauce or leave in pan until cold and then unmold and cut into slices. Serves four to six.

Tomato Sauce

1 cup canned tomatoes; 1 sliced small onion; ½ bay leaf; 2 cloves; ¼ teaspoon salt; ⅛ teaspoon pepper; 1 teaspoon sugar, optional; 2 tablespoons butter; 1½ tablespoons flour.

Cook tomatoes, onion, bay leaf, cloves, salt, pepper and sugar, if used together for 10 minutes, then press through sieve. Combine butter and flour smoothly in saucepan, add tomato mixture and cook, stirring constantly, until boiling. Simmer five minutes. Serves four.



Buyers' Guide

- | | |
|----------------|--------------------------|
| 1. Round Steak | 11. Loin End |
| 2. Rump Roast | 12. Sirloin Steak |
| 3. Flank | 13. Porterhouse
Steak |
| 4. Flank Steak | 14. Short Loin |
| 5. Short Ribs | 15. Rib |
| 6. Plate | 16. Rolled Rib Roast |
| 7. Soup Bone | 17. Shoulder Roast |
| 8. Soup Meat | 18. Chuck or
Shoulder |
| 9. Pot Roast | |
| 10. Shank | |

(After Buyer's Guide, Institute of American Meat Packers).

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