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THE BLEAK DESERT

ARIZONA
APPEALS
TO
AMERICA
AND
YOU



WHAT WATER DOES



BARREN TODAY — FRUITFUL TOMORROW

Arizona Appeals To America



ARIZONA loaned or contributed to the Nation, during the War, more than fifty millions of dollars; that, too, with a population of less than 300,000.

Now that Peace is here, Arizona appeals to America for a loan, not a gift, of just a few millions, all secured by mortgages on her farm lands, with which to transform many thousands of acres of dry desert, into green gardens and fertile fields. A loan with which to build the San Carlos Storage Dam, long recommended by different Governmental Departments, so as to impound

the millions of acre-feet of water now running to waste.

Will you help? Not with your money, but with your influence — the few minutes needed to write your Senators and Congressman at Washington. Will you help to stop this woeful waste of life-giving water and to divert it to thirsty lands, so that cactus will give way to corn and cotton, that sage-brush and thorn will yield to fruit and flower, to olive and orange, that desert wastes may become alfalfa pastures, that your cost of living may be lowered, that ten thousand families may be placed on now unused lands? If this is desirable to you, will you take the time to help it into reality, to write to Washington?

The San Carlos Project, as it is known at Washington, embraces that portion of the Gila (pronounced Hee-la) Valley, around Florence and Casa Grande, Arizona. It is de-



WHERE DAIRY STOCK ARE PASTURED THE YEAR ROUND



EIGHT FOOT SORGHUM

sired that the U. S. Reclamation Service build a storage dam in a Canyon near San Carlos, Arizona, which will save the flood waters of the Gila River, a waste that frequently amounts to more than 50,000 cubic feet the second! In 1905, the waters passing San Carlos measured enough to cover more than a million acres of land twelve inches deep, sufficient to insure bountiful crops on a half million of acres, could it have been stored and applied in that season! Stream measurements at San Carlos since 1914 show that more than a million acre-feet per year have wasted to the sea through the San Carlos damsite!

And the land that would have been watered is wonderfully productive, as soon as it comes under irrigation. Witness alfalfa, of which five to eight cuttings the year yield six to twelve tons to the acre. Imagine what that means made into beef or pork, or when dairy

stock may be pastured all the year round, in a country where snow is unknown, except on the mountains.

Arizona is not generally known as a wheat state, but "The Country Gentleman" gives it credit for having saved the Nation's wheat from deterioration and further says "while the area is small, Arizona leads the country in productivity of wheat to the acre." Crops of 2,400 pounds the acre are frequent and then, after the grain has been harvested, the same land, in the same year, will yield an additional crop of hogari, milo maize or beans! Would the San Carlos Project help to lower food costs?

Fruits thrive in endless variety. Peaches mature from May to November. Boughs of strong trees break under the weight of prodigious pears, one of which exhibited in 1913 weighed 47 ounces! Arizona oranges, lemons and grapefruit top the New York market.



A LITTLE DATE TREE IN YOUR YARD



MILO MAIZE—A FIRST CROP ON NEW GROUND

Cantaloupes of the finest quality are multiple money makers. Lettuce is raised on an extensive scale at the Casa Grande end of the project, where the main line of the Southern Pacific makes for ease of shipping. Figs superior to the finest product of Smyrna can be grown in your back yard, and 1500 pounds of delightful dates have been taken from a single tree in the season. Apricots ripen weeks earlier than in California, while a careful strawberry grower can carry his market over months through a judicious selection of different maturing varieties, 14,000 three-quarter pound boxes having been produced on a single acre. Potatoes have recorded yields of 15,000 pounds, although their keeping quality is not equal to the northern grown tuber. Onions run between 5,000 and 20,000 pounds to the acre, with cabbage going to the 14,000 pound figure and tomatoes topping any of these totals!

Nor is there need of commercial fertilizer for these rich lands, as the Gila floods carry down fertilizing silt in solution, which, when deposited on the land, is the equivalent of \$4.87 in fertilizer, to the acre, each year.

Here, in the Florence-Casa Grande country, was originated the world's finest cotton, Pima, with an extremely long, tough staple, used in the making of thread, aeroplane and tire fabric. Prices range up to 85c the pound and the crop runs from a half bale to a bale and a half to the acre. Already a large area is under cultivation, while in the adjacent Salt River Valley, under the famous Roosevelt Dam, millions of dollars worth of this cotton is grown every year.

And yet, despite the wonderful productivity of our soils, but a few thousand acres are cultivated, simply because we cannot store and save the waste waters of the Gila. This river



CLEARING THE DESERT



SIX TO EIGHT CUTTINGS OF ALFALFA THE YEAR

is peculiar. For many years, numerous engineers, including those of the U. S. Army, have made surveys and recommended that a storage dam be built at San Carlos. Starting with earlier plans for a 150 foot dam, the project has been so developed that now a dam of 250 feet is being considered by the Reclamation Service, that branch of your Government charged with the helpful work of reclaiming the waste lands and making them productive. A dam of 180 feet would store sufficient water for 100,000 acres, while one of 220 feet would impound 1,335,926 acre-feet of fertilizing, life-giving water. Is that worth while to the Nation?

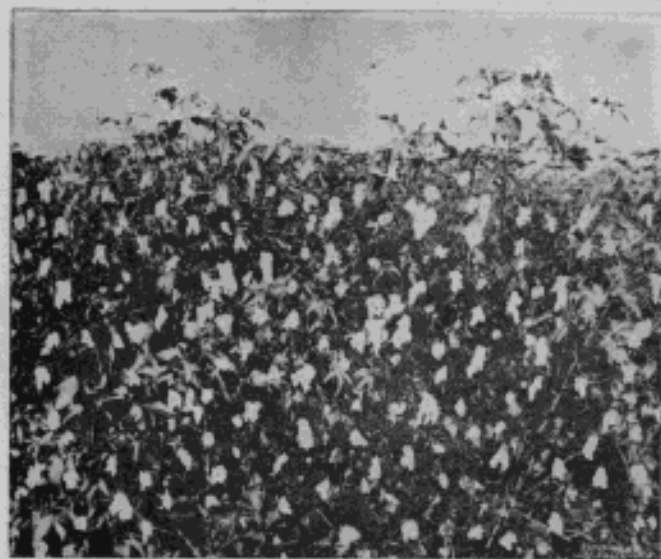
It is entirely possible that, had the great war not interfered in 1914, the dam might now be under construction, for conditions were tending in that direction. With the War out of the way, with reconstruction as the

great motive of our program, nothing should interfere with the development of the San Carlos project. We need your help. The wards of the Nation need your help, for the Sacaton Reservation, holding the most peaceable and thrifty of American Indians, the Pimas, lies within this project. The heroes of the War need your help, for thousands of them may find opportunity in this transformation of the desert.

Remember that every cent of cost is to be paid back by the settlers on the watered lands --that this cost is secured by liens on the land itself--that the Dam will also develop cheap electric power for towns and industries, which will produce an annual revenue to aid in the repayment. We'd gladly build this Dam ourselves, through private capital, were it not for the Indian and Governmental lands and interests, for this county of Arizona led all counties in the 12th Federal Reserve District in



CAN YOU BEAT THIS CORN?



PIMA COTTON BROUGHT 86c A POUND IN 1919

its Liberty Loan subscriptions. Think of that, from struggling farmers! We helped the Nation and YOU in the War to the top of our ability--will you help us now? Then write your elected Washington representatives, asking their support for the San Carlos project.

Short, earnest letters will help—one to each of your Senators and one to your Congressman, or others, soliciting their helpful influence toward immediately securing the passage of a bill making sufficient appropriation for the construction of the San Carlos Dam, on the Gila River in Sunny Southern Arizona. You will have earned the thanks of a State, the gratitude of many thousands and contributed to the progress of your country.

Sincerely,

San Carlos Association Committee,
Florence, Arizona.

Will you please send us the replies made to your appeals at Washington? Thank you.

Summary of The San Carlos Project

- 1—The San Carlos Project contemplates the impounding of the rich flood waters of the Gila River behind a great storage dam to be constructed in the box canyon of the Gila River about five or six miles below San Carlos, Arizona.
- 2—A 220 foot dam at San Carlos will impound water enough to make a lake 31 square miles in area, containing a volume sufficient to cover 1,335,936 acres of land 12 inches deep.
- 3—This amount of water (1,335,926 acre feet) would be sufficient to provide ample irrigation the year round for more than 150,000



A SEASON'S BALING OF ALFALFA FROM JUST ONE FIELD



HEGARI IN THE VALLEY—THE DESERT JUST BEYOND

acres of fertile lands in the desert in Pinal County, Arizona.

- 4—Such a storage dam would cost approximately \$8,000,000.00 and is estimated by the U. S. Board of Army Engineers to have a life of 223 years, if nothing at all were done to remove the silt deposits.
- 5—Irrigation experience in the adjacent Salt River Valley, under the Roosevelt dam, has shown that the irrigation of 150,000 acres under the San Carlos Dam would within a few years so raise the water level under adjoining lands not in the project as to make pumping easily feasible upon from 50,000 to 100,000 additional acres.
- 6—The fertilizing value of Gila River silts in solution enriches the land at the estimated rate of \$4.87 per acre each year.

7—The average volume of water passing through the San Carlos damsite from October 1, 1914 to October 1, 1917 exceeded 1,000,000 acre feet per annum.

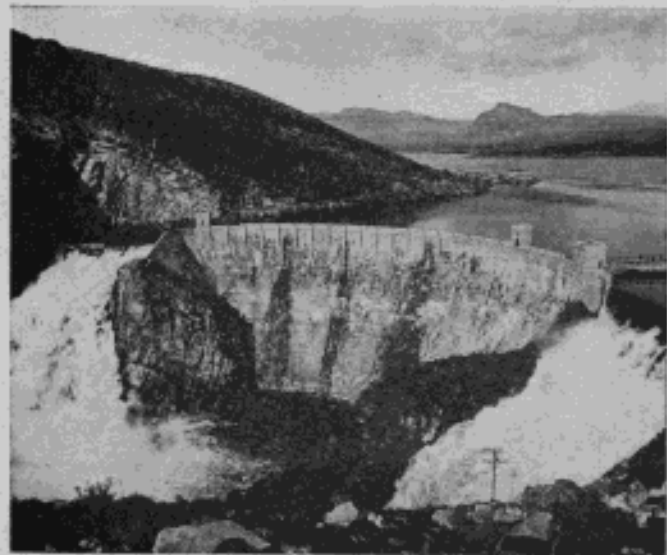
8—A 220 foot dam at San Carlos, once full of water, would supply the acreage of the project for a period of nearly four years if not another drop of water flowed into the reservoir during that time.

9 The canyon walls and bed rock at the San Carlos damsite are composed of hard quartzite, a rock of the finest quality and strength to support a great masonry dam, and the depth to bed rock at the dam site is only 20 feet, are the shallowest of any large project in the west. The dam site conditions are ideal.

10 The lands within the Roosevelt Project in the Salt River Valley, not counting the



SWEET POTATOES PAY PROFITS



THE GREAT ROOSEVELT DAM — DEVELOPED AN EMPIRE

adjacent lands thereto which are now successfully under irrigation from pumping, nor the old lands around Tempe which did not come within the project, but only the lands of the Salt River Valley Water Users Association; these lands during the year 1918 produced crops of a money value in excess of \$20,000,000.00, which is almost twice as much as the entire Roosevelt Project, Storage Dam and Distributing System, power plants and all originally cost. In 1919, the production on these lands is estimated to reach very close to \$30,000,000.00, so that this year, these lands will produce nearly three times the total cost of the entire project.

11—The lands in the San Carlos Project are only a few miles from the lands under the Roosevelt Dam. With less expense of construction and lands of similar character, the

San Carlos Project will within three years after storage begins reach a point where the annual crop production will be more than three times the total cost of the San Carlos Project.

- 12 The lands to be taken into the project stretch from eight miles east of Florence, Arizona to some six miles west of Casa Grande, Arizona, and includes all of the district and territory lying between the two towns in Pinal County.
- 13 It can readily be seen that there is no argument or reason that can be advanced against the construction of this project. It is feasible, it is practicable and will be built.

Will you please send us the replies made to your appeals to Washington? Thank you.



WHERE THEY'LL BUILD THE DAM



ARIZONA APPEALS
TO AMERICA

LIQUID GOLD
RUNNING TO WASTE
IN THE GILA RIVER