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Little Stories of SUCCESS

In Salt River Valley - Phoenix, Arizona



ARIZONA — that famous section of the United States known as the "Great Southwest," has the Salt River Valley as its chief beauty spot. It has broad, level lands, green the year 'round, surrounded by purple mountains and abundantly irrigated by the inexhaustible waters of the Salt river distributed through the ten-million-dollar Roosevelt Dam.

In extent the Salt River Valley is approximately 300,000 acres and is the most fertile area in America. Here is the wonderland of the West for crops are always certain and harvests abundant. Prices may vary according to markets but failure of crops is impossible.

Soil.

Soils and subsoils have proven equal to that found in the Valley of the Nile or the "Black Lands" of Russia. There are four types—gravelly loam, Maricopa loam, sandy loam and Glendale loess. The loess is similar in character to the Mississippi Valley soil—a highly decomposed material showing much lime and potash, phosphoric acid being also present in quantity.

Climate.

Altitude averages about 1100 feet above sea level with a yearly average temperature of 69.4 degrees—spring, 67.3; summer, 87.9; fall, 70.1; and winter, 52.1 F. Clear sunshiny days are usual for an average of 335 days yearly. The annual rainfall rarely goes over 8.08 inches.

Markets.

There are five co-operative marketing associations in the valley: cotton, grain, hay, dairying and citrus and other active associations are being formed by the grape growers, poultrymen and others. The produce of the Salt River Valley finds a ready

market in the large mining camps of Arizona, and special crops are shipped to points outside the state.

Irrigation.

The Irrigation project, divided as to cost, amounted to about \$50.00 per acre over a period of twenty years without interest. The Valley farmers voted to increase the output of the present power plants derived from the two dams and five plants now in operation, the revenue of which is more than sufficient to take care of the operation and distribution of water.

Recently voted bonds for the erection of a third dam will further increase power, the annual revenue from which will amount to half a million dollars. This amount will be used for the annual payments to the government and may reach a figure which will insure the farmer getting his water at practically no cost at all after 1925. The average amount of water consumed for all crops is approximately three acre feet a year.

Over 50 per cent of all land under cultivation in Arizona is in the Salt River Valley. Government statistics do not segregate districts; therefore, all figures are underestimated as representative of the valley.

Of all States in the Union, Arizona ranks—

First in acreage production of tame hay.

First in acreage production of grain sorghums and in acreage value of those grains.

First in cantaloupes and fourth in acreage value.

First in sweet potatoes and double in acreage values.

Second in cotton and first in acreage value.

Third in wheat and first in acreage value.

Fifth in barley and second in value.

Second in wild hay and second in value.

In the citrus market no government figures are available, but cost of production is lower than anywhere else; grapefruit and oranges have an earlier season, thus commanding better prices. General trade classification places Arizona grapefruit and oranges as superior to either the California or the Florida fruits.

Alfalfa Farmer Nets \$145 an Acre!

Read the Story of John Andersen's Success



JOHN ANDERSEN
standing in one of
his alfalfa fields.

"I had \$3.00 in my pocket when I alighted from the train at Phoenix in 1907. In 1909, I made a small down payment on 320 acres of brush land.

"I waited three years for water and then, in 1912, put in my first crop. It didn't amount to so very much, but each succeeding year brought better results. In a few years I had cleared off all indebtedness.

"I now center my activities on the old standby—alfalfa, although I have raised cotton and fed cattle successfully.

"Early last November I disked my 700 acres haying land in barley. This acreage I sold for pasture during January and February, receiving \$15.00 per acre for the two months, or a total of \$10,500. On March first, I irrigated the fields for a crop of hay. On April 15th I harvested my first hay crop, barley and alfalfa mixed, cutting two and one-quarter tons to the acre, the total tonnage being 1575, for which I received an average price of \$20.00 per ton. The income from the first cutting, therefore, was \$31,500. On July 15, I cut my second alfalfa crop, threshing out 420 pounds of alfalfa seed to the acre for the 700 acres. This seed I sold at 18 cents a pound. The total income from the 700 acres from this source was \$52,920.

"A third alfalfa cutting was finished about the middle of September, the harvest being a ton to the acre and the price received \$20.00 per ton. Another one ton harvest was also cut, making the total income from the two cuttings \$40.00 per acre, or a grand total of \$28,000.

"The total income from the 700 acres is \$122,920 for the year, of which amount, about \$22,920 has been the cost of producing these crops.

"Altogether, I have 1340 acres under the Salt River Valley project. My profits on the other acres, while not as large proportionately as from the alfalfa lands, will be something over \$100 per acre.

"The average cost of all my land was about \$150 per acre."

(Signed)

John Andersen
Chandler, Arizona.

Cotton Yields Almost Bale an Acre

Messrs. Hovde Grossed \$50,907 From 380 Acres of Short Staple



TWELVE years ago, H. O. Hovde and his two sons, E. J. and C. A. Hovde, migrated from the Willamette Valley in Oregon to the Salt River Valley in Arizona. In the 12 years that have elapsed since their coming, they have developed one of the largest privately owned cotton acreages in the valley.

The gross income from their 380 acres of cotton land in 1923 was \$50,907. The 1924 crop, averaging about one bale to the acre, undoubtedly will gross an amount equally as large.

The story of the Hovdes' success is illustrative of the success of many other cotton ranchers in the Salt River Valley. It follows:

"I purchased 100 acres of desert land at \$55.00 an acre when I came to the valley 12 years ago. I made a small cash payment on this tract and from the proceeds of the land sale out on the farm. Since then I have purchased 220 acres more from farming profits.

"During the past few years, we have gone in for cotton farming on an extensive scale. We have specialized on the Hartsville variety of upland short staple cotton and have been well rewarded. In 1923, we harvested a total of 304 bales from 380 acres. In addition to which we sold \$260.00 worth of bales. Some of this cotton was not planted until late June, with a result that average production for the tract was materially reduced.

"This year (1924) we have about 425 acres in cotton, 375 acres in the Hartsville variety and 50 acres in Mchams. Two crops of alfalfa, averaging three tons to the acre for the two cuttings, were harvested from the 40 acres planted in Mchams early in June.

"Our 1924 harvest will average nearly a bale to the acre although we have not compiled final figures as yet. With a market of 25 cents the pound, our average gross income will be about \$125.00 an acre.

"Our cost of production has never exceeded \$50.00 per acre. That sum covers everything, from planting, cultivating, picking and ginning to water costs, taxes and interest on investment."

(Signed)

H. O. Hovde

Mesa, Arizona.

H. O. HOVDE

Note the fine stand of cotton—picture taken on the Hovde Ranch.

Winter Lettuce—\$3200 from 23 Acres



D. W. FOUNTAIN

He works hard and makes the soil return him real profits. Read his story above.

TWENTY-THREE acres of head lettuce netted D. W. Fountain, Salt River Valley rancher, a total of \$3,200 in 1924—and the past season was a very ordinary one for the lettuce growers. The return, after all harvesting expenses were paid, was \$140 an acre on lands that originally cost \$200 an acre.

Mr. Fountain's experience is not unlike that of scores of other Salt River Valley ranchers. There is nothing secret about his methods; he has no new-fangled scheme that makes crops grow where none would grow before.

Farmer Fountain came to Arizona from the state of Washington. Eighteen years ago he spent the winter in the valley. Listen to his own words:

"I was never satisfied from that day until I got back to the Salt River Valley. The winters were so delightful that it seemed folly for one to endure the long cold months of the northern climate.

"So I came back 12 years ago and purchased a 10-acre tract just across the road from my present forty. I paid \$1825 for that place—something like \$500 or \$600 cash and the remainder on contract.

"I have suffered reverses, the same as all other farmers suffered in the post-war days. But times look pretty rosy now. Crops are good, prices staple and indications point to good returns after the year's work is finished.

"My 1924 lettuce crop was late, just about a week behind the peak of the market, so I netted only about \$140 an acre after paying all harvesting expenses. If I had been one week earlier, though, my return would have been in the neighborhood of \$500 per acre.

"I believe in diversification and grow alfalfa, lettuce, cotton and deciduous fruits. I also milk 40 head of cows. Last year three acres of sweet potatoes netted me \$1750. I have, also, one-quarter of an acre in strawberries, which pays me a good profit each year. I have found that a full day's work in the Salt River Valley will more than pay a full day's pay in harvest season."

(Signed)

D. W. Fountain

R. F. D. 3, Phoenix, Arizona.

Pure Bred Cattle Pay Fine Profits



B. COMAN
and some of his Holsteins.

NINETEEN head of pure bred Holsteins on 19 acres of Salt River Valley land netted Broussais Coman, dairyman, \$4,127.76 in 1923. Based on land valued at \$200 per acre and cattle valued at \$500 per head, the return was better than 31 per cent.

Mr. Coman says:

"I came to the Salt River Valley 13 years ago from Alabama, where I had been a cotton farmer. The balmy winters here appealed to me. At that time, dairying was the dominating agricultural industry, so I fell in along with the majority.

"My 19 pure bred milkers in 1923, tested for nine months or more during the year, produced a total of 250,344.6 pounds of milk, containing 6,388.3 pounds of butter fat, which brought a price of \$5,996.51. The total cost of feed, including pasturage and alfalfa produced on the 19 acres, was \$1,868.75, making my total profit \$4,127.76.

"In addition, I have a certain revenue from the sale of bulls, out of high producing dams. For the greater part, these bulls go to grade dairymen to help increase their production. They bring prices ranging from \$150 to \$500 each.

"My herd, according to records of the American Holstein-Friesian Association, ranks first in Arizona and 31st in the nation among the big producers.

"The dairyman can make handsome profits on grade or pure bred cattle in the Salt River Valley."

Broussais Coman

R. 3, Phoenix, Arizona.

Citrus Growers Build \$100,000 Packing House



Interior, showing packers at work.

THE new home of the Arizona Citrus Growers' Association, a co-operative non-profit organization of the citrus fruit producers of the Salt River Valley, indicates the rapid strides made in this industry in Arizona within recent years.

Erected at a cost of approximately \$100,000, the plant embodies all of the newest ideas in the handling of citrus fruits. It is equipped to handle 10 carloads of fruit a day, but liberal provision has been made for expansion and increased capacity whenever needed. The plant has a floor space of 45,000 square feet.

The packing season extends from October 1 to June 1. First fruits packed and marketed are the early varieties of grapefruit, with lemons and oranges following in quick order. Approximately 300 carloads of citrus fruits are shipped each year—200 carloads of grapefruit and 100 cars of oranges. The lemon crop comprises about four cars a season.

Marsh Seedless grapefruit are marketed under the trade-name of "Arizona Desert Sweets," while the Clayson variety is marketed as the "Salt River Grapefruit." Arizona navel oranges are "Arizona Sunflowers," while Valencias find their way to market under the trade-name of "Arizona Golden-rods." The trade-name is stamped on each fruit by machine, one of the latest devices of the industry.

Sorting and grading is carried out under most improved conditions. Endless belts convey the fruit into different bins, according to sizes. From these bins they are packed and made ready for shipment.

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