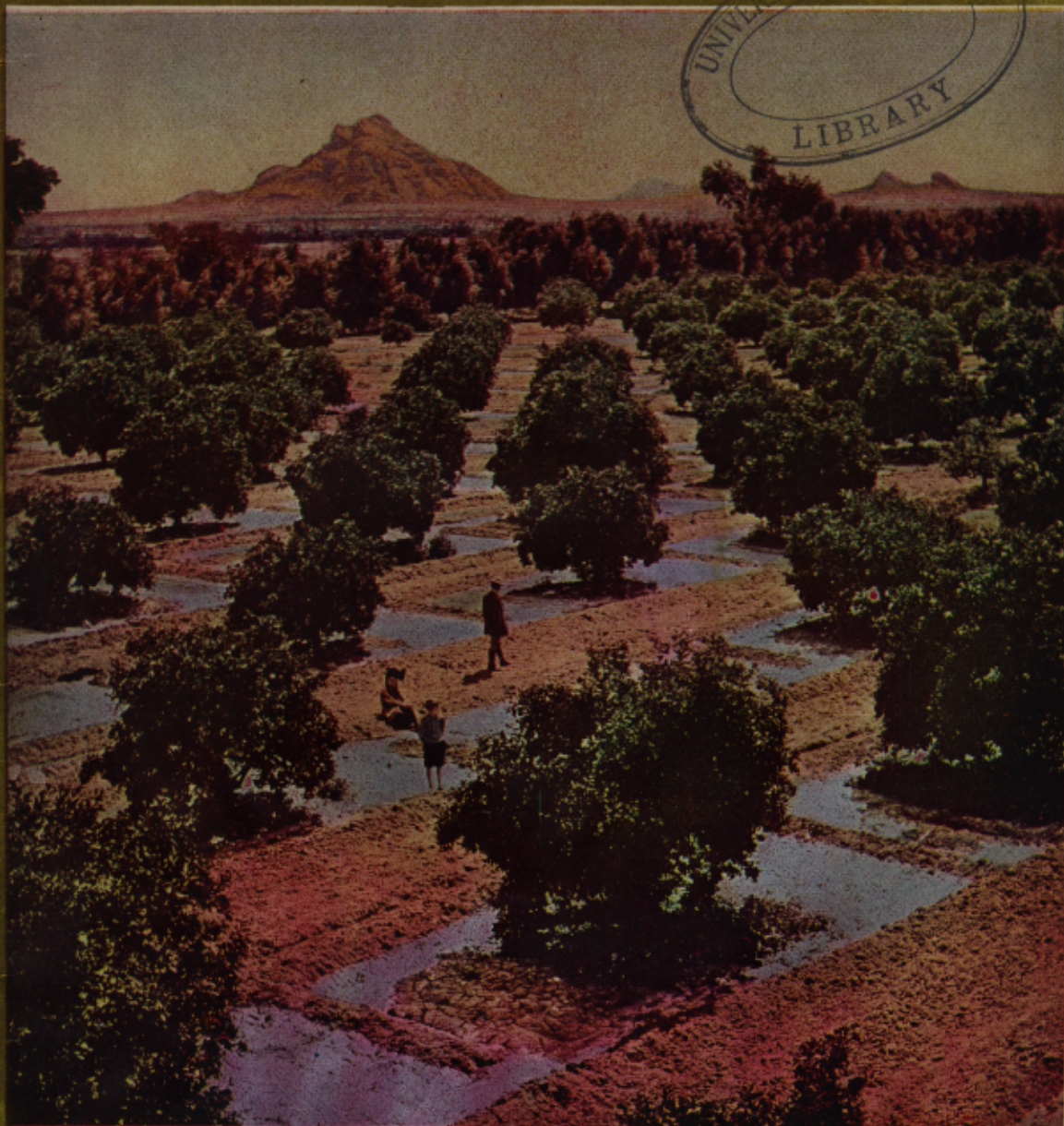


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*Maricopa  
County*

# FRUIT, BERRIES & TRUCK FARMING IN THE SALT RIVER VALLEY ARIZONA



GRAPE FRUIT GROVE, CLAYSON VARIETY  
GROWN ONLY IN SALT RIVER VALLEY.

# *Fruit, Berries and Truck Farming in the Salt River Valley, Maricopa County, Arizona*

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## COME BACK TO THE LAND AGAIN!

Come out from your smoky cities, your man-made stony hives,  
Where lust and greed have sown the seed that fruits in empty lives;  
Where men are measured by their hoards of stealth-begotten gold,  
Where mothers shirk their mother-work; where wives are bought and sold.

Would you grow a race of clean-bred men and women deep of breast,  
Whose sons shall stand for the motherland when the nation needs her best?  
Would you sow your seed far down the years, would you save that hardy strain  
That won the fight when right made might? Come back to the land again.

—Jacob Fisher.

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TWELVE ACRES WASHINGTON NAVAL ORANGES, SIX-YEARS OLD, YIELDING FIVE AND ONE-QUARTER BOXES  
TO THE TREE

### Ten Acres and Independence

From the time of Adam until the present day it is the one desire of every man to be independent; to have and to hold, to sit under his own vine and fig tree, to surround his family not only with the necessities but also the luxuries of life. The desire is inherent, and man has risked his life in the frozen north and the miasmatic swamps of the south to accomplish this purpose.

But what more ideal or pleasant picture could be presented to the ordinary man than the one in which we will attempt to describe to you as the owner of a five- or ten-acre orchard in the Glorious Salt River Valley—

Where social conditions are of the highest;

Where the sun shines the brightest;

Where nature eternally wears her most fetching costumes;

A life that combines profit with independence, produced by work that is not laborious but healthy;

A life in the open air, free from the noxious gases of the city; free from the drudgery of office life and the gimlet eye of the man higher up; free from the gulped-down breakfast, the strap-hanging trip to your daily labor, the fifteen-minute unfletcherized lunch and the return home on the overcrowded street or L car.

That's not life, brother—it's **HELL**.

And it's **HELL** with the lid on when the nightmare question, "How much financially I this year than last?" continually confronts you.

Now turn your mind's eye to a little ten-acre orchard home in the Salt River Valley. The stage setting is not one whit overdrawn.

Picture a vine-clad bungalow with its natural Salt River Valley environments—beautiful lawn, shade, roses in profusion, and rows of wealth-producing fruit trees that within four or five years from time of planting should net you close to \$500 per acre, which in eight years should give you \$800 net per acre per annum or \$8,000 per year, three times the salary of the average professional or business man of your community—the same orchard which in full bearing will be YOUR ASSET to the EXTENT of \$25,000 or more.

Take your choice: Live in the atmosphere in which you are now EXISTING (not living), or live where the sun shines and such results as the above are actually attained and are not dreamy visions. You don't get rich quick here. Riches are attained here by degrees, but those same degrees come for the first four or five years with the regularity of the rising sun, and after that period like the rapidity of the shots from a gatling gun.

BACK TO THE LAND, BROTHER.

GET OUT OF THE RUT.

LIVE WHERE THE SUN SHINES.

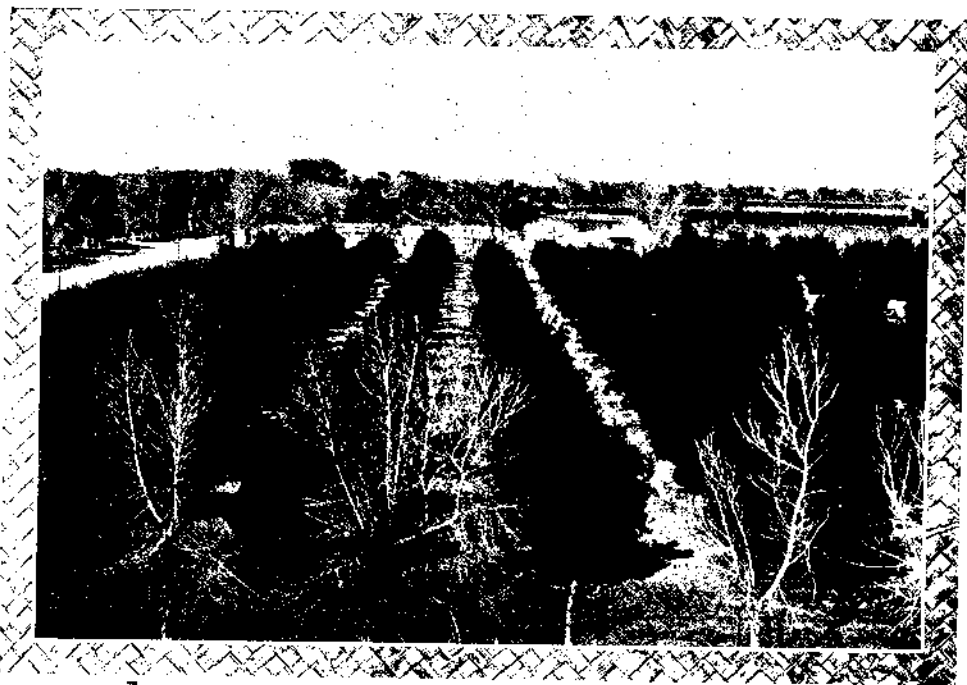
Live in the vast green areas dotted with homes, with schools backed with a system the equal of any in the United States, churches, and spreading towns and cities.

Live in a place where the struggle of existence is modified and growth goes on uninterruptedly, joining hands with wealth and comfort.

Live where it is possible to get something more out of life than work and worry.

Live where your labor receives its just reward.

COMING EVENTS CAST THEIR SHADOWS BEFORE, and it was undoubtedly foretold by the stars, thousands of years ago, that the Salt River Valley some day would have the wonderful future that it now possesses. Without irrigation this valley that grows the fruit and grain that cause the world to stand agape would be absolutely worthless. \*The ancients realized this, and we first find irrigation practised in this valley by ancient peoples, and here are found unmistakable remains of ditches and reservoirs, together with the ruins of cliff dwellings and the communal houses of tribes which had long been scattered before the advent of Spanish explorers. These ancient canals in the Salt River Valley aggregated a length of 150 miles and were sufficient for the irrigation of 250,000 acres of land. The first European irrigators here were the Jesuits.\*\* However, irrigation in the valley began in earnest soon after the close of the Civil War. The early settlers saw the vision of THE WONDERFUL FUTURE, and with their crude dam and canals paved the way for our present incipient greatness.



FIVE ACRES FIVE-YEAR-OLD GROVE FLORIDA BLOOD ORANGES NEAR MESA, ARIZONA

### History Repeats Itself

Thus we find in the early nineties several thousands of acres of this valley land devoted to the growing of deciduous fruits and to horticulture. In the vicinity of Glendale there were from 2,000 to 2,500 acres of land devoted approximately as follows:

700 acres of vineyard,	50-100 acres of pears,
100-200 acres of figs,	100-200 acres of olives,
400-500 acres of apricots,	100-150 acres of almonds,
300-400 acres of peaches,	

and a lesser acreage devoted to minor deciduous fruits.

Around Phoenix, Mesa, Tempe, Scottsdale and other points hundreds of acres had also been planted to fruits and vineyards. Mesa alone supported two wineries from the grapes grown in her vicinity. Most of these towns had their own packing-houses, and every year an immense tonnage of green and olive oil and wine were shipped to other states. All of this ended with difficulties. They had no ROOSEVELT DAM with and canals at their command. However, these pioneers had conceived a crude-made, make-shift rock-and-crib dam near the junction of the Salt and Verde rivers which diverted their waters into two crudely constructed canals. Bei this diversion dam only it stored none of the flood water





A SALT RIVER VALLEY TWENTY-ACRE FARM DEVOTED TO PEACHES, ALFALFA AND POULTRY RAISING

for use during the dry season and was wholly inadequate for the successful propagation of the trees. However, by intense cultivation—conserving the moisture against the dry spells—the farmers were enabled to carry their orchards through, but at what would now be considered a great expense.

Notwithstanding all these obstacles—expensive water rights, the great cost of water, the constant cultivation—the owners were still enabled to show handsome returns.

### **They Came—They Saw—They Conquered, Temporarily**

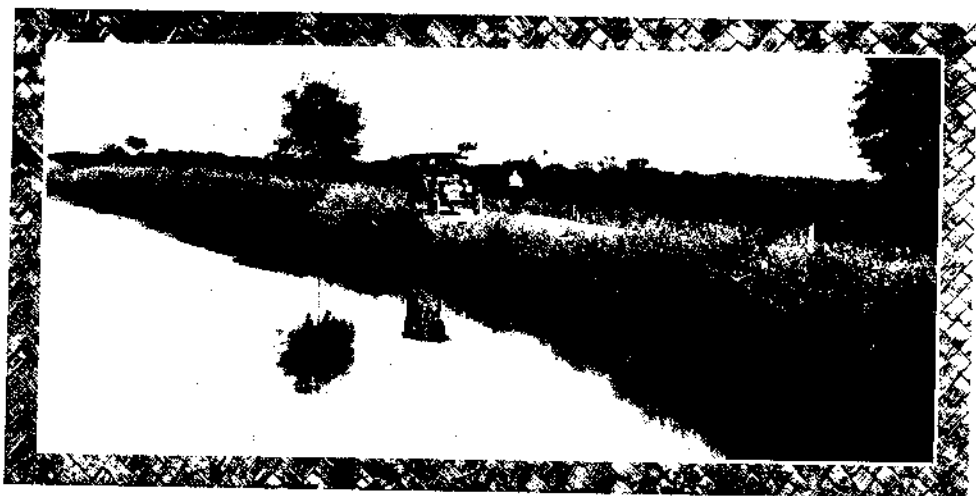
But the cheaply constructed dam could not withstand the severe floods of these two rivers, and during the high waters of the year 1900 it gave way and left the canals high and dry. Several attempts were made to reconstruct the dam but failure was the invariable result. Finally the farmers gave up in despair and the orchards were allowed to die; the trees were grubbed out and the land prepared for grain.

Broken, discouraged and sorely tried, yet these pioneer orchardists proved that under an irrigation system that would furnish ample water at the proper times **THAT THE SALT RIVER VALLEY COULD NOT BE EXCELLED FOR THE GROWING OF ALL KINDS OF FRUITS AND VINES.**

**THEN UNCLE SAM TOOK THE MATTER IN HAND** and you know the result—**THE ROOSEVELT DAM.**

And today, backed by this great feat of engineering, with our never-failing water supply, the Salt River Valley is coming into its own and every year sees an increase of acreage devoted to fruits and horticulture. The soil, water and climate are the actual reasons why the production of deciduous and citrus fruits is so profitable here and **WE DEFY** any section of the **UNITED STATES** to show such a triune combination **IN SUCH IDEAL QUANTITIES.**

Peaches, pears, plums, apples, crabapples, apricots, nectarines, figs, dates, grapes, olives, paper-shell pecans and almonds are the fruits of the Salt River Valley. Farmers in this great deciduous circuit.



THE ARIZONA CANAL. ONE OF THE NUMEROUS CANALS RECEIVING ITS WATER FROM THE ROOSEVELT DAM

Every month of the year provides its delicious fruit and every day of every month the table is supplied from the products of our gardens and orchards. Fruit growing here is a never-ending procession of harvests; year in, year out; twelve months of every year; where failures are unknown; where drouth is an impossibility and where frosts are never severe enough to rob the fruit grower of his health-giving labor.

Should we handle this subject in a manner commensurate with its importance and elaborate concerning the climate, soil, moisture and all those factors that make this **THE GARDEN-SPOT OF THE WORLD**, volumes and not A BOOKLET would be the result.

The Salt River Valley may well be called "The Land of Perpetual Sunshine." Our days are warm and bright and the nights are cool and comfortable. Midsummer, though a trifle warm, is tempered by the absence of humidity and sunstrokes are unknown. The winter is made pleasant and profitable by the warm, bright sun.

The orchardist-farmer can have rainfall at his command by figuratively pressing the button, making it possible for him to have rain and sunshine at the same time, thus producing abundant crops.

The man of courage and ordinary common sense having a little money to back his judgment makes an absolutely safe investment that is certain to return handsome profits.

Take the two or three thousand dollars that you now have in your savings bank—it is drawing \$100 a year interest. Do you think that you could possibly own even a share in a plant that will do anything near what one of our little orchards will do? No. You absolutely know that you might just as well try to split the Rock of Gibraltar with the shot from a pop-gun as to make a competence for old age, let alone a living, with your money invested as it now is at from four to five per cent.

All of the pictures shown in this booklet were taken by our staff photographer. We know every orchard shown. The data and facts given in the forthcoming booklet are correct. There is no guesswork about it.

Be informed.

Send for the booklet in the Salt River Valley.

or regret it, and your children will rise up and call you blessed.

# Citrus Fruits of the Salt River Valley

## Oranges

The first orange groves were planted in the Salt River Valley about twenty years ago, when the Arizona Canal was still an infant, depending upon an uncertain dam at Granite Reef for its maintenance, and these now form the nucleus of the present commercial orange industry of the valley and pay handsome annual dividends to their present owners.

**TODAY THE SALT RIVER VALLEY RAISES THE HIGHEST-PRICED ORANGE IN THE WORLD.**

The "Merchants Journal" of New York for December 14, 1912, carried a full page of quotations from Samuel E. Lux, the wholesale fruit and produce dealer. The first quotation was on Arizona oranges, and the price-list was headed with this advice:

"If you want the very best that are grown, order Arizona navel oranges; they are perfectly sweet and juicy. However, the limited amount grown in Arizona makes them very scarce."

Herewith we also quote the sales account of the United Fruit Auction Company of Detroit, under date of December 6, 1911:

### Car PFE—6651. California Navels

Sizes—	96	112	126	150	176	200
Tulip .....	\$2.95	\$2.75	\$2.85	\$3.05	\$3.15	\$3.05

### Car RD—4607. California Navels

Sizes—	80	96	126	150	176	200
Marguerite .....	\$3.30	\$2.75	\$2.70	\$2.80	\$2.95	\$2.80

### Car RD—7840. Arizona Navels

Sizes—	96	100	126	150	176	200
Desert .....	\$5.75	\$5.65	\$6.00	\$5.75	\$5.75	\$5.65
Tonto .....	4.75	5.20	5.20	5.25	5.05	5.05

The sales sheets of the New York market for the days Arizona oranges were sold during December, 1908, and January, 1909, is herewith produced. The following figures were furnished January 20, 1909, by the "Fruit Trade Journal" of New York:

### December, 1908

Dec.	California	Florida	Arizona Or. Assn.
7.....	\$3.90	\$5.10	\$9.20
14.....	3.90	3.10	9.20
16.....	4.00	4.35	7.40
18.....	4.15	3.60	7.00
21.....	4.15	3.90	7.00
23.....	3.85	3.25	6.80
28.....	3.75	3.50	6.40
30.....	3.30	2.65	6.50

### January, 1909

Jan.	California	Florida	Arizona Or. Assn.
4.....	\$2.95	\$3.50	\$6.70
5.....	3.05	3.50	6.00
7.....	2.60	2.40	3.30
11.....	3.70	3.55	6.20
13.....	3.45	2.65	3.70
16.....	3.60	2.70	8.90

do n have to read BETWEEN the lines to see that Arizona oranges est prices obtainable.