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Plum 2

DECIDUOUS FRUIT FARMING *and* VEGETABLE GARDENING *on* CHANDLER RANCH



*Theodore
Roosevelt*



*The man whose
force was behind
the Reclamation
Act.*

A Modern Eden



CHANDLER RANCH, cream of the famous Salt River Valley, Arizona, and irrigated under the big Roosevelt Dam, offers unparalleled opportunities in deciduous fruit-raising and vegetable gardening. The semi-tropic climate, the almost continuous sunshine, the deep rich sandy loam soil and an incomparable supply of water from the finest irrigation system in the world, makes Chandler Ranch the most attractive location for the fruit-raiser and gardener in the United States today. Add to these advantages the extremely low price of the land as compared with Southern California, Washington, Oregon and other fruit districts, and the fact that you have ten years in which to pay for the land—also the fact that land purchasers whose properties are under the Roosevelt Dam, will in a few years be the act-

ual owners of this wonderful \$8,000,-000.00 water system with its great capacity for developing electric power—and you have a land-buying proposition unequalled on the face of the globe.

Home of the Peach

When you consider that the United States Government will turn over to the owners of land under the Roosevelt Reservoir, the entire water system, including the mammoth dam, hundreds of miles of canals of the highest type of construction, immense electrical power plants generated from the natural fall of this vast volume of water, and the perpetual ownership of it—you have in that feature alone, with each acre of land, something which in most farming communities could not be purchased for any sum of money.

Chandler Ranch comprises 18,000 acres of level, sandy loam soil. It is



*A Salt River
Valley Cab-
bage Field*

splendidly adapted to the growing of early peaches, plums and fall pears. The peach crop lasts from May to December. Apricots ripen two to four weeks earlier than the Southern California fruit. Certain varieties of apples thrive to perfection. Quince trees produce a prolific yield. Dates, figs, grapes and pomegranates flourish in this rich, virgin soil. The date industry in the valley promises to be great. There is no better pear district in the world than Chandler Ranch. The Hall Brothers (prominent valley ranchers), netted \$400 per acre from their pear orchards last year. Hall Brothers sold over \$8000 worth of fruit from 23 acres last year. Pears weighing 47 ounces each were exhibited at the State Fair last season.

Big Money in Berries

From three rows of blackberries 300 feet long, six thousand boxes of berries were raised last year. This is at the rate of 25,000 boxes per



Twelve Tons of Salt River Valley Melons

acre. Over \$500 worth was produced from the three rows. Over \$2400 was received by C. C. Chambers last season from a three-acre crop of early strawberries. Other fruits that thrive vigorously are plums, crabapples, nectarines, purple and black raspberries, loganberries, dewberries and mulberries.

There are no pests in the valley and diseases are practically unknown.

Vegetable gardening brings handsome profits in Salt River Valley. Beans, beets, cabbage, lettuce, celery, onions, asparagus, peas, corn and carrots as well as a dozen other varieties of vegetables thrive wonderfully under the influence of the abundant sunshine, water and fertile soil. One acre of tomatoes brought \$700 last year. A quarter acre of chili peppers netted over \$100.

Ed Lewis of Mesa, raised 40,200 pounds of Early Rose potatoes to the acre this season, which netted the tidy sum of \$805.20 per acre. Sweet potatoes thrive and yield



Giant Sugar Beets Raised in Salt River Valley

even more than Irish potatoes, selling at 2 to 4 cents per pound. As high as \$325 per acre has been netted from cantaloupes. For complete information see our cantaloupe booklet.

One of the best beet sugar factories in the West has been erected in the valley at the cost of over one million dollars, and with a slicing capacity of eight hundred tons a day. The plant has been in operation several years and the acreage of beets is rapidly increasing. The sugar content of the beets averages unusually high—from 16% to over 20%. The yield averages 15 to 25 tons per acre, and the gross returns to the grower are \$60 to \$125 per acre, depending upon the yield and sugar content.

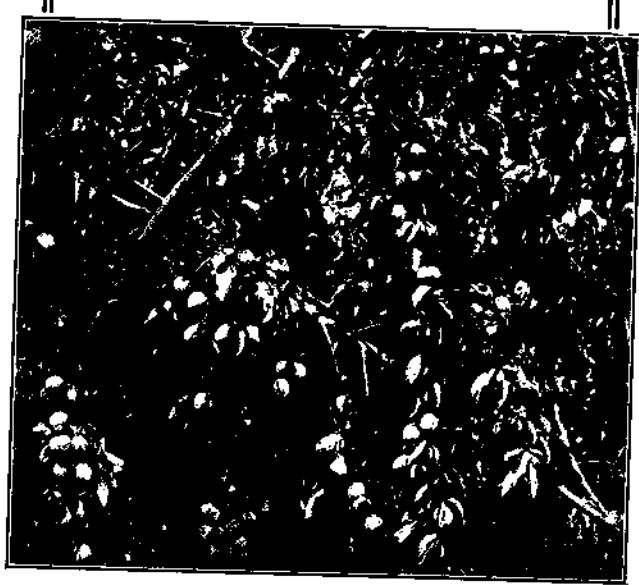
Eager Markets

Higher prices are obtained for fruits and vegetables from the local Arizona markets, than are obtain-



One of the World's Largest Fig Trees, Salt River Valley

able in any other market in the Union. Mining is the chief industry of the state, and mining labor is well paid—hence the willingness to pay good prices. The demand for the products is far in excess of the supply and always will be, owing to the small amount of land in the state with an adequate water supply, and the large surrounding area absolutely dependent upon the Salt River Valley for agricultural products. When strawberries go begging in Southern California at three boxes for 10 cents, Arizona people eagerly pay 12 to 15 cents per box for the local berries. Arizona is also closer to the big Eastern markets than Southern California—its only competitor in the early fruit and vegetable industry. Land of the type we are offering at \$100 per



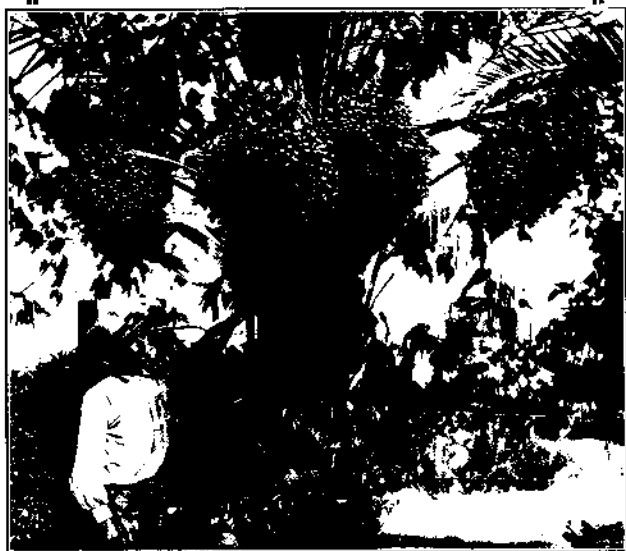
Showing Luxuriant Yield of Plums, Salt River Valley

acre on Chandler Ranch would easily cost \$400 in Southern California, and would not have one-fifth the water advantages afforded here.

Fortunes in Asparagus

Asparagus is an especially profitable crop, yielding from \$400 to \$500 per acre, and even more in some cases. The soil and climate produce the finest quality, coming on the market very early and selling at high prices, being shipped as far east as Chicago.

Onions are another very profitable crop, being prolific yielders and ready for the market at a season when prices are high. Mining camps and towns of Arizona consume many times the local supply. Prices for onions average from 2 to 5 cents per lb. and yields of from



Prolific Date Growth, Salt River Valley

30,000 to 40,000 lbs. per acre are not uncommon, enabling the grower to realize enormous profits.

Sandy loam soil and warm summers are ideal for sweet potatoes, which yield as high as 60,000 lbs. to the acre, selling from 2 to 3 cents per lb. An important crop which many ranchers find very profitable.

The Opportunity of the Hour

Uncle Sam has furnished a wonderful inexhaustible water supply. Nature has furnished a rich, deep, responsive soil and an incomparable climate. You furnish a modest amount of capital and industry, and even 10 acres of this land will bring you permanent independence.

For map, prices, terms and general information about Chandler Ranch and Salt River Valley, see our "Arizona Folder."

Mesa Improvement Company

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