

# Thousands Of Fertile Valley Acres In Cotton's Snow White Bloom

## Cotton Yields Abundantly Under Sunny Skies Of The Southwest

A man who has his eye only on the present or the immediate past seldom gauges the future correctly. The reason that we have just passed through has been such a success for the cotton growers as upon the opening of the European war the price of long staple cotton fell approximately 25 per cent; the Arizona Egyptian from a local value of about 20 cents per pound to one of 15 cents. The loss of the top 25 per cent of value usually means the loss of profit to the producer and such has unfortunately been the lot of the majority of the cotton growers the world over this year. The man with cotton, moreover, has as a rule been better off than the man without, for he has had a market for his crop and while he has not made much profit if he has grown his crop by hired help, yet if he has done his work himself and with his family, he had a larger cash return from his land than he could have derived from the great majority of the crops grown. Good land properly farmed yields from a bale to a bale and a half of lint cotton. The normal price is approximately \$160 per bale here. This year it has been \$75. To produce the bale, the cost per labor to the picking stage is about \$15 per acre or per bale if a bale is grown to the acre and for picking approximately \$25 per bale. The man with good land and who has farmed well has even this year gotten \$25 per acre above his expenses, and in normal years can figure on \$50; surely not a bad return on \$100 or \$200 land.

Unfortunately the average cotton farmer has not achieved the results given in the foregoing paragraph. In the great majority of cases he has not done so because his land has not been gotten in a proper state of fertility. Probably the greatest cause of failure and discouragement in this valley is that most men who start to farm here do not know that the land will not give good results until it has had alfalfa or some other nitrogenous plant growing on it for three or four years. The great bulk of men who come here to farm are sold desert land. They

buy it because they can get it for a much lower price than they would have to pay for land in, or that has had alfalfa. They are sold more than they should attempt to farm with the capital at their disposal, and the consequence is that they have not the power to wait for alfalfa to get properly started, as it takes two years for it to get in a profitable yielding condition, with the result that they are forced to take heavy losses and meet the fate of those who rely upon them; if not failure is mere existence.

New men, who have not established themselves in any particular line are, of course, the ones predominate in any new undertaking; and cotton farming has been no exception to the rule.

The season just passed has been the third of the cotton industry in the valley. The approximate production was 200 bales in 1912, 2200 bales in 1913 and last year 6200. The results I think have demonstrated that from desert land one half to three quarters of a bale can be expected, and from fertile land, and almost all land in the valley that has had alfalfa, is fertile—from a bale to a bale and a half can be reasonably looked for, and this without the use or the cost of artificial fertilizer.

Our Egyptian cotton is very similar to the Sea Island cotton of Georgia and Florida in both quality and value. The promise of the industry here can best be appreciated by considering the conditions there. While we can raise from a bale to a bale and a half to the acre when the cotton is grown on old alfalfa land and can get this yield without using a fertilizer, they cannot expect more than one half bale even with the help of heavy fertilizer. Our advantage of course is a very great one, and as they can live on their returns, we should prosper abundantly upon the ones we can attain. It is merely a question of using the intelligence that all who depend upon nature for their existence must exercise.

As to the market: It again holds out great promise. The acreage planted in Egypt this year has been decreased to about 2-3 of what it was last year, and the supposed surplus stock that was on hand last August has disappeared and a shortage is already being feared. The price has advanced since January from 170 per pound eastern mill points to 210 or better and still seems to be rising. In 1910 cotton of the quality of ours sold for 20c a pound, or \$150.00 per bale, and it is possible that 1915 may see the price as high.

While the industry has had a set back this year on account of the low prices of last fall, I think that we may look forward to the future with great confidence as the fundamental conditions are sound.

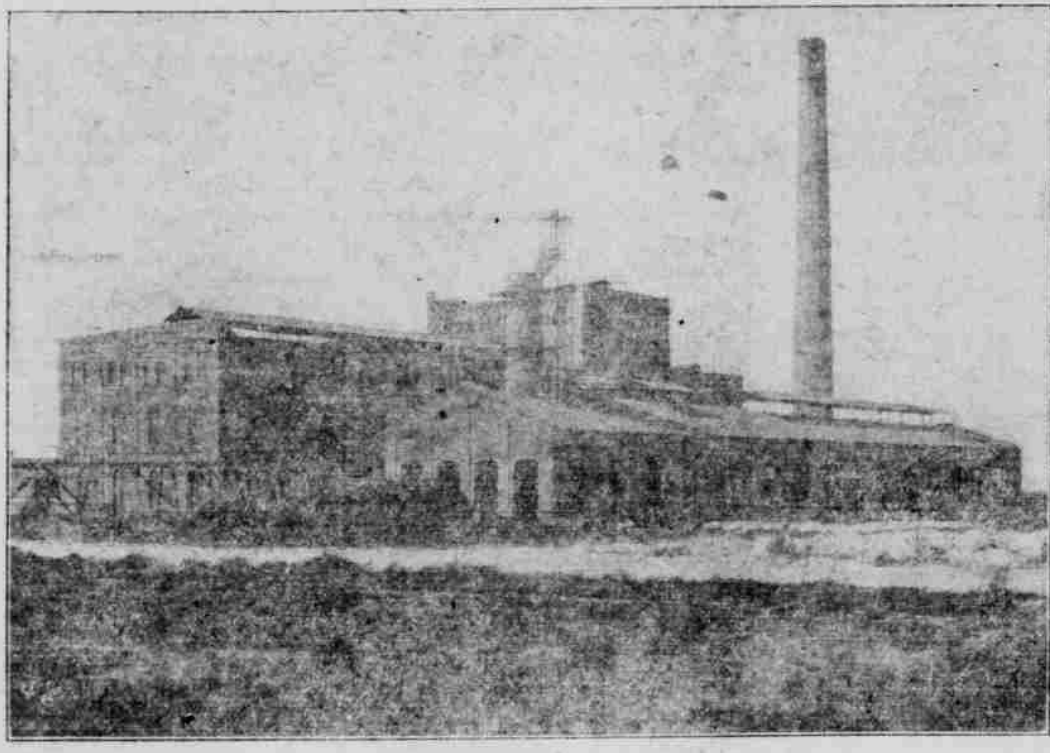
The valley has two co-operative associations and one commercial company in the Egyptian cotton business. The latter company—the Arizona Egyptian Cotton Company with headquarters in Phoenix—has handled over one half of the business and the balance has been about equally divided between the two associations.

The cotton company, and I believe the associations as well, make advances on growing crops and generally aid in every way they can in building up the industry.

Cotton has not only the advantage of yielding much more abundantly in this valley than it does under ordinary conditions, any crops do that here—but it has the added and very great advantage of having very little weight in proportion to its value, which allows of its being shipped to the markets of the world without an excessive charge for transportation. This latter advantage is a very great one as our long freight hauls cut heavily into the returns of many crops.

As our basic conditions are so sound we can unhesitatingly advise cotton men to come to the Salt River Valley and grow Arizona Egyptian cotton.

HERBERT B. ATHA.



THE GLENDALE SUGAR FACTORY  
A \$1,500,000 factory, the only one in the United States equipped to make sugar from sugar cane, as well as from sugar beets.

## Egyptian Cotton Has Been Valuable Product From Its Introduction

(BY W. S. DORMAN)

The Egyptian Cotton now being grown in the Salt River Valley has been a valuable product from the first. Just what it is worth nobody could tell until spinning tests had been made; true it was from Egyptian seed the fibre of which is well known in all cotton markets of the world, but the Egyptian cotton acclimated and perfected by betanized experts of our Department of Agriculture, and grown in Arizona was another matter.

Cotton spinners are always interested in new growths of cotton that have promise and a prospect of continuity, but spinning tests in the mills usually take several months, are expensive, and are not made except when spinners are assured that if results are satisfactory, the cotton will be offered in some quantity for what it is actually worth.

No farmer in our valley would pay a fancy price for a large quantity of a new variety of seed wheat which had never been tested here. It takes personal contact and special inducements to introduce any new and untried article, and except in the American thread Co. mills, where it had previously been used, Arizona cotton was untried. So it was when Geo. H. McPhadden & Bros., through their Providence agency were interested in Arizona Egyptian cotton early in 1914, that a dozen mills in New England were induced to take it upon their recommendation, and with the assurance that a goodly quantity of the three growing crop would be available in the fall of 1914.

In every instance, except in the American Thread Co. mills, the cotton was placed on first trial.

The fall of 1914 saw all cotton markets demoralized, and common cotton selling for 7, and the Egyptian at 13 and 14 cents landed New England mills. A stimulated fine goods market naturally made a fair demand for our class of cotton in New England, but business stagnation in Europe forced cotton from Egypt to our shores at almost unheard of prices.

Notwithstanding this fact Arizona Egyptian cotton was not lost sight of by mills that had tried it. Even our English friends who were turning away Egyptian cotton offered from their own possessions, were in the market for this splendid new cotton from Arizona; it had stood the test, and while extraordinary conditions, because of the war made all

cotton low in price, all of our cotton which was chosen so as to be comparable with Egyptian classification sold equal to or at a premium according to Liverpool quotations. In short, Arizona Egyptian cotton has found its place in the markets of the world through the efforts of co-operative organizations assisted by the Department of Agriculture, and the business men of the valley.

It only remains for valley growers to keep a pure seed supply through the co-operation of the Department of Agriculture; grow the cotton, and the markets of the world are ready to accept all that can be grown in the valley at current market prices.

Secretary of Interior Lane visited Salt River Project, inspected Hoes-Veh dam and works and approved inclusion of 30,000 acres of land in area to be served by system. The Salt River project is the most complete irrigation system yet established.

## Develop Cane As Well As Beet Sugar Growing

The plant and equipment of The Western Sugar and Land Company represents the largest investment of capital in a single manufacturing enterprise in the state. The company has recently undertaken the development of the cane industry as well as the beet and it is the only sugar plant in the world producing both beet and cane sugar.

The production of commercial sugar in its various forms comprises perhaps the very highest scientific development up to the present time, combining the arts of agriculture and the efficient processes of manufacture. The average human scarce

realizes the difficulties which have been surmounted in this evolution. Today an efficient sugar organization requires the services of specially trained men in every department, agricultural experts, chemists, mechanical engineers, sugar boilers, cost accountants, an efficient selling organization, etc. Through this high specializing it has been possible to reduce the price of sugar to a point where it represents probably the cheapest food product per unit of nutrition available to the general public today.

Up to within comparatively recent years, sugar cane was considered a strictly tropical product, one that could not be produced commercially successfully very far north of the Tropic of Cancer. Improved methods of culture and manufacture have modified this condition to such an extent that an increasing portion of our Southern States is considered today within the zone of successful production. However, this northern limit is not entirely one of latitude. Arizona is more favorably situated than Louisiana or even Florida, although it is several degrees of latitude north of the latter states. Some portions of California are very favorable to sugar cane, although hundreds of miles north of Florida.

The Salt River Valley has attractive sugar cane possibilities. Natural elements combine to assure the production of a heavy tonnage per acre. The problem lies not in the amount of cane which can be produced per acre, but rather in the amount of recoverable sugar that can be produced per acre. This depends directly upon the tonnage of cane to the acre, the purity of the cane and the sucrose content. From the results thus far attained there is every promise of a recovery of sugar in amount which will provide a good profit to the farmer and a reasonable gain to the manufacturer.

The work now being carried on by the C. A. Worthington and Western Sugar and Land Company interests comprises a wide range of cane planting and cultivating, covering practically every variety of soil available throughout the Valley, and the introduction of several kinds of seed deemed most desirable under the conditions.

Under the plan of development, the eventual result will be the forming of from five thousand to ten thousand acres in sugar cane and the simultaneous development of sugar beet acreage, to the end that milling operations may be continuous throughout a large part of the year, the cane campaign immediately following the termination of that of the beets.



CANAL ROADS ARE FINE  
Besides the thousands of miles of well-shaded suction-line highways in the valley, there are hundreds of miles of smooth roadways along the great trunk canals. These "elevated roads" are the favorite routes of Automobile travel for the tourist and Homesecker.

## Neighborhood Club Is Pride Of The Citizens Of The Southside

About four years ago the mothers of the South Side, many of them strangers just moving into this new community, came together to organize a society of some kind to bring them together for acquaintance and as we were mostly Christians we decided to let our work be educational and philanthropic. Twenty members united at that meeting and we organized and asked an optional fee of five cents a month. It seemed to be just what lone-some mothers in the country wanted, and women of all beliefs could unite with, so the society grew rapidly until there were over sixty members. We elected officers and five standing committees. Plans for sewing, program, social, reception and sick and visiting. We decided to sew for the Associated Charities of Phoenix and made palamas, sheet and pillow cases, hot water bag covers, etc., for the children at the detention home, made clothing for children to go to school with in our district, helped furnish needy and sick homes, gave stork parties to mothers with new babies, in cases of distress or fire, helped replenish the home and served for banquets to raise money. We held one meeting a month for this purpose but often the members took the unfinished articles home to complete.

The other monthly meeting was educational and we did most of our business that day and served refreshments. We furnished year books in our colors which are yellow and green and our club flower is the Sunflower. We always choose our subjects to educate and elevate. We had W. C. T. U. day and had workers come from the city to instruct us along those lines, and missionary day and had the missionary from the Pima reservation and his male quartette give us a history of Indian work in Arizona. Mother's Day, Children's day, picnics in summer, agricultural evenings when men were invited and given refreshments at which papers were read on bee culture, cotton raising, alfalfa, dairying, poultry, gardening, tree planting, etc.; Domestic science day, physical culture day, parliamentary rule and how to use the ballot, good fellowship day, when we invited all the clubs to come and participate in our program on April first.

Current events, household economics, etc., and all meetings were demonstrated if possible and interspersed with music. Our homes soon became too small to accommodate such a number so the neighborhood Club and the Union Sunday school

**ODE TO PHOENIX BELLES**

Your college bred Poets may sing as they please  
Of beautiful women afar o'er the seas;  
May sipper a song to a mummified dame,  
May plead to a statue, or sigh to a name.

They breathe out their souls 'twixt a tear and a groan  
To a Venus of paint, or a Hebe of stone;  
But I'll sing to the praise, that old native compels  
Of her own masterpieces, the Phoenix Belles.

What could chiseled marble with Kate can compare,  
With the red of her cheek, and the shine of her hair,  
And where in all art is the light that can vie  
With the rich fire of feeling that glows in her eye.

Or would you have wit, and sly coquetry charm,  
There's many who's fun, while it stings, doesn't harm;  
Who'll dazzle your sense, while she filches your heart,  
And leads you a slave to love's conquering art.

But how shall I dare, all unpollished to tell  
The sweet, artless charm, of the fair Anabelle;  
Her virtue and grace would embellish a throne,  
Yet blooms like the desert flower, modest, unknown.

Still why make distinction, since each in her way,  
Has mind to subdue and has beauty to sway  
Their various graces, and gifts half divine,  
The genius of Shakespeare alone could define.

So, health to the bright living goddess at home,  
And peace to the dead one of Greece and of Rome;  
While the current of life still exultantly swells,  
I'll herald the fame of the Phoenix Belles.

F. R. B.

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**SUGAR CANE GROWS LUXURIANTLY HERE**  
Sugar cane was first grown commercially in the Salt River Valley in 1914. Selected Acres yielded from 30 to 55 tons each.



## 'Citrus Homes' Proven Frostless By Five Year Careful Test

**\$66 Per Acre**  
15 Acres of new alfalfa, excellent stand. Very best land, with Class A water. A chance for the man of limited capital.

**Was \$165**  
**Now \$137 1/2 per Acre**  
To induce buyers, land now planted to best alfalfa, near town and on car line has been cut. Class A land. Adjoining owners are asking much more. Better see us about this.

**2 1/2 Acre Homesite**  
Pure soft water, and beautiful environment makes this the one place to build a home. Planted to Oranges and Grapefruit. Can be bought with only part cash.

The new subdivision, near Ingleside Club, at the foot of Camelback Mountain, CITRUS HOMES, is surrounded by bearing groves bringing good, big returns annually. The CITRUS HOMES tract is absolutely frostless. During the severest winter of the past thirty years the temperature has not reached the frost line. This land is placed on the market for the first time, in 10-acre tracts at, per acre **\$200**

**Orangewood is Noted For Its Pure Water**  
Pure, soft water, 99.29-30 per cent pure, is one of the best advantages ORANGEWOOD has. Located on North Central avenue, there is paved street all the way, also electric lights, each of which is a big item. But neither of these can compare with the scenic effects which make this spot wonderful. Build your home in ORANGEWOOD.

**Acres Tracts for \$250**  
One of our companies has just a few of these acre tracts left. To close out, we are offering you this acre on car line, city water, just at edge of town for \$250. An ideal place for a truck farmer.

**15 Acres at \$135 per Acre**  
Very fine stand of new alfalfa on Class A land. As few know of no better land in the Valley at any price. Only part cash required.

**20 Acres at \$162.50**  
Old stand alfalfa. Has been paying profit for number of years. One mile from town, on car line, with Class A water rights.

PHOENIX TRUST CO. (Clip and mail.)  
PHOENIX, ARIZONA.  
Gentlemen:  
Please send me information and crop statistics concerning your land.

..... (Name) .....

..... (City) .....

..... (State) .....

Write for More Information

**Phoenix Trust Co.**  
16 W. ADAMS ST. PHONE 1341



NEIGHBORHOOD HOUSE  
A Social Center for the rapidly developing District South of Phoenix. Built by co-operation, it represents the splendid community spirit so prominent in the valley.

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