

# THE LAND OF SUNSHINE AND FLOWERS

BY LLOYD C. THOMAS.

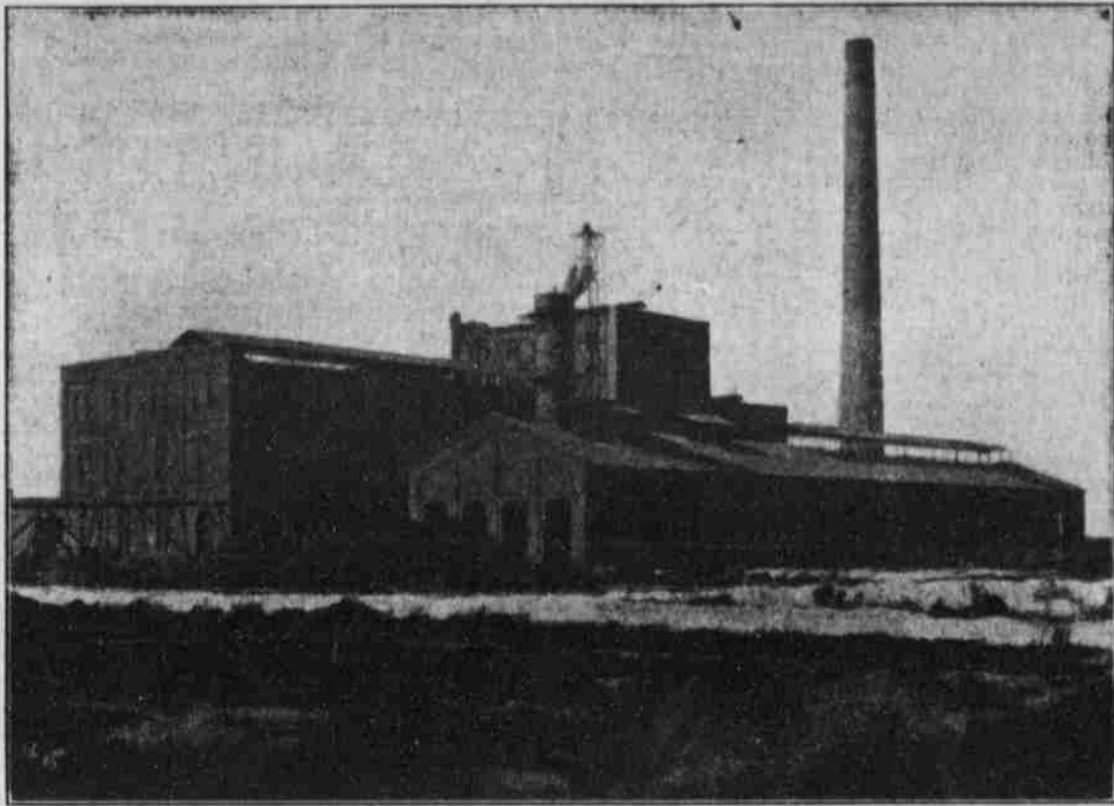
In Arizona, in the early days, a town always started with a saloon. This furnished the inhabitants with the necessities of life; afterwards as the town grew, a combined grocery and dry goods store was opened to supply the luxuries.

It is a long road from that antiquity to the present Arizona city, Phoenix, with its motor cars and orange groves, concrete office buildings and mahogany furnished banks. For years the great mineral and agricultural resources of Arizona have been

drives in the Salt River Valley is along Central Avenue from Phoenix north to the mountains. This is a well kept, well graded boulevard, lined on both sides with costly mansions. As soon as the new two hundred thousand dollar bridge is completed across the Salt river, south of Phoenix, this summer the boulevard will be extended from the mountains on the north through Phoenix to the mountains on the south making a beautiful sixteen mile driveway from mountain to mountain. On these beautiful moonlight

land for land here.

The Salt River Valley is famous for its climate and opportunities in farming. Every day we receive calls from people who come from California, Washington, Oregon, Idaho, Colorado, and other western states. These are people who have located in other places first but who come to the valley because it excels them all. The Dick Erdmans Real Estate & Investment Company recently sold a farm for \$225 per acre to a gentleman from Scotland. He had been



\$1,000,000 BEET-SUGAR FACTORY, NEAR PHOENIX.

bringing in the miner, the mechanic and the horticulturist. Now, the superb winter climate of the Salt River Valley is also attracting people whose means permit them to make their home where the plumbing freezes not and the garden supplies green vegetables at Christmas. Phoenix today has miles and miles of shady streets, well kept at all times and a pleasure to the motorist as is evidenced by the fact that there are over three hundred automobiles in the city. One of the most beautiful

evenings no headlights are needed on the auto and many evenings are spent in drives out through the valley and along the beautiful canals.

The writer and wife were recently favored with a short visit by Mr. and Mrs. W. W. Norton of Alliance. They had been spending part of the winter in California but wanted to see the famous Salt River Valley this time. Mr. Norton was well pleased with the country and expressed a desire to exchange some of his Box Butte county

all over the world but was suited nowhere else like he was here. He has made good money on his investment and is continually buying more. Last week we

sold 120 feet on one of the main streets for \$5,000. The purchaser immediately raised the price to \$10,000 and at the present rate of increase in prices it will not be more than two years before this property brings that. The city of Phoenix is continually branching out and mile after mile of water mains, gas mains, and cement sidewalks are being



AN OLIVE IRRIGATION SCENE IN THE SALT RIVER VALLEY.

laid.

An excursion of 125 business men of Los Angeles recently made a trip to Phoenix. The writer had the privilege of taking an auto load out over the valley. There were over forty autos in use and the visitors were astonished at the rapid progress of the valley and city. Phoenix at the present time is on branch lines of the Southern Pacific and the Santa Fe railroads. Within a year it will be on the main lines of both roads. This will give the city a great big boost. The Roosevelt dam is nearly finished. When completed this will mean another boost. And settlers continue to come in by the hundreds. Farms are continually being divided and subdivided and there is still room for hundreds more.

To the practical farmer as well as the business man grown weary of the everlasting struggle for existence in the larger cities, this valley affords not only a home, a real home, but it offers to any intelligent man or woman a good income.

However, it is not sufficient that we consider only the product of intelligent effort on rich soil with abundant water in terms of dollars and cents. There is another phase in the answer of the question, "what can be done on twenty acres in the Salt River Valley?" We are not waiting for prosperity to show up in the dim future, but we want a larger growth, a larger prosperity, as all communities should, hence this effort to place before the people, in less favored sections, the natural advantages found here. These natural advantages are climate, soil, water and level land; and to this man has added electrical power. With power for our suburban trolley lines, for lighting and for manufacturing, transforming our wool, our cotton and other raw materials into finished products, it is not hard to see what the future holds in store. Please bear in mind that we are dealing with the present, but we have a right to regard the future optimistically.

John Forney and his family of eight, living on a twenty-acre farm, took in during one year, \$1592.20, lived a comfortable life at an expense of \$850.60 and had at the end of the year a net profit of \$741.60. Last year J. W. Black cleared over \$3,000 on his forty acre farm. On three acres of strawberry plants, one and two years old, he received 20,000 boxes, at ten and twenty cents per box, and paid two and one-half cents per box for picking. Mr. Black sold \$1,300 worth of melons from a five acre piece; one acre of tomatoes brought \$700; one and one-half acres of watermelons returned \$638.60; 400 hens brought \$900 in eggs and all of the feed was grown on the farm. There is a reason why the Salt River Valley lands sell for from \$100 to \$400 per acre according to improvements and location.

I am sending a photo of the new beet-sugar factory near Phoenix. This plant is capable of slicing 800 tons per day. It is thoroughly modern and up-to-date and cost \$1,000,000. I am also sending a photo of an olive irrigation scene, this being one of the prominent industries of the valley. The writer was recently in a small orchard in which the owner was growing almonds, apricots, dates, figs, grapes, olives, oranges, peaches and pears. Every kind of fruit grows in this modern "Garden of Eden," and it is a fact that some

trees, like cottonwood, have to be cut short every two or three years to keep them from growing too luxuriantly. Cottonwood fence posts after being set in the ground begin to grow and it is not an uncommon sight to see a long row of trees which were originally set out as fence posts.

LOLD C. THOMAS,  
Phoenix, Arizona, April 5, 1910.

preceding calendar year (1909), whether or not engaged in agriculture, school attendance, literacy, and tenure of home, and whether or not a survivor of the Union or Confederate Army or Navy; and the name and address of each blind or deaf and dumb person."

The same law, with reference to agriculture, requires that the enumerator's questions shall call for: "The name, color, and country of birth of occupant of each farm, tenure, acreage of farm, acreage of woodland and character of timber thereon, value of farm and improvements, value of farm implements, number and value of domestic animals not on farms and ranges, and the acreage of crops planted and to be planted during the year of enumeration (1910), and the acreage of crops and the quantity and value of crops and other farm products for the year ending December thirty-first (1909) next preceding the enumeration."

## Important Census Information

As announced in the Herald last week Hon. Joseph Pigman of Broken Bow, supervisor of census for this district, was in Alliance last Saturday. He made our office a very pleasant call and gave us some additional information in regard to the census. One thing in particular he wished us to bring before our readers is the fact that all information given to census enumerators is required by the government to be strictly confidential. Such information can not even be given by the census department to another department of the government.

It is probable that in this country some homesteaders will hesitate to be perfectly frank in giving the enumerators information for fear that it will cause them trouble in making final proof. No matter what information is secured by the census enumerators, it can never be used to the detriment of homesteaders or any one else in any way.

We wish also to call special attention to the facts contained in the following bulletin, issued by the census department:

On April 15, in the present year, 1910, the census of the United States begins. It occurs every ten years.

It is the basis of the distribution among the states of representation in the National House of Representatives.

It is also the means by which the United States Government ascertains the increase in the population, agriculture, industries, and resources of the nation.

It is required by the Constitution and by act of Congress.

The information sought will be used solely for general statistical purposes. It will neither be published nor used in any other way to disclose facts regarding any individual or enterprise.

The census is not, never has been, and can not be employed to obtain information that can be used in any way in the assessment of property for purposes of taxation or the collection of taxes, national, state, or local; for deportation proceedings; extradition measures; Army or Navy conscription; compulsory school attendance; child-labor law prosecutions; quarantine regulations; or in any way to affect the life, liberty, or property of any person.

It has nothing whatever to do with the detection, arrest, prosecution, or punishment of any person, for any suspected, or actual, violation of a law, whether of a city or state, or the National Government, or of a foreign nation.

The census inquiries are defined by act of Congress. The questions on the schedules are framed by the Director of the Census in conformity with that act. They apply to all persons living in the United States on April 15, next, the "Census Day." The same questions are asked about each person. All persons must answer all the questions.

The census law, with reference to population, requires that the enumerator's questions shall, for each inhabitant, call for: "The name, relationship to head of family, color, sex, age, conjugal condition, place of birth, place of birth of parents, number of years in the United States, citizenship, occupation, whether or not employer or employee, and, if employee, whether or not employed at the date of enumeration (April 15, 1910), and the number of months unemployed during the

Census enumerators wearing badges with "U. S. Census 1910" stamped on them, will go from house to house, and farm to farm, beginning April 15. They are not to be regarded as spies, detectives, policemen, constables, tax assessors, or officers of any city, county, or state. They are employed by the U. S. Bureau of the Census. They do not represent any other department of the United States Government, or any foreign nation.

No person should hesitate, neglect, or refuse to answer all the enumerator's questions. He only asks those necessary to fill the schedules which are required by law. Nothing that is told him can in any way be used to the detriment or damage of any person, or his family, or his property.

Replies to enumerators are, and must be, held by the Census Bureau in strict and absolute confidence.

All the U. S. Census officials, supervisors' clerks, enumerators, and interpreters, before entering upon their duties, are obliged to take a solemn oath not to disclose any information they may obtain, except to the Census Bureau, and a violation of the United States law in regard to this oath means a \$1,000 fine, or imprisonment for two years, or both, in the discretion of the Court.

If any adult person refuses or willfully neglects to answer an enumerator's questions, or, if any person willfully gives answers that are false, he or she can be arrested, carried to court and fined up to \$100. Keepers of hotels, apartment houses, boarding or lodging houses, tenements or other buildings in which persons make their homes, must help the enumerator when asked, or they will be liable to arrest and punishment by a fine up to \$500.

E. DANA DURAND, Director.  
APPROVED: CHARLES NAGEL,  
Secretary Department of Commerce and Labor.

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## Our Lincoln Letter

Lincoln, Nebraska, April 11.—(Special Correspondence.) Considerable interest is manifested in Mr. Bryan's return from South America. He is expected about May 1, and there are those who are anxious to have him say something that will clear up the senatorial situation. Until he does a lot of democratic and independent voters will be "all at sea."

That Peru Normal trouble is not yet settled. It is reported that Secretary Ludden blames Prof. Crabtree for the introduction of the bill creating the board afterwards declared unconstitutional, and that the ministerial-politician is getting revenge. The fact of the matter is that Crabtree had nothing to do with the drafting of the bill, nor was he consulted. The bill was drafted by three prominent educators of the state, two of them republicans and one of them a democrat. They were more interested in the cause of education than they were of party.

The Bureau of Labor and Industrial Statistics has been pursuing some original investigation as to the "cost of living." One of the interesting features brought out in that report cost the average wage earner in the cities just one-fifth of his total income. Another is that increases in wages have fallen far behind the increase in the cost of living. The full percentages have not yet been worked out, but the difference is startling.

## WHEN THE PRICE WOULD APPEAR ATTRACTIVE THE QUALITY, PERHAPS, HAS BEEN SACRIFICED

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