

## Frank T. Bingham, Past Editor of The Arizona Agriculturist, Now in Important Work in New Mexico

Arizona Man, Well Known as Writer on Agricultural Subjects, Selected for Position by Elephant Butte Irrigation District and Chamber of Commerce

**F**RANK BINGHAM, a graduate of the University of Arizona and well known throughout the Southwest as a writer on agricultural subjects, has been appointed publicity and settlement director of the Elephant Butte Irrigation District and the Las Cruces Chamber of Commerce.

Mr. Bingham arrived in Las Cruces today and already has taken charge of the offices at the Chamber of Commerce.

The appointment of Mr. Bingham to this position follows the renewal of the agreement under which the Irrigation District and the Chamber of Commerce, with the cooperation of the Dona Ana County Farm Bureau, for the past five years have carried on jointly an extensive publicity and settlement campaign. The results obtained from this work in the past have been so satisfactory that the boards of directors of both organizations voted unanimously this year to renew the cooperative agreement and continue the campaign along the same lines that have been followed for the past five years.

Upon the resignation of the former director, D. F. Biggs, March 1, the officials of the Irrigation District and the Chamber of Commerce took up immediately the task of securing the best available man to fill the position. Since that time a large number of applicants from all parts of the country have been under consideration. The committees charged with the selection of a man for the position also made a survey of the Southwest with a view to finding a man with the necessary training and also with a knowledge of local agricultural conditions. The attention of the committees was directed to Mr. Bingham and he was invited to come to Las Cruces for a conference, following which he was offered and accepted the position.

Mr. Bingham was born and reared in the Southwest and has an intimate knowledge of the conditions and problems incident to irrigation farming. He holds the degrees of Bachelor of Science in Agriculture and Master of Science from the College of Agri-

### EDITOR'S NOTE

We hope our readers will enjoy this notice of Mr. Bingham's selection as Settlement Director, which appeared in the Las Cruces paper July 15th.



FRANK T. BINGHAM

culture of the University of Arizona and he won the highest scholastic honors during his five years at the Tucson institution. During his college course he assisted in establishing and serving as editor of the Arizona Agriculturist which is published by the college and has a high standing among agricultural publications.

For the past six years Mr. Bingham has written extensively for many agricultural publications, including the American Fruit Grower, Packing House News, The Vegetable Growers' Journal, the Orchard and Garden section of the Los Angeles Sunday Times and the Irrigated Empire section of the Phoenix Republican.

He is an expert photographer, having taken a course in commercial photography, and is able to provide original illustrations for his articles on agricultural subjects. His contributions for the publications mentioned above have included many un-

usually attractive pictures of farm scenes.

In addition to his newspaper work, Mr. Bingham has handled publicity for the Arizona Industrial Congress and other organizations. He has recently been in the employ of the Arizona Commission of Agriculture.

Mr. Bingham will bring his wife and two children to Las Cruces from Tucson in the near future.

The publicity committees of the Irrigation District and Chamber of Commerce feel that they were fortunate at this time in obtaining a man to direct the settlement work who has a knowledge of conditions existing in this section, combined with publicity and newspaper experience, particularly along agricultural lines.

"The settlement problem of the Elephant Butte district is a little different now from that which existed at the time the work of bringing in new farmers was begun five years ago," says a statement issued by the two committees, "but the problem is just as big now and it is more important than ever that it be given the proper attention. Hundreds of farmers have been brought into the valley as a result of our efforts during the past few years and thousands of acres of raw land have been placed in cultivation.

"The area in the valley remaining in the raw state is comparatively small but this does not mean that our settlement problem has been solved.

"The Elephant Butte district is finding, as has every other newly developed agricultural area, that it must go through two or three stages of settlement. First comes those who are willing to do the hard work that is required to get new land in cultivation and pave the way for the improvements that come later. Some of the pioneers who perform this very necessary service remain to become permanent and valuable citizens. Many others, however, for one reason and another, do not become permanent residents and their places must be filled by others.

"Development of the Elephant Butte district has reached a point

where we must direct our efforts toward brining into the valley a large number of farmers of the best type, who will be attracted by the opportunities and advantages that we now have to offer, and will reap the benefit of the pioneering work that has been done by those who have gone before them.

"More intensive settlement and development of the Elephant Butte district is the goal toward which we must work and the only way to reach that goal is to continue the efforts that we have been making to bring into the district a large number of farmers who have been successful in other sections but who may be drawn to this district because of the greater opportunities that it has to offer for profitable farming and comfortable living.

"It is felt that Mr. Bingham's knowledge of southwestern agriculture and his training and experience in lines relating to publicity and agricultural journalism fit him particularly for the job of acquainting the farmers in other sections with the opportunities that await them here. He will be able to give them the technical information that they all desire regarding the conditions that they will find when they come to the Elephant Butte district, and he will be able to put before them the real facts regarding the success that has been achieved by other farmers who have come here from all sections of the country."

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**ANOTHER JUDGING TEAM**

(Continued from Page 6.)

zona is not the kind of a school that gets scared at obstacles. Nor are Arizona men the kind that will lay down when high odds are present to discourage them. Now all we can say is that we are glad to see the spirit of the team. Watch the November issue for an account of the trip.

**WHAT THE AGRICULTURAL CLUB IS DOING**

(Continued from Page 6.)

- 10. It gave 100 per cent support to the Aggie Field Labor Day at the New University Farm, and is planning for the Field Labor Day next spring.
- 11. It gives the Annual Aggie Student-Faculty Picnic.
- 12. It extends a welcome hand to new students entering the College of Agriculture.

**ANOTHER YEAR**

(Continued from Page 6.)

compares favorably with any of them.

The ARIZONA AGRICULTURIST wishes to present this issue, then, as a fitting debut, beckoning you to follow us during the coming year. We hope to please our readers by aiding in the problems of the Southwest, gaining mutual knowledge as we go.

We want to make this paper more of a service to our readers, and will always count it a pleasure to receive inquiries, suggestions, or discussions from our readers. Send them in. We will both benefit by getting together.

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A full canning cupboard is good health insurance for the winter months.



**A Big Problem Solved**

The farmer's big problem is to insure a margin between production costs and net selling prices—in other words, to make money.

In Bulletin No. 1348, the U. S. Dept. of Agriculture points out clearly *the only way the farmer himself can go about doing this*—by reducing the high average cost of power and labor (now sixty per cent of total production costs.)

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