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## EMPIRE BUILDING IN YUMA COUNTY

By W. H. Buehman, Secretary, Yuma Chamber of Commerce

**Nature Has Given Yuma a Triumvirate of Blessings; Each Is Cumulative  
And the Last Is Wedded to the First**

**A** FULL quota of sunshine in December and January is unique; water in unlimited quantities in the Southwest is matchless; while the first fruits of the season in grapes and the highest content of sugar in grape fruit are unrivalled.

Agriculture has been progressing favorably for years in Yuma County. Through assistance from the experiment stations and certain progressive and well informed developers of the soil, intensive methods have been advocated and the limitations as well as the possibilities have assumed definition.

The most apparent utilitarian activity lacking to round out production is the dearth of dairying on a wholesale scale and cattle fattening for prime markets.

Last season a pronounced step in diversification of cropping was observed although the tendency toward cotton growing on full acreage is still considered by some as a menace to prosperity. The lure of two bales to the acre is a gambler's paradise with odds of failure in price painfully opportune.

Three important renovations in practice would eliminate a condition of hazard and more nearly insure sustained success. Absentee ownership of large holdings under irrigation privileges but open to itinerant development might well be abolished. The farming of too large an acreage by individuals, which is frequently responsible for failure in achieving the intensive possibilities of soil should be recognized and corrected. No fertilizer should ever be shipped out of Yuma County since it is a heritage of the soil.

### Large Variety of Crops

Lettuce, melons, peas, and alfalfa are bringing a well defined income into the hand of sturdy farmers who were formerly Cotton Kings. Dates of the finest quality reach the same perfection as in the Holy Land and require no saccharine addition in



Yuma Provides Ideal Conditions for Producing Pecans

packing. Bees and honey are a favorite exploitation.

Since valley lands have passed from experimentation into routine development, the eyes of this section as well as the country at large are held spell-bound by the spectacular possibilities of the paper shell pecan and the response of the mesas of Yuma and Wellton to early plantings.

Aggressive experimentation during the past seven years with some twelve varieties of pecans by Messrs. Cresswell and Heineman, both of whom have contributed vital statistics of great value to the pecan industry and available to all growers in the United States, have shown that no area excels the Yuma Valley in producing a perfect nut under ideal conditions of soil, climate, and environment. This is a perfect pecan belt. However, pecan growing dates back over 30 years in this section but received little constructive study or experimentation prior to 1920.

On the mesas at the city limits of Yuma and extending into the back country some sixty miles along the

Southern Pacific railroad mainline and the Ocean to Ocean highway, a new empire has sprung into being.

A grape fruit of finest texture, perfect structure and unparalleled in America for taste, tempting the palate and making sugar superfluous, known to many as the Yumarine, is now being shipped to eastern markets and exported to Europe. So assured is its perfection that competition is apt to remark, "Ours is as good as Yuma grape fruit."

Thompson Seedless grapes begin to bear in 30 months and ripen with a very high sugar content early in June. In the race for early production they reach eastern markets before picking begins in less favored sections.

### Development in Its Infancy

In this land of fulgency, only the tentative steps of development have been taken. Because it is so largely virgin, cash and determination go hand in hand. It takes money to make the desert bloom, but the usual problem of irrigation has been solved. Economical electric power brings

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# YUMALADE EGGS BRING QUALITY PRICE

By S. L. Owens

Yuma Valley Poultry Association Demonstrates Value of Quality Production  
In Eggs; Methods Used by Association Briefly Outlined

**R**ECOGNITION of Yumalade eggs as a superior product has only been brought about during the past year.

An average price above case run eggs of 10 cents per dozen is a very satisfactory indication that the buying housewife is willing to pay for quality and quantity. Quality is not the least consideration, for Yumalade eggs are guaranteed to weigh 24 ounces per dozen and above and in most instances the average pack will run nearer 27 ounces.

This naturally brings up the subject of how this was accomplished, and why it was necessary to organize the "Yuma Valley Poultry Association," for most, if not all, of the successful cooperative marketing associations have been organized and held together by necessity rather than by any spirit of philanthropy.

It was only during the years of 1925 and 1926 that poultry became to be considered as a financially successful venture in Yuma County. Previous to that time, small farm flocks of fifty to a hundred birds were the rule. It was with the introduction of several larger flocks of 500 to 700 laying hens, and eggs being brought to market by the case rather than in the basket under the arm, that the egg marketing problem arose.

By a careful survey covering each local dealer and restaurant in Yuma Valley it was not surprising to learn that California eggs to the amount of 7092 cases per year were a great contributing factor acting toward low local prices and the tendency of some buyers to not want locally produced eggs. But this was not the only item acting toward the barrier built against local eggs. Yuma boasts of a climate second to none in the year round production of crops. It seems that this climate works both ways in the production of eggs, for restaurant men and produce merchants were unanimous in their statements that our local eggs were not collected often enough to keep many from being spoiled by the warm sun during the summer months, and that roosters running with the hens produced both eggs and baby chicks, not at all con-



The Production of High Quality Eggs Makes Poultry Profitable

tracted for by the purchaser of our local eggs.

To remedy these production difficulties and to obtain a price better than the incoming California pullet eggs, for such they were, was the objective of the "Yuma Valley Poultry Association," as organized in October, 1926.

That all egg marketing problems in Yuma Valley could be solved in one year was past anyone's fondest hopes, but the fact that basket and case count eggs are bringing the grower at this writing 42 cents per dozen while Yumalades bring the grower 56 cents per dozen, demonstrates that an advanced step has been taken.

There are nearly 12,000 hens represented in the association composed of 14 members. Eggs are marketed through three local dealers. Each member has an Acme egg grading scale and all eggs going into cartons carrying the association brand must weigh 24 ounces and above. Each package must be stamped with the individual producer's number and the date of pack. Should there be any complaint, the individual packing the eggs must make it good with a new carton of eggs. Thus far, the association is proud to say there have been practically no complaints.

During the summer months, the eggs are gathered twice daily and kept in a cool place. No roosters are kept with the laying flock. By fol-

lowing these rules, the restaurants have gotten over their prejudice toward eggs produced by association members and are using for cooking purposes, many of the eggs too small for selling in the cartons.

The only cost attendant to marketing under the association brand is the ten dollar membership fee and one cent per carton for advertising purposes.

Mr. Gus Nelson, president, W. N. Westphal, vice-president, Mrs. Fred Blohm, secretary, and Mr. James McBride, W. C. H. Mott, and W. H. Dickson, directors, are responsible for the success of the association. Messrs. Nelson and Westphal each have nearly 1000 laying hens and are keeping cost account records. We should hear more from them.

## EMPIRE BUILDING IN YUMA COUNTY

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clear, sparkling, sand filtered water into the irrigation ditches, where the gravity system is not already acclimated, through the simple expedient of turning a switch.

Private capital and syndicate development operate in Utopia since nature has provided every requisite. Truth is more alluring and pertinent than imagination and Yuma County today is the greatest exponent of desert reclamation in the annals of history.