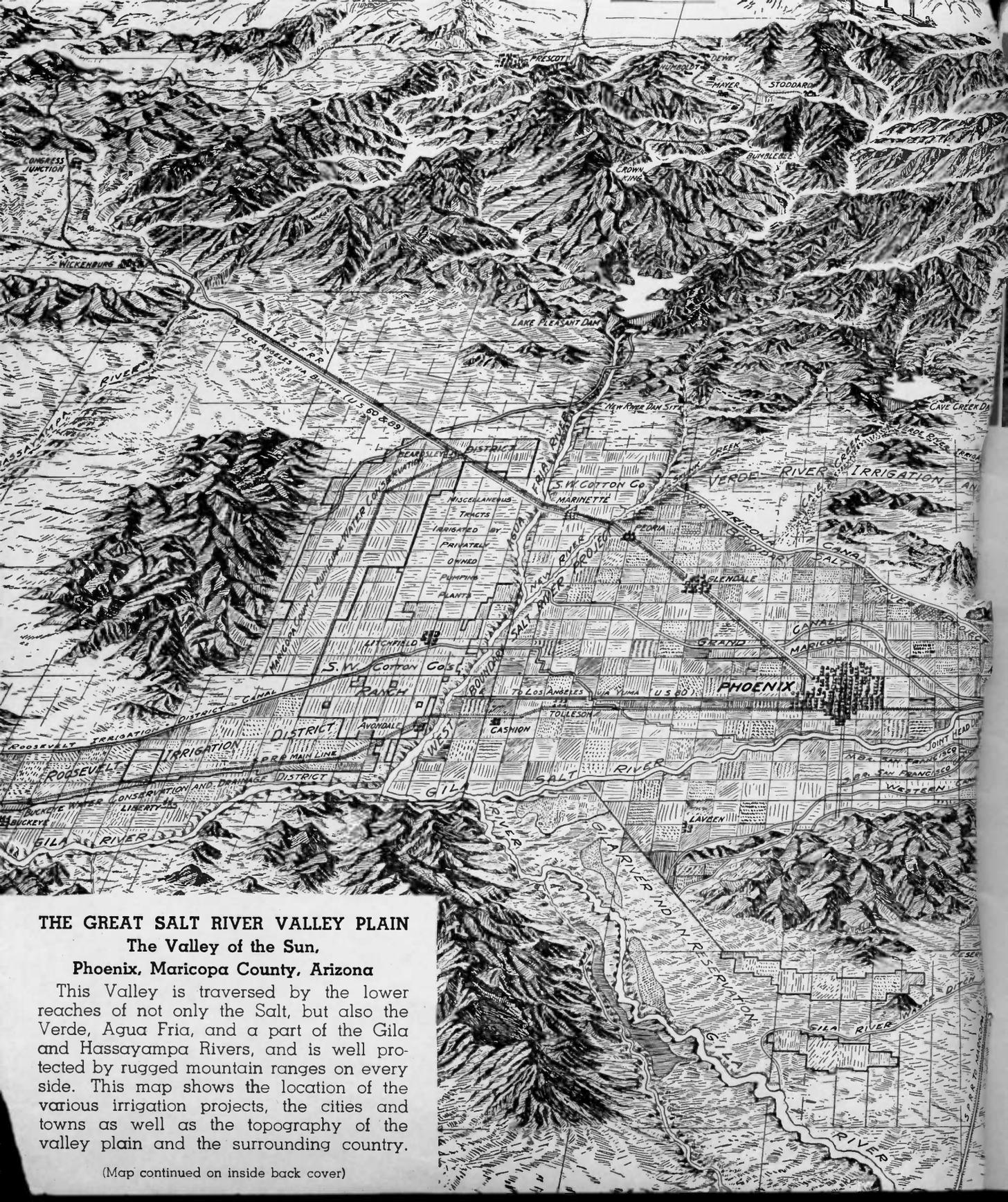


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Phoenix Arizona in the Valley of the Sun



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THE GREAT SALT RIVER VALLEY PLAIN

The Valley of the Sun.

Phoenix, Maricopa County, Arizona

This Valley is traversed by the lower reaches of not only the Salt, but also the Verde, Agua Fria, and a part of the Gila and Hassayampa Rivers, and is well protected by rugged mountain ranges on every side. This map shows the location of the various irrigation projects, the cities and towns as well as the topography of the valley plain and the surrounding country.

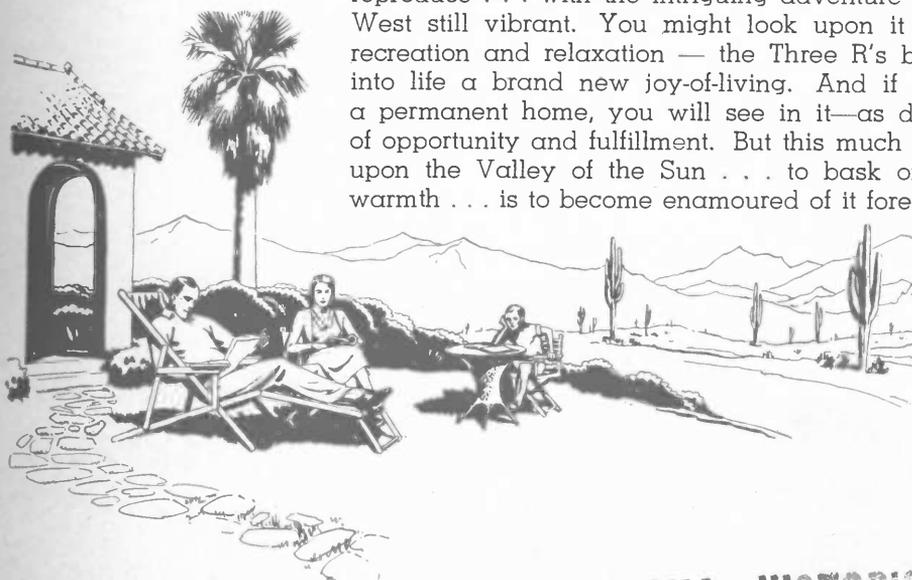
(Map continued on inside back cover)



Preview of the Valley of the Sun

"From the desert I come to thee . . .". And so, too, will you come upon the verdant Valley of the Sun, from the colorful, fascinating, ever-changing desert which surrounds it.

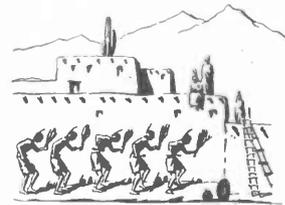
You might envision it, at first glance, as an enchanted oasis in the midst of the Great American Desert — a busy, thriving, vividly green oasis populated with gay, fun-loving people. Perhaps you will see it as a thrice-blest land, with the warmest, driest, sunniest climate in all the world . . . with unsurpassed scenic beauty no artist can reproduce . . . with the intriguing adventure and glamour of the Old West still vibrant. You might look upon it as a land of romance, recreation and relaxation — the Three R's by which you may read into life a brand new joy-of-living. And if you come to it seeking a permanent home, you will see in it—as did the pioneers—a land of opportunity and fulfillment. But this much is certain: to look at all upon the Valley of the Sun . . . to bask only once in its cheerful warmth . . . is to become enamoured of it forever.





Because the Indian life of centuries has left such an impregnable stamp upon this bewitching Valley of the Sun, the Thunderbird has been resurrected and reconstructed from Indian lore of bygone generations to serve as a symbol of its modern spirit. This mystic bird is composed of a series of Indian characters which, superimposed one upon the other, form its appearance. Each character is separate and distinct in meaning.

There is the horse, representing a "journey" of which there are many covering a diversity of scenic attractions. The cactus flower, "something sought after", indicates unusual desert and mountain flora. The clock face, or hogan, denotes a "permanent home", thousands of which have been constructed by those who have discovered the everlasting charm and beauty of this Valley. The connected line of black and white dots represents "days and nights", or time—days filled with



golden sunshine and nights of silvery magic. The sun stands for "happiness"—winters of genial warmth, perpetual growing weather, a sportsman's paradise. The eye of the medicine man, within the sun, signifies "ever watchful", while the arrow-head indicates "alert guidance". The rattlesnake jaws mean "strength, health". The fence "guards good luck". The eagle feathers are symbolic of "chief", or leader among cities, states and nations.

This, then, is what the Thunderbird prophesies for you: "You are about to take a journey, one much sought after, to the permanent home of the Thunderbird. His presence is sacred, as his power of good fortune is unlimited. The Thunderbird has, since time immemorial, lived in this Valley of the Sun. Here you will be under the ever watchful eye of the 'Guiding Spirit' which is always alert to guarding your good fortune."

The Thunderbird, and all it connotes, is hereafter committed to the protection of your well-being. May it lead you to a fuller, more abundant life through a visit to the locale of its birth.

A Land Made for LIVING—

Whether You Work or
Whether You Play



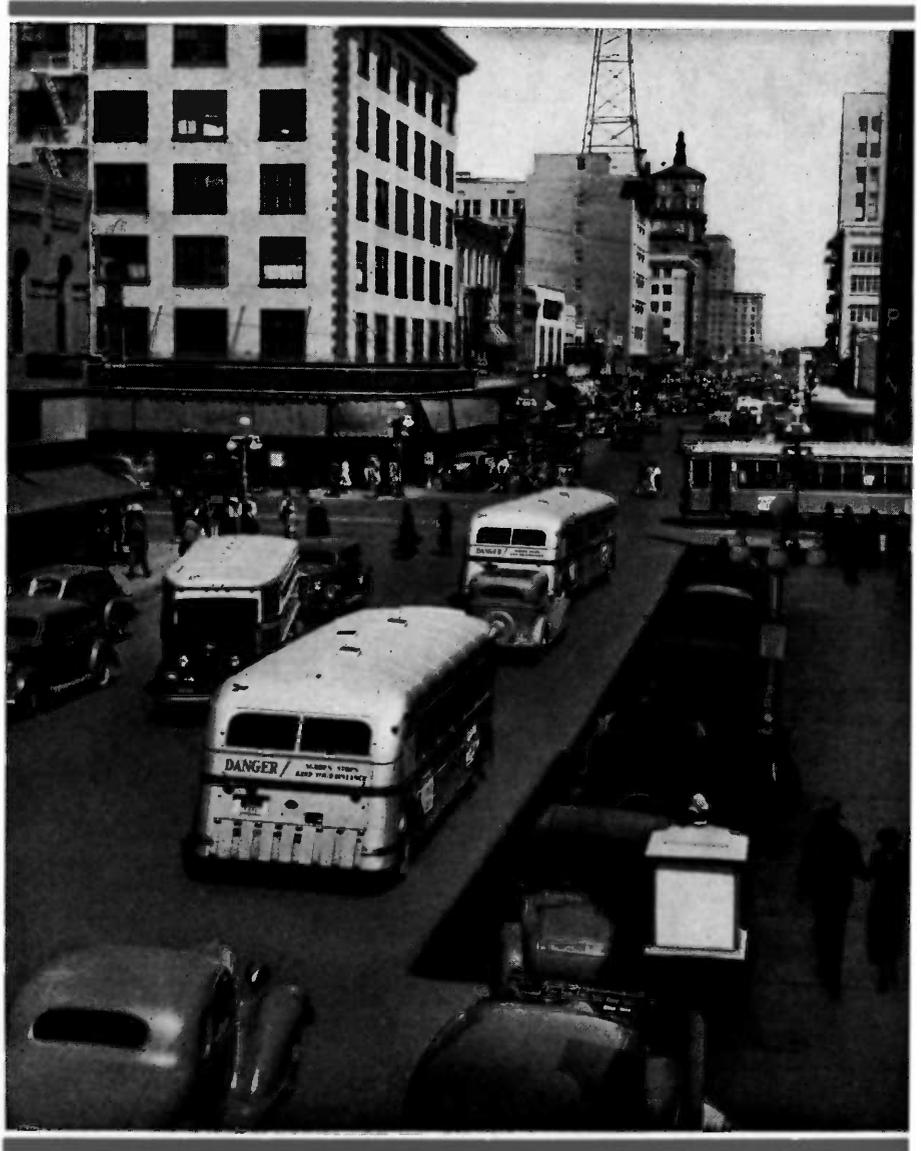
This is the country of which you have always dreamed — a land of adventure, romance and glamour . . . a land of sunshine and serenity. Whether you come for a week or a winter, a year or a lifetime, to work or to play, this cheerful, alluring Valley of the Sun will never cease to delight you. You'll love its constant parade of color and beauty . . . its vast painted deserts and craggy mountains . . . its lofty palm trees and giant cactus forests . . . its sun-drenched days and star-studded nights . . . its crystal-clear, smokeless, smogless air. You'll revel in being able to pursue your favorite outdoor sport every day in the year—swimming, boating, tennis, golf, riding — under ideal weather conditions. You'll marvel at the engineering feats which have made it possible for you to drive over splendid highways to a hundred scenic wonderlands. You'll feel proud of your lethargy as you relax and sun-laze to your heart's content. You'll rejoice at the real western hospitality which is such an integral part of this friendly land. And so, we repeat, whether it's vacation or vocation that brings you to the Valley of the Sun, we believe you'll agree that this is a land in which to LIVE!



The Crossroads of a Desert Metropolis

Horatio Alger might have written it: "From Stagecoach Stop to Soaring City — or The Desert Yields to Destiny", but the story of the development of Phoenix is essentially one of progress and indomitable pioneer perseverance. It was in 1868 that the first tiny settlement sprang into being as a stagecoach stop. Two years later, in 1870, the townsite was formally laid out, and in 1881 the new community was incorporated. The first train steamed into Phoenix in 1887, and two years later, the 15th Territorial Legislature made the budding city the capital of the Territory of Arizona. In 1893, Phoenix boasted a population of 3000. Since then, its growth—and that of the surrounding Valley towns of Mesa, Glendale, Buckeye, Tempe, Chandler and Wickenburg — has been, to express it mildly, nothing short of startling. Yet, not so startling, at that, when one considers the unexcelled climate, the incomparable scenery, the rich Southwestern romance, and the countless other advantages bountifully offered to him who would call this home. Then, it becomes easy to understand why, in a scant 75 years, Phoenix has grown from a lusty young infant to the Southwest's largest inland city.

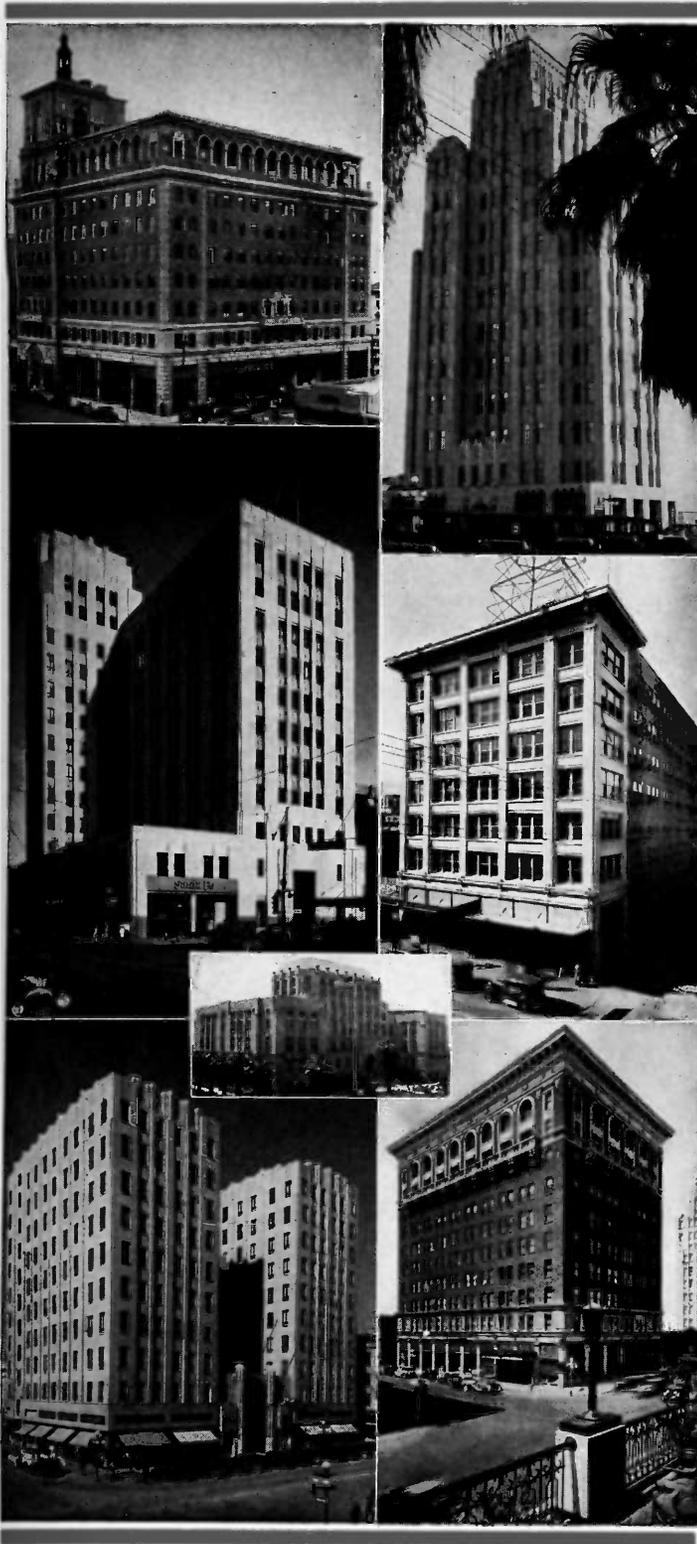
The clean, broad, sunny streets of Phoenix are lined with excellent stores and shops, splendid theatres and inviting restaurants. Towering above them are modern hotels and office buildings. Modern transportation systems network the city and connect it with surrounding Valley towns. Phoenix is truly an imposing city, but — at the same time — an inviting, hospitable one which immediately bids you welcome.

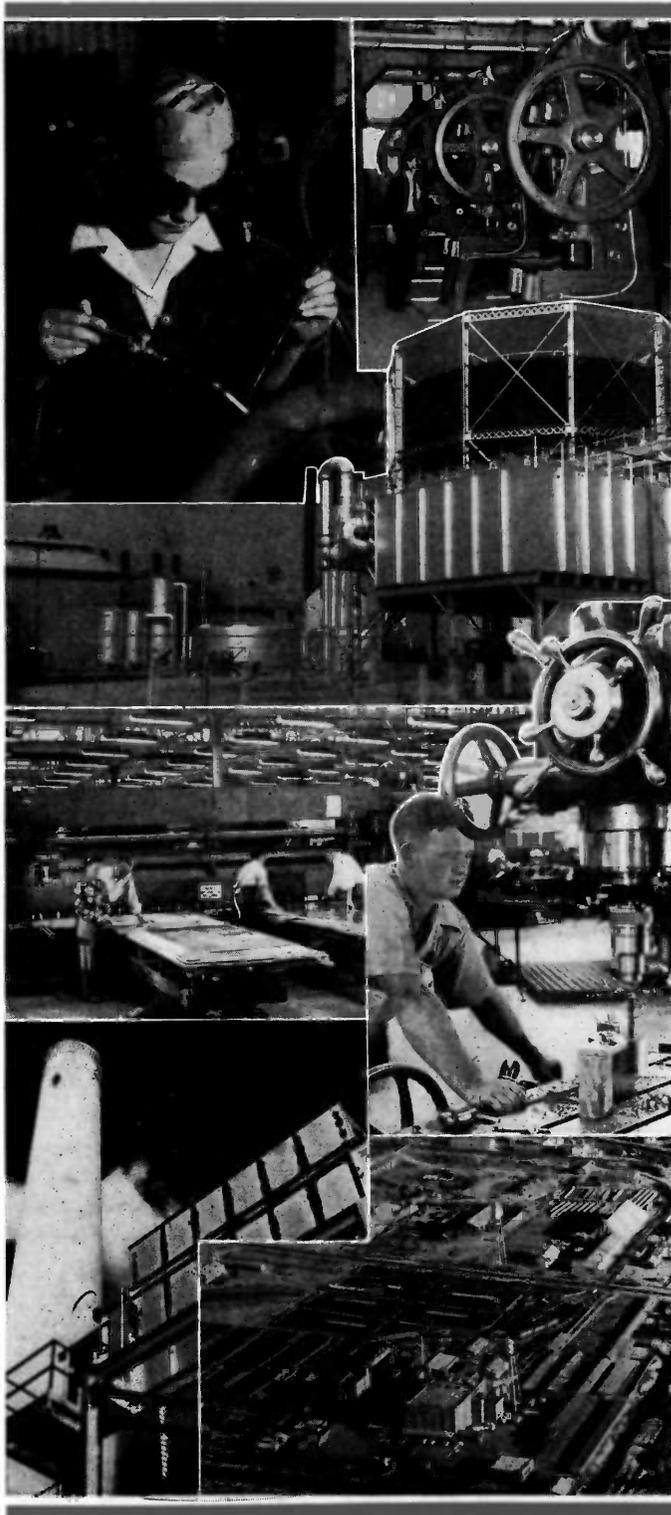


Yardsticks of Progress

If a city's imposing buildings are the yardstick by which its size is measured, then, certainly, Phoenix is metropolitan enough to please the most urban visitor. The last word in modern architecture, these buildings are air-conditioned with the finest equipment science has produced. As a matter of fact, Phoenix has come to be recognized, internationally, as the Air-Conditioned Capital of the World.

Even with its "city ways", Phoenix offers the cosmopolite an altogether new and different atmosphere. Colorful cowpunchers—resplendent in 10-gallon hats, brilliant shirts and neckerchiefs, and high-heel boots—stroll leisurely about the city. Indian bucks bedecked in the inevitable headband and glittering concha belts, their squaws in swirling skirts and leggings, in from the reservations with pottery or rugs to trade, unconcernedly roam the streets. Mexicans in shuffling huaraches halt on a corner to pass the time of day in musical Spanish. Sights such as these, in the heart of downtown Phoenix, serve as reminders that the "Old West" still lives.





"The Gold Spot of America"

Centrally situated between Kansas City and Dallas on the east, and Los Angeles and San Francisco on the west, Phoenix serves a trading area as large as half a dozen eastern states. Offering vast natural resources, skilled and unskilled labor, fair taxation and utility rates, Phoenix is the ideal location for industries of the manufacturing and fabricating types.

The importance of Phoenix as a commercial center is clearly indicated by the fact that more than 2,000 individual firms are engaged in business within its corporate limits. Banking transactions total approximately \$770,000,000 annually, having doubled in less than eight years, and the city has an assessed valuation approaching 100 million dollars.

The opportunities, for both the wealthy investor and the active man of moderate means, are as great here today as they were in other sections of the country twenty years ago. The individual who has already won for himself a dominant position in the business and industrial world would do well to consider, for future investment and active participation, the financial and business potentialities of Phoenix and the Valley of the Sun. Likewise, younger persons with ambition, foresight, and some capital, who have yet to make their marks in the world, will find here every incentive for advancement and success.

**Roger W. Babson, internationally famous economist, has referred to the Valley of the Sun as "The Gold Spot of America."*



Romance Rides the Desert

In this Glowing Valley of the Sun



Picture yourself actually leading the sort of leisurely, tranquil, do-as-you-please existence you've always wanted, and you'll have some faint idea of what life is like in this happy, carefree Valley of the Sun Vacationland. The climate, balmy yet brisk, invites — nay, urges — you to spend long, lazy, luxurious hours basking and bronzing under a glowing sun, relaxing in palm-shaded patios, or indulging in your pet outdoor hobby. If you seek companionship, you'll find hundreds of genial folk like yourself with whom to pass your time. Or, if you "want to be alone", there's mile upon mile of desert and mountain offering unbroken peace and quiet.

And speaking of desert and mountain — there's no thrill in all the world to compare with an early morning canter over desert trails just as the first fiery streaks of sunrise flame across the eastern sky; unless it be a climb up a canyon bridle path to the top of some nearby mountain to watch the sun sink in a blaze of color beyond the western hills. You've never been on speaking terms with a horse? Perhaps not—but once you've explored the ruggedly beautiful places accessible only on horseback, we believe you'll be counting Black Beauty, Old Paint, or the Strawberry Roan among your closest friends.





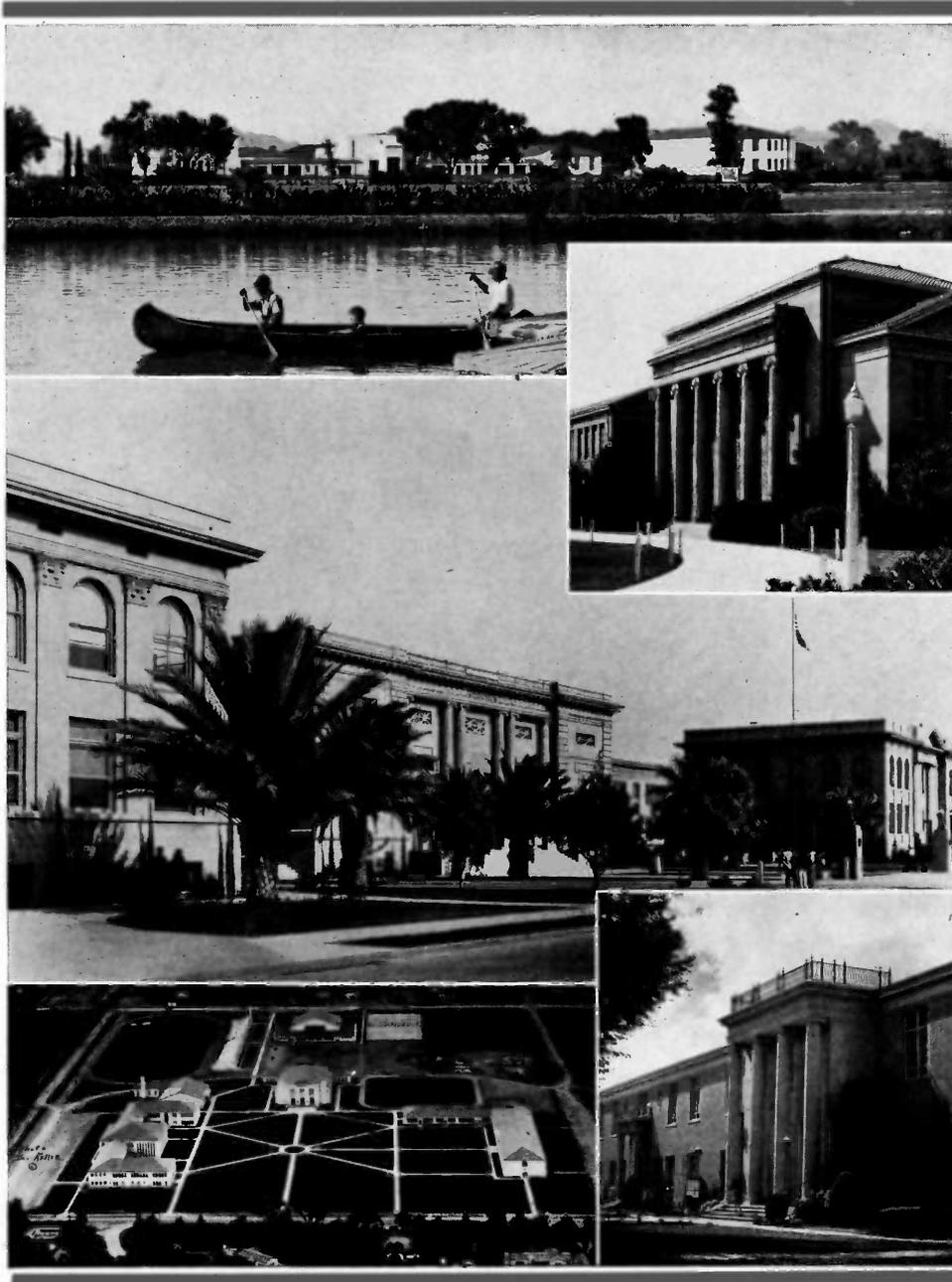
Modern Educational Facilities

Kindergarten Through College

Phoenix and the Valley of the Sun offer every modern educational advantage — schools both public and private, from kindergarten through college. The public school system is rated among the finest in the entire country. Phoenix Union High School and North Phoenix High School have a total enrollment of more than 5,800; the former occupying 22 buildings, the latter completed in 1939 at a cost of nearly \$1,000,000. The two have a combined teaching staff of nearly 200, all with degrees.

There are 13 other high schools and 76 grade schools within a radius of 35 miles of Phoenix. In close proximity, too, are many nationally prominent private schools for boys and girls. Phoenix Junior College, with an enrollment of 750, gives the first two years of college work acceptable at all accredited universities.

Eight miles east of Phoenix, in Tempe, is located Arizona State Teachers' College which grants degrees in both the arts and sciences. All schools in this region, taking full advantage of the warm, dry, sunshine hours, feature a wide range of outdoor activities. Fortunate, indeed, is the child who can obtain his education here, in this invigorating, healthful climate.



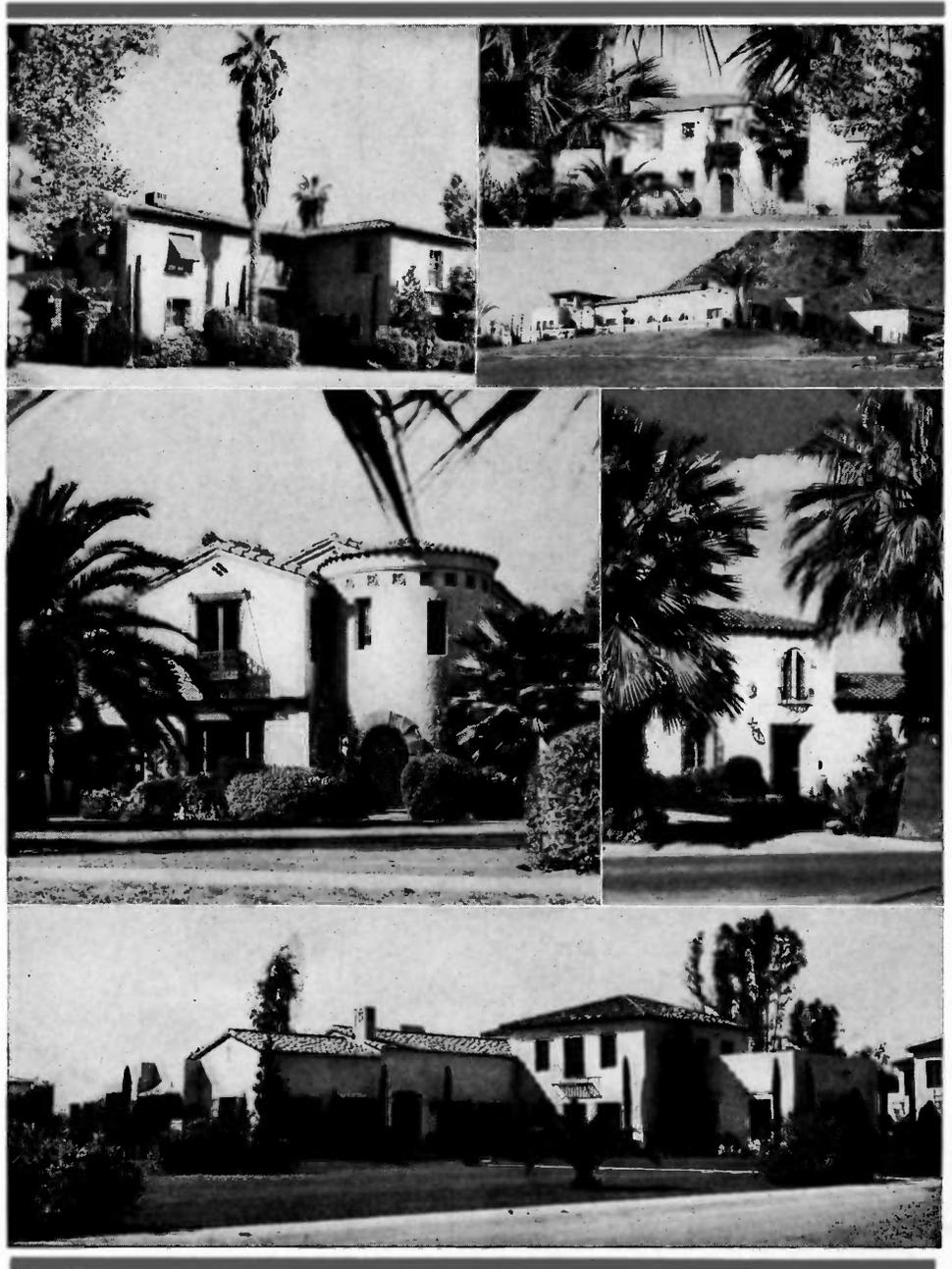
The Perfect Setting for Your Dream-Home



Come settle down for always in a land where winter fears to tread, where flowers bloom in profusion the year-round and lawns remain constantly green . . . in the land of sparkling sunshine, turquoise skies, and a kind, dry, warm climate.

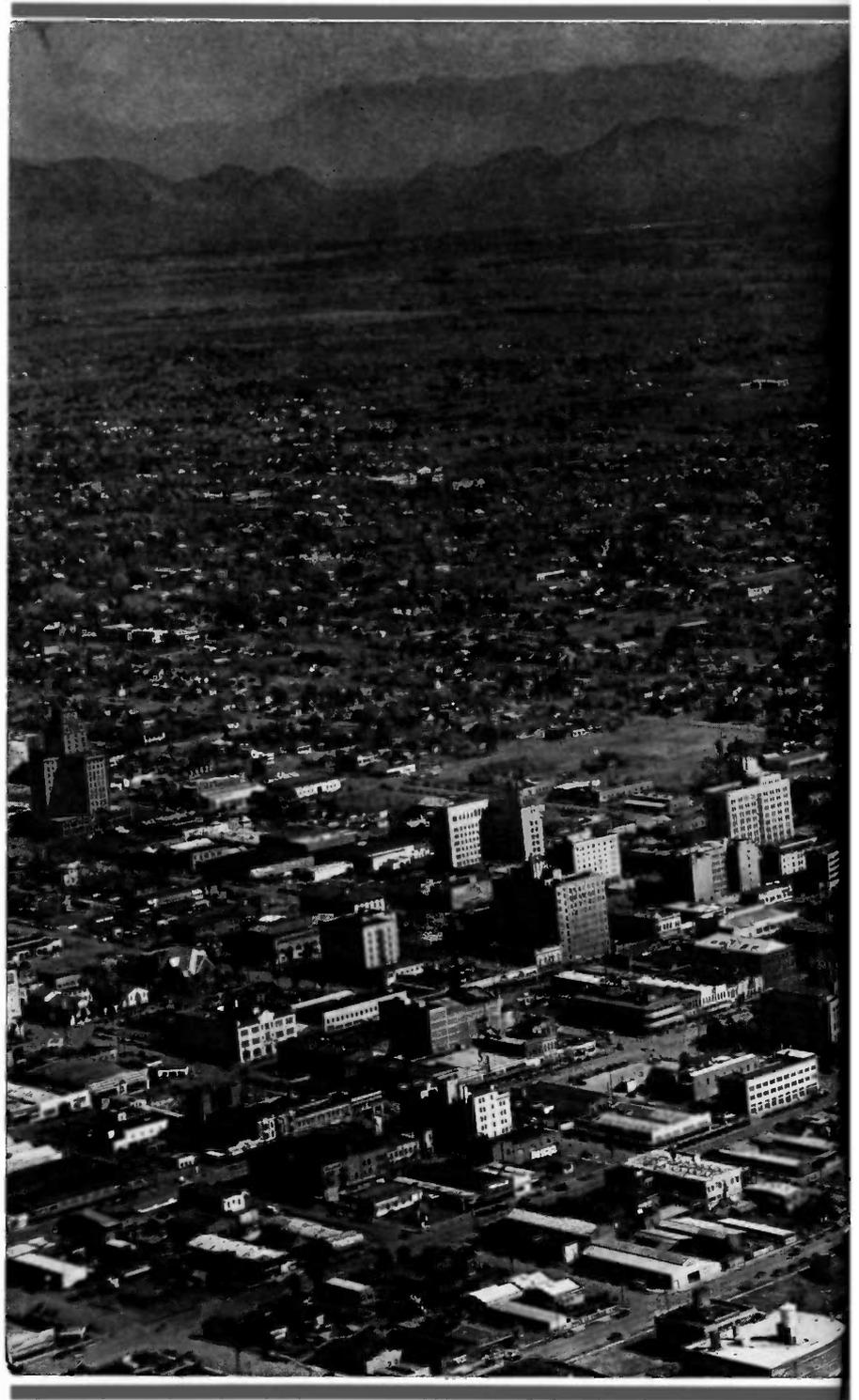
Families — thousands of families—families of modest means and families with millions—have wisely selected this radiant Valley of the Sun as the perfect setting for their permanent homes. Some chose as sites the broad, palm-lined avenues of Phoenix or the neighboring Valley towns. Others preferred a home-in-a-grove, with oranges, grapefruit, lemons and tangerines ripening in mellow sunshine just outside their windows. Still others have built their homes at the base of friendly, surrounding mountains, with the broad, shimmering desert — landscaped by Nature — for a front yard.

Fresh fruits and vegetables throughout the year, moderate living costs, exceptionally fine schools, thoroughly modern transportation systems, miles of paved streets and highways, are but a few of the factors which make this the ideal location for the home of your dreams.

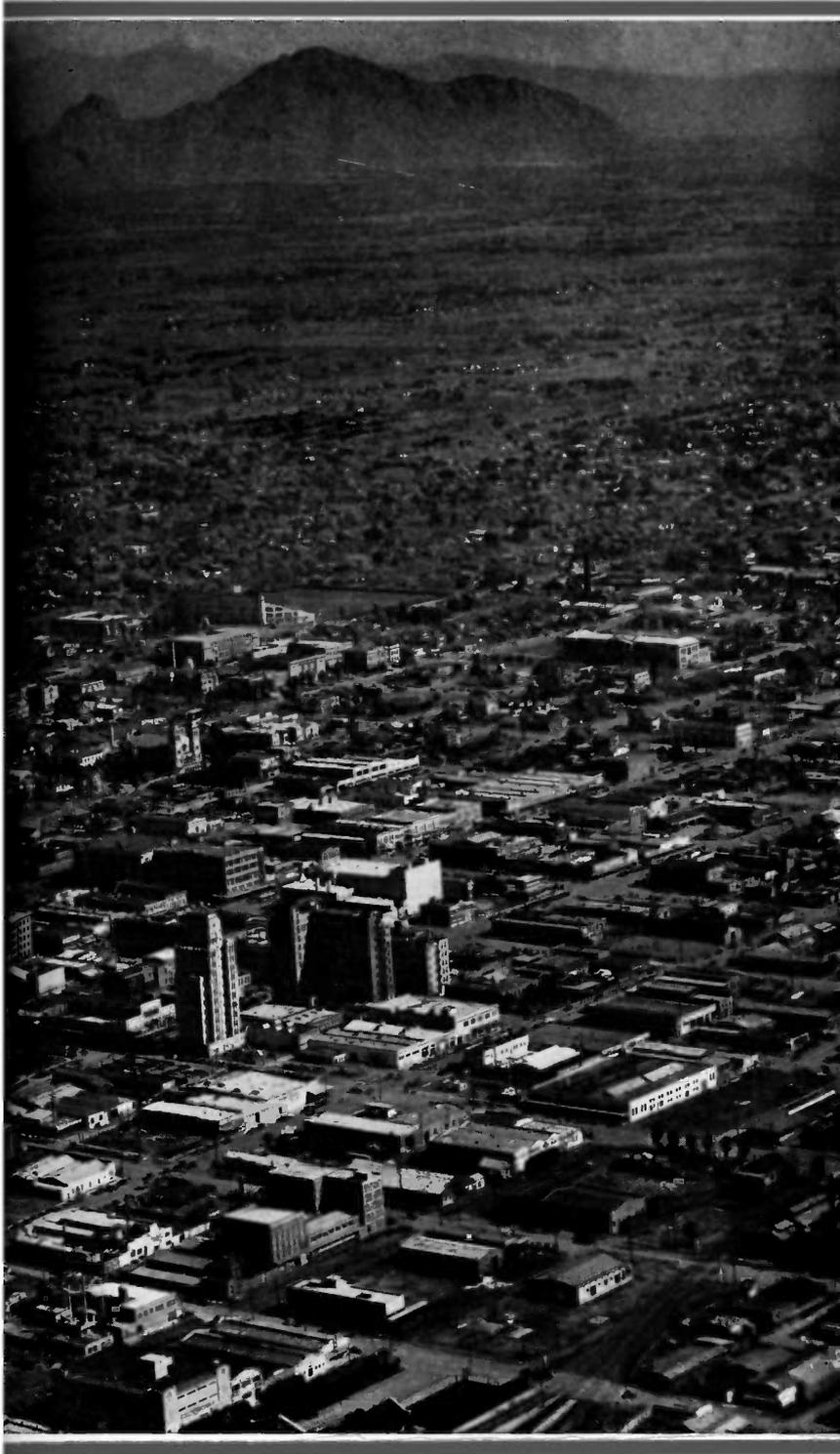


Sky View of the Glorious Valley of the

LIKE the mythical Egyptian bird whose name it bears, Phoenix has arisen, fresh and beautiful, from the ruins of two prehistoric cities which once occupied this site. But there the comparison must end, for its graceful, metropolitan skyline is a far cry from the pueblos of the primitive peoples who, in centuries long past, first inhabited this warm, dry Valley of the Sun. The air view reproduced here was taken from the southwest section of Phoenix, and shows, in the right background appearing as a kneeling camel, stately old Camelback Mountain, famous in legends of the Valley of the Sun. This view stretches out for fifty miles to Four Peaks in the far distance. The Capitol Building, the U. S. Indian School, Heard Museum, La Ciudad and Pueblo Grande (the ancient cities mentioned above), Papago Park, Park of Four Waters, Hieroglyphic and Echo Canyons, South Mountain Park, the Mormon Temple, and countless other points of interest are within a short driving distance of mid-town Phoenix. The city maintains 20 public parks embracing 18,948 acres. In this park system are found 10 playgrounds, 14 tennis courts, an 18-hole golf course, 4 swimming pools and several miles of lagoons for boating.



in . . . and Friendly Phoenix, its Hub



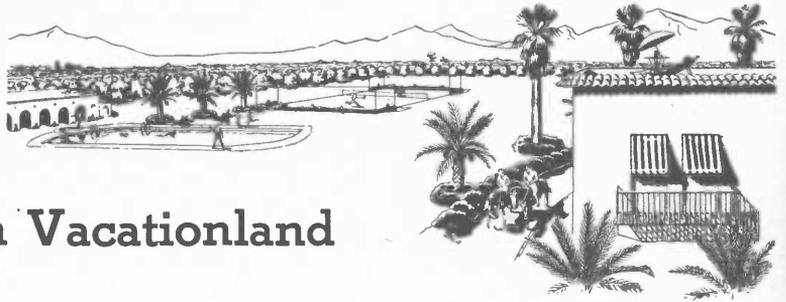
PHOENIX has a metropolitan population of 146,000. Maricopa County, of which it is the county seat, is as large as the entire state of Vermont and has a population of 200,000. This area constitutes the Valley of the Sun. Phoenix is served by three great railroads—the Rock Island, Southern Pacific, and Santa Fe—and by transcontinental highways No. 60, No. 70 and No. 80 east and west, and by No. 89 north and south. Both Greyhound Transcontinental and Santa Fe Busses have stations in Phoenix. The city is on American Airlines' all-year, fair-weather route and is the southern terminus for Transcontinental and Western Air, Inc. "Sky Harbor", the large, modern municipal airport, is recognized as one of the finest all-year ports in the country.

Practically every religious denomination is represented in the Valley of the Sun. All social, fraternal and service clubs and other organizations, both national and international, are to be found in Phoenix, so that the visitor feels at home and among friends almost immediately upon arrival.



ACCOMMODATIONS

As - You - Like - Them



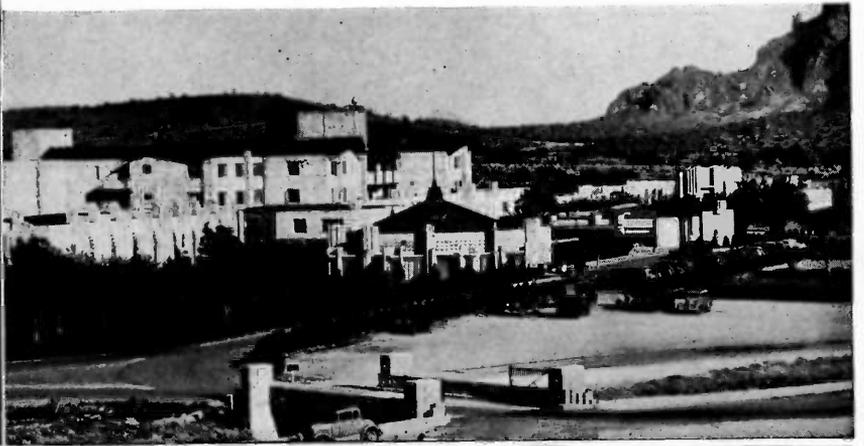
In the Valley of the Sun Vacationland



Living accommodations in the Valley of the Sun are diversified — sufficiently so to meet every taste and to fit any budget. They include completely furnished and perfectly appointed homes and apartments, urban and suburban hotels, dude ranches and desert inns, and attractive automobile and trailer courts.

Modern, downtown hotels have every facility for making guests comfortable and happy.

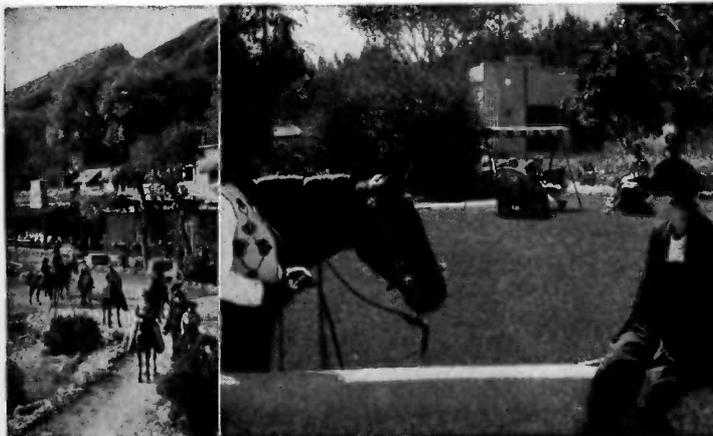
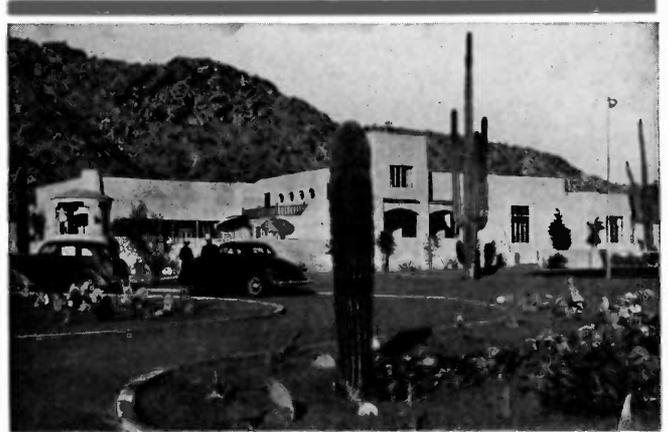
Countless picturesque resort hotels and inns, set in the gold-and-green of orange groves, or the beige-and-green of the desert, offer everything your heart could desire in the way of entertainment, recreation or relaxation. You can ride a western pony (or thoroughbred) over bridle path or polo field . . . play golf on velvety-smooth, all-grass courses . . . practice shots on the driving ranges . . . try your hand at archery . . . lob a tennis ball on palm-shaded courts . . . skeet shoot until your shoulder cries "quits" . . . step from your cabana into a magnificent pool . . . enter an impromptu rodeo contest . . . OR be just plain lazy, sun-lazing hour after hour under calm, cloudless, turquoise skies.



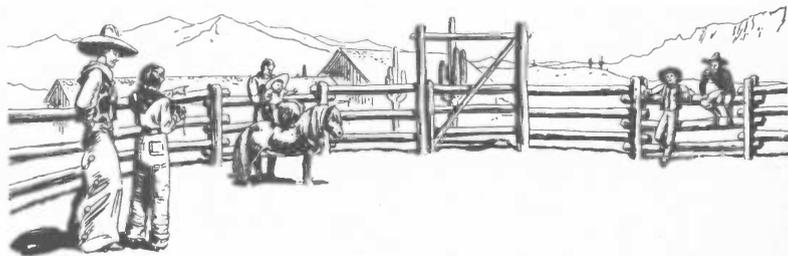


You may prefer to go completely western on your sojourn in the Valley of the Sun, roughing it either literally or in luxury. In this case, a dude ranch will exactly meet your requirements.

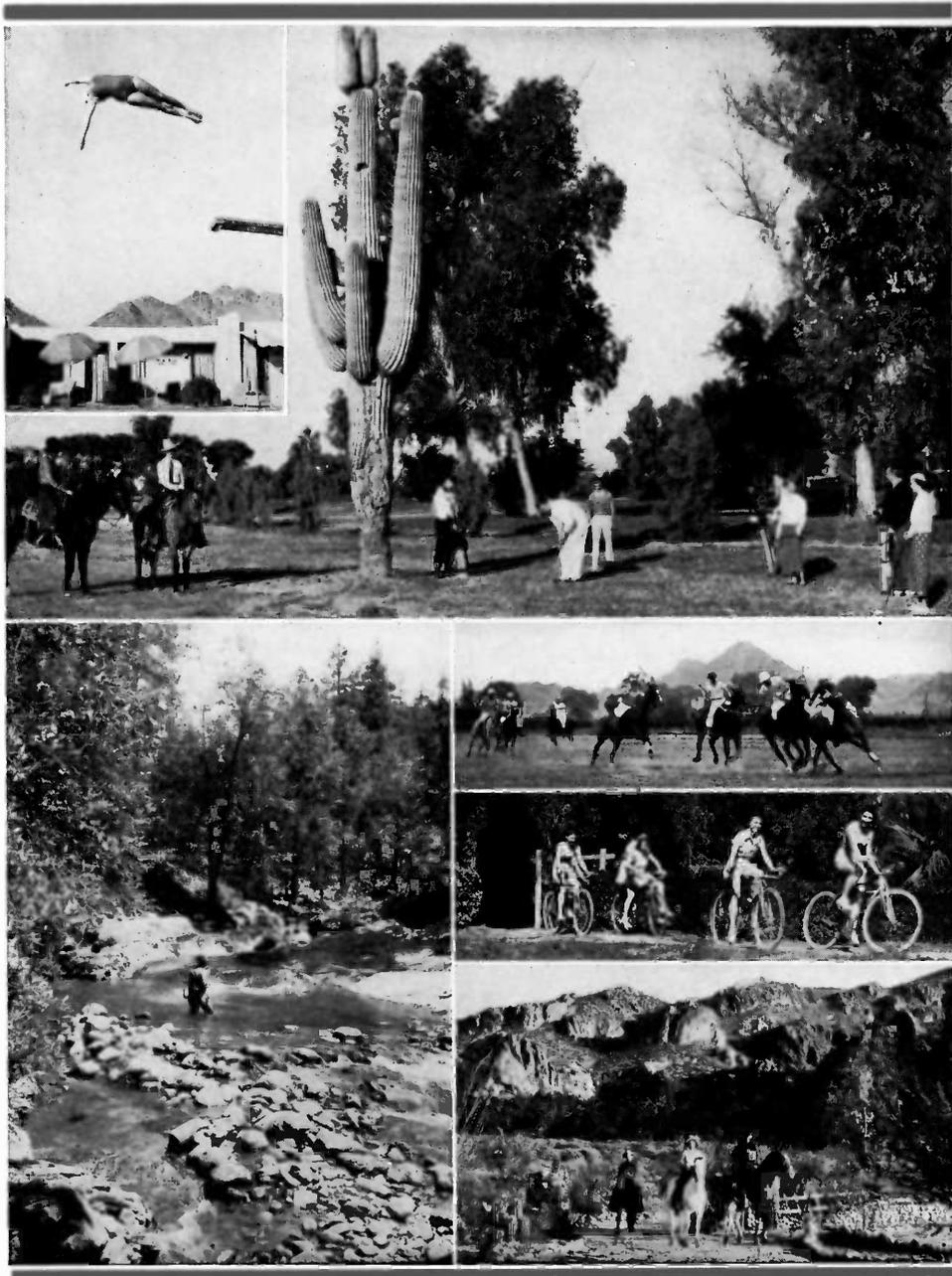
Many ranches in this vicinity, while offering modern accommodations for guests, are real cow-ranches retaining intact all the exciting flavor of life 'west of the Pecos'. Here you may, if you feel so inclined, assume the role of "one of the hands", joining in the round-up, 'riding fence' and 'cutting out' cattle like an old-timer. If it's absolute rest you want, the broad reaches of an Arizona ranch offer quiet retreats such as you'll find nowhere else. Youngsters, particularly, enjoy ranch life—yes, even while they attend the excellent outdoor schools which many of the ranches provide.



Every Day Is An Outdoor Playday



Sportsmen find in this delightful, desert-scented Valley a veritable Utopia. Rarely are plans made here with an eye to the weather, for every day is sunny — every night filled with star-lit enchantment. You can revel daily in your favorite form of outdoor recreation, be it riding horseback over colorful deserts, polo-ing on splendid fields, swimming in crystal-clear pools, cycling over alluring trails, motoring over excellent highways flanked with orange groves and date gardens, flying over enchanting desert terrain, hiking into cactus-studded mountains, fishing in bubbling trout streams, boating on canyon-walled lakes, hunting big game and birds in mountain and desert fastnesses, tennis on palm-fringed courts, picnicking in sequestered arroyos, even exploring prehistoric ruins. A popular diversion is dancing in the beautiful ballrooms of downtown hotels and nearby resorts. If winter sports strike a responsive chord, there's northern Arizona—a little Switzerland within a few hours drive from the Valley.

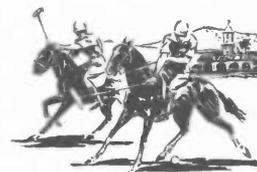
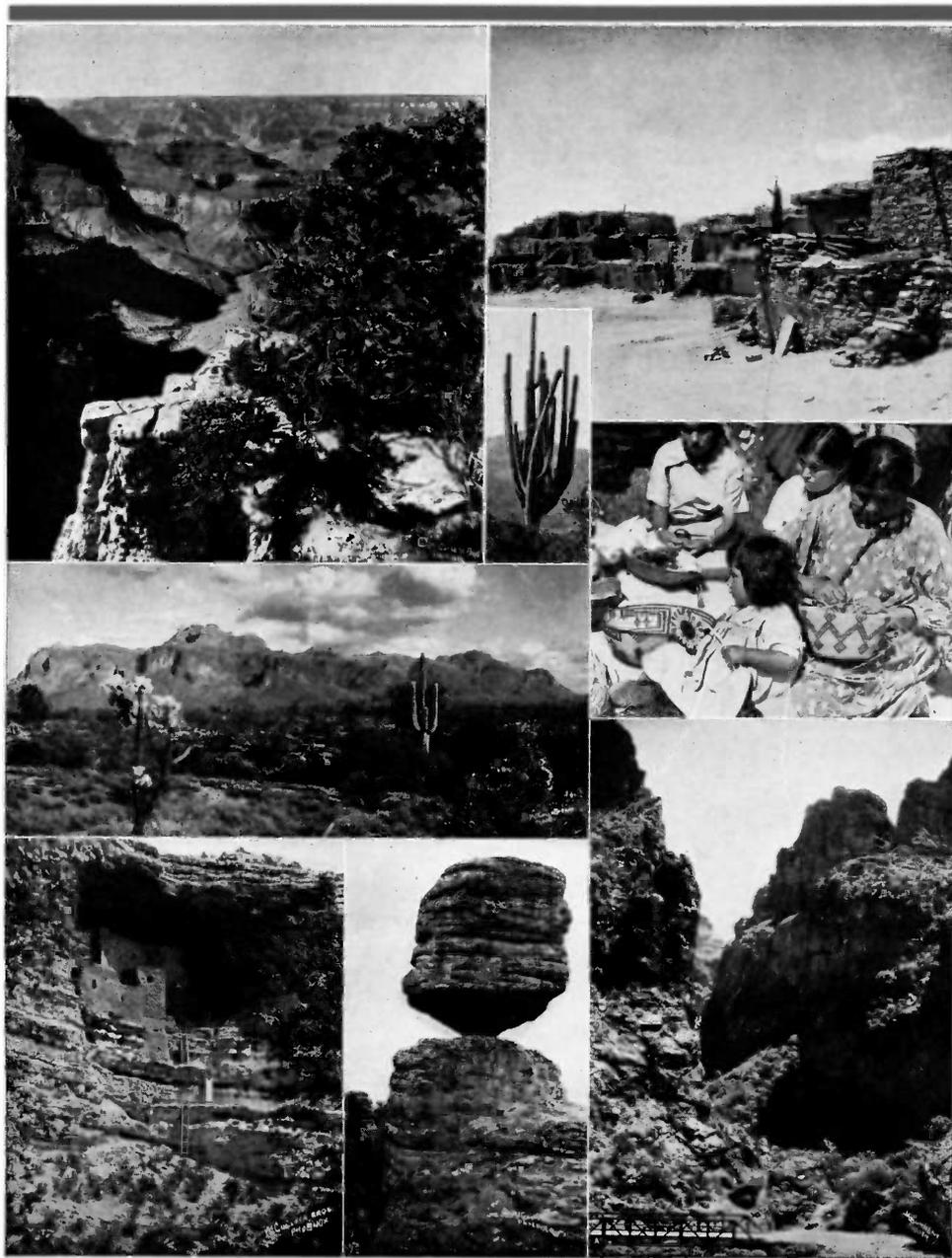




SCENERY

-A King's Ransom
Couldn't Duplicate

A few miles or a few hours in any direction from Phoenix will take you, through scenic splendors unsurpassed for sheer beauty, to many of the world's greatest natural and man-made wonders. Arizona has twelve National Monuments and ten National Forests. Easily accessible are awesome Grand Canyon, historic Apache Trail, fantastic Petrified Forest, brilliantly colorful Painted Desert, amazing Natural Bridge, Wonderland of Rocks, exotic border towns of Old Mexico, fascinating Meteor Crater, iridescent Colossal Cave, magnificent Oak Creek Canyon, and scores of prehistoric ruins and cliff dwellings such as Casa Grande, Tonto, Betatakin, Keet Seel, and Montezuma's Castle. Other alluring landmarks are Oraibi (oldest continuously inhabited village in the U. S.), Inscription House, Dinosaur Tracks, mysterious Superstition Mountain, Roosevelt and Boulder Dams, bronze-walled Canyon Lake, San Xavier and Tumacacori Missions, and vast Indian Reservations. Come visit this scenic, romantic fairyland!



An Agricultural Empire That Knows No Rival



Is it any wonder the farmer finds life to his liking in Arizona's famous Valley of the Sun! A twelve-month growing season, rich soil, a climate ranging from temperate to semi-tropical, and abundant water perfectly controlled by irrigation, make the Valley of the Sun an agricultural empire second to none. More than thirty different crops are raised here, including bumper crops of tomatoes, cabbage, lettuce, broccoli, spinach, carrots, cauliflower and other truck products. Crop valuation in the Valley of the Sun averages \$128.81 per acre.

Arizona's cash farm income in 1942 was \$107,000,000. Its cotton crop alone, including its famous long-staple, was valued at \$28,000,000. Some \$19,000,000 annually are realized on truck crops; \$1,500,000 on cantaloupes; \$3,000,000 on lettuce; \$3,000,000 on citrus. Five or six cuttings of alfalfa a year are the average. Apricots, plums, peaches, grapes and other fruits flourish in abundance. Dates and citrus grown here enjoy a world-wide market.

A University of Arizona Experimental Farm is located in nearby Mesa. A chemical laboratory is maintained in Phoenix, by the University of Arizona Experiment Station, for the testing of soils, water and fertilizer. An Agricultural Agent with several assistants is established in Phoenix to aid farmers in solving their problems. Exceptionally high living standards, fine schools and friendly neighbors contribute to the family's happiness in the rural districts.

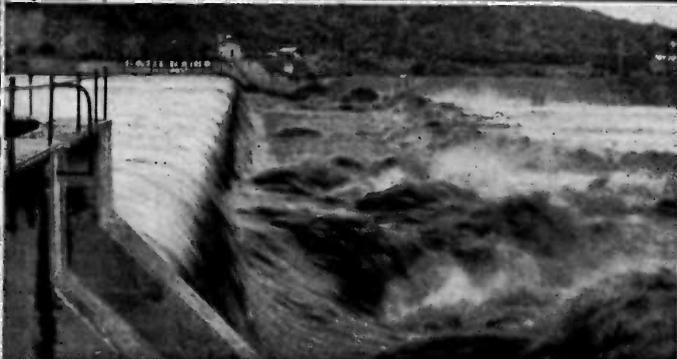


LIQUID GOLD

Farmers in this famous Valley of the Sun do not have to depend on fickle Nature for water. Here a vast, \$50,000,000 irrigation system—considered the most successful of its kind in the world—has converted 400,000 acres of desert land from a natural cactus garden into a land of abundance. Astounding achievements in irrigation have focused the eyes of the entire world on this Valley.

There are, today, six storage dams and three diversion dams, with a canal system 2,200 miles in length. The water supply is obtained from the Salt, Verde and Agua Fria Rivers which drain a watershed of approximately 13,000 square miles. (See maps reproduced on inside back and front covers). Storage is provided by Roosevelt, Horse Mesa, Mormon Flat, Stewart Mountain, Bartlett, and Carl Pleasant reservoirs, (the first four of which form a continuous chain of lakes more than 60 miles long), with total storage of 2,015,000 acre feet.

These lakes deliver a never-ending stream of water to a vast network of canals, to be released in the right quantities whenever needed. Impounded behind giant dams, it is likewise made to generate electricity for Arizona's great mining industry, as well as the farms, ranches and communities in the Valley of the Sun. Thus has man met and overcome the adversities of Nature, turned them to his own use, and made the desert bloom.

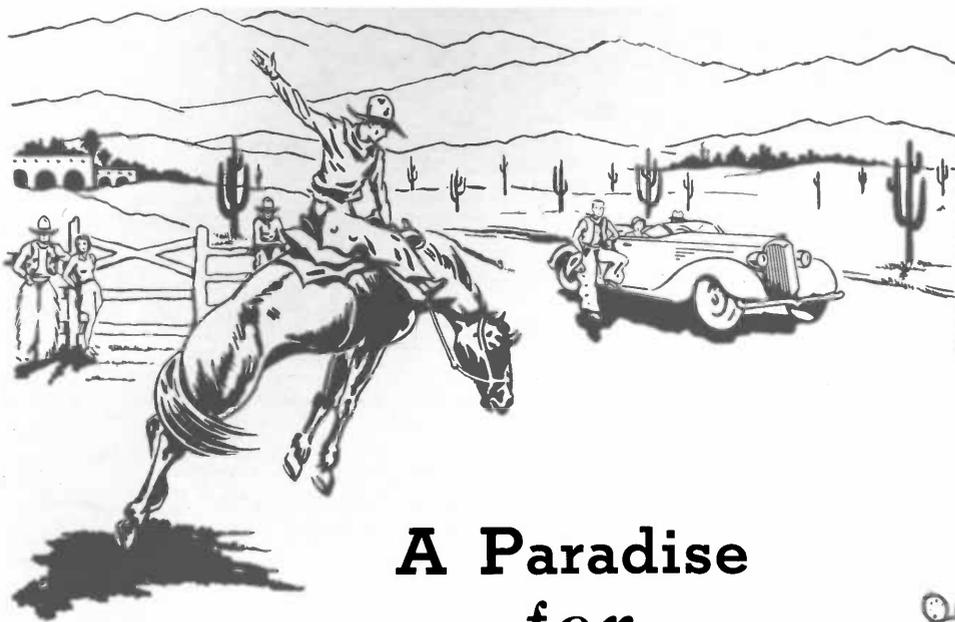


These Little Dogies Go To Market

Part and parcel of the west is the livestock industry, which offers alert stockmen unequalled opportunities in the Valley of the Sun. Almost a million head of cattle, and nearly a million sheep, grazing on 65,000,000 acres of Arizona range, return an annual income of \$30,000,000 to stockmen on their total investment — including livestock, ranches, improvements, breeding, feeding, slaughtering and shipping — of more than \$75,000,000. Arizona beef, lamb and mutton are shipped to points throughout the United States and to many foreign lands. The sheep man not only produces meat but, of course, is primarily concerned with the wool clip, used for a thousand purposes.

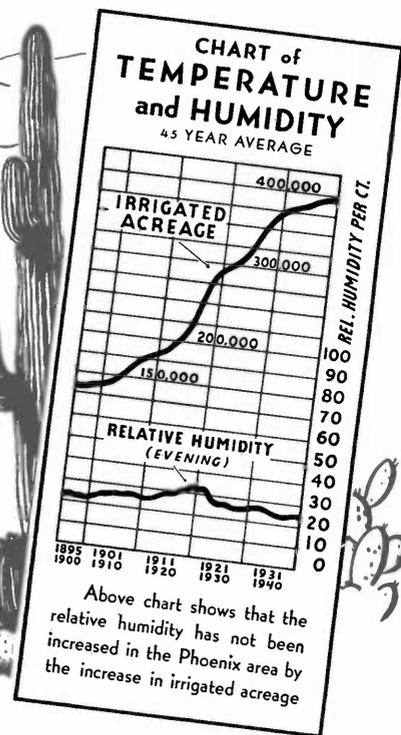
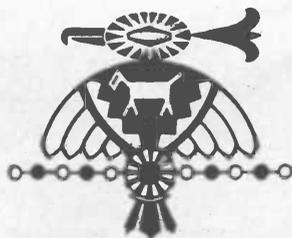
Those whose interest in livestock centers in dairying will find this the ideal dairy country. Here cows are out in the open the year around, and are stabled only for milking and for feeding concentrates. The rapid growth of alfalfa makes it unnecessary to spend six months of each year harvesting and putting away feed for the other six months. Winter grain is frequently sown in alfalfa fields and makes perfect winter pasture without injury to the alfalfa. Cows bring good prices, and progressive dairymen turn their surplus herd increases into ready cash by shipping them into neighboring states.





A Paradise for Sun Worshipers

WELCOME, you who are blizzard-weary, to this land of perpetual, rejuvenating, warm, dry sunshine, where 365 days a year are out-of-door days. Come join the ranks of the Sun Worshipers in this glamorous, golden, ever-inviting Valley of the Sun. Here is a land where the weather seems made to order . . . where the climate is mild and exhilarating . . . where the atmosphere is clean, pure and clear, and the humidity exceptionally low . . . where each day is filled with the maximum hours of brilliant, health-giving sunshine. Here is a land where Indian Summer lasts all winter . . . where you may bask in genial warmth while the rest of the world shivers and shovels. There are no blizzards, no snow, a minimum of rain. The U. S. Weather Bureau



statistics give yearly average figures for the Valley of the Sun as follows:

Temperature	70.3—47 year average
Rainfall, Inches	7.89—47 year average
Wind Velocity	5.80—47 year average
Sunshine:	
percentage of possible total	84.0—47 year average
Relative Humidity	47 year average
Morn.—57, Noon—29, Eve.—28	

Phoenix has an ideal altitude of 1080 feet—neither too high nor too low for comfort. Scientists have definitely proved the remarkable advantages in the ultra-violet rays of the sunshine found in this region. Come get YOUR share of this famous sunshine in the happy Valley of the Sun!

Interesting Towns, Old and New, in the Valley of the Sun

WITH Phoenix as a center, the famous Valley of the Sun includes nine incorporated and twenty-six unincorporated towns. You are sure to find in Phoenix, or one of these modern Valley towns, the perfect winter vacationland, and the ideal setting for your year-round home. The incorporated towns include:

BUCKEYE: Buckeye is 35 miles west of Phoenix, on U. S. Highway No. 80 and the main line of the Southern Pacific. The first irrigation canal in the community was constructed in 1885 by pioneers from Ohio, who gave the settlement its name—the nickname of their home state. About 60,000 acres of rich land are now under cultivation in this area, irrigated by the waters of the Gila and Salt Rivers. There are seven churches, four tourist camps, one theatre, a bank, a newspaper, a high school and grade school in this thriving town. Population: 1,305. Altitude: 888 feet.

CHANDLER: Located on State Highway No. 87, and on the Southern Pacific's main line, Chandler is 23 miles southeast of Phoenix. The community bears the name of its founder, who established the townsite in 1912. Citrus thrives in the fertile land surrounding Chandler, as do other fruits and vegetables. There are four hotels (including one of the country's finest resort hotels), eleven school buildings, and an airport officially recognized by the U. S. Department of Commerce. The town is laid out around a beautiful park. Population: 1,800. Altitude: 1214 feet.

GILBERT: 23 miles southeast of Phoenix, on branch line of Southern Pacific and paved county highway. Livestock feeding is an important industry. Principal crops, alfalfa and grain. 3 schools, including high school, 1 theatre. Population: 837. Altitude: 1276 feet.

GLENDALE: Nine miles northwest of Phoenix is Glendale, on the Santa Fe Railroad and U. S. Highways No. 60, No. 70 and No. 89. The community—"The City of Perpetual Harvests"—is in the heart of the Valley's cantaloupe and lettuce growing region. This industrious town has several luncheon clubs, a bank, two newspapers, and 37 school buildings, including a high school. The U. S. Experimental Poultry Farm is located at Glendale. Population: 4,855. Altitude: 1154 feet.

MESA: Mesa is located 16 miles east of Phoenix, on U. S. Highways No. 60, No. 70, No. 80 and No. 89, and on the main line of the Southern Pacific. The townsite was chosen because of the discovery of an ancient irriga-

tion canal which was utilized by the settlers. Some of the best citrus land in the Valley is to be found in the Mesa district, and two citrus packing plants are located here. Here, also, is the University of Arizona Experimental Farm. Mesa is justly proud of its stately and beautiful Mormon Temple. There are six churches, a bank, three luncheon clubs, a newspaper, and six school buildings in Mesa. There are also two theatres, a modern general hospital, six tourist camps, and five hotels, one of them being an outstanding tourist hotel. Population: 9,000. Altitude: 1229 feet.

TEMPE: Established in 1870, Tempe is the second oldest community in the Valley of the Sun. Tempe is the center of an exceptionally fine agricultural region, the principal crops being cotton, alfalfa and fruit. The University of Arizona Date Garden particularly interests the visitor here. Livestock is an important industry. Tempe is the home of Arizona State Teachers' College, set in the midst of a quiet, charming, palm-shaded campus. There are nine churches in the town, two luncheon clubs, four school buildings, a theatre, two hotels and eight tourist camps. Tempe is on the main line of the Southern Pacific, and on U. S. Highways No. 60, No. 70, No. 80 and No. 89. Population: 4,400 (including 1,300 college students). Altitude: 1150 feet.

TOLLESON: Tolleson is the center of an agricultural district 10 miles west of Phoenix, on the Southern Pacific Railway, and on U. S. Highway No. 80. Many of the Valley's large lettuce and cantaloupe packing sheds are situated in Tolleson. The town has three school buildings, five churches, a theatre, a luncheon club, and six tourist courts. Population: 1,731. Altitude: 1011 feet.

WICKENBURG: "The Dude Ranch Capital of the World" is Wickenburg, located on the Hassayampa River 54 miles west of Phoenix on the Santa Fe R.R., and on U. S. Highways No. 60, 70 and 89. The town bears the name of Henry Wickenburg, who discovered the gold-laden Vulture Mine 11 miles south of it. Wickenburg's principal industries are mining, livestock and agriculture. There are three churches, a modern hospital, two hotels, nine tourist courts, and many famous guest ranches. Population: 1,600. Altitude: 2070 feet.

Unincorporated communities in the Valley of the Sun are: Agua Caliente, Aguila, Arlington, Avondale, Beardsley, Cactus, Cashion, Cave Creek, Gila Bend, Goodyear, Harqua, Higley, Komatke, Laveen, Lehi, Liberty, Litchfield Park, Marinette, Mobile, Morristown (Hot Springs Junction), Palo Verde, Peoria, Scottsdale, Sentinel and Wittman.



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