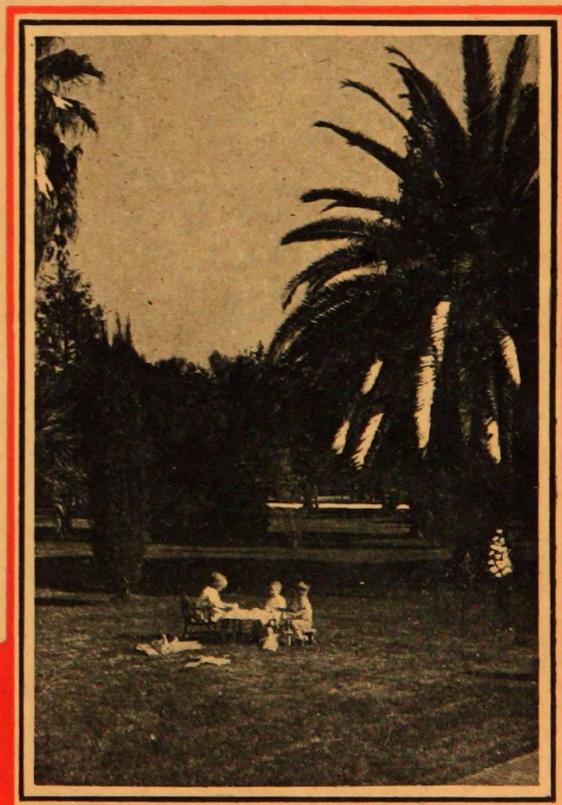


Phoenix

ARIZONA



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"THE NEW WINTER PLAYGROUND"

F O R E W O R D



This book aims to give a cross-section of the life, recreation, and business activities of Phoenix—sent out in response to inquiries from all over the United States and Canada.

It is published by the PHOENIX ARIZONA CLUB, INC., a non-profit organization of Arizona citizens interested in the development of Phoenix and the Salt River Valley.

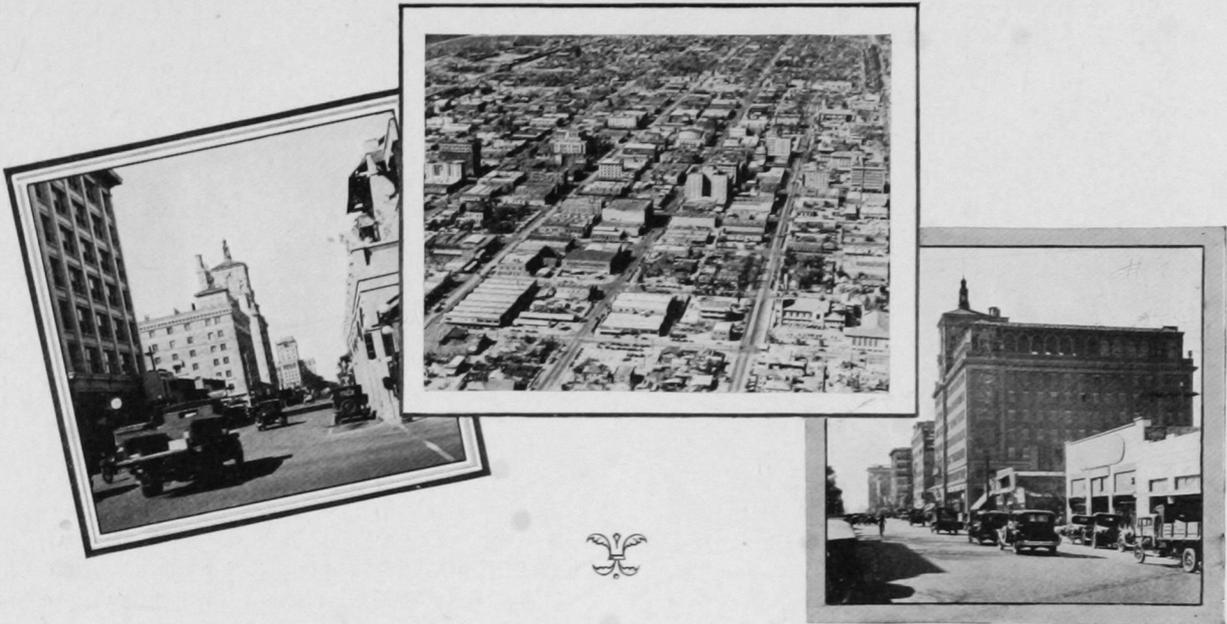
There is so much to tell about—the city itself, our mountain scenery, our irrigation project, how we work, how we play and the joy we get out of just living here—that we are going to take you on a specially conducted “photo-logue” to the principal scenic points nearby.

Actual photographs only are used, and while these give but an impression of our city and its environs, they will in a measure answer the question, “Why should I go to Phoenix?”



PHOENIX, ARIZONA, "*The New Winter Playground*"





Phoenix--- *The Metropolitan City*

Geographically, Phoenix is a city in the middle of wild desert lands—actually it is a commercial center of abnormal progress and development and incidentally, the largest city between El Paso and Los Angeles.

Tall, imposing edifices greet the eye—modern street cars—automobiles—traffic control and other recognized features of the busy metropolitan city. Wide, paved streets and artistic electroliers mark the downtown area, while a lavish program of landscaping beautifies the residential districts.

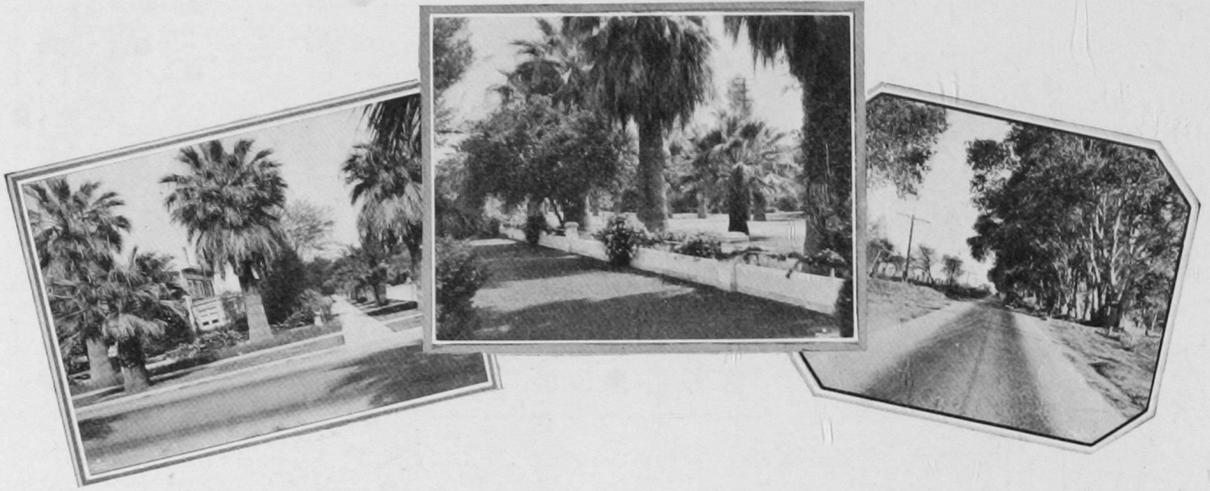
Of moving picture theaters, there are six. Phoenix is also on a theatrical circuit, receiving the best of road shows. Vaudeville programs are a weekly feature. Two first class stock companies supply the wants of those who enjoy the spoken dramas. High class concert companies regularly appear during the season, supplemented by entertainments

by the Little Theater organization and Pop Concerts by recognized nationally known artists.

The Arizona State Fair is held annually in Phoenix in November, and includes important racing and sporting events. An annual Wild West Rodeo is held here in February. Several high class dancing pavilions with private and municipal parks and well kept swimming pools supply the wants of those seeking recreation of this nature.

Phoenix has in all 14 public parks; many have playgrounds with supervised play hours, the two largest being University Park of 10 acres with a large municipal swimming pool and baseball field, and Eastlake Park of 16 acres, comprising a baseball field and swimming pool.

Added to the commercial and social life of Phoenix is a strong under-current of religious observance. Sixty-five denominations are here represented, whose sacred buildings rank high, architecturally, among the city's places of interest.



The Origin of the City's Name

Almost any school kiddie in Phoenix can tell you how the city got its name, and as it is of interest to the prospective visitor, we give the story: In the early 60's the Americans began to come into the Southland, from the ore-laden mountains of the north. Braving warlike savages, the blistering heat of the sun, the maddening torture of desert thirst, they settled at a place four miles east of Phoenix. Finding that the reddish soil was very fertile, needing only water to make it productive, the first canal was dug in 1867. It was known as "Swilling Canal" and it followed the line of an ancient waterway. In 1870, the first survey of the present city was made, and two months later the first building was erected on the corner where now the Anderson block stands. Discussion then arose as to what the new town should be called. A Cambridge graduate, Darrel Duppa, suggested, "Let us call it Phoenix, for here on the ruins of the old, a new city will arise." So from the one adobe building, finished in 1871, has grown the Garden City and metropolis of Arizona, with a present population of

more than 75,000 people. Phoenix likewise is the seat of the state and county governments, and the center of all United States Government activities in Arizona. It is the largest city in the Colorado Basin, the wholesale, commercial, and retail center of a trade territory embracing 500,000 people.

The Climate of Phoenix

To one accustomed to the rigors of an Eastern winter, no mere words can convey any idea of the soft, balmy atmosphere of Phoenix, even in January.

Getting down to actual facts about climate, the air is always pure, dry and stimulating, sufficiently cool to be pleasant and yet sun-warmed every day. The altitude, 1080 feet above sea level, is enough to insure invigoration, but not high enough to affect blood pressure. Average actual temperatures recorded over a period of thirty-three years gives readings by months as follows:

January	64.9	July	102.7
February	69.0	August	100.8
March	74.0	September	96.7
April	81.7	October	85.8
May	90.0	November	74.5
June	100.8	December	64.7



Golf the Year 'Round



Here the sun shines practically every day of the year, with an annual rainfall of about eight inches. Children love the sunshine, and there is plenty here in the winter for them. The beneficent effect of the climate upon those who seek an enjoyable retreat from the harsh winters of the north and east is not easily exaggerated.

Here one may really know the joy of living with air, day and night, dry, pure and stimulating like champagne, just cool enough to be pleasant and sun-kissed practically every day. It is absolutely aseptic and life-giving. The over-worked business man, the banker who has been indoors too much, the engineer, the scientist, everyone, indeed, whose work in the world has placed a strain upon the nervous and muscular system, the mentally weary, the neurotic, the man and woman also who feels "all run down" will find a recuperative climatic paradise in Phoenix and its surrounding country.

How We Play in Phoenix

Do not suppose that Phoenix relies on its wonderful climate alone to serve as a basis for its invitation to visitors. Active and intelligent people want far more than climate to induce them to visit a place for any length of time. Phoenix fully understands this, and is fully prepared for it.

Are you a golfer? Then the sporty links at the Phoenix Country Club, Arizona Biltmore, El Molino, Ingleside, San Marcos in Chandler and Castle Hot Springs invite you to indulge in your favorite game. Ask the Phoenix Arizona Club, Inc., about green fees and visitor's cards.

Does tennis appeal to you? A dozen courts hospitably await your coming. Rifle ranges, trap shooting, riding, archery, auto trips and other forms of outdoor exercise invite you every month in the year.

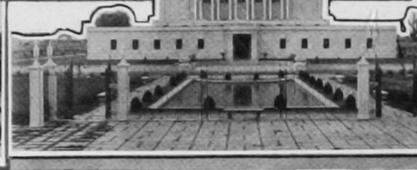


Arizona Museum



State Capitol

Court House



Mormon Temple, Mesa



Phoenix--- Prehistoric and Present

There is a very fine collection of prehistoric remains on view at Phoenix. This exhibit is housed in the Arizona Museum which is open to visitors daily.

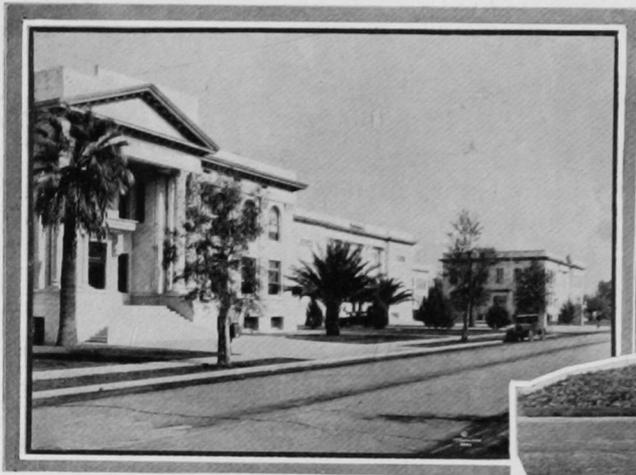
Too much cannot be said for the patience and perseverance of mankind, together with the later assistance of the United States Government, in transforming the great desert land of the valley into its abundant fruitfulness. Vast fields of alfalfa, cotton, lettuce, cantaloupes, peas, sorghum; orchards of oranges, grapefruit, dates, olives, apricots, etc.; gardens of almost every vegetable and berry known in tropical and temperate countries; and a thousand and one wild and cultivated flowers that bloom from one new year to the next fill the eye, and yet only make a foundation for the richness of colors they possess. Shade trees, such as the poplar, cottonwood, eucalyptus, pepper, ash, acacia, pomegranate and oleander give additions to the gamut of color which becomes a painted riot when the glorious chariot of morn gilds the sky or when at night he flashes into efforts to surpass himself as he passes below the western horizon,

changing in color with every hour of the day and night from opalescent fire, crimson radiance, and brightest saffron, through tenderest shades of pink, lavender, mauve, gray and other tints to which no name has ever been given, to the rich Tyrian purple that makes all our western mountains royal in their majesty and glory.

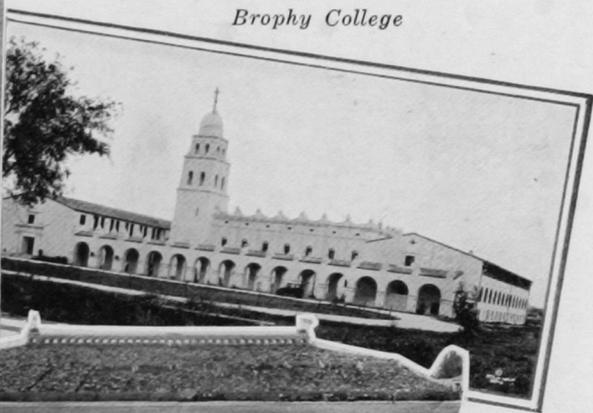
A Convenient Travel Center

It should not be forgotten that in this day of good roads and automobiles the former limitations to one's travel are practically removed, and one located in Phoenix can be transported with the minimum of effort, time and labor to any point of the state he may wish.

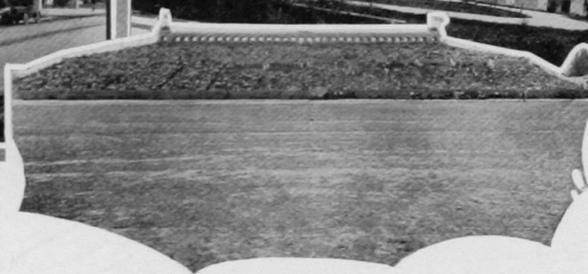
Therefore, it is wise to establish oneself in a center where everything desirable is easily obtained, and make it the radiating point for all the trips one may wish to take. Naturally, Phoenix is that center.



High School



Brophy College



High School Stadium

An Excellent School System

HIGH SCHOOLS:

High schools all through Maricopa County, and Phoenix in particular, are among the best in the country from the standpoint of teachers, buildings and equipment they represent. The Phoenix Union High School now ranks as one of the largest in the Southwest and is one that compares in size with the largest in the nation. It represents the very finest in architectural design and facilities that modern education offers.

Phoenix High has in round numbers six thousand students, is a three million dollar educational plant, and is included among the ten best high schools in the United States. It has ten permanent buildings, one hundred and fifty instructors, and stands on a campus extending over ten acres. A modern stadium, with a seating capacity of over ten thousand, rounds out the development of this splendid educational institution. The city also has a

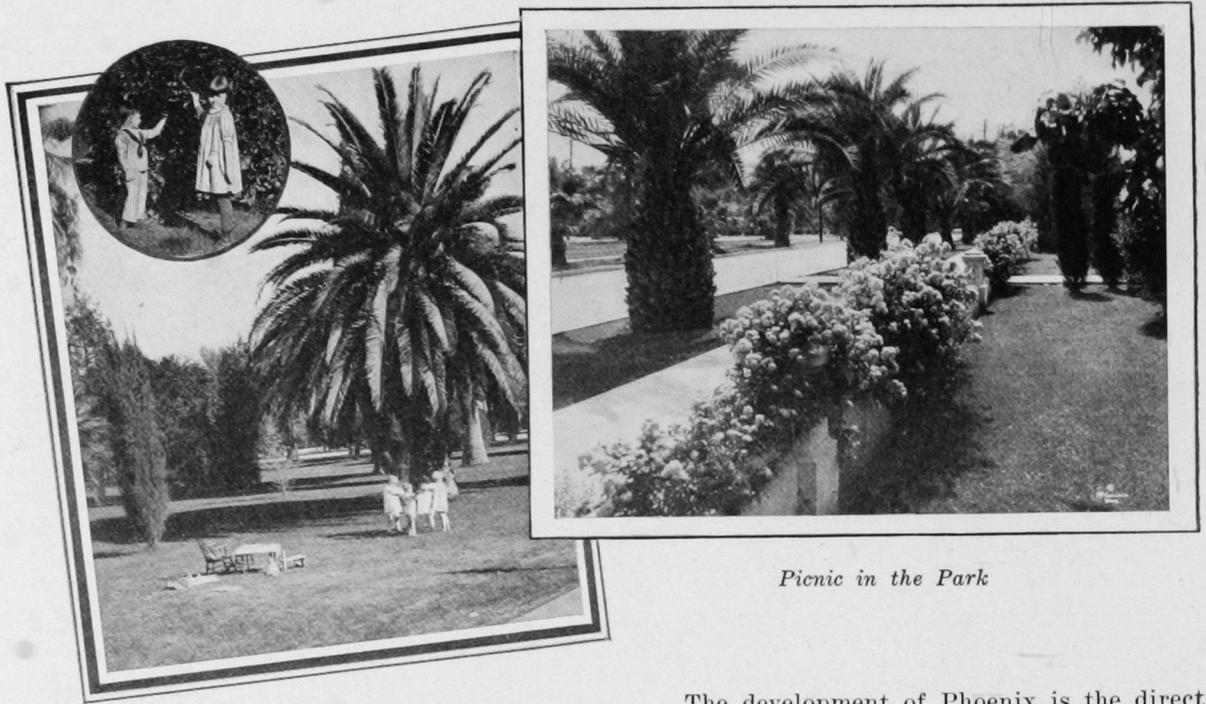
Jesuit College, a Junior College, a Catholic High and Grammar School, and two business colleges as part of its educational system.

GRAMMAR SCHOOLS:

There are twenty grammar schools, requiring the services of 302 teachers. This number does not include those engaged in special work such as music, art, home economics, manual training, physical education and health instructors. Few cities in the East maintain their educational systems at as high a state of efficiency as Phoenix.

Write for Literature

Several other booklets and descriptive folders are published by the Phoenix Arizona Club, Inc., for your information and they are yours for the asking. Sent free upon request.



Picnic in the Park

The Outdoor Appeal Of Phoenix

Phoenix enjoys an ideal situation, 1080 feet above sea level, near the Salt River and in the center of the richest and most fertile valley in all America.

Bounded on the north, south and east by the mountains, Phoenix is the metropolis of an agricultural empire second to none of its kind in the world, and, as we shall show later, founded on the ashes of a vanished civilization. As a matter of fact, the Roosevelt Irrigation Project is patterned on a system perfected 2000 years ago, and modern cities of the Salt River Valley now actually stand on the sites of prehistoric "pueblos" whose origin is lost in the haze of antiquity.

Phoenix, therefore, has much to offer in historic interest, as we shall show as this little book unfolds its story.

The development of Phoenix is the direct outcome of irrigation. Here arid wastes of desert lands have been reclaimed, cultivated and made profitable, and where once only the cactus grew, wide streets and imposing edifices now mark the progress of business, educational and social life.

The climate of Phoenix is its greatest charm for the visitor. The healthy outdoor existence such as is led here cannot do other than foster a sunny disposition and a free-handed hospitality. For instance, to partake of luncheon under the shade of a leafy palm, surrounded by the perfume of perennial flowers, with perhaps fruit freshly picked from the same garden, is something worth while—to say nothing of the contrast between such a delight, and a typical January day in New York or Chicago.

Picture, if you can, the delight of winter school days in Phoenix, bright sunshiny days, youngsters playing out of doors nearly every day during the winter, breathing nature's best remedy for many ills, pure invigorating air.



Phoenix---
The City of Beautiful Homes

Phoenix, as a city, is a delightful surprise. To those who may never have visited within its hospitable boundaries, it doubtless calls up visions of great silent desert lands, wild mountain regions, limitless wastes where grow only the cactus and mesquite, and where none save they who crave solitude ever go.

On the contrary, Phoenix is a beautiful, well cared for garden. True, she can give you the weird, wild desert, the rugged mountain peaks and the cactus-strewn canyon if you wish, but she uses them only as a background, in striking contrast to the abundant foliage and the brilliant coloring with which she surrounds herself.

A three-minute automobile journey in any direction from the business district will take you where flowers are blooming in a riot of color, and where leafy palms form artistic settings for veritable picture homes.

Here a quiet, shaded street and there, luxuriant lawns, framing beautiful flower gar-

dens. A minute more and a splendid park comes into sight, having foliage of almost every known variety. Rounding a corner, we see a stately mansion, across the way, a tiny picturesque bungalow—everywhere flowers, everywhere sunshine.

Before we take you out to see the mountains, deserts, cacti and other wonders, we want to show you the City of Phoenix. It is the business hub of the state and has 1,800 thriving business institutions. Its banking deposits as of January 1, 1929, totalled more than thirty-nine million dollars, showing an increase of over twenty million dollars in less than ten years.

Real estate figures recorded by the city show the assessed valuation of all property within the corporate limits of Phoenix for the year 1929-30 at eighty million dollars. The value of county property is assessed at one hundred and forty-two million in round figures.



Roosevelt Dam



Horse Mesa Dam

*The Roosevelt Irrigation Project — Premiere
Reclamation Project of the U. S. A.*

The Salt River Project

The Salt River Project was the first irrigation project constructed by the United States Reclamation Service under the Reclamation Act. Upon the completion of the Roosevelt Dam and until the year 1917 the project was operated by the United States Reclamation Service. In 1917 the project was turned over to the Salt River Valley Water Users Association, a public corporation, owned by the farmers, which functions to deliver irrigation water to the land, and to maintain and continue development of additional lands and hydro-electric power for the Salt River Valley.

The project comprises some two hundred and forty thousand acres, five huge dams, one for diversion and four for storage and power, creating a chain of lakes nearly 60 miles long, generating nearly 100,000 H. P. electric ener-

gy, yielding an annual revenue of over two and one-half million dollars, and putting electricity in every farm home in the project.

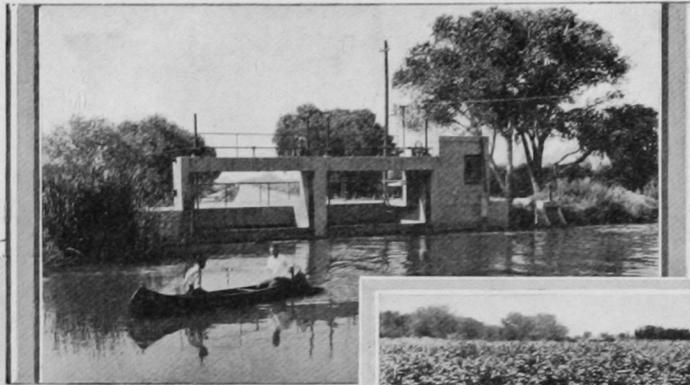
The revenues from the power development which are drawing the eyes of the world to this project will ultimately pay, not only the cost of the power development itself, but in addition, repay to the government the money advanced to build the Roosevelt Dam and enlarge the irrigation canals, and the operation and maintenance expense, and leave a substantial surplus, truly a remarkable condition that has been accomplished in less than twenty years time.

From the point of view of the tourist, Roosevelt Dam, the most spectacular part of the project, is the main point of interest in the Salt River Valley. From an engineering standpoint it ranks second to none of its kind in the world.

This stupendous undertaking, 76 miles from Phoenix over the Apache Trail Highway,

“The New Winter Playground” PHOENIX, ARIZONA

Headgate on Canal



Canal Scene



Water Stoppers

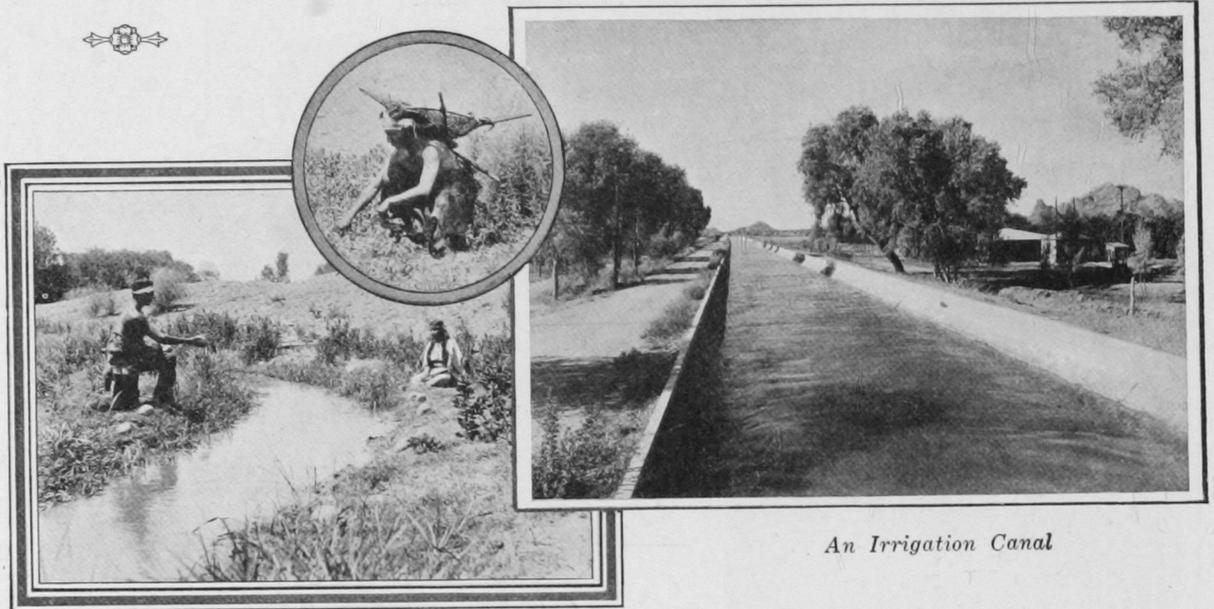


was sponsored by the late President Roosevelt and completed by the government in 1911, costing over ten and one-half million dollars to construct. It lies between the entrance of the Salt River Canyon and the lofty cliffs through which the Tonto creek joins the larger stream. In height it is 285 feet from the bed of the stream to the top—higher than Niagara Falls. The base of the dam is 168 feet through of solid concrete, built into the bedrock for a depth of thirty feet, and extending into the canyon wall a distance of thirty feet. It incloses Roosevelt Lake, the impounded waters of which form a reservoir thirty-five miles long by four miles wide at the widest point. It contains over a million and a half acre feet of water, or enough to supply the entire valley for three or four years.

It is an interesting point in our story of Phoenix that there is a very vital association between this tremendous irrigation scheme and a similar project planned, perfected and then abandoned 2000 years ago (see page 12). The dedication ceremony of the Dam took

place in March, 1911, presided over by that great President who evidently foresaw the coming of this new empire which has arisen in Arizona and the Salt River Valley, with Phoenix as its capital city.

Investigation prior to 1905 showed water in the Salt River and Tonto creek in seemingly inexhaustible volume, pouring through a perfect natural dam site. But to build a structure so necessarily large and strong in so remote a place, accessible only by a primitive trail, seemed to indicate an enormous undertaking. Yet, on further investigation, suitable stone in abundance was found on the surrounding land, needing only cement to complete the material required. But here Mother Nature stepped into the breach, for it was discovered that a deposit of perfect cement forming limestone was lying at the site chosen for the reservoir, as though in readiness for the hand of the engineers. This was used and made into cement, the erection of the plant for which was the initial effort of the United States Reclamation Service.



An Irrigation Canal

A Two Thousand-Year-Old Irrigation System

Now we introduce the feature of the Roosevelt Project which makes it the most interesting of its kind in the world. Interesting to tourist and farmer alike, because of its age. It is founded on the primitive workings of a race of people who, in their aboriginal methods of irrigation and agriculture, used farm equipment that was old when Ruth winnowed corn in the fields of Boaz.

We have no time to inquire into their pursuits, we find their tools and comparing them with our own, we smile, forgetting we are direct inheritors of all that has gone before.

Old Canal Beds Built 1200 B. C.

Archaeologists and climatologists, studying the annual growth of the giant Redwoods of California, have prepared rainfall charts dating back 3200 years, showing that, in 1200 B. C., the Southland received abundant rain-

fall. This apparently attracted nomadic tribes from the South who settled in the Salt River Valley and farmed it. Certain irrigation being necessary, they dug canals—not with steam shovels, but with stone hoes held in the hand, not even mounted on a handle. They knew not how to make a shovel, for dirt was carried away in "burden baskets," possibly by women. Think of this! Their excavations were not all in mud, in places there was rock, which had to be split by bonfires and water, or by hammering. Yet they built canals fifty feet wide at the bottom and seventy-five feet at the top. Proof is evident in the thousands of stone hoes found all along the prehistoric canal beds in the Salt River Valley.

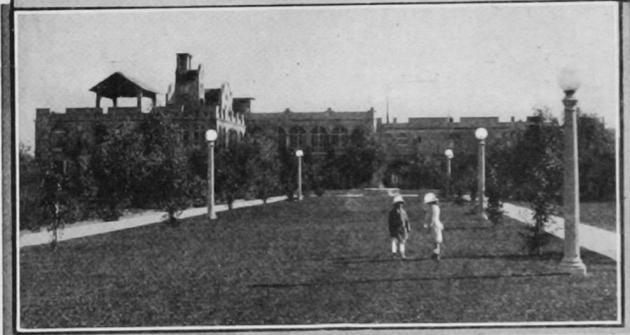
Aboriginal logic taught that swaying tree branches made the wind blow; that when butterflies came they brought summer; that the round stones found at the bottom of floods and rivers were the agents that made the water to flow over them. Hence we find in all old canal beds "water tamers"—round stones that made water run where wanted—to outline the banks of new canals, or to irrigate between corn rows. Contrast these rude beliefs with the modern knowledge of the laws of gravitation!

"The New Winter Playground" PHOENIX, ARIZONA

Lobby of Hotel Adams



Entrance to Westward Ho



San Marcos, Chandler



Ingleside Inn

Many First Class Hotels

Phoenix has twelve first class hotels and innumerable bungalows and apartment houses. Particulars of rates and rentals together with full information regarding where to stay are listed below.

HOTEL ACCOMMODATIONS:

Rates range from \$3.00 to \$8.00 single, and from \$3.50 to \$12.00 double—the size of the hotels varying from fifty to three hundred fifty rooms. American Plan Resort Hotel rates range from \$14.00 to \$20.00 single and from \$16.00 to \$30.00 double. Single and

double cottage rooms range from \$18.00 to \$28.00 per day.

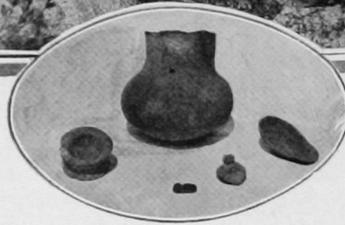
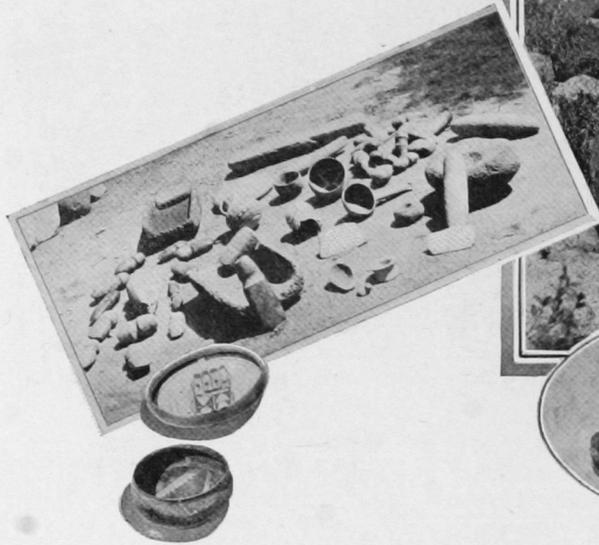
BUNGALOWS, COTTAGES AND DUPLEXES:

A large number of attractive cottages, duplexes and bungalows can be rented by the month or by the season at rates varying from \$75.00 to \$150.00 per month furnished, except linens and silverware. Large country homes completely furnished are also available. (Use the office of the Phoenix Arizona Club, Inc., to assist you in getting located.)

APARTMENT HOUSES:

Phoenix has a large variety of modern apartment houses. These are available at reasonable monthly rentals for almost any period from one month up. Apartments in-

Relics of a
Prehistoric Race



Hieroglyphic Rocks

variably are furnished. For the greater part they embody all of the latest improvements. Some are priced as low as \$50.00 a month, ranging up as high as \$250.00 and \$300.00 a month, depending on furnishings, size and location.

AUTO COURTS:

Phoenix has a large number of first class auto courts, where the auto traveler can secure accommodations varying from \$1.50 to \$3.00 a day.

Utensils Older Than King Tut

No one with any degree of imagination can read the ancient history of Phoenix without being profoundly impressed by the fact that the place still faintly echoes to the footsteps of a departed race.

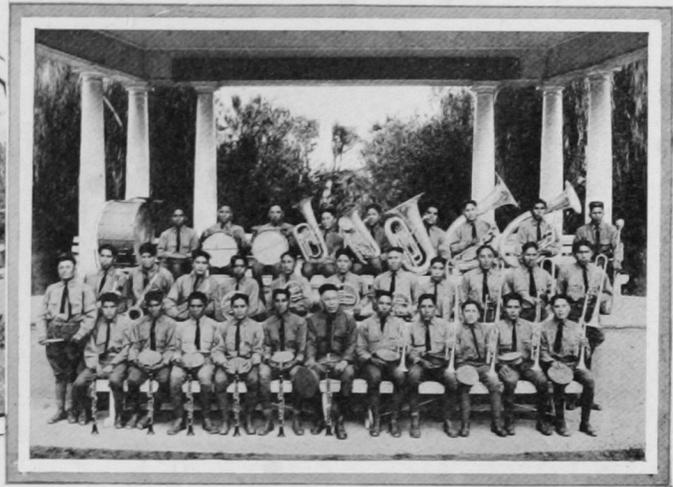
Pictured above are several specimens of the Stone Hoe Age—the hammer, axe, mortar and pestle, etc. Center right foreground are eating bowls, spoons and clay bird—a fetish

representing the flight of the spirit after death. Note the rude saucepan and, center, the urn, an important family possession, into which at death were placed the ashes of the departed brave for burial. In the side of the urn will be noted a small hole, through which the departed spirit was supposed to make its escape. The right-hand photograph depicts some well-preserved Picture Rocks, within easy distance from Phoenix. The rocks were carved ages ago by chiseling with other stones of harder substance, and represent hunting and fighting scenes. These primitive "picture galleries" have furnished much information as to the custom of the times.

The lower picture shows food bowls, ancient and modern, and other relics of primitive theology. Notice the dark heavy line around the bottom of the inside. This denotes the life line with its inevitable break. One may purchase Indian pottery and basket work in Phoenix today, bearing the same pattern, which probably originated countless centuries ago.



Hopi Ceremonial Dancers



Indian School Band

The Arizona Indian

The Indian, on the streets of Phoenix or at work in the fields or construction camps, is a very different individual from the Indian of the story books. In the older and more remote sections of the state, though, these native Americans still follow many of their beliefs and habits of their ancestors and forefathers.

Innumerable old tribal customs have been preserved, especially among members of the Hopi, Apache and Yaqui tribesmen, and even today many of the sayings about crops and water conditions, methods of planting certain grains and vegetables—all practiced countless generations ago—are still in usage in some sections of the state.

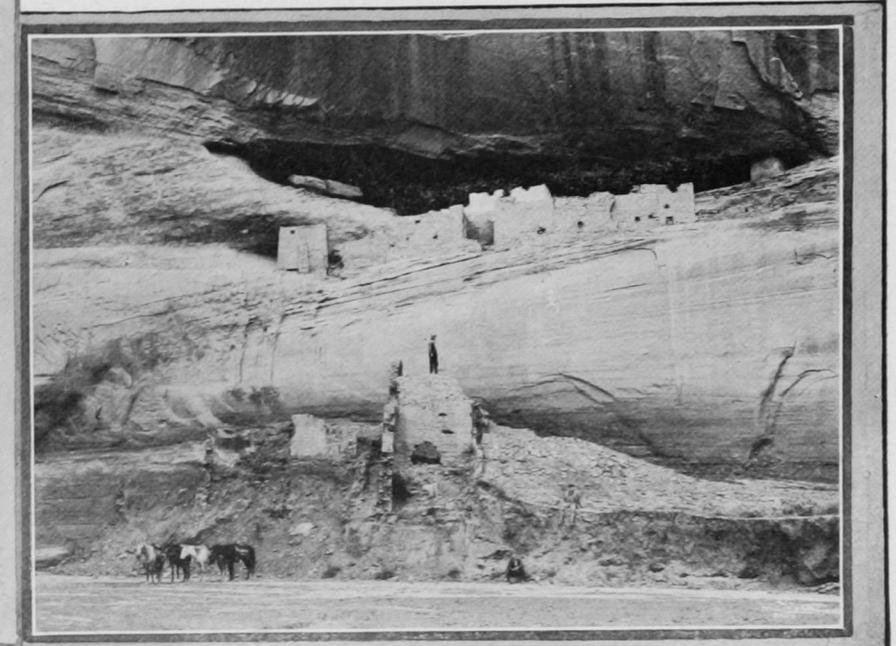
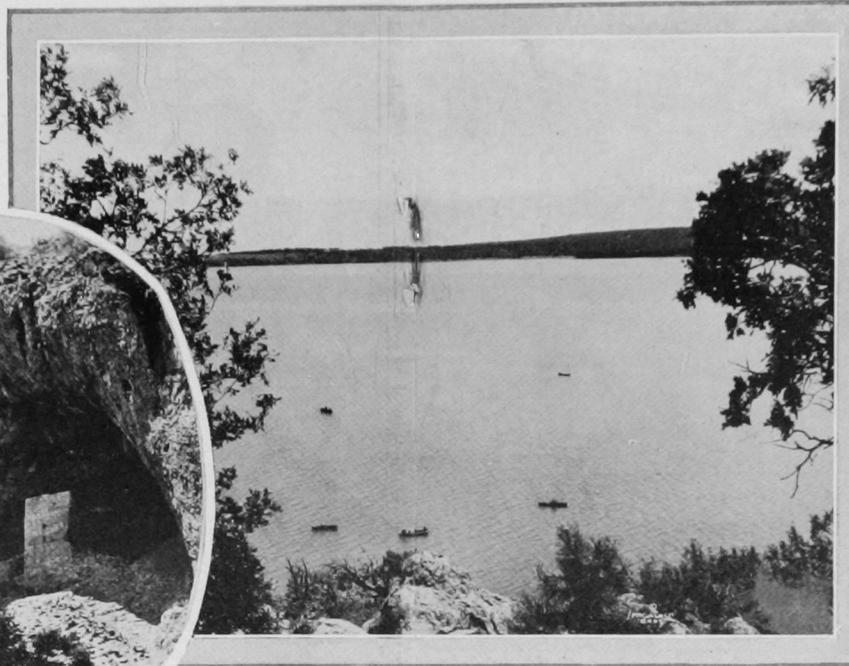
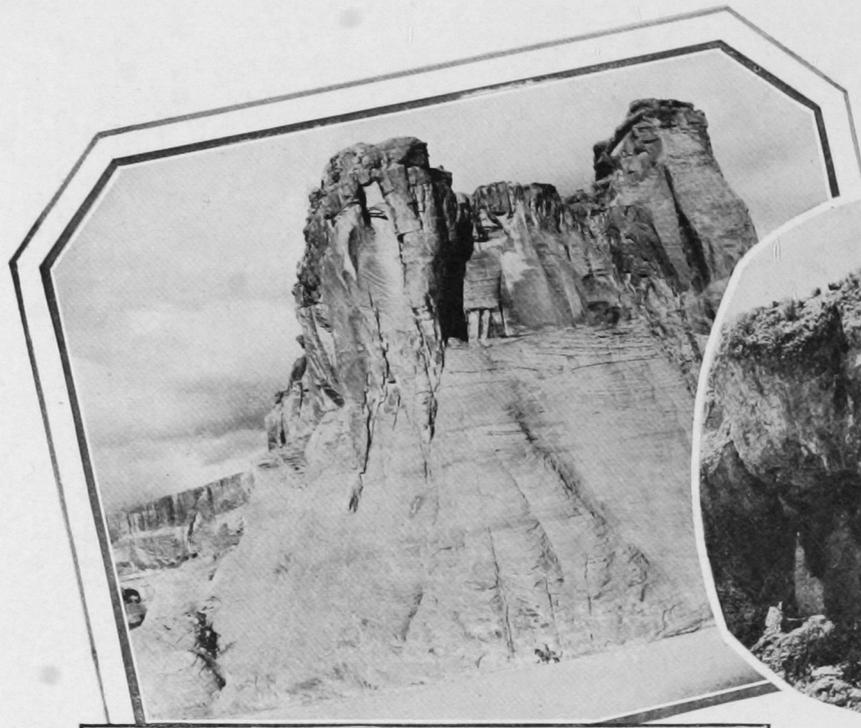
Native Indians of the Salt River Valley, as well as many from other sections of the state, have shown tremendous development in agriculture, trade and commerce, largely through the efforts of the Indian Department

of the United States Government. He has educated himself in schools provided by the government and he has accomplished much in the development of his arts and crafts.

Hopi tribesmen in the north section of the state, however, still cling to the primitive methods of their forebears, generally speaking. Left alone, he plies his trade of basket weaver, mat weaver, pottery maker and bead jeweler which, for its primitive design, finds ready and appreciative markets in the shops of the nation.

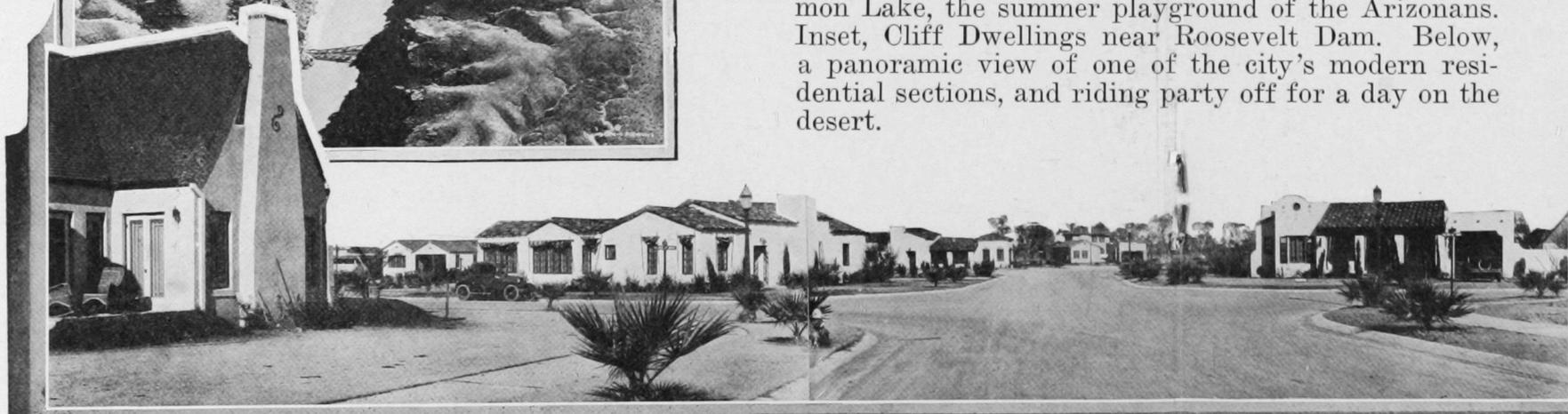
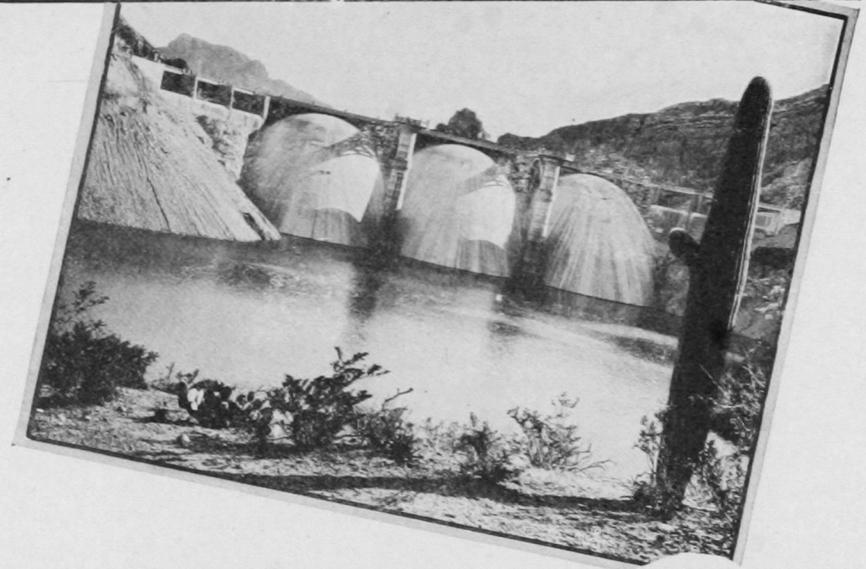
Many different tribes are represented in the upper picture, taken at the Phoenix Indian School, one of the largest government schools for the education of Indians. There are more than nine hundred students in attendance at this school, which provides a common school education for all students and then instructs in the arts, crafts and vocations.

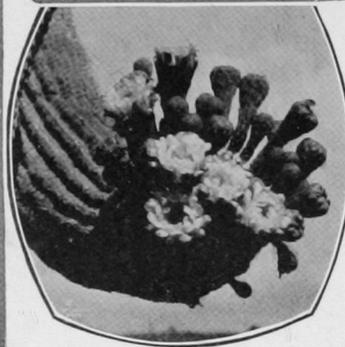
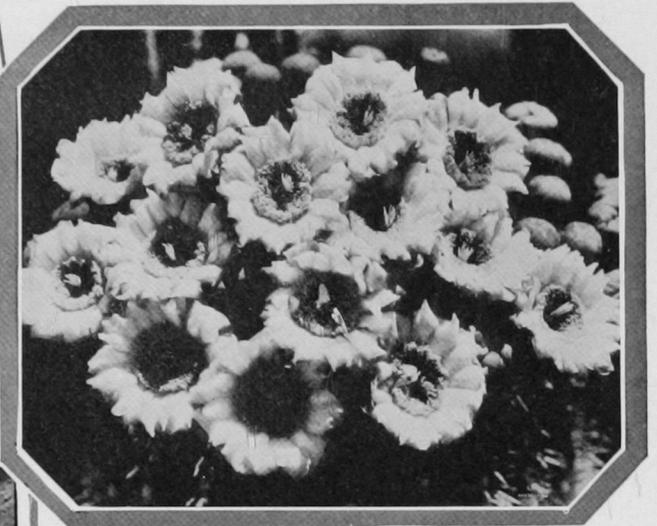
The Indian School Band shown in the picture above provides, during the winter months, weekly Sunday afternoon concerts at their school grounds.



MERE PHOTOGRAPHS cannot convey the majesty and grandeur of mountain scenery reached by automobile or saddle horse from Phoenix. Some idea of the perspective can be conveyed by the proportion of figures seen in several of the views.

Picture at the top right hand corner is the "White House," Canyon de Chelly in the Northeastern part of Arizona. The left hand corner picture is of the "Cathedral" also in Canyon de Chelly. Center right, the famous Multiple Dome, Coolidge Dam. The left center, the new Grand Canyon Bridge. Center, Mormon Lake, the summer playground of the Arizonans. Inset, Cliff Dwellings near Roosevelt Dam. Below, a panoramic view of one of the city's modern residential sections, and riding party off for a day on the desert.





Cactus
Blooms



Nature's Fantastic Flower Garden

To the Easterner, the desert naturally visions up illimitable spaces of sand and sage brush, with little evidence of life other than the inevitable cactus, and, perchance, a rattlesnake here and there. But to the lover of nature, the desert presents an opportunity for untold research. As each season comes and goes, a multitude of different flowers and shrubs come to bloom. Flowers of unexpected beauty, strangely named, unknown elsewhere—all blossoming in "nature's most fantastic flower garden."

Foremost of the vegetation is the Cactus, of which there are at least a hundred varieties, the best known being the Cholla, the Mammillaria, and the Sahuaro (Giant) Cactus, the most spectacular of them all. This specie often grows to a height of forty feet and over,

the limbs of which grow parallel to the trunk and present a weird appearance.

Some of the better known trees of the desert are the Palo Verde or Tree of the Green Stock, the Ironwood and the Creosote bush with its glossy leaves, yellow blossoms and little white balls of fluffy cotton. Then there are Mesquites, the trees that the desert Indians regard as their special gift from God for they gain from them shade and sustenance. Their leafy branches often afford them a temporary home, their rosiny limbs a ready fire and their beans food in the form of mush, bread, tortillas and sugar.

Pictured above are a few specimens which may be recognized as some of the more common varieties. On the trip we, in imagination, have just taken, we have passed the Bisnaga, or Nigger Head Barrel Cactus, a prickly growth which carries moisture enough to provide water for drinking. Many a thirsty traveler, in bygone days, has saved his life at this unusual source of supply by cutting off the spiky top and mashing the pulp within.



Scenes along Canyon, Apache and Roosevelt Lakes



Apache Trail

Between Phoenix and Globe stretches the Apache Trail of Arizona—a highway of unbelievable beauty preferred by thousands to the Grand Canyon, for its coloring, its marvelous weather-wrought statuary, its man-made lakes and its well preserved dwellings of pre-historic peoples.

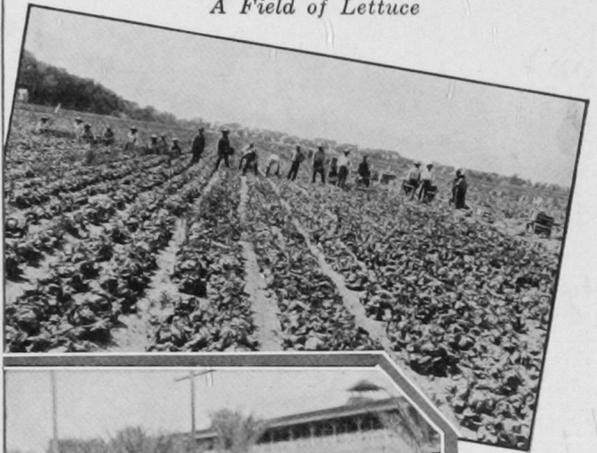
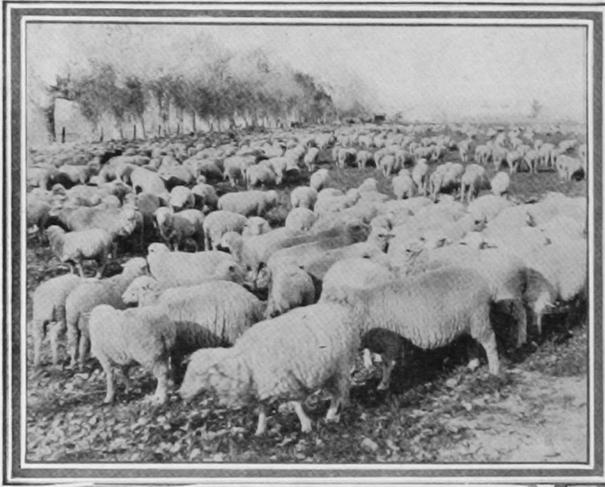
The Apache Trail has become so world famous that naturally every visitor will desire to know more about it as well as ride over it. As its name implies this trail leads through the very heart of Apache Land. It is the oldest trail in America. In the early history of the country it was the war trail of the Apache Indians, and was constructed as a wagon road by the United States Government at the time of building the Roosevelt Dam. Today a wonderful automobile trip over this highway is now possible with all modern comfort.

The Apache Trail Highway is 120 miles long. As you travel along the trail, about twenty miles from Globe, stop and look at the "Cliff Dwellings," the ruins of the architecture of a pre-historic people, being among

those discovered in 1540, already unoccupied and partially in ruins, by the Spanish explorer, Francisco Vasquez de Coronado, and so recorded in his writings.

On the trail is located the famous Roosevelt Dam, impounding water that comes from Lake Roosevelt thirty-five miles long and four miles wide at the widest point. Continuing on your trip towards Phoenix you view beautiful Lake Apache or Horse Mesa, and farther on the trail winds along the banks of Canyon Lake. These three large artificial lakes were created by the building of Roosevelt, Horse Mesa and Mormon Flat dams, and store the water that makes possible the great agricultural development in the Salt River Valley.

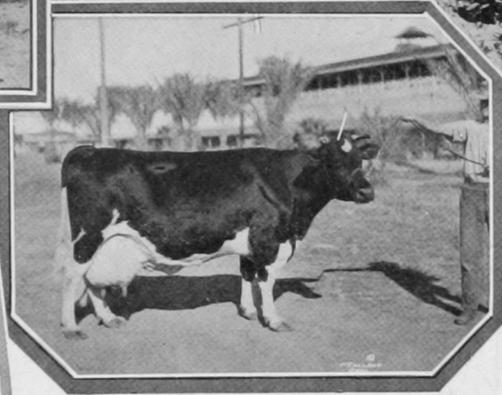
Many visitors like to linger at Roosevelt Lake at Apache Lodge, a resort lodge where one may spend delightful days amid all the comfort of a modern hostelry, plus the unusual appeal of the mountains. At Canyon Lake boat trips are available, and the traveler should not miss the sights of this miniature Grand Canyon.



A Field of Lettuce



Cotton Field



Phoenix---The Heart of An Agricultural Empire

Phoenix is rich beyond measure in material things. Nature has bestowed her gifts in lavish profusion, for vast fields of alfalfa, cotton, lettuce, tomatoes, peas, sorghum, cantaloupes, grapes, etc., and orchards of oranges, grapefruit, lemons, olives, dates, apricots, figs, etc., are visible everywhere and vegetable and truck produce and the like yield never ending abundance. The Salt River Valley with its 240,000 acres in diversified cultivation, is essentially a land of small farms, where nice incomes are being made on tracts of five, ten and twenty acres. Several commodities can be grown in this valley when they are out of season in other agricultural areas which gives

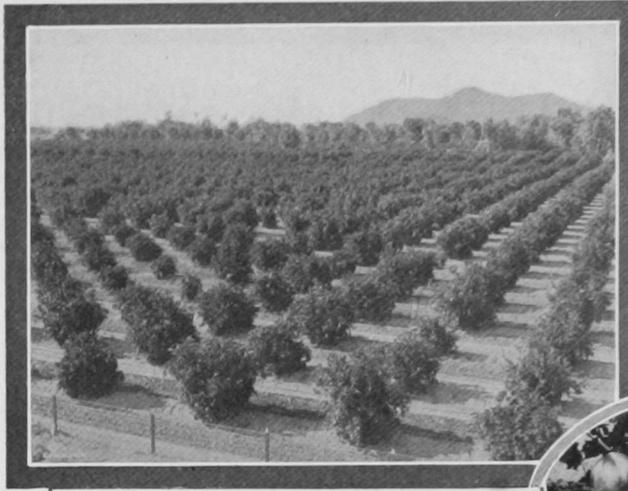
them an open period on the market. This is due to our warm climate and long growing season and the abundance of irrigation water.

Alfalfa is the basic agricultural crop, though cotton, both long and short staple, is grown extensively. Alfalfa, in fact has been the staple crop of the valley ever since its first settlement. It grows continuously with an average yield of over four tons to the acre, with five to six cuttings per year.

Citrus fruits in the Salt River Valley, after forty years' experience, has proven that the general conditions are favorable. Soil conditions are favorable, water plentiful and sufficiently cheap to offer no handicap. Injurious pests are practically negligible, and no smudging or fumigating is done. Returns from grapefruit for the past few years have averaged \$600.00 per acre and oranges \$500.00

PHOENIX, ARIZONA, "The New Winter Playground"

Citrus Grove



Alfalfa

Date Orchard

per acre. Many say that the Arizona grapefruit surpasses any other in taste, size and quality.

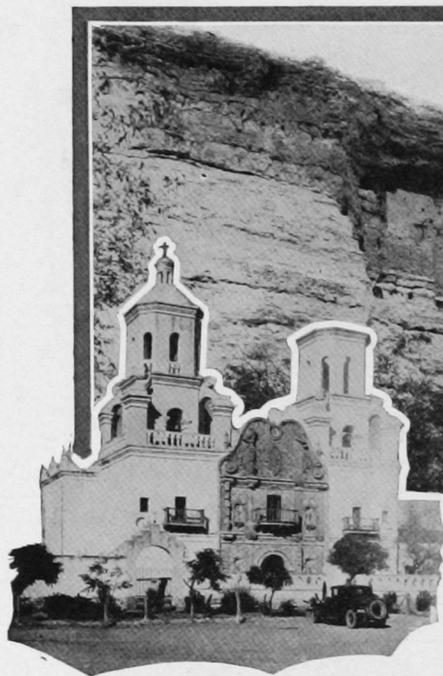
This valley is ideally situated for poultry culture. An organization to handle the marketing of eggs and the Arizona Egg Law for the protection of the poultryman has improved the poultry situation so that the condition of this industry is unusually good.

Winter and spring head lettuce has come into rapid prominence in the last few years. Other winter vegetables are being grown successfully at seasons of the year when they cannot be produced in other parts of the country. During the year 1928 over 9000 car loads of lettuce were shipped from the Salt River Valley. Cotton ranks next, as records show over 7000 car loads were shipped. Cantaloupes totalled over 5000 car loads.

Alfalfa hay, livestock, spring lambs, grapefruit, oranges, carrots and so on, make the grand total 28,114 car loads shipped, and these agricultural products went into the markets of forty-four states in the Union.

The dairy industry is rapidly becoming one of the best money crops in the valley. Here the conditions are ideal for the dairyman, an all year growing season assuring green feed during the entire year. Good prices are received for dairy products, and an experienced dairyman finds this the ideal place to engage in dairying.

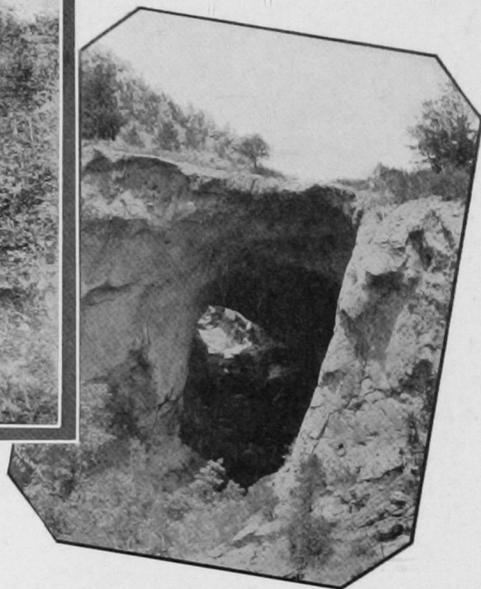
Few sections of the United States are so located that they can produce dates. Here in the Salt River Valley ideal conditions prevail for date culture. Arizona is probably the largest and best date producing region in the world.



San Xavier Mission



Montezuma's
Castle



Natural Bridge

How Nature Defeated Ancient Man

Centuries passed, populations grew, more canals were dug, more territory made fertile, and more towns built. Then fickle Nature stepped in, ruining everything. Crops failed, the ground alkaliied and waterlogged like it did in ancient Babylonia. Southern areas were a little better, but drought increased yearly, and the infrequent floods brought down mountain silt which deposited in canal beds, now only partially used.

Steadily the rivers dropped and the dwellers of this once flourishing community were reduced to want. Exiled, they sought food and shelter in more fortunate southern regions, centering around Los Muertos, where riches accumulated, through barter with the exiles of their family treasures in exchange for food.

Braves, draped in cloth of feathers, were laid to rest with their implements of trade and warfare. Beads of topaz and musical instruments—bells beaten from native copper—went with them to the grave. A general migra-

tion of the survivors took place to the mountains, where they hoped to find food. But drought was everywhere and continued so for generations. A prodigious civilization was ended, closed forever. They had constructed in all two hundred forty miles of canals, irrigating 96,000 acres, and had obtained water from hillside terraces to care for 10,000 acres more. The greatest exploit of man in America was dead!

The Prehistoric "Headgate"

In many places in the Salt River Valley are found single slabs of rock, three and four feet long, hammered to straight sides, and square ends. These were "water stoppers," to show the water where to stop. Today we build a headgate and forget entirely the labor it took to fashion even one of these monuments of the prehistoric canal builders.

So history proves that on this very land was an irrigation scheme which, as an engineering feat, dwarfed the Tower of Babel or the Fortress of Sacsuhaman in Peru, or even the later temples of the Aztecs.



Hopi Indian Village

Indian Ceremonials

All of the Indian tribes of Arizona have certain religious ceremonials in which dancing and pageantry play a part.

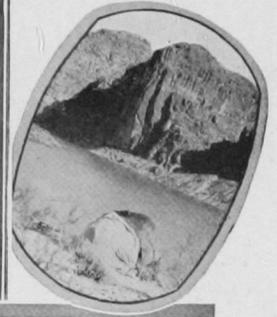
Every year at Indian Harvest time, at Oraibi and Walapai, located in the northern part of Arizona, one may witness probably the oldest form of ceremonial worship in the world, "The Hopi Indian Snake Dance." This rite is performed by these Indians as a prayer for rain. This dance is something which is so thrilling, so dramatic, so picturesque and so unusual that people from all over the world make yearly trips to witness it. The snakes are gathered from the "four winds" in the belief that, inasmuch as the rain comes from the four directions, the snakes must in some way be associated with moisture. The Snake Dance proper begins just about sunset and is conducted above ground and is open to all comers. Before the beginning of the dance, the snakes gathered are taken to the Sacred Kiva, where none but the priests can enter. The Kiva is a large underground basement about the length of an Indian house. Here the snakes are purified by washing, the washing being accompanied by Hopi chant and prayer. Another dance witnessed during the Hopi Ceremonial is the Flute Dance, which is also a prayer for rain.

Adventuring and Exploring

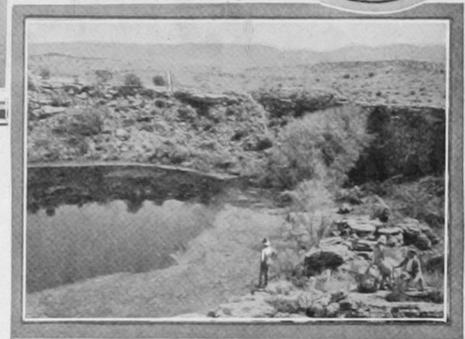
Do you enjoy adventuring and exploring? Then Arizona is especially provided for you. If the majestic grandeur of the Grand Canyon, Canyon Diablo, Canyon de Chelly, and a host of other canyons; of peaks to climb; of cliff and cave dwellings to hunt for—they are still being discovered yearly—and explored when found; of Hopi Indians, located on picturesque mesas, whose ceremonies are the most wonderful religious performances known to man; of more than half a score of other tribes, each with its own individualistic life and ceremonies, homes and physiognomy as well as industry, such as basket weaving, bead-working, jewelry making and the like; I say, if these things do not appeal to you, then do not say you want adventure and exploring.

Start out and go where your own will dictates, or your guide suggests and, my word for it, you will have an experience that will live with you as long as life lasts, and the wonder and delight of it is that you can keep it up year after year, and each year will give you some new and fascinating place to go.

Canyon
Lake



Casa Grande Ruins



Montezuma's Well

Picnics to Nearby Scenic Resorts

Leaving Sahuaro Park we cross the bridge over the Salt River; we enter the town of Tempe, one of the oldest in the state. Here the million-dollar Teachers' College educates 750 students to be school teachers.

Seven miles distant is Mesa, a rapidly growing town, and a testimony to Mormon prosperity. Roughly, one-half of Mesa's population is of this faith and they have erected one of the largest Mormon temples in the United States. Leaving Mesa, and the limits of the irrigated district, we emerge into the rugged and romantic Arizona Desert. Ahead of us are the upstanding pinnacles of the Superstition Mountains, wild and impressive. The Pima Indians gave to these mountains their name because of old and never-to-be-forgotten tribal legends, anent the trapping of the ancestors in a terrible prehistoric flood.

All around us now appear rocks of myriad colorings, interspersed with thousands of Sahuaros in symmetrical arrangements, as if they followed some scheme of landscape architecture.

Passing "Little Italy," with its multi-colored peaks, we reach Canyon Lake, the second artificial body of water impounded by dams of the Water Users' Association. Here again the Apache Indian played a part in

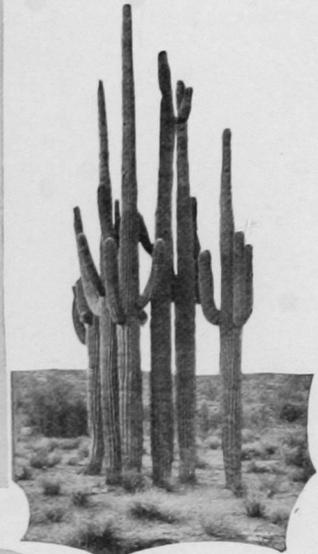
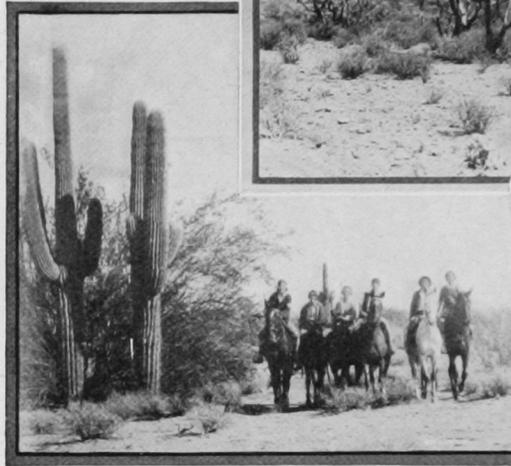
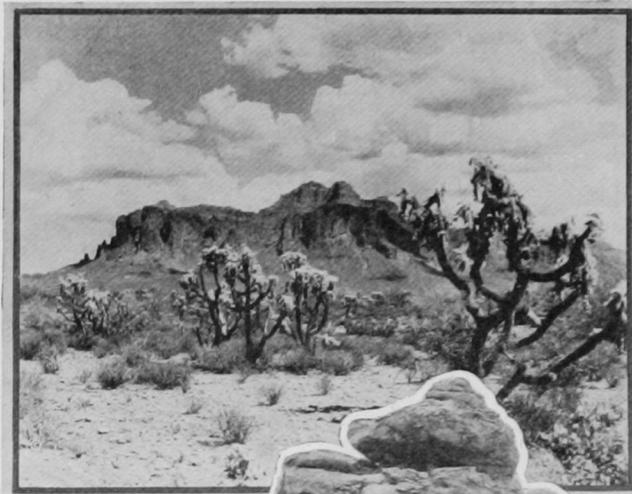
construction work, for Mormon Flats, the site of the dam, got its name from a band of Mormons who, pursued by warlike Apaches, in the early days, were able to reach this place in safety, and camped there. Near here is Canyon Diablo, named also by the Indians, who still believe that the weird sounds caused by winds rushing through the gap, are whisperings of the Evil Spirit.

This is but one of many trips, in entirely different directions, and among entirely different scenery—so varied and so numerous are the sight-seeing tours out of Phoenix.

Canyon Lake

Between towering, multi-colored cliffs, Canyon Lake, the world's newest scenic wonder, nestles in the canyons through which the Salt River once wound its way from the mountain regions east of Phoenix to the Salt River Valley. For fourteen miles the lake stretches back from the new-made Mormon Flat Dam, impounding thousands of acre feet of water. De luxe motor boat journeys are available over the mirror waters of the lake, affording Phoenix visitors a new and delightful sight-seeing excursion.

Superstition Mountain



Giant Sahuaro

Sightseeing In And Around Phoenix

While Phoenix is primarily a residential and business city, there are literally hundreds of places all within a few hours' drive, or less, which have great attraction on account of their scenic, historic, scientific or other interest.

STATE CAPITOL: Washington and Eighteenth Avenue. Here may be seen one of the finest collections of Western and desert paintings in the state, and an interesting park in which grows a large variety of cacti and some tropical trees and shrubs.

ARIZONA MUSEUM: Tenth Avenue and Van Buren Street. Open to the public free of charge. Devoted to collections, research and lectures on subjects and material pertaining to prehistoric and ancient history of the state of Arizona.

INDIAN SCHOOL: North Central Avenue and Indian School Road. One of the largest

government schools for the education of the Indians.

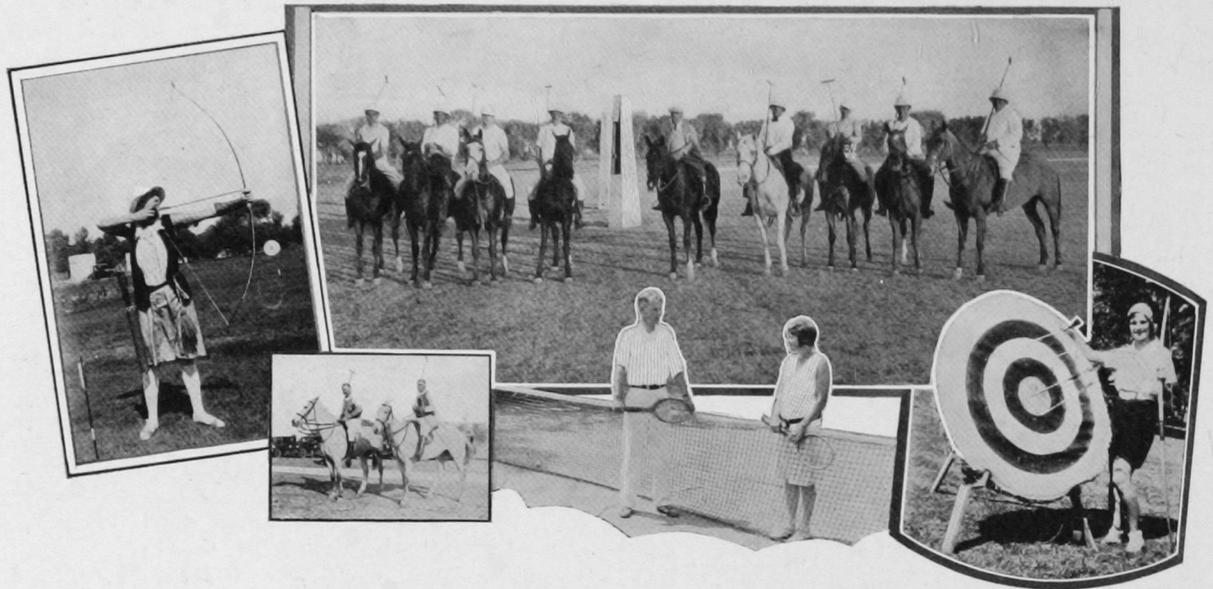
YAQUI INDIAN VILLAGE: This is a typical Indian village located about eighteen miles from Phoenix, and is reached by driving south on Central Avenue to the Baseline Road thence east to the village.

REPTILE GARDENS: Located east on Van Buren Street. Here one may see gila monsters, rattlesnakes and other reptiles displayed in a manner that will be found educational and interesting.

CANYON LAKE: Forty-four miles east of Phoenix by paved and graveled roads. A beautiful mountain lake created by the building of Mormon Flat Dam. Boating, bathing and fishing are enjoyed at this resort. Luxurious boat excursions twice daily.

INGLESIDE INN: Nine miles northeast of Phoenix, located in a garden spot near the foot of Camelback Mountain. From this ideal pleasure seeker's resort there is a horseback

"The New Winter Playground" PHOENIX, ARIZONA



trail leading to the summit, the right of way being the property of the Inn. Hotel and bungalow accommodations can be secured in advance through the Phoenix Arizona Club, Inc.

APACHE LODGE: On Roosevelt Lake. This resort is seventy-six miles east of Phoenix at the upper end of the Apache Trail Highway. A delightful stopping place for Trail travelers.

SAN MARCOS HOTEL: At Chandler, twenty-six miles southeast and reached by three paved highways. World famed as a winter resort.

PHOENIX MOUNTAIN PARK: Located six miles south of Phoenix, comprising 14,000 acres in the Salt River Mountains. It abounds in many scenic wonders, hieroglyphic rocks, and is an ideal spot for picnics.

ARIZONA BILTMORE HOTEL: Nine miles northeast of Phoenix at the foot of Squaw Peak. A resort hotel built in perfect harmony with its alluring and intriguing desert surroundings. Thirty miles of bridle trails leading high into the picturesque mountain back of the hotel, with a 130-acre all green golf course, furnishes the winter visitors "something different" to be enjoyed, and adds immeasurably to its attractiveness.

PAPAGO SAHUARO PARK: Six miles east of Phoenix. This is a desert park preserve, hav-

ing all of the interesting and fascinating plant growths which characterized this territory in its original native condition. Giant Sahuaro Cacti, King of the Desert, towering forty feet high, are seen in all their fantastic majesty.

CASA GRANDE (Big House): One of Arizona's most noted antiques—a singular old place three hours' drive from Phoenix. A relic of a vanished civilization, built thousands of years ago by a roving tribe that came north in quest of new lands.

We could name a hundred more places that are scattered throughout the state that are fully as interesting as those named above.

THINGS TO DO AND SEE IN PHOENIX

Golf, tennis, polo, trap shooting, big game hunting, duck shooting, fishing, boating, swimming, horseback riding, motoring, etc. See the irrigation project, diversion dams, headgates, power houses, drainage canals, etc.; pre-historic ruins, cliff dwellings, Turney exhibit, map of pre-historic canals, Casa Grande Ruins, Indian reservations, basketweaving, Indian School, the Apache Trail Highway, Canyon Lake, Roosevelt Lake, Hieroglyphic Rocks, cactus in bloom, copper mines at Globe, Miami and Superior, Camelback Mountain, etc.



A Hunter's Paradise



Hunting And Fishing

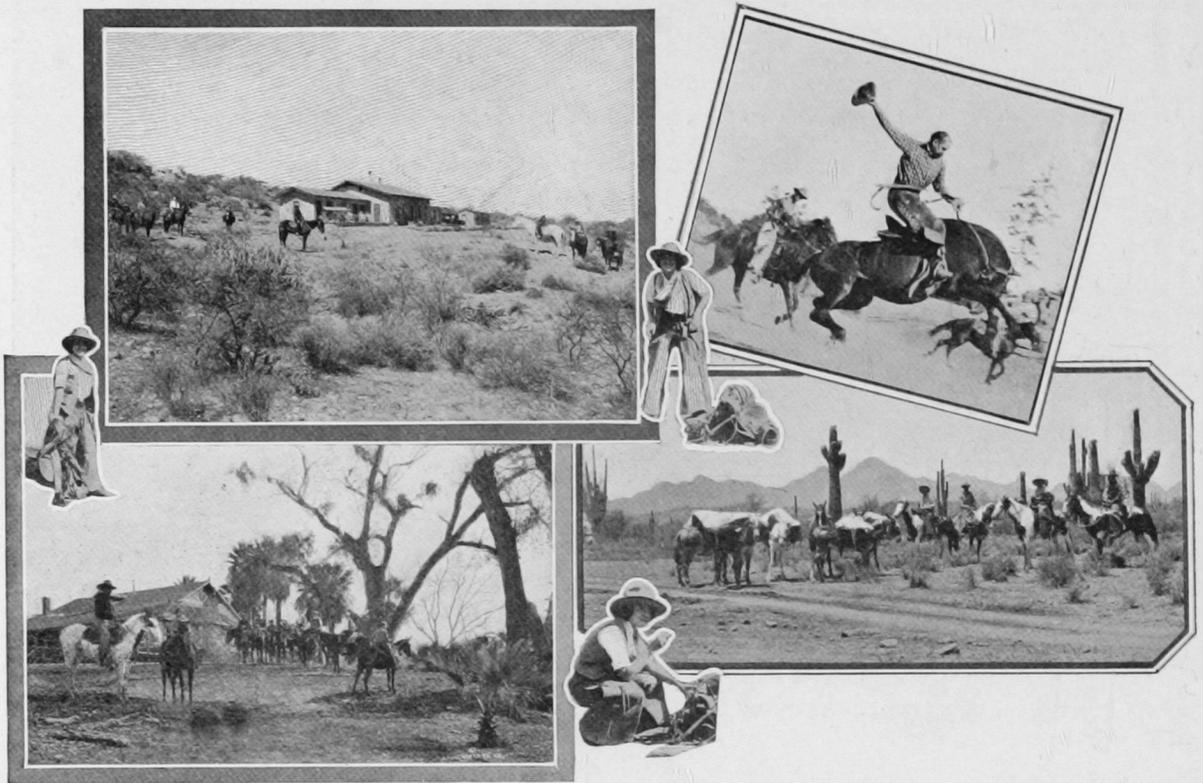
If you are a hunter and contemplate a visit to Phoenix, come prepared for big and little game. The opportunity for hunting is almost unlimited. Nearby in the mountains are deer, wild turkey, antelope, bear and mountain lion. As a further spur to your sporting instinct, a high powered rifle is offered by one of the local sporting goods houses as a prize for the hunter who brings in the first deer of the season.

Along the shore line of the Salt and Gila Rivers wild ducks and geese can be found, also brant, coots and rail and larger shore birds, white wings, mourning dove and valley quail can be found during their season, also yellow legs, snipe and other water fowls. Several of the lakes are stocked with black bass, perch and salmon, and a fisherman can always be assured of a good catch.

During the summer several districts in the state offer splendid trout fishing. For deep sea fishing one may travel by auto or by air to the Gulf of California where one may enjoy fishing for deep sea fish to the fullest extent.

There are certain well defined Fish and Game regulations (copy of Game Laws can be obtained at the Phoenix Arizona Club, Inc.) but any bona fide resident of the United States is eligible to apply for a hunting license. Open and closed seasons are strictly observed, but the winter visitor to Phoenix always has plenty of sport at his command, and bag limits are sufficiently generous to permit all the hunting he is likely to want. The scatter gun enthusiast can also find his favorite sport in trap shooting at a conveniently located gun club close to the city.

PHOENIX, ARIZONA, "The New Winter Playground"



Spirit of the Old West

Arizona offers a unique field of recreation in its many fascinating guest ranches that are strung from its Northern boundary to the very frontier of Old Mexico. These guest ranches are among the surviving institutions of the early days of the West and retain practically all of the original splendors that make Arizona historically interesting.

The guest coming to Arizona who extends his stay on a guest ranch becomes acquainted with the thrilling aspects of typical western ranch life and at the same time enjoys every metropolitan comfort provided for his well-being and continued satisfaction.

Horse back riding, cowboy sports, swimming and tennis are offered along with the general ranch atmosphere such as roundups, branding and roping, and the daily routine of busy cowboys.

Many trips are organized and provided, some into Old Mexico, some into the mountain country, most of which are made by horse, furnishing a rugged program of outdoor life that contributes much to the enjoyment of living and the consciousness of improved health.

Nowhere in the West today does the spirit of western hospitality prevail more genuinely than it does on these Arizona guest ranches. Ranch life is based on congenial companionship, evenings that are spent happily in front of a large log fire. Games and frequent moonlight rides all help to make the guest's day full of many novel innovations.

Here is Arizona in all its original compelling attractiveness; here is western life practically identical with the life of yesterday that made it famous. Increasing numbers of visitors to Arizona make definite plans to spend a portion of their stay on one of these interesting ranches . . . the outgrowth of the Old West.

"The New Winter Playground" PHOENIX, ARIZONA



*Modern
Transportation*



*Scenes at
Arizona Biltmore*

Travel Information

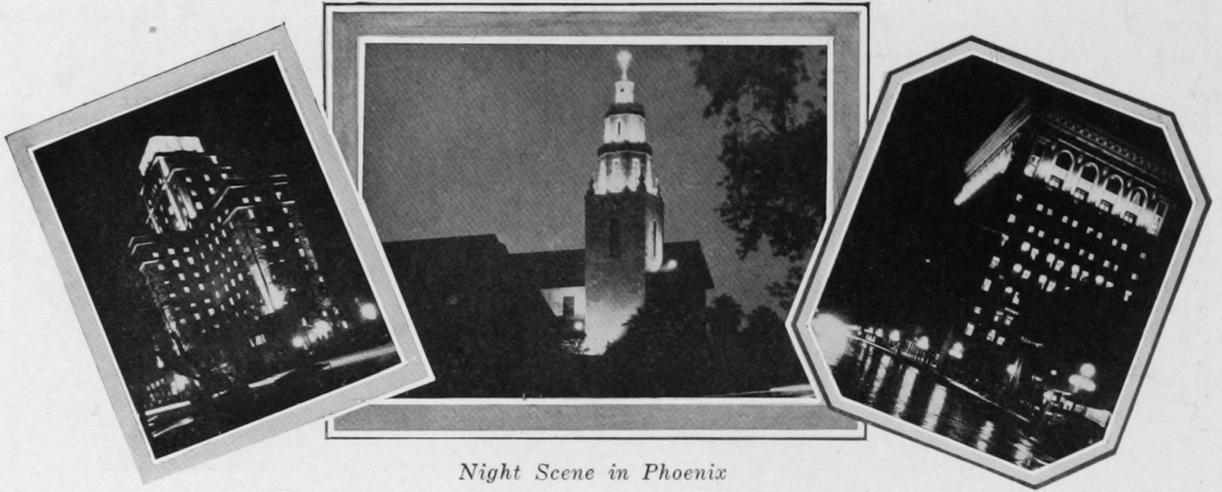
Large, commodious, comfortable automobile coaches regularly travel the Apache Trail Highway. Arrangements for this trip, which permits stopovers, can be made through agents of the Santa Fe, Southern Pacific and Rock Island Railroads, or through the Phoenix Arizona Club, Inc. Time required for the trip is about ten hours, including stop for luncheon. Holders of one way or round trip tickets on Southern Pacific or Rock Island Lines are entitled to side trip from Bowie to Phoenix over the Apache Trail Highway by stage, or going east, from Phoenix to Bowie over the Trail. The side trip costs \$10.00.

Holders of one-way or round trip tickets to Pacific Coast points on the Santa Fe Railway are entitled to stopover without extra charge for the side trip from Ash Fork to Phoenix.

For the accommodation of those who desire to see the interesting points in the Salt River Valley and throughout the state, auto touring companies supply this want by supplying comfortable auto coaches and large comfortable sedans at reasonable rates. Automobiles can also be rented, with or without drivers, for trips at very nominal rates. The Phoenix Arizona Club, Inc., will be pleased to furnish you full information regarding auto trips to all points of interest. Automobile map of the state will be furnished free. Write or call at the Club's headquarters, 19 East Jefferson Street, Phoenix, Arizona.

For the air-minded, flying equipment of the latest type, manned by government licensed pilots, make sightseeing and scenic trips over the valley and state. Regular airplane passenger service is also maintained.

PHOENIX, ARIZONA, "The New Winter Playground"



Night Scene in Phoenix

Facts About Phoenix

Phoenix is the capital as well as the largest city in the state. Located in Maricopa County, Arizona; the clearing house for the products of the Salt River Valley, the most fertile area of its size in the world.

HOW TO REACH PHOENIX

By Train—Santa Fe, Southern Pacific and Rock Island.

By Auto—National Highways 66, 70, 80, 89, 180.

By Auto Stage—Pickwick Stage System.

By Air—Standard Air Lines.

POPULATION

1892 Census, 6,000; 1910 Census, 11,134; 1920 Census, 29,053; present population (estimated), 75,000. County (estimated), 167,000.

AREA

3956 acres, 5.18 square miles.

ALTITUDE

1080 feet above sea level.

WATER

Abundant pure mountain water, brought into Phoenix through a 35-mile-long pipe line. A filtration plant at the source of supply augments natural filtration and assures purity. Report of J. B. Lippincott, C. E., says: "This is an unusually pure water for the arid regions, and well within general standards accepted by Water Works authorities."

SCHOOLS

Twenty grammar schools. High school group of ten buildings. Junior College. Four Parochial and Diocesan schools. Phoenix schools are rated second in the United States.

PRIVATE SCHOOLS

Two private schools for boys and girls are maintained in Phoenix. They are the Phoenix Day School and the Marietta Johnson School, operated under the Fairhope Plan. Both are well super-

vised and ably instructed. An exclusive ranch school for boys is also maintained some distance from the city.

CHURCHES

Sixty-five denominations.

HOSPITALS

Phoenix has two fully equipped, standard hospitals, in addition to many private hospitals and sanatoriums. The public hospitals both have standard nurses' training schools.

PARKS

Fourteen, with 16,784 acres, including Phoenix Mountain Park, the largest city park in the world, 14,640 acres.

HOTELS

Ten first-class hotels. Ten first-class restaurants.

BANKS

Bank Deposits, June 30, 1926, \$26,669,546.46.

Bank Deposits, June 30, 1928, 36,789,781.07.

Bank Deposits, June 30, 1929, 40,059,636.04.

ASSESSED VALUATIONS

Maricopa County, 1929, \$142,307,807.

Phoenix, \$80,000,000.

FARM PRODUCTS

Value of crops for 1928, \$37,111,225.

Total carload shipment out of the Salt River Valley for 1928 was 24,985.

CITY GOVERNMENT

Commission-Manager, working on a cash budget basis.

CITY CHARTER

Phoenix was incorporated as a city February, 1881, (the first house was built in 1870).

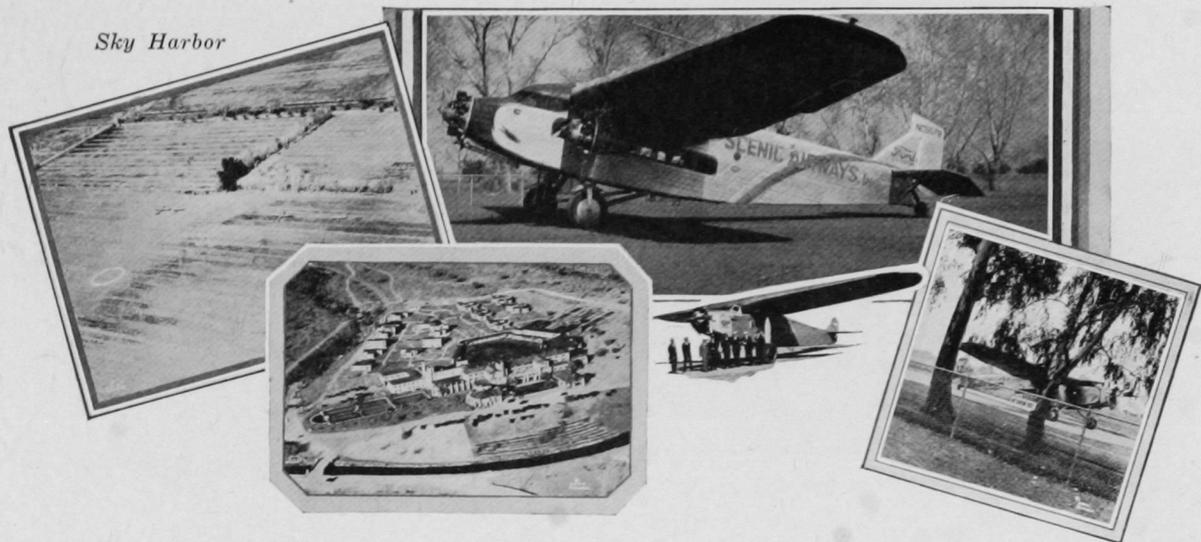
PAVED ROADS

City of Phoenix, 74 miles; Maricopa County, 475 miles.

CLUBS

Women's, six. Men's, twelve. Visiting cards to any can be obtained on application to the Phoenix Arizona Club, Inc.

"The New Winter Playground" PHOENIX, ARIZONA



CLIMATE

October to April, 60 degrees. High 71, low 51. Rainfall less than 8 inches annually. Fog unknown. Frost very rare. Sunshine averages 361 days.

AMUSEMENTS

Six moving picture theatres, three dancing pavilions, three amusement parks, six swimming pools, band concerts, Wild West rodeos, horse racing, auto racing, etc.

SIGHT-SEEING

Motor stage companies leave Phoenix daily to all points of scenic interest within 250 miles of Phoenix. Air line travel is also available for scenic trips over the valley and state and into Old Mexico.

AIRPORTS

A municipal airport and three privately owned airports where a ground and flying school is maintained. Regular air service is maintained daily, making connections both east and west.

SIGHTSEEING AUTO TOURS

For the shorter trips through the valley visitors are provided with sight-seeing excursions in large, roomy buses, the latest thing in passenger comfort and convenience. Splendid auto bus lines furnish transportation to almost all points of interest in the state. Autos with or without drivers can be rented at reasonable rates for those who want to make special trips.

WHY YOU SHOULD COME TO PHOENIX - - - NOW

WHY YOU SHOULD COME TO PHOENIX

If you are a healthy, normal individual, come to Phoenix for its wonderful climate, because you can have every kind of out-door sport—all winter long.

If you are a business man looking for opportunities in the West, come to Phoenix because it has advantages far in excess of the congested Eastern cities.

If you are a farmer, come to Phoenix because here you will have ideal conditions of soil, irrigation and climate.

If you are an invalid, come to Phoenix for the dry, healthy, invigorating air, sun-warmed every day.

If you are young, come to Phoenix and live your life under better conditions.

If you are elderly, come to Phoenix and be rejuvenated before it is too late.

All railroads serving the Southwest allow stop-overs en route to the Pacific Coast. Winter tourist rates, direct, are effective from October to May.

WHAT THE PHOENIX ARIZONA CLUB, INC., DOES FOR YOU:

Answers all letters personally. Makes hotel reservations. Meets trains on request. Acts as host and hostess to all visitors. Supplies guide-books to the city. Suggests best shops. Arranges tours to scenic resorts. Supplies cards of introduction to golf clubs and social organizations. Gives information on schools, colleges, etc. Advises regarding conditions, business and trade and commerce in general.

You may write to the PHOENIX ARIZONA CLUB, INC., as to an intimate friend and the reply will be such as you would expect from a friend, who, living in a delightful place, is anxious to see you share in its advantages.

Having nothing to gain, financially, the recommendations of the Club are unbiased in any direction, and intending visitors may regard all statements as based upon general conditions at time of writing.

Other special Booklets and Folders dealing with subjects mentioned in this book are sent free on request.

PHOENIX ARIZONA CLUB, INC.

19 EAST JEFFERSON STREET

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DON GILMORE, *First Vice-President*—President Don Gilmore, Inc.
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FRANK A. JEFFERSON, *Secretary-Treasurer*.

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