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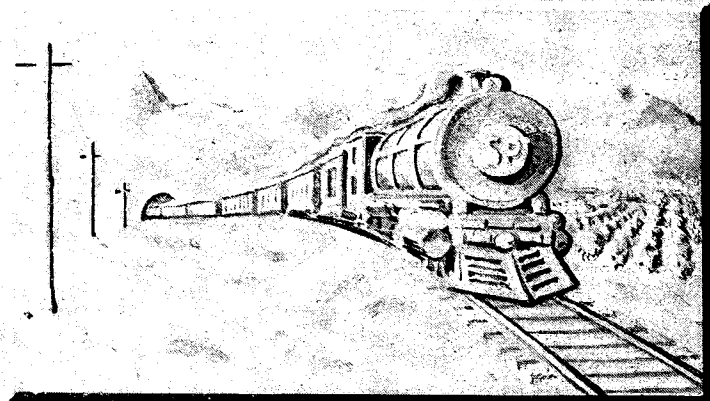
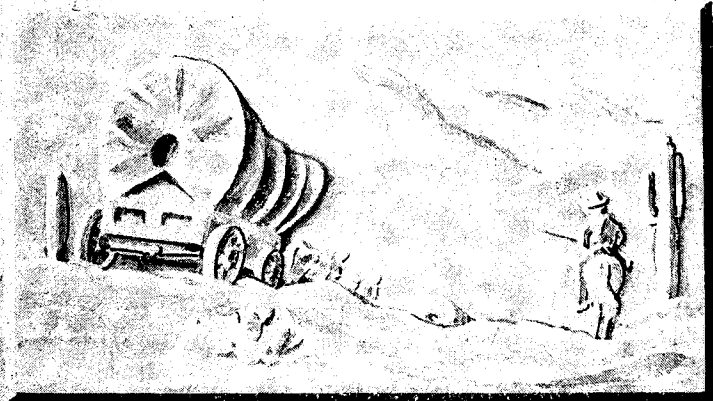
# MAIN-LINE EXPOSITION

★ PHOENIX

PHOENIX

ARIZONA

1926



SWING

OFFICIAL SOUVENIR

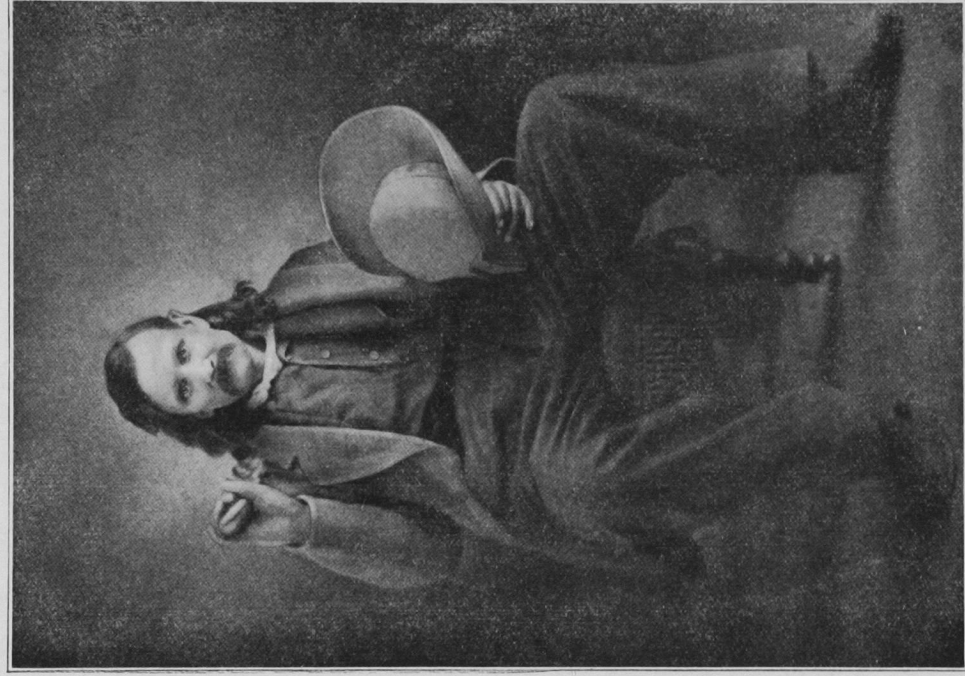
MAIN LINE EXPOSITION

CELEBRATING THE COMING OF THE MAIN  
LINE OF THE SOUTHERN PACIFIC THROUGH  
PHOENIX AND THE SALT RIVER VALLEY.

OCTOBER 15TH, 1926



HAROLD S. GOLDBERG, Publisher  
Room 5, Berryhill Building  
Phoenix, Arizona



JACK SWILLING, 1867  
Headed Settling of Salt River Valley






## DEDICATION

*To those sturdy pioneers of the Southwest, whose foresight and labor built the firm foundations for our great community, do we respectfully dedicate this booklet.*

THE PUBLISHER





CLASS OF SERVICE	SYMBOL
Tamerm	
Day Letter	Blue
Night Message	Blue
Night Letter	Nite
If none of these three symbols appears after the check (number of words) this is a telegram. Other wise its character is indicated by the symbol appearing after the check.	
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# WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Blue
Night Letter	Nite
If none of these three symbols appears after the check (number of words) this is a telegram. Other wise its character is indicated by the symbol appearing after the check.	
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H B WATKINS  
GENERAL MANAGER PHOENIX CHAMBER OF COMMERCE PHOENIX ARIZ  
YOUR TELEGRAM RECEIVED TELLING OF THE GATHERING YOU ARE HOLDING  
IN PHOENIX TONIGHT STOP PLEASE NUMBER ME AMONG THE EARNEST  
SUPPORTERS OF EVERY WISE MEASURE LOOKING TO THE DEVELOPMENT  
EXPANSION AND PROSPERITY OF THE GREAT SOUTHWEST STOP I JOIN  
YOU IN EARNEST HOPE THAT THE NEW TRANSPORTATION DEVELOPMENTS  
IN YOUR SECTION WILL RESULT IN BROADENING THE OPPORTUNITY OF  
DEVELOPMENT IN THAT REGION  
CALVIN COOLIDGE.

# YESTERDAY - TODAY - TOMORROW

HON. FRANK O. SMITH,  
President, Phoenix Chamber of Commerce



YESTERDAY, every school boy dreamed of adventures in the "Great American Desert", but the mystery of the unknown swiftly faded before advancing civilization. When the pioneers looked down upon the Salt River Valley from the mountain trails, the last frontier vanished. These men had faith, energy and courage. As the years fled, they carried the living waters from the mountains far and wide over the fertile land, until orchards, flowers and fields of green and gold made the desert only a memory.

Today, we benefit from the foresight and the labor of the pioneers. They have inspired those who followed. Thousands of people live in this valley. Thousands of miles of paved roads and streets, growing cities and rich farms replace the cacti and mesquite.

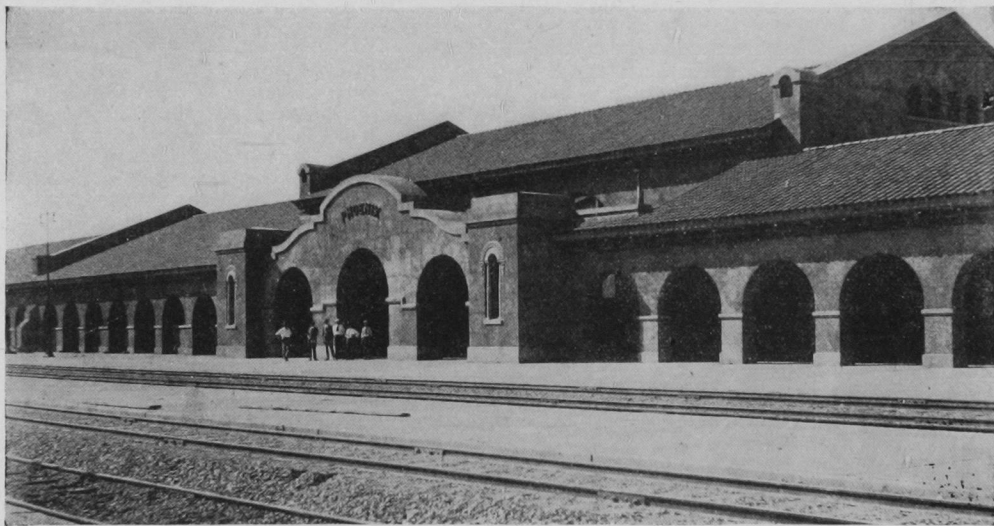
Our remarkable soil, water and climate, give to agriculture the widest possibilities. We are still in our infancy, but we already know that practically all of the products of the temperate and sub-tropical zones grow side by side in matchless quality. We are proud of our citizenship, of our schools and our churches. Our industries are rapidly increasing. The development of the varied resources of the state directly contributes to progress in the valley. Today we have an irrigated empire unsurpassed anywhere in the world. Today, we celebrate the third great milestone in our history. The first goes back to the day, over sixty years ago, when the settlers took the water from the river and carried it over the land. The second was over twenty years ago, when we constructed the Roosevelt Dam, and today, we celebrate the completion of a link in the great transportation project, which gives us

a Main Line railroad. Cities and communities, even as individuals, have turning points in their history, and this event marks a new day in the history of Phoenix and the Salt River Valley.

The work of yesterday and today is only the beginning of a greater Phoenix; a greater valley; a greater Arizona. Any man who looks back to the small beginning, sixty years ago—any man who looks back twenty years, and sees the rapid changes which have taken place, would hesitate before he would attempt to make predictions for the future which would place limitations upon the possibilities of our expansion. It certainly is conservative to say that within a few years the population of Phoenix will double, and this means that the population in the valley outside of Phoenix will also double, and before we realize it, nearly one-half a million people will be living in the Salt River Valley.

All we have and are, we owe to the past. Yesterday made today, but by the same token we are the builders of the future. What tomorrow will be depends upon us. We must have the same faith, energy and courage which the pioneers possessed. We must have faith in ourselves, in our city, in our valley and in our state. We must have energy necessary to keep constantly at work. Not the energy of a few individuals, but the united energy of all of our citizens. We must have the courage to believe that faith and industry will continue to accomplish results, and to bring success just as it has in every age.

Let every individual resolve to do his part, great or small, so that Arizona may be known not only for matchless climate, scenery and resources, but as a place where people work together for those who are yet to come.



THE UNION DEPOT, PHOENIX

# THE ADVENT OF THE MAIN LINE

By F. S. McGINNIS,  
Passenger Traffic Manager, Southern Pacific Co.



SOUTHERN Pacific Company joins with Arizona in celebrating the completion of the new main line through Phoenix and the Salt River Valley, an important rail highway that will furnish efficient transportation for the state capital and one of the most fertile growing sections in the southwest.

This construction project is being completed at a cost of about \$15,000,000. It entailed the building of 164 miles of new line and the rehabilitation of 63 miles of old line. This brings down to date a program of railroad construction in Arizona to keep pace with growth and development of the state, that had its beginning in 1879 when the bridge across the Colorado at Yuma was finished and the initial task of pushing forward the rails through Arizona was started.

In this connection, it is interesting to note from old articles on early day development of Arizona, that prior to the advent of the steam locomotive, the government had imported camels and camel drivers to the southern part of the state for use in transporting supplies for military forces.

Yuma at that time was a small village across the river from Fort Yuma and had been laid out as a town in 1875. Previous to construction of the railroad through this point, all the freight, that was imported, was brought down the coast and up the Colorado River to Yuma and then freighted by teams as far east as New Mexico.

As construction crews continued eastward, the railroad crept thru the bottom land along the Gila River, to the station now known as Wellton, but at that time named Aldone Wells. However, this line was washed away in 1892 and the following year the present line was relocated on higher ground.

The builders of the first line encountered no heavy grades until Gila was reached, but east of there was an 18 mile hill to climb to Estrella, from which the road dropped down to Heaton. Heaton now is nothing but a blind siding, but in those days it was the point from which shipments were made into the Salt River Valley and to what afterwards became the city of Phoenix. At that time there were a considerable number of adobe buildings in Heaton, all of which have since disappeared.

Between Heaton and Maricopa was constructed one of the longest, if not the longest, curve in the world, five miles in length with a ten degree curvature. East of this curve is a tangent 47 miles in length, the longest piece of straight line on the system.

The railroad gradually was stretched eastward and reached Tucson in 1880, the first train over the Southern Pacific tracks reaching Tucson March 20 of that year and bearing a delegation of notables. There was a big celebration and much oratory. A publication of that day stated that, "The banners of all nations are thrown from the outer walls of this ancient and honorable pueblo today in honor of the completion of the Southern Pacific Railroad, let joy be unconfined."

Tucson then consisted of only a few hundred inhabitants and was surrounded by an adobe wall for protection against Indians and outlaws.

East from Tucson the construction work proceeded without delay through Vail, Mescal, Benson, Dragoon, Willcox, Bowie and reaching Lordsburg, New Mexico, in the fall of 1880. Almost immediately after completion of the main line, the task of constructing branch lines to the various mining districts of the state was undertaken.



"EARLY TRANSPORTATION FACILITIES"

The first unit of the Arizona Eastern system to serve the main line was that from Maricopa to Phoenix. In 1885 Phoenix was a struggling town of less than 3000 people and the Salt River Valley had a comparatively small area under cultivation.

The problem of transporting large quantities of freight by mule team from the railroad was a difficult one and it frequently happened that teams would become bogged in quick-sand in crossing the Gila River and, with rising water, teams, wagons and loads would be lost. Serious shortage of foodstuffs occasionally would result, it is stated.

N. K. Masten and associates organized the company to build the line from Maricopa, and H. R. Patrick was the chief engineer in charge of construction. It is stated that the project dragged along slowly because of financial difficulties and on October 31, 1886, the day the franchise for the right of way was to expire, Mr. Patrick, unable to communicate with Mr. Masten at San Francisco, took the matter in his own hands and with a team of two horses, a garden plow and a small scraper went to Maricopa and broke ground for the railroad. Mr. Masten arrived the next day, having been delayed by a washout, and complimented Mr. Patrick for saving the franchise.

From this time on the building of the road was not interrupted. The first train arrived at Phoenix July 4, 1887, causing a great celebration and much rejoicing by the citizens. The first train consisted of little engine No. 3, with a coach, a combination baggage car and a few freight cars. The growth of the community was more rapid from that time forward.

There was no more railroad building in the Salt River Valley until after organization of the Phoenix, Tempe and

Mesa Railway Company on April 7, 1894, which was incorporated to build a line east from Tempe. During the next several years various companies were organized to take over the lines and to push forward construction work to serve different communities. Finally the lines were taken over by Southern Pacific and operated under direction of the late Epes Randolph.

During more recent years the necessity for increasing the capacity of the main line through Arizona became more and more apparent. In 1924 the company was given authority by the Interstate Commerce Commission to take over the El Paso & Southwestern properties, and also was granted permission to construct the new line in Arizona which, with the El Paso & Southwestern lines, would provide a second track virtually all the way between Yuma and El Paso.

We are confident that this new railroad line will prove of material aid in the continued growth and development of Phoenix and the great Salt River Valley.

It not only will greatly increase efficiency in handling products and give direct transportation to additional communities, but it will permit thousands of travelers, who otherwise would pass over the old line, to view the growing fields and prosperous communities of this section of the state.

Southern Pacific representatives indeed are very happy to join with the people of Arizona in celebrating completion of the new line, the building of which is the best of evidence of our faith in the future of this section of your state.

All Southern Pacific officers join me in extending thanks to the officers, special committee, members of the Chamber of Commerce and others who have given so freely of their time and effort to stage the celebration.



A "THOROUGHBRACE" STAGE

# THE HISTORY OF TRANSPORTATION

(By COL. JAMES H. McCLINTOCK)



RAIL or automobile flight in a single day from Phoenix to the western ocean is considered nothing short of miraculous by men who, in a heroic era not so long in the past, took many weary days on the same journey. Even by stage coach, from three to four miles an hour was the usual "speed", or a tenth of what is now covered with ease of modern travel.

All the modern highways and railroads take the line of the pioneer trails and roads, which were laid out on the line of least resistance, combining a compromise of distance and grades. This was true of the Southern Pacific rail line, the Borderland and the Bankhead highways, that now stretch across the southwest from El Paso to Los Angeles and San Diego.

The first traversed section is that between Tucson and the mouth of the Gila, trod about 1694 by the great Jesuit, Eusebio Francisco Kino, who then demonstrated the fact that California was not an island, and established a mission where Yuma now stands. The road was well defined at the time of the American Revolution, when Arizona's martyred Franciscan saint, Fr. Francisco Garces, guided down the Gila the famous expedition of Captain Juan Bautista De Anza, the same that founded the Presidio on the Golden Gate, the Pueblo of San Francisco, and the mission of Los Dolores.

The traveler who approaches the Colorado from the west should pause for a moment before crossing the bridge, for he is where Garces, in 1779, founded the mission of La Concepcion, destroyed in 1781 by Yuma Indians, who murdered Garces and three other priests. Those who have seen the Mission Play may find interest in the fact that on the Arizona side, in the same massacre, was killed Capt. Fernando Rivera y Moncada, who had been Military Governor of California.

In October 1846, Gen. Stephen W. Kearny led a column of dragoons down the Gila route, to the conquest of California. Following Kearny came the historic Mormon battalion, which broke a new road, around by the site of the present Douglas, down the San Pedro river, and thru Tucson to the Pima villages on the Gila.

Then followed the crush of wagon travel, after the discovery of California gold, with a new route broken from La Mesilla, N. M., westward along the line later taken by the Southern Pacific railroad, thru Apache Pass, where merciless Indians ever laid in wait. Thousands of goldseekers were slain, for plunder and rapine.

A stage line was operated from San Antonio as early as 1857. This was succeeded by the famous Butterworth mail line from Missouri to San Francisco with daily service, which was discontinued with the outbreak of the Civil War.

Over the emigrant highway came Hunter's Confederate column, to be driven back from near the Colorado by Carleton's California Federals.

Thereafter there was a degree of peace along the highway, then as late as 1878 a wagon train was attacked by Apaches between the Pima villages and Tucson. Yet, till the coming of the railroad, the highway was one of danger between the adobe walled stations, that dotted the roadside, each with its well of water and rough hospitality.

Plodding freight teams crossed the Colorado by a ferry, that was operated long before Yuma was founded, and dragged their dusty way eastward, carrying the supplies essential to life in the hamlets of the Southwest. Twenty miles was a good day's journey.

In museums at Tucson and Phoenix are exhibited the relics of the past. The stage coach, the last survivors of the



ARIZONA FREIGHTERS

pioneer era of transportation, which started with the burro and the Mexican carreta, with its tree trunk wheels. Gone are the rutted roads and sand hills of the Colorado desert, gone are the fords and quicksand of the tricky western streams, gone are the swaying stage coach and plodding freighter, gone are the creeping methods of the past—cast in oblivion by progress.

## PART TWO

### STAGE COACHING IN ARIZONA

Early day stage transportation thru Arizona, on the old transcontinental routes, lasted only about twenty-two years, till displaced by the railroads. Though considered luxurious at the time, let there be consideration of the endurance of any through passenger, who could stand the continuous journey of a fortnight from San Antonio, Texas to San Diego, with much of the travel at night. On lines less than 300 miles in length the travel usually was continuous, in deference to mail contracts, a passenger within the lurching "thoroughbrace" stages catching a few winks of sleep by passing an arm thru one of the leather loops, provided for such service, and dependent from the side of the coach. There was slight break in the monotony of a desert road, where every landmark slowly was approached and passed, with only the prospect ahead of arrival at some desolate mud-built "Station," where water, whiskey, and the roughest food could be secured, while the stage team was being changed.

There would have been few stage lines in Arizona if their income had been solely from passenger and express business. As a rule, these items were subordinate to the mail contracts, from which the running expenses generally was assumed to come. It is not improbable that the carriage of mail in the early days at times cost the Government even a dollar a letter.

An early advertisement, dated at San Antonio, July 1st, 1858, gives an excellent insight into Stage coach travel of those days. The advertisement recited that "Passengers and express matter are forwarded in new coaches, drawn by six mules, over the entire length of our line, excepting the Colorado desert of 100 miles, which we cross on mule back. Passengers are guaranteed, in their tickets, to ride in coaches, except the 100 miles as above stated. An armed escort travels through the Indian country with each mail train, for the protection of the mails and passengers. Passengers are provided with provisions during the trip, except when the coach stops at public houses along the line, at which each passenger will pay for his own meal. Each passenger is allowed thirty pounds of personal baggage, exclusive of blankets and arms."

In 1858, over this same road, was operated the famous Butterfield stage route, that received \$600,000 a year for semi-weekly service, and that made its first trip from San Francisco to St. Louis in the wonderful time of 24 days, 20 hours, and 30 minutes. With daily service, the pay was raised to \$1,300,000. The route, with its 100 coaches, 1000 horses, and 750 men, was abandoned on the outbreak of the Civil War, for its military guards had to be withdrawn.

About 1869 regular stage mail service was re-established across Arizona. Daily service came in 1875, the route shortened as the Southern Pacific progressed eastward.

The main stage route in Arizona was from Yuma, thru Maricopa Wells and Tucson, to the eastern border, paralleling the Southern Pacific route, which is giving way, in part, to the present Main Line."

From old Maricopa, in early 1879, a Gilmer-Sailsbury stage line led to Phoenix, where the Prescott-bound traveler had the choice of the Wickenburg and Black Canyon routes. A volume could be written on the perils of the road in these times, of the dangers from Indians and outlaws, while many a happy tale has come down from such pioneer travelers as Ross Browne and Chas. D. Poston.



MARICOPA WELLS STAGE STATION

The early day stage driver was a character well worth consideration. Usually he was of the gambler type, quiet and undemonstrative, absolutely fearless, even to the point of recklessness. Skillful in handling his team of four to six horses thru the heat and dust, he was appreciative of the presence on the box beside him, of one of his own kind, and even resentful of the presence thereon of an ignorant tenderfoot.

It was generally understood that in case of a hold-up, the driver should not fight, for his first duty lay in the safety of his passengers, horses, and equipment.

Few there were of the old-time Jehus, who had not had narrow escapes, for every stage that bore freight of value, was accompanied by an express messenger, who sat beside the driver, a sawed-off shot gun in his hands. These express messengers were of the type of which sheriffs are made, keen and alert, brave and dependable.

There have been instances, with express messengers shot from ambush, where the driver seized weapons and, sometimes at the cost of his life, fought the highway robbers. Some of the drivers were marked as men who would fight, and who could expect no mercy in the event of a hold-up.

So stage coach travel was in itself fraught with interest, hardships, and no little monotony—so different from the experiences of the blase traveler of today.

## PART THREE

### THE ARIZONA FREIGHTER

The Arizona "Freighter" was a very important personage in the days before the railroad came. As a rule he was a professional, closely allied to the rather contemptuous stage driver, who cursed him for cutting up the roads and raising too much dust.

Some of the freight "outfits" in those days were awe-inspiring affairs. The teams might be anything up to twenty-four mules, driven with a "jerk line," and handled with a skill marvelous to the uninitiated. The driver was in the saddle on the "high wheeler," and the passage of the road, in time of difficulty or upon grades, developed a flow of language said, on the frontier, to have been equalled only by that of a cavalry captain. The star performers in a mule team were the spry little mules on the lead, and the mules on the swing, who, on a turn, would step over the chain and, undirected, keep the forewheels in the proper track.

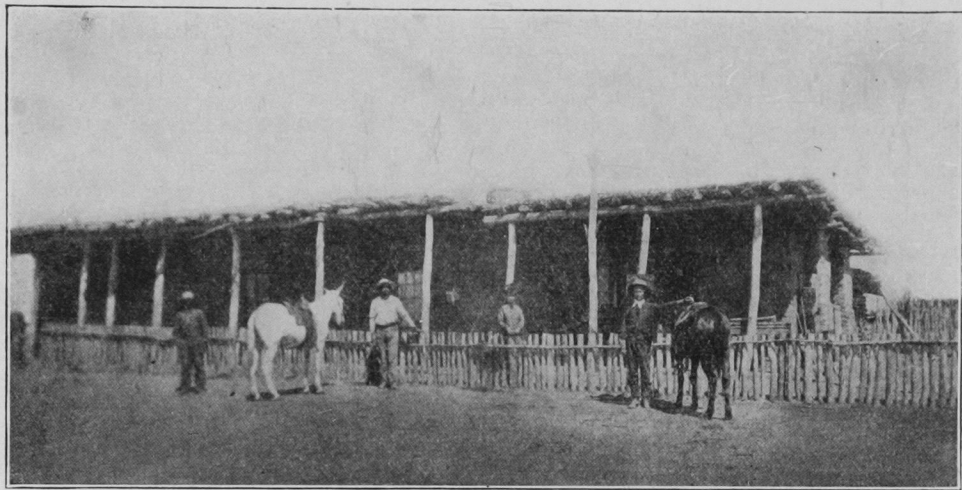
The mule was a great individual factor in the up-building of the Southwest. Oxen at first were tried, but for them the country was too hot and dry. Horses, save in the Mexican "rawhide" outfit, and few notable exceptions, suffered much the same disadvantages.

The entire supplies of the southwest were dependent on the freighter, other than the small quantities, which could be brought in by stage, or buckboard.

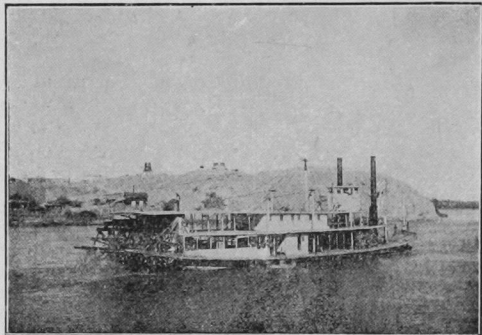
The wagons of the old-time freighting outfit were in keeping with the importance of the work. Eastern wagons would not do at all. They went to pieces on the desert. The best and biggest were made in Arizona, at Yuma, Phoenix, Tucson, and Prescott, where no piece of wood was used that had not lain for a year's seasoning and drying.

Some of the lead-wagons had wheels eight feet in height, and had a capacity for a half car-load of goods. Following a sixteen-mule team, usually there were three or four wagons, diminishing in size toward the end vehicle, which was used for forage and for the bedding and food of the freighter and his "swamper."

Both men were armed even more heavily than the cowboy, with a repeating rifle near at hand, where a motion could pull it into action, and each man bore his 45-caliber Colt revolver, with a cartridge belt for each of his weapons. These were not



STANWIX STAGE DEPOT, EAST OF YUMA, 1872  
(The Woman is Mrs. King Woolsey)



FERRY BOAT AT YUMA



KING WOOLSEY

First Leader Against the Apaches, Member of  
Legislature, and Promoter of Irrigation and  
Agriculture in the Salt River Valley.

for empty show, for outlaws, bandit Mexicans, and Apaches all found attractive loot in the cargo of the wagons, especially when a part of that cargo was contained in barrels.

In the Apache country, travel was made by wagon trains, following the custom used in crossing the plains. At least a score of teams would join for mutual protection, and at night would park in a circle, with outposted videttes and sentinels. Sometimes it happened, on the road thru the San Carlos reservation, tired of the dust and slow travel, and looking for a bonus at the terminal for fast service, a driver would push on ahead. Too often, the next day, the caravan would come across the smoking debris of the wagons, in its midst the mangled mutilated remains of what once had been a man.

## PART FOUR

### THE "IRON HORSE" ERA

Just after the Mexican war, the railroad future of Arizona had its impetus. Congress made liberal appropriations for surveys. A route on the thirty-fifth parallel, afterwards occupied by the Santa Fe system, was declared feasible by Sitgreaves in 1851, while in the south a route was found north of the Gila, but the Gadsden Purchase in 1853 had its chiefest reason in a wish to get a better route.

After many plans and applications submitted to Congress for governmental aid, that body made early provision for two transcontinental railroads across Arizona. To both were attached land grants for alternate sections for forty miles on either side of the railroad line—but while surveys and some attempts at grading were made, to hold the franchise, neither company was able to finance the real construction.

It was in 1877 that the Arizona legislature first took notice of the possibility of the construction of a real railroad, giving authority to the Southern Pacific Railroad Company, a California Corporation, to maintain railroad and telegraph

lines across this territory eastwardly on two routes. The grant of authority to the company was liberal, with the limitation of passenger fare to 10 cents per mile, and a freight tariff not to exceed 15 cents a mile for each ton. The territorial charter was granted after much opposition, and dated October 8, 1878.

Slowly the road proceeded, held up at every turn by petty opposition. It reached the west bank of the Colorado in May, 1877, but it was September 29th before operation into Yuma was attempted. A dispute with U. S. authorities, which suffered the building of the bridge and road over the Colorado, but which denied the company the right to run trains over the river, was finally settled. Construction eastward was resumed November 19, 1878. At Casa Grande, reached May 19th, work was held up during the hot season of 1879. The track reached Tucson March 17th, 1880, with passenger service starting a few days later. The New Mexican line was reached September 15, 1880, with a gross cost of construction across Arizona of \$30,813,390. El Paso was reached in May, 1881.

Maricopaville in 1879 (four miles west of present junction) was a town of several thousand people, and was considered in line for a vast real estate boom. Today, called Heaton Switch, it is hardly a whistling post on the old S. P. line.

The Maricopa and Phoenix Railroad was completed into Phoenix July Fourth, 1887, at a cost of \$450,000, construction having been favored by a subsidy of \$200,000 granted by Maricopa County. Though the majority of the stock is understood to have been turned over to the Southern Pacific, the line had nominal independence until late in 1903, when it was absorbed by the Southern Pacific. Still later it became a part of the Arizona Eastern Railroad Company, a Southern Pacific subsidiary organization which controls lines into Globe, Winkelman, Superior, and Christmas mining centers, also Mesa, as well as the road to Maricopa.



CENTRAL AVENUE, 1926

# THE RISE OF PHOENIX

## *A Historical Resume*



S TRUE as the "Phoenix" of ancient mythology, "rising from the flames", rose our own city from the ashes of a pre-historic civilization, which once occupied this vicinity. It was the evidence of this ancient occupation that led Darrell Duppa to suggest the name several years before the town was established. This rise thru the years is coupled so closely with the history of the Salt River Valley, itself, that the story of one is truly the story of the other. The writer offers a brief resume of our history, merely touching the outstanding lights of our past.

### FIRST AMERICAN OCCUPATION

Temporary American occupation of Salt River Valley was a hay camp established on the Salt River by John Smith, former officer of the California column, and trader at Fort McDowell.

### SWILLING CANAL COMPANY 1867

Jack Swilling foresaw agricultural possibilities of Valley and ease of irrigation, using the lines of ancient canals. Organized Swilling Canal Company at Wickenburg in 1867, with theoretical capital of \$10,000, the members starting at once for new field. Work commenced on the ditch, now known as Salt River Valley Canal. Among the early settlers were McWhorter, "Pump Handle John," Darrell Duppa, Vandermark, McVey, Jim Lee, Fitzgerald, Tom Conley, Jake and Andy Starer, John Adams, "One-eyed" Davis, Bill Bloom and Frenchy—who had the honor of building the first house in the Valley.

### THE FIRST CHILD—THE FIRST BRIDE

Thos T. Hunter tells in letter that first child born in the Valley of white parents was a daughter of John Adams, in the spring of 1868. The same household furnished the first bride, the eldest daughter marrying a cowboy, William Johnson, in April. Ceremony performed by Chaplain from Fort McDowell.

### THE FIRST WHITE WOMEN

Mrs. Gray, who is still living on old ranch home in southern suburbs of Phoenix, was probably first white American woman who came into Valley, though Mrs. James M. Gardiner was first in town of Phoenix.

### FIRST FLOUR MILL

In 1870 a small flour mill, owned by W. B. Hellings, was in operation. Ruins still to be seen just east of State Insane Asylum.

### FOUNDATION OF CITY OF PHOENIX

Settlers meeting at Moore place, Oct. 20, 1870, appointed Darrell Duppa, Moore, and M. P. Griffen as committee to select townsite, while survey made by Hancock. Report made at next meeting, thereupon was organized Salt River Valley Town Association, with John T. Alsap, Jim Murphy, and J. P. Perry as commissioners. Articles of agreement signed by W. B. Hellings & Co., Darrell Duppa, Barnett & Block, Thos. Barnum, James Murphy, John T. Dennis, W. A. Holmes, James McElliott, J. P. Perry, William Rowe, McConnell, Daniel, Twomey, C. C. McDermott, Edward Irvine, J. P. Osborn, Andrew Starer, Paul Becker, Jas. D. Monihon.



Land of Roses  
1926



CORNER OF CACTUS ALLEY ON WASHINGTON, LOOKING WEST  
Donofrio's Now Occupy Location of Loring's Bazar



Street Scene  
1926



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## THE RISE OF PHOENIX—*Continued*

### THE START OF THE CITY

Hancock's survey comprised 98 three hundred foot blocks. Lot sale held December, 1870. Patent received April 10, 1874. Average price received for lots \$11 for corners, \$7 for inside locations. Business locations, now assessed at \$1,500 per foot were considered high at \$104 per lot.

### THE FIRST HOUSE

First house was adobe on Washington Street between Center and Montezuma (First St.) where county offices were housed. First lot was bought by Judge Berry of Prescott, on southwest corner of Washington and Montezuma. First deed issued by Probate Judge Alsap on May 18, 1875 to Jacob Starer to north-east corner of Second Street and Adams.

### POSTAL SERVICE ESTABLISHED

1868-69 Swilling's ranch relief station on horseback mail route between Maricopa Wells and Wickenburg. June 1869, Postmaster Bernard of Prescott applied for postoffices at Skull Valley, Walnut Grove, and Phoenix. Phoenix office established 1870, with John M. Olvany as postmaster, until 1871, when Wm. A. Hancock was appointed to fill his place. At this time settlement numbered about three hundred people, exclusively engaged in agriculture.

### THE FIRST STORE

William Smith started first store on townsite, while Dennis & Murphy, E. Irvine, and Barnett & Block soon followed. Postoffice moved to store of Dennis & Murphy, where Geo. Mowry opened first mail sack, as Hancock was serving as sheriff. Pete Holcomb was first butcher.

### THE FIRST ELECTION

First election held May, 1871. J. Favorite, candidate for Sheriff killed by Chenoweth, rival candidate. Tom Barnum elected.

### FIRST SCHOOL

First session held September 5, 1872, with J. D. Dareche as teacher, in courtroom of courthouse on First Ave., just south of Washington. Nov. 8, 1873, first school building occupied. Adobe building stood on North Center Street, about middle of large vacant block, formerly occupied by Central School. Miss Nellie Shaver, school mistress.

### PHOENIX INCORPORATED 1881

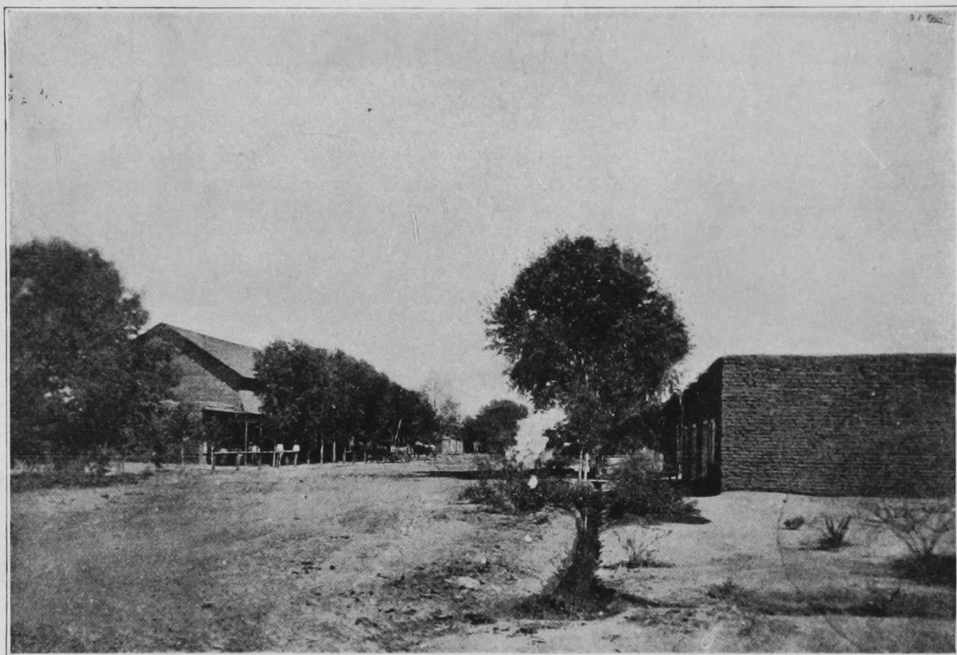
Phoenix incorporated Feb. 25, 1881. First city council meeting held May 5. John T. Alsap was first mayor, councilmen were T. W. Brown, W. T. Smith, J. M. Cotton, and J. H. Burtis. Recorder, Geo. H. Rothrock. Following year, Francis W. Shaw elected Mayor.

### FIRST CITY WATER SUPPLY

First water distribution system built by J. M. Gardiner, and sold by him for \$55,000 to Jerry Millay and Thos. Hine, who bonded it for \$250,000, and extended service of three times the territory. Property then passed into hands of M. H. Sherman. Municipal ownership passed Dec. 12, 1906, but it was 1907 before Phoenix Water Company surrendered property and franchises for \$155,000.

### FIRST STREET RAILWAY

Phoenix had first street railway in 1887, about time of completion of railroad from Maricopa. Original line four



WASHINGTON STREET, 1872

Taken from Central Avenue, Looking East. First National Bank of Arizona Building Now  
Occupies Vacant Lot in Lower Right-Hand Corner of Picture.

---

## THE RISE OF PHOENIX—*Continued*

miles long, narrow gauge, with light open cars drawn by mules. This road abandoned in Sept. 1893, when double tracked electrical system installed thru business district on Washington Street. M. H. Sherman, of Los Angeles, original promoter, controlled company until recently, when city purchased properties after franchise had been given up.

### TELEPHONE SERVICE

September, 1910, the Overland Automobile Telephone Company inaugurated service with 1000 subscribers. Companies resources too small for business, and Bell Company took over system.

### OTHER IMPROVEMENTS

First paving contracts made 1911 with expenditures of \$200,000. Same year saw a \$400,000 sewer system installed, supplementing private system, which served business district, and had been acquired by city.

### THE SOUTHSIDE SETTLEMENTS

TEMPE, eight miles from Phoenix, especially noted as site of State Teachers' College, founded 1871, when Jack Swilling joined southside pioneers in building Tempe Canal. One of first settlers, and first business man was Charles T. Hayden, Tucson merchant who established store near river, where he

also conducted ferry. Settlement known as Hayden's Ferry. Nearby was small Mexican settlement, called San Pablo. Between the two settlements settled the Johnsons and other Mormons, and with their coming, in 1879 the town generally became known as Tempe.

MESA, settled February, 1878, as purely an enterprise of the Church of the Latter Day Saints. Named and laid out by C. I. Robson, Geo. W. Sirrine, and F. M. Pomeroy, to whom the land was deeded by its locator, D. C. Sirrine. Incorporated July 15, 1883 with A. F. McDonald as first mayor. From small Mormon band of 79 people, who arrived in 1878, Mesa is second only to Phoenix in importance, and is surrounded by vast acreage of fertile fields.

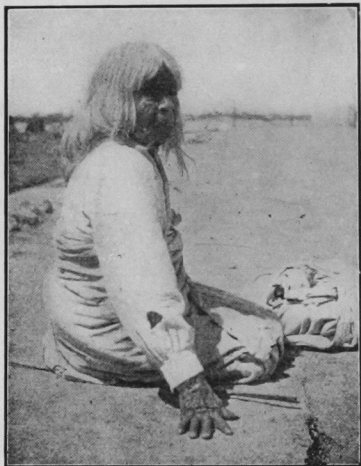
CHANDLER, dates back only to 1911, the result of expansion of agriculture to southeastern section of Valley. Especially noted for its beauty, its marvelous winter hotel, and its agricultural surroundings.

### PHOENIX, TODAY

Phoenix, today. Look around you—a city of 50,000 people, as modern in every respect, as any in the Country. Located in the midst of the Salt River Valley, a beautiful setting for such a jewel, Phoenix has surpassed even the wildest dreams of the men, to whom we owe our start. To the pioneers of Phoenix, and the Salt River Valley, All Hail!



CITRUS GROVE AT BASE OF "CAMEL'S BACK"



AN INDIAN SQUAW



ARIZONA'S FIRST BURDEN BEARER—THE BURRO

---

## WHEN PHOENIX ROSES BLOSSOM IN THE FALL



*Have you seen the roses blossom in the Fall?  
From their beds or from the lattice on the wall,  
Wondrous shades of pink and red,  
Sweeter than Spring flowers, 'tis said,  
Is the fragrance that they shed—in the Fall.*

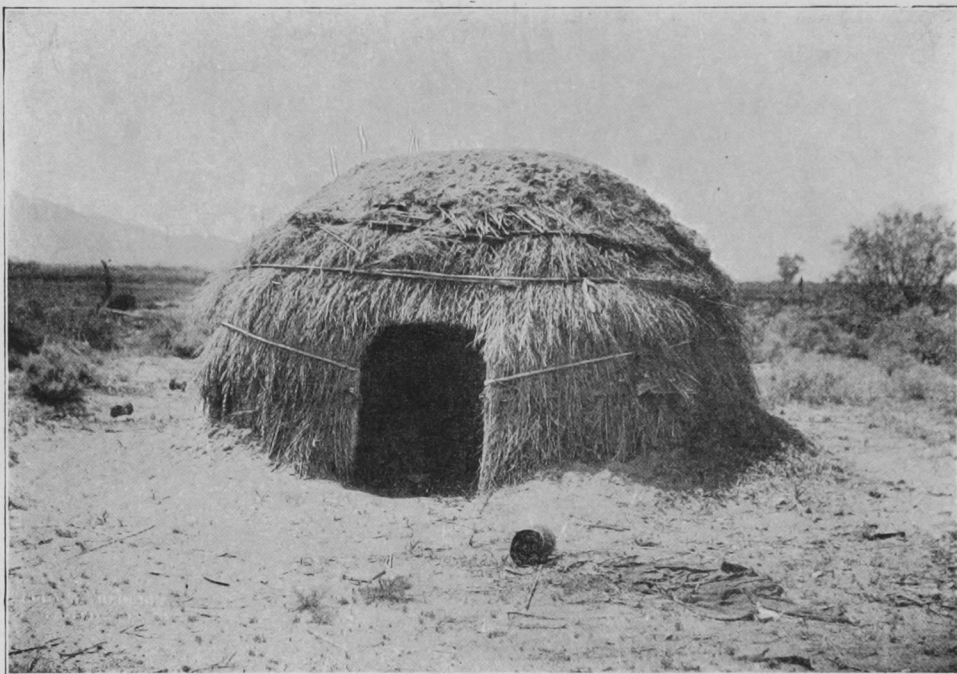
*When you see birds southward flying in the Fall,  
And you hear their mournful crying—in the Fall,  
Then when Spring flowers all are through,  
Bursting out with life anew,  
Roses here still bloom for you—in the Fall.*

*What strange power makes them blossom in the Fall?  
Just our climate, soil, and sunshine—that is all.  
Before the East is wrapped in snow,  
Before the cold north winds blow,  
Come here where the roses grow—in the Fall.*

*We have seen an apple orchard in the Spring,  
And admit it is indeed a beautiful thing,  
But all over this big ball,  
No greater beauty we recall  
Than when Phoenix roses blossom—in the Fall.*

—REGNA H. ANDERSON.





A TYPICAL PIMA "KEE", NEAR PHOENIX



COTOC, A MARICOPA CHIEF, AND HIS WIFE



LEADING HOTEL (GARDINER'S) OF PHOENIX, 1872

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*The Main Line—A truly strong link in the Chain of Progress.*

*“A Chain is only as strong as its weakest link.”*

*Let's examine and strengthen, where necessary, the LINKS that bind  
this COMMUNITY as one.*

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CONSTRUCTIVE BANKERS  
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AND MORE HOTELS

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*Five Registered Druggists*

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*specializing in*

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RENTALS, INSURANCE  
MORTGAGE LOANS  
AND  
BONDS

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Dwight B. Heard Inv. Co.

REALTORS

Heard Bldg.

PHOENIX, ARIZONA



*The Home of*  
**EAGLE DRUG STORE**

*"On the Main Line"*

Greetings

Empire Builders!



*THE MAIN LINE  
and the  
ROOSEVELT DAM  
are the  
Milestones Outstanding  
in the forward  
March of Phoenix  
toward her destiny as the  
Metropolis  
of a  
Mighty Empire*

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1862

1926

## 64 YEARS OF FAITHFUL SERVICE

A STORE that has lived and progressed from the days of the covered wagon can fully appreciate the advantages of modern transportation.

Our best wishes to the people of Arizona and the Southern Pacific Railroad for the part they have played in the past and the last big step forward,

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FOR A GREATER ARIZONA

*Goldwater's*  
THE BEST ALWAYS

The Pioneer Store of Phoenix



*Preferred  
Since  
1871*

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*The choice of the  
Arizona Housewife  
for Over 55 Years.*

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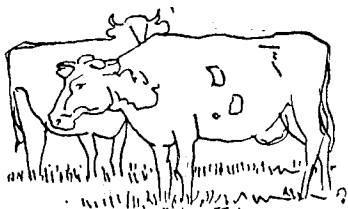
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DODGE BROTHERS  
Motor Cars

McARTHUR BROS.  
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Every day is inspection day at Norton's. A phone call will bring our representative—and a trial will convince you of the superiority of

NORTON'S PRODUCTS

### Norton Dairy Company

*Just Phone 6167*

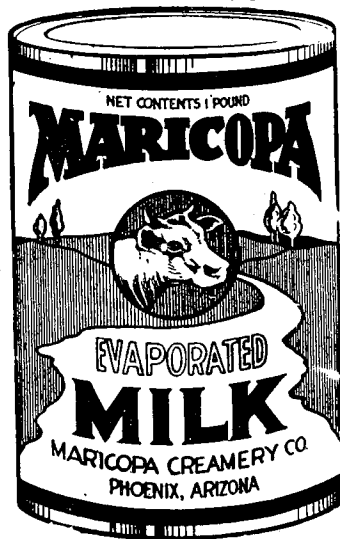
## What the Main Line means to Arizona's Greatest Store

*In 1895, when Phoenix was just a small western town—when irrigation of the Salt River Valley was but a dream—in those the early days—Korrick's was established—we grew as the town grew—we built just as sturdy a foundation as the city was building—we builded a confidence—with the people—we builded with the confidence in a greater Phoenix—And today—just as Phoenix is the greatest city of the State so are Korrick's the greatest store of the State. We hail the Main Line with all enthusiasm, spelling as it does—*

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*“Arizona’s*



*Milkman”*

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LUMBER CO.

ONE FOOT OR A  
MILLION



Phone 6608

Five Points

Phoenix, Arizona

# *The Main Line to Happy Amusement*

---

**I**S THERE ANY THRILL THAT COMPARES WITH THE THRILL OF GLORIOUS ACCOMPLISHMENT? Is there anything more wonderful than the realization of an ambition to which every effort, every thought, every energy has been devoted?

We join with every other loyal Arizonian in expressing gratitude and congratulation to those faithful, tireless workers who have ceaselessly toiled to bring the MAIN LINE to Phoenix, and as the coming years bring more and more the fruit of that accomplishment, may they share generously in the reward they so richly deserve.

And as an expression of our faith in our wonderful city, we pledge ourselves in the future, as in the past, to devote our every energy to the presentation of clean amusement—to make our recreation places all stations on the MAIN LINE TO HAPPINESS, of which every Arizonian will be justly proud.

---

## *Rickards & Nace Amusement Enterprises*

APACHE

AMUZU

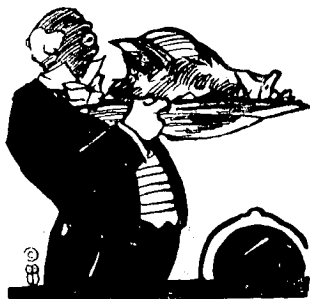
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RAMONA

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Dessert

YOU'LL find tasty  
delight in every  
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you. Any time you're  
hungry — while at-  
tending the Main  
Line Celebration, this  
is the place to hang  
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ALHAMBRA

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ALL KINDS

*"We Furnish the Building Material  
for the Building Boom"*

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Valley on the Opening of the  
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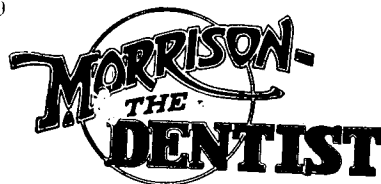
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- - - - - Arizona

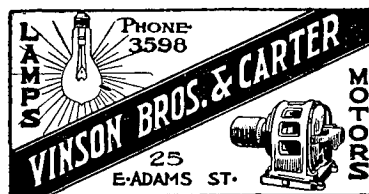
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ON THE ARRIVAL OF THE FIRST  
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# Southern California Congratulates Phoenix and all Arizona

**N**EW DIRECT rail communication means more rapid transit, more business, and new association and co-operation between these two favored sections of the United States.

We, your friends and neighbors in Southern California, congratulate you!

Come and see us often. Here we have everything that you may desire in addition to your own great climatic and industrial advantages.

Visit our beaches. Take a dip in the mighty Pacific. Enjoy a few days at any one of five large amusement parks.



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Come see thrilling auto races, football and baseball games, championship wrestling and boxing matches.

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No need now to go east or north for a great vacation. Just come to Southern California.

Plan now to spend at least two weeks each year with us.

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Chamber of Commerce Building, Los Angeles, California



CONGRATULATIONS TO  
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*Makers of*

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Work Garments

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# LOS ANGELES COUNTY CALIFORNIA

*takes this opportunity to congratulate the neighboring state of*

ARIZONA

*on the completion of*

THE MAIN LINE EXTENSION

*which will link the resources of Arizona with those of Los Angeles County*



Los Angeles County is a manufacturing center whose factories turn out \$1,250,000,000 worth of products annually from raw materials which Arizona contributes largely. Los Angeles County's harbor carries these products to the markets of the world. Los Angeles County's miles of beaches also afford the people of Arizona a nearby summer vacationland.

THIS HOTEL IS ABSOLUTELY FIRE PROOF

# HOTEL HAYWARD

SPRING AND SIXTH STS.

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## GREETINGS

We wish to announce the opening of our new 225  
Room Annex, all with combination bath and shower.  
The same consistent service and tariff.

H. C. WRYMAN, *Proprietor*

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ARIZONA HEADQUARTERS



WASH FROCKS—That have won the approval  
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*Congratulations,  
Phoenix!*

*Our best wishes to you  
for your greater pros-  
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A hotel reflecting the good taste of refinement. Attractive for women alone and to the "whole family." Service, not unlike a well appointed home, without ostentation. Safely patronized and recommended. Commercial-residential. Location central and unexcelled. Modern. European.

## RATES:

Without Bath, Single	- - - - -	\$1.50
Without Bath, Double	- - - - -	2.00
With Bath, Single	- - - - -	\$2.00, \$2.50, 3.00
With Bath, Double	- - - - -	2.50, 3.00, 3.50

Garage Adjacent - Patronage Appreciated

*You've tried the rest, now try the "BEST"*

William BEST Clark, Proprietor

*We Congratulate You on the Coming of  
the Main Line*



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**"SWIM EASY"**

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Manufactured by the  
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ARIZONA HEADQUARTERS



**H**OTEL CLARK is one of the largest and finest hotels in Southern California. Every room with private bath and every home comfort.

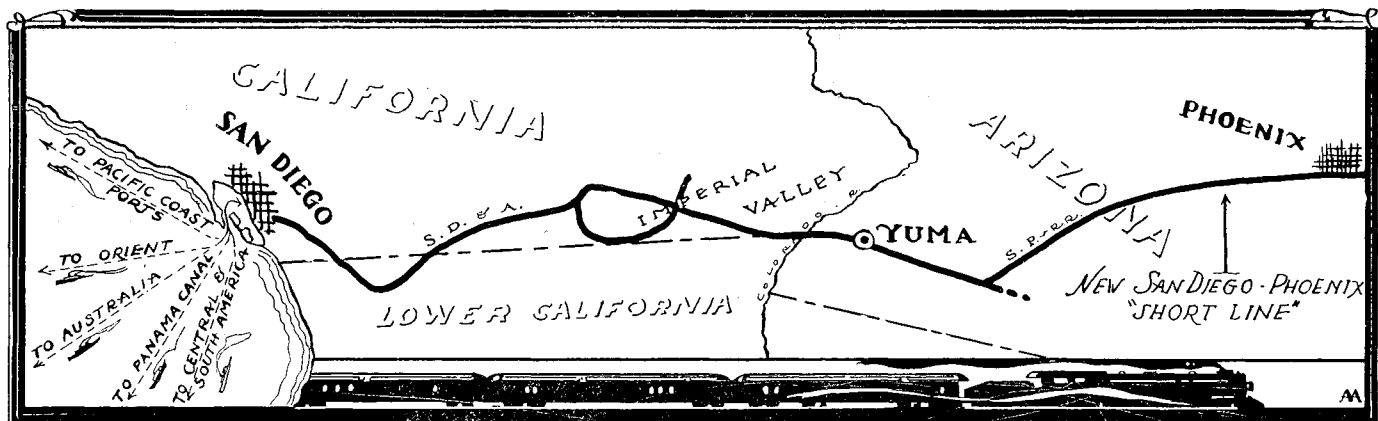
*In center of Shopping District; One-half Block from Pershing Square.*

555 ROOMS—Each with Private Bath Tariff from 2.50  
**POSITIVELY FIREPROOF**

When visiting Los Angeles you will find it to your advantage to sojourn at Hotel Clark. Car lines to beaches and all points of interest—*just a few steps from hotel lobby.* Free Auto Bus meets trains. Clark Garage—*just around the corner.*

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HILL STREET BETWEEN FOURTH AND FIFTH

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THE SAN DIEGO CHAMBER OF COMMERCE congratulates the citizens of Phoenix on the completion of the Main Line that has brought the Pacific to your doorstep.

You will find adequate shipping facilities and efficient transportation service await you at the PORT of SAN DIEGO.

The completion of the Main Line has brought you closer to the country by rail; SAN DIEGO will bring you closer to the world by water.

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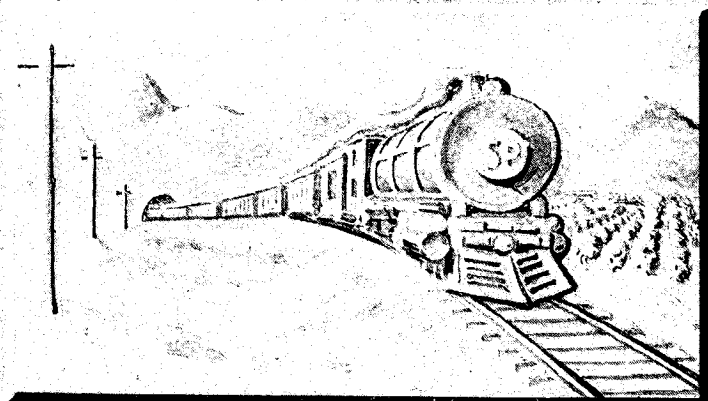
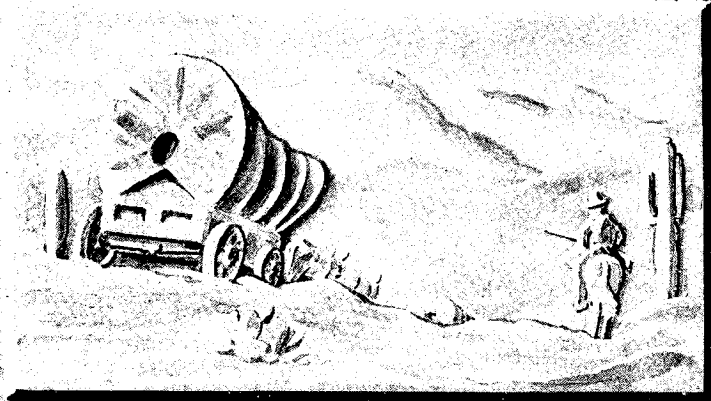
# MAIN-LINE EXPOSITION

★ PHOENIX

PHOENIX

ARIZONA

1926



SWING