MARICOPA COUNTY SECTION

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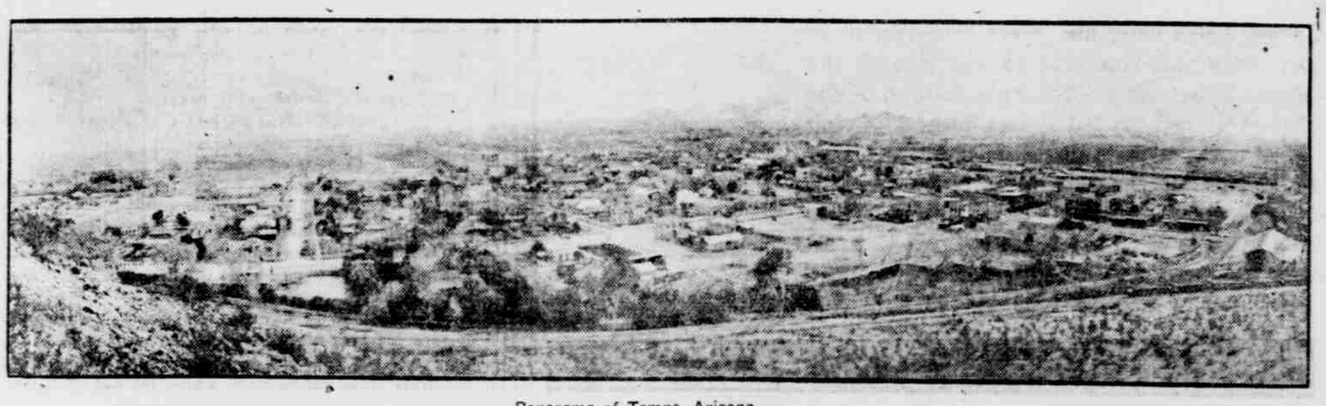
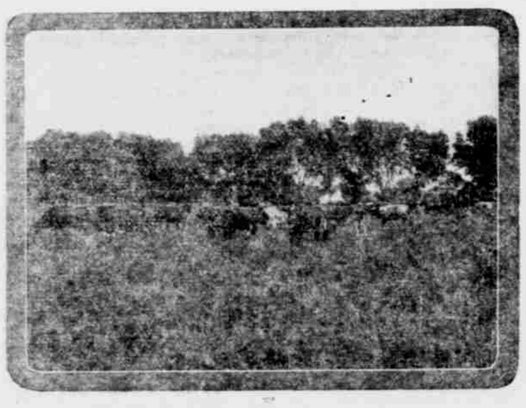
The City of Beautiful Homes TEMPE Arizona's Educational City

TEMPE, the second in size of the cities of Maricopa county, is beautifully located, on the south bank of Salt river, nine miles east of Phoenix, at the junction of the Phoenix & Eastern and Arizona Eastern railroads. Tempe Butte, which rises some three hundred feet above the town, adds to the picturesque beauty of the location. It is an ideal site for a town, and its natural sanitary conditions are all that could be desired.

The town owns and operates one of the finest water systems in the west. This system has cost the town, up to present time, something like $40,000. Nearly ten years ago the town bonded itself for $30,000. A water system adequate for the town at that time was completed. Since that time, $10,000 has been spent for extending this system. The reservoir that furnishes water for the town is situated 230 feet above the town on the Tempe Butte. The town contracts the water delivered to the reservoir, paying 4 cent a thousand gallons. This reservoir furnishes pure water to the inhabitants at as low a cost as any other water system in the state. In ten years' time, there has accumulated



Panorama of Tempe, Arizona

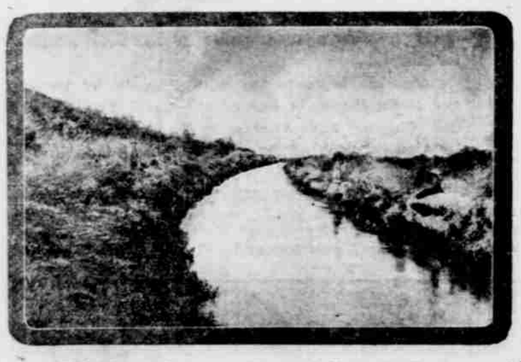


A Tempe Dairy Herd

in the sinking fund, something near $10,000. This money is loaned at the rate of about eight per cent while the city pays five per cent on its bonds. The height of the reservoir above the town makes it unnecessary to maintain a paid fire department, as the pressure is something like ninety pounds, and all that is needed is a hook and ladder and a hose brigade, and by reason of this splendid fire protection, insurance rates are reduced to a minimum.

The town is substantially built, and its broad streets are lined with beautiful homes. In the lawns surrounding these homes, through the winter and summer months, bloom beautiful flowers and among these flowers are grown and ripened the orange, the olive, the date, the lemon, the fig, and the pomegranate. The temperature is such that most of the fruits and flowers that are raised in California are raised here as well. While the summers are warm, there are no sunstrokes, and the percentage of sickness is much lower in summer than during the winter.

Tempe is so peculiarly situated that all transcontinental highway or railroads contemplated being built from the east to the west must pass through the town. The state highways, both eastwardly and westwardly, northwardly and southwardly, pass through Tempe. The state at the present time is building one of the largest arched concrete bridges in the west across the Salt river at Tempe. This bridge will cost in labor and money, something like $120,000. It will be something over 1,300 feet long, with 11 arched spans. The proposed transcontinental highway, from ocean to ocean, when built, will pass from the east by the way of Globe, Roosevelt, Mesa, Tempe and Phoenix.

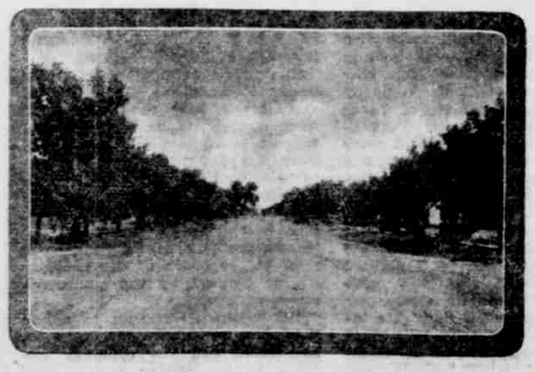


This Canal Irrigates Many of Tempe's Farms

The name Phoenix was given first to the settlement on the north side of the river. The town of Phoenix took its name from the settlement. Tempe was at first the name of the settlement, and likewise the town took the name of the settlement. As the bustling, busy city of Phoenix is arising from the ashes of a prehistoric city, her name is appropriate. No less appropriate is the name of our fair town, Tempe, named from the mythical vale or valley of ancient Greece, now the name of a valley and pass that was forced by the Turks, during the late Turko-Grecian conflict that ended that war. Our Tempe has its beautiful valley and pass. Tempe pass is the key to the Salt River valley. To think of Greece is to think of education and civilization. Tempe is sometimes called the "Athens of the West."

While the name of Tempe was given to the early settlement here the town of Tempe dates from the year 1874. That year, Charles T. Hayden bought some shares in the Tempe canal and constructed a ditch, creating a water power, and built a flouring mill, and since that date, the mill has continued to manufacture flour. This mill is the oldest and among the largest flouring mills in Arizona. Tempe at first was named as Hayden's Ferry, then later Tempe.

In 1885, the thirteenth legislature established a normal school in Tempe, on condition that the citizens would give



South Mill Avenue. A Popular Driveway

20 acres for a school site. George Wilson who owned the land that was selected, gave one-half of the amount. The other half was raised by private subscription. This was the beginning and the history of the establishment of the normal school. It has grown from a one-story building and an alfalfa field to a school to be proud of, with main buildings, dormitories and other buildings covering the entire twenty acres. The next state legislature will be called upon to appropriate money to buy more grounds for extending buildings needed for school purposes.

Tempe not only boasts of her normal school but the citizens have expended something over $50,000 in building and equipping a union high school. Our grammar school is of the best, and for those who are seeking a place to educate their sons and daughters, there is no town or city in the west that has the advantage of Tempe. It is not only the sanitary conditions that the town boasts of, but Tempe is a "dry" town. No liquor of any kind is

Pacific Creamery Company's Plant at Tempe

sold in the corporate limits or in the country adjacent thereto.

Tempe has two banks, the Farmers & Merchants Bank, organized in 1892, and the Tempe National Bank, organized in 1901. They carry about $350,000 good deposits and $300,000 loans, and are doing a healthy business and enjoying the confidence of the public. During the recent financial panic these banks neither issued scrip nor limited withdrawals; paying cash for all checks, large or small.

Tempe is destined in the near future to become a manufacturing town. The main transmission line from Roosevelt and other electric stations under the Roosevelt project passes through Tempe. On the north bank of the river in Tempe will be created a water fall and power something like five thousand horsepower. The town is electric lighted. Gas can be had for cooking and other purposes and in fact, there is every modern utility. It is connected by telephone lines to all parts of Arizona and California. The project is on foot to connect Tempe, Phoenix and Mesa by electric car lines; this will make conditions such that one living in Tempe can have all the advantages of a sanitary and prohibition town, with its educational facilities and at the same time carry on a business in Phoenix for the ride will be only about fifteen minutes at a nominal cost.

The merchants of Tempe have an organization known as the Merchants Association which in many ways fulfills the purpose of a board of trade.

CHURCHES

Tempe is noted all over the state for its number of churches, schools and lodges. Nearly all the more prominent religious denominations are represented in Tempe and despite the fact that Tempe is a comparatively small town of only a couple of thousand inhabitants, each church organization with a possible exception, has its own house of worship and is well attended.

In addition to the Catholic St. Mary's church, there are the Congregational, Rev. John Harden, pastor; the Methodist Episcopal, Rev. Wilber Fisk, pastor; Southern Methodist, Rev. R. K. Acuff, pastor; The Christian, Rev. N. B. McGhee, pastor; Baptist, Rev. R. L. Creal, pastor, and the Episcopal.

Tempe is one of the best and cleanest church towns in the United States. Its church members represent the highest class of citizenship and its pastors as a rule are men well prepared for their work. The home seeker in the southwest will find difficulty in selecting a more desirable town from a church and school standpoint than Tempe.

LODGES

The social and fraternal conditions of any community is determined very largely by three things, namely; the church, the school and the fraternal organizations. Social and religious standards are out growths along mental and moral line. The fraternal order, that is true to its highest purpose, become a strong force in the shaping of public sentiment on questions relating to purity, virtue and good citizenship.

In Tempe, we find the lodges exerting an influence second only to that of the churches and schools. The effect of this influence is greatly aiding in the development of social and moral conditions that are a source of much pride to the city. Among the fraternal orders representend in Tempe may be named the Masons, the Odd Fellows, the Knights of Pythias, Modern Woodmen of America, Woodmen of the World, Knights of Maccabees, Lady Maccabees, Rebekahs and Pythian Sisters. Members of any of these orders coming to Tempe will find a hearty and brotherly welcome given them by the brothers and sisters of these various orders. A visit to one of Tempe's lodges always convinces the visitor of the sincerity of the members of the order and impress him that there is a high standard of life to be found among the people of Tempe.

SCHOOLS

The pride of Tempe is its school system. This is true not only of our normal school, but of our entire school system. For a long time the normal school maintained at the expense of the territory was our only school system for higher education. Now, the city itself and vicinity maintains a school ranging from the first grade to the fourth year in our high school. It is our purpose to set forth the features of this excellent local school system.

With a few words on our grammar grade schools we will dismiss this subject and give our attention to our Union High school maintained by Tempe and vicinity. The grammar school has fourteen teachers. This includes our training school which is a part of our local school system, but is run in connection of the state normal. In these schools our board has practiced engaging no teachers except those who are professional and morally

View of River from Tempe Butte

prepared. We believe in the preparation of our teachers and few places excel us in quality. It is also the policy of the board to exercise the utmost care in selection of teachers to secure the best teachers that the income of the district will permit and to retain superior teachers as long as their services are satisfactory. No teacher in our grades has less professional training than acquired by graduation from a state normal school. Some have more. Five hundred students attend the eight grades.

Our high school maintains three courses of study, each requiring four years for its completion. There are the Latin course, a general course and a commercial course. These courses prepare students for such work as their names indicate.

The teachers to do the work of these courses have had splendid training. The faculty has graduates from the University of California, Issacs-Woodbury Business College, Tempe Normal school, University of Illinois, University of Chicago, Indiana State Normal College course, Miller Institute of Technology, Bakers University and schools of lesser importance. Almost all of the factulty have one or more degrees from some one of the institutions named above. The high school has an attendance of about ninety-five students and they are from the town and surrounding farms and are of a class that are in school with a sober, serious purpose to receive an education.

Our equipment in the high school is as good as can be found in any high school of the southwest. The arrangement of the new High School building is second to none in the country. W. Scott Thomas, examiner of the high school for the State University of California, reports on this arrangement that no school in the state of California is better planned for high school purposes. We have ten acres of ground with the High school building on one corner. These grounds which cost our district $500 an acre, are laid off for tennis, basketball, baseball and track athletics. As time goes on the board is beautifying the grounds. The purpose of our high school grew out of a desire on the part of patrons of the district to provide an education for their sons and daughters, in different lines than that already provided for in our locality. To meet this demand bonds to the amount of $50,000 were voted cheerfully, for the erection of the new and modern building above referred to. Industrial education, being a demand of the patrons, has always received and will receive a prominent place in our courses of study. One visiting this high school is impressed with the odors of a savory nature, arising from the cooking department, the busy click of the sewing machine, from the sewing department, the click of something like twenty typewriters in the commercial department, and the use and sound of chisel, the saw and hammer from the manual training department. Aside from these, mathematics, science, languages are taught in such a way as to admit our students to the freshmen year in any of the leading universities of our country.

THE DAIRY INDUSTRY

Dairying suggests milk and its products, the most important of all foods. Humanity is born to the use of milk, and uses it throughout life. It is indispensable to the infant, and health giving to the invalid and convalescent.

Tempe's perpetual sunshine and mild climate bring, annually, the health seeker and winter tourist. This same mild climate and perpetual sunshine produce the finest and most abundant alfalfa, from which, when fed to the dairy cow, is produced the most delicately flavored milk to be found anywhere. Alfalfa is the staple menu for the dairy cow and through that channel brings more money and surer money, than in any other market. It is true, individual crops of alfalfa harvested go to the warehouse and command a fancy price, but taking one year with another, the alfalfa crop fed to cows is the surest, safest and hence the more profitable.

Alfalfa, although the principal milk food, is by no means the only feed for dairy cows. The particular adaptability of this climate for dairying, lies in the fact that green feed of many kinds can be had any and every day of the year. Barley, oats, cane, millet, milo-maize, and corn, can be, and are, grown in luxuriance, and when planted in separate fields and at seasonable times, dairy cows can graze every day in the year on fresh, green succulent food. Stock beets, citrons, pumpkins and ensilage have never been given the importance in the dairy menu to which they are entitled. Particularly the silo; its advantages are not fully understood by our dairymen. A cow is, in fact, an animated distillery, and her production of lacteal fluid is limited only by the quality and quantity of food she can be induced to eat and distil into that best of all life giving fluids. As it is human to tire of any continuous diet, so does a cow tire of a continuous, uninterrupted diet of any kind. Ensilage, being a fermented and highly acid food, has the same stimulating and appetizing effect as do well selected condiments to the human palate, and cause the animal to eat and drink heartier than she would otherwise, and consequently produce more milk.

Barns, although desirable, are not necessary, and when we think of you, Mr. Easterner, who may read of the blessings of our sun-kissed land, and realize the tremendous amount of labor necessary to prepare your winter feed, and the way you have to house your cows in steam heated barns, and thaw the ice for them to drink, we wonder that you continue to endure it.

Our great Western Empire is only awakening in its infancy. God, in his infinite wisdom having created this fertile valley, also created the great reservoir beyond the narrow canon, of solid granite walls and foundation, upon which, thanks to human ingenuity and perseverance, now rests the wonderful Roosevelt dam, impounding hundreds of thousands of acre feet of

Irrigating a Tempe Orchard

water with which to irrigate the valley below, rendering crop failures impossible.

And, with crops thus assured, we also point with pride to our unfailing market, for we are fortunate enough to possess, among our other industries, the plant of the Pacific Creamery company, manufacturers of the famous Lily Condensed Milk and Star Butter, whose pronounced success is noticeable in the constantly increasing demand for their product, and the substantial improvements made each year to their factory.

The Pacific Creamery company will conduct a booth in the dairy department of the exhibit hall at the fair grounds.

The dairy and creamery exhibit at the state fair this year, will be the best of any previous year, due largely to the untiring efforts of the superintendent of this division, Mr. W. A. McDonald of Mesa, and we hope everyone will visit the dairy department and be convinced of the possibilities of this industry. Talk with the exhibitors of dairy stock and get from them, first hand, the facts concerning this very important industry.

And to our eastern friends, who are denied the privilege of attending the fair, we cordially invite you to make Tempe an objective point on your trip west, for you are surely coming sometime. Direct connections are made at Maricopa, on the Southern Pacific railroad, and if your ticket reads to the Pacific coast a stop over can be had, and the side trip to Tempe can be made in perfect comfort, with the expenditure of but a few dollars extra.

Mill Avenue, the Cleanest Street in the Southwest

If advance information is desired a letter addressed to the secretary of the Merchants' Association will bring you a prompt reply regarding this wonderful dairy section and additional information concerning the town and surrounding country.

POULTY CULTURE

On account of our mild climate in the winter and irrigation system I find Tempe one of the ideal places for raising poultry of all kinds. A great many who come from the east and north make the mistake here of hatching chicks at the same time of year that they did elsewhere consequently there is many failures among those that do not stop to consider the industry more seriously.

In the first place the summers are too warm here for young poultry to thrive during July and August. All hatching should be done here between September and February the coming year for best results.

Then the young stock is practically grown before the hot weather comes on. Otherwise you will have a stunted chick and possibly a good deal of sickness. Eggs here with the exception of March and April are always a good average

(Continued on Page 6.)

A Tempe Orange Orchard