

THE ARIZONA REPUBLICAN

SALT RIVER VALLEY EDITION

TWENTY-FIFTH YEAR

34 PAGES

PHOENIX, ARIZONA, SUNDAY MORNING, MAY 23, 1915

34 PAGES

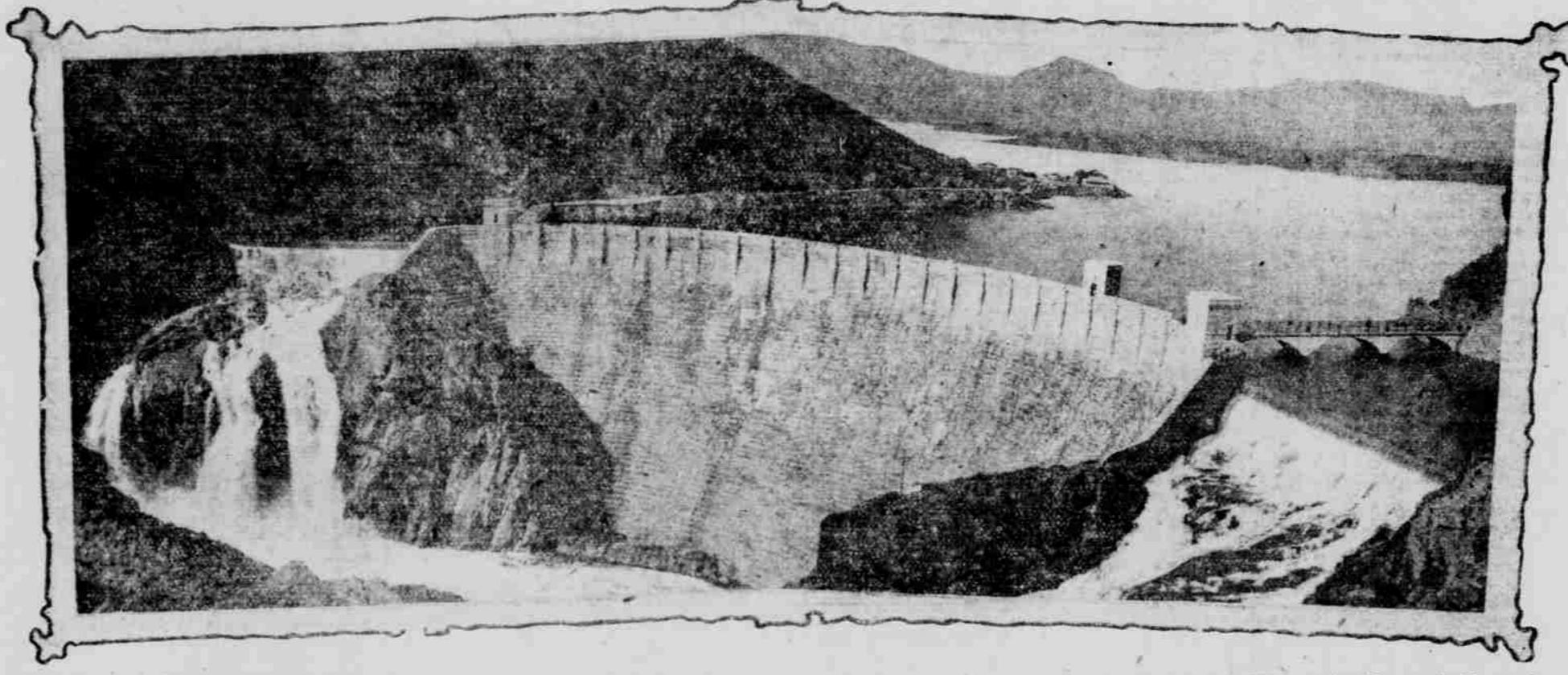
VOL. XXV. NO. 32

Land Of Promise Becomes Verdant Land Of Ideals Realized And Prophecies Fulfilled

THE ROOSEVELT DAM--NOW FULL

THEODORE ROOSEVELT, IN THE SALT RIVER VALLEY OF ARIZONA, MARCH 18-20, DATE OF DEDICATION OF THE ROOSEVELT DAM

"I wish to congratulate you on the extraordinary progress I have seen here. I consider the drive from the beautiful city of Phoenix to this spot (the Roosevelt Dam) one of the spectacles best worth seeing in the world. I firmly believe that as soon as the East becomes better educated that this will be one of the places to which visitors will come from all parts of the country. The Reclamation Act, like the Homestead law, is a law for the small man—IT IS A LAW FOR THE TWENTY-ACRE FARMER—a law for the man who farms his own land. I want to congratulate you on the public spirit you are showing in this valley, and the way you are working together. I just came over that great bridge (the Central Avenue Bridge across Salt River)—it is fine to think how the citizens, even to the homesteader with his dollar per acre, contributed so that this great work might be possible, and we see what may be accomplished by working together for a common end. The problem of our future is in the keeping of that magnificent spirit of initiative that has made the pioneer people successful in the past, and joining to it the ability to use the collective power of the people to the achievement of a common purpose."



(This picture is a combination of two snap-shots taken by Dwight B. Heard on April 15, 1915, at the time of the celebration of the filling of the Roosevelt Reservoir.

CORNERSTONE OF THE WORLD'S MOST PERFECT IRRIGATION PROJECT.

Contents of Reservoir, 1,378,180 acre feet (an "acre foot" is that quantity of water which will cover one acre, or 43,560 square feet, one foot deep).

TRIBUTE FROM VICE-PRESIDENT

Scottsdale, Ariz.,

To the Editor: April 20, 1915.
It seems almost impossible to express an opinion as to a place without somebody construing it to mean a guaranty title and value. I am not speaking of land values, therefore, when I say that he who does not have the constitution or the desire to withstand the rigors of winter can find the ideal dry winter weather here in the Salt River Valley. I am not much of a business man, but I think that the man who can not raise crops with irrigation would starve to death in any other land. I believe that the valley has entered upon the era of regularly increasing and consistent growth. Maybe I just think this, because I love it, and its people have been very kind to me.

Sincerely Yours,
(S'g'd) THOS. R. MARSHALL.

"As secure as the foundation of this imposing structure, is the future of the Salt River Valley—no man here can fix the limits of prosperity and progress which, during the years to come, shall flow from the great work we are viewing today. * * * Your most important public utilities will be owned and operated in common by all the people, and for the benefit of all."—C. J. Blanchard, chief statistician, U. S. R. S.; dedication Roosevelt Dam, March 18, 1911.

Under year-round sapphire skies and kindly shelter of the everlasting hills, thirsty acres of the Salt River Valley give forth their fullness under God-sent, man-diverted waters from the Roosevelt Dam—"Knee-deep in June twelve months of every year," is no fantasy---Writers and statesmen of every clime wax eloquent over the beauties and possibilities of this thousand fold blessed section.

Era Of Greater Cooperation And Greater Development Comes To Salt River Valley With Filling Of Reservoir

(BY DWIGHT B. HEARD)

The filling of the Roosevelt Reservoir means an entirely new era to the people of the Salt River Valley: an era of greater opportunity, an era of greater co-operation, and an era of greater development in every line of industry within the valley.

We now have all the elements that give us the opportunity to make of this valley, the ideal producing community, with all those educational and social advantages that should properly come with such development. Our people are self-reliant, progressive, efficient, and energetic; they have learned that success in agriculture means hard work, but that with that hard work and with our wonderful natural advantages come independence and contentment.

We have a marvelously fertile soil of great depth and richness, and through years of demonstration the great range of crops which can be grown here successfully has been conclusively proven, and now that an absolute water supply (for many years) is positively assured through the filling of the great Roosevelt reservoir, all that we need to insure complete success in the best development of this community is more and more industrious, clear-thinking, fair-dealing people; a through main line railroad which, with our more intensive development in agriculture, is bound to come; and more and more co-operation among the people who live here, to utilize to the utmost the resources of this section.

When we realize that forty-seven distinct agricultural industries are practiced here successfully today,

and when we stop to think that this great variety of products ranges from the olive, the orange and the date to those great staples, cotton, wheat, alfalfa, beef and hogs, as well as all dairy products, and when we consider in this valley today there are being milked 12,500 head of cows, and are assured by these in close touch with the dairy situation that we have an absolute dependable home market in Arizona

for the product of 20,000 cows, we realize that the story of the development of this section has but just begun.

All that we need from now on is more intensive scientific farming with its necessary accompaniment of clear-headed hard work, greater team play in marketing our products, and an increased spirit of brotherhood and neighborly friendliness. This kind of work and co-

operation is bound to mean a steady increase in the net products grown on every acre of land in

INDEX TO EDITION

On page 4 of this section there is a complete index of the various articles and farmer's letters together with the names of the authors, which will serve as a ready reference to readers.

the valley, and as this increase continues along the lines of the scores of farmers' letters published in this development issue, the future and the attendant increase in land prices will take care of itself.

The two great evident ear marks of civilization today are good schools and good roads, and the most alert and broad minded educators who visit this section tell us that in this valley we have a school

system, both as to equipment and class of teachers which is positively unequalled. The photographs in this issue and the statements of prominent educators of this section, are a convincing proof of this remarkable school development.

The people also realize fully the great economic value of good roads. Throughout every portion of this section you will find the good road movement under headway with

many demonstrated examples of what really good roads mean to a community.

Of recent years the improved freight rates have broadened the markets for Salt River Valley products, but outside of the marketing of the cantaloupes, watermelons, oranges and cotton, there has not been that co-operation there should be among the producers to find a profitable market. This is now being remedied by more and more co-operation among the producers, and a well organized effort is being made not only to study out the question of markets, but also the equally important question—when these markets call for specific products, and in view of our almost continually growing season—how to produce these products when they are most in demand.

Great constructive work is going on in this valley along material, social and economic lines. We are glad to have our share in this work, as everything that builds up with facts as a groundwork, is worth while, and in presenting this development edition of the ARIZONA REPUBLICAN we have endeavored to present facts and not fancies, and to show from the convincing statements of representative men and women in various lines of industry, something of the development of this section today and its possibilities for the future. Among the most vital features of this edition are the many statements from men and women who are "making good" here, and I wish to thank them and all those who have co-operated with us in making of this edition a convincing story of the development of the Salt River Valley of which we are all so proud.

AND VALLEY FIELDS ARE GREEN



BEFORE THE DAM, DESERT—TODAY, PROSPERITY.

"This was the desert. Who would dream of men bold enough to come here and fight for a home? Yet here men have come. Suddenly at sundown, we emerged from a thicket of cactus, and there, stretching away for miles and miles, was the soft green of fields, with rows of rustling cottonwoods, the roofs of homes, and the sound of cattle in the meadows. A wire fence was the dividing line; on this side lay the fruitless desert; on the other, green alfalfa, full of blossoms and bees, brimming over the fences."—In the Salt River Valley, by Ray Stannard Baker.