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ARIZONA—

Jewel in the Sun

Grand Canyon State thrives
on health, wealth and the
pursuit of happiness.

BY GORDON STRACHAN





Phoenix, Ariz., one of the fastest growing cities in the West, now has a metropolitan population of more than 245,000. The city is a large distribution center for much of the inland southwest and, in addition to being the center of an agricultural valley, is an important industrial city as well as being the state's capital.

A STRAIGHT shot of nature in the raw with just enough modern civilization to take the sting out of it—that's Arizona, the Grand Canyon State, youngest in the union, where health, wealth and the pursuit of happiness are big business.

Born during the Stone Age, reared amid the blood and thunder of the Old West's last frontier and adopted into the national family only 36 years ago, Uncle Sam's newest kid today is growing like a weed, but twice as pretty.

With an economy based principally on three industries of hundred-million-dollar proportions annually—mining, agriculture and the tourist trade—Arizona during World War II added a fourth to this imposing list.

The newcomer is manufacturing, a field in which the number of establishments has more than tripled since 1939, with well over 1100 manufacturers licensed in the state and producing a variety of items, principally building materials.

Thanks to the war, mining is on the up-swing again, and this industry has its sights set on an annual business of two hundred million dollars. Agriculture—citrus, truck crops, livestock, etc.—also is heading for new peaks. As for the tourist trade, it began surpassing all previous records as soon as the war ended, and the saturation point still is beyond the blue horizon. Everyone, it seems, wants to visit the land of the Grand Canyon, the Painted Desert

and the Petrified Forest, and to bask in the famous sunshine of the "Dude Ranch Capital of the World."

Although population of the state has doubled since 1920, there is an ample supply of the wide open spaces for which the West is renowned. Approximately 700,000 citizens reside in an area of 113,810 square miles, almost one-third of them in Maricopa County whose focal point is the state capital, Phoenix, with a metropolitan census totaling more than 245,000.

Tucson, home of the University of Arizona and second largest city in the state, is bulging at the seams, a distant cry from the days when it was a sleepy old walled pueblo. Tombstone, once the wildest mining town in the West, has made good its boast that it was "too tough to die" and is enjoying a resurgence as a health spa.

Mining has breathed new life into a score of towns including Jerome, Ajo, Morenci, Clifton, Miami, Inspiration, Bisbee and others. Up north lumber is doing the same for Flagstaff, McNary and Williams. Meantime, Nogales, Mesa, Douglas and Yuma are racing pell-mell for the distinction of being the third largest city in the state.

Arizona is the fifth largest state in the union, but stands only forty-fourth in population. Among its residents are more than 55,000 Indians (largest Indian population of any state except Oklahoma), more than 25,000 Mexicans

(the state borders on Sonora, Mexico, and until 1848 was Mexican property), and approximately 15,000 negroes (many of whom were transplanted from the East Texas "Piney Woods" to work in Arizona's huge logging camps).

Indians, Spanish conquistadores and missionaries, Mexicans, hard-bitten prospectors and gunfighters, mule skinnners and railroad builders of the old Santa Fe Trail, cowhands and ranchers all have contributed their share to Arizona's hectic history, and evidences of all remain to color the present scene.

One of the best known and most intensively investigated archeological and geological areas in the United States, Arizona was the home of the Basket-makers who settled in the caves of the northeastern plateaus in prehistoric times when dinosaurs, giant sloths and other creatures now extinct roamed the landscape.

Succeeding the Basket-makers in Arizona were the Pueblo people, whose culture dates from about 800 to 900 A. D., more than half a century before Columbus voyaged West. Ruins of the Pueblo culture are scattered throughout the state from Monument Valley on the Arizona-Utah border to Mexico on the south. Largest structures of the Great Pueblo period are Keet Seal and Betatakin, now part of Navajo National Monument. Oraibi, Painted Desert village built by the Hopis, modern counterparts of the Pueblos, is the oldest continuously inhabited town in the United States.

A drought and arrival of fierce Navajo and Apache raiders in the territory during the lat-

ter part of the 13th century are believed responsible for migration of the Pueblos to the south where they came in contact with the Hohokam or desert people, pastoral tribes who lived in the semi-arid valleys of the Phoenix region.

The Hohokam, also known as the Canal Builders, were the first residents of Arizona to use organized irrigation for their crops. They harnessed the Gila and Salt Rivers with a system of large canals, some of which are in use today in desert country that has become the nation's "Salad Bowl."

Of the 80-plus national monuments in the United States, Arizona has 16, more than any other state. Besides Grand Canyon, they include Navajo National Monument near Flagstaff, Canyon de Chelly near Winslow, Wupatki between Flagstaff and Tuba City, Sunset Crater and Walnut Canyon near Flagstaff, Petrified Forest near Holbrook, Montezuma Castle near Prescott, Tonto National Monument near Roosevelt Dam, Saguaro National Monument (honoring the state flower, the giant Saguaro cactus) near Tucson, Chiricahua National Monument near Tombstone, Tumacacori Mission near Nogales, Casa Grande Ruins south of Phoenix, Pipe Springs north of Grand Canyon, Organ Pipe Cactus National Monument on the Mexican border near Ajo, and Tuzigoot National Monument near Clarkdale.

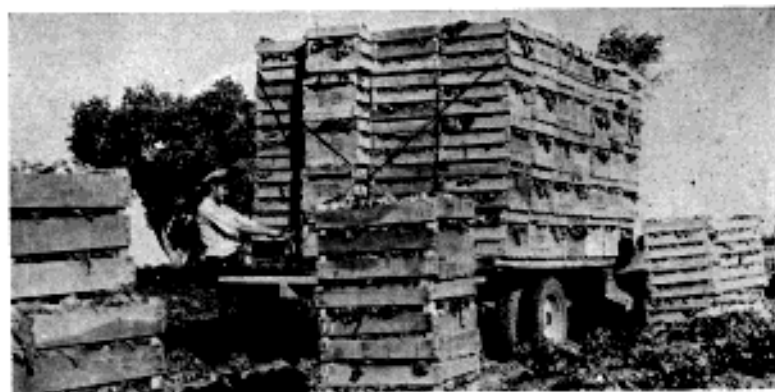
Although several early-day explorers including Cabeza de Vaca have been mentioned as entering the Arizona territory at least ten years earlier, the first white man known to have explored the area was a Franciscan priest,



The state capitol of Arizona is located on a beautiful 10-acre tract at Phoenix. The original central section was completed in 1900, and two wings were added in later years. The landscaping is maintained the year around, and a portion of the grounds is devoted to a cactus garden featuring many varieties of Arizona desert plants.

Arizona Produce

Large, crisp, mineral and vitamin-packed heads of Phoenix lettuce start on the first lap of their journey to your dinner table.



Because the climate of Arizona's Valley of the Sun around Phoenix is so similar to that of Egyptian desert regions, it is particularly suitable to the growing of dates. A Phoenix miss reaches up to inspect a cluster growing on a tree.

Grove of oranges and grapefruit laden with their ripening fruit add gay splashes of golden color to Arizona's Valley of the Sun around Phoenix in the Fall. Doris Schaeffer of Phoenix imparts additional beauty to the above scene.



Thompson seedless grapes, grown around Phoenix, reach out-of-state markets slightly earlier than similar grapes grown elsewhere.

Marcos de Niza, who arrived in 1539. He was followed by other missionaries seeking converts and by armor-clad Conquistadores seeking riches and adventure.

For almost three hundred years, the Spaniards tried their luck at exploring and colonizing the country. They brought cattle, horses, sheep and new farming methods to the Indians, established Tumacacori and San Xavier del Bac missions, and then bowed out when Mexico won its independence in 1882.

The Mexican republic in 1824 created the Territory of Nuevo Mexico including what are now the states of Arizona and New Mexico. Capital city of this territory was Santa Fe, western terminus of the Santa Fe Trail, where approximately 4500 inhabitants made their living bartering products brought up from Mexico in exchange for the American goods arriving in the great caravans which pushed overland from Independence, Mo.

Santa Fe's importance as a trading center and the tales of Western wealth circulated by wagon drivers on their return to the Midwest soon brought the first American settlers to the region and led to the Mexican War in 1846, as a result of which the United States in 1848 received from Mexico most of Arizona, the future states of California, Nevada and Utah, a large part of New Mexico and parts of Colorado and Wyoming. In addition, the Texas boundary was set at the Rio Grande.

A strip of land between the Gila River and the present southern boundary of Arizona and New Mexico was obtained from Mexico under the Gadsden Purchase of 1853. That same year the government opened the door to the territory's golden future by ordering surveys to be made for a possible transcontinental railroad approximately along the course of the 35th parallel.

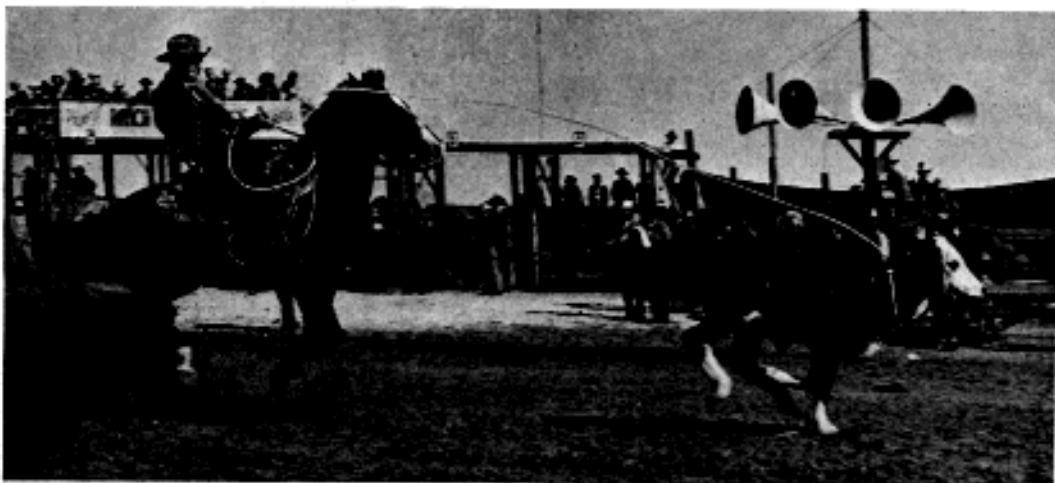
The survey party crossed the north central portion of Arizona westward from Zuni, N. M., to Cajon Pass, Cal., and the Santa Fe Railway, following closely on this course, crossed into Arizona from New Mexico in mid-1881. By the middle of 1882 Canyon Diablo had been reached, and on December 31 of that year the line was open for operation as far as Yampai.

Pushing steadily westward toward the Pacific, Santa Fe crossed the Arizona Divide between Flagstaff and Williams in the shadow of 12,611-foot Humphreys Peak, highest point in the state, and made its way to the Colorado River opposite Needles, Cal., by 1883, twenty years after Arizona had been proclaimed a separate U. S. territory.

While the northern rail link was in progress, one of the least-known phases of Santa Fe Railway's history was being enacted in southern Arizona and Mexico. Blocked by Southern Pacific from crossing the Colorado into California by way of Needles, the Santa Fe dickered with Porfirio Diaz, dictator of Mexico, and secured permission to build a line between the Gulf of California port of Guaymas, Mexico, to Nogales, then on to Benson, Ariz. This line would connect at the latter point with Southern Pacific which had built into southern Arizona from California by way of Yuma. Using S.P. from Benson, the line would rejoin Santa Fe tracks at Deming, N. M., which point was reached in 1881.

The Guaymas line was completed to Nogales, Ariz., on October 25, 1882, joining there with the line built down from Benson, which had arrived a month earlier. Some years later Santa Fe traded the Guaymas line to Southern Pacific for a line from Needles to Mojave, Cal.

Ten years after arrival in Arizona, Santa Fe started its Santa Fe, Prescott & Phoenix Railroad (known to railroaders as the "Pea Vine"), building from Ash Fork to Prescott by April



Rodeos and cowboys abound in Arizona. Here a contestant in a calf-roping contest at Phoenix makes a good start toward a new record.

*A Lassie
with a Lasso!*





A visitor views one of the four Petrified Forests which cover thousands of acres along the Santa Fe main line in Arizona.

28, 1893, and into Phoenix by March 14, 1895.

On July 1, 1907, Santa Fe opened for operation its line from Williams to the south rim of the Grand Canyon, thus setting the stage for the beginning of Arizona's tourist boom. Santa Fe for the past 41 years has been the only railroad running to the rim of Grand Canyon.

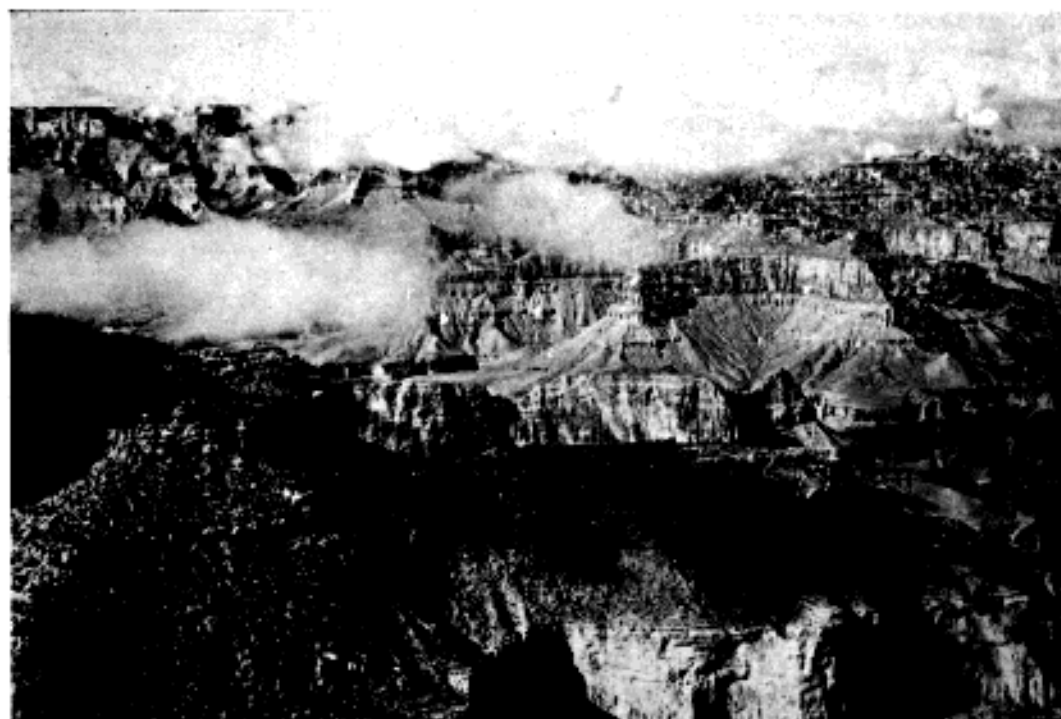
In 1910, Santa Fe completed a direct connection between Phoenix and Los Angeles by way of Wickenburg to Parker, across the Colorado at that point and connecting with the transcontinental main line from Chicago at Cadiz, Cal. Two years later, in 1912, Arizona became the 48th star in our nation's flag.

Today Arizona is served by every one of Santa Fe's famous transcontinental passenger trains—the streamlined Super Chief, The Chief, and El Capitan, the Grand Canyon, the California Limited and The Scout. The Chief, Santa Fe's all-Pullman streamliner carrying through cars from the Pacific Coast to New York and Washington, also offers through service between Phoenix and Chicago by way of Ash Fork. There also is daily Pullman service each way between Phoenix and Los Angeles via Cadiz, connecting with the California Limited.

Thirty years before statehood, Santa Fe's early trains were bringing thousands of set-



King of dams is the massive Boulder Dam which straddles the border between Arizona and Nevada. The dam forms Lake Mead, which has become a famous western recreation area.



Impressive Grand Canyon National Park of Arizona. This gigantic chasm extends 217 miles at a width of four to eighteen miles. Rising from its depths are whole ranges of mountains, their tops only slightly below the rim of the gorge. Over the rock temples and into the depths of the chasm spreads a sea of ever-changing color.

tlers to the Arizona territory, and their modern counterparts today are carrying the bulk of the tourist trade to Arizona's swank resorts, health spas, dude ranches, Indian villages and other desert and mountain playgrounds.

A fleet of powerful 5400-horsepower Diesel locomotives and thousands of modern freight cars are Santa Fe's contribution to the job of moving the products of Arizona's rich mines, farms, ranches and forests to the markets of the nation.

Santa Fe today employs 4,506 persons in Arizona with an annual payroll of \$13,146,489.96. In 1947 Santa Fe contributed \$1,227,531.56 to the State of Arizona in ad valorem taxes.

Not long ago a famous sociologist declared explorers and pioneers who first came to Arizona were drawn by desires for wealth, health and adventure; in pursuit of scientific and technological interests; and by political ambition and the passion to make Christians of the natives.

These motivations, in greater or lesser degree, hold true for modern man, too.

Arizona's skyrocketing industries offer ample opportunities for any man to realize a dream of wealth.

Mines in the Saguaro State have yielded more than four billion dollars worth of metals

since Antonio Espejo discovered silver ore in the area in 1583, thirty-seven years before the landing of the Pilgrims.

The five major metals produced in Arizona are gold, silver, copper, lead and zinc. Arizona ranks first in the nation in production of copper and fifth in gold. Among western states it ranks second in zinc production and third in lead and silver.

Despite the extensive mining operations which already have been carried out in the state, only four per cent of Arizona's 73,015,669 acres have been intensively prospected, and perhaps less than one per cent have been investigated by geophysical methods. For that reason, mining authorities declare Arizona still possesses great undeveloped ore bodies.

They may not be as rich as those already mined, but the lower grade is expected to be offset by greater tonnage. And with application of advanced mining and metallurgical practices, they hold out rich rewards for adventure capital.

Agriculture, which has been jockeying back and forth with mining for years as Arizona's most important industry, makes a prime contribution to the national wealth.

Maricopa County, of which Phoenix is the county seat, produces from 50 to 75 per cent of the total of various crops grown in Arizona.

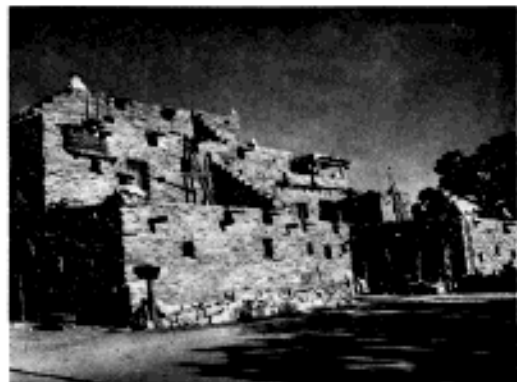


Winter wonderland in the "Snow Bowl" near Flagstaff, Ariz.

A total of 1,122,221 acres of land in the county are farm land. Of the total number of acres irrigated in Arizona—775,000 in all—Maricopa County has 445,656. That largely accounts for Maricopa's having the state's greatest wealth and most dense population.

Arizona boosters contend that no matter what adorns your dinner table, the chances are better than even that some part of the menu came from the soil of that area known as the "Valley of the Sun."

That includes cabbage, cauliflower, broccoli, carrots, lettuce (one-fifth of all the lettuce grown commercially in the nation is produced in the Valley), celery, potatoes, watermelon, cantaloupe, grapefruit, oranges, lemons—even dates, for the Valley's climate closely parallels that of Egypt's Upper Nile region. There is also extensive dairying, commercial poultry raising and beef cattle feeding.



The Hopi House, authentic reproduction of a Hopi Indian dwelling, is Fred Harvey's largest curio shop at the Grand Canyon.

Products shipped out of Arizona last year included almost half a million head of cattle, approximately 50,000 carloads of vegetables, some 150,000 bales of cotton and almost 200,000 tons of citrus fruits. In addition, many highly valuable crops, such as sugar beet seed, alfalfa seed, Bermuda grass seed and flax are almost exclusively marketed outside the state.

Sunshine, a great natural asset, is not enough to make agriculture possible in all parts of Arizona, as the Canal Builders learned centuries ago. There has to be water, and it rains scarcely enough in the central and southern parts of the state to rate an official measurement from the weather bureau.

The answer, of course, is irrigation. Nearly 90 per cent of the state's land is under irrigation. The modern phase of this operation dates from the construction of Roosevelt Dam in 1911. Since then a great ladder of dams have been built through the mountains along the Salt River above Phoenix to harness the stream's flow into a mighty chain of lakes. Numerous other irrigating projects throughout the state have stimulated agriculture considerably.

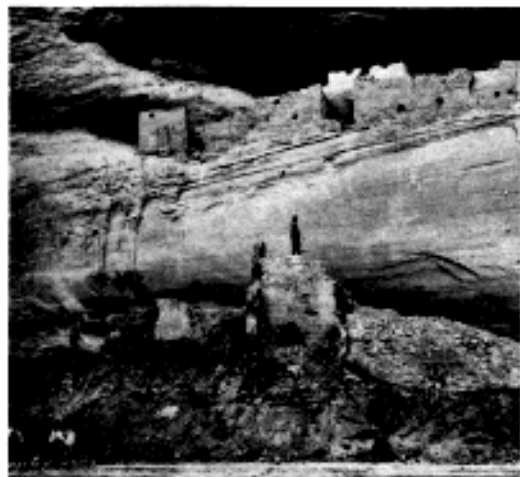
Providing electrical energy for Arizona's industrial empire is the Southwest's greatest power project, Boulder Dam, which harnesses the Colorado River in Black Canyon. Boulder is 727 feet high, 660 feet thick at the base and 1,282 feet long at the crest.

Another behemoth of this type, Davis Dam, is being constructed on the Colorado near Kingman and will be completed in 1950 at a cost of \$77 million.

Arizona's heavy industry includes mining, smelting, lumbering and some manufacturing. Forest products contribute substantially to the state's industrial might. There are eight national forests in Arizona with an estimated 20 billion board feet of pine standing, including



Luxurious El Tovar, Fred Harvey hotel on the south rim of the Grand Canyon, is the stopping place of many famous personalities.



Most famous cliff dwelling in Canyon de Chelly is the White House, which was occupied from about 1069 to 1275. The canyon, situated in northern Arizona, may be reached from either Winslow or Holbrook.

the world's largest continuous forest of yellow pine.

The visitor's desire for health and adventure can be satisfied anywhere in Arizona.

Health is at his elbow in the form of a climate second to none—clear air, dry atmosphere and an average of 80 per cent sunshine the year round. Sunshine is an odds-on favorite in the southern part of the state, where restaurant owners offer free meals on any day the sun doesn't shine.

Arizona's many fine institutions of science and learning, including Lowell Observatory at Flagstaff and the University of Arizona at Tucson, plus one of the finest public school systems in the country are available to the



Montezuma's Castle, one of the state's most interesting cliff dwellings, is tucked away in a recess of a precipitous mountain cliff east of Prescott, Ariz. The high cliffside was a defense against marauding enemies.

visitor interested in scientific and technological pursuits.

And in the spreading of Christianity, Arizona's men of the cloth have the situation well in hand. Arizonians have the most expensive church buildings per capita in the nation, and missionary work among the Indians by Catholic, Presbyterian and other denominations holds a particularly high standard. Ganado Mission, sponsored by the Presbyterian church and located at Ganado on the Navajo reservation, has the world's largest Indian hospital and the only accredited school of nursing exclusively for Indians.

That, Pardner, is Arizona—as old as time, as new as tomorrow.