

Mesa, the Gem City of the Salt River Valley, Arizona



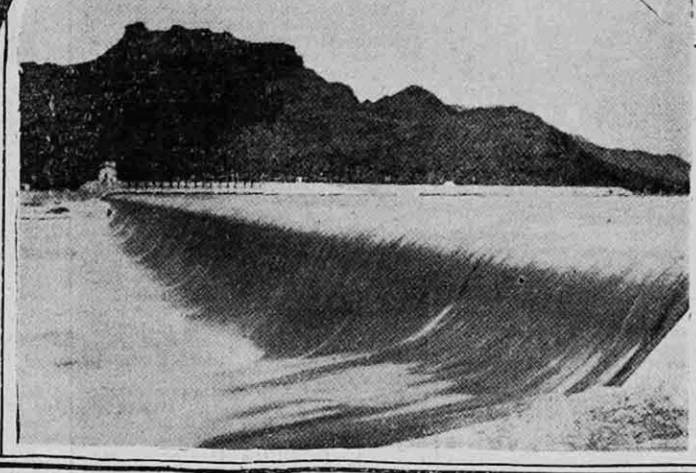
Main Street
Mesa, Ariz.
July 4,
1909



The Mesa Summer
Resort. Located
Near The
Roosevelt
Dam, 6000
Feet Above
Sea Level



Mesa Union High
School, Mesa, Ariz.
Finest High School
Building West of
Chicago
Cost \$48,000



Diversion Dam at Granite Reef
Nine Miles Northeast of Mesa, Ariz.

Seven Months Old Ostriches at The
Chandler Ostrich Farm

Dates Growing
at Mesa in the Salt
River Valley of Arizona
50 pounds to 75

THE reclamation of the arid west from solitude and barren wilderness to happy homes and bounteous fields needs no exaggeration, and Mesa, "the Gem City of the Salt River valley," built by years of industry, thrift and toil speaks volumes for the homeseeker. It is one of the most splendid examples of reclamation and settlement that can be found in the west.

"Here blooms the beauty of the rose. The orange blossom accents the air. The fields of green, in deep repose, Are dimpled with fruit treasures rare. And far as raptured vision sees, Arcadia's charms, supreme prevail—And peace and plenty crown the vale, In Mesa."

The city of Mesa is situated 16 miles up the valley and to the east of Phoenix, the capital of the territory, and ranks as second important city in the valley. The general plan of the city with its broad streets and sidewalks, admits of the most elaborate embellishment. The location is magnificent. On every hand, the landscape seems dressed in living green. In fields and meadows along sidewalks and country roads are bordered by cottonwood and ash, and the stately umbrella trees. Nature's lavish hand entrances the attractiveness of the country of homes. It nestles close to the mountain range, which to the east presents a rugged yet picturesque outline. The city occupies a low mesa, some 50 feet above the river bottom and is surrounded by as level and fertile body of land, stretching east, west, south and north, as lies out of doors. Its location places it directly in the track of the enormous development that is going on in the valley. Just far enough from the capital city, with which she is connected by five trains, daily, an out of and above the mighty course of the Salt River, making it immune from floods destined to be the "fine residence" spot of the valley. It is nearest to the source of the water supply, and the great Tonto reservoir, which is now nearing completion, and is connected with as fine and

picturesque mountain road as can be found in the world. Over this road an electric car line is a probability, and along which a telephone line, and the power line which leads the chained lightning to the distributing station just east of Mesa, from where a network of wires will divert, to pump from immense reservoirs beneath the farms, water to supplement the river's supply.

IDEAL IRRIGATION DISTRICT.

Mesa is the center of the principal irrigating district of the valley, with a surrounding population of from 10,000 to 12,000. Owing to the perfection of her canal system and the wonderful adaptability of the land for irrigation, "The Mesa," including the town was selected as the "model irrigation district of the United States," and a "model" of plaster-paris, was made by the government, portraying faithfully the splendid canal system, and the distribution of the water over the farms of alfalfa, grain and fruit, and exhibited at the government's expense at the World's fair at St. Louis, and later at Portland and Seattle.

Though now on a branch line of the S. P. system, yet this branch line is to be the main trunk line of the great S. P. and Santa Fe system, as the route leads through Box canyon of the Gila.

WATER SYSTEMS.

The Mesa canal now forms a part of the Great Consolidated system, which has been recently purchased by the government and is 60 feet wide from the river to the diversion head-gates, and which supplies water not only for this favored district but for the Tempe country. This system now extends to Granite Reef dam, where the water is diverted to irrigate the entire "south side," an area comprising about 70,000 acres of land now being cultivated.

The cost of irrigation under the Mesa proper, and Utah canals, is about 55 cents per acre per annum, and owing to the peculiar and economic systems of distribution of the water, "rotating" in the dryer seasons, their lands are the best irrigated in the valley. The lands in this section are under smaller holdings, and therefore have attained a higher state of cultivation. The lands under the Mesa canal are uniformly

level, no leveling being needed and are of a rich, sandy loam, capable of growing crops of grain and corn or cane.

SETTLEMENT.

Mesa was first settled by a colony of Mormons from Utah and Idaho in 1877—who camped on the bank of the Salt river while they took out the Mesa canal.

Here is located the headquarters of the Maricopa Stake of Zion, with its five wards and splendid, faithful organization, presided over by President John T. Lesueur, with Isaac Dana and F. T. Pomeroy as counselors. At the recent conference held the people were congratulated on the splendid work in all of the organizations and departments of Church work, so that Latter-day Saints coming to Mesa to locate will find live organizations for both old and young.

MESA CROPS AND VALUES.

Perhaps no community can boast of greater variety of crops with such values as obtained here.

It is hard for the average stranger to understand the immense range of products grown in this valley, but as this great diversity of crops, together with certain water supply, perfect climate and a remarkably rich soil, has much to do with land values. Here is a list of the various industries in which a man can engage in the Salt River valley with profit:

Fattening and raising beef cattle, dairying, cheese making, poultry and egg industry, ostrich growing, hog farming, sheep raising, both for mutton and wool, stock and horse and race horse breeding, mule breeding, honey making, grape growing for wine, raisins for shipment as fresh grapes, berry farming, including strawberries, blackberries and loganberries, cantaloupe and watermelon growing, raising alfalfa for hay, alfalfa seed, wheat, barley, oats, millet, corn, kafir corn, sugar beets, sugar cane, cotton, potatoes, both Irish and sweet.

The following garden truck: Peas, beets, cabbage, celery, cauliflower, tomatoes, spinach, peppers, squash, summer squash, pumpkins, lettuce, radishes, beans, onions, asparagus, cucumbers and carrots. He can raise eucalyptus trees for

fuel or can grow lemons, oranges, tangerines, grape fruit, peaches, dates, almonds and olives.

Among the delicious fruits he can raise:

Peaches, pears, pomegranates, apricots, plums, nectarines, figs, prunes, apples and quinces.

Flowers are now grown here commercially with great success, roses, violets, chrysanthemums and sweet peas being remarkably successful.

It is literally true that if ever a land deserves to be classed as the land of milk and honey, it is the Salt River valley.

The homeseeker naturally inquires, what are these lands worth? The answer to this question depends upon the class of land, state of cultivation, its improvements, distance from town, transportation and the development of the particular neighborhood, but as a

general rule, land say six miles from Mesa, today in cultivation, with an absolute and unquestioned water supply, can be bought from \$125 to \$150 per acre. These lands, intensively farmed in small tracts, will pay a net revenue from 20 to 40 per cent on this price. Lands further from town and not today in as good cultivation, can be bought for about \$100 per acre. Other land, near the outskirts of the reser-

voir district and for today in cultivation, but with a surety for water, can be bought for from \$50 to \$90 per acre.

In the orange belt surrounding Mesa land excellently suited for oranges and adjoining groves in successful bearing, but not now in cultivation, can be bought for about \$300 per acre.

In view of what these lands will produce, these prices are certainly ex-

(Continued on page forty-five.)

Arthur A. Jones. Frank J. Davis.

JONES-DAVIS FURNITURE CO.

Dealers in Furniture, Carpets and Draperies, Steel Ranges, Cook Stoves and Heaters, Queensware, Kitchen Furniture, Racine Wagons and Buggies.

Mesa, Arizona.

"THE ELITE."

M. P. Holladay, Prop.

The Home of McDonald's Candies. Fresh all the time. Fancy cream and sherbert on short notice. Brick ice cream a specialty.

Mesa, Arizona.

THE MESA CITY BANK

Mesa, Arizona

RESOURCES OVER \$375,000.00.

Should you desire reliable information about the best climate and the best country on Earth, write us. Established 1893.

We will answer all inquiries regarding Bank work or the Salt River Valley.

5 Per cent Interest Paid on Time Deposits.

THE SALT RIVER VALLEY BANK of Mesa, Arizona.

Write us Today.

We will loan your money on Gilt Edge real estate securities, 8 per cent to you.

ORANGES AND OSTRICHES.

The two most profitable crops grown in the United States.

Soil and climate conditions ideal. Netting from \$200 to \$2,000 per acre. Land with water right, selling \$100 to \$300 per acre.

LET US GIVE YOU FACTS AND FIGURES. THE ARIZONA LAND COMPANY.

"Chandler Court."

Mesa, Arizona.

DO YOU WANT A HOME

in the GREAT SALT RIVER VALLEY, UNDER THE ROOSEVELT RESERVOIR? Where planting means crops to harvest, and farming is scientifically carried on.

PLENTY OF WATER, FERTILE SOIL, SPLENDID CLIMATE.

Where grows the ORANGE, LEMON, GRAPE FRUIT, etc., all fruit and vegetables common to semi-tropical climate as well as cattle, ostriches, etc., all wealth producers.

Large tract, suitable for colonization, and orange growing to place before you.

If you want information and literature, fill out following and send letter or postal.

POMEROY-GUTHRIE REALTY CO. MESA, ARIZONA

Send free literature and booklets, concerning Mesa and the Salt River Valley, and colonizing scheme.

Name

Address

DO YOU WANT TO KNOW MORE ABOUT the Salt River Valley? Do you want a home where there is sunshine and flowers the year round, and the climate is healthful and delightful, always? If so, write for full information FREE, to the—

Rosel Cooley, Prest. La Fayette Dana, Secy.

MESA LAND COMPANY.

Incorporated.

Investment Brokers. Rental, Loans, Insurance, Conveyancing.

Mesa, Arizona.

THE PHELPS HARDWARE COMPANY

George E. Phelps, Prop.

Dealers in

General Hardware, Bicycles and Supplies, Stoves and Ranges

"Good Plumbing our Specialty"

OUR PRICES PLEASE MESA, ARIZONA

L. B. Johnson & Co.

Wholesale Fruit and Produce.

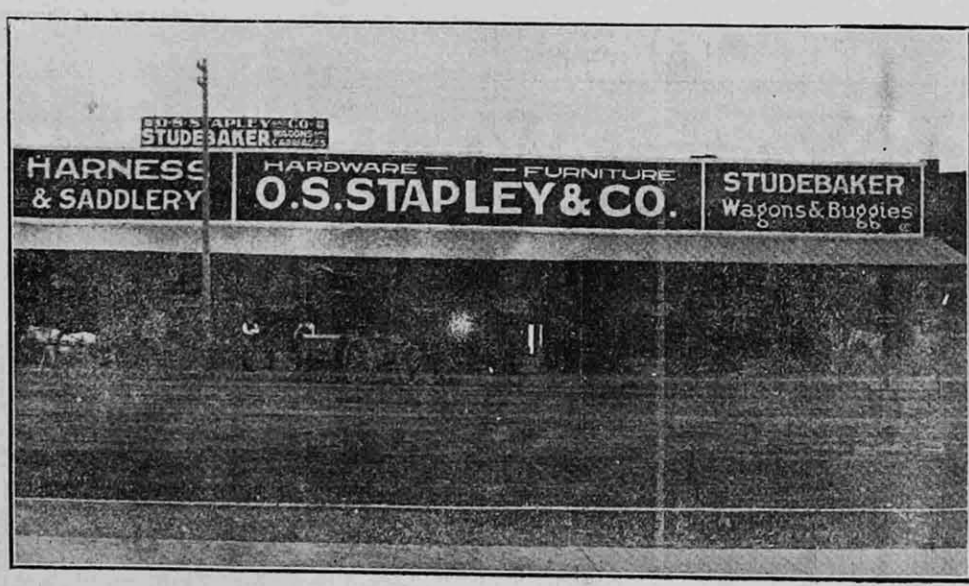
Mesa, Arizona.

THE VANCE AUDITORIUM.

Frank A. Vance, Manager.

Mesa, Arizona.

Four Buildings Occupied by the C. S. Stapley & Co.



A REMARKABLE GROWTH.

The growth of any business is a good criterion to go by, in judging the value of the country in which it is located. This is very true of Mesa's large hardware firm, O. S. Stapley & Co. This firm started in business in March, 1893, during the great financial crash, with a capital of \$550, under the firm name of Hunsaker & Stapley. They continued in business until March, 1898, when Mr. Stapley sold out his interest to Mr. Hunsaker, who conducted the business for the next two years.

In June, 1900, Mr. Stapley bought out the entire business which he conducted for the next three years. By careful attention to his work and honest dealing, the business grew to such proportions that he needed more assistance. In February, 1903, Joseph W. Clark and Frank J. Davis combined their interests with Mr. Stapley and they bought out the Wilbur-Mullen Hardware Co., and the two stores were merged into one large establishment.

Two years later, Mr. Davis sold out his interest in the business to Mr. J. H. Rogers, who was then conducting a large blacksmithing business. With this transaction the firm acquired the blacksmith business, and this was operated by the hardware firm. In July, 1908, the blacksmith shop was sold, and the firm bringing all their interests to bear in the hardware line.

The firm has continued in business as the O. S. Stapley & Co. since 1905. Their business has grown until it now occupies 30,000 feet of floor space, carrying the most complete line of hardware in the valley, and their stock is valued at a little over \$30,000. They handle all kinds of hardware, including wagons, buggies, plows, harrows, drills, and heavy hardware, harness and saddlery, and a full stock of furniture, carpets, rugs, glassware, crockery, baskets, wall paper, etc.

The remarkable growth of this firm stands as a prophetic mile post in the road of progress, pointing to a glorious and brilliant future for Mesa, the "Gem City of the great Salt River Valley."