

OUR HOME TOWN.

A Department Devoted to Village Betterment.
RICHARD HAMILTON BYRD.

The editor of this department desires to keep in touch with the active members of Civic and Local Improvement Associations, and every one interested in the improvement, protection and upbuilding of rural village life.

What is being done in your town to encourage small industries and for home employment? What is being done along the line of street improvement and the beautifying of private lawns, roadways and public parks? Are your local merchants receiving the support of the local trade? Experience, plans, suggestions and photographs will be welcomed by the editor of this department and so far as possible given place in these columns.

AN OPPORTUNITY FOR A MARKET GARDEN HOME.

SMALL FARMS ON THE DEEP ALLUVIAL SOIL OF THE SOUTH-WEST WHERE SUNSHINE AND ABUNDANT WATER PRODUCE MARVELOUS YIELDS.

Expert Truck Gardeners, Growers of Berries and Small Fruits, and Poultry Raisers are Invited to Form the First Homecrofters' Village in the Outskirts of Phoenix, Salt River Valley, Arizona.

Down in the historic Southwest, that portion of the American continent whose ancient civilization antedates, possibly, that of even old Egypt, a wonderful work of transformation is going on. The magic of irrigation is again making populous and wealthy the wonderfully fertile lands of Arizona, which in ages gone by supported great cities and a dense agricultural population. The most remarkable single instance of this development is seen in the warm and sunny valley of the Salt River, where by means of irrigation the city of Phoenix has arisen, and is soon destined to become one of the large cities of the Southwest through the construction of the enormous Tonto Basin Reservoir.

A Homecrofters' Village is now being formed near Phoenix: it is the outgrowth of and combines three great ideas.

1. That the national government should irrigate the deserts and drain the swamps to create opportunities for men to get homes on the land who want only sufficient land each to occupy and use and intensively cultivate with his own labor.
2. That the men who want such homes should be aided to get them by an organization which should work solely for the benefit of the Home-seeker and aid him in every possible way to get the best quality of land in small tracts for the lowest possible price with perfect titles and water rights.
3. That the success of the Home-seekers who secure those homes should be promoted through an organization which would plan to aid in building village communities where the highest possible advantages of education, co-operation and social life and the most attractive rural environment would surround the homes and be a part of the home life of the residents of the village.

To carry into practical operation these three great ideas, three separate organizations were in turn planned and formed by George H. Maxwell. The first idea was carried out through The National Irrigation Association, which conducted a great campaign for national irrigation resulting in the enactment of the National Irrigation Act in June, 1903.

The second idea was formulated and put into working operation through the organization of the Rural Settlements Association.

The third idea has been embodied in an organization recently formed called the Homecrofters' Guild of the Talsman, an account of which was given in the last issue of this paper.

In each of these associations Mr.

association known as the Salt River Valley Water Users Association. That Association contracted with the national government for the construction under the National Irrigation Act of the great Tonto Reservoir which is now being built on Salt River.

Some 70 miles above Phoenix, and what was once an almost inaccessible region, visited only by the murderous Apaches and the old-time outlaws, the Salt River and its tributary, Tonto Creek, emerge from a frowning canyon. Here 2000 men are at work on the great Tonto dam. This huge structure will rise 254 feet above the



PROSPEROUS SCENES IN TEMPE, ONE OF THE OUTLYING TOWNS NEAR PHOENIX.



foundation, and 230 feet above the river level. Eight hundred feet wide at the top or curb, it will form a giant wedge connecting the towering canyon walls, and become, as the engineer's report states, as immovable and everlasting as the adjoining rock.

It will create a lake, backing the water up the Salt River 14 or 15 miles and 10 miles up the Tonto. When the reservoir is completed the water will flow in the river channel for 44 miles, and then be diverted by means of canals to the irrigable lands surround-

will be developed for use by the residents of the lands irrigated in the Valley below from the reservoir, for pumping water for irrigation and other purposes. The work on this stupendous government structure is being pushed forward with all practicable haste. It is believed that in less than two years from to-day the water from the reservoir will be flowing into the canal of the Salt River Valley. In much less time than that the government will be furnishing electric power for running the pumping plants of the farmers in the valley and furnishing electric power for all the purposes for which power from this source can be used.

SMALL GARDEN FARM TRACTS

More than a year ago Mr. Maxwell conceived the idea that the highest and best use to which the lands under this great government irrigation system could be devoted was that they should be subdivided into small tracts for garden farming, berry culture and the growing of small fruits, melons, and other products of intensive cultivation. The raising of poultry in all its branches would of course be one of the most profitable adjuncts of these intensively cultivated garden farms. In the past this character of land culture has not been practicable in the Salt River Valley because of the fact that at the season of the year when the water was most needed, there being no reservoir, the river was at its lowest stage, and the supply of water the shortest. All this will be changed by the construction of the Tonto Basin Reservoir.

Believing that the first practical demonstration of the profits to be derived from garden farms of this class should be so organized as to embody

cularly adapted to the culture of the crops which yield the highest acreage profit with intensive cultivation. Second, a water right in the oldest and best canal system in the Valley, which will be added to by a water right in the Tonto Basin Reservoir from the national government, and still further supplemented by a right in the co-operative water company that will own and operate the pumping plant.



GRAPES AND ORANGES, ONE MILE OUT OF PHOENIX.

So that by no human possibility can the occupant of one of these garden farms fail to have an abundant water supply whenever needed and to whatever extent the water may be required.

The Salt River Valley is in the central part of Arizona and the summer climate is of course hot; but with such land as that embraced in the tract referred to, with the ample and unfailing supply of water for its cultivation, the summer heat and long growing season make it possible to practically engage in hot house culture out of doors, and to mature crops so rapidly that four or five or even more of some crops a year may be produced from the same land. This makes possible a profit per acre from truck gardening and berry culture and the raising of small fruits, combined with poultry raising on the same place, that will yield a profit per acre wholly unobtainable in a more rigorous climate.

The miners and great mining camps of the Southwest furnish an unsurpassed market for all the products of such garden farms as those proposed on this tract of land.

A THRIVING LITTLE CITY.

The City of Phoenix, on the outskirts of which this land is located, is the capital of Arizona and is a city of twelve to fifteen thousand people, with excellent schools, churches and all commercial facilities. One finds in this southwestern city, and on the surrounding farms, men from all sections of the country, New England, the South, the Mississippi Valley and the Northwest. There is a public school immediately adjoining the Rural Settlements Tract above described, and it will be the aim of the Association to co-operate to make this a model school. A beet sugar factory is the most recent addition to the industries of the Valley.

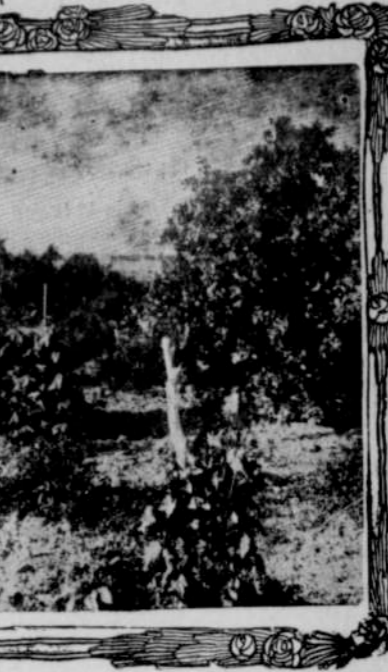
The land here described, which is designated as the Rural Settlements Tract, has been subdivided into five acre plots, and these will be sold only to those who are already skilled in truck gardening, berry and small fruit culture and poultry raising, because it is planned to make this initial colony a demonstration of the possibilities of the Salt River Valley for this class of agriculture, and it is desired that the demonstration should be made by those who know how. Sales will not be made to parties who do not wish to actually live on the land, or do not know how to cultivate it. The Association proposes to co-operate with the purchasers to insure the success of the latter, and for that reason is offering the land to the kind of customers desired at a price so low that it is a chance rarely found by anyone who understands intensive cultivation of a small tract of land and wants such a home. Including the water rights in the canal system and the pumping plant, the land will be sold in five acre tracts for only \$150 an acre in cash.

Anyone who may desire further particulars as to this land or any information as to the Homecroft Movement is cordially invited to address George H. Maxwell, 1405 Fisher Building, Chicago.

Mr. Maxwell is the Executive Chairman of The National Irrigation Association and the Executive Chairman and General Counsel of the Rural Settlements Association, and the Dean of the Homecrofters' Guild of the Talsman and is devoting himself to carrying out through these three organizations the three great ideas which are set forth at the beginning of this article.

His success in the National Irriga-

ness men especially of every town and village in the country. It will be a demonstration and a working model for the subdivision of land now held in large tracts near every town or village into small Garden Homes or village into small garden farms which will intensively cultivate such small garden farms will contribute to the volume of trade and prosperity of the merchants of the town and en-



GRAPES AND ORANGES, ONE MILE OUT OF PHOENIX.

large its Social Circle and add to the charm of its social life. One quarter section of land thus subdivided will add thirty-two families to the community and correspondingly increase the trade of the town.

This movement for the building of Homecrofters or small garden homes in the outskirts of existing towns or villages or in the suburbs of the cities is a logical enlargement of the central idea around which the National Irrigation Movement was organized. That idea was that the greater the number of such small garden farms the greater the general prosperity and stability of the country. The success of the Homecroft Village near Phoenix will lead to its duplication in the neighborhood of many other cities and towns throughout the country.

All inquiries or communications as to the lands or matters above referred to, should be addressed to

GEORGE H. MAXWELL,
Executive Chairman and General Counsel,
Rural Settlements Association, 1405
Fisher Building, Chicago, Ill.

Extracts From Telegrams and Letters

TO GEORGE H. MAXWELL,
Executive Chairman The National Irrigation Association, following the Passage of the National Irrigation Act.

"Southern California extends hearty congratulations and pledges continued support until work of National Irrigation Association is accomplished. As the leader in one of the greatest successful fights ever made on behalf of the people, you deserve the highest honors that can be conferred upon you, but your work is not completed until the provisions of the irrigation bill are administered and fully safeguarded."
C. B. BOOTHE,
Chairman Southern California Section,
The National Irrigation Association.

HOW ONIONS GROW IN THE WARM SOUTH-WEST.

GOVERNMENT POWER AND IRRIGATION CANAL OF THE SALT RIVER.



"The Sterling Chamber of Commerce extends congratulations and best wishes upon passage of irrigation bill by Congress. Accept our thanks for your great service to the west."
R. R. GREER,
President.

C. B. GODDARD,
Secretary Sterling Chamber of Commerce.



SLUICE GATE OF THE GOVERNMENT CANAL.

"Congratulations, I sincerely believe, without George H. Maxwell, we would have had no irrigation legislation."
W. M. WOOLDRIDGE,
President Montana Agricultural Association.

"We congratulate you on the passage of the National Irrigation Bill. May your success continue."
FRANK WIGGIN,
Secretary Los Angeles Chamber of Commerce.

"For your sagacious, persistent, and able efforts in this cause, country owes you a debt of gratitude."
GEORGE F. STONE,
Secretary Chicago Board of Trade.

"The citizens of Billings and Yellowstone County, through the undersigned, extend hearty congratulations and thanks for the successful conclusion of your efforts in behalf of the irrigation measure just passed."
BILLINGS COMMERCIAL CLUB.

"We realize that it was owing to the ability, tact, industry and tenacity of the irrigation measure was carried to successful conclusion at such an early date."
A. A. BURNHAM,
General Secretary National League, Chicago.

"There ought to be some recognition of the efforts of your association and particularly through your successful efforts in the legislation, that a great sentiment in the early history of national legislation came to our role in the House of Representatives."
JOHN F. SHAFER,
Member of Congress from California.

"Please accept my heartfelt congratulations for the favorable action just taken by the House on your bill. It is only as if you had won the fight, and the arid west is to have proper attention by the government."
H. M. KINNEY,
President National Association of Water Makers.

"I extend to you my heartfelt congratulations and sincere thanks for the results of your efforts in behalf of the national irrigation project. To my way of thinking the said results are due to your untiring work than to any other thing."
CARL F. ADAR,
Vice-president and Manager, Asphalt Paving Co., Los Angeles, California.

"I want to congratulate you on the magnificent achievement for the irrigation of the nation at large will not give all the credit that is due you, but I am sure that the irrigation project would never have been passed but for your untiring efforts and hard work. You certainly always be remembered by the grateful people west of the Salt River."
JOHN STEEL,
General Agent The Northwestern Mutual Life Insurance Company, Omaha, Nebraska.

"To you, more than to any other man, is due a larger share of credit for the conception, second, for the organization, and, third, for the passage of the National Irrigation Bill. You have done a hearty and sincere congratulations."
R. W. TANSILL,
Chairman Executive Committee, National Irrigation Company, Carlsbad, Mexico.

"It is truly a great pleasure to be able to congratulate you on the results of your campaign and the first-class work you have done. The whole west rejoices in you."
WM. H. CHADWICK,
President Horticultural Society of Chicago.

"I was both surprised and gratified to read in the Associated Press dispatch that the irrigation bill had passed the House. The movement to your growing by leaps and bounds, and I congratulate you upon your splendid success. I called on Mr. Schurmerler this morning and he is very, very much pleased, and he is sure that it is your work that has done the business."
BENJAMIN F. BEARDSLEY,
Secretary St. Paul Chamber of Commerce.

"I have kept close track of the House and Senate's action on the irrigation bill, and the President signing the same, and I congratulate you most heartily upon the splendid success of the work you have done in that. It is certainly very gratifying."
CHARLES A. MOORE,
President American Protective League.

"To you, more than anyone else, is due the honor and the glory of the achievement. It will, I am sure, and your name down to future generations as really a monument to a most beneficent measure. I cannot express to you my delight in receiving the news that the bill had gone through the House with so large a majority."
PARIS GIBSON,
United States Senator for Montana.

"Accept hearty congratulations over the victory won in the passage of the irrigation bill by the House of Representatives yesterday, which assured its enactment into a law. To your magnificent generalship and indomitable energy, ceaseless, persistent labor is due the glorious victory, which means a new chapter added to the United States of far greater value than our island possessions. Future generations born in the happy homes your efforts have made possible will rise up to bless and honor your name and memory."
E. J. YOKAM,
Secretary Highland Orange Growers' Association.

"I do not hesitate to express my conviction that the National Irrigation Act would not have been passed and that the national government would not have inaugurated the national irrigation policy if it had not been for your personal work of organization and the great campaign of education which you personally originated and have so successfully carried forward. In saying this I fully recognize and accord to others who have co-operated with you the credit which is due to them for the great results which have been attained."
E. P. RIPLEY,
President The Atchison, Topeka & Santa Fe Railway System.

DESERT, TOWN, AND IRRIGATION CANAL SCENES IN THE SALT RIVER VALLEY, ARIZONA



Maxwell was and is still the active, moving spirit, and those who avail themselves of the opportunities he is laboring to create for men of moderate means to get homes on the land will secure the benefit of his wide experience, extending over more than fifteen years during which time he has given the closest study to every element necessary to the success of the man who makes a home on irrigated land.

GREAT IRRIGATION DAM.

After the passage of the National Irrigation Act, Mr. Maxwell spent several months in the Salt River Valley aiding in the work of organizing the land owners of that Valley into an

DESERT, TOWN, AND IRRIGATION CANAL SCENES IN THE SALT RIVER VALLEY, ARIZONA



ing Phoenix. This lake will hold 15 times as much as the 8 million dollar Croton reservoir, which has just been constructed to supply New York City with water, and it will hold more than the great Assuan dam across the Nile. Many of the day laborers on this work are Apache Indians, now peaceful remnants of Geronimo's wild band.

A Power Canal has been taken out above the reservoir which will carry the water around the mountain side above the level of this artificial lake, to a point just below the dam, where it will be dropped over in a waterfall 200 feet to the power house. In this way, and by other drops which will be placed in the river and canal system, twenty thousand horse power

every possible advantage and safeguard. Mr. Maxwell employed two of the most expert agriculturists in the Salt River Valley, whose long residence there and familiarity with the country peculiarly qualified them to select land to the best advantage. These gentlemen, the Broomell Brothers, spent several months looking over land and finally selected a tract adjoining the tracks of the Phoenix & Eastern Railroad, one mile from the street railway in the city of Phoenix, immediately under the Salt Canal, and having the oldest and best of all the old water rights in the Valley. To these old water rights will be added the Government Reservoir Right as soon as the reservoir system is completed.

The soil in this tract is the finest alluvial loam, resulting from thousands of years of rich deposit from the Salt River, but above all danger of overflow. For more than a year the Rural Settlements Association has been at work preparing this land for subdivision and settlement. It has been all leveled and checked and distributing ditches and cross ditches built, the avenues planted with palms and olive trees, and everything done to put the tract in the best possible condition for homebuilding and for cultivation in vegetables, and melons and all kinds of truck gardening and small fruit and berry culture.

SURE CROPS UNDER IRRIGATION.

For such products, the absolute certainty of a water supply always and at any time whenever needed without any human possibility of shortage is the corner stone and the only sure foundation for success. Any uncertainty in the water supply means failure.

Realizing this, and bringing to a solution of the problem his long experience and wide observation of the essential elements of complete success in the making of such homes as it has been planned should be made on this tract, Mr. Maxwell went still beyond the assurance even of water from the river and the government reservoir, and there has been put down on the property a group of wells, on which a pumping plant will be constructed. These wells have an inexhaustible supply of underground water which will furnish more water than can be used for the irrigation of the lands in question. The pumping plant will be organized as a co-operative water company so that each home owner in the tract will have his proportion of ownership in it, and the furnishing of pumped water to adjoining land may be made a source of substantial profit to those who are so fortunate as to be co-owners in the plant. None will be allowed to become co-owners in it except those who acquire one of the tracts into which the Rural Settlements Association land will be subdivided. It is therefore manifest that the tract of land which is now being subdivided by the Association under the direction of Mr. Maxwell, with Mr. J. W. Broomell acting as Local Superintendent on the ground, offers the following advantages to the home-seeker:

First, a selection of the very best tract of land so far as quality of the land is concerned, that could be found in the Salt River Valley—rich and inexhaustible alluvial bottom land, pe-



SLUICE GATE OF THE GOVERNMENT CANAL.

tion Movement is demonstrated by the following extracts from letters and telegrams sent to him after the passage of the National Irrigation Act.

OF GENERAL INTEREST.
The plans for the building of this Homecrofters' Village near Phoenix is one that should interest the bus-