

THE GOLDEN WEST

the Santa Fe Railway. Heard bought the *Arizona Republican* in 1912 to help his friend Roosevelt campaign for the presidency on the Bull Moose ticket; Teddy lost Arizona but gained many admirers, and Heard decided to keep the newspaper after the election, and make it into the largest and most influential paper in the state.

Heard was a man for all seasons: he and his wife developed the Heard Scout Pueblo at South Mountain Park for the scouts; he was the sparkplug behind new associations to work for better roads in Arizona, for commercial long-staple cotton (he even visited Egypt to compare the way in which their long-staple cotton was grown), and for cattle breeding and raising. He was the prime mover behind the Southwestern Tennis Association.

The last member of this group of city-builders was Benjamin F. Fowler, who arrived in Phoenix just before the turn of the century to take over the movement that led within a few years to the construction of Roosevelt Dam. The question was, how do you get Washington to intervene and help a small city of less than 5000 people and their water problem? Fowler proved to be the right man at the right time in the right place. Although local leaders such as Murphy and Heard possessed many contacts in the East, and Heard was a personal friend of Roosevelt, who became President at a crucial juncture, it was Benjamin Fowler who had the contacts and staying power in Washington to lobby and convince the federal officials that the first great project under the National Reclamation Act of 1902 should be the Salt River Project in Phoenix.

Furthermore, it was Fowler's genius which helped organize the Salt River Valley Water Users' Association. Fowler owned a farm in Glendale and was not actually a major farmer or land owner; but he had vision and a will to translate the desires of the local people into action.

All seven of these major builders of the New West in Phoenix over a forty-year period were "outsiders" who came upon the scene after the real founders had done their job. None were men of the old frontier, despite the fact that they were all born and bred in the 19th century. Each arrived in Phoenix with financial resources; none was a Horatio Alger. Each made of Phoenix an arena in which to operate, and in return, the community was good to each of them. Some were preoccupied more with building their own wealth (Sherman especially); others were preoccupied with doing something for the community (Fowler). But most, such as Christy, Adams, Chandler, Heard, and Murphy would have subscribed to the



Heard (AHS).