

PHOENIX  
**Trolley**  
MUSEUM



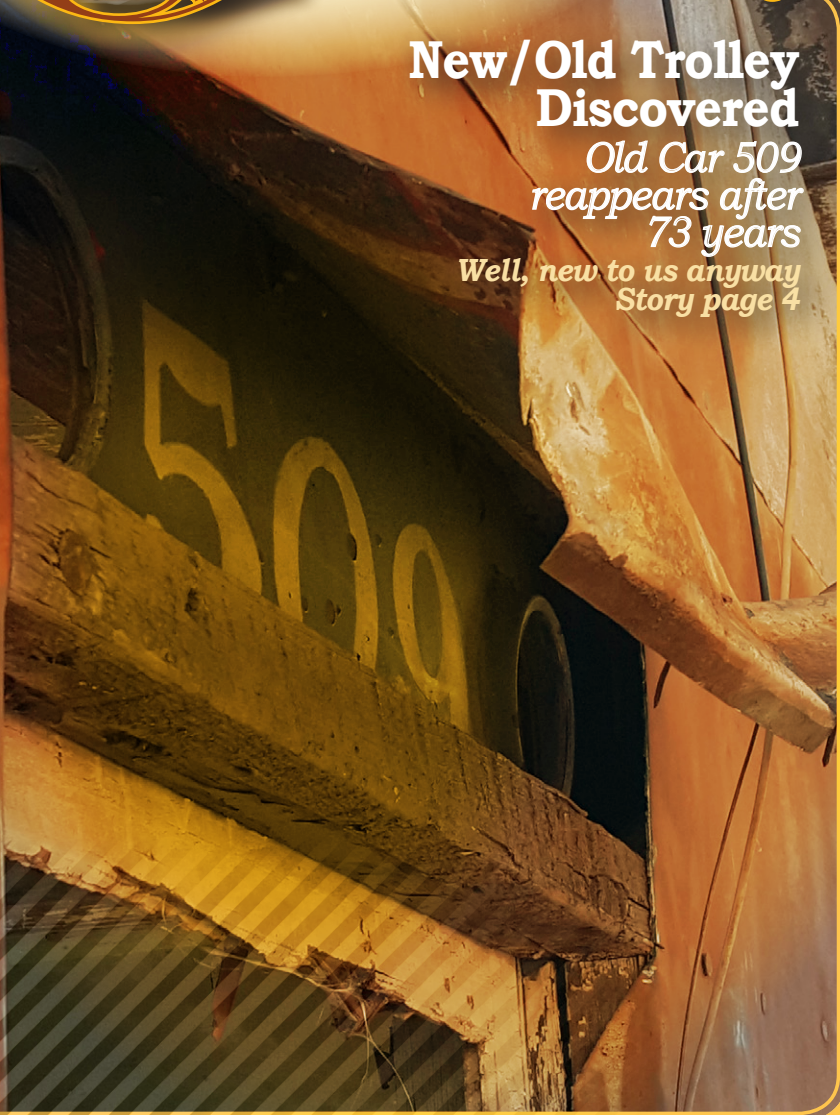
# THE Trolley QUARTERLY

Volume: one  
Number: three  
2020

## New/Old Trolley Discovered

*Old Car 509  
reappears after  
73 years*

*Well, new to us anyway  
Story page 4*



W



e appreciate each and every one of you who participated in our crowd-funding effort. The Trolley Museum has raised about \$22,000 in contributions in just over six weeks toward the purchase of our Grand Avenue museum site. In addition to the \$12,170 raised on the property purchase crowd-fund page, the museum received checks totaling \$8,550, \$910 more through our website donation page, and \$355 through Facebook.

Phoenix Trolley Museum is also excited to announce that one of our members has donated \$75,000 to the museum to help us advance our programs! This generous gift will enable us not only to complete the property purchase but also sets the museum up for the next phase of our plans – to get Car 116 out of storage and securely exhibit it at our museum site. We will need to raise additional funds to pull this off, but we are now well on our way to realizing this important milestone in the reestablishment of the Phoenix Trolley museum.

Going into 2021 against economic headwinds and the lingering effects of the pandemic, we will be able to meet these challenges with our place on Grand Avenue assured and a financial position stronger than ever before – over a quarter million dollars in cash, equity, and collections value together. This foundation will enable us to continue to grow the museum by attracting professional management, continuing our organizational development, developing new grant sources, and growing our donor base.



**Bob Graham**  
*Campaign Chair*



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# Rising from the Ashes

By Donna Reiner

That was recently the case when the Phoenix Trolley Museum was contacted by Mike Bystrom of Restaurant Equipment Hunter explaining that he had Streetcar #509. And... he wanted to know if the museum was interested in it. Shocked to discover its existence, but even more surprised as Mr. Bystrom offered to donate it to the museum and even pay to transport it to the Grand Avenue site. Of course, the museum accepted the generous offer. And a part of Phoenix's history "arose" from what was thought to be have been a fiery death.

So how did this happen? Located in the east valley, Bystrom contacted a friend of his with the Arizona Rail Museum in Chandler. That fellow just happened to be a friend of the Phoenix Trolley Museum as well and referred Bystrom to the museum. Stored in the yard of a sand and gravel company in Mesa, the owner wanted it gone. It was, give it to the museum, or send it to the dump. Horrors!! Just how could the museum pass up this offer?

Unless you have ridden on San Francisco's cable cars, you might not understand the intrigue and enchantment about leisurely riding on a streetcar with the windows down, at least when it's cool. No steep hills to surmount, Phoenix streetcars were still involved in accidents with cars, trucks, and occasionally pedestrians, and even a minor fire or two inside an operating car.

Unlike the light rail of today, there were no platforms or specific stops with the original Phoenix trolley/streetcar system. If you wanted to get on, you stood in the street



Yes, there is a trolley under all that sheet metal and over the next several months more will be exposed to disclose its story.

waving down the operator. Still as a rider, you had to remember that it did take some time for the car to actually stop. Needless to say, many streetcar riders had a terrible time in the transition to buses on some routes, because they needed to be on the curb and at a specific site.

In mid-1947, Phoenix had only one line still operating streetcars: the Capitol-West Adams-Washington Street Line. Shortly before the city of Phoenix finally phased out the entire streetcar system in favor of buses, a disaster struck. According to newspaper accounts, seven cars were destroyed and another badly damaged in the system's mysterious car barn fire on Washington and 13th Street in October

The image of the Phoenix Bird rising from the ashes of the burning land has been quite vivid this fall as wildfires have charred the West Coast. No one knows whether the destroyed towns will rise again or if the forests will return. But even years later, sometimes there are surprises.

1947. This destruction may very well have accelerated the discontinuation of the streetcars.

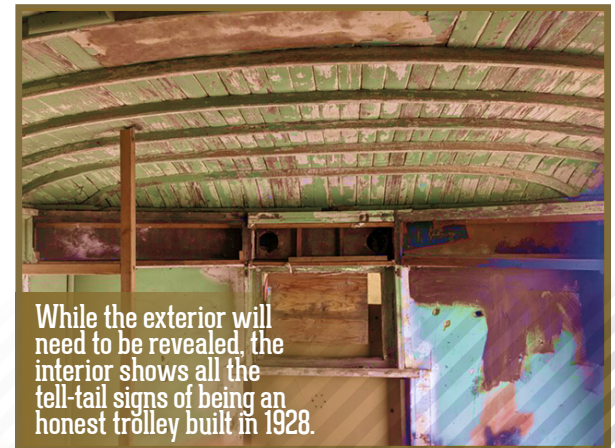
The men who started the Phoenix Trolley Museum, and particularly Larry Fleming, had as carefully as they could, determined what had happened to the remaining cars when the city cancelled the service in February 1948. Those still in use when the service ceased were originally saved for "emergencies." But by September of that year, the city sold them. And according to the data in Larry Fleming's book *Ride a Mile and Smile the While*, the disposition of most of them had been determined.

Still, those men involved with the Trolley Museum in its early days were not sure whether it was Car 509 or 515 destroyed in that car barn fire. Fleming suspected that either car could have been in the car barn fire, but no one knew for sure until now. A puzzling matter indeed.

Still, over the years, those trolley guys managed to acquire the bodies to rebuild two cars plus additional parts and open a museum in 1977, by the Ellis-Shackelford House. Today, we might consider that the museum and Car #509 have multiple lives. How many have they used up? We can't be sure. Now that the museum has reached its fundraising goal to purchase the land it has been leasing since it was forced to move from Hance Park in 2017, we can be assured that it still has lives left.

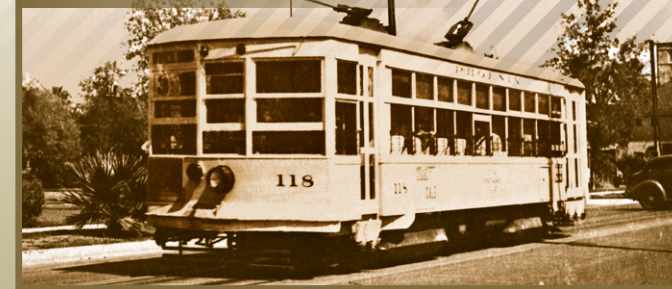
Yes, Car #509 arose from the ashes. Its actual use for the museum has not been determined yet, but what luck to find that car after it was seemingly lost 73 years ago!

**Several of those last seven trolleys are still unaccounted for today. Cars 506 and 511 are still "missing." Wouldn't it be fun if they too arose from the depths of some "pile of ashes"?**



While the exterior will need to be revealed, the interior shows all the tell-tail signs of being an honest trolley built in 1928.

Car 509 started its life as car 118 and ran on the Kenilworth line.



**Donna Reiner is the co-author of three books on Phoenix history.**

# Interurban Trains to Chandler?

**By William Lindley** Our purpose as a museum is to guide the future by learning from the past; and sometimes we find long-ago things which change how we consider the present.

**I**magine an entire network of interurban electric railways from Glendale to Scottsdale to Chandler. How would the Valley's growth then, and today, have changed? It almost happened... but it is not an easy story to trace.

I have been combing through the back issues of the Arizona Republic and other newspapers, looking for details of the Phoenix Street Railway in the territorial and early statehood days. The "Chronicling America" electronic resource at the Library of Congress, and its paid Newspapers.com counterpart, are excellent, and the Museum's bibliography now includes about two thousand articles from the 18 September 1880 announcement of the laying of Tucson's first street railway tracks in the Tucson Citizen all the way to the present.

Nevertheless, it is curious to discover, for example, that the words we use for things now are different from what we see in the newspapers of the previous century. And once you know the right words, entire new parts of the Arizona street railway story emerge. Consider this article from the Arizona Republican (as the paper was known then) of 17 August 1910, with the headlines:

**"Right of Way the Problem. Cooperation of Ranchers Necessary For Electric Line. Plans Provide For Many Conveniences For Those Living Along Right of Way. Will Be Factor In Building Up Community."**

that the matter of building an electric line from Mesa south to the Mesa Improvement Company's lands south of the city will be determined by the success attained by the committee of landowners who are at the present time engaged in securing a right of way for the [electric] line."...

*The Glendale/Organgewood line looking east at Piesteewa Peak (then named Squaw Peak)*

*The article begins:* "Dr. A. J. Chandler returned yesterday from Los Angeles where he has been for the past two weeks and while he had nothing new to add to his previous statements, he reiterated a former expression

**What can we deduce from this?** First, perhaps we notice that newspaper readers at that time must have been far more tolerant of complex sentences. In the grammar vein, we might also notice that "expression" is used in the sense where we might today better use the word "statement." In terms of history, the article dates from two years prior to the founding of the City of Chandler on 16 May 1912, and refers merely to "Mesa Improvement Company's lands south of" Mesa.

## What If?

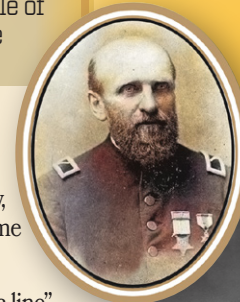
**But we might also assume...** that the "electric line" in question would have been an electrical power transmission line. That is what an article about "electric lines" today would encompass. However, read a little further down the article:

"The plans of the line provide for the installation of switches or turnouts so that any rancher living along the line who has any shipping to do may have a car set out on the siding and the track being of standard gauge will be capable of delivering cars to the regular steam lines."

**A-ha!** What Dr. Chandler wanted for his nascent city was an electric railway line. In other words, an interurban trolley, just like the one being built at that time to Glendale!

Once you know to search for "electric line" in the newspapers of that time, you find numerous other articles. It turns out that both Chaplain Winfield Scott, founder of Scottsdale, and Dr. Chandler of his namesake city, wanted to build interurban electric railways to their cities, and not "steam" railway lines. **Knowing the right words, knowing what to call something, is often the key to finding the answer.**

Imagine if Mr. Sherman's interurban lines had connected from Glendale to Scottsdale, and to Tempe, Mesa, and Chandler — all of which we know were planned. Once we know the right words, we can find the articles in the newspaper archives; and the PTM Archives bibliography can point you to them. Today's Union Pacific railway lines in the East Valley (called the South Valley in the early 1900s) would have been street railways instead, and perhaps the Phoenix Street Railway would have weathered the World Wars and the Great Depression in a far better position.



*Winfield Scott  
Founder of Scottsdale*



*A. J. Chandler  
Founder of Chandler*

**What do you think might have happened differently in that case? Write back and let us know your thoughts.**  
[mswaine@cox.net](mailto:mswaine@cox.net)

The Roaring '20s accomplished for Phoenix what Henry Higgins did for Eliza Doolittle—this dapper decade transformed the small, farming-based community and cultural backwater into a semi-sophisticated city. The makeover included high-rise buildings, paved streets buzzing with automobiles, and a growing reputation as a fashionable winter tourist destination.

# Phoenix in the Roaring '20s:

By Douglas Towne

Farming had flourished with the completion of Theodore Roosevelt Dam on the Salt River northeast of Phoenix in 1911, which provided a dependable source of irrigation water.

## Phoenix's Trolley System

An essential facet of Phoenix's transformation during the 1920s was the Phoenix Railway Company's improved trolley service. More than a century before Valley residents hopped aboard the high-tech light rail system in 2008

**A** diversified economy, enhanced transportation links, and additional water supplies energized the budding metropolis. The Heard Museum, Phoenix Little Theatre, Brophy Preparatory School, and Phoenix Junior College were just some of the local institutions founded in the 1920s to challenge Tucson's claim as the "Athens of Arizona." Across the Salt River, Tempe Normal School moved a step closer to big-time status when it became Arizona State Teachers College.

"In the 1920s, Phoenix laid the groundwork for its metropolitan explosion during World War II and beyond," says Oklahoma State University history professor Michael F. Logan, author of *Desert Cities: The Environmental History of Phoenix and Tucson*.

Phoenix entered the 1920s, having just surpassed Tucson as the largest city in the state, with 29,000 people – roughly the same population as Kingman is today. The city, comprised of low-slung brick buildings, was so small that neighborhoods now considered part of central Phoenix, such as Encanto-Palmcroft and Willo were being planned on the "outskirts" of town.

While Phoenix back then might appear somewhat underwhelming, it was the county seat, state capital, and a virtual metropolis compared to the nearby farm towns of Tempe, Mesa, Glendale, Scottsdale, Peoria, and Chandler. Most economic activities were related to the abundant crops produced in the Valley, the leading agricultural region in the Southwest.



## From 'Wild West' Town to Modern City



Maricopa County Building in Downtown Phoenix - Lib. Congress

A public bond issue quickly passed to rehabilitate the railways and purchase new streetcars. Profitability returned as the system grossed \$298,000 in 1929, carrying 6.6 million passengers at 5 cents each.



Overland Auto Showroom - McCulloch Bros



## Cotton Craze

At the start of the decade, Phoenix had a booming economy fueled by the demand for cotton caused by World War I. Euphoria about the easy wealth to be made by growing the fluffy white fiber was as rampant

and unrestrained as that associated with the area's more modern housing booms. Prices for a pound of cotton, which were at \$0.28 only a few years earlier, were forecast to reach an unheard-of \$1.50. In comparison, prices for a pound of cotton were as low as 50 cents as recently as 2009.

Tempted by these escalating prices, farmers sowed cottonseed in every available field and borrowed heavily to buy additional farmland. In the Salt River Valley, about 7,300 acres were planted in 1916; in 1920, the acreage increased to 180,000. To harvest the bumper crop, cotton growers and railroad interests recruited 35,000

for their first ride, passengers could catch mule-driven streetcars sauntering up and down Washington Street in 1887. But within a handful of years, the system's owner, General Moses Hazeltine Sherman, had added additional routes, some with electric streetcars that tripled the railway's speed to 15 miles per hour.

Ostensibly for public transportation, the trolley lines were also built to promote real estate ventures and influence where residential development would occur north of Downtown. The streetcar system eventually extended to Glendale in the only inter-urban electric trolley line constructed in Arizona.

By the mid-1920s, however, the system was badly in need of repairs because of shoddy construction. Regulators did not allow Sherman to abandon unprofitable lines or raise rates, so he announced in April 1925 that streetcar service would end in October, according to *Ride A Mile and Smile the While: A History of the Phoenix Street Railway* by Lawrence Fleming. The city eventually purchased the system at its junk value of \$20,000.

Mexican farmworkers to temporarily relocate to Phoenix, a number that exceeded the city's population. "The high cotton prices also lured people who had no farming experience into trying to grow the crop," says local historian Donna Reiner. "Of course, most lost their shirts."

High cotton prices were caused by the huge demand brought on by World War I. When the conflict ended in 1918, lower peacetime needs coupled with large amounts of imported Egyptian cotton caused prices to plummet in the fall of 1920 unexpectedly. Many farmers abandoned their fields, leaving row upon row of cotton bolls to rot. Mexican laborers were turned away from the cotton crops despite having contracts with the growers.

The "cotton bust" caused a run on banks and an economic downturn in the Valley during the early 1920s. Many farmers went bankrupt, business declined, and Mexican farmworkers lived in poverty. Although the Valley continued as the Southwest's leading agricultural region, "King Cotton" would never again so dominate local farming.



Arizona Biltmore Pool  
- Lib. Congress

### Sunshine Tourism

Visitors to Phoenix before the 1920s had been mostly poor people with health problems hoping the desert's warm, dry air would help cure their tuberculosis or asthma. Not wanting to be known as an infirmary, city officials launched new promotions to attract well-heeled tourists. The desert's clean air, brilliant sunshine, and a burgeoning reputation as the "winter playground of the Southwest" proved an easy sell.

Although the moniker "Valley of the Sun" wouldn't be coined by a local advertising agency for another decade, Phoenix began aggressively touting itself as a winter tourist destination. The Phoenix-Arizona Club's promotions, created in 1919 and partially funded by the railroads, were a major driving force in attracting visitors. "Tourism

took off, with new resorts that catered to the affluent and pleasure seekers rather than to the tuberculosis sufferers and other convalescents," Logan says.

The increasing tourist trade resulted in a flurry of hotel construction Downtown. In 1928, the San Carlos Hotel and Hotel Westward Ho opened, and the Hotel Adams, considered the power hub of the city, underwent extensive renovation and expansion, becoming "cooled by refrigeration."

Perhaps the most noteworthy hotel to appear was the Arizona Biltmore, which opened eight miles northeast of the city in February 1929. Earlier resort hotels, including the Ingleside Inn in 1919 and the Jokake Inn in 1924, had also popped up outside of the city. Still, the elegant

Biltmore, with its polo fields, spacious grounds, and adjoining golf course, proved to be a magnet for luring tourists away from the more traditional Downtown accommodations.

Charles and Warren McArthur, brothers who operated a Dodge dealership in Phoenix, were the catalysts behind the Biltmore's construction. A popular misconception associated with the hotel is the architect was Frank Lloyd Wright. The hotel's architect was the McArthurs'

palaces such as the Orpheum Theatre featured talking motion pictures. Vaudeville and burlesque shows were popular theater events, as were amateur nights where residents could show off their talents.

The decade saw the birth of what became the city's most prominent social event for almost 30 years: The Masque of the Yellow Moon. The pageant, which fused American Indian and pioneer mythology with music and drama to celebrate Arizona's heritage, drew favorable comparisons to New



Cafe across the street from  
Phoenix Union HS - Lib. Congress

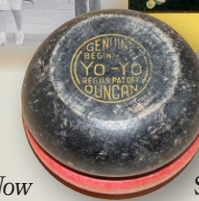


Columbia Theater  
Phoenix

older brother, Albert, who once worked for Wright and reportedly consulted him on the project, according to *Phoenix Then and Now* by Paul Scharbach and John H. Akers. The stunning, luxurious hotel soon enticed chewing gum magnate and owner of the Chicago Cubs, William Wrigley, Jr. to buy a nearby residential lot and invest in the hotel, which enabled it to survive the Great Depression of the 1930s.

### Fun and Frivolity

The Roaring '20s also was renowned for its excitements and excess. Phoenix residents indulged in a roller-skating craze, mastered yo-yo tricks, listened to the first radio broadcasts, and danced the Charleston to live bands in open-air venues such as the Riverside Ballroom, located on Central Avenue and the Salt River. Opulent movie



Orleans' Mardi Gras parade. The extravaganza was held annually at the 10,500-seat Montgomery Stadium built on the campus of Phoenix Union High School on the northeast corner of Seventh Street and Van Buren. The envy of school districts across the Southwest, the stadium would also host a variety of notable events during the 1920s, including Major League Baseball exhibition games.

Another popular attraction was the World Series "viewed" at the Columbia Theater in Downtown Phoenix in 1920. Crowds "watched" the only triple play and the first grand slam in World Series history as the Cleveland Indians beat the Brooklyn Dodgers in five games to two in a best of nine series. This spectator miracle happened when *The Arizona Republican*

newspaper connected its telegraph wires to an electronic scoreboard mounted on the theater. Called the "Wonderboard," it depicted every move of the baseball players in the game. The World Series Wonderboard tradition would continue in Phoenix until nationwide radio broadcasts of games began in the mid-1930s.

Even many of the decade's misdeeds were related to seeking perhaps too much pleasure. "The 1920s was mostly known for vice, not violent crimes," says ASU history faculty associate Heidi Osselaer. Otherwise respectable Phoenix citizens began toting hip flasks in response to Prohibition,

which outlawed the manufacture or sale of liquor. Prohibition had other unintended effects, such as popularizing cocktails and bringing the genders together to socialize in underground drinking establishments called speakeasies that sold bootlegged liquor.

### Future Challenges

Despite the advancements made during the decade, Phoenix still faced critical challenges in its aspiration to become a modern, progressive city. Living with blistering hot temperatures was a challenge. Residents who couldn't leave town for the summer slept on porches draped with wet sheets that helped chill nighttime breezes. Evaporative coolers

were still in their infancy. Frank Harmonson built a custom cooler for his F.Q. Story home that became the city's first air-conditioned residence in 1928.

By 1930, the city's population increased to more than 48,000, but financial resources for continued growth became scarce after the October 1929 stock market crash. Phoenix would endure the Great Depression better than many areas and be revitalized by World War II. Starting in the mid-1940s, Phoenix expanded rapidly, thanks to abundant land, an enviable climate, and air-conditioning, and eventually, it became the nation's fifth-largest city with a population of 1.7 million.

There was, however, a vital casualty that came with creating a modern and forward-thinking metropolis. Despite the city's upgrading of the trolley system and a record number of passengers, cars and buses became increasingly popular. By 1929, there were 86 miles of paved roads throughout the Valley. Although the streetcar system would survive until 1948, the automobile became the preferred mode of transportation.

**Douglas Towne**  
writer, historian, hydrologist, artist  
and editor of *Arizona Contractor & Community Magazine*

## It's Autumn in Arizona History

*There is finally a coolness in the air and these are some of the things that happen as we chill out.*

### Oct. 1, 1891

The University of Arizona opened its doors for the first time.

### Oct. 3, 1907

Yuma police stopped all poker games in saloons in the city and the towns of Bisbee, Globe and others were considering taking the same action.

### Oct. 7, 1922

a Bisbee man was shot to death in an argument over the price of tamales.

### Oct. 12, 1940

Tom Mix, early Western movie star, was killed when his car overturned in a wash on what is now the Pinal-Pioneer Parkway.

### Oct. 14, 1909

President William Howard Taft visited the Grand Canyon.

### Oct. 15, 1930

The first airmail arrived in Tucson at 11 a.m. aboard a tri-motored Fokker.

### Oct. 20, 1870

The town site of Phoenix was laid out.

### Oct. 26, 1881

Wyatt, Virgil and Morgan Earp, with Doc Holliday, fought it out at the OK Corral with the Clantons and the McLowrys. Three men were killed and two were wounded in less than a minute.

### Oct. 31, 1918

The Arizona State Fair was canceled because of an epidemic of Spanish Influenza.

### Nov. 1, 1867

Tucson became the capital of the Territory of Arizona.

### Nov. 3, 1898

For the first time in American history, the top five state-elected offices are held by women.

### Nov. 4, 2001

The Arizona Diamondbacks rally to beat the New York Yankees 3-2 in Game 7 of the World Series and snag their first title.

### Nov. 11, 1930

The Arizona Republican newspaper changed its name to the Arizona Republic.

### Nov. 18, 1914

A feature story in the 'Tucson Citizen' told how ostrich farms in Phoenix and Yuma were facing ruin as plumes on women's hats went out of style.

### Nov. 20, 1899

Pearl Hart, Arizona's female bandit, was tried at Florence for robbery, convicted and sentenced to five years in prison.

### Nov. 29, 1877

The first Mormon settlers arrived on the San Pedro River to found what is now the town of St. David.

### Dec. 2, 1927

Arizona became the first state to regulate and control airplanes engaged in commercial transportation of passengers and freight.

### Dec. 4, 1856

The first post office to be opened in Arizona Territory was established at Fort Buchanan in the Sonoita Valley.

### Dec. 15, 1928

Westward Ho Hotel in Phoenix opened with a gala celebration.

### Dec. 25, 1905

The first State Fair opened in Phoenix under authority of a legislative act.

### Dec. 25, 1934

George W.P. Hunt, seven-time governor of Arizona, died at age 75. His body lay in state in the Capitol rotunda under the Great Seal of Arizona which he helped design.

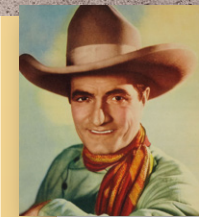
### Dec. 26, 1864

The Supreme Court of the Territory of Arizona held its first session in Prescott.

### Dec. 30, 1853

Under the terms of the Gadsden Purchase, the U.S. agreed to pay Mexico \$10 million for 45,535 square miles of land below the Gila from the Rio Grande to the Colorado River.

University of Arizona dedicated

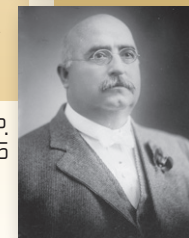


Actor Tom Mix killed in auto accident

Airmail arrives in Tucson



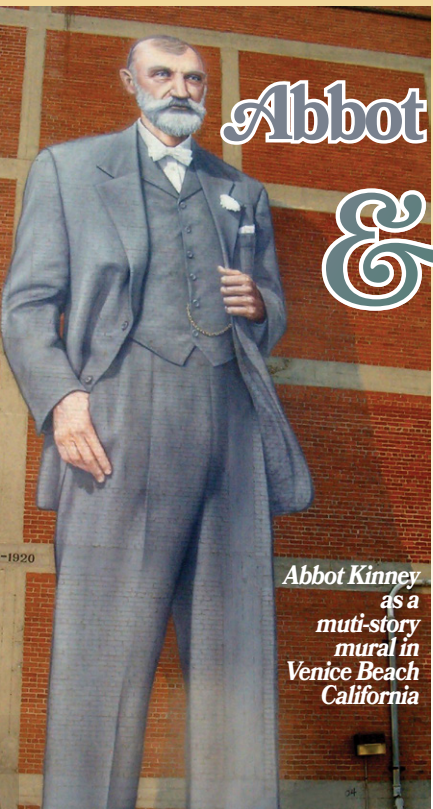
Tombstone Gunfight



George W.P. Hunt, dies at 75



Pearl Hart The Bandit Queen convicted

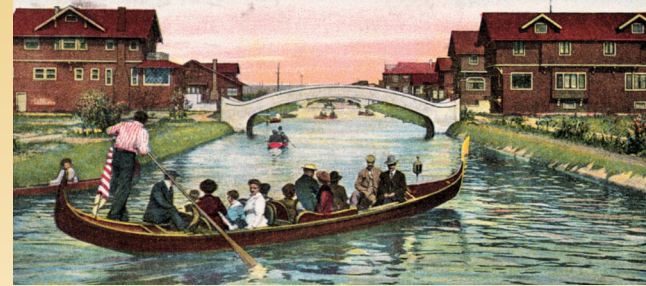


Abbot Kinney as a multi-story mural in Venice Beach California

# Abbot Kinney's Venice & the Sherman Connection

Abbot Kinney was an American developer, conservationist, tobacco millionaire and water supply expert. But, he is best known as originating the concept and developing the Los Angeles seaside amusement/resort attraction of "Venice of America," or the Venice Canals as they are now known. This was back in 1905 and the area became know as the "Coney Island of the Pacific." In addition to residences, it was a place to amuse yourself with all manner of entertaining distractions (foreign exhibits, amusements, and freak shows).

Trolley service was available from Downtown Los Angeles to Santa Monica and along the West Coast on the Red Car Line of the Pacific Electric Railway begun in 1899 by Moses Sherman.



This is the same Moses Sherman who was a land developer in Phoenix and began the Phoenix Street Railway in Phoenix in 1887. He was the largest taxpayer in Arizona before he left for California. There he developed California property in areas such as West Los Angeles, the San Fernando Valley and Hollywood, California. He also served on the Los Angeles Water Board – the same water board that brought needed water from the Owens Valley in central California.

Suspecting how popular "Venice of America" might turn out, Sherman put together an investment group to build a more modest replica of the Kinney development adjacent to the south

colorful Bohemian creative community with a plethora of compelling coffee shops, eateries, galleries, amusing shops and design firms, with out-sized murals at nearly every turn– not to mention the possibility of seeing Arnold "The Gov" Schwarzenegger bike-riding to his favorite cafe.

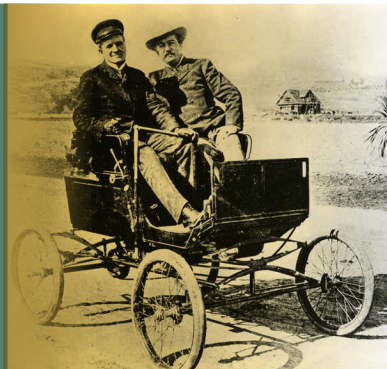
**While Abbot Kinney is rightly celebrated for his vision of "Venice of America," what we see today as California's Venice Canals are in actuality the work of Moses Sherman and his Pacific Electric Railroad**

across Venice Boulevard, which he called New Amsterdam.

Over time, the newness of the area wore off and it began to deteriorate due to canal banks weakening to the point that by the 40s & 50s the area became known as the "Slum by the Sea." Add to this the fact that the automobile became such an essential part of life that residents and commercial interests supported filling in the canals and turn them into roads.

With no businesses in the south portion of the area, and residents less affluent, there was no possibility to carry the financing needed for infill and road construction, So the area floundered further.

Finally, in the late 1980s early 90's Venice Beach had degraded so much that mounting crime and gang activity forced the City of Los Angeles to arrange



General Moses Sherman being driven by sheriff William Hammel

Investors in the Shortline line Beach Company were: Moses Sherman, Fred Howland and Carroll Daly





All who have been  touched by History are are touched by sorrow at its loss.

Join us in building a new place where Phoenix history is not only preserved, but can inform you about possible futures.



**DONATE AND  
BECOME  
MEMBER  
TODAY**



[phxtrolley.org](http://phxtrolley.org)

