Palm Walk: A Designed Historic Landscape
At Arizona State University,
Tempe, Arizona

October 2016
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Prepared by
Pat H. Stein
Arizona Preservation Consultants
6786 Mariah Drive
Flagstaff, AZ 86004-1232

Submitted to
Capital Programs Management Group
Arizona State University
PO Box 875112
Tempe, AZ 85287-5112

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During the summer of 2016, Arizona State University (ASU) began a phased project to replace the palms of Palm Walk, a landscape feature on the Tempe campus. The aging Mexican fan palms that comprise Palm Walk will gradually be replaced with date palms, a cultivar selected to increase shade and produce fruit. ASU consulted with the State Historic Preservation Office to determine what effect, if any, the proposed project might have on the historic walkway. It was determined that the project would have no adverse effect on the character-defining elements of the structure. In light of that finding, ASU initiated the present project to study the history of the palm-lined walkway. Arizona Preservation Consultants conducted the study as a subcontractor to Desert Archaeology, Inc.
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Cover photo of Palm Walk by Paul Molter, Arizona State University, 2016
INTRODUCTION

One of the most cherished and frequently photographed resources of Arizona State University (ASU) is Palm Walk, a north-south passageway of 110 Mexican fan palms (*Washingtonia robusta*) that stretches nearly 0.4 miles from University Drive to Sun Devil Fitness Complex, enhancing the oasis-like character of the Tempe campus (Figure 1). The aging trees¹ have reached the end of their natural life spans. Beginning in the summer of 2016, ASU began a phased project to place the fan palms with date palms (*Phoenix dactylifera*), a cultivar selected to increase shade and produce fruit.

While ASU believed the palms were planted in 1916—signage along the walkway even stated as much—the institution could not find records to support that claim. There was no “smoking gun” to nail down the date, as the University Archivist phrased it (Rob Spindler, cited in Seckel 2016).

The following pages present the results of the search for the smoking gun. The search led past ASU, Tempe, and Arizona to an international exposition, a horticultural giant, and a young landscape architect.

EARLY EFFORTS TO LANDSCAPE THE CAMPUS

The early history of ASU is well described in works by Thomas (1960, 1961) and Hopkins and Thomas (1960). The writers trace the development of the institution from a Normal School (established in 1885), to a Teachers College (1925), to the Arizona State Teachers College (1929), to the Arizona State College at Tempe (1945), and, finally, to Arizona State University (1958). The successive names signaled profound changes in the institution’s evolution: the Normal School offered only a two-year course of study, primarily for teachers; the University offered a broad curriculum, and granted advanced degrees.

The historic context that relates directly to the origin of Palm Walk is campus development under the leadership of A. J. Matthews. Matthews had served as superintendent of public schools in Prescott for three years and was about to serve a fourth when the Normal School Board asked him to become Principal of the Normal School at Tempe. He accepted, and was officially appointed on June 7, 1900. The Tempe Normal School had seen six Principals in its 15-year history. None had stayed longer than three years. Matthews would remain for thirty (Hopkins and Thomas 1960).

Arthur John Matthews (b1859, d1942) had a talent and passion for agriculture. Raised on a small farm near Syracuse, New York, Arthur made money as a youth by milking cows and plowing fields. He earned a teaching certificate, and then taught in public schools while supplementing his income with odd jobs. One such gig, in the summer of 1886,

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¹ One surprising fact about the palms is that they are not trees; botanists classify them as tall grasses. However, for the purpose of this report, the palms will sometimes be referred to as trees.
found him working as a bookkeeper for a Syracuse firm that imported workhorses. In his off hours he trained an unusually fine and spirited stallion named Kensington to do tricks on command. The animal drew the attention of George Bird Grinnell, renowned naturalist and anthropologist, who had acquired a Wyoming ranch on which to breed Western range horses. Grinnell paid $4,000 for Kensington and hired his trainer to accompany the horse
westward by rail. Arthur’s initial taste of the West led him to move there permanently in 1887 (Hopkins and Thomas 1960).

Matthews’ first sight of the Tempe Normal School campus in the summer of 1900 could not have been encouraging. The 20-acre parcel had been a cow pasture when it was deeded to the school by George and Martha Wilson back in 1885. Its agrarian roots remained all too apparent 15 years later. Principal Matthews found cows “using” the porch of the Old Building (the original school building, razed in 1906). As for the rest of the campus, the hot, dry climate supported a bounty of weeds but little else (Hopkins and Thomas 1960).

After banishing the bovines and settling into the rigors of his new job, A. J. Matthews began what was to be a long-term commitment to campus beautification. At his urging, the Normal School Board in October 1901 retained a landscape architect, George Hough Smith, to design a plan for the campus (Arizona Republican 1901).² The Arizona State University Story contains a description of the project:

> Smith and Dr. Matthews devised a campus feature that remains today – the curving driveway from corner to corner of the Old Campus, at its north end. Clumps of struggling ash trees were removed and in their stead were planted palms, pepper and umbrella trees, oleanders, mulberries – varieties, in many cases, that were new to Arizona, and became standard features of Arizona’s gardens and estates as the result of Dr. Matthews’ having experimented with them initially on the Normal School campus. A cactus-garden, too, was a feature, and the weed-grown south half of the campus was cleared and rolled. As early as the springtime of [Matthews’] first full year, new trees were sprouting their leaves and the park-like campus of the future was beginning to take shape [Hopkins and Thomas 1960:163].

The curving, corner-to-corner driveway that Smith and Matthews created is shown on a 1907 plat (Figure 2). The driveway remains a notable feature of the campus landscape more than a century after its construction.

Matthews’ labors ignited student efforts. The class of 1901 began a tradition of annual tree- and shrub-planting. Seniors in 1901 planted English ivy near Old Main. The Class of 1904 added roses, while the Class of 1905 chose date palms. Later classes would provide pepper and orange trees, palo verdes and saguaros (Oetting 1990).

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² George Hough Smith was best known in central Arizona as the Superintendent of the Territorial Capitol Grounds. In addition to the Capitol Grounds and Tempe Normal School landscapes, Smith designed Washington Park in Glendale, Arizona (1909). He is also credited with “greening” much of early Phoenix by introducing the idea of situating lawns below the levels of ditches, so that the lawns could be flood-irrigated directly from the canals. Smith died in his native England in 1911 at the age of 66 (Arizona Republican 1909a, 1909b, 1911).
THE PALMS TAKE ROOT

Completion of Roosevelt Dam in 1911 brought greater opportunities to central Arizona and its Normal School. With the reliable irrigation water came new settlers, broader economic options, statehood (1912), and more students. The school expanded accordingly. In 1912 the Normal School Board purchased 26 lots in the Gage Addition to
extend the campus westward. Through those acquisitions the Normal School gained about eight acres between Willow (now College) and Forest avenues, north of Orange Street. During the first year of statehood, A. J. Matthews—now President Matthews—could point to many milestones achieved during his first 12 years of leadership. Attendance had doubled, from 131 students in 1900 to 267 in 1912. The faculty had increased from six to 20. The campus had included two buildings in 1900, but by 1912 had nine. The years immediately following statehood saw the completion of North Hall (1913), South Hall (1913), and the Industrial Arts Building (1914) (Hopkins and Thomas 1960).

Campus landscaping struggled to keep pace with building construction, a fact that did not go unnoticed by Matthews. “During the past eight years,” he wrote, “the school has been increasing so rapidly and the necessary development of the work has been so extensive, that it has been impossible to pay any attention to the grounds; while with the addition of beautiful new buildings, their defects [the grounds’] are emphasized...The campus is surrounded on three sides by a large irrigating ditch, with high sand banks on either side. This ditch is lined with Johnson grass, sunflowers, and other foul weeds, which are most unsightly and give an unfavorable impression of the entire institution” (Matthews 1915:np).

To improve the appearance of the campus, Matthews requested budgets of $18,000 for each of the 1915-1916 through 1918-1919 school years. While some appropriations fell short of those targets, the President nonetheless accomplished much with the budgets he was given. He placed a high priority on developing an overall landscape plan for the grounds and adhering to it as funds became available; “otherwise the development will be scrapped and irregular,” he argued (Matthews 1917:np).

In early 1916 Matthews engaged the services of the Fancher Creek Nurseries of Fresno, California, to develop the overall landscape plan. The nursery, one of the largest in the West, was owned and operated by the eminent horticulturist George C. Roeding (b1868, d1928). Roeding not only tested and propagated a wide variety of commercial and ornamental plants, but also developed packing methods to protect them for long-distance shipping (Kruckeberg 1930; Pattillo 2010).

How did Matthews make the connection with Roeding? Fancher Creek was well-advertised and the Normal School President was well-read. The Normal School purchased plants from the nursery at least as early as 1912 (Tempe Normal School “Claim Records of Maintenance Fund” 1912). There may have been an additional link between the two men. In 1915 Matthews visited the Panama-Pacific International Exposition in San Francisco (Tempe Normal Student 1915). Matthews could not fail to be impressed by the fair’s serene landscaping; by an exhibit of ornamental trees, shrubs, and palms that won the Medal of Honor; and by the avenue of palms that a nursery had

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3 The 26 Gage Addition lots added about eight acres to the campus at a total cost of $10,364, including legal fees. The 1885 deed from George and Martha Wilson that established the original 20-acre campus was obtained for $500 (Thomas 1960).
transplanted to beautify the grounds. As it happened, Roeding was a consulting horticulturalist to the Panama-Pacific International Exposition, and Fancher Creek was the award-winning nursery (Fancher Creek Nurseries 1915; Pattillo 2010).

Roeding did not design the Tempe Normal School landscape himself but rather assigned the work to a young colleague. Leon Waterbury Fisk was only 27 years old when he tackled the Tempe project on behalf of Fancher Creek. He already had solid credentials. The son of a wealthy industrialist from Newark, New York, Leon had graduated from the University of Michigan College of Engineering and Architecture in 1910. By 1912 he was working in Chicago for O. C. Simonds (b1855, d1931), a founder of UMichigan’s landscape design program and a nationally known landscape architect. One of Fisk’s projects for Simonds was the expansion of Kokomo City Park (Geiger 2011; *Kokomo Daily Tribune* 1912).

L. W. Fisk, as he was professionally known, arrived in Tempe in late January 1916 and remained there until mid February. During those weeks, Fisk was charged with devising a plan that would encompass not only the 28-acre campus but also 32 adjacent acres in the Gage Addition. The “school park district,” as it was called, was bounded by Normal Avenue on the east, Mill Avenue on the west, Eighth Street (now University) on the north, and Tenth Street and Orange Avenue on the south (*Arizona Republican* 1916a, 1916b).

Local newspapers reported Fisk’s goals and progress while in Tempe. He rearranged various “shrubbery decorations” around the walks and drives of the original 20-acre campus (probably George Hough Smith’s handiwork) and created an entirely new plan for the 8-acre campus addition and the rest of the school park district. Fisk carefully selected trees, shrubs, and vines that could withstand heat and drought. Each major roadway was to be lined on each side with one variety of ornamental tree (*Arizona Republican* 1916a).

Fisk’s plan outlined a planting scheme to be implemented over four or five years. It was a phased plan, to be realized as funds became available. The School Board accepted the plan and allocated landscaping funds to the Normal School piecemeal from 1916 to 1919. Meanwhile, private property owners within the school park district took it upon themselves to see that their property fronts were lined with ornamental trees in conformity with Fisk’s general plan (*Arizona Republican* 1912b; Tempe Normal School “Claim Records of Maintenance Fund” 1916-1920).

After Fisk submitted his reports and plans to the Normal School in February 1916, he returned briefly to Fresno before moving back to his hometown of Newark. In October of 1916 he co-founded two Newark-based enterprises: the National Landscape Service, dealing in the sale of nursery stock, and the American School of Landscape Architecture

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4 Fisk’s reports and plans for the Tempe project have not been located. The voluminous records of Fancher Creek Nurseries and George C. Roeding are currently being inventoried and archived. A cursory perusal of the records by a California archivist failed to find mention of the Tempe Normal School project. However, it is possible that the material will surface once the collection has been thoroughly processed.
& Gardening, a correspondence school. His World War I draft registration card, filed in June 1917, suggests that the years had not been kind to the 28 year old: the card noted that Fisk by then had a broken ear drum, poor eyesight, and a double hernia that an operation had failed to repair. If such infirmities kept him from military service, they apparently did not impede his professional life. In 1918 he was commissioned to plan and subdivide the 20,000-acre Santa Margarita Ranch in California. That project would grow fruits and vegetables to be dehydrated for use by the Army and Navy during the war. After the war, some of the ranch acreage would become a repatriation colony for returning soldiers. Fisk’s correspondence school also prospered for a time. In 1925 the American School advertised that it had students in every state plus Canada, Cuba, Puerto Rico, Mexico, the Philippines, and New Zealand (Figure 3). But neither the nursery nor the school survived the Great Depression. By 1940 Fisk found it necessary to take a job as a salesman for the Prentice-Hall Publishing Company. He was still working in that capacity when he died suddenly in 1951 at the age of 63 (Ancestry.com; Arizona Republican 1912b; Chroniclingamerica.loc.gov; Nyshistoricnewspapers.org).

Figure 3. L. W. Fisk’s 1925 advertisement for the American School of Landscape Architecture and Gardening (Courtesy The Newark Courier April 30, 1925).

Tempe Normal paid $300 to Fancher Creek Nurseries for Fisk’s design. The agricultural section of the Normal School was placed in charge of carrying out the plan (Tempe Normal School “Claim Records of Maintenance Fund” 1916). Nursery material began arriving in late February 1916. A newspaper article suggested that palm trees were not among the first items received:

A carload of shrubbery from the Fancher Creek Nurseries at Fresno, California, arrived in Tempe yesterday and after being passed by the horticulture inspectors it will be planted today and tomorrow on the normal campus and about the school park district. The shipment is the first of the nursery stock to arrive for the new decoration scheme as outlined by the landscape gardener, L. W. Fiske [sic], who was recently here,
The palm trees that became Palm Walk may not have been planted even by March 9, 1917, when the campus newspaper described the school landscaping but failed to mention any rows of palms:

> Originally the campus was a grove of ash trees with the main entrance from the north. To make it more attractive and convenient a number of trees were removed and a drive way made from the northeast and northwest corners, making a semi-circular passage. This boulevard was bordered with a variety of trees, shrubs, and flowers. In the northeast is pine. The east side has a flower and vegetable garden. The campus bordering Normal Avenue and Eighth Street was lately beautified by the addition of good cement walks and grass plots. On the west side of campus, last year was added an avenue of elms and a border of Japonica Euonymus shrubs. Between the main building and training school is a driveway expanding east and west, bordered by pomegranate hedges and rose bushes. The rose garden was formerly a cactus garden, which was relocated south of the girls’ dormitory. Main has ivy-covered walls [Tempe Normal Student 1917:1].

An aerial photograph that appeared in the school course catalog of June 1919 indicated that approximately 50 plants were in place along Palm Walk by that date (Figure 4). Although it is impossible to identify their species from the aerial, the plants in the photo were in the same position as the iconic fan palms are today; therefore, it seems reasonable to assume that the plants were, in fact, the Mexican fan palms of Palm Walk. They lined the Normal Street sidewalk from Eighth Street (now University Drive) to just south of the Boys’ Dormitory. The young plants were shrub-sized in the 1919 photo.

The present investigation examined Normal School financial ledgers from February 1916 (Fisk’s completion of the landscape plan) through May 1919 (the month preceding publication of the 1919 aerial photo) to try to pinpoint when the palms were purchased. The only entry that specifically mentioned “palm trees” was a May 1918 invoice from Blasingame Nurseries in the amount of $7.00. The ledger entry did not state how many palm trees were purchased from Blasingame, what species they were, or what the unit price was. However, contemporary catalogs from Fancher Creek Nurseries included the following unit and bulk prices for *Washingtonia robusta*:

- 6 to 7 ft tall, balled, $4 each or 10 for $30;
- 2 to 3 ft tall, balled, $1 each or 10 for $8;
- 1 to 1½ ft tall, potted, $0.50 each or 10 for $4 (Fancher Creek Nurseries 1916, 1919).

Using these figures, it is possible to calculate that the Normal School’s February 1919 purchase from Fancher Creek of unspecified “trees, shrubs, etc.,” totaling $45.14, could have amply covered the purchase of 56 2-foot to 3-foot balled palms, or more than 100 1-
Figure 4. 1919 Aerial photograph of campus, view to west. Rows of new seedlings are shown along sidewalk on west side of Normal Street at bottom of image (Courtesy University Archives, Arizona State University Libraries).

foot to 1½-foot potted palms (Tempe Normal School “Claim Records of Maintenance Fund” 1919).

The school ledgers also indicated that the Normal School purchased plant materials from many sources from 1916 through 1919. Suppliers included not only Fancher Creek and Blasingame, but also Talbot & Hubbard, Germain, Aggler & Musser, H. B. Skinner, Arizona Seed, Armstrong Nurseries, and United Nurseries. Plant materials from these nurseries were usually vaguely entered into the ledgers as “trees and bushes,” or “trees and shrubs,” with no further details provided. Amounts of the purchases ranged from $2.50 to $300 (Tempe Normal School “Claim Records of Maintenance Fund” 1916-1919).

FROM THE COLLEGE PALMS TO PALM WALK

The Mexican fan palms thrived on campus. They grew as surely as the school did. In March 1925 the Normal School became a Teachers College. Meanwhile, the palms
gained sufficient stature of their own to be photographed and included in college publications. They were called “The College Palms” in the 1926 catalog and “The Palms, Normal Avenue” in the 1932 one. Photographs of the palm-lined walkway became regular features in subsequent brochures and catalogs.

A. J. Matthews retired in June 1930. In three decades he had guided the transformation of the institution from a two-year school to a four-year college. He had figuratively and literally created an oasis of learning in the desert Southwest. As President Emeritus he lived the remaining 12 years of his life in a cottage at the northwestern edge of the college. As honorary landscaper he continued the work he loved: beautification of the campus through planting and gardening (Hopkins and Thomas 1960).

President Emeritus Matthews gained an assistant in 1931 when skilled gardener Robert “Bob” Svob was hired, during the administration of President Ralph Swetnam. Svob remained with the institution for 45 years, eventually rising to the title of Supervisor of Landscaping and Construction (Figure 5). Matthews’ protégé became a local celebrity, sharing tips on gardening through television appearances and a weekly column in the Mesa Tribune. Svob would be in charge of changes to the palm-lined walkway from the early 1930s to the mid 1970s (Arizona Republic 1989; Hopkins and Thomas 1960).

An early change to the walkway occurred in the late 1930s. Swetnam’s successor, Grady Gammage, secured federal funding that enabled the campus to expand. As the facility stretched southward to U.S. Highway 60 (Apache Boulevard), the Normal Street...
walkway was extended to that point by planting more palms. A 1939 aerial photograph shows that the new trees were quite small when planted, that they were arranged in two near-continuous rows down to the highway, and that their installation approximately tripled the length of the palm-lined walkway (Figure 6). When Svob conducted a 1946 inventory of campus trees and shrubs, he counted a total of 215 *Washingtonia robusta* (Svob 1946). The majority of those specimens undoubtedly lined the Normal Street sidewalk.

![Figure 6. 1939 aerial photograph, view to south. The Normal Street sidewalk, with rows of new plantings extending to Apache Boulevard, is seen to the left in this photo](image)

Two historical photographs—one from 1946, the other from 1957—document that the grooming of the palms changed during that decade (Figures 7 and 8). The earlier image indicates that the oldest palms, at the north end of the sidewalk, had been allowed to retain their old fronds, forming skirts around the trunks. However, by 1957 the skirts were removed, resulting in the tall, lean palms that are seen today. Also, a 1950 aerial photograph (Figure 9), indicating gaps in the younger, southern rows of palms, suggests that some specimens planted in the 1930s failed to thrive.
Figure 7. 1946 street scene, view to north. The palm-lined walkway is seen on west side of Normal Street (Courtesy University Archives, Arizona State University Libraries).
Figure 8. 1957 street scene, view to north. Old fronds have been trimmed from palms (Courtesy University Archives, Arizona State University Libraries).
Further changes were in store for the walkway as the institution’s Diamond Jubilee approached. Normal Street, which had marked the campus east boundary, was discontinued as the college—now a state university—expanded to the east. Closure of the Normal Street thoroughfare occurred in two stages: from Apache to Orange around 1958, and from Eighth (University) to Tyler around 1960. The obsolete street and the Gage Addition parcels east of it became construction sites for new campus buildings. When Normal Street closed, the palm-lined walkway on its west wide was retained but modified to invite greater pedestrian use. An iron fence and some shrubs that had been sited among the palms were removed, and the concrete sidewalk between the two rows was widened a bit.

The campus palms provided the setting for a grand processional held during the Diamond Jubilee celebration of March 12, 1960. Donned in caps and gowns, faculty members, regents, and dignitaries promenaded from Memorial Union to the new Life Sciences & Physical Sciences Building to dedicate the latter (Figure 10). The guest speaker was Dr.
Figure 10. Faculty, regents, and dignitaries proceed along the “Aisle of Palms” during the Diamond Jubilee celebration of March 12, 1960 (Courtesy University Archives, Arizona State University Libraries).

Edward Teller, father of the hydrogen bomb. The title of his speech was “Vigilism against Communism.” The Registrar and Director of Admissions commented that the “Aisle of Palms” provided a beautiful setting for the festivities (Thomas 1961:10).
The poetically descriptive “Aisle of Palms” did not become the name of the palm-lined passageway. Known by various monikers through the decades, the structure was not called Palm Walk until the 1960s. The first publication to use that name appears to have been a pamphlet called “Beautiful Environment for Higher Learning,” published circa 1967 (Arizona State University 1967).

Palm Walk lost and regained some members during the latter half of the twentieth century. As 1939 and 1950 aerials indicate (see Figures 6 and 9), palms had existed from Eighth Street (now University) south to U.S. Highway 60 (Apache Boulevard). Later aerials indicate that the palms south of Orange Street were removed between 1950 and 1959. The reason(s) for their removal are unclear, but may have related to implementation of the 1955 Campus Master Plan. Still later, construction of the Sun Devil Fitness Complex in the late 1980s included the replanting of palms near the southern end of the walkway. Such actions reduced the number of Mexican fan palms in Palm Walk to the present 110 specimens (Figures 11-14).
Figure 11. South end of Palm Walk, May 2016, view to north. McCord Hall is to left (photo by Paul Molter, ASU).

Figure 12. Central portion of Palm Walk, May 2016. Computing Commons is to right (photo by Paul Molter, ASU).
Figure 13. North end of Palm Walk, May 2016, view to north from Tyler Mall. Wexler Hall is to right (photo by Paul Molter, ASU).

Figure 14. Central portion of Palm Walk, May 2016, view to south from Tyler Mall. Life Sciences Building is to right (photo by Paul Molter, ASU).
SUMMARY AND CONCLUSIONS

The present study failed to find the smoking gun that would have pinpointed unequivocally when the palms of Palm Walk were first planted. What the study found instead were cartridge cases that provided new clues to the mystery.

It was learned that Palm Walk was part of a larger, 60-acre landscape plan designed in 1916 for the Tempe Normal School campus and adjacent Gage Addition. The plan was prepared under the aegis of President A. J. Matthews. Design services were provided by Fancher Creek Nurseries of Fresno, California, a giant in the horticultural business owned by the equally eminent George C. Roeding. Roeding did not create the Tempe design himself but instead assigned a young colleague named L. W. Fisk to the project. Fisk completed his work in mid February 1916 and left copies with the school’s agricultural section, which carried out the work. Fancher Creek Nurseries received $300 for the design.

Fisk’s landscape plan outlined a phased planting scheme to be implemented over a period of four or five years. The Normal School carried out portions of the plan as funds became available. The first shipment of plants from Fancher Creek arrived in late February 1916. Many shipments, from several different suppliers, were purchased over the course of the following months and years. The only financial ledger entry that specifically mentioned the purchase of palm trees during that period was a May 1918 transaction with Blasingame Nurseries for $7.00. However, a February 1919 purchase from Fancher Creek of “trees, shrubs, etc.,” totaling $45.14, could have amply covered the purchase of 56 2-foot to 3-foot balled palms, or more than 100 1-foot to 1½-foot potted palms, based on bulk prices that Fancher Creek Nurseries charged for *Washingtonia robusta* palms in those days.

Aerial photographs suggested that palms in the northern third of Palm Walk were in place, as young plants, before June 1919. Palms in the southern two-thirds of Palm Walk were installed, also as young plants, in the late 1930s when the campus expanded in that direction. At full build out, the campus palms extended from Eighth Street (now University Drive) on the north to U.S. Highway 60 (Apache Boulevard) on the south. Changes from various causes, including construction, brought the number of Palm Walk trees to 110 specimens.

Since its creation nearly a century ago, Palm Walk has become a cherished ASU landmark. The towering palms reach for the sky, a symbol, perhaps, of the University’s role in helping students aim high. The sky-dusting palms are exclamation points that punctuate the campus with a sense of energy and confidence.
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