

Strawberry, First National Heber City, Pride of Wasatch County

Irrigation Project in State

THE Strawberry Valley irrigation project which is now being constructed by the United States Reclamation service, is intended to irrigate about 65,000 acres of the finest fruit and farm land in the state, situated in the central and southern part of the Utah valley. When completed it will enable thousands of families to make homes on irrigated land, change the landscape from barren, sagebrush covered stretches to fields of grain, orchards and gardens dotted with homes of prosperous contented people. It will add greatly to the wealth of the valley; far more than the proportionate increase in land brought under cultivation, because the land will practically all be devoted to the cultivation of fruit and vegetables, which yield much better financial returns per acre than grain farming. It is the first national irrigation project in the state; but it will without doubt be followed by others as the benefits derived are demonstrated and the people of other sections, where conditions are favorable for big irrigation projects, become alive to the advantages offered through government aid in irrigation, and to the extent that such government aid can be obtained.

The project of bringing the surplus water of Strawberry Valley streams into Utah valley through Spanish Fork river was first undertaken by a number of private citizens, and a great deal of exploration and experimental work was done. H. C. Jex, then mayor of Spanish Fork, secured the services of Frank C. Kelsey, who made a preliminary survey and reported favorably on the project. Work

projects as they near completion more rapidly than during the first stages.

ROAD HEWN FROM ROCK.

In addition to the first mile of tunnel a great amount of other work has been done and is being done. An excellent wagon road, 38 miles in length, in some places hewn out of solid rock, has been built from the Diamond switch station in Spanish Fork canyon by way of the west portal of the tunnel to the reservoir site. A telephone line from Spanish Fork along the line of the works has been built, and a power house has been erected, from which electricity is generated which furnishes power for the work on the tunnel, and electricity for lighting the city of Spanish Fork.

A concrete diverting dam has been built in Spanish Fork canyon, together with three miles of power canal, and other canals, a part of the system will be built in order to be in readiness as soon as the tunnel and the Strawberry river dam are completed. All of these improvements will be turned over to the Water Users' association when the

Heber City is located about 45 miles southeast from Salt Lake. It has a population of about 2,000 inhabitants and is the county seat of Wasatch county. It has a good educational system, which furnishes by way of high school, a three-year course beyond the eighth grade. Heber is located in the center of a valley which is about 8 by 12 miles, and which valley contains a population of about 5,000 people. The people, comparatively speaking, are well to do. Most of them own their own homes and while they receive much from the farming industry, yet many have flocks and herds, which range on the western desert in the winter and on the Utah forest reserve during the summer. Land can be bought here for \$50 to \$125 per acre, with good water right and there is plenty of room for 20,000 more people.

In fact few cities of the Intermountain west offer such excellent opportunities for real estate investment as does Heber. S. Jensen & Co., the Heber City real estate people, are prepared at all times with statistics and data to prove this statement. They have in their listings everything in realty from mountain grazing districts to garden spots, from meadow and dairy land to choice city lots. If Heber's population continues to grow as it has in the past, a conservative forecast would say realty values will double in 10 years or even less time.

Heber has a first class water system and almost every shop and size of an electric light fixture imaginable. Mr. Clyde is a Heber young man, formerly with the Telluride Power company, and his partner is well known Salt Lake boy. Both have had considerable valuable experience in their line of business.

DR. H. R. READ.

Probably no one in Heber is more interested in the welfare of the city than Dr. H. R. Read, the dentist. Dr. Read has been resident in Heber for two years, coming there from Park City, where he practiced his profession for four years. He is a graduate of the Chicago College of Dental Surgery, being a member of the class of '01. Immediately after leaving college, Dr. Read went to Watertown, N. Y., and practiced in that city for some time. He is now practicing at Heber, and expresses himself as very much encouraged with the bright prospects for the place.

PIONEER MEAT DEALERS.

Hicken Bros. are the pioneer retail meat dealers of Heber. They, John and Addison, have been cutting roasts and slicing ham in the valley since the days when the Indians used to ride into the town and steal the settlers' horses to kill and eat for Sunday dinner. In the early days people came from miles around to have the Hicken brothers prepare their meat, and the same people together with their sons, daughters and grandchildren are still calling at the Hicken store for the choicest meats that money can obtain.

THE PEOPLE'S STORE.

A little over a year ago D. S. Murdoch came to Heber from Midway, where he had been in the mercantile business for six years, and opened a general merchandise establishment in the building formerly occupied by the co-operative concern which is now doing business farther up Main street. He purchased an entirely new stock when he came to Heber, and his place of business has been trading headquarters for many families ever since the doors were first thrown open to the shopping public. Mr. Murdoch says his business is growing rapidly, and that the present holiday season has been the best he has ever had. Santa Claus is making his headquarters at the People's store much to the enjoyment of the little folks. Mr. Murdoch is being assisted at his store by his wife, who takes much interest in the business.

GROCERIES EXCLUSIVELY.

Mr. A. E. Dayton is the proprietor of the only exclusive grocery store in the city. He calls his establishment the Valley Grocery, and the shelves of the place are piled high with an excellent assortment of staple and fancy things to eat. Sugar and spice and everything nice are handled at the Valley Grocery, and the growing patronage of the store is not only a sign that the proprietor of the place is doing well, but it also points to the fact that Heber is rapidly coming to the front as one of the liveliest and best little cities in the state.

HEBER DRUG CO.

One of the firms in this thriving city that deserves special mention is the Heber Drug company. This concern

was established several years ago by Mr. Joseph Hatch, a long-time resident of Heber. From the very first, the Heber Drug company has done an excellent business, and today is considered one of the strongest retail drug firms in the state.

Mr. Joseph Hatch is president of the Heber Drug company; Mr. J. W. Clyde, vice president; Dr. W. R. Wherritt, secretary and treasurer; and the board of directors is composed of the officers just mentioned and Mr. Abram Hatch.

CENTRAL CASH MEAT MARKET.

Curling their own meats is a specialty at the Central Cash meat market, which is conducted by O. L. Moulton and F. S. Glids. This establishment enjoys a liberal patronage, not from the city of Heber alone, but from a large territory adjacent to the city. Fresh meats and poultry are handled at the Central Cash market at all times. Courteous treatment of their customers by Messrs. Moulton and Glids has made their market a popular trading place.

THAT SWEET PLACE.

A person feels like spending his money where he can get sweet things, receive sweet treatment, and have sweet words spoken to him. Needless to say, the Murdoch Confectionery is a popular establishment. The store is owned by Mr. P. A. Murdoch. The sheep industry is engaging much of his attention now, however, and his daughter, Miss Iretta Murdoch, has charge of the establishment. She is assisted by her sister, Miss Josephine, and Miss Lillian Belle. To please is the desire of the young ladies who wait upon you, and it is always a pleasure to deal at this place. Fresh fruits and a tempting assortment of candies of all flavors are handled at this store. The ice cream and soda fountain business is given much attention, and during the hot months the Murdoch Confectionery ice cream parlors are merry with those who like good things to eat and drink.

J. W. WINTERROSE.

Mr. J. W. Winterrose owns the large and substantial building in which he conducts an undertaking establishment and cabinet shop. He is a contractor by trade, but for the past three years has been making caskets and coffins and directing funerals. As a contractor he has done remarkably well, and has received many awards for buildings in and near Heber.

He says there may be better places in the country, but Wasatch county and its thrifty inhabitants are good enough for him, and he intends to stay by them.

SWELL THINGS IN CLOTHING.

It is seldom that a city no larger than Heber possesses an exclusive clothing store, but Heber has one. J. W. Buckley is the proprietor of this establishment. He has had years of experience in the clothing business, and knows the

kind of collar and necktie a customer wants. He is a Provo product, but has been a citizen of Heber for a number of years. He is an active member of the Heber Commercial club, and promoting the best interests of the beautiful little city in which he lives is his first thought and one of his chief ambitions.

"MULE MILLINERY."

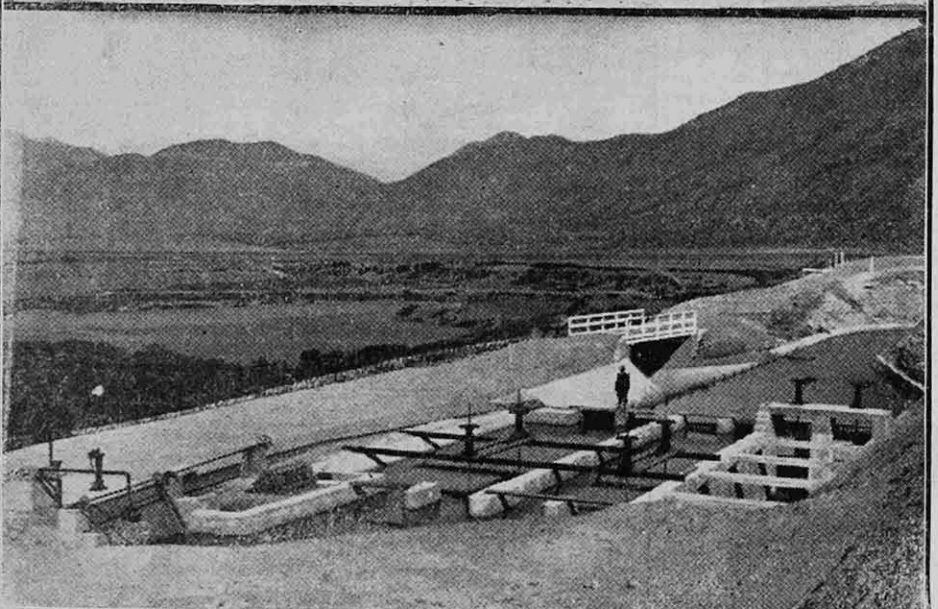
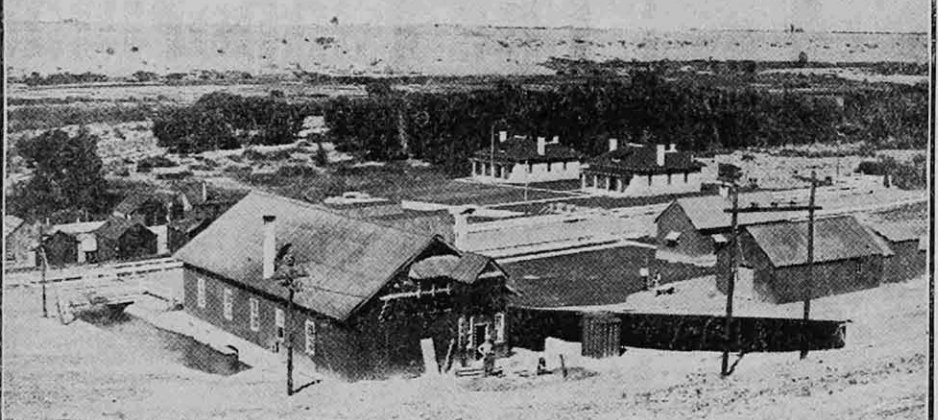
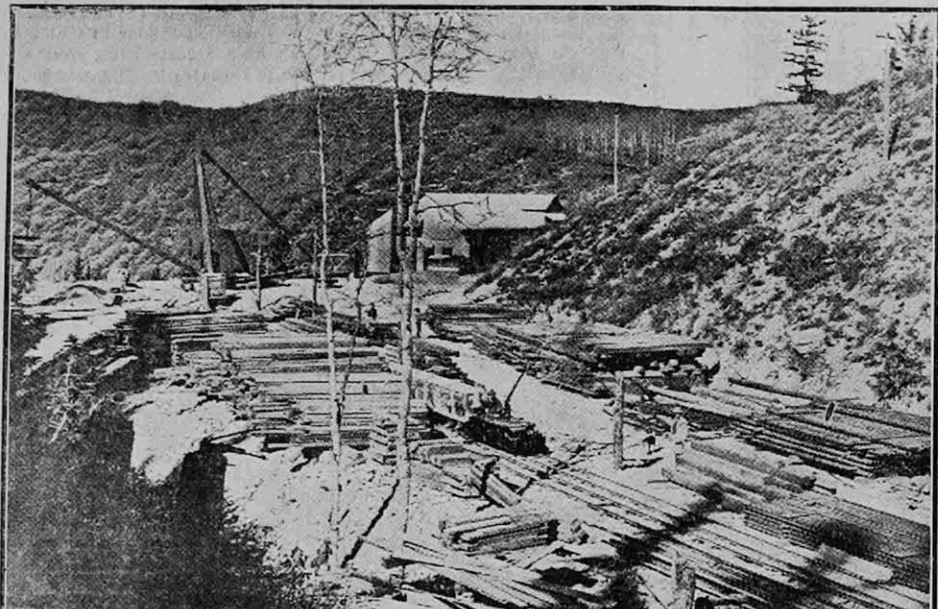
Original advertising and publicity appeals to Mr. E. W. Evans, manager of the Wasatch Leather Works, and he has put this method of boosting his business into practical use. The store building in which the leather works is conducted was formerly occupied by a millinery store, and for a long time after the millinery stock was removed women kept coming to the place to have their hats trimmed. When the "fair ones" would discover that they were in a harness shop asking for feathers, they would blush and run away—away that's what Evans says, and to save them some embarrassment, he had the sign "Mule Millinery" painted on the front window of the shop. The women have all seen the sign, and laughed, too.

READY TO RETIRE.

To have come to Heber with only a few dollars and to have made enough money within a comparatively short time to enable him and his wife to "take life easy" and retire from active business life has been the experience of Mr. F. O. Buell, owner of one of the finest business blocks and general stores in the city. Mr. Buell was born in Missouri. He came to Utah filled with ambition, and like many others who have come to this state from other sections of the country, he has made good. His business this year will run about \$3,000 over the total amount of business done last year, he believes. His store building is of brick, 102 feet by 37 feet in size, and substantially erected. It contains a large and well selected assortment of the finest goods. Mr. Buell is a tinsmith also, and only recently was given the contract for \$600 worth of work for the new fish hatchery.

EAT AND GROW FAT.

It is a fine advertisement for a hotel when the traveling men say, "You can eat and grow fat at that place; try it." Well, that's what they say about the Duncan House at Heber. They all eat there, too. E. H. Read, Jr., is the general landlord. He aims to please, and he does. Hardly a week passes but the "all house" sign has to be hung out at this popular hostelry because of the large number of guests. The Duncan House is located near the business section of the city. It has a large number of nicely furnished rooms. It is well lighted and heated, and comfortable throughout. The furnishings are modern. It has large sample rooms for the use of the commercial men who visit the city. The rates are very reasonable. The dining room and kitchen at the Duncan are under the personal direction of Mrs. Read, who has the reputation of knowing how to please the most fastidious person that ever picked up a knife and fork.



TOP—WEST PORTAL STRAWBERRY TUNNEL, SHOWING MATERIAL YARD. MIDDLE—U. S. RECLAMATION SERVICE POWER HOUSE NEAR SPANISH FORK. BOTTOM—DIVERTING GATES IN POWER CANAL AT TOP OF PENSTOCKS.

was commenced and prosecuted by those interested for about a year and a half. The work, however, was of such great magnitude that it was decided to appeal to the government for aid, through the reclamation service. The officials of the department authorized a survey to be made and a report favorable to feasibility of the undertaking resulted. Permission from the secretary of the Interior to construct a reservoir in Strawberry Valley was obtained, and the Strawberry Valley Water Users' association was organized under the laws of the state and a contract between the government and the association for the contemplated work was entered into.

STUPENDOUS UNDERTAKING.

The work under the direction of the reclamation service was begun in September, 1906, and has been continuously prosecuted since that time.

It contemplates a reservoir in Strawberry valley to cover an area of 6,000

canyon through the Strawberry tunnel. This tunnel is the most important feature of the work; it is 19,000 feet in length and will have a capacity of 500 second feet. After being carried through the river to a suitable point in the mouth of the canyon the water will be diverted into canals through the valley to the lands on which it is to be used. The tunnel is 1,400 feet below the surface at the highest point.

THREE YEARS MORE WORK.

The work on the tunnel so far has progressed very satisfactorily, the first mile having been completed. The formation passing through is lime stone and sand stone, and considerable work has been encountered. It will probably be two and a half or three years before the work is completed. It is expected that as the work progresses proportionately larger appropriations will be made from the reclamation fund, it being the policy of the government to rush work on reclamation

work is finished and be used by the association in operating the system.

The exact cost of the system cannot be given. The estimate is at the rate of \$40 an acre for the land benefited—65,000 acres—which will bring it to \$2,600,000. It may be more than this, as unexpected difficulties in construction may be encountered. There are at present 65 to 80 men employed and this number will be increased as the work progresses. This force is directed from the reclamation service office in Provo city, by J. L. Lytel, project engineer in charge. The office is situated in the eastern suburbs and the building and grounds were purchased by the government. Provo was considered a convenient location for the main office during the construction period, being on the line of two railroads, and having exceptional telephone and telegraph facilities. This building will be a part of the system, which will be turned over to the Water Users' association with the rest of the improvements.

The large building in which the mercantile company is so comfortably and conveniently housed is 100 by 147 feet in dimension. The store occupies the entire first floor and basement. The second floor is devoted to the use of the Commercial club, the offices of the forest service and the high school. The accompanying cut shows this building

HEBER MERCANTILE CO.

EVERYTHING but machinery is handled by the Heber Mercantile company, one of the strongest co-operative institutions in Utah. Customers could be written descriptive of the different departments and the various lines of goods for which this establishment has become so well known, but the ground can be covered well when it is said that the big store has a separate department for each variety of merchandise, and that each department is well supplied with the best that money can procure. A visit to this establishment will convince the most particular shopper that he can get his money's worth, and, perhaps a little bit more, at this store—where years of study and practical experience in the mercantile business are combined with sound judgment and sufficient financial backing to make it possible to buy in a manner that will benefit the customer as well as those interested in the institution.

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in good manner. The people in front of the store are the clerk. Twenty clerks are employed in the establishment all of the time, and during the holidays additional help is needed to look after the enormous business transacted at the store at this busy season of the year.

More than half the business of Wasatch county is done at the store of the Heber Mercantile company, it is said. This year, it is estimated that this concern will do more than \$175,000 worth of business. This will be the biggest year in the history of the institution.

Joseph A. Rasband is general manager of the store. He was for many years with Mark Jeffs, from whom the business was taken over by the co-operative company. Robert Duke, secretary and treasurer of the company, was also with Mr. Jeffs for a long time and is still actively engaged in the business of the co-operative company. The officers of the Heber Mercantile company are: President, Mark Jeffs; vice president, J. R. Murdoch; secretary and treasurer, Robert Duke; directors, J. R. Murdoch, Robert Duke, J. W. Clyde, Joseph A. Rasband, J. H. Luke, Mark Jeffs, John T. Roberts, E. D. Clyde, Wm. Coleman, A. M. Smith and James L. Lindsay.



HOME OF A. HATCH & CO.

ON THE corner of Main and Mill streets is located the spacious home of A. Hatch & Co., dealers in general merchandise, machinery and farm implements of all kinds. A large building is necessary for the housing of this establishment, because of its many and varied assortments of useful merchandise. The Hatch store occupies a prominent place in the heart of the business district of Heber, and is one of the best blocks in the city. The different departments in this store are located in close connection with each other, making it an ideal place for shopping—convenient and time-saving for the busy customer. Each department is in charge of an experienced salesman or saleswoman, who keeps a close tab on the stock under his or her charge so that the goods most called for are not lacking when needed, and in order that the wishes of every shopper may be promptly filled. You don't have to "wait" for things at A. Hatch & Co.'s. You can get just about anything your heart desires, and the prices of the goods are of the kind that appeal to your pocket book.

Many of the employees of this establishment have been with the firm for years. They have really been

brought up in the business, and take as much pride in it as if it were their own. Ludvig Anderson is the oldest employee in the house. He has been with Mr. Abram Hatch, president of the company, for 24 years, an unusually long time for a man to work for one concern. Mr. William L. Turner, manager of the store, has been associated with Mr. Hatch for 17 years and is the second oldest man in the house.

A. Hatch & Co. has been a corporation for the past 21 years. Abram Hatch, father of the concern, is over 89 years of age, but nearly every day in the year he is about the store looking after the little details that have been such an important factor in making his business successful. Mr. Hatch is one of the highly respected pioneers of Wasatch county, and is well known throughout the west. A. C. Hatch and Manager Turner are interested in the business also.

Under the careful management of Mr. Turner, the Hatch establishment is forging to the front in a very satisfactory manner. This will be one of the best years the store has ever experienced, and this goes to prove, also, that the past 12 months have been big ones for the attractive little city in the valley.

WORK THAT TELLS

The Kind Deseret News Readers Appreciate.

Cures that last are cures that tell. To thoroughly know the virtues of a medicine you must investigate the cures and see if they prove permanent. Doan's Kidney Pills stand this test, and plenty of proof exists right here in this locality. People who testified years ago to relief from backache, kidney and urinary disorders, now declare that relief was permanent and the cure perfect. Can any kidney sufferer longer doubt the evidence?

Fred Stoll, 151 Main St., Park City, Utah, says: "The public testimonial I gave in favor of Doan's Kidney Pills in July, 1907, still holds good and I have no objection to its continued publication. For two months my kidneys gave me a great deal of trouble and sometimes I was unable to get about. The kidney secretions passed irregularly and my rest at night was badly broken. Reading of Doan's Kidney Pills, I procured a supply and the contents of two boxes removed my trouble. Since then I have taken this remedy off and on and it has always proven of benefit."

For sale by all dealers. Price 50 cents. Foster-McMillan Co., Buffalo, N. Y., sole agents for the United States. Remember the name—Doan's—and take no other.



Only firm in the Intermountain region. Hundreds of wearers of our artificial limbs in this vicinity, both proprietors of this company among the number.

In every instance, satisfaction guaranteed, or no sale. No other equals our "Fit-Well" leg; is as near perfection as science can devise. Durable, easy, comfortable. All \$100 limbs guaranteed 5 years. Easy terms. Call on us, or we will send our representative to you.

J. F. Cordell, Manager; F. J. Wright, Asst. Mgr.