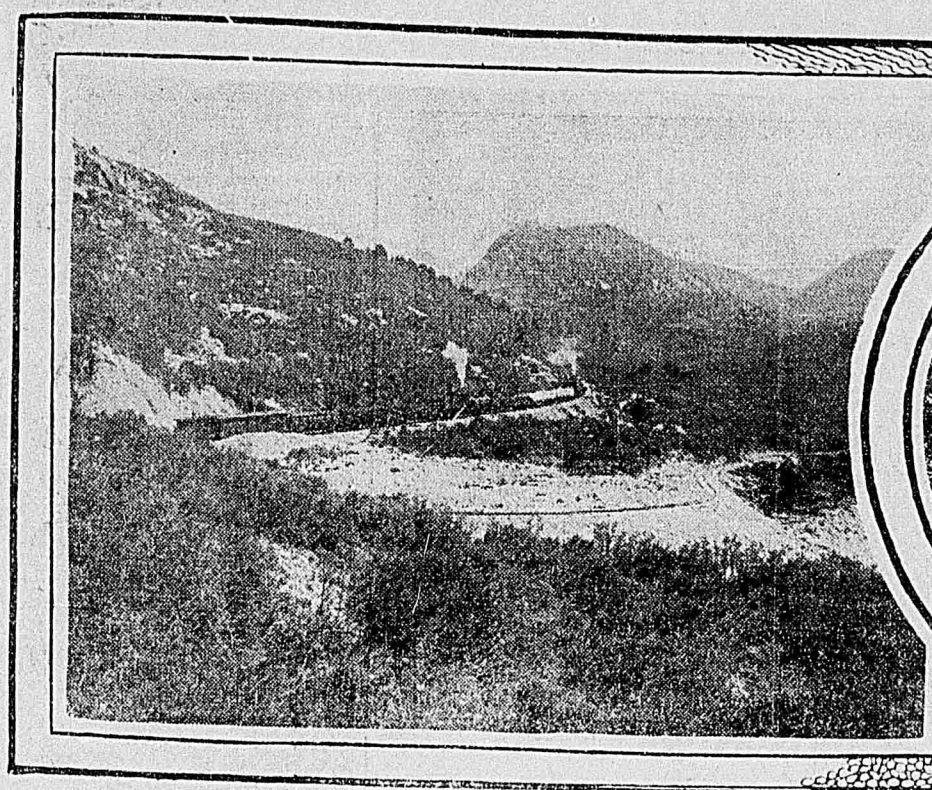


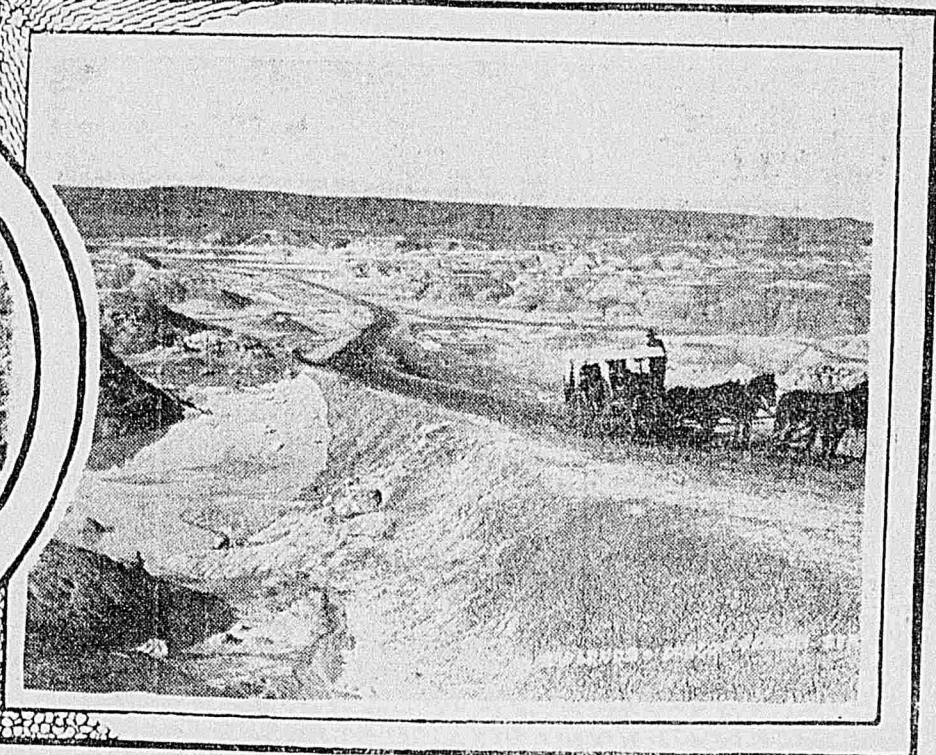
# VERNAL, THE HOMESEEKERS' ARCADIA.



HAIRPIN CURVE ON THE UINTAH RAILWAY



ABORIGINES IN NATIVE DRESS



"THE DEVIL'S PLAY-GROUND" Bad Lands Near Vernal

## Story of Paved City Where Taxes Are Unknown

No city tax.  
Five miles pavements.  
A \$10,000 tabernacle.  
Telephones and electric lights.  
A stake academy and three schools.  
Sheep, wool, cattle, horses, farming.  
Annual freight exchanged, 4,000,000 pounds.  
Annual mail, 300,000 pieces.  
Altitude, 5,356 ft.  
Sixty-three business concerns.  
U. S. land office.  
Delightful climate.

### UINTAH COUNTY.

75,000 tons alfalfa annually.  
75,000 sheep; 2,871 horses.  
8,900 cattle; 300,000 pounds honey annually.  
Wool \$120,000 annually.  
Wheat, 300,000 bushels.  
Merchandise establishments, annual business, \$1,000,000.  
County assessed valuation, \$1,700,000.  
Bonded indebtedness, \$19,490.  
Mining, farming, ranching.  
Population, 12,000.

Vernal is one of the few cities in the world that does not levy a tax. The city proper, occupying but one square mile, is of course largely filled with business houses, from the licenses of which the city gets sufficient revenue to pay easily all expenses incurred. Usually there is about a \$1,000 surplus in the treasury.

It is not generally known that Vernal has more paved streets than any other city of its size in the world; but such is a fact. There are at present within the city limits over five miles of asphalt sidewalks, and the business streets are similarly paved. Gilsonite is hauled from the large properties near by, heated in a vat, mixed with a little sand, spread and rolled; and the paving is complete.

Vernal is indeed thriving. A local telephone company has in operation a telephone line that reaches with connections Salt Lake and most of the towns of Ashley valley and the former Uintah reservation. A light and power company has constructed a power plant on Ashley river, and now not only are Vernal's homes and streets lighted with electricity but power is at hand to run its manufacturing plants and home utilities. The same local company has franchises from the cities of Ashley valley permitting it to construct trolley lines; and it is hoped that soon the people will be riding on interurban cars. Already the city is talking of constructing a waterworks and sewer, the only difficulty being that there is not sufficient assessed valuation within the city square mile upon which to issue bonds. Two things can transpire: either the city will extend its limits to meet the necessity or the city will

unite with private capital in bringing about the improvement. The latter method will probably be followed. The water will be taken from the mouth of Ashley canyon, a distance of six miles.

### SIXTY BUSINESS CONCERNS.

In Vernal there are over 60 business enterprises of varying size; and besides them, one lodge hall (I. O. O. F.), a fine brass band and orchestra, three school buildings and three churches. A United States land office is there; and during the first six months of its existence the receipts amounted to over \$25,000. As most of the unlocated land in Utah lies in the territory contiguous to Vernal, it is likely that the office will be permanently situated in that city.

Some idea of the magnitude of the business done at Vernal can be gathered from the fact that in 1907 the post-office handled over 385,000 pieces of mail; and the money order business was enormous when compared with the even much larger cities. It is unfortunate that large sums of money should thus go annually mostly to eastern mail order houses. The amount of freight hauled into Vernal by wagon last year exceeded 4,000,000 pounds, one firm alone receiving over 1,000,000.

There is every opportunity for the investment of capital in Vernal, probably the most urgent need, however, being a hotel and a railroad. The Uintah railroad, which now extends from Mack, Colo., to Dragon, is already considering the extension of its road to Vernal, a distance of 65 miles; and the Denver and Salt Lake, which will likely go down Green river, from which point a spur can be run the 14 miles to Vernal and Ashley valley. Values in the Ashley country are likely to spring upward when the Moffat road enters; and for that reason the land homeseeker is getting his land now. The road now is near the Colorado line; and in any case it cannot go far from Vernal as its route is up the Duchesne river to Heber.

### ENTERPRISING CITY.

Vernal has various industries and manufacturing enterprises, including a creamery, two harness shops, a newspaper—the Vernal Express—two planing mills, three sawing mills, a brick-yard and a lumber company with several saw mills. Within six miles of the city there are vast deposits of bituminous coal. The seam varies from four to six feet in thickness and outcrops for a distance of four miles. It is a burning coal of great heating power, and the price delivered is \$4 per ton. In addition to the coal there are thousands of cords of cedar wood for fuel and there are other whisks suitable for building purposes. There is in the neighborhood plenty of building stone; and many buildings have already been constructed with brick made from the clay.

Educationally, Vernal ranks high. The Central public school building is one of the most modern and commodious to be found in the state; the Congressional school, the Uintah Stake academy are both in flourishing condition.

Resting as it does in the center of that vast area which is open to homeseekers, and being already the nucleus of the commercial activity of the region, Vernal is truly the homeseekers' Arcadia.

In those olden days Ashley valley was much wilder and rougher than it is now: Indians roamed the hills with more of their native instinct guiding their rambles; houses were scarce; and the white man had more deeply the solitude and forbidding desolation. The pioneer in the mercantile business looked forward to the day when the whole valley would be made to blossom under the influence of thousands of hands; and true his hopes have not been in vain.

From its organization, the Ashley Co-op. has carried on a general mercantile business; and today being very likely the largest store in the city, it may be considered a department store carrying groceries, hardware, dry goods, notions, sporting goods, shoes, clothing, cutlery, hay and grain. The present granary behind the main large two-story brick store is the original log cabin removed.

The store is modern throughout, being fitted with a cash carrier system

and other up-to-date appliances. There is a large warehouse in the rear—a necessity in Vernal, where at present freight comes none too soon from outside cities.

The Ashley Co-op. is probably the most conspicuous business structure in Vernal, for it not only has large plate glass windows in an imposing front, but it is situated on the very busiest spot in Vernal's business district—the northwest corner of the intersection of Vernal and Uintah avenues, practically the only two business streets in the city.

The capitalization of the Ashley Co-op. has been increased to \$30,000 to meet the growing demands of a constantly increasing business. Since the very start, however, the store has paid a good dividend—an item which, when considered with the fact that it employs never less than 10 of the townspeople, makes it an establishment of no little weight in the community.

S. R. Bennion has always been president; and a better man for the position could scarcely have been chosen. Enos Bennion has been manager of the institution for years.

### WOODARD AND MCCOY.

AMONG the younger establishments of Vernal it is well to include the thriving furniture firm of Woodward & McCoy, whose place of business occupies the south east corner at the junction of Vernal and Uintah avenues—the very heart of Vernal's business district. The partnership which consists of W. H. Woodward and Walter McCoy, was formed two years ago; and since that time the growth of the company's business has been both gratifying and surprising. People come from far and wide to buy furniture at Woodward & McCoy's, for no matter what the taste the company is always ready to satisfy it at prices as reasonable as the country permits. At the time this was written Mr. Woodward was in St. Louis, purchasing three cars of furniture, bedding, carpets and stoves in preparation for the constantly growing demand. Mr. McCoy is a very popular sheep man and has little to do with the active management of the firm. When the manager is away the store is left in the hands of Mrs. Woodward, whose exceptional business ability is generally recognized. Popular, reasonable and square, is there any doubt that Woodward & McCoy will continue to grow?

### VERNAL MILL & LIGHT CO.

Few things have conduced to the welfare of Vernal so largely as the installation of an electric power plant on Ashley river, from which point the whole neighborhood is supplied with light at rates corresponding with those obtained in our largest cities. The Vernal Mill & Light company was organized about a year ago with a capitalization of \$75,000. With an expenditure of \$60,000 a power plant was constructed at the river just north of the city, and a four mill fitted with the latest Allis-Chalmers machinery erected nearby, where, with electric power, it is now putting out 120 barrels of flour a day. "Pride of the Valley," "Vernal Straight," and "Uintah Family Flour" are the brands of flour produced.

The power plant generates 150 horsepower all of the time, and is prepared to furnish power for mills and to light Ashley valley. The company has franchises which entitle it to run a motor line from Jensen to Vernal, 25 years being the duration of the privilege.

Vernal citizens point with pride to their electric lights and though some of the company stock is still unsold, there is little present inclination to dispose of it.

The officers of the company are as follows: S. R. Bennion, president; C. S. Carter, vice president; Herbert Tyack, secretary; J. K. Bullock, treasurer; S. R. Bennion, C. S. Carter, W. H. Sildoway, J. K. Bullock and John C. Bates, directors; C. A. Johnson, manager of the electrical department, and L. Y. Shrich, manager of the flour mill.

### GEO. E. ADAMS.

THE constantly increasing commercial activity of Vernal is nowhere so manifest as in the store of George E.

Adams, which groans for room in which to allow prosperity full sway. This assiduous merchant has outgrown the building which for years has been under his control; and though crowded, he carries on a business very close in magnitude to that of the largest in the city.

Mr. Adams is one of the oldest merchants in the city, having entered Vernal eighteen years ago. Immediately he engaged in the mercantile business; and now his store consists of one main building 75x50 ft. and three warehouses, all crowded with such stock as only a large, prosperous concern could carry. Clothing, dry goods, groceries—they are there in profusion and variety. Dunn's report itself places Mr. Adams among the list of the most successful merchants in the west when the amount of initial capital is considered.

Mr. Adams, besides being a prosperous business man, is a public enthusiast. He has been superintendent of schools, and was the first Republican candidate for the house of representatives when the county, however, was largely Democratic. Recently the same honor would have been tendered by acclamation had not his business activity made refusal necessary.

Mr. Adams is patiently awaiting the arrival of a railroad to Vernal; and if the auspicious event happens soon, he promises the construction of a business block which will be the pride of Ashley valley. Mr. Adams has lived a life of prosperity and integrity, and it is to be hoped he may see fit to encourage further by his accumulated capital the continued growth of a thriving city.

### BANK OF VERNAL.

CAPITAL, \$25,000.  
SURPLUS, \$10,000.  
S. R. BENNION, PRESIDENT.  
J. A. READER, VICE PRESIDENT.  
N. J. MEAGER, CASHIER.  
HORDEN BENNION,  
W. H. COLTHARP.

SUCH is the Bank of Vernal, and such are the men behind it—men who throughout Ashley valley have reputations for integrity, business acumen, progressiveness and patriotic spirit. The bank was organized in 1903, much credit for the initial movement being due to W. P. Coltharp, since deceased, who in many ways was a leader in the community. Since that time the progress of the bank has been certain. During the financial trouble of last winter it paid cash without the slightest difficulty. It carries on a general banking business, including savings; and has exchanges on leading cities, principally New York.

The banking equipment, which is complete, includes a Mosler safe and vault. N. J. Meager, the cashier, is a man of many years' experience in the banking business. Taken altogether, to take pride in the trustworthiness and solidity of their banking institution.

### W. P. COLTHARP MERCANTILE CO.

FAR back in 1882, when the coyote, the prairie dog and the cotton tail lived in the greasewood that then mantled the present site of Vernal, two energetic individuals set up Vernal's first store in a log cabin which, as moved, is now occupied as a harness shop by Mr. H. C. Meadows. The firm thus formed was that of Blythe & Mitchell, merchants.

In 1894 the cabin was moved away and W. P. Coltharp company formed. A fine building was erected at the southwest corner of the intersection of Vernal and Uintah avenues, and the present prosperous business begun. Afterwards, the name was changed to that of W. P. Coltharp Mercantile company, and the capitalization placed at \$40,000.

From the start, the company has dealt in general merchandise and furnishing goods, though at present the business is largely wholesale as well as retail, and includes various lines of merchandise.

The establishment is one of the very largest in Vernal and does business with people ordinarily distinct from

those of the prevailing persuasion. The equipment is modern, the display windows artistically filled and the atmosphere strictly up-to-date. The business has always been run under competent management; and for that reason regularly accruing obligations are cancelled with unvarying promptitude.

W. P. Coltharp, the original Coltharp, was a man of exceptional business acumen, and a leading spirit in the community. It was largely through his influence that the Bank of Vernal was organized, and in many other ways he manifested his patriotism and foresight.

Upon W. H. Coltharp, a young man of 24 years, has devolved the management of the company since his father's death in January, 1905. This young man is rapidly evincing the same spirit and ability which marked his father's career, and Vernal will undoubtedly see further results of the old time energy. The officers of the corporation are: W. H. Coltharp, president; Isaac Burton, vice president; and Sarah Coltharp, J. H. Reader and C. S. Carter, directors. Five people are constantly employed and the store itself is generally considered one of the solidest and most prosperous in the country.

### ACORN MERCANTILE COMPANY

IT IS seldom that one chances upon such rapid business growth as that manifested by the Acorn Mercantile company, a picture of whose establishment appears herewith. This concern, which carries a general mercantile line, was, a few years ago, a mere acorn among Vernal's commercial trees; now, it is one of the sturdiest oaks. Beginning with a capital of \$2,000, it has recently been incorporated for \$40,000. The concern was for the first year a partnership of Bingham and Winder, and to them is due credit for its early and rapid growth.

The brick building itself, 90x30 feet, is new and modernly equipped; in fact there is not another store in Vernal quite like it. W. H. Sildoway, the president, is a well known business man. E. J. Winder is vice president and these, with John S. Hacking, H. B. Calder and H. W. Woolley, form the directorate. H. B. Calder, the manager, has a reputation for keen business insight and ability, and while priding himself on the quality of his patrons, "Lowest prices, small profits, quick returns." Is there any wonder that "The Acorn" grows?

### THE VERNAL DRUG CO.

IT IS not often in the outlying districts of Utah that one chances upon a surprise so agreeable as that of the Vernal Drug company, a drug store which in general equipment, invitingness and competency of management is the equal of any to be found in the inter-mountain region. That is saying a good deal; but anyone who has visited the cities of the west will readily sanction the assertion upon entering "The Vernal." It was the first to be established in the city, though two years ago it was incorporated and modern fixtures installed. Now it is the pride of the whole valley, for truly it is not often that one can step into such a place and find leather, mission furniture, electric fans, a large marble soda fountain attended by a busy boy, and all of the accoutrements to be met with in Salt Lake's leading drug stores.

Charles S. Carter is president of the company; William H. Sildoway, vice president; John K. Bullock, treasurer; Frank Young, secretary, and Edward W. Lloyd, manager. Mr. Lloyd is one of the most competent pharmacists in the state, having graduated from the Indiana College of Pharmacy.

Besides his ability in this direction, Mr. Lloyd is an optician of recognized standing thought at present he makes no effort to secure a practise along this line.

The people of Ashley valley, generally, recognize the fact that they have a drug store of the first order in their midst; and for that reason it is seldom that one hears of anyone's going to our larger cities for their druggist supplies.

## Gorgeous Scenery on The Road to Vernal.

THE lover of change can well enjoy the variety of Utah's scenery. He may, at one time, come upon a delightful little valley protected by parallel mountain ranges and watered by a dashing stream, or upon a strip of sloping fertility lying between mountain and lake; but no portion of the state looms up with such striking coloration and such changing horizon as does the region of the southeast.

On the road to Vernal from Salt Lake, via the Rio Grande lies Price, where one enters upon the land of geological wonderment. From there to Mack, Colorado, the scene is one to fascinate the eye and baffle description. The train rushes by colossal perpendicular, flat-topped blocks of earth that tower above the lowlands like the acropolis of the Gods—the massive remnants of a pristine lake bottom which, when overflowed, gave way to the endless work of erosion and was cut up so that the remaining portions give the country the appearance of having been formed on two levels. Everywhere the eye sees an iridescence of color superior to any found elsewhere in the world.

It is, however, in the stratified table lands that the most surprising variation appears. In the distance they appear light stone or golden yellow; but near at hand they present nearly every shade of brown, red, ochre, green, blue, gray and golden often and above it, gray. The whole side of a distant table may be pinkish gray and another dull putty or terra cotta red. The next may be old gold color, or the same talus may be alternately of gold and gray. One weird castle may have alternating horizontal stripes of color and another be of only one shade throughout.

Even the greasewood, sagebrush and weeds by the roadside present an incredible polychrome painted by the devil's own artist. Yellow, gray, golden brown, chestnut red, goblin, cypress green, blue, gray and golden often and above it, gray. The whole side of a distant table may be pinkish gray and another dull putty or terra cotta red. The next may be old gold color, or the same talus may be alternately of gold and gray. One weird castle may have alternating horizontal stripes of color and another be of only one shade throughout.

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One passes on through this home of the lonely lizard and finally arrives at Mack, Colo., where the Uintah railway has its terminus. Here one enters a neat hotel constructed on the Adobesque, mission style, and finds a mission effect, with gas lights, steam heat and current magazines adding to one's comfort. The dining room and in fact there is an air of comparative excellence about the Mack hotel seldom equaled in similar outlying places of the west.

At the station are great quantities of sacked gilsonite awaiting the arrival of the freight trains. One takes the train and speeds northward over a narrow gauge on the way to Dragon, 20 miles away. At first the same massive table lands are encountered, but soon a slowly increasing fertility—more weeds, more sagebrush, more greasewood and in the shaded places, even an occasional patch of stunted oak or a solitary pine are in evidence. The whole country seems merely to be awaiting the magic hand of irrigation—the God-send of the west.

The change of the High Line, an immense canal, is already in progress of construction by the government for this very territory. Once more the homeseekers' attention is called to this Arcadia.

### PICTURESQUE SCENERY.

Through land of this nature the Uintah railway passes for a distance of 12 miles, at which point it enters a canyon in the foothills of the Book Cliffs; and thence for 16 miles on a steadily increasing grade it passes through scenery so strikingly picturesque. The stillness is profound, being broken only by the operation of the coal mines at Carbonera, 18 miles from Mack. The change of the view is occasionally enhanced by the sight of cattle grazing about.

At Atchee, 28 miles out, are the steep and roundhouses of the railway, at the base of the first order in the Book Cliffs. Here is the crookedest stretch of railroad in the world.

TERRIFIC GRADES. Here begins a heavy climb toward the summit of the Book Cliff mountains, with one mile of five per cent grade and thence on an interrupted grade of seven and one half per cent (1) for five miles to Baxter Pass. Two thousand feet of elevation attained in these six miles by an engineering accomplishment that is beautiful in the natural characteristics of the country. There are no other mountains nearby to shut out the view, and in fact the face of this great range cannot rest with perfect delight and wonderment upon a gorgeous panorama of slopes below, of valleys and snow-clad ranges in the far off horizon.

To the eastward rises the great continental divide and the Grand Mesa; to the southeast, the precipitous San Juan mountains of Colorado, 150 miles away; to the south, the Sierra La Sal in southern Utah, 165 miles distant rising in indescribable grandeur on the higher side of the valleys that leads to the Grand canyon of the Colorado. The train passes around curves of 66 degrees and finally reaches Baxter pass where another panorama appears at the north, equally as surprising and even more beautiful. Below is seen Evacuation creek winding out to the Grand canyon of White river, and over the old Uncompahgre reservation, Raven Ridge and Blue mountain 80 miles away. Many miles farther to the northeast stretches the White river plateau in Colorado; and in the north-west, looking over the Uintah reservation we see the towering Uintah range, 150 miles away.

COMBINATIONS OF COLOR. The aspen leaves quiver and groves of pine fill the shaded ravines; everywhere there is grandeur, accentuated lights and shadows, marvelous combinations of color. It is soul-stirring, poetic, stimulating, satisfying—a never ending appeal to the artistic sense. The railroad winds down through a valley filled with varieties of aspens, pines, past McAndrew's lake, through the west fork of Evacuation creek to the terminus at Dragon.

Dragon is the forwarding point for passengers, freight, express mail to Rangely and to the lower White River valley. In Colorado, and to Vernal and the Ashley valley, to the Ute Indian agencies at Ouray and White Rocks, to Fort Duchesne and to the Strawberry valley in Utah.

MONSTER FOSSILS. Here at Dragon the Uintah Railway has a hotel, the counterpart of the one at Mack, a veritable monster. One rests over night, and is told that no other section of the world is so prolific in its yield of fossils. Monster saurians, many of them being varieties not previously known to science, have been carried from Dragon to places in the world's museums. Only a few miles away, resting horizontally in a great stretch of rock, is a vast amphibious known to bring forth a terrible snake or lizard, fully 60 feet in length. To those whose minds turn in these directions, an extended stay at Dragon is the most interesting and profitable result.

OF UNEXCELLED GRANDEUR. Horses are changed; the river at Ignatio is crossed on a two-span trestle bridge and one enters upon a scene where the river has played sport with mountain sides and tops. Vast amphitheatres, obelisks, temples, towering pinnacles, are all looming before us in a scene unexcelled for grandeur. Owls and ravens slowly slip from their perches and flap unheeding off to some remote resting place.

By Bonanza where veins of gilsonite stretch in black lines across the mesa, one enters upon a scene of vast and forbidding series of bare, rusty-colored mounds. A dark spot in a drab colored solitary sink tells the story of the gradual sinking of an Indian pony which ventured thither to quench its maddening thirst.

At Kennedy's hole dinner and a change of horses are in order, and thence fourteen miles further over a valley of fresh streams, and green fields of surprising fertility is entered. What an Arcadia, what a scene of beauty and prosperity after such a ride over nature's wilderness!

With fresh horses again the stage soon covers the remaining 13 miles to Vernal over a road of easy grade. Before rise the Uintah mountains, and fields of surprising fertility is entered. What an Arcadia, what a scene of beauty and prosperity after such a ride over nature's wilderness!

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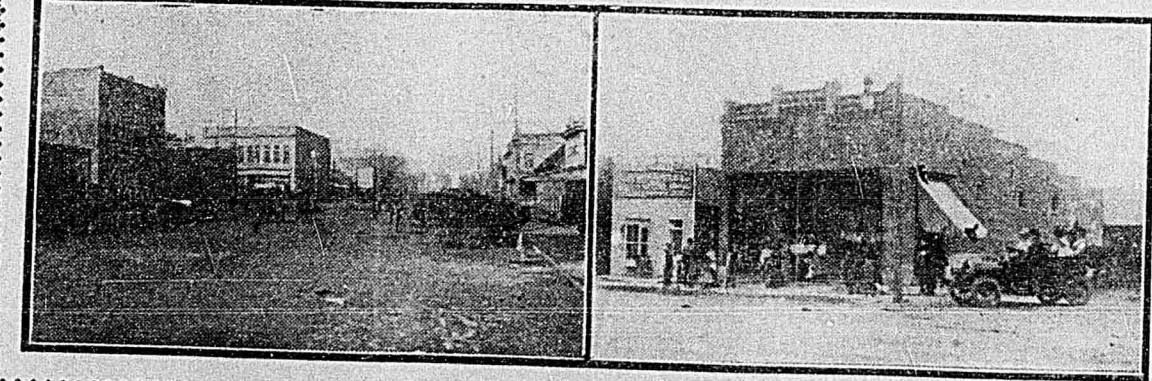
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## UINTAH ABSTRACT CO.

(Incorporated.)  
REAL ESTATE ABSTRACTS. INSURANCE. RENTALS. PROMOTIONS.  
COME! COME! COME!  
to Ashley Valley or write for full information concerning homes for sale, etc., to

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Harden Bennion, Treasurer. John N. Davis.  
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VERNAL AVE, VERNAL

ACORN MERC. CO.