

Richfield, The Thriving Metropolis of the South

ON the west side of the sunny Sevier valley lies Richfield the metropolis of the South, on a beautiful slope running to the river, with streets laid out and fringed with beautiful trees. It presents a splendid appearance to the eye of the traveler.

The history of Richfield has been one of hardship and struggle. Far back in 1864, the present site of the city was most forbidding to the pioneers who first drove their oxen into the valley. Hostile savages roamed everywhere, frightening the weary settler. President Brigham Young, with his well known foresight, saw the advantages with which the valley was provided; and he advised some of the pioneers of Sanpete valley to go to the valley of the Sevier. Nelson Heggins, Andrew Powlson, James Glen, George Ogilvie, Hans O. Hansen, C. O. Hansen, Albert Lewis, Judge Smith and August Nielsen were the men who responded to the call and set up their cabins in the new region. Strong, sturdy pioneers, with the spirit of the newly-discovered West burning within them, they commenced the work of wresting the wealth from the soil, which happily was awaiting them.

During the years 1865 and 1866 the Indians became troublesome and the settlers withdrew into northern Sanpete; but by 1869 conditions were such that they were able to return with safety.

In 1874, the valley had become so well settled that in Richfield there were over a hundred families.

FIRST IRRIGATION CANAL.

One of the first things the early settlers did was to construct a canal, the ditch reaching completion in 1865, just a year before the pioneers had to abandon their home on account of the Indians. N. M. Peterson was the surveyor of the project his only instrument consisting of a tin pipe and two bottles partly filled with water.

William Anderson is credited with being the first storekeeper in the settlement. Though his stock of goods consisted only of actual necessities such as a few groceries and dry goods. For years the nearest flour mill was at Mantt. The Richfield Cattle and Horse raising business establishment.

From so humble a beginning has risen one of the most aggressive cities of the state; indeed, Richfield is in many ways both an inspiration and an example.

EDUCATIONAL CENTER.

As an educational center it has no superior south of Provo. Its two large school buildings offer splendid advantages to the children of the citizens to acquire a good working knowledge of the branches taught in the common schools, while the High school is second in rank in the state. Sixteen teachers are employed, with Earl Thompson as principal and Professor Jensen in charge of the High school.

The Richfield Electric Light & Power company owns and operates a steam plant and a water power plant at Glenwood, six miles across the valley, ample power is developed for lighting and power purposes. Thomas Brown is manager and a number of the industries of the city are supplied with electric power.

Richfield has an opera house, which is one of the city's attractions, and which furnishes amusement during the winter. In addition to these there are two splendid pavilions, the Anona and the Star, where amusements are carried on.

SEVERAL CHURCHES.

There are in Richfield, three ward meetinghouses and three Tabernacles, regular services are held, in addition to which there is a Presbyterian and a Methodist Episcopal church.

A large spring near the western border of the city furnishes a splendid supply of pure water for the city, and there is a splendid system of waterworks which brings the spring water into the homes of the people.

Land is cheap and lots for building purposes can be had at reasonable rates, so that there is ample opportunity for getting a home here in the country with all of the modern conveniences of the city. The season just passed has not been remarkable for extensive operations in the building line; but several cottages and residences have been erected which all show the progressive spirit of Richfield's citizens.

NEW RESIDENCES.

The most pretentious new residence is that of J. M. Peterson. It is by long odds the finest home in this part of the country. It is built of buff pressed brick with red sandstone foundation and trimmings. It is two stories and a large, roomy, palatial home. Surrounding the front entrance is a magnificent veranda, with a cement floor on the lower story, and a broad sweep of balcony leading from the room upstairs.

The interior is colonial in finish and design. The ceiling is raftered and beamed to resemble the houses of a century ago, and the woodwork throughout is finished in a natural grain. It gives a charming effect, Oregon fir and oak are the woods used in the finishing and these are enhanced with the hard-ole finish instead of paint.

A new thing office has also just been erected. The building is of pressed brick with a dressed red sandstone foundation. It will be one of the finest Church offices to be found in the state.

Provision has been made for the stake clerk and stake president's office, bishop's office, high council room, receiving room, two parlors, a cellar which will contain a modern heating plant. The cellar has a concrete and cement floor so that dampness will be excluded.

On the second floor will be located the prayer-circle room. The whole edifice will be electrically lighted and equipped with a modern heating plant and hot and cold water service.

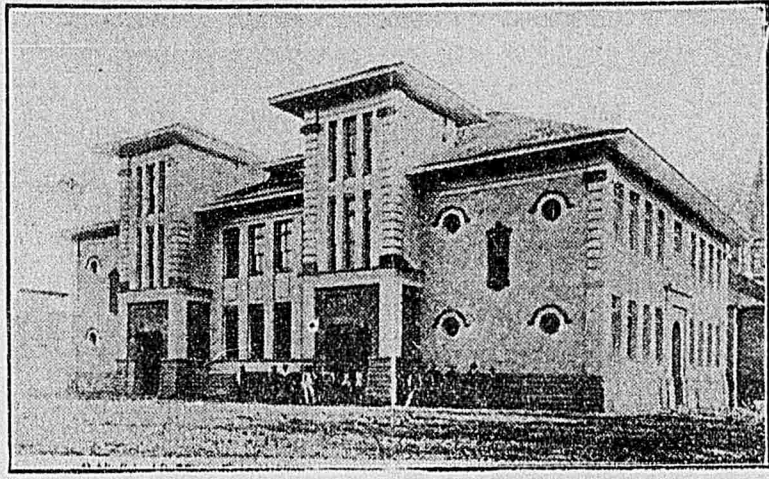
Andrew Nelson has built a fine cottage and Judge Chidester has made extensive improvements on his residence.

With many fine homes and building sites, Richfield is without doubt the greatest city in southern Utah, with every element of a future industrial center here. Streets broad and level, shade trees and orchards, pleasant drives into the surrounding country and a loyal, pleasant class of citizens—these are among its many attractions.

FISH HATCHERIES.

The fish-hatchery industry is being opened extensively on the land in and around Richfield by prominent men of southern Utah. Wonderful springs of pure water make this one of the most promising industries of the state. Fifteen million eggs will be collected yearly. It is known as the Utah Central Trout company, and at present has 3,000,000 trout.

The climate of Richfield is one of the most delightful in the entire west. The winters especially are mild, and when the northern part of the state is enveloped in fog and frost, the sun shines warm and bright nine-tenths of



PUBLIC SCHOOL BUILDING, RICHFIELD.

the winter days. There is but little snowfall in the valley and the roads are hard and pleasant to drive over, all winter long.

RAILROAD FACILITIES.

Richfield has one railroad—a spur of the Denver & Rio Grande which runs from Thistle Junction, south through the Sanpete valley and the valley of the Sevier. Unfortunately the city does not get the benefit of the railroad, for when a train brings in a dozen traveling men there must be some activity in the town. For instance, there is a crying need of more room for switching. This condition of affairs shows that the railroad is not progressing so rapidly as its patronage!

It has been suggested by some that Richfield should set up an electric light plant of its own, but the idea is so ridiculed by men how are competent to judge the matter that it is very likely that those who have talked upon the new project will be silent hereafter. Manifestly a new plant would be a waste of money, and the city would not readily be overlooked by a future generation. Of course the more competent members of the city council steer clear of such a project, for there is no available power site that could be utilized without an enormous expenditure of money.

THREE BIG CANALS.

There are three canals which traverse this valley running parallel to each other and each furnishes a stream of water for irrigating a long strip of country which is of variable breadth. This gives rise to the problem of the seepage which is complained of as ruining the lands lying in the center of the valley. Many of the thoughtful farmers of this section have seen the folly of many waterways where one could be made to do the work of all three with less expense and less loss of water by evaporation and by seepage. It has been in the minds of some of the farmers that some day there would be a consolidation of these canals and that all the water for all the land on each side of the river would be taken as high as possible on the bench area and distributed by means of laterals to all the lands in the valley. This has been the dream of some of the conservative farmers who see in the present system a practical waste of water. Some day it will be realized. The establishment of a power plant will make it harder to accomplish but some day there will be a consolidation of the canal companies in this valley and the water will be sent through one large canal to the farthest points in the valley.

Undoubtedly the best move the city could make would be to purchase the present electric plant at a reasonable figure, for it is understood there has been more patriotism than profit in it from the very start.

SUGAR FACTORY NEEDED.

One of the most important things under consideration at Richfield today is the construction of a sugar factory. Beet culture has passed through all the experimental stages in this valley and is now conceded to be one of the most profitable crops which the farmer can produce. Every year the acreage has increased and yet not one regular such a great amount of canvassing to secure a guarantee of enough acreage to maintain a factory. Just as soon as this is assured the capital necessary for the building of a factory will be established in Richfield and it will yield more for the money invested than would almost any other line of business.

Conjoint meetings of the different commercial clubs throughout the valley have been held; and the matter has reached such a point that the building of a factory seems certain. At present the factory at Lehi is unable to use the beet as fast as they reach it from Utah, Sanpete and Sevier counties; and this, of course, makes it necessary for the farmers in Richfield to leave their beets piled on the hillside until such time as the factory can use them and the railroad handle them. This course results in much loss to the farmers. It would require only double the present acreage here to supply the factory, and of course this could soon be contracted for.

This fall Richfield, together with Glenwood, loaded and shipped 113 cars of beets, and the half had not been shipped that would be shipped through the factory to the sugar factory. It is wonderful the amount of beets that have been raised in this vicinity this year. There is an average of 27½ tons of beets in each car and the total amount of beets shipped up until Nov. 15, up to about 3,000 tons. The beets bring \$4.50 per ton on the cars. It is estimated that there will be over \$30,000 worth of beets shipped from Richfield for the season's crop of beets. This is the first year that real interest in beet raising has been manifested in this vicinity. This year Richfield has a little over 200 acres planted and the yield will be about 16 tons per acre.

Of the men engaged in the beet culture, Alexander Jensen heads the list for acreage. He had 21 acres this year and an enormous yield. He harvested from 18 to 20 tons per acre. Other farmers have all had a successful year and as a result there will be a big demand for acreage the coming year. Last spring there was much hesitancy among the farmers to contract for acreage, but the success this year will probably result in more beets being raised than the sugar company will care to try and handle.

There is no doubt that there will be from 4,000 to 5,000 acres of land in this county given over to beet culture before many seasons pass, and by that time there will be a sugar factory. Then will real prosperity perch on the banners of the farmers of the county.

SHEEP INDUSTRY.

There are many other thriving industries in and about Richfield. Wheat, oats, and corn and sheep occupy much of the attention of the farmers. Some of the big sheepowners are Frank Hepler, A. K. Hansen, Andrew Sorenson and Hyrum Colby. At Glenwood there are many sheep owners. The sheep are wintered on the desert, west of the city about 60 miles, while in the summer they run on the mountain forests reserves near Richfield. The Richfield Commercial club has

in hand the encouraging of industries in the city, and is a great factor for the city's betterment.

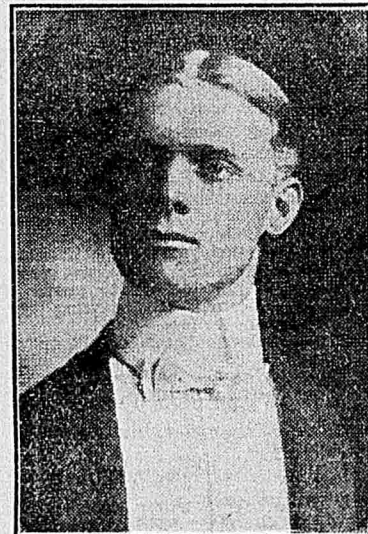
CITY OFFICIALS.

The present city officials include Herbert C. Christensen, mayor; R. D. Young, L. P. Jensen, Morton Christensen, Wm. Coone and A. K. Hansen, council. The school trustees consist of H. H. Hays, W. H. Robinson and Mrs. Minnie Bean.

Inquiries concerning land values can be sent to the president of the Commercial club or to Jacob Lauritzen, real estate agent. The homeseeker, the discontented, the tired city man—in fact, any one who desires happiness, peace and prosperity, mingled with a sweet life in the midst of natural beauty, should regard Richfield as the realization of his dream, the land of opportunity, his Arcadia!

JAMES M. PETERSON BANK.

THE thriving city of Richfield contains no more solid business establishment than the James M. Peterson bank, long recognized as one of the leading concerns of southern Utah. It was established in 1883 by James M. Peterson, father of the present cashier, a leading citizen of his time. The bank was incorporated



JAMES M. PETERSON.

Cashier James M. Peterson Bank and Secretary of Commercial Club.

In 1905 with a capital of \$40,000. James M. Peterson, the energetic and capable young man whose photograph appears herewith, has since that time, been cashier. The directors are Asa R. Hawley, representative from Sevier county; H. N. Hayes, member of the state land board; John P. Chidester, judge of the Sixth judicial district; A. K. Hansen, sheepman and director of Model Mercantile company and H. W. Ramboe, director of People's Equitable store. The undivided profits of the bank now amount to \$27,829.64 though it has paid a dividend of 16 per cent since incorporation. 4 per cent is paid on savings deposits. The business of the bank extends from Salina on the north to Panguitch on the south; in fact it gets nearly all of the patronage from the Escalante country. In many ways it is one of the strongest banks in the state.

RICHFIELD ELECTRIC LIGHT AND POWER COMPANY.

THE Richfield Electric Light and Power company comes before the people of Richfield once more in a short, retrospective view of its past four and a half years, giving the best service it could under stress and opposition which few public utility companies have had to endure. With a patronage which would have disheartened a less persistent company and manager the machines have been kept in motion during the period of the company's activity, and always with opposition from the men who were doing least to help make the service the best in the state. It has been the object of the manager to give this city the best lighting system in the state, but hampered by a scanty patronage and innumerable other difficulties the company has had to struggle along with less success than it hoped for.

This company was instituted in 1904. At that time the city had just completed its excellent waterworks system and was bonded to the limit. A cry was going up among the progressive citizens for an electric light system. The city was tied and could not install a municipal plant. Investors came and were discouraged with the outlook. There was no available water power within reach of the city and there was only the prospect of installing a steam system. The distance from a fuel supply promised a great expense in the generating of light. This made investors hesitate.

After various propositions had been sprung and all had fallen through, Thomas Brown arrived in Richfield on a tour of inspection for available water power sites in this part of the state. He had the promise of influential men who would put in the capital if a good power site could be secured. He investigated Monroe canyon, Sevier canyon and Jericho point. These propositions all appealed to him as available, but they were all expensive propositions. On returning to Salt Lake City he began to investigate the capital which had been promised. After wasting the greater part of the spring and early summer and finding that available capital for the enterprise was not likely to be raised by the men who had prom-

ised the funds, he cast about for another method of giving Richfield a lighting system. At once he secured a steam plant which had been in use at Saltair one season, and without a guarantee of a one dollar's worth of patronage he purchased the plant and moved it to Richfield. The system was a Westinghouse, single phase system, with a capacity of 1,800 lights. Within a short time he installed the system and in July of 1904, he had the lights turned on and Richfield had the dream of years fulfilled.

UPHILL WORK.

It cost a lot of money to complete the plant; and the running of it was so expensive on account of fuel that for months it was nipped and tuck to get revenue sufficient to meet the running expenses. The city only contracted for lights to the amount of \$35 per month, though Mr. Brown had been led to believe that the city would take at least \$100 per month. The people were slow to take advantage of the electric lights which they had clamored for. They complained that the rates were too high. They did not stop to consider the expense of maintaining a steam plant. For two years Mr. Brown struggled to keep the plant going and the people of Richfield will never know how near the proposition came to winking out owing to lack of patronage.

After two years of struggle Mr. Brown realized that a water power was essential to giving a good system to the people. He secured the rights to a small power site at Glenwood and then set about securing money to install a new system. He had hard time to secure the necessary capital. He incorporated a company with local men as the officers and then through the aid of H. N. Hayes and James Christensen he was enabled to bond the company and raise the necessary means. A bond of \$22,000 was made and a new three-phase system installed. Two 50 K. V. General Electric company's generators were installed and then the company was ready to furnish power for motors. The patronage increased slowly and up until the present time the company has been running with just sufficient revenue to keep going.

The outlook for the past year has been more promising and just as manager Brown was beginning to see a rift in the clouds which had enveloped the company from the beginning, some enterprising citizens conceived the idea that the city should own its own lighting system. There is no reason why the city should not own its own electric system, but the present condition of the efforts of the past four years of furnishing a lighting system should not go for naught. The system owned by the company can be purchased by the city and it is a good thing that the company feels that the installation of a city plant to compete with the present plant will mean the crushing out of the present company and that will mean a repudiation of the bonds of the company upon which eastern capitalists advanced the money. As long as the present company has endured the trying stages of the pioneer life of electric lighting in this city it should be given first consideration.

If this course is pursued and the bonds are repudiated the credit of other enterprises for this city will be seriously impaired. If the present company refuses to consider a proposition for selling its plant the city would be justified in installing its own system but as not that the city would be a good one and the city can purchase it for less money than its proposed new plant. There are many who fully appreciate the difficulties through which the present company has passed, and for their good will and patronage the company is duly appreciative. The company will maintain the high standard of service which it has given in the past and will do all it can to keep Richfield to the front in an up-to-date lighting system.

A. M. MALOUF & BROS.

THIS is the age of young men. A. M. Malouf & Bros.—The Famous Stores—is one of the largest enterprises of its kind in Utah, and all of the establishments are managed by A. M. Malouf, the young man whose photograph appears herewith. A. M. Malouf & Bros. have stores at Kimberly, Utah; Panguitch, Utah; Picoche, Nevada; Callente, Nevada, and Richfield, the principal place of business being here. W. M. Malouf manages the Nevada stores having associated with him F. M. Malouf; while A.

K. Malouf is associated with A. M. Malouf at Richfield. The business is wholesale and retail, dry goods and clothing, ladies' and gents' furnishings, shoes, hats and notions, being the principal stock. All of the goods are bought directly from New York where the company has a buyer with offices at 21 Washington street. A. M. Malouf, who is now 27 years old, himself makes annual trips to that city. A. M. Malouf and Bros. have the agency for the wonderful Tuves Lighting system, in Utah, Idaho and Nevada. It is considered the most perfect gasoline lighting system



A. M. MALOUF.

General Manager of Famous Stores, Leading Merchants in Southern Utah.

on the market, the light being both brilliant and mellow. Contracts were recently closed for the lighting of Gurnison's streets with this system. Altogether A. M. Malouf & Bros. merit the greatest of praise for their integrity and push.

BREEDS BUTTERFLIES.

Strange Occupation of a Patient Farmer of England.

Man's ingenuity has many strange things to answer for, but, surely, the strangest of all must be the five-acre farm which has been laid out near Scarborough for the express purpose of breeding butterflies.

The exact address is Burnistone, and the name of the exceedingly patient farmer is Mr. H. W. Head. For five and twenty years Mr. Head has been studying the cultivation of the caterpillar, and, for a long time past, has commercialized his vast knowledge.

But it is only within very recent times that Mr. Head's clientele has been extended enough to justify his present novel undertaking.

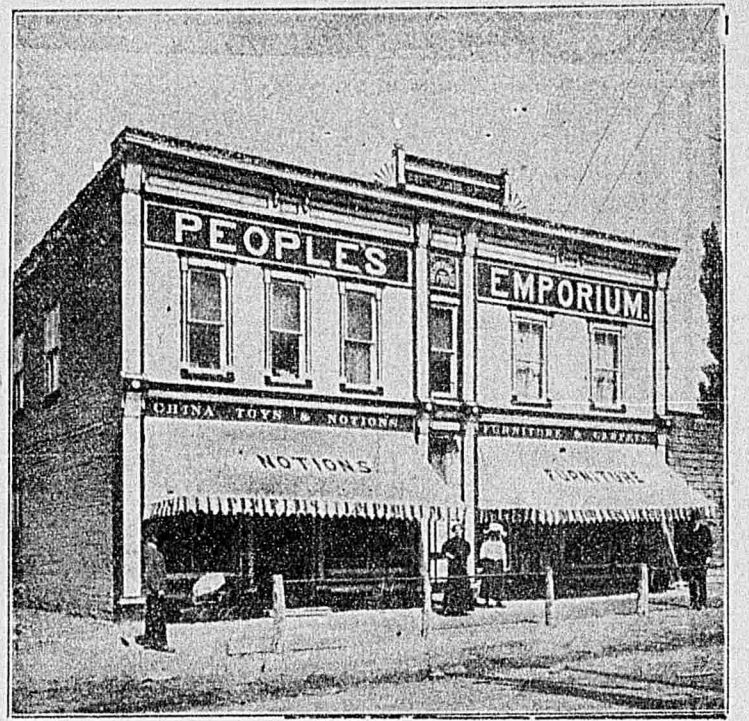
The name of Head has long been a familiar one with collectors of the lepidoptera. There are more who confess to this costly hobby than the layman wots of. Every year Mr. Head rears and sells upward of 30,000 butterflies and moths, many of his finest specimens going abroad.

This large total is made up of a thousand different species ranging from common cabbage flies to the costliest of Moon moths, or Ctenobell Beauties, sold at prices varying from a few pence to 5 or 10 pounds.

Mr. Head sees great results from hybridization of butterflies. So far his experiments in this direction have been extremely successful. Weir combinations in color, with curious patterns, like oriental carpets, and strange vagaries of shape, promise new and startling species, which are catered to by collectors into an activity of excitement, and promise a future of limitless scope.

Mr. Head does not supply live butterflies. His live stock does not go beyond the caterpillar or the fertile eggs of any particular kind of butterfly or moth in stock.

This "stock" is inventoried in periodical price lists, which circulate in the strangest of places. In the home of the workingman, the mansion of the millionaire, or the playbox of the public schoolboy, these peculiar price lists find a sanctuary.



PEOPLE'S EMPORIUM.

ABOVE is a cut of one of the most progressive, popular, and ably managed institutions in Richfield—the People's Emporium. It is known as "the great central trading place." It has been running for two years under the management of its founder J. M. Lauritzen, with whom is associated E. A. Cavley, secretary and treasurer, and William Gardner. The capital is \$10,000. The building is 44 feet by 85 feet with two floors, the whole being constructed of brick at a cost of about \$5,000. It is

said that the People's Emporium carries the finest line of furniture in the city—a compliment which is well supported by the patronage the company receives. Its line of Christmas toys is, without doubt, the largest and most eagerly sought, in the city. In fact it carries as many toys as all of the other stores together—about \$3,000 worth. There are three employees. Mr. J. M. Lauritzen is one of the real boosters of the city. He was formerly county treasurer and does at present an extensive real estate business as well as managing the store.

In fact, some of the butterfly farmer's most enthusiastic customers are found among British schoolboys, who are catered for with a special line of "assorted, sunset lepidoptera" at a shilling a dozen.

No order is too small for the breeder of butterflies. He is as willing to provide a single specimen as to stock one of the parks of the London County Council, a suggestion which has already been under consideration.

And how does Mr. Head house his stock? Here, again, one meets ingenuity in excess. Most of the caterpillars remain in the open, where Mr. Head has provided them with a luxurious feeding ground, planted with more than 2,000 plants, particularly adapted for food. Here they are mitted to browse in sections, so that one batch of trees is enabled to recover from the effects of the gastronomic onslaught while the other is under tribute.

When the caterpillar has taken upon itself the more picturesque appearance of a butterfly or moth, it goes into more protective quarters. There are two glass houses, the larger is a hundred feet long, and the smaller, which is extremely hot, and is used as the winter quarters of the insects, thirty feet.

These are filled with all kinds of favorite flowers in a perpetual state of blossom. These flowers are painted with honey twice every day, and the many hued insects thrive gloriously on these ingeniously-applied spoils from the bee. Water is supplied them in

the form of spray, which is forced into their great wire cages by the aid of a syringe.

These caterpillars, leading the open-air life, are protected from the indiscriminating beaks of marauding birds by wire netting. Eggs, however, are not permitted to take this risk, but are hatched under cover.

When the caterpillar decides to become a chrysalis he is placed in a box, and the box is hung from a tree wrapped in a protective shroud of calico. Yet the adventurous sparrows of Scarborough have solved the problem of how to extract a somnolent caterpillar from its calico shroud. The mortality is sometimes enormous.

The art of butterfly breeding is not child's play. Mr. Head is obliged to work 20 hours out of every 24 during the summer of the year, and the winter permits but little more time for leisure. The work is hard and is always interesting, and, although the profits, after the great expenditure of labor, are not great, they are sufficient to place butterfly breeding on a sound financial basis.—Pearson's.

JOHN JORGENSEN LAWYER

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