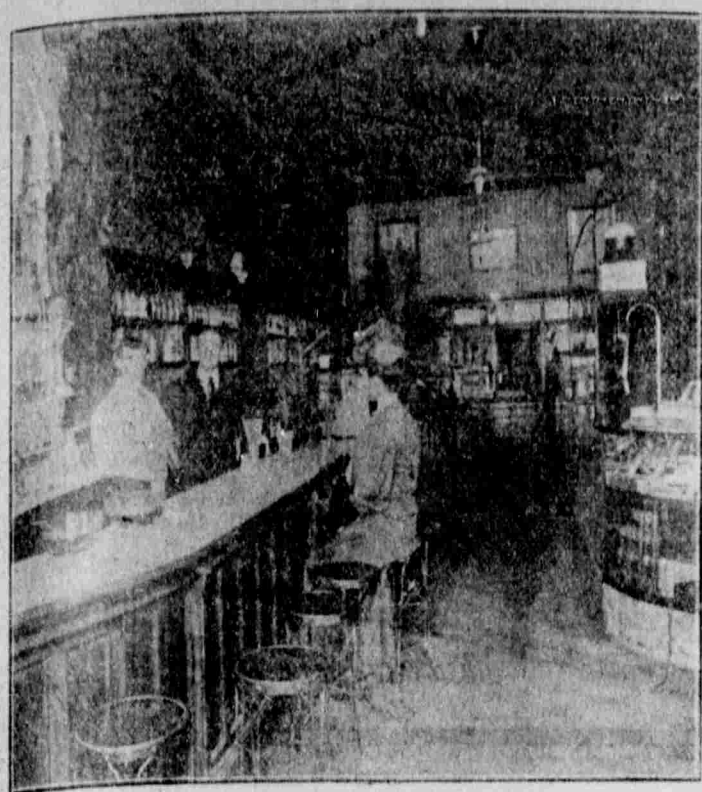


G. H. LYON DRUG CO.

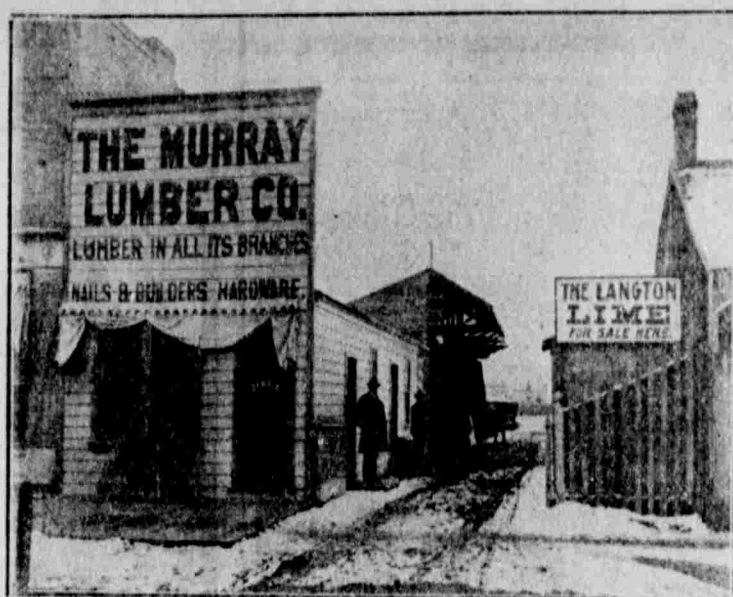
Murray Opera House Block. End of Car Line.



The consolidation of the Lyon Drug Co. and the Murray Drug Co., both leading and enterprising companies in the county, was effected Jan. 1, 1906, and Dr. W. L. Ferrelle as president, Dr. A. A. Bird, secretary, Dr. C. L. O. as treasurer, and G. H. Lyon as manager. These gentlemen are men of influence in the city and county, and their consolidation with the company has effected a very material result. To say it is the largest and best equipped drug store in the county is to express it fully. A full and complete line of drugs, and everything such as is embraced in a first-class and up-to-date pharmacy of larger cities is carried. Since the consolidation, notwithstanding the keen competition, this company has retained all its old and reliable customers and has increased its business of 50 per cent. Its mail order trade extends over Utah, Wyoming, Idaho and Nevada.

Mr. G. H. Lyon, manager, is a competent and reliable druggist, and owing to the fact that he is a product of Murray, he is all the more popular. He is accurate in the compounding of medicines, and is careful and precise in the filling of physicians' prescriptions.

THE MURRAY COAL AND LUMBER COMPANY.



The Murray Coal and the Murray Lumber companies were recently two distinct enterprises, but are now consolidated under the firm name noted above. The much called for Peacock Rock Springs coal is hauled, and prompt deliveries are made. The lumber yard is well stocked with a full line of building material of every description and proportion, and a shipment of many thousand feet is enroute which will be added, making it the largest and most complete stock of lumber carried in the county. Builder's supplies with everything usually included in such a line is furnished. The company has also the agency of the famous Sherwin Williams paint. The paint that covers the earth.

Headquarters of this establishment are located at No. 75 Main street, Murray City, where all orders given either by telephone, by mail or personally will be filled with promptness.

Mr. F. C. Howe is overseer and manager and is assisted by intelligent and courteous employees. Howe Bros. are the sole owners of this company, and are saving no time or money in placing it on a par with the best concerns of its kind in the state.

J. S. LINDSAY & CO.



J. S. Lindsay & Co. of Taylorsville is a leading mercantile establishment of Salt Lake county, in fact, it has the name of carrying the largest and most complete line in general merchandise. This company has been doing business for 19 years, during which time it has had a prosperous growth, having gained the confidence and good will of the people of Taylorsville and its neighbors. Besides what is usually embraced in a general merchandise store these people carry hay and grain, a fine display in hardware, stoves, and ranges, the latest patterns of carpets and linoleum, and have effected many sales in furniture and implements. They also do a good shipping business amounting to many thousands of dollars. They supply all the local cattle and sheep men, who are not a few, and who range their herds in Idaho and Wyoming.

The company is well supplied with help which enables them to give good service. Two delivery wagons thoroughly cover the country for miles around, and eight intelligent and courteous clerks are employed at the store.

Mr. J. Lindsay, who has the management of the concern, is endowed with an unusual individuality, and wields great influence in his community. In all the undertakings in the interest of the town he is a leading figure.

WORKING MEN'S STORE.



The Working Men's Store at the corner of Loveland and State streets, belongs to the progressive mercantile establishments of Murray. This well founded corporation commenced business in 1901, with J. C. Edwards as president and J. G. Sharp as business manager. Mr. Sharp is a practical man of 15 years' experience. He is well known and respected throughout the county, and more especially in the vicinity where he does business, and has been successful in building up an extensive and reliable trade.

From the beginning this store has had a substantial growth. The working men, for whom it was more especially established, have given it their support, knowing that they would receive the best in value at the lowest possible price.

Everything desired in fancy and staple groceries, dry goods and notions, shoes, hats, working men's apparel, as well as flour, hay and grain is handled, and deliveries are made to all points within a radius of five miles.

Thrift and enterprise characterize the promoters of this concern. They have just completed a new store of modern style which has been occupied since Dec. 1. A cut of it is given on this page. The inside is handsomely finished. The counters are of hard wood and are the best that could be purchased. Everything is made convenient to the business and with an excellent stock of goods neatly arranged the place puts on an inviting appearance. This building is a credit to its founders and to the city of Murray.

NEILSON'S MERCHANDISE ESTABLISHMENT.



One of the leading stores in this county is that of Hyrum Neilson. It was established in 1880, and is located in the center of Holladay at the corner of Seventeenth South and the County road. A full and complete line of general merchandise that meets the requirements of a rich agricultural community is carried. In towns many times the size of Holladay it is uncommon to see stores with such an enormous stock, and a line so complete. Eighty thousand dollars worth of business has been done this year, and new customers are being added continually. Trade, tributary to this institution, comes from prosperous farmers, and outstanding bills are very few.

For 26 years this establishment has had a perpetual growth, and has done business to the entire satisfaction of a large and reliable patronage. No inferior goods are handled. Mr. Neilson is a judicious buyer, securing the best of goods at the lowest possible prices, and his customers share these advantages. He is a natural born merchant of unusual ability and foresight, and a life time of experience has taught him every secret of his business. He knows the wants of his customers and spares no effort in supplying them. Articles not carried are seldom if ever called for. His stock of goods is adapted to all classes from the humblest workman to the wealthy banker in his summer home. His holiday goods are the best that could be purchased and he has a variety that will suit the most fastidious.

With the improvement just finished of making a first class store and sales room out of the second floor of his building, which has previously been used as a dance hall, Hyrum Neilson will have the goods and the space to display the finest exhibit ever made in this county.

THE THRIVING TOWN OF ELSINORE.



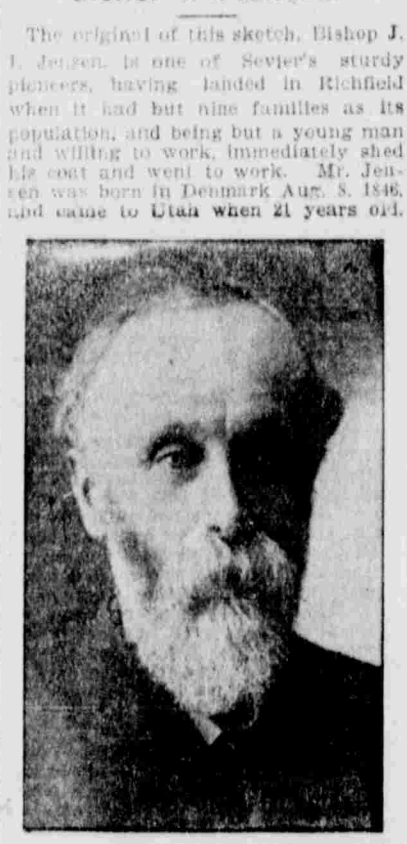
As the train stops in its sleepy slumber at the station known as Elsinore the first striking feature that arrests ones attention is a large patch of sugar beets piled in a rectangular heap to a height of about 10 feet and covering some 100 feet square. This is the overflow harvest that has accumulated in the railroad company's yard. It is unable to find its way to the sugar factory. The tubers have been received by the company and are off the growers' hands and up to the railroad for removal. This heap is said to contain 3,000 tons and represents a portion of the \$25,000 that lands in the coffers of the thrifty farmers of Elsinore and its suburbs. This prosperous little town boasts of being the best of the best people of Utah, and naturally were desirous of exploiting their wondrous advantage for some weeks past and other good citizens who can not claim to live in Elsinore are justifying their position to the reader is referred to the elegant school building that is used to illustrate this page, and the description that accompanies the cut. The town board comprises the following representative citizens: President, Dan Hanson, trustee, H. C. Larson, H. E. Peterson, J. L. Stoppel, and J. M. Johnson; Walter Jensen, clerk.

The town was incorporated in 1882, and is one of Sevier's lively towns. Its chief industries are sugar beets, potatoes, grain, stock and poultry raising, dairying, and general farming. Elsinore has two pleasant church buildings, one for the Latter-day Saints and one for Methodists. A choice hotel, The Elsinore House, is owned by Mrs. Jennie Lee.

A large merchandise establishment, owned by the Jensen Brothers Co. (The Elsinore Co-op), a mention of which is given elsewhere, is a number of smaller establishments including a barber shop, butcher shop, drug store, furniture establishment, harness and shoe shop, Johnson-Jensen Livery stable, collect mills, hardware store, etc.

For some time Elsinore has enjoyed a water system that was fairly good, but recently the town board decided to improve this as it includes some fine springs that are located in the hills about five miles away. This will furnish the citizens a much better water system and will be owned by the town.

BISHOP J. I. JENSEN.



He settled in Ephraim and remained there until February, 1871, when he removed to Richfield, prepared to help build this town up. Four years later he with ten others located and set out a new town, and Elsinore was the place selected. After looking over the site a report was made to the then stake president, Jos. A. Young, who suggested the name of Elsinore in honor of a town of this name in Denmark, near Copenhagen. The name was adopted by the committee, and thus the name of Elsinore became a reality.

Two years later, in 1877, the Elsinore ward was organized and Mr. Jensen was elected as counselor, a position he held until 1887, when he became bishop and has served in this capacity ever since. His administration of the office has always been a credit to the church and a true father to the ward; ever ready to meet the people in their joys and sorrows; trials and prosperity always found Bishop Jensen at hand with advice, counsel, sympathy and help.

Civil honors have been handed Bishop Jensen, but he has steadily refused to accept them. He has received four or five times the honor of being elected to the office of town president from which he resigned as soon as elected.

Bishop Jensen is the father of three promising sons: Charles Jensen, M. D., of Ephraim; D. P. Jensen, and Walter Jensen. D. P. Jensen is the manager of the mercantile institution bearing his name. Charles Jensen is also a director and an eastern is at present traveling for an eastern physician and surgeon of Ephraim.

JOHNSON-JENSEN LIVERY CO.

In visiting Elsinore, if a horse, team and buggy or wagon is wanted, the Johnson-Jensen Livery company is the place that such conveniences are always found. Indeed the reputation of their accommodations has extended to all parts of the state, and it is

a common thing for travelers to telephone in from Salt Lake, Marysville, Kimberly, Richfield and other points arranging for a team to cover some point that railroad schedules or conveniences do not cover.

The firm's horses and rigs are known all over for their well kept condition and ability to meet every demand made upon them. Ample provision is made for the care of traveling teams, the best of care being given during the winter months. Johnson-Jensen Livery company enjoys a splendid business from all portions of the state.

DISTRICT NO. 4—ELSNORE.

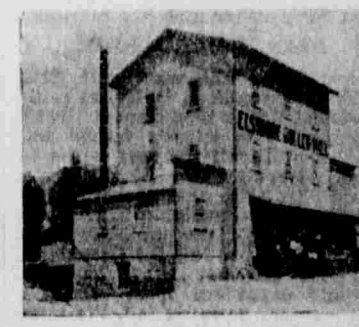
The elegant school building that graces the town of Elsinore and which is herewith shown, was built in 1898 at an expense of \$8,500, and is certainly a credit to the people of thrifty Elsinore. The interior is a model of elegance, and its walls are tastefully embellished with pictures suitable to the place. A choice library is one of the features that is also a pleasing feature of the school.

The school is nicely graded up to the eighth grade, and the corps of teachers number five, including principal, Moses M. Nielson, Miss Ida Nielson, Miss Edna Peterson, Mrs. Florence Reese and Miss Eva Riddout. This district also includes a branch at Brooklyn (a suburb of Elsinore), where children are taught up to the fourth grade. There are enrolled in the two schools 215 children, and are lively evidences of the intelligent training received at the hands of Elsinore's capable teachers.

The school building is constructed of an Odette stone, and includes four large rooms in the basement. The gentlemen now serving as trustees are: J. A. Moore, president; H. C. Larson, clerk; D. P. Jensen, treasurer; all of whom have taken a keen interest in the school affairs both as trustees and as citizens of the town.

ELSNORE ROLLER MILL CO.

Of the many industries of Sevier county there are none that are ahead of the institution that is herewith illustrated. The Elsinore Roller Mills



have been running since 1872—always being strictly up-to-date at all times. For the past five years Mr. J. M. Farley of Salt Lake City has leased the mill placing it on a better basis than ever and extending the market for their mill stuffs to all parts of southern and western Utah, and the best of it is wherever their flour, cereal foods and chopped grains are sold, the utmost satisfaction prevails.

UTAH BOTTLING CO.

Messrs. T. W. Porter and M. R. Fisher, two gentlemen of business ability, and with foresight of future possibilities, came to Murray a few years ago and founded a bottling establishment. They have expended a great deal of money in the enterprise, and by giving it careful attention they have succeeded in manufacturing a high class soda water, and other soft and summer drinks. Though these gentlemen have manufactured goods to the entire satisfaction of their hundreds of customers, they are still aiming at a higher standard. They have now entered the latest improved machinery which will enable them to manufacture goods unexcelled in this state.

Ciders are handled in bottles or in barrels, lots, and mail orders receive special attention on any line carried in stock.

This company is certainly deserving of the support of every firm and person in the county. They are producing their own goods and working to build up Utah and more especially this community.

THE C. H. BANKS UNDERTAKING CO.

The C. H. Banks Undertaking company since opening business here 18 months ago have had encouragement, and have done a valuable service for the people who have secured their assistance. These people have saved time and money for their patrons, and at a time most needed, by avoiding the necessity of going to Salt Lake City. Mr. C. H. Banks, manager of the establishment, is a man of long experience and thoroughly understands his business. He uses every opportunity of self improvement. During the last year he has gone through a rigid course of study, and has received diplomas from Barnes School of Anatomy and Sanitary Science, and Prof. H. S. Eckert's school of Philadelphia. The state board of health also granted him a license to practice his art every right and privilege belonging to his profession.

Mr. Banks carries a full assortment of coffins, caskets and all kinds of undertakers' goods. He has an excellent line, and can furnish anything desired. He is competent and reliable in every detail of his work. His treatment is most courteous, and he is sent and sympathetic to the bereaved of families. His goods are of a standard quality and his prices moderate.

THE EMPORIUM.

The Emporium, as its name implies, is a "center of trade," a "place of business." A stranger need only step inside of this up-to-date establishment to be convinced that it is the most aggressive and progressive concern in the county. The Emporium had its origin last February, when Erickson Bros., the Central Grocery company, and O. S. Sanders & Co. consolidated and incorporated, and one month later purchased the stock and building belonging to the Hub. This latter purchase gave them one of the best business corners and the most modern department stores in the city. From the commencement it has had a phenomenal growth due to its efficient management and straightforward, clean business principles which have won and held the confidence of its stockholders and the patronage of a discriminating public. It has four well stocked departments, viz: Gent's furnishings, dry goods, groceries and general merchandise. Its officers and directors are all experienced in the mercantile business and are as follows: J. B. Erickson, president; Charles Caldwell, Jr., vice president; W. W. Erickson, secretary and treasurer; Orson Sanders, L. G. Larson, F. M. Peterson, William M. Bloom, L. B. Erickson, and Sandra Sanders, directors.

Oscar Sanders, the general manager, has been known for years as one of Murray's most respected and successful merchants. His long experience in business has enabled him to enter and to have the want of the trade and to have in stock everything ordinarily desired by them. Judging from the patronage this store is receiving it will be among the handsome dividend payers at the first of the year.

The Emporium is headquarters for holiday goods, and the careful buyer will do well to inspect their large and comprehensive assortment of toys and Christmas presents.

JONES BROTHERS.

One of Murray's progressive business concerns is Jones Bros., dealers in general merchandise. They are located near the Highland Park Smelter, and have the only store in that thickly settled district. They commenced business in August, 1905, and have given perfect satisfaction to their customers. Their growth has been wonderful. During the last six months their trade has increased 50 per cent. Room is not given to an inferior stock, but durable and reliable goods from the best make and brand are selected.

With a large assortment of green, fancy, and staple groceries, gents' fur-

nishings, ladies' goods, crockery, tinware, rubbers and overbores of all kinds, they are meeting the demands of an intelligent public.

Mr. O. W. Jones, manager of the establishment, is a capable young man of strenuous habits. He is respected for his business principles, and has the confidence of the people.

WATSON & LYON BAKERY.

One of the enterprises that commenced business in Murray this year is the Watson & Lyon bakery which opened with a full line of bread and fancy cakes July 24. Mr. Watson is a new comer here but is an experienced baker of 26 years. Mr. Lyon is a resident and a respected citizen. Both are men of credit and possess unusual business ability. From this fact and from the fact that they are manufacturers of an unsurpassed quality of bread and a variety of delicious and fancy cakes, there has been a lively demand for their product from inception. This demand has grown beyond the producing capacity of the manufacturers, but this condition will be remedied very soon. Improved machinery run by motor power will be installed which will enable them to meet the requirements of the patronage they enjoy. They make deliveries over the country and give customers good service.

E. CARLSON'S ESTABLISHMENT.

The bicycle establishment of Emil Carlson is a scene of activity. Mr. Carlson is kept busy in his repair shop where he does repair work of every description. He is an accomplished workman in his line. His sales room is always full of customers, and he does an excellent business. He carries an extensive line of the best grades of bicycles and everything in second-hand goods, with prices to meet the most exacting buyer. He also handles a fine line of graphophones—the Victor and Columbia—and a numerous assortment of records of the latest songs and selections.

Music is most appreciated in the dreary winter months. Secure of Mr. Carlson a graphophone with accompanying records, and listen to the music of recent composition. You could not believe anything more appropriate for the home at this season of the year. It would also be something choice as an Xmas present for a friend. Mr. Carlson's prices are right and he will take pleasure in going into detail regarding any of his goods.

WILLIAM SMITH'S MARKET.



William Smith's market is located at the South Main street, Murray, where he has been doing business for eight years to the entire satisfaction of his hundreds of customers. He carries a line of fresh and cured meats, vegetables, fish and game in their season, and is not excelled anywhere in the county either in variety or quality. He has a choice cut of meat as well as a variety of poultry, and is always overhauled and secured over his counter, and that too at a nominal price. This thrifty concern also operates a fine slaughtering house, and is exclusively from the farmers and stock raisers, which enables it to treat the public with moderate consideration and satisfactory service. Three delivery men are kept busy, four delivery

men are constantly on the go, and three slaughter men are employed. Home rendered lard of the purest kind is always on sale, and is the product of the business.

William Smith commenced his experience in the meat markets 25 years ago, when only a boy. He entered this vocation with the determination of learning every bit of it and out of the business and of promoting himself at every opportunity. This determination has characterized his whole life, and he has advanced with the times. At first he was only an employee, but today he is the owner of one of the most up-to-date and progressive meat markets of this place. In any undertaking he is fully abreast with the leading enterprises of the town.