

# Executives' Greetings

Possibilities.



## "Already Eminent Among the Cities of Our Country"

THE year 1909, like all the previous years that have gone before, is about to draw the curtain of eternal night around itself and to depart with all its momentous events into the dark shadow of the past. Yet, it leaves us with a great vista of hope for the year about to enter.

The possibilities which seem to arise will no doubt, when realized, mark the history of Salt Lake City with a splendor of such dazzling performance as has probably never before distinguished the history of any other city.

Salt Lake City has already made itself eminent amongst the cities of our country; surrounded by mountains in which lie concealed vast potentialities of wealth, and lying close to bodies of water containing immense sources of revenue which only require to be developed in order to become fruitful, and situated, also, in a valley of great historic interest and of great fertility, it promises to rival in its wealth, educational facilities, and commercial interests, any city in the great middle west.

### UTAH, THE MAGNET.

The immense advantages which the city possesses in view of the conditions just mentioned, have already had the effect of attracting to it, what in itself would be a large population, a large number of people from every state in the Union. Besides this, the great aggregation of capital which has flowed into this state, aiding and strengthening the various commercial enterprises hitherto existing, have also contributed to a further development of the resources of the state, mineral and agricultural, thereby leading to a greater expansion of Salt Lake City, into the great metropolis of the middle far-west.

### BIG THINGS IN BUILDING.

In the building line the year just about to end has witnessed one of the most marvelous strides this city has ever taken. Upon every side buildings tower toward the sky; every day sees others in the course of construction; from out the city like great arteries from the heart of the physical body radiate highways of steel over which are carried the productions of the great west. Viewing the city thus, in its present condition, he must needs be a pessimist who would not augur for Salt Lake City a marvelously brilliant future.

### PUBLIC SPIRITED CITIZENS.

And I must needs here commend in the highest terms the public spirit of that portion of our community, the business men, whose intelligence and zeal have contributed to the results which we see on every hand, and whose self-sacrificing efforts have so largely added to the comfort and enjoyment of our people. Neither would I seek to lessen in this comparison the activity and the industry of that large portion of our community, the working class, who, having become a part of us by building homes have also added their quota of strength, by no means small, to the upbuilding of our city.

It would thus appear, then, that both from a commercial and financial point of view we are destined to rank among the most modern and progressive cities.

### EDUCATIONAL FACILITIES.

And why should not we? Our institutions of learning are amongst the most progressive of their kind. Necessity, which knows no law, or rather which comprehends all laws, has, to a great degree, been a prominent factor in our splendid achievements, in the field of the physical sciences, and in that of technical knowledge, more especially, mining, engineering and the science of agriculture, we might compare favorably with any institutions in any state where those things are taught. Moreover, in our public school system we have in the last few years advanced with rapid strides to the front rank.

### "A CITY BEAUTIFUL."

The last half decade of the city's growth has been phenomenal in character. From a straggling village it has sprung, as if touched by a magician's wand, into a city beautiful; its beautifully parked streets, rich in summer, with the gorgeous splendor of its flowers; mellow with the variegated tints and hues of autumn; its beautifully paved streets and sidewalks showing its great progress, all combine to render the city attractive.

Who then will dare assume to say that Salt Lake City has not a great future?

From the homes that are now springing up around us will come the men and women who will prove a blessing and a benediction to us in the future. Already in all the walks of life there are men and women who have become eminent in the professions which they have chosen. In the various departments of art—music, sculpture, painting, architecture, statesmanship and learning, men and women from Salt Lake City and the State of Utah have been regarded not alone in America, but in other countries, as amongst the foremost.

### MUNICIPAL IMPROVEMENTS.

I might here draw attention to the fact that our city government, in the matter of municipal improvements, is among the most progressive; the activity displayed by our city officials in recent years in bringing about those various classes of improvement such as the paving of streets, construction of sidewalks and sewers, and the increasing of our water supply are worthy of the highest commendation of the people. These are the things which induce me to regard the future of Salt Lake City as one of brilliant promise.

### LOGICALLY COMMERCIAL CENTER.

You need but to look around to discover the evidences which appear plainly in view as to the conditions of the city, both from a commercial and financial standpoint. The geographical location of the city insures for it a splendid position as a commercial center.

With our population increasing and an influx of capital from all directions and the investments in large enterprises, such as the construction of large business blocks and along other lines, is it not fair to assume that at no far distant day we will see a population of two hundred thousand?

*John S. Braunsford*

## IN COMPETITION WITH OTHER STATES UTAH LEADS THEM ALL

(Continued from first column.)

In contemplating the features of Utah and her resources, of which I have made mention, I have often asked myself the question, "What good thing has any state in the Union to offer that Utah lacks?" Comparing the advantages item by item, I have concluded that Utah has every good feature that the sister states have to offer, unless it be peace; and has none of the bad features, unless it be intolerance. And I regard this condition as a most grave and serious drawback to our rapid growth and resulting commercial prosperity. It is not my purpose to sermonize, nor is it my intention to particularize. The strife makers, the quarrelsome, the community slanderers, the fault finders, the commonwealth assassins and prosperity retarders, are too well known within our borders to be named. The influence of this type, within the state, is a minus quantity, but their continual tirades can never destroy the resources of Utah, even though they have hindered and may continue to retard their development. Where hearsay is the only criterion for forming opinions, the influence of this class is powerful against the state, in the promotion of whose interests their efforts and influence rightfully should be directed. It is this influence that makes of Utah a resting place in the westward march of homeseekers instead of a stopping place.

### HERITAGE OF AMERICANS.

The spirit of intolerance has grown in our midst until, in many quarters, to honestly differ with a man in his views on a public question is but to make of him an enemy. The day has long since passed when men can be deprived the right to think on public questions and voice an opinion thereon—so long as the expression of that opinion is not contrary to law and order. The right to opinion is the heritage of American citizenship. I decry the spirit of cramming down a man's throat, whether he will or no, the opinions and beliefs of another; and my contempt for the men who are always ready to question the motives of those who differ with them simply because they do differ, is supreme. A difference of opinion should not breed hate and a desire to crush and ruin, by questioning the honesty of those who chance to differ. No community ever made rapid strides in development with such a wrecking influence abroad. Utah will never develop rapidly and realize on her resources to any great extent until this spirit is overcome and a unity of purpose grows on the ruins of these structures of hate which have been reared on her soil. We have within our borders everything that a generous Providence affords to make our state one of the greatest, if not the greatest, in the Union—for we can produce by drawing upon the most diversified products the earth affords. To that end I have cried "Peace" on every public occasion. I have plead for the burial of differences and the dawning of an era of united effort to bring Utah into her own.

### POPULATION COMING WEST.

I am thoroughly familiar with the eastern idea of the western man; I know that the westerner is designated a "booster." A few days since I saw the westerner referred to as "the frenzied optimist." This classification may probably be accounted for in two ways—jealousy and lack of information. "The frenzied optimism" of the west, if our spirit is to be so designated, is at least gradually bringing the center of population in the United States toward the Pacific. The "booster" of the west is providing the drudging clerks of the thickly populated sections with fresh air and independent means of gaining a livelihood. Who could make even a superficial examination of the possibilities of the west and be anything but a "booster?" Who could examine closely into our resources and not feel proud to be called a "frenzied optimist" because of his enthusiasm? And when I refer to the west, I speak of the inter-mountain west and particularly of Utah—for Utah is the metropolis of the west. Location, natural advantages as a distributing point, railroad facilities, everything, mark Utah as a great commercial center. And every voice that is raised to retard Utah in her strides toward the occupancy of that position, is the voice of an enemy; every obstacle that is placed in the way of her progress is a monument to disloyalty.

### PLAIN WORDS.

It is far from my intention to convey the idea that the citizens of Utah are a quarrelsome people. I refer to classes who may be found in every community—and properly called "radicals,"—men who are always crying "wolf!" "wolf!" with varying degrees of success in attracting attention. The peculiar thing with regard to Utah is that this class takes advantage of popular prejudice, mounts a senseless bugaboo, which did yeoman service in days of old,—when civilization was held together by the dusty Overland Trail and distorted facts could go unchallenged,—and continues to shout, in this enlightened day, canards from the musty past. This class by its naggings, goadings, misrepresentations and intolerance has aroused resentment and intolerance is becoming infectious as well as chronic. Utah has long been famed for its hospitality, and no more peace loving people ever gathered together than the founders of this commonwealth. My concern is for the emulation of that spirit which bids us bury differences, put intolerance behind us, set our faces to the future and work and speak night and day, as one man, for the hastening of that time when Utah shall be judged, not by misrepresentation, but for her worth and producing ability as a State.

*William Spry*

## ONE STREET TOWN

when Salt Lake will come into its own, still more than has been the case hitherto.

Take care of today and tomorrow will take care of itself it a trite proverb, but we see it verified in conditions here. Salt Lake is mighty busy looking after the present and the only difficulty seems to be that days aren't created with 40 instead of 24 hours. Everything is bigger than it was a year ago—bigger newspapers, bigger business blocks, bigger schools, bigger trade, bigger improvements, bigger population. We haven't time to think of the future, we're so blamed busy taking care of the present!

### MONEY PLUS ENTHUSIASM.

In the highfalutin language of the literary cult this article may be termed "an appreciation." In the lingo of the real estate broker it may be a "boost." In the vernacular of the stage it might be called a "jolly;" but in the consciousness of the writer it is plain, unvarnished truth. Newhouse, Clark, Harriman, Gould and other men of millions have contributed the generous confidence of their wealth while others of the Fisher Harris type have given themselves. Together with money, and enthusiasm, and supreme confidence, these have worked for a common end—the creation here of a great city.

Can money be lost in Salt Lake? Yes, by wavering in faith. Can money be made in Salt Lake? Yes, by persevering confidence. But money is not the first consideration in greatness nor in the building of a city. In the present day cities and states are measured by ethical progress quite as much as by dol-

lars. Cities that have developed a splendid parking system, that have carried sewers to all sections of the city; that have established good food inspection; whose libraries and hospitals, Y. M. C. A., and other public utilities have reached a high degree of efficiency, have as much reason for pride as those who have the most handsome buildings or prosperous factories.

### PLENTY YET TO DO.

Much remains to be accomplished in Salt Lake—particularly in the way of public playgrounds, for which sentiment has not yet been sufficiently aroused. A commonwealth club to discuss the vital public questions before us, free from partisan rancor or religious prejudice, would also serve a useful purpose. Few cities are represented by so many able members in the liberal professions as Salt Lake; yet there is not that free intermingling and discussion of broad questions in which all are equally concerned, as there should be. With our rapid material development there comes the need of safeguarding all that pertains to home life—the "civic righteousness" of which President Taft speaks. This can be accomplished in no better way than in a body where all phases of public good are open to free discussion.

We may be a little exuberant in these first days of "finding ourselves;" but if that exuberance continues to manifest itself in such ways as the big fund for the Y. M. C. A., and the "pulling off" of the G. A. R. encampment, while rearing great business blocks and splendid residences and large factories, we need not feel afraid of running riot in our new estate.