

Idaho Falls, Most Energetic City in Bingham County

IDAHO FALLS, is the most important city and has by far the largest population of any city in Bingham county, Idaho. It does a larger business than any other city in southeastern Idaho. It is most centrally located in the great agricultural portion of the country, from which it draws an immense trade. Stockman and ranchmen living 100 miles away buy their entire season's supplies at Idaho Falls. Her business and professional men are wide awake and thoroughly progressive in every sense of the word. They are invariably active in pushing any enterprise which will enhance the city's welfare or further prosperity. To the business men's energy is due entirely the phenomenal growth the city has enjoyed in the last few years, until today the population is 7,000. Likewise, Idaho Falls is the largest city in southeastern Idaho.

COMMERCIAL IMPORTANCE.
Commercially speaking, Idaho Falls is the second largest city in the great Gem state. It is situated in the very center of the great Snake River valley, a territory consisting of over 1,300,000 acres of irrigable land, of which 800,000 acres is now under good irrigable canals.

All Idaho Falls citizens have an abiding faith in Idaho Falls, as the "City of Destiny." The city owns its own sewer system, waterworks and electric lighting plant. Among other things the city has two miles of macadamized and guttered business streets. The city enjoys free mail delivery and an abundant number of carriers make several deliveries in the business district daily.

GREAT SHIPPING POINT.
Bingham county is popularly known as the "grainery of southeastern Idaho," and owing to its favorable location, Idaho Falls does the greater part of the shipping. During the harvest season it is a daily occurrence to see from six to eight hundred farmers' teams heavily laden with produce on the streets of Idaho Falls.

Idaho Falls is located at that point on the Snake river where the waters go tumbling through a deep and precipitous gorge in the lava for a quarter of a mile. These rapids which are now chained represent a total horsepower of 125,000. Likewise the chaining of the power has made Idaho Falls one of the most important manufacturing cities in Idaho.

Idaho Falls is a city of the second

barley. The plant was erected and is owned by the farmers.

VERY ORDERLY CITY.
Idaho Falls is one of the most orderly, law abiding and best maintained cities in the west.

The city has a large electrical generating plant, that has harnessed the entire flow of the great Snake river, which furnishes power all the way from Idaho Falls to St. Anthony.

INTERURBAN PROJECT.
Idaho Falls is the home office of the Idaho Falls and Interurban Railway company, a company that is now making surveys and acquiring right of ways for a 35-mile electric road that will be constructed next year, and which will connect the producers living north, east and south of Idaho Falls more closely with the city. The road has already been promised to it a total tonnage of 230,000,000 pounds, or 204 cars, and will pass through a section populated by 3,525 people. The road when completed will cost about \$300,000. The officers and directors are James L. Milner, president; Heber Austin, vice president; A. V. Scott, secretary; Bowen Curley, treasurer; G. G. Wright, A. P. Colman, S. E. Larabee, directors. All are men of capital and influence in the community.

Idaho Falls has one daily, one semi-weekly and one weekly newspaper. It is the gateway to the Yellowstone Park and the O. S. L. R. R. Park line starts from this point.

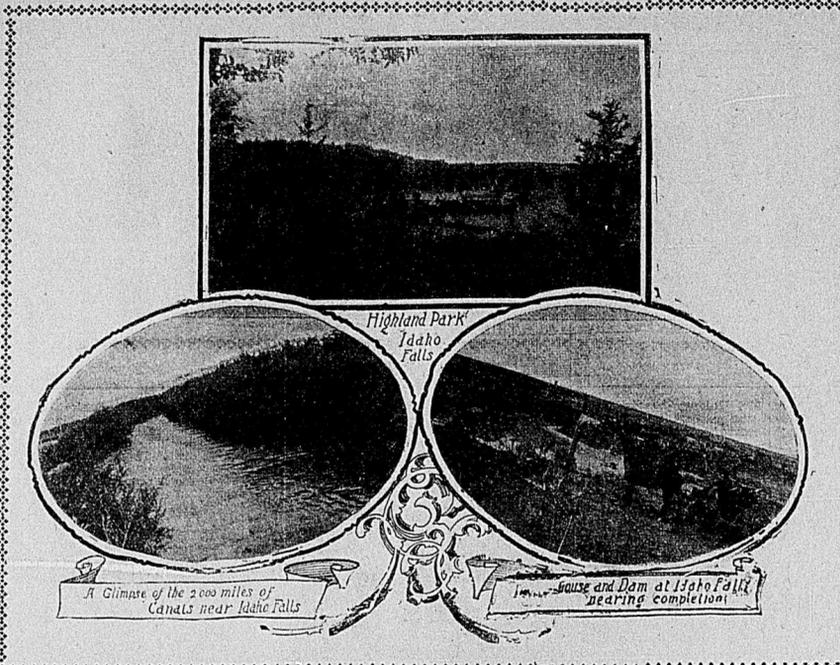
Idaho Falls is the heaviest shipper of freight upon the entire Oregon Short Line system in the state of Idaho.

OUTFITTING POINT.
Idaho Falls is the headquarters and outfitting point for the Birch Creek, Lost River, Salmon River and Spring Mountain mining districts on the west and the Cariboo and Snake River mining districts on the east. The district agents are located here, and the state of lead, silver, gold and copper.

Among the new enterprises that will come to Idaho Falls in the early spring will be a large alfalfa meal factory, a woolen mill, a tannery, glove factory, and a large planing mill. The Idaho Falls Development company, limited, probably the strongest Idaho Falls booster is closely in touch with the various parties who will take hold of these enterprises in the spring.

In spite of financial stringency last fall there has been expended this season in the building of new homes over \$225,000 in the city.

AS COUNTY SEAT.
The next session of the Idaho legis-



VISTA VIEWS OF WONDERFUL WATER POWER SCENES IN AND ABOUT IDAHO FALLS.

States, the cost varying from 15 cents to \$1 an acre for the year. The cost of the water depended on the canal under which the land is located. All of the canals in the valley now belong to the farmers, and every year the cost of water is getting less.

THERE IS ROOM FOR YOU.
There are over three million acres of valley land surrounding Idaho Falls, 1,200,000 at present, but these conditions are not final. It is estimated that projects now under consideration by capitalists will increase this acreage to two million. The Upper Snake river valley, according to statistics, contains a larger quantity of water available for irrigation purposes and more land to irrigate than any other section of the United States where irrigation is required. So great is the supply of water that even with the area to be irrigated there is in this mighty river more than twice the amount necessary for this great task.

Potatoes yield from 300 to 600 bushels to the acre.
Clover seed yields 9 to 10 bushels per acre.
Alfalfa hay yields 5 to 8 tons to the acre.
Timothy hay yields 2 to 4 tons to the acre.
Oats yield from 75 to 135 bushels to the acre.
Wheat yields from 40 to 75 bushels to the acre.
Barley yields 65 to 100 bushels to the acre.

STRONGEST OF BANKS.
No Idaho city supports stronger or better banking institutions than Idaho Falls. The largest and oldest bank in the city and for that matter, in the entire Snake River valley, is Anderson Bros. Bank. Aside from its many interests in Idaho Falls proper, the bank maintains an associate institution at Rigby. This bank was established in 1885 and has steadily increased its deposits. Its capital is \$100,000, and its surplus and undivided profits are \$100,000.

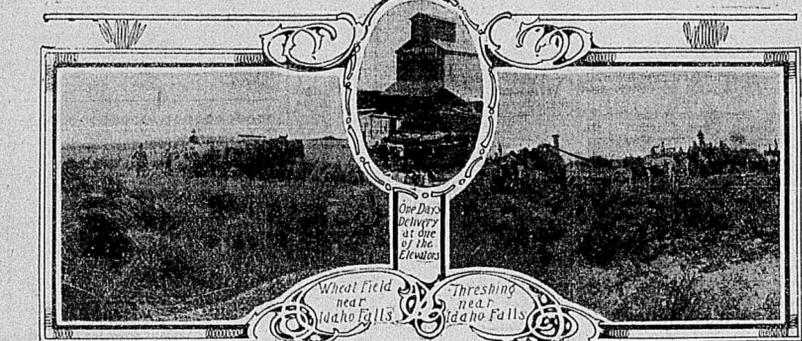
Large and small accounts are solicited by the institution which transacts a general banking business in every sense of the term. The long standing of its organizers is such that in and out of the great Snake River valley the name Anderson Bros. is sufficient guarantee that any transaction of a financial character will be thoroughly and promptly dealt with.

The bank's home is on Broadway in the heart of the business district of the city and the institution is well equipped with every facility known to modern banking methods.

The officers of the bank are C. C. Campbell, president; James E. Steele, vice president; M. M. Hitt, cashier; G. R. Hitt, assistant cashier; A. L. Campbell, assistant cashier.

President Campbell is a leader in every opportunity to spend his time and money in any direction that will accrue to the general benefit of the rapidly growing "Power City."

What is said of Mr. Campbell, can truthfully be stated of all the officers and directors of the bank, as well as of the gentlemen engaged in banking associated with other Idaho institutions. This, of course, speaks volumes for Idaho Falls, because with financial leaders taking a back seat, progress is an almost unknown quantity in the community where they do business.



VISTA VIEWS OF FARMING SCENES IN AND ABOUT IDAHO FALLS.

ness and is divided into several wards. The wonderful growth during this year coupled with the many new improvements has added new incentive to future progress, and 1909 bids fair to see the city far in the van guard of the largest Idaho cities.

MILLIONS IN STOCKS.
One of the most significant features of the city's rapid strides is that the merchants carry stocks which total \$1,000,000 in the aggregate. For the 12 months from December 1, 1907, until December 1, 1908, the merchants of Idaho Falls did a business in excess of \$5,000,000.

The city supports four banks with combined deposits of over \$1,000,000. The clearing house did a total business for the 12 months ending December 1, 1908, of \$4,328,000.

From October 1907, to October 1908, there were loaded on the tracks at Idaho Falls, 8,763 cars of products that were exported. This would make a train load more than 25 miles in length.

During the season of 1908 the farmers of the great valley surrounding Idaho Falls harvested 1,250,000 bushels of wheat, 2,900,000 bushels of oats, 250,000 bushels of barley, 1,000,000 bushels of potatoes, and over 250,000 tons of sugar beets. The total value of the farm products was in excess of \$2,750,000.

lature will divide what is now known as Bingham county, and Idaho Falls will become the county seat of the new county formed. This new county will take in all of the country north of what is known as the Base line, thus dividing Bingham county into equal into two parts. For many years past more than two-thirds of the taxes paid as well as two-thirds of the county business transacted has come from Idaho Falls end.

RAILROAD ROUTE SURVEYED.
Idaho Falls will undoubtedly be the division point of the Chicago & North-western road surveyed from Wyoming. A surveyed the road will pass down the grand canyon of the Snake, up McCoy creek into Grey's lake, down Willow creek, and will enter the valley a few miles northeast of the city. Present indications point strongly to the fact that the Burlington route will also have a line into Idaho Falls. With the O. S. L., the Northwestern and Burlington railways, Idaho Falls is surely destined to become a second Spokane.

RESERVOIR COMPLETED.
The government has completed building a reservoir of mammoth proportions at the head of the Snake river, on the South Fork, while another immense reservoir is being constructed at Henry's Lake on the headwaters of the North Fork of the Snake river. This will insure the commencing, at an early date, of a number of new irrigation projects, on a large scale, at present under consideration.

GREAT AGRICULTURAL SECTION.
The Upper Snake River valley is in the southeastern part of the state of Idaho. Its extent is over 100 miles long and averages from 60 to 75 miles wide. This section of Idaho is designed to become the greatest agricultural section of the arid western states. The climate is such that all the most progressive farmers in the valley plow every month in the year and their teams can be kept busy at all times as the road stays in good condition at all seasons. There are no weeds to contend with, the volcanic ash loam being opposed to their growth while land values are much less than half the price of land in other sections with less than half the development, advantages and resources, while crop failures and short years are unknown.

ITS REAL STABILITY.
The real wealth and stability of an irrigated country are measured by its facilities for supplying water for irrigation. Of all the great irrigated valleys of the west there are none to compare with the Upper Snake River valley for abundance of water, or cheapness of construction and maintenance. The valley has a fall of six

feet to the mile. All the canals are taken out on gravity; there is not a flume or a reservoir in the entire valley and the canals are the property of the farmers who own the land. The valley about Idaho Falls has the first water rights on the great river and the canals have been in operation for ten years or more. No waiting for promises of water at some future date in this country. You can beget to produce a crop at once. Over this broad valley are multitudes of farmers raising tremendous crops of hay, grain, potatoes, red clover, sugar

IRIGATION.
There is no country in the known world that depends on the natural fall of rain that can begin to compare with the country that depends on irrigation. The great Snake river with its mighty volume of water and many tributaries makes the supply of water for irrigation almost inexhaustible. Owing to the lay of the land canals are easily and cheaply constructed. The valley is as level as a floor, with no uplying and irregular benches, and since gently down toward the river through the entire length of the valley. There is no fluming in the construction of the canals, consequently no breaks or washouts resulting from heavy spring rains can possibly occur and with very small maintenance the canals are kept in good repair.

The entire valley is a network of canals, many as large as rivers, but here only are named a few of the most important. The Great Feeder distributes 110,000 inches of water. The Farmers' Progress distributes 40,000 inches of water. The Idaho distributes 30,000 inches of water. The Snake River Valley and Cedar Point distributes 20,000 inches of water. The Great Western distributes 40,000 inches of water. Among the other large canals are the Burgess, Harrison, Farmer's Friend, Lewisville, Taylor, Goshen, Lavaside, Riverside, Danskin, Trego, Watson, Cold Corner, American Falls, etc.

SOIL PRODUCTIVITY.
Government reports place this section of the country above all competition in productivity of soil, which is nothing short of marvelous. As you stand in the Snake River valley you look over a region covered by volcanic ash loam, varying from three to 20 feet deep, a subsoil of river wash from five to 20 feet deep, which affords an ideal drainage for irrigation, and all underlain by lava. This is a soil that will never wear out, it having the same underlying strata as Italy, and whatever country has this substratum of basalt has top soil which will never wear out, for it is almost immortal. By some curious process of chemistry the soil is born anew again and again, taking its strength from the strong ingredients below. There is no alkali, hard pan, slough land or rock outcroppings in this valley, and the water in the river comes direct from the snow and is as soft as velvet.

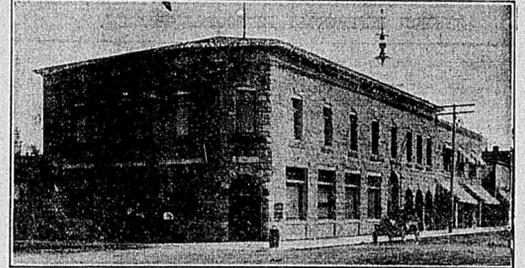
COST OF WATER.
The valley had the cheapest water for irrigation to be found in the United

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THE FARMERS AND MERCHANTS BANK BUILDING AND HOME OF IDAHO FALLS DEVELOPMENT COMPANY.

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THE STATE BANK.
No banking institution in the city is better equipped for taking the very best care of its clients than the State Bank. While it is the youngest but one bank in the city its quarters are by far the most spacious and its growth has been equal with other "Power City" banks. The institution is housed in its own handsome banking building on Broadway and the structure is by long odds one of the handsomest banking buildings in Idaho Falls. It is a two-story brick block, 120 feet in depth.

The banking furniture and fixtures are of the very latest design, and the interior arrangements are such as to afford light, ease and comfort, not alone to the employees, but to clients.

The officers of the bank are: S. E. Larabee, president; W. F. Gullette, vice president; C. G. Peck, cashier; O. J. Ellis, assistant cashier; R. D. Larabee, assistant cashier.

AMERICAN NATIONAL BANK.
No Idaho Falls bank occupies a firmer standing in the Snake River

valley than the American National Bank. Besides, it is recognized as one of the best posted financial authorities of the leading financial institutions of the valley. Its capitalization is \$500,000. Its officers are: Bowen Curley, president; Edward Fanning, vice president; Jay R. Mason, cashier.

The institution transacts a general banking business and maintains correspondents in principal cities. For the convenience of Snake River valley residents, the Chase National bank, New York, First National bank, Omaha, and the Deseret National bank, Salt Lake City, are mentioned.

President Curley is regarded as one of the best posted financial authorities on farming and real estate loans in southern Idaho, and through his individual efforts the present prosperity of the American National Bank is largely due.

RELIABLE GRAIN HANDLERS.
The oldest and one of the largest grain companies in Idaho Falls is the Nils Hoff Grain company, limited, buyers and shippers of all grain and produce. This company is under the direct and able management of Mr. Nils Hoff, who for years, has been the recognized grain expert of that section of the country.

This year has been an exceptionally prosperous one for the company, and an amount of business in excess of six figures has been transacted. At the same time Manager Hoff announces his company increased business this year fully 50 per cent over last year.

To earn this splendid amount it was necessary for hundreds of thousands of bushels of oats and wheat to pass through the hands of the company.

The present concern has been in business in Idaho Falls steadily for the past 12 years, and all the time the affairs of the company have been handled successfully by Mr. Hoff. Besides his business cares Mr. Hoff takes great pride in anything which will help the city to forge ahead and his name is well in the front rank of all subscriptions which mean something better for the city.

LEADERS IN HARDWARE.
Everything in hardware is handled by N. D. McCutcheon & Co. The business was incorporated in November two years ago and today the concern does by long odds the largest business in its line in Idaho falls. In addition to hardware and general kitchen furnishings the company does plumbing, executes heating contracts and does tinning and sheet metal work.

Among things handled by the company are included Majestic and Charter Oak ranges, tubular hot blast heaters, standard plumbing goods, American and Ideal heating materials, "Keon Kutter" ware, crockery, glassware, sporting goods, including fishing tackle, etc.

General repairing in every line is one of the features of the business and all commissions placed with the firm are certain to receive prompt attention. The company maintains a well equipped workshop and its entire management is under the personal supervision of Mr. N. D. McCutcheon secretary and manager of the concern.

All goods ordered from this company are shipped out with the greatest promptness and rest assured of prompt service at all times.

The officers of the company are O. E. McCutcheon president; N. D. McCutcheon, secretary and manager, as above stated, and A. E. Carlson, treasurer.

SPLENDID BUSINESS.
No illustration of the truth of fair dealing in business methods is better offered in Idaho Falls than in the splendid success which has attended the efforts of Alma Marker, who deals in musical instruments, strings and trimmings, orchestra and band music and music books. It is Mr. Marker's undisputed claim that he carries one of the largest and most complete stocks in the state of Idaho, in his various departments. Besides the things mentioned above, Mr. Marker carries watches, jewelry, stationery, books, blank books, school books, cutlery, notions, fancy goods, guns, revolvers and ammunition, confectionery, tobacco, cigars, pipes, machine needles, extras and oils, fishing tackle and a large assortment of Christmas toys for children.

Likewise he carries a very large assortment of Eastman kodaks and supplies and one of the latest and most up-to-date lines of Conklin fountain pens.

Mr. Marker's establishment fronts two streets and the principal entrance is on Broadway. Situated in the center of the business district and in close proximity to the hotels and banks the place is easy of access.

MAMMOTH PLANT OPERATING.
One of the largest plants in Idaho Falls and the Snake River valley began operations last July, when the Inter Mountain Cement & Brick company began the manufacture of brick from sand and lime. The daily capacity of the plant is 25,000 and the product is the very best the market offers. The plant itself covers in the neighborhood of 50,000 to erect. Every

detail in arrangement was given the most careful consideration and the work before going onto the market was approved to the satisfaction of the steam process. In turn, steam is again used to harden the brick. The time a pressure of 1,220 pounds is given for 2 hours and the management arranged for 24 hours after the raw material enters the mill.

This institution commands the territory from Salt Lake City to Butte, Montana, besides supplying practically all of the brick used in Idaho Falls. The plant is up-to-date in every respect. All machinery is of the latest improved type, and it is being even constantly improved.

The general cost of building in Idaho Falls is materially decreased owing to the abundance nearby of plenty of good building stone and the number of brick yards already in operation.

The plant of the Inter Mountain Cement & Brick company is situated exactly one mile and a half north of Idaho Falls. The officers of the company are John C. Shabo, President, Thomas J. Cutler, Jr., Vice president and general manager and J. Palmer Sharp, secretary and treasurer.

One of the most important features of the brick manufactured by this company is that it will stand successfully every test to which clay brick is submitted. The plant at the present time is hardly able to meet the demand upon it.

HANDLES LATE NOVELTIES.
Idaho Falls boasts of one of the most up-to-date stationary and sporting goods establishments in the interior of the country. The founder and conductor of the business is Mr. George M. Scott, who commenced business last October. His place of business is one of the newer and most modern business blocks of the city, the exact location being No. 425 Broadway.

Occupying as he does a large store Mr. Scott has apportioned his space so that the arrangement of various goods is pleasing to the eye. One of the features is a reception den for women customers, similar in arrangement to those maintained for similar purposes in large department stores. Stationery provided free of cost to visitors and writing desks, pens and ink are always at the disposal of all.

One of the very important features of the establishment is picture framing from the most artistic standpoint. No Christmas selection along these lines will be complete by Idaho Falls residents and those living in that vicinity

unless a visit is made to Mr. Scott's. Everything of the latest is carried in stationery, office supplies, late novelties, picture frames, guns and ammunition, books and sporting goods.

ENTERPRISING FIRM.
Clay & Huston, real estate dealers, handlers of farms, farm loans, investments and brokerage, and representing five Scottish loan companies, have been firmly established in the business since the beginning of the year. Both members of the firm are young and energetic and by dint of perseverance and hustling have established a record in real estate circles in that section of the state equal to that of any other concern.

One thing which is highly essential in real estate dealing is the knowing perfectly of every foot of land in a community where such business is engaged in. Both members of this firm have given all such matters careful and close attention. The very smallest details regarding property in and about Idaho Falls is at their fingers' ends and being further fully versed in the details of real estate, they are able to calculate large numbers of families in the Snake River valley.

One particular specialty of this firm is entering to non-resident investors and the necessity of general publicity bearing on the Gem state through Clay & Huston, and with this end in view a splendid missionary work is done each year in the United States by using throughout the nature of advertisements in newspapers, other printed matter calculated to interest the intending purchaser of Idaho property or farm lands.

The firm is erecting a two-story building on Broadway, close to its present location. The lot occupied is 48 by 70 feet and an eight-foot basement will be constructed. The building when completed will contain all modern conveniences such as steam heat, hot and cold water, etc. In one corner of the ground floor the firm will have its offices. Other portions of the lower floor and second floor will be rented. The entire second floor will be devoted to offices.

PIONEER REAL ESTATE MAN.
To no single individual perhaps does Idaho Falls owe more for its rapid development than to Mr. A. V. Scott, better known likewise all through the state. Besides being one of the leading real estate agents of the city, he is likewise one of its heaviest property owners. He is the exclusive selling agent for some of the very choice tracts of property in Idaho Falls, and his renting property is the best on the market.

Among other things, Mr. Scott is selling agent for a wealthy land owner, non-resident of Idaho Falls, who de-

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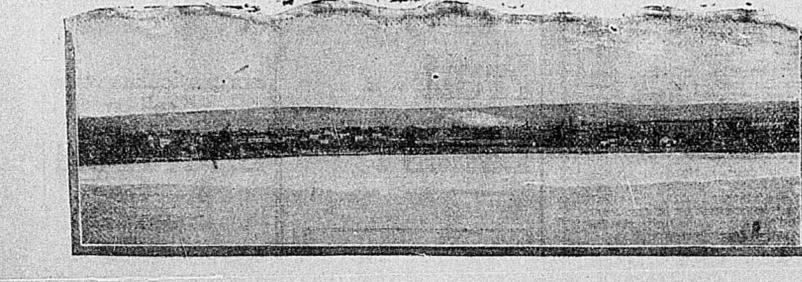
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BIRDS EYE VIEW OF IDAHO FALLS, TWO SECTIONS LOOKING EAST FROM RIVER.