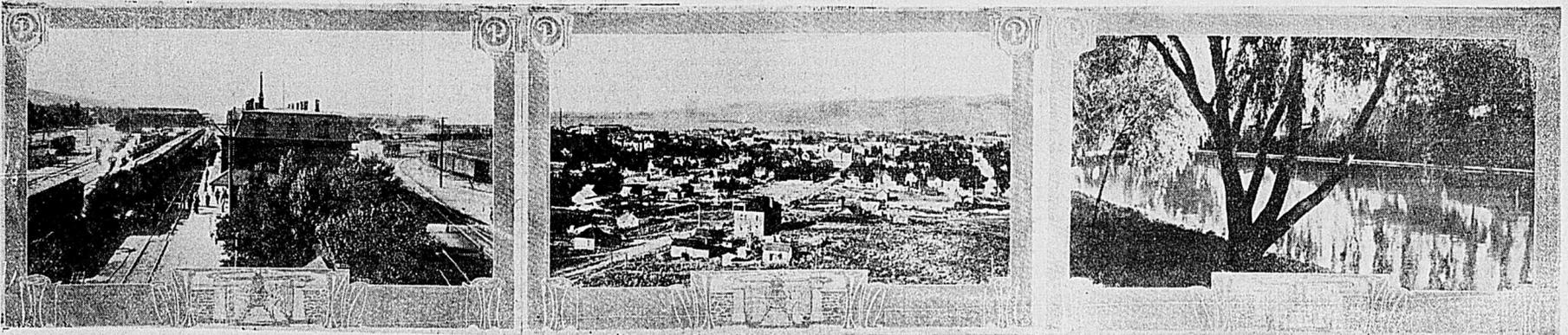


POCATELLO, The Busy Portal of Wondrous Idaho



OREGON SHORT LINE DEPOT, POCATELLO.

BIRD'S EYE VIEW OF POCATELLO.

NOOK IN CITY PARK.

CHISLED by the mighty hand of Nature into the portal of wondrous Idaho, the sole entrance through lofty mountains into a great commonwealth, Pocatello, the favored city, year by year extends its commercial and agricultural importance throughout the west. The whistles of thousands of railroad engines, mammoth trains of cars, paved thoroughfares filled with prosperous citizens, factories, farms—these are but a few of the characteristic features of Pocatello.

Established in 1892 with a population of something like 500 people, Pocatello today has a population of close to 10,000 and is possibly the second largest city in the state of Idaho.

Pocatello is on the main line of the Oregon Short Line railroad, 177 miles north of Salt Lake City, and 730 miles east of Portland, Oregon. It occupies a trade center of its own greater in size than that which the Puritans founded.

When the government officials laid out the townsite of Pocatello, because of its geographical situation, they foresaw the possibilities of a city of great commercial importance.

The site is strategic. Pocatello is the gateway. The Portneuf canyon is really a narrow valley that furnishes a railroad pass a thousand feet lower than any other known mountain pass for 200 miles north and 200 miles southwest—so that the heavy traffic from the east and southwest must pass through this gateway to Idaho and the Pacific northwest—and this gateway gives Pocatello the commanding situation which, with enterprise, industry and capital, must in time make it a city of great commercial importance.

COMMERCIAL CENTER. Pocatello is the educational, commercial, industrial and railroad center of southeastern Idaho. About 1,800 miles of trunk and branch lines run out in all directions from here. These lines are constantly being extended, connecting Pocatello directly and closely with a large scope of inter-mountain country, including the Twin Falls section and the great Snake River valley, the greatest single irrigated area on earth. All of the above country is naturally tributary to Pocatello.

The ten southeastern counties of Idaho, immediately tributary to Pocatello, contain a population of approximately 135,000, or more than one-third the population of the state and about one-

third of the area of the state. The inhabitants, practically all Americans, number 8,500. The city's growth has about doubled within the past ten years.

The city is essentially a factory and shipping center and along these lines it is developing rapidly. The history of every important city of commerce shows that it grew up at the converging point of a great trade distributing territory. This applies with particular force to towns not located on navigable waters. Cities grow where the trade comes. Here, the great east-to-west and north-to-south arteries of commerce—trunk lines of the Oregon Short Line—follow the mountain passes used by the trappers, converge and cross each other. One links Omaha and Chicago and the east with Portland, Spokane, Boise and the coast. The other directly connects the Intermountain country, Butte, Salt Lake City, with Nevada, Colorado and California. Four divisions of the system have headquarters here. The railroad company has a permanent investment of \$2,500,000 and employs in the repair shops, mechanical and operating departments, centering here, nearly 1,500 men, whose headquarters and homes are in Pocatello. To these men is distributed wages something like \$200,000 each month.

CENTER OF POSSIBILITIES. It is not, however, solely as an important railroad center between the Missouri river and the North Pacific coast that Pocatello's strategic importance is considered. An area of more than 20,000 of the finest cultivatable acres, just now getting its first water canal, surrounds the city. This is being rapidly transformed into small farm units. As headquarters for educational advantages, for distributive facilities, for abundant and low-priced motive power and a practically untouched field of raw materials for manufacturing industries and constructive enterprises Pocatello is, in many respects, more fortunately situated than falls to the lot of the average far inland city.

The prices of near-by tracts range from \$40 to \$150 per acre. Based upon experience and conditions of development within the past two years, a safe prophecy may be made that these same lands will be selling for \$1,000 per acre within two years.

The soil and climate are ideal for the production of such fruits as apples, peaches, cherries, raspberries, strawberries, currants, gooseberries, plums, and plums.

IDAHO APPLES. The Idaho apple's reputation is established in the world's markets and has captured first prizes at the international exhibitions. A 10 acre tract of land may be made to produce from \$300 to \$1,000 per acre, or more, by growing fancy varieties of apples that bring a high price in eastern markets. The price seldom ranges below \$1.50 per box. The possible production of fruits and vegetables from a 10, 20, 30 or 40-acre tract near Pocatello assures a splendid competency at any time.

The city's water supply is brought from a mountain reservoir 15 miles away, the reservoir being located in a well-guarded forest reserve, and is the purest of any water supply known.

GOOD SCHOOLS. Pocatello is well supplied with high-grade, complete public schools. The centralized system is employed. Pupils of the district all enjoy equal advantages, being carried from their homes to city schools in wagons. The high school has an enrollment of 125. Departments of manual training, domestic science and a new and extended chemical laboratory have just been added. Diplomas of the Pocatello High school are accepted at the leading universities of the country, from California to Illinois without further examination. The district is erecting another modern stone and pressed brick school building at a cost of \$20,000.

The lands around Pocatello are ideal for grain. Cattle-raising is extensively

carried on in the country around Pocatello. Soda Springs, near here, is one of the largest sheep dipping points in the country. Idaho lambs command from 20 to 40 cents per hundredweight more than others in the Chicago markets. Idaho ships more lambs to the central markets than any other state.

HOG RAISING. Hog-raising is coming to be recognized as offering better possibilities for making money than ever before. Two thousand hogs were slaughtered and shipped out of Pocatello during the year by a local packing concern.

Dairying is very profitable, and though carried on extensively, is capable of greater improvement. The rising of beef cattle always has, and will be for many years to come, one of the profitable and important industries. A packing house on a large scale would find this a good location.

The cost of cutting and putting up alfalfa on the farm is estimated to be \$1.50 per ton, and when fed to dairy cattle will yield \$14 per ton. For making a start in a small way it may be suggested to the individual that poultry raising is a pursuit that is very profitable here. Prices and demand for chickens and eggs are always good. A very small tract of land, even less than five acres, that could be obtained near Pocatello at probably \$50 per acre, could be utilized to start a good business in produce and poultry. The productiveness of the soil will afford ample feed. Turkeys and ducks could also be raised profitably.

Tree Culture is carried on under most favorable conditions. This is one of the growing industries of this section.

OPPORTUNITIES. A wool scouring plant, if established here, would find a central supply location, good shipping facilities and a profitable field, and by reason of the central sheep market this is the logical location for woolen mills. An iron works is needed, as the demand is great for work from irrigation concerns who constantly desire special jobs done under the supervision of their engineers or foremen. Quantities of scrap-iron are to be had within a reasonable distance. Foot and shoe making would, it is thought, be successful. Skilled mechanics, carpenters and craftsmen can invariably find employment in their lines here. A fresh field of refrigerating and jobbing market is needed.

A moderate amount of capital would find safe and profitable use here in building small houses for rent. Homes are in great demand at rentals of \$15

to \$30 per month. Selling houses and lots or orchard tracts on the installment plan, would pay well. Two or three modern apartment houses would prove a very profitable investment, as would a modern, up-to-date hotel.

Further information concerning Pocatello and its surprising opportunities can be obtained by writing the Idaho Realty & Trust company of Pocatello.

E. LE ROY HARRISON, OPH. D.



One of the most popular of the young business men of Pocatello is E. Le Roy Harrison, Oph. D., the manager of the Harrison Optical Co. with offices at 229 west Center Street. Mr. Harrison conducts the only optical fitting parlors and grinding plant in southeastern Idaho. He graduated from the Northern Illinois College of Ophthalmology and Optology in 1905 and has been practicing and studying ever since, having taken several post graduate courses. Hundreds of people have been fitted with his glasses.

Mr. Harrison limits his practice to the fitting, grinding and repairing of glasses. He has mastered all the departments of the profession of Optometry, both mechanical and theoretical and has an excellent practice. He has the honor of being the first president

of the state board of examiners in Optometry and the first vice president of the Idaho State Association of Optometry.

A DETECTIVE'S WORK.

Not only to readers of the achievements of the marvelous Mr. Sherlock Holmes, but to all who know anything of the useful if less sensational performances of the London police detectives in their constant warfare with crime, Scotland Yard has long stood as a name of terror to criminals. It is easy to understand, therefore, the mischievous glee with which Sir Robert Anderson, long assistant police commissioner, confesses after long silence his share in a mysterious case of burglarious entry.

He was living at the time with Charles Reade, the novelist, and on reaching home one night, very late, found that he had forgotten his latchkey.

"Unable to raise the imposter," he relates, "I decided to enter burglariously. My experiences of criminal courts had given me a theoretical knowledge of the business, and it was with a light heart that I dropped into the area and attacked the kitchen window. Of course I had no fear of the police. Neither had I any cause to dread a pistol shot in entering the house.

"But the kitchen window refused to yield, and such was the effect of spending 20 minutes in that area that the sound of a constable's tread in the garden made me retreat to the coal cellar. I felt then that my case was desperate. There being no steps to break the glass, it is extraordinary what a noise it makes to smash a pane of glass when one does it deliberately.

"To my horror, it was so great that passersby were attracted by the sound. Luckily for me, they had no bullseye lantern to flash into the area, and as I had again taken refuge in the coal cellar they could see nothing to account for the noise. As soon as they were gone I was the work of a moment for me to shoot the bolt, open the window, and scramble into the house.

"The next morning the police were sent for, and the detectives investigated the crime. The broken glass and the finger marks gave proof of a felonious entry, but nothing was disturbed and nothing stolen. The case was most mysterious, and it passed into the statistics as an 'undetected burglary.'

"I need hardly add that when I afterward told Charles Reade, the novelist's delight was unbounded."—Youth's Companion.

SWISS "GUARDIAN SCHOOLS."

In the overcrowded quarters of every large city where working people live there are always many small children

who are allowed to run the streets without proper oversight. In the largest cities, like London, Paris and New York, they are numbers by thousands. With such surroundings and under such conditions it is not strange that a large percentage of them become criminals. The great question with the authorities is how to handle them and prevent them, 22

Under the teacher's direction the children play games, tell stories, sing, crochets, embroidery, sew and so forth. In good weather they are taken outdoors for games or walks. Each class has about 20 children in it, just enough for the teacher or guardian to handle comfortably. An inspector visits the classes frequently and makes reports to the school authorities. The state provides all the materials for the games and work, and also pays for the building.

Basel has a population of 120,000, and last year 2,000 children were taken care of in these guardian schools. In addition to this work Basel has an organization known as the Play association, which looks after the games for young people. There is also another society, now 25 years old, whose special business it is to give instruction to and provide recreation for boys on Sundays and in the evenings. Last year it had 2,000 children under its care.—The Advocate.

HINDU SUPERSTITION.

The Indian Antiquary contains the following note taken from a "Bombay General Letter" (March 17, 1907), that appears in Volume I of "Bombay Abstracts." It illustrates the close control that the authorities at that time exercised over religious bodies:

"Upon a dream of a Negro girl of Malibu that there was a mine of treasure, who being overheard relating it, Domo, Alvarez, and some others went to the place and sacrificed a cock and dug the ground, but found nothing, they go to Bundarra at Salset, where disagreeing, the government there take notice of the same, and one of them, an inhabitant of Bombay, is sent to the Inquisition at Goa, which proceedings will discourage the inhabitants. Wherefore the General is desired to issue a proclamation to release him, and if not restored in twenty days, in Roman Catholic worship to be allowed on the island."—Dundee Advertiser.

Haden, the Railroad Center of the Teton Valley.

(Continued from page thirty-six.)

which causes a man to face the hardships of pioneer life in order the better to develop his own powers, H. A. Campbell in 1866 left Providence, Utah, and took up his residence at Haden. From a small store, the establishment which Mr. Campbell and Mrs. C. Campbell manage has grown to be one of the largest general mercantile houses in Teton Valley. Its business extends from Blich Creek on the North to Canyon Creek on the west and Alta at the base of the Teton mountains. The company carries a general line of merchandise.

Bishop H. S. Egbert and is universally respected as a prudent industrious business man and citizen.

THE GUSTAVESON MERCANTILE COMPANY, HADEN.

It was on Oct. 11, 1897 that J. C. Gustavson entered Teton Valley having travelled from his home in Salt Lake City. He opened up a small store at Haden putting in a stock of \$300 worth of groceries in a frame building 16 by 32 feet. The business has grown and grown under Mr. Gustavson's management until now the stock carried is worth \$32,000 and the annual business aggregates \$20,000, and extends over all parts of the Teton Valley. Four clerks are constantly employed. Mr. Gustavson intends to build a new store at Teton the new town of Haden to be built at the side of the railroad. Mr. Gustavson is extremely popular throughout the valley and is one of its most enthusiastic boosters as well as prudent and prosperous business men. He is a good example of what industry can produce in Teton valley.



H. A. CAMPBELL & CO.'S STORE, HADEN, IDAHO.

DARBY—THE GARDEN SPOT OF TETON VALLEY

DARBY is one mile and a half south-east of Driggs, its present population being in the neighborhood of 200. It has a fine school house, two saw mills in Darby canyon, owned by Bishop Homer and H. P. Hansen. The townsite was located by H. M. Olmstead, one of the most reliable real estate men in the valley.

of fruit, vegetables and grain grown at the place, it is called the garden spot of Teton valley.

Apples, hay, grain, vegetables, and fruits constitute the chief products of Darby, though recently Heuser Brothers established there the first brick yard of the valley.

Altogether Darby offers unexcelled opportunities to the investor or homesteeker, and being located on Darby creek, its environs are of course most picturesque and pleasing.

The soil at Darby is a sandy black loam, and on account of the wide variety

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