

# Sugar City The Model Town of Snake River Valley

**SUGAR CITY**, the prettiest of the new towns in the state of Idaho, is located in the heart of the upper Snake River valley, 30 miles northeast of Idaho Falls on the St. Anthony branch of the Oregon Short Line railroad. She has a resident population of 1,000 people, many more during the fall and winter months, when the sugar industry is running. Sugar City is located in the center of a rich farming district where sugar beets, hay, and grain and other of the hardier plants are grown. There are also many cattle and sheep raised there, and in the vicinity, which gives ready market for the hay and grain raised there.

**THE SUGAR FACTORY.**  
The largest sugar factory in Idaho is located at this point. Here each year from 100,000 to 150,000 tons of beets are grown by the sugar company and the farmers. The beets bring \$1.50 per ton, and many of the beet growers make from 15 to 25 tons of beets to the acre, which nets them a good income. Besides this, the factory employs about 500 men during the campaign, which distributes a great many dollars among the merchants and farmers of this locality. The beets here are of the highest quality, and as high a percentage of sugar is extracted from the beets in this part of the country as in any other. The factory is now in the midst of what is expected to be the best and most profitable run in its history.

**TETON RAILROAD.**  
The main topic of discussion at the present time is the location of the Teton Valley Railroad, a branch of the Oregon Short Line, which will run through the great coal fields in the Teton Basin, 10 miles east of Sugar City. This summer two surveys have been made to Teton Basin, one, the most favored, from Sugar City, and the other from

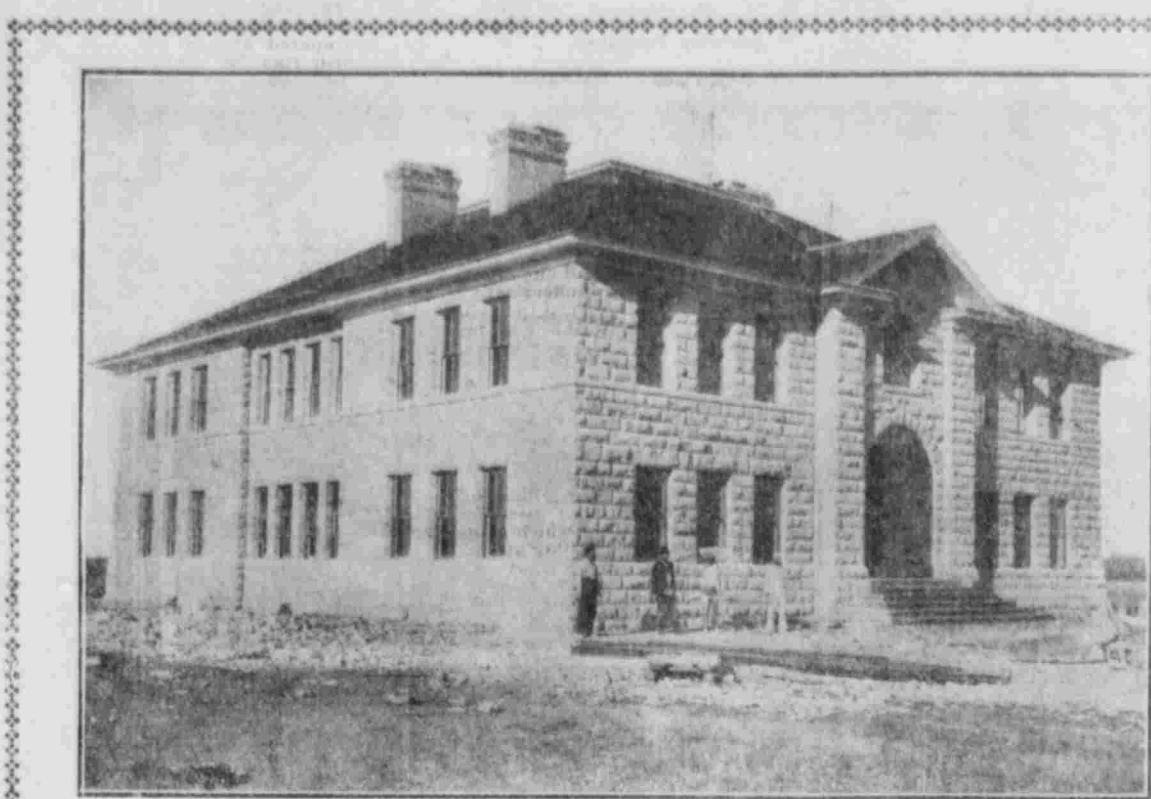
near Ashton. Indications point to the route from Sugar City as the one that will be accepted by the heads of the railroad, as it is much nearer than the other route, and there are fewer cuts and a generally cheaper construction. It is also estimated that the cost to build from near Ashton will be double that from Sugar City. The residents and investors who are interested in Sugar City are very hopeful, and quite confident that this will be the junction point of the branch. It will mean much to the town, as it will bring more business here, and will make a much larger town than it will be without such an advantage.

## TOWNSITE BUSINESS.

Sugar City has many handsome and up-to-date business blocks; the townsite building is in this section of the country. The lower rooms of the building are used for stores, while in the upper floor is the Sugar City Opera House. This opera house is without doubt the most handsome and elaborately decorated hall in the state. It has the best dancing floor in the country, and is known for its social gatherings all over the state. Dances are held each Saturday night, and the general managers take much pains and pleasure in seeing that everyone present is comfortable. There are in the town several general merchandise stores, a hardware and lumber company, several hotels, restaurant, drug store, printing office, newspaper, telephone exchange, harness shop, bar, and a good many more. Every stable, doctor, lawyer, two barber shops, wholesale hay and straw dealers, and numerous other business concerns. Sugar City is also the distributing point for the Austin Brothers' association, dealers in sheep.

Sugar City has the name of being the only town in Idaho that has no saloons. There has not been a saloon run since the town was built. The town is widely and favorably known on this account.

Sugar City's public schools rank foremost in the state. She has a large



INDEPENDENT SCHOOL IN DIST. 4, SUGAR CITY, IDAHO.

brick building, the grade schools, and the Independent school district high school is just being completed at a cost of \$25,000. This is a handsome two-story structure, built of native stone. It is well lighted and ventilated, and the heating appliances are of the latest style. The building will be completed so that school can be held in it at the commencement of the second term. The Elks Literary society is doing a good work, and great interest is manifested by the members. This society meets once a week and studies the works of different authors. Sugar City has its own electric power, same being furnished by the Fremont County Light & Power company. Lights are furnished at a

reasonable rate, and the company has sufficient power to operate many times the amount it now furnishes. The climate in the upper Snake River country cannot be surpassed. Though the winters are rather cold, yet the air is dry and the cold is not felt more than farther south. The summers and falls are ideal. The inhabitants are healthy and full of vigor. There are many opportunities for the young people, as there are many farmers who have more land than they can take care of, and are willing to sell to good men and families. There are many opportunities in Sugar City, as many times in the year it is almost impossible to get men to do the work that has to be performed.

The town lots are sold at reasonable prices to good, responsible parties, and buyers are made welcome in the "prettiest town in the Gem state" as it is proudly termed by the inhabitants.

## BANKING FACILITIES.

Sugar City's interests in a financial way are well looked after by the Fremont County bank, which was organized Oct. 16, 1904, with a capital stock of \$100,000. This splendid institution does one of the largest banking businesses in the great Snake River valley. No better illustration of the volume of business transacted through this bank can be had than the statement of its cashier, F. L. Davis, who in discussing financial matters stated to a representative of the Deseret News that in the

short space of three months' time his institution handled more of the \$100,000 or more distributed by the Sugar City factory. Deposits in one month alone passing through the bank exceeded \$100,000.

This institution is as liberal as is consistent with safe banking in dealing with all classes. On the other hand, the bank is recognized throughout Idaho in financial circles as thoroughly safe and conservative. Its officers are all men of wide experience in banking. Its head is Mr. Mark Austin, and the vice president is Mr. E. E. Brown. The cashier is Mr. F. L. Davis. The bank is the First National bank, Mr. F. L. Davis recently succeeded A. J. Canby as cashier. It is but telling the plain truth to state that a large amount of the success of the institution is due to the personal efforts of Cashier Davis. He is really the active head of all actual business transactions of the institution.

## A SPLENDID ESTABLISHMENT.

Perhaps the wonderful growth of Sugar City can be no better illustrated than in the development of its stores and places of business. No single institution has more money, and in a short space of time than the Sugar City Mercantile company. This large establishment is the outcome of what last year was known as the Sugar City Cash Store, under the management of Mr. B. F. Finner.

Of course the establishment is now fully twice as large and today no mercantile company in Fremont county carries a more up-to-date and complete line of clothing, dry goods, shoes, groceries, etc., than this enterprising concern. This statement is conservative, because there are indeed few cities in Fremont county that cannot boast of as well stocked stores as can be found in any other community throughout the United States.

The Sugar City Mercantile company occupies a large building in the very heart of Sugar City's busy business district. It is on the main street in the same block with the Fremont County bank. The building is of brick and is one of the best constructed in the well laid out city.

The officers of the company include Mark Austin, president; Alfred Rickles, vice president and general manager; Fred J. Heath, secretary and treasurer. These directors are assurance that anything purchased from this company must be only the very best. Alfred Rickles, Mark Austin, Fred J. Heath, Walter L. Webb and A. L. Jaques.

## ENJOY FULL CONFIDENCE.

No establishment in or out of the

Snake River valley in Idaho enjoys more confidence among its patrons than Van Tassel Bros., limited, retailers of general merchandise. So much depends in able management of all business and with this end in view Mr. O. H. Van Tassel, general manager of the Sugar City store and an equally large establishment at Ashton, has brought around him the most efficient clerks that money will procure.

Being a man of the keenest business judgment, Mr. Van Tassel looked well into the future and he has made a splendid success of his business from its inception. The Sugar City store has its home in a spacious brick building which is one of the newest in the city, and the goods carried are always kept up-to-date.

One of the very important features of the business is the millinery department conducted by Mr. Van Tassel's wife. This department is conceded to be one of the best in the entire state of Idaho. Customers in this department of the business come from every section of the great Snake River valley.

Nothing that should be carried by a similar establishment is found lacking among the various stocks included in the Van Tassel Bros. store. It is a pleasure for the intending purchaser to view the neat displays and the smallest wants of all patrons are catered to. This Mr. Van Tassel asserts is what has enabled him to build up his present large business.

## A LARGE ENTERPRISE.

One of the largest concerns in Sugar City is the Sugar City Hardware & Lumber company, dealers in heavy and light hardware, lumber and building material, agricultural implements and general farm products. This company does an extensive local and foreign business. Its store building is one of the largest and handsomest in the hustling city.

Every member of the firm has had wide experience in the business and under the able management of Mr. E. Schwendman the affairs of the company have been conducted in such successful and able manner that every concern in that section of the Snake River valley considers it a most formidable rival.

During this year the company more than doubled its business over last year, and it is estimated by the management that next year sales will exceed considerably those even of this year. This of course will mean such an increase as to cause probably an enlarging of the present building, or possibly the moving into an entirely new one.

# Marvellous Development in Three Years of the Great Twin Falls Country

**THE** original Twin Falls tract embraced 240,000 acres. Across the river to the north lies the Twin Falls North Side tract of 180,000 acres, and on the south the Twin Falls-Salmon river project covering 178,000 acres, which will be opened next year. Of the original 240,000 acres which was spread for settlement less than three years ago, practically all of it has been reclaimed and is now under cultivation, producing bountiful crops.

The Snake river flows through the center of the Twin Falls country, and in addition to supplying an abundance of water for irrigation, it furnishes an almost unlimited amount of water power.

## ELECTRIC LINES.

Forty-five miles of electric line is now being constructed on the North Side, and the electric line from Twin Falls running through the Twin Falls-Salmon project, to connect with the Western Pacific in Nevada is now being

Lower Salmon Falls and numerous other lower falls along the river, thus by a chain of power plants the water in the Snake river can be used over and over again, and it has been estimated by conservative engineers that power half a million horse power can be generated at a minimum cost.

This company—the Great Shoshone Falls Power company—is abundantly able, and will furnish at a reasonable rate, all the power needed, not only to run the proposed electric lines, but for the purpose of establishing immense manufacturing industries in the Twin Falls country.

## WONDERFUL POSSIBILITIES.

The wonderful possibilities of the soil and climate in crop production have been demonstrated to the satisfaction of all.

The yield of wheat ranges from 20 to 35 bushels per acre, oats, 45 to 100 bushels per acre, corn 30 to 35 bushels per acre, alfalfa, 4 to 9 tons per acre, clover, 4 to 6 tons per acre, potatoes, 200 to 350 bushels per acre. Pasture lands are capable of sustaining three head of cattle per acre for six or seven months per year, after this they may be turned into the hay meadows with fine feed for practically the balance of the year. Thus the feeding season is very short for farm animals. This makes dairying and the production of beef a very profitable industry.

## POWER PROPOSITIONS.

Among the numerous power sites on the Snake river are the irrigation falls of 10 ft. in the Twin Falls, 164 ft. Shoshone Falls, 210 ft. Blue Lake Falls, 10 ft. in Anker Falls, 35 ft. Upper and

able, thousands of them are being fed on the tract this year; the sheep men pay the farmers' hay for \$4.50 to \$5 in the stack.

The poultry business is by no means an insignificant industry, as the abundance of extreme cold weather and the almost everlasting sunshine is a great aid to the poultry business.

## SUGAR BEETS.

Perhaps the greatest success in the production of crops has been in the sugar beet line. It has been an accepted theory that sugar beets would only grow successfully on land that had been cropped to legumes, but on this tract as high as 22 tons of beets per acre have been produced the first year without any fertilization, and these carry 20 per cent of sugar in the best quality. The farmers in the Twin Falls tract are intensely interested and hundreds of them have been experimenting in the growing of sugar beets, so that they are now familiar with beet production and are ready to make a success as soon as the factories are built.

## SYNONYM FOR SUCCESS.

The name Twin Falls has become a synonym for success wherever it is known, and it can be truly said that from the promoter and capitalist who build the immense irrigation system down to the humblest possessor of the smallest sub-division of land has been successful, and it has become a very common saying that everybody makes money on the Twin Falls tract.

## ALL IN THREE YEARS.

A narrative of the wonderful achieve-

ments in so short a time would read almost like a myth or the wild dreams of the brain. Three years ago the Twin Falls country was a vast desert covered with sage brush and inhabited by the coyote and the jack rabbit. Since that time there has been a complete transformation of the desert. Two passenger and two freight trains run through the tract daily; eight towns and cities have sprung up with a population varying from 50 to 3,000 souls.

## SPLENDID SCHOOLS.

No history of Twin Falls would be complete without mentioning the splendid school system. Although only three years old, the schools have an enrollment of 600 pupils, and employ 14 teachers, including a special music teacher. The school building, built of brick, having 13 large, well lighted rooms, and an assembly hall that will seat 600 people.

## THE CENTRAL SCHOOL.

This building is the central school for the entire township, the pupils being transported to and from school by wagons.

## AT PRESENT THERE ARE EIGHT SCHOOL

wagons running from every direction, and each wagon carries an average of 25 pupils. The success of the school is due largely to the energy and devotion of Hon. C. D. Thomas, the clerk of the board, who was the first to propose the central school system, and he has worked unceasingly to make it a success.

## THE CENTRALIZED SCHOOL SYSTEM IS IN

operation on the Twin Falls tract. This school system comprises a district six miles square and houses are sent out in the morning to bring the pupils to their studies, returning them to their homes after school hours.

## ALL OF THE PROMINENT CHURCH AND

fraternal organizations are represented in the city of Twin Falls.

## WHEN ALL THE IRIGATING DITCHES ARE

completed, there will be over 70,000 acres of land reclaimed under the Carey act.

## TOWN OF TWIN FALLS.

In the center of this vast scope of country the city of Twin Falls is developing. Three years ago the first building material was delivered on the town site of Twin Falls; now it is a city of 1,000 inhabitants. The streets are lined with beautiful shade trees, and the city is a model of modern town planning. The city has a complete sewer system, electric lights, telephone, a large, commodious, modern hospital, three banks, playing fields, five lumber yards, large department stores, and over a dozen and most up-to-date hotels in the northwest.

## THE ASSESSED VALUATION OF THE CITY

last year was \$350,000, and of the county about \$3,000,000.

## THE BANKS OF TWIN FALLS HAVE ON DEPOSIT AT THE PRESENT WRITING \$748,000.

## NEW COUNTY.

Twin Falls is also the county seat. The legislature created a new county, naming it Twin Falls county, practically all of the reclaimed land on the south side. Thus we see that an entire new county with all its wealth was added to the resources of the state of Idaho.

## A CONSERVATIVE ESTIMATE OF THE VALUE

of the crops raised on the Twin Falls tract would give for alfalfa \$1,500,000, grains \$400,000, potatoes, and other crops \$150,000, making a grand total of \$2,050,000.

## THE TWIN FALLS COUNTRY IS PEOPLED

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The tourist may visit the awe-inspiring Shoshone falls where its thunder is never still, or the beautiful Blue lakes so quiet and clear, surrounded by orchards and gardens, a veritable Eden, or the Thousand Springs, where nature seems to make an effort to atone for the once barren desert on either side. In addition to these attractions the Grand canyon of the Snake river, varying from 300 to 500 feet in depth, traversing the entire length of the Twin Falls country, forms a series of panoramic views that must be seen to be appreciated.

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This firm has done an excellent business this year, having record of selling in one month \$300,000 worth of property. The company is agency for 19 reliable board companies. The firm members are wide awake, energetic and all business placed in their hands will receive prompt and careful attention.

Each firm member is a large land owner and has unlimited faith in the Twin Falls land and insists others with the same faith.

## Ocean Travel.

When the steamship Great Western made the run from Bristol, England, to New York from April 8 to 23, 1858, it was believed the problem of transatlantic steamship travel was solved.



TYPICAL FARM SCENE AT TWIN FALLS.

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## The Spencer Seedless Apple.

A LARGE number of people have been inquiring during the past year regarding the merits of the Spencer Seedless apple. This, together with the fact that the Spencer apple, as a result of extensive advertising, is being sold at a price which is exceedingly high, has tempted me to make a statement of facts regarding the apple and to obtain the opinions of some of our leading horticulturists on the question.

## THE SPENCER PRODUCT IS ADVERTISED

as about as follows: "No core, no seeds, red color, no blossom, one-sun, more solid meat, the apple of the future." Do not believe all these statements. Credulous people are led by such claims to pay \$2.00 for young stock. It is these credulous persons I am trying to enlighten.

In regard to the color, all the specimens I have seen have a decidedly washed-out appearance. Mr. Charles A. Green, editor of Green's Fruit Grower, of Rochester, N. Y., says in part: "Editors generally do not look upon it with favor. I have seen it, quality is poor and nothing attractive to the eye."

Prof. L. P. Hedrick of the New York Agricultural Experiment station at Geneva, N. Y., in answer to an inquiry, says: "The seedless apple is being widely advertised in the East and almost without exception, horticulturists disclaim any merit for it. The methods of the men who are selling it do not commend themselves to Eastern people."

Prof. A. T. Erwin of the Department of Horticulture and Forestry of the Iowa Agricultural college at Ames, Ia., answers: "Regarding the Spencer Seedless apple, I beg to advise that so far as I am aware it has not been planted in this state, and from what I have been able to learn of it, I do not recommend it for planting either here or elsewhere. It is apparently a variety 'made to sell.'"

## Prof. S. W. Fletcher of the Michigan State

Agricultural college replies in discussing the question: "I am just back from a week in Colorado and spent a great deal of time in the mountains. I made pretty careful inquiries concerning the Spencer Seedless apple and also drove out to the place and saw several

trees and took notes and photographs of the apples. I intend to publish this material soon, but where I do not know."

"Briefly, I may say that the apple impresses me as being a failure from a commercial point of view, and this is the opinion of a great many Colorado fruit growers who know the apple and what it can do. I will not say that it is a horticultural gold brick, because, for all I know, the people who have been boosting it may actually believe it is a wonderful thing; but I will say that the introduction and widespread advertising of it has been very unfortunate for the people who have been boosting it. I have seen many of the apples in the present form."

The Rural New Yorker has probably done more to enlighten the people as to the real merits of the apple than any other agricultural paper. This paper has accomplished in the east what we hope to accomplish here. Its editor, Mr. H. W. Collins, has replied to an inquiry regarding the apple, as follows: "If you could get hold of a file of the Rural New Yorker you would find a good deal of this information. We have also collected a vast amount of material, which we have not printed, but held in reserve hoping that the Seedless Apple people would open up in the operation of any special grocer on the part of any agricultural paper. This paper has accomplished in the east what we hope to accomplish here. Its editor, Mr. H. W. Collins, has replied to an inquiry regarding the apple,