

# Rigby a Coming Metropolis of Eastern Idaho

As if by the hand of magic, Rigby has grown from non-existence a few years ago to one of the most promising cities in all Idaho; indeed the writer has seen nearly all of the Gem state's wondrous irrigation projects and growing cities with the inevitable conclusion that splendid little Rigby in natural resource, location and general economic propinquity eclipses them all! Almost incredible have been its advancements and today its numbers of new buildings and improvements exceeds in many cases cities of three or even four times its size.

By the close of the year 1909 the town of Rigby will have in operation a complete system of waterworks, bonds in the sum of \$9,000 having been voted for their construction during the summer time in 1909. The business section of town will be laid with 8-inch main, the water being supplied from a well located on the town park, and thence pumped into a 20,000 gallon tank and distributed to the various parts of town.

Hot Springs, located about 13 miles east of Rigby, furnish another attraction. The springs possess some of the best mineral properties to be found anywhere.

Lands near Rigby with water right can be purchased for from \$50 to \$100 per acre. Raw lands under the canal are going from \$25 per acre upward, according to improvements and proximity to market. Some of these lands, however, are rapidly raising in price, especially those well adapted to the growing of sugar beets.

The lands of this county not in use for farming purposes afford pasturage during the summer season, lasting from April to the last of October, and are utilized for that purpose by the live stock men of the county. The stock is driven to the hills as soon as the spring opens and back to the valley before the winter sets in, where they are fed on the alfalfa and clover hay of the farmers, and on this account the farmers of the whole county are furnished a home market for all the hay they can produce, and in many instances it is fed while the ground is frozen right on the farm where raised, thus imparting to the lands the fertilizing droppings of the stock.

The county has an elevation above sea level running from 4,700 feet to over 6,000 feet as it ascends the river valley, and has grown oats at an elevation of over 6,200 feet that yielded over 110 bushels to the acre and weighed 45 pounds to the bushels. The climate is pure, healthy and bracing.

**IMPROVEMENTS GALORE.**  
Since last year at this time various new improvements have gone up in Rigby. The Rigby Hardware company has built a new establishment costing \$25,000; the Rigby Furniture store, a little older, is worth \$15,000; the Rigby State bank's home cost \$10,000 and the Smith block \$7,000. William Wahlgren has a fine residence which cost \$3,000. J. W. Jones, one costing about \$2,000 and Ed Ellsworth, Sr., one of the same value.

A half mile of sidewalks has been ordered by the town board who are all progressive men. J. H. Steele is chairman and the other members of the board consists of S. B. Gough, Josiah Call, J. W. Hobbey and W. J. N. Adams.

In fact some of the leading men of the county are at Rigby. Mr. John H. Giechert who was county commissioner during 1907-1908 is a brilliant young lawyer and one of the largest sheep owners in the county. To him is due largely the ridding of the saloons from Rigby. He is one of the county's future men.

**HEAVY SHIPMENTS.**  
The magnitude of the grain and farm shipments from Rigby are almost unbelievable. Yet on Oct. 23 the Rigby Star, the hustling young paper of Rigby, which, by the way, is one of the finest of its kind in Idaho, contained this item:

"That business has been on the move here in Rigby since the first of the present month, is best attested from the figures furnished The Star by Agent House of the Short Line, Carload shipments have been:

|        |    |
|--------|----|
| Wheat  | 12 |
| Barley | 7  |
| Oats   | 23 |
| Apples | 2  |
| Beets  | 35 |
| Honey  | 1  |
| Total  | 94 |

|          |    |
|----------|----|
| Hay      | 12 |
| Hops     | 7  |
| Oats     | 23 |
| Potatoes | 2  |
| Apples   | 35 |
| Honey    | 1  |
| Total    | 94 |

Mr. House estimates 30 more cars ere the close of the month, providing it is possible to secure the cars. The Rigby country sure raised a crop this year. Fact is, it is an every-year occurrence. Many a city of treble the population cannot say so much.

**GREAT POTATO CROP.**  
The same issue contained this item on potatoes:

"This week will practically end potato digging for the present year, farmers having taken advantage of the excellent weather this section has enjoyed for the past month. The crop is the greatest ever grown in this vicinity, both in average and yield, instances having been reported of a yield of upwards of 500 bushel to the acre. John Chase, four miles east of town, had in 20 acres, from which he harvested 10,000 bushels. At the present price his crop would bring in the neighborhood of \$4,000. Just think of it, \$4,000 from 20 acres of ground within six months of time of planting the crop. There is nothing to equal our lava ash soil and Snake river waste, when industriously and intelligently handled."

**RAILROAD POSSIBILITIES.**  
Regarding the possibilities of the future, it can be said that when new and trunk lines of railroads are built across Idaho, that Rigby stands the best show of being on one of these new arteries of commerce. And this not because she is so large and important now as to attract them, but because the pioneers located the town in the right place. There is a long stretch of rich country between Ogden, Utah and Butte, Mont., which abounds in rich agricultural lands, great coal deposits, wonderful mineral indications, together with vast timber resources, stock ranges and everything necessary to constitute a rich and valuable country, and no continental road traversing it. This extent of country is fairly well settled up, though it does not contain a thousandth part of the people it is capable of sustaining. Even in the sparsely settled condition of today, Rigby has developed beyond the present capacity of the railroads. Other great railroad companies, particularly the Chicago & Northwestern and the Burlington systems, are looking this way with the intention of building to the coast. These two lines are within about 200 feet and 50 miles east of Rigby already—a short distance to annihilate in this fast age of industry affords the only feasible pass through the high Rocky mountain range between the railroad lines north and south. Rigby lies directly in the wake of the south fork's great canyon, affording a water grade for a hundred miles east. Any through trunk line having as its objective point the Pacific coast will naturally build as near an air line as possible in these days of

speed and close competition. Rigby is in line by reason of its admirable location. The building of a continental road through this point would benefit the valley more than any other one thing. The vast deposits of coal existing in the mountains east of Rigby would be brought in for half what this commodity now costs. This would foster manufacturing enterprises, which with the great mechanical power our great Snake river—the largest in the Rocky mountain country—is bound to develop in a great city in this valley. Such a road would open up central Idaho's enormous mineral wealth known to exist there, by affording cheap transportation facilities. Smelters would spring up to the west. This would afford a larger home market for the products of the soil. Also the lumber from the endless timber supply now growing in Idaho's central mountain fastness, would bring cheaper building material, and thus with the resulting energy from the matchless agricultural, coal, mining, range and timber resources, must necessarily build a great city in eastern Idaho, and has already pointed out, Rigby, the "Hub city," by force of circumstances, cannot very well help becoming that city. It is sufficiently distanced from Butte, on the north, Salt Lake on the south, and Boise on the west—these cities being about 250 miles each way from Rigby—that it is possible to build a city to equal any one of them, without interfering with their growth, or necessarily drawing any support away from them, after the country becomes more densely populated.

In looking at Rigby's future in this optimistic way, there is certainly inspiration for all to enter into the building of a "great Rigby," for the picture is not overdrawn.

## THE LEADER.

N the month of February this year, the Leader store was established in Rigby and since that time it has done a business that will closely approach \$70,000! It has, in fact, done as high as a \$1,000 business in one day, namely on May 15 during a special sale.

The Leader, one of the finest dry goods stores in Rigby, is owned by three partners—G. S. Samsel and L. B. Murphy owners of the Golden Rule store at Idaho Falls, and L. J. Steele the local manager.

Mr. Steele has been in the mercantile business for nine years at Ogden, Butte and other places; and is considered especially competent in all business lines.

The Leader carries everything to wear, in fact it is the only exclusively dry goods store in Rigby, and consequently the largest. The motto of this company is: "Where Cash Beats Credit" as the business is carried on a strictly cash basis.

The place presents a busy appearance at all times, 12 people being necessary at times to wait on the many customers. The business covers a radius of 75 miles including Swan and Star valleys and covering a better territory than that about Idaho Falls.

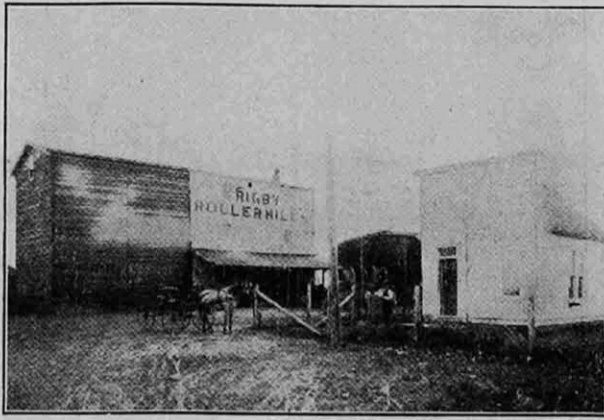
The popularity of the place is well shown by its amount of business; and, in fact, its mammoth sales and great bargains have been more or less of a pleasing revelation to the people of Rigby. With such a solid beginning its future is assured and under the competent management of L. J. Steele its rapid advancement along conservative lines is a practical certainty.

## ANDERSON BROTHERS' BANK, RIGBY.

THROUGHOUT the upper Snake River valley the name Anderson permeates the banking establishments with a most praiseworthy reputation for integrity, solidity and financial conservatism. Rigby shares the same prestige in having a branch of the oldest and largest bank in southeastern Idaho, Anderson Bros' bank the main house at Idaho Falls.

The Rigby Anderson Brothers' bank has been in business for six years; and during that time the deposits have grown to \$100,000! The company makes farm loans at the lowest rates obtainable in Fremont county. A general banking business is done, as the institution is a bank run by bankers. Interest is paid on time deposits. In every sense of the word it is a credit to Rigby and the Snake River valley.

## THE RIGBY MILLING COMPANY, LTD.



RIGBY ROLLER MILLS.

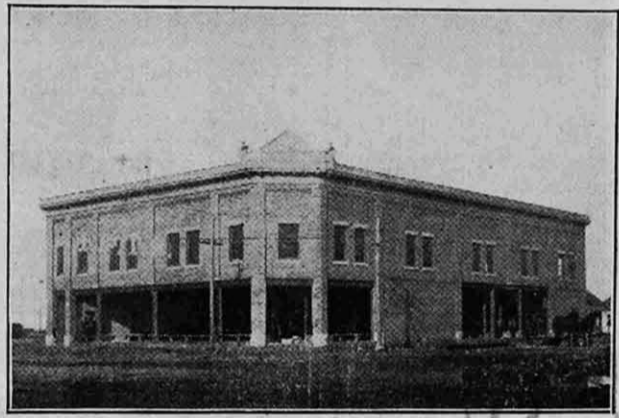
All the upper Snake river valley where some of the largest grain sections in the world are to be seen, there is no institution, more modern, more efficient and praiseworthy than The Rigby Milling Co's establishment, the largest of its kind in Rigby. Capitalized at \$25,000, with a large surplus, having a daily capacity of 150 barrels and a storage capacity of 30,000 bushels of wheat and 32 cars of flour, backed and managed by some of the most competent millers and business men in the whole valley, The Rigby Milling Co. is a credit and a boast to a whole city. It was established in 1907 by F. P. Robert under whose able management it has always existed. The officers include W. H. Jones, president; R. K. Homer, vice president; H. A. Schweitzer, treasurer; F. P. Robert,

secretary and manager and W. H. Jones, R. K. Homer, Josiah Call, Peter Yorgenson and F. P. Robert directors. Sam Whitehead is the head miller and A. E. Smith and Ben Myler his assistants.

Most of the stock is owned by over 100 of the leading farmers of the Rigby district.

During the year 1908-9 the company handled over 200 cars finding a market in Utah, Wyoming, Montana and Idaho. The leading brands of flour it produces are "Big Q", "Gold Wreath" and "Dictator." In addition to handling this large amount of millstuffs the company handles coal in connection with its regular elevator business, and ships everything that is raised on the farm. It is the intention of the company to branch out into the lumber business after the first of the year.

## THE RIGBY HARDWARE, LUMBER & MANUFACTURING COMPANY.



\$25,000 NEW HOME OF THE RIGBY HARDWARE, LUMBER & MANUFACTURING CO.

THE Rigby Hardware, Lumber & Manufacturing company has in the past virtually conducted three enterprises in Rigby—a hardware store, lumber yard with planing mill in connection, and a general merchandising institution, known as "The Quality Store." This is the pioneer and largest corporation in the town, and has done more to build up and develop Rigby's commercial interests than any other concern. It has the largest capital invested, and enjoys perhaps the largest volume of business done in Rigby. This distinction has been obtained by fair and equitable dealing, and wide-awake and modern business methods.

Its business has grown so rapidly in recent years that the company found it necessary to erect a new building on the corner of Main and State streets, at a cost of about \$25,000. This structure is 30 by 120 feet, with basement under the entire building and two stories of pressed brick surmounted with handsome and massive metal cornice above, and plate glass fronts on each street, insuring abundant light. The building is conceded to be the most modern as well as the largest store building in Fremont county. It has fire proof vault, elevator, beautiful ceiling and will be heated with steam, and when finished will be handsomely furnished. After the first of the year the hardware and "Quality Store" will occupy the new building, under the name of the latter, although on paper the business of the company will still be conducted under its corporate name.

It is proposed to enlarge the stock store now having plenty of storage room will also enter the jobbing business, which new departure will be undertaken as fast as warranted by the growth and demands of the adjacent country. In fact, this has been done for some time past as far as the company's limited room would permit.

After the first of the year Rigby can boast of a department store, light and airy at all seasons, and comfortable and evenly heated in winter. The goods carried can be properly displayed, thus assisting the buying public in making purchases, and there is no question but what the "Quality Store" will be Rigby's leading mercantile institution, where purchasers can obtain nearly everything needed, from the cradle to the grave, at the very lowest prices consistent with the quality of the goods.

## THE RIGBY FURNITURE COMPANY.



RIGBY FURNITURE CO. HEADQUARTERS.

CAPITALIZED at \$25,000, situated in its own new building constructed at a cost of \$10,000 and owned by some of the most progressive and competent business men of the entire valley, The Rigby Furniture Co. Ltd., is not only the exclusive furniture store for Rigby but one of the finest establishments of its kind in Idaho. It was incorporated three years ago—July 2, 1906; and opened with a stock of \$1,400 in value. This stock has now grown in general variety and excellence to a total value of more than \$10,000.

The store was built for the purpose and contains balconies and every facility of the most modern establishment. The stockholders of the company include prominent men from every part of the valley including men from Grant and Willow Creeks, Lorenzo and Rudy.

The officers include Peter Later, president who is one of the older residents of the city, a member of the lo-

cal L. D. S. bishopric and an all around influential citizen; and A. G. Marler, secretary and manager. Mr. Marler previous to his coming to Rigby was manager of Marler Bros. Hardware Co. at Teton and is a young man of wide commercial training and experience.

The business of the company covers a radius of over a dozen miles and in a year will aggregate over \$17,000. The lines carried include furniture, carpets, rugs, linoleum, wall paper, trunks, suit cases, pictures and picture frames. Universal ranges and heaters, baby carriages and go-carts, Edison phonographs, and records and tin and granite ware.

Since entering the new building the business has doubled, the structure having been completed July 1 of this year. The company enjoys the confidence of the entire community and as it is the only general house furnishing establishment in Rigby with the finest building in the county, it is of course a credit to a rapidly growing business center.

## BOWERS, SCHWEITZER CO., LTD.

"The Golden Rule Store."



BOWERS-SCHWEITZER CO., LTD.

THE history of Bowers Schweitzer Co., "The Golden Rule Store," is so closely connected with the personal experience of H. A. Schweitzer that some of its interesting details must be given. Mr. Schweitzer came from Cincinnati in 1899, and in 1902 set up a little jewelry store over Watson's drug store at St. Anthony, sending out a young man to peddle the goods. Coming here later with only \$400, the savings from his first venture, Mr. Schweitzer started business with Mr. B. C. Bowers. They were practically the only stockholders in the little corporation and carried a general mercantile line. Now the place has grown and grown until it is the largest general mercantile store between Pocatello and Ashton. Twenty people are employed at this season of the year.

Bowers, Schweitzer Co. are wholesalers and retailers, with a business

extending from Swan valley, 75 miles north, to Star valley in Wyoming. The business amounts to more than double that of any similar mercantile house in Rigby.

The establishment in its equipment and facilities is modern in every respect. The grocery department is on one side and the dry goods on the other.

B. C. Bowers of Emmett, Ida., is president of the company; C. J. Call, vice president, and H. A. Schweitzer, secretary and manager. Mr. Schweitzer is one of the most enthusiastic boosters of the city. He says the country about Rigby is one of the greatest valleys in the world and that it took 15 prizes at the last state fair. Go to Rigby, and Bowers-Schweitzer Co. will do all in its power to fit you out and get you started in the great land of opportunity.

# Strevell-Paterson Hardware Co.

WHOLESALE HARDWARE



Offices  
124-126-128 South  
West Temple  
Street

Warehouse  
117-119-121 West  
First South  
Street

(Exclusive Wholesalers)

Prompt Shipment and Lowest Market Prices  
Mail Orders given careful attention.

SALT LAKE CITY, UTAH

## EAT CHOCOLATE FOR BEAUTY.

An eminent physician of New York is accustomed to prescribe, for many of his young women patients, half a pound of chocolate daily—to be eaten whenever the lady feels like it.

It is prescribed for beauty. Seems odd, does it not?

But the oddity of it is more striking when it is considered that the chocolate, in the opinion of the physician himself, is neither beneficial nor otherwise. He prescribes it, in case of complexion trouble most particularly, for no other purpose than to make the patient thirsty, and thereby to compel her to drink water.

Two facts may be set down as undeniable.

First, that few women drink as much water as they ought to drink.

Secondly, that this habit of not drinking enough water is largely accountable for troubles of the complexion. Medical science tells us that purity of complexion depends first and fundamentally upon the condition of the interior of the body. If the latter be not kept thoroughly cleansed, the skin will be muddy. Hence the necessity of drinking plenty of water, which is the only effective agent that can be utilized for the purpose.

A girl goes to a physician, and says to him plaintively: "What shall I do for my complexion? It is giving me a great deal of anxiety."

As a matter of fact, she would be very pretty, but her skin is muddy, and pimples frequently appearing destroy her good looks.

The doctor asks her a few questions, and, if he knows his business, tells her to drink plenty of water—two or three quarts a day. To which she is more than likely to reply:

"Oh, doctor, I simply can't do that!" Or, as more often happens, she assents, and, not believing at all in the prescrip-

tion (because it is so extremely simple), fails to obey the advice.

Hence it is that the eminent physician aforementioned prefers to prescribe chocolate in considerable quantities, which his young women patients will take readily enough, and by this means to promote the drinking of water by engendering thirst.

Three out of four cases of muddy or otherwise bad complexions will be greatly benefited, if not entirely cured,

by drinking plenty of water. And what is plenty of water? The body requires about a quart and a half to supply its own daily waste, but there ought to be a considerable surplus available for cleansing the internal mechanism.

Three quarts of water a day means 12 tumblersful. It may be found a little bothersome at first to take that much, but it is not really difficult at all, if a good sized pitcher of water be kept conveniently at hand, and results will amply repay the trouble.



Cocoa Fact No. 19

When the cocoa tree is in blossom and the pods commence to grow, its appearance is beautiful. The flowers which grow in tufts are small and have five yellow petals on a rose colored calyx.

You cannot make a good cup of chocolate out of poor chocolate; a poor cook couldn't spoil

# Ghirardelli's GROUND CHOCOLATE

in the making. Fragrant, delicious, nourishing. Less than one cent a cup.

Don't ask merely for chocolate—ask for Ghirardelli's.

## THOUGHTFUL OF HIM.

At an interminably long performance of "Monte Cristo," with Charles Fechter in the character of the hero, the curtain rose for the last act at a quarter of one in the morning. Fechter was discovered sitting in a contemplative attitude. He neither moved nor spoke. Just then a clear, sad voice in the gallery exclaimed: "I hope we are not keeping you up, sir." —The Argonaut.