

Growth of Sugar City, Idaho.

Rapid Development of the New Town, Near the Fremont County Sugar Factory—Ideal Place for Home.

AMERICA has always been noted as the land of phenomenal rapid growth in the way of towns and cities; but it would be difficult to parallel, even in any part of the United States, the record that has been made in the creation of Sugar City, Fremont county, Idaho, expedition and solidity both being considered. The facts and results are simply astonishing.

Ten months ago, or say on the first day of last March, there stood on the tract of land which now comprises Sugar City, about four miles from Rexburg, a solitary log cabin, the home of the settler who formerly owned the land. The primeval sage brush almost entirely covered the tract, only a small portion of it having ever been plowed. It was innocent of any improvement constructed by human hands save this old cabin.

Today there stands upon this tract of land a beautiful modern city, containing a population of about 600 souls. The streets are laid out on an admirable and symmetrical plan, and the blocks are of a convenient size. These are divided into building lots, most of which have a frontage of 50 feet. The residence lots have a depth of 140 feet. A portion of the townsite has been set apart as a business district, and here the lots have a depth of 165 feet, and are 25 feet wide. In both the residence and business districts, a narrow street passes the rear end of each lot. Most of the streets throughout the townsite are lined on either side by rows of shade trees. During the spring about 3,500 shade trees were set out along the streets, and of this immense number less than two dozen have died. Various kinds, including poplar, maple, ash, etc., were planted, and all have done remarkably well. In many places the growth has been surprising.

The principal streets are provided with plank walks, and all that are inhabited are lighted with electricity, as are the dwellings and business houses. But the most remarkable features of the suddenly created city are the number and the character of the buildings it contains. It has nearly 100 residences, not one of which is of either a cheap or inferior type, and most of them would be ornaments to any street in Salt Lake City. Many of them are expensive and elegant structures, and taken collectively they make the handsome appearance of any town in Idaho, without an exception. A view of the townsite from an upper window

of the Sugar factory, the grounds of which adjoin it, will confirm this opinion.

The business district contains a number of brick structures, all of which have two stories, and are provided with elegant plate glass fronts. In one of these is located a hotel and a bank, while various kinds of business establishments occupy the others.

One large and handsome brick structure, which stands on a corner is known as the Opera House block. The ground floor is divided into five salesrooms besides the postoffice. The corner salesroom is an elegantly arranged and appointed drug store; three are merchandise stores, and one is a neat market and green grocery store.

In the upper story of this block is a splendid hall, provided with a large stage and roomy exits. It is the handsome ballroom in the state of Idaho, and has conveniences in the way of dressing and refreshment rooms, which are decidedly metropolitan. The stage is being provided with scenery preparatory to the giving of dramatic entertainments.

Convenient to the residence section is a very fine and imposing brick schoolhouse of two stories, and handsome architecture. When told that this structure was built for \$5,500 the writer was surprised. It has four large classrooms, closets, commodious halls, etc. Three teachers are employed and the enrollment of pupils numbers 135. One of the class rooms is used on the Sabbath for religious services.

The townsite is owned by a corporation which has adopted usual measures to insure the building of a city that will be most desirable as a place of residence for families, and where parents will have the assurance that their children will not be brought in contact with those influences of evil that surround and emanate from the saloon, and kindred haunts of vice.

In every deed given to the purchaser of either a business or residence lot, is a clause which forbids the title should the property ever be used for the sale of intoxicating liquors, or for gambling, or for any immoral purpose. It is believed that no person will undertake to sell liquor, or conduct any gambling game on this townsite, when he knows that proof of his having done such a thing will forfeit the land on which the offense is committed, together with all improvements.

No lots are sold to speculators, and only a small number will be sold to any one person. The deed to any residence lot contains provisions that prevent the erection of shacks or rough shanty houses, and a house must be built upon a residence lot within one year from date of sale.

In the business district no frame structures can be erected. This prohibition is a great protection against fire, and meets the unanimous approval of all who are building in that district.

A handsome park in circular form has been laid out and planted profusely with shade trees, and the site for a fine church edifice has been selected. This structure will be erected in the near future.

One valuable auxiliary to the city's growth is a newspaper, the Sugar City Times, which was established by Hon. J. H. Wallis, the veteran journalist of Utah and Idaho, as soon as a building was ready for a newspaper plant. This embraces a gasoline engine, a new cylinder press, and a complete equipment of type, etc. The Times is intensely patriotic, very public spirited, and is doing good service in the interest of Sugar City and vicinity.

The city would have been built up faster but for the lack of mechanics and other labor. The supply of masons, carpenters, and even common laborers has been wholly inadequate. The same may be said of farm help, and there is every prospect that, for years to come, there will be plenty of employment for all who locate here.

That Sugar City will continue to grow is as certain as that crops on the neighboring farms will; and that it will be an ideal place for an ideal home is almost equally certain.

The stock of the townsite company is owned by Latter-day Saints. Joseph F. Smith is president of the corporation, and Thomas R. Cutler is its general manager. For the progress that has been made in the building of a city, much credit is due to Bishop Mark Austin of Sugar City, who as one of the townsite committee, has had much to do with its management.

Many lots remain unsold, and the right kind of purchasers will receive a cordial welcome. The prices asked for lots, all things considered, are remarkably low. An inside residence lot sells for \$2.25 per front foot. This makes a 50-foot lot worth \$112.50. Corner residence lots sell for \$2.75 per front foot, or \$137.50 for a 50-foot lot. These lots are 140 feet deep, and the rear rests on a narrow street.

Corner business lots sell for \$7.25 per front foot, making a 25-foot lot worth \$181.25. An inside business lot sells for \$6.50 per front foot, or \$162.50. These lots are 125 feet deep, and the rear is reached by a narrow street. Full information concerning lots will be furnished by Thomas E. Bassett of Rexburg, Ida., or by J. H. Wallis, Sugar City. The great plant of the Fremont County Sugar company is located close by the townsite.

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JOHANNESSEN & HARTEET, "The Real Estate Men," IDAHO FALLS, IDAHO.

Sugar City Pharmacy.

AT this writing a neat sales room in the Opera House block, 2x40 feet in size, is being fitted up with counters, shelving, drawers, etc., as a handsome, attractive and convenient drug store, by the Sugar City pharmacy.

This is the name adopted by a corporation which was lately organized for the purpose of establishing a drug store here. It has a capital stock of \$10,000. Its president is Dr. G. E. Hyde, a practicing physician of Rexburg, and the secretary and treasurer is Mr. Alfred Ricks, an enterprising young business man of Sugar City.

The manager of the drug store, who will be in actual charge of it, is Mr. G. L. Graves, a competent and experienced pharmacist.

The store is provided with an elegant prescription case, and special attention will always be paid to the

compounding of physicians' prescriptions. For this purpose only the best and purest drugs and materials will be used.

An elegant soda fountain will be installed in time for warm weather, and summer drinks will be dispensed. As soon as the shelves are ready, which will be within a few days, a large stock of drugs, all brands, new and fresh, will be placed in them. This stock will embrace all the standard patent medicines, a full line of drugs and chemicals, a large assortment of goods in the line of toilet articles, perfumery, etc.

In fact this establishment will be stocked and conducted as a first class, modern, metropolitan drug store, and it will be a great convenience to the inhabitants of Sugar City.

The gentlemen who comprise its personnel are well and favorably known in the community, and they deserve the patronage that is certain to be given to their enterprise.

Sugar City Cash Store.

THIS institution is a corporation with an authorized capital of \$10,000. Its officers are as follows: President William McOmie; vice president, Robert Gardner; secretary and treasurer, L. T. Wright, manager of the Consolidated Wagon & Machine company; manager, Ben R. Firman. These gentlemen are all young men of unusual enterprise and business ability, and they make up a strong team.

The store occupied by this company was the first building erected on the townsite of Sugar City and this was the first business establishment in the town. They opened for business April 25, 1904.

Their building is far too small to accommodate their trade, and in the spring they will erect a fine, large brick structure, the growth of their business fully justifying them in so doing.

They began with a small stock and one delivery wagon. Now their stock is about six times as large as when they opened, and they turn it over in 60 days. They keep two delivery teams busy, and employ three persons besides the members of the company.

They carry a stock of general merchandise, which includes dry goods, groceries, clothing, boots and shoes, etc., all of which they sell at Salt Lake prices.

They have an immense assortment of Christmas goods for the holiday trade, and their store is crowded. They have the unbounded confidence of the people of Sugar City, and a bright future opens up before them.

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E. H. PEIRCE,

"Independent Underwriter," Established 1878.

In 1878 Mr. Peirce accepted the agency for the Hartford Fire Insurance company for Boxelder county, Utah, A. P. Flint was then Pacific coast manager.

Later on he took in the Home of Utah together with other companies and the business grew and covered nearly everything worth writing within the prescribed territory. As the insurance business, so far as Mr. Peirce was concerned, had to be conducted as a side issue, it became necessary for him to take in a partner and the agency was known as that of Peirce and Madison.

In 1883 Mr. Peirce was called into the office of Heber J. Grant & Co., Salt Lake City, general agents for the Home Fire of Utah.

At this time Mr. Peirce sold his Brigham City agency for \$1,000.

Mr. Peirce continued uninterruptedly with Heber J. Grant & Co. from 1883 until 1888, when he elected to go out on "independent lines," in other words to work independent of the local board of fire underwriters.

His long experience in the business. His extended acquaintances from one end of the state to the other have prominently fitted him for the position he now holds, that of state agent for the American of Boston, Duchess of Poughkeepsie, Girard of Philadelphia, Anchor of Cincinnati and Globe and Rutgers of New York City.

Mr. Peirce, through his aggressive methods, has made himself known and recognized as "the independent underwriter" in the city as well as throughout the state.

Mr. Peirce has written over \$50,000 net fire premiums this year.

DOCTORS COULD NOT HELP HER.

"I had kidney trouble for years," writes Mrs. Raymond Conner of Shelton, Wash., "and the doctors could not help me. I tried Foley's Kidney Cure, and the very first dose gave me relief and I am now cured. I cannot say too much for Foley's Kidney Cure." It makes the diseased kidneys sound so they will eliminate the poisons from the blood. Unless they do this, good health is impossible. F. J. Hill Drug Co.

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And an immense stock of Books of every description for the holidays.

Buy early and send to your friends in any part of the world. Postoffice in the store.

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IN HOME FURNISHINGS

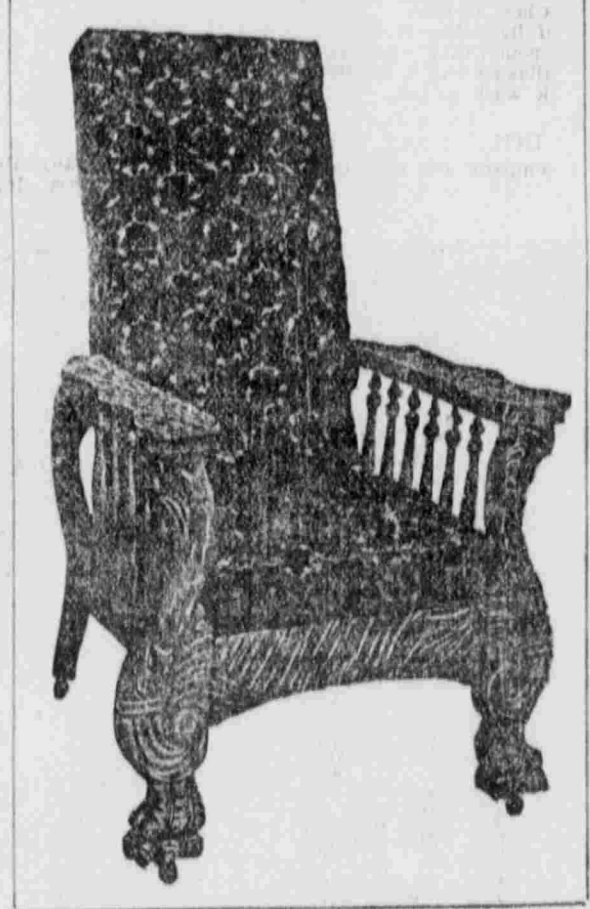
Our Store is now filled to overflowing with Bargains for your Xmas wants. In all departments there are presents suitable for every member of the family.



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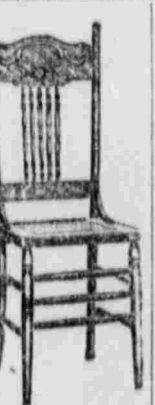
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Solid oak frames, various colors and patterns, in velour coverings, strong, comfortable and attractive,

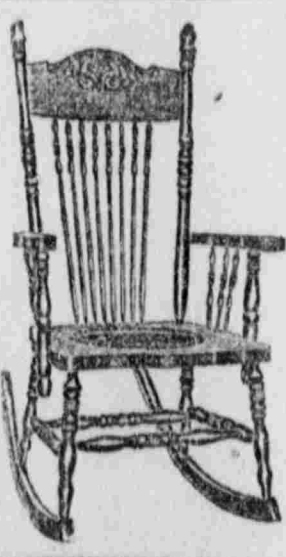
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DINING CHAIRS.

Oak finish cane seat, braced backs, turned legs and rounds,

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ROCKERS

In mahogany and oak finish, cane, leather or wood seats,

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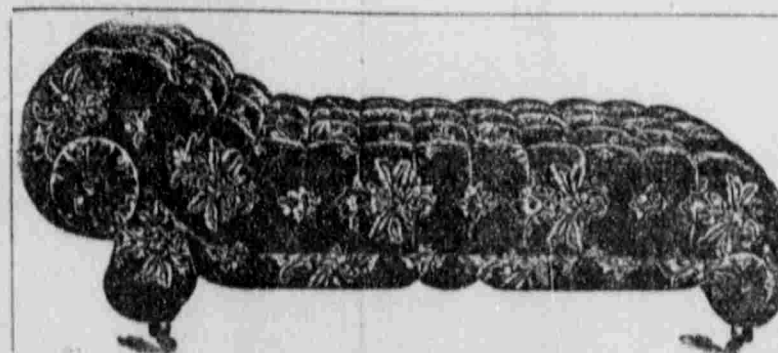
Permits as much or as little book space as wanted. Comprises Desk Unit with few or many Book Units as desired. Roomy, convenient, attractive. Call and see or write for catalogue 104



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VELOUR COUCH.

A good frame fitted with the best spring, covered with soft velour in several colors, nicely tufted,

\$7.50

A RECORD BREAKER.

The Home Fire Insurance Company of Utah, makes a Splendid Showing.

THE year just closing has been profitable to most of the insurance companies doing business in this state. They have written approximately in premiums about \$600,000, which is an increase of about \$100,000 over the year 1903. Their losses for this year are considerably less than they were last year, as they have had no severe fire, such as the Atlas block and Salt Lake Hardware company. These figures show that the companies are feeling the wave of prosperity which has been passing over us.

All but one of the companies operating here are foreign. We have one organized in Utah, which is trying to keep money at home, and how well it has succeeded can be gleaned from the following: When the Home was organized in 1886, there were something like 30 companies operating between Denver and San Francisco. Of this number only two remain, one in San Francisco and the other, the Home Fire Insurance company of Utah, located here. Everyone who has the love of home institutions at heart, surely must feel a little pride in knowing that the local company has weathered the tide of financial difficulties and is now concluding the banner year of its history.

Upon inquiry at its office, the "News" was informed that its premiums amounted to \$400,000 in the year of its organization, and that they have steadily increased from year to year until it is estimated that they will reach the sum of \$500,000 for the current year. This is a very handsome figure when we are reminded that there are about 90 companies operating in Utah, showing very convincingly that the people are gaining confidence in our local company and believe in building up local institutions.

The Home is well worthy the patronage of the public, as it is on a strong financial basis, not having \$1 of floating indebtedness, its funds being invested in our best local institutions, such as Z. C. M. L., Deseret National bank, Deseret Savings bank, Consolidated Wagon & Machine company, all of the same companies operating in Utah and Idaho and other gilt edge corporations, besides Main street realty.

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