

# TWIN FALLS, the Magic City of the West

IN southeastern Idaho, comprising one of the largest and finest irrigated tracts in the world, embracing altogether more than two million acres of as productive soil as there is in the United States, lies the Twin Falls country. It is safe to assume that no other portion of this great country of ours at this time offers more to the prospective settler or investor in the way of climate, natural resources and varied opportunities than does this wonderful section of the far-famed state of Idaho.

Within a period of four years Twin Falls, has sprung from a sagebrush prairie to a thriving, modern city of more than 5,000 inhabitants. While this development is remarkable, even for southern Idaho, where cities are springing up like mushrooms, Twin Falls expects within the next two years to eclipse its own record.

Not only has the growth of this centrally located metropolis of the irrigated section south of the Snake river been of surprising swiftness; the surrounding country has developed in even greater proportion from a sagebrush plateau into a most fertile and wealthy agricultural country.

Land that was bought for a song, four years ago, now are worth, under cultivation and with their improvements, including water rights, hundreds of dollars per acre.

What has been done in the so recent past is being duplicated today, and there remains ample fields for similar development tomorrow. People who went into the section two and four years ago with only a few hundreds of dollars now count their wealth by the 10 and 20 thousands. Some of them have arrived at affluence through speculation; others by plain, plugging development of their lands.

## RAPID GROWTH OF CITY.

On the sagebrush site of four years ago has been built a city with an assessment valuation of \$1,500,000. Twin Falls has electric light and heat, supplied from ready-to-hand power; it has modern sewerage; it has paved streets. Its score of business blocks are of the latest and most substantial style of architecture; its rapidly filling residence streets are lined with homes such as are seen in the more modern and attractive suburbs of such cities as Chicago. These are surrounded by green lawns, luxuriant plants and growing trees.

Water applied to the soil of the sagebrush plains causes verdure to grow as if by the touch of a magic wand. Trees develop to a size within three years that they do not attain in other climates from other soil in nearly twice that length of time. Green grass covers the yellow soil almost over a night of irrigation. Flowers and fruits grow readily and mature rapidly, speckling the scenery with the changing colors of the many seasons.

## FINE HOMES AND SCHOOLS.

Already Twin Falls has fine homes. Its social conditions are far in advance of those of the average quickly grown western city. It has many churches; its fraternal orders are numerous and have large memberships. The open-hearted hospitality that seems to come with inhaling of the pure western air has pervaded the settlers from the jaded east.

Educationally Twin Falls has taken an advanced position. The centralized school system was adopted some three years ago when the city was yet an infant. It has developed wonderfully. Today the high school and public schools, which are township institutions, are filled with children, who come from a radius of four miles of the bustling city. Specially built caravans teach the children from their homes in the morning and return them thither at the close of school.

The county of which Twin Falls is the county seat and which bears the same name was organized in 1897. That in itself is an indication of the newness of the city and its surrounding coun-

try. The history of the development of the Twin Falls section is a commercial romance.

Among the many near-by points of exceptional scenic interest is the Blue Lake region. Its cold waters come from a source not definitely known, but which is supposed to be the recurrence of the surface of the famous Lost river. The lakes themselves are one of the scenic wonders of the west.

Credit for the initial movement for the reclaiming and development of the Twin Falls country is generally given to I. B. Perrine of Blue Lakes. Mr. Perrine 20 years ago discovered the wonderful Blue Lakes within the Snake river canyon and developed an extensive ranch property, irrigating it by running canals from the lakes. The fruit he raised became famous. D. W. Ross, a state engineer, and the late Governor Steunenberg then became interested in the possibilities of irrigating the then arid region of volcanic ash or lava deposit, which through the centuries had become modified in its distribution by the action of wind and water.

## HOLLISTER'S POWER PROJECT.

H. L. Hollister of Chicago became interested in the power project 10 years ago at Shoshone Falls and other points along the Snake river, with I. B. Perrine and S. H. Hays, and these men later interested J. S. and W. S. Kuhn, well known bankers of Pittsburgh.

To the energy of the Kuhns is due much of the surprising rapidity of growth of the town and its territory have experienced. Their works and canal on the north side were built rapidly and substantially, they profiting by the experience of the south side promoters and developers. They acquired the respect and friendship of the entire western section by living up to every promise they made, and this has aided no little in the substantiality of the up-building of the Twin Falls section.

The Salmon river tract comprises 140,000 acres, which is rapidly being irrigated, reclaimed and settled by desirable men from the east. It lies to the south of the Twin Falls tract, and among the improvements already being provided are two projected lines of electric railroad passing through the middle of the tract north and south and east and west.

Its picturesque surroundings and the falls which provide so much natural power have had no little to do with the phenomenal growth of the city of Twin Falls. The townsites is seven and one-half miles from the falls, whose peculiar construction gave it and them their name. The elevation is 3,734 feet, considerably greater than that of most irrigated sections of the state. The



SCENES IN THE VICINITY OF PROSPEROUS TWIN FALLS.

The Top Picture Shows an Orchard That Was Planted Four Years Ago. The Bottom Picture Is a Typical Celery Patch on the Twin Falls Tract.

school buildings have been erected at a cost of \$100,000.

## MODERN BUILDINGS.

Instances of the substantiality of the business buildings are shown in the fact that two modern hotels have been built at a cost of nearly \$200,000. Some of the church buildings, of which there are several, representing most of the leading denominations, represent an

expenditure of from \$12,000 to \$14,000. A courthouse to cost \$150,000 is provided for and work has commenced. The city has sewers and telephones, and contracts were let for buildings to be completed during this year, the aggregate cost of which will run well over \$1,000,000. Many of these are handsome residences; others are modern business blocks, provided with every convenience.

New additions are to be added to Twin Falls. The platting is in preparation, which means new sewers, water mains and sidewalks, and new homes to build. It means other fields for speculation in vacant lots, which has been no small business the last two years—the climax being two lots bought of the townsites company for \$1,750 and selling a short time ago for the sum of \$23,000.

An electric power plant, situated at Shoshone Falls, develops 20,000 horsepower and furnishes light, heat and power for most all the near by towns and also for the Salmon river dam, over 40 miles away, and will be used for the electric railways now contemplated.

Land values on the Twin Falls tract are advancing steadily, ranging from \$45 to \$150 for farm lands, according to quality, location and improvements. There are scores of men here who came with a few hundred dollars and have cleared from \$10,000 to \$20,000 in the last four years.

The Salmon river tract lies south of Twin Falls, the nearest point being but five miles away. At its opening on June 1, 1908, over 50,000 acres of land was entered the first three days. The

entry price was \$40.50 per acre; \$32.50 per acre was paid down, and the rest is in annual payments, about equal to the amount of usual rent, and extending through a period of 12 years.

Two and one-half million dollars are being expended now to complete the dam and the canal system on this tract. This does not include the railroad building this year from Twin Falls, through Hollister, Salmon Dam and on to the south.

Plans have been drawn and the movement is succeeding to erect a \$300,000 bridge at Shoshone Falls across Snake river. It is to be 550 feet above the water, with a span 1,140 feet long, and to be used for wagon, foot and railway purposes.

For further information concerning this wondrous country write to the Commercial club or to Mr. S. H. Bolton, one of the live boosters.

## Women of the Midnight Sun.

They Work Like Men and Want the Same Political Rights.

The women of Iceland are never idle. Each family supplies its own wants in food and raiment. The people live principally by sheep rearing and fishing and the women work as hard as the men for a livelihood. They also take a large share in the agricultural work that is done on the island, says the "Queen." They ride about the country disposing of the things they make and they may be seen loading up the cargo boats.

During the long winter evenings they spin, knit stockings, mittens and shirts, embroider bed covers and saddle cloths and weave carpets; they are also experts in the use of vegetable dyes. Their outdoor work is very hard, for they have to fetch water for the cattle from long distances and to help the men mend their fishing implements, besides the bearing and rearing of children and the household work. In spite of all, however, the average duration of a woman's life is considerably longer than a man's.

There is no society in Iceland as we understand the word, but there is much practical hospitality. The women are proud of their long pedigrees and the broad acres which have been in their families for centuries. No one is rich, yet no one is very poor. They are dignified, simple and polite and are all extremely well educated. It is rare to find a man or woman who cannot read or write.

The love of literature and of learning for its own sake is general among the people. They all know the Sagas, and their eyes glow with pride as they repeat the stories of the heroic deeds of their ancestors in the former glorious days of their country's history, while European standard works have been translated into Icelandic and are read aloud and enjoyed at many a cottage fireside. Some of the farmers are at the same time learned men and even scholars.

In some respects the Icelandic women occupy a better position than their sisters in England and in other European lands. In 1850 a law was passed giving them equal rights of inheritance with their brothers, but it was not until 24 years later, when the right of self-government was given to the country, that they began to take an active part in public affairs, and since then the women's movement in Iceland has progressed steadily. Within the last

three years it has gone forward by leaps and bounds, and though we hear little about it outside it is one of the most vigorous in Europe.

In 1881 unmarried women and widows over 25 who were householders or self-supporting were given the vote for parish and town councils, and 14 years later the Icelandic Women's Alliance was founded, its main object being to improve the position of the women of this country. Its members realized at once that the first step must be towards obtaining the political enfranchisement of women, and that no permanent good could be done without it. They therefore sent up a petition to the Althing bearing over three thousand signatures, but nothing came of it.

The National Women's Suffrage Association was founded at Reykjavik on January 21, 1907. Its object was to obtain political and civil rights for women on the same terms as for men and to interest women in the cause. Its first undertaking was to collect signatures to a petition for the full municipal and parliamentary franchise, and so eagerly was this taken up that though the country only numbers about 80,000 inhabitants, over twelve thousand names were obtained in four months.

In the summer of 1907, Skuli Thoroddsen, a member of the Althing, and editor of Riddillinn, an important political paper, brought forward a bill to enfranchise women. It was not discussed, but was referred to a committee, and another bill was passed granting all married women in Reykjavik and Halmnadjordur who pay taxes, however small, the right to the municipal franchise and to sit in the councils.

The bill became law on January 1, 1908. This was a famous victory, and the association for women's rights, in conjunction with six other women's societies, at once began to prepare for the next town council elections at Reykjavik.

A committee of 31 was formed and four women candidates were chosen. The committee did magnificent work; they personally canvassed every man, woman and child, gave lectures and arranged meetings, which were largely attended.

There were few absences when the polling day came, with the result that all the women candidates were elected. On April 15 another bill was passed, further extending the suffrage to all taxpaying men and women over 25 years of age who have lived a year in an electoral district. This law came into force on January 1, 1909. The new law remains but the parliamentary vote to fight for, and the granting of it cannot be long delayed. The whole trend of public opinion is in its favor. It is now minor, Bjorn Jonsson, editor of Isafold, the leading national paper, has promised to take up the question.—New York Sun.

## THE IONA MERCANTILE CO.

EIGHTEEN years ago at Iona, a little city a short distance from Idaho Falls, was organized one of the largest if not the largest mercantile establishment in Idaho. The Iona Mercantile company, limited. The company capitalized at \$150,000 has a mammoth store at Iona, managed by C. W. Hansen, another at Lincoln, managed by A. E. Stanger, one at Elva, managed by L. F. Hatch, and one at Idaho Falls, managed by J. B. Anderson.

The general officers include such well known men as James E. Steele, president and general manager, I. Gudmundsen, secretary, A. J. Stanger, treasurer, and the above with H. W. Klefer and G. P. Ward, directors.

The company carries general merchandise, farm machinery and shell hardware including in the second named the following well known brands: Schutler and Birdsell wagons, Moline plows, Milwaukee and Deering harvesting machinery, Deering binder twine and extra for all implements.

The Idaho Falls store, however, carries only the implement and hardware line, not the merchandise.

The business of the company covers all southeastern Idaho and amounts in the aggregate to \$300,000 yearly. In all except Idaho Falls the company owns its own buildings and grounds. A mammoth concern of this size is a

credit to the whole state and of course in Idaho Falls it has a steadily growing business and prestige.

Iona, a thriving city of 700 population is seven miles northeast of Idaho Falls in the center of one of the best farming districts of eastern Idaho. It has two stores, three blacksmith shops, besides other place of a minor nature. It started as a little village in 1886 the Iona Mercantile company being the pioneer there; and now it is regarded as one of the most promising cities of the district.

Its city officials include Isaac Gudmundsen chairman, and M. H. Rush-ton, C. W. Hanson, Delbert Stanger and C. E. Crowley, town board.

Iona is the place for sugar beets and potatoes. It is noted for its oats, alfalfa, wheat and fruit and its especially abundant supply of water. For information concerning Iona write C. W. Rockwood, who will gladly explain its opportunities.

Another live place near Iona is Elva. About four years ago the townsites of Elva was platted. At that time there was nothing but the railway running through the townsite. Now we have the Iona Mercantile Co. and Simmons-Woolf Co., both general stores, McGuire drug store, Nathan Groom dry goods store, Nathan Freeman barber shop, C. Calvin pool hall, David Jones restaurant, Maxfield butcher shop, roller mills, blacksmith shop, two coal yards, and the O. S. L. has put in the finest depot on the branch. Good headway is being made on a large new storehouse for grain and potatoes.

About 20 dwelling houses are now in process of construction. The business men of Elva think there should be a bank in the town and that an institution of that kind would pay.

At Elva or Iona the following remarkable yields have been recorded:

Wheat, 70 bushels.  
Oats, 129 bushels.  
Barley, 100 bushels.  
Alfalfa, six tons in the season.  
Timothy, four tons.  
Clover, four tons.  
Potatoes, 500 bushels.  
Sugar beets, 25 tons.  
Of course these are given as unusual yields, but have actually been made, and in a few cases will be equalled this year. The averages, however, may be given as follows:  
Wheat, 40 bushels.  
Oats, 80 bushels.  
Barley, 60 bushels.  
Timothy, three tons.  
Alfalfa, four tons.  
Clover, three tons.  
Potatoes, 300 bushels.  
Sugar beets, 15 tons.

## INSURANCE FOR SPINSTERS.

In Copenhagen, a well-known artist, Mme. Wisbe Bereny, has had the idea of founding an insurance company which should draw its clients only from women. These ladies are to pay a decent premium against the possibility of finding no husband.

Should any of the insured ladies marry before they are 40 years of age, they lose all the money they paid in. This of course would benefit the other policyholders of the insurance company. After reaching 40 years of age every woman who is insured shall receive an income for life, the extent of which will be determined by the premiums which are available.—Lady's Pictorial.

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### References:

Twin Falls Bank and Trust Company. Commercial Savings Bank, Twin Falls. First National Bank, Twin Falls.



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