

# Sugar City, a Manufacturing and Mercantile Center

TO ONE who is acquainted with Sugar City and its surroundings, the name at once brings to the mind a picture of a beautiful village surrounded by the richest soil and the best farms to be found in the state of Idaho. The town itself is located on the branch of the Oregon Short Line railroad, just 30 miles from Idaho Falls. The entire population of the town, numbering about 1,000 inhabitants, are a busy, thrifty people, a fact made manifest by the numerous improvements that have taken place during the year. There have been several neat dwellings erected, and numerous outbuildings, fences, lawns and other improvements have been finished which have gone far to keep up the reputation which the town already has of being the prettiest in the state of Idaho. The town board has made a valuable improvement, the most important being the surfacing of the main roads with gravel, making a very good road. In the summer time, especially, Sugar City does itself proud, as every street is lined with beautiful shade trees and a stream of clear, cold water flows down the well made sidewalks on either side of the streets; the houses are well painted and the lawns well kept, all sidewalks are either boarded or covered with cinders, making walking a pleasure.

Sugar City is blessed with business houses and places of amusement that would do credit to a much larger town. Besides the mercantile houses, hardware stores, drug stores, blacksmith shops, hay and grain warehouses, butchers, etc., the town is supporting one of the finest equipped hotels in this section of the country; the rooms are clean and airy and the food is of the best that can be obtained.

## FOR AMUSEMENTS.

The Rex theater is open every night and is playing its best forces with up-to-date moving pictures. The Sugar City Opera House is known far and wide as a popular place of amusement. Every Wednesday night dances are given, and the patrons of the place, old and new, can be numbered by the thousands. The best shows that come to this part of the state always stop in the town and in most cases are received with good audiences.

## GREAT SUGAR FACTORY.

In Sugar City is located the largest sugar factory in the state of Idaho. The factory is now in the midst of what is expected will be a very successful run. The farmers who raised beets for this factory, harvested exceptionally large crops this season, many receiving from 15 to 22 tons per acre. The beets were nearly all harvested before the storms came, and the large sums of money paid the farmers for the beets is finding its way to channels of trade, which is making exceeding prosperous conditions in this entire section of country. The farmers and business men are realizing more fully from year to year the great benefit the sugar industry is to this section of the country. One noticeable feature in the beet industry this year is the fact that a number of the boys of the town, ranging in age from 6 to 14 years, contracted small pieces of land and raised beets on their own account. This gave many of them work, taking care of their own crops and they realized splendid results from their investment.

The farmers in these parts have never had such a prosperous year. Hay and grain crops were exceptionally fine, and the farmers realized top prices for all that they wished to sell. As a result of the good crops, the farmers are making marked improvements in their farms. Instead of old broken down fences, which were so numerous a few years ago, there are good new fences

everywhere, the small log barns are fast giving way to new, large and up-to-date stables and many of the families are outliving the homes that did them years ago, hence are housing themselves in fine cottages that would do credit to a much older country. The farmers are enjoying many of the luxuries of life, such as electric lights, hot and cold water systems in the homes and many other comforts. This is all made possible by the crops that are being raised and the good values received for the same.

The dry farms in this vicinity are doing much for the advancement of Sugar City. As there is 20,000 to 25,000 acres of good dry farm land tributary to this point, about half of which is already under cultivation, yielding good crops, thus increasing the resources and the population very rapidly.

## DAIRY INDUSTRY.

Among the farmers near here, there is a tendency towards dairying, and many men are improving their herds as fast as possible, that they might get the best results. The cream is shipped to Idaho Falls, Pocatello, Ogden, and Salt Lake, as there is not a creamery in this locality at the present time.

A business located here that is carried on on a large scale is that of a straw hat and straw hat business. A large portion of the best pulp and the same is used for the fattening of high grade cattle. For several years, several thousand head of cattle have been fattened here and shipped to the markets both east and west. Austin Brothers' association is finding sheep on a large scale, as they find the best pulp in excellent feed for sheep. All these companies employ many men and make a good market for thousands of tons of hay and straw that would have no market if it were not for the factory.

Prior to the establishment of the sugar factory, hay was worth from \$2.50 to \$3 per ton and the straw was burnt upon the farm to get rid of it. Hay is now selling for from \$5.00 to \$6 per ton and straw \$1.50 per ton. The railroad does a heavy business from this point and a large increase is shown at this office over last year. Sugar City is also the natural shipping point for many of the merchants located in the Teton basin. During 1910 it is likely that a railroad spur will connect sugar with Teton City.

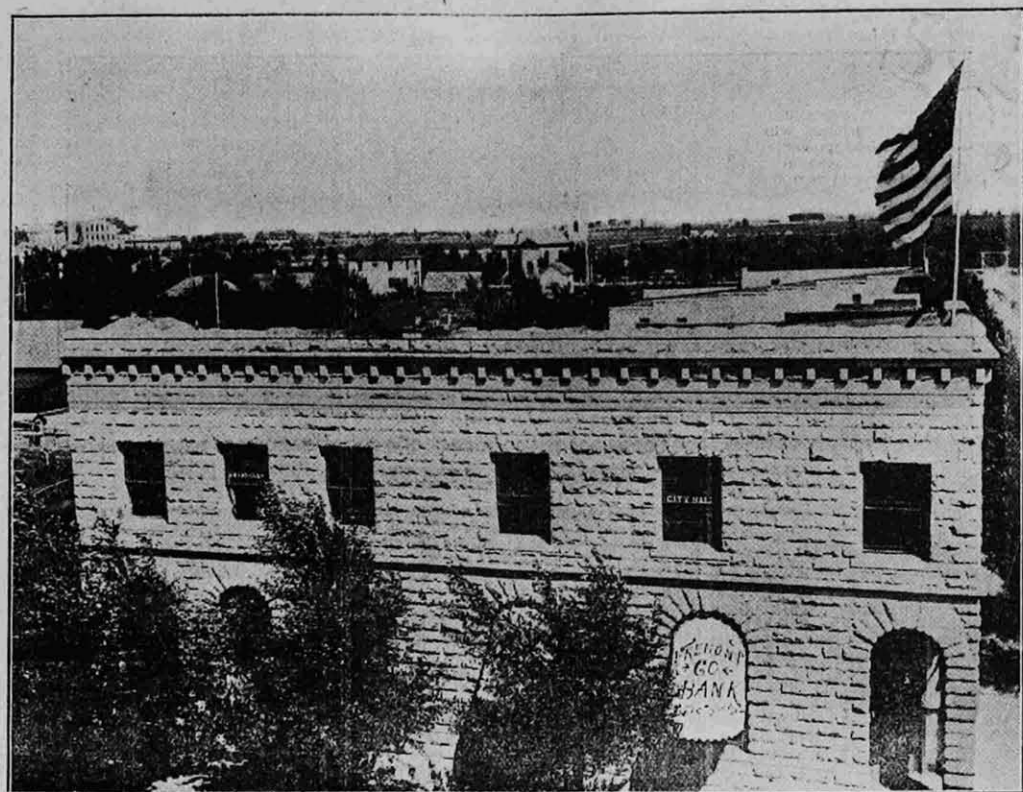


Photo by Anderson & Wilderburg.

VIEW OF SUGAR CITY—FREMONT COUNTY BANK IN FOREGROUND AND SUGAR FACTORY IN DISTANCE.

## FREMONT COUNTY BANK.

WITH a capital of \$100,000, a surplus of \$2,000, and a coterie of officials as well respected as any similar group of men in the county, the Fremont County bank is one of the strongest of the young banking institutions in eastern Idaho. It was organized on Oct. 10, 1904, only five years ago; and since the start has had a growing business and responsibility. It is the only bank in Sugar City and, as can be seen from the photograph herewith, occupies a very spacious building, in fact one of the finest in the city. The bank takes care of the Utah-Idaho Sugar company's business at this point, which in the autumn amounts to \$100,000 a month.

The bank officials include, Mark Austin, president; F. L. Davis, vice president, and F. L. Davis, cashier. There, with R. J. Comstock, Chas. S. Burton, Chas. H. Woodmansee and J. K. Orme, constitute the board of directors. Mr. Austin is the local manager

of the sugar company and assistant manager of the Idaho factories of the same company. Mr. Bowman is president of the First National bank at St. Anthony and an able business man. Mr. Davis came to Sugar City from Idaho Falls, having occupied positions as clerk and cashier of the Sugar company at various times. He is a most competent banking man. Mr. Comstock is the cashier of the First National bank of Rexburg, of which Mr. Woodmansee is president. J. K. Orme is a local capitalist and Mr. Burton a well known Salt Lake business man. The future prosperity of the Fremont County bank is certainly assured.

## THE SUGAR CITY HARDWARE AND LUMBER CO.

THE Sugar City Hardware & Lumber company is the oldest established business house in Sugar City. The firm is well located, just opposite the depot on Center street, where it has one of

the best brick store buildings in the town, and several warehouses, on all some 20,000 feet of floor space, on which to carry on the ever increasing business which had its start out in the open air in March, 1904. At that time Sugar City was but a bare field dotted with square posts which had been set to designate the corners of the city blocks. Masons were busy everywhere laying foundations and in six months' time over 50 neat residences and several business blocks had been erected. Later a fine church and two schoolhouses were built. For all these as well as all other buildings in Sugar City to date, the Sugar City Hardware & Lumber company has furnished practically all the building material. Among other big jobs, it was the successful bidder on a carload of windows which now supply daylight to the large sugar factory. Again its bid was the lowest on all the material excepting the stone for the new \$25,000 Central school building. The company also enjoys a good trade from the surrounding country reaching as far out as the Teton valley and Jackson Hole. The Sugar City Hard-

ware & Lumber company believes in good up-to-date goods, and are carrying a most complete stock of building material, not only in lumber, sash and doors, cement, etc., but in hardware of every description, paint, varnishes, and everything that could be desired in the finishing of any building. As time went on the company also added a line of farm implements and furniture, and is also now buying and shipping grain. The manager and his help are not afraid of work and take great pride in keeping their stock attractive. Their window displays of hardware would do credit to Salt Lake or any other city.

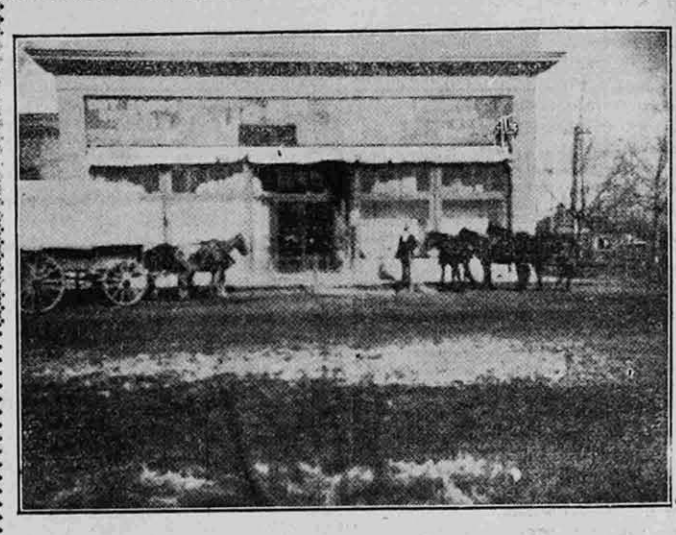
## SUGAR CITY MERCANTILE CO.

TO enjoy the confidence of an entire commercial district, to back that confidence with integrity, capital and ability, and withal to have always in mind the welfare of the community as well as its own—such characterizes the most popular as well as most prosperous mercantile institution in Sugar City, the Sugar City Mercantile company. Organized contemporarily with the city itself, begun on a plan which alone evidences the future importance of Sugar City as a business center, guided and supported by a group of the ablest merchants, bankers and farmers of the Snake River valley, this establishment has grown and grown until now it occupies a most enviable position among the mercantile houses of eastern Idaho. In a word, it is a solid, prosperous department store, "meant" in all that the word signifies—under most competent business management.

The building in which it is situated, represented in the photograph herewith, is one of the largest if not the largest of its kind in Fremont county. The floor space is 10,000 feet, and upon first entering the establishment one feels a roominess, a spirit of big things, such as only a spacious store of that kind can bestow. Before one's eyes the departments are in full view, shoes, groceries, clothing, dry goods, and novelties, each having separate and neat display. Several courteous clerks are ready at all times to assist in the judicious purchase of the large outfit and buys for which this country is noted.

The personnel of the company speaks for itself. Mr. May Aust, the president, is the local manager of the Utah-Idaho Sugar company and an officer in most of Sugar City's business houses; Mr. Alfred Rickes, vice president and general manager, is one of the most competent business men of the valley having filled various positions of responsibility here and at Rexburg, his home city; Mr. Fred J. Heath, secretary and treasurer, received an excellent commercial training in the general offices of the Oregon Short Line at Salt Lake City before coming here, and the directors, including as well as the above, Mr. Jed Earl, John L. Roberts, John K. Orme, Frank Jacobs and J. W. Timponson are all prominent farmers and sheepmen with the exception of Mr. Earl, who is a merchant at Parker, and Mr. Thompson, who is traveling auditor for the Utah-Idaho Sugar company.

Capitalized at \$50,000, doing business over a territory of 10 or more miles radius, furnishing the hotels and houses of the sugar company with nearly all of their produce, is there any wonder that the Sugar City Mercantile company is in many respects the pride of the city and credit of the valley?



SUGAR CITY MERCANTILE CO.

# POCATELLO, THE GATEWAY of WONDROUS IDAHO

OF all the wonders of the world who shall say that any one is conspicuous in magnitude or marvel beside those colossal undertakings of modern times, transforming the vast tracts of desert waste into fertile fields, prolific with crops beyond belief? Or, in the history of man's work, what progress is more noteworthy than that which has made possible "two blades of grass to grow on the same spot of earth where only one grew before," and has converted more than 1,000,000 square miles of desolate plains into a dozen commonwealths of 25,000,000 inhabitants?

The government at Washington is shouting the slogan "Irrigation" to advance the nation's standard of wealth and power, and the farmer with his toil, and the capitalist with his gold, are taking up the cry as they realize that the development of the latent resources of the country, in the reclamation of its arid lands, will keep it the foremost nation of the earth for centuries to come.

What then might be this magic "irrigation" which finds today the wide extending plains and gently sloping plateaus, mottled with cancerous sagebrush, neglected and deserted, except by the jack rabbit and the howling coyote, and tomorrow presents to the world for admiration luxurious farms, rich in their waving grasses and heavily laden grain fields and orchards, brilliant with variegated hues of ripening fruits?

It was Gov. James H. Brady of Pocatello who last August wrote on "Rain to Order."

While in Kansas they are praying And in Oklahoma braying

For the Lord to send a little drop of rain We are playing with our tots And fat cattle in our lots And are smiling at the growing of our grain.

We care nothing for Dame Fate We get rainfall through a gate That gives us just enough, not more, or less.

When we want rain we lift it. When we've got enough we shift it. And a boy can make a garden of the plain.

Many have regarded Pocatello, heretofore, as a city with mammoth railroad shops and not as an agricultural or industrial center. True, it takes second place to no city between Omaha and the coast as a railway center, but it is a marvel of irrigation, a wonder in advancement and municipal importance as well. It is the second city in Idaho as well it deserves the position it holds.

**CENTER OF OLD RESERVATION.** Bannock county, of which Pocatello is the county seat, is situated in the center of the old Fort Hall Indian reservation, which extends for 25 miles in every direction, but which has now been opened for settlement and is rapidly becoming the home of substantial settlers. It is located on the main line of the Oregon Short Line at the junction of the Ogden and Butte branches of the same road, and also on the Portneuf river, which flows into the Snake river 18 miles west.

The city derives its name from the famous chief of the Bannocks, this being the headquarters of the tribe, and the county is named after his tribe, thus perpetuating the name of the once great warrior and his followers.

The city was first settled in 1882, incorporated in 1889, and is governed by a mayor and city council.

**PUBLIC BUILDINGS.** Among the public buildings are a two-story public fire station, well equipped with up-to-date paraphernalia and built at a cost of \$15,000; an opera house which cost \$30,000; two schoolhouses, \$70,000; St. Joseph's church, hospital and academy; a college; a fine courthouse and numerous business blocks. It also has a fine water works system which is capable of throwing water direct from the hydrants over any building; an electric light plant which brings its power over 25 miles from the Snake river at American Falls, where it generates a 4,500-horsepower, representing in all an investment of a quarter of a million dollars and being able to furnish power for industrial as well as lighting uses. Pocatello also has four banks, several hotels, two bottling works, a local and long distance telephone service; two newspapers (The Tribune, daily, and The Advance, tri-weekly). The Latter-day Saint, Congregational, Baptist, Methodist, Episcopal and Catholic churches are all represented and have good buildings. Two extensive stone quarries and two brick yards furnish material for building. Four libraries containing 4,000 volumes are also features.

**AGRICULTURAL PROSPECTS.** Such in brief is the city, but its industrial and agricultural importance is another phase of its activity well worthy of full consideration. Prof. J. W. Slaughter, head of the Idaho school of the Academy of Idaho, recently said concerning this region:

"I am convinced from my own experience that I could produce from a 10-acre tract by intensive farming methods, not only a comfortable living for my family of four, but in addition from \$2,000 to \$3,000 in cash."

This is the opinion of an expert in agriculture and a practical farmer, based on five years' experience in Idaho, and a thorough study of the climate and soil of the land contiguous to Pocatello. He cited as a single instance of its productivity the success he had with tomatoes; on one and one-twentieth of an acre he produced 986 worth of tomatoes at 4 cents a pound. The prevailing retail market price at the time was 8-13 cents a pound.

**POTATOES AND VEGETABLES.** He gave it a his opinion, based on

practical experience, that from \$400 to \$500 an acre could be made from potatoes. All the common vegetables such as sugar corn, lettuce, peas, beans, spinach, radishes, parsnips, etc., grow in profusion and can be turned into instant profit. Peas and beans are particularly prolific—two products that would prove immensely profitable for shipment and for canning.

## FRUIT PRODUCTION.

The soil and climate around Pocatello are ideal for the production of such fruits as apples, pears, cherries, raspberries, strawberries, currants, gooseberries, prunes, etc., and other small fruits. The Idaho apple has long since gained a world-wide reputation for its quality, winning prizes wherever entered. A 10-acre tract could be made to produce easily from \$700 to \$1,000 an acre by growing the fancy varieties that bring a high price in eastern markets. The local market is a strong one for apples, the price never ranging below \$1.50 a box for boxes containing less than a bushel, and more often the price ranges from \$2 to \$2.50. The fancy varieties run even higher than these figures. The same figures practically are applicable to pears—with the additional advantage that pears will have a value at the cannery. Cherries produce abundantly, are full, large and splendidly colored. The smaller fruits susceptible to canning also offer large opportunities for profit making. Owing to the fertility of the soil they produce abundantly, and during the season bring good prices.

## CHICKEN RAISING.

The possibilities for chicken raising on a 10-acre tract in this section are immense—the figures would be unbelievable. But with the productivity of the Idaho soil under irrigation, the dry, healthy climate, and abundance of sunshine, ideal conditions are found under which to make a success of this profitable business. There is a constant and growing demand for both eggs and chickens in this market, eggs rarely ever falling to as low as 20 cents a dozen.

## DAIRYING.

Milk production may be made profitable, although it would not be so profitable as fruit or vegetable raising. As a source of additional income, worked with other things, it would yield advantageously. One of the finest creameries in the west is located at Pocatello.

## MARKET ASSURED.

Pocatello is what may be termed a "factory" town. The immense shops of the Oregon Short Line railway are located here, the railway giving employment to several thousand men. All of these are consumers but non-producers of food stuffs, and are thus dependent wholly on the market for their supplies.

The city now has a population of 8,000 and it is growing rapidly. Its admirable location as a railroad and distributing center, its cheap electric power and the fact that it is a center of an immense area of raw products make it an ideal city for factories—a condition that will inevitably make it one of the largest manufacturing centers of the west. Thus a market is absolutely assured.

The public schools, Catholic school, state academy, school of agriculture, offer splendid opportunities for education.

The homeseeker, the investor, the laboring man or the farmer will each find Pocatello his dream's realization, his golden opportunity.

**THE FIRST NATIONAL BANK OF POCATELLO.** WITH a capital of \$50,000 and surplus and profits amounting to \$117,539, the First National bank is one of the solidest banks in Idaho. It

counts among its officers some of the most prominent bankers and business men of the Gen state. D. W. Standrod is president, J. N. Ireland is vice president, W. D. Service is cashier, with H. E. Wasley as assistant. The directors include D. L. Evans, D. W. Standrod, W. G. Jenkins, L. L. Evans and J. N. Ireland. Organized in 1889, the bank has grown and grown until now its deposits will aggregate \$400,000 or more. It has safety deposit boxes for rent and has exchange on all parts of the world.

## ALFRED H. LINDQUIST.

PROBABLY the best known undertaker in southern and eastern Idaho is Alfred H. Lindquist of Pocatello. He holds a license in both Utah and Idaho, and all his life has been engaged in the business in which he has achieved a remarkable efficiency. Recently he added to the establishment of a fine hospital ambulance and a very large show room in which are on display some of the finest caskets ever seen in this region, including hardwoods, copper and steel. He is about to establish a factory for the making of cement vaults, which are growing more and more in popular favor, as they are air tight and absolutely permanent.

Mr. Lindquist has a new chapel room in which are about a hundred of the



ALFRED H. LINDQUIST.

finest chairs and the most beautiful of accommodations. Mr. Lindquist is an embalmer of established reputation and his large equipment makes possible the handling of all burials in the most expedient and modern way. He has a growing wholesale business, to supply which he is about to erect a factory for the manufacture of burial goods. The extent of his business is remarkable, as he has not only practically all the business of the kind in Pocatello but much of the business throughout the upper Snake River valley.

It is Mr. Lindquist's intention to make his the largest funeral establishment in the state, and many are ready to admit that he already has almost reached that goal. He is an exceedingly progressive and popular young man.

## WEETER LUMBER COMPANY

(Limited.)

ALL throughout eastern and southern Idaho the Weeter Lumber company has its influence for progress and integrity and probably to no other one establishment does Pocatello owe so much of its municipal and financial solidity. The company is an enormous one, as can be seen from the fact that it has yards located at the following points throughout Idaho: Pocatello, Blackfoot, McCammon, American Falls, Milner, Burley, Hansen, Kimberly,

up a study which may make you wealthy and famous, you have enlarged tonsils and a few adenoids that interfere with the correct production of tone removed. For the new method of voice culture cures medically, then trains professionally.

Josiah Zuro, chorus master at the Manhattan Opera House, New York, while not the originator of this new system, is convinced of its merits and stands sponsor for it. His ideas upon the subject are interesting.

"The singing teacher who does not understand the physiology of the throat is incapable of instructing pupils," he declares. "Moreover, the pupil who trusts herself to such a teacher is not



NEW OFFICE BUILDING WEETER LUMBER CO., POCATELLO.

Twin Falls, Shoshone, Gooding, Jerome, Wendell, Hagerman and Bliss.

J. C. Wheeler is president, and, of course much of the sound financial standing of the company is due to his thorough knowledge of Idaho's future greatness and the site of her most promising cities. He is as conversant with the business prospects and conditions of the Gen state as any other man in Idaho. The company is the largest of its kind in Idaho. F. H. Hillard is vice president, George Ridgway, secretary, and Ira H. Lewis, treasurer. The picture shown herewith is a photograph of the new office building of the company built on the mission style and equipped with the latest of office appliances and fixtures.

Too much cannot be said in praise of the Weeter Lumber company. It carries everything in lumber and building materials, builder's hardware, paint, roofing cement, mill work and plastering material.

## THE THROAT OF THE FUTURE PRIMA DONNA

Why the New Method of Voice Culture Requires the Services of a Specialist.

Should you decide that you have a voice, and in case you select a teacher to develop all its possibilities of tone and volume, do not be surprised if, before he deigns to hear the scales and arpeggios, he examines your throat with up-to-date appliances and suggests that, before you take

only wasting time and money, but risking all chances for future success. The basis of correct singing is a purely physical one, without regard to the conditions of the throat, real singing is impossible. The up-to-date teacher, appreciating this fact, sends his pupils to a specialist, who reports upon the conditions of the organs necessarily affected by singing. Some teachers make their own examinations, explaining every step of the process to the pupils.

"Does a perfect set of vocal cords always denote that a perfect voice accompanies them?" was asked. "Like most set rules, there are exceptions. Perhaps one in a hundred cannot sing a note, but usually the good throat belongs to the good singer. The percentage of perfect sets of vocal cords is small."

"Unfortunately, the average student wishes to become a finished singer at once and is not content to undertake the drudgery of learning music. The very suggestion that a physical examination, followed by months of rest and care of the vocal cords, should precede the songs and arias, would discourage the get-famous-quick singer. He should take a correspondence course in music, with a professional debut—by correspondence."

A few teachers in New York and other leading cities have been working out this new method of vocal teaching with great success and claim that the study of the vocal organs is not only interesting to the public themselves but encourages them to sing better after comprehending the delicate mechanism of the sound-producing organs. If this system were adopted universally, the licensing of teachers qualified to develop the voice would follow the "fake" teacher would speedily seek another and an easier "profession."