

Idaho Falls, the Power City of Idaho. Rigby, the Hub City of Idaho.

IDAHO FALLS is rightly termed the power city of Idaho. Here one is quickly impressed with the fact that the city is a live, hustling, bustling community. No city in southeastern Idaho can exceed it in push and vim, and that is saying a good deal, for everybody in the southern end of the state is reckoned a good "booster." Easterners visiting Idaho Falls are for the first time receive many and varied impressions, but all agree on the one important point, and that is that there is plenty of energy and "get-up-and-go" in the citizens and business interests of the city.

RECORD IN BUILDING.

From architects, contractors and builders the Deseret News representative who visited the city learned that this year was a record-breaking one in the building line. This speaks volumes for Idaho Falls, yet it simply tells the story of other cities throughout the southeastern section of Idaho. A splendid sewerage system has been installed and is in general operation throughout the city. Added to that is the further improvement of the principal streets. In the business district most of the thoroughfares are macadamized and those not already completed along that line are being so treated as rapidly as workmen can complete the task.

BEAUTIFY THE CITY.

It seems to be one of the aims and objects of residents of the Power City to make it a "place beautiful," and efforts and money are freely spent along those lines to the great improvement of the city as the city forces ahead a population.

Idaho Falls owns its own electric lighting and waterworks plants. The city is supplied with electricity by telephone and telegraph services and a city in the vast intermountain country enjoys better facilities for transacting business than does Idaho Falls. It is one of the best of Idaho Falls residents that no city in the United States of similar size offers better schooling facilities. Its school buildings are of the modern type and the city is well supplied with the best of children and advanced pupils and scholars.

Another matter to which residents attach with pride is the fact that the city is a live, hustling, bustling community. No city in southeastern Idaho can exceed it in push and vim, and that is saying a good deal, for everybody in the southern end of the state is reckoned a good "booster." Easterners visiting Idaho Falls are for the first time receive many and varied impressions, but all agree on the one important point, and that is that there is plenty of energy and "get-up-and-go" in the citizens and business interests of the city.

BRICK AND STONE USED.

For several years the city by ordinance has prohibited the erection within what is known by city ordinance as the "live limit," the building of wooden structures of any description. This limit for the most part is confined to the thickly settled business portion of the city. For the most part the business section of Idaho Falls is graced by two and three-story business buildings of stone and brick, of the latest architectural design. Java which abounds in this section is an important part in construction work and usually the side walls of all buildings are built of this hard and substantial stone.

BUSINESS SECTION.

Broadway is the principal business street of Idaho Falls and it is adorned on both sides with handsome structures. Other principal business streets of the city fully built up are Front street, Capital avenue, Park avenue and Shoup avenue. Realizing that competition is the life of all successful business, Idaho Falls has every branch in the commercial and professional world well represented. On every hand conservative management in all affairs is a noticeable element. With these advantages, farmers in the vicinity realize that trading in Idaho Falls means a great saving in money and as a good variety is offered to choose from, it is little wonder that the business men for the most part are thrifty and increasing business each year.

COMMERCIALLY STRONG.

Idaho Falls stands well to the front commercially when compared to all Idaho cities. Aside from the numerous manufacturing industries which thrive in Idaho Falls, it is of moment to comment on the fact that three large time yards are compelled time after time to work overtime to supply the rapidly increasing demands upon them. It takes three banking institutions to take care of the needs of the hustling city and its suburbs and the large deposits speak volumes for the confidence imposed upon the officers and directors of the various institutions.

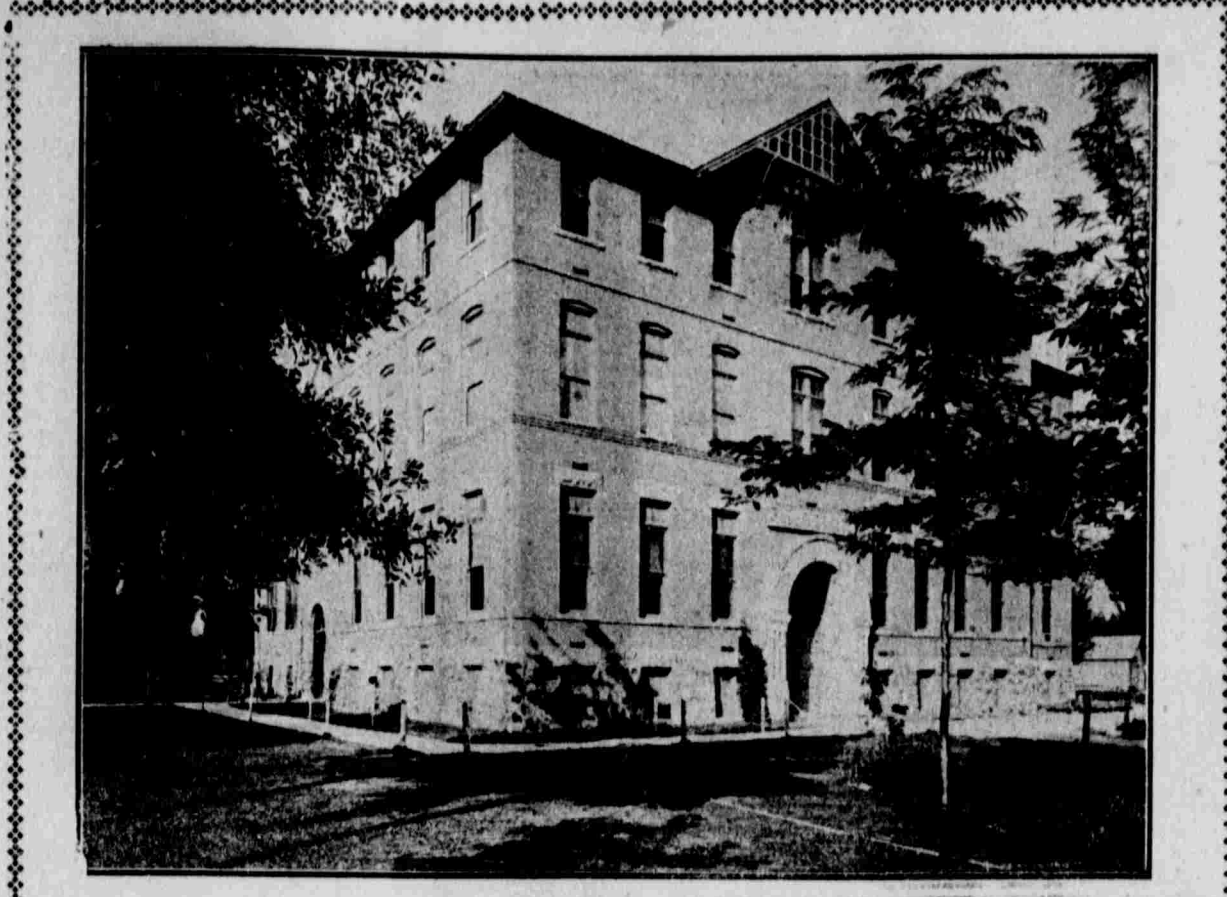
TRULY COSMOPOLITAN.

That cosmopolitan ideas prevail everywhere is evidenced by the fact that the city supports three newspapers, two of them Republican and one Democratic in politics. The Power City has first-class hotels, restaurants and rooming houses; four rural free delivery routes and a splendid volunteer fire system. The streets are paved with fire plugs and the city has a chemical engine the department has two hose carts.

ANDERSON BROS. BANK.

Anderson Bros. bank enjoys the distinction of being the oldest and largest banking institution in the great Snake River valley. Besides its wide interests in Idaho Falls, the bank maintains an associate institution at Rigby. The present institution was established in 1895, and has steadily increased its deposits until now the \$100,000,000 cared for along those lines is from time to time it has been necessary for the bank to increase its capital, until to date the capital is \$100,000,000, with a surplus of \$50,000,000. The bank is the depository for state, county and city funds.

Accounts, large and small, are solicited by the institution, and it transacts a general banking business in every sense of the word. The long established standing of its organizers is such that in and out of the great Snake River valley the name Anderson Bros. is a sufficient guarantee that any transaction of a financial character will be not alone thoroughly, but promptly and reliably dealt with.



ONE OF IDAHO FALLS' SPLENDID SCHOOL BUILDINGS.

ter will be not alone thoroughly, but promptly and reliably dealt with. The home of the bank is on Broadway, in the very heart of the important business district of Idaho Falls. The institution is provided with every facility known to modern banking with which to transact business and from highest official to clerk clients and patrons are shown every courtesy, perhaps no man is better known or more fully prepared to advise on matters financial in southeastern Idaho than Mr. C. C. Campbell, cashier of the institution. A leader in every movement for the upbuilding of Idaho Falls, Mr. Campbell takes every opportunity to spend his time and money in the general benefit of the rapidly growing Power City of the famous Snake River valley.

JOHANNESSEN & HARTERT.

Johannessen & Hartert, real estate agents, have resided in the Snake River valley in Idaho Falls and vicinity for 15 years. For the past seven years the firm has conducted a general real estate business and it is recognized as the leading agency in the business, not alone in Idaho Falls but everywhere in the state of Idaho, and throughout the United States.

Both members of the firm are young and energetic. They are known everywhere as "the real estate men," and in turn they know everybody in their section of the country. Likewise, the enterprising agents are both thoroughly posted on every four of land for miles about Idaho Falls. Being fully versed in water lore the firm has located hundreds of families in the Snake River valley.

AMERICAN NATIONAL BANK.

The American National bank of Idaho Falls is recognized as one of the leading financial institutions of the Snake River valley. It is capitalized at \$30,000,000, and enjoys the confidence of its officers are: Bowen Curley, president; Edward Fanning, vice president, and Jay R. Mason, cashier.

CONSOLIDATED WAGON & MACHINE COMPANY.

The Consolidated Wagon & Machine company started in business at Idaho Falls on April 9, 1899. The business began in a small frame building, the dimensions of which were 20 by 40 feet. Today the establishment has grown to a large building covering an area of 20,000 square feet of floor space is occupied. The present commodious quarters of the company at the corner of Broadway and Capital avenue, is acknowledged to be the best appointed hardware, implement and vehicle building west of the Missouri river. The company is also the leading implement, hardware and vehicle dealer at Rexburg, St. Anthony and Blackfoot.

It is a recognized fact that the Consolidated Wagon & Machine company handles fully 50 per cent of the hay, grain and real estate loans in southeastern Idaho, and through his individual efforts the present prosperous condition of the American National bank is largely due. Surrounding Mr. Curley is an efficient corps of assistants and patrons of the bank are assured every facility for banking along the most improved lines.

During the past year the bank deposits of this institution have increased in keeping with those of the other institutions of the city, which shows that the population is steadily growing.

COLTMAN LUMBER CO.

If you are thinking of building, the Coltmann Lumber company, limited, would like to have your bill to figure. The company carries everything in the building line. It is the oldest lumber yard in the city of Idaho Falls, and carries one of the largest stocks of southeastern Idaho. Mr. E. P. Coltmann, president of the company, is one of the heaviest property owners in Idaho Falls, and besides his various other interests to watch after, the people of the Power City have honored him by choosing his services as mayor of the city.

IDAHO FALLS PACKING CO.

The Idaho Falls Packing company solicits patronage for the best quality of everything usually found in a first-class market. The company's pure rendered lard and smoked meats of every kind are put up at its own packing house, where sanitary regulations are strictly observed. Traders are assured the very best in dealing with the Idaho Falls Packing company.

The modern packing house and stock sheds of the company form one of the sites of interest in visiting Idaho Falls. Both are located well outside of the city limits and it is worth anyone's time to visit them.

The killing plant is one of the largest in the Gem state. All cattle killed are native raised and the killing capacity daily is 100 hogs, 50 cattle and a like number of sheep.

The market supplied by the Idaho Falls Packing company includes Idaho, Montana and Wyoming.

IDAHO FALLS LUMBER CO.

With quality as a motto and lumber selling as a business, the Idaho Falls Lumber company, limited, has built up a splendid business. The company carries at all times a large and complete stock of lumber, lath, shingles, doors, windows, mouldings, Portland cement, plaster, cement, lime, builders' hardware, paints, oils, varnishes, glass, and in fact everything for the complete contractor of the smallest to the largest building.

The company is one of the largest in its line in southeastern Idaho and the stockholders are all men of property in Idaho Falls and vicinity. The business was established in 1904 and incorporated the following year. F. M. Sheppard is president and G. A. Hitt is secretary and treasurer.

The company maintains a well stocked lumber yard where you can obtain promptly the best grades of building lumber and building material at all times and at prices that are right.

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The institution transacts a general banking business and maintains correspondence in principal cities. For the convenience of Snake valley residents the Chase National bank, New York, First National bank, Omaha, and the Deseret National bank, Salt Lake City, are mentioned.

The institution is quartered in a handsome building on Broadway in that section of the city known as the banking district, for all the banks are within one block of each other.

President Curley is regarded as one of the best posted financial authorities on the banking and real estate loans in southeastern Idaho, and through his individual efforts the present prosperous condition of the American National bank is largely due. Surrounding Mr. Curley is an efficient corps of assistants and patrons of the bank are assured every facility for banking along the most improved lines.

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liberal patronage and it is merited owing to the liberal policy pursued by its president, Mayor Coltmann. The present large business has been built up after disaster by fire a few years ago, when the business was swept away in 20 minutes with practically no insurance.

IDAHO HARDWARE CO.

The Idaho Hardware company, limited, handles everything in hardware. Besides being jobbers and retailers, recently the company added to the business and increased the stock to such an extent that a wholesale business was established. In addition to hardware and kitchen furnishings the company handles plumbing and electrical goods and is the distributing depot for Monarch ranges.

The present business was incorporated last September with a paid up capital of \$50,000 and succeeded the Griffith Hardware company. The company has placed their headquarters in a new shop to do heating, plumbing, cornice work and all kinds of heavy sheet iron work.

One motto of the company is, "we ship today," which means that goods are ordered and promised they are sent without delay.

Among other things the company carries in stock at all times, knives and cutlery, tinware, sheet pipe, wood, enameled, cordage, builders' hardware, iron, steel, metals, sheet iron work, house furnishings, hardware, copper, brass, cutlery, notions, fancy goods, mechanics' tools, steam fittings, mantels and grates, paints, glass, oils and brushes, etc., etc.

The present officers of the company are: A. C. Synder, president; and G. W. Griffith, secretary and treasurer.

ALMA MARKER.

Through fair dealing and honest business methods Mr. Alma Marker has built up a large and rapidly growing business in Idaho Falls in musical instruments, strings and trimmings, orchestra and band music, to say nothing of sheet music and music books.

It is Mr. Marker's undisputed claim that he carries one of the largest and most complete stocks in the state of Idaho in his various departments.

Several years ago Mr. Marker began business in a rather humble way in Idaho Falls and today he not only has the largest business in his line, but he is rated as one of the largest property owners in the Power city.

Besides the things mentioned above, Mr. Marker carries watches, jewelry, stationery, books, blank books, school books, cutlery, notions, fancy goods, guns, revolvers and ammunition, confectionery, tobacco, cigars, pipes, machine needles, extras and oils, fishing tackle and the large assortment of Christmas toys for the children.

Under the stimulus of Mr. Marker's indomitable push and popularity he has managed from a very small beginning to increase his business to such proportions that he is rapidly getting matters into shape so that he can retire from active duties and transfer the business to his son.

Mr. Marker's establishment fronts two streets and the principal entrance is on Broadway. Situated in the center of the business district and in close proximity to the hotels and banks the place is easy of access.

THE STATE BANK & TRUST CO.

The State Bank of Idaho Falls is the youngest financial institution in the city, yet its growth has been equal with that of other banks in the Power City from its inception six years ago. At the present time deposits are carried by the institution amounting to \$150,000.

J. H. HINTON.

If Hinton the photographer is commissioned to take photographs or views, artistic results are certain to be obtained, for good work and Hinton work hand in hand. Besides maintaining one of the largest galleries in the state of Idaho, Mr. Hinton unquestionably does the best work possible to secure, not alone in the Gem state, but anywhere else in the United States.

A GOOD agricultural country is the best possible basis upon which to build a city. This has long been recognized as a truism. The Snake River valley in productive-ness, climate, water for irrigation and extent of good land, is unequalled in any of the mountain states. T. W. Lee, who resigned the position of general passenger agent of the Delaware and Lackawanna Railroad Co., with headquarters in New York, and came out to farm in Idaho, says, "The Snake River valley is ahead of the Mississippi, Ohio or any of the other great eastern valleys, of which we hear so much. Mr. Lee has obtained several thousand acres near Rigby, and last summer broke up and put in readiness for crop next season about 1,500 acres. This speaks louder for this valley than real estate booms, display advertising, or any other method of exploiting a country.

TOWN FOUR YEARS OLD.

The town of Rigby, which is only about four years old, is situated in the best part of this great valley. At this point the great Snake River emerges from the mountains on the east and after running about 25 miles westward, makes a bold sweep to the south. In the formation stages of this country, this huge stream which furnishes a boundless supply of irrigation water, filled in this part of the valley with rich mountain soil, which accounts for its present wonderful productiveness. From Rigby one may travel for over 15 miles in every direction and be in the midst of a fine agricultural country, well tilled and producing enormous crops of wheat, oats, barley, rye, potatoes, sugar beets, hay, garden truck and plenty of the small fruits, such as a great variety of apples, plums, prunes, pears, etc.

The large stacks of hay, grain, and the broad well irrigated acres surrounding each farmer's residence denotes permanent prosperity.

BIG MONEY DISTRIBUTION.

The Idaho sugar factory, just south of Rigby, has received in round numbers, 80,000 tons of beets this season. At \$4.50 per ton, the price paid the farmers, shows that \$360,000 worth of beets has been shipped from this one source alone. Over 50 carloads of potatoes were shipped from Rigby this year, which go as far east as Minneapolis, Omaha, Kansas City, south as far as Texas, and north to Butte, Idaho potatoes rank, and in eastern markets, sell for the famous Greely potatoes, some calling for Idaho's in preference to the Colorado product.

Several hundred thousand bushels of wheat and oats were also raised in the country tributary to Rigby this year. No definite figures are obtainable on this crop, except what the various threshing machine companies report as having threshed. The raising of red clover seed and exporting it has also become a large and profitable business. Rigby fruit growers have shipped a considerable number of apples this season, to Utah and other points. In addition to the farm crops the cattle and sheep industry thrives, and the population of this part of Fremont county includes a goodly number of wealthy stock men.

In the country from the mouth of the Snake river on the north and Willow creek on the south, the following canals, which covers a stretch of country about 15 miles in extent, will give a more adequate idea of the abundance of irrigation water this country enjoys. Note the following:

GREAT CANAL SYSTEM.

Menan canal, 20,000 inches; Labelle canal, 15,000 inches; North Rigby canal, 6,000; Lewisville, 20,000; Rigby canal, 6,000.

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The institution is housed in its own handsome banking building on Broadway and the structure is a long odds bet that it will stand for many years to come. It is a two-story brick building, 120 feet in depth.

The banking furniture and fixtures are of the latest design and the interior arrangements are such as to afford light, ease and comfort, not alone to the employees, but to clients and customers.

The officers of the bank are: S. E. Larabee, president; W. F. Guillette, vice president; C. G. Peck, cashier; O. J. Ellis, assistant cashier; R. D. Larabee, assistant cashier.

President Larabee is one of the oldest bankers in the intermountain country having for years been identified in Montana with the oldest bank in that state, located at Deer Lodge. The State Bank transacts a general banking business and solicits business assurance courteous treatment.

J. H. HINTON.

If Hinton the photographer is commissioned to take photographs or views, artistic results are certain to be obtained, for good work and Hinton work hand in hand. Besides maintaining one of the largest galleries in the state of Idaho, Mr. Hinton unquestionably does the best work possible to secure, not alone in the Gem state, but anywhere else in the United States.

ings, clothing, dry goods, shoes, hats, capes, notions, groceries and crockery are sold at wholesale and retail.

The Golden Rule store was started in 1902 on a capital of \$2,000, and today a stock amounting to \$42,000 in valuation is carried. The other officers of the company are B. C. Bowers, president, and C. J. Call, vice president.

The splendid increase in business of the company is largely due to the efforts of Manager Schweitzer, and this year the business has increased to such an extent that on Jan. 1, the company will build an addition of 60 by 120 feet to the present building. At the same time, all plans have been perfected to equip the store in department style to correspond in every detail with up-to-date eastern department store arrangements.

In brief, Manager Schweitzer intends to have the Golden Rule store second to no large establishment in the entire Snake River valley. The present building is modern in every sense of the word. Perhaps some better idea can be had of the magnitude of the establishment when the statement is made that the Golden Rule store is doing an annual business amounting to \$75,000. Next year it is conservatively estimated that the company will do at least \$100,000 worth of business.

Manager Schweitzer states that the business done this year exceeds that of last year in round figures, \$25,000. In other words, by selling the best goods at the lowest prices and through carrying a full stock of general merchandise, the Golden Rule store has built up an enormous business. The store enjoys the cash trade of the 10 surrounding settlements, including the Snake valley, and is competing successfully against Idaho Falls. The Golden Rule employs an efficient and obliging corps of clerks, and guarantees satisfaction to its customers. To give value received and please the people is what the store man implies, and it is certainly succeeding in this fine business accomplishment.

The Golden Rule store at Rigby does a strictly cash business and one of its firm rules is, "one price to all."

Manager Schweitzer is peculiarly well fitted for the business in that he has had 25 years' experience in mercantile business. He has patterned the present establishment after the mammoth establishment of the Ames & Despeke company of Cincinnati, where for years he was a valuable employee.

ANDERSON BROS. BANK.

Anderson Bros. bank incorporated at Rigby with a capital stock of \$10,000, enjoys the distinction besides being the only bank in that enterprising town of being an associate institution in connection with the oldest banking establishment maintained by Anderson Bros. in the Snake River valley.

The Rigby institution was established three years ago and the business has grown far beyond the expectations of its promoters.

It goes almost without saying throughout southeastern Idaho that any financial institution with which Anderson Brothers' name is associated stands for safety and solidity.

The present officers and directors of the institution are:

James E. Steele, president; George A. Cordron, vice president; J. H. Steele, cashier; directors, C. C. Campbell, M. Hitt and J. C. Anderson.

The active management of the bank is in immediate charge of Mr. J. H. Steele, cashier, than whom there is no better financier in the whole state of Idaho.

The institution is the depository for the town funds, and the independent school district funds and all other special funds that accumulate from time to time.

The bank has the entire confidence of the district and those who desire a safe financial institution to do business with will find every facility for their accommodation at the hands of Anderson Bros. bank at Rigby.

Large and small accounts are solicited by the bank, which is conveniently situated in the central portion of the business district. The home of the institution also is one of the modern brick buildings of Rigby and would do credit to many cities of larger population throughout the great Snake River valley.

Nowhere in the state of Idaho is there a more thoroughly up-to-date and modern furniture establishment than that of the Rigby Furniture company. Mr. Marler is a man well acquainted with the business, and he insists that Rigby people are as fast as the people living in any large city. That he is absolutely right is testified to by the large stock he carries. Anybody doubting the assertion has but to visit some of the Rigby homes. Mr. Marler takes a hand in furnishing most of them.

"Do what is right," is a motto of the Rigby Furniture company, and Mr. Marler insists that the only correct method of transacting business is to guarantee satisfaction. He also believes in doing a strictly cash business, and this is one of his methods of continually adding to his stock with the latest things in house furnishings.

The Rigby Furniture company occupies one of the largest storerooms in the town and the show room is complete with everything in the way of house furnishings that will gladden the hearts of the most fastidious.

Mr. Marler has been a resident of the section in which he is doing business for two years, and during that time he has gained the entire confidence of the local residents and farmers for miles surrounding Rigby.

It is another principle of the Rigby Furniture company that no order is too small or too large to receive the most careful attention. Competent salesmen and waiters are always on hand to show goods and answer questions.

GEORGE E. HILL, JR.

George E. Hill, Jr., does practically all the law work for the people of Rigby and vicinity. He also writes fire and life insurance. Communicate with him for anything wanted in the above lines.

No person should be without the safeguard of insurance and in soliciting your business, Mr. Hill will please quote rates upon application.

(Continued on page 33.)

Paxton, J. T. Caldwell and F. P. Robert. The brands of flour turned out by the mill are in great demand and farmers from Wyoming think nothing in the cold winter months of driving from 100 to 150 miles to secure a winter supply at the mill.

The company pays the highest price for wheat and are retailers of the by-products of the mill. A number of products have been added which were originated by Manager Robert. They at once gained a local reputation and it is all the mill can do to take care of the trade.

At present extensive improvements following the installing of electricity are planned by the company and within the year the mill will be second to none in the state of Idaho.

RIGBY HARDWARE, LUMBER & MANUFACTURING CO.

A town is usually judged by the character of its business institutions. The Rigby Hardware, Lumber and Manufacturing company is one of the solid business concerns that has materially helped in the upbuilding of Rigby. This firm has a high rating in all commercial agencies and does the largest business of any company in town.

Among the many lines of goods carried by the company may be mentioned the following specialties: Good Luck Ranges, Coles' Hot Blast heaters, Hall's paint, varnishes, stains and colors, John Deere plows, McCormick & Champion machines, Snow Ball washers, J. G. Reed's harnesses, Never Slip horse shoes, Tree brand cutlery, Plymouth rope, Carson gloves, Incolum, together with a full line of shelf hardware and tools. In connection with its lumber yard where is to be found a complete stock of sash, doors, building paper, mouldings, plaster, cement and all other building materials, the company also operates a modern planing and wood-working mill, which is turning out all kinds of mill work that is giving general satisfaction.

This firm's trade extends to all the adjacent settlements, and also up the Snake river to Swan and Star valleys. Its popularity is as universal as the large country from which it draws business. Correct business methods, fair treatment to customers and good business judgment together with enterprise, push and energy has built up this prosperous business to this firm, and in turn given the people a reliable home.

In addition to the above the company is the principal buyer of all kinds of farm produce and hogs. It always pays the highest market prices to the farmers and ships farm products as far east as Minneapolis and Chicago; south to Texas, and north to Butte.

This company is the only one in Rigby that buys merchandise in car lots, which accounts for the close prices it makes to customers. It certainly merits the support of the people in and around Rigby.

RIGBY FURNITURE CO.

The Rigby Furniture company, limited, is incorporated for \$25,000, and carries one of the most complete lines of furniture, carpets and wall paper in Rigby or vicinity. The present business was established under articles of incorporation last July, since which time under the able management of Mr. E. L. Marler, who is also secretary and treasurer of the company, the business has steadily grown.

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