

# Idaho Falls, the Power City of the Gem State

**I**t is the proud boast of residents of Idaho Falls that the great power city of Idaho is the coming interior metropolis of the Pacific slope. Already it is the gateway to the great Yellowstone National park, and its population exceeds 6,000. It is held out by enthusiasts that within the next five years the population will reach between 25,000 and 25,000 souls. That would mean for Idaho Falls the distinction of being the great midway city between Denver and Portland.

#### BUILDING RECORD.

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 prin-

ing through a deep and precipitous ravine of lava rock at one point 120 feet deep, where impeded by waterfalls and solid walls the raging waters in their might and fury have for ages beaten and swept in mighty volume and magnificent stupendous power against the restraining walls with no possible hope of regaining their freedom, for the Snake has never been known to overflow its banks.

#### POWER HAS BEEN HARNESSSED.

This great power has at last been harnessed and an electric power plant has been installed that will generate when fully developed 25,000-horse power and supply current for commercial purposes to cover a large territory. This great undertaking was fostered by A. L. Scott and others whose names are linked with every successful enterprise in Idaho Falls.

The company developing the power is known as the Idaho Power & Transportation company, limited. Mr. A. V. Scott is president; H. W. Moyer, vice president; R. D. Larabee, secretary, and C. G. Peck, treasurer. Besides the above included on the directorate of the company are H. K. Linger and A. G. Chapman. The latter being superintendant of the big plant.

The officers of the bank are Jas. L. Miller, president; O. A. Johannessen, vice president; E. H. Hollister, cashier. The directors are Jas. L. Miller,

permanent building on Broadway, Idaho Falls' principal business street. Mr. L. M. Earl, Jr., has resided in Idaho Falls for three years, and his partner, Mr. C. W. Mulhall has been a resident of the city for seven years.

#### NEW BANK STARTED.

Nothing illustrates the rapid growth of Idaho Falls so much as the fact that three banks were unable to supply the needs and a fourth institution was accordingly started early last June. The latest addition to banking circles in the "Power City" is known as the Farmers and Merchants' bank. It opened its doors for business June 3 of this year, and is capitalized at \$100,000. Already its deposits exceed \$100,000 and indications are that they will soon reach the \$200,000 mark.

In connection with another Idaho Falls bank this institution does a general banking business, and its officers are acknowledged men of standing in financial circles throughout Idaho. The bank's home is in its own building, which was completed before the doors were thrown open for business.

The officers of the bank are Jas. L. Miller, president; O. A. Johannessen, vice president; E. H. Hollister, cashier. The directors are Jas. L. Miller,

stationery, books, blank books, school books, cutlery, notions, fancy goods, guns, revolvers and ammunition, dry-fectory, tobacco, cigars, pipes, machine needles, extra and oils, fishing tackle and a large assortment of Christmas toys for the children.

#### FOR YOUR CONVENIENCE.

Davis & Huffaker, real estate and livestock agents, take particular pride in announcing to non-residents interested in Idaho that their office is maintained among other things for general convenience in making inquiries.

This is a power spirit and it has been wonderfully successful with this enterprising firm.

Every possible facility is maintained by the firm in the conduct of its business affairs. Land scrip and farm loans are made a specialty as also insurance. Horses, sheep and cattle are bought and sold on commission and cash is paid by the firm for hogs. In order to any department receive prompt attention there are no delays in doing business with Davis & Huffaker.

The firm is pleased to announce through these columns that it has splendid farm land for sale together with excellent city property ranging in price from \$15 up with good water rights. In connection with land offered for sale the firm has a fine ranch all located within 10 miles of Idaho Falls proper. The producing qualities of land offered by this concern are the very best. All grains and fruits can be raised and grain will average 60 bushels to the acre in yield. Five tons of alfalfa can be raised to the acre and some of the averages averages 25 tons in yield per acre.

As is the case with other enterprises real estate firms of Idaho Falls, Davis & Huffaker employ agents to canvass the country in the interests of their section and literature on Idaho Falls and surrounding country is freely mailed east of the Rocky mountains.

The members of the firm are George Davis and W. D. Huffaker. Each has resided in or about Idaho Falls for the past 21 years and both are well versed in everything which pertains to property anywhere in the Snake River valley. The firm as a firm has been engaged in business for about one year.

#### OLDEST BANK IN CITY.

Anderson Bros.' bank enjoys the distinction of being the largest and oldest banking institution in the entire Snake River valley. Aside from its many interests in Idaho Falls proper the bank maintains an associate institution at Rigby. This bank was established in 1882, and has steadily increased its deposits until now the amount carried is in excess of \$150,000.

Large and small accounts are solicited by the institution which transacts a general banking business in every sense of the term. The long standing of its organizers is such that in and out of the great Snake River valley.

Anderson Bros. is sufficient guarantee that any association of a financial character will be thoroughly and promptly dealt with.

The bank's home is on Broadway in the heart of the business district of the city and the institution is provided with every facility known to modern banking methods.

The bank is the bank of C. C. Campbell, president; James E. Steele, vice president; M. M. Pitt, cashier; G. R. Pitt, assistant cashier; A. L. Campbell, assistant cashier.

President Campbell is a leader in every opportunity to spend his time and money in any direction that will accrue to the general benefit of the people of the "Power City."

"What is said of Mr. Campbell, can truthfully be stated of all the officers and directors of the bank, and as of the gentlemen engaged in banking associated with other Idaho institutions. This, of course, speaks volumes for Idaho Falls, because with financial leaders taking a back seat, progress is an almost unknown quantity in the community where they do business.

THE BANK OF THE IDAHO POWER & TRANSPORTATION CO.

on farming and real estate loans in southeastern Idaho, and through his individual efforts the present prosperous condition of the American National bank is largely due.

#### OLDDEST GRAIN FIRM.

The Nils Hoff Grain company, limited, buyers and shippers of hay, grain and produce occupy the distinction of being the oldest firm in similar business in Idaho Falls. The company is under direct management of Mr. Nils Hoff, who for years has been the recognized grain expert of that section of the country.

This year has been an exceptionally prosperous one for the company, and an amount of business in excess of \$150,000 has been transacted. At no time during the year has the company been so busy as last year.

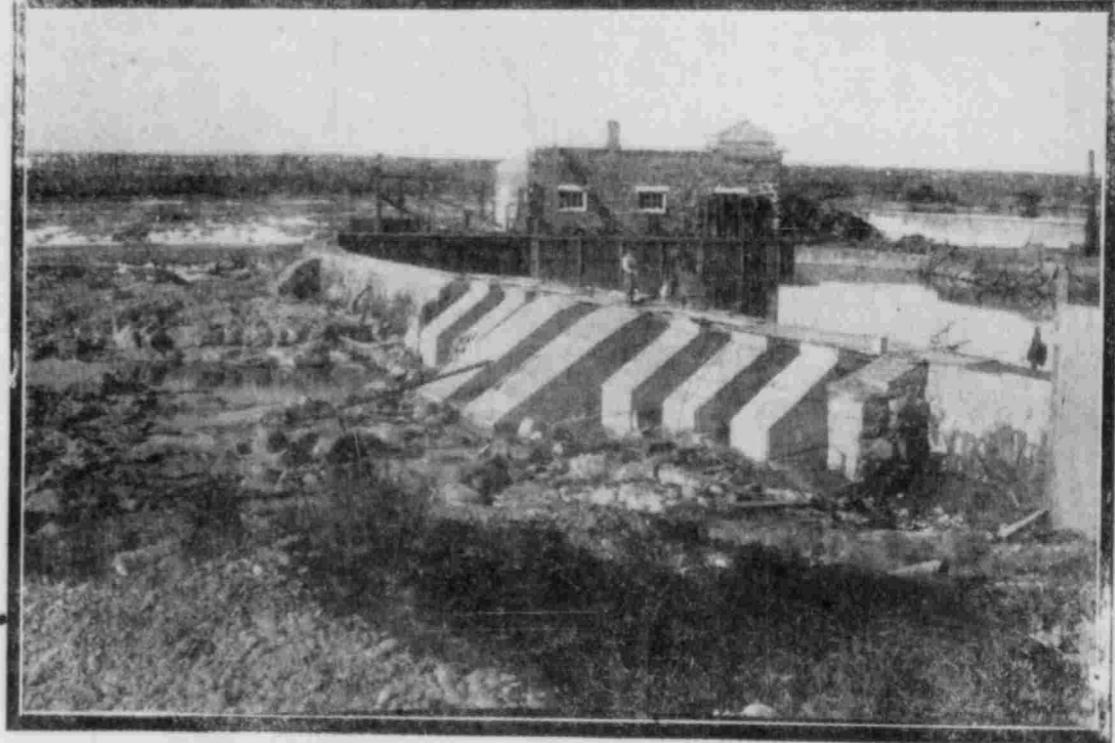
To earn an amount in six figures it was necessary for 400,000 bushels of oats and wheat to pass through the hands of the company.

The present concern has been in business in Idaho Falls steady for 10 years, and all the time the affairs of the company have been handled successfully by Mr. Hoff. Besides his business cares Mr. Hoff takes great pride in anything which will help the city to grow ahead and its name is well in the front rank of all subscriptions which mean something better for the city of Idaho Falls.

General repairing in every line is one of the features of the business and contracts are placed with the firm are certain to receive prompt attention. The company maintains a well equipped work shop and its entire management is under the personal supervision of Mr. O. E. McCutcheon, president.

All goods ordered from this company are shipped out without delay.

President Curley is regarded as one of the best posted financial authorities



PLANT OF THE IDAHO POWER & TRANSPORTATION CO.

## Campfire Stories of the Early West

**H**UNTING TALES in Utah are not overly numerous. This is perhaps because the pioneers who chose to keep records of their deeds came after the big game had fallen into the hands of Jedediah Smith and his trappers who camped on Utah lake, or were captured by Capt. Ashley and his southeastern hunters, or by Kit Carson, or John Weber and their kind.

Brigham Young, Jr., the oldest son of Brigham Young, used to have a good story to tell of the way in which Peg Leg Smith got his venison on Bear lake.

When the Bear lake monster story had not yet received the trimmings recently added by Aquila Neeker and his collaborators on the recent additions to Monster literature, Smith's work

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