

Never Had A Boom—and—Never Had A Setback

# MITCHELL

IN THE HEART OF AN IRRIGATED EMPIRE OF WONDERFUL FERTILITY. NEVER HAD A "BOOM"—HENCE PRICES OF CITY PROPERTY AND SURROUNDING FARMS ARE NOT INFLATED. NEVER HAD A SETBACK—AND NEVER CAN HAVE, BECAUSE ITS PROSPERITY IS BASED UPON THE SURROUNDING COUNTRY WHICH IS SURE OF MAGNIFICENT CROPS EVERY YEAR AND WHICH IS DEVELOPING AS RAPIDLY AS THE CITY IS GROWING. READ THE FACTS PRESENTED HEREWITH, THEN COME AND SEE FOR YOURSELF.

## THE TOWN AND ITS PEOPLE

A Center of Business and Social Activities, Fine Location and a Good Class of Citizens

### GOOD PROSPECTS FOR FUTURE

As boosters the business men of Mitchell are not given to making extravagant claims to attract people of speculative turn of mind and get them to invest in real estate at inflated prices. Altho they are glad to let the outside of the world know of their splendid advantages, their enterprise tends more toward helping to construct good roads and otherwise co-operating with the farmers of the surrounding country; and making improvements in town that will be for the comfort of its citizens and the convenience of those who trade with them. A community dinner once each week, at which business men and farmers meet and discuss matters of interest to all, is a feature of the business and social life of the community that older and larger towns might do well to copy.

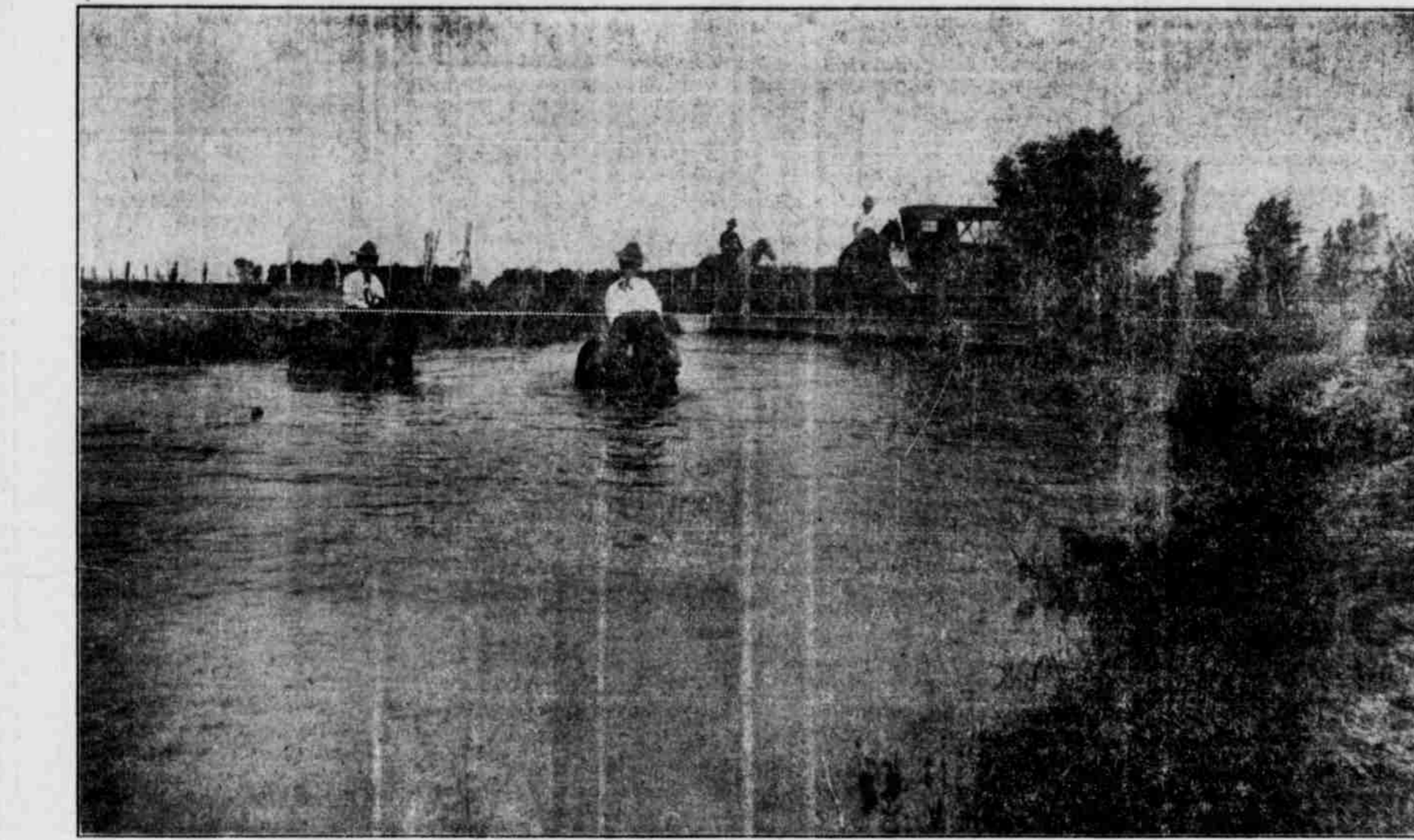
When the great Pathfinder dam and government irrigation project in Wyoming and Nebraska was started, Mitchell, Nebraska, was selected as the headquarters and the offices of the United States Reclamation Service were located here, a fact that speaks well for the splendid location of this city.

Mitchell is the permanent location of the annual fair of the Agricultural and Fair Association of Scotts Bluff county, the most populous and most rapidly developing county of western Nebraska.

Its location in the geographical center of a rich irrigated country, with other natural advantages, are elements that are favorable to a steady and substantial growth. The city has four church buildings, has five organized religious denominations, fine graded schools and a new three-story high school building, a modern opera house, large alfalfa meal mill and electric lighting plant, superior water works plant and volunteer fire department, a modern sewer system, has a large and up-to-date grain elevator, ample stock yards, fair grounds with half-mile speedway and new buildings in grove adjoining the city, has the county fair, two substantial banks whose combined deposits reach half a million, has a first class hotel, the largest department store in the state outside of a few of the larger cities, a number of lodges and fraternity organizations, one of the best military bands in Nebraska, and has fifty business houses and offices whose stocks and equipments are seldom equaled in a city of twice Mitchell's present population. Beyond this, Mitchell's business men are progressive and wide awake to the fact that the city is growing. Loyalty of the surrounding farmers to Mitchell and its interests is a strong element in favor of the city's growth, as all look with interest to Mitchell's schools, churches and society, as well as to its commercial, manufacturing and shipping industries.

The Mitchell mill, which has been operated under the capable management of W. D. Linden, has a capacity of grinding seventy-two tons a day and employs fifteen people. Were it possible to run at full capacity continuously the mill could grind 26,280 tons per year. It furnishes a home market for a home product—paying the highest market price for both material and labor. The output is shipped to manufacturers of molasses feed at East St. Louis, Kansas City and other points. In addition to the milling business the company generates and supplies the city electric lights, maintaining a modern light plant of 50 K. W. generator capacity. The light service is excellent and the plant has sufficient capacity to supply the city for years to come.

The machinery of the mill and the electric light dynamo are run by a Fairbanks-Morse gas producing en-



Scene in Mitchell Ditch, Showing A abundant Water Supply for Irrigation

gine, the plant manufacturing its own gas from coal. A separating boiler receives the gas and smoke from the furnace, and after passing through water it is forced from the pumping tank to the engine. A valuable by-product, coal tar, which is produced by this process, is run to an outside vat where it is barreled for the trade. Alfalfa meal, as it leaves the cutting and grinding machine, is blown to the top floor of the factory, from whence it is lowered through chutes to the sackers at the rate of three tons an hour. Here it is put up in 100-pound sacks and loaded on the cars on the company's private siding.

The company, which is incorporated with a capital stock of \$50,000, is a member of the National Alfalfa Millers' Association and has won a reputation of supplying the purest and the cleanest product on the mar-

ket, and grown on the highest irrigated land in Nebraska. Officers of the company are: W. D. Linden, president and manager; A. L. Moon, secretary, and Jas. T. Whitehead, treasurer. Manager Linden was formerly of Hastings, operated the mill at North Platte, and after it was destroyed by fire, he reorganized this company three years ago and after a lively struggle put it on a paying basis and created a wide-spread demand for the Mitchell mill's superior product. The alfalfa mill brings business to Mitchell from all surrounding territory, and adds substantially to the wealth and commercial importance of the community.

There are other Mitchell enterprises that are deserving of special mention, among which we find the mammoth department store of the Mitchell Mercantile Company, having the largest establishment of the kind in

Nebraska west of Grand Island. M. B. Quivey, who was at one time engaged in the mercantile business in Alliance and is one of the best known men in western Nebraska, is president and manager, ably assisted by Miss Rose C. Trumble, secretary.

Mitchell's two banks are institutions of which any city might be proud. With ample capital, supplemented with the deposits of numerous and prosperous customers, they meet the banking needs of the town and community in a very satisfactory manner. J. T. Whitehead, cashier of the Mitchell State Bank, is president of the Water Users' Association and well known thruout the Valley. H. O. Eastman, cashier of the First National Bank of Mitchell, besides successfully conducting the affairs of the institution of which he has the management, has the reputation of

being interested in public enterprises and doing his part to promote them.

Two enterprising and reliable real estate firms occupy a necessary and useful position in helping investors to find desirable property that may be for sale and in finding purchasers for those who have land that wish to sell. The advertising cards of these firms, Martin Bristol and Spencer & McCaffrey, may be found on the opposite page.

The Mitchell Index is the name of the local newspaper, which is edited and published by H. A. Mark. It is one of the leading papers of western Nebraska. Besides giving its readers each week a large quota of local news of a general nature and contributed items from the surrounding country, it publishes an exceptionally large amount of information relative to irrigation matters.

## IN THE HEART OF N. P. VALLEY

Mitchell, a Leading Town That Never Had an Inflated Boom and Will Never Have Setback

### RECLAMATION HEADQUARTERS

With the fertile, irrigated fields on and near the Nebraska-Wyoming state line to the west, and reaching up to the outskirts of the town; with practically the same stretch of country extending east to the Scottsbluff sugar factory; with Dutch Flats, a broad expanse of irrigated country under the government ditch, stretching out to the north; and with that famous garden spot known as Mitchell Valley just across the river to the south, MITCHELL, may correctly be said to be in the heart of the heart of the irrigated country of the North Platte Valley.

It is the boast of the prosperous business men of this live city that it has never had a boom and never a setback. Persons who have seen the boom of new towns without a developed country to sustain them, and their subsequent collapse, know how important a matter this is. A glance at the cuts in this paper of rich irrigated fields and irrigation canals, with their ample flow of water, will prove to any one familiar with irrigation that the permanent prosperity of Mitchell is assured, when the amount of land that can be irrigated within the patronizing territory of the town is taken into consideration.

Immediately after the construction of the Guernsey extension of the Burlington railway along the North Platte river in western Nebraska and eastern Wyoming in the year 1900 a dozen new towns sprung simultaneously into existence. That was the year Mitchell was placed on the map, a live town that has never stopped growing, has never had a boom or a basket.

### Mitchell Valley

Mitchell Valley, the vast section of rich land lying across the river just south of the city, has long been recognized as the garden spot of the North Platte Valley, for long before the lands north of the river were in their present state of cultivation Mitchell Valley had many prosperous farms and ranches and a post office which was subsequently moved to the present site of Mitchell, and thus giving the new town its name. Now that this valley's irrigated territory is about to be extended by the government's new irrigation project it will naturally follow that Mitchell's favorable location will give to this city the greatest benefits arising from increase of population and traffic.

The diversity of industries and variety of crops grown around Mitchell obviates the possibility of its ever being dependent upon the success of any one crop or a special industry of any sort. Primarily a cattle country, the pasture lands beyond the irrigation belt still produce herds of cattle and droves of sheep that at the close of the grazing season are now quickly fattened for the world's markets on the thousands of acres of alfalfa, beet tops and pulp, and other feed produced in the irrigated valley. At present sugar beets and alfalfa culture are bringing the greatest returns to farmers, although all cereals, potatoes, fruit and garden stuff are successfully produced. Fruit culture and dairy farming will show greater activity as the country grows older.

### Dutch Flats

Dutch Flats is another remarkable piece of country tributary to Mitchell, lying north and northwest of the town. It is not bottom land but a low table, having a fertile, sandy loam, well adapted to the growing of alfalfa, sugar beets and potatoes, as well as small grain and corn. The extent of this stretch of irrigated country, under the government project, is the surprise of all who visit it for the first time.



Putting Water on the Fertile Soil of the North Platte Valley