

NEW FORMULA FOR WEALTH

Dream Added to Water and Applied to Idaho Soil.

STORY OF A DESERVED TRIUMPH

How a Cripple Creek Lawyer and an Iowa Editor Floated a Great Enterprise in Panic Times.

BUHL, Idaho, April 12.—(Special Correspondence of The Bee.)—This is a success story; the tale of a man from Iowa who made good. At Marne, Ia., twenty years ago a 14-year-old boy worked odd hours in the printing office, the place where the little town paper made its weekly effort to be interesting to some 400 or 500 "old subscribers," with a "Pro Bono Publico" and a "Veritas" thrown in for good measure. It was "Eddie do this" and "Eddie, do that," and he was the indispensable "devil" who swept the floors, washed the rollers of their sticky ink, made the lye solution for the "form" of type. Just now they call him E. T. Meredith, publisher of "Successful Farming," and his newspaper last month carried a total of ninety-six pages. Quite a jump for a bare-legged boy; quite a little piece to travel in fifteen years. But it's not with that I am concerned. To get at Meredith's real progress you've got to jump to Idaho; to the lands of a



C. J. PERKINS, General Manager West End Twin Falls Irrigation Company.

Carey law segregation. He makes his home in a tent here at Buhl, in sight of the snowy peaks of the Caribou hills, and C. J. Perkins is the wizard who has made another desert bloom like a rose. Perkins is a Wisconsin man; transplanted to Colorado, with a home in California; cosmopolitan, thoroughly, with a keen eye in his head, an iron gray mop, a bristly mustache and a pipe—a pipe that is gold mounted, of French brier, with an amber mouthpiece; a companionable pipe, which would and could talk if it had legs.

Perkins is a hustler, a dreamer, and one who does things, all in one. He thinks and acts simultaneously. And, with him, a chance is not a chance until it is roped, hog tied and branded with his own initials of C. J. P. Just a country lawyer's life; just a country law office; just a lot of country lawyer clients at Cripple Creek, Colo., was too slow for Perkins; altogether too slow, and so, one day he flitted away to the orange groves of El Camino Real of Southern California. There he became interested in irrigation law, irrigation practice and learned to know the enormous profits from both tilling irrigation soil and promoting irrigation projects. Smoking that pipe of his in the observation car of a Pullman train, bound out of Salt Lake City one night, he was talking of irrigation in California. "There's a good chance in this state," said one of the men, lounging in the shadow of a corner. "What state are we in?" asked Perkins. "Idaho," came the slow drawl of the field engineer, who had first spoken. Then came details.

"Just back of Minidoka, over here a few miles, there is an old lake bottom; a depression of earth that covers more than 3,000 acres. It is surrounded by great high walls, with a beautiful stream, filled with trout flowing into it, and I believe that nature meant it for the site of a reservoir



EDWARD T. MEREDITH, Editor and Publisher of Successful Farming, Des Moines.

for an irrigation project. I believe you ought to go take a look at it. Adjacent there are over 50,000 acres of as fine a body of land as lies out of doors. Some bright fellow will get hold of that whole country some day and clean up \$50,000." So spoke the engineer. Perkins knocked the ashes out of his pipe, took a drink of ice water and—no, he didn't go to bed, in the middle of the night he awoke at Minidoka, and the next morning, with a trusty cypress picking its way around the gopher holes, sowing the jack-rabbits and astorishing the coyotes, he was

BUHL IDAHO

BUSY BEAUTIFUL BUSTLING BUHL



The \$25,000 School House at Buhl. Modern in every particular.

Buhl's Hotel, though much too small to accommodate its trade, is most capably managed.



Homeowners have their pick of good furniture and new.



Hardware, Furniture and Implement trade is excellent here. Best goods carried in stock.

WHAT A LIVE TOWN IS LIKE

Some Notes on Buhl and the Country Round About the Town.

This city is the nearest point to the new gold camp of Jarbidge of which no much has been said. The former mine manager of the Cripple Creek country declares there is more ore in sight in one of the Jarbidge mines than there was at the famous Portland mine at Cripple Creek at the same age. Jarbidge is destined to be a great gold camp and that this place is nearer to Jarbidge than any other point is best evidenced by the fact that the United States mail is carried from Buhl to Jarbidge. The proximity of this great gold camp allows every farmer of this tract a safe and sure outlet for his produce not only now, but for years to come.

Take the map and look for Buhl, the most centrally located city in all the Twin Falls tract. This great Carey act segregation consists of more than 240,000 acres of land, every foot of it irrigated by an ample flow of water from the inexhaustible Snake river, whose flood of never failing waters provide a constantly ready flow of moisture. It is like having your rain on tap. Directly tributary to Buhl there are 50,000 acres of land, every acre of which must come to Buhl for its necessities and the produce of all of which must come to Buhl to be marketed. Buhl will become a city of 5,000 to 10,000 people just as quickly as it became a city of 1,500 people. Money invested in Buhl now is sure to be doubled within the next few years.

The soil of the south side project is of the best there is in the entire United States. Almost every variety of agricultural produce. The entire country is overlaid by a deposit of volcanic ash of an alluvial deposit, brought down by the Snake river from the tops of the surrounding hills. This top soil is a mulch which has permeated the subsoil so that the productive value of its soil richness is incalculable and inexhaustible.

Surrounded by hills, whose peaks are covered by eternal snow, the hot winds of summer are cooled so that the nights are most endurable. There has not been at any time at Buhl a night when bed covers are not comfortable, nor has there ever been a winter when one needed a bed room stove. The city lies almost three-quarters of a mile above sea level and the atmosphere is high, dry and delightful.

Crystal pure water for every purpose is provided by the mountain streams. The Snake river provides the city water, and this, coming from the clear, cold peaks of the nearby hills, is most palatable and delicious.

There is a splendid creamery at Buhl, taking all the cream the farmers can produce. Indeed, the creamery might be made much larger were it possible to secure more cream. "Put a cow in your pocket" when you start from the east, is one of the requests to all of our intending settlers. Alfalfa yields from five to nine tons to the acre; clover from three and one-half to five tons; timothy from one and a half to three tons; wheat from 25 to 35 bushels to the acre; oats from 60 to 120 bushels; barley from 50 to 75 bushels; potatoes from 200 to 300 bushels; onions from 400 to 600 bushels, and all kinds of small fruit do exceedingly well.

But the orchard industry is the one that will make Buhl the peer of any orchard city in the world. Not even those who live here yet realize the wonderful possibilities before this city as an orchard country. Trees here will produce as high as 4 boxes of apples to the tree, beginning with the sixth year. Trees are planted to the acre and the fruit when picked in a workmanlike manner for commerce, will sell

as high as \$5 per box and from that down to \$1 per box. It may thus be seen that it is possible to produce a gross revenue of \$64 per acre from the better varieties, better grades, better cared for fruit. The best plan to follow when coming west is to send to me and get one of the beautiful books we have published. I turn over your name to a number of responsible dealers in the lands, city property and investments, and from that time on you deal with individuals whom you can hold responsible. The Carey act provides for this. Send to me for a copy of my free book on Buhl, its location, transportation, climate, soil and resources. Remember that this book is absolutely free.

Socially, Buhl is a complete community. The churches are Methodist, Presbyterian, Baptist, Catholic and Episcopal. The ministers in charge are all able, brilliant men. There is an opera house to which come the best attractions in this section, and transportation to the near-by cities is quick, easy and comfortable. Buhl lies on the Minidoka branch of the Oregon Short Line (Union Pacific railway), and this makes getting into or away from town most comfortable. Buhl has one \$25,000 school house, eight rooms, with most modern disposition of light and acoustics. The entire building is heated by steam, electrically lighted from the power of the Snake river, but a few miles away. There is city water in the building, and the most sanitary plumbing and health arrangements. There are eight teachers under the direction of Prof. W. C. Thompson, an educator of note. At the present time there are 115 pupils and these fill the twelve grades of the full high school course. Prof. Thompson has taught in Idaho for five or six years and is thoroughly well acquainted with the western needs and requirements. He has adapted the most advanced thought on the subject to the needs of a community so small as Buhl and the result is a most satisfactory blending of the necessary and useful. The school system of Buhl can not be surpassed by any city of its size in this country.

Buhl is well provided with business institutions. Its Commercial club is a live and growing organization. It occupies quarters forty feet one way by seventy-five feet the other. It is an incorporated body and is governed by a board of directors, as are the clubs in the most advanced cities. The facile management of the club makes it possible for it to take up matters of public interest; to induce industries, to advertise and generally push the community into its deserved prominence. There are three hardware stores, one of which does a business of more than \$100,000 per year. There are three implement houses and groceries, department stores and a business community fully alive to the needs of a growing city. The Buhl creamery is one of the important institutions of the city. It has a capacity not now taxed because of the difficulty of getting cream. Dairy farmers, however, could be assured of a quick cash market for all the cream they could provide. The Idaho Butchering and Packing Company is a growing concern, now erecting its cold storage plant. The Buhl planing mill supplies all the necessities of the builder of home or office building or store.

Buhl needs a flour mill badly, to take care of the great grain crop of the nearby farmers. A cannery mill will be a much needed institution in the near future, while a brick plant would coin money from the jump. We want these new businesses. We will make it easy for them to come. If you are a flour mill man; a practical brick maker, or a cannery of experience, we want you to correspond with us. We will make it worth your while to find out the inducements we will offer, if you will build a practical plant here.

Write for our booklet. Write to me. We want a flour mill, a brick plant and a cannery. And we want thousands of farmers. There's room enough for all. Write today for this information. Address: E. T. Meredith, Secretary, Buhl Commercial Club, Buhl, Idaho.



PANORAMA OF THE CITY OF BUHL, IDAHO. TWO IMPORTANT INDUSTRIES DO NOT APPEAR IN THIS PICTURE.

looking, with delighted eyes, at the vast expanse of the Cedar Creek country. Within thirty days his surveyors were at work, and within a year and a half the Carey Act segregation was made, the contract with the state of Idaho signed, sealed and delivered, and Perkins was ready to buy cigars for the man with the money. And here's where Meredith comes back into the picture. Perkins, himself, says: "It was a panic year; I left Boise with \$15 cash in my pocket and about \$400 in 'panic money,' which I couldn't spend, not even on the railroad trains for meals. At Colo-

rado Springs I went into a bank where they knew me and got some money for Idaho clearing house certificates. With this I got to Chicago, and there I was promptly kicked out of every bank and bond broker's office in the Windy City. They were perfectly willing to trade the trade that comes from the west, but money for western enterprises; oh, no! Not by a jug-full! I kept at them, but it was a fruitless task. My plan was all right, they said. They couldn't kick a hole in it anywhere, and so I knew I was all right. But money I had to have. And the chance remark of one

of the cashiers of the banks I called on led me to the right road. 'We can't let you have any money,' this fellow said. 'It's all we can do to hold on to what we've got. The farmers have the money, but they aren't putting it in the bank and they are taking out every cent they can get up to give up.' That was what my friend the cashier said. And the thought that came to me was this: If I can get an advertising man in with me I can go to these farmers. Mine is a farmer's proposition, and they'll give me the money if they can see the

sure and best end of the trade. I need an advertising man to help me get to them. I looked over all the states and found that the per capita wealth of the state of Iowa, judging by the bank statements, was about \$200. And I went to Des Moines. I had 50,000 acres of land, for which I was entitled, under the Carey act to charge \$40 per acre. I bought E. T. Meredith and proposed to Meredith that I sell 10,000 acres for \$5 per acre, the money to be used for construction work only. I said to Meredith, 'I don't want to sell the land. I want to see the work is more than one-fourth

completed. The land is all sold. And the project does not owe a dollar on earth. Meredith will clean up \$25,000 and Perkins will clean up \$25,000 and the land will provide homes for more than 3,000 people. "Oh, yes," said Mr. Perkins. "Meredith had hope to it, so soon as the final details of this plan are disposed of and out of the way. The segregation has been applied for, the project has been financed, and so, on the heels of one success, will follow another." Bee Want Ads Are Business Boosters.