

Note from Marilyn Eichner :-- Aug. 30, 2014

Leonard Eckman lived with his family below Juliaetta in the house owned by Eberhardts. He would probably be in his mid to late 60s now.

I noticed what I am quite sure is an incorrect name on page 18. I have a VERY STRONG feeling that names should be correct if at all possible. I believe the bank manager was E. W. Porter. There is a Potter elsewhere in the document which is most likely correct.

History of Juliaetta, Latah County, Idaho

"Early and Present"

July 1968

Leonard L. Eckman

Course:

History of The Pacific Northwest
Mr. Barns

See me about this

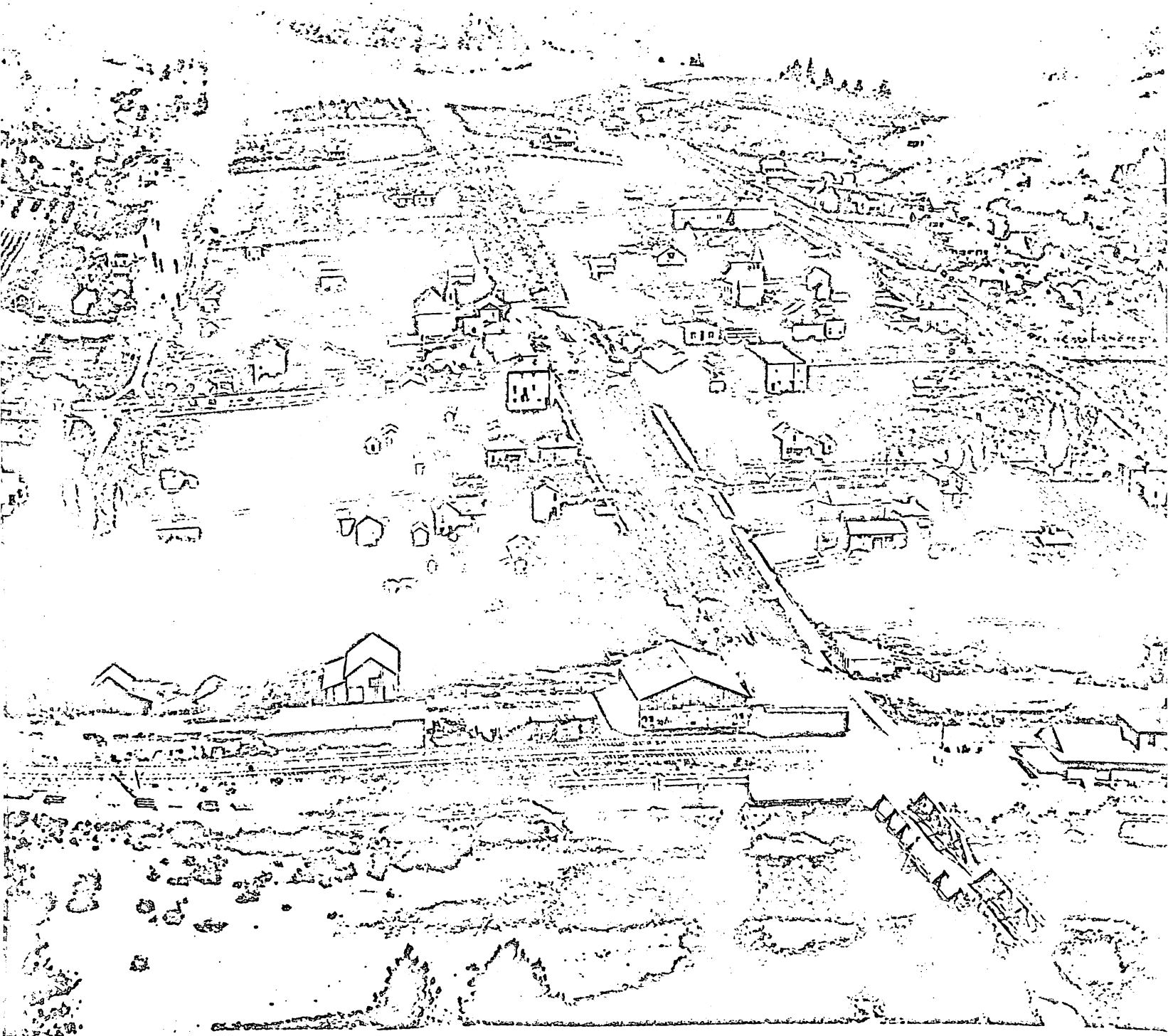
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In this research paper I will present the past history of my home town, Juliaetta, Idaho, and its development at the present time.



Julisetta 1894



Juliaetta about 1915

I have found in my research on Juliaetta that about the turn of the century this was a good sized community with a large number of businesses, some of which were; two banks, a hotel, confectionery, two general merchandise stores, stables, pharmacy, and several Dr's. offices.

*Arrived
1st person*

Comparing Juliaetta as it is now to what it has been, I find it to be much smaller at the present time. It has a grocery store, service station, cafe, and a saw mill. This is much smaller than Juliaetta was at one time and I feel that this decline in size has not only affected Juliaetta but many of the other small towns in the North West. I feel that probably the number one reason for this is the automobile and man's ease in communications. There is no longer need for small communities to have all of their needs close at hand for they can be obtained cheaper in the larger towns a few miles distant.

Juliaetta has an interesting name. Other than being hard for many to spell it has a different name sake than most communities. If we take the name Juliaetta and divide it we will find a clue to its origin (Julia - Etta). (See the next page for a picture of Julia and Etta Snyder.¹) "In 1881 Charles Snyder was allowed to start a post office and he chose the sight of the present town of Juliaetta. "In selecting a name Mr. Snyder expressed his

¹ Picture obtained from Mrs. Macie Nye, personal interview, Juliaetta, Idaho June 17, 1968.

The girl Juliaetta was named for



1890

Julia

Julia

Julia

1890

parental love for his children - naming the office in honor of his daughters - Misses Julia and Etta, who are now enjoying health and happiness."² Julia and Etta were twin girls and also the first white girls born in the community.

Not a new para. Mr. Snyder moved to the Juliaetta area in 1876 from California, settling ^(at) American Ridge, later moving to Juliaetta where he was Post Master.

Juliaetta is located at the confluence of the Middle fork of the Potlatch River and the Potlatch River. The main part of town is located on the lower end of Fix Ridge with the remainder across the Middle Fork of The Potlatch River on the lower end of American Ridge. Across the main Potlatch River is Potlatch Ridge. "The elevation of Juliaetta is 1,087 feet, while the plateaus, or as they are locally known, the ridges (the names of which I just mentioned) immediately surrounding average about 2,400 feet above sea level."³ These plateaus or ridges are very fertile farm lands producing much grain each year. As farming increased on the ridges a market was needed for the grain and Juliaetta was a logical market for this grain. Roads were built into Juliaetta and also a tramway was built down the steep hillside of the Potlatch Ridge to bring the grain into town. Note the picture on the following page of grain wagons coming down the old fix ridge grade into Juliaetta.⁴

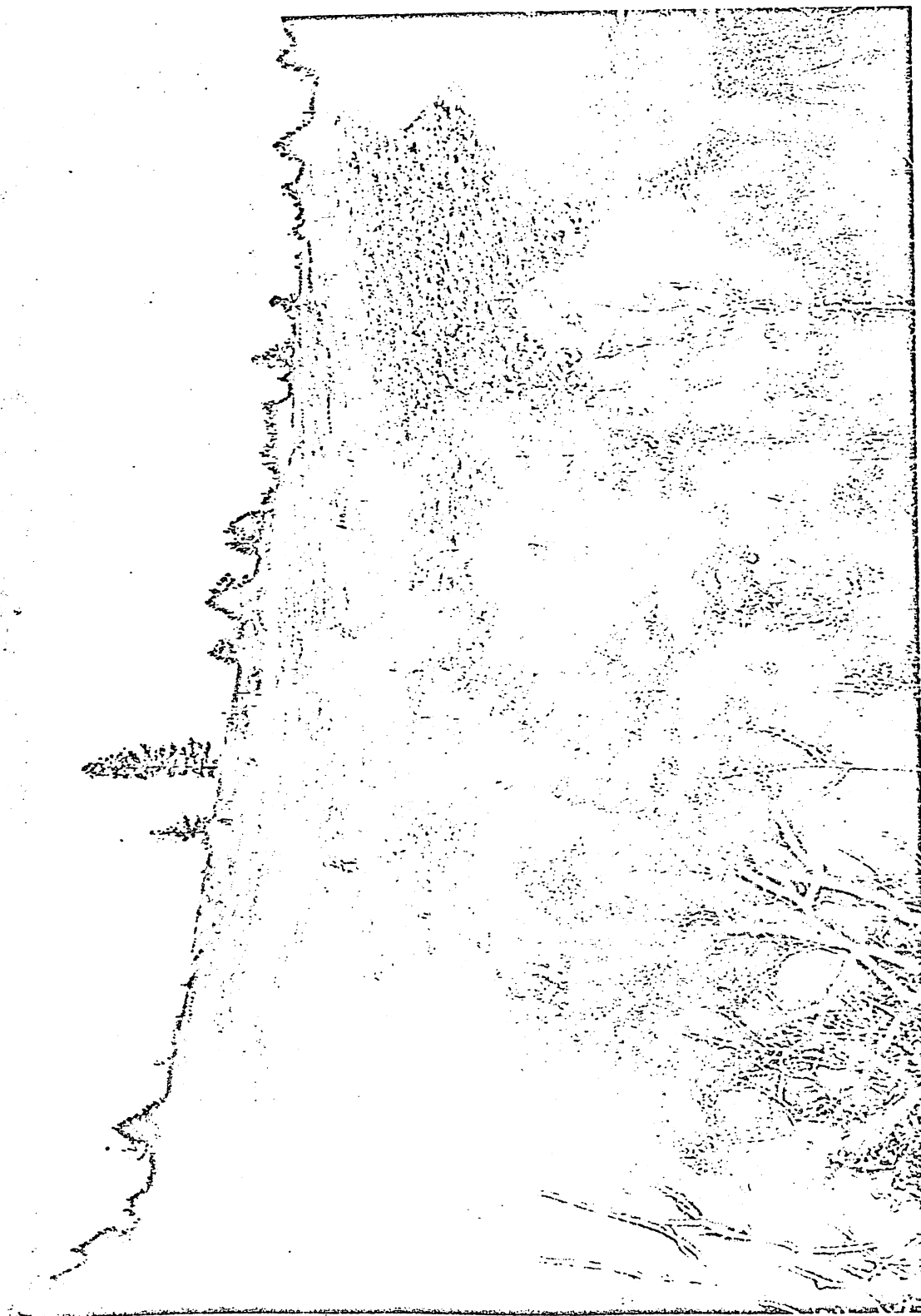
² Juliaetta Sun 1911, p. 5

³ Ibid., p. 6

⁴ Fix Ridge Latah County, Idaho., Second Edition 1966.

Hauling Grain by Wagon Around 1909-1910

Twelve Loads on the old Richardson Grade.



Wagon 1. Albert Heimgartner, 2. Frank Hoisington, 3. Hoisington's hired man, 4. Joo Gilbert, 5. Robert Heimgartner — his father riding with him, 6 & 7: — unidentified, 8. Walter Clark, 9-12: Eckman, Giese & Hutchison Wagons are in the picture but cannot be determined which one. Others are unidentified.

Lloyd Eckman

With a supply of grain there was a need for a processing plant in Juliaetta and this was the Juliaetta Milling and Light Co. owned by Holbrook and Martin. Not only did they deal in grain and flour but also in electric lighting and electrical supplies.

In the early 1900¹⁰ there were a great many businesses in Juliaetta. There were two banks; The Bank of Juliaetta and the Citizen's State Bank. The Bank of Juliaetta was established in 1889 with E. W. Potter as bank manager. The Citizen's State Bank was organized in 1910 with the leadership of Charles Hill.

Juliaetta was not without medical assistance that as it may have been. There was a dental parlor with Dr. J. B. Buchanan as dentist. (I submit to you this discription of dentistry as apper - ara in the Juliaetta Sun. "The science of dentistry requires perhaps, more mechanical skill, combined with technical learning, than any of the professions."⁵ Juliaetta also had a Pharmacy operated by Dr. S. A. Roe who was also a medical Dr. ^{appt not} He had moved to Juliaetta from Greer, Idaho where he had practiced medicine. The largest and most important institution of medicine in the Qenland empire was established in Juliaetta and this was the Foster School of Healing. Dr. Foster had some odd ideas about healing, and I found his article in the Sun intersting so I included it in this paper and I quote.

THE FOSTER SCHOOL OF HEALING

This institution attracts sufferers from every known disease, and they come from distant states as well as from this and those surrounding us. The methods used in treating the patients vary according to their respective needs, yet in all cases mental

suggestion forms the basis for permanent cure and continual unfoldment into higher and broader fields of both physical and mental development.

This school is unique in its character because there are no particular rules, creeds, nor dogmas taught or practiced. No objections nor criticisms are made to any of the many methods now used in the treatment of diseases. However, true principles of living, capable of universal application, are incorporated into the teachings of this institution, yet the manner in which these supreme laws governing the perfect manifestation of life shall be individually applied is left to the judgment and discretion of the patient.

Nevertheless, it is the fundamental object of the institution to inculcate into the minds of its patients the reasons why it is necessary to live, both physically and mentally, in accordance with the natural or indinite laws in order to manifest a healthful, bodily condition. These reasons are explained in such a simple and logical manner that these scientific facts are readily comprehended; and when once thoroughly understood it becomes a joy to live in harmony with the absolute laws of life and thus enjoy health, happiness and prosperity, instead of being subject to sickness, disease and sorrow.

The gradual unfoldment of the processes of magnetic and suggestive healing involves so many grand and beautiful things that it becomes a new revelation of the life principle. It is not by any means an imaginary force, but a real natural function, which will cure disease of whatsoever character in a brief space of time. The application of its principles to the study and cure of disease is, indeed, but one of the spheres of its activity. It aims to be as broad and inclusive as life itself, to consider all problems which our rich, solid and intellectual life suggests; including self-control, self-healing, self-knowledge, power to heal others by magnetism, telepathy, suggestion, intuition, the secret of which leads us to certain success in every undertaking in life. They keep us hopeful, cheerful and happy; in harmony with and at home with ourselves; fearless, free and independent.

The permanent good which is accomplished by this institution is being manifested daily by the great number who, after attending this School, return to their homes and not only remain in health themselves, but assist others in expressing life more abundantly.

To obtain beneficial and lasting results it is necessary that the doctor be all that the etymology of the word implies—a true teacher as well as a healer; and not merely one who, with the aid of antiseptics, is enabled to relieve pain. That Prof. Foster's work includes all that is implied in the words "doctor and teacher" in their broadest sense, is self-evident,

and the life and character of both himself and his institution substantiates the statement. The essential and important features of any healing institution is not alone its ability to relieve diseased conditions, but its true virtue lies in teaching the patient the immutable principles governing life, which, when understood, gives to the person that power which conquers and overcomes disease and diseased conditions in whatever form. It is because of the vast and inclusive principles which are taught by the Foster School of Healing, that its influence for good is continually growing and will ultimately evolve to that state of evolution which knows no bounds.

Daily lectures are given in the assembly hall by Prof. Robert Foster, the founder of this School, or by one of his assistants. In these talks various subjects conducive to health and happiness are discussed; the reasons why certain causes produce unharmonious conditions in the physical body, and how it is possible by a change of mental attitude to eradicate the causes of any existing disease. In these lectures the scientific facts which govern manifestation of life are ably explained, and many patients are thereby made to see the true way of living, and reap the reward thereof. These lectures comprise a part of the treatment, and are attended by many persons who find them unusually interesting and instructive.

This School is rapidly becoming prominent throughout the Northwest as a healing institution of phenomenal success, and Juliaetta is indebted, in a large measure, to its founder, Prof. Robert Foster, for the prosperity and prominence which our town now enjoys.⁶

There were many other businesses in Juliaetta. Among these were; Stump's Confectionery, Groseclose & Richardson general merchants which also included undertaking, Juliaetta Hardware Co., I. X. L. Livery Stable, Alexander's Mercantile Co., a meat market owned by W. C. Joslin, J. C. Hamil Jeweler, Millinery store operated by Mrs. J. C. Groseclose, The Barnum Lumber Co., and Niles and Brackney Fruit Packers.

⁶ Juliaetta Sun 1911 pp.8-9 .

Juliaetta has for many years been known for the fruits and various garden products grown in and around the community. Many varieties of fruits were shipped east such as cherries, apples, prunes, and pears. ^{at per} I myself have picket cherries commercially near Juliaetta on Cook's ranch. Watermelon grown in Juliaetta were known far and near. This has been true right up until the present time.

Juliaetta is on the Northern Pacific Railroad between Spokane and Lewiston. The railroad was completed to Juliaetta from Spokane in 1890 and was connected with Lewiston in 1893. The railroad gave the community transportation and possibly more important was the outside markets for the grain, fruit and garden products that it provided.

In early times Juliaetta had four Churches; Catholic, German Lutheran, Christian, and Presbyterian. Juliaetta still has a large number of Churches. At one time there were eleven but there are fewer now. They are Methodist, German Lutheran, Nazerane, Seventh Day Adventists, and Jovis Witnesses.

A school is a must for any community and Juliaetta had this must. The students could obtain a high school education there if they desired to do so. The school was a large wooden frame building and it burned in 1931. A brick building was soon erected to replace it. Juliaetta has just an elementary school now, grades one to six, in the same building that was used for all twelve grades before the school consolidated with the Kendrick Schools a few years ago.

Shovah

Culture was an important part of the early community of Juliaetta. The town took much pride in their eighteen piece concert band. This band put on concerts as well as marching in parades.

Mrs. Daker Porter contributed much to the culture of Juliaetta with her Art School. Mrs. Porter had a notable reputation as a fine artist and her paintings were much in demand. She had attended the New York School of Art before coming to Idaho. She was also a talented vocalist which added to the community.

The main enterprise of Juliaetta today other than the raising of grain and the shipping of it is the lumber industry. Juliaetta has a fair sized saw mill and planer and also there is a box factory owned and operated by Jack Browning.

In doing the research for this paper I found many interesting facts about the community in which I was raised. The namesake of Juliaetta is interesting and the enterprises and size of the community was rather shocking for me when I compared it to the present size of Juliaetta.

I have made a copy of the Supplementary Edition of The Juliaetta Sun, 1911 for the enjoyment of the reader of this paper and include it here.

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JULIAETTA

LATAH COUNTY, IDAHO

VIEW OF JULIAETTA

Photo by G. W. Maekle

*Mrs Wallace Clark
Julietta, Idaho*

SUPPLEMENTARY EDITION OF
THE JULIAETTA SUN

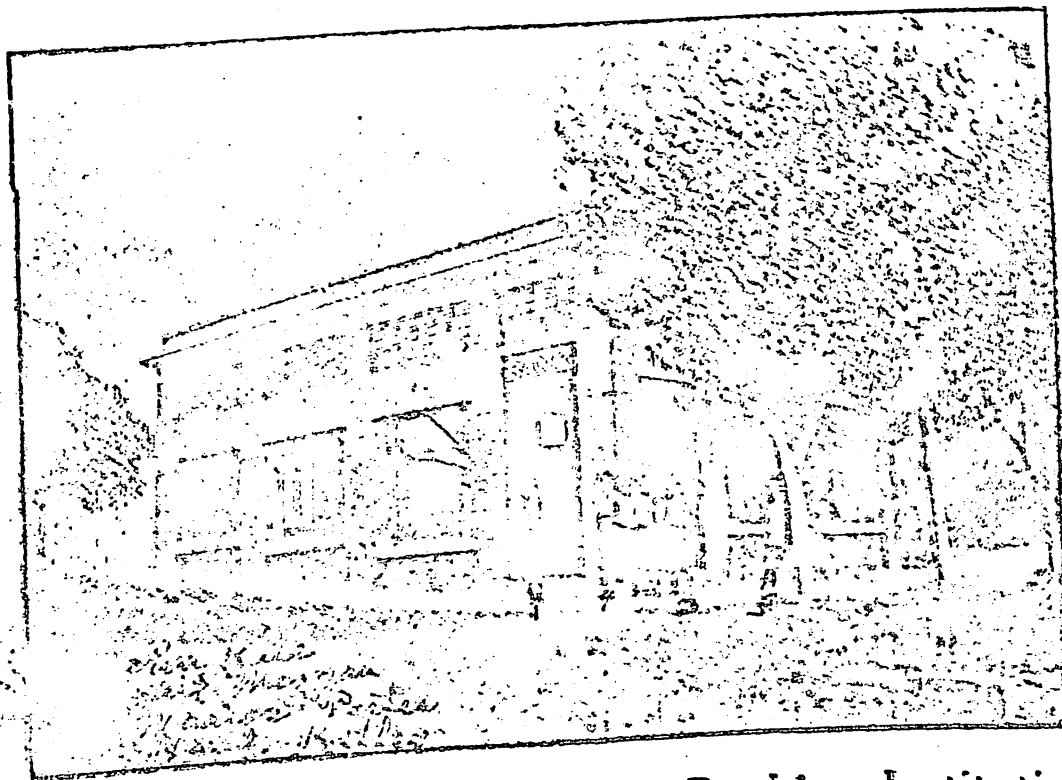
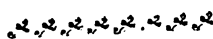
The Bank of Juliaetta

JULIAETTA, IDAHO

E. W. PORTER, President and Cashier

CARL PORTER, Assistant Cashier

Resources \$70,000.00



The Strength and Equity of our Banking Institution is
Proven by years of Successful Business.

We Respectfully Request your Patronage, Knowing that Our
Facilities will Enable us to Render Satisfactory Service

The BANK of JULIAETTA
JULIAETTA, IDAHO

INTRODUCTION

The purpose of this work is to present to interested persons, far and near, reliable and valuable information concerning Juliaetta and the surrounding country; to inspire our citizens with a desire to upbuild and beautify our city, and to induce those of a distance to investigate the opportunities offered for additional industries; to make public our many natural resources and the climatic conditions of the great Potlatch country, of which Juliaetta is the geographical and commercial center.

In order that this work be properly accomplished, every effort has been made by the editor to make it complete and correct in every detail. The historical data has been obtained from the most authentic sources. The descriptive matter has been written with the view of clearly setting forth, without exaggeration, the true existing conditions. The reports of the yields of grain per acre, as herein given, are absolutely reliable, as is also that of the berries and

attractive and thoroughly p... character; so that future generations as well as the present will look upon it with pride and consider it one of their most precious treasures.

MARION T. CURRY.

Edited and Compiled by
EVERETT TILLER

Printed by

THE JULIAETTA SUN

Laura Grosecloper Brotherton

The Citizens' State Bank

JULIAETTA, IDAHO

GENERAL BANKING

Strength

Efficiency



COMMERCIAL AND SAVINGS ACCOUNTS SOLICITED

Every Courtesy Extended Consistent with Sound Banking

INTEREST PAID ON
TIME DEPOSITS

FOREIGN EXCHANGE
BOUGHT AND SOLD

WE REPRESENT RELIABLE FIRE AND LIFE INSURANCE COMPANIES
Steamship Tickets Sold

Legal Papers Executed

OFFICERS

CHARLES HILL, President

C. E. CARLSON, Vice-President

F. F. MCGUIRE, Cashier

Juliaetta, the Metropolis of the Potlatch

UNLIKE the great majority of western towns, Juliaetta did not spring into prominence with a magic growth, nor has she ever experienced a great speculative boom, which, in the majority of instances, retards rather than promotes the growth of a town. But on the other hand, its geographical location, together with the progressive spirit of the business men, has resulted in continual and normal growth up to the present time. While we would not make any wonderful or exaggerated predictions for the future, it is conservative to state, judging the future by the past, that we are assured of continued growth, progress and prosperity.

Naturally, the Indians were first to realize and appreciate the natural wealth and resources of this section, and in the days of the early pioneer they were so numerous and in some cases hostile, that it made very early settlement most impossible. To obviate,

in a measure, this difficulty, the Nezperce Indian Reservation was granted by the federal government in 1853, thereby making it possible after a number of years to confine the Indians to the reservation, and permitting the homeseeker to make permanent settlement without fear of being molested.

The silvery waters of the Potlatch, the abundance of timber, the beautiful and fertile prairie lands, and the enormous amount and great varieties of wild game and fish, all furnished alluring promises of peace and plenty to the homeseeker. These promises

have now become realities, and the productiveness of this vast area of land so far exceeds that of many other states, we have come to realize that this is truly a land which flows with milk and honey.

In 1878 Rupert Schupfer, now of Spokane, Washington, homesteaded the land on which is now located the town of Juliaetta. At that time—thirty three years ago—evidences of civilization were truly rare and the only means of transportation was by

what is now known as the Juliaetta Flouring Mill. This industry proved an important factor in the development of the town and necessitated the building of wagon roads from all the surrounding country into Juliaetta, thereby making this the commercial center.

Moscow was the postoffice address for this entire section before the establishing of an office here. Mr. Charles Snyder, who came from California in 1876 and took up a claim on American



Marion Potté
PRODUCTS OF JULIAETTA—BOTH BOYS AND BERRIES

horseback over Indian trails. When we look back and see this country in its primitive state, it seems incredible and almost impossible that such wonderful developments could have been made in comparatively so short a period. At that time the Indians did not approve of the settlement of this particular section, and even Mr. Schupfer had difficulty in protecting his home. American, Potlatch and Fix Ridges were at this time being homesteaded, and the many advantages offered by this locality resulted in rapid developments. In 1881-82 Holbrook & Lavett built

Ridge, saw the necessity of a postoffice in this locality, and it was the result of his effort in particular that the office was established in the year 1881. In selecting a name Mr. Snyder expressed his parental love for his children—naming the office in honor of his daughters—Misses Julia and Etta, who are now enjoying health and happiness. Miss Julia became the wife of A. H. Pottér in 1896, and now resides in Portland, Oregon; while Miss Etta still remains unmarried and makes her home in Santa Barbara, California. When this postoffice was first estab-

lished the mail was carried on horseback from Genesee, a distance of sixteen miles. There being no roads, it required two days to make the round trip and in cases of inclement weather three, and at times, four days were spent in making the trip; while now, with the improved roads, an auto will run from here to Genesee easily within an hour. Mr. Snyder also put in a stock of staple merchandise at the time the postoffice was established, this being the first store in Juliaetta.

In the year 1886 Lee & Stuart put in a large stock of general merchandise in the building now occupied by Alexander's store. Within a short while thereafter a \$20,000 stock of merchandise was put in by Durnham & Kaufmann in the property now occupied by Niles & Needham. In 1889 J. L. Hallett, of Portland, Oregon, established a banking institution which was ultimately succeeded by the Bank of Juliaetta. By this time it became evident that this was the natural geographical location for a permanent town, and then began work of grading streets, building sidewalks, etc., and this settlement began to assume the appearance of a village. To properly care for the grain which was being raised on the table lands surrounding us, and to secure quick and easy means of transportation, the Juliaetta Tramway was built at a cost of \$25,000 and warehouses erected. From this time up to the present Juliaetta has been recognized as the commercial center for this vast farming section, and each year shows a material gain in population and an increase in the amount of business transacted.

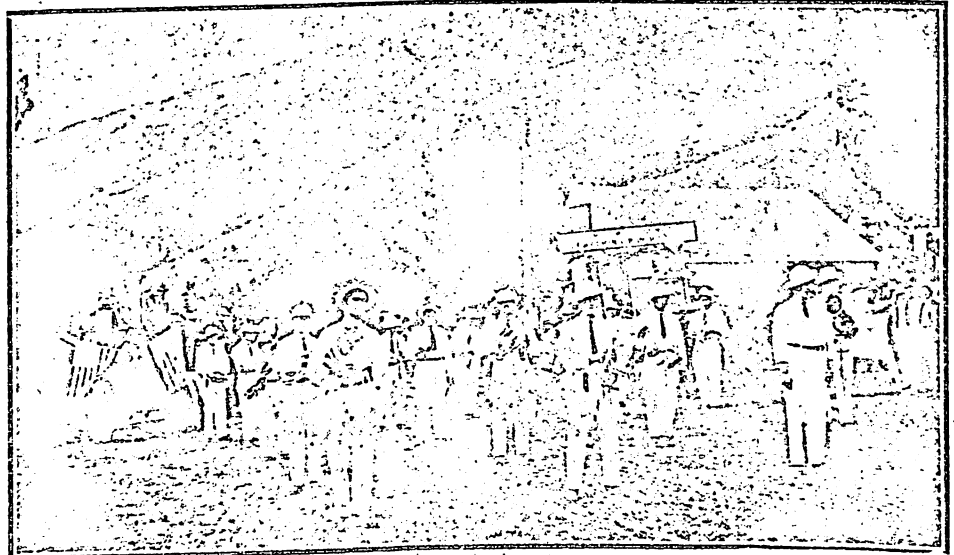
The next event which added

importance to the town was the building of the Northern Pacific Railway from Spokane to Lewiston in 1890; this town being the terminus of the road until 1893, when it was continued to Lewiston, which was at one time the capital of Idaho Territory.

The Foster School of Healing was established here in 1903 by Prof. Robert Foster. Without ever being publicly advertised, the true merits of this institution have attracted thousands of patients, and the beneficial results received by these people is evidenced by the fact that from forty-five to seventy-five persons attend this School of Healing

than any other town on the Spokane-Lewiston division of the Northern Pacific railway.

The Juliaetta Concert Band is composed of eighteen pieces and each of its individual members possess remarkable musical talent. Every citizen of our town is justly proud of the band and greatly enjoy the open air concerts which are frequently given during the summer. This band has won an envious reputation throughout the entire section, yet the many compliments paid the boys has only inspired them to greater efforts. Arrangements have been made to employ an eminent instructor, that



JULIAETTA CONCERT BAND

daily; and its influence for good is being extended all over the Pacific Northwest. This institution has proven to be one of the greatest factors in the development and growth of the town.

Our town is well lighted by a modern electric plant. The waterworks, which is municipally owned, was installed several years ago and furnishes an abundant supply for every purpose. The town has continued progressive and prosperous until we now boast of all the conveniences of a modern city, and our importance is proven by the fact that more railroad tickets are sold to and from Juliaetta

they may continue to grow more proficient in the musical art.

That we may give due credit to the importance of each of our progressive business firms, their respective histories will be taken up separately, as all of these people have been individual factors in the upbuilding of the town and surrounding communities.

Under separate headings will be found facts relative to the productiveness of the soil, and its adaptability. The best information obtainable regarding climatic conditions, and in a general way the important characteristics of this entire section.

LOCATION AND CLIMATE

We are located in practically the center of the great Inland Empire, which is fittingly described as the paradise of the American farmer. To be exact, we are located on the Spokane-

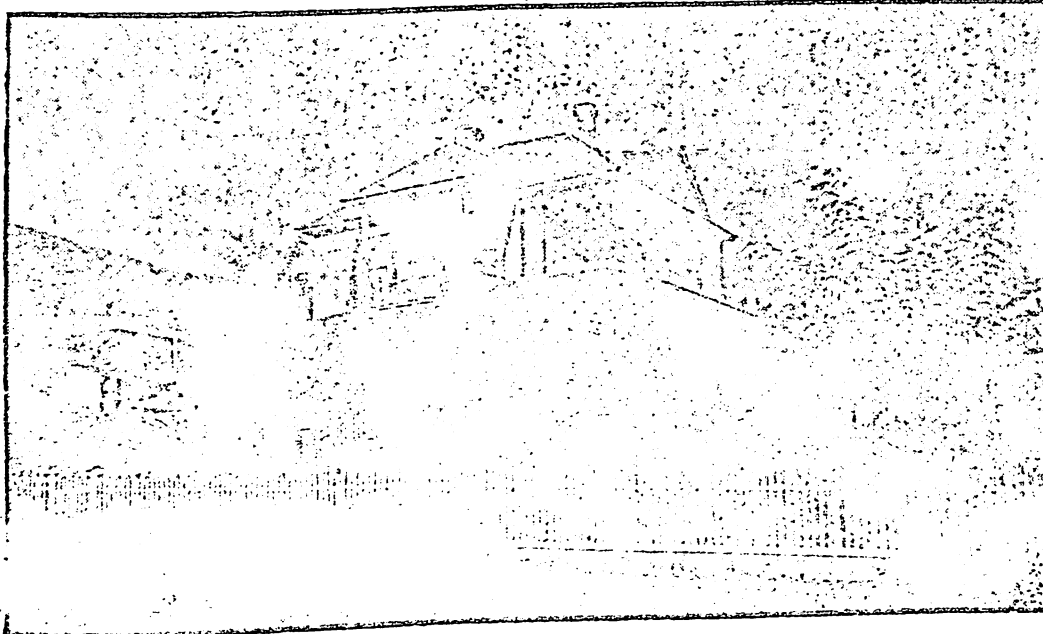
Northwest. The average temperature is 56 degrees, which is 5 degrees warmer than the state of Ohio, and 10 degrees warmer than Iowa. High winds and sand storms are entirely unknown here; intense hot and severe cold weather is never experienced in this vicinity, the

days we are blessed with a cool and refreshing breeze from the snow-capped peaks of the Bitter Root mountain range. In winter we seldom have snows that lay on the ground more than a few days, and then the cold weather period never lasts longer than from three to five weeks. In

the autumn and springtime no country under heaven shows a more beautiful natural picture. To lovers of luxuriant vegetation this section in the springtime offers unequalled beauty and grandeur. The wild flowers form an artistic and

sowing grain; while everywhere the canyon sides

are decorated with beautiful blossoms which blend their various colors into vast fields of loveliness. Here the approach of au-

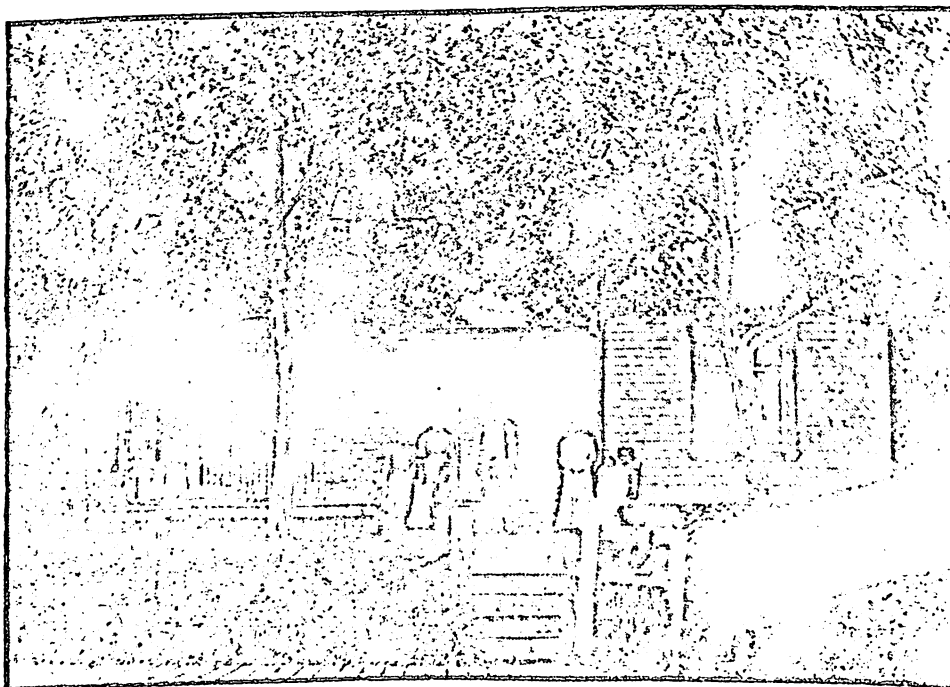


N. M. TALBOTT'S RESIDENCE

Lewiston division of the Northern Pacific Railway, 117 miles south of Spokane, Wash.; 26 miles south of Moscow, the county seat, and 23 miles northeast of Lewiston, where the Clearwater river empties into the Snake, and 380 miles east of Portland, Ore. The elevation of Juliaetta is 1,087 feet, while the plateaus, or as they are locally known, the ridges immediately surrounding average about 2,400 feet above sea level. It is therefore evident that the town itself is located in a canyon, or in other words, the Potlatch valley. By virtue of this location we claim superior climatic conditions to any town or city in the entire

thermometer rarely reaching 100 or going below zero.

Our summers are ideal—in the evenings of our very warmest



T. J. STEVENS' RESIDENCE

turn does not bring forebodings of a disagreeable winter, but on every hand we see almost un-

bounded fields of sun kissed ripened grain; while the harvesters are busy gathering the abund-

ant yields, and the spirit of peace and thanksgiving pervades the entire land.

The Foster School of Healing

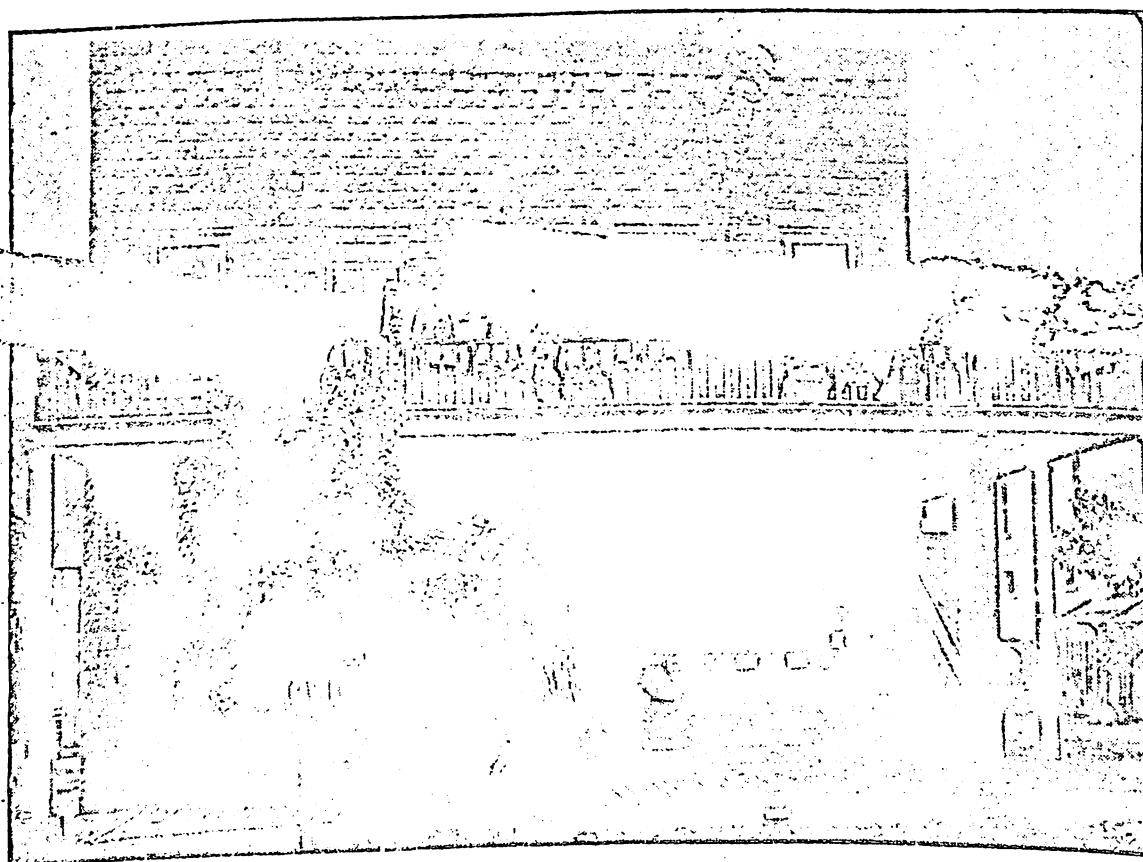
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STUMP BUILDING. HOME OF THE FOSTER SCHOOL OF HEALING

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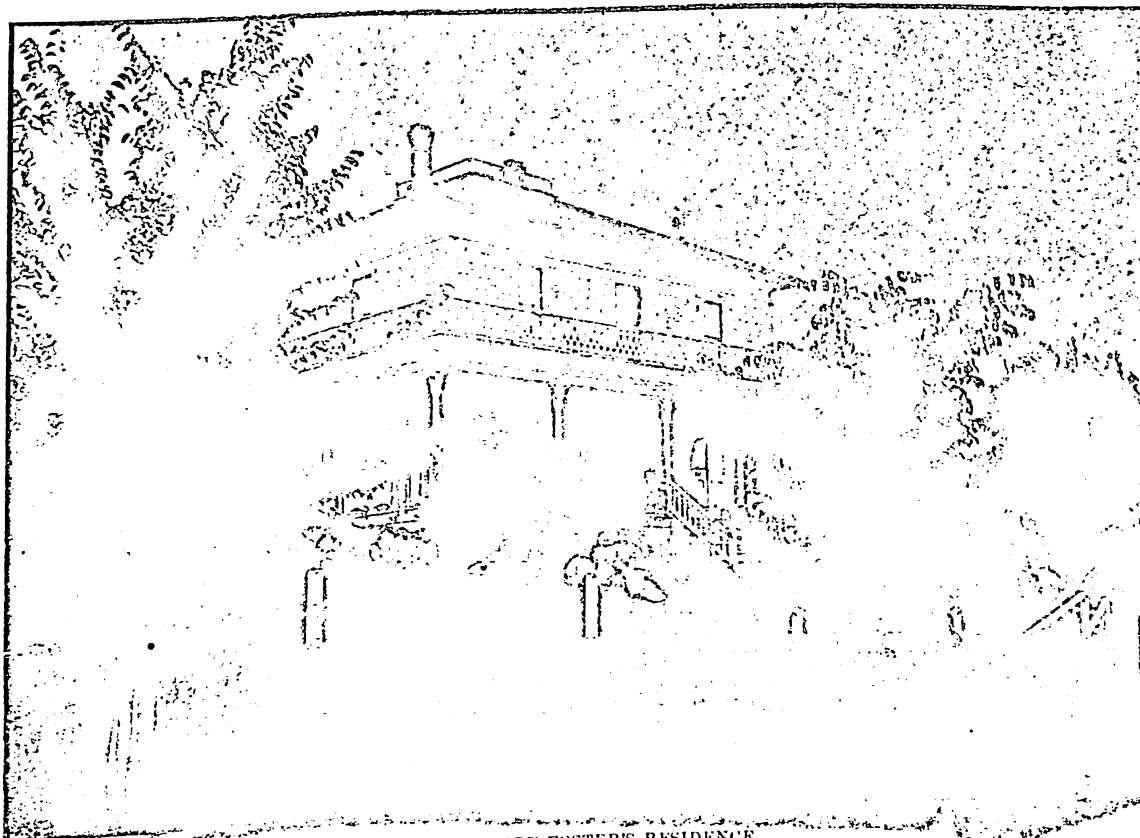
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PROF. ROBERT FOSTER'S RESIDENCE

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Our Surrounding Farming Districts

Not many years ago, in fact many of our citizens who have not yet grown old, remember the time when Fix, American and Potlatch Ridges furnished an abundance of bunch grass for

of trees to indicate a spring or the head of a canyon. To the North and East timber covered mountains are visible, while to the South and West one's vision ends with the horizon and what

striped with fine roads, divided off in large fields by wire fences; dotted with modern residences, big barns and beautiful orchards. Everywhere evidences of prosperity, happiness and content-

ment abound, and the farmer truly enjoys the good things of life in this, the Great Potlatch country.

The first homestead claim was filed on Fix Ridge by E. Fix, in the year 1878, and is the same property where Mr. E. J. Eckman now lives. The next settler was Mr. Taylor, who homesteaded the farm where Willie Hall now lives. Soon after this, in the year 1881, Mrs. Mary Clark, with her sons, Columbus and Walter, moved from Willamette Valley, Oregon, to Fix Ridge, and have since



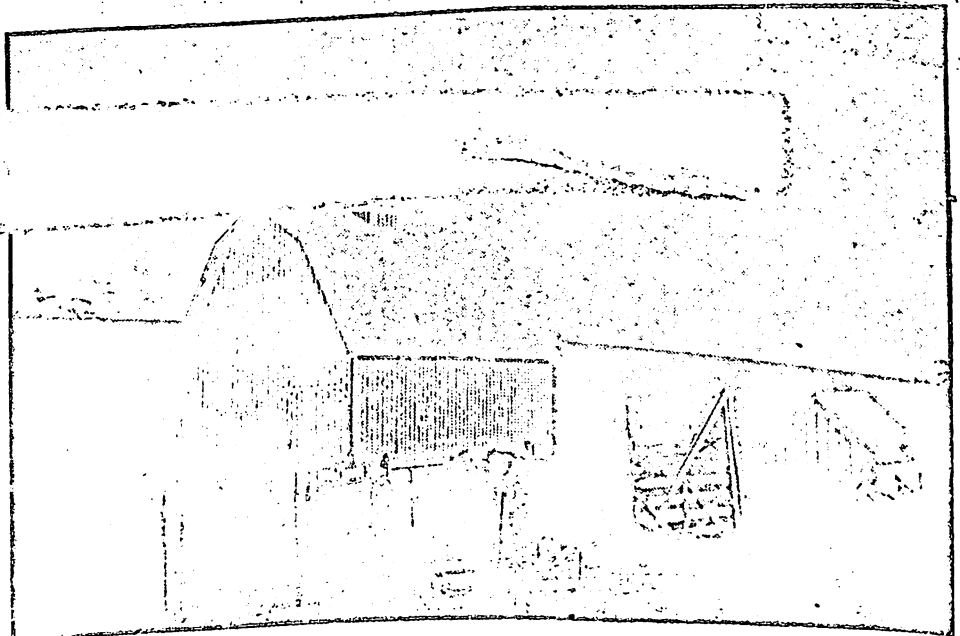
COLUMBUS CLARK'S RESIDENCE

the wild horses and Indian cayuses that roamed at will over this beautiful prairie land. In this uncultivated state, these ridges did not even then present a barren and desolate appearance, for the

may still be in the distance is left to the fancy of imagination. But today the scene has changed and we see this country transformed into highly cultivated farms,

made this their permanent home. The Halls, Richardsons and Hedricks were among those who followed, and soon thereafter all the homesteads available were filed

and our which made land their home even in prehistoric times. Could we but view this section as it appeared only about 35 or 40 years ago we would see vast stretches of rolling land covered with a heavy growth of bunch grass, with here and there a clump



COLUMBUS CLARK'S BARN

on, and this section assumed the appearance of a prosperous farming community.

Here the soil consists primarily of volcanic ash, yet for unknown ages, the surface of this land has been enriched by decomposed vegetation, until now the soil

In 1907 Columbus Clark's farm of 160 acres yielded an average of 63 bushels of wheat per acre. this year (1911) the same land produced 53 bushels per acre. Just here it might be well to remark that the land has not, by any means, depreciated in pro-

years later, the land being cultivated in the meantime, Mr. Balch had his farm in oats which produced 90 bushels per acre. In 1908 Wallace Hutchison's ranch produced 93 bushels of oats per acre. In 1906 James Bailey, on the ranch homesteaded by E. Fix,

raised on 110 acres a total of 6,710 bushels of wheat, an average of 61 bushels per acre. Walter Clark, this year, raised 48 bushels of wheat per acre. Ted Roberts, of Potlatch Ridge, had an average of 60 bushels per acre. Taken on a yearly average it is very conservative to estimate the yields of the cereals about as follows:

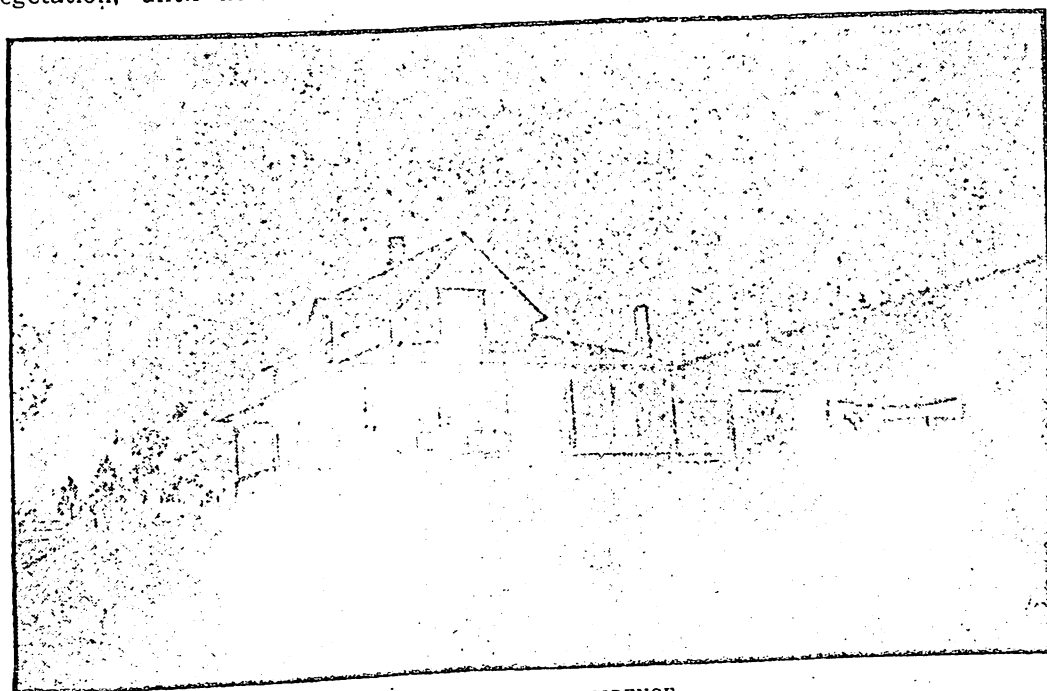
Wheat 45;

oats 75; barley 53 per acre.

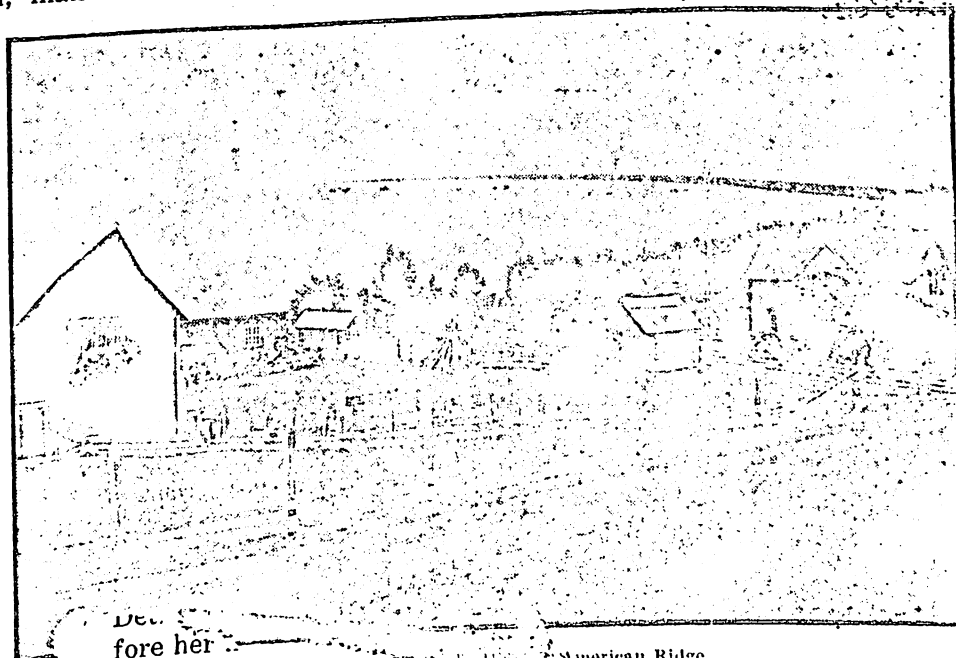
While it is not claimed that this is a great corn producing country, yet in 1909 different fields aggregating about 200 acres on Fix Ridge, averaged 3 1/2 bushels

averages from four to seven feet in thickness. Here we also find a strong sub-soil or clay. It is principally because of this impenetrable clay that the moisture is retained in the soil, making irrigation entirely unnecessary. The great variety of farm products, fruits and vegetables which are grown here abundantly seems almost astonishing, nevertheless true. The staple food products are raised here with the least effort and the returns the best, per acre, of any place, it matters not where you may look. To substantiate this statement, will give herewith the number of bushels of grain, per acre, the year in which it was raised, and by whom:

ductiveness, but in all localities the varying weather conditions affects the yields of different crops. In 1904 Robert Balch raised 64 bushels of barley per acre on a quarter section. Two



W. A. WHITTED'S RESIDENCE



fore her

American Ridge

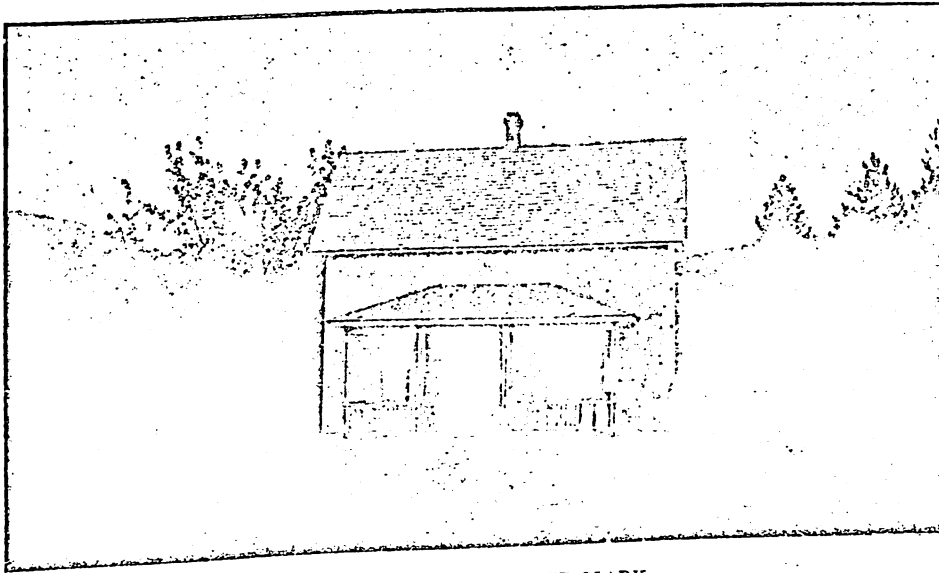
of 60 bushels per acre. This year J. H. Dygert's field of 35 acres averaged 65 bushels per acre, as was also the average of the crop raised by Robert Hall.

Potatoes—well, it's a fact, in 1908 John Carlton raised over

wheat or oats. The bean crops are very profitable, both to the land and to the farmer. In 1910 Robert Hall's field averaged a yield of 1350 pounds per acre. Last season, in the same field, John Carlton had part of the

vate the land each season is the most profitable method.

The value of farm lands in the Inland Empire in general has increased very rapidly within the past five years. However, in this immediate section, the increase has exceeded that of other districts by a very large percentage. In 1899 Columbus Clark purchased a quarter section farm on Fix Ridge, for which he paid \$21.80 per acre. In 1910 he refused a bona fide offer of \$120 per acre for the same land. This shows that within 11 years land values here have increased over 550 per cent. This increase is not due to any promotion scheme of a land syndicate, or to any



RESIDENCE OF WALTER CLARK

200 bushels per acre. However, the average runs from 125 to 200 bushels per acre.

It was, until a few years ago, the custom to summer-fallow wheat land, but now, instead of allowing the land to lay idle for a season, beans and corn are raised, resulting almost as profitably as if the land was sown in

same ground planted in beans, while that remaining was summer-fallowed. The entire field was, last fall, sown in wheat, and this season the ground which was planted in beans produced seven bushels more of wheat per acre than the land which was allowed to lay idle. It would, therefore, appear that to culti-

advertising other than the true productiveness of the soil, and the general natural conditions which combine to make this an ideal locality in which to live.

The value of real estate is increasing rapidly throughout the United States, and it is predicted that land values will, in the future, increase at the same ratio.

HISTORY OF THE HARDWARE BUSINESS

Small stocks of shelf hardware and a few repairs were carried by the general merchandise stores before the establishing of an exclusive hardware store by Trout & Robinson in 1893. This business was continued until 1895, when it was sold to Cox & Davis.

S. T. Dunlap, under the firm name of the Lewiston Trading Company, in a line of agriments in the building now occupied by the Juliaetta Meat Market, in the year 1899. This firm furnished many farmers with improved machinery for operating their farms, which proved an important factor in the rapid development of this country. After three years of successful operations, this business was discontinued.

The present owners of the Juliaetta Hardware Company,

Messrs. E. E. Gullledge and Miles Pierce, purchased the store from Peter H. Peters. These enterprising young men have added many new and up-to-date lines to their stock which now includes the latest and best in hardware and implement goods. Sanitary plumbing, steam and hot water heating systems are also installed.

The Juliaetta Hardware Company is the exclusive representative, in this section, of the F. J. Rumely Company, manufacturers of the complete Rumely threshing outfits. They also represent the manufacturers of cream separators, wind mills, gasoline engines, etc.

Through the enterprise of this firm the farmer is brought in direct touch with the manufacturers of agricultural implements and farm machinery.

kind. Because of these arrangements, the farmers of this section are saved the inconvenience and annoyance of long delays in getting supplies, besides the cost of many articles is materially reduced and the farmer reaps the profit of the jobber.

Realizing the convenience and importance of the automobile to our industrial growth, and that this machine is now becoming a necessity to the progressive farmer, the Hardware Company has secured the agency for this territory of the Mitchell-Lewis Auto Company. The Mitchell machine is thoroughly practical in every particular, and is especially built for durability and is fittingly adapted for this immediate vicinity.

and farm machinery.

The Porter School of Art

The word "art" is so commonly used in such an indiscriminate manner that the true etymology of the word is sometimes forgotten and the impression of the truly classic is not fully conveyed. Yet the fact that, upon merit alone, the works of Mrs. Daker Porter have created a far greater demand for her paintings than she is able to supply, is sufficient evidence of the genuine artistic talent manifested in her productions. Her paintings

tints and pleasing contrasts formed into an entrancing object of phenomenal loveliness.

We regret that the state of Idaho cannot claim Mrs. Porter as a native daughter, yet we are pleased that she is a permanent citizen, with full power to exercise such citizenship by voting at every state and county election. Mrs. Porter was reared in Detroit, Michigan, where her family now resides, but permanently located here with her husband,

It is her intention to maintain a studio in Juliaetta at an early date, while at present she carries on her work at her ranch home one-half mile from town. In this locality Nature furnishes many beautiful models for the artist's brush, and the entire environment supplies inspiration for the production of the grand and beautiful.

It is impossible to fittingly describe the individuality so forcibly expressed in Mrs. Porter's



A FEW OF THE MEMBERS OF MRS. PORTER'S ART CLASS

George Irwin at top, then from left to right are Misses Avo Joslin, Mary Johnson and Winnie Mackie
Mrs. Porter is standing just behind Winnie Mackie

are done in both oil and water colors, still a preference is given water colors, because with the use of this material she is enabled to obtain the same, or even better effect, without spending the time necessary in painting with oils. The rapidity with which Mrs. Daker Porter accomplishes her work is even astonishing to artists of years of experience, and the result is a delightful harmony of delicate

Mr. R. H. Porter, in 1904. When quite a young girl Mrs. Porter attended the New York School of Art, in charge of William Chase, the great portrait painter. Aside from being prominent as an artist, Mrs. Porter is also an accomplished vocalist, receiving her training in New York and sang soprano in the Calvary Presbyterian, a leading church in Detroit, a number of years before her marriage.

painting. Her original ideal "heads" have become highly popular throughout the United States and find a ready sale in many leading art stores.

Herewith is reproduced a photo of some of the members of Mrs. Porter's Saturday Art Class, receiving criticisms on their various pieces of work.

Fruits and Garden Products

The variety of fruits, vegetables and berries which are grown here is only limited to those pro-

duce them to demand a preference in any market where they are offered for sale.

to the surrounding markets. Peaches, grapes and strawberries are grown with the greatest ease and each year we have an abundant crop.

The great amount of fruit grown here demanded the establishing of a packing house. This need was met by Niles & Brackney, who established this enterprise in June, 1910. A home market was thus created for these profitable products, which has greatly stimulated the fruit growing industry of this section. From June, when cherries get ripe, until after the apple season in November, this packing house is kept busy caring for the



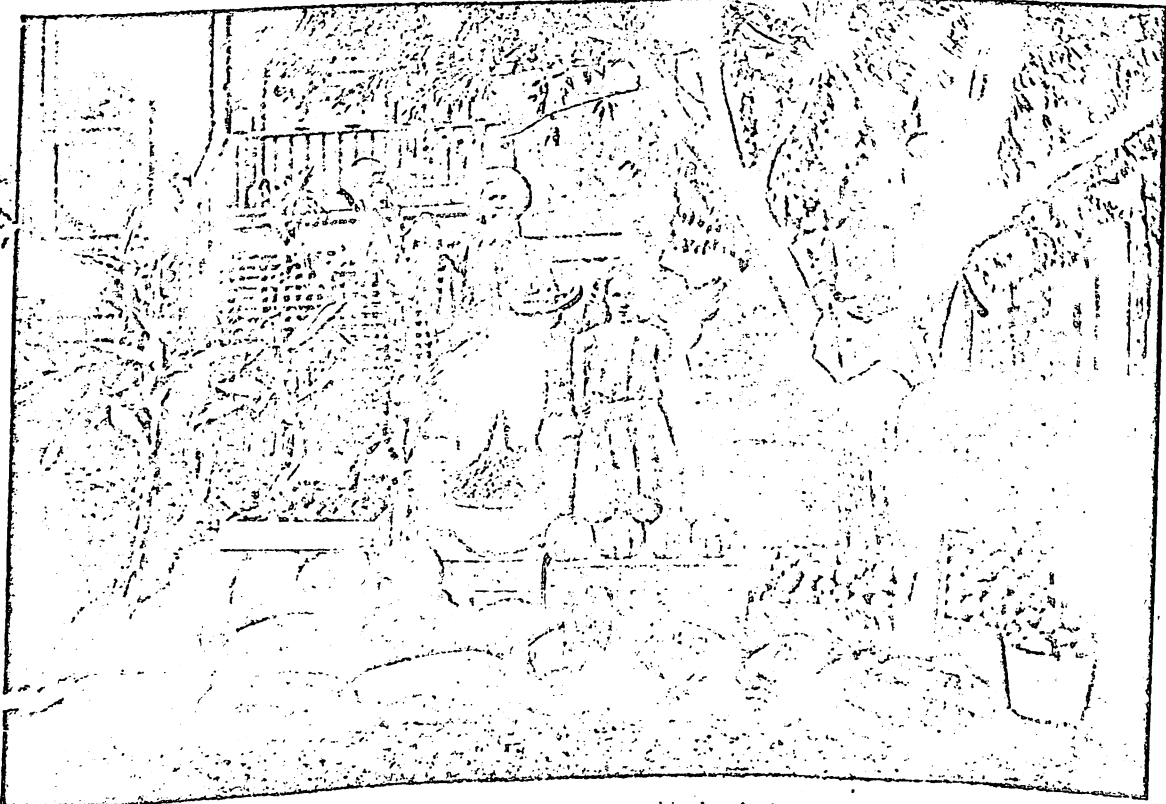
WATERMELONS GROWN BY WALTER COCHRAN

ducts which are raised anywhere in the temperate zone. The rich, luscious and delightful flavor of the fruits and berries grown here

Each season many car loads of cherries, pears and prunes are shipped to eastern markets; while melons and berries are shipped

fruit, and many young orchards are just now beginning to bear.

Herewith is shown some of the products grown here.



R. A. PICKENS' HOME. Showing products grown on his place in the suburbs of Juliaetta

THE CITIZENS STATE BANK

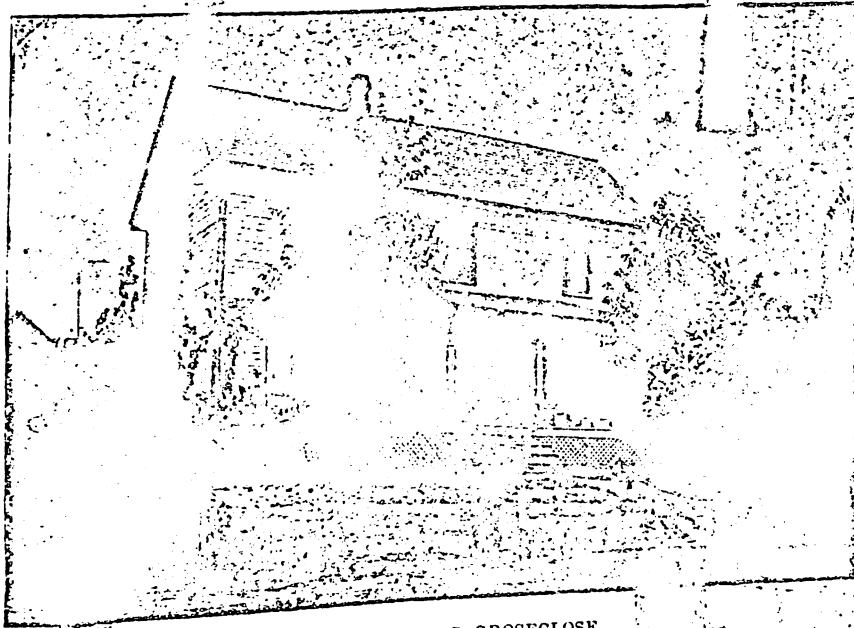
The organization of this banking institution was completed in September, 1910. While a comparatively new enterprise, its success was assured from the time of opening of business be-

Bank, of Winthrop, after which he engaged in the banking business at Winthrop, N. Dakota. With his practical experience, together with the reliability of its officers and directors, this institution would necessarily demand the

OUR BUSINESS FIRMS

We regret that space does not permit us to give the individual history of each of the progressive business firms whose advertisement appears herein. The reliability and integrity of these firms is well established throughout this entire section, and we respectfully refer our readers to these people when transacting business in their respective lines, knowing that you will invariably receive honest and courteous treatment. Our business firms realize that in order to maintain their commercial standing and attract the trade from the surrounding country, necessary

instruments of business must be conducted in a efficient and pleasing manner. That our business men look well to the interest of their ever increasing amount of business transactions, each of our citizens should realize that they can assist in the uplifting of their town by purchasing every procurable article from our home merchants.

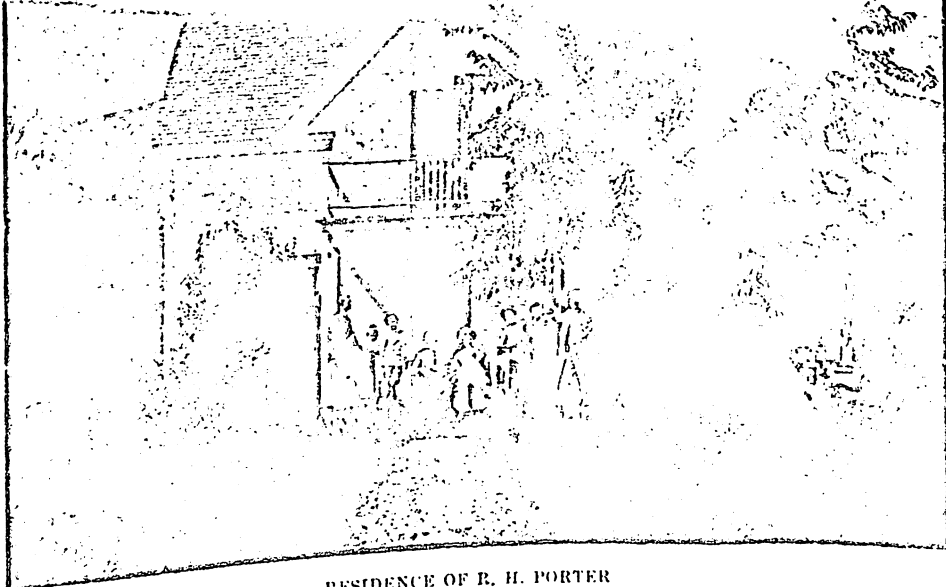


RESIDENCE OF J. C. GROSECLOSE

cause of the reliability and high standing of its officers and directors. The President of the Bank, Mr. Charles Hill, is a well known and highly respected citizen having lived in this vicinity

for a number of years. The Vice-president, Mr. C. E. Carlson, is equally as well known as the President, while the Board of Directors is composed of gentlemen who represent the very highest moral and financial standing of the community. The Cashier of the Bank, Mr. F. F. McGuire, before coming to our town, organized the First National

a number of years. The Vice-president, Mr. C. E. Carlson, is equally as well known as the President, while the Board of Directors is composed of gentlemen who represent the very highest moral and financial standing of the community. The Cashier of the Bank, Mr. F. F. McGuire, before coming to our town, organized the First National

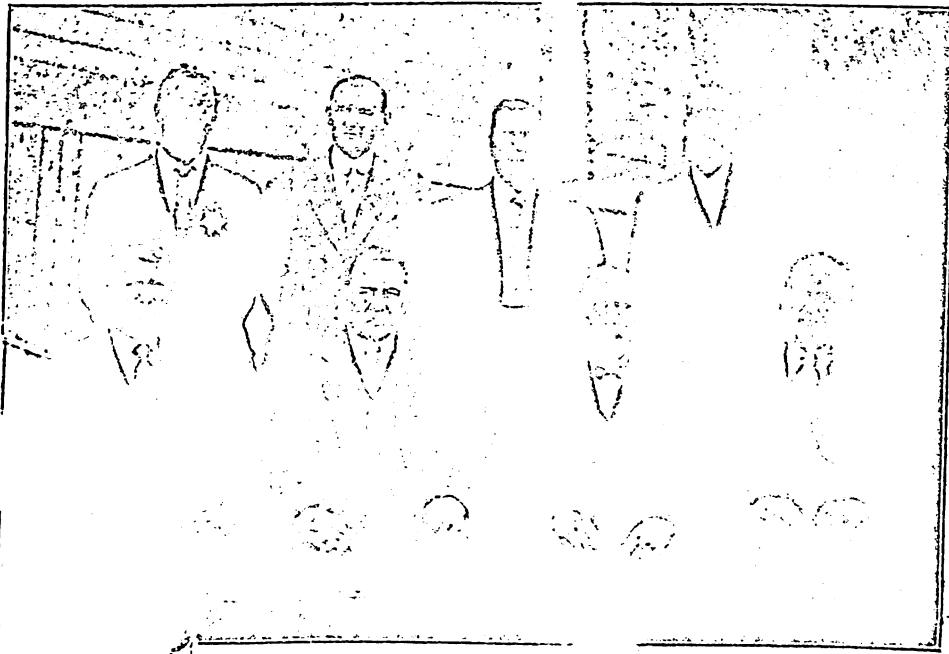


RESIDENCE OF R. H. PORTER

THE CITY GOVERNMENT

The business affairs of our town are looked after by a Board of Trustees, who are chosen by popular vote every two years. It is not necessary to go into details

as the progress of the town has previously been outlined. Here-with is shown a groupe of the officials and Trustees, with the exception of Dr. J. E. DeBaun, who was out of town at the time the photograph was taken.



THE TOWN OFFICIALS AND BOARD OF TRUSTEES

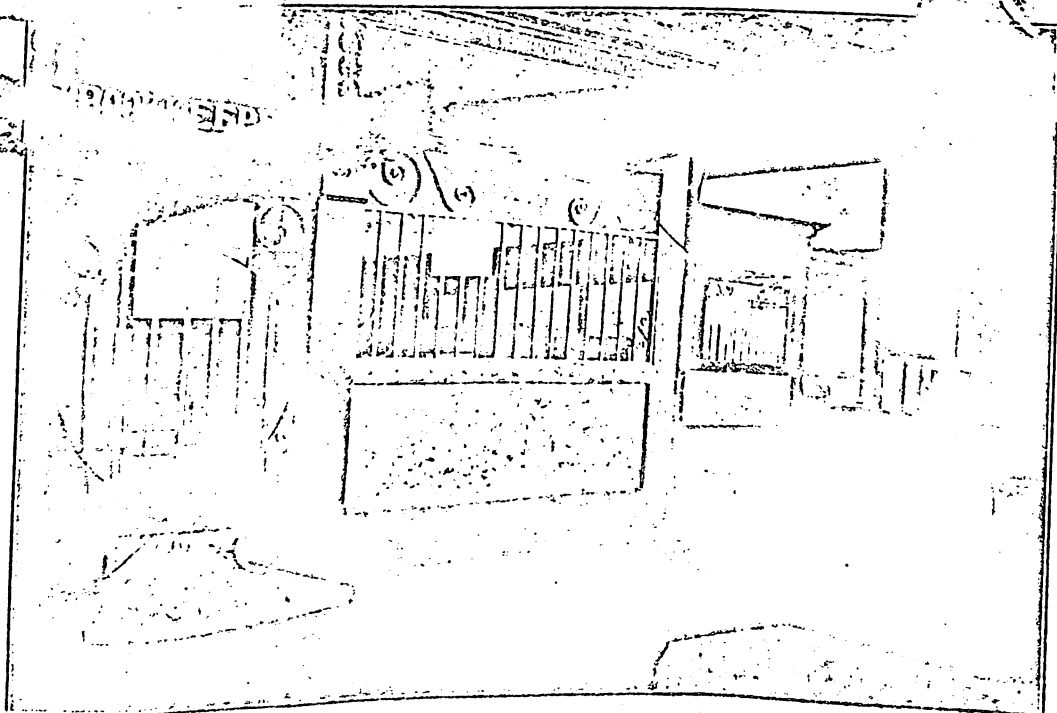
At top from left to right are W. E. Taylor, J. Curry, Attorney; N. M. Irout, Clerk

The Trustees, from left to right are R. A. Pickins, J. C. Groseclose, Chairman T. B. Bash and W. C. Cochran

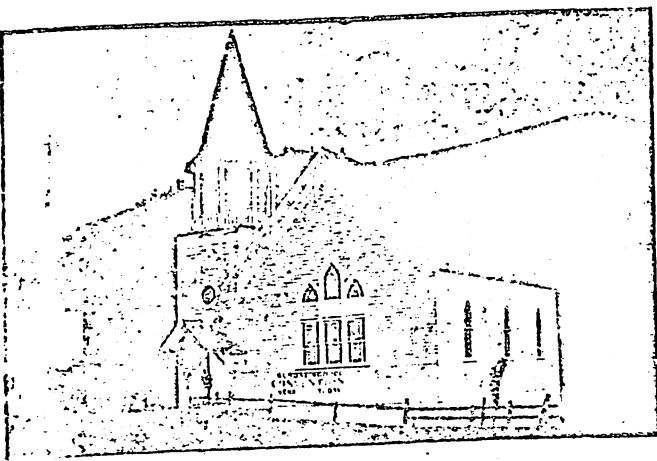
BANK OF JULIAETTA

The real prosperity and commercial activity of any community is shown by the strength of its financial institutions. Juliaetta's first banking house was established in 1889, and since 1900 has been under the management of Mr. E. W. Porter. In 1908 this institution was incorporated as the Bank of Juliaetta. While the business methods of this bank are conservative, yet its financial strength permits liberal accommodations which are invariably granted in every instance consistent with modern business transactions.

The president of the bank, E. W. Porter, was born in Michigan, but has resided here since the year 1890. He is widely known throughout the Northwest as a capable and reliable business man, and has ever taken a leading part in the development of our town.



INSIDE VIEW OF THE BANK OF JULIAETTA



THE PRESBYTERIAN CHURCH

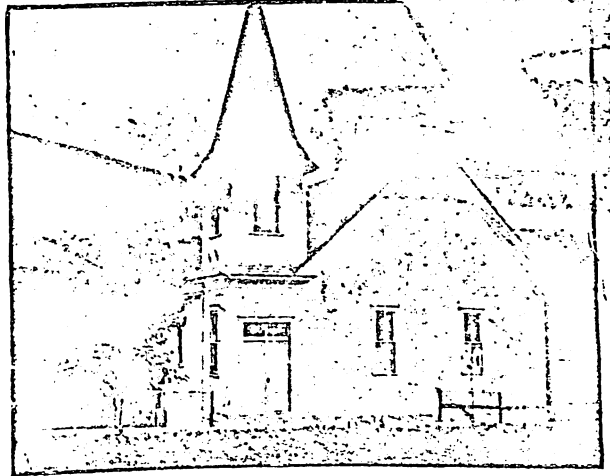
OUR CHURCHES AND SCHOOL

The social and moral environment of a community depends largely on the influence of its churches and schools. Juliaetta has four churches, the Catholic, German Lutheran, Christian and Presbyterian, while other denominations hold regular services. The exceptionally high moral influence which exists here is largely due to the work of our churches and christian people.

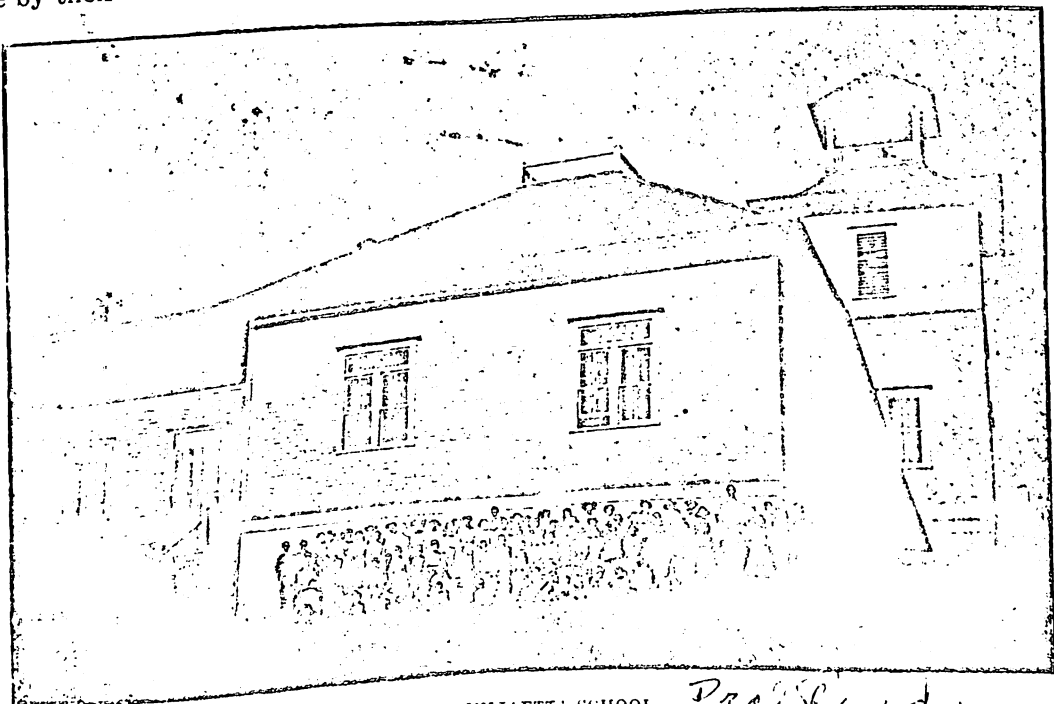
The Juliaetta school offers to boys and girls the opportunity of receiving a good high school education. Each year the School Board, which is composed of competent gentlemen, makes a special investigation of the ability and character of each of the teachers employed, and the patrons of the schools are always highly pleased with the progress made by their children. With such surround-

ings, parents find that the refined and elevating atmosphere makes this an ideal place in which to rear their children, who grow into manhood and womanhood free from the vices which sometimes beset the youth who grows up under conditions which are not so favorable.

Idaho has been, for a number of years, a local option state, and considerable activity has recently been taken in State politics by the prohibitionists. Two years ago, by popular vote, several of the counties of the Inland Empire abolished the legal sale of intoxicants. The result has proven very satisfactory and that element of society which is addicted to the excessive use of such stimulants has disappeared, and we now see a higher moral influence existing throughout the

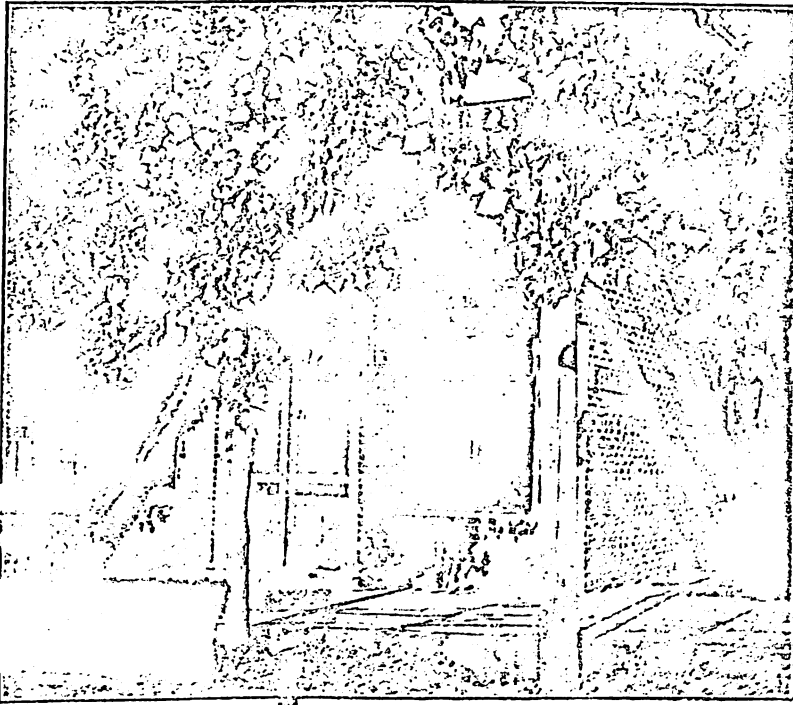


THE CHRISTIAN CHURCH



THE JULIAETTA SCHOOL

Prof. Sunday

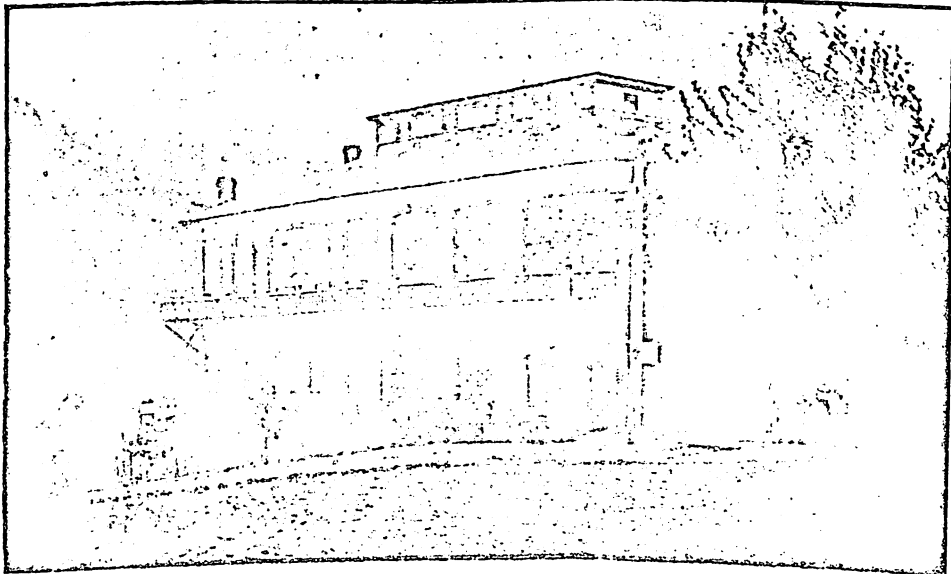


BUCHANAN BUILDING. DENTAL OFFICES

OUR DENTAL PARLOR

The science of dentistry requires, perhaps, more mechanical skill, combined with technical learning, than any of the professions. Our dentist, Dr. J. B. Buchanan, commenced his profession with Dr. T. J. Dunn, a noted specialist of Philadelphia, after which he entered the American College of Dentistry, which institution later consolidated with the Northwestern University. Dr. Buchanan is a graduate of the Pacific Dental College and also of the University of Iowa, (dental dept.)

The extensive practical experience, together with his educational advantages, makes Dr. Buchanan a leader in his profession.



THE GRAND CENTRAL HOTEL

E. MERT A, Manager

Juliaetta's Leading Commercial Hotel

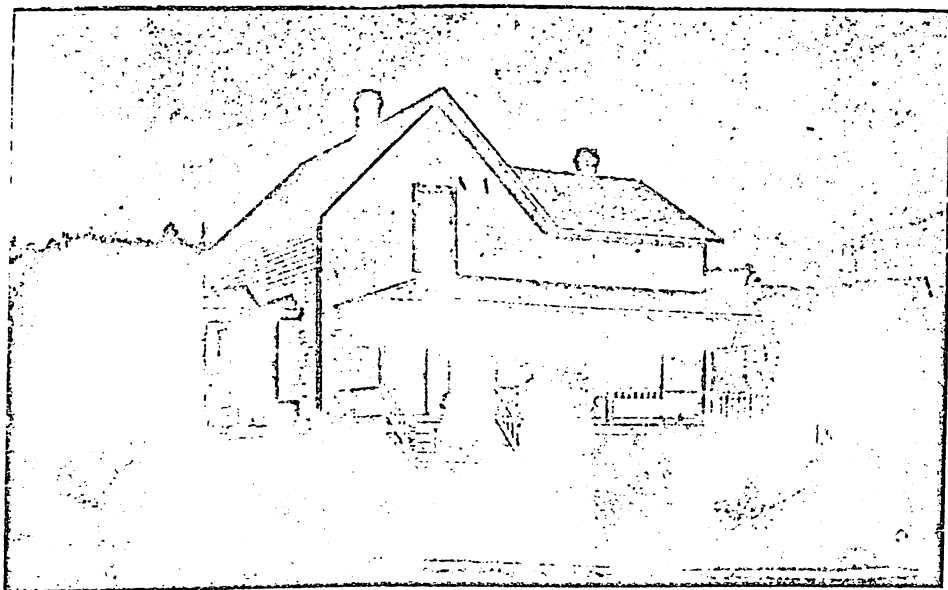
JULIAETTA PHARMACY

The lines now carried by the up-to-date drug store include so many of the absolutely necessary articles that the name no longer implies merely an apothecary's shop. Aside from the full stock of drugs, medicines and toilet

the Missouri Medical College, of St. Louis, in 1897. After practicing medicine for a few years in Missouri and Kansas, he decided to come to the Inland Empire of Idaho.

Dr. Roe was engaged in the practice of medicine at Greer when he purchased the drug store

decided to make Juliaetta his permanent home, and moved the stock of drugs from Greer to this town. The stock now carried by the Juliaetta Pharmacy includes everything usually found in a city drug store—here you may even get a copy of this Illustrated Edition of the Sun.



MRS. MARY OTTOSEN'S RESIDENCE

Dr. Roe's medical practice is now demanding so much of his attention that he, in company with other prominent physicians, anticipate establishing here, in the near future, a maternity and surgical hospital. In fact, cases are already being treated at Dr. Roe's residence until a more suitable building can be leased or erected. Such an institution will increase Juliaetta's prominence as a healing center.

The drug store will be continued under the

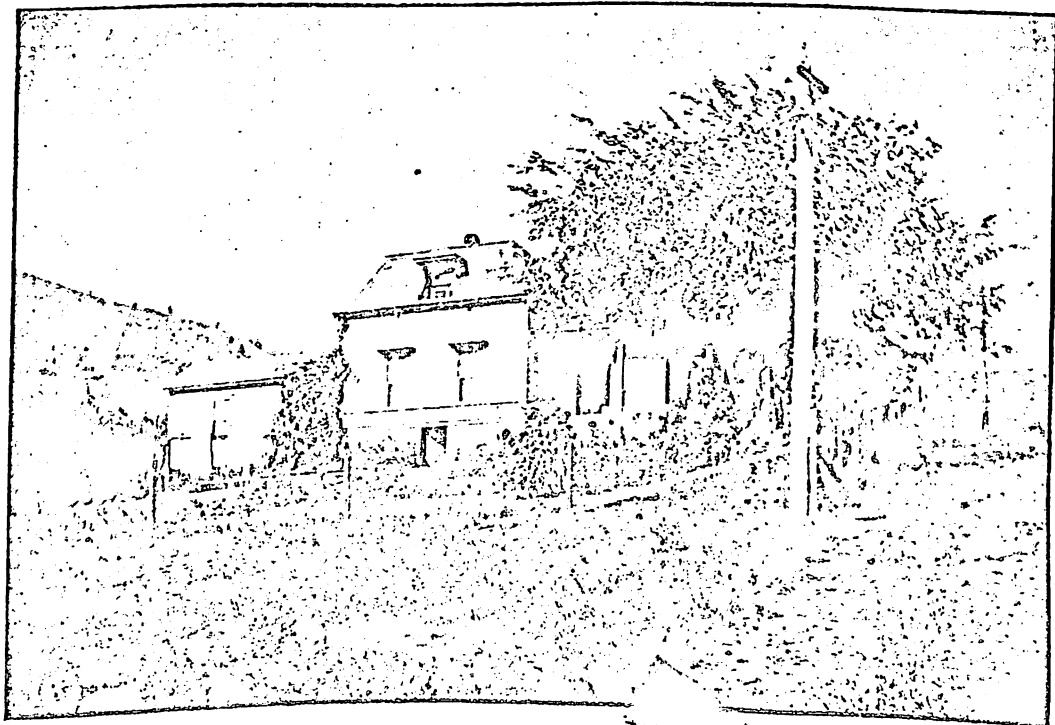
articles carried by the Juliaetta Pharmacy, this store also supplies the public with Edison phonographs and records. The many

popular periodicals are kept on sale, and the latest fiction may also be found here. New Thought books by the most prominent authors are to be had at very moderate prices, as Dr. Roe has special rates from the publishers direct.

The congenial and accommodating proprietor of the Juliaetta Pharmacy, Dr. S. A. Roe, graduated from

at that place. This business was continued, together with his medical practice, for about two years. In June, 1910, Dr. Roe

supervision and ownership of Dr. Roe, while a competent pharmacist will be employed to look after the details.



E. E. GULLEDGE'S RESIDENCE

HORSES AND OTHER LIVE STOCK

The breeding of pedigreed stock in general has not, until recently, been given prominent

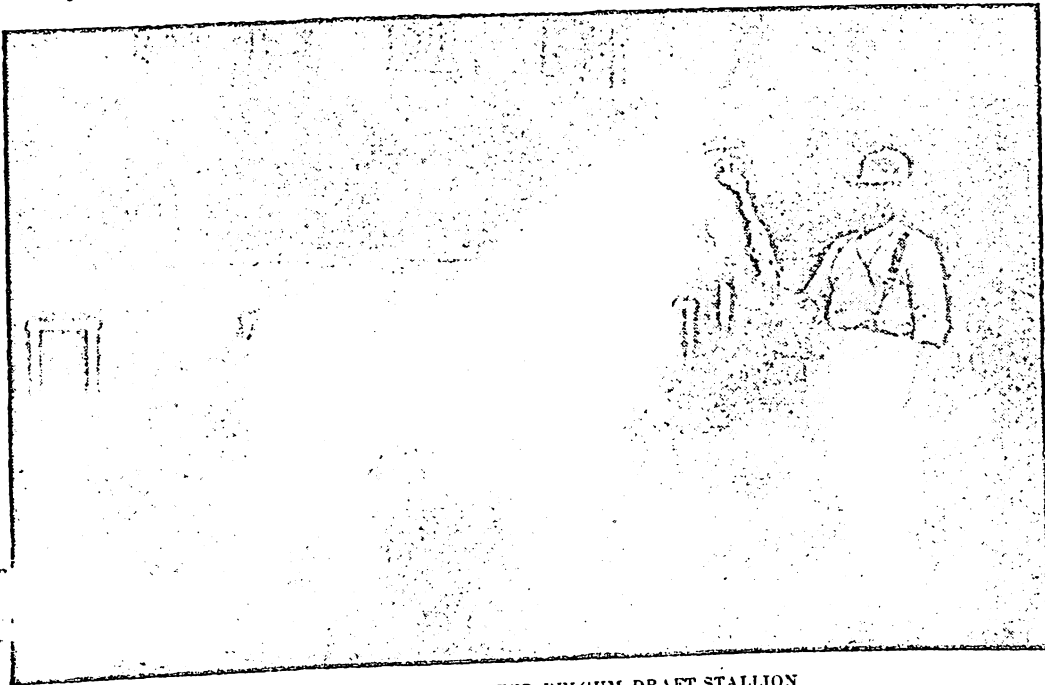
ing with great rapidity. While the general character of live stock is, we believe, above the average, it must be admitted that with every natural condition in our favor, improvements are

cattle and hogs. The photograph herewith reproduced shows one of the best draft stallions this side of the Rocky mountains. This horse is three years old,

weighs 1,900 pounds and was imported by B. H. Hobart & Son, of Greely, Iowa. In the spring of 1910 this horse was purchased from that firm by Al. Whitted. Such horses as this will in a few years, be the means of greatly improving the general character of our farm and draft horses.

Within the past eighteen months a number of thorough bred bull and heifer calves have been shipped here from eastern states. Hog raising

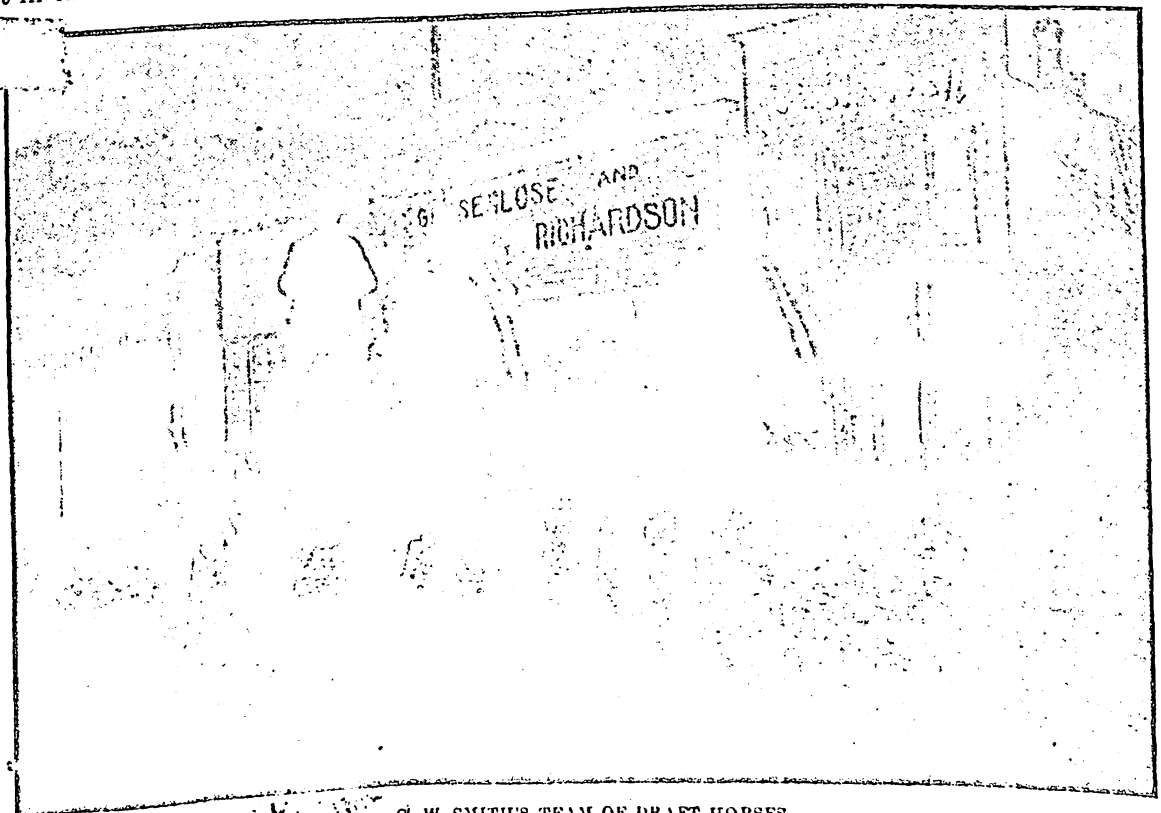
is now being carried on quite extensively, and this section will soon be prominent in stock raising.



AL. WHITTED'S IMPORTED BELGIUM DRAFT STALLION

attention, but this feature of the farm is now being taken up, and interest in this direction is growing

possible and our farmers are now giving special attention to the proper breeding of draft horses,



G. W. SMITH'S TEAM OF DRAFT HORSES

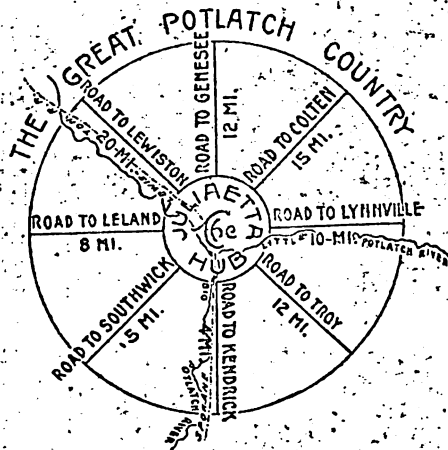
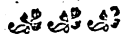
M. T. CURRY

C. W. JESSUP

Potlatch Land Company

Juliaetta, Idaho

**GENERAL REAL
ESTATE BROKERS**



We make a specialty of the production of the value of LANDS, and intrinsic

We keep in close touch with the prevalent market value of land, and are therefore in a position to protect both the buyer and the seller.

We are familiar with every detail of the Real Estate business; with the title to land, and know the existing conditions throughout this entire section of country.

If you have in mind the particular kind of home or farm which would suit your individual fancy, we can tell you whether or not it is to be had in this part of Idaho.

Should you desire to either buy or sell property of any character, we can furnish reliable information which will be to your great advantage.

We will gladly furnish any detailed or general information. Inquiries addressed to us will have prompt and careful attention.

Potlatch Land Company
JULIAETTA, IDAHO

W. H. STUMP'S CONFECTIONERY *AND ICE CREAM PARLOR*



ICE CREAM AND FANCY DRINKS
HOT DRINKS IN SEASON



INTERIOR VIEW SHOWING SODA FOUNTAIN

Because of Courteous Treatment Stump's Confectionery Enjoys
Universal Popularity.

FRESH FRUITS, FINE CANDIES, CIGARS, CIGARETTES AND TOBACCO

"STOP IN AT STUMP'S"

JULIAETTA, IDAHO

Groseclose & Richardson

GENERAL MERCHANTS

Undertaking

Furniture Dealers

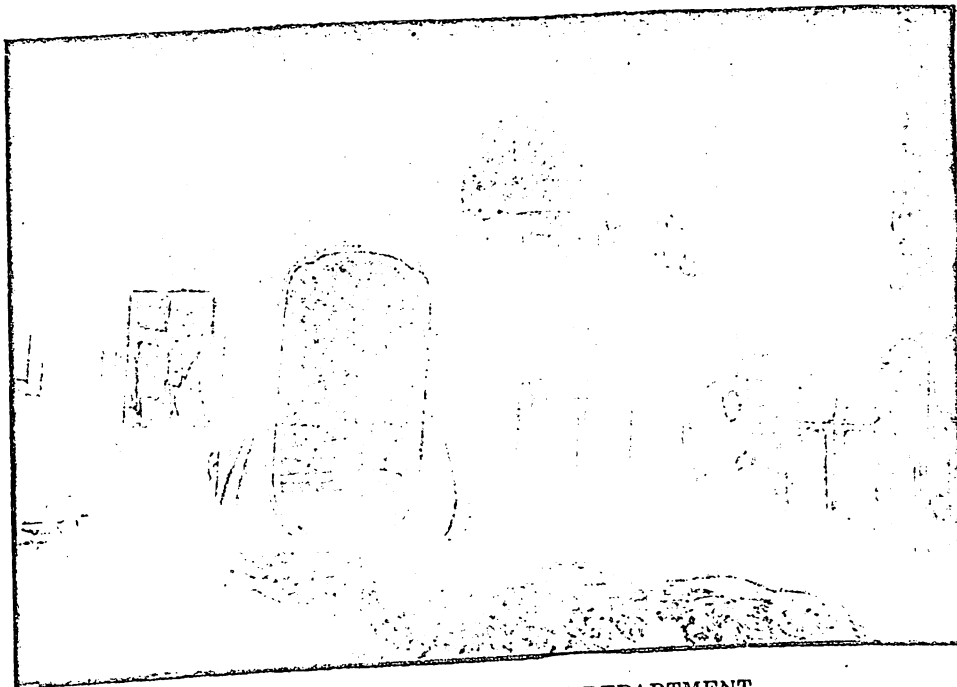


PHOTO OF OUR FURNITURE DEPARTMENT

Our Stock of Furniture includes every Essential for
Completely Furnishing a Modern Home

WALLPAPER, PAINTS, OILS and GLASS

A Complete line of Caskets and Funeral Supplies

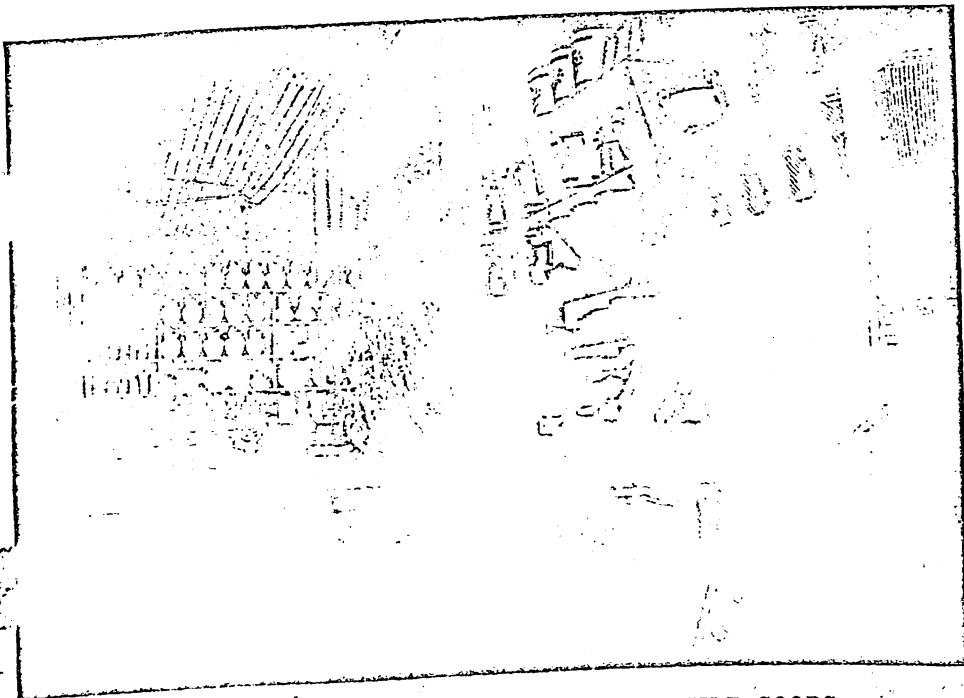
UNDERTAKERS AND EMBALMERS

JULIAETTA, IDAHO

Juliaetta Hardware Company

DEALERS IN

GENERAL HARDWARE
AND
FARMING MACHINERY



INTERIOR VIEW, SHOWING SECTION OF SHELF GOODS

BUILDERS' SUPPLIES, WIRE FENCING
Wagons, Vehicles, Harness and Saddles

PAINTS and OILS

Agency for the Rumely Threshing Machines and the Celebrated
DeLavel Cream Separator

PROMPT SERVICE

COURTEOUS TREATMENT

JULIAETTA, IDAHO

Miles P. ... & E. E. ...

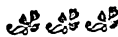
I. X. L. Livery Stable

W. W. JOHNSON, Proprietor

FIRST-CLASS LIVERY RIGS

At Your Service, Day or Night

COMPETENT DRIVERS
RELIABLE TEAMS



The City Dray Line

IN CONNECTION WITH I. X. L. LIVERY

BAGGAGE TRANSFERRED

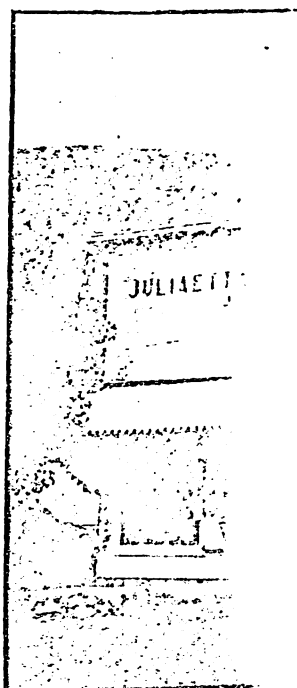
Freight and Express Delivered

Quick Service

Moderate Charges

I. X. L. LIVERY STABLE

Juliaetta, Idaho



Juliae Cantile Co.

ALEXANDER'S STORE

Seventh year under present ownership and management. Each year growing better and stronger in the confidence of its many patrons.

CARRYING COMPLETE LINES OF

GENERAL MERCHANDISE



AND SELLS

"The Best of Everything for Less"

The Juliaetta Pharmacy

DR. S. A. ROE, Proprietor

DRUGS, MEDICINES
TOILET ARTICLES

~~~~~  
PRESCRIPTIONS CAREFULLY COMPOUNDED

---

Current Periodicals

The Latest Fiction

Popular Novels

Our line of New Thought  
Books is unusually complete  
and the latest works of promi-  
nent authors will be found on  
sale at moderate prices.

EDISON PHONOGRAPHS  
AND RECORDS

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*The Juliaetta Pharmacy*  
Juliaetta, Idaho

C. J. MARTIN

F. C. HOLBROOK

JAMES MARTIN

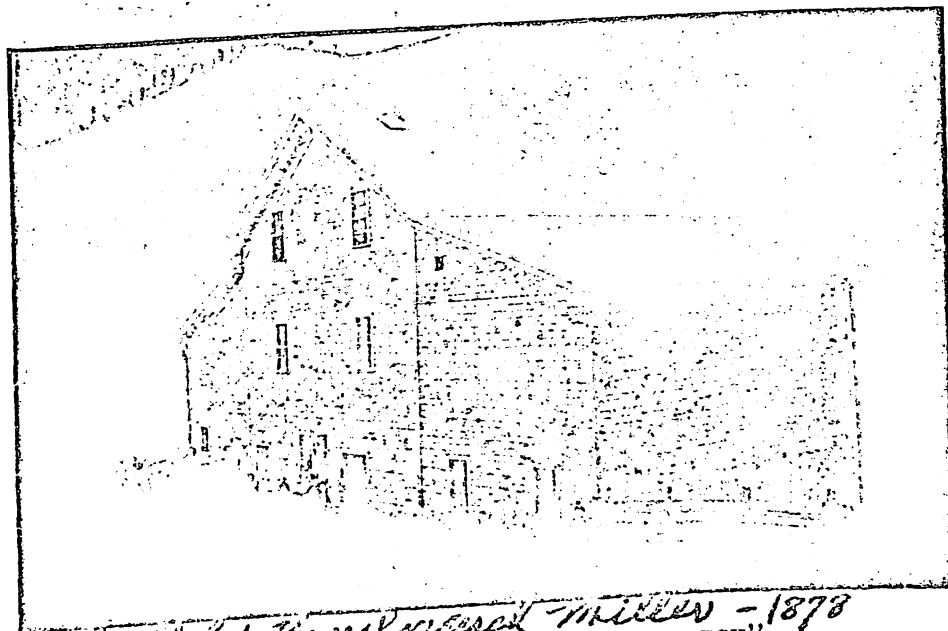
# Juliaetta Milling & Light Co.

HOLBROOK & MARTIN, Props.

MANUFACTURERS OF

"PRIDE of the POTLATCH"

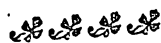
PATENT FLOUR



*Built by Percival Miller - 1878*  
HOME OF THE "PRIDE OF THE POTLATCH"

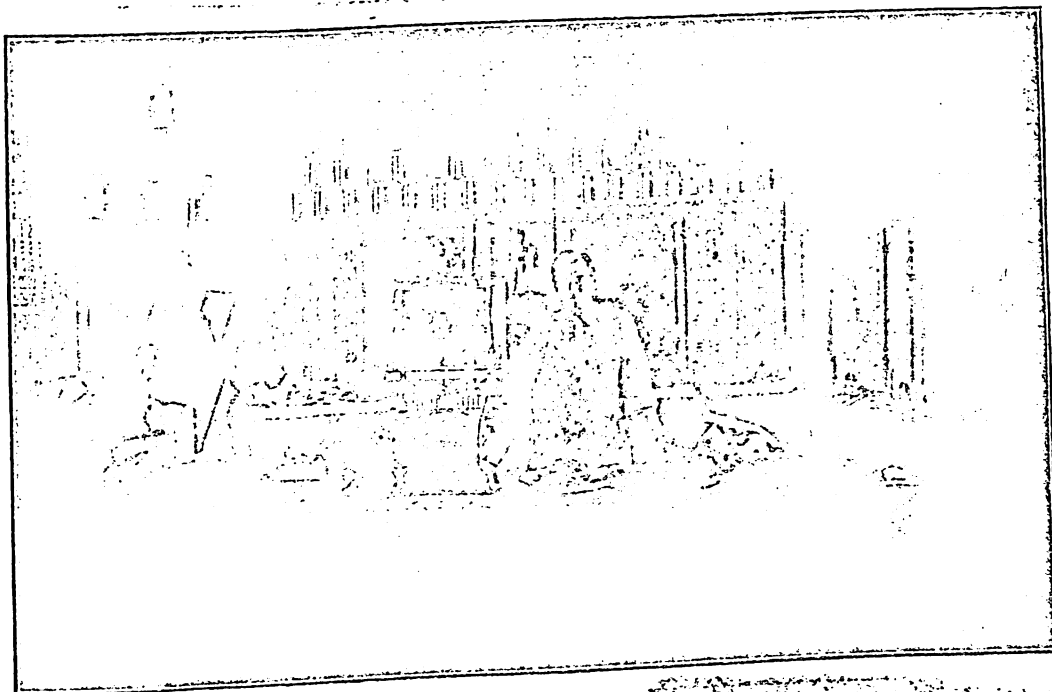
CUSTOM MILLING

Chop, Bran and Mill Feed



ELECTRIC LIGHTING --- ELECTRICAL SUPPLIES

Juliaetta Milling & Light Company  
Juliaetta, Idaho



# THE JULIAETTA MEAT MARKET

W. C. JOSLIN, Proprietor

CHOICE FRESH MEATS

ALWAYS ON HAND

OUT-OF-TOWN TRADE  
SOLICITED

PHONES: Potlatch 32 5-2  
Farmers' 11 6-1

JULIAETTA, IDAHO

## BUN PENLAND

CONTRACTOR  
and  
BUILDER



Estimates Given

Plans Furnished

JULIAETTA, IDAHO

## J. C. GROSECLOSE

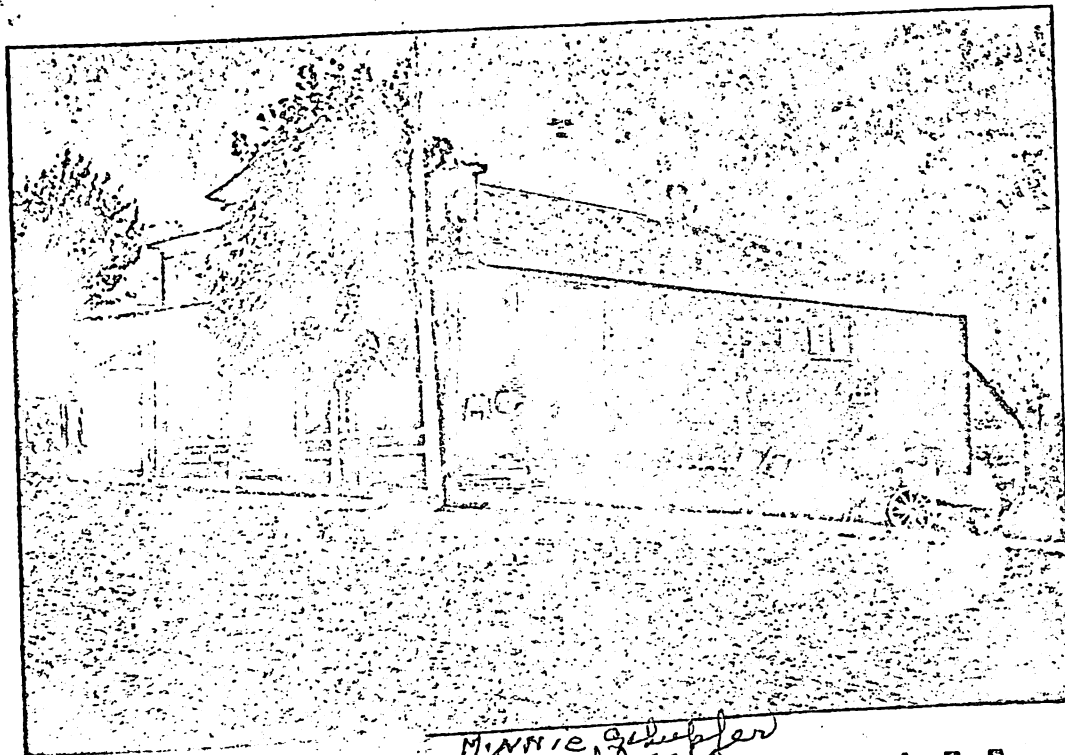
LICENSED EMBALMER  
AND  
UNDERTAKER

A Complete Line of Caskets and  
Undertaking Supplies

Both Phones JULIAETTA, IDAHO

*Marion T. Curry*  
*Attorney-at-Law*

JULIAETTA, IDAHO

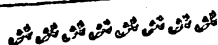


*Minnie Schubler  
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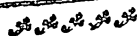


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