



IDAHO

YOU!



# Garden City

INVITES

*Industry*

*Home Builders*

*Small Business*

*Recreation*

*Would You Like Further Information On  
GARDEN CITY?*

In any publication such as this, it is impossible to carry all the information that persons interested might want to know. We realize the fact and as the village of Garden City is desirous of aiding anyone who may want additional data on the community, we invite them to mail the enclosed coupon indicating what further information they would like to have sent to them.

*Clip and Mail Coupon to*  
**VILLAGE of GARDEN CITY, Idaho**

I would like to have further information on the following subject. I realize that anything pertaining to the village of Garden City will be answered from the office of the City Director and all business inquiries from the Garden City Business Men's Association.

Signed.....

Address.....

THIS BOOK MAILED TO—

....." So Proudly We Hail



LOWERING OF THE FLAG at sundown on the City Hall grounds, two Garden City Boy Scouts pay proper respect to the flag of their country. Standing giving the Scout salute is Jimmy Drake and lowering the flag is Cub Scout Nathan Fletcher.

## Idaho's Newest and Most Progressive Incorporated Village Offers a World Of Opportunities to the Newcomer

(Message from the Mayor)

The purpose of this little book is to better acquaint the general public with Garden City, Idaho's newest incorporated community. We here at Garden City are proud of our village, the civic progress we have made in the comparative short time since incorporation and the many improvements now under way. We are however, looking toward even greater expansion in the future. We believe that many opportunities await industry, business and new home seekers in our community and therefore welcome new residents.

It is hoped that the following pages will give some insight to the many opportunities offered here. It is our earnest desire to be of further assistance, should more information on the community be needed, and you can be sure that any written request will be taken care of.

After reading this brochure, may we hope that you will see fit to reside here and perhaps establish a business that will enjoy the benefits of our rapidly growing community.

Cordially,  
AL CONNET,  
Mayor of Garden City.



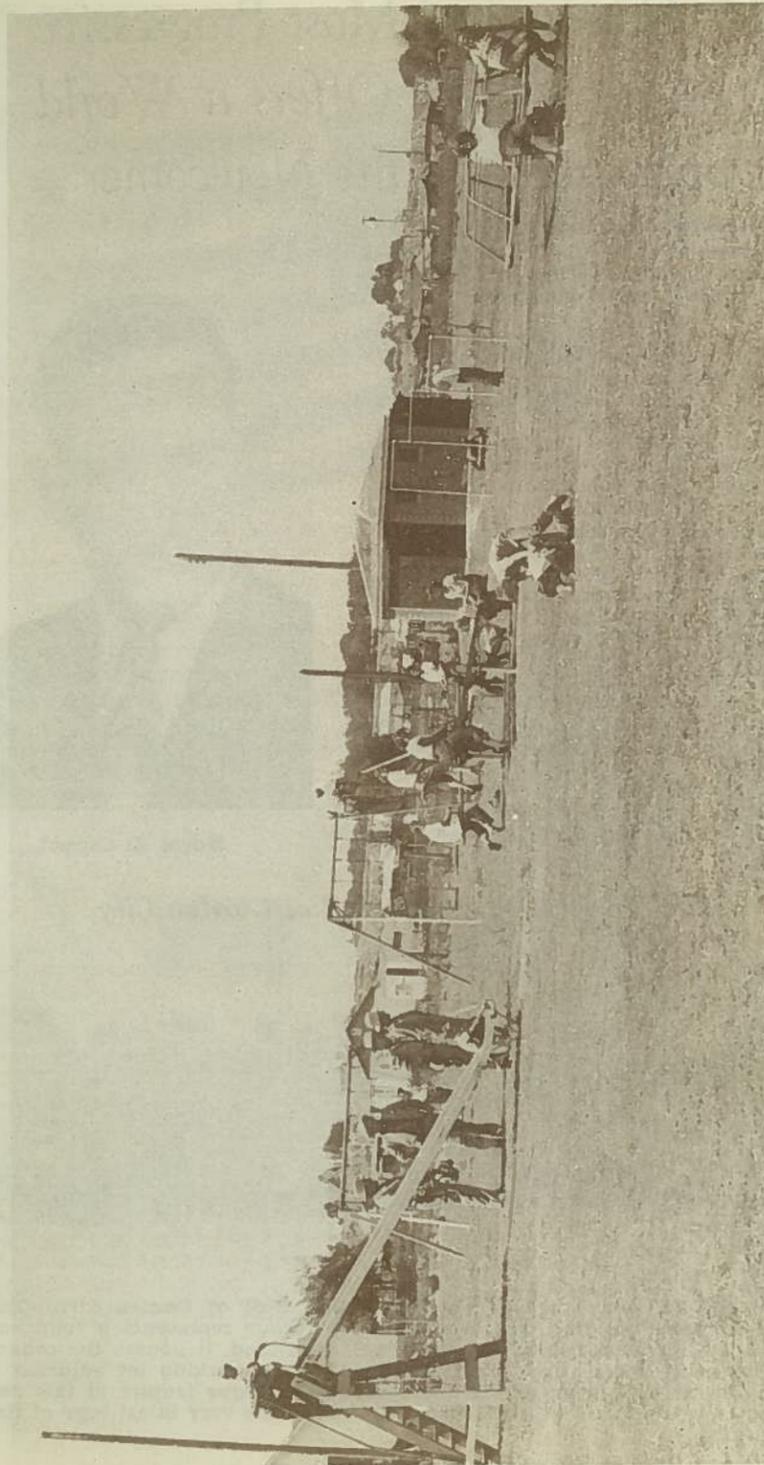
Mayor Al Connet

### The Modern New City Hall at Garden City



SHOWN ABOVE is the newly constructed City Hall at Garden City. This modern fireproof building with attached city garage represents a total cost of \$33,061.99. Spaciously designed, and well furnished, it houses the council chambers, office rooms, and city jail. A wide area parking lot adjacent to the building is not shown in the photograph. A unique feature of this new building is in the fact that all records are kept in the very latest type of fireproof vaults.

*A Modern City Park for Children's Recreation*



Garden City children are shown enjoying the many playground facilities offered them in the new community park. Away from heavy auto traffic, this fenced-in completely equipped with modern rest room facilities and well maintained park, provides a place where mothers can have peace of mind, knowing that their children are enjoying pleasant and safe recreation.

## One Year of Accomplishment

### What the Village of Garden City Has Completed in Community De- velopment Since Incorporation



On May 22 of this year the village of Garden City had its first birthday as it was on that date in 1949 that the community was incorporated and Idaho's newest town was born.

Although as to age, the village is a mere infant, measured in accomplishments, the baby has grown into a lusty youngster and the years ahead will have a hard time keeping pace with its future development.

From the very start the "founding fathers" decided on a plan to help their "baby" grow, a plan that was to be sound economically to aid this development. A long range program was decided upon; however, this plan was to be carried out on a strictly pay as you go basis. Thanks to the strict adherence to that policy, the village today, although enjoying many civic advantages, is a completely debt free community.

In reviewing the many projects that have been completed, it is difficult to enumerate those which have been finished with the many that are now under way. So fast are various civic undertakings being pushed through the efficient office of the City Director, that many listed now as uncompleted will have been finished by the time this book is printed.

Here are some of the projects completed: Standing today in the heart of the village is the beautiful new City Hall, modern in every respect and a true symbol of a progressive community. At the other end of the village, away from traffic hazards, stands the public park built at a cost of \$7,888.00. This playground for the children is furnished with the finest type of playground equipment and is well maintained.

When a drainage problem arose, the "City Fathers" lost no time in having the City Engineer work out a drainage plan. Work was begun immediately and with the installation of over 2500 feet of perforated drain pipe, the situation was solved, and the village today has no trouble with excess water.

As has been stated in another article in this book, the village has the most modern police department. The two new model radio police cars are listed among the many pieces of equipment the village has purchased. The property such as the cars, equipment, etc., Garden City has bought and paid for to date is valued at \$60,369.39.

All streets have been oiled and surveys taken for complete paving with curbs, gutters and sidewalks to be installed in the near future.

Plans are now underway to make Garden City perhaps the best lighted town of its size in the state. Working with the Idaho Power, blueprints for the latest type Mercury Vapor street lights have been drawn up. When completed, the village streets will be illuminated with four to the block of 6000 watt new Mercury Vapor lights, that will give daylight brilliance.

Another project on the agenda is the establishment of a fine city water system. A planning commission appointed by the mayor has been working on the various methods of improving the water service to the city.

With all the civic projects completed and those in the process of being completed, the city council through the office of the City Director, is making plans for even greater development in the years to come.

*The Answer to Juvenile Delinquency Has Been Met Here*



BATTER UP . . . yes, the Garden City Gals know their softball as the photograph on the left might indicate, showing one of the participants in the girls' league at bat, with the interested members of her team on the rear bench and the opposition catcher all decked out and ready to receive the pitch.

The girls' division of the Summer Recreation Program (Full story of which appears elsewhere in this book) has been of equal importance with the boys.



ONE OF MANY boys' teams in the softball league which played in the various age groups in the summer athletic program sponsored by the city. On certain days during summer vacation regular scheduled games were played under the supervision of the officers from the police department. Shown in the above photograph are two men who were active in supervision of the program. Police Chief Lloyd Rule is shown kneeling on the left and the new City Director, George (Tex) Fletcher, on the right.

*Garden City, A Law Abiding Community,  
Has The Best Of Police Protection*

Perhaps no village or town in the United States, on a population basis, can surpass the modern police department of Garden City. This department, staffed with four efficient officers, operating two new radio police cars, keeps a vigilant patrol day and night of the entire community.

Efficient, courteous friendliness is the policy with every officer as many a traveler has found out who may inadvertently have slightly overlooked a traffic law.

The fact that Garden City has an enviable record of low criminal arrests and an outstanding record for the curbing of juvenile delinquency is not without reason. The village may be pointed to as one community with a definite "police plan."

Here the department works on the theory that it is better to help in the prevention of crime before it happens, rather than just making arrests after. Every officer, therefor, is more than a law enforcement official; he works in every way to prevent the possible breaking of a law. The police department's part in the Garden City children's recreation program is just one example of curbing juvenile crime before it starts. A complete outline of this program is given elsewhere in this book.

To many it may seem strange, but due to the efficient police program, the friendly yet rigid enforcement of the law, Garden City officers become "Ambassadors of Good Will" for the community.

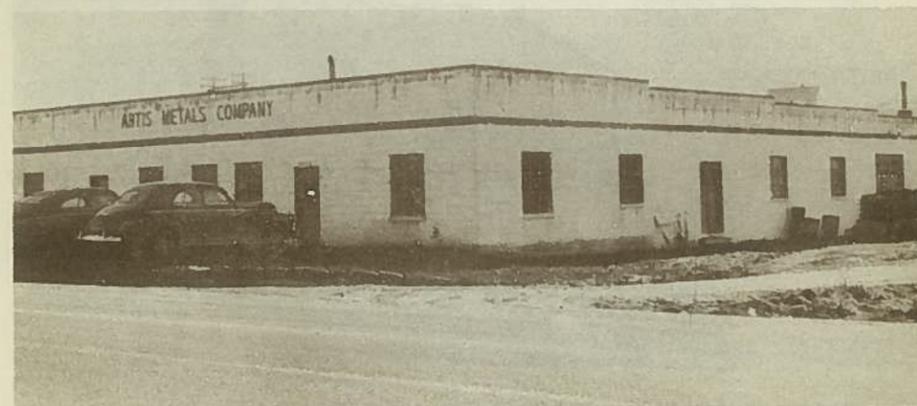


MODERN EQUIPMENT for a modern police department. The staff of four officers shown with the mayor (center) compose the law enforcement department of the village. Two latest model radio equipped cars patrol the community on a 24-hour basis.



### *The First and Only Paint Factory in Idaho*

THE MOUNTAIN STATES PAINT FACTORY located in Garden City manufacturing a complete line of industrial and household paints. This modern plant was established in 1948 with the very finest of equipment, operating a complete paint laboratory with a graduate chemist in charge. Today the plant has a capacity of 1000 gallons a day, manufacturing Kern paint, a 100 per cent Idaho product.

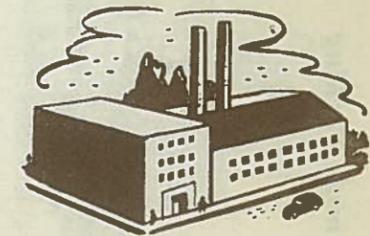


### *Industry Serving Every State in the Union*

THE ARTIS METALS COMPANY, also located in Garden City, established in 1946 in this area, specializes in the manufacture of many items of light sheet metal. This company features such patented products as adjustable chimney extensions, draft regulators, oval caps, etc., and ships about a million pounds of freight a year in products distributed throughout the United States. The firm has a payroll of \$70,000 a year and employs 15 men in the plant.



## New INDUSTRY



### **A Community Offering Many Advantages for Small or Large Industrial Plants**

With the present trend aimed toward the decentralization of industry from crowded metropolitan areas to those of rural spaciousness, this community affords an ideal location for any small or large industrial plant.

The advantages of locating here are many. Land is available in any size lots or acreage AT REASONABLE PRICES. Power is plentiful and also reasonable. Unlimited parking space is provided.

Transportation, a vital factor, is also easily available. Situated as the village is, on U. S. highway 20, trucking in all its phases gives the finest of service.

Although not on the main rail line, a survey has been taken to bring a spur line direct to the industrial section of the village. Thus rail transportation will be provided.

Transportation by air is answered

at the modern Bradley Field, less than one mile from the city limits of the village.

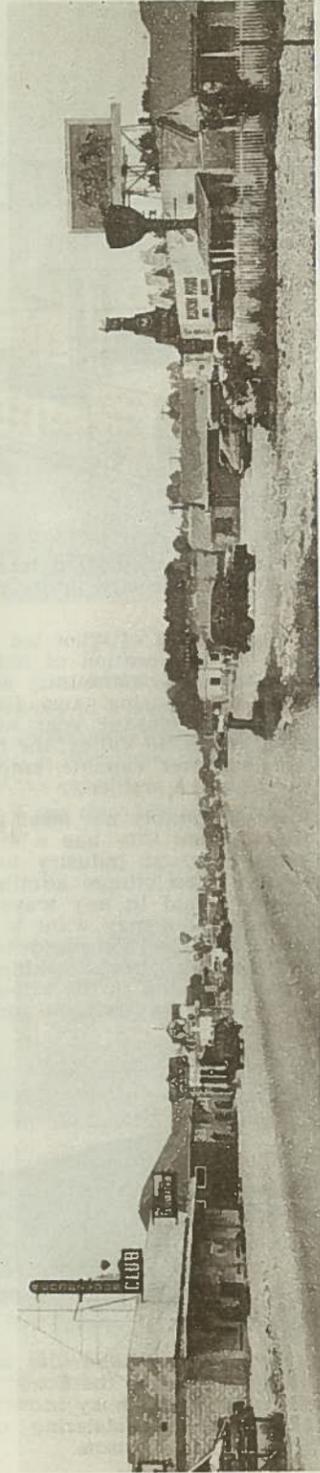
The employment of labor too is an incentive in the location of industry in this area. In a community with a borderline of hunting and fishing, added to the pleasant year around climate of the Boise Valley, the hiring of contented and capable employes becomes less of a problem.

Last but definitely not least is the fact that Garden City has a sincere desire to encourage industry to this community. The village administration wants to aid in any ways possible persons who may want to situate here. A letter addressed to the office of the City Director asking any questions pertaining to the village or surrounding territory will be answered immediately.

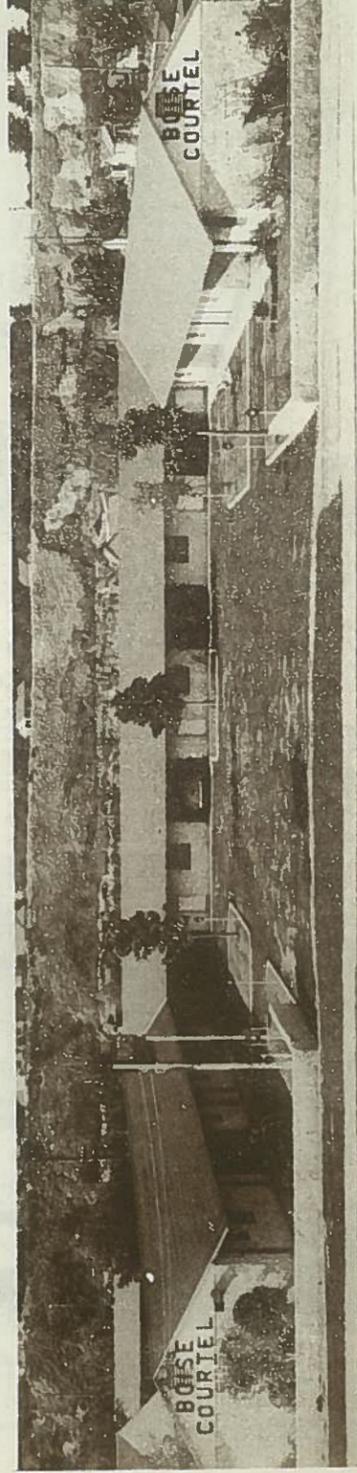


ONE OF THE most modern Mattress Factories between Salt Lake City and Portland is located in Garden City. The above photograph shows the Economy Mattress factory which was founded in 1910 and is a typical busy industry of the community. Besides mattress work the firm does upholstery and furniture cleaning and employs up to 14 people in the peak season.

*The Wide Main Street of Garden City Affords Ample Parking*



NO CONGESTION HERE, the business district of Garden City has no parking meters and yet visitors are always certain that they will find a place to park their car at all times. Shown in the above photograph is a view of Main Street looking west, showing the village that has no traffic problem and is known as a friendly community that considers no one a stranger.



THE BEAUTIFUL COURTEL located in the heart of the village is a showplace of the community. One of the finest Motels found in any part of the country, valued at \$105,000, attracts tourists from every state in the union.



New  
**BUSINESS**



**A Great Opportunity for the  
Businessman in This Growing  
Community**

The opportunities for the opening of many new types of businesses in the village of Garden City are almost unlimited.

A community growing as this village has in a comparative short time, coupled with the prospects of much greater development in the future, makes this area one that definitely should be investigated by any prospective business man or woman.

The village offers many fine business locations in a community that will soon be (if not before this book is printed) the best street lighted village of its size in the west. With the installation of the latest type Mercury Vapor street lights, window shopping at night will have the brilliance of day.

Besides the population of the town, 674, there lies in the rich trading area of the valley a potential consumer's market numbered in the thousands, ready and waiting to buy many retail items.

The congested traffic problem facing all nearby towns becomes an added incentive to the shopper to buy in Garden City. Here the wide main street, without troublesome parking meters, affords ample free parking at all times.

In a young community such as this, where development has just started, there lies opportunity for many lines of business free from competition. To name just a few types of business that are needed in the village, opportunity awaits those who may wish to open a drug store, bank, theatre, bakery, variety store, dry cleaning establishment, dry goods, clothing, dress shop, hardware store, etc.

To aid any business man or woman who may desire further information on the possibilities of the village from the retail point of view, an invitation is extended to write to the Garden City Business Men's Association. As close as possible all questions will be answered, giving the desired information.





### The Ole Fishin' Hole

SHADES OF TOM SAWYER . . . Boys the world over are ardent anglers and Garden City is no exception. The above photograph shows some of the village youth trying their luck at the favorite fishing spot a short distance from the summer recreation baseball diamond. Country life, away from city turmoil, is another advantage of living and raising a family here.



To  
**HOMEBUILDERS**

A  
Special  
Invitation

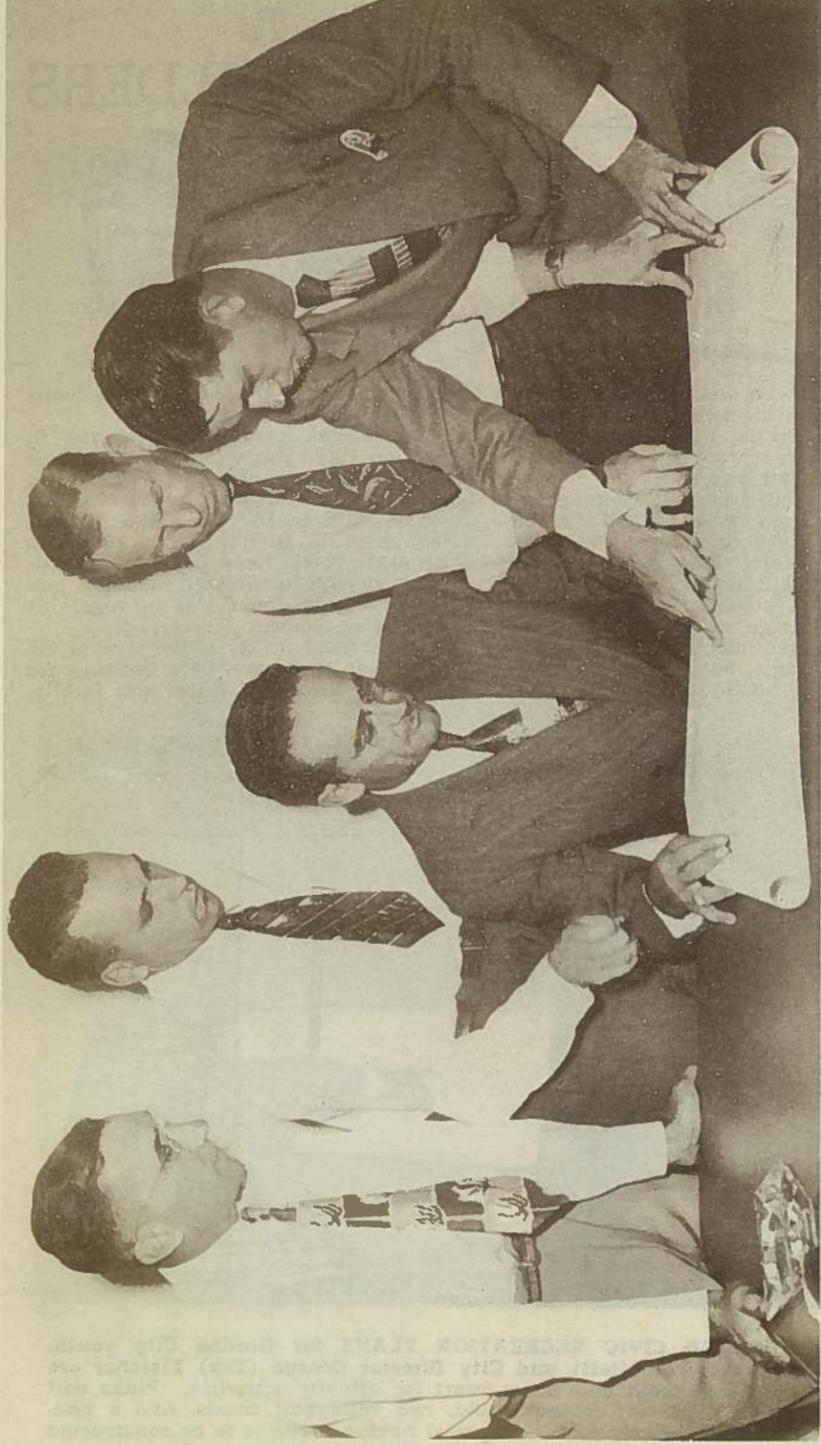


For those who would like to make their home in the serenity of the country, away from the crowded congestion found in larger towns, Garden City is the place for you. Here you can have that acreage or type of lot you have always wanted and build the house to your immediate family needs. You will find that ground is available and priced within the average income. As the village is inviting new industry and new business, naturally it offers the same hospitality to those who work or establish their business

here, to buy or build their own home in this community. When you establish residence in Garden City, you will be living in a debt free town and one in which you are assured of absolutely no city tax. The climate in this sheltered valley is ideal and one that promotes general good health. The climate, coupled with fertile soil, makes it possible to grow the finest in vegetable garden or lowers. Truly Garden City is the type of village that you have been looking for to settle down and raise your family.



**MAKING FURTHER CIVIC RECREATION PLANS** for Garden City youth. Police Chief Lloyd Rule (left) and City Director George (Tex) Fletcher are shown going over a field dimension chart for athletic activities. Plans call for the creation of a turf football field, two volleyball courts, and a badminton court all in the city park. A special boxing arena is to be constructed in the city garage.



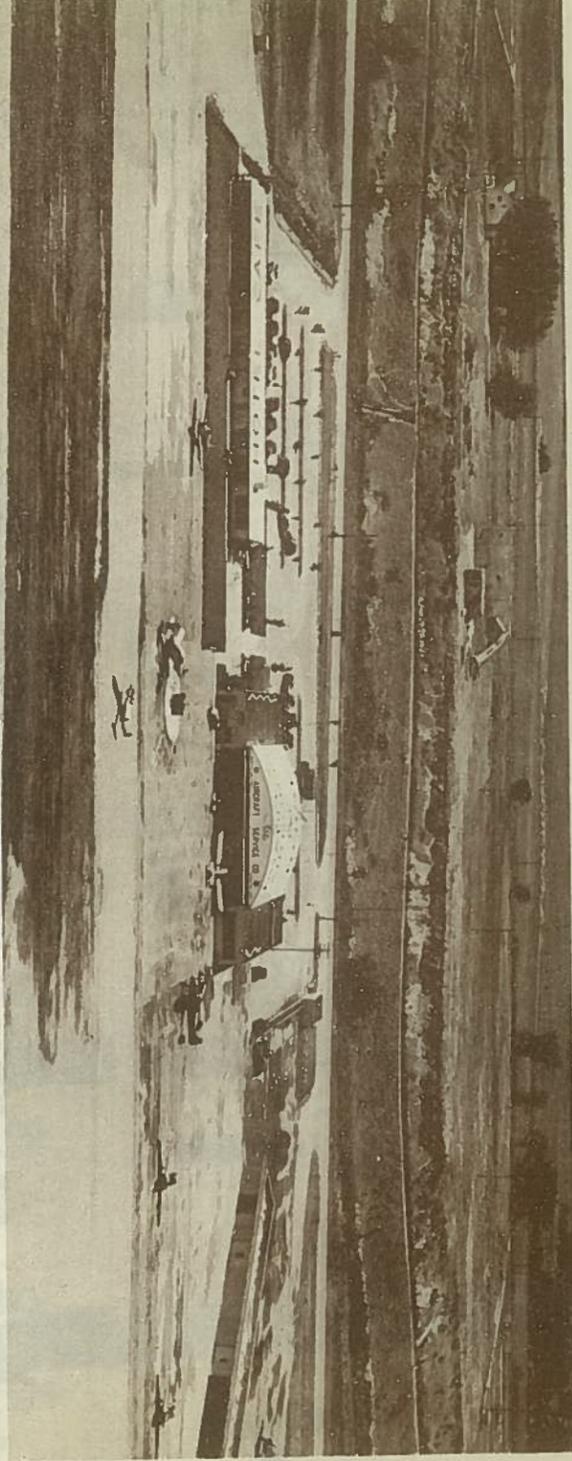
A PROJECT NEARING COMPLETION is being examined by the Village Trustees and the Mayor in the offices of the City Hall. His Honor, Al Connet, (seated), with Trustees, from left to right, Milton Fleishman, Frank Thornton and Roy Oberst examine a blueprint presented by City Director George Fletcher. Not shown in the photograph is Village Trustee, Art Jacobson.

- ★ Elevation 2637 feet.
- ★ Runway 3000 feet NW-SE.
- ★ One mile west of Garden City on Highway 20.



### *Village Has Access to One of Finest Airports*

BRADLEY FIELD, only one mile from Garden City, offers one of the most outstanding airports in the United States. A private field built and equipped to serve every need of those who fly. This aerial photograph shows the hangar, Skytel and landing strips. The Skytel and cafe offers hotel comfort for the pilot and passenger just across the line from the flight line.





GARDEN CITY RANGERS display the true spirit of the old west in their colorful uniforms and spirited mounts. This aggregation of men and women riders are well known throughout the valley. For their riding ability, the group was awarded third place at the State Fair in Boise.



For  
**RECREATION**



Would you like to take a few moments off for relaxation?

Perhaps you would like to drive out for an evening of carefree entertainment. You might like to enjoy a delicious dinner at a spot where the chef takes pride in tempting the most jaded appetites, a place of colorful atmosphere, where you could en-



joy a cocktail, your favorite highball, or even a glass of beer . . . if dancing be your pleasure, a smooth floor, good music and a gay setting of friendly people.

If you are a seeker of such pleasures, there is not only one, but many such cocktail lounges, bars and night clubs in Garden City. The village has been named the "entertainment center of Idaho" and truly named it is, as many visitors have found out.

Driving into the village of an evening a stranger is confronted with a brilliant array of neon signs that radiates a friendly welcome and conveys the impression of a much larger town than is actually the case.

When we speak of a stranger, we do not use the phrase correctly in keeping with the policy of the community. For here in Garden City the word hospitality has a true meaning, and those who greet you make it known that here you are a stranger but once.

**Summer Recreation  
Program Proves Popular**

A summer recreation program that provides not only healthful enjoyment for all the youngsters of Garden City, but has been a definite factor in curbing juvenile delinquency is part of an important civic undertaking.

The project, sponsored by the village, and directly supervised by officers from the police department, has proven very popular with both the children and parents of the community.

To further the plan, a baseball diamond was constructed and all baseball equipment furnished by the city. Under the watchful eyes of the specially trained officers, both boys and girls participated in the program.

The children are segregated into various age groups and formed into soft ball teams. With the creation of these midget and older boy and girl aggregations, both boys and girls play regular scheduled games in their own age bracket "league."

This healthful supervised play, with the competitive spirit of youth, not only tends to build robust bodies, but teaches lessons in the developing of good sportsmanship and the spirit of fair play.

Such a program also shows that even a small community the size of Garden City, with the proper civic foresight, can do a great deal in helping in guiding and helping the youth of today that will be the citizens of tomorrow.



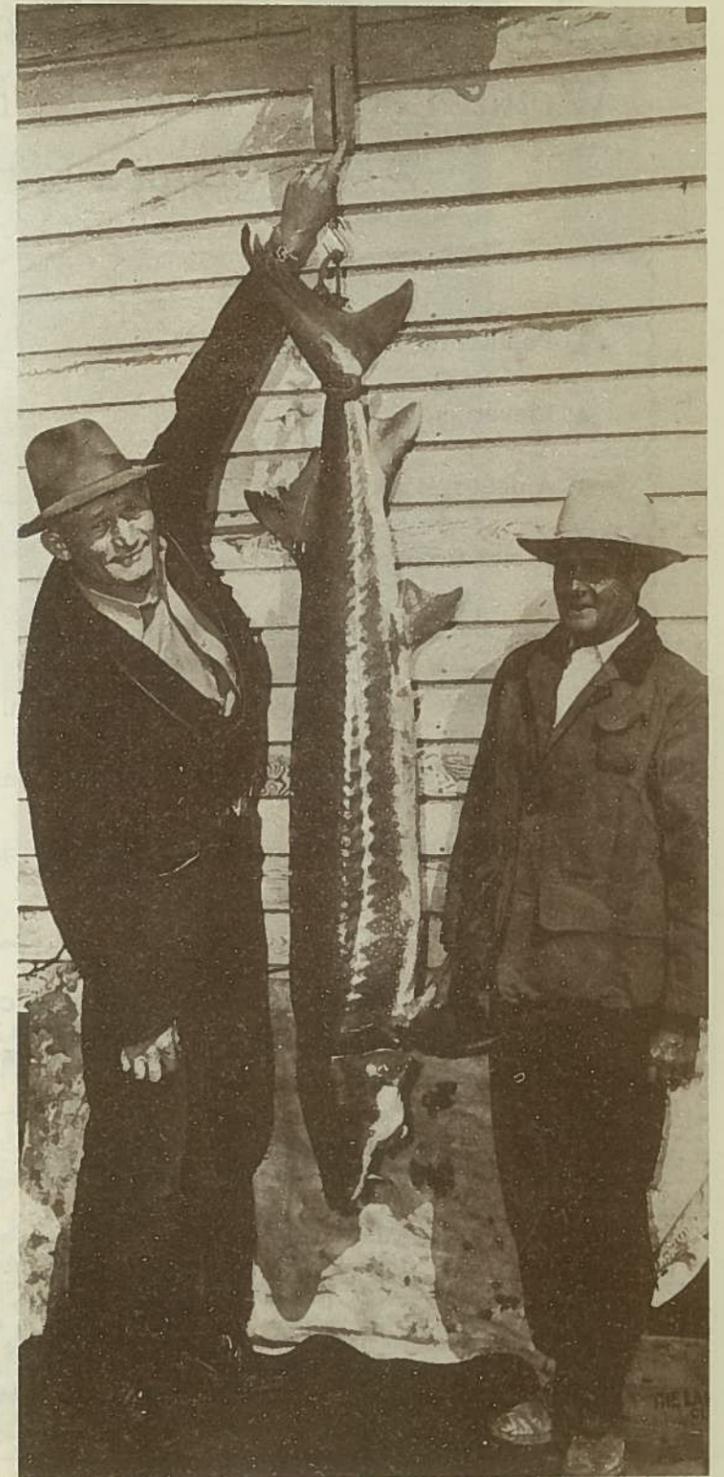
THEY REALLY BAG 'EM HERE . . . as this photograph shows hunting is good in and around Garden City. Pheasants can be found any place in the valley.

### *Hunting and Fishing Paradise*

Within easy driving distance of the village is found the finest fishing and hunting spots in the northwest. The answer to an angler's dream can be found in the well stocked streams in the nearby mountains or a further distance in the back country. Hunting, from birds to big game, with many special hunts on Elk and Deer, are almost at your back door.



HERE IS ONE THAT DIDN'T GET AWAY. This sturgeon shown was caught in the Snake River and is but a sample of the type of catch those who like to go after the "Big Ones" can expect.



## In Brief, Some of the Things We Would Like to Have You Remember About Garden City

- ★ Population (1950 census), 674.
- ★ Elevation, 2637 feet.
- ★ A debt free incorporated village.
- ★ A city tax free village.
- ★ Two miles west of Boise on Highway 20.
- ★ A Village with a Definite Youth Program.
- ★ Perhaps More Civic Improvements in a comparative space  
of time over any other community of its size in the state.

A complete roster of City officials include: Mayor, Al Connet; Village Trustees, Milton Fleishman, Frank Thornton, Roy Oberst, Art Jacobsen; City Director, George Fletcher; Chief of Police, Lloyd Rule; City Attorney, J. W. Gallo-way; City Engineer, Raymond J. Briggs.



A Friendly  
and  
Under-  
standing  
Community

### WARNING TRAFFIC VIOLATION TICKET

While traveling through Garden City (the entertainment spot of Boise Valley) you neglected to slow down to the required 30 miles per hour. We give you this friendly warning for your own safety's sake as well as others. If you are a visitor, we wish that you would decide to stop over for awhile. You will find this a most friendly community. If not now, the next time you come through, pay us a visit; you'll enjoy yourself.

A. R. CONNET, Mayor of Garden City

"Drive Carefully, the Life You Save May Be Your Own"



*Beauty of Nature at Your Own Backdoor*

RUGGED RECREATION for those who love beautiful scenery can be found only a few miles from Garden City. Many trips of course are possible, however, the photograph above shows a trip that might be taken in the Sawtooth Wilderness Coun-try. For those who might want to take a pack horse over one of the nation's remaining primitive areas of the Sawtooths they take State Highway 21 through beautiful country to Lowman and the South Fork of Payette River where the finest trout fishing is found.