

Phases of Industrial Growth of Pacific Northwest

PASSING OF '70' BRANDS IN THE GOOSE LAKE VALLEY

Vast Holdings of Heryford's to Be Turned From Cattle-Raising to Farming.

GREAT PROJECTS STARTED

Oregon Valley Land Company Will Put Famous Acres Under Water From Goose Lake and Bring in Colonization Scheme.

LAKEVIEW, Or., March 14.—(Special.)—The passing of the "70" holdings in Lake and Klamath counties, Oregon, and Modoc County, California, is the topic of conversation in Southern Oregon.

Since that time the Heryford brothers have experienced the ups and downs of the pioneer cattlemen, have seen cattle die by the thousands in a hard winter, and have again built up their herds...

"70" Holdings Sold. This week the vast landed holdings of the "70s" were sold to the Oregon Valley Land Company, a corporation which is colonizing thousands of acres in this section of the Pacific Northwest.

Identified With State's Growth. The history of the growth of the vast wealth represented by the Heryford holdings is the story of the growth of Southern Oregon.

HOOD RIVER, Or., March 14.—(Special.)—The extension of the upper valley and the officials of the railroad that the extension will open up for development 15,000 acres of the finest unimproved land in the valley...

GOOSE VALLEY WATER CONTROLLED. This gives the Oregon Valley Land Company control of the water of Goose Lake Valley, and insures the early completion of one of the most important irrigation projects in the state of Oregon.

Since the experience of the Klamath people with the Government Reclamation Service, Lake County people have hesitated to express a wish that the Government should take hold of the many available projects in this county.

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LYLE BREAKS ALL PUBLICITY RECORDS

Raises \$1084 at Meeting of 30 Boosters for Nucleus of Advertising Fund.

TOWN HAS ONLY 75 PEOPLE

All Work for Development of Kilkittat County—Displays in Middle West Publications Bring in Flood of Inquiries.

LYLE, Wash., March 14.—(Special.)—Portland's publicity fund would have to be \$2,852,000 in order to equal \$200 proportionately that raised by Lyle yesterday.

NYSSA WILL HAVE WATER

IRRIGATION SCHEME TO BENEFIT 200,000 ACRES.

Eastern Oregon Town Three Years Old Is Already Assuming Commercial Center Importance.

NYSSA, Or., March 14.—(Special.)—Nyssa is feeling good over the prospect of a great irrigation project in the nature of a high-lift ditch.

The land already under cultivation under the low-lift ditches is producing enormous crops of alfalfa, fruit, etc., which are of the finest quality.

Secretary Ramsey's address, his modern apartment building, and especially effectively on the platform, was the results achieved by the advertising campaign.

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Run Down

If your doctor says take Ayer's Sarsaparilla, then take it. If he has anything better, then take that.

Ayer's Sarsaparilla

NON-ALCOHOLIC. If you are all run down, easily tired, thin, pale, nervous, go to your doctor. Stop guessing, stop experimenting, go direct to your doctor. Ask his opinion of Ayer's non-alcoholic Sarsaparilla. No alcohol, no stimulation.

Malheur Irrigation Project to Go Forward. Commercial Club Will Actively Exploit Region by Advertising. Oil and Gas Expected to Add to Assets of This Region.

ONTARIO RAISES \$2500. Active measures are being taken by the Ontario Commercial Club and the principal landowners in this vicinity looking to the revival of a great irrigation scheme known as the Malheur Government Irrigation Project.

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Advertisement for Mother's Friend, featuring a portrait of a woman and text describing its benefits for pregnant women.

Advertisement for Dr. Taylor's Chamberlain's Cough Remedy, featuring a portrait of a man and text describing its benefits for various ailments.

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Advertisement for The Dr. Taylor Co., featuring a portrait of a man and text describing its various medicinal products.