

## "The California of the Northwest"

Then Ask-Why is it that ninetenths of the whole Northwest and practically all of the newcomers are looking toward "The Columbia River EARLY fRUIT BELT"

## RICHILAND

Because it's the land that has proven itself right. It's early, it's exclusive, it's the very center of all the Northwestern markets, than which there are no better on earth; its climatic conditions are right; no mud or slush; located on soil that WILL GROW ANYTHING

LEADING CROPS AND THEIR PROFITS


| FINE STOCK |
| :---: |
| RAISING | It is only ${ }^{2}$ matter of a few

years when this yalley will be the
home of more livestock than home of more livestock than any
other one point in the United
States. Every natural condition Other one point in the United
Sates. Every natural condition
is to be found here. Very little
隹 care need to be taken on aceount
of the mild Winters. The pasture,
 grazing neariry remain green for witer, while
the best of water is available at
il times. the best o
all times.

## DAIRYING

## That a large dalty industry will toon be promoted here io in

 toon be promoted here is an assurred fuct, and for any man
firm who is expecting to star firm who is expecting to start
sech on enterprise suresy Rich-
land offers an ideal locatioth. Its peffect location on one of America's greatest sivers and ser
eral lipes of transocontinental reil
inads make it poosible to reith


