

PROPOSED COLUMBIA BASIN IRRIGATION PROJECT MIGHTY UNDERTAKING

143 Merchants to Cooperate in Making Success of Eighth Annual Gathering, August 9-14.

Portland jobbers and manufacturers, numbering 145, will join in making the eighth annual Buyers' week, August 9 to 14, a success. This number of local firms is larger than the number participating in any previous Buyers' week and indicated the popularity which the gathering is attaining at home.

From Oregon and neighboring states merchants are letting the Buyers' week committee know that the week is also popular among the buyers and that more representatives are going to be present at the session this year than ever before. Already merchants in Washington, Idaho, California, Montana, British Columbia and Alaska have sent notices to the committee that they will be present to conduct the business.

MERCHANTS ARE PREPARING

Portland merchants who intend participating in the buyers' sessions this year are determined that the city shall maintain its position as the market of the Pacific Northwest, and are filling their shelves with greater stores of goods.

Entertainment plans have about been completed. A feature of former years which has been aid in making the week popular will be in vogue this year. Some added features, such as airplane rides and terminal inspection tours will be on the program this year.

The committee will continue its former practice of paying the railroad fare of every merchant who registers during the week and buys more than \$500 worth of goods from manufacturers and jobbers participating

THOSE PARTICIPATING
Manufacturers and jobbers participating this year are:

[illegible]

General Clear Co., J. K. Gill Co., Goodman Bros. Shoe Co., Goodyear Rubber Co., Garld Supply Co., Grandma Cookie Co., Grant Northern Cakes Co., Wm. Greenberg, F. S. Harmon & Co., Hazelwood Co., Hexte & Co., Heywood Bros. & Wakefield Co., Hirsch

[illegible]

A New Jersey man is the patentee of an undetachable umbrella ring for holding the ends of the ribs of a closed umbrella and be engraved with the owner's name.



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Smiled!

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The NEW EDISON

"The Photograph with a Soul"
which backs this challenge—(reprinted
from an advertisement by the
Edison Laboratories).
"We are informed that the representa-

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We hereby invite responsible representatives, of any reputable talking-machine manufacturer, to listen to such a comparison, in the presence of judges of their own choosing, indicating to the judges what they think they are listening to the artist.

and when to the New Edison.
"The test will be made with an Official
Laboratory Model, taken from stock, such
as can be bought in any Edison dealer's
store."—(Signed) THOMAS A. EDISON, Inc.

350 Alder St., Portland, Or.



COLUMBIA BASIN IRRIGATION PROJECT

fruit and \$3000 from the alfalfa hay planted between the trees.

The journey became a triumphal tour as he proceeded up the valley of the Yakima. Here is a body of some 300,000 acres of land that was once barren, treeless—dry as the Colorado basin. The project has extended to the west. Now it contains only prosperous farm homes. Towns occur at intervals so frequent as to suggest the thickly settled districts of Ohio. Prosser, Grandview, Sunnyside, and the Yakima and Yakima, the last the metropolis and a fine-appearing city, were the first to prosper. By war as were the flourishing fruit lands. The exceptional potato fields and the wide reaches of green alfalfa.

Believe me, water in the interior is not a luxury. It is the life of the towns, and men and women and crops of children.

The financing of the Columbia basin project is uncertain. It is so big that the federal government must furnish aid and supervision. The estimate of cost is \$300,000,000.

The settlement plan is also rather hebulous, but the irrigation projects have furnished a wide range of human material to select from.

At the mouth of the Northwest there have each a most substantial stake in the project that when developed would produce \$250,000,000 worth of food for shipmen and the army. The four, to speak not selfishly but from the point of the facts, Portland should be most hopeful of benefits. This city sits at the mouth of the great river and at the head of deep sea navigation.

For the interior that, like water, flows

along the line of least resistance and at costs based upon natural advantages and disadvantages. Portland is the key. This will especially be true if the development interior reclamation projects, both as to their lands and as to their water, is extended to the river lines is coincidentally planned. One will contribute inevitably to the success of the other in capitalization and operation.

Let it be sincerely hoped that even the form of exploitation will be excluded, that that splendid and thrilling enterprise will not be the work of the friends. No doubt as soon as assurance of irrigation is to be had the speculators will appear, soft-handed and fat-headed, and the people, relying upon the hopes and land hunger of others. The cities of the Northwest, the farmers, the stockmen, the railroaders, the people on the project and every one who wants to be employed to keep them out, in order that the land may be sold for its present value of \$5 an acre, plus the exact cost of irrigation.

The irrigated area of the United States, including the 3,500,000 acres which the reclamation service has brought into use, is 9,000,000 acres. There is a water supply for an additional 17,000,000 acres. Of this tremendous area, the Columbia basin alone has a stake of one-eighth. To establish the project according to plan would be one of the titanic achievements of this nation. The rest all would give to the people the cost of irrigation. It would provide in taxes, state and federal, more than interest on state or federal bonds. Best all, it would give to the people and a soul.

1—Deserted home in Big Bend country, "tired waiting for water." 2—Pend Oreille lake, Idaho, source of Pend Oreille river, in turn source of water supply for 1,750,000 acres of Columbia basin irrigation project. 3—A group of "sage brush" children, the most important crop of the dry lands. 4—Harry Higgins of Tacoma (Ledger) and Oscar L. Nelson of Low Gap out in sage brush where at the moment of taking the picture the temperature was estimated at 140 degrees. 5—Shows a spot in heart of Yakima valley which before irrigatopn was barren as the Columbia basin project now is. 6—Map indicates location of project, canal and source of water supply.