


AY INNOVATION such as the changing of the street naming system will maturally be accompanied by some tempo-
rary inconvenience. But the question is will not that in-
convenience be insignificant compared with the decided and jermanent benefits to be secured.
We now have a street naming
We now have a street naming system under which it is well
nigh impossible for a stranger to find an address without a map or a guide. The thing is a hopeless jumble. There are pepple
who have been here nearly all their lives who have not heard of some of the street names.
fusion every day in the year
fusion every day in the year.
With an alphabetical-numerical system in vogue all that dif-
ficulty would be eliminated. It would simplify the problem im. ficulty would be eliminated. It would simplify the problem im-
mensely and the benetits would be not merely for strangers or
newcomers. Everybody would gain and with the plan in vogue newcomers. Everybody would gain and
So one would think of changing back.

seem that the argument of expense may be eliminated because
those who have been working on the plan say the cost of mak-
ing the change would be slight it will consist chiefly in the in ing the change would be slight it will consist chiefly in the in-
stallation of new signs marking the streets. Certainly that could As to lodal pioneer nemes there would be no occasion for disthe list of streets named in honor of local perment heing followed of course. Why then should people be permanently inconvenienced
when such a simple remedy is at hand? Wly be "penny wise and pound foolish"? ...................
A POINT WORTH CHECKING UP ON

## HERE is speculation as to how proposed reclamation pro jects that involve power development as an additional fea ture will fare under the Smith-McNary bill if the measure

 now being drafted at Washington becomes a law,The subject is one of the utmost significance to the north-
west. We want reclamation and we need it. But likewise we need the development of more hydro electric power. There are
many who feel that hydro electric development is more backward in the northwest than is irrigation. In letting the waters
of the Columbia and other good power streams go to waste we are guilty of an economic crime. It is an offense for which we
are penalized heavily. are Now a certain school of economists wili argue that the federal government should have nothing to do with power develop-
ment should not foster the irrigation of waste land because vate capital. They could just as well argue that the govern
ment should not foster the irrigation of wasate land because
newly reelaimed land comes into competition with private farming interests. If it is sound policy for the government to bring
about nore compelition betwen farmers why does not the same
principle apply to the field of hydro electric development.
The Smith-McNary act should be so worded as to care for

## projects where the tained by a single p

## ON A BLIND TRAII

## T

$\qquad$

What that man needs is a wife. They are a great help with






ReAIT TRMVEFES

Taffeta Wrap


FOR SKIN TORTURES
Zemo, the Cleam. Antiseptic
Liquid just What You







## Another Shipment of 98c Pongee



LONG BROWN KID GLOVES 16 button length, extra fine kid with crochet embroidered backs, zes 6, 61-4, $61-2$, the pair
DAINTY NECKWEAR ev, fresh and crisp, styles just $r$ ceived from our resident. buyer in New York. One special 5 dozen everywhere, while they last ea. S1.00 Others at . . . . . . . . . . . 59 c to $\$ 2.00$ NEW VOILE AND SUMMER DRESSES Just 7 of them came in but they are mighty pretty and priced the same way we sell muslins and ginghams, the lowest price possible for good goods.
$\$ 10.95$ to $\$ 19.75$

## Thencents

We Sell for Cash Better Merchandise at Lowest Prices
nelschant taborem wabts




 (1) D.



## ghassarmer

TO MEET N RCCHESTER



## The Telephone in Business

BY FAR the greater proportion of business today in this country is transacted by telephone. It has become the ordinary means of securing prompt and satisfactory results in the business world. Many business firms are extending the use of the telephone to include their transsactions over the entire territory they serve. Buying and selling by long distance telephone is bringing satisfactory results whenever tried.

The essential thing in sales work is service to your patrons. Use of long distance lines will increase the efficiency of your service and the expense will be less.

Forservice to all peints ask for Pacific Long Distance.

## The Pacitic Telephone and 'Telegraph Co.

