

KLOSE Wa-Wa

By Joe E. Thomson

(Published by arrangement with The Dalles Optimist)

(Being newsy, gossip items and comment thereon, seen the past week in the newspapers all the way from the Cascades to the Rockies. "Klose Wa-Wa" is Chinook for gossip, con-fab or chatter.)

One cannot study the past history of the Columbia River, couple it up with the tremendous development activities at Bonneville and Grand Coulee dams the past few years, take a squint into the future, and not grow superlatively enthusiastic.

And please pardon the writer of this country newspaper column if he becomes enthused—maybe beyond the bounds of discretion—and delves a bit into history, old and new, comments on the present and pictures what he sees as he gazes into the crystal ball. He'll do a kind of "This and That," like Art Kirkham on KOIN every morning.

And right now let us express gratification that Pacific Northwest men will, on July 9, when the S. S. Charles L. Wheeler's cord is pulled by Captain Arthur H. Riggs, the youngest old pilot in the world, and the gates of Bonneville ship lock will be first opened to pass commerce between the Inland Empire and world marts, will be at the mikes. Stanley Church and Art Kirkham know their Pacific Northwest. They will exude enthusiasm over the air that will cause the nation's radio listeners everywhere to catch it and want to know some more about the scenic land, the land where life can be lived



Wear Cool White

Our June White Specials
Make Buying a Joy!
White Clipper Coats

8.95

White Sports Dresses

2.95 to 4.85

One and two piece models.

White Summer Felt Hats

1.45 to 2.95

Including the famous 6-way.

White Silk and Net Blouses

2.60 to 3.90

White Washable Kid Gloves

1.65

White Mesh and Fabric
Gloves

65c

New White Purses

1.65

The Leonora
SPECIALTY SHOP
Hood River, Oregon

to its fullest, the fertile land of business and agricultural opportunity, which they are describing.

To appreciate properly the history of the Columbia River, one must go back to ancient days and study that of the Tigris and the Nile. You'll find that man's cultural, industrial and commercial development has been brought to the acme of exemplification along great inland river waterways, flowing down into some sea. The Columbia is the last great waterway in a temperate zone to feel the creative touch of man's genius. This rich, beautiful Cinderella of world rivers will receive her garb of development in an era that has brought forth man-made miracles, the creatures of scientific engineering, the researcher in chemistry and electricity. The Columbia will, if we may be permitted to use such a metaphor, be in the hands of a modiste, with pins and needles, rich braids and lustrous cloth of such marvel that the mere dreaming of them in a former age would have been a symptom of insanity.

How new, from a historical standpoint is the Columbia! Just think! Robert Gray, that bold Yankee captain, the Stars and Stripes displayed on his staunch little Columbia, only discovered the Columbia in May, 1792. It was only three-quarters of a century ago when she was first becoming known as an artery of commerce, as necessity, the mother of invention, gave birth to the little sternwheel steamboats, to ply between Portland and The Dalles and from the latter point on up to Lewiston, Ida., and by their earnings set the foundations of the fortunes of some of Portland's old families.

And yet the Columbia river is old as time itself. The mighty forces of the elements, heat, ice, erosion, for millions and millions of years were at work building one of the greatest regions of the globe, that eventually man might find it and apply thereto his genius. During the past five years we have been hearing many men, the orrass hat and stuffed shirt type, telling how it has been they who gave us Bonneville dam; how it was they who produced Grand Coulee; how it was they who brought about an initiation of Umatilla Rapids. The man who really comprehends the greatness of the Columbia river watershed and its potential worth, will be most humble and and silent. He will behold that it is the work of nature and he will feel utterly insignificant—at least, ought to—as he thanks that Great Providence, which has directed those forces of nature.

But the bringing about of the development of these great natural re-

sources of the Columbia river—perhaps, the modern business mind will better understand it if we say "cashing in," has, of course been in the hands of men. Now, we do not want to get embroiled in politics. We will say this, that here in the Pacific northwest, whether a man be a republican, a democrat, as socialist, a communist or a whatnot, he ought to be sincerely thankful that the White House has been acquitted the past several years by one who has evidenced a comprehension of the resources of the Columbia river. We may not agree with his details or methods of accomplishment. Franklin D. Roosevelt deserves the sincere appreciation of men and women of the Columbia river region, as well as the nation; and we do not wish to minimize in any degree the debt we owe to scores of energetic public officials and private citizens who have worked and spent their money in these days of financial and social stress as they waged campaigns to bring to materialization Columbia river development.

Right here we want to comment on something that we believe worthy of mention. An invitation to the Mid Columbia-Bonneville Seaway celebration of July 9, has been sent to James A. Nelson, former pub-

lisher of the Dufur Dispatch and now a member of the mechanical staff of the Cordova, Alaska, Daily News. Jimmy Nelson, as his news-found his purse emptied even of pennies when he paid the c. o. d. charges on shipments of paper for that little sheet of zealotry, devoted exclusively to Columbia river development at a time when it was not understood and was unpopular. That little paper was mailed each week to Franklin D. Roosevelt, then governor of New York, and the day before he left on his campaign swing over the Pacific northwest he wrote the Columbia Valley Commerce from the executive mansion in Albany, paper and schoolboy friends of the Oregon country know him, caught the vision of Columbia River development away back in 1932. He became associated in publication of a little newspaper, which was issued weekly, called The Columbia Valley

Commerce. Many thought him a little daffy, when he worked all night at his linotype machine and acknowledging receipt of The Columbia Valley Commerce and expres-

(Continued on Page Seven)



* FOR FAIRER, FINER SKIN TEXTURE *

Colonial Dames BEAUTY WASH

★ WASH away stubborn, clogging pore impurities with this luxurious soap substitute. Made with pure almond meal and specially processed buttermilk... beauty stand-bys since the days of the original Colonial Dames.

Use it also as a beautifying pack, to whiten and refine skin texture! There is added loveliness for every skin in this scientific complexion wash!

50¢ and \$1.00

"FOR SAFETY IN WATER

I Always Wear LIFE-GARD™

Says Georgia Coleman (U. S. Olympic Diving Champion)



Keeps Heaviest Person Afloat Over 12 Hours

LIFE-GARD attaches inconspicuously to swimming suit. Inflates instantly by a bend of belt. Used as official life-guard equipment by City of Santa Monica.

\$1000 Lloyds of London Insurance policy issued with every LIFE-GARD, through N. W. Aronson Co., surplus line broker. Details inside carton.

LIFE-GARD \$1.25

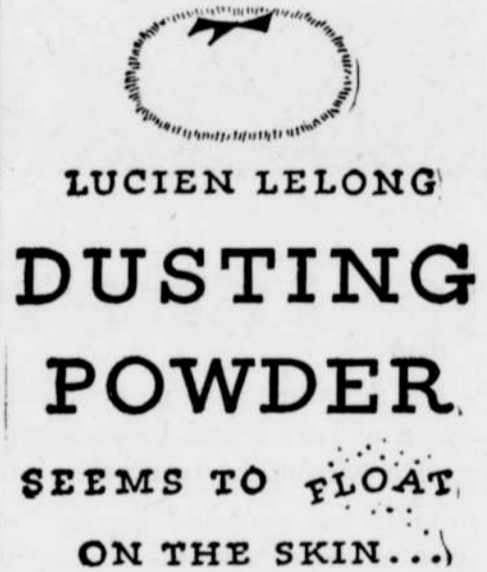


Wear Polaroid Sunglasses for driving, fishing, cruising and other outdoor activities. For these are the only glasses that block out the blinding reflected glare from highways, water, sand, snow, and similar surfaces without robbing your eyes of useful light. Polaroid glasses make everything bright, colorful, sharp in detail, yet restful to the eye. See our demonstration. Price, including attractive case, — \$3.75

Price, including attractive case, — \$3.75



Shave THE MODERN way with a Schick — the world's standard dry shaver. The Schick soon pays for itself and will give you many years of shaving comfort and satisfaction. Eventually you'll use a Schick. Why not take the first step now by calling for a free demonstration! Price complete \$15.00



So Lucien Lelong, fittingly enough, puts it in a cork-trimmed box!

● In a gay box-trimmed with cork—is the gayest, lightest softest Dusting Powder you've ever known Lucien Lelong has a name for such things, and his Dusting Powder proves it. The box alone is worth buying! And the generous size makes it a lovely gift for yourself, or anyone else you like.

\$1.50

LUCIEN LELONG
PARFUM
Indiscret
in the new smaller size
Lucien Lelong's famous fragrance in this carved "tassel" flacon is truly a glorious gift.
\$2.00

KEIR'S DRUG STORE
Hood River, Oregon