

The Story of
CVA

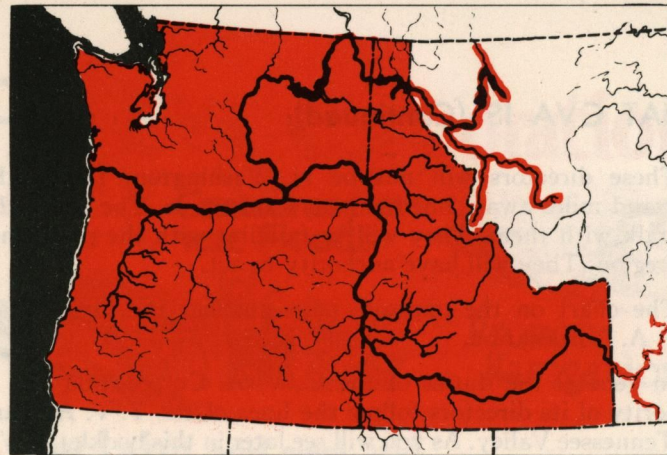



CVA

THIS LITTLE BOOKLET TELLS YOU:

- I. What a Columbia Valley Authority is.
- II. Why this region needs a Columbia Valley Authority.
- III. What a Columbia Valley Authority will mean to agriculture, industry, business, labor and to the welfare and happiness of the people who live in this region.
- IV. How the Valley Authority has proved itself in practical operation in the widely known and successful Tennessee Valley Authority.

If this little booklet were a hundred dollar bank note you wouldn't throw it away. What this little booklet tells about is worth many times a hundred dollars to you, your family and your friends. Don't throw it away—read it and pass it on.



I. WHAT CVA IS:

A bill has been introduced in Congress by Senator Hugh B. Mitchell and Representative Henry M. Jackson of Washington. It is a bill to create a Columbia Valley Authority.

See that map at the top of the page? That's the region in which this Columbia Valley Authority will operate. The Act will be effective throughout all portions of the States of Washington, Oregon and Idaho and in that part of Montana which is drained by Columbia River tributaries, as shown in orange on the map above.

The headquarters of C. V. A. will be in the Pacific Northwest. Three directors appointed by the President and confirmed by the Senate will control the activities of C. V. A.

THREE DIRECTORS



WHAT CVA IS (Continued):

These directors will not be in Washington, D. C. three thousand miles away, but right here among us. The people here can talk with them. They will be familiar with the problems of this region. They will have authority to act.

The chart on the opposite page outlines the duties of the C. V. A. Corporation.

In general the duties of the C. V. A. Corporation and the authority of its directors follow the lines of the T. V. A. plan in the Tennessee Valley. As you will see later in this booklet T. V. A. has proved successful.

When people in any of the seven southern states where T. V. A. operates are asked why they like T. V. A. so well they say, "It's because we have a small chunk of Washington, D. C., right here in the valley. We don't have to go to Washington to get half attention from men who have the problems of the whole nation to consider."

Under C. V. A. we can have efficient development of our resources. Instead of dozens of bureaus interlocking and overlapping on the basic problems affecting the welfare and development of this region—all these will be under one control.

Navigation, irrigation, flood control, erosion, reforestation, agricultural and mineral development are all related. Costly delay and wasteful inefficiency are caused by having these activities under separate bureaus and departments.

Under C. V. A. flood control, navigation, reclamation, soil conservation, improvement of mines and minerals, reforestation, recreation, fish, wild life and hydro-electric resources are under unified control. These riches upon which the welfare of all of us depend, can be developed efficiently for the prosperity of all.

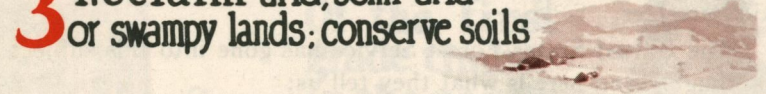
The CVA Corporation

Shall 1 Control and prevent Floods



2 Promote Navigation

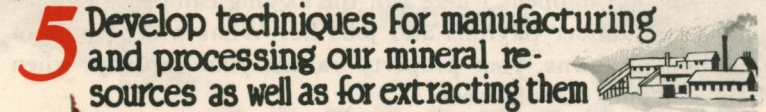
3 Reclaim arid, semi-arid or swampy lands; conserve soils



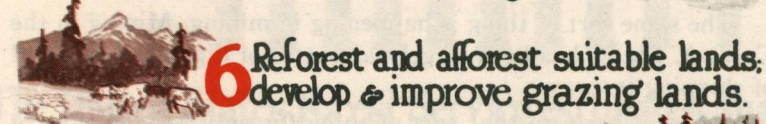
4 Develop fertilizers, chemicals for soil conservation and improvement.



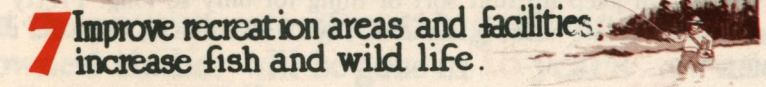
5 Develop techniques for manufacturing and processing our mineral resources as well as for extracting them



6 Reforest and afforest suitable lands; develop & improve grazing lands.



7 Improve recreation areas and facilities; increase fish and wild life.



8 Develop the region's hydro-electric resources.



II. WHY WE NEED A CVA:

Now that we know the essential features of C. V. A., let us ask why we need it.

Look at what has happened in Europe where exhausted resources have led to poverty, wars and disease.

"Oh," but you say, "That's Europe, but America and our Northwest are too rich—we don't need to worry."

Take a look at the chart on the opposite page. Timber has been the Number One resource of this region. It has supported 25 % of our people; it has seemed inexhaustible. But let's not kid ourselves.

The United States Forest Service has gone into this subject thoroughly and here is what they tell us:

At the present rate of cutting, all privately-owned timber will be gone in eighteen years, and

ALL timber, public as well as private, will be gone in twenty-five years.

When that happens where will the logging camps, saw-mills, pulp mills, lumber payrolls and jobs be? What will become of your lumber towns, your property values, your security, when the region runs out of trees?

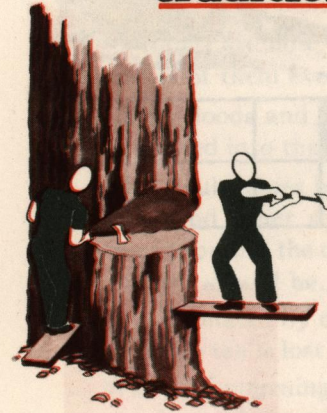
The same sort of thing is happening in mining. Mining in the C. V. A. States has been largely a matter of digging it out and of shipping it away.

You can keep up that sort of thing for only so long. Pretty soon you dig but nothing is there. That's all there is, there isn't any more.

Furthermore, most of the minerals that have been dug in this region have been shipped East for manufacturing. We get the

TIMBER

**"The northwest's lumbermen
were raised in the cut-and-get-out
tradition."** *Fortune Magazine, Feb. 1945*



**Of the first
grade timber
in the north-
west, more than
80% has been
cut. Less than
20% remains.**

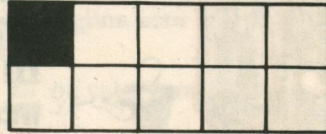


**The United States Forest Service estimates that
at the present rate of cutting, all privately-
owned timber will be gone in **18** years and
all timber, public as well as private, in **25** years.**

AGRICULTURAL ACREAGE

FLOODS *and* EROSION

shrink the number of productive acres in this area. Every ten years, one acre out of ten is lost for productive use.

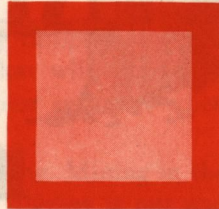


EROSION *and* SOIL DEPLETION

Shrink the productivity of individual acres. Farmers, in general, face diminishing returns from each acre under cultivation.

DEPLETED SOILS

Produce less nourishing foods because vital elements are deficient.



WHY WE NEED A CVA (Continued):

price of the raw material and the East gets the price of the finished article. Take a refrigerator for example. Its raw materials total about 11 % of its cost; 89 % of its value is that added to it by manufacture. If we are ever to be on a sound foundation we have to do processing and manufacturing. We can't be satisfied with 11 % from our resources—we have to get a cut at that 89 %.

On page 8, is another chart that is worth a little study. It shows what is happening to our agricultural acreage.

As things are now, we are actually losing productive acres—thousands of them every year.

Rains, floods and winds strip away fertile top soil. This top soil is washed into the rivers and carried to the sea.

As a result, acres become barren and unproductive. Valuable minerals and other soil elements are washed away. The land becomes poor and the crops it grows are not as big nor as nourishing as they should be.

It is estimated by our State agricultural schools that one acre out of every ten is lost for productive uses over a ten-year period.

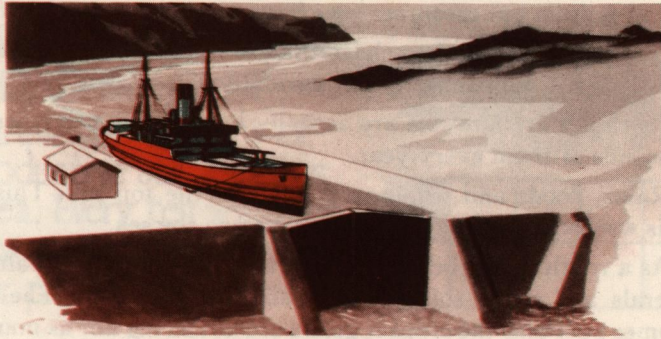
What is happening to our timber, minerals and agricultural acreage is also happening to our fish and wild life.

We live in a natural paradise out here but haven't you noticed that the trout are getting scarcer and smaller? The beauty spots fewer and further apart and the hunting just a little poorer every year? That's because there isn't any well-planned, over-all program to conserve this region's recreational resources.

This country should be the sport Mecca of the world and it can be when the streams are full of trout and the woods full of game and beauty spots are preserved in all their natural glory.

III. WHAT CVA WILL MEAN TO THIS REGION:

Under C. V. A. our rich territory won't be left to chance any more. We will have a program to get the most out of our land in which we all live and upon which depends the prosperity of all of us.



RIVER CONTROL

One of the first things that will be done will be to put a harness on "Ol' Man River."

Left to himself, he meanders here and there, washing away banks, getting filled with silt, carrying fertile soils into the ocean.

Under C. V. A. rivers are made navigable by dredging shallow places and by erecting dams and locks. Thus they provide natural, low-cost transportation for the shipment of products from farms, mines, mills and factories.

And they will make outstanding tourist attractions. Can you imagine a more fascinating trip than a river steamboat voyage the length of the Columbia? Above Grand Coulee Dam there will be Roosevelt Lake approximately 150 miles long, also Dry Coulee which will become a reservoir for irrigation waters. These river trips will surpass in color and interest those of the old days on the Mississippi, famed in song and story.



FLOOD and EROSION CONTROL

Closely linked with river control will be flood and erosion control.

When heavy rains fall, the water rushes down hills carrying valuable top soil with it. Gullies are formed and the earth is left bare of fertile, crop growing soil as shown in the illustration above at the right.

C. V. A. will correct this by planting and terracing watersheds as is done in Tennessee under T. V. A. where, as David Lillienthal puts it, "The water walks, instead of runs, to the nearest exit."

In other words, valuable farm land is preserved because the precious, life-giving top soil is retained.

You have heard about the tragedy of the "dust bowl" region. There will be no repetition of such tragedies here if we have a C. V. A.

People in Tennessee, where this kind of a program is in effect, know that their rivers and lakes are now clear and a clean, green-blue in color where they used to be muddy and yellow. Clean rivers are good fishing rivers but those that are muddy and yellow are washing away the agricultural life-blood of the region.

RECLAMATION and IRRIGATION



Do you remember in this little booklet when we were talking about our diminishing timber, minerals and agricultural acreage? If you will stop and think about that for a minute you will see that this region is gradually shrinking, getting poorer with every passing day.

But you will notice this about every phase of the C. V. A. plan—it enlarges this empire we live in instead of allowing it to continue to shrink. The old way is like taking money out of the bank; the C. V. A. way is like putting money in the bank.

Under C. V. A. there will be a really tremendous program for irrigating arid and semi-arid lands. Some statistics might be interesting:

We now have, for example, in the States of Washington and Oregon, 1,652,086 irrigated acres.* Under C. V. A. we will have 4,482,278 irrigated acres, or more than two and one-half times as many as we have at present..

That means that we can have 28,000 additional farms averaging one hundred acres in size.

Think what this means in farm families, farm labor, in sales of equipment and materials. Think how many grocers, drug stores, general stores, gas stations and dozens of other businesses and professions will be needed to serve these families and workers.

*Bureau of Reclamation figures.

Do you begin to see why people who study the C. V. A. program get so enthusiastic about it? It's exciting—it's a new form of pioneering. It means growth, expansion, payrolls, prosperity.



SOIL FERTILITY

The C. V. A. program not only preserves productive acres and increases the number of them but it also is designed to make the acres grow more food and more nutritious food.

A definite part of the C. V. A. program (written into the Mitchell-Jackson bill) places upon the directors the duty of developing fertilizers, chemicals and minerals to improve soils.

To do this C. V. A. will work with agricultural schools, experiment stations, county agents, fertilizer manufacturers and farmers to build soils up to top fertility and to keep them that way. That means more productive farms and more prosperous farmers. You know the old saying "As the farmer prospers, so prospers the nation."

But there is more to this program than prosperity. Your health, my health, our children's health will all be affected for the better by this program.

No matter who we are, rich or poor, we all live off the products of the soil. The richer the soil is in minerals and needed plant elements, the more nutritious and nourishing is the food it grows.

In fact, food scientists are agreed that human nutrition begins with the soil. Under C. V. A. apples will be redder, milk richer, wheat more nourishing and as a result the people will be sturdier, healthier and happier.



REFORESTATION and GRAZING

Under C. V. A. timber cutting will be controlled in the public interest. There will be no more "public-be-damned" timber slashing such as has brought this great resource to near exhaustion.

Under C. V. A. lumbering will be selective. A certain percentage of the trees will be left standing. Beauty spots will not be destroyed.

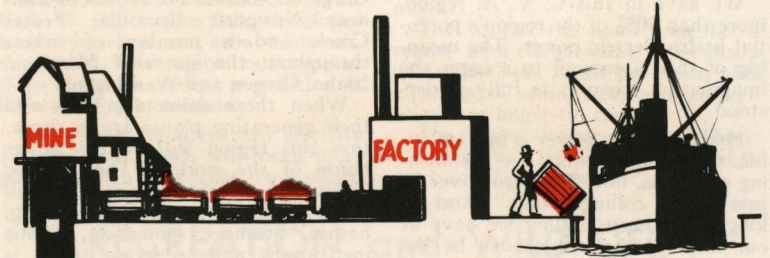
More important, tree farms will be established. A scientific program of reforestation and of planting completely new forests will be set in motion.

Thus our greatest resource will not vanish. Through planning and foresight it will be with us always; a source of jobs, payrolls, homes and beauty.

With reforestation will come the development of fine grazing lands for cattle and sheep. In good forestry, trees are planted so that they are spaced wide apart. This allows each tree to grow straight and true into the finest kind of timber.

These wide spaced forests make superior grazing land. Special grazing grasses thrive when planted among these trees. The cattle and sheep grow plump, with fine, firm flesh for the finest of steaks and chops.

The livestock fertilize the soil and the forests shelter the livestock from wind and weather and both do better because of their partnership in C. V. A.



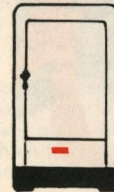
MINES and MINERALS

We have, in the four C. V. A. states almost every known mineral. Under C. V. A. the big question won't be, "How shall we dig it out?" The big questions will be, "What shall we do with it after we get it dug?"

What can we make out of it? Whom can we interest in manufacturing it into kitchen ware, electrical equipment, farm machinery, radios, etc.?"

C. V. A. will encourage manufacturing and processing here to build industries, jobs, payrolls. Remember our illustration of the refrigerator—11 % for raw materials; 89 % for value added

by manufacture. C. V. A. will help make this region a manufacturing region. We will not only mine our aluminum, we will make pots and pans out of it. It is by developing manufacturing that we can most effectively build a sound prosperity.



HYDRO-ELECTRIC POWER

CVA WILL ENCOURAGE MANUFACTURING AND PROCESSING

And that brings us to our greatest single resource—Hydro Electric Power.

We have in this C. V. A. region, more than 40% of the region's potential hydro-electric power. The meaning of this is enough to stagger the imagination when it is fully understood.

Hydro-electric power is inexhaustible. Coal, oil and wood are diminishing resources, but "Ol' Man River he just keeps rolling along." And as long as he keeps rolling we have at our disposal that which can be the world's cheapest, most efficient, and most plentiful power supply.

C. V. A. will develop this resource to the fullest extent. Already, of course, the Columbia has been partially harnessed by Grand Coulee and Bonneville Dams but other dams on

the Columbia and its tributaries are needed: Hungry Horse on the Flat-head River above Kalispell; Cabinet Gorge on Clark's Fork; Albeni Falls near Newport; Umatilla; Foster Creek and a number of others throughout the states of Montana, Idaho, Oregon and Washington.

When these dams are built and their generating plants are in operation this region will be the power house of the world; "The Electric Capital of America." What this will mean to industry, agriculture, mining, homes, business, education, public institutions and to living itself, is beyond computation.

In many industries, power is the biggest item of cost. An aluminum plant located at Spokane would have never been there except for Bonneville power which saves that company \$500,000 per month.



Five Hundred Thousand Dollars a month saving is language big industrialists can understand.

Under C. V. A. this region can offer industry the world's cheapest power which will attract new industries here and encourage old ones to expand.

Based on the rich resources of the C. V. A. region plus fully developed hydro-electric power, economists estimate that this region can support three times its present population at highest living standards.

Our power resources can electrify all our farms which will mean more produce with less cost and effort.

Merchants can have better lighting, better displays, cleaner heat and air-conditioning for their places of business at lowest cost.

Schools, churches, and other public institutions in addition to better lighting and air-conditioning, can afford to operate motion picture, television and other electrical equipment.

The all-electric home can be a reality with the cleanest, most easily controlled heat in all the world plus all the labor saving devices of modern science at finger-tip control.

The hydro-electric power is here. Under C. V. A. it will be harnessed to work for all of us forever.

RECREATION and WILD LIFE

Although C. V. A. is designed to create jobs, build new industries and add to agricultural wealth, it also is designed to make this a happy, beautiful land in which to live.

This area will be richer than ever before and it will be more like it used to be in the days when the Indians roamed and the fish leaped in every river and the deer were found on every hill and in every valley.

C. V. A. will preserve woods and beauty spots. It will propagate fish so that every brook and stream and lake will be alive with them and it will do the same with deer and pheasant and all the wild life natural to this region.

This will be the ideal vacation land of all the world. Pleasant camps by sparkling, clear rivers; big speckled trout, gentle soft-eyed deer, plump quail and all the other fish and game which lure the sportsman and add to the beauty of our out-of-doors.



THE VALLEY AUTHORITY IDEA HAS PROVED ITSELF IN OPERATION

Is the picture that has been painted in this booklet an impractical, Utopian dream?

It does seem almost too good to be true but fortunately the Valley Authority idea has been tested in action. We don't have to guess about it any more. The Mitchell-Jackson bill is modeled after that of the Tennessee Valley Authority which has had years of successful operation.

We have written to Chambers of Commerce, Associations of Manufacturers, Granges and all the newspapers in Tennessee to get their frank opinion as to the worth of the T. V. A. in their region. The response is overwhelmingly enthusiastic. It is impossible to reproduce all the testimonials in a booklet of this size but these excerpts from the many letters received are proof that the Valley Authority idea is practical in operation and profitable for the people.

NO EXPERIMENT

"T. V. A. is no longer an experiment—it is a going concern and one of the greatest things that has happened to this area in decades.

"The entire enterprise has proven practicable and profitable from every standpoint . . . and has been operated on a non-political basis by men who have run it as a business enterprise."

The Daily News Journal,
Murfreesboro, Tenn.

"T. V. A. has proved tremendously valuable to our entire section."

Union City Messenger,
Union City, Tenn.

"It has proven practical and the benefits to the entire Tennessee Valley Area read like a fairy story. . . .

Knoxville News Sentinel,
Knoxville, Tenn.

"In my judgment it is the greatest thing that has ever happened to the South."

The Commercial Appeal,
Memphis, Tenn.

"The T. V. A. has been a god-send not only to this section of Tennessee, but the State at large."

The Elizabethton Star,
Elizabethton, Tenn.

INDUSTRIAL GROWTH

"The industrial development of East Tennessee and Middle Tennessee as a result of T. V. A., has exceeded any past period in the State's history, and the postwar possibilities for the State appear exceptionally bright on the basis of inquiries concerning industrial sites."

The Elizabethton Star,
Elizabethton, Tenn.

ECONOMIC DEVELOPMENT

"There is no question but that T. V. A. has contributed more to the economic development of the Tennessee Valley than any other single influence or combination of influences. It is generally conceded that the establishment of T. V. A. has accelerated the growth and progress of this region by as much as twenty-five years and possibly more.

"No one will dispute the statement that the T. V. A. has brought tremendous lasting benefits to the territory it serves."

The Chattanooga Chamber of Commerce.

"It has increased the economic well-being of a vast region."

The Commercial Appeal,
Memphis, Tenn.

"It has been a great impetus to the commercial and industrial life of this section and has provided an abundance of electricity for domestic consumption at about one-half the rate formerly paid to power interests."

The Jackson Sun,
Jackson, Tenn.

RECREATION

" . . . it would make one's eyes bulge out to see the tourists who come for miles to fish in the clear lakes and streams—a man can spend one day and take all the fish he wants."

The Daily Herald,
Columbia, Tenn.

"This country has developed many millions of dollars in the way of manufacturing enterprises flowing into the territory to get the benefits of cheap electric power. One plant here uses as much electrical current as the city of Memphis."

The Daily Herald,
Columbia, Tenn.

RURAL ELECTRIFICATION

"By this time had not the war intervened, I firmly believe that there would not be a home in the rural sections without its electrical equipment of all kinds. There is no comparison. . . ."

The Daily Herald,
Columbia, Tenn.

"It will enable us to promote our dairy industry by furnishing power, fertilizer and the erection and operation of dairy products concerns.

"It is helping to save land that used to be worthless."

The Daily News Journal,
Murfreesboro, Tenn.

" . . . electric service in this county has been of great individual benefit to the farmer and has resulted in increased sales of merchandise by stores of this and other communities."

Union City Daily Messenger,
Union City, Tenn.

REFORESTATION

" . . . T. V. A. has a wonderful program for reforestation and for prevention of erosion and for conservation."

The Daily Herald,
Columbia, Tenn.

"Industry itself is, and will be attracted to this part of the nation, due to low operating costs."

The Daily News Journal,
Murfreesboro, Tenn.

"DON'T MISS THE BOAT"

"No section can go wrong by following in the T. V. A. footsteps. The best way to describe T. V. A. is to say that it is God's gift to the Southland. If you have the opportunity to harness the Columbia River and set it up like T. V. A., don't miss the boat."

The Daily Herald,
Columbia, Tenn.

The CVA Will Be AN EMPIRE



- Beautiful and Bountiful



PAYROLLS
FOR
LABOR



INCREASED OPPORTUNITIES FOR
PRIVATE ENTERPRISE



PRODUCTIVE
ACRES FOR FARMERS



HAPPIER, RICHER
LIVING FOR
ALL



For More Information

The **Valley Authority** idea has been written about informatively and well in recent issues of the Saturday Evening Post, Collier's, Liberty, Look and other magazines which you can get at your Public Library. We also recommend the "Pocket-Book," **Democracy on the March** by David Lillienthal, Director, T. V. A. which is on sale at most booksellers for 25 cents. For further information, write or 'phone

LEAGUE FOR C. V. A.

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