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COMMERCE

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THE FORUM

PORTLAND HOTEL

MONDAY, MARCH 11

"OREGON'S GREATEST GOLD MINE—HER OUTDOORS"

Speaker: WILLIAM L. FINLEY, outstanding American naturalist and wild life photographer, who last month entertained President Roosevelt for two hours with his marvelous pictures and discussion of bird and animal life and the necessary steps for perpetuating it.

H. B. VAN DUZER will introduce Mr. Finley.

Come early for a seat.

GREAT NATURALIST TO SPEAK

Members of the Portland Chamber of Commerce and others will have opportunity Monday noon at the Portland hotel to hear William L. Finley, just as President Roosevelt heard him a few weeks ago, discuss Oregon's wild life and outdoor attractions and their value to the nation.



W. L. FINLEY

His subject before the Members' Forum session Monday will be "Oregon's Greatest Gold Mine—Her Outdoors." Mr. Finley, who has just returned from his annual lecture tour of the East, has always been in the front rank in the upbuilding and maintaining of the state's outdoor attractions. He is known as the Pacific Northwest's greatest expert on wild life and as the premier wild life photographer of the United States. At the White House recently President Roosevelt sat for two hours intent on wild life pictures Mr. Finley showed him and on the explanations he gave, particularly those covering points of conservation and increase of America's wild life resources.

It was largely through Mr. Finley's efforts that the government recently bought the Blitzen valley and watershed, insuring a vast natural refuge for migratory wild fowl. Mr. Finley is known as "the father of the Malheur reservation," which another Roosevelt set aside by executive order back in 1908. Lack of water defeated the full objectives in the acquir-

ing of the Malheur lake reservation. The purchase a few days ago of the great P ranch on the Blitzen river will overcome the handicap, giving Oregon and the nation one of the greatest natural resting places and breeding grounds.

"The way to interest the eastern capitalist and the industrialist in Oregon is to interest him in our mountains, our lakes, our forests, our fishing and hunting and other outdoor attractions," declared Mr. Finley. "They'll listen to stories, to descriptions about these when cold facts on industries and business opportunities fall on deaf ears."

WANT VALLEY DEVELOPED

With the hope that the federal government may be induced to push forward a development program of the Willamette valley from the standpoint of navigation, irrigation, drainage and other factors, the Portland Chamber's board of directors has passed a resolution which would urge congressional authority for further study and review by the board of army engineers of report No. 308. The document covers a survey of the Columbia, Snake and Willamette rivers and the territory they drain.

The board of the Chamber has gone on record as opposing any legislative action by Oregon alone to provide for unemployment insurance. Opinion of board members discussing the matter was that any such plan should be nation-wide and not one which would put additional handicap on Oregon business and manufacturers who must meet the competition of other states.