

## Naturalist Will Lecture At Benson

*Journal*  
Oct. 12, 1938

William L. Finley, noted naturalist, will present his motion picture lecture on "Woods, Waters and Wildlife," to open the third annual Saturday morning educational series at Benson Tech auditorium October 29. Finley will show 5000 feet of film.

The program series this year includes five other numbers on these dates: November 19, Portland Junior Symphony orchestra concert at The Auditorium; December 17, Williams' Marionettes, Benson Tech auditorium; February 18, Junior Symphony concert, The Auditorium; March 4, "The Midnight Ride," given by Junior League players, Benson Tech auditorium; April 22, Junior Symphony, The Auditorium.

Children who attend the symphony concerts will be eligible to enter the musical note book contest for which prizes are offered.

Price for the entire six numbers will be \$1. Tickets this year will be dated and good only at the performance printed on the ticket.

The Saturday morning series was started three years ago when the Children's Theatre group of the Junior League enlisted the support of the Campfire Girls, Boy Scouts, Girl Reserves, Girl Scouts, public schools, Parent-Teacher association, parochial schools, American Association of University Women and children's department of the Portland Library association to offer Portland's young people entertainment that would stimulate and encourage artistic development.

## Profits of Four to One

*Journal*  
Oct. 14, 1938

Dr. William L. Finley, American naturalist and Oregon neighbor, has something to say in behalf of anti-stream pollution measures on the state and city ballots November 8:

If we look at the cleaning up of the Willamette river from a commercial or business viewpoint, estimates indicate an ultimate cost of \$10,000,000 to dispose of sewage. But the values of all properties along the river will be increased not less than \$40,000,000 thereby. There will be increased recreational and industrial values. There will be value from the safeguarding of health. There will be immense value for the future of Portland.

More and more the sewage disposal plan looks like one of the most profitable investments Portland can make. And don't forget that if Portland makes a start, Uncle Sam will pay a great part of the cost.

## Oregonian Roadside Council To Map Campaign For New Activity

*Journal*  
Oct. 16, 1938

The Oregon Roadside council, holding its annual meeting Wednesday at 10 A. M. at the Portland hotel, will launch a statewide campaign to awaken interest in preserving the beauty of Oregon highways. Governor Charles H. Martin, Mayor Joseph K. Carson and William L. Finley, vice-president of the American Wild Life association, are to speak at a luncheon at 12:15 P. M.

The educational program proposed by the council is sponsored by the state board of control and is indorsed by the highway commission, United States forest service, state department of public instruction, bureau of public roads and many chambers of commerce and civic groups, according to Mrs. Jessie M. Honeyman, president of the council.

## Oregon Wild Life Theme of Address At Roadside Council

"Wild Life Resources of Oregon" will be discussed by William L. Finley, vice president of the American Wild Life association, at the luncheon meeting of the Oregon Roadside council at 12:15 p. m. Wednesday at Hotel Portland. Honor guests invited include Governor Martin and Mayor Carson.

A state-wide program of education to carry out the aim of the council will be explained to the members at the annual business meeting at 10 a. m. in the hotel. The aim is "to organize groups in each community of leading men and women to study conditions and plans to preserve and enhance all natural beauty and to remove all ugliness and spoilation."

The state has been divided into 10 districts, according to centers of population along the highways, with a vice president in each district. There will be 60 members of an advisory board to act as a staff for the vice presidents. They will encourage work among students as well as adults.

Work of the council is sponsored by the state board of control and the state planning board and it is indorsed by the highway commission, the United States forest service, the state department of public instruction, bureau of public roads, chambers of commerce and many civic groups.